

# The Billboard

25 Cents

The World's Foremost Amusement Weekly

MAY 23, 1942

Vol. 54. No. 21



*Harold Seymour*  
Camera

"Here's That Band  
Again"

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JURGENS**  
And His Orchestra

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# GASOLINE RATIONING BLUES

## Borscht Belt Hit Hard; Resorts, Barns Walloped

NEW YORK, May 16.—Gas rationing has forced operators of mountain resorts thruout Upper New York, Connecticut and the White Mountain region to change plans for what looked like the best summer in history. Most of the spots in those areas will be heavily hit by the severe gas rationing in effect on the Eastern seaboard. Most of the clientele arrived by auto, and unless customers can be educated to use bus lines and railroads, dark days are expected.

Operators of the resorts held meetings May 3 and May 10 to deal with the transportation and entertainment problems. At the second meeting it was decided that entertainment plans will have to wait until Decoration Day, when they hope that business will give some clue as to what the rest of the season will be like.

The operators have also formed a committee to petition Washington for the right to use the gas pumps in the area to see that guests will have enough gas to get back. The Sullivan County resorts have a good chance of getting that request, as Western Pennsylvania oil fields and refineries are but 250 miles away and it will be a comparatively easy matter to get the gas to the resort hotels.

The resorts feel that granting of this request will insure a hefty percentage of the trade.

Because of the season's prospects, only 30 per cent of the usual number of acts has so far been booked. Beckman & Pransky, Resort Entertainment Bureau, probably the largest resort bookers in (See *Borscht Belt Hit* on page 18)

## Jacobi Seeks IA Presidency

NEW YORK, May 16.—Vincent Jacobi, business agent of Local 1 of the IATSE, has announced his candidacy for the presidency of the Alliance. Jacobi has been lining up support of various locals and feels he has sufficient strength to gain the post.

Jacobi announced his candidacy along with a four-point platform calling for greater local autonomy and elimination of IA interference in local affairs, greater organization to be carried to the unorganized, establishment of full democracy in union affairs, and the placing of the union squarely behind the war program.

Jacobi's announcement puts the presidency in a scrambled position as, should sufficient strength be gained to place his name before the convention, the presidency now occupied by Richard F. Walsh would have to be declared vacant and an election would have to follow. The IA executive board elected Walsh to serve out the unexpired term of George Browne who, together with William Bluff, is serving penitentiary sentence for extorting money from the film industry.

A whirlwind campaign is expected to be fought, as the international conclave opens in Columbus June 1.

Jacobi's supporters argue that Walsh should have been named thru a general election and not by the executive board. They declare that the IA constitution empowers the board to call the election to fill a vacancy. The convention has the power to nullify Walsh's appointment.

Letters asking for support of Jacobi are being mailed to locals all over the country.

## It's Not the Dirt --- It's the Dictatorship

THE failure of attempted vaude policies in the houses formerly known as "follies" theaters in New York points up once more the dictatorial attitude of License Commissioner Moss and Mayor La Guardia in refusing renewals of licenses to those theaters under their old entertainment policies. The refusal was arbitrary and without due recourse—or any recourse—to law; it has deprived hundreds of people of the right to work and threatens to ruin the operators of the houses. It is, in short, a perfect example of the methods of Hitler transplanted into the government of an American municipality.

The license renewals were originally denied on the excuse that the houses presented "objectionable" shows. However, the Mayor's own committee, appointed several years ago to watch for "objectionable" material, had specifically recommended renewal of the licenses. In addition, New York has legal machinery specifically set up to control immorality in entertainment. The Mayor and his office-holding henchmen avoided that machinery in order to do their job by arbitrary executive order.

The theaters involved engaged Morris L. Ernst to battle this extra-legal display of dictatorship, but lost the first round when Supreme Court Justice Levy denied their application to restrain Moss from refusing to grant the licenses, in a 14-page decision that carefully skirted the primary point of the suit. Justice Levy found "preponderant" evidence supporting Moss's claim as to the character of the shows; the real point was, however, the illegal establishment of a one-man censorship. After the decision, the houses tried vaude—unsuccessfully.

Many show business organizations have rallied to the support of the operators, not on the question of the morality of the shows, but in order to oppose the establishment of dictatorial censorship. They include the League of New York Theaters (legit organization) and even the usually cloistered Drama Critics' Circle.

It is a disgraceful perversion of the American way of life, which our country is now fighting to defend, if a dictator-minded mayor and his political toady are allowed to make arbitrary decisions throwing employees out of work and employers out of business. But the issue goes far deeper than the individuals involved. If La Guardia and Moss are allowed to get away with their censorship in the "follies" field, there is nothing to stop them from extending it to other fields; there is nothing to stop them from closing plays because they personally don't happen to like their political bias. There is nothing to keep New York from a theatrical dictatorship as bad as any suffered in Rome or Berlin.

The La Guardia-Moss action is in direct opposition to everything for which our country is fighting; it cuts at the very heart of our cherished American way of life; it is in flat defiance of the most basic beliefs of democracy. Lack of funds may keep the "follies" operators from continuing the fight against New York's local Hitlerism; but the show business as a whole must not allow that fight to be dropped.

Unless it is won by the opponents of dictatorship, every branch of the entertainment field in New York will be at the mercy of one-man censorship. Unless it is won, there will be imposed upon us here at home one of the very conditions against which our country is waging war abroad.

## AFM's Appeal to Supreme Court On Griff Williams SS Case Is Looked Upon as Decisive Test

NEW YORK, May 16.—The American Federation of Musicians will petition for a writ of certiorari May 27 asking the United States Supreme Court to review the Griff Williams Social Security case. Outcome of this case is expected to have a profound bearing on the payment of SS taxes due prior to the Form B contract.

Filing will be done by Joseph L. Padway, general counsel for the American Federation of Labor, who takes over for Samuel T. Ansell, recently dismissed chief counsel for the AFM.

Williams case was originally heard by the Social Security commissioner in Chicago, who ruled Williams to be an independent contractor and therefore liable for the SS payments of his sidemen. The first court appeal reversed this decision, and a later hearing by the United States Circuit Court of Appeals upheld the original ruling by the commissioner.

Case is especially important, now that the Federal Government is pressing for the payment of taxes prior to the Form B contract. Circuit theaters have been

notified to make an accounting of taxes due prior to establishment of the Form B. It is believed that the major circuits will have to account for approximately \$400,000 in back taxes.

In event that the AFM's writ is denied it is likely that all rulings regarding Social Security will have to be made by the federal commissioner in charge, with appeals going thru to federal courts.

The AFM Form B contract, which went into effect last fall, is expected to play quite an important part in the ultimate disposal of the matter. It places the tax responsibility on the music user, and affixes the status of employer upon the purchaser. The theaters have always contended that the leader is an independent contractor, as the theater has no control over hiring and firing of the sidemen, altho they are now using Form B.

However, should the AFM lose the Griff Williams case, it is expected the circuits will claim duress on the part of the AFM in forcing the theaters to accede to the (See *AFM'S APPEAL* on page 18)

## No Provision for Actors; Band Leaders Get OK

NEW YORK, May 16.—Gas rationing, as it affects performers, will hit the vaude and night fields the hardest. Performers, as a class, have been denied "X" cards, which entitle the holder to an unlimited supply of fuel, and their cases have been placed individually at the discretion of local rationing registration boards. Band leaders, however, received a special dispensation from Lee Buckingham, rationing administrator, who announced that baton wavers will be allowed additional juice upon request to rationing boards in the particular locality where they happen to be traveling. (For further details see story in *Music Department*).

Main source of the confusion of night club and vaude performers was that they didn't do anything about their particular problem until the time came to stand in line for their cards. Boards then were snowed under by so many requests for special consideration that performers were fluffed off when they told registrars that their pleasure cars were essential in carrying them to and from engagements. In most cases they were told to travel by rail, which many cannot afford to do—and just as important, cars are needed for jumps not accessible by rail.

Performers received the regular civilian gas cards in classifications A (21 gallons to July 1), B1 (33 gallons), B2 (45 gallons) and B3 (57 gallons). Since the rationing is limited to 17 States along the Eastern seaboard, performers are hopeful that they can get bookings outside the East. In that case, present rationing cards will permit performers to make a long jump on their present allowance and then get an unlimited supply of gas outside of the rationing areas.

Appeal of the American Guild of (See *Vaude and Night Spot* on page 11)

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# AGVA's Last Prez, Downey, Okays Four A's, Urges Strong Secretary

NEW YORK, May 16.—Morton Downey, president of the American Guild of Variety Artists until the Four A's vacated all AGVA national officers and an enigma as far as its recent activities are concerned, made his first stated stand this week—in support of the Associated Actors and Artistes of America's deposing Gerald Griffin as executive secretary and its displacing national officers and board members with a Four A's committee.

While he was president of the actors' union for nine months his participation in the organization's affairs was negligible, Downey said, because he was playing out of town most of the time. And when he was in town a quorum couldn't be gotten together for a board meeting. When a quorum did meet, he said, they were "inefficient, pig-headed and shooting at personal angles."

Downey's feeling is that the national office is as strong as its executive secretary and that AGVA's failure to date has been the lack of a "strong, hard-punching executive secretary who won't take the kind of stuff the former board handed out." The ex-prez is in favor of getting a man to whom the Four A's would give a contract for six months or a year, so that he could operate with authority and without fear. "Who can have any respect for AGVA with the set-up we had?" he asked.

For those reasons, he stated, he was 100 per cent behind the reports of Walter Greaza (Equity) and Jonas Silverstone, national counsel of AGVA, asking that the Four A's supersede the national officers until a re-alignment is brought about. In line with Silverstone's report, Downey asked the Four A's International Board to call a general meeting in New York of AGVA local executive secretaries and presidents for the purpose of outlining the future policy of AGVA. Four A's promised they would do this, perhaps calling the meeting in the Middle West, however, because of the tremendous expense that would be involved. Up to now the Four A's has been mulling this idea.

Outside of being called to the Four A's meeting which decided to give Griffin the gate, Downey said that he has been kept pretty much in the dark on AGVA affairs. When he stressed the need for

a punchy executive secretary, Downey was asked if he thought Tom Phillips was the man. Downey replied, "I don't even know him." (Phillips was appointed by the Four A's to succeed Griffin with the title of "general organizer.")

Downey said all the plans the Four A's have for AGVA look good on paper, but as far as elections are concerned, or how the committee (Greaza, Mrs. Florence Marston and Ruth Richmond) is administering AGVA or the morale of AGVA locals because of this move, "I don't know, but I sure wish someone would tell me."

## Hamid Pier Set for Start; Heavy Budget

NEW YORK, May 16.—Hamid's Million-Dollar Pier, Atlantic City, gets under way Decoration Day week-end with a bill including Vaughn Monroe's ork, Diosa Costello, Little Tough Guys, Marion Bishop's Marionettes, Reg Kehoe and Phillips' Juvenile Revue.

Hamid is expected to expend some heavy sugar during the season in an effort to beat the dimouts in effect at Coast resorts. Glenn Miller has been booked for two engagements during the season, the latter of the two being over Labor Day.

Arthur Fisher books.

## How "Pants" Started

NEW YORK, May 16.—Al Friend, veteran vaude agent, complains that everybody is taking bows for the parody, *Sam, You Made the Pants Too Long*, whereas he says he wrote the original parody to the tune of *Lord, You Made the Night Too Long* 10 years ago.

Joe E. Lewis and Milton Berle are usually credited by Broadway columnists as writing the parody, but Friend claims he wrote it especially for Cliff Winchill, house emcee at that time (10 years ago) at the Folly Theater, Brooklyn. Winchill is now playing night clubs in the Midwest.

## Big Phil Season Nearing Its End

PHILADELPHIA, May 16.—Both the Locust Street and the Walnut Street finished the season in a blaze of box-office glory tonight. Forrest, which has another week with Maurice Evans in *Macbeth*, kept open with a Yiddish show, *A Child for Sale*, gathering a light \$5,200 at \$2.20 top.

Locust called it a season after the sixth week of *My Sister Eileen*. At a \$1.65 top, show hit a neat \$6,900 for its final stanza. For the run (first four weeks at a \$2.85 top) *Eileen* took a hefty \$53,400 for six weeks. Walnut Street, with fourth week of *Arsenic and Old Lace* at \$2.85 top, grabbed after another fat \$14,700. Heavy money-maker, with \$66,200 in the till for the four weeks.

## Hollywood Niteries Need Attractions

HOLLYWOOD, May 16.—Night clubs on Hollywood's "White Way" (Vine Street) are having tough time getting attractions, with mediocre talent failing to pull in the customers. Radio Room was first to hit the jackpot with name talent. Spot formerly was just another joint, but now is doing turnaway biz with Mike Riley and his zany crew.

Other ops on the street are trying to copy, but can't find the names. One manager, who has always featured live talent, complains nobody paid any attention to entertainers and that he did as much biz without them as he did with them.

One night club operator says he was tired of shelling out for ASCAP license and entertainment permits when biz didn't justify the coin outlay. This is favorite wall of niteries ops around here, with most wanting names to work for peanuts.

On Vine Street there seems to be no middle course. Either a spot does low biz with little or no live talent, or cleans up with heavy-dough acts that can draw.

One night spot manager feels it is a losing battle trying to get suitable live (See *Hollywood Niteries* on page 7)

## St. Louis Symphony Firing Stirrs Queries

ST. LOUIS, May 16.—Longhair music lovers got the shock of their lives here this week with the announcement that Scipione Guildi, assistant conductor and concertmaster of the St. Louis Symphony Orchestra, had been abruptly dismissed. Few of the Symphony Society's members, who angel the expensive season, were in on the know, and there was much guesswork as to the whys and wherefores.

Generally accepted reason for Guildi not being offered a contract for the 1942-'43 trick was his constant bickering with Vladimir Goldschmann, conductor. Tension was said to have begun as far back as 1931, when Guildi first took a post with the symphony. Final break came during recent recording date, when the symphony tried to cut 22 sides for Victor in four hours. In midst of Sibelius's *First*, Goldschmann shrieked that violins weren't up to scratch and took it out on Guildi, who is in that section. Temperaments flared and, after recordings were completed, Goldschmann went to Society complaining that 11 years with Guildi were 11 too many and that there couldn't be another.

Symphony otherwise off to a good start for 1942, with anonymous committee having paid off back debts and a deal made with the city for free rent at the Municipal Auditorium, in return for four free concerts during the season.

## L. A. Vaude Show For Police Clicks

LOS ANGELES, May 16.—*Victory Vod-Vil*, the eighth annual Police Show, opened to a fair crowd here Tuesday night for a six-day run which included a matinee and a 2 a.m. swing-shift performance for defense workers. Opening show was lean, but crowds picked up near the end of the week in the 6,800-seat Shrine Auditorium.

Performers include Connie Russell, Marnie Harmon and his ork (four brass, three reed, three rhythm, one string) in the pit, Ted Leary, six show girls of the NTG show, Earl Covert, the Three Aristocrats, Johnson and Diehl, four Step Brothers, Alfalfa, Bea Hagen and Covert, Four Polks, Betty Walters, Roger Pryor, Louise Beavers, Evers and Dolores, Eddie Lewis, the O'Connor Trio, Lee Donn, Yvonne DeCarlos, Edith Fellows, Senator Murphy, Paul Gordon, Rita and Rubens, Bernice Lynn and Joy Stewart.

Show was under general supervision of Al Wager, with dances staged by Dave Gould. Setting and scenery by R. L. Grosh; costumes, Jounge, executed by Mme. Houde.



THE front offices of the new Blue Network set-up are very beautifully decorated in various tones of green—but there is more to the color scheme than meets the naked eye. It seems that the Blue execs went into a huddle with both an interior decorator and a psychologist, in an effort to figure out a layout that would be "relaxing" for potential advertisers. In other words, the restful green decor is cannily calculated to enervate them so that they won't resist signing on the dotted line. Fred Weber, watch out! . . . Boyd Heathen, full-blooded Cherokee Indian singer who recently appeared at Loew's State, is now working as emcee-singer-manager of Blinstrub's Boston niterie—at night. During the day he's using former talents to aid the war effort, working as a crane operator in a Boston shipyard. . . . An agent, looking for a new connection, cracked last week that he almost had one with a major agency, as "head of the band stealing department." . . . Sandy Strouse, who had been playing the male lead, a Marine lieutenant, on *My Daughter Betty* over WHN, was inducted into the army last Thursday. The show held the lead open for him until after he had taken his army physical, but began looking for a replacement when they received a wire from Strouse: "Your Marine lieutenant is now a buck private in the army." . . . Softball has been going great guns among the legit companies visiting Philadelphia. A sorrowful report from the *My Sister Eileen* troupe reads: "Played *Panama Hattie* last week and lost 30-7. It wouldn't have been so bad, but they even had girls on their team!" . . . Left-Hand-Doesn't-Know-What-Right-Is-Doing Dept.: Last Saturday's column by Joseph Pihodna in *The Herald-Trib* led off with an item reporting the closing that night of *Johnny 2x4*; a little further down it was reported that *Johnny 2x4* would give a Sunday matinee the following afternoon; and the last item in the pillar announced that Marie Austin had been hired for the St. Louis Municipal Opera and would get a leave of absence from *Johnny 2x4*, starting May 30. . . . One of the biggest thrills in years: Pat Rooney, that great showman and dancer, doing his old routine to *The Daughter of Rosie O'Grady*, complete with bells, double beats and all the rest, and showing up dancers young enough to be his grandkids.

ARMY NOTES: P. A. Jimmie Pettis has been classified 1-A. Carl Johnson and Doug Morris, of the touring *Eileen* troupe, were called up last Tuesday, Johnson to Washington as an officer in the reserves and Morris for his physical at Governor's Island—from which an asthmatic ailment sent him back to the touring *Eileen* troupe. Paul Tripp was inducted a week ago Tuesday. And Frank Barry, of *The Billboard's* New York staff, went in this past Tuesday. . . . Last week Emery Deutsch, chairman of the Radio Artists' Bond Drive, tried to get in touch with Helen Menken for some stamp selling. He tried NBC and CBS unsuccessfully; the agency sponsoring her program was closed, and so was the office of her manager. Deutsch despaired—and then had a brilliant idea. He looked her up and found her number in the Manhattan phone book. . . . Dave Alber recently bought a home in the country in order to enjoy peace and quiet—but now he's not so sure. The government has just placed searchlights and anti-aircraft batteries a few feet from his house. . . . Hy Gardner sent out notes reading, "Joe E. Lewis thought you'd like to see his screen test." Attached were pictures of Lewis fronted by hunks of wire screen. . . . Toy and Wing, the Chinese dance team, gave up a week's engagement in Boston in order to appear at the United China Relief cocktail party at the Rainbow Room Saturday, for which they'd promised their services. . . . Charlie Sievert is *The World-Telly's* new cafe editor, succeeding Bill Hawkins. . . . Why blue-noses turn red: A word-for-word quote from Wednesday's (13) *New York Post*—"Girls, if you want to know why a girlie is like a Jap, it's because it creeps up on you and then takes a good, strong Yank to bring it down."

## DICK JURGENS (This Week's Cover Subject)

DICK JURGENS and his orchestra recently concluded their fifth year at Aragon Ballroom, Chicago, and are now headed East via a string of important theater bookings. On May 27 they open at one of the most strategic New England band locations, Totem Pole, Auburndale, Mass.

Altho new to the East, the band is not unknown there. Fast-clicking Okeh records and steady WGN-Mutual air time have done much to make the Jurgens name a familiar one from Coast to Coast.

Specializing in music of a cheerful, toe-tickling and listenable sort, the band is composed of versatile entertainers and is known as one of the best show bands in the business. Another important aspect of the Jurgens crew's commercial appeal is its reputation as a producer and developer of song hits. Such numbers as "Careless," "One Dozen Roses"; "I Do, Do You?"; "Do You Care?" "Elmer's Tune," "A Million Dreams Ago," "Day Dreams Come True at Night" and "The Insect Song" have originated with and been built to hitdom by Jurgens.

Jurgens' popularity is amply demonstrated by the many long runs and return engagements his band has played, a few being the five years at Chicago's Aragon; 30 weeks at Palomar, Los Angeles; 22 weeks at Drake Hotel, Chicago, and three engagements at Chase Hotel, St. Louis. They've been on the Fitch Bandwagon five times and the Coca-Cola broadcast four times.

Featured vocalists are Harry Cool and Buddy Moreno.

Advertisement for The Billboard magazine. It includes the title 'The Billboard', 'The World's Foremost Amusement Weekly', and 'Published at Cincinnati, Ohio, U. S. A.'. It lists the main office and printing works at 25-27 Opera Place, Cincinnati, O. Phone, MAin 5306. It also lists branch offices in New York, Chicago, St. Louis, Philadelphia, and Los Angeles. Foreign offices are listed in London and Sydney, Australia. The advertisement includes advertising rates: Fifty Cents per page for 10 lines, \$7 per column inch. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Member of Audit Bureau of Circulation. Subscription Rates: Six Months, \$4.00; One Year, \$7.50; Two Years, \$12.50; Three Years, \$16.50. Rates in Foreign Countries Upon Request. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1897. Copyright 1942 by The Billboard Publishing Co.

### Orrin Tucker Joins The Navy July 15; Leaves Ork June 7

CHICAGO, May 16.—Orrin Tucker leaves the band-leading field June 7 and will join the navy. He is expecting a call by July 15, but it may come earlier. Tucker applied for active duty in the Medical Corps. The band leader was in the naval unit of the Reserve Officers Training Corps in Northwestern University and attended a pre-medical school. It is not certain at present as to what naval training station he will be required to report. He plays his last date at the Palace Theater, Fort Wayne, Ind., a three-day week-end ending June 7. Plans are being made to keep the band intact, provided a suitable leader can be found to front it. If it carries on, the name Orrin Tucker orchestra will probably be retained.

### Canadian Tax for U. S. Performers

MONTREAL, May 16.—American talent playing Canadian theaters, night clubs, etc., is subject to the National Defense Tax, affecting all wage earners in the Dominion. Introduced in July, 1940, this tax is applicable to all residents or non-residents earning \$660 or more for services rendered in Canada during a period of one year. For single persons drawing between \$660 and \$1,200 a year, the levy is 5 per cent. The tax is 7 per cent in the case of unmarried persons earning in excess of \$1,200 during the same period. Under this arrangement U. S. performers are obliged to pay the tax. While it has been the policy of most clubs and theaters to deduct a flat 5 per cent, others are reluctant to do so, particularly night spots engaging entertainers for a short stay.

Many performers, however, return several times for Canadian engagements in the course of one year, and their total earnings usually fall within the fixed amount. In the case of performers earning less than \$660 a year while working in Canada, the federal government will refund whatever amount has been paid out in tax. Those entitled to reimbursement must fill out a form supplied by the Department of Income Tax, National Defense Tax Division, offices of which are situated in every large city throughout the Dominion. It is advisable that performers retain a record of all their engagements in Canada, inasmuch as it is absolutely essential that they furnish complete details pertaining to their earnings when filing a report, preparatory to obtaining a refund.

### Alperson New Gen. Mgr. of RKO Cirk

NEW YORK, May 16.—Edward L. Alperson has been named general manager of RKO theaters by George J. Schaefer, RKO president. Alperson, before joining RKO, was general sales manager of Warners and general assistant to Spyros Skouras in the operation of Warner theaters and later Fox-West Coast National theaters.

### Lookout House Revamping

COVINGTON, Ky., May 16.—Jimmy Brink is revamping his Lookout House casino into an ultra-swank 200-seat club, with a new casino to be constructed in the main room. Improvements will be made during the next three weeks without closing. New nitery will continue to use name acts, Brink says, altho shows and bands will be trimmed in size.

### Club Fetes Servicemen

BOSTON, May 16.—Latin Quarter, on Celebrity Nights (Sunday), after all celebs are presented, invites all servicemen on the stand. They are introduced by emcee Joe Rubin, who queries them as to name and where they're from. House then invites them to the bar.

### Cape May Hotel to Navy

CAPE MAY, N. J., May 16.—Admiral Hotel, largest on this resort's beach front, is the first Southern New Jersey hotel to be taken over by the navy.

## Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

### For LEGIT MUSICAL

BARBARA PERRY—tall, blond and shapely young lady who leads the production numbers at the Latin Quarter, New York night spot. She sings nicely, including a French-accented special lyric, and uncorks some outstandingly effective ballet-tap routines. Has poise, versatility and looks, and should go places. Definitely rates a spot in a revue.

ROSS MacLEAN—baritone now appearing at Rogers' Corner, New York spot. Has a terrific voice that he uses to splendid effect in ballads and novelties; nice appearance and excellent personality. Has played many club and hotel spots, and has also emceed, making him useful for talking as well as singing chores. Was in one Scandals some years ago, but rates a return as a revue principal. Uses a mike, but doesn't need one. His rich, full, beautifully handled voice comes over better without.

### "Victory Caravan" Grosses Terrific

DES MOINES, Ia., May 16.—Hollywood Victory Caravan pulled \$22,474 at the Shrine Auditorium here during a Sunday afternoon performance May 10. House holds 4,200, and approximately 100 were sold standing room. Top tickets sold for \$27.50. Total gross was \$3,428 more, received from spectators who tossed coins on huge flag during parade witnessed by approximately 250,000.

MINNEAPOLIS, May 16.—The Twin Cities took the Hollywood Victory Caravan to its hearts Saturday (9) and established an all-time gross high of approximately \$65,000 for two performances. Receipts, after deduction of expense, will be split between army and navy relief.

Playing the St. Paul Auditorium Saturday afternoon, Caravan, studied with big-name stars, grossed \$28,329. The evening performance at the Minneapolis Auditorium attracted \$36,000.

### Joe Moss to Panama?

ATLANTIC CITY, May 16.—Bath and Turf Club, nitery operated by Joe Moss last season, will not find Moss back this season. It is understood he may manage a hotel in Panama City.

### Donsky Lands 3d Club

PHILADELPHIA, May 16.—Louis Donsky, already operating Lou's Moravian Inn and Lou's Chancellor Inn, is stretching out to the Germantown sector for his third spot, Lou's Germantown Inn. Some policy, intimate musical entertainment.

### Nitery Managers in Service

PHILADELPHIA, May 16.—Harry Rose, manager of the Swan Club, has enlisted in the navy. Eddie Sheehan, now at Nell Deighan's Cafe, Pennsauken, N. J., leaves next week for the army.

### Ed Barto, Club Manager

PHILADELPHIA, May 16.—Ed Barto, of the vaude team of Barto and Clarke, is now manager of Smith's Cafe, North Philly.

### "Eileen," at Lowered Top, To Return to Pitt, Boston

NEW YORK, May 16.—My Sister Eileen touring company, closing in Philadelphia tonight after a terrific six weeks, the last two of which were played at a top lowered to \$1.50, will continue the low top for the rest of its route, revisiting a couple of cities already played at regular prices. Philly reaction to the new scale is held largely responsible. Show wound up selling out, with extra chairs placed in the aisles.

Moves from Philadelphia to a return engagement in Pittsburgh at the Nixon, opening Monday (18) for a week. A week of one-nighters follows, taking in the Hershey, Pa.; the Rajah, Reading, Pa.; the Playhouse, Wilming-ton; the Metropolitan, Providence; Klein Auditorium, Bridgeport, Conn., and Bushnell Auditorium, Hartford, Conn. Then a June 1 opening at the Colonial, Boston, for an indefinite engagement at the new scale.

### Morris Gest Passes

NEW YORK, May 16.—Morris Gest, 61, one of the best known theatrical producers in the world, died today in Mid-town Hospital here after a 10-day illness with pneumonia. His notable career as a producer included such widely publicized spectacles as Chu Chin Chow and Aphrodite, but the crowning achievement of his theatrical career was the production of The Miracle. Further details in Final Curtain, this issue.

### Tulsa Hey Rube Repeats

TULSA, Okla., May 16.—Parade of Western Stars, second war benefit show sponsored by Hey Rube, Inc., wartime showmen's organization, grossed \$1,100, according to Glenn Condon, president of local Hey Rube org. All seats were 50 cents.

Bob Wills and His Texas Playboys headlined the cast, which included Skeets and Frankie of the Columbia Network; Helen Diller, the yodeling cowgirl of WLW, Cincinnati, and Wiley, Gene and Dixie trio.

### Start Casting for Wirtz Icer

NEW YORK, May 16.—William H. Burke, executive director of Sonart Productions, arrived in town this week to start casting for the new Sonja Henie-Arthur Wirtz ice production scheduled to open next month at the Center Theater here.

Negotiations between G. S. Eyssell, managing director of the Center, and Wirtz were concluded Friday (8). It is expected that the stage will be ready for skating Thursday.

### Guizar for Urca, Rio

RIO DE JANEIRO, May 9.—Tito Guizar comes into the Urca May 15. Betty Cregler, U. S. tapster, added to the show in the Casino Atlantico.

### Philly Ritz Reopens Roof

PHILADELPHIA, May 16.—Ritz-Carlton Hotel reopened its roof garden for the warm season last night. Joe Stearn conducting a Howard Lanin unit.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless the de-fined character is in-dicated by a suitable symbol above or pre-ceding the address.

## WESTERN UNION

A. H. WILLIAMS      FREDERICK CARLTON      J. C. WILLEVER  
PRESIDENT      CHAIRMAN OF THE BOARD      FIRST VICE-PRESIDENT

SYMBOLS

DL—Day Letter

NT—Night Telegram

LC—Delayed Cable

MT—Cable Day Letter

Sp—Radiogram

BIRTHDAY GREETINGS ARE SO DIFFERENT  
WHEN YOU SEND THEM BY TELEGRAPH . . .  
AND THEY COST ONLY 20c LOCALLY — 25c  
TO DISTANT POINTS.

<p><b>STOCK TICKETS</b></p> <p>One Roll . . . . . \$ .75 Five Rolls . . . . . 3.00 Ten Rolls . . . . . 5.00 Fifty Rolls . . . . . 17.00 100 Rolls . . . . . 30.00</p> <p><b>ROLLS 2,000 EACH.</b></p> <p>Double Coupons, Double Price. No C. O. D. Orders. Size Single Tkt., 1x2"</p>	<p>For Your Protection Buy War Bonds &amp; Stamps</p> <h2 style="margin: 0;">TICKETS</h2> <p>of Every Description for <b>ALL EVENTS</b> As Low as Cost of Production Will Allow.</p> <p><b>THE TOLEDO TICKET CO.</b> Toledo (Ticket City), Ohio</p>	<p><b>SPECIAL PRINTED</b> Cash With Order <b>PRICES</b></p> <p>Roll or Machine</p> <p>10,000 . . . . . \$ 7.15 30,000 . . . . . 10.45 50,000 . . . . . 13.75 100,000 . . . . . 22.00 500,000 . . . . . 55.00 1,000,000 . . . . . 170.50</p> <p>Double Coupons, Double Price.</p>
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## NAB Holds Quiet Convention; Nets Get Full Membership; Threat of Factionalism Doesn't Materialize

CLEVELAND, May 16.—National Association of Broadcasters wound up its 20th annual convention here Thursday with conditions in the trade org remaining essentially status quo and dissenting elements proving supremely unsuccessful in accomplishing anything in the nature of a reorganization. Trade had expected just this kind of a convention, execs pointing out that every effort would be made to keep the convention on a plane above inter-industry factionalism. This was done, chief stress being on the war effort and radio's part in it. In some quarters it was believed that a "willful and militant minority" could still bring to the fore the need for reorganization, but the confab wound up without anything accomplished in this direction.

Maintenance of the status quo was interpreted as a sign of unity and peace within the industry, but whether this is really so is a moot question—some claiming that factional elements were just lying low because not to do so in these troublous times would be considered impolitic.

Long agitation by stations seeking to put a clamp on full network membership in the NAB came to no avail, the NAB board admitting the webs to membership by quick action. This membership means a total of some \$60,000 annually to the NAB. Other opposition factions were unsuccessful too. H. K. Carpenter, of WHK, hit upon what was in the minds of many when he told the board that, in his opinion, one organization (the NAB) was not able to take care of all industry needs because the interests and needs of webs as against local stations and affiliates were so far apart. Inherent threat of Network Affiliates, Inc., organized last year by Eugene Pulliam, of WIRE, never materialized—Pulliam at one point stating that NAI had 94 members, of whom all but five were members of the NAB.

Board of directors early in the convention voted to okay the standard contract form between agencies and broadcasters. This was done prior to okaying full web membership. Later, 19 resolutions were passed, none of them of startling moment. Confab approved President Neville Miller's proposals before the House Committee on Interstate and Foreign Commerce apropos the Sanders Bill;

## CBS Enlistee Pay Plan Revised

NEW YORK, May 16.—Columbia Broadcasting System's policy of voluntary payments to employees called into the armed forces has been revised so as to include payments to employees who enlist. Original plan, adopted in November, 1940, called for payments of from one to six months' salary, based on term of employment prior to induction. New plan provides for payments to all full-time employees of the company except officers who enter active military or naval service and who have been employed by the company for six months or longer at the date of their entry into service.

Each such employee will receive an amount equal to the difference between his regular CBS compensation and his starting pay in the armed forces, calculated on his length of service with CBS at the time of his induction. This will be calculated on two weeks' salary for employment between six months and one year; one month salary for employment between one and three years; two months for from three to five years, and four months for more than six years' employment.

Same plan applies to Columbia Recording Corporation, CBS subsidiary.

IRENE BEASLEY'S song, *I Got a Job To Do for Uncle Sam*, stressing the civilian's role in the war, gets a send-off Sunday (24) as a production number on NBC's *Army Hour*. Starting the following day, Monday, song will be used as theme of Miss Beasley's trailers for *Ivory Flakes*, heard daily preceding *Vic and Sade* on CBS and following *Pepper Young's Family* on NBC.

a resolution hit at airing of race results, etc., but okayed descriptions of races, and another called for program supervision with a view toward stopping the practice whereby band leaders are bribed for song plugs.

Convention had its quota of music execs, John Paine speaking for ASCAP, Leonard Callahan for SESAC, and Sidney Kaye, Merritt Thompkins and Carl Haverlin representing BMI. It also had its quota of whispering campaigns, most interesting hinging on the thesis that Neville Miller would resign his NAB presidency to become chief of BMI.

Confab at the Hotel Statler was attended by 1,100 people, an all-time high. It included numerous speeches by army, navy and other government officials on the war effort and radio's part in it.

## WIBG Soon To Air Games

PHILADELPHIA, May 16.—Altho WPEN will take over the airings of the Athletics and Phillies' night baseball games, starting next Friday (22), for Atlantic Refining Company and General Mills, WIBG, at suburban Glenside, Pa., claims that it will soon be able to carry the games on its own in the evening. Station airs the day games and states that its new 10,000-watt transmitter, which will put station into full-time operating class, is being rapidly rushed to completion.

While almost all equipment is on hand, station execs at WIBG say they took into consideration the fact that unforeseen delays might prevent completion and tuning of the new equipment prior to the night of the first after-dark game, and contracted with WPEN to carry the first series of games to forestall any schedule interruption.

## Clara, Lu and Em Return

CHICAGO, May 16.—Clara, Lu and Em (Louise Mead, Harriet Allen and Helen Mitchell) return to the air June 8 on WBBM (CBS) for Pillsbury Flour. They will do a three-a-week morning show Monday, Wednesday and Friday, 11-11:30, carried by 14 stations. Set thru Earl G. Thomas, of McCann-Erickson.

## Plugs Via Telephone

NEW YORK, May 16.—Blue Network will plug its programs via telephone to all phone callers requesting information. Each week a certain selected program will be plugged, operator giving the caller a reminder of the program's time. Blue's information department is queried by 1,500 persons a month.

DETROIT, May 16.—New form of station publicity, putting in a plug for the current highlight program of the day, is being adopted for all incoming telephone calls at CKLW. Caller is greeted with a routine as follows: "Good Morning, Listen to *Double or Nothing* at 9:30 tonight." Caller then asked what his business is.

## "Can You Cop--Beg Pardon, Top This" Opens Lunch Session; Joe Miller Best

NEW YORK, May 16.—*Can You Top This* Luncheon Club sprang into sudden and startled existence Wednesday, with the WOR program's funny men—Harry Hershfield, Senator Ford and Joe Laurie Jr. parking themselves at the Hotel Edison for a gag and gab session with a number of newspaper gentry. With such talent, plus the titillating and edifying accompaniment of liquor and food, a terrific clambake of merriment would be expected; but the WOR-Kirkman gagsters got their best laughs when they began reading from a batch of old joke books. Sounded just like the program, with one wit mumbling something about "Can You Cop This," instead of *Can You Top This*. In fact, Harry Hershfield became so entranced with one book of oldies that he began copying a few—not too surreptitiously.

While the boys were about to attack the vittles, one of the lads ran off a record of one of the *Can You Top This*

## Gas Station No Asset

NEW YORK, May 16.—Ben Selvin, AMP and Muzak exec, owns a gas station on Queens Boulevard. Just prior to the inception of gas rationing Selvin drove his buggy to the pump and—as landlord to tenant—told the attendant to fill the tank. P.S.—Selvin got one gallon.

## 9-Station Hook-Up Plans for FM Net

PITTSBURGH, May 16.—Having successfully demonstrated that rebroadcasts of FM programs are practical and cheaper than telephone line pick-ups, the recently formed Victory Network will develop plans for a nine-station hook-up, with a commercial rate less than that of KDKA, 50 kilowatt that covers the Tri-State area, according to Manager Frank Smith, of WWSW and W47P, Victory net originator.

The new web was formed last month to carry play-by-play descriptions of National League ball games and political commercials. Members are WWSW, Pittsburgh; WKST, New Castle; WFBG, Altoona; WISR, Butler; WCED, DuBois; WJAL, Johnstown; WJPA, Washington, and WSTV, Steubenville, O.

## NBC Waxes Series Dramatizing RCAF

NEW YORK, May 16.—NBC Radio Recording Division has waxed a series of 26 half-hour transcriptions dramatizing the Royal Canadian Air Force. Thirteen more are in the works. Records will be used in every British and Empire radio station, with NBC retaining United States rights.

NBC-Thesaurus execs came up with the idea for the series last August, but production was delayed until the United States entered the war.

Script job on the series was done by Herbert V. Chain, of NBC's script division, and Ray Purdy, RCAF Wing Commander and formerly a member of Canadian Broadcasting Corporation.

## WNEW Status Unaltered

NEW YORK, May 16.—WNEW's participation in the Atlantic Coast Network will leave its position as an independent station unaltered, according to a statement by WNEW's management. Plan is to keep in status quo all time presently sold on WNEW. However, where time is available on WNEW and the network is in a position to sell it, such time will be available to the net at WNEW's card rate. WNEW will continue to sell its own time, and no options will be granted to the network.

## Peddle "Nick Carter"

NEW YORK, May 16.—Charles Michaelson announces that *Nick Carter, Famous Detective*, is now available for radio sponsorship. Pix companies heretofore have had exclusive rights to the *Nick Carter* stories.

programs. The professionals listened academically, but again turned to the old joke books with more satisfying results.

Nick Keesley, of N. W. Ayer, then pulled the best joke of the season. He inquired of his neighbor: "Are you going to pay for your lunch?" This elicited no answer, but succeeded in putting a bewildered expression into the faces of some of the diners.

Dick Pack and Lee September, press agents for WOR and the Edison, made it mandatory that each teller of tales wear a clown hat while recounting a story. Hershfield wore the hat most, putting it on and taking it off with such vigor and frequency that he brushed all his dandruff into his coffee. This is an idea, but not as good as the real thing.

Sessions to be continued weekly, with guests.

## Artists' Service Affiliate of KDKA Folding; Union Tiff

PITTSBURGH, May 16.—After two years of wrangling with AGVA and franchised bookers, the Artists Service Bureau—KDKA booking affiliate—is breaking up shop. Grossing the biggest annual billings of any local agency and using non-AGVA talent, the ASB is closing its affairs following a showdown with President Clair Meeder of AFM Local 60 and AGVA business agent Nat Nazzarro Jr.

Manager Beulah Rogers, who took over when long-time ASB head Ed Calahan died last year, is referring talent requests to the agencies or to some of the acts that book themselves direct.

According to Nazzarro, Meeder issued an ultimatum to KDKA Manager Jim Rock that if ASB continued to book non-union entertainers AFM musicians would have to refuse to play for studio programs.

Altho the bureau has consistently refrained from divulging statistics, it was estimated that about 40 acts were on its roster, including about 10 novelty turns and about 20 acts that were regular or occasional KDKA broadcasters.

Particularly lush for the ASB were banquets, shows in suburban theaters and club meetings and miscellaneous one-nighters. Helpful were plugs over the air, which non-ASB talent claimed was prejudicial and gave unfair promotion advantages to non-union performers.

## John B. Kennedy To Air On Regional Pennsy Web

PHILADELPHIA, May 16.—John B. Kennedy will add to his air coverage by taking in a restricted regional web blanketing Pennsylvania. Starting May 25 Kennedy takes on Bisceglia Brothers' Wine Corporation as a sponsor, to plug Greystone wines in this State only. Will do his broadcast from WNEW, New York, which will be picked up by direct line by WCAU here and sent out to WGBI, Scranton, and KQV, Pittsburgh. Skedded for Monday, Wednesday and Fridays from 6 to 6:10 p.m. Contract calls for a 52-week stretch.

Account handled by J. M. Korn ad agency here.

## Renew Waring for a Year

NEW YORK, May 19.—Fred Waring's *Pleasure Time*, heard over 108 NBC stations, Mondays thru Fridays, at 7-7:15 p.m., has been renewed for another year, starting June 19. This will be the fourth year on the air for the show.

Newell-Emmett Company handles for the sponsor, Liggett & Myers Tobacco Company.

## Cantor Renewed 39 Weeks

HOLLYWOOD, May 16.—Eddie Cantor alrer has been inked for another 39 weeks by Bristol & Myers. Show will fold for summer and resume in October. Cantor goes into *Banjo Eyes* at Warner Brothers after a vacash. Understood that Warners have lined up top talent for another Cantor musical, to be produced by Mark Hellinger.

## WWRL on Full-Time Sked

NEW YORK, May 16.—WWRL, Woodside, L. I., has been granted permission by the Federal Communications Commission to operate full time. Station, broadcasting on 1600 kilocycles, will now maintain a daily 16-hour schedule from 8 a.m. to 12 p.m.

In June, 1941, WWRL upped power to 5,000 watts. A new Western-Electric transmitter is being constructed and will be ready for operation in the fall.

## Muzak's Marine Disks

NEW YORK, May 16.—Muzak Transcriptions has transcribed a series of marches dedicated to the United States Marines. Tunes are *The Devil-Dog Marines*, *Leathernecks on Parade* and *March On, Marines*. Are being distributed to some 150 stations thru AMP's Radio Division.

# Radio Talent

## New York

By JERRY LESSER

**GAYEST** radio crew in the business this week is the CBS *Valiant Lady* cast, producers, organist and star, JOAN BLAINE. They've been renewed right thru August. . . . TED DONALDSON, eight-year-old actor, has outgrown the part of the youngest son in *Life With Father*, and will devote more time to radio. . . . LARRY ELLIOTT, free-lance announcer, replaces ANDRE BARUCH on *The American Melody Hour* on CBS. . . . MURIEL POLLOCK (MOLLY DONALDSON) and MADGE TUCKER, of NBC, will publish two new radio script books this fall. MISS POLLOCK, heard on *David Harum* and *Stella Dallas*, composed the music, and MISS TUCKER adapted the stories. . . . Eleven-year-old SKIPPY HOMEIER celebrates his 250th Coast-to-Coast broadcast this week when he appears on the Bell Telephone Hour.

**JOHN PICARD**, former co-author of *Young Dr. Malone*, is now pounding his feet instead of a typewriter—as a soldier at Camp Lee, Va. . . . VIVIAN SMOLEN, who plays Laurel, Stella Dallas's daughter on the series of that name, has been appointed chairman of the Hostess Committee of the American Theater Wing Stage Door Canteen. VIVIAN is frequently heard on the WINCHELL commercials for the Jergen's programs.

**INSIDE** stuff: They say that TALLULAH might have remained on that pro-

gram as long as she wished had she only realized that temperament may be the right thing in a Broadway production or motion pictures but has no place in radio. TALLU and CHARLES MARTIN, the author-director of the series, scarcely spoke to one another after the rehearsal was over. She will complete her 16th week May 19, which will bring her total earnings on the program to about \$44,000, which ain't hay.

**JOE GLASER** has arranged for the broadcasting over WOR-Mutual of LES BROWN, who opens at the Roosevelt Hotel, Washington, May 24, for three weeks. . . . Well, wadda you know? Those two announcers named PUTNAM—GEORGE A. AND GEORGE F.—came together at one mike. It happened when NELLIE REVELL interviewed them Wednesday, May 20, over NBC. . . . It's sextuplets for Hedy LaMarr. Hedy is a cocker spaniel owned by BOB WELCH and his missus, TEMPLETON FOX. The proud papa is Red Brucie, son of the champ, My Own Bruce, and owned by actor FRANK LOVEJOY and his wife, JOAN BANKS. . . . JOHN P. MCINTYRE, distinguished for his radio portraits of notable and notorious figures of the past and present, has been cast in the fictional role of a prominent Washington war correspondent in Ellery Queen's *Green Hat* drama.

# Chicago

By SAM HONIGBERG

**ED ALLEN**, announcer, leaving WGN Saturday (23) after an association of seven years. . . . ANNE HUNTER, former commentator on WAIT, has left for a new post in San Diego, Calif. . . . MARY ANN MERCER, songstress, is getting a good box office build-up thru personal appearances in army camps, arranged by RAYMOND JEFFERS, of the Russel M. Seeds Agency, which has her under contract. . . . TED WEEMS could not replace the *Captain Flagg and Sergeant Quirt* show as originally scheduled because his *Beat the Band* feature, wanted for the program, is tied up in a lawsuit. . . . TOM, DICK AND HARRY and a musical revue auditioned for the summer replacement of *Fibber McGee and Molly*, but the sponsor didn't go for the idea. . . . SKINNAY ENNIS and PHIL HARRIS will play theaters here this summer while vacationing from their commercial shows. Skinnay wants to take in as many theater dates as he can, as he is expecting a call from the army by fall. . . . BESS McCAMMON and RENE GEKIERE added on *Romance of Helen Trent*. . . . CHARLES VICTOR, WGN announcer, is sharpening up on his

dramatics for a forthcoming part in an RKO film.

**HUGH CARSON** added to the WBBM *Victory Matinee*. . . . JOHN HOLBROOK is starting a Monday thru Saturday afternoon news program May 25 on WGN, sponsored by the Borden Company, which recently bought *Play Winsom*, a Sunday quiz feature, on WBBM. . . . VERA LANE is no longer with BUDDY FRANKLIN as band vocalist. She is back on WBBM, concentrating her full time there. . . . *That Brewster Boy* is taking over *The First Nighter's* Friday CBS spot June 5, the latter leaving the air. Indefinite about a return date. . . . JOHN CONNOR and HARVEY CARY are recent additions to the WIND announcing staff. . . . NED BECKER, former vaudevillian and now an insurance agent, is doing those *Mr. Nobody* skits on WHIP. . . . JOHN DUNHAM, formerly with KMOX, St. Louis, is the new announcer on WBBM. . . . LEN CLEARY, WJJD organist, is in for a build-up due to the popularity of his work. . . . LOU KRUGMAN added to *Ma Perkins*, while RUSS THORSEN is a newcomer on *Bachelor's Children*.

# Hollywood

By SAM ABBOTT

**FRANCES SCULLY**, emcee on *Your Blind Date* over Blue, was one of the judges at the *Ice-Capades* to select the Queen of the Ice for 1942. . . . *Moonlight Serenade*, the Glenn Miller broadcast, winds up its Hollywood stay May 21. Miller takes off for Chicago for a three-week stand. . . . NELSON PRINGLE, CBS news analyst, is now doing a humorous column called *Pringle's Pick-Ups*. . . . CARLTON KADELL is the new announcer on *Lady Esther Serenade*, featuring Freddy Martin and his orchestra. . . . EDGAR BERGEN left immediately following his Sunday broadcast to join the Rancheros Visitadores on their annual ride thru the mountains of Santa Barbara County. He picked up Charley McCarthy and went to San Francisco to appear on a Navy Relief benefit. . . . BOB GARRED'S mother, Mrs. J. D. Garred, of Walla Walla, Wash., is in town for a two-month visit. . . . MEREDITH WILLSON'S new symphony is titled *An Old-Fashioned Piece for People Who Still Like Melody*. . . . RUDY VALLEE'S unique auto horn, which toots *My Time Is Your Time*, has been silenced for the duration. . . . LEITH STEVENS, maestro on *Big Town*, is planning to play host to all the members of the company at the

premiere of *Syncopation*, which he scored for William Dieterle. . . . KITTY KALLEN, formerly with Jack Teagarden's orchestra, debuted with her own song program over KFI recently. . . . BEN ALEXANDER is subbing for Larry Keating, who is touring with Bob Hope, on *Noah Webster Says*.

## HOLLYWOOD NITERIES

(Continued from page 4)  
talent, claiming 75 per cent of the street's biz is soldiers and sailors, and that the boys in uniform didn't care whether live talent or music box is used. Sugar Hill, which has had face-lifting and name-changing at regular intervals, had few people at bar when this survey was made, with dance ork as the come-on. Across the street, a bar, with only music box, was packed. Radio Room seems to have found the answer by getting an outfit like Mike Riley. Spot has become nightly hangout for horn tooters and visiting firemen, with nice sprinkling of film names. According to night spot managers, shortage of good acts is acute. Plenty of good talent floating around, but not enough that will sell enough drinks to warrant added expense.

# NBC Summer Sked Carries Many Top Programs; CBS Fare Not Set

NEW YORK, May 16.—National Broadcasting Company's summer programming will include *Information Please*, Rudy Vallee-John Barrymore, Kay Kyser's *College of Musical Knowledge*, *The Telephone Hour*, *Voice of Firestone*, *Cities Service Concert*, Fred Waring's *Pleasure Time*, *Johnny Presents*, *Mr. District Attorney*, *Hour of Charm*, *Fitch Bandwagon* and *Ellery Queen*.

Jack Benny show leaves May 31 and returns October 10. In the interim another commercial will replace it. Bob Hope vacations June 16 thru September 22, with his program slated to be replaced by *A Date With Judy*. Eddie Cantor's show for Bristol-Myers leaves after the June 24 broadcast and returns September 30, with Cantor taking a vacation and fulfilling a film date in between.

*Maxwell House Coffee Time* will go thru the summer, with Fanny Brice and Frank Morgan taking vacations alternately. Miss Brice will be out from July 23 to August 8, while Morgan takes his vacation from June 11 to July 16. Show changes title to *Post Toasties Time* June 24.

Status of the Burns and Allen show is undecided, tentative plan being for the program to go off the air June 30 and return October 6. Red Skelton alrer tentatively skedded to leave June 9 and return in the fall. *Aldrich Family*, with Ezra Stone, takes a four-week vacation, probably in August, with an as yet unnamed sustainer skedded to fill the spot.

*Kraft Music Hall* will continue thru the hot weather, with Bing Crosby's brother, Bob, taking over while the warbler checks out for 13 weeks. Bing's vacation will probably start late in July. *Fibber McGee and Molly* plans not yet set; but last year show laid off for nine weeks, starting June 24.

*Truth and Consequences*, *Cavalcade of America* and *The Great Gildersleeve* will probably remain on the air, altho no definite plans have been made. Al Pearce show will probably leave for a vacation, but time has not been decided. Schedule of summer programming on

Columbia is still very indefinite. *Kate Smith Hour* will go off for 11 weeks, starting July 3; Bob Burns program leaves June 9 for 13 weeks; *Luz Radio Theater* will leave for eight weeks, probably July and August. Sustainers are being lined up as replacements.

# MBS Cleveland Meet Endorses FCC Rules On Web Regulation

CLEVELAND, May 16.—At a meeting of execs representing over 50 Mutual network stations here this week, Mutual's stand upholding the Federal Communications Commission's new regulations for chain broadcasting were endorsed. Session, presided over by Robert Convey, president of KWK here, appointed a two-man committee representing MBS stations belonging to small regional chains to meet with Mutual sales manager, Ed Wood, to develop plans for increased selling of these hook-ups. Committee members are John Boler, of North Central Broadcasting System, and A. E. Wannamaker, of the Tobacco Network of North Carolina.

Meeting of MBS board of directors earlier in the week approved plan to standardize rates of all types of Mutual network hook-ups along the same pattern as the network's Volume Discount Plan for hook-up of more than 70 stations.

Fred Weber, Mutual general manager; sales promotion manager Robert A. Schmid and Wood addressed the gathering.

DANIEL S. TUTHILL, vice-president of National Concert and Artists Corporation, was guest of honor at a testimonial dinner at the Pelham Country Club, Pelham, N. Y., Tuesday (12). Announcer Milton J. Cross was speaker at the dinner.



## COMPETITION IS KEEN IN DENVER!

3 WINNERS IN The Billboard's Fifth Annual Exploitation Survey

KOA—third place in Clear Channel Division  
KLZ—second and KFEL third in Regional Division

# SO KFEL HAS TO BE GOOD!

Gene O'Fallon, KFEL Manager

## THANK YOU!

## Billboard for voting us 1st in Canada

CKBI, Prince Albert — 900 Kilocycles

"Centre of Dial"—"Centre of Province"

# Program Reviews

EWT Unless Otherwise Indicated

## "John Austin"

Reviewed Sunday, 10:30-10:45 p.m. Style—News commentator. Sponsor—Lyons Finance Service, Inc., Philadelphia. Agency—J. M. Korn & Company, Philadelphia. Station—WCAU (Philadelphia).

No news analyst of local origin has caused as much excitement among listeners in such a short space of time as has "John Austin." That's how the voice is identified, but it actually belongs to Doug Arthur, who is program director of WIBG at Glenside, Pa. His scripts are packed with dynamite. For a localite to shake a stick at the fifth column activities is enough to shake this old Quaker town.

Writer of the barbed script is being kept a secret, agency explaining that the smoke screen has been set up to protect the unknown's present position.

Stanza caught was devoted entirely to assailing the "isolationist triumvirate of publishers."

These "John Austin" comments really stirring up a rumpus here.

Arthur not only handles the script with a clear and fast delivery, but impresses as well on the two commercials sandwiched in. *Maurie Orodentker.*

## "I Am an American"

Reviewed Wednesday, 8:15-8:30 p.m. Style—Quiz show. Sponsor—Tappin's Jewelry Stores, Philadelphia. Agency—Placed direct. Station—WIP (Philadelphia).

A new twist on the old stand-by. Title takes in the timely element, and it's a true-and-falsie with questions culled from a short transcribed dramatization giving an episode in American history. Giveaways, to make the patriotic motif complete, are in War Stamps.

In order to get called on the telephone (three calls for \$1 in stamps each are made during the quarter hour) listener must be a member of the I Am An American Club bannered by sponsor. A qualifying button and membership card are free for the asking.

Telephone numbers called are taken solely from the membership cards. In addition, for those without an available phone number, three club members are selected and given 24 hours in which to mail in the correct true-or-false answers to the question given. Also means \$1 in stamps to the right guessers.

Sponsor saves up the commercial copy until the end, with a heavy plug attending each \$1 giveaway call, with an extra-heavy appeal to tag the show. It's all in

## Thank You, Mr. Shouse

The following letter, received from James D. Shouse, vice-president in charge of broadcasting for the Crosley Corporation, was one of the more interesting epistles received, by *The Billboard* in connection with the recently concluded Annual Radio Exploitation Survey. Shouse, who is also general manager of WLW, winner of second place in the Clear Channel Division of the Survey, writes:

"Dear Mr. Sugarman:  
"We are certainly most gratified at the recommendation accorded us in your Annual Radio Exploitation Survey.

"I have just had the pleasure of reading carefully your issue of May 2, containing the Exploitation article, and I must say that your judges have done a very fine job. I have read a good deal recently on the general subject of radio awards, both pro and con. I can only say that, from our experience, we find your yearly analyses a constant spur to our collective thinking and efforts. I think that most broadcasters are competitively enough minded to derive considerable stimulation from the possibility of such recognition as *The Billboard* accords.

"Again—many thanks, and I look forward to expressing our station's appreciation personally.

"Very sincerely,  
"JAMES D. SHOUSE."

the keeping of Walt Newton, who keeps it moving at a lively pace as quiz-master and announcer. Club and pin gimmick is a natural for store traffic and building a mailing list.

Stanza is no better and no worse than most other shots coming over the ether locally—which ain't good.

*Maurie Orodentker.*

## "Kitty Kallen Calling"

Reviewed Monday, 6:15-6:30 p.m. PWT. Style—Musical. Station—Sustaining on KFI (Los Angeles).

Kitty Kallen built a large listening audience when she appeared at Casa Manana as warbler for Jack Teagarden and his orchestra. Now she's warbling 15 minutes a week over this Earle C. Anthony station.

There is as much to be said for her accompanist, Bob Mitchell at the organ, as there is for Miss Kallen. Mitchell is a past master at the organ and his work helps Miss Kallen's vocals measurably.

On program caught, Miss Kallen offered *Happy in Love*, *Miss You*, *Embraceable You*, *I Got Rhythm* and *Somebody Else Is Taking My Place*. Mitchell gave her a rest with *I Got It Bad*. As a band vocalist, Miss Kallen's pulchritude has as much to do with putting her across as did her warbling. Here she must rest on the laurels of her voice. While not a terrific piper, as long as she sticks to the simpler pop tunes she'll click.

Five songs by Miss Kallen and one by Mitchell give the show plenty of variety. It is an entertaining 15 minutes.

Miss Kallen announces her own numbers well. Jim Berry handles the program announcements. *Sam Abbott.*

## Advertisers, Agencies, Stations

### NEW YORK:

CLARENCE G. ALEXANDER, NBC-television program operations manager, joins the army as first lieutenant in the Air Corps. Will be stationed in Washington. . . . Drake Bakeries, Inc., has launched a series of one-minute announcements on WJZ. Elurbs to be aired twice weekly for five weeks. Young & Rubicam the agency. . . . *Take It or Leave It*, Eversharp's quiz show on CBS, has been added to the Columbia schedule of network commercials short-waved to the armed forces overseas. . . . John Andrews has joined the sales promotion department of CBS as assistant to George Dunham, supervisor of promotion for owned-and-operated stations. . . . Adrian Murphy, executive director of CBS television, reports for duty as a first lieutenant in the Signal Corps. . . . William F. Carley has been appointed sales promotion manager of WMCA. He was formerly with WBT, Charlotte, N. C. . . . George A. Putnam has been signed to announce *Second Husband*, on the Blue Net, 11 a.m. daily. Blackett-Sample-Hummert is the agency. . . . J. K. Strubing, account exec with the Compton Agency, has been elected a vice-president.

### CHICAGO:

WGN and WMAQ have some 60 of their former employees in Uncle Sam's armed forces. . . . E. N. Axtell, Russel M. Seeds Agency executive, has become an instructor of military science and tactics in local high schools. . . . Bob Singer, formerly *Esquire's* promotion manager, has joined the William R. Harsh Company as account executive. He is now handling WAIT and WGES publicity. Both are local stations. . . . Foreman Company here appointed national rep for WLCN, Blytheville, Ark. . . . George Stellman, formerly with WBBM, to Blackett-Sample-Hummert as to continuity assistant to Max Wylie. Ward Caille, script writer, took over Stellman's former continuity editor's post. . . . Sidney P. Morse, radio agent, is moving over to General Amusement Corporation with Eddie Sligh, who joins GAO June 1. . . . Harry Stewart (Yogi Yorgesson) added to the WBBM production staff. . . . Planters Edible Oil Company, Wilkes-Barre, Pa., has bought the 10:45-11 a.m. spot on WGES, Mondays thru Saturdays, using a live musical show. Contract calls for 52 weeks. . . . *Wishing Well* will forego the usual vaca-

## WFIL's FM Survey: Audience Wants Longhair Music, Brief News Shows; Listeners Average 2½ Hours Daily

PHILADELPHIA, May 16.—The average FM set owner prefers symphonic and classical music to other types of programs; he listens to PM programs for two and a half hours per day; he thinks news periods should not be longer than five minutes, and he feels that quality of reception and program content are equally important. These conclusions are based on the answers to 411 questionnaires sent to FM set owners by W53PH, WFIL's FM station, in the first general survey ever made here of the FM listening audience. In addition to WFIL, WCAU (W69PH) and WIP (W49PH) operate FM stations.

Offered a selection of virtually every type of radio program, 40.9 per cent selected symphonic music as first choice. Classical music and light concert music finished second and third with 12.7 and 12 per cent, respectively. Popular music was given as a first choice by only 5 per cent, and news talk and drama received less than 1 per cent each. Weighting of second and third choices indicates that the preferences for the better type of music run far ahead of any other categories.

Orchestral music apparently far surpasses vocal music; in the survey classical vocalists ran behind popular vocal music. Chamber music accounted for only 2.9 per cent of the first choices, and military bands and Latin American music scored less than 1 per cent each.

Since FM stations here operate only six hours per day each, the amount of FM listening per day proved surprisingly high.

In answer to the question, "How many hours a day do you listen to AM and FM

programs?" the following comparative listening figures were given: 1) 21.1 per cent and 15.1 per cent listened to AM and FM programs respectively for between one and two hours daily; 2) 17.5 per cent and 30.7 per cent listened to AM and FM respectively two to three hours daily; 3) 8.8 per cent and 19 per cent listened to AM and FM respectively three to four hours daily; 4) 5.2 per cent and 10.7 per cent listened to AM and FM respectively four to five hours daily.

These four categories embrace 75 per cent of those answering the questionnaires.

In response to the question: "Do you prefer 5, 10 or 15-minute news periods?" listeners showed an overwhelming preference for the shortest period, 61.8 per cent selecting the 5-minute periods, 12.4 per cent selecting 10 minutes, 17.8 per cent selecting 15 minutes and 2.9 per cent wanting no news at all; 5.1 per cent gave no preference.

The survey was made among FM set owners whose names were gathered at random from dealers' and manufacturers' lists. Of the 978 questionnaires mailed out last month, 411 were returned completed.

## IBEW-AFM Dispute Over Platter Men Coming to a Head

CHICAGO, May 16.—The long-standing jurisdictional dispute over record table turners here, between the International Brotherhood of Electrical Workers and the American Federation of Musicians, is expected to come to a head shortly thru action taken by the Radio Technicians' Union.

The technicians' union, an IBEW affiliate, placed five of its engineers at WAIT, replacing AFM men. Local 10 of AFM instructed Gene Dyer, WAIT operator, to stand by until further orders are issued by AFM. Other CHI stations are now employing musicians as table turners, earning \$90 per 25-hour work week.

The dispute is expected to be settled one way or another by the respective union heads in New York. With the exception of Chicago and St. Louis, according to an IBEW spokesman, RTU men handle all radio recording work. A few years ago AFM head James C. Petrillo, when he made his headquarters here, ruled that musicians only must be employed as table turners in the Local 10 jurisdiction.

## Morgan, Breese AMP Disks

NEW YORK, May 16.—Russ Morgan and Lou Breese have been signed to cut a series of disks for AMP. Morgan starts May 25, with Breese waxing June 4.

John B. Coleman, radio engineer at RCA-Victor, Camden, N. J., elected prexy of the Philadelphia section of the Institute of Radio Engineers. . . . William Jenkins ad agency admitted to membership in the Advertising Federation of America. . . . E. H. Gager, KYW chief engineer, assistant chief engineer George Hagerty and studio and transmitter engineers James Thunnell, Perry Huffman and Abraham B. Cohen have received five-year service buttons from Westinghouse Radio Stations, Inc. . . . WFIL has tied in with the school system for the presentation of a series of *Dental Dramas* during the lunch hour. . . . WPMN has signed a new two-year contract with the engineers' union. . . . Jack Hunter back singing at WIP, honorably discharged from the Marines after getting three fingers shot off in training at Parris Island. . . . Vitalex Process Company appoints Seberhagen Agency to handle its advertising. . . . Max E. Solomon, WFIL salesman, chalks up a decade in radio. . . . Bon Bon back singing on WCAU, where he first started as a member of the Horn & Hardart's kiddies gang and later as vocalist for Jan Savitt, then studio maestro.

tion period and continue thruout the summer for Carson, Pirie, Scott & Company. . . . Strauss Securities Company has signed a contract for WCFL's *Music Lovers Hour*, using Martin Jacobsen as commentator. . . . The Blue and WBBM continuity staffs have added Chris Ford and Russell W. Tolg, and Rosemary Wayne and Bob White, respectively. . . . General Mills has renewed the Gold Medal Hour on NBC for the fifth year. . . . Hub Store here has signed with WIND for five 15-minute shows a week for the next 26 weeks, featuring Dick Baker and Brooks Connally in a musical revue. . . . Jack Brickhouse has landed a renewal on his WGN news show from his sponsor, the Riggto Tobacco Corporation. . . . Great Western Laundry Company has signed with WBBM for *Musical Clock* (Monday, Wednesday and Friday mornings, 7:45-8), calling for 52 weeks, effective May 25.

### LOS ANGELES:

GEORGE L. MOSKOVICS, sales promotion manager of the Columbia Pacific network and KNX, left Hollywood yesterday (15) for Chicago to attend a meeting of the sales promotion managers of CBS-owned-and-operated stations. . . . Sealy Mattress Company, Los Angeles, has renewed its contract with KECA for 40 quarter-hour programs, *A Layman's Views of the News*, three-a-week until August 20. Alvin Wilder Agency handled. . . . Red Ryder has launched a new patriotic organization on the Pacific Coast to be known as Red Ryder Victory Patrol. Membership applications will be distributed thru grocery stores. . . . Photo Developing, Inc., Camden, N. J., has contracted for a five-minute spot, three-a-week, on the Blue Network's *Breakfast at Sard's*. Participation is in the interest of direct-mail bid offering to make an enlargement free of charge of print sent by listener. . . . Nelson McIninch has joined the KFI-KECA announcing staff, coming here from KDYL, Salt Lake City. McIninch was formerly on the KTMS spel staff. . . . Margaret Lanahan, secretary to Charles Ryder, KNX chief accountant, will wed in June. . . . Joe Leighton, of the KNX publicity department, is on vacation.

### PHILADELPHIA:

JAMES ALLEN, WFIL publicity and special events director, who received a lieutenantcy in the army, leaves Wednesday (20) for active training duty.

# COWBARN TAKE NOSE DIVE

## Stagehand Wage Dispute Settled

NEW YORK, May 16.—Main points of negotiations between the stagehands' union, Local 1, and the League of New York Theaters were settled this week and went into effect immediately, as far as wage increases were concerned.

Compromise salary agreement is as follows:

For grips, clearers and operators, an increase of 50 cents per performance, bringing the scale up to \$7.25 a performance; for curtain men and electricians, a hike to \$7.75 from \$6.75. Department heads received a blanket \$5 per week increase, from \$82.50 to \$87.50. Stagehands originally asked for 15 per cent increase.

Points of dispute not yet settled are the shop scale and whether or not the increases should be retroactive. Stagehands offered the League an alternative of increased wages or shortened hours in shops which build scenery employing their members. League will offer a counterproposal next week.

Union is remaining steadfast, however, on putting on wage hike on a retroactive basis from March 1, when the old agreement expired. Negotiations have been going on since February.

## L&B Circuit Adds Passaic, N. J.

NEW YORK, May 16.—Leventhal-Brandt subway circuit adds the Central, Passaic, N. J., Tuesday (19), house, opening new policy with *Pal Joey*, with Vivienne Segal and Georgie Tapps in the leads. Top will be \$1 evenings and 55 cents matinees, as in other L. & B. houses. House has been giving Saturday midnight vaude shows for defense workers, and midnight showing will be retained under legit policy.

Meanwhile, *Jason*, with Charles Bickford in the lead, opens the same night at the circuit's *Flatbush* in Brooklyn, moving on to the other spoke, the Windsor, Bronx, a week later.

## Philly Booking for '42-'43

PHILADELPHIA, May 16.—With the 1941-'42 season going into its final stretch, attractions are already being lined up for 1942-'43. Philadelphia Forum has already announced the names of two shows to be offered to subscribers, *Porgy and Bess* and *Angel Street*. In addition, Forrest is definitely set to have *The Corn Is Green* next season.

## French Troupe for Rio

RIO DE JANEIRO, May 9.—The Companhia Dramatica Francaise of Paris, headed by Louis Jouvet and Madeleine Ozeray, is set for June 5 opening in the Municipal Theater. Troupe's repertoire consists chiefly of the works of French authors. Will offer a series of eight subscription performances.

## Cowbarn Casting List

The following is a list of summer theaters operating under the supervision and approval of Actors' Equity Association. Class "A" companies operate in competitive areas, usually within 40 miles of another stock company, to produce new and old plays; Class "BM" are in non-competitive areas and produce only revivals; include lodging arrangements in return for a reduction in minimum cash salary; Class "SP" is a special privilege whereby company uses Equity principals in addition to local extras. "S" indicates security required; "E" indicates bond exemption.

- S A Ann Arbor Drama Festival . . . . . Ann Arbor, Mich., Valentine Windt.
- S BM Broadway Players . . . . . Nuangola, Pa., Royal Stout.
- S A Cambridge Summer Theater . . . . . Brattle Hall, Cambridge, Mass., Louise Falk and John Huntington.
- S A Cape Theater . . . . . Capt May, N. J., T. C. Upham.
- \*S A Harrison Hall Players . . . . . Fitchburg, Mass., William Friedlander
- S A Lake Whalom Players . . . . . Fitchburg, Mass., Guy Palmerton.
- S A Louisville Park Theatrical Ass'n. . . . . Louisville, Douglass D. Cornette.
- S SP Memphis Open-Air Theater . . . . . Memphis, Joseph Cortese.
- S A Olney Players . . . . . Olney, Md., John Hayden.
- S A Paper Mill Playhouse . . . . . Milburn, N. J., Frank Carrington and Agnes Morgan.
- S BM Peterborough Players . . . . . Peterborough, N. H., Edith Bond Stearns.
- S SP Port Players . . . . . Shorewood, Wis., Morton Da Costa.
- S A Resident Players . . . . . Trade School Auditorium, Springfield, Mass., Harry Fischer.
- S A Starlight Theater . . . . . Pawling, N. Y., Theodore Jones.
- S A Tamarack Playhouse . . . . . Lake Placid, N. Y., Malcolm Atterbury.

The following theaters have filled out Summer Stock questionnaires, which Equity requires, but have not as yet posted bonds. They will definitely operate, however.

- S A Hammerstein's Spa Guild Players . . . . . Saratoga Springs, N. Y., Ted Hammerstein.
  - S UN Hilltop Theater . . . . . Baltimore. Don Swann Jr. and Lyn Swann.
  - S A Monomony Theater . . . . . Chatham, Mass., Mary B. Winslow.
  - S A Skaneateles Summer Theater . . . . . Skaneateles, N. Y., Virginia Franke.
  - S UN Stony Creek Players . . . . . Stony Creek, Conn., Ronald Hammond.
  - S A Woodstock Playhouse . . . . . Woodstock, N. Y., Robert Elwyn.
  - E A Frank McCoy, veteran stock operator, will open in Buffalo.
- \*Friedlander started his season April 28 and winds up May 17.  
UN—Classification undecided.

## Ford's Balto, Sold To Film Op; Will Continue Legit

BALTIMORE, May 16.—Ford's Theater, one of the two legitimate houses here and for the last 71 years a landmark on Fayette Street, has been purchased from the A. L. Erlanger estate by Morris Mechanic, local movie house operator. Mechanic acquired the building at a sale held in the Surrogate's Court, New York, for \$50,000. The ground rent for the property is \$75,000.

Ford's has been on the market for the past 10 years.

Mechanic declared extensive improvements and remodeling are planned, and he said he will continue Ford's as a legitimate house, with John D. Little, present manager, continuing in that post.

The sale of Ford's follows by a few weeks the sale of Baltimore's only other legitimate theater, the Maryland, to another owner and operator of a chain of movie houses here, C. W. Hicks.

Ford's has had its best season in 20 years, grossing some \$250,000, while Maryland had one of its best seasons, grossing \$112,000. Ford's had 24 attractions, while the Maryland had 14.

## "Macbeth" Pulls \$13,300 In 4 Minne Showings

MINNEAPOLIS, May 16.—Maurice Evans and Judith Anderson in *Macbeth* took the Twin Cities by storm for four performances this week for an estimated total gross of \$13,300.

Playing the St. Paul Auditorium one night (11), it attracted an estimated \$4,300 to the 2,801-seat house for a complete sellout. Evening performances Tuesday and Wednesday with a Wednesday matinee (12-13) at the Lyceum Theater, Minneapolis, (2,160 seats), grossed \$9,000, according to Leo Murray, manager. Minneapolis performances were all near sellouts.

The Evans-Anderson appearance here concluded the season for the Lyceum, Murray said. Seats were from \$1.10 to \$2.75 evenings and 55 cents to \$2.20 matinee.

## Fund Income Up

NEW YORK, May 16.—Income of the Actors' Fund of America for the year was \$187,241, according to a report by Vinton Freedley, treasurer, at the Fund's annual meeting in the Lyceum Theater here Friday (8). Sum marked a \$22,832 increase over last year.

Breakdown of part of the revenue showed \$27,801 coming from benefit performances, \$11,984 from bequests and \$9,841 from dues. Expenditures totaled \$152,228, an increase over last year of \$10,092.

Following officers were re-elected for the coming year: Walter Vincent, president; Harry G. Sommers, first vice-president; Katharine Cornell, second vice-president; Vinton Freedley, treasurer, and Robert Campbell, secretary.

## Pitt Playhouse May Go

PITTSBURGH, May 16.—Future of Pittsburgh Playhouse, operating the current year of 23 weeks on budget estimated at \$35,000, is questionable. Director Fred Burleigh was drafted into army this week, supply of men for volunteer casts is decreasing, and patrons' money for backing guarantee is expected to be harder to raise.

Salary line-up is unofficially reported to have passed \$18,000 past season.

## Only 15 Equity Bonds Posted; Few More Due

NEW YORK, May 16.—According to present indications, this will be the worst year in summer stock in recent history. The only accurate barometer in the field—bonds posted with Actors' Equity Association—is 60 per cent lower than last year's figure at this time.

It's mainly the gas and tire jitters that have resulted in only 22 definite confirmations of cowbarn operations. Of that figure, 15 have actually posted bonds and seven have informed Equity that they will open, but haven't as yet posted bonds. Last year during this month 48 bonds were in Equity's hands, and by the end of the season 72 Equity-approved theaters were in operation.

Equity officials aren't very hopeful, from current barometer readings, that there will be much of a pick-up between now and the end of June, when summer stock is usually in full blast. According to Walter Greaza, assistant executive secretary of Equity and in charge of summer stock, the actors' union doesn't expect that more than 40 Equity companies will be in operation at the height of the season.

## Ballet Russe Clicks in Rio

RIO DE JANEIRO, May 9.—Col. W. de Basil's original Ballet Russe wound up its stay at the Municipal Theater May 7, with biz above expectations during run. Outfit gave 14 performances, a series of six subscription performances being sold out well in advance of opening. The five additional matinees and the three night performances for the public were sellouts, with standees and turnaways at most. Shows were staggered over a three-week period. Prices ranged from 20 to 80 mil-reis (\$1 to \$4) and 15 to 50 mil-reis for the final two performances.

Company came in on a minimum guarantee, plus percentage of gross. Col. de Basil stated he was more than pleased with local biz and the press reaction, which was most favorable thru engagement.

The South American tour of the ballet, under the direction of Sociedade Musical Daniel, takes the troupe into Sao Paulo for six performances, Santos for one, and then into Buenos Aires, where outfit expects to remain for three months; then up the West Coast of South America on return to the States.

Company came here from Mexico, the Rio date being the initial appearance on this continent.

## Natwick, Evelyn Win Acting Awards

NEW YORK, May 16.—Mildred Natwick, of *Blithe Spirit*, and Judith Evelyn, of *Angel Street*, both won awards for the best performance of the year this week. Miss Natwick got hers from Robert Porterfield and the Barter Theater, pro cowbarn group, while Miss Evelyn was honored by the Drama League of New York, club of playgoers.

Miss Evelyn's prize, known as the Della Austrian Medal, was presented at a luncheon at the Hotel Pierre, the presentation being made by Paul Muni, who won it himself a couple of years ago. Prizes also went to Jessica Tandy, of *Yesterday's Magic*, for the best job in a "supporting" role; Mary Anderson, of *Guest in the House*, for the "most dramatic" performance, and Patricia Pearson, of *Junior Miss*, for the performance which "gave the greatest pleasure" to the League's members.

Miss Natwick hasn't received her prize yet. It will be presented at a luncheon Thursday (21) at the Stage Door Canteen, and will consist of a deed to an acre of ground near Abingdon, Va., site of the Barter Theater.

## Ann Arbor Fest Attendance Drops

DETROIT, May 16.—Effects of tire shortage and war effort were reflected strongly in opening of the annual dramatic season at the Mendelssohn Theater, Ann Arbor, Mich., this week, under the direction of Valentine Windt. Advance ticket sales indicate a drop of 10 to 15 per cent in total attendance from last year for the four weeks. This is attributed largely to the almost complete loss of out-of-town trade (this annual has commonly drawn visitors from a radius of over 100 miles).

First production was *No Time for Comedy*, starring Francis Lederer, which opened to only a moderate house. Running eight performances instead of usual seven, play indicated a good average gross of about \$4,000, with most tickets sold in advance, chiefly as season subscriptions.

BROADWAY RUNS			
Performances to May 16 Inclusive.			
Dramatic	Opened	Perf.	
Angel Street (Golden)	Dec. 5	187	
Arsenic and Old Lace (Fulton)	Jan. 10 '41	563	
Blithe Spirit (Morosco)	Nov. 5	222	
Cafe Crown (Cort)	Jan. 23	131	
Guest in the House (Plymouth)	Feb. 24	95	
Junior Miss (Lyceum)	Nov. 18	207	
Life With Father (Empire)	Nov. 8 '39	1054	
Moon Is Down, The (Martin Beck)	Apr. 7	47	
My Sister Eileen (Biltmore)	Dec. 26 '40	578	
Spring Again (Henry Miller's)	Nov. 10	216	
Yesterday's Magic (Guild)	Apr. 14	39	
Musical Comedy			
Best Foot Forward (Barrymore)	Oct. 1	261	
Lady in the Dark (2nd en- gage.) (Alvin)	Sept. 2	287	
Let's Face It! (Imperial)	Oct. 29	230	
Porgy and Bess (revival) (Majestic)	Jan. 22	132	
Sons o' Fun (Winter Gar- den)	Dec. 1	192	

**Out-of-Town Opening**

**"All's Fair"**

(Shubert Theater)  
BOSTON

A musical comedy from "The Warrior's Husband," adapted by Richard Rodgers and Lorenz Hart, music and lyrics by Rodgers and Hart, presented by Wiman & Rodgers, in association with Richard Kollmar. Directed by Joshua Logan; dances by Robert Alton; costumes by Irene Sharaff; settings by Jo Mielziner. Cast: Jayne Manners, Monica Moore, Maidel Turner, Margaret Bannerman, Benay Venuta, Ray Bolger, Constance Moore, Ronald Graham, Berni Gould, Nadine Gae, Robert and Lewis Hightower, Vera Ellen, Irene Corlett and others.

All's Fair is a musical based on Julian Thompson's *The Warrior's Husband*, a story dealing with legendary Amazons and Greeks. Tale dwells on masculine women and feminine men. Woman is the food provider and the warrior in the land of the Amazons. Hippolyta is the "king," and is caused to marry Sapiens. Sapiens, as the "wife," stays at home while his "husband," as king, reigns. Antiope, the sister of Hippolyta, is the fightingest of the women. She is the one who leads and excels on the field of battle till the Greeks invade the land. Homer and Theseus, two wandering Greeks, stumble into Amazonia and eventually go back to Greece, returning with soldiers to conquer the land. Then the reversal begins. Sapiens finds himself and declares himself king. Antiope marries Theseus, and peace reigns thereafter. Story is presented frankly and without hesitation.

Ray Bolger steps in and out of character with ease. His portrayal is very well done; he works very hard, and he puts the show over. It is built entirely around him. Benay Venuta looks good, and acts the part of "King" of the Amazons very boldly. She sings several numbers and clicks. A newcomer to legit, Constance Moore surprised everyone by turning in a fine performance. She sings with a light pleasing voice, has a very good stage personality and her acting is remarkable. Nadine Gae does several solo dances that show excellent ability. Ronald Graham, as Theseus, has a satisfactory romantic manner and sings in a fine baritone voice.

Of Rodgers and Hart's tunes, *Nobody's Heart Belongs to Me*, *Bottoms Up* and *Careless Rhapsody* sound like the hits of the show. Crowds humming them on the way out.

Johnny Green leads the band at a rapid and satisfying pace. Settings, the simple, are fitting. Choreography is the best seen in any show this season. Costumes full of color and at times exceedingly funny. Harry Poole.

**Barter Theater To Open Despite War**

RICHMOND, Va., May 16.—Robert Porterfield, director of Abingdon's Barter Theater, told Virginia's Governor Darden here this week that, in spite of war, tire and gasoline rationing and selective service, he would open his theater's 10th season the second week in June. Porterfield's theory is that the Barter Theater is an asset which the State should be willing to pay for. He hopes that State aid will be unnecessary but, if the theater lacks funds, he feels that he should be able to get the financial aid promised him by Virginia's Conservation Commission last season.

He is reducing the staff by about two thirds. He mentioned the fact that the Abingdon draft board was looking him over and that he expects to be in the army by midsummer. That is no reason, he says, for calling off the theater's opening. It should run right along without him.

**FROM OUT FRONT**

Customer and Critics

—BY EUGENE BURR—

ARRIVING at this desk at second hand is a letter, concerning the current state of the theater, from one who is no more than a steady customer. Of course, steady customers are the people who have managed to keep the theater alive—if it is alive; but in most discussions of the stage they are carefully and conscientiously overlooked. What does their viewpoint matter, after all? They're simply the yokels who lay their money on the line.

The gentleman who wrote the letter—not to me—probably doesn't know I have it, and therefore it would be an unwarranted liberty to use his name. He's an engineer and manufacturer in a large Southern city who has attended plays for many years with a fervor that is, as the gentleman who forwarded his letter to me remarks, well nigh a religious one. He has been a willing, consistent buyer of tickets and is therefore a good representative of the thousands of other ticket-buyers. It's seldom enough that their viewpoint gets a chance to be aired, here or anywhere else, and I welcome the opportunity to air it.

"WHAT," he asks, "is the matter with the shows of late? I see a lot of them, too many that are a waste of time, many others that are but fair and deal with playuine things and plots. Are there no more plays being written with what we once called 'guts'? I heard, last time I was in New York, that it is a mighty tough thing for a new play to get by nowadays; and that sets my mind to wondering, because I have seen most of the new plays—anyway, a lot of them—and I walk out of a theater too often dissatisfied with the thing I have just seen. And I am not alone. Yet some of those things are called hits.

"Construction of plays, or of most of the plays I see, leaves much to be desired. Of course, I know there is no such thing as a perfect play; but I also know that, taking everything by and large, I have seen many plays in the past that were infinitely superior to those I see nowadays. True enough, many of those older plays would be corny today—but in eight or ten years the so-called hits of today will likewise be corny, if not bewhiskered.

"People who see them or read them will perhaps wonder what in blazes made them hits. To me, too many of our alleged hits are empty shells—hulks without cargo—planes without engines or wings.

"Don't think I'm crabbing; I'm not. I'm just more or less tired of seeing poor plays—and so many of them done in a mediocre manner. . . . Is it possible that I am at fault? Or am I nearly right when I suggest to myself that the standard by which such plays are judged is lower than it once was? Yet this puzzles me. If it is more difficult for a play to register nowadays than it used to be, why then are the plays not that much superior to those of other days? I am not an old fogey, and I am thoroly modern in my views. Maybe I'm spoiled. . . . I wonder. I know I am very tired of paying good money to see so-called great plays that do not measure up to my own standards—regardless of the standards of others, including the gentlemen of the New York press who do the play reviewing. And I'm gradually going to see more and more motion pictures, even tho I do not care for the things. But at least when I poke my nose into the portal of a picture theater I am well aware that I am likely to have what intelligence may be left me insulted. I do not look for that in a play at \$2.75 or more for one ticket. I expect something worth while for that sum."

THERE'S plenty there for the theater to think about—and to think about pretty seriously, too. For that matter, there are a couple of phrases that might rate a passing thought or two from the critics. It seems to me that standards are very definitely lower in one respect tho not in others. Walls have recently assaulted the war-darkened skies, concerning the breakdown of playwrighting talent in America, but they are walls that have remained unswelled by this corner's discordant baritone. Our playwrighting talent, taken by and large, is, if anything, better than it was before. Ideas are fresher and more ingenious, sentiment is more honest and more profound, and the intellectual level is notably higher—speaking generally, of course. But most of our playwrights are young and inexperienced, and they lack the sure hand and theatrical flair that made even some ridiculously corny stuff seem effective in the old days. It's not the potential content of the plays that has gone down; it's the theatrical effectiveness of their presentation.

And this, I believe, is the fault, not of the playwrights, but of the managers. All but extinct these days is the old type of manager who could recognize potential hit material and, working with the author, baby it along and build it and shape it until it achieved theatrically effective form. Some such producers are still around, but only a few—and they are the few who are giving us commendable productions. The others—the great bulk—simply take potentially fine scripts and, not knowing enough themselves to see what is needed, dump them willy-nilly on a stage. The result is often heart-breaking.

If any proof of the general thesis is needed, look at the number of plays recently produced that had good ideas but met with deserved execration because they were ruined in the writing—and perhaps further ruined in the casting and direction. Made theatrically effective—as most of them might easily have been with proper theatrical knowledge brought to bear on them—they would have convinced the wallers that we had reached new high standards of effective theatrical art.

As for the seeming paradox of lowered theatrical standards at the very time when it is harder than ever before for a play to run the gauntlet of its newspaper notices, it's not very paradoxical after all. It rests squarely on the current state of critical "standards"—which have nothing whatsoever to do with theatrical effectiveness or the tastes of the paying customers or, for that matter, the ability of the playwright. Forming an esoteric little cultural cult of their own, the critics have evolved a series of "standards" that have, seemingly, nothing whatsoever to do with life, art or taste—"standards" that elevate a cheap and spurious boob-starter like Saroyan to a pre-eminent position in the American theater, and calmly decree, after a season that saw the production of John Steinbeck's *The Moon Is Down*, that no American play is worthy of a Critics' Circle award.

Naturally, the general public feels varying degrees of amazement upon seeing plays that have received the financial stimulus of rave reviews—and also many plays that have literally been panned off the boards. The public, you see, hasn't been dignified by initiation into the critics' cozy cult of esoteric culture. And I doubt that many members of the public would care to undergo the initiation. The theater-going public, unfortunately, has a disconcerting habit of using common sense.

In any case, the writer of the letter seems a representative member of that important but largely ignored public. What he says should be of interest to the theater and those who love it. Hollywood alone knows how many hundreds of thousands of others like him have been driven unwillingly to the cinema sinks.

**Cowbarn Notes**

Despite earlier announcements that it was definitely set to open, the Bucks County Playhouse, New Hope, Pa., will probably turn out to be a casualty of gasoline rationing. Theron Bamberger, who was set to operate it solo this year, announced last week that the opening had been "indefinitely" postponed.

Lauren Gilbert reports somewhat plaintively that, "thru some unaccountable error, it has been generally announced that a non-existent 'Mt. Tom Theater' will offer summer stock in Holyoke, Mass.," under his management. The non-existent Mt. Tom won't open, but the Mt. Park Casino in Holyoke will. The Valley Players will occupy it for a 10-week season, opening June 29 with *Sky-lark*. Co-Managers are Gilbert, Dorothy Crane, Louie Mudgett, Jean Guild, Carlton Guild, Jackson Perkins and Joseph F. Foley.

A new summer spot six miles from New York will open for July and August under the management of Anthony Jochim. Called the Bergen College Barn Theater, it will be at Teaneck, N. J. Many "student actors" will be used.

A co-operative acting and producing group known simply as Theater will operate the Maverick Playhouse at Woodstock, N. Y., for a 10-week season, beginning June 19 with *Jason*, to be followed by either *Claudia* or *Letters to Lucerne*. New plays will also be presented.

Musical programs at Green Mansions, Warrensburg, N. Y., will be under the direction of Isaac Van Grove, with Felix Brentano as assistant.

The Cape Theater, Cape May, N. J., opens its fourth season under T. C. Upham May 27, and plans 18 productions. First will be *The Curtain Rises*, to be followed by *Squaring the Circle*. Four new plays are under consideration.

Lee Wainer will direct the Copako Playhouse, Craryville, N. Y.

**Hub Grosses Remain High**

BOSTON, May 16.—Legit attractions continue to do good business. *Corn Is Green*, a Theater Guild show, pulled in \$18,300 first week, which is considered very good for this time of year. Opening of *All's Fair* was almost sellout. Advance sale for week, due to favorable notices, was very good. *Claudia* to stay here till May 23.

Grosses were as follows: *Claudia* (Wilbur, 1,227 seats, \$2.75 top). Week of April 27, \$16,500. Week of May 4 dropped to \$14,500. Week of May 11 up to \$15,500.

*The Corn Is Green* (Colonial, 1,643 seats, \$2.75 top). Week ending May 9 grossed \$18,300. Considering low top, this is excellent. Week ending May 16 business continued good; grossed \$17,500.

**Hayes Travels In Day Coach**

OMAHA, May 16.—Helen Hayes, star of *Candle in the Wind*, playing at the Paramount Theater here Monday (11), in an interview with the press said she had noticed many war-caused changes on this tour.

There has been less auto travel from distant places, she said, because of the tire situation, and baggage cars for the scenery have become a real problem. Sunday night Miss Hayes came in from Kansas City in a day coach, which is the first time in her career, she claims, that she has been unable to obtain better traveling accommodations.

NEW YORK, May 16.—Several years ago, at a Theater Convention, Miss Hayes made a speech in which she advocated, as a money-saving measure for managers, that all supporting players be given only day-coach accommodations while on tour. At that time she made no mention of day-coach travel for stars.

**Shades of AGVA**

NEW YORK, May 16.—Maybe it's the heat or spring fever, but Actors' Equity skipped its first council meeting in years last Tuesday (12) because a quorum (of seven) failed to show up. Equity council is composed of 50 members.

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**AFA Benefit Fund Down to Last 2G**

NEW YORK, May 16.—A statement on the Death Benefit Fund of the defunct American Federation of Actors is ex-

pected to be made public in about two weeks, according to I. Robert Feinberg, now handling the fund's distribution.

It is expected to reveal a balance of approximately \$2,000. During the past year, according to Feinberg, the Fund made good "five or six claims of \$300 each."

## 10-Cent Club for Soldier Patrons; 50 Taxi Dancers

HOUSTON, May 16.—Army camps have encouraged opening of low-priced night club-dance halls, and the newest here is the Music Box Hostess, which opens formally tonight. Johnny Bowers, formerly of Luna Park, is owner. Features Rudy Rivera's band and Eve Eden.

Bowers located his Music Box on a downtown corner near the local USO. Ten cents admission and 10 cents a dance, with food a la carte.

There is a woman bartender and a woman floor manager. "I have had good luck with the older girls, and in this way keep a large number of men from just hanging around," Bowers said. He employs 50 hostesses, paying them a small guarantee and commissions.

Bowers originated the taxi dance in Texas and had a remarkable success with it at Luna Park.

Beer and light wines are served at the booths and tables.

For the formal opening Bowers is using Eve Eden and her apple dance, an accordionist, a singer and a hula dancer, mostly local talent.

CALGARY BROTHERS were rushed into the Roxy, New York, show last week when Joe Jackson died suddenly.

## Fid Gordon Loses Pants

LOS ANGELES, May 16.—Fid Gordon didn't read the train schedule and lost his pants.

En route to Los Angeles with the USO *Sunshine Revue*, Gordon left the train for walk on the platform at Phoenix. He was wearing an old pair of slacks, a tattered sport shirt and his bedroom slippers. The train slipped out, leaving him there to follow on the next train.

His wife left a suit for him at Union Depot here, but no shirt or shoes. When Fid got in he was dressed in a new suit, an old shirt and carpet slippers.

## One New Club, Two Others Open in SF

SAN FRANCISCO, May 16.—One new spot and two revamped jobs opened here last week. Harry Berk got his Richelleu Casino under way May 5. Opening was a snazzy affair.

The Music Box, where Sally Rand once raked in the dough, and the Hurricane, along International Settlement, reopened under new managements after a spell of darkness. Frank McCreedy and Lloyd Campbell have taken hold of the former. John DeMaria is operating the Hurricane.

# Vaude and Night Spot Performers Hit Hard by Gasoline Rationing

(Continued from page 3)

Variety Artists to the Gas Rationing Administration fell on deaf ears, at least for the time being. Jonas T. Silverstone, national counsel of AGVA, who contacted the petroleum officials, was told that performers will have to be treated as ordinary civilians until July, when the government will have a better perspective on the gasoline needs of the country.

As far as legit and radio are concerned, there is no performer-consumer problem, because of the stationary aspects of the business. Outdoor show business will not have the gasoline worries of the night club-vaude performers. Regular motorized shows, which have trucks and busses, clearly identifiable from the license tags, will be able to get all of the gasoline they need without furnishing cards. Where performers use station wagons to transport equipment, and can furnish proof of such use, they will be given an unlimited supply.

Immediately following the New York registration, Mayor La Guardia offered a ray of hope when he announced that officials of petroleum companies and government representatives would meet for discussion of the problem, so that users of pleasure cars for business would not be subject to the maximum of hardship that pleasure car owners will face for the duration.

WASHINGTON, May 16.—Problems of show people have not been given special consideration in the emergency gasoline rationing plan which went into effect yesterday. Office of Price Administration officials here report.

Performers and musicians who travel by private passenger cars in the rationed area face considerable difficulties. Leeway allowed local rationing boards in interpreting regulations is bound to snag. This may force detailed clarification of orders as they affect show business.

OPA authorities feel that entertainers using private passenger cars, traveling from one city to another to keep engagements, are adequately provided for under present rules. Entertainers, however, necessarily come under classifica-

tion of those using their cars "in the course of their gainful occupation," which means that they can apply for "B" ration cards, and be given a "B-1," "B-2" or "B-3" card, depending upon the amount of gasoline for which they show a need. This would seem to work against customary long hops of entertainers.

Worse yet, those amounts aren't certain. OPA, viewing with alarm the large number of "B" and "X" cards getting into circulation, may cut the three-gallon unit now promised. In which case "B" cards would be worth only 22, 30 and 38 gallons respectively.

Show people and salesmen are in pretty much the same fix. Salesmen, dependent on their cars for their livelihood, have been demanding "X" cards. OPA, however, says they are not entitled to "X" cards, and instructs registrars to issue "B-3's" to the salesmen and to advise them to apply later for supplemental rations, which offers dim ray of hope.

Anyone requiring a supplemental gasoline ration must explain in writing the precise nature of his occupation or work. Then he must state the facts to support his claim that an additional ration is absolutely essential to his life or to the pursuit of his gainful occupation. Then he must explain what public transportation facilities are available. Then the registrar may require the applicant to appear before him and produce witnesses or other proof, and may require submission of additional written information.

On the basis of all the facts before him, the registrar will determine whether a supplemental ration should be granted.

One interesting angle is that, in determining if there are any reasonably adequate alternative means of transportation, the registrars must take into consideration the costs of such transportation as compared with automobile travel.

The fate of auto-traveling entertainers depends greatly on the attitudes of the local rationing boards and the interpretations they make of the regulations.

The ration area includes the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia, that part of Florida east of the Apalachicola, the District of Columbia and the city of Bristol, Tenn.

For entertainers participating in camp shows, there may be an exception made to help them get to the camps. This was done in the case of the rubber regulations, which were revised to make recapped and retreaded tires available to busses used on special trips to carry "entertainers and other participants in organized morale-building recreational activities" to and from army and navy establishments.

## Mixed Chi Picture; Big Clubs Hold On; Small Ones Suffer

CHICAGO, May 16.—Business has been spotty this month, and only the leaders (Chez Paree, Palmer House, Blackhawk, Sherman Hotel) hold their own. Even turn in capacity houses on week-ends. The smaller clubs are suffering, however, because of curtailed traffic among salesmen who used to frequent them.

Lou Falkenstein has been trying to sell the Hi Hat Club, lately out of the spotlight because of the low-nut show policy in effect. It is understood that spot can be had for \$15,000 debts charged against it. The next door 885 Club has picked up in biz since its return to floor-shows a few weeks ago. Operator Joe Miller now plans to continue with them all summer. Don Pedro's ork moved in last night (15) for an indefinite run.

The 5100 Club continues to be the leading neighborhood spot, attracting an average of 4,000 from Friday thru Sunday.

Managers, generally, feel that the outlook for the summer is bright because of a large number of banquets scheduled here. Many firms which have scheduled conventions either on the East or West Coasts are supposedly moving inland for fear of blackouts.

# Club Talent

### New York:

AMES AND ARNO set for the Latin Quarter, June 20. Walter Dare Wahl goes in June 17. . . . JUANITA JUAREZ renewed at the Copacabana. Also set for the new Abbott show. . . . ANITA JAKOBI has joined *Keep 'Em Laughing*.

### Chicago:

MARCY M'GUIRE, songstress, set for an RKO picture thru Jack Kalchheim, of the William Morris Agency. Reports August 1. . . . GEORGE MOORE is back at the Royale Frolics as emcee, having been rejected by the army. . . . TRENT, of Ray and Trent, is now in the navy and stationed at the Great Lakes (Ill.) Station. . . . DONNA PARKER has lost her male vocal groups to the armed forces. . . . DANNY THOMAS, 5100 Club emcee, will take a six-week vacation starting June 1. . . . JACKIE MILES is following his current Chez Paree job with Riverside, Milwaukee, May 29 week, and Oriental, here, June 5 week. . . . LARRY ADLER opens a month's run at the Blackstone Hotel's Mayfair Room May 29.

JACK MARSHALL, as a result of his week-end at Kitty Davis's, landed a four-week run at her Miami spot (Airliner), opening May 29. Others to get dates as a result of the local "showing" include Jerry Lawton (there now) and Pierce and Roland, to come in at a later date. Set by Central Booking Office. . . . PAUL ROSINI returns to the 885 Club June 5. Bernardon Henrie set for the same show by Harry Santley.

JACK LANE, now with the Army Emergency Relief Office at Camp Wallace, Tex., writes that he produced a show in Houston which netted the relief fund \$1,800 and attracted an audience of 2,300 soldiers and civilians. . . . STEVENS HOTEL closes its Continental Room for the summer Saturday (23). Uncle Sam has been looking over the hotel for the housing and training of air cadets, but nothing definite has been reached. . . . NEVA PATTERSON, former vocalist with Cecil Davidson's band and now on her own, opened at the Admiral, new cocktail lounge in the Loop. . . . BILLY DE WOLFE and the Hermanos Williams Trio, both new here, will top the new Palmer House show, opening June 25.

### Philadelphia:

THE THREE SOPHISTICATES reopen at Frank Palumbo's Cafe, team having laid off due to Margie Winters tearing a ligament. . . . BUNNY HEALY now working at the Frankford Arsenal here. . . . DON ROMERO, brother of screen's Cesar Romero, making his local nitery bow at Sun Ray Gardens. . . . BETTY POPE, line captain at Jack Lynch's Walton Roof, is quitting the after-dark field.

JOHNNY CAHILL closes at the Open Door Cafe after a dozen weeks and opens this week at Carroll's Cafe. . . . MARIE

LaTELL, after a brief absence due to the stork, returns to the after-dark field at DiPinto's Cafe. . . . PATRICIA HALL, Embassy Club singer, given a screen test by Jack Shalitt, talent scout for Howard Hughes. . . . O'CONNOR TWINS leave the St. Clair part of their act behind to join the army. . . . RALPH LEWIS back as Lexington Casino emcee.

PAT BERNARD now producing the floorshows at Hopkins Rathskeller, Philadelphia.

### Hollywood:

RAFTONE SISTERS AND GAY have been held over at the Showboat, San Diego. Shows produced by Jimmie Ken and Bob Gay, of the trio. . . . SENATOR MURPHY is back after touring with a USO unit. . . . FRANK EVES AND DOLORES now playing local niteries following their return from a USO tour. . . . WRIGHT AND MARY leave for England in July. . . . BEN CHAVEZ, magician, is taking a course in steel cutting and playing casuals on the side. . . . MAX BOQUET, formerly pianist with Al Lyons's Orpheum Theater orchestra, is doing picture work. . . . BENTLEY TRIO reports that they have advance bookings as far as two years in schools and colleges, a field in which they specialize. . . . JAD PAULE is in the Hollywood area from San Francisco.

### Here and There:

COLLETTE AND BARRY and their Little Show ended four weeks at George Washington Hotel, Jacksonville, Fla., May 7 and two days later opened at Henry Grady Hotel, Atlanta, for two weeks with options.

JERRY BERGEN opened at the Florentine Gardens, Hollywood, April 30. . . . JACQUELYN JAMES, Jack Millard and Joe Riordan are at the Mainliner Club, Des Moines. . . . TREMAINE TWINS, after a season in Florida clubs, are working their way northward toward Chicago. They spent last week in Cincinnati. . . . MUNRO AND ADAMS are back at Jimmie's Club, Miami, for their fourth engagement in five months. . . . FRANCIS AND WALLY have just closed three weeks at Mandalay Bar, Las Vegas, Nev. . . . MAARCYA AND RENE GUNSETT opened April 25 at the Washington-Youree Hotel, Shreveport, La.

NICK LUCAS opened at Club Trocadero, Henderson, Ky., for two weeks, beginning May 4. . . . NETHA DE CRUZ has returned to McVan's nitery, Buffalo, after three weeks at Villa Madrid, Pittsburgh, and Monaco's Restaurant, Cleveland.

TONY SALAMACK, bass fiddle; Bruce Brownfield, accordion, and Pat Harrison, guitar, have entered their seventh month of stroll duty at Glenn Rendezvous, Newport, Ky.

BILLIE AND BUSTER BURNELL into El Morocco, Montreal, May 15. Georgie Price and Claire Vermonte on this Sol

## Chicago, Chicago, Sets Summer Names

CHICAGO, May 16.—A long line of summer attractions has been set for the Chicago Theater here by Nate Platt, head of Balaban & Katz booking office. The availability of the many bands is explained by the fact that most bands, fearful of the one-nighter situation this summer, are willing to sign up for location jobs and theaters months ahead, a practice they have long frowned on. This is particularly true in this area, probably the best one-nighter territory in the country.

The Chicago opened with a two-week show yesterday (15) featuring Phil Regan, to be followed May 29 by Peter Lind Hays, Dennis Day and Larry Adler, a fortnight show. Veloz and Yolanda will come in week of June 12, topping a presentation show. Week of June 19 will have Skinnay Ennis band, followed by Cab Calloway week of June 26. July will have five bands, starting July 3 with Phil Harris and followed by Eddy Duchin (July 10), Tommy Dorsey (17), Horace Heidt (24) and Ozzie Nelson (31). August 7 session is for Glenn Miller, Jimmy Dorsey week of August 14. Deals are now pending for Benny Goodman and Andrews Sisters, as well as Abbott and Costello, who are scheduled to pick up a couple of theater dates around September.

A number of pictures will get two-week dates at the Chicago.

Tepper booked bill. . . . MARCO AND ROMOLA opened at the Biltmore, Providence, May 4. . . . MARION VINAY has opened at Club 100, Des Moines, after recovering from effects of an auto accident in Florida. . . . KEWPIE DOLLS Beef Trust set for the Swing Club, Rochester. . . . CHARLIE MASTERS renewed for another session with the *Camel Caravan*. . . . JEFF AND MARY ROLAND have opened at the Casa Mia, New Bedford, Mass. . . . BERNIE LIT now at Strickler's Lounge, Baltimore.

## Mount Royal Hotel, Normandie Roof, Montreal

*Talent policy: Dance bands; floorshows at 8:30 and 12. Management: Vernon G. Cardy, managing director; Colin A. Gravenor, publicity; Victor, headwaiter. Prices: Dinners from \$2.25; drinks from 50 cents; Cover, \$1 (\$1.50 Saturdays).*

Least ballyhooed of all the better local night spots, the Normandie continues to thrive as a popular rendezvous for the elite. Informal spirit prevails amid pleasant atmosphere, while choice food, excellent music and top entertainment round out an evening of relaxation.

Don Turner and ork have established themselves here. Turner also introduces the acts and is an all-round winning personality.

Show gets off to a flying start with the Nathane Brothers, acro dancers extraordinary, whose routines are sure-fire and different. Strumming away at their guitars, the boys bounce about with effortless ease. Pace is a little too rapid.

Al Robinson and His Cowboy Pal present a novelty in the ventriloquial art. Repartee could be stepped up a bit, but vocals by the dummy are smart stuff. Naturals are *Deep in the Heart of Texas* and *Home on the Range*. Best is the woodenhead's drunk hiccuping thru *Sweet Adeline*.

No stranger in town is Richard Tyrol, featured here. His rich, pleasing voice enraptured patrons and his delivery exemplifies showmanship. *Moonlight Masquerade* and *Vienna Waltz* are rendered with a flourish, while *Yours*, for an encore, also is impressive.

Best bet are the D'Ivons, dance artists with grace and polish. An outstanding crowd pleaser. Shine in every movement, executing a variety of numbers in fast-stepping style. Had to beg off.

Neil Golden and His Continentals alternate dance band here. Another decided asset is Mae Allen, fetching young soloist.

Jane Pickens tops the cast of the forthcoming show. Will be followed by Billy De Wolfe, then Hildegard. MCA books. Cal Cowan.

## Park Central Hotel, Coconut Grove, New York

*Talent policy: Dance and show band; floorshows at 8:30, 12 and 2, staged by Boots McKenna; intermission entertainment. Management: H. A. Lanzner, managing director; Bill Robbins, Grove manager and booker; Ed Wiener, publicity. Prices: Dinners from \$1.50.*

The tasty floor display here, *Hitting a New High*, is of sufficient quality to run all summer with few changes. Staging is nicely done, fast pacing along with the individual talent blending for excellent results.

Line has been cut to nine femmes, all of them stunners. The girls are shorter than showgirls and taller than ponies. The femmes' routines are highlighted by a presentation of Ravel's *Bolero*, done with Moorish costuming. A finely conceived routine. Other numbers include a diaphanous *Jockey in Springtime*, a crinoline and a jockey number. Last item goes into the Hobbyhorse races, winner



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# Night Club Reviews

getting a bottle of champagne. Good for lots of laughs.

Openers are the Harmonizers, three good-looking boys with okay voices, who open with a college medley and follow with *You and I*. Ork, in this instance, was often too loud.

Bunny Howard, a long-termer here, who in the past was included in the intermission line-up, bobs up as a surprise. With a new hairdo, different arrangements and an altered personality, she now goes in for satirical stuff delivered in a semi-recitative manner. Three numbers net her an excellent send-off. In the personality transformation, much of her excellent voice has been discarded.

The Revuers, five clever youngsters, have found themselves a nice setting here that appreciates their smart satiric stuff and clever numbers. Went over exceedingly big with their trade paper bit, rib of psychopathic villains and burlesque of song hits.

Marc and Viola are two fine ballet dancers who split up during the revue for separate classic terping. Both show fine dance background and have applause-getting routines, especially the male, who has some very good leaps and spins. They unite for a closing jitterbug number that doesn't measure up to their ballet work. However, at the supper shows they revert back to the classics.

Since this review opened, business here has been deservedly big.

Talent from the lounge takes care of the intermission entertainment. Buddy Clarke does okay from the bandstand. Joe Cohen.

## Sherman Hotel, Panther Room, Chicago

*Talent policy: Swing band; shows at 8:30 and 11:30. Management: Ernest Byfield and Frank Bering, operators; Howard Mayer, publicity. Prices: Minimum, \$1.50 (\$2.50 Saturdays).*

Bob Chester and band, first-timers in the Midwest, are the new headliners here. Loud but clean, the Chester organization will fill the bill for the next four weeks, pleasing particularly the kids who patronize this room.

Outfit goes somewhat overboard on singing, with the two singles assuming the dominant roles. Betty Bradley, cute brunette, works unusually well and doesn't hold back her bright personality. Gene Howard, youthful baritone, gets by nicely, too, even tho he doesn't rate too well on showmanship. Chester's quartet, however, still smacks of being too new to be a real asset. Billed as Three Lads and Elysse Cooper, they harmonize on pop tunes, but not too impressively. All are just kids. The girl has a habit of shaking her body while warbling.

On opening night, band was too swiny early in the evening, but the boys will probably tame down for the dinner show. Outfit boasts several top-notch instrumentalists, among them Cy Baker, ace trumpeter, who takes off with solos now and then, particularly during shows. In addition to Chester's sax, instrumentation lists six brass, four reed and four rhythm.

The shows, as usual, do not follow any cafe or hotel room pattern. They consist of several band specialties, a couple of outside acts and some parade work by the room's stock line of eight shapely models. The girls pose in a particularly appealing farm number this time, using farm scenery for background.

Frank Payne, vocal mimic, here two shows ago, is back for another month. He does an Uncle Ezra off-stage for the farm production number and offers several of his radio personalities on the floor. Paul Baron, youthful interpretative tapper, comes on for a couple of fair routines. A good salesman.

Carl Marx, clown, works some six hours a night on and off the floor. Sam Honigberg.

## Kitty Davis, Morton Grove, Illinois

*Talent policy: Shows Fridays thru Sundays, 10, 12 and 2:30; dance band nightly except Mondays. Management: Danny and Kitty Davis, operators. Prices: Admission 50 cents week-ends; drinks from 35 cents; no cover or minimum.*

This roadhouse is located just outside the Chicago city limits on the site of the former Club Rio. It was taken over by Davis last year, when it stayed open

for a couple of months with the same informal bar policy instituted at the Kitty Davis spot in Chicago's Loop. Business was good because of the owner's cafe following, but the policy did not click as well as it did in town.

Reopening this season marks the introduction of a new entertainment set-up, which has possibilities of clicking. With business at its best week-ends, strong shows are offered to attract the crowds (some 225,000 people live within a five-mile radius of the club), while the remaining nights, admission free, are in the hands of the dance band exclusively.

The Davises have had extensive experience running cafes (they also operate the Airliner in Miami) and know how to entertain. Miss Davis makes a friendly hostess, while Danny is an equally friendly greeter and a seasoned conductor of the audience-participation games staged between shows and/or dance sets.

Room seats 500 people, with the bar far enough away from the dance floor not to interfere with the shows. Week-end talent is also bought with a view of using it in the Airliner at a later date.

Opening week-end show consisted of six familiar acts and made up one of the strongest roadhouse shows seen around here. Bill was topped by Paul Rosini, fine magician and entertainer whose clever gab injects a continuous sparkle into his turn. Jack Marshall, comic caricaturist, doubled as emcee. Smooth. He offered his theater act, which is plenty strong on a cafe floor, too. Three Dowling Sisters opened with acro-tap work, highlighted by one of the girls doing an above-average tap conga. Jerry Lawton, veteran juggler, held his own thru his sense of humor and Western drawl. Pierce and Roland offered three versatile routines and, despite poor musical support, drew impressive response. Appearance is fresh and youthful. Jean Mona, cute tapper whose costumes are always short enough to reveal her shapely gams, entertained with three rhythmical numbers in good style.

Bobby Ramos fronts a six-piece band which, opening night, had its shortcomings. Best thing about the group is Bobby's romantic voice.

Food is not served, but this service may be added later in the season.\* Sam Honigberg.

## Beverly Hills Country Club, Newport, Ky.

*Talent policy: Dance and show band; relief band; floorshows at 9 and 1. Management: Sam A. Garey, managing director; John Stoeffel, maitre d'; Frank Sennes, booker; Tom Ball, producer; George Rand, dance director; Betty Kapp, press agent. Prices: Dinner from \$2.50; drinks from 55 cents. Minimum \$2, except Saturdays, \$3.*

New layout which moved in for two weeks Friday (15) is one of the best entertainments presented here this season. There's a good producing job by Tom Ball, a trio of sock routines by George Rand's 12 niftily garbed and beautiful line girls, three top-notch acts and sweet and soft music by Del Casino's ork. The band's outpourings are a treat after some of the noisier crews that have been here recently. Show is excellently paced and well balanced, with each item getting solid reception.

Opener has the line in a Scottish routine, after which Lester Omen, assisted by a brunet looker, pushes 'em over with novel and original marionette manipulations. His little old lady who moves from table to table selling flowers; the dummy (representing Omen) manipulating a juggling clown; the girl baton juggler, and the old-man jitterbugger are choice morsels. Took a wallop hand.

Del Casino, far above the average band singer in voice and salesmanship, does an excellent job on three numbers—*Begin the Beguine*, a Neapolitan love song, and *If It Isn't Pain Then It Isn't Love*. The crowd liked him immensely. The line girls follow with an Arabian number, with a lovely parade and picture finish.

Hibbert, Byrd and LaRue, an unusually clever comedy dance trio, chuck the obvious and old stuff in favor of original and sound laugh material. The introduction of LaRue, comedy member of the trio, as a boisterous drunk from the audience, is cleverly handled, and fooled even the wisenheimers. For a wind-up

the three knock themselves out, the two males manhandling the femme as tho she were a rag dummy. Saved their stamina with a novel and clever gag encore.

Larry Adler, who has put the lowly harmonica in line for a symphony rating, held the crowd in the palm of his hand thruout. Bowled 'em over with his symphonic treatment of unusually heavy arrangements on *South American Way*, *Sleepy Lagoon* and *Listo's Hungarian Rhapsody*, all masterfully done. His following boogie-woogie stuff left them limp. Stopped it cold with a difficult arrangement of *Beat Me Daddy*, and returned to do a terrific job on *Blues in the Night*. Bowled to a smash hand. Finale has the line girls on for a Russian bell-ringer number.

The Casino orchestra (three brass, three reed, three fiddles and three rhythm) made a sound impression with the dancers with its smooth, sweetly and the show music faultlessly. Bill Sachs.

## Winnie's Riptide, Miami Beach

*Talent policy: Dance band; shows at 11:30 and 2. Management: Winnie May, operator-manager; Tim Berger, publicity. Prices: Dinners from \$1.50, drinks from 45 cents; no cover.*

Impressive opening of the new summer show here Tuesday, headed by Cliff Winehill, a favorite at the Beach in past seasons. Previous bookings prevented his opening during the winter season. Cliff is a clever comic and had the customers eating out of his hand most of the time. Entertainment value the best, and a sure-fire hit.

Ben Perry, another favorite, is held over. Always good. His 23rd week.

Patricia Parker, redheaded singer, still wows 'em with her own particular style of songs. Should go on her for a long time.

Marge Mahar does a nice routine of dances, and Marie Stanley is okay.

Ione Carroll, director of chorus, and her assistants, Jere Dyer and Marge Blake, departed for New York this week, but Miss Atwood, who took over, has a new line full of pep and vivacity.

Biz is extra good, getting a heavy draw from the aviation soldier boys in training here. Dance music until 7 a.m. Latest show in town. L. T. Berliner.

## New Yorker Hotel, Terrace Room, New York

*Talent policy: Dance and show band; relief band; ice floorshow at luncheon, 8 and midnight. Management: Frank L. Andrews, hotel director; Shep Henkin, press agent; Carl Snyder, entertainment and restaurant director. Prices: 75 cents cover (Saturdays and holidays \$1.50); dinners from \$2.*

Room has ushered in its new summer ice show along with the return of Johnny Long's smooth band and, judging from dinner biz done at show caught Tuesday (12), spot will have no trouble for the rest of the season.

Ice revue, tabbed *Blossomtime* of 1942, stacks up as one of the best yet produced by Donn Arden. With a slight book theme wound into the proceedings, show doesn't have the sock individual



## Lady ESTHER AND RALPH MENTALIST SENSATION

NOW Royal Palm Cocktail Lounge, PARK CENTRAL HOTEL, N. Y.

Thanks to Jack Miller & Bill Robbins, Maxwell Yager, Repr., 1825 Davidson Ave., New York City

turns seen here in previous revues, but this is more than made up for by flash and gracefully executed numbers. "Story" starts with the New Yorker Ice Beauties (six-gal line) backing the boy-and-girl team of Howard Bissell and Jerry Farley, whose "marriage" is climaxed by the intrusion of Cyril (Buster) Grace, decked out as a mailman and bearing a 1-A for the groom. Patriotically and beautifully costumed, entire number is neatly cut on the ice, with the principals doing an especially nifty duo.

Ariane, newcomer to the professional blades, appears first as the Queens of Dreams, a transition motif used to transport the scene of action to the Hawaiian Islands. Gal's work is smooth and graceful rather than on the sensational trick side and blends into these proceedings perfectly. Her subtle torso turns as the Little Brown Gal in the following Hawaiian number are eye-catching and reveal a shapely attractiveness.

Bissell and Farley score neatly again in the Island production, gal taking some sock aerial plunges while spun and held by one arm by her partner. Long white fringe costuming in this number and the line cutting some nice patterns make for an excellent flash. Story tying up the numbers is ably abetted by emcee Bob Russell's pleasing piping and off-side cracking. Ronny Roberts, single holdover, and "Buster" Grace are sandwiched in for individual specialties. Roberts' fast plunges and sudden stops coupled with hand-springs are his forte. Grace does a series of nifty scissor-split controls around a set-up of duck pins, winding up with a fast twirl series.

Memory Lane finale has the entire cast decked out in Gay '90s finery. Line gals get a chance for short single turns depicting the motif suggested by each costume. Jerry Farley and "Buster" Grace team up in tandem togger; Roberts and Grace May, of the line, cut out with a Bowery apache; and Bissell and Ariane in an "at the ball" turn. All wind up singing *That Old Gang of Mine*. Terrific production.

Maestro Long does a top job of playing the show, besides knocking out nifty, restrained rhythms for the dance sessions. Since his last engagement here he has added the Four Teens, vocal group, to his song department of Helen Young and Bob Houston. Band is a natural for a hotel room.

Harold Humphrey.

**Chez Paree, Denver**

Talent policy: Floorshows and dance band; two shows nightly. Management: Tommy Romola, owner. Prices: No cover.

Show caught was rather short, due to trouble booking talent. Chez Paree is only Denver night club booking traveling acts regularly. Because of policy of avoiding local talent and catching acts en route from the East to the West, or vice versa, sometimes the club has to pad out with a minimum of performers.

Featured are Marcene, Blanche and Elliott, and Art Gow's band.

First appearances of Marcene and Blanche and Elliott failed to get the cold audience off its hands. Marcene's acro dance was well performed. Blanche and Elliott followed with a ballroom number. Blanche appeared very graceful, but in dance steps Elliott seemed somewhat awkward. Dance finished with a spectacular whirl, Blanche lying on Elliott's one hand.

Gow was ill at ease as emcee, but warmed up the crowd when he accompanied himself on the piano and sang the risqué *Hills of West Virginia*. Gow can't sing, but does a good job on a tune of this type.

Marcene returned to do an excellent novelty half man-half woman number in a park bench scene. Blanche and Elliott concluded the show with an adagio in which both seemed more at home. Mostly posing and balancing. Only objection seemed to be Elliott's too frequent toothsome smile.

Manager Romola is trying to increase shows and change acts once a week. Business, even on supposedly slow nights, is near capacity, and a Sunday matinee has done socko biz. Bill Welsh.

**The Plantation, Houston**

Talent policy: Dance and show band. Management: Dick Wheeler and Joe Landwehr, owners; Arthur Long, manager. Dance music 9 p.m. to 1 a.m. week nights and 9:30 p.m. to 2:30 a.m. Saturday; Sunday matinee when servicemen and their dates are admitted free; week nights admission 60 cents per person, Saturday night 90 cents per person; dinners from \$1.25; no drinks served. Each Tuesday is Defense Night when only a

25-cent War Savings Stamp is accepted for the door charge.

The Plantation continues using name bands for one-week and two-week stands. Johnny Randolph orchestra moved in Tuesday. Band is under new management of Allyn Breyley and, as the evening progressed, it was plenty popular for an opening night.

Sweet music was featured, with Randolph doing the vocals. Lynn Robertson substituted at the bass, Phil Johnston having been called to the army. Robertson showed his complete mastery of the bass, setting the pace for the boys without a rehearsal. He is working in the local shipyards. Randolph's vocals were highlights of the entertainment, and he was generously applauded.

Orchestra is composed of 10 boys including Randolph. Band has two pianos, one of which Randolph plays. Has a nice voice.

The band opened here under difficulties, having driven from Dallas after 3 p.m. and without a bass player.

K. Evans Houston.

**Edgewater Beach Hotel, Marine Dining Room, Chicago**

Talent policy: Production shows at 8:40 and 10:40; dance and show band; intermission organist. Management: William Dewey, manager; Dorothy Dorben, producer; David P. O'Malley Agency, booker. Prices: Dinner guest cover 50 cents (75 cents Saturdays); dance admission, \$1 (\$1.25 Saturdays).

A reliable band account, changing outfits about once a month and buying, primarily, the better traveling attractions. Unless Uncle Sam steps in and takes over the hotel for the duration, Manager Dewey will continue with this policy thruout the war, promising bigger and better bands and shows.

Producer Dorben is still changing the two show acts about twice a month, using them in the revues featuring her trained line of girls. The floorshow always manages to look more expensive than it really is, which is a credit to Miss Dorben's production efforts.

The girls are smartly dressed and routined in flashy numbers that carry appeal for the average hotel patron. At this showing they offered a Victory Garden idea and a repeat of their *Orpheus* overture tap in the dinner show and at supper time came naval and Mexican numbers, both appropriately costumed.

Will Osborne is the current bandstand name, here for the third time. His band is new but still concentrates on slow-moving dance tempos, interspersed with swiny arrangements, particularly in the late hours after the staid hotel guests have retired. He handles most of the vocals in good romantic style, aided on rhythm numbers by Marianne, a good-looking blonde with not too much experience.

Acts caught included Nitza and Ravel and Woody and Betty, both good for the room. Nitza and Ravel, ballroom and Spanish dance team, look young and striking and work well together. They display individuality in their Latin work.

Woody and Betty are one of the best novelty roller skating acts around. The act is fast and loaded with showmanly tricks. The kids are personable and capable.

Acts change Friday (22), when the Marten Brothers and Payne, and Jean Richey move in. On June 5 Jan Garber will open the Beach Walk season and the show will include the Freddysons. Bands to follow Garber, in order, include Horace Heidt, Shep Fields, Russ Morgan and Henry King.

Sam Honigberg.

**Casa Manana, Culver City, California**

Talent policy: Dance band and floor-show at 11:15 p.m. Management: Joe Zucca and Harold Lewin, owners-managers; Carl, maitre de; Noel Blair, publicity. Prices: Admission, 55 cents; drinks from 35 cents.

Jan Savitt and orchestra (five reed, six brass, four rhythm) are on for smooth dance music and also form the nucleus of the floorshow. Savitt has an aggregation that packs enough tricks to make a complete floorshow in itself.

George Dvorak does a sweet job of emceeing, and gets the show under way following a band all-out. He brings on Taras and Masters, ballroom team, who work smoothly to *Orchids in the Moonlight*. Encored with more spins and lifts and some outstanding work that fea-

tured a floor side and stomach spin by Taras, thrown across the floor by Masters.

Band takes over, with Joe Martin scoring on vocals, including *Everything I Love and You Made Me Love You*. Jack Daugherty does an outstanding piece of trumpet work on *Carnival of Venice*. Nick Fatool, on drums, and Harry Hynda, at the piano, do some smooth work.

Les and Poppy, comedy dance team, round out the show with their antics. Poppy does some swell mugging. Act clicks solidly. Works smoothly and sells well. Sam Abbott.

**Monte Carlo, New York**

Talent policy: Dance band; dance and show band; floorshows at 8:30, 11:30 and 2. Management: Louise Reid, owner; Harry Nicolson, manager; Al Mernit, press agent. Prices: Dinner from \$1; \$1 minimum for ringside tables.

New operator of this French club, succeeding Gaston, is a Texan radio and cafe singer, Louise Reid. This is her first night club venture, and she seems to know the business. A gracious host, she makes friends quickly. She is also patriotic, playing host to eight Texan soldiers each week and also sending acts once a week to a local training ship.

Current show is fine, considering prices. It has a line of six girls, young and okay lookers, doing opening, midway and closing numbers in clean, pleasing costumes. Tex Gary steps out of the line for a tap solo. Small, curvy, brunet Betty Carter makes a fine impression with her toe numbers. (Robin Adair, acro dancer, succeeds her May 20.) Brunet and nice looking Frances Leslie, here a long time, held attention singing *Babaloo* and *Chi Chi Castenango*. DeCarlos and Granada, Latin dance team, performed an interesting tango and paso doble, replete with spins and lifts. Young, handsome Billy Sager tenors a pop tune passably. Has much to learn on diction, phrasing and delivery. Pierre Beaucaire, here seven years, baritone one French number, *Danse Macabre*, effectively. Emsees without distinction.

Show band is Jack Rosello, here six years, and does well. It has Rosello at piano, backed by drums, violin, accordion and maracas. Three-man band, led by Sidney Spector, handles dance music okay. (To be replaced May 20 by Raymond Litte Apache band.)

Manager Nicolson, formerly with local big time clubs, is managing the spot. Seems to know all the angles, too.

Paul Denis.

**Casino Urca, Rio de Janeiro**

Talent policy: Show and dance bands; two shows nightly. Management: Luiz Peizoto, director of entertainment; Jorge Margerie, booker; A. D. A. Ltda. S. A., publicity.

The frequent addition of new talent and new production numbers has been a hypo for biz here. Main feature, *Symphony of Brazil*, with music composed

by Odmar Gao, is a potpourri of the life, industry and production in the various states of Brazil, with singers, dancers, acros and musical combos heading numbers representative of each state. Costumes and production backgrounds are appealing, and the Gao music is excellent.

Dorian Sisters (4), U. S. acros, are new in the revue. Don, Dolores and Doree and the Congeroo dancers, from the U. S., are holdovers. Ray Ventura Parisian band (who wound up a 30-week stay May 2), Lai Four Chinese troupe, Sylvio Netto, and Jararaca and Ratinho are the other acts.

Early show was started by Ventura band, and Micheline Day wrangled *Everybody Sing* to good results. Dorian Sisters turned in eight minutes of swell acro work, plenty of zip. Act is well paced and the girls appear to enjoy their work. Good hand. Don, Dolores and Doree carry over with the same routines and scored nicely. Netto, with a change of material, kept the crowd in good humor. *Great Waltz*, production number, closed.

Late show got under way with Lee Brodye and Leslie Miller tossing out U. S. and Brazilian tunes. *Symphony of Brazil* tees off with a prolog depicting "Progress," the early colonization days of Brazil. The *Fair of Sao Francisco* included the Lai Foun Chinese troupe and the Congeroo dancers. Girl line, in Gaucho outfits, played illuminated accordions. Vic and Joe, acros with bronze body make-up, turned in a near showstop. Minas Geraes offered a jewel ballet, with Madeline Rozay's toe solo outstanding. The colored comic, Grande Otelo, had customers eating out of his hand, the only comedy relief in show. A steel number, with the entire cast on, brought the 65-minute show to a smash close.

Production is probably the most costly of Urca's shows to date, tho no additional expenditures were made for talent. James C. MacLean.

**Waldorf Cellar, Los Angeles**

Talent policy: Dance band and floor-shows at 9 and 11 p.m. and 1 a.m. Management: Harold Reese, owner-manager. Prices: Drinks, 25 cents up; no cover or minimum.

The Waldorf Cellar is not a place to command much interest, except from soldiers and sailors. Spot offers drinks within the price range of the \$21-a-month fellows. Show caught had the spot packed with sailors who had just returned after an absence of 85 weeks. The first and last shows are the same, but the 11 p.m. one is different.

The 20-minute show gets under way with Dode's all-girl band of six pieces beating it out. Dolly Hobson, blonde, emsees in fine fashion, but is a little too demure. Dina, Russian dancer, does a Cuban rumba that features more hip twitching than art. Went solid with this audience.

Miss Hobson followed with some fair (See NIGHT CLUB REVIEWS on page 17)

Teresita

OSTA

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—from The Billboard, May 16, 1942

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

**A**

Aeromanacs (Buffalo) Buffalo, t.  
 Adair, Lois (Colosimo's) Chi, nc.  
 Adler, Larry (Beverly Hills) Newport, Ky., cc.  
 Adrienne (Rainbow Room) NYC, nc.  
 Allen, Beverly (Palmer House) Chi, h.  
 Allen, Vera (Royale Frolics) Chi, nc.  
 Aliya, Jack (Queens Terrace) Woodside, L. I., N. Y., nc.  
 Alvarez, Fernando (Copacabana) NYC, nc.  
 Ames & Arno (Latin Quarter) NYC, nc.  
 Ammons & Johnson (Cafe Society Downtown) NYC, nc.  
 Andrews, Alison (St. Moritz) NYC, nc.  
 Andrew, Lois (Glenn Rendezvous) Newport, Ky., nc.  
 Anson, Bill (Helsing's) Chi, c.  
 Argentine Duo (Armory) Elwood, Ind.  
 Ariane (New Yorker) NYC, h.  
 Armand & Anita (Patio) Cincinnati, nc.  
 Ashburns, The (Rainbow Grill) NYC, nc.

**B**

Bacon, Faith Page (Tower) Kansas City, Mo., 15-21, t.  
 Bacon, Faith (Tower) Kansas City, t.  
 Bailey, Bill (Grand Terrace) Chi, nc.  
 Baird, Bill (Royale Frolics) Chi, nc.  
 Baker, Bonnie (Hurricane) NYC, nc.  
 Banks, Sadie (Old Roumanian) NYC, re.  
 Barbers and Dale (Glenn Rendezvous) Newport, Ky., nc.  
 Baron, Paul (Sherman) Chi, h.  
 Barrett, Sheila (Troika) Washington, nc.  
 Barry Sisters (Orpheum) Omaha, t.  
 Belmont Balladeers (Belmont-Plaza) NYC, h.  
 Belmonte, Barbara (Hurricane) NYC, nc.  
 Belmonte, Gloria (El Chico) NYC, nc.  
 Benson, Roy (Commodore) NYC, h.  
 Bernhardt, Jean (Chez Ami) Buffalo, nc.  
 Billmorettes, The (Colonial) Dayton, O., t.

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Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.  
 Blackstone, Nan (Wide Park Manor) Cleveland, h.  
 Blanchard, Jerry (Queen Mary) NYC, re.  
 Blond Rumba Team (Times Square Supper Club) Rochester, N. Y., h.  
 Bond, Angie, Trio (Rogers Corner) NYC, nc.

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Boran, Arthur (RKO-59th St.) NYC, t., and (RKO-Richmond Hill) Richmond Hill, L. I., N. Y., 29-June 11, t.  
 Boreo, Emile (Latin Quarter) NYC, nc.  
 Boswell, Connie (Buffalo) Buffalo, t.  
 Bowes, Major, Unit (Riverside) Milwaukee, t.  
 Bowman, Patricia (Music Hall) NYC, t.  
 Boyer, Anita (Lincoln) NYC, h.  
 Broadway Jones Trio (Queen Mary) NYC, re.  
 Bromley, Bob (Earle) Washington, t.  
 Brown, Evans (Clifton) Marquette, Mich., h.  
 Brown, Jack Toby (Moonlite Gardens) Kankakee, Ill., nc.  
 Brown, Wally (Paramount) NYC, t.  
 Bruce, Kaye & Linda (Royale Frolics) Chi, nc.  
 Brucetta (Tower) Kansas City, Mo., 22-28, t.  
 Bryant, Betty (Pierre) NYC, h.  
 Buck & Bubbles (Earle) Phila, t.  
 Burke, Johnny (Chicago) Chi, t.  
 Burns & White (Rumba Casino) Chi, nc.  
 Burton & Kaye (Colosimo's) Chi, nc.  
 Byrne Sisters, Three (IceLand) NYC, re.

**C**

Callahan Sisters (Nixon) Pittsburgh 18-30.  
 Capella & Patricia (Chez Paree) Chi, nc.  
 Carlisle Sisters (Queen Mary) NYC, re.  
 Carlton & Juliette (Jimmy Kelly's) NYC, nc.  
 Carney, Alan (Chez Paree) Chi, nc.  
 Carroll's, Earl, Vanities (Palace) Columbus, O., 18-20, t; (Palace) Cleveland 21-28, t.  
 Carroll & Howe (Oriental) Chi, t.  
 Carter, Betty (Louise's Monte Carlo) NYC, nc.  
 Casanova, Don (Havana-Madrid) NYC, nc.  
 Chaney, Mayris, & Co. (Palace) Cleveland, t.  
 Chick & Lee (Tie Toc) Milwaukee, nc.  
 Chilton & Thomas (RKO-Boston) Boston, t.  
 Childs, Three (Casino) Toronto 18-21, t; (Palace) Buffalo 23-28, t.  
 Clark, John (Tranon) Chi 12-24, h.  
 Clark, Mahlon (Commodore) NYC, h.  
 Clayton, Gene (Bismarck) Chi, h.  
 Clayton, Ruth (Chez Paree) Chi, nc.  
 Cole, Jack, & Dancers (Rainbow Room) NYC, nc.  
 Cole, King, Trio (Kelly's Stable) NYC, nc.  
 Collette & Barry (Henry Grady) Atlanta, Ga., 9-23, h.  
 Columbus & Carroll (St. Moritz) NYC, h.  
 Colvin, Dolores (Queen Mary) NYC, re.  
 Condos Bros. (Strand) NYC, t.  
 Costello, Diosa (RKO-Boston) Boston, t.  
 Covarro, Nico (Bai Tabarin) NYC, nc.  
 Crane, Ford (Melody Club) NYC, nc.  
 Cross, Cris (Orpheum) Omaha, t.  
 Cross, Harriet (606) Chi, nc.  
 Cummings, Don (Orpheum) Omaha, t.

**D**

Dale, Stephanie (Harry's New Yorker) Chi, nc.  
 Davis, Benny, & His New Stars on Parade (State) NYC, t.  
 Dawn, Dolly (La Conga) NYC, nc.  
 Day, Nola (IceLand) NYC, re.  
 Dee, Dorothy (885) Chi, nc.  
 Delahanty Sisters (Owl) Chillum, O., nc.  
 Delmar, Josephine (La Conga) NYC, nc.  
 D'Ray, Phil, & Co. (Talk of the Town) Peoria, Ill., nc.  
 De Rivera, Carmen (Plaza) NYC, h.  
 DeSylva Twins (Royale) Detroit 8-21, nc.  
 DeWolfe, Billy (Strand) NYC, t.  
 Dexter, Carol (Copacabana) NYC, nc.  
 Dix, Tommy (Copacabana) NYC, nc.  
 Dodson's Hollywood Monks (Tower) Kansas City, t.  
 Dolphin, Chester (Roxy) NYC, t.

(For Orchestra Routes, Turn to Music Department)



**Acts-Units-Attractions Routes**

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

**EXPLANATIONS OF SYMBOLS**

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

Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.  
 Dorita & Velero (El Chico) NYC, nc.  
 Douglas, Dorothy (El Chico) Binghamton, N. Y., nc.  
 Downey, Morton (RKO-Boston) Boston, t.  
 Duane, The (Havana-Madrid) NYC, nc.  
 Dunbar, Dixie (Colonial) Dayton, O., t.

**E**

Edwards, Pat (Sawdust Trail) NYC, nc.  
 Ellington, Judy (Beachcomber) Boston, nc.  
 Elliott, Leonard (Ruban Bleu) NYC, nc.  
 Esquires, Twelve (Roxy) NYC, t.  
 Evans, Wilbur (Music Hall) NYC, t.

**F**

Fern, Pearl, & Eddie (Corkin's Grill) Lewis-town, Pa.; (Harry's Tavern) Bellefonte 25-30.  
 Ferris, Tommy (Singapore) Chi, c.  
 Fisher's, Bob, Fearless Flyers (Flint) Mich., 13-24, p.  
 Fontana, Georges (Diamond Horseshoe) NYC, nc.  
 Ford, Patricia (Congress) Chi, h.  
 Franco, Terri (St. Moritz) NYC, h.  
 Franklin, Hazel (Biltmore) NYC, h.  
 Fuller, Bob, & Jane Wood (Latin Quarter) NYC, nc.

**G**

Galante & Leonarda (La Conga) NYC, nc.  
 Gale, Alan (Hurricane) NYC, nc.  
 Gamble, Inez (Royale Frolics) Chi, nc.  
 Gardner, Grant (Casanova) Detroit, nc.  
 Garrow & Bennett (Hurricane) NYC, nc.  
 Georges & Jalna (Waldorf-Astoria) NYC, h.  
 Gilbert, Gloria (Latin Quarter) NYC, nc.  
 Gillette & Richards (Harry's New Yorker) Chi, nc.  
 Glover & LaMac (Mt. Royal) Montreal, h.  
 Gordon, Al (Rainbow Room) NYC, nc.  
 Gould, Carol (885) Chi, nc.  
 Gray, Gary (VFW) Huntington, Pa.  
 Green, Jackie (Harry's New Yorker) Chi, nc.  
 Green, Lil (Cafe Society Downtown) NYC, nc.  
 Grimaldi, Maria (Music Hall) NYC, t.  
 Grisha & Brona (Royale Frolics) Chi, nc.  
 Guesses, Three (Hurricane) NYC, nc.

**H**

Haakon, Paul (Music Hall) NYC, t.  
 Hager, Clyde (Diamond Horseshoe) NYC, nc.  
 Harmoners, The (Park Central) NYC, h.  
 Haukann & Lonya (Netherland Plaza) Cincinnati, h.  
 Haviland, Dick (Corktown Tavern) Detroit, nc.  
 Heasley Jack & Bob (Biltmore) NYC, h.  
 Herrera, Sarita (La Conga) NYC, nc.  
 Herzogs, Five (Chicago) Chi, t.  
 Hibbert, Byrd & Larue (Beverly Hills) Newport, Ky., cc.  
 Hild, Dorothy, Girls (Chicago) Chi, t.  
 Hillegarde (Savoy-Plaza) NYC, h.  
 Hollywood Blondes (Roxy) NYC, t.  
 Honert, Johnny (Embassy) Miami Beach, Fla., h.

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Houston, Elsie (Spivy's) NYC, nc.  
 Howard, Bunny (Park Central) NYC, h.  
 Howard, Mary Lou (Kitty Hawk Room) La Guardia Airport, N. Y., re.  
 Hughes, Vera (Gamecock) NYC, c.

**I**

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

**Advance Bookings**

MITCHELL AYRES: Earle, Philadelphia, June 5.  
 JIMMY DORSEY: Buffalo, Buffalo, August 28.  
 WOODY HERMAN: Riverside, Milwaukee, Oct 2.  
 STAN KENTON: RKO, Boston, September 4; Palace, Cleveland, September 25.  
 SONNY DUNHAM: Orpheum, Vancouver, B. C. June 8.  
 PETER LIND HAYES AND MARY HEALY: Chicago, Chicago, May 29.  
 ANDREWS SISTERS: Orpheum, Los Angeles, June 10; Metropolitan, Provi-

Jackson, Lee, & Chana (Greenwich Village)

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Jaxon, Great (Roxy) Columbus, O., nc.  
 Jennings, Don & Sally (Bismarck) Chi, h.  
 Jocelyn, Mildred (Wivel) NYC, re.  
 Johnson, Judith, & Co.: Camp Shelby, Miss.  
 Jordan, Duke (Tower) Kansas City, Mo., t.

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Jordan, Joanne (Royale Frolics) Chi, nc.  
 Jurnez, Juanita (Copacabana) NYC, nc.  
 Jurist, Irma (Ruban Bleu) NYC, nc.

**K**

Kay, Dolly (Colosimo's) Chi, nc.  
 Keating, Fred (Spivy's Roof) NYC, nc.  
 Kerr, Jack (Ben Marden's Riviera) Fort Lee, N. J., nc.  
 Kewpie Dolls Beef Trust & Harry Taylor (Swing) Rochester, N. Y., 18-30, nc.  
 King, Charles (Diamond Horseshoe) NYC, nc.  
 King, Dolores (Leon & Eddie's) NYC, nc.  
 Knight, Scarlet (Royale Frolics) Chi, nc.  
 Kuznetsov, Adia (Russian Kretchma) NYC, nc.

**L**

Lane Bros. (Palace) Cleveland, t.  
 Lane, Eddie (Queen Mary) NYC, re.  
 Lane, Jack (Patio) Cincinnati, nc.  
 Lane & Ward (Paramount) NYC, t.  
 Laneyard, Janet (Lycetium) Duluth, Minn., 15-23, t.  
 LaRue, Sylvia (Hayward) Rochester, N. Y., h.  
 Lee, Bob (Wivel's) NYC, re.  
 Lee, Sen (Colosimo's) Chi, nc.  
 Leeds, Phil (Cafe Society Downtown) NYC, nc.  
 Lemmo, Jerric (Arcadia Grill) Canton, O., nc.  
 LeQuorne (Helen's) Detroit, re.  
 Leslie & Carroll (Netherland Plaza) Cincinnati, h.  
 Leslie, Frances (Louise's Monte Carlo) NYC, nc.  
 Lester, Jerry (Colonial) Dayton, O., t.  
 Lewis, Ralph (Lexington Casino) Phila, nc.  
 Libby, Al & Betty (IceLand) NYC, re.  
 Lind, Della (Diamond Horseshoe) NYC, nc.  
 Ling, Jade (Latin Quarter) NYC, nc.  
 Lit, Bernie & Evelyn (Strickler's) Baltimore, re.  
 Livingston, Jorie (No. 1 Bar) NYC, nc.  
 Long, Walter (Copacabana) NYC, nc.  
 Loper, Don, & Maxine Barrat (Copacabana) NYC, nc.  
 Lopez, Maria Luisa (La Conga) NYC, nc.  
 Lopez, Pilar (Havana-Madrid) NYC, nc.  
 Lord & Lyon (Tower) Kansas City, Mo., t.  
 Louis & Oherie (Beacon) Winnipeg, Can., 23-29, t.  
 Lowe, Ruth (Sheraton) NYC, h.  
 Luz, Dora (Rumba Casino) Chi, nc.  
 Lynne & Marianne (Bill Bertolotti's) NYC, nc.  
 Lynn, Royce & Vanya (Earle) Washington, t.

**M**

McKinney, Nina Mae (Ubangi Club) NYC, nc.  
 McNellis, Maggi (Amando's) NYC, nc.  
 Mack, Johnny, Trio (Mac & Mac) Paderush, Ky., nc.

Mack, Johnny (Belmont-Plaza) NYC, h.  
 Mangan Sisters (Diamond Horseshoe) NYC, nc.  
 Mannors, Judy (Rumba Casino) Chi, nc.  
 Marina (Waldorf-Astoria) NYC, h.  
 Mark & Viola (Park Central) NYC, h.  
 Mario & Floria (Chicago) Chi, t.  
 Martel Trio & Mignon (Latin Quarter) NYC, nc.  
 Marton Bros. & Payne (Edgewater) Chi, h.  
 Martin, Mickey (Melody Club) NYC, nc.  
 Mayehoff, Eddie (La Vie Parisienne) NYC, nc.  
 Mazon, Frank (Latin Quarter) NYC, nc.  
 Meredith, Jane (Hickory House) NYC, re.  
 Merle's Rhapsody in Silk (Night Club) Albany, N. Y., 23-30.  
 Millard, Dick (Jack Pepper's Showtime Club) Dallas, Tex.  
 Miller, Susan (Leon & Eddie's) NYC, nc.  
 Mode, Jean (606) Chi, nc.  
 Montenegro, Rosita (La Vie Parisienne) NYC, nc.  
 Montoya (Havana-Madrid) NYC, nc.  
 Moore, Lela (Latin Quarter) NYC, nc.  
 Moreno, Consuelo (El Chico) NYC, nc.  
 Mostel, Zero (Cafe Society Uptown) NYC, nc.  
 Mulcahy, Jimmy & Mildred (Colonial) Dayton, O., t.  
 Murray, Jean (Hickory House) NYC, re.  
 Murray, Ken (RKO-Boston) Boston, t.

**N**

Na Pua (Lexington) NYC, h.  
 Neiman, Austra (Park Central) NYC, h.  
 Nevada, Vicki (Hollenden) Cleveland, h.  
 Newdall, Clifford (No. 1 Bar) NYC, nc.  
 Nils & Nadyne (Villa Madrid) Pittsburgh, nc.

**O**

O'Dell, Dell (Park Central) NYC, h.  
 Ody, Mel (Bismarck) Chi, h.  
 Omen, Lester (Beverly Hills) Newport, Ky., cc.  
 Ortega, Belen (Yar) Chi, r.  
 Osta, Teresita (Music Hall) NYC, t.  
 Oswald (RKO-Boston) Boston, t.

**P**

Pansy the Horse (Earle) Washington, t.  
 Park & Clifford (RKO-Boston) Boston, t.  
 Paulsen, The (Wivel's) NYC, re.  
 Paulson, Lehua (Lexington) NYC, h.  
 Pickens, Jane (Del Rio) Washington 26-June 16, nc.  
 Poikakova, Nastia (Russian Kretchma) NYC, nc.

**R**

Rae, James (Palmer House) Chi, h.  
 Regan, Paul (Versailles) NYC, nc.  
 Regan, Phil (Chicago) Chi 15-21, t.  
 Remy, Dick & Dot (Palace) Columbus, O., 18-20, t; (Palace) Cleveland 21-28, t.  
 Revuers, The (Park Central) NYC, h.  
 Ricardo & Norma (Nicollet) Minneapolis, h.  
 Rice, Don (Palace) Cleveland, t.  
 Richards, Lynn (18th Hole) NYC, nc.  
 Richards & Gillette (Harry's New Yorker) Chi, nc.  
 Richman, Harry (Chez Paree) Chi, nc.  
 Richey, Jean (Edgewater Beach) Chi, h.  
 Rios, Juanita (Latin Quarter) NYC, nc.  
 Rivera, Ana (Harry's New Yorker) Chi, nc.  
 Robbins, Jane (Palmer House) Chi, h.  
 Roberts, Lucille & Eddie (Villa Madrid) Pittsburgh 18-30, nc.  
 Robinson, Bill (Oriental) Chi, t.  
 Rogers, Dee (Bill Bertolotti's) NYC, nc.  
 Rogers, Dick (Tie Toc) Montreal, nc.  
 Rolando (Havana-Madrid) NYC, nc.  
 Romero & Rosita (Louise's Monte Carlo) NYC, nc.  
 Rooney, Ed & Jenny (Buckeye Lake) Buckeye Lake, O., 25-30, p.  
 Reso, Harry (Music Hall) NYC, t.  
 Rose Marie (Colonial) Dayton, O., t.  
 Ross & McClain (Oriental) Chi, t.  
 Royettes (Earle) Washington, t.  
 Royce, Rosita (Colosimo's) Chi, nc.  
 Royle, Jessie (Jimmy Kelly's) NYC, nc.  
 Ruby, Beebe, Troupe (Colosimo's) Chi, nc.  
 Russell, Slim (Oklahoma City) Okla., nc.

**S**

Sager, Billy (Louise's Monte Carlo) NYC, nc.  
 San Souci Dancers (Royale Frolics) Chi, nc.  
 Santos, Daniel (Hurricane) NYC, nc.  
 Satchel, Hazel (Cafe Society Uptown) NYC, nc.  
 Scott, Libby (Royale Frolics) Chi, nc.  
 Shaw, Wini (18th Hole) NYC, nc.  
 Sherman & Seckler (Roxy) NYC, t.  
 Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.  
 Smith, Betty Jane (Copacabana) NYC, nc.  
 Smith, C. Ray (Royal) Detroit 8-21, nc.  
 Smith, Jimmy (Oriental) Chi, t.  
 Smith & Burns (Dover) Dover, O., h.  
 Southern Sisters (Royale Frolics) Chi, nc.  
 Spofford, Lyne (Park Central) NYC, h.  
 Stauder, Meta (Book-Cadillac) Detroit, h.  
 Stevens, Cary (Pennsylvania) NYC, h.  
 Stirling & Rubia (Times Square Supper Club) Rochester, N. Y., h.  
 (See ROUTES on page 56)

**ICE SHOWS ON TOUR**

Ice Follies (Shipstad & Johnson's) Seattle, Wash., 18-23.  
 Ice-Capades of 1942 (Pan-Pacific Auditorium) Los Angeles until May 24.  
 Lamb-Yocum Ice Parade of 1942 (Boulevard Inn) Elmhurst, L. I., N. Y.  
 Lewis, Dorothy (Copley Plaza Hotel) Boston.

**DRAMATIC AND MUSICAL**

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

All's Fair (Shubert) Boston.  
 Arsenic and Old Lace (National) Washington.  
 Barrymore, Ethel, in Corn Is Green (Colonial) Boston.  
 Blithe Spirit (Selwyn) Chi.  
 Child for Sale (Studebaker) Chi.  
 Claudia (Wilbur) Boston.  
 Evans, Maurice, in Macbeth (Hartman) Columbus, O., 18-20; (Hanna) Cleveland 21-23.  
 Good Night Ladies (Blackstone) Chi.  
 Hayes, Helen, in Candle in the Wind (Michigan) Lansing, Mich., 20; (Temple) Saginaw 21; (Palace) Flint 22; (Michigan) Ann Arbor 23.  
 Hepburn, Katharine, in Without Love (Taft) Aud., Cincinnati.  
 Hi Kickers (Erlanger) Chi.  
 My Sister Eileen (Nixon) Pittsburgh, Pa.; (Playhouse) Hershey 25; (Rajah) Reading 26; (Playhouse) Wilmington, Del., 27; (Metropolitan) Providence, R. I., 28.  
 My Sister Eileen (Harris) Chi.  
 Watch on the Rhine (Grand O. H.) Chi.

# Eltinge Lone Ex-Burler Still Closed in N. Y.

NEW YORK, May 16.—The decision as to whether to appeal the shutterings of the five burly houses here has not yet been made. Of the five burly houses in town at the time of the license denials by Commissioner Paul Moss, only one is dark. The Republic has been changed to the Victoria and is now a newsreel theater; the Gaiety has gone in for sex films; the City is a double-feature house, and the Star, Brooklyn, is to be torn down to make way for an office building.

The Gaiety made the switch this week. It is reported the Brandt interests have taken over the house and Harold Minsky and I. H. Herk, former operators, retain only a part interest.

The Eltinge is the only house not in operation. It is believed that the one house is insufficient to finance an appeal to the higher courts.

The Gaiety and Eltinge operated for two weeks as sepi vaude houses. Losing grosses shuttered the spots.

The houses were closed when Moss refused to renew their quarterly licenses. The theaters charged arbitrary censorship, but the court upheld the commissioner's right to refuse licenses.

In the meantime, Herbert Kay Minsky, of the Minsky burly clan, filed petition in bankruptcy, listing \$65,837.50 in liabilities and no assets. Among the creditors are Oscar Markowitch, concessionaire. Herbert was among the operators of the Republic at the time of its closing.

# Ventura Band for New Brazil Casino

RIO DE JANEIRO, May 9.—The new Casino, built by the municipality of Bello Horizonte in Minas Geraes, is set for mid-May opening. Ray Ventura Parisian band, which wound up 20 weeks in Rios Urca May 2, has been booked as opening attraction. Andreozz Kolman band, current in Casino Icarai in Niteroi, moved in for the dance sessions. Marcus de Abreu, one-time artistic director in Urca, takes over same chores in new casino.

Tennis Club in Petropolis is playing week-end shows, with talent set by Jorge Margerie, Urca booker.

Nelson Novaes, Brazilian singer, opened at the Copacabana April 18, set by Luiz Carlos Weil.

Nini Theilade closed at the Casino Copacabana April 26 and left for Buenos Aires.

Rex Storey, troupe of five, on the South American continent the past two years, canceled Panama due to lack of transportation. Steamer passage is indefinite and airplane passage is sold out months in advance. Plan to return to the States.

# LA Gets New Show Spot

LOS ANGELES, May 16.—Louisiana, theater-restaurant, will open here May 21 on site formerly occupied by New Wilshire Bowl. Guido Braccini, founder of Florentine Gardens, will manage the spot, assisted by Louis Treves. Louisiana will feature dinners from \$1.25, with no cover or minimum except Friday and Saturday. Sterling Young band booked.

# DiGitanos Big in D. C.

WASHINGTON, May 16.—The DiGitanos, outstanding dance team of the Washington season, end six weeks at Helen Hamilton's Troika tonight. Miss Hamilton permitted their pulling out a week earlier than scheduled, to open at Music Hall, New York, May 21.

Peggy and Morrow will fill in for remaining week.

# Fire Shuts Chi Rialto

CHICAGO, May 16.—A fire in a nearby building early Wednesday (13) forced the closing of the Rialto Theater for nine days. Puse repairs and the cleaning of the basement, which became flooded, are now under way. Fire broke early in the morning when house was not yet open. It is scheduled to relight Friday (22).

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

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# Vet Joe Jackson Takes 5 Bows, Dies; Son Doing Twin Act

NEW YORK, May 16.—Joe Jackson had just finished the early show Thursday at the Roxy, and as usual had done excellently. The audience was still appreciative after five curtain calls. He turned to Buck Wheeler, the Roxy stage manager, and said, "They're still applauding." Then he walked over to the back-stage elevator and, while applause was still being heard thruout the house, Joe Jackson, veteran of 35 years on the stage and most famous of tramp bicycle acts, fell over dead of a heart attack.

Jackson was 67 or 69, friends just weren't sure. He had started as a straight bicycle act when, on the second night out, his handlebars came off. Audience found it amusing. So Joe included it in his act and gradually added the changes that made him the greatest pantomime tramp bicycle comic of all time.

However, his exact routine still goes on. His son, Joe Jr., is doing an identical act, with every gesture exactly as done by his father. In fact, during a recent run at the Music Hall, Junior substituted for his father for one performance and nobody knew the difference. Junior is carrying on the act in Los Angeles with *Ice-Capades*.

Jackson was born in Vienna. His real name was Joseph Francis Jiranek. He had been married to Maria Rialto, a singer, from whom he was divorced about 20 years ago.

# Shore Big in Miami

MIAMI, May 16.—Willie Shore is wow-ing packed houses nightly at Kitty Davis's on his first local engagement. Said to be drawing more money than ever paid here in the summer.

Art Childers expects to reopen the Royal Palm late next month if the navy fails to take it over.

Lew Mercur has closed his Nut Club, only operating the bar. *The Drunkard*, closing at the Mayfair, may try a summer run here.

Five o'clock is trying out an 8 o'clock dinner show.

# Park Club in Ravenna

RAVENNA, O., May 16.—Brady Lake Park's new owners, said to be Clevelanders, are reported dickering for Jimmy Durante to open a night club at the park, which will play big-time talent, slated for May 28 opening. Three Barry Brothers and the Six Vikings are already set for its first floorshow.

JACK CURTIS has joined the Paul Small office, New York. . . . ALLAN RUPERT, now with the Al Zugsmith office, New York, has had his induction, set for May 1, deferred.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

MARGIE HART set for Alfred Bloomingdale and Nat Karson's *Headlines of '42*, variety show due to open at Keith's, Grand Rapids, Mich., June 5 for a two-day tryout before going to the Grand Opera House, Chicago, June 8. . . . ED GOLD and Bob Fisher, the Barbary Coast Boys, are now in their second year at Rogers' Corner. . . . JOAN COLLETTE, after a 30-week Hirst Circuit tour in Unit 28, opened at the Gayety, Cincinnati, in stock, with St. Louis and Detroit to follow. . . . HANK HENRY, comic, called away by Uncle Sam May 11 from the Gayety, Norfolk, Va. . . . MARCELLITA moved from the Hirst Circuit to the Cinderella here, and then to Billy Max's cafe, Allentown, Pa. . . . WENN HITT, formerly of the dancing team of Hitt and Wynette, next a straight man, is now doing comedy opposite Billy Ainslee and Billy Walsh in a Hirst show. . . . PRINCESS NATOMA held over at Weiner's, Brooklyn nitery. Original engagement was for one week. . . . REPUBLIC Theater has changed its name to the Victory and its former Follies policy to newsreels.

HELEN COLBY is at the 2 o'clock Club and Jackie Whalen at the 21 Club, Baltimore. . . . BILLY WALSH, comic, last time in burlesque with *Maids of America* on the Columbia wheel in 1918, was found by Arthur Clamage out west and urged to make a return via a Hirst unit. Same unit has Bea Renee (Mrs. Walsh), talking and stripping principal. . . . EDNA THAYER, former burly soubret, has written a new cowboy song, *Montana May*. . . . CHARLES SCHULTZ and Naomi, dancer, added to the Casino, Boston, stock cast. . . . ROSE BERNARD, still doing emcee in Jersey clubs, has had three brothers drafted. . . . TOMMY EWELL, legit actor, now with Athletic Department, U. S. Naval Training Station, Newport, R. I., wants old burly blackouts and comedy skits for shows he puts on for the station. . . . RENEE held over at the Casino, Boston, for another five weeks.

DAGMAR, dancer, landed six pages of poses in June issue of *Play* mag; Marlane landed four and Carol Lord, Zonia DuVal and Babette Bernhardt, each two. Burlesquers with one each included Lamee Lane, Amy Fong, Betty Coette, Diane Johnson, Charmaine and Princess Natoma. . . . EDDIE HAYWARD, former straight man, now a government employee, has recovered his Dalmatian pup, lost for two days. . . . GRACE O'HARA, vocalist, says that now she has had a try at burly in a Hirst show, she yearns to continue in that field and shelve cabarets for good. Stopped shows with *Any Bonds Today?*, one of three songs in her specialty, during Hudson, Union City, week of May 3. . . . HUDSON'S (Union City, N. J.) opening stock cast, May 10, included Binder and Rosen, June Taylor, Joyce Niles, Sammy Gould, Benny (Wop) Moore, Chick Hunter, Cleo Canfield and Fran Lewis, with 16 Beverly Carr chorines. . . . ELLINORE WEBER, former defense project worker, debuting as a show girl in a Hirst Circuit show. Same chorus has her sister, Shirley, dancer, three years in the business.

BERT SMITH, who ran the National, Louisville, last season for 21 weeks, is recovering from ailments at home in Litchfield, Ill. . . . EDDIE LESTER, ex-burly show manager, is unable to accept Bert Smith's offer to handle a Smith attraction because of severe optic trouble. . . . BETTY BROOKS and Dudley Douglas closed at the Casino, Boston, to vacation at their home in Smallwood, N. Y. Current stock cast at the Casino has Renee, Paula Norton, Helen Greene, Vickey McNeeley, Art Gardner and Frank X. Silk. . . . SANDY OWENS, step-daughter of Sam Cohn, manager of the Hudson, Union City, is doubling as a showgirl and a mezzo-soprano singer in a Hirst unit. Made her stage debut at the Hudson May 3. Headed for Mike Todd's new *Star and Garter* show that will include Bobby Clark, Gypsy Rose Lee, Carrie Fennell and Georgia Sothern. . . . EDDIE LYNCH now producing dance numbers for the stock show at the Troc, Philadelphia. . . . UNO.

## LOS ANGELES:

CHARLIE ROBINSON is the new comic at the Follies. . . . CHARLIE MALONEY has returned to the Follies as straight, to replace Bob Rogers, who has been called into the U. S. Air Corps. . . . GROVER

WEBB is in his 17th year as manager of Follies. . . . HAROLD JONES has been named assistant manager at the Follies, succeeding Murray Rosen. . . . WALTER COVINGTON added to the Follies staff as doorman. New ticket sellers are Helen DeLore and Helen Nash. . . . MILTON STEIN is again publicizing the Vogue, Hollywood, first-run pictures.

## PHILADELPHIA:

EDDIE LYNCH, new line producer at the Troc, replacing Jimmy Montgomery, who switched to the Casino, Pittsburgh. . . . MING TOYE and Jean Flossette back at Haddonfield's Smart Spot. . . . SHEILA STARR lamenting the loss of her wardrobe when fire gutted Sam's Cafe.

## MIDWEST:

MARGIE DALE AND PETTINE opened at the Gayety, Cincinnati, Friday (15). . . . EVELYN TAYLOR now at Ruth's night club, New Bedford, Mass. . . . BOB FERGUSON, recovered from his illness, will leave hospital to return to Detroit. . . . LOIS DEFEE will be featured at the Rialto, Chicago, week of May 29. . . . DIANE RAYE now at the 606 Club, Chicago. . . . NANCY HART closed in Canton, O., Thursday (14). . . . MAX COLEMAN plays Gayety, Cincinnati, this week. . . . LOU BLACK is returning east after closing on Midwest Circuit at St. Louis.

# Jaffee Hires 16 Girls

PITTSBURGH, May 16.—Impressed by their looks and performance after their initial week, George Jaffe has hired Jack Montgomery's 16 Mannequins as permanent house chorus for the Casino. They were hired by telegram, sent by publicity chief Frank Shenkel, when Jaffe decided that the shoddy costuming and dancing of traveling choruses and cast shortages due to withdrawals on short notice were hurting Casino productions. The girls get \$30 weekly.

After the close of the Casino season within the next few weeks, the Mannequins are to be booked into the Globe, Atlantic City. They were chosen from Hirst and Midwest Circuit lines.

# Youngstown Burly 3 Days

YOUNGSTOWN, O., May 16.—Grand here, playing burlesque seven days a week since late last summer, has dropped to three days, Friday thru Sunday, for the summer. New principals are featured each week-end. Usual Saturday mid-night show will be continued, according to Jack Kane, manager.

# Sheraton Roof Reopening

NEW YORK, May 16.—Sheraton Hotel will reopen its roof for the season Thursday (21), closing the Mary Murray Room after tonight. Talent from the Murray room, Ruth Lowe and Sair Lee, will move over to the roof. Joe Mooney's quartet will supply the music.

Spencer L. Sawyer is manager of the hotel.

# McLain, Poinsette Back

PHILADELPHIA, May 16.—Dick McLain and Warren Poinsette, formerly partners in operating the 20th Century Club and the Spread Eagle Inn, have returned. Poinsette has taken over the Viking Cafe in West Philadelphia, while McLain has opened the Alpine Musical Bar in North Philadelphia.

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## Paramount, New York

(Reviewed Wednesday Evening, May 13)

Woody Herman, Ink Spots and two so-so supporting acts look okay for next two weeks, helped by film chiller, *This Gun for Hire*. Last show opening day had plenty of loose ends, tho, and didn't generate any enthusiasm until the Ink Spots started the house a-rockin'.

Saved for last, the spectacular Spots came to the rescue in high and showed that they are as hot as ever. Started with draft-angled *Have a Heart, Josephine* (cheers), then did *We'll Meet Again* and a fine *Don't Sit Under the Apple Tree*, by which time the cheers were doubled. Encored with *Do I Worry?* and were saved from another encore by *The Star-Spangled Banner*. This was as terrific a job of audience slaying as the gaudy Spots have done in this house. Not in particularly good voice, they scored anyhow, with tenor Billy Kenny's spotlight-stealing apparently an ingratiating part of the act.

Herman's singing was the best part of his outfit's offering. Did tremendous live vocals of *Amen* and *Fan It*, the latter with the from-Dixie tooting of the Woodchoppers. Man really can sell the jump stuff, and is equally fine on ballads, as he demonstrated with *Lamp-lighter's Serenade*, aided by soft lighting, a nice backdrop and the harmonizing of a sextet.

Billie Rogers, who should have stopped this audience cold with her cornet playing and live singing, didn't play her horn and ventured only a fair vocal of *Don't Tell a Lie About Me, Dear*. Other band canary, Carolyn Grey, sang the ill-advised *I Don't Want To Walk Without You*, which couldn't fail to elicit comparisons with other renditions of same. Girl was tense and far from her best. Both feds got hands but did not register as they might have with other material.

Band did its best work backing the Ink Spots and Woody's singing. Also did *Woodchoppers' Ball*, *Skylark*, *Down Under* and *Las Chiapanecas*. *Down Under* was the best for the show, with two tenor men coming front to cut each other on a chorus. Drummer Frankie Carlson got the spot on a couple of numbers, too. This audience likes more noise and more frequent individual efforts, and Herman should give it to them. They obviously didn't appreciate band's fine musicianship.

The packing plenty of stage presence, Herman is guilty of swallowing the intros and what few lines he has, muffed announcement of Bobby Lane and Edna Ward, dance act, getting them off to an embarrassing start. Act's merit lies almost wholly in sensational tumbling of Lane. Girl is not graceful and does too much stereotyped mugging. First part is built around girl noticing man asleep in audience, whereupon they stop tapping, remove shoes, and do a mediocre adagio. Follow with some tumbling, using a newspaper as prop. Lane winds up with his terrific flips.

Wally Brown, monologist, winding up with a patriotic song, offers a stammering routine, ending sentences midway and leaving double entendre to imagina-



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**ARTHUR TREACHER**  
Buttling  
as Usual

# Vaudeville Reviews

tion. Should throw out mildewed gags with prop phone. Scored moderately and could do better if he didn't feel obliged to keep tossing in gags people have heard before from acts they know better.

House fair. Dick Carter.

## Hippodrome, Los Angeles

(Reviewed Friday Afternoon, May 8)

The Hippodrome caters to soldiers and sailors. Split-week shows and second-run double feature bills.

Show opened with the four-piece ork going strong on *Zoot Suit* and *How About You?* to bring on Cass Twid, emcee. Twid brought on Speedy Huggins, colored song-and-dance, who sang *My Blue Heaven* to fair results before clicking off a few taps. Highlight was a toe step that got applause. Huggins produced a one-string bass "fiddle," made from a common wash tub and a broom handle, and did *I've Got Rhythm*. Amandeta, brunet singer, followed with *Blue Skies* and *Maria My Own*. Scored high.

Hit of the show was Lamont's Cockatoos. Lamont puts them thru rapid paces, which include ringing gongs to designate number of days in the week, month, etc. Act takes on a patriotic air when one of the birds pulls flags to the top of their masts. Highlight is a house afire scene. Solid.

Wright and Mary offer hoke comedy. Laughs are not well timed, but good material would put them over.

Pix, *The Perfect Snob* and *Dumbo*.  
Sam Abbott.

## State, New York

(Reviewed Thursday Afternoon, May 14)

Current flesh bill is as spotty as the measles. Its headliner, Arthur Treacher, should stick to buttling for MGM; Jack Gilford, an otherwise talented comic, is in dire want of some fresh material, but Benny Davis, grower of the tall corn, and his Star Dusters do a solid job of ingratiating themselves with the audience.

Opener is Sandy Lang and Company, two-boys-and-a-girl skating act, in fluorescent costumes, employing swift and flashy applause devices. Costuming and lighting give act unusual effect. Lifts, neck hanging and flashy skating help shape it up as a strong act.

Four Vagabonds, novelty instrumental quartet composed of young boys, look as tho they belong with Davis. On two guitars, accordion and bass, boys do *Hawaiian War Chant*; *Swing Low, Sweet Chariot*; *You Are My Sunshine* and *Dark Eyes*. Last two, done with parody lyrics, are good theater bits. Boys are good musicians, young and fresh looking. Went over swell.

Arthur Treacher is stogged by Red Marshall, ex-burly comic who made *Panama Hattie* last season. Treacher, in his familiar butler's outfit, has terrible material, projected himself very poorly, and was a blank on personality. Marshall, ordinarily a natural, couldn't help out much with a mother song ending in a corny song-and-dance with Treacher.

Appearing in Davis's portion of the show is Miriam La Velle, young, beautiful dancer who played the Strand a few weeks ago and who has been ballyhooed as the girl who was discovered on an animated electric sign on Broadway. Gal is a smooth, graceful dancer, doing neat ballet and soft acro work in addition to her tapping. Big hand.

Balance of Davis's acts consisted of the Shye Sisters, duo of chubby singers, in Russian costume, doing *Donkey Serenade* and *My Little Cousin* cutely; Hy Thompson, dancer a la Paul Draper, who looks good with clean taps, good ballet and spins, but without Draper's suavity and polish. Kid should develop to the upper brackets. Thelma Station, who is dressed like Judy Canova and sings like Martha Raye, has a lot on the ball but overdoes screwing up her puss to points of ugliness. Has plenty of energy and

an ingratiating way but needs polish.

Gilford does his standard routine of gagging murder movies, which had a laugh a minute four years ago. Subway bit is corkingly funny, but could stand a good ending. Also did some symphonic singing with his nervous twitches and odd eyeball movements. Davis, who emcees the entire show, closes with his standard "and then I wrote" medley. Ruby Zwerling in the pit.

Pic, *Bedtime Story*.  
House, half capacity. Sol Zatt.

## Gayety, Montreal

(Reviewed Tuesday Evening, May 5)

Continuing two-a-day girlie vaude, only recently revived, the current bill, *Pan-American Revue*, is eye-appealing and laugh-provoking. Packs them in by maintaining a high standard, which is as it should be, considering the difficult audiences showmen have encountered here in the past.

Slapstick comedy is the main fare. Principal mirth makers are "Stinky" Fields and "Shorty" McAllister, with their straight man, James Coughlin. Their gags and routines, tho mellowed with age, keep 'em laughing. Tops in tomfoolery is the courtroom skit, which brings into view even pie-throwing. Comics Bert Saunders and Harry Rollins also add spice to the program.

Several chorus sequences, with a score of lovelies strutting their stuff amid a rainbow of colors, are unspectacular but something to gape at. Jimmy Lewis, as emcee-vocallist, gives his all to get the crowd into the mood, and also helps the line girls recruit partners from among the audience for a rousing Jubilee dance. Murray White also vocals in modern style.

Stanley Fisher, harmonica virtuoso, plays his melodies in fine fashion. His *Tot Trumpet* number is most pleasing. Clever tap routines are executed by Lewis and Lorraine. Contortionist Bea Hayden kicks, squirms and twists herself in many shapes.

Arden and Renard are a graceful couple who give an impression of the ballet. The Mia Miles Trio, adagio ensemble, has a petite blonde taking a lot of buffeting from her male partners, coming thru for a well-deserved hand.

For some fancy footwork there are the Six Abdullah Girls, while another female sextet, the Cubanolas, drew gasps with their human pyramids. Cal Cowan.

## Orpheum, Los Angeles

(Reviewed Wednesday Evening, May 13)

Continuing its policy of name bands, the Orpheum this week has Paul Whiteman. Band is augmented by Chiquita, Jimmy Cash and that ever-funny Jerry Bergen, assisted by Allegra Varron. The pic is *Cadets on Parade*. Orpheum management has added an extra show daily.

With the stage shadowed with blue lights, Whiteman's ork (five reed, five brass, four rhythm, three strings) brings the maestro on with his theme song, *Rhapsody in Blue*. Tune gives Buddy Weed, pianist, a solo and features the brass section to top results.

Whiteman emcees the show and it runs slowly thru *Well Diggers' Hoedown* and *String of Pearls*, the latter featuring the saxes and the top-flight trumpeteering of Larry Neale. On *Pearls* the string section, including Dave Newman, Harry Azen and Saul Blumenthal, and Weed's piano do exceptional work. *Lady Be Good* in swing tempo gives the strings ailing. With Monte Kelly, trumpet, and Phil Layton, trombone, taking spots.

The appearance of Dolly Mitchell, a looker, hypnos the tempo. She's tops and nets a show-stop with *I'm Breathless*, *The Man I Love*, with interludes of *I'm Wild About Harry*, *My Bill*, *Jim* and *Zoot Suit*. *I Found a New Baby* gave Buddy Weed ample opportunity to pound the ivories and brand himself as one of the hits of the show.

Chiquita, pretty dancer, followed with a tap and encored with a faster tap that featured treader cape waving. Had to beg off.

Jimmy Cash, singing star of the Burns and Allen radio show, had the audience in his hands from the minute he took the mike. He stopped it cold. Did *Char-maine*, *I Don't Want To Walk Without You*, *Somebody Else Is Talking My Place* and *How Do I Know It's Real?* Cash has a voice to any song.

Whiteman gives the "rumba king" a

big build-up and offers to bring him to the stage for a bow. This is Jerry Bergen's cue to take the stage with his violin. Bergen stalls around like a long-haired conductor (he wears a wig) and pantomimes to top results. Voluptuous Allegra Varron is on for some fair warbling and top stooging. With Bergen dead-panning, the act wows. Turn winds up with Miss Varron piping *My Little Buckaroo*, with Bergen "leading" the band. Had to beg off.

Whiteman's ork concluded with a medley, including *Stardust*, *When Day Is Done* (with five violins, including Whiteman's, featured) and *Wabash Blues*, with Mike Pingatore strumming it out on the banjo. Lou Paine does top drum work thruout the show. Dan D'Andrea, reed and string man, takes over at times during the program as assistant director and does a good job.

House full when caught. Sam Abbott.

## Chicago, Chicago

(Reviewed Friday Afternoon, May 15)

Another two-week bill, draggy in spots at the opening show (the running of the bill has since been changed), supporting Darryl Zanuck's box-office pill *To the Shores of Tripoli*. Plenty of good talent on hand, however, that stands-out nicely on its own.

The Theater Ballet (Dorothy Hild's 16-girl line) frames the revue with two-action routines, including a fire dance and closing with a military parade drill climaxed by six miniature tanks that ride out on the stage.

Phil Regan, doubling from the Chez Paree the first week, is the featured performer, singing a set of pop and standard tunes in his familiar Irish tenor style. His delivery at the first show was not too strong, but he went good with the early mob.

Johnny Burke is back for the nth time with the same soldier boy skit that has a laugh in every line. A few of his gags can stand some talloring now, not because they are not funny but because they rib the draft situation and that should be out of place today. As an act, this correspondent has yet to catch him fall with an audience—any audience.

Mario and Floria offer beautiful ballroom work. Their appearance is fresh and youthful and their creative, trick-dotted numbers register solidly. When caught, they opened with a Viennese waltz, followed by a tango and closed with a cute rendition of the turkey trot. Classy and commercial.

The Herzog's, a troupe of five girls working trapezes, do sensational acrobatic and contortion tricks swinging on those contraptions. Comedy is added midway when one of the girls come on as a plant, but that end needs more punchy selling at the mike. Two of the girls offer some beautifully executed muscle-control work on a rope between trapeze sessions.

Business was held down by a heavy rain, but downstairs was comfortably full opening afternoon.

Sam Honigberg.

## Earle, Philadelphia

(Reviewed Friday Evening, May 15)

Always dynamite at this box office, it's another all-sepia show on the boards this trip. And this one is no exception, being big both on the draw and in dishing out a fast and rhythmic 60 minutes of entertainment. Lion's share goes to Lionel Hampton and his band, making their Earle preem, and the boys never let down. Maxine Sullivan originally skedded to grace the marquee but checked out at last minute. She suffered a nervous breakdown and medics ordered a month's rest.

Hampton provides a royal holiday for the swing-mad fans. With a fine showmanly flair and fairly bubbling over with personality, his vibe hammerings pace and pepper a crew of 15 that imparts a terrific punch and sock to their syncos.

Band strikes a happy medium thru-out. When the leader man signals for a swinger, the lads lay it on like Mac-duff, and when the change of pace calls for the sweet stuff they go sugary in style. In all, it leaves nothing to be desired.

Opening with a torrid *Flying Home*, Hampton keeps the heat turned on with *Jersey Bounce*. Brings on next his male voice, Rubel Blakley, for a medley of *Skylark* and *Tangerine* in the romancy bary range. Sweet style carries over for *Nightingale*, with Blakley returning for the lyrical expressions. For a terrific pick-me-up, there's a novelty instru-

mental, *Mushmouth*, featuring the plunger jive of trombonist Fred Beckitt that's on the terrific side.

Ada Brown, absent from these parts for many a year, still listens as a top saleslady for the husky blues singing. Apart from her dated opener, *Boogly Woogly Piggly*, builds big thru *Georgia on My Mind*, *Real Estate Papa* and, on the recall, a sultry and swingy *St. Louis Blues*.

Fast tempo continues for band specialty, *Nola*, which showcases the vibratory wizardry of the maestro.

Buck and Bubbles keep up the show's fast pace. It's still the same turn of taps, songs and comedy that the boys have been doing for more than a decade, and it still is going great guns.

Rhythm thermometer fairly bursts for the finale, providing one of the best curtain ringers these boards have offered in many a band. Using his theme, *Flying Home*, Hampton turns his boys loose and the hot horns fairly steam. And to top it off Hampton gets on the stand for a session at the drums, beating the skins and cymbals in whirlwind fashion.

House packed at late supper show. Flicker is *Two Yanks in Trinidad*.

Maurie Orodanker.

## Tough Outlook for Chicago Road Clubs

CHICAGO, May 16.—Roadhouses in this area, already worried by war restrictions, suffered another set-back with the announcement that the Villa Moderne will not run shows. Operator Frank Hutchins is bringing back Don Orlando, local band leader, and his six-piece ork tonight, and it will probably be augmented when the season gets under way. Floor bills were originally scheduled to come in, but the tire situation is prompting Hutchins to hold off plans.

Kitty Davis's spot now remains the only roadhouse to run shows, and they are presented week-ends only. Fred Joyce, press agent, was added this week.

## Carroll Denies Liquor Bd. Charge

HOLLYWOOD, May 16.—Earl Carroll, operator of Earl Carroll's Theater Restaurant, has denied the charge of the State Board of Equalization that he employs minor girls and sells drinks to minors in violation of the State law. Board ordered Carroll's liquor license suspended for 10 days on recommendations of a report filed on the alleged violations.

Carroll said he would fight the order in court, charging that it would force him to close his restaurant, throwing 400 out of work.

Acts playing the spot at present include the DeBonairs, Gali Gali and Marc Ballero.

## Royal Palm Taken Over by the Navy

MIAMI, May 16.—The Royal Palm, which draws the elite of winter visitors at top prices, is thru for the duration. Its facilities are to be utilized by the navy.

Wingy Grober is changing the Ball show for a summer run. Cast is headed by Tanya Tamara, VanKirk, Gene Sothorn, Carl and Faith Simpson.

Andre Villon to make a test for Universal June 10.

After a record four-year run at the High Hat, Chicago, Willie Shore opened at Kitty Davis's May 8.

## Soldiers Help Biz as Units Vie for Trade

DENVER, May 16.—Denham and Tabor theaters bucked each other with vaude again this week, the second time this year that the two houses have had units at the same time. The Denham started the Major Bowes 1942 *Revue* last Friday for one week. The Tabor opened *Girls' Follies* Tuesday this week.

All stage presentations have been drawing better than last year despite the fact that the talent has not been outstanding. As a result theaters are looking for more units. One encouraging factor is the indication that Denver's population has jumped 25,000 since 1940. In addition, soldiers stationed in the area are being rapidly increased.

## Trouble in Detroit As 4 A's Suspends AGVA Board, Heads

DETROIT, May 16.—Detroit local, American Guild of Variety Artists, was placed in the hands of an executive committee and its executive board was suspended Monday (11) by order of the National Board of the Associated Actors and Artistes of America.

The local board fired Paul Foster, who was organization representative among Negro acts. Les Golden, local executive secretary, took exception to the firing, which resulted in tendering his own resignation.

Golden told *The Billboard* that "Foster was supposedly fired for incompetence, but he organized the toughest group of acts there is to organize, and I think he did a bang-up job. The board members also stated they were making the move to cut down expenses, but he was bringing in more than his salary."

Golden's resignation was refused, he said, by both the local board and the Four A's, and the next step was the suspension of the local board and appointment of the exec committee to run the local's affairs until further notice. Committee includes Carl Denne, president of the local; Dave Young, treasurer, and Golden.

NEW YORK, May 16.—Jonas T. Silverstone, national counsel for AGVA, stated that the order suspending the board and officials of the Detroit local is for 10 days. Silverstone will leave for Detroit Monday (18) to study conditions and report his recommendations to the Four A's board.

## Buff 20th Century Having Troubles

BUFFALO, May 16.—The 20th Century Theater here is attempting to move up band commitments to next season. Grosses here have fallen off considerably. Theater wanted to close for the season but couldn't get out of several contracts.

House will play out the present lineup of bands and either shutter or revert to a straight film policy.

The Eddie Sherman office of New York books.

## WB Vaude Changes

WILKES-BARRE, Pa., May 16.—Penn Theater inaugurates three-day-a-week vaude starting May 21. Irving Theater, which has run the three-day-a-week vaude the past three years, will adopt full-run films. Paul Tighe is manager of the Penn and John Galvin of the Irving.

## Detroit Acts in Accidents

DETROIT, May 16.—Melia Salazar, slated to open at the Club Casanova, was injured in an auto accident in Ohio and was replaced by Ann Starr.

At the Haymarket, Itonia Bradley, contortionist, was unable to open because of a neck dislocation.

## Singer Cops Palomar Repeat

SEATTLE, May 16.—So popular was Lester Harding, baritone, with Palomar Theater audiences that he was recalled from California to fill another week this week. It was only two weeks ago that he completed four straight weeks at the Palomar and pinch-hit for Jerry Ross as emcee.

## Lewis Tops at Show Box

SEATTLE, May 16.—Ted Lewis and orchestra and *Rhythm Rhapsody Revue*, in a 17-day engagement here, are drawing crowded houses at the Show Box, easily proving the most popular card presented at this house in years. Three shows nightly.

## Leo Lawler for Army

PHILADELPHIA, May 16.—Leo Lawler, of Lawler's Cafe in West Philadelphia, has been called for military service.

## NIGHT CLUB REVIEWS

(Continued from page 13)  
warbling of *It's the Talk of the Town*. Marie followed with a rhythm tap that sold well. Dina returned for a cobra dance that went fairly well. Miss Hobson, somewhat flat, piped *My Blue*

*Heaven*. Swing is not her forte. Marie and her *Gay '90 Stomp* clicked solidly, with the boys applauding for more can-can.

Dode's musicians do a good job of accompanying the show. However, first trumpet makes no effort to help out the performers.

Show is adequate for this spot.

Sam Abbott.

## Casino Atlantico, Rio De Janeiro

*Talent policy: Show and dance bands; shows nightly at 11 and 1. Management: Sr. Alberto Quatrini, managing director; Luiz de Barros, artistic director; Delfe, dance director; Jayme Latout, chief of publicity.*

The first of the season's offerings in the newly decorated Green Room got under way April 19 under sponsorship of Mme. Darcy Vargas, wife of the Brazilian president, as a benefit for the Red Cross.

June Marlowe, U. S. thrush, and Principe Maluca, comic, were carried over from previous show. Pan Yung Shuim, Chinese troupe, was a late cancellation, with Tina Mara, Brazilian singer, filling in. Girl line, 20, in two spots.

Tina Mara thrashed *Desesperadamente* and *Perfidia* to fair results. Martinez Brothers, in silks and turban top-pieces, manipulate various objects atop spinning parasols. Closing trick has boy on unicycle holding long thin knife in teeth, receiving and balancing balls tossed by ringsiders. Slow.

Maria de La Fuente, Argentine tango singer, dished up two numbers, and *Shuffle Off to Buffalo* in English. Carmen Brown, colored character and folk dancer, fared not so well. Costumes are worn and dirty.

June Marlowe offered *Java Jive, Night and Day* and *Boa Noite* to healthy applause. Encored with *Daddy*. Principe Maluca, with his guitar, tossed up three Brazilian ditties, gags and chatter between. Good hand. Dilu Mello sang three sambas; could have done more.

Closing, *Symphony in Green and Silver*, is a fitting finale. Both bands merge for finale music.

Management evidently parted with heavy jack for costuming, draperies, lighting and stage equipment. *Revue* will run for four weeks.

Lauro Aruaja band played show music, alternating with Louis Coli band for dancing. Vocals by Phyllis Cameron, Gloria Whitney, Oswaldo Viana and Diamantina Gomez, later also emceeing.

James C. MacLean.

## It Cafe, Hollywood

*Talent policy: Dance band; floorshows at 11 p.m. and 12:30 a.m. Management: Jack Clark, manager; Jack Garrity, assistant; Norman Millen, publicity. Prices: Dinner from \$1.75; drinks from 35 cents.*

Opened first by Clara Bow, the It Cafe has had several seasons of up and down biz. Spot is a natural, so far as location is concerned, and with a little care taken in types of acts booked, could be built into a money-maker.

Show opened with Janna Bolle doing toe tap to *Darktown Strutters' Ball*. Nice appearance. Managed to sell a rather run-of-the-mill act.

Sherry Cameron, a blond looker of statuesque type, scored nicely with her gypsy conga. Act would be improved if she cut down on the mugging.

Joe Ortiz, who heads the band, did a special piano arrangement of *Prelude in C-Sharp Minor*. A nice fill-in.

Janna returned for her *Jungle Dance*. Exotic bit of hip-slinging, with femme having the looks to carry out her role of South Sea Island beauty. Show wound up with another turn from Sherry Cameron, this time a military routine, using caps from army, navy and Marine Corps. Number went better than anything in the show and came to nice wind-up with some flash acro stuff. Gal knows how to make most out of a small floor.

Ortiz and his ork handle the show and play for the customers. Very smooth combo for this type show, with piano, vibraphone, bass, guitar and drums. Blonde does the vibraphone work, doubling on accordion. She makes nice appearance.

Gene Walls, emcee, deserves better things. He has that rare faculty of informality without sitting in the customers' laps.

Show was badly booked, with Sherry Cameron and Janna almost duplicating each other's acts.

Davey Forrester and ork bow in next week. Biz fair when caught Tuesday night.

Dean Owen.

# Magic

By BILL SACHS

FRANK BURKE, Windy City publicity and promotion expert, has plans for launching a combination magic, mental, hyp and escape show to be sold as a super thrill show and exploited along the old-time thriller-diller lines, with a full line of scartum paper, radio tie-ups, street stunts, bally escapes, window sleeps and similar tried and true stunts of the old days, only presented in streamlined fashion. He's now scouting for a guy that can do all those mystery nifties. . . . WILLIS THE MAGICIAN (Le Brown), after several months in Dallas and Fort Worth, is set for several weeks in the Long chain of theaters in Texas following Judith Johnson, who recently completed the circuit with her mental turn. He is set on dates in the Cincinnati area late in June thru the Jack Middleton office. . . . TARBATON THE MAGICIAN (Charles Tarbuton) is with the Medical Corps at Fort Knox, Ky. He enlisted after closing his show at Black Rock, Ark., January 18. . . . DELL O'DELL, appearing at the Park Central Hotel, New York, is exhibiting her magic collection in the hotel's Arabian Room this week. . . . JUDITH JOHNSON and Company are set for two weeks at Camp Shelby, Miss., with Nat D. Rodgers's *Camp Vamps* unit. . . . MR. AND MRS. GEORGE DE MOTT, with their juggling, magic and vent, have just concluded an extended tour of schools and colleges thru the Middle West and West for Midwest Assemblies, of Lincoln, Neb., under the management of Ray E. Ramsay. They report that their bookings are being restricted considerably in their home State of Pennsylvania, where they are now playing, due to the gas rationing. The DeMotts are looking forward to again making the International Lyceum Association Convention at Lakeside, O., in August. . . . HARLAN FRANKLIN, magician of Shickshinny, Pa., has entered a defense plant there for the duration. . . . VAL VOLTANE, the perfumagician, who last week appeared on the all-magic bill at Loew's Capitol, Washington, opened Monday at the Mount Royal Hotel, Montreal, for two weeks. Writing from the nation's capital, Voltane says: "It was a real thrill to have been on the same bill with such truly fine magicians as Duval, Gwynne, Keating and Cardini—all swell fellows. I'm still wondering why Keating introduced me at each show as 'the only living survivor of the Chicago fire,' unless it was because I was the youngest on the bill. But that doesn't make sense, does it? But neither does Keating. Entire company kept me in line all week by threatening to call me the 'roadshow edition of Dr. Hoffman.' You can bet I behaved."

THE GREAT NICOLA recently addressed the members of New York's well-known Dutch Treat Club on his adventures as a globe-girdling magician and illusionist. The audience totaled 200 leaders in the fields of literature, painting, sculpture and the related arts. Appearing with Nicola was a lifelong friend, Joe Fisher, former head of a corporation controlling the Capitol Theater, Singapore, and a chain in the Malay States. Fisher, who escaped Singapore on one of the last ships leaving before its capture by the Japs, gave excerpts from a film lecture he brought to this country, *Pacific Aflame*. . . . RUDY LENZER last week was elected president of Queen City Mystics No. 11, SAM. Other chosen to serve for the fiscal year were Carl Lohrey, Dayton, O., vice-prexy; Ben B. George, vice-prexy; Ronald Haines, secretary, and Walter Kuhl, treasurer. . . . MANTELL (Francis A. Darling), now retired, is recovering from a protracted illness at his home in Highland Park, Detroit suburb. . . . THE MYSTERIOUS MR. FAY, forced recently to give up his shows in army camps thru the South due to the sudden death of his wife and assistant, Lady Ellen, is now presenting his magic and illusions and lecturing on A. G. Budd's Side Show with the Bantly All-American Shows. He is assisted by Dorothy Lunsford. . . . GUILI-GUILI is featured in the new revue at Weber's Hofbrau, near Camden, N. J. . . . FAIR-FAX, who recently played six weeks at the Palace, San Francisco; two weeks at the Gay '90s, San Diego, and the Paramount Theater, Salt Lake City, is current this week at the Palomar Theater, Seattle, and follows with a week at the Beacon, Vancouver, B. C.

# Vaudefilm Grosses

## Broadway's Grosses Dip Generally, But Vaudefilmers Stronger; Strand Is Best

NEW YORK.—Main Stem grosses, while somewhat off in general, are stronger in the vaudefilmers, new products having hyped the takes. Especially strong is the Strand, which started on the four-week run of Jimmy Dorsey.

The Paramount (3,664 seats; \$41,981 house average) opened Wednesday (13) with Woody Herman's ork, *Ink Spots and This Gun for Hire*. Indications are that initial week will bag a forte \$61,000. Last week, the second of Claude Thornhill, Jack Durant, Carol Bruce and *Great Man's Lady*, exited to \$33,000. Opener got \$44,000.

The Strand (2,758 seats; \$30,913 house average) is pulling best on Broadway with bill consisting of Jimmy Dorsey, Billy DeWolfe and *In This Our Life*. Opening week bagged a near record \$67,500, and second session's take is expected to hit a brilliant \$54,000.

The Roxy (5,835 seats; \$38,789 house average) is also on the terrific side with the third stanza of *My Gal Sal* and stage bill with Bob Hannon, Calgary Brothers (replacing the deceased Joe Jackson) and Chester Dolphin. Anticipated grab runs to \$50,000. Last week took \$65,000. Opening week got a tremendous \$72,500.

The Music Hall (6,200 seats; \$4,000 house average) is continuing with *Sabateur* and stage show including

Bowman and Haakon and Harry Reso, and is going toward a fine \$81,000. Opening canto bagged a good \$92,000.

Loews State (3,327 seats; \$20,500 house average) opened Thursday with the Benny Davis unit, Arthur Treacher and *Bedtime Story*. Expected to run to \$23,000. Last week got \$22,000 with Ken Murray, Morton Downey and *Courtship of Andy Hardy*.

## King Ork Tops Own Record in Minn's

MINNEAPOLIS.—Wayne King and orchestra, returning to the Orpheum Theater here for the third time in two years, broke their own previous house record by \$2,000 when they grossed \$19,500 for week ended May 14. In 1940 King hit \$17,500, and last year grossed \$14,500.

King's gross is all the more phenomenal, the house management pointed out, in view of the fact that he appeared in competition to the *Hollywood Victory Caravan* at the Orpheum last Saturday and to Maurice Evans and Judith Anderson in *Macbeth* at the Lyceum Tuesday and Wednesday. Also his engagement was during a week in which there were no holidays and no football season. Inclement weather most of the week helped the King gross considerably. Matinees were very strong, and there were stand-out audiences every evening. Pic was *Twin Beds*.

No promotions were used.

## Les Brown Neat \$17,000 in Philly

PHILADELPHIA.—Earle Theater (seating capacity 3,000; house average for straight picture booking, \$14,000) got by fairly well for week ended Thursday (14) with Les Brown. Considering the fact that the band is new, as far as the house patronage is concerned, and that the maestro is called on to carry the billing alone, the \$17,000 scored was plenty satisfactory. Lynn Royce and Vanya and George Prentice only acts added, with Betty Bonney, Ralph Young and Butch Stone out of the band supporting. *Rings on Her Fingers* on screen helped some.

New bill opened Friday (15) is an all-sepia set-up which spells box office. With Lionel Hampton on tap for the first time here, show got off to a fast start and points to hefty \$22,000. Illness canceled out Maxine Sullivan, originally set for the stretch. Buck and Bubbles and Ada Brown support, with band bringing up Rubel Blakeley. *Two Yanks in Trinidad* the screen aid.

## "People" Unit Okay

BOSTON.—Sole vaudefilm house continues to do good business, despite adverse weather. RKO Boston will continue present policy as long as it can get attractions. *Meet the People*, with Buddy Rogers and Patsy Kelly, drew in a nice \$23,000. Pic was *The Mayor of 44th St.* This was considered good.

Beatrice Kay, "Scat" Davis orchestra, Jerry Lester and Jinx Falkenburg pulled \$20,000. Weather for this week was not good for business. Pic was *Two Yanks in Trinidad*. Seats 3,121, at 33, 44, 55 and 66 cents.

Buster Crabbe and *Water Follies* booked this week.

## Spokane Okay

SPOKANE.—Post Street's new vaudefilm policy continued okay past two weeks, both pulling above average grosses. Shift to second-run name films from first-run minor product seems to have hyped the box office.

May 1-3, Flying Buddies, Ben Steen, Moro and Yacanelli, Bob King, Three Kings, plus *Keep 'Em Flying* and *Appointment for Love*. May 8-10, Troy and Lynn, Fairfax, Sensational Marcos, Lou Ashe, Lipham Four, plus *South of Tahiti* and *Never Give a Suoker an Even Break*.

## Robinson Pulls 20G In Chi; Strong Pic And Regan Take 40G

CHICAGO.—Week of May 15 started off badly because of an all-day rain, but wind-up is expected to be satisfactory due to the strong combination shows in both combo houses.

Chicago (4,000 seats; \$32,000 house average) opened Friday (15) with a two-week show, banking on the pulling power of the picture *To the Shores of Tripoli*, timely and well-exploited. The accompanying presentation unit on the stage has Phil Regan, Johnny Burke, Mario and Floria, the Herzog's, and a line of 16 girls. Week-end estimate calls for \$40,000 during the first session. Week of May 8, Gene Krupa and Connie Boswell on stage, with *The Fleet's In* on screen, pulled a neat \$35,000 for the last half of its two-week run. Total is a good \$78,000.

Oriental (3,200 seats; \$18,000 house average) has an all-colored unit starring Bill Robinson and Ernie Fields and orchestra. The screen has a better-than-average pic in the second Loop run of *A Gentleman at Heart*, with Carole Landis and Milton Berle. Good for \$20,000. Week of May 8, Jimmy Durante fared okay at the head of a vaude bill, drawing \$19,200. Screen had second run of *Metro's Born To Sing*.

## Buffalo Grabs Sock 20G; Century 10G

BUFFALO.—Competition is rife between the two main-stem houses, with both bringing in top-notch attractions in numbers. Buffalo (seating capacity, 3,500; house average, \$11,800 for straight pic) points to a \$20,000 gross for the week beginning May 15. Stage fare includes Glenn Gray band, featuring Peewee Hunt, Kenny Sergeant, Billy Rauch and Clarence Hutchenrider, and songstress Connie Boswell plus Alan Carney and Allen Burns Cody. Film is *Twin Beds*.

For week ended May 14 Buffalo did well with Guy Lombardo's orchestra featuring Lebert, Carman, Victor and Rose Marie of the Lombardo clan. Vaude had Don (Poppycock) Tannen, Calgary Brothers and Toby and Wing. Bill was good for a sock \$20,200. Film was *A Gentleman After Dark*.

Twentieth Century (seating capacity, 3,000; house average, \$11,500) for current week has a neat line-up, which should gross at least \$14,000. Charlie Barnett band is on the stage, highlighting Frances Wayne, "Peanuts" Holland, Cliff Leeman and Huck Andrews. Four Franks and Cullie Richards share honors in the vaude department. Pic is *A Date With the Falcon*.

For week ended May 14 Century grossed a meager \$10,000 with Chico Marx and band, featuring Ginny Perkins and Zizzy Land, and Lorain and Rognan, and Wesson Brothers. Screen fare was *Obliging Young Lady*.

## McCoy, Miss Chaney \$9,800 in Dayton, O.

DAYTON, O.—Clyde McCoy and His Sugar Blues Orchestra plus Mayris Chaney, Mrs. Roosevelt's "protege," had a good week at the Colonial, beginning May 8, chalking up \$9,800.

## Monroe's Great 18G

PASSAIC, N. J.—Vaughn Monroe's band piled up a spectacular \$18,800 for week ended May 14 at the Central Theater. House uses film shorts only between vaude bills.

Monroe's guarantee and percentage deal enabled him to walk out with \$9,400, one of his top one-week vaude earnings.

Previous house record was \$18,500, set by Sammy Kaye and Andrews Sisters.

## Goodman Big

BRIDGEPORT, Conn.—Benny Goodman, in for three days at the Loew-Lyric Theater, broke all house records for the season, according to House Manager Nat Rubin, with lines stretching a block long. Remainder of bill included Peggy Lee, Art London, the Ambassadorettes, Alan Carney and, on the screen, *Affairs of Jimmy Valentine*.

## Indianapolis Off

INDIANAPOLIS.—B. F. Keith's (1,200 seats), entering its second month of vaude-pix shows, slipped slightly with *Wake Up and Cheer* for four days ended May 10. Gross was a below-par \$4,700. Pic was *A Tragedy at Midnight*.

## BORSCHT BELT HIT

(Continued from page 3)

the area, say that the Decoration Day holiday will tell the tale. A big holiday then will cause the resumption of booking. The office, in previous years, spent the pre-holiday time setting the regular staffs, which usually consisted of an emcee, ork and singer and sometimes a team. By this time, nearly all hotels had their permanent entertainers set.

Unless there is some relief in the gas situation, entertainers usually working those spots may find themselves stuck in the city. If the rationing continues and bus lines are taxed to capacity, the operators may find themselves booking smaller shows. However, ops find comfort in the hope that the situation may be eased before long by pipe line construction and greater use of tank cars.

The mountain resorts had envisioned one of the biggest seasons in years, as dimouts on beaches would have brought many additional customers.

CAMDEN, N. J., May 16.—Roadhouses and night clubs in this Southern New Jersey section are worried over the summer season, with gasoline rationing now an actuality. Herman W. Priestly, president of the White Horse Pike Business Men's Association, predicts nitery business will suffer heavily.

Fred Schoeman, manager of Weber's Hofbrau, says he doesn't think his business will suffer, because the nitery is so close to the city. Silver Lake Inn, at Clementon, will feel the pinch "a little more," Schoeman said.

Restaurants and roadside stands which depend on motorists expect to be hit harder than the spots that offer entertainment. E. W. Hertz, manager of one of the 15 Howard Johnson restaurants in the Philadelphia-Camden territory, said he feared the effect of gas rationing on their business would be "terrible."

NEW YORK, May 16.—Summer stock is being dealt a severe blow because of gas rationing. Less than half of the summer theaters which were open last year are expected to operate this summer, on the basis of the number of bonds filed so far with Actors' Equity Association.

At last month's convention meeting of the Summer Stock Managers' Association, cowbarn men expressed tremendous fear over what would happen to their business if gasoline were to be rationed. The majority of the established theaters are located in the heart of the rationed section, and can only be reached by auto.

As a result, only 15 bonds have been filed with Equity, with seven more expected. Last summer there were 67 Equity cowbarns.

## AFM'S APPEAL

(Continued from page 3)

Form B, and ask for the annulment of that form and again place the SS burden on the band leader, who in turn would be liable for all the back as well as future taxes.

At the time of the signing of the Form B, the circuits asked AFM's permission to affix riders to the contract. So far there has been no agreement on the amendments, which would forbid an ork for 30 days to play within a radius of 60 miles of a spot once played; a prorata payment for the band leader's services if he should be unable to appear, and other minor adjustments which the circuits wanted.

The circuits and the AFM last fall battled bitterly about the Form B, as each side was cognizant of the fact that this pact would have an important bearing on the payment of back taxes.

Another important item hinging upon the Griff Williams case is the eligibility of the band leader to membership in the AFM. In the United States Circuit Court of Appeals, Illinois District, which ruled Griff Williams to be an independent contractor, one part of the decision read: "It is also pointed out that another result of an adverse decision will be to deprive plaintiff (Griff Williams) of membership in the American Federation of Musicians, for the reason that, as an employer, he will be ineligible. Unfortunately as this may be, we think it is a matter between him and the Federation, and that the court is powerless to act in the matter."

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# PREMIUMS ON OLD DISKS

## 802 Puts Stop To Headaches On Benefits

NEW YORK, May 16.—Local 802, American Federation of Musicians, sent out letters to all members this week asking them not to accept any benefit dates until they get permission in each case from the local. William Feinberg, 802 secretary, explained that the reason for this action was the undue hardships which many leaders and their sidemen have undergone recently in trying to keep up with the avalanche of requests from all sorts of organizations and groups to play patriotic and help-the-war benefits.

Feinberg stated that the local did not intend to stop the bands from playing benefits, but that such "jobs" had reached fantastic proportions and must be controlled from now on. He cited the case of a well-known leader who called the union last week asking what he should do about a benefit he had been requested to play and pleading that, in the two weeks previous, he had played eight such dates. Feinberg called the army morale officer who had contacted the leader and told him to "please pick some other band" for the date. Officer was more than glad to co-operate, and explained to Feinberg that he hadn't realized the situation.

The 802 secretary pointed out this week that such a case was becoming typical, and that it could usually be ironed out as this one was, once all parties involved

### A Dog, Not a Turkey

NEW YORK, May 16.—Billy Shaw, of William Morris Agency band department, now owns an aristocratic Boston terrier pup named Soldier (draft exempt). Deal for the dog was set by Joe Glaser, with leash charges paid by Shaw. Pooch, which eats nothing but breast of pheasant under glass and drinks only vintage burgundy, is the offspring of Champion Hagerty's Rockefeller Son II and Mac's Dark Rosaleen. Shaw claims the mutt gives him an inferiority complex. Asked whether he was going to book the animal, Shaw retorted, "William Morris handles no dogs!"

understood the situation. It was such instances, Feinberg said, which prompted the 802 action, which now will require all leaders to get a clearing thru 802 before playing benefits in the local's jurisdiction.

Feinberg stated further that all such requests must come thru either the army and navy morale desks of the Corps Area here or Camp Shows, Inc. He was particularly irate over the practice of agents or their friends who are now in the armed forces and who, in their efforts to get an army morale post, start putting the bee on former office connections to get bands for various army and navy benefits.

Band bookers not in the army came in for a roasting from Feinberg, too. "After all," he said, "why should they try to cash in on the glory of a band playing camps. It's the band that goes thru the hardship and sacrifice involved, and the band should get the credit."

## Columbia Starts Dansant Disk Nights; Scrap Waxes May Soon Be Used To "Buy" Java and---

NEW YORK, May 16.—War Production Board's shellac conservation order, which hit the disk industry a few weeks ago, is causing a reverberation which may soon put the entire entertainment biz on a part-time "barter" basis. Wax makers' efforts to siphon back some of the huge backlog of old platters in the hands of the public and automatic phono operators have put a barter value on the disks that is due to reach fantastic proportions soon. Twenty old waxes may soon get a patron into a Broadway movie emporium with enough to spare for a couple of chocolate sodas.

Promotion department of Columbia Records is already setting up elaborate plans and tie-ups with ballrooms thru-out the country for "disk nights." Altho not definitely set at week's end, first such set-up will probably be at Roseland Ballroom here. Patrons will be allowed to bring as many disks as they can scrape up and carry, and will be given 2½ cents credit per disk at the b. o. Columbia will then buy the disks at that rate from Roseland management. Disk company will not plug its name in the dansant's advertising of the "disk night." Columbia hopes to effect similar deals with the Aragon-Trianon ballrooms in Chicago, and any other spots whose managements cotton to the idea.

Columbia is depending upon these and other tie-ups (with the Boy Scouts of

America, Red Cross, State salvage commissions) to garner in enough scrap for its reprocess needs. Outfit has put its salvage plan with its dealers and distributors on a strictly voluntary basis, so that the latter can turn in used disks for credit or not, just as they wish. Decca and Victor, on the other hand, have made their salvage set-ups with branches and dealers compulsory, allowing 6 and 5 cents per pound credit, respectively, and calling for one used disk for every three new ones purchased.

The "disk night" gimmick is also being used for other than salvage. Jimmie Dwyer's Sawdust Trail nitery here has announced that Monday (18) it will accept old platters in lieu of the regular cover charge. But collected disks will be sent to members of the U. S. armed forces at overseas bases. One disk in good shape will be counted as equivalent for one cover.

Many firms, some not necessarily in the music trade, have also sprung newspaper advertisements recently, calling for old disks and paying various rates. What these outfits intend doing with the scrap waxes is being carefully guarded, but no doubt some of them intend doing a little scalping later on when there's an even more bullish market.

Altho there are plenty of old disks in the hands of consumers (120,000,000 sold last year), disk manufacturers are becoming apprehensive over the sudden widespread interest of "disinterested" parties in collecting scrap. They are depending to a great extent on the scrap backlog to keep them going for a hefty hunk of their production for the coming year, and if too much of the scrap goes into other channels, disk firms may find themselves short of scrap or forced to pay fancy prices for it.

Big retail disk outlets here have not yet made it compulsory for customers to bring in old disks for new ones, but all figure they will soon have to make it a must. Macy's disk department is allowing the 2½-cent credit rate to its patrons at present, but feels that it will soon have to require two old disks for three new ones. A few of the Broadway disk stores are worried that John Q. Public will get wise to the fact that the shops need the old disks and start demanding 5 and 10 cents a platter. Whatever happens, the guy with a big stock of old disks in his home is in a position to do some nifty trading.

# Gas Problem Half Solved

## Bands Get Gas, But What About The Customers?

NEW YORK, May 16.—Gas problems of bands on tour were solved this week when Lee S. Buckingham, acting rationing administrator, made it known that road orks will be entitled to B-3 cards, with all local rationing boards instructed to renew the tickets should they run out ahead of schedule during business trips. While order provides traveling bands with the equivalent of unlimited gas and insures their ability to make jumps, provided they have the tires, it still leaves roadhouse ops with the most important problem of all—will the customers get gas, and if they do, will they use it to go dancing on?

Buckingham's order concerning B-3 cards for road bands followed a statement to the effect that all "X" cards would be called in next week, due to the suspiciously high number issued. While it was thought at first that an "X" card would be within reason for bands facing extended tours, and such cards were issued to many orks, it was later pointed out that the same result could be had with B-3 cards, with added governmental advantage should tours end before expiration of any one rationing period.

Bands on location are naturally restricted just as any other citizen, Johnny Long, playing Hotel New Yorker here, and Charlie Spivak, at the Pennsylvania, have taken "A" cards, and Claude Thornhill, at the suburban Glen Island Casino, has been given a B-3 card to take care of daily commutation to and from the city.

Ruling leaves operators where they were—treading on eggs, fearful of advance bookings and, in some instances, tossing out name band policies. Spots not located in the hearts of towns are figured whipped, unless gas situation takes a favorable turn. Gas blow follows others received from draft and tire rationing.

Most booking offices report cancel-

lations and difficulty in getting advance bookings from important buyers located on highways. Deals that are being made are at shaved prices. This has affected Memorial Day bookings, and should Memorial Day biz at the spots turn out as feared, effect on later bookings will be even more pronounced.

Among spots in this vicinity almost certain to be hard hit are Log Cabin Farms and Blue Gardens, Armonk, N. Y.; Glen Island Casino, New Rochelle, N. Y., and a flock of spots in New Jersey, some of which have already given up the ghost. Frank Dalley, operator of the Meadowbrook, Cedar Grove, N. J., disclaims any worry in the matter, citing the fact that he is located within easy reach of 2,000,000 people, of which a respectable number are steady customers.

Some of these suburban roadhouses may be able to get by with private bus spurs, etc., but this would only work in a city like New York, where lines could be run to a central point and pick up sufficient people. In smaller communities, where patronage comes from all over, one bus line wouldn't work.

Many bands, surveying the Eastern scene, are heading for the Middle West in an effort to get out of the gas hunger belt. Just how the Western territory will hold up under a flood of names bidding for bookings in competition remains to be seen. Among bands leaving the East are Tommy Tucker, Frankie Masters, Shep Fields, Charlie Barnet and others.

Secretary of Interior Ickes' statement yesterday that "other sections of the country" might be involved may mean bad news for bands in the Pacific Northwest.

POTTSTOWN, Pa., May 16.—Sunnybrook Ballroom, for many years top Saturday night stop for the bigger names hitting the Eastern Pennsylvania territory, faces the prospect of a shutdown because of gas rationing. According to Raymond C. Hartenstine, who has been operating the large dansant on the outskirts of town for the past 11 years, Sunnybrook has depended for 98 per cent of its patronage on private cars.

"Rationing is certainly going to cut us down," Hartenstine said. "Our people travel here from a radius of 50 miles or more. Maybe they can double up in their cars; I don't know. If it gets too bad, there's only one thing to do—close

down. We couldn't try to operate at a loss indefinitely. What the booking offices would want to do about the contracts I don't know, either. I imagine they would be reasonable; after all, it's a Federal law which affects all of us."

Sunnybrook, one of the choicest one-night bookings, buys most of its bands from Music Corporation of America, and is usually booked ahead from four to six weeks. Ballroom has always been in an enviable position in that it invariably got first call on available names. Being an extra-large ballroom, it gave top names a chance to run into a percentage. Other one-night stops in Eastern Pennsylvania are not as seriously affected as Sunnybrook, since they are located for the most part within the city limits, while the local dansant is on the outskirts.

DETROIT, May 16.—Restrictions on band travel are not counted on to make any dents in the line-up of top-flight names for Eastwood Gardens, largest outdoor ballroom in this region. Spot has been using the biggest names in the band business for three seasons, and doing phenomenally. Policy is to continue with the same line-up of name bands. Bookings were completed this week for the season, with the exception of two unfilled weeks in August.

Bands and dates set are: May 27-June (See GAS PROBLEM on page 23)

## Maestri Signed for Fancy Musical Film

NEW YORK, May 16.—A flock of band leaders on location here around June 24 are going to pick up some extra coin and publicity by working in an elaborate musical film to be shot here by William Rowland. Already set to appear are Jerry Wald, Bobby Byrne and Johnny Long, with eight or ten more still to be signed. Maestri will appear in a production scene, playing their own instruments in an ensemble, a few of them getting speaking parts.

Willie Howard, Diosa Costello, Fred Keating, Gertrude Niesen and Jed Prouty are also inked for the film. Score will be published by Southern Music, reported to have a piece of the production. Twentieth Century-Fox may market the pic.

## Army Pluggers To See "Active" Service on Stem

NEW YORK, May 16.—War Department has okayed what is probably the queerest request yet made of it. Request came from Irving Berlin, who is producing a Broadway musical, *This Is the Army*, for a tentative July 4 opening. Berlin put the buzz on the War Department to give temporary furloughs to some 20 or 25 songpluggers now in khaki, so that they can assist Berlin in plugging the show's tunes and generally help in publicizing the musical. Proceeds of the show, which is being sponsored by the army and will be cast from the camps, go to the Army Emergency Relief Fund.

Berlin's close co-operation with the Treasury Department's bond sales campaign plus the donation of his services in producing this musical for the army naturally made his request for the khakied pluggers a legitimate one.

Walter Schuman, of *Hut-Sut* fame, only former music publishing gee with a commission in the army, will hold down professional manager's berth, directing Broadway maneuvers of the pluggers.

# On the Records

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

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

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

By M. H. ORODENKER

## FREDDY MARTIN (Victor 27878)

*My Gal Sal*—FT; VC. *On the Banks of the Wabash*—FT; VC.

IT HAS been quite a number of years since these two songs were sweeping the country. Both by the late Paul Dresser, they have been featured in *My Gal Sal* movie and they're a cinch to click with the new generation. The label scored another hit in assigning the songs to Freddy Martin. Giving each rich vocal and instrumental harmonies, Martin dresses them up skillfully in modern style and makes both rhythmic delights. *Sal* is taken at a bright and moderate tempo, with the characteristically low-voiced saxophones and the violins in unison sharing the opening chorus. A more rhythmic twist is imparted for the second refrain by the male voices of the Martin Men. The fiddles pick it up again at the bridge and the full band ensemble carries it out. A more varied treatment, with greater liberties in tempo, is applied to the *Wabash* classic. Being a 16-bar refrain, it lends itself more to the fanciful scoring it gets. Taking it at a moderate beat, muted brasses lay down the opening theme, and Clyde Rogers, with lush violins weaving the background, gives meaning to the lyric. The Martin Men take over and pick up the tempo slightly, elaborating in true minstrel style. Again the tempo is picked up for a rhythmic chorus by the trumpet section, with a still faster beat for the following band chorus. A vocal reprise, with the band boys singing in a capella formation, finishes it out. Its high listening content makes it a standout.

Both "My Gal Sal," as the picture title, and "On the Banks of the Wabash" are rich in phono possibilities. While the latter is not confined to strict dance tempo, it's a song that phono fans will want to sing.

## BOB CHESTER (Bluebird 11521)

*Moonlight Bay*—FT; VC. *Tanning Dr. Jekyll's Hide*—FT.

WITH nostalgia apparently the order of the day, a warm spot is sure to be found for *Moonlight Bay*. Chester tempers it with the sweet and swing rhythms of the present day, and it spins as one of the better disks turned out by the maestro in many a side. Along smooth lines, the brass choir, muted, brightens the opening refrain, with Gene Howard's soft baritone bringing up the second chorus. Band dips into a faster and heavier rhythmic jump beat for the third chorus, carried by Elisse Cooper and the Four Notes in swing sing style. Band ensemble follows with Howard and all the assisting voices. Gentle bounce beats are applied to Gray Rains's tricky titled riff tune on the B side. Strictly an instrumental and strictly for the hop-skip-and-jump dance fans. Band carries the opening and closing elaborations of the riff theme, sandwiching in instrumental take-offs by piano, trumpet and tenor sax.

"Moonlight Bay" can hold its own with any down-to-earth songs of this or any other day. Bob Chester offers an exceptionally fine vocal and instrumental setting for this grand old song that makes it tailor-suited for the music boxes.

## MITCHELL AYRES (Bluebird 11528)

*Oh, How I Miss You Tonight*—FT; VC. *Barrelhouse Bessie From Basin Street*—FT; VC.

TIMELY significance lends itself to the Johnny Burke waltz sensation of an earlier year. *Oh, How I Miss You Tonight*, which is enjoying a revival. Mitchell Ayres' fashioning in the fox-trot tempo brings it up to date all over again. In slow ballad tempo, it's the sweet singing of Meredith Blake, with assistance from the band to start it off. Band ensemble continues in smooth vein for the second refrain, and a vocal reprise finishes it out. Rhythmic punch is imparted to the Herb Magidson-Jule Styne jive tune on the B side. It's barrelhouse music, Miss Blake taking the lyric right from the edge for both verse and chorus. The band hits into a two-beat stride for the second refrain, giving way at the bridge to allow Miss Blake, joined by Johnny Bond, to bring the side to a happy conclusion.

"Oh, How I Miss You Tonight" is undergoing a revival. While Mitchell Ayres is not the first to bring it out again, his entry equals the others. "Barrelhouse Bessie" is also worthy of operator inspection for locations catering to youthful jive fans.

## WAYNE KING (Victor 27871)

*Don't Tell a Lie About Me, Dear*—W; VC. *Be Brave, Beloved*—FT; VC.

With these sides Wayne King adds an attractive voice to his waxes. And his choice sounds like a happy one. The vocal charm is brought on by Linda Barrie. Makes a favorable impression for the sentimental *Lie About Me* side, done up in the royal waltz style of the maestro. The accent is on muted strings and soft woodwinds for the opening chorus. Miss Barrie enhances the second refrain lyrically, with the band coming back for another half chorus that brings on the fiddles for a fade-out finish. Not as effective, however, is the war ballad on the B side. Set in slow tempo, entire side is turned over to the new gal voice. Being the average war ballad, the song material doesn't warrant such a long vocal stretch. King drags it out by allowing the vocalist to take all sorts of liberties with the tempo instead of keeping it in the fox-trot vein.

Where a Wayne King waltz is relished by the phono fans, "Don't Tell a Lie About Me, Dear" more than adequately fills the bill. (See ON THE RECORDS on page 67)

## Jerry Wald on Decca Disks

NEW YORK, May 16.—Jerry Wald, current at Lincoln Hotel here, signed a recording contract with Decca this week. First cutting session skedded for coming week.

# On the Stand

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

## Johnny Long

(Reviewed at the Terrace Room, Hotel New Yorker, New York)

THIS hostelry was the scene of Johnny Long's initial bow into a class location a little less than a year ago, at which time the maestro carved a healthy niche for himself in the name scheme. His return to this spot, which will probably continue until the end of summer, marks another milestone for the leader, because his work at this point shows up as an even more polished crew than before.

Instrumental sectioning is the same, five brass, four reed, four rhythm, with Long adding an introduction now and then on his fiddle. Band's style is more and more along the sweet-smooth lines, but maintains a distinct pulsating rhythm beat which, even tho restrained, keeps character in the rhythms. Tempos for the most part are very danceable, and library has spice and variation. Long does a nice, amiable job of fronting, and his occasional bow work makes for some good listening.

Bob Houston and Helen Young and the Four Teens comprise the vocalizing section. Latter combo is a new addition and includes Phyllis and Jo Jeanne Rogers, who were formerly part of the Martins, and Pat Haywood and George Richmond. Quartet does a good standard job, but, like all such band piping groups, fails to stand out from its brethren. Miss Young does a commendable job and has a cute-type delivery which fits okay. Houston has a good voice and does a top job without the dramatics.

Band makes a good appearance and shapes up all around as an outfit which is especially grooved for the lush hotel spots. Humphrey.

## Buddy Clarke

(Reviewed at Coconut Grove, Park Central Hotel, New York)

FOR the third successive season this youthful maestro is occupying the podium of this hotel. This year finds Clarke experimenting with his layout, new instrumentation consisting of a trio of saxes, two trumpets, a trombone and an orthodox rhythm section of four, with guitar trebling at electro-harp and fiddle. The work, as it's now constituted, has much of its possibilities hidden under a mass of arrangements which as yet haven't been altered to meet the require-

# On the Air

Comment on dance remote programs from the standpoint of showmanship, presentation and general listening appeal rather than the musical ability of the bands reviewed.

By DICK CARTER

## Harry James

(Palladium Ballroom, Hollywood, Blue Network, Monday (11), 12:05-12:30 a.m.)

ALMOST any Harry James broadcast is a break for the listeners, the network and the spot of origin. Not only is the man red hot among that portion of the population for whom dance music is the ultimate in entertainment; he also packs enough legitimate musical power to furnish top enjoyment for dial twisters of more general tastes.

Shot caught was injured slightly but not seriously by faulty engineering, which made the band's usually crisp, precise playing come thru on the muddy side. Making due allowance for this deficiency, the program was an excellent one, certainly up to James's standard and therefore far above the usual run of band remotes.

Helen Forrest, who has few equals, did a ballad in her accustomed style—no frills, but plenty of voice. Jimmy Saunders also offered a ballad, putting plenty of pash into the selling and making a nice impression in the process. The engineering drowned out Dalton Rizzotto's piping of *Wait Till the Sun Shines, Nellie*, which may have been just as well.

Tunes were evenly split between jump and ballad, all good, and good to listen to.

## Raymond Scott

(Blue Gardens, Armonk, N. Y., Columbia Network, Sunday (10), 11:30-12 midnight)

A COUPLE of the arrangements Scott played were exceptionally good—his version of *Jersey Bounce*, in particular, being one of the best we have heard. The rest of the tunes, while well chosen from pop catalogs and Scott's own library of clever originals, were handled in only middling-to-fair style, and the contrast was rather marked. Had the whole program been of Scott's *Jersey Bounce* caliber, we would now be hailing the emergence of a new sensation. As it was, the whole thing was too uneven to warrant anything more than a suggestion that the maestro get his library ironed out. Once he does, he'll be on his way with a vengeance.

Billy Leach provided some interesting moments with two vocals. Has a pretty good voice, hampered somewhat by a straining for style. Dorothy Collins did quite well with a couple of peppy pops, and not at all well with a ballad, which pointed up an annoying tremolo in her voice.

Aside from these technical and mechanical flaws, this was a very decent remote and should have been well received by the listeners.

ments of the new set-up.

There are, however, some additions to the library, written since the new make-up went into effect. In these the band shows its mettle, but in the old stock the trombone still wanders around like a lost soul. Some of these back numbers, however, still hold up exceedingly well, especially the glee club sets. Band is plenty showmanly and once the new arrangements get on their bandstands they'll be able to make the most of their sweet and swing.

Vocals are by Lynne Spoffard, a nice-looking item with passable tonils, effective in both rhythm and ballads. Clarke assumes some of the vocal chores with good effect. Other singer in the outfit is George Stephan, who showed up well during his brief turn. Cohen.

## Jerry Wald

(Reviewed at Hotel Lincoln, New York)

THIS band is a very different proposition from the one Wald had at Roseland Ballroom here a couple of months ago. Addition of a fifth sax, a guitar plus judicious replacements in rhythm and brass and the hiring of Bill Challis as arranger have done the trick. With due consideration of the draft, gas rationing, tire shortages and unforeseen calamities, it can be stated that Wald's present set-up has as good a chance of going places as any young band in the business—maybe a little better chance, in view of the vim with which General Amusement Corporation is backing the venture.

Challis turns out some wonderful, ahead-of-the-minute arrangements; the sort of low-scored, heavily accented, faintly dissonant yet always melodic material that current trends point to as the coming fashion. Wald has the right instrumentation for this type of stuff: five reeds plus himself on clarinet, three trombones, three trumpets and four rhythm. The trombone group is perhaps the best we have heard in any of the younger bands, and it is used to its best advantage by Challis, who often has it blowing as part of the deep-voiced reed section, creating a very interesting melo-low effect.

Wald's soloing continues to betray his admiration for Artie Shaw, a condition which will not hinder his progress so long as his arrangements steer clear of Shaw patterns. They did not catch.

Anita Boyer, always one of the best band singers, is in fine form here, singing with her accustomed intelligence and clarity of tone. Other warbler, Dick Morton, is of the stylish throaty school and as good as any of the breed except, possibly, the lads who originated it.

This band will do. Carter.

## Eddie Lewis

(Reviewed at Turnpike Casino, Lincoln, Neb.)

BOOKED out of Topeka, Lewis's band corroborates the theory that Guy Lombardo has so successfully put into practice; that a little band, with the right men and arrangements, can handle a ballroom okay. Eddie's 3-3-3 outfit, now in its seventh year, plays mostly sweet, but can and does handle the jive stuff when it has to. Hailing from Cairo, Ill., Lewis has patterned his work after Lombardo and Kay Kyser, after having practiced for a full year before attempting to book any jobs. And he's only 22 now.

Featured artists are George Crowell, trombone; Rollie Gansman, tenor sax, and Tiny Nebb, trumpet. Gansman doubles on ballads, Nebb on novelty tunes, and Eddie, with a Southern accent acquired while visiting his folks in Texas, adds a smooth touch to a few numbers. Arrangements are by George Evans, piano man. Lewis mixes well with the crowd, both during and between tunes, and went over tremendously with the students here the first night of a two-day stand. Few squawks were heard on second night when an abundance of waltzes were played. Waltzes were played beautifully, but to a Midwesterner three or four a night is an abundance.

Whole work sings on some numbers, accepting bass man, who has hands—and mouth—full with brass bass. Plays string, too. Band okay for ballrooms and hotels. Oldfield.

# Orchestra Notes

## Of Maestri and Men

**GRIFF WILLIAMS** drew a holdover at Totem Pole, Auburndale, Mass., until May 23, and follows that with a two-weeker at Beverly Hills Country Club, Newport, Ky., opening May 29. . . . **FRANCES WAYNE** has left the **CHARLIE BARNET** ork, and may catch on with **KAY KYSER**. . . . **DAVE MATTHEWS** may stick with **BENNY GOODMAN** as an arranger. . . . **LIONEL HAMPTON'S** "Music Battle" with **COUNT BASIE** at Savoy Ballroom, New York, Sunday (10), sold out the spot. . . . **DICK HAYMES** will play piano in addition to singing with his new band, which opens at Jenkins Pavilion, Asbury Park, N. J., soon. **William Morris** will build Dick both as a pianist and warbler. . . . **NICK JERRET** leaves Famous Door, New York, end of this month for an indefinite stay at Hotel Syracuse, Syracuse, opening June 3, with network wires. . . . **LES HITE** wound up a long tour Tuesday (19) and went to the Coast on vacation. Middle of June opens at Paramount, Los Angeles, with bookings set thru November and including Tunetown Ballroom, St. Louis; Roseland Ballroom, New York, and a location at New Kenmore Hotel, Albany, N. Y., opening October 9. . . . **ART KASSEL** opens Saturday (23) for a week at Coney Island, Cincy; goes into Lake Club, Springfield, Ill., June 1, for two weeks, and then to Peabody Hotel, Memphis, June 19, for two weeks. . . . **RAY MCKINLEY** set for week of June 27 at Million-Dollar Pier, Atlantic City. . . . **BOBBY BYRNE** goes out on a theater tour with the Andrews Sisters June 1. . . . **RAY REAGER** still playing at Fitch's Cafe, Wilmington, Del. . . . **BOB ALLEN**, current at New Pelham Heath Inn, Bronx, N. Y., is shopping for a girl singer. . . . **WARNEY RUHL** starts an indef at Flamingo Club, Louisville, May 25. . . . **SKINNAY ENNIS** opened season at Lake Worth Casino, Fort Worth, Tex., Friday (15), with a three-night stand. . . . **BOBBY RAMOS** has switched to **GAC** from **William Morris**. **Sam Lutz** continues as personal manager.

## Midwest Melange

**CECIL GOLLY** is now in the navy at Great Lakes Training Station. . . . **HENRY KING** plays his return at Edgewater Beach Hotel, Chi, opening October 9. . . . **HAL LEONARD** is expected to leave for the army next week. . . . **DON KAYE** opens at Utah Hotel, Salt Lake City, May 29, for the summer. . . . **ANSON WEEKS** into Sherman's Cafe, San Diego, Calif., May 21. . . . **GUS ARNHEIM** signed with Frederick Bros. . . . **JIMMY BLADE**, relief band at Drake Hotel, Chi, gets full-time job at the hotel starting in June. . . . **ISHAM JONES** lost eight men to the army last week and expects to lose the remaining four this summer. Has to open at Peabody Hotel, Memphis, May 22. . . . **YVONNE** has left **RAY HERBECK** ork. . . . **ADA LEONARD** does a week at Aragon Ballroom, Chicago, May 24, replacing **ORRIN TUCKER**, who will play theaters. . . . **EDDY DUCHIN** plays Eastwood Gardens, Detroit, week of July 3, followed by a week at Chicago Theater, July 10. . . . **DUKE ELLINGTON**, landed the only four open weeks in 1942 left at Sherman Hotel, Chi. Starts July 17. . . . **BUDDY FRANKLIN**, current at Chez Paree, Chi, has dropped vocalist **VERA LANE**. . . . **TED WEEMS** picks up three weeks at Lakeside Park, Denver, starting July 17. . . . **FREDDIE DAW** re-

turns to Pavilion, Saugatuck, Mich., for the summer, June 27.

## Atlantic Whisperings

**GLEN GRAY** will inaugurate motion picture industry's Defense Bond drive in Philadelphia, May 28, by giving an afternoon concert in the City Hall courtyard. . . . **JOE VORHEES** at Howard Johnson's Royal Cafe, Merchantville, N. J. . . . **LEM MCCALL** at Andy's Log Cabin, Gloucester Heights, N. J. . . . **LENNY PAYTON** at Mayo's Show Place, Philadelphia. . . . **JULES FLACCO** back at Weber's Hofbrau, Pennsauken, N. J., with the reopening of the roadside spot. . . . **TOMMY VAN SCIVER** next at Cinderella Ballroom, Brownsville, Pa. . . . **CLARENCE FUHRMAN**, KYM maestro, Philadelphia, loses pianist **BERNIE LOWENTHAL** to the navy, with **EDMUND VICHIN** in line for the Steinway seat. . . . **PETE MILLER** set at Gables Inn, Atlantic City. . . . **DON STOUTD** set at Murray Inn near Haddonfield, N. J. . . . **HARVEY MARBURGER** takes in a return trip to State Hill Garden, Reading, Pa. . . . **LEN PARKER**, featuring **MARY NOVIS**, ex-Ina Ray Hutton trumpeter, at Nick's Town Tavern, Delair, N. J. . . . **EWALD KLINGER**, sax tooter with **EDDIE DELUCA** at Jack Lynch's Walton Roof, Philadelphia, trades in his horn for a sailor suit at Norfolk, Va. . . . **ED HAMP** next at Casino Ballroom, Willow Grove (Pa.) Amusement Park. . . . **LEE GILBERT** gets a return call at the Glenside Sho-Boat near Reading, Pa. . . . **JACK YSON** new music maker at Philadelphia's Roman Grille. . . . **GEORGE MARGHETTI** at Neil Deighan's Airport Cafe, Camden, N. J. . . . **HOOK SMITH** at Rummy's Tavern near Reading, Pa. . . . **BYE SISTERS**, harmony trio, join **LIONEL HAMPTON** this week at Earle Theater, Philadelphia. . . . **JOE RITCHIE** at Old Mill Inn, Pennsauken, N. J. . . . **LOU BEAL** at the 41 Club, Maple Shade, N. J. . . . **RALPH CATULLO**, Philadelphia trumpeter, named assistant bandmaster of the naval base at Norfolk, Va., and is now helping to organize a new band there.

## Coast Cacophony

**MEREDITH WILLSON** will conduct San Francisco Symphony orchestra in the highlight of that city's summer concert series in June. . . . **XAVIER CUGAT** and wife, **Carmen Castillo**, are taking a house in Beverly Hills, Calif., for the remainder of their stay on the Pacific Coast. Cugat played University of California Senior Ball (12). . . . **HENRY KING** heads west for a run at a San Francisco hotel, opening late this month. . . . **TED FIO RITO**, now in the Middle West, has booked one-nighters on the Coast and is traveling toward the Pacific. . . . **BOB SHERWOOD** is playing one-nighters in the area. . . . **RHYTHM RASCALS** continue at the Zephyr Room. . . . **RITTY KALLEN**, formerly Jack Teagarden warbler, has her own program over KFI. . . . **PHIL CUSHMAN** opened recently at Burgundy Room, Los Angeles. . . . **EDDIE AGUILAR** is playing for the rumba-minded in the Los Angeles area. . . . **DON GRAYSON** continues at the Jonathan Club. . . . **LEON MOJICA** is going strong at Casino Gardens, Ocean Park. . . . **FREDDY MARTIN** restores the Coconut Grove at the Ambassador Hotel to a six-night policy Friday (22). . . . **MICHEL ORTIZ** is the rumba band at Earl Carroll's. . . . **DON ROLAND** and His Tunesmiths have been held over for the full engagement of the **HARRY JAMES** ork at Hollywood Palladium. . . . **JAMES'S** options of two and two on top of four have been lifted. . . . **JACK ROSS**, whose ork is now current at the Adams Hotel, Phoenix, recently married his songstress, **Bobbie Bailey**.

## Rumba Bands Bongo In L. A. Locations

**LOS ANGELES**, May 16.—Xavier Cugat and his Latin-American rhythms rolled up a \$14,800 gross at the Orpheum Theater, giving an extra show daily. House average is \$6,500 at 55 cents top. Rumba bands have for the past four years cut a big slice in the music field in this section. Especially is this true at Earl Carroll's Theater-Restaurant, where a rumba aggregation has been on hand since the spot was opened. Across the street at the Hollywood Palladium, rumba bands have been in demand, also. **Don Marcus** and His Cuban Rumberos, featuring **Carmita Estrabeau**, was the opener, with **Jose Pablo** and

**Durant** following. **Pablo** has been playing one-nighters to good results and his stands include the Beverly Hills Athletic Club.

Small niteries have also featured rumba bands to good results. In the old section of Los Angeles, **Jose Ramos** has featured the music of **Sylvester Nunez** at his Bamba Club. **Eddie LeBarron** is the current feature at Mocambo in Hollywood. **Grace Hayes Lodge** has followed **Texas Jim Lewis** and His Lone Star Cowboys, with **Carlos Valdez** and his orchestra. Since **Valdez** has left the band it is now called **Peter Lind Hayes' Rumba Band**.

## Brown to Palladium, RKO

**NEW YORK**, May 16.—Les Brown is set to follow **Harry James** at Palladium, Los Angeles, opening June 19 for four weeks. While on the Coast **Brown** will

## Sounds Like Rochester

**LOUISVILLE**, May 16.—"The Magic Fingers of Radio" were unable to tinkle at Jefferson County Armory here this week because Maestro **Duchin's** valet was 35 minutes late with the books. Seems the valet missed his train here from Chicago. However, like **Jack Dalton** himself, he arrived on the scene only 35 minutes late and the dance began.

Affair was sponsored by a food store chain as part of the yearly **Kentuckiana Food Show**. Five thousand people got in free.

make a pic for RKO.

May 24 **Brown** opens a three-weeker at Roosevelt Hotel, Washington, with Mutual and Columbia wires.



NOT open for engagements now

BUT don't forget

**BOB and the TWINS**

ONE OF AMERICA'S outstanding COCKTAIL UNITS



Currently 8th week of an indefinite engagement at the luxurious **CARLTON TERRACE** Forest Hills, N. Y.

"A GREAT BAND!" says **Maria Kramer**



RECORDS BROKEN

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THE **ROOSEVELT HOTEL**

Washington, D. C.

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**WILL BRADLEY AND HIS ORCHESTRA**

Opening May 27th

• **EASTWOOD GARDENS** Detroit, Mich.

Opening June 12th

• **LAKESIDE PARK** Denver, Colo.

Vocals by **TERRY ALLEN** and **LYNN GARDNER** and featuring star instrumentalists **SHELLY MANNE** (America's Youthful Drum Sensation) and **BOBBIE HOLT** (Foremost Boogie Woogie Pianist).

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From Iceland to Australia they'll be humming this new ballad hit . . . . .

**"DON'T CRY, SWEETHEART"**

by

Russ Morgan--Remus Harris--Irving Melsher

**GLENMORE MUSIC, INC.**

540 North Michigan Ave. Chicago, Illinois





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

A

Abbott, Dick (Mayfair) Washington, D.C.
Akin, Bill (Wofford) Danville, Ill.
Alfon, Vic (Lawrence) Erie, Pa.

B

Barlow, Ralph (Lowry) St. Paul, Minn.
Barnett, Arne (Harry's New Yorker) Chi., Ill.
Barr, Al (Patio) Cincinnati, Ohio

C

Cabin Boys (Tavern) Escanaba, Mich.
Camden, Eddie (Henry Grady) Atlanta, Ga.
Capello, Joe (Jimmy Kelly's) NYC, N.Y.

D

Dalton, Clem (Earle) Baltimore, Md.
Davis, Eddie (Larue's) NYC, N.Y.
Dennis, Dave (Hurricane) NYC, N.Y.

E

Eddy, Ted (Iceland) NYC, N.Y.
Ellington, Duke (Golden Gate) San Francisco

F

Farber, Burt (Netherland Plaza) Cincinnati, Ohio
Fields, Ernie (Oriental) Chi., Ill.
Fischer, Darrell (Diamond Mirror) Passaic, N.J.

G

Garber, Jan (Rialto) Joliet, Ill.
Gasparre, Dick (Plaza) NYC, N.Y.
Genovese, Vince (Rendezvous) Murphysboro, Ill.

H

Hallett, Mal (Armory) Albany, N.Y.
Hampton, Lionel (Earle) Phila.
Harmotones (Strickler's) Baltimore, Md.

Orchestra Routes



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

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

Hutton, Inn Ray (Roosevelt) Washington 10-23, h.

J

James, Harry (Palladium) Los Angeles, Cal.
James, Jimmy (Auld) Cincinnati, Ohio
Jelensnik, Eugene (Music Bar) NYC, N.Y.

K

Kardos, Gene (Zimmerman's Hungaria) NYC, N.Y.
Karson, Maria, Musicales (Gene's) Fargo, N.D.
Kay, Chris (Casino Russe) NYC, N.Y.

L

Labrie, Lloyd (White Bungalow) Sturgis, Mich.
Ladies of Note (Middletown) Middletown, N.Y.
Lally, Howard (Belmont Plaza) NYC, N.Y.

M

McFarland Twins (Cavalleri) Virginia Beach, Va.
McIntire, Laul (Lexington) NYC, N.Y.
McKinley, Ray (Commodore) NYC, N.Y.

N

Nagel, Freddy (Trianon) Chi., Ill.
Nerida (Leon & Eddie's) NYC, N.Y.
Newton, Frankie (Kelly's Stable) NYC, N.Y.

Bands on Tour—Advance Dates

CHUCK FOSTER: Bay Beach, Green Bay, Wis., May 24; Rustic Resort, Clintonville, Wis., 26; Avalon Ballroom, La Crosse, Wis., 27; Auditorium, Marshfield, Wis., 28; Capitol, Madison, Wis., 29; Oshkosh, Wis., 30; Paramount Theater, Hammond, Ind., 31; Palais Royale, Galena, Ill., June 2; Venetian Theater, Racine, Wis., 3; Rio Theater, Appleton, Wis., 4; Iron Drome, Bessemer, Mich., 5; Capitol Theater, Manitowoc, Wis., 6; Stevens Hotel, Chicago, 7; Eagle Point Park, Clinton, Ia., 8; Coliseum, Olweina, Ia., 9; Terp Ballroom, Austin, Minn., 10; Danceland, Cedar Rapids, Ia., 11; Hub Ballroom, Edelstein, Ill., 13; Frog Hop, St. Joe, Mo., 14; Iliini Ballroom, Decatur, Ill., 16; Iowa Coliseum, Davenport, 17; Oriental Theater, Chicago 19 (week); Bill Green's, Pittsburgh, 26 (two weeks).

DEL CASINO: Claridge Hotel, Memphis, May 30 (four weeks).
RAY KINNEY: Claridge Hotel, Memphis, June 27 (four weeks).
WILL OSBORNE: Claridge Hotel, Memphis, July 25 (four weeks).
MARY MARSHALL: Meyers Lake Park, Canton, O., May 26; Reid's Casino, Niles, Mich., 30-June 14; Colonial Hotel, Rochester, Ind., 15-28.
DENNY BECKNER: Yankee Lake, Brookfield, O., May 22-24; Rainbow Gardens, Fremont, O., 26; Colonial Hotel, Rochester, Ind., 29-31; Graystone Ballroom, Detroit, June 3-7; Iroquois Gardens, Louisville, 12 (two weeks).
MEL MARVIN: Continental Grove, Akron, May 25-28; Yankee Lake, Brookfield, O., 29-June 10; Lake Breeze Pier, Buckeye Lake, O., 12-24.
ART JARRETT: Lakeside Park, Denver, May 29-June 11.
LAWRENCE WELK: Park, Spillville, Ia., May 25; Surf Ballroom, Clear Lake, Ia., 26; Terp Ballroom, Austin, Minn., 27; Orpheum Theater, St. Paul, 29-June 1;

Auditorium, Watertown, S. D., 2; Auditorium, Aberdeen, S. D., 3; Auditorium, Rapid City, S. D., 4; Auditorium, Lead, S. D., 5; Chermot Ballroom, Omaha, 7; Auditorium, Schuyler, Neb., 8; Park, Storm Lake, Ia., 9; Park, Fort Dodge, Ia., 10; Ballroom, Sioux Falls, Ia., 11; Roof Ballroom, Arnold's Park, Ia., 12; Val Aire Ballroom, Des Moines, 13; Ballroom, Sioux City, Ia., 14; Park, Excelsior, Minn., 16; Royal Palace Ballroom, Galena, Ill., 18.
CHARLIE AGNEW: Roof Ballroom, Arnold's Park, Ia., May 28; Park, Mineral Point, Wis., 29; Masonic Temple, Freeport, Ill., 30; Forest Park, Highlands, St. Louis, 31 (two weeks).
EDDIE ROGERS: Schroeder Hotel, Milwaukee, June 9 (four weeks).
ERNIE FIELDS: Park, De Witt, Ia., May 30; Savoy Ballroom, Chicago, June 7.
CHARLIE BARNET: Elitch's Gardens, Denver, May 29-June 11; Blue Moon, Wichita, Kan., June 13-19; Eastwood Park, Detroit, 26-July 2.
LES BROWN: Roosevelt Hotel, Washington, May 24 (three weeks).
BOB CROSBY: Casa Manana, Culver City, Calif., June 5-July 7.
TOMMY DORSEY: Majestic Theater, Detroit, July 10-16; Chicago Theater, Chicago, 17-23.
SKINNAY ENNIS: Chicago Theater, Chicago, June 19-25; Palace Theater, Cleveland, 26-July 2; Cedar Point Ballroom, Cedar Point, O., 3-9; Palace Theaters, Akron and Youngstown, O., 10-16 (split week); Shea's Theater, Buffalo, 17-23; RKO Theater, Boston, 24-30; State Theater, Hartford, Conn., 31-Aug. 2; Paramount Theater, New York, Aug. 5 (two weeks).
SHEP FIELDS: Edgewater Beach Hotel, Chicago, July 24.

Norris, Stan (Royale) Detroit, Mich., no.
Norro, Red (Castle Farm) Cincinnati 23, no.

O

Oger, Bill (Lawrence) Erie, Pa., h.
Olman, Val (La Martinique) NYC, N.Y.
Onesko, Senya (Commodore) NYC, N.Y.

P

Pafumy, Joe (Belmont-Plaza) NYC, N.Y.
Page, Gene (Baltimore) Toledo, O., no.
Panchito (Versailles) NYC, N.Y.
Pancho (Ben Marden's Riviera) Fort Lee, N.J., no.

Q

Quinton, Bobby (Hurricane) NYC, N.Y.

R

Ramos, Bobby (Kitty Davis) Chi., Ill.
Ramos, Ramon (Penobscot) Detroit, Mich.
Reichman, Joe (Mark Hopkins) San Francisco, Cal.

S

Sanders, Sid (Rainbow Inn) NYC, N.Y.
Saunders, Hal (St. Regis) NYC, N.Y.
Savitt, Jan (Casa Manana) Culver City, Calif., 18-July 2, no.
Schilly, Louella (Northland) Green Bay, Wis., h.

T

Tanassy, Cornel (Kern's) NYC, N.Y.
Terrace Boys (Cora & Irene's) NYC, N.Y.
Terry Sisters (Rainbow Room) NYC, N.Y.
Therrien, Henri (Latin Quarter) Boston 11-23, no.

V

Varrell, Tommy (Club Ball) Brooklyn, N.Y.

W

Wald, Jerry (Lincoln) NYC, N.Y.
Watson, Hal (Seven Gables Inn) Milford, Conn., no.
Weeks, Anson (Sherman's) San Diego, Calif., no.

Y

Yellman, Duke (Brown Derby) Chi., Ill.
Young, Eddie (Claremont) Berkeley, Calif., h.

Z

Zello, Leo (Benjamin Franklin) Phila., h.

Frederick Bros. Takes on Reg Marshall as Coast Rep
CHICAGO, May 16.—Frederick Brothers Music Corporation has appointed Reg D. Marshall Agency, Hollywood, as its band representative on the West Coast. Arrangement was made by L. A. Frederick, president, who has just returned from California. Marshall office will set one-night tours for all FB bands reaching Coast area.

# The Final Curtain

**ALLEN**—Duke (Doc), veteran showman, May 8 in Amoret, Mo., when his auto was struck by a train. He had recently been conducting a movie circuit. Survived by a daughter.

**ARCHER**—Charles, 45, movie electrician, in Los Angeles May 2 of injuries sustained in a fall. Funeral in Los Angeles May 4.

## Graham McNamee

Graham McNamee, 53, one of the pioneer radio announcers, died May 9 in St. Luke's Hospital, New York, of a streptococcus infection.

The son of a legal adviser to a member of President Cleveland's cabinet, McNamee studied voice as a youth and sang in churches, and in 1922 gave a concert at Aeolian Hall, New York. While on jury duty the same year he strolled into the American Telephone & Telegraph Building. While going thru the offices of Station WEAF, someone noticed his voice and asked him to speak thru a microphone. He left the building with an announcer's job.

With Phillips Carlin, whose voice was so similar that few listeners could tell them apart, he quickly became famous. In 1923 he described the Harry Greb-Johnny Wilson boxing match and covered many World Series baseball games and the top football games for years. He also covered many major news events outside the sports world, described the Republican and Democratic National conventions and the inauguration ceremonies of presidents. In recent years his principal activity was as a newsreel commentator, but he maintained much of his radio work as well.

He is survived by his second wife, the former Ann Lee Sims. Services were held in New York, with burial in Columbus, O.

the founder of the American Folk Songs Society as Jitsen Setters, Singing Fiddler of Lost Hope Valley, May 6 at his home near Ashland, Ky. He was probably the best known fiddler of hillbilly and folk songs in the country and had appeared in New York and London.

**DITMARS**—Dr. Raymond L., 65, curator of snakes at the Bronx Zoo, New York, in St. Luke's Hospital, that city, May 12 after a three-month illness. It is said that Dr. Ditmars did more than any other man to cure the public of its natural tendency to be afraid of snakes.

**FITZGERALD**—Edward P. (Eddie), 59, former vaude and film comedian, May 1 at his home in Buffalo.

**HIBBARD**—Clarence (Happy Hi) 68, slack-wire walker, juggler and revolving ladder performer, at his home in Albia, Ia., May 12. He was with the Ringling Bros., Orton Bros., Seils Bros. and Cook Bros.' circuses; the George Hall and Newton & Campbell shows; had his own show, Hibbard's Trans-Atlantic Stars, for a season; toured the Ohio and Mississippi rivers with French's Sensation Showboat, appeared with minstrels, and toured the Western Vaudeville Association Circuit. He also played fairs and celebrations. Survived by his widow and a sister.

## WE WISH TO THANK

the many friends of our beloved son and brother

**L. S. (Larry) Hogan**

for their kindness and sympathy in our great bereavement.

Mrs. Virginia Hornbuckle  
Louise Hornbuckle  
Mrs. Mary Grider  
David Hornbuckle

**BUSH**—George Louis, 72, former parachute jumper, recently in Cold Spring, Ky., after being struck by an auto. An ear injury received in one of his jumps was indirectly responsible for his death, as he failed to hear a warning by a friend.

**CHURCHILL**—Fred, composer of the song *Who's Afraid of the Big Bad Wolf?*, on his ranch near Newhall, Calif., May 15 of gunshot wound believed to have been self-inflicted.

**CLAUSEN**—Harvey, 48, carnival worker, May 8 at Pontiac, Mich., of injuries sustained in a fall.

**CRIGLER**—Harry O., 75, bandmaster, at his home in Oxford, Ind., May 12 of carcinoma of the face. He was at one time with the Hi Henry Minstrels and the Eugene Robinson Floating Palace. For 14 years he directed the band on the Gentry Bros.' Circus. Survived by a daughter, a brother and a sister. Burial in La Fayette, Ind.

**DANES**—Percy E., 53, musician and former vaude actor, in Oklahoma City Hospital May 9. Widow, Marie, and two daughters survive.

**DAY**—James William, 81, publicized by

## JOSEPH M. WEBER

Joseph M. (Joe) Weber, 74, partner of the late Lew Fields in the never-to-be-forgotten act of Weber and Fields, died in Los Angeles May 10 after a two-month illness.

Forming their partnership while still children, the two appeared at Bowery saloons, museums and other spots, and in 1885 made their first stage appearance at Miner's Bowery Theater, New York. Their slapstick, rough-house, English-garbling antics soon caught on and they were a sensation in San Francisco where they appeared for 10 weeks at \$250 per week, an unusually high salary at that time. They returned to New York, appearing at Tony Pastor's theater on 14th Street, and in 1894 made their Broadway debut in Hammerstein's Olympia. They had three companies on the road and in 1895 opened the Broadway Music Hall, inaugurating a multiple star system that set a new trend for musical revues.

During their career they employed such people as Lillian Russell, David Warfield, Fay Templeton, Peter F. Dailey, Mabel Fenton, Charley Ross, De Wolf Hopper, Marie Dressler, Willie Collier and Sam Bernard. They were forced to close the Broadway Music Hall when the fire at the Iroquois Theater, Chicago, caused strict enforcement of fire laws in New York. The partners were told they would have to remodel or close the Music Hall and this caused a disagreement between them which resulted in their splitting partnership. They were reunited in 1912, however, and produced *Hokey Pokey*, which proved unsuccessful. They produced no more shows, but later appeared in several movies and in vaude for a while but never reached the prominence they had known around the turn of the century.

Fields died in July, 1941, and it was said that Weber never fully got over his lifelong friend's passing.

Weber is survived by his widow, Lillian, whom he married in 1897, and a sister. Services and burial were held in Los Angeles.

## MORRIS GEST

Morris Gest, 61, one of the best known theatrical producers in the world, died May 16 of pneumonia in Midtown Hospital, New York, after an illness of 10 days.

Born Moses Gershonovitch in a village near Vilna, Russia, he had always wanted to work in the show business. At a very early age he ran away to join a circus; when he was sent back home he convinced his father, a soap manufacturer, to let him go to America. At the age of 9 he arrived in Boston to embark on his career, but the need to support himself forced a detour. He became a newsboy and a bootblack, and entered the American theater briefly as Bosco, the Wild Man, in a 5-cent show. Going to New York, he managed to get a job as usher in a Hammerstein house, and later worked up many rungs of the ladder, as billposter, scene shifter and in small roles.

In 1911 he became associated with F. Raymond Comstock, and together they produced more than 50 plays. His notable career as a producer included such widely publicized spectacles as *Chu Chin Chow* and *Aphrodite*. He persuaded the great Etanora Duse to come to America to appear in five plays. He persuaded Geraldine Farrar to go into films, and so started a new star era in pictures. He imported the *Chauve Souris* in 1922 and the Moscow Art Theater the following year. But the crowning achievement of his theatrical career was the production of *The Miracle*. He had seen the Max Reinhardt production of the play in Germany, and became almost obsessed with the idea of presenting it here. He estimated that it would cost \$300,000. But before he was thru the nut had risen to \$610,000, expenses including the remodeling of the interior of the huge Century Theater to make it look like a cathedral. The production was a tremendous artistic success and it brought Gest incalculable reams of publicity, but it was a financial failure, and it, together with lawsuits arising from its production, contributed to force him into bankruptcy some years later. His last production in the legitimate theater was *Wonder Bar*, in which Al Jolson starred. He had been inactive of late years, his last show business offering being a midget village at the New York World's Fair.

He was as much a believer in publicity as his father-in-law, David Belasco, and wore a large black slouch hat and a wide, flowing black Windsor tie as personal trade-marks. In the tremendous publicity flurry attendant on the production of *The Miracle*, he engaged both Princess Norma Matchabell of Italy and Lady Diana Manners of England to play the leading role, a duplication that resulted in lawsuits later.

He is survived by his widow, Reina Belasco Gest; two brothers, Simeon and Sam, and two sisters, Rachel and Mrs. Paula Gombert. Funeral was held at 11 a.m. Monday (18) at the Central Synagogue, New York, and interment at Linden Hill Cemetery, Maspeth, L. I.

**LAMBIE**—Mrs. Louise Humphrey, one time associated with Will Parker, brother of the late C. W. Parker, of Leavenworth, Kan. He was also well known in theatrical circles and did some promoting of opera.

**WALTER**—Dr. John P., 81, former member of Ringling Bros.' Circus band, recently in McGregor, Ia. Survived by four daughters and two sons. Services and burial in McGregor.

**WILLIAMS**—William, 72, actor, in Cedars of Lebanon Hospital, Los Angeles, recently. Services and burial in Los Angeles. His widow, Daphne Darwin, former legit actress, survives.

**WILSON**—Forrest, 59, author of the Broadway musical *Blessed Event*, May 9 in Weston, Conn. He leaves his wife and a daughter.

**WOODFORD**—Eugene C., 37, auto racer, in an accident on the Greenfield (O.) track May 10.

**LEAH**—W. C. (Buck), 55, formerly with Ringling Bros.-Barnum & Bailey Circus, of a heart attack at his home in Johnson City, Tenn., April 14. Survived by his widow.

**McCARTHY**—Charles (Timothy F. McCarthy), 84, character actor, May 8 in New York. He appeared with George M. Cohan in several Broadway shows, including *Eight Bells*, *Melody of Youth* and *Lady Blarney*. He was also with road companies in this country, Europe and Australia. He leaves his second wife.

**McCULLAR**—Judge C. B., 45, an official of Middle Georgia Fair, Milledgeville, and widely known to carnival and fair men, in a Milledgeville hospital recently. Burial May 8 near Milledgeville.

**McPHILLIPS**—Mrs. Emma, 91, mother of Hugh McPhillips, well-known retired showman, at his home in Crystal Beach, Fla., May 5.

**RIVERS**—Frank S., 69, widely known in Chicago theatrical circles for 50 years, in that city May 6. He entered show biz as a messenger for John A. Hamlin's Grand Opera House, Chicago, later managed several theaters, and finally became auditor for the theatrical firm of Kohl, Castle & Middleton. His widow survives. Services in Chicago May 9.

**SCHMIDT**—John J., 74, owner of concessions at Fontaine Ferry Park, Louisville, in St. Mary and Elizabeth Hospital there May 13. He had previously operated concessions at a Cincinnati park. Burial in Calvary Cemetery, Louisville.

**SELISSEN**—Theodore (Pat), 49, owner of Riviera Supper Club, Green Bay, Wis., May 8 in a Rochester (Minn.) hospital. Survived by his widow, father, seven brothers and six sisters.

**SHERMAN**—Adah, 81, retired actress, May 12 at St. Luke's Hospital, New York. Most of her career was as a member of numerous stock companies. She began with the Morosco Stock Company, Los Angeles, in 1902, and had been with the Keith Stock Company at the Chestnut Street Theater, Philadelphia. She made several appearances in motion pictures, her last being in 1929 in *Diamond Lil*. Buried in the Actors' Fund of America plot, Kensico Cemetery, Westchester County, N. Y.

**SMITH**—Leonard L., 58, comedian on Columbia wheel, in stock, with tab shows and in the movies, in Saugus, Mass., recently. He appeared thruout this country and in Europe. Survived by two sisters and his father.

**SWARTZ**—Jake, 78, veteran park operator, in Houston April 28. He was at

## Joe Jackson

Joe Jackson (Joseph Francis Jiranek), famous tramp bicycle comedian, died suddenly May 14 in the wings of the Roxey Theater, New York, just after he had completed a performance. Friends said he was either 67 or 69 years old.

A native of Vienna, Jackson became champion racing cyclist of Austria at an early age. Later he turned trick bicycle rider and traveled over much of Europe. While appearing at the Crystal Palace in London, the handlebars of his bicycle came off. He waved the handlebars wildly as a gesture of despair. The laughs from the audience brought down the house and it gave Jackson the idea for his famous act. From then on he was a comedian. In all his years on the stage, Jackson did his act in pantomime. He would emerge in tramp costume, mount a bicycle and proceed to have all sorts of trouble, while all the while he continued to keep his seat.

Jackson was an international favorite, having appeared thruout most of the world. He had been a familiar figure at the New York Palace in the heyday of vaudeville. During the New York World's Fair, Jackson appeared in the *American Jubilee*. Shortly afterward he opened a restaurant and dance hall in Greenwood Lake, N. Y., where he made his home. Of late years he had devoted most of his time to managing his eatery, making only infrequent stage appearances, mostly in New York, when he felt like it. He was also a capable magician.

He is survived by his son, Joe Jackson Jr., currently doing a similar act in Los Angeles with the *Ice-Cupades of 1942*, having been taught all his routines by his father.

# Roadshow Films

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## Roadshowmen Stress Good-Will Angle of Free Shows

NEW YORK, May 16.—Now that the warm weather is here, merchant-sponsored shows again come to the fore in the activity of roadshowmen, according to reports received from operators throughout the country. This year, more than ever, these shows are expected to reach a much wider audience as a result of priorities on tires and restrictions on gasoline. Dwellers in rural communities will have to stay put in their own localities and this will react to the benefit of operators of free shows, as well as those who specialize in paid admission programs.

The government restrictions will not limit operators who had the foresight to prepare for them, it is reported. Transportation difficulties that might arise will have to be handled individually. One thing is apparent, and that is that alert operators will find a means of carrying on, no matter how severe the restrictions may become. After all, as some of them point out, there's always the horse and buggy!

According to the comments of experienced free-show operators, there is an opportunity at this time to build the shows into a real community project and service. The purpose of the shows, of course, is to draw people into the community so that the sponsoring merchants can increase their sales on show night. Now, in addition to the purely business-boosting value, the shows can perform a service by co-operating with local defense efforts and, of course, showing defense films. Some operators report that they are adding trailers to their programs urging purchase of War Stamps and Bonds. A patriotic trailer, including the playing of the national anthem, is also being used, it is said.

Since free shows are primarily used as business builders, alert roadshowmen do not play Saturday or Sunday spots. In this way they are able to overcome objections of local theater operators if they happen to be in a town having a regular film show. Usually these shows have their best business over the weekend. Since the other merchants in town have their busy day all thru Saturday, there is no reason to hold shows on this night, expert operators state. Most people come into the town anyway.

The show night selected by the operator can be arranged with the desires of the local merchants. They keep their stores open on the night the films are shown—extra crowds are drawn into the town—and everyone is happy. With curtailment of travel imposed by the rationing and the doling of gasoline, the free shows are expected to draw record crowds in the small towns throughout the country. Business should boom for the local merchants, and also for the roadshowman who puts on the programs.

One point that is stressed by operators who have put on successful free shows season after season is that proper attention must be paid to the program. It must not be overlong; an hour is considered ideal. Films shown include comedies, educational shorts, and sometimes a serial. If the operator contracts to visit the town regularly each week during the summer. In shows running a little more than 60 minutes, a feature,

## Cutting It Short

By THE ROADSHOWMAN

Three film theater managers in Halifax, N. S., are exhibitors of 16mm. films on the side, for organizations, civic groups and conventions.

T. J. Courtney, manager of the Casino, is a motion and still photographer, and has won a number of awards for his proficiency in both, the prizes coming from Canadian and U. S. photographic entities. He makes up travel and news scenes, including color films. If a news break develops in this area he hops to it with his motion-picture camera, shoots it plain or in colors, and is the first to screen it, beating the international or Dominion newsreels and newspapers. Film is shown first in the Casino and then for local clubs, etc. Courtney is a skilled projectionist. For groups, he makes up complete programs, featuring his own adventures with a motion-picture camera in the Nova Scotian woodlands, showing plenty of wild life and reproducing scenes on the Atlantic off Nova Scotia.

Altho not as active as Courtney, P. J. Dwyer, manager of the Family and Oxford, and I. L. Haley, manager of the Dundas and Mayfair (the two last named in Dartmouth, across the harbor from Halifax), specialize in shooting travel, hunting and spot news breaks around Halifax. Such pictures are first shown in the theaters they manage and then to private and semi-public groups in Nova Scotia. Each manager is his own projectionist.

usually a Western or action picture, can be shown with a cartoon and newsreel or defense picture.

## Philly Night Club Runs Old-Time Pix

PHILADELPHIA, May 16.—The first night club in the Philadelphia district to add the showing of old-time movies will be the old Overbrook Villa, at nearby Lindenwood, N. J., which reopens soon as the Gay 90's Music Hall. Dark since prohibition days, when the Villa was the class supper club in the territory, the roadhouse is being readied for a new lease on after-dark life by Jack Stern, veteran showman.

The entertainment policy calling for a revival of the old hiss-the-villain melodramas, the showing of silent films of the old days will be entirely in keeping with the new night club's policy. According to present plans, the old-time films will be shown in the cocktail lounge between stagshows.

## Penny Drive-Ins Set For Banner Business

BETHLEHEM, Pa., May 16.—Realizing that with tire and gas rationing, amusement seekers in the small towns in Eastern Pennsylvania will not be able to travel great distances for their diversions, the many drive-in theaters dotting the territory look forward to a banner business this summer. The Moorestown Drive-In Theater is the latest

## Showmanship Is a Must In the Roadshow Field

By S. C. ATKINSON, President General Films, Ltd.

I HAVE watched carefully methods used by successful showmen in the 16mm. field, and have also watched the methods of those who have not been successful. Definitely and positively, successful operations depend more on showmanship than on any other incidental factor. One operator can operate on a given circuit and be highly successful, whereas another operator, working the same circuit, will have mediocre success, if any.

There is no intention here to preach, but it is an inescapable fact that some roadshowmen are "missing the boat" when it comes to the application of successful showmanship principles in their business. It is true that the 16mm. division of show business is a comparatively young branch of the industry, and considerable new blood has entered the field with little, if any, experience. But it is also true that operators who have had previous experience in show business have been most successful, for they understand and apply the elements of successful showmanship. Beginners who fully appreciate the value of showmanship and exploitation also succeed.

There can be no argument with the fact that methods in the 16mm. field differ in many respects from those in the 35mm. field, yet the basic principles of showmanship will always apply. Showmanship can be classed only as an intelligent application of the laws of advertising. Advertising, in turn, is merely the endeavor to create a demand for an article or product. In this case, the product is the 16mm. program put on by the roadshowman.

Roadshows must be looked upon as a business proposition, just as tho the operator were in the grocery, oil, coal or other business. All commercial enterprises require adequate advertising, for advertising is their life's blood. A roadshowman must create a desire for his product. His product is entertainment. The task is not too difficult since motion-picture entertainment holds the unique position of appealing to persons of all ages and walks of life. However, there are many other forms of entertainment, each with its venter, striving to attract and hold public attention.

The task of the roadshowman then is not only to attract attention to his showings and create a desire to see his entertainment, but to provide this entertainment in such a manner that audiences will come again and again. An important point to remember is that the roadshowman can be supplied with everything in the way of film material, projection equipment, screens, etc., but only a showman can, by adequate use of his mental resources, provide the all-necessary prime essential—showmanship!

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of the outdoor show places to open, getting the season under way last week—and with *Streets of New York*, starring Jackie Cooper. Program included Chapter 1 of *The Wolf Dog*, with Frankie Darro.

Situated near the city on the Bethlehem-Wind Gap Highway, the outdoor theater will operate Wednesday, Friday and Saturday evenings. Admission is free, with a 25-cent fee for each car parked.

## Trucking Problem Blow to Kinseys; May Have To Fold

CANTON, O., May 16.—Madge Kinsey Players, 40-year-old tent opera, now in the third week of the new season, may have to fold unless a permanent location is obtained by June 1. Harry E. Graf, business manager, reports. Trucking restrictions, effective June 1, would compel the trucking firm moving the Kinsey troupe equipment to obtain a return load from the town to which the show is moved each week-end. Officials of the firm have informed Graf that such an arrangement is impossible and that after May 31 it must discontinue moving the show, as it has done for several years.

The government ruling was received only a few days ago and the show is faced with closing unless some permanent location is secured by June 1. Graf said he hoped to avoid abandoning the season's tour, as the show has a new top and other equipment this season and the outlook has been the most encouraging in recent years. Graf said he would decide within a few days on what course to pursue in order to keep the troupe on the road.

The Kinsey Players launched the new season recently at Postoria, O., home town of Madge and Harry Graf, under ideal weather conditions and good business resulted.

## Rep Ripples

WALTER AND HELEN PRICE (Helen and Toby) are figuring on giving up tent show trouping this season in favor of nitery work, which they say is easier and more remunerative. They hopped from Chicago to Portsmouth, O., last week to play De Met's Cocktail Lounge, and are being held another week. They recently purchased a Sol-o-Vox. . . . PEARL'S ENTERTAINERS, reported to be doing good business in Central Mississippi, jump into West Texas June 1. Outfit makes the hops on one truck and plays three-day stands. . . . "HI-BROWN BOBBY" BURNS, veteran minstrel and in recent years advance man with tent rep shows, is playing tuba with Claude Meyers' band on the King Bros.' Circus. . . . OTIS L. OLIVER this week moves his old-time opy from Richmond, Ind., to a South Bend, Ind., hotel. Company plays parks later in the season. . . . DOUG MORRIS, last season with Bryant Show-

boat and since last fall with the Eastern company of *My Sister Eileen*, reported at Governors Island, N. Y., for his army physical exam Tuesday of last week (12), but was rejected due to an asthmatic condition. Morris hastened back to the *Eileen* company just as the office was prepared to send out another lad to replace him. He got his old job back. The *Eileen* troupers fixed him up with a farewell shindig and a pen and pencil set upon his departure and welcomed him back with open arms upon his return. "I'd only be lying if I said I wasn't the happiest guy in the world to rejoin the show," Doug type-writes. "The gang here was so glad to see me back that you'd think I was the guy who pays 'em off every Friday. . . . BETTY HUTCHISON was avisor on Billroy's Comedians for a few days last week. . . . JOHN W. WALTERS, of Columbus, O., answers "Slipfoot" Clifton's query here last week on Bobby Gossans. Walters says Gossans is operating a smoke shop and magazine stand at Spruce and High Streets, Columbus. . . . HABB AND DENTON, back from a season in Florida, are set on nitery dates in the Middle West. . . . CLAY BUSHEE, who has been operating a vaude-pie show in Northern Florida, has moved into Lowndes County, Georgia, and is headed for Alabama, where he will play halls until the fairs open.

BUDDY CANNON, under his right name of Edwin N. Cunningham, is convalescing from two operations in Ward 4-E, U. S. Veterans' Hospital, Aspinwall, Pa. He'll be there for quite a while and is anxious to hear from old trouper friends. He plans to troupe later in the summer. . . . JOHN D. PINCH, formerly with Billroy's Comedians for 11 seasons, was inducted into the army at Fort Hayes, Columbus, O., May 5, and is now with 472d Engr. Maintenance Company, Camp Shelby, Miss. "What I've seen of army life, so far," writes Johnny, is all to my liking. I have an idea, tho, that any good trouper has the basic disciplinary foundation to become a good soldier, or at least try. . . . ARTHUR SMITH, of the Grand Ole Opry Players; Sid Raymond, of Raymond's Comedians; Mr. and Mrs. Paul Brown, of the Dixiana Tent Show; members of the Hollins Radio Players; Alf Bell, of Bell's Spook Revue, and Fred Collins, of the Collins vaude unit, were recent visitors on the Byron Gosh Tent Show at Chilhowie, Va. . . . RUDY WILLING, veteran trouper, is now selling poll taxes in Shelby County, Tennessee, and keeping his finger in show biz by producing an occasional show for the various civic organizations in the area.

## Kelly Launches Michigan Swing

LAINGSBURG, Mich., May 16. — Jack Kelly's Tent Show made its traditional bow here Thursday under favorable auspices. Three-day engagement winds up tonight. The opening night audience was estimated at 350. The troupe has left for a Northern Michigan tour.

Plays presented here were *The Push*, *Valley of the Follies* and *Toby at Pearl Harbor*. Others in the company's repertoire are *Three in a Bed* and *Was Papa's Face Red*. The plays are interspersed by vaude and music by cast members.

Ducats sold at 11 cents for children and 35 cents for adults, including tax. Most of the reserved seats were filled opening night.

The cast is composed of Billy Cornish and Marie Belmar, regulars for several years; Connie Mathews, Nig and Jessie Allen, Dan Baurac, Walter Silliman, Frank White and Babe Covert. The Allens doubled for music between acts, Jessie on the calliope and Nig on the drums. A promotional angle used by the show is a \$10 War Stamp giveaway on the final night.

## Baxter Tenter in Tennessee

BIRCHWOOD, Tenn., May 16. — J. J. Baxter Tent Show has launched its new season to play its established towns in this territory. Included in the roster are W. O. Sullivan, toby; Virginia Sullivan, contortionist; Ken and LeVern Eagle, leads and specialties; Frank Caggan, ban-jolst; Agnes Baxter, parts and specialties; Neil Berentzer, piano; Charles (Slim) Vermont, specialties and concert producer, and J. J. Baxter, owner-manager.

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### New and Recent Releases

(Running Times Are Approximate)

**FIGHT ON MARINES**, released by Walter O. Gutlohn, Inc. A seven-reeler filmed just before the outbreak of the war between the United States and Japan, the picture was the last one to be produced with the co-operation of America's armed forces. Much of film was made at the Opa Locka Marine Airport in Florida. The leathernecks give an authentic background to the story, which deals with the theft of plans for a new army bomb release. Wallace Ford, Grant Withers, Toby Wing and Michael Doyle play the leading roles. Running time, 70 minutes.

**MacARTHUR — AMERICA'S FIRST SOLDIER**, and **MANILA BOMBED**, released by Castle Films, Inc. A one-reel newsreel subject covering a screen symposium of the general's career up to date. It is said the reel has inestimable future historical value. Also shown are scenes of the bombing of Manila, officially released by the U. S. Army. Running time, 10 minutes.

**CANTERBURY CATHEDRAL**, released by Post Pictures Corporation. A one-reel picturization of the mother cathedral of England. A church has been on this site since the days of Augustine and the present building followed a Norman church destroyed by fire in the 12th century. Film shows architecture, and interior and exterior shots. Running time, 10 minutes.

**TRAILS WEST**, released by Pictorial Films, Inc. One in a series of stories based on the *Billy the Kid* legend. Plenty of action, excitement and thrills as six-shooter justice is meted out in accepted Western thriller fashion. Bob Steele plays the lead role. Running time, 60 minutes.

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## Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

### D. C. Show Has 10 and 3

WASHINGTON, May 16.—Line-up at the Shapiro-Brady Speed Derby here, as of May 13, was Mike Villa and Virginia Anderson, Joe and Mary Rock, Benny Leonard and Edith Merritt, Jimmy Stone and Alice Garcia, Phil Rainey and Joann Leslie, Jack Stanley and Leona Barton, Frankie Donato and Lorraine Kight, Larry Decorato and Hilda Ludwig, Johnny Henderson and Eileen Ritter, Bill Bern and Nadine Lynch, and solos Jack Glenn, Johnny Hughes and Virgil Filkil. Begun recently were the 15-minute tornado sprints and 30-minute blindfold treadmills.

MARY ROCK, appearing in the Washington show, was married on the contest floor to Pvt. William White, U. S. Army, May 8.

PAUL DREGER reports that Harry Smyth, heat judge; Ernie Steele, day judge, and Lenny Palge, Hal Brown and Art Wolfe, on the microphones, are doing fine jobs at Jerry Green's Baltimore show. There was a capacity house for the Red Monroe-Betty Linder wedding May 6.

PORKY JACOBS, now emcee at Hazel's Town Tavern, Wilmington, Calif., would like to see something in these columns on his old friends.

FORREST (SOOR PUSS) BAILEY returned to Pasadena, Calif., from Honolulu May 6. Still in Honolulu, according

to Bailey, are Rella Finney, Joe and Margie Van Raam, Pee-Wee Collins, Danny and Millie Bramer and Jimmie Goble.

PVT. EVERETT PARKER, former contestant, is in the Air Corps, stationed at Jefferson Barracks, Mo.

PVT. DALE THORPE is playing with the 43d Division Band, Camp Shelby, Miss., and expects to be transferred to the Air Corps soon.

J. SALOR, Chicago, wants to see something here on Patsy Patterson, Steve Roberts, Jack Duvall, Al Burke, Shirley Shelton, Doris Jeffries, Alice Donato, Don Reid, Velma Lane, Peggy Collins, Pat Gallagher, Lou Meredith, Smitty Inman, the Palookas, Joan Leason and Betty Marshall.

AL THOMAS, Evanston, Ill., wants to know if June Hovick, sister of Gypsy Rose Lee, and Red Skelton ever appeared in shows as dancers. We don't recall Miss Hovick appearing in walkies, but we do remember Skelton serving in the field as emcee.

G. E. BOWLEY, Washington derbyshow enthusiast, writes that the All-American Bombshell sprints were started at the 888th hour of the Brady-Shapiro show there. Contestants recently bought 2,000 MacArthur pins to distribute to their friends attending the show, which is still being aired four times daily over Stations WINX and WWDC, Bowley says.

# GOOD LAUNCHINGS CONTINUE

## WM Bow Beats Philly Records

Rain hampers initial days  
—5-cent admission hike  
levied—midway attracts

PHILADELPHIA, May 16.—With perfect weather, World of Mirth Shows topped their previous attendance and gross receipts records at their eight-day engagement at Erie and G streets. Shows opened May 1 and continued thru May 9, except for Sunday (3). From Thursday on heavy rains and intermittent showers held down attendance, but six ticket boxes, double the ordinary number, were used at the main entrance to handle the initial Saturday crowds. Paid attendance that night crowded 15,000, while admissions the previous night were slightly over 12,000.

All prices were increased, including admission to the grounds, which was hiked to 15 cents including tax, a five-cent increase over previous years. For the most part sit-down shows operated on a straight 25-cent basis, with tax included. One per cent city taxes were carried here in addition to federal taxes.

Early arrival made it possible for shows to set up on time, despite a shortage of help in all departments. Dim-out orders did not affect shows, and organization was permitted unlimited use of (See World of Mirth Bow on opp. page)

## Fourth Baltimore Week Is Okay for Cetlin & Wilson

BALTIMORE, May 16.—Cetlin & Wilson Shows wound up the fourth of a five-week stand here tonight to highly satisfactory business, R. C. McCarter reported. American Christian Church sponsored this week's engagement, and shows' final stand will be played at the circus grounds opposite Ringling-Barnum circus, after which they leave for a week's engagement in Pittsburgh. Lee Erdman, with Monkey Circus, and Mickey Manson's Side Show joined here and opened to good business.

John W. Wilson, co-owner, has been appointed sub-chairman of the Carnival Division of the Army and Navy Emergency Relief Fund for Eastern shows and has the full co-operation of members of the shows, rides and concessions. Members called a special meeting May 12 to assure Wilson of their support. Shows' War Bond and Stamp booth downtown has been reporting increased sales.

Mrs. Wilson and Mrs. Cetlin have augmented their Paradise Revue cast, one of the additions being Tanit Ikas, formerly with circuses. Six Queens of the Sky, free act, are proving a good draw, and all rides and shows report satisfactory results. Johnny Ray added a new War Show, with Allen Christip in charge. Al Wallace closed with his Spitfire.

Scooter and Moon Rocket are vying for top ride receipts, with the Miss America Show leading the shows. Press department has produced an attractive rotogravure folder, which is being distributed weekly.

### Franks Folk Use One Day's Receipts for Bonds, Stamps

MACON, Ga., May 16.—In a move to co-operate with America's all-out war effort the personnel of Franks Greater Shows has agreed to devote one day's earnings each week to the purchase of War Bonds and Stamps. At a conference with Manager W. E. Franks it was agreed that each Friday's earnings will be set aside for this purpose.

Initial trial of the plan last week saw the personnel purchase about \$500 in bonds and stamps. No one, from the management to the concession agents and ride boys, failed to buy. It is planned to continue this arrangement thruout the season.



MAX LINDERMAN, who has been appointed head of the Carnival Division of the Army and Navy Emergency Relief Fund, smiling (as who wouldn't?) at Hollywood star Dorothy Lamour when a campaign rally was held in the rooms of the National Showmen's Association, New York. Linderman, general manager of World of Mirth Shows, was named to the important post by George A. Hamid, national chairman of all outdoor activities.

## Linderman Named Chairman of Midway Division, Army-Navy Relief Fund; Starts Campaign

NEW YORK, May 16.—Max Linderman, head of World of Mirth Shows, has accepted "with great pride" the chairmanship of the Carnival Division of the Army and Navy Emergency Relief Fund. Appointment was made by George A. Hamid, national chairman, who has jurisdiction over all outdoor operations in connection with the combination service fund. Linderman made the announcement while visiting here from near-by South River, N. J., where the shows are appearing this week. On Thursday he sent letters to about 100 carnival owners thruout the country asking them to pledge their support by conducting benefits every Wednesday and turning over 10 per cent of the gross receipts, after deducting federal and local taxes, to the fund. Checks or money orders should be mailed to Stanton Griffiths, Navy Relief Society, 730 Fifth Avenue, New York, and marked "Carnival Division," Linderman said. He released the names of shows which have already pledged as follows:

Badger State, Barkoot, Bright Lights, O. C. Buck, Cetlin & Wilson, Cumberland Valley, Dick's Paramount, Eddie's Exposition, Endy Bros., Fitzpatrick Exposition, Garden State, Golden Belt, Heller's Acme, I-T Shows, W. G. Kaus,

Lawrence Greater, Art Lewis, M. & M., Ross Manning, Pryor's All-State, Rogers Bros., Skerbeck's Great Northern, Southern States, D. Stack Hubbard, Victory (J. J. Carr); also Red Crise, midget auto races; Aaron Hynes, concessionaire; Col. Jim Eskew's JE Ranch Rodeo. Previously announced by Chairman Hamid were Convention Shows, Coleman Bros., Great Lakes (Neil Burke), Victory Shows (Ralph Harris) and Mighty Monarch.

J. Eddie Brown, prominent California showman, has offered his services and was named sub-chairman for the West Coast area, Linderman stated. He said he is "particularly anxious" to hear from Western shows.

### Jones, Royal American Soon in Chi Territory

CHICAGO, May 16.—First of the large carnivals to play Chicago territory will be the Royal American Shows, which are booked for 13 days in Cicero late this month.

Second will be Johnny J. Jones Exposition, which will play Calumet City week of June 8, with several other stands around Chicago to follow.

## Carnivals and the War

(Continued From Last Issue)

What leaders in the field promise in connection with the war effort and how they intend to carry it out:

Raymond P. Wyant, Dixie Concessions.—"Banners hung in every concession bear the slogan, 'Buy War Bonds and Stamps.' It has been suggested that everyone employed with us deduct a percentage from his wages to buy bonds and stamps."

Melvin C. Dodson, Dodson's World's Fair Shows.—"Employees have been asked to purchase whatever amount of War Bonds and Stamps their salaries permit. Every attaché is required to be available to serve the government in his or her best way. Every resource we have is at the government's disposal. The people of the show world are qualified to meet their country's requirements without hesitating."

E. L. Lohmar, Rubin & Cherry Exposition.—"Entire personnel co-operating in purchase of stamps. Inasmuch as these stamps have a value, are negotiable, it should be both a source of pride and of thrift for everyone to accept them until it squeaked."

"The amusement industry ranks well up in numerical strength. Some years ago, aided by a poll by The Billboard of autos used in show business, I obtained a statement from the Interior Department at Washington that we were then the fifth largest industry. This formed the basic argument for circuses and carnivals to secure a reduction in freight rates following the last war."

"With such strength, we should make ourselves heard loud and long as to what we are doing and influence other fields of endeavor to do likewise. With victory, these bonds and stamps create a reserve. With defeat, our money will be of no value and we should not have lost anything."

## Conklin Getaway At Hamilton Big

Click midway attractions augmented by Jacobs, McClure, Stoffel units

HAMILTON, Ont., May 16.—Despite rain, J. W. (Patty) Conklin's Shows' 1942 edition was successfully launched May 6 at Hoover Park, centrally spotted in the heart of the city. Date marked shows' ninth consecutive year here under Hamilton Lions' Club auspices. Opening afternoon and night drew fair attendance, as did the following day, altho activities were dimmed somewhat by showers.

Shows came in from quarters May 3, making it possible to unload on Monday and erect Tuesday, using a minimum of extra trucks and labor. All departments reported satisfactory grosses. Shows came out of quarters on 25 cars, 7 sleepers, diner, 11 baggage and 16 flat cars carrying 13 rides, 9 shows and 34 concessions. From the new front, constructed at a cost of \$6,000, to the old front transferring is resplendent in fresh paint. Several new show tents have been added and (See CONKLIN GETAWAY on opp. page)

## Showfolk Aid N. Y. Navy Relief Show

NEW YORK, May 16.—Quite a few from the trade participated in the Carnival Street show presented by the Ban-shees, headliners club, in grand ballroom and adjoining areas of Waldorf-Astoria on Tuesday for benefit of Navy Relief Society. Donald D. (Daddy) Simmon and associate Max Hummel had most of the stores, including liquor booth (Hummel), scale (Dan Deprete), Coty Perfume (Harry Krasnow), darts (Billy Doames and Irving Herbert), candy (Eddie Rockefeller) and palmistry booth. Powers' "long-stemmed American Beauties," ornamented the booths with their presence. In the "Gypsies' Tent" were Bela Loblov and musicians and there were several clowns, including Malcom, billed as "Juggling Joe From Baltimore." Joe Rogers' Corner contributed Fisher and Gold, brown derby singers.

It was a tremendous benefit with dance music by Meyer Davis and ork. Ted Saucier served as executive chairman and conceived and produced the show.

## Eli Lagasse's Unit In Neat Boston Bow

BOSTON, May 16.—Eli Lagasse's No. 1 unit opened big at Haverhill with crowds staying with it until past midnight, unusual for the location. Lagasse said there was more money around than he has seen in years and that the rides did particularly well.

Sol Solomon, high diver, booked by Al Martin, is set for eight weeks. Haverhill stand ends tonight.

## "Give Them the Gate"

By R. F. McLENDON

LOOK

For This Feature in  
The Billboard  
Summer Number

Dated May 30





**PENNY PITCH GAMES**

Size 46x48", Price \$25.00.  
Size 48x48", With 1 Jack Pot, \$35.00.  
Size 48x48", with 5 Jack Pots, \$45.00.

**PARK SPECIAL WHEELS**  
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$12.00

**BINGO GAMES**

75-Player Complete .....\$5.00  
100-Player Complete ..... 7.25

1/3 Deposit on All Orders.

SEND FOR CATALOGUE  
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

**SLACK MFG. CO.**

124-126 W. Lake St. Chicago, Ill.

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Single Sheets, 3 1/2 x 14, Typewritten, Per M. \$5.00  
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120 Pages, 2 Sets Numbers, Clearing and Polloy.  
1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, 15¢.  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-p. Well Bound . . . . .25¢  
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**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$4.00 per 100; Sample 10¢.  
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

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Instant Delivery. Send for Wholesale Prices.

**POPCORN—PEANUTS**

Seasoning, Cones, Bags, Ctns. and complete line Popcorn and Peanut Supplies. New and Reconditioned Equipment bought and sold.  
Phila, Pa. **MOSS BROS. NUT CO.** Pitts., Pa.

**W. E. West Motorized Carnival**

Opens in June

Want Shows and Concessions. Have new tops and banners. Can place Wheel Foreman and Ride Help that can drive trucks. No time to write, come on. All Concessions open. Want Concession Agents, EH Cooper, Russ Lloyd, Strawberry Rollin, Mike Conway, W. E. Jack, Clyde Graham, Babe Emswiler, others that worked for me before, come to quarters or get in touch with me now.  
Winter Quarters, Cheney, Kansas.

**WANTED IMMEDIATELY**

Girl Ball Game Workers. Wire Lennie Fineman or Josephine Haywood  
Care of Johnny J. Jones Exposition, Pittsburgh, Pa., May 18 to 30.

**CLOSEOUT**

**WORLD'S FAIR LIGHTS**

Mercury Vapor Lights, 400 Watts with Alzac Aluminum Reflectors, each \$12.00, 1500 Watt Spot Mazda, complete with Reflectors, each \$6.00. Also Back Geared Motors, 208 volts, 3 Ph., 1/75th horse power, reduction 96 to 1. And 1/25th horse power Universal Back Geared Motors, 110 Volts, 2 speed reductions, one at 25, the other at 150. Each motor \$10.00. Also Electric Valves, each \$6.00, 25% with order, balance C. O. D.

**EASTERN SALVAGE CO.**  
208 Lafayette Street N. Y. C.

**FORREST C. SWISHER WANTS**

Side Show Acts and Concession Agents, Girl for Sward Box, Impersonators for Sward Ladder, Electric Chair, Opener to handle front. Mentalist capable of getting money. Boss Concession to handle 20x30 and two 16x24 Annex Tents and 125 ft. Banner Line. Agents for Siring Game, Cigarette Gallery, Bumper Joint, Penny Pitch, Post Office, Hoop-La, Mouse Game, Pitch Till Win. Address: F. C. SWISHER, care Parada Shows, Rich Hill, Mo., May 18-26, or per route.

**Midway Confab**

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

**WITH IT?**

**MIKE AND HELEN PATTEN**, with four concessions, joined World of Fun Shows in Appalachia, Va.

**PEGGY VAUGHN**, girl wrestler, joined Dick Kanthe's Athletic Arena on Golden State Shows in San Luis Obispo, Calif.

**FORMER** concessionaires Bob Burkshire and W. R. (Dick) Harris are operating the Hi Hat Club, Childersburg, Ala.

**PUBLICITY** is what a manager offers his press agent in confidence.

**BOB MALONEY**, who is visiting Mr. and Mrs. Ed Evans on O. C. Buck Shows, will be inducted into the army soon.

**JOINING** the Side Show on Parada Shows recently was George Chandler, magician and lecturer.

**PVT. FRANK FORANCE** (Al Ricker), former eccentric dancer with Endy Bros. Shows, is stationed at Camp Lee, Va.

**IT'S** a poor time to hold an inquest after the show has closed the season.

**LATEST** addition to Pinky Pepper's unit on Franks Greater Shows is Wilbur Raley.



**JESS BRADLEY**, well-known carnival and circus legal adjuster, is the new business manager of Buckeye State Shows, he having concluded negotiations with Owner Joe Gallor during shows' recent stand in Union City, Tenn.

**BECAUSE** of her mother's illness, Mrs. Frank R. Ware advises from Dallas, Tex., that she will not troupe this season.

**EDDIE BAREFIELD**, Bernharts, Pa., who has been under a doctor's care for two years, would like to read letters from friends.

**HEADING** the list of forgotten promises: "I'm going to save my salary this year."

**KARL E. VOYT** (Prince Val Dawn) recently visited Logsdon brothers on Franks Greater Shows while in Macon, Ga.

**LOUIS R. SCHARER** (Flip, the Frog Boy), formerly with carnivals and circuses, is employed as an accountant in New Jersey Chancery Court, Trenton.

**MR. AND MRS. WALTER F. HUNT** are operating their Hot From Harlem Minstrel on Elite Exposition Shows to good business, they report.

**WHAT** was headline news following last winter's fair meetings isn't mentioned now.

**REPLACING** Bill Aldrich as operator of the bowling alley on Alamo Exposition Shows at Mineral Wells, Tex., recently was Bill Bass.

**MRS. JOE PAYNE** is with Bantly's All-American Shows again this season as cashier and ticket seller at the front gate.

**EDDIE BAREFIELD**, who has been confined in his home in Bernharts, Pa., for the last two years, would like to read letters from trouper friends.

**ORDER** went up in Duke & Shilling's gal-show dressing room prohibiting snuff dipping while on bally.

**TED LEVITT**, special agent with West Coast Circus Shows, left at conclusion of the Vallejo, Calif., engagement to accept a position in a defense industry there.

**JOINING** the West Coast Circus Shows in Vallejo, Calif., recently was Art Craner. He will handle publicity and special promotions.

**FORMER** secretary of Bee's Old Reliable Shows, R. Felton Robinson is with the Army Ordnance Corps at Sebring, Fla.

**THERE** is nothing like our collegiate and athletic concessions which carry "Whoa, Red!" cheerleaders.—Colonel Patch.

**MR. AND MRS. BLACKIE JETT**, with two concessions, joined Bee's Old Reliable Shows during the engagement in Lexington, Ky.

**RAY CHRISWELL** has replaced Carl (Bama) Fondren as Tilt-a-Whirl foreman on Great Sutton Shows at Eldorado, Ill.

**HUBERT ALLEN** joined Buckeye State Shows in Union City, Tenn., to take charge of the Hot Spot Revue, Percy Martin advises.

**GENERAL AGENTS** mention the merits of an exposition show in about the same manner in which they pet strange dogs.—Oscar the Ham.



**FORMER** corn game manager for John Gallagan's concessions on various shows, Bob Clark holds the rank of private and is a member of the military police at Camp Knox, Ky.

**JOINING** Blue Ribbon Shows in Jeffersonville, Ind., to assume charge of the Posing Show were Joe and Mildred Sorenson.

**CHARLES MOORE**, former manager of Zervus Concessions with Cote's Wolverine Shows, is in the army and stationed at Camp Blanding, Fla.

**"HAVE** signed as annex attraction with Marty Smith's Side Show on Convention Shows and will make a 3,000-mile jump to join him in Buffalo," cards Rae-Terrill from Los Angeles.

**THIS** season may make even the smartest showman admit that he doesn't know what it's all about.

**AUGMENTING** the line-up on Arthur's Mighty American Shows at Petaluma, Calif., were Stephen Gould, Cora Mc-Neece, Mr. and Mrs. J. Phillips and Mr. and Mrs. William Poff.

**ELECTRICIAN** and Penny Arcade manager on Pearson Shows for several years, Jack Burton has accepted a position with the Walgreen Drug Company and will not return to the road.

**PVT. NICK BOMMARITO**, former carnival trouper, stationed at Fort Sam Houston, Tex., visited Ringling-Barnum circus during its New York engagement while on a furlough.

**SOMEBODY** is always ready to turn down

**Third Degree**

**ROSCOE FLYBYNIGHT** was the type of midway showman who would rather see his tent empty than to accept a pass. He even paid a man to guard the sidewall to keep kids out. When orphans arrived he never opened. Newsboys were a pain in his neck and he threw fit after fit when they arrived. As usual, tho his tent was empty, he could handle only a few and they went thru a severe grilling. When a pass stamped "City Official" came to his door, the holder had to tell him what position he held and if a minor one he was turned down. Fair officials with paper had to listen to, "The fair, this carnival and I can't make any money taking those things." He always turned down the wrong person at the wrong time. When he asked the office to take his show off of the passes, it was more than glad to do so. Later during the season while the show was playing Roscoe's home town he asked the office for 50 comps to take care of his relatives. These were stamped, "Not Good After Thursday." His kinfolk arrived on Saturday and were turned down at the first show. They beefed about it to Roscoe. He flew into a rage and bellowed thru his loud-speaker on the front, "What do you First-of-Mays think you have, grand opera? I don't know of another show in the country where you could get by with that kind of stuff."

an idea, especially if it has anything to do with leaving the lot early on teardown night.

**GEORGE SHANNON**, vet trainmaster, visited *The Billboard* Cincinnati office last week while en route to Dayton, O., where he will join Mighty Sheesley Midway.

**BILLY KITCHEN**, known professionally as Billy Gibson, has left the road temporarily at least, to accept a position as welder with a Mobile (Ga.) shipbuilding company.

**O. N. CRAFTS**, owner of Crafts 20 Big Shows, received a large check from the Treasury Department for the speedy B-17 Beechcraft plane he turned over to the navy at San Pedro, Calif., recently.

**DON'T** think that because a showman does you a favor you are everlastingly under obligations to him.—Cat Rack Annie.

**FORMER** concessionaire and now in the floral business in Vallejo, Calif., Alfred Lindenberg was a nightly visitor to West Coast Circus Shows' midway during the stand in Vallejo.

**FORMERLY** with West's World's Wonder, Buckeye State and Zacchini Bros.' shows, Leo H. Covreau is a staff sergeant with the Medical Corps at Fort Bragg, N. C.

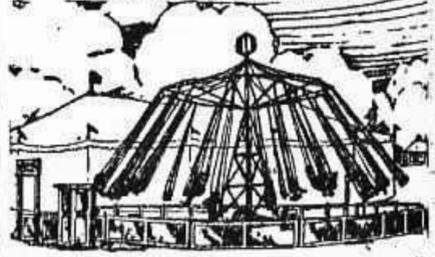
**A LAND-MARK**

On the Midway or in the Park the "Old Reliable" No. 12 BIG ELI Wheel is a fine profit earner; 45 feet in height, it towers above other rides, the real center of attraction. Invest in a ride with a 43 year record of success and popularity standing back of it.



**BUY UNITED STATES PATENT OFFICE**  
**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
800 Case Ave. Jacksonville, Ill.

**THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.**



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire heights 26 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for price and description.  
**SMITH & SMITH, Springfield, Erie Co., N. Y.**

**CONCESSIONAIRES** added to Blue Ribbon Shows' midway at Jeffersonville, Ind., recently were Fred Zschille, 3; Danny Ellis, 2; Jake Porel, 2, and Joe Pisara, John Scott, Buster and Naomi Westbrook and Charles Read, 1 each.

**OUR** cookhouse has been serving such rich, rare and real food all season that we fear for the proper care for the teeth of our personnel.—Stretch Bros.' On-the-Bounce Shows.

**CAPT. BILL SELLS'S** lion act was the subject of some highly complimentary publicity in a recent issue of *The Commercial-Review*, Portland (Ind.) daily. Sells currently has the act on Vic Horwitz's Motor City Shows.

**OWNER-MANAGER** Gold Medal Shows, Oscar Bloom was presented with a gold watch and chain by personnel of the organization when he celebrated his birthday during the stand in Vincennes, Ind.

**SAILOR THOMPSON**, former Skooter foreman for Rubin & Cherry Exposition, holds the same position with Crafts 20 Big Shows this season, Jack Shell reports from Bakersfield, Calif. Assisting him are Bill Jones, Curly Shoemaker, Big Bill Milnor and Bob Hayward.

**GIRL-SHOW** performers like to see their pictures in the papers. It gives 'em the feeling that they, too, are entertainers and are helping to bring up midway grosses.

**JULES BAGARRY** joined Dodson's World's Fair Shows at Springfield, O., as assistant in the office wagon. He went there from Opelousas, La., where he has operated a studio since closing as secretary-treasurer of S. W. Brundage Shows years ago.

**LILLIAN LAYE**, former secretary of Burdick's All-Texas Shows and owner of several shows and concessions, injured her leg while presenting her exotic dance at Royal Cafe, Marion, O., recently. She is in Grant Hospital, Columbus, O., where she will remain for several weeks.

**ANYONE** knowing the whereabouts of Mrs. Inez Maltby, last heard from in Indianapolis, is asked to have her contact her brother, Earl Loren, at his home in Brighton, Ia. Loren says their mother is seriously ill and little hope is held for her recovery.

**SHOWMEN** with the best command of English are seldom rated as good front talkers. Those who can "con" tips the best are considered the topnotchers.

**VIOLA CARSON**, Kiddie Ride operator, cards from Tulsa, Okla., that she received a wire from Marine Transport Line, New York, stating that her son, Walter, was a member of the crew on a vessel carrying war supplies that was sunk by the enemy.

**EDWARD JESSOP**, widely known vet concessionaire, visited *The Billboard* Cincinnati office on May 14 while en route from the West Coast, where he wintered, to his home in Connersville, Ind. He will begin preparations soon for his fair tour, which gets under way July 4.

**VISITORS** to Arthur's Mighty American Shows' midway at Petaluma, Calif., included Mr. and Mrs. H. L. Patrick, Elmer and Estelle Hanscom, Mrs. Monroe Eisman, Mrs. William Clark, Anna Metcalf, Jack Joyce, Tod and Maxine Henry, Mr. and Mrs. Vic Davis, Stanley Cole and J. J. Davis.

**PRICES** are soaring so high that some of our white-collared gentry won't have shirts to put them on, especially if asked to double at tearing-down time.

**SILK CITY SHOWS**  
**WANT**  
Fish Pond, High Striker, Long Range Shooting Gallery, Cigaret Shooting Gallery, Guess Your Age, Photo Gallery, Pea Pool. Also good Ride Men. Week of May 18th, New Market, N. J. Wire or write  
**SILK CITY SHOWS**  
246 McBridge Paterson, N. J.

**WILLOW BEACH PARK**  
In City of Toledo  
Want Rides, Shows, Legitimate Concessions, 25% Plus Lights, Power.  
We have Conster, Laff-in-Dark, Bug, Seaplane, Skating Rink, Beer Garden, Dancing, Shooting Gallery, Bozo Drop, Lady-in-Red, Milk Bottles, Coke Bottles, others open.  
Opens May 30th, 1942.  
**JIM MYRE**  
1518 LaGrange St. TOLEDO, O.

**All That Glitters**  
YEARS ago a small gilly carnival was trying to stay out all winter. Members of the minstrel show worried from day to day as to whether they would be lifted from boarding houses. Some were so afraid of being hooked when Saturday night came that they slept in cold tents. Week after week the show barely got out of towns and the performers out of lodging houses. All had made plans for quick get-aways when spring arrived. One performer owned a watch fob with three gold pieces, \$20, \$10 and \$5, mounted in gold frames, dangling on it. Calling him aside one rainy Saturday, the carnival manager said, "Joe, that gold hanging on your fob looks very cheap and gaudy. A matter of fact, it makes you look like a man who wants to four-flush with \$35 worth of gold. Wealthy people who come on my lot consider it a vulgar means of trying to look impressive. I have in my possession a diamond ring which I wouldn't part with at any price, it being a gift from my mother, bless her old soul! She probably paid \$500 for it when gems were cheap and I will allow you to wear. To prove to you that I have implicit faith in your honesty, all I ask is that you deposit the \$35 in gold in my office." "Naw, suh! Naw, suh!" yelled the darky, turning nearly white with fright. "Regardless of what it costed, white folk would say, 'look at de big hunk ob glass dat boy got,' but when dey sees dis dey knows it's wo'th sumfin."

**PRINCESS MABEL**, chimp performer with Ruth Roy's Animal Show on John H. Marks Shows, was a guest columnist for a day recently when she took over Virginia Oakey's *From Where I'm Sitting* column in the May 2 issue of *The Richmond News-Leader* during shows' stand in the city's Church Hill sector.

**MYERS CONCESSIONS**, with headquarters in Dupont, O., opened with custard, candy floss and candy apples on Gooding's Greater Shows recently with Maurice Myers in charge. Similar units, with Corwin Reynolds as manager, opened on All-American Exposition Shows, and Frank Kuba, also with the firm, has the frozen custard on Gooding's No. 2 unit. W. S. Myers is general manager.

**PERSONNEL** of Lew Alter's Side Show on M & M Shows includes Joe, armless boy; Rammy Sammy, magic; Mlle. Zita, mentalist; Geakes, fire worker; Nervina, sword ladder; Phil Walker, tattooer; Horse Mane Girl; S. Smith, midget; Hallett, escape artist; Phil, alligator boy; Mary Markey, snakes; Stella-Mae, three-arm girl; Fred Mauren, annex opener; Anna Blane, nurse; Benny Rys and Frank Nuss, tickets; Grandma Gerringer, cook.

**BRAG** not about your newspaper connections. Your nose for show news and copy will speak for itself.—John Onccayear, P. A. Gate & Banner Shows.

**MRS. ROY E. LUDINGTON**, wife of the general manager of O. N. Crafts Enterprises, met with a near-fatal accident near Gallup, N. M., recently, when the car in which she was riding with Ruth Reed skidded off the slippery pavement on Highway 66, pluged down an embankment and overturned several times. Both were en route to Ada, Okla., when the accident occurred. Both were taken to St. Mary's Hospital, Gallup, where X-rays revealed no serious injuries. Mrs. Ludington suffered from chest bruises and shock.

A MIDWAY feature on Virginia Greater Shows is Louis Augustino's new attraction featuring an animal menagerie, deep-sea attraction and regular side-show acts. Red Woods is in charge of the front, with Scharst Russell and Grinko Pell, ticket sellers. Walter Walters is doing the lecturing and working the monkey circus. Other acts include Harold Quirk, man with two mouths; Mitzie Woods, illusions; Mario Gillette, girl in fishbowl; John Abbott, human pincushion, and Charles Williams, buried alive.

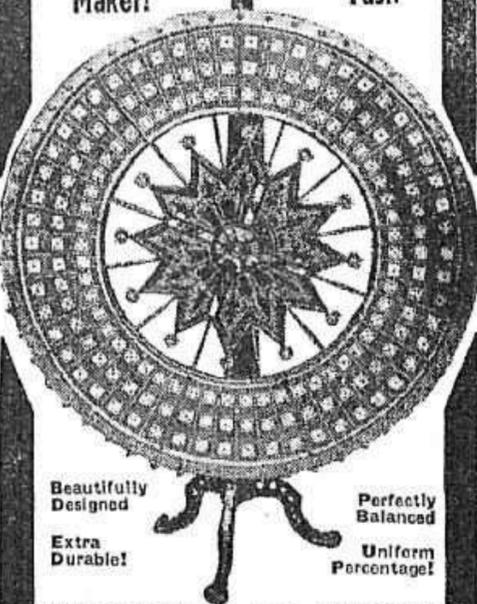
ONE of the bright spots on Dodson's World's Fair Shows' midway is H. Barkoot's cafe and cookhouse, where members of the Tall Stories Club hold their sessions. Here Melvin Dodson Jr., Joe Baker, Blackie LaRue, Harry Suss, Larry Bidwell, Jess Warren, Ray Cramer and Arch (Pappy) Johnstone and other associate members discuss the various

topics of the present and past. During shows' recent stand in Springfield, O., Starr DeBelle, of *The Billboard*, regaled members of the club at one of the sessions with his varied and humorous incidents of the road.

**WOULD** like to hear a pit-show all-day grinder who can say something besides "Going on all the time. It's going on now."—Cousin Peleg.

**GOOD FELLOWSHIP CLUB** on Bantly's All-American Shows held its first meeting of the season during the stand in Uniontown, Pa., with Ted Miller as chairman, Bud Rilee, of the Penny Arcade, was elected president; Al Dorso, cookhouse, vice-president, and Mrs. George Goodman, secretary-treasurer. Principal speaker was Herman Bantly, and Mrs. Phyllis Heffernan was elected entertainment chairman for the next meeting. A benefit bingo game was held after the meeting, with the proceeds being turned over to Harry Akers, well-known showman, who is ill.

**FRANK S. REED**, former show secretary and now proprietor of a book shop in Shreveport, La., comes thru with the following tribute to Rubin Gruberg: "When I heard the news of his death, I was shocked beyond words. I was confidential secretary to Gruberg from the time he and Sam Solomon launched Sol & Rubin Shows, his first venture as a show owner, until he retired in 1940. The 27 years of association with the Gruberg family were the most pleasant years of my show career. I knew Rubin when he sold novelties and when he reached the topmost pinnacle of his career. I was proud to be associated with such a man and when he realized that the days of ambition and achievement in his life's game were almost over, he was broken hearted, because his was a restless spirit. He could not content himself with the thoughts of the pleasure he had brought into the lives of so many people. Rubin's heart was big and at times his charity and kindness exceeded his good judgment. Yet it was a pleasure to him to know that he was helping someone. It is with sadness that I say good-bye and as I think of his many personal kindnesses to me, I like to think in the terms of the late poet, James Whitcomb Riley, 'He is not dead, he's just away.'"

**EVANS' DICE WHEEL**  
A Sensational Money-Maker! Popular! Flashy! Fast!  
  
Beautifully Designed Perfectly Balanced  
Extra Durable! Uniform Percentage!  
**WHEELS OF ALL KINDS!**  
Ideal for bazaars, festivals, fund-raising campaigns, Merchandise Wheels, Paddle Wheels, Horse Race Wheels, etc. Send today for Free Catalog.  
**H. C. EVANS & CO.**  
1520-1530 W. Adams St., Chicago

**FOR SALE**  
Two 1 1/2-Gal. Florida Frasco Malted Machines, fully automatic, complete with mix tank holder and pump, 60 cycle, 110 volts, A.C. motor. Used only three months. Two machines give continuous flow of "Freezer Fresh" Ice Cream, Frozen Custard or Creamy Whip. Both machines and extra equipment, complete, \$1000. New value \$1500.  
**BOYER BROTHERS**  
821 17th Street ALTOONA, PA.

**WORLD'S MOST POPULAR RIDES**  
OCTOPUS—ROLLOPLANE—FLY-O-PLANE  
REPAIR PARTS Order What You Need Now. Our Factory May Be Called Into Defense Work.  
Manufactured by  
**EYERLY AIRCRAFT CO., Salem, Oregon**  
ABNER K. KLINE, Sales Manager

**POPCORN SEASONING**  
Federal regulations prohibit the sale of Coconut Oil for Popcorn Seasoning after May 31, 1942. We have a limited stock on hand which we offer subject to prior sale as follows: Hundred Pound Drum, \$24.00; Fifty Pound Drum, \$12.00; Twenty-Five Pound Drum, \$6.50. Mail your order today.  
**Gold Medal Products Company**  
131 E. PEARL STREET CINCINNATI, OHIO

**LITTLE ROCK BRANCH** has PLASTER, CANES, DOLLS, PICTURE FRAMES, GLASSWARE, BALL-GAME AND BINGO SUPPLIES. Write for April Price List.  
**MIDWEST MERCHANDISE CO.** 116 MAIN, LITTLE ROCK, ARK. 1008 BROADWAY, KANSAS CITY, MO.

**TREFFLICH'S SPECIAL SPRING OFFERINGS**  
**CHIMPANZEES—For Immediate Shipment:**  
ONE 2 1/2-YEAR-OLD FEMALE  
ONE 2-YEAR-OLD MALE  
ONE 1-YEAR-OLD BABY FEMALE  
TWO 3-YEAR-OLD MALES  
All Guaranteed in Perfect Condition  
Be on the lookout for announcements of our African shipments due shortly.  
**HENRY TREFFLICH**  
215 Fulton Street New York City

**West Bros.' Shows Want**  
Shows and Rides with own equipment, 25%. Cook House, privilege in tickets; Arcade, Diggers, Lead Gallery, Photos, Custard, Candy Floss, Ten-Cent Slum Concessions. Ride Help who can drive Semis. Agents for office Concessions, Counter Men for Bingo, Colored Musicians at once, Free Acts with Concessions. Des Moines, Iowa, this week; Omaha, Neb., 9 days, starting May 30th; Council Bluffs, Iowa, week of June 8th; South Omaha, week June 15th; North Omaha, week June 22.

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

# 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—  
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.  
 No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

# 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. **Set of 100 cards, tally card, calling markers, \$3.50.**  
 All Rings and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
**LIGHT WEIGHT BINGO CARDS**  
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
 Automatic Bingo Shaker. Real Class . . . \$12.50  
 No. 3 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25  
 M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.  
 3,000 Small Thin "Browne" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000 . . . 1.25  
 3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M . . . 1.50  
 Box of 25,000 Black Strip Card Markers . . . 1.00  
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

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

## DICK'S PARAMOUNT SHOWS, INC.

May 18th to 23rd, Middletown, Conn.  
 May 25th to 30th, Fall River, Mass.

RIDE HELP: FOREMEN for Rolloplane and Octopus. SIDE SHOW ACTS—One to Feature. SEMI DRIVERS.

Write or Wire DICK GILSDORF

## BUNTING SHOWS WANT

Can place following Rides with own transportation: Flying Scooters, Fly-o-Planes, Dipsy Doodle, Roll-o-Plane or Loop-o-Plane. Good proposition if ride is flashy. Can place Fun House and Snake Show with own outfit. Low P.C. Few Merchandise Concessions. No coupons. **FOR SALE**—Mechanical Show built on trailer for \$225.00. Now operating on this show. Will book same for season. We operate with a FREE GATE. Address: Taylorville, Ill., this week; Springfield, Ill., week May 25th.

## Carnival Booths and Rides

Will rent complete unit consisting of Ferris Wheel, Chairplane, Merry-Go-Round, 12 booths with canvas 9x12 including Bingo, Ball Games, Refreshment Stand, Wheels, Electrical Equipment, decorations. Will set up, take down and haul carnival wheels, games and concessions. Free Act. **HARRY YEAGER, 4218 Chestnut Ave., Philadelphia, Pa.** Phone Baring 8166.

P.S.: Will buy Big Six and Big Horse Wheel.

## HUGHEY & GENTSCH SHOWS

Want Ride Foremen that can and will stay sober. Join at once. Reply, stating ride or rides you operate. Long season. Address: Dyersburg, Tenn., this week.

## TORTURE PROOF

Original Illusion. First Time Advertised. Write

**ABBOTT'S, Colon, Michigan**  
 World's Largest Illusion Builders

## FOR SALE OR TRADE LEAPING LENA

New paint, excellent condition. No reasonable offer refused. Owner drafted. Must sell this week. Can be seen on lots here.

ROOM 102, Navarre Hotel, Toledo, Ohio.

## WANT AGENTS

One Wheel Agent. Two Agents for Razzo Dazzle. Exclusive on this show. Good proposition to sober, reliable Agents. Also want two Agents for Nail Concession. Wire **JESS BRADLEY**, care Buckeye State Shows, Marion, Ky., this week; Morganfield, Ky., next week.

## WILL BUY FOR CASH

USED RIDES. CHAIROPLANE PREFERRED.

## HARRY C. DALVINE

Corfu, New York

## MOORE'S MODERN SHOWS WANT

Corn Game and Stock Concessions. Ferris Wheel Foreman and Chairplane Foreman. Can place 6-in-1 with own outfit, also one more Flat Ride. **Lo Roy, Illinois, 18 to 23.**

# Direct from the Lots

## John H. Marks

Richmond, Va. Week ended May 9. Location, 37th and Orleans streets. Business, fair. Weather, fine.

Fourth and final week of shows' stands in the Richmond sector saw business below par except on the last two days. Date was the first for shows, and all spent a quiet week after three profitable stands at West Broad, Petersburg Pike and Church Hill locations. Art Gordon's Victory Ranch Revue has been sharing top money honors with Duke Jeannette's Circus Side Show and Speedy Merrill's Motordrome. Chet Dunn's rides also are clocking. Charles (Dutch) Leister is foreman of the Auto Speedway and Clarence (Blacky) Cramer has the Caterpillar. Lammon Morgan is foreman on the Moon Rocket. Theo Parker is in charge of the motor fleet, assisted by C. J. Lane. Happy and Mickey Hawkins, Chuck Newman, H. L. Heiser, Charles Silverburg, Bryant Seaman and C. J. Lutz, concessionaires, report good results.

Ted Keller is doing the inside lecturing for Duke Jeannette on the Circus Side Show, and the roster includes Ella Fielding, tree-skin girl; Marion Jeannette, trained dove act; Miss Electra; Prince Mondu; Madam Rowan, mentalist, and Margie Flynn, annex. Duke handles the front.

WALTER D. NEALAND.

## Bantly's All-American

Uniontown, Pa. Week ended May 9. Business, fair. Weather, cold and rain. Pay gate, 10 cents.

Shows got off to a poor start because of a late arrival, and only part of the shows and rides were open Monday night. A. J. Budd's Circus Side Show did a good night's business. Flying Waldorfs, free act, drew well. Tuesday night was good, but Wednesday was lost to rains. Thursday and Friday nights were clear but cold, yet a large crowd braved the elements. Saturday's Kiddies' matinee was the best of the season so far, but intermittent rains that night killed business. Mrs. Paul Lane has assumed her duties as assistant secretary to Florida Stunko in the office wagon. Local papers were liberal, and a 15-minute program was carried by the local station, with Little LeVonda from the Side Show, being featured. Mrs. Herman Bantly celebrated her birthday here and a party was held in Al Dorso's cookhouse in her honor. She received numerous gifts. Visitors included John H. Marks, John H. Marks Shows; P. G. Hoffman, Bert Miner and Bert Rosenhoff. Two Kiddies' matinees were held for the benefit of the Children's Hobby Club, and were arranged by Billy Fields, of Uniontown Herald-Standard.

PAY RIDENOUR.

## James E. Strates

Harrisburg, Pa. Week ended May 9. Location, 21st and Greenwood streets. Business, fair. Weather, good.

Shows moved in here from Lebanon, Pa., which turned out well, with the last three days very good despite inclement weather. Local lot was small, but big crowds turned out Monday night. Rides and concessions were kept busy, while shows also chalked big attendance. Vanities proved a good draw, as did Gay Hawaii, Glass House, Pennyland, Wild Life, Funhouse, Nature's Mistake, Lion Motordrome and Harlem Swingsters all did well. Dolly Castle, of Nature's Mistakes, was a feature of Women's Hour on Station WHP. **ED M. JACKSON.**

## Blue Ribbon

Jeffersonville, Ind. Eleven days ended May 9. Location, Garden Acres showgrounds. Auspices, Jeffersonville Temple Club. Business, good when weather permitted.

A 243-mile move in from Harriman, Tenn., was made without breakdown. Shows opened Wednesday to ideal weather and big business, which continued until May 3, when rain and cold set in for the rest of the engagement. However, the date was a winner and all attractions got money. Babe LaBarle's Revelations Show continues popular, as does Charlie Wren's Motordrome. Ride-O is topping rides. Additions to the bowling team are Mrs. Opal Matson and Mrs. Cherry Sinclair. Visitors were Senator Red Meade, McLeansboro, Ill.; Clifford Steele, Vincennes, Ind.; Fred Hengst,

Louisville; Mr. and Mrs. Eddie Roth, and Mrs. Roth's sister, Marie Culp. Jimmie Paden, who has been ill for several weeks, has been released from Clark Memorial Hospital and is slowly recuperating. Lillian Crane, who has handled the tax box since shows' opening in Columbus, Ga., has taken over the cashier's job at the cookhouse. John Galligan, corn game operator, is ill. **H. B. SHIVE.**

## Sol's Liberty

Kankakee, Ill. Week ended May 9. Location, Neal's Showgrounds. Auspices, VFW Post. Weather, cold and rain. Business, slow.

First Saturday of the season was lost to rain here, while the rest of the week was too cold for comfort and overcoats and raincoats were in evidence thruout. Show remained over for Sunday matinee and night, but tore down early for the move to Ottawa, Ill. R. C. Mills, cookhouse operator, and Bob Morelock, lot superintendent, made a flying business trip to Chicago Tuesday, and Manager Sam Solomon attended L. S. (Larry) Hogan's funeral Saturday. Visitors included Mr. and Mrs. Al Baysinger and Mr. and Mrs. Alton Pierson, Baysinger Shows; Robert R. Kline, general agent All-American Exposition Shows; R. E. Hancy, Great Lakes Exposition Shows; Sunny Bernet, Globe Poster Corporation; Mr. and Mrs. Herb Hoffman, Continental Premium Mart; Larry Rohrter, former agent Gold Medal Shows, and Mr. and Mrs. Virgil P. Hill, Streater, Ill.

WALTER B. FOX.

## Dodson's World's Fair

Springfield, O. Ten days ended May 9. Location, Eagles Field and Y. M. C. A. grounds. Auspices, VFW Post. Business, satisfactory. Weather, varied.

Shows opened here to the biggest business they have enjoyed in several years. It increased nightly until May 4, when cold and rain interfered and prevailed for the next four days, with the gross being considerably knifed for the rest of the engagement. Even with the use of the YMCA Recreation Park adjoining Eagles Field, shows were hampered by space and two rides and two shows had to be left on the wagons. Visitors included Billy Senior and Lawrence Kibby, while on Monday night shows' staff was host to Starr DeBelle and Bob Doepker, of The Billboard. President M. G. Dodson's health is improving. Mrs. Ella Dodson is doing a satisfactory business with her popcorn and candy apple concessions. Mrs. Billy Anthony's Temple of Knowledge is doing well. This year is Mrs. Anthony's second with the shows. Shows' elephants participated in the Shrine ceremonial here, and following the ceremonial many Shriners visited the midway. Among them were Gene Hurlin, city engineer, Dayton, O.; Judge Roscoe Holland, Columbus, and City Manager Dillon, Springfield.

ROBERT GOODRICH.

## Buckeye State

Union City, Tenn. Week ended May 9. Location, old fairgrounds. Business, good. Weather, cold.

Everything was up and ready here by Monday noon. Pay gate was used here for the first time this season, and Mike Booth, clown, doing street advertising, passed out 3,000 free passes good for Monday night only. A large crowd took advantage of the free tickets. Owner-Manager Joe Galler is giving away \$10 in War Stamps nightly in connection with gate-admission tickets. This feature, with Captain Willander's Animal Circus, free act, is proving a strong draw. Spending was light until Friday night, when attendance and business picked up. Saturday night was the best night. Jess Bradley, well-known circus and carnival legal adjuster, joined as business manager. Sheriff Edwin Griffin and Chief of Police Tip Taylor, Jackson (Tenn.) circus fans, visited and were entertained by Owner-Manager Galler and Bradley. Gus Litt's corn game did well, as did Kack Harrison's cookhouse. Personnel voted to hold a weekly bingo game for the benefit of the Red Cross, and the first one held here resulted in a good sum being received for the fund. Manager Galler has received the promise of every member to purchase a Red Cross membership button to be added to the general fund drive. A. O. Hale and O. B. Manley were appointed city officers on the lot by Police Chief Robinson.

PERCY MARTIN.

# WANT

Side Show Manager. We have brand-new outfit, 20x100 foot top, 135 foot banner line, show complete throughout. We furnish transportation for equipment, you furnish show to go inside and transportation for people. Reliable managers only get in touch with us by wire. P.S.: Good opening for Octopus or Roll-o-Plane Ride. Address:

## JOE GALLER

Mgr. Buckeye State Shows

Marion, Ky., this week; Morganfield, Ky., next week. Playing all defense projects and coal-mining territory. Big payrolls, everybody working.

# WANTED

Ride Help and Countermen for Bingo. This week, Kewanee, Illinois. Next week, Pekin, Illinois.

## SOL'S LIBERTY SHOWS

# AGENTS WANTED

FOR CIGARETTE SHOOTING GALLERY AND BASKET BALL GAMES. ADDRESS:

## LOUIS YAFFA

Care WUNDER SHOWS OF AMERICA Peoria, Ill., this week; then per route.

## W. E. Page Amusement Co.

### —WANTS—

Will book Wheel or will buy. Book or lease Chair-Plane with or without transportation. Want few more legitimate Concessions—Cork Gallery, Fish Pond, Scales, Pitch Till Win, Dart. Good proposition for small Cook House. Shows with outfit. Baltor, Tenn., May 18-23; then Smithville, Tenn., to follow; all in defense area. No Gypsies. P.S.: Roy Little, answer.

## RIDE SUPERINTENDENT WANTED

Applicant must not be afraid of work. Must know Merry-Go-Round, Big Eli, Chairplane and Tilt and be able to handle and train men if necessary. It is also imperative that you be strictly sober. Reply, stating all qualifications and salary expected in first letter. Don't misrepresent. State by whom employed during past five years. Rare opportunity to right party.

BOX D-223, Care The Billboard, Cincinnati, O.

## WANTED BINGO HELP

Capable of calling and driving Chevrolet truck. Must be sober and reliable. Apply with full details to

## LYNN SMALL

Care Rogers Greater Shows Kokomo, Ind.

## Cumberland Valley Shows

Shows with or without. Athletic Show People. Ride Boys. Top salary. Cash only. Address all mail to

## ELLIS WINTON

Cowan, Tenn.

## WANTED CONCESSION PEOPLE

CAN USE capable Agents for Radio, Ham Wheels, Grind Stores, Slum Storrs, Cookhouse Help, no boozers or chasers. Working Men on Concessions Useful People, come on. CAN PLACE flashy Photo Gallery, Candy Floss, Penny Arcade, or what have you? Reply **ROY GOLDSTONE, FUZZELL'S SHOWS, Kirksville, Mo.,** this week; then Ft. Madison, Iowa.

## HOFFNER AMUSEMENT CO.

Booking Fairs, Celebrations, Home-Comings. Has following Rides: Ferris Wheel, Merry-Go-Round, Kiddie Auto Ride, Chairplane. Want large Cook House for Freeport, Ill. Free Fair, Sept. 9-10-11-12-13. Committees (Illinois only), write. **WM. HOFFNER, Box 43, Van Orin, Ill.**

## WANTED

Caterpillar Operator. Slim Carver, come on.

## GEO. YAMANAKA

WORLD OF BIRTH SHOWS Elizabeth, N. J., week 18th

**H. P. LARGE SHOWS** Wants legitimate Concessions of all kind. Good opening for Ball Game, Cookhouse or Grub. Want Concession Agents. Will book or buy Little Beauty Merry-Go-Round. Will buy small Wurlitzer Organ or Kiddie Merry-Go-Round. Secretaries of Home-Comings and Picnic Celebrations. Have few open dates. Have all new 1941 Rides and the Cleanest Show on Earth. Come look us over. **Breese, Ill., May 18-23.**

## WANTED FREAK

To Feature Winter work guaranteed. Talker that doesn't drink.

## A. J. BUDD

BANTLY'S ALL AMERICAN SHOWS Rochester, Pa.

**Byers Bros.**

Madison, Ill. Week ended April 25. Auspices, American Legion Post. Business, good. Weather, fair.

Organization opened Monday night to good business, which picked up nightly. Shows are attractive. New tops have been placed on Merry-Go-Round and Kiddle Auto Ride. Colonel and Mrs. Bill Noble's Dude Ranch is clicking. Mr. and Mrs. Linden West have two Girl Shows. W. J. Dunn has the Circus Side Show, featuring Leona Lenard. Bobbie Jacobs is manager of Major Little's Midget Show; Edward Harris, Snake Show, and Sailor Bulley, Athletic Show. Mrs. Thelma Hill is managing the Penny Arcade. Among visitors were Frank Joerling, *The Billboard*; Tom W. Allen, Frank Fellows, Sunny Bernet and Noble C. Fairly. HOMER GILLILAND.

**Bee's Old Reliable**

Elizabethtown, Ky. Week ended May 2. Location, ball park. Business, very good. Weather, warm.

This spot proved a winner for all with it. Soldiers from near-by Camp Knox helped attendance nightly, and Blackie McLemore's bingo and concessions did well. Personnel of L. J. Heth Shows visited, and Mrs. David J. Huls, wife of shows' owner, is a frequent visitor, as is Mrs. Tarzan Tollman, wife of the Athletic Show manager. Advance Agent Frankie Bland visited Cole Bros.' Circus daily at Louisville. Tarzan Tollman's Athletic Show and Campbell's Girl Revue were top money-getters. Ferris (See BEE'S OLD RELIABLE on page 54)

**Gold Medal**

Vincennes, Ind. Week ended May 9. Location, Riversides. Auspices, First Regiment Band. Business, good. Weather, cold.

Riverside Park proved an ideal location and, altho weather was cold, business proved satisfactory. Station WAOV, headed by Mr. Lund, and Sun-Commercial, headed by Mr. Greenlee, co-operated. Monday night, "Young American Night," was successful. Joe Ertel, general chairman, gave good co-operation. First Regiment Band, joined by Tige Hale's Gold Medal Concert Band, played a concert nightly. Harvey Hill, former repertoire performer, and Mrs. Hill visited nightly, as did Fitzle Brown. Mrs. Oscar Bloom visited relatives here. Show is inaugurating weekly bingo parties, proceeds of which will be turned over to the American Red Cross. Mrs. J. F. Murphy visited her home in Piqua, O., and Murphy's Rocket Ship continues to show good grosses, as does Mr. Lucas's kiddie rides. Barney Lamb added several girls to his shows, and his Flying Scooter is doing well. Roy Rozler's Girl Show is giving a good account of itself, and Ben Mouton, free act, continues to draw. Mrs. Bloom added a ball game. HARRY E. WILSON.

**Great Sutton**

Eldorado, Ill. Week ended May 9. Location, City Ball Park. Auspices, S. D. & C. L. Weather, cold and threatening. Business, poor.

Business here was poor until the latter part of the week. Despite inclement weather, rides chalked satisfactory business several nights. Members of Gold Medal and Great Lakes Exposition shows visited.

West Frankfort, Ill. Week ended May 2. Location, city hall lot. Auspices, Fire Department. Business, excellent. Weather, good.

Shows moved in here from Marion, where they enjoyed an exceptionally good week. Plan of awarding War Bonds nightly continued to draw plenty of publicity daily from local papers. Shows were awarded the midway contract for the Tri-County Labor Day Celebration here. Carl (Bama) Fendren closed as Tilt-a-Whirl foreman, and Jewell Fendren closed as operator of the penny pitch for Mrs. F. A. Stienberg. Harry Small visited. Ferris Wheel led rides, and Betty-John's Circus Side Show was popular. JEWELL BELLE RICHARDSON.

**Lawrence Greater**

Dunnellen, N. J. Week ended May 16. Auspices, Volunteer Fire Department. Business, good. Weather, fair.

This was a bright spot and all shows, rides and concessions did near-capacity business. Working conditions and fair weather all week chalked up a big gross for everything. The Volunteer Fire Department proved a capable sponsor and local papers co-operated, especially *The Plainfield News*. The writer joined here to handle the press and Chimp Show. Visitors included Al Beck, Convention Shows; Sol Nugar, Virginia Greater Shows; Mr. and Mrs. Burns, Zaccchini Shows, and Mr. Weil, Philadelphia. CARL V. NOLD.

**World of Fun**

Appalachia, Va. Week ended April 18. Location, ball park. Business, good. Weather, fair. Pay gate, 10 cents.

Long move from Saltville, Va., here was made without mishap and everything was ready for opening Monday (See Direct From the Lots on page 49)

**CETLIN & WILSON SHOWS, INC.**

Fairs start in August, end during November. We have the STAR-STUDED route of the East to offer those joining now.

WANT Fly-a-Plane or Spitfire, Roll-o-Plane, Octopus with own transportation. WANT eight-car Whip or Tilt-a-Whirl. WANT two young, white, attractive Girls with or without experience for Paradise Revue and Victory Belles Shows. Salary paid by the office of this show. WANT: Can place two Workingmen. Must be sober and reliable, as we pay top salaries. WANT Griddle Man and Waiters. Address Sid Goodwalt. WANT legitimate Merchandise Concessions of all kinds. No Wheels or Coupon Games wanted. WANT Man with experience to act as General Supt. and locate lot.

ALL ADDRESS, THIS WEEK, CETLIN & WILSON SHOWS, INC., Baltimore, Md.; Next Week, Near Pittsburgh, Pa.

**WANT—JAMES E. STRATES SHOWS, INC.—WANT**

*America's Best Midway*

Have complete outfit, including wagon, for strong single Pit Show Attraction, a beautiful outfit. Can place Snake Show and furnish outfit for same. Not a Geck Show. Can place Tractor Drivers and Ride Help, top salaries. Can place Asst. Electricians and Tower Men. Walter Marks can place Motor Drome Riders. "Speedy" Dalton and Clara Lee, wife. Nancy Miller can place two Dancers for Gay Hawaii, must be attractive; also Inside Lecturer for Unborn Show. Joe Sciotino can place Girls for Vanities and Posing Show. Can place legitimate Concessions. Can use useful people in all lines. Look us over. America's fastest growing and most beautiful Show, playing the best of still dates in New York and Pennsylvania, and the following top-notch fairs: Batavia, N. Y.; Lockport, N. Y.; Hamburg, N. Y. (Eric County Fair); York, Pa.; Bloomsburg, Pa.; Danville, Va.; Gastonia, N. C.; Greenville, S. C., and Charleston, S. C. Can place one more flat ride, Caterpillar, Whip or Auto Speedway, and furnish wagons for same. Want Motor Drome Riders, preferably with own machines. Address JAMES E. STRATES, JAMES E. STRATES SHOWS, INC., week of May 18th, Altoona, Pa.; week of May 25th, Elmira, N. Y.

**WANTED RIDE HELP AND CONCESSIONS**

We require Philadelphia fairs all season until August and fourteen weeks of Southern Fairs. Foreman for Merry Go Round, Tilt-a-Plane, Double Loop-a-Plane and Kiddie Auto Ride. Also Second Man for above Rides and Second Man for Ferris Wheel. We pay weekly, no meal tickets. Bonus for each Ride Man; Foreman, \$35 per week; Second Man, \$25 per week. Must be sober and reliable and know their business. Wanted—Concessions, legitimate Grind Stores only. Guarantee all Concessions to operate. Will book one of a kind, Photo, Ball Games, Hoopla, Gallery or any other kind of Grind Stores. Privilege \$20 per week or one-third of the profits. Wanted—Manager to take complete charge of Grab Joint and Candy Apples. Salary and percentage. Showing this week, 9th and Washington Avenue. Write or wire.

MAX GRUBERG, P. O. Box 101, Philadelphia, Pa.

**GENERAL REPRESENTATIVE OR BUSINESS MANAGER AT LIBERTY**

For Carnival or Circus. Wide acquaintance, have necessary qualifications to approach and secure results from officials of the highest. Ability, appearance and satisfaction guaranteed. Have car. Write or Wire.

R. J. COUSINS

HAVLIN HOTEL

CINCINNATI, O.

**BAZINET SHOWS WANT**

Electrician Mechanic, Special Agent, Ride Help, all Rides. Concessions of all kinds, no exclusive on Wheels or Grind Stores. Manager for Athletic Show, Snake Show, Life Show. Have 25th. Address:

DWIGHT J. BAZINET, 4025 York Avenue, Minneapolis, Minnesota.

**HELLER'S ACME SHOWS WANT**

Cook House, meal tickets, for rent. Want Bingo, Shooting Gallery, Photos, Grind Store. Shows: Mickey Mouse, Glass and Fun House, Kiddie Rides, Grind Shows. Jack Kearns, have complete outfit for you; come on. Want Foreman for new 1942 Spitfire Ride, reliable Ride Help. All address: Princeston and Olden Ave., Trenton, N. J., this week; Bristol, Pa., next week.

**KAUS EXPOSITION SHOWS CAN PLACE**

For entire season: Snake or any Grind Show of merit with or without equipment. Want reliable Monkey Show Operator. Have Trained Monkeys and equipment ready to operate now. Rides: Spitfire, Roll-o-Plane or any new and novel Rides. Can place legitimate Grind Concessions, Hi-Striker, Candy Floss and Arcade. Scales and Jimmy Pluff not with this show. J. J. Burns wants Lady Penny Patch Operators. W. W., your wire too late; come on. Ride Help in all departments. Address: A. J. KAUS, MGR., ROSELLE, N. J., THIS WEEK.

**CUNNINGHAM'S EXPOSITION SHOWS**

Want Shows of all kinds. Have complete outfit for Girl Show, 10-1, Geck Show. Concessions: Game Rack, Bowling Alley, String Game, Huckley Buck, Duck Pond, Cotton Candy, Snow Ball, Ice Cream, Long or Short Lead Gallery, Cat Rack, Penny Pitch, Penny Arcade and Darts. New Martinsville, W. Va., May 18-23; Bridgeport, Ohio, May 25-30; Wingo Junction, Ohio, June 1-6.

Address All Mail to NEW MARTINSVILLE, W. VA.

**MATTHEW J. RILEY ENTERPRISES**

WEEK MAY 18—9TH AND CUMBERLAND STREETS, PHILADELPHIA, PA.

Want Concessions: Duck Pond, Ball Games, Coca-Cola Bottle and any legitimate Ten Cent Concession. Want Agents for Grind Stores. Want Merry-Go-Round Foreman, also Electrician who can handle lot. Ride Help.

MATTHEW J. RILEY, Manager, 317 Walnut Street, Philadelphia, Penna. Phone: Kingsley 0855.

**OUTDOOR SHOWMEN**

The Next Issue Will Be the SUMMER SPECIAL

Because of the Increased Size and Distribution

**The Forms Will Go To Press Earlier Than Usual**

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern War Time) Monday, May 25. Wire important late Show Ads Sunday night for position in General Outdoor Section.

Ads for the Carnival Department Must Be in Cincinnati by Thursday, May 21

**ASTROLOGY**

Cash in on the now Vanmar Individual Forecast for 1942. 366 different readings, one for every day of the year. 6 pages, flashy cover, 3 cents each. 5 Page Forecast, flashy cover, 2 1/2 cents each. Single Page Reading, \$5.00 a thousand. Graphology Chart, \$5.00 a thousand. SAMPLES 5¢

**THE USHERS - VENICE CALIF.**

**WANTED**

Experienced Whip Operator. Apply

**JOE HUGHES**

Oceanview Park, Norfolk, Va.

**WANTED**

Foreman for Twin Wheels; must drive semi. Also want Sax, Trombone and Chorus Girls for Cotton Club. Apply

**J. F. SPARKS SHOWS**

Williamson, W. Va.

**Mad Cody Fleming Shows**

**Want To Book**

Spitfire or Whip. Jack Foster, wired you tickets to Murphysboro, Ill. Will buy Silver Streak, Fitzgerald, Ga., this week; then Cordele, Ga.

## TRUCKS - TRAILERS

GUARANTEED IMMEDIATE DELIVERY!

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

25 SPECIAL 22'-28' CARNIVAL RACK TRAILERS  
Write for Complete Information Today

**GEORGE BERMAN, INC.**

PENNSBURG, PA.

Phone, Pennsburg 4440-521

Representing International Motor and Fruehauf Trailers—  
Supplying Carnivals for Ten Years

## WANTED

COLORED MUSICIANS and PERFORMERS and GIRLS for CHORUS. We furnish board and berth after joining. SALARIES PAID BY OFFICE. Musicians address: JOHN L. HENDERSON, Band Leader. All others address: MILT ROBBINS, Manager.

## Care Beckmann & Gerety Shows

Decatur, Illinois, May 20th to 30th.

## ART LEWIS SHOWS, INC.

"WORLD'S FINEST MIDWAY"

BRIDGEPORT, CONN. — MAY 18-30, INC.

Two Locations—In the Heart of Defense Activities—Best Date in the East. CAN PLACE SPITFIRE and FLY-A-PLANE. We furnish wagons. Also legitimate Grind Concessions. Ferris Wheel Foreman, Diesel Caterpillar Driver, also Tractor Drivers. Working Men in all departments. ASSISTANT FOR OFFICE, capable of keeping books and records. Press Agent, capable of promoting special matinees. Jim Moran wants Candy Pitchmen. All address: ART LEWIS, GEN. MGR., BRIDGEPORT, CONN.

## ALL-AMERICAN EXPOSITION, INC.

WANTS

A-1 Foreman Merry-Go-Round, top salary. Foremen all Rides, Train Help, also Pusher. Want Shows, such as Grind, Dope, Illusion, Fat, Pit, Midget, Monkey, Snake. Also Freaks and Talker for Side Shows. Also Musicians for Plant Shows, both office paid. Want Roll-o-Plane, Fly-a-Plane or Spitfire. All Concessions open. Want Mitt Camp, Mug, Hoopla, Fish Pond, Arcade, Diggers. All replies:

FRANK WEST, CHICAGO HEIGHTS, ILL.

## AT LIBERTY AFTER JUNE 1st

A complete carnival unit. Will consider a proposition in a good established park or will book with a reliable show. This unit consists of a Spillman Three-Abreast Merry-Go-Round, No. 5 Eli Ferris Wheel, twelve-car Ridee-O and a set of Swings. These Rides are in perfect condition, newly decorated. Long Range Shooting Gallery, Grab Joint, Ball Games and several other joints. Three K. W. Light Plants mounted on truck. Have transportation for everything. Address all communications to

MIKE PRUDENT, 124 Cedar Ave., Patchogue, L. I., N. Y.

## AT LIBERTY WAR EXHIBIT

Positively Not A Peep Show

Have possession of unlimited equipment. Machine Guns, Anti-Aircraft, Shells and every type weapon that is used. Also in a position to secure latest blow-ups of action pictures besides numerous ones now on hand. This show will be the most complete and up-to-date exhibit ever on tour. In the past a war exhibit outgrossed any other show on the midway. Today time is right to produce outstanding grosses to the office. My organization tie-up will carry tremendous donation appeal. Need small additional capital, plus 30 or 40x100 top. My experience and results shown with this type show on Royal American and other railroad shows speaks for itself. Write or wire

R. J. COUSINS, Havlin Hotel, Cincinnati, Ohio.

## Virginia Greater Shows

Sayersville, N. J., Firemen's Celebration, Week May 25 to 30.

Want Frozen Custard, Penny Arcade, String Game and Novelties. No Roll Down, Coupon Stores or Gypsies. Want Merry-Go-Round Foreman. Harry Cinstrom, come on. This week, Kearsby, N. J.

## CAN PLACE AT ONCE

Organized Plant Show. Have complete outfit. Organized Girl Show. Have complete outfit. Ride Help and Semi Drivers. Top salaries, no meal tickets. All Grind Concessions open.

## LAWRENCE GREATER SHOWS

Phoenixville, Penna., this week; Perth Amboy, New Jersey, next week.

## WANTED---MARKS SHOWS, INC.---WANTED

RIDE HELP ON ALL RIDES, SEMI-DRIVERS PREFERRED. TRUCK MECHANICS FOR INTERNATIONAL FLEET. CAPABLE LOT MAN, NO AMATEUR. TOP SALARIES. Newport News, Va., week of May 18; Charlottesville, Va., May 25.

# Club Activities

## Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, May 19.—General club activities are light. Members of the Outdoor Amusement World Directory and Charity Drive Committee are sending in listings for the directory each week in keeping with pledges made at the December meetings. President Carl J. Sedlmayr recently sent in 10 additional listings. All members are urged to send in the rest of the listings obtained. Brother Elmer Kussman recovered and left to join Beckmann & Gerety Shows. Larry Rohrer came in for the funeral of Brother L. S. (Larry) Hogan. Others in for the service included Mr. and Mrs. George C. Parks, Sam Solomon, George Golden, Charles T. Goss, Tom W. Allen, Ned Torti and Vice-President Harry W. Hennies.

Past President J. C. McCaffery is pleased with the early response on the Red Cross War Relief Drive. Hennies Bros.' Shows were among the first and their early response bespeaks good cooperation from those shows. Club was grieved to learn of the death of Brother James A. Davis. President Carl J. Sedlmayr was in town on business and a frequent caller at the rooms.

Final notice of dues is being mailed to the few delinquents on the books. Those who do not respond will be carried until the close of the fiscal year, when their membership account will be closed and their names placed on the suspended list. Lew Hamilton writes that he is with World of Mirth Shows. Past President Frank R. Conklin, Conklin Shows, lettered that the opening spot gives encouragement for a good season.

### Ladies' Auxiliary

About 30 members attended the May 11 meeting. First Vice-President Edith Bullock presided. A bouquet of roses was presented the officers by Sister Jenny Rawlings. Letters were received from Patrick's Greater Shows, Entertainment Chairman Grace De Garro and Fern Chaney. Bank award and War Stamps went to Rose Rosard, with Jenny Rawlings winning the door prize. Bazaar Club is busy and numerous articles are being received by Edith Bullock, who is taking care of them until this fall. Martha Reilly was hostess at a swimming party at Venice Plunge May 14.

Past President Martha Levine was appointed Red Cross Chairman and will instruct members in all the work. Members are at work on quilts, one of which will be completed at a garden party to be staged by Jenny Reigel at her Redondo Tea Garden. Mary Taylor and Second Vice-President Mabelle Bennett are offering quilt-tops for the Red Cross. Laila Pepin donated toward lunch and hostesses for next week will be Rose Rosard, Stella Linton and Peggy Forstall. Vivian Gorman is on the sick list, but all are happy to learn of Ethel McDonald's progress. Subscription books are going well.



## National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, May 16.—Brother Bill Powell, international traveler, dropped into the rooms, coming in from Alaska via California and points west. Will stay a couple weeks, after which he'll join Conklin Shows. One of best attended and most interesting meetings was Army-Navy Relief Fund gathering last week, opened by President Art Lewis and led by National Chairman George A. Hamid of the Outdoor Amusement Division fund. Establishing a fine precedent, Jack Perry was first member to receive a 1943 card. Joe Dublin has filed membership application. Among drop-ins were Bill Bloch, Al Keating, Ben Merson, Mack Harris, Hyman Malnik, Fred C. Murray, Henry Pein, Eddie

Elkins, Maxie Sharp, Arthur Hill, Morris Finkelstein, Jimmy Davenport, Sammy Lawrence, George Stern, Ben (Murphy) Rosenberg, Al McKee. Ensign George A. Hamid Jr. looks every inch the officer in his natty uniform. Dave Endy paid a hurry-up visit. William Morris office graciously contributed singer Hal Runkle and pianist Art Lambert for relief meeting. Runkle rendered the national anthem thrillingly. Brother Lucky Teter proved himself a pleasing and forceful speaker.

Alling in hospitals are Irving Gold, Alex (Shorty) Brown and Albert Goldstein. General Douglas MacArthur is also the hero of NSA. A large flag-draped picture of this valiant soldier has been placed on back drop of stage and spotlighted during functions. The lid was recently removed from billiard table and what show trade columnist and reporter trimmed a couple of "wise guys" to initiate the opening? Frank Miller is out to get that gold card as evidenced by following group of members he recently turned in: George Martin, Nate Abrams, Edward and Max Gelberg, Stanley Gregory, Edward Kallin, Morris Gustow, John Kotris, Jake Besser, Mike Healy, Louis Blumenthal and David F. Meck. California has its dews, marriage its "I do's," but no club can exist without dues. Remember to send yours.

### Ladies' Auxiliary

About 30 officers and members attended the regular meeting. Sister Beulah Denmark was a welcome visitor, as was Sister Bella Brengk. Meeting was devoted to discussion of plans for the picnic to be held June 21 at Pullsides Amusement Park, where the three War Bonds will be awarded. Ticket books for the bonds were on hand and 100 were disposed of at the meeting.

Correspondence was read from Sisters Queenie Van Vliet, Gladys Manning, Rose Weinberg, Edna Riley, and Ladies' Auxiliary, Pacific Coast Showmen's Association. Hostess Lillian Brooks is reported ill, and Sister Eleanor Rinaldi, who had been on the sick list, is recovering. Sister Rose Lange is going after her Life Card in a big way, having sent in three new members. Winnie Edwards, Jeanette Paquin and Sister Madge Bloch proposed Mary Sibbey and Mary Bosco for membership, while Stella Wilner was proposed by Sister Gladys Manning. Recording Secretary Sherry Mopper was unable to attend because of the serious illness of her mother. First Vice-President Marlea Hughes is at Virginia Beach. Sister Edna Lasures reports that she is with Prudent Shows.



## Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire,  
Los Angeles

LOS ANGELES, May 16.—First regular meeting of the month was held Monday night, with Harry Fink, past vice-president, presiding. Ralph Losey, secretary, was back on the stand following a brief absence. Communications were read from Showmen's League of America advising of the death of L. S. (Larry) Hogan; Tommy J. Meyers, Theo Forstall and Monroe Eisenman, who inclosed \$80 covering membership fees for eight. Those under his and W. R. Patrick's sponsorship included John W. Martin, William A. Allman, Bert Lains, Jerry Fox, Thomas H. Bailey, Arthur E. Anderson, Myles Nelson and Mario DeSilveira. Other new members included John J. Taylor, sponsored by President Krekos and Charlie Walpert, and Bernard Davis, sponsored by President Krekos and Cal Lipps.

Brother Ed Kennedy, who has been in the hospital for some time, will be out (See PCSA on page 54)



WRITE  
SIOUX TIRE  
& BATTERY CO.  
SIOUX FALLS, S. D.  
Buy on Our  
Easy Terms.

# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 16.—Office of Price Administration has filed with this office a copy of the price-freezing regulations. It is in considerable detail and the information may be obtained upon request. From the War Production Board we have information relative to machinery set up by that board to handle power changes whenever and wherever they occur. From the same board we have the seventh recompilation of priority orders now in force. The attention of the industry is called to the WPB's order of May 5 prohibiting the use of iron and steel in the manufacture of over 400 products. We suggest that members familiarize themselves with this order.

Agitation is again being started in Congress in opposition to any increase in the federal gasoline tax. Department of Commerce has provided us with a survey of business conditions in the St. Louis area, and we also have on file a survey of the labor situation in Michigan. Arrangements are being made by the OPA for the emergency reserves of tires and tubes for quick replacements. Motorized show owners are advised to contact this office and the detailed information on file will be furnished them.

## Krekos Optimistic; Lauds Coast Showfolk Activities

LOS ANGELES, May 16.—Mike Krekos, president Pacific Coast Showmen's Association and manager West Coast Circus Shows, continues optimistic over prospects for shows on the Pacific Coast despite the war and other unfavorable appearing conditions there. "Business as a whole," Krekos said recently, "has been above average, despite the fact that we have been hit out here by the cancellation of so many fairs and festivals. Of course, the thinking showmen have risen to the occasion by providing stronger shows and better drawing-power attractions and all in all we hope for the best and a successful season for the shows."

"Co-operation between all shows has been very good, and the Pacific Coast Showmen's Association has pledged itself to work with every showmen's organization during the current emergency and will confer on any and all matters that might confront the industry. All our members have been liberal in their purchases of War Bonds and Stamps and each show is carrying a patriotic theme and color scheme to further the various wartime causes. I know that none have been reluctant about making donations and giving financial aid to sound causes."

## Los Angeles

LOS ANGELES, May 16.—Most of the shows from this section have hit the road. Crafts Fiesta Shows are doing well in the San Diego area, having taken over the lot vacated by the No. 1 show, Crafts 20 Big Shows. Maxie Hillman, West Coast Circus Shows' concessionaire, was honored at a farewell party recently in Pittsburg, Calif. About 250 people gathered at a local tavern to wish him well during his stay in the army. Private E. L. (Slim) Field is stationed at Fort Bliss, Tex. Recent visitors included R. B. Aguilar and Ace Bennett. Al Weber is doing jury duty, as is Ross Ogilvie, midget.

Johnny Houghtaling is now a foreman at Cal Ship. Other carnivalites there include Gilly Gilligan, Al Farmer, Buddy Kelly and Ralph Sinex. William H. (Scotty) Scott visited Russell Bros. Circus six times while it was here. Tom Hughes is en route to Los Angeles. He recently returned from Mississippi, where he has rides on shows in that area. Nick Saad, novelty worker, is now a Minute Man for the War Saving Bonds campaign. He not only stresses the buying of bonds in his novelty advertising but talks over Station KMTB about how the public should go for them.

## St. Louis

ST. LOUIS, May 16.—Wonder Shows of America, playing here May 6-14, chalked up good business after a poor start the first three days because of cold and inclement weather. Saturday and Sunday saw crowds jam the midway, and all attractions and concessions did big business. Monday was lost to rain, but final three days were good. Royal American Shows closed at Grand and LaCleda lot May 10, doing click business the final Saturday and Sunday nights. Business last week was poor, however. Shows moved across the river to East St. Louis, where they opened May 13 under auspices of the American Legion Post to nice business.

Opening of Goodman's Wonder Shows of America in Little Rock, Ark., several weeks ago saw the reunion of two bosom friends for years, Denny Howard, lot superintendent, and Walter Hale, publicity director. Sam Fidler, owner Fidler's United Shows, which have been playing local lots here with success the last two months, closed May 14 at Grand and Carter Streets and moved to Harvey, Ill.

Johnny Bale's Attractions continue on local lots, as is Oliver Amusement Company, now split into two units. Denny Pugh, owner World of Today Shows, was in the city May 10 visiting friends on Royal American and Wonder Shows of America. Mrs. Sadie White and her sister are in the city visiting friends. Mrs. White will return to her home in Quincy, Ill., and will not return to the road this season. Eddie Dorey (High Eddie), who has been here for several months, left last week to join a show

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

## Patrons Burn Cars As Ryan Show Fails To Come Off in Va.

NEWPORT NEWS, Va., May 16.—Angered when Promoter Dick Ryan disappeared with the gate receipts 15 minutes after his "Wild West Rodeo and Hollywood Thrill Circus" was slated to start here last Sunday, about 1,000 patrons overturned and set fire to five automobiles, ripped down the canvas enclosure and carried off hundreds of borrowed chairs before police and soldiers could restore order. Customers were not aware that the automobiles had been borrowed from a local concern, the canvas borrowed from a Norfolk tent and awning company and the chairs borrowed from the USO.

Ryan had persuaded the Exchange Club to sponsor the show, but that organization withdrew its backing on Friday when evidence of a show was missing. It was slated to open on Saturday, but Ryan said that because of transportation difficulties, the properties would not arrive before Sunday. Ryan had contracted for tickets and advertising, and hired local boys to set up the enclosure and chairs. He gave 1,000 free tickets to the USO for use of the chairs and hired an act which came here from New York with 1,500 pounds of equipment only to be left stranded.

When the Sunday crowd arrived, Ryan was in the box office selling tickets at 55 cents. Altho there were no performers or animals in evidence, Ryan then hiked the price to \$1 an hour before show time and continued selling tickets. Ryan also is said to have left all bills unpaid, including those for tickets, advertising and three weeks' hotel accommodations.

## Aledo Cele Committee Maps '42 Plans; Talent Lined Up

ALEDO, Ill., May 16.—Plans for the three-day pageant and July 4th Celebration at Mercer County Fairgrounds here under fair association auspices are rapidly taking shape. L. Boyd Finch, grounds and concession superintendent, said this week. John B. Rogers Producing Company has been inked to produce

## Sponsors Turn Receipts Into War Bonds, Stamps

CRUM LYNNE, Pa., May 16.—In an effort to play a part in the country's war effort, Samuel M. Vaclair Fire Company sponsored a week's celebration here, May 4-9, with Endy Bros.' Shows providing the midway features. Promotion proved successful and company's share of the receipts totaled \$2,700, almost all of which was used to purchase War Savings Bonds and Stamps.

in the East. Ned Torti, Wisconsin De Luxe Corporation, spent several days here last week. To conserve tires he is doing his traveling via plane. Sunny Bernet, Globe Poster Corporation, is visiting the various outfits in this vicinity. Charles T. Goss, "former match king" and now ride owner, visited *The Billboard* when he drove over from Alton, Ill., where Dee Lang's Famous Shows are playing.

Joe Schollbo, special agent Beckmann & Gerety Shows, also visited *The Billboard* while en route from Wichita, Kan., to Decatur, Ill. Jack Edwards, general agent Byers Bros.' Shows, visited Thursday, motoring down from Jacksonville, Ill. Tom W. Allen, now a resident of Waynesville, Mo., spent several days here on his return from attending the funeral of L. S. (Larry) Hogan in Chicago. Ike Lewis, one of the old-timers, stopped in *The Billboard* office en route from Mattoon, Ill., where he closed with All-American Exposition Shows. He left to join Hennies Bros.' Shows.

the pageant, with some 350 participating. Pageant dances will be held on the second floor of the Merchants Building on the grounds, and the Sunset Amusement Company will provide the rides and shows on the midway. Representatives from each of 15 near-by townships are expected to participate in the pageant.

## Shorts

FREE ACTS, rides, shows and concessions will make up the midway for the annual Malvern (O.) Home-Coming Celebration, under Volunteer Fire Department auspices. Larry Fallon, Akron, again will have the concessions, including bingo.

SHORTAGE of transportation facilities and need for a united war effort are attributed by Chairman Allie L. Stiffler, chairman, for the cancellation of the annual Jackson County (O.) Apple Festival. Surplus funds, which were to help finance the show, will be used for the purchase of War Bonds.

ACE AMUSEMENTS, directed by Charles Kyle, provided the attractions for the three-day Rotary International Convention, New Haven, Conn.; Lions' Club State Convention, Hartford, Conn.; New York Improved Order of Red Men's State Convention, and Veterans of Foreign Wars State Convention in New Hampshire.

GEORGE F. FOLTZ has been contracted to direct the American Legion Post's Jubilee Celebration at Otterbein, Ind., marking his fourth consecutive year in that capacity.

J. R. EDWARDS SHOWS have again contracted to provide the midway at the Firemen's Celebration in Valley City, O., Manager J. R. Edwards reports.

## COTE-WOLVERINE SHOWS

Port Huron, Mich., May 20 to 24 Heart of the City. First Show in Port Huron in Years.

### WANT

Shows and legitimate Concessions and Cookhouse. Want two Ferris Wheel Foremen and Helpers, Merry-Go-Round Foreman and Helper. Highest wages paid. Opening for five capable Agents.

COTE AMUSEMENT CO.

11728 Broad Street Detroit, Mich.

## CHRISTIAN'S RIDES

Opening 2 Saturdays, May 23-30, at Petersburg, Ill.

Want Concessions that work for stock and 10c. All mail

GEO. W. CHRISTIAN, Petersburg, Ill.

## MOXAHALA PARK

### WANTS

CONCESSIONS—Arcade, Bingo, Lead Gallery and any 10c Store. RIDES—Fun House, Miniature Train and any others not conflicting. BEER GARDEN for lease. RIDE HELP wanted.

TIM NOLAN

Moxahala Park South Zanesville, Ohio

## FOR SALE

\$3,000 Ft. Used Sidewall, all colors; 7 ft., 35¢ per ft.; 8 ft., 40¢ per ft. 15 Kibaki 10x12 or 10x14, \$39.50.

Main Awning & Tent Co. CINCINNATI, O. 230 Main Street

## SECOND-HAND SHOW PROPERTY FOR SALE

\$15.00 Spidra Illusion. Money Getter. Bargain. \$7.50 Canvas Waterprf. Automobile Cover. Any Car. \$20.00 Electric Shooting Gallery, 8 Figures. Electric Candy Floss Machine with Recipe. Cheap. 15¢ Each Flags on Streamers. Others. \$80.00 Slide Show Tent with Poles.

WEIL'S CURIOSITY SHOP

12 Strawberry St. Philadelphia, Pa.

## AGENTS WANTED

For P. C. Stores and Grind Stores. Girl for Hoop-La.

SAM WEINTROUB

Care Virginia Greater Show Kesbey, N. J., all this week

## FOR SALE

\$2,125.00 will buy my interest in a brand-new Light Plant. Total cost \$5,275.00. Model 6-71 General Motors Diesel Engine, 70 K.W. Generator, alternating current. Also eight 50-foot Bowling Alleys with Balls. Pins, \$500.00.

FRED SCHAEFER

Route 4, Box 660-S BEAUMONT, TEXAS

## CUSTARD DIPPER WANTED

Salary \$40 per week. Those that have worked for me before, wire.

LYMAN TRUESDALE

90-10 171st Jamaica, L. I., N. Y.

## WANTED CARNIVAL

To Show at

## Brush Rodeo & Race Meet

July 3 and 4

O. I. GIBBS Brush, Colo.

## WANTED FOR

## 35th ANNUAL CELEBRATION CINCINNATI MOOSE NO. 2

JUNE 13-14

RIDES — SHOWS — CONCESSIONS. Will buy 10x12 or 12x12 Tops and Frames. BOX 192, Station D, Cincinnati, Ohio

## Ideal Vol. Fire Co. Jubilee

Crystal Beach, Johnstown, Pa., May 25-30. Trolley and buses to grounds. 4 big pays. Want Plans, Candy Apples, legitimate Games, Shows (Wilke Side Show, come on). Continuous events for full season follow. M. A. BEAM, Windber, Pennsylvania

## WANTED

Outdoor entertainment for Fall Festival, two days.

August 26 to 27. Address correspondence to

BOX 287, Hamilton, Illinois

## Rides For Celebrations

Want Ferris Wheel, Chair Plane, Kiddie Rides and Tilt or Roll-a-Plane for my full season major celebrations in non-rationed gasoline territory starting June 1. Will transport if necessary. Help to assist put up, take down; available all spots. Wire or write M. A. BEAM, Windber, Pennsylvania

## NEED EXTRA MONEY? CLUBS, FAIRS, PARKS

My "On to Victory" Celebrations and Defense Pageants will pull them. Many new Promotional Ideas injected.

ELMER BROWN

890 Arcade Bldg. ST. LOUIS, MO.

# Early Takes Soar to Tops

## CB Given One Turnaway, Five Straws in Ohio

DAYTON, O., May 16.—During the first two-day stand ever played by a major railroad circus here, Cole Bros.' Circus, fresh from two straw houses in Springfield, O. (11), had all 1942 records for attendance shattered.

With four shows scheduled for Tuesday and Wednesday (12-13) on the Dayton fairgrounds, opening matinee was light because of rain, with the Tuesday night performance straying the customers. Wednesday set a further record with a straw matinee and 2,000 turned away at night.

Publicity, handled by Ansel E. (Buck) Waltrip, set a new high for Dayton. All three dailies carried stories on page 1 on show day, with art and stories on inside pages of each, followed by splendid reviews on the second day of showing. Advance publicity during his eight-day stay here was much more liberal than is usual. Lima, O. (14), registered a near-capacity matinee and saw at night. A chimpanzee was recently added to the menagerie.

## Russell Show Has Largest Gross at San Diego, Calif.

LOS ANGELES, May 16.—Russell Bros.' Circus had the largest gross in its history in San Diego Sunday (3), but business as a whole in that defense-minded town did not reach expectations. Show moved to Oceanside, where it showed to break the jump, but had little business. In Long Beach (7-9) the show failed to get any big grosses over the week-end because of Mother's Day, which was said to have hurt beachfront business. San (See *Biggest Russell Gross on page 39*)

## 25,000 at Opening Of Big One in Boston

BOSTON, May 16.—The Ringling-Barnum circus, according to the first matinee crowd on Monday, is the most spectacular and gorgeous that it had ever seen. Circus played here six days. Opening drew 25,000 and weather was perfect. The spec was one of the hits of the show.

## RB 2d Section to Balto; Will Make Tents for Army

SARASOTA, Fla., May 16.—Thirty-five railroad cars with Ringling-Barnum tent equipment left here on May 12 for Baltimore, where the circus is scheduled for its first 1942 performance under canvas on May 19. Section had 5 coaches, 27 flat cars and 3 stock cars carrying the blue and red big top, side show and other canvas, remainder of personnel and menagerie and about 100 wagons and trucks.

A crew in winter quarters here has been busy since the first section left early in April to complete equipment. Tent department, closed for the past two summers, will begin work on June 1 on assembly tents for the United States Army. Contract with the army for 300 tents was signed recently by Henry Ringling North in Jeffersonville, Ind., tent superintendent Leif Osmondson announced. Assembly tents will be 40 by 80 feet. About 22 men and women will be employed in the work. Crew of 12 employed on circus canvas probably will be retained.

## Sunbrock Wants Chi Field

CHICAGO, May 16.—Larry Sunbrock made application this week to the Chicago Park Board for a permit to hold a thrill show at Soldier Field on May 30 and 31. Park board office said on Thursday that Sunbrock's application was pending and dates set were tentative.



FREDDIE FREEMAN, son of the rider of the same name with Cole Bros.' Circus, is in the Royal Canadian Air Force, stationed at Toronto. Junior has tramped with his father, who is with the Reiffenach troupe.

## Vasconcellos, Ill, To Rest at Yacopis

NEW YORK, May 16.—Injured during a scuffle with horseman Arthur Konyot, of the Ringling show, about two weeks ago, Roberto de Vasconcellos, star steedster of the circus, is being treated in the neurological division of Medical Center. Fears that an operation would be necessary were dispelled when physicians reported after a check-up that he could leave soon. Vasconcellos is said to have sustained a brain concussion.

After being discharged he will rest up at the Long Beach home of the Yacopis, well-known teeterboard turn, for several years a feature of the Big Show. It was reported that Vasconcellos would not return to the circus.

## Olympia Attendance Builds After Light Detroit Opener

DETROIT, May 16.—Opening of Olympia Circus in Olympia Stadium here was light on May 8, but biz then built steadily. Check by Fred Haner, manager of Olympia, showed that each night's attendance had increased over the preceding night, even on Monday, May 11, usually a slow night here.

Gross for the first half thru Tuesday ran \$12,000, with attendance estimated at 20,000, bolstered some by paper on Friday and Monday.

## Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Mourne, N. C.  
May 16, 1942.

Dear Editor:

We have big news to report this week. Managers Won, Horse and Upp had their boyhood dreams come true. This show now owns an elephant. While visiting a zoo they were offered the elephant, Crumwell, free of any charge. According to the keeper, the bull had been given to the zoo by a circus 30 years ago. Knowing that an elephant never forgets its big-top life, they wanted him to return to his first love. At first the bosses were afraid to accept the gift for fear that in carrying a wild animal they would be subject to a bigger circus license. When the keeper infoed that the law applied only to shows carrying carnivorous beasts and feats of horsemanship they immediately sent a man to bring him to the show.

Many of our people feared that he was a bad bull and a killer, but when they heard that colored share-croppers often borrowed him to plow with their fears vanished. This being a wagon show with no transportation available for the animal, Crumwell has to make the jumps under his own power. A howdah was ordered, and it is planned that our three-

## Omaha Shrine In 8-Yr. Mark

OMAHA, May 16.—Tangier Shrine Circus in Ak-Sar-Ben Coliseum here on May 4-9 played to 56,387, largest attendance in eight years. Show worked under an everybody-pay policy, with no passes issued except to members of the press. Directed by Rink Wright, program was well received. Patriotic costumes for the spec were designed by Mrs. Rink Wright.

Staff and acts included C. J. Collins, potentate; Rink Wright, director; Ronnie Ashburn, emcee; Dick Clemens, lion act; Don Francisco, Robert and Helen Atterbury; Hubert Dyer and Company; Walter Jenner, seal act; Brannoeks, teeterboard; Two Saxons; Bud Anderson's elephants, Liberty horses, ponies and camels; Loyal-Repenski Troupe, riders; Eddie Sheelar and Sisters, rolling globe; Jim Wong Troupe; Hustrei Troupe, high wire; Eva May Lewis, aerialist, and Bob Fisher's Fearless Flyers.

Clowns: Joe Lewis and BoBo Barnett, producers; Jack Kennedy, Tad Tosky, Kenneth Waite Troupe, Rue Enos, Two Bakers, Chris Cornalla, Simon D. J. Collins, Dorothy Barnett, Hubert Dyer and Eddie Sheelar.

Concert was by J. B. Atkinson and his wonder horse, Silver Nip. Aftershow held large crowds at each performance. Big show was presented in three rings. One matinee and six night shows were given. Mrs. Wright presented each woman in the dressing room with a large box of candy on closing night.

## Barr Bros. Open Well With Much-Enlarged Show

CHILLICOTHE, O., May 16.—Barr Bros.' Circus, greatly enlarged over that of last season, opened here May 7 for a two-day stand to good business. Waverly, O. (9) was fair, with Washington C. H. (10 and 11) giving the show good night houses. Much new equipment, including big top, was in evidence. Buck Banard's circus unit, back again, features Larry Daune, Hollywood Cowboy. Side show, not complete for the opening, was not set up. A concert will be added.

Show moves on eight company-owned trucks and five trailers. Advance was under direction of Mrs. Mildred Meyer in Chillicothe, where she prepared a large program. Show was sponsored here by the American Legion Post.

Staff includes William (Bill) Meyer, owner-manager; Mildred Meyer, secretary-treasurer, and Buck Banard, announcer. Fred D. Pfening, also press agent last season, was on hand for the opening.

piece band will play downtown concerts off of his back before night performances. He was also to appear in the noon parades. Crumwell was unloaded from a boxcar at Tar Sole, N. C., last Monday and was escorted to the lot by the town's mayor and our band. The bosses rode in the same hack with his honor to guarantee getting their share of the applause from the 200 natives who lined the streets. A speech prepared by the show's press agent was delivered by the mayor, who stressed about an elephant never forgetting and told about Jumbo.

The boy who accompanied the bull on his journey told the owners that the zoo keeper advised oiling the bull's hide, which was immediately taken care of. By matinee time he glistened like a hog in a greased-pig-catching contest. Not knowing whether the brute was trained, the bosses allowed him to appear only in the entry.

On Tuesday we had an eight-mile drive to Brown's Mule, N. C., in the heart of the nicotine center. Crumwell didn't arrive for the matinee and his appearance was announced for the night show. The night show was long over when he walked onto the lot. To guarantee his (See *Won, Horse & Upp on opp. page*)

## Morton Talent on Honor Air Program

MONTREAL, May 16.—Bob Morton, here with the Hamid-Morton Circus, announced that he had received word that honorable mention had been accorded a radio program in which Bob Morton Circus talent participated last summer during the national convention of Educational Radio Programs and Recordings in Columbus, O., May 3-6. He said he had been notified of the honor by Mary E. Grannan, author of the *Children's Scrapbook* of the Canadian Broadcasting Company.

Bob Morton Circus and CBC talent were on the award program, *Circus*, directed by Sydney Brown and scripted by Mary E. Grannan and heard from 1:30 to 2 p.m. (EDT) over CBL, Toronto, national network of the CBC and MBS, on October 25, 1941. In making numerous awards the committees listened (See *Morton Radio Award on page 39*)

## King Bros. Is Hit By Weather Breaks

BOWLING GREEN, O., May 16.—King Bros.' Circus played to a fair matinee and a capacity night house in Plymouth, Mich. (1), its opening stand. Then a week of rain and cold had a bad effect on business, but judging from attendances during inclement weather, General Manager Allan King is convinced the show will do plenty of business when given a break. Weather partly cleared for Adrian, Mich., stand (11), giving the show a fair matinee and full house at night.

Staff includes Frank Stout, equestrian director; Harry Haag, assistant; L. Claude Meyers, band leader; Jack Andrews, announcer; Bill O'Day, boss canvasman; C. V. Crawford, concession superintendent. (See *Weather Crimps King on page 55*)

## Big Ottawa Biz for HM

OTTAWA, May 16.—Hamid-Morton Circus added another winner to its list of indoor dates by playing to capacity houses here (2-6) under auspices of Ottawa Shrine Club, with Steve Waggoner as chairman. Under direction of Bob Morton, a strong program was well received. Hamid-Morton show was awarded contracts for 1943-44. Prince and Princess Julian of The Netherlands attended the Saturday (2) matinee with their two children as guests of Morton. Show is now in Three Rivers, Que.

## J. M. Cole Opens Big

HORNELL, N. Y., May 16.—James M. Cole Circus opened on Lake Street fairgrounds in the home town, Penn Yan, N. Y., on May 6. Despite a heavy down-pour all day, the show did capacity business. With rain and cold following in every stand, the show continued to do good business, with two straw houses in Geneva, N. Y. (11), and two here on May 12.

## May Defer Blackout Date

WILKES-BARRE, Pa., May 16.—Wallace Bros.' Circus will play Scranton on May 25 and Cole Bros.' Circus on June 3. Wallace Bros. will play at Hazleton on May 26. Booking of the Wallace show in Scranton caused Lackawanna Defense Council to request a change in date for a planned joint test blackout with Luzerne County. Appearance of the circus was given as the reason for the request.

## The Circus Spectacle

By Col. Harry Thomas

LOOK

For This Feature in

The Billboard

Summer Number

Dated May 30



# With the Circus Fans

By THE RINGMASTER

President: FRANK H. HARTLESS, 2930 W. Lake St., Chicago  
 Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.  
 (Conducted by) WALTER HOHNADDEL, Editor, "The White Tops," care Hohnadel Printing Company, Rochelle, Ill.

ROCHELLE, Ill., May 16.—At the May meeting of Bluch Landolf Tent plans were discussed for a party the tent will sponsor for performers of the Ringling-Barnum circus when it shows in Hartford on July 16 and 17. Reports on the Eastern division convention held in Trenton, N. J., April 26-27 were made. Landolf Tent was represented at the convention by Past President William H. Judd, William H. Day, Wolcott Brown, James B. Hoye, Gil Conlunn, Dr. H. Martin, W. H. Montague and William Brinley. Tent opened its charter at the May meeting to elect three new members, Wolcott Brown and L. V. Nordgren, New Britain, and Graham Anthony, Hartford.

Marion Knowlton, Middletown, Conn., was a dinner guest of CFA Mr. and Mrs. William Day at their New Britain home, before joining Cole Bros.' Circus.

William H. Judd closed his season's showing of his circus movies at State Training School, Mansfield, May 8; Children of American Revolution, Bristol, May 10, and Washington Junior High School, New Britain, May 12 and 15.

At the recent city election CFA Bill Day was re-elected city comptroller; CFA W. H. Judd, chairman of board of finance and taxation, and Dr. Henry Martin was re-elected chairman of the board of education of New Britain. CFA Harry Hatsing was appointed police commissioner by Mayor Quigley.

Dr. Tom Tormey, Madison, Wis., writes that he and Mrs. Tormey had an enjoyable two-week trip east. They caught the Stadium Circus in Chicago, the Big Show several times in New York and attended opening of the Hunt Show in Trenton, N. J. On their way home they visited Cole Bros. at Fort Wayne, Ind.

Fred Schlotzhauer, Oquawka, Ill., visited with Terrell and Dolly Jacobs and the twins when he caught closing matinee performance of the Chicago Stadium Circus.

Charles Davitt and Joe and Wally Beach, Springfield, Mass., attended the Eastern meeting of Fans in Trenton, N. J., and joined in honoring Charles T. Hunt on his 50th anniversary in show business. Trio also visited the Henszey family in Glenside, Pa. In New York they caught Ringling-Barnum show and renewed acquaintances. In New Haven, Conn., they attended Frank Wirth's Navy Relief Circus and visited performer friends there.

Jim Hoye, Hartford, Conn., State chairman of P. T. Barnum Top No. 12, was hospitalized following an accident in his home in which both legs were injured. He is improving and would enjoy hearing from friends. His address, care Hartford Hospital.

Tom Parkinson, CFA, Champaign, Ill., visited Cole Bros.' Circus during its Indianapolis engagement.

## Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

All collectors should have in their collection of books one written by Charles Theodore Murray back in 1897. It is a novel entitled *A Modern Gypsy*, a romance of circus life. It is paper bound, published in New York by the American Technical Book Company and is illustrated by Charles H. Wright. In the front there is shown the layout of a circus of that period. The locale is the Greatest Show on Earth and the "Main Guy" pictured and described is James A. Bailey. In fact, the book is dedicated to James A. Bailey with a fine word picture of this great circus manager:

"Under this modest exterior was concealed the Master Mind. A man of straightforward purpose and iron will, he was calm to placidity. Gentle and sparing of speech, he was self-reliant, courageous, of much breadth of thought, bold of plan and vigorous of execution. He combined the intellectual grasp of the optimist with the pessimistic mastery of details. His dominant genius was Hard Work. And these are the qualities that have made the world's greatest commanders and successful rulers.

"Only a showman, he had brought more happiness into the world than any other man who ever lived. A circus man, he had lifted the circus business from the muddy pool of knavery to the plane of respectability and recognized Industrial Art.

"He might have been a great general, a renowned admiral, a distinguished political leader—or excelled in any other line of life in which men happen to be born with brains, rare executive ability, indomitable will, and ambition coupled with that industry men call Genius."

A great tribute to a great circus man. Here comes SOS No. 1. Let's see how quickly the call will be answered. We assure you that the brother collector making the request is in high standing. He wants to determine what dates and what performances, matinee and night, were lost to the Ringling show during the seasons 1891 (or prior), 1893 and 1899. When this information is received, we will relay it to the brother making the request and he in turn will acknowledge it directly to the brother furnishing the information. In that way two collectors will become acquainted thru a courtesy extended by one to the other. Do not hesitate about helping a brother collector. Fraternalism will help all collectors.

## WON, HORSE & UPP

(Continued from opposite page)

appearance in Long Butts, N. C., on Wednesday, he was fed and started on his 10-mile hike to that burg Tuesday night. Our wagon train passed him two miles out at 9 a.m. and again he missed both performances. Thinking that his limp on one side was caused by stiffness, the bosses ordered him oiled again. By Saturday the pachyderm was 42 miles behind the show and he had been oiled six times. The governor then ordered Crumwell to be loaded into a boxcar and shipped to a town one week ahead of the show. We can't figure why he drags one hindleg and can't lift his trunk. No doubt he will come out of it after a good rest and 10 more oilings.

## Dressing Room Gossip

COLE BROS. — Grover Nitchman, former clown with this show, has given up clowning for the duration. He held an auction in Indianapolis, his home town. He sold his wardrobe trunks, props and prop trunks. It rained so hard in Indianapolis for two days the clowns had to ferry from trunk to trunk. Alva Evans, midget clown with show, was reported missing four times during the day but was finally found toward evening totally submerged with only his pipe showing above water. I see where Mrs. Harry Thomas is becoming quite a zebra trainer. Charcoal fires are very much in evidence on both sides. This is one of the coldest springs I have ever experienced and I have seen a couple.

Mom Langhorst was on the lot at Cincinnati visiting her many friends. C. G. Paterson, CFA, had a big time taking pictures. Other visitors were Frenchy Miller, Jack Baker, from the Haag show; Mr. and Mrs. Cecil Scott, Mrs. John Robinson and son John. Mr. and Mrs. C. C. Speck Grosouth were guests of Gus Tallafiero while the show was in Anderson. Gus has the programs over here.

Nice letters from my old friends Joe Short, James Armstrong Leighton, Adrian F. Davis, Vern E. Wood was with us two days in Cincinnati and gave us all that good old feeling. Mrs. Elizabeth Clarke, daughter Ernestine and Mrs. Freddie Freeman were house guests of Mr. and Mrs. Cecil Scott in Cincinnati for three days. I missed this one (Gracie Hanneford, please note). Otto Griebing and Curly McPride's new theme song, *Why Don't We Do This More Often?* Fritzie Partello, the Florence Nightingale of our show, has been busy the last two weeks. On the sick list last week, Arthur Borella, Helen Scott, one of the ballet girls, had lumbago and Mr. Terrell suggested going home. It was remarkable how quickly she recovered. P. S.: She is still here, fully recovered.

We have a grand aerial number, Golda Grady, Jo Jo Cofield, Kay Burslem, Alethia Clarke, Gertrude Scott, Ethel Freeman, Ernestine Clarke, Virginia Tiffany, Madeline Fisher, Donna Heather and Beryl Wallaby, ladders; Eileen Larey, Mayme Ward, whirler; Ruth Nelson, Helen Partello, Betty Rich, Corinne Dearo, muscle grinds; Marilyn Rich, one-arm swings; Bert Dearo, aerial contortion; Ernie White, head balancing, trapeze. Sure is a flashy number with Florence Tennyson singing. When we played Richmond recently, Peru was very much in evidence, Fred and Mrs. Young from the Famous Jockey Club; Hanna Griebing and children; Mr. and Mrs. Becker; Mr. Burkhardt, father of Noyelles, who is in charge of front door; Bill Burkhardt, Kenny Burkhardt, Fred Becker, Mr. Zimmerman, Dr. Tom Tormey and Mrs. Tormey. FREDDIE FREEMAN.

## Alf Otaris Made Citizen; Entire Circus Family Applies

MACON, Ga., May 16.—A former circus aerialist and now a member of Uncle Sam's Army became an American citizen here this week. Alfred Otaris, member of the Otaris aerial troupe, was administered the citizenship oath before a federal judge. Born Alfred Matusch, of Hungarian parents in Russia, he has spent most of his life in the circus. He was stationed at Camp Wheeler here but recently was transferred to Camp Gordon, Augusta, Ga.

Flying Otaris have disbanded their aerial act for the duration. Four of the boys have answered the call to the colors. Constantine, Alfred, Bill and George. Another son, Frank, machinist, has applied for war industry work. The father and mother, Mr. and Mrs. Florenz Matusch; a daughter, Nina, and Frank applied for final citizenship papers last week at Sarasota, Fla. They applied for first papers five years ago.

C. A. KLEIN, Klein Attractions, reported signing Tiebor's Seals for several Ohio fair grandstand shows.

## Bad Weather Hurts WB Biz

CANTON, O., May 16.—Cold and rain affected business for Wallace Bros.' Circus during some Eastern Ohio stands. Massillon, O. (6), gave its first circus there in three years a good matinee and a packed night house despite rain. In Alliance, O. (7), rain resulted in the lightest matinee of the season so far. Night house was good. Management said the show is heading east and will continue as long as restrictions do not become too severe. Visitors in this area included Johnny Drabble, Roy Wild, Art Hill, George Rinehart, Glen Wagner, Nick Hinig, Don Taylor, Paul Kennedy, Morgan Johnson, Tommy Allen and Ted Deppish, Canton; Jack Nedrow, Chief White Eagle and family, K. C. DeLong and J. J. Evans, Massillon; Ray S. Wallace, Alliance, and Fred Work, Akron.

MRS. JOSEPH LOYAL, aerialist with Wallace Bros.' Circus, is recovering in Beaver County Hospital from leg injuries received when she had a 20-foot fall from a trapeze during the Beaver (Pa.) engagement.

ROBERT D. GOOD, Allentown, Pa., infos that he spent two days viewing Ringling-Barnum circus in New York and met many old friends.

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 Diving Tank, glass 3 sides. 10x15x10. Excellent condition. Reasonable.  
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**WANTED**  
 Two Animal Men, one must be Talker, for work Atlantic City and winter job. Sleeping quarters furnished. State salary, experience.  
**BOX D-220 Cincinnati, O.**  
 Care The Billboard

**DAILEY BROS.' CIRCUS WANTS**  
 Musicians, Single Tight Wire, Performers and Clowns if you help with your rigging; if not don't answer. Spindle, Mack House, Otis Hall, wire, Calvin Spike, answer. Garnett, Kansas, May 23.

**FOR SALE**  
 Ten hand-carved Parade Wagons, Band Wagon and Calliope, thirty head of Ponies, twenty sets of Harness, Costumes, Elephant and Camel Blankets, three twenty-seven foot Semi-Trailers (new tires), four Monkeys, one twenty-four by thirty-six Push Pole Top. No junk.  
**VERNE SOULES, Harrison, Ohio**

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**WANTED**  
 For 14 Weeks, Playing for Shrine Circuses. Opening June 8th, Waterbury, Conn.  
 Side Show Acts wanted, Man to wrestle Alligators, Snake Act. Must have your own Snakes. Two Ticket Sellers and Big Show Announcer, Boss Canvasman with two men. Top salaries. Bill Gregory, Harry King and Master Russell, get in touch at once. Will be at Times Square Hotel, New York, Wednesday, May 20th, and Thursday, May 21st.  
 Shrine Circus Headquarters, 48 Weybosset Street, Providence, R. I.  
**DAN REED**

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Write today for your free copy of The Billboard's 5th Annual Outdoor Attractions Section featuring photographs of some of the nation's leading Acts and Attractions for Fairs, Parks, Celebrations and Shows. Every outdoor talent buyer will be interested in these pictures as well as the special articles pertaining to this year's operating problems, budgets, publicity, etc.

Reprint Editor, The Billboard, 25 Opera Place, Cincinnati, Ohio. 5-23

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# Under the Marquee

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

**WHAT! No balloons?**

H. (WINDY) MILLER is with James M. Cole Circus.

MILLS BROS.' CIRCUS canceled Lima, O., May 19-20, due to Cole Bros. being there on May 14.

VERN E. WOOD, Detroit, was on the lot of the Cole show in Cincinnati and put on clown white.

BUCK LEAHY, clown contortionist, is in his second week at the Silver Slipper Club, Auburn, Me.

**BIG TAKES.**

CHARLES ROBINSON, who recently closed with Dailey Bros.' Circus because of illness, will rest in Kansas City, Mo.

C. W. FINNEY, general agent, spent several days in Canton, O., looking over that territory for King Bros.' Circus.

PAUL SALLE, formerly with the Ringling-Barnum circus, is employed in a defense plant in Los Angeles, where he will remain for the duration.

REX M. INGHAM, who has closed his school tour, accepted a position with Empire Housing Corporation, Danville, Va., as superintendent of transportation.

LEON LONG, who 30 years ago was a magician in the John Robinson Side Show, is agent for Lee's Colored Minstrel and not a billposter as previously stated.

**DOUBLE or nothing was formerly only a dice chance. Now it's in every department around a circus.**

RUTH AND JACK MALLOY, aerialists, enjoyed a visit with Helene and Johnny Hartzell when Wallace Bros.' Show played Canton, O.

BILL KETROW is one circus manager who has shown he can adapt his talents to other fields of amusements. His Grand Ole Opry hillbilly troupe has been having phenomenal business in Georgia.

HAROLD LENGES, former special agent, now labor editor, and Murry Powers, Sunday editor of *Akron Beacon Journal*, visited Wallace Bros.' Circus at Massillon, O.

FRANK S. HAMMER infos that Wil-Hamsport, Pa., will have three circuses this year. Wallace Bros. play there on May 20, Cole Bros. is slated for June 1 and Ringling-Barnum for June 18.

Personnel of Lester Rodgers' peanut concession with Cole Bros.' Circus includes Okie Miller and Jack Campbell, in charge of truck; George Speedy, Fred Corey and John Miller, stand men.

DOC WADDELL held remembrance services for his departed friends Herbert Maddy and L. S. (Larry) Hogan in Columbus, O., recently. About 20 show-folk attended.

**MORE old-timers around stake on' chain wagons this season.**

BELL BROS.' CIRCUS is booked in Fairmont Heights, Md., for two days under auspices of W. Bruce Evans Lodge No. 380, I. B. P. E. of W. Show played there last year to good houses both nights.

BILL WOODCOCK advised from Omaha that he left there after close of Tangler Shrine Circus with three performing elephants, recently acquired by Terrell Jacobs, to join the Conklin Shows in Hamilton, Ont.

MR. AND MRS. J. B. SWAFFORD celebrated their 49th wedding anniversary on April 24. Swafford, of the old school of circus agents, is closing his fourth season as doorman at the Shubert Theater, Boston.

PVT. VERNELL CORIELL writes from Fort Benning, Ga.: "Have been transferred to parachute troops. My brother, Pvt. Everett Coriell, is with the Marines. Vern Sr., Zaza, Teen and Earl Coriell are with the Terrell Jacobs show."

**REWARD for long and faithful service: A ticket taker's job in the cookhouse.**

THE WOMAN partner of the Two Novellos, recently seen at the Olympia Circus in Chicago and Detroit, is the

youngest daughter of the once well-known Novello Family, acrobats on elephants, who appeared for many years with the old Barnum & Bailey Circus.

MICKEY BLUE letters from Long Beach, Calif.: "Polack Bros.' Circus had a record week in Sacramento. Played to 68,000 in eight days, topping last year by 15,000 paid admissions. Will show here for Sclets on June 1-7 in Municipal Auditorium."

CHARLES (KID) KOSTER wrote from New York on May 9: "Arrived with the wife from the Coast last Sunday and saw all the brothers. Visited nightly at the Garden with the Ringling boys and saw the show, which is great. Will go with the Max Gordon office in September."

**REMEMBER when natives always picked the fattest man under the marquee as the manager.**

EDGAR H. WILSON, Rockford, Ill., attorney and circus fan who made his annual visit to Cole Bros.' Circus during its Louisville engagement, highly praised this year's program as one of the best presented under the Zack Terrell banner. Last season Wilson made an extended trip with the show.

**OLD-TIMERS are forever turning back the pages, but one must remember that present conditions are far different than they were during the Spanish-American War.**

NOTES from Bell Bros.' Circus by H. R. Brison from Jessups, Md.: Playing Baltimore area, show has been doing good business since opening. Recent visitors included Mr. and Mrs. Al Grant and daughter and M. Stein, Seat Pleasant, Md., and Sgt. Tom Dill, stationed at Camp Meade. He formerly trouped with Kay Bros., Bill Newton's and other circuses. After another week in the territory the show will move into New Jersey.

GORDON M. POTTER, St. Joseph (Mich.) circus fan, has written friends in Los Angeles that he and his mother had a great time at the Circus Model Builders' Convention in Peru, Ind. They visited the old Hagenbeck-Wallace winter quarters and Terrell Jacobs circus farm. Adele Nelson's elephants were in quarters at the farm between dates. Potter and other fans enjoyed a jaunt around the farm on the elephants, his letter said.

MEMBERS of W. W. Workman Tent, CSSCA, Richmond, Va., attended their annual get together on the afternoon of May 6 at La Foon's Farm, eight miles from Richmond. Festivities began with sports, a baseball game at 3 p.m., and followed by a dinner which featured baked Virginia shad and shad roe. Guests were present from neighboring tents. L. H. Mundlin Jr. is president; J. A. Mann, vice-president; W. T. (Bill) Homberg, secretary, and Jack A. Lyons, treasurer.

**REGISTERING of men over 45 for industry proves that press agents only kid themselves when writing, "This show has suffered no labor shortage."**

BILLY PAPE, the "spying reporter" of Chicago's Olympia Circus, posted a 3,000-word "scandal sheet" on a bulletin board near conclusion of the 17-day engagement. Performers and members of almost every department rated space on the sheet and there was a laugh for all who like to laugh. Augmenting the nonsensical neeness was a page bearing a caption of "Tillie, the elephant," says: Every engagement you play is a chapter in your book of life. . . . A performer with a broken leg doesn't worry about an ingrown toenail. . . . Your trailer-camp neighbors get a line on your clothes from the clothes on your line. . . . Prejudice, a great time saver, enables you to form opinions without bothering to get the facts. . . . Few performers are as self-confident as they try to make their contemporaries believe. . . . A smile costs nothing, but some feel they can't afford it. . . . No performer can climb beyond the limitations of his own character. . . . None but a fool is always right. . . . The world is a great book of which those who never stir from their trailers read only a page. (No reflections, honest!) . . . Sensational acts are performed, not by strength, but by perseverance. . . . Every trouper who can

be a first-rate something—as every trouper can be who is a trouper—has no right to be a third-rate something, for a third-rate something is no better than a first-rate nothing. . . . A price mark looks all right on some things, but not on a bally girl. . . . Arguing whether this or that act is most important to the show is like debating which blade of a pair scissors do most of the cutting. . . . My idea of a peace pipe would be one extending over Olympia's beer bar and spouting cool, refreshing H<sub>2</sub>O for the ever-thirsty performers. AGVA, take notice! . . . Getting by our backdoorman without your pass is more difficult than doing a somersault thru the eye of a needle.

**YEARS ago every downtown telephone pole was decorated with one-sheet cloth dates tacked on laths and we bragged of big daubs in business districts. Nowadays we boast about getting a few lithos in main drag store windows.—Two Sticks John.**

## The Corral

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

ARTHUR GALARNEAU will manage and direct a rodeo at the Hanna (Alta.) Fairgrounds, with 50 per cent of the proceeds going to charity. Patriotic numbers and a big parade will be featured.

MACLEOD (Alta.) Stampede Association will stage a two-day rodeo this year. A parade will be held the first day. President is Dan Boyle, and Albert Swinerton, secretary.

WEEKLY rodeos being staged by Claire Thompson, trick rider, and Richard Akerman at Bar G Ranch near Fort Worth, have been changed from Sunday to Saturday nights. Buddy Thompson is furnishing the stock.

PLANS have been set for the annual rodeo sponsored by Kansas City (Kan.) Police Relief Association in American Royal building. Police committee includes Wayne Gray, Jack B. Jenkins, Capt. Eli Dahlin, Clyde Schell, Jack Will and George Malloy.

FRONTIER DAYS CELEBRATION, held annually at Swift Current, Sask., has taken its place alongside the Calgary Stampede and Cardston Rodeo as the only Rodeo Association of America shows in Canada. Ralph DesBrisay has replaced Charles Powely as rodeo director.

SECOND annual championship rodeo in the Stadium, Baltimore, featuring Roy Rogers, will be under direction of Frank Moore, Madison Square Garden Rodeo impresario, with Tall Cedars of Lebanon sponsoring the show. Will C. Murphy, assistant to Moore last year, will be back, and Fog Horn Clancy will handle the radio and publicity chores. This year's event will run for eight days with 10 performances, and plans are being worked out to stage one performance for the Navy Relief Fund. Rogers will feature his screen horse, Trixie.

TOTAL prize money for the seven events listed for the rodeo at Swift Current, Sask., has been posted, and final money and day money will be paid on saddle bronk riding, steer wrestling and calf roping. Day money prizes will be offered on bareback riding, steer riding, wild horse race and wild cow milking. Entry fees are being added to the purses in all events, and entry forms have been sent to more than 225 cowboys in the United States and Canada. Willis Brothers, trick riders and ropers, have been signed, and Don Perrin is rodeo manager.

SHERIFF'S ROUND-UP at Beaumont, Tex., is soon to become a permanent organization. Sheriff W. W. Richardson and associates plan to incorporate with profits from future events going to support of Jefferson County Spring Fat Stock Show Association, which is to be organized by the Coastal Cattle Association as a replacement for the South Texas State Fair, canceled for the duration. Richardson said that over 10,000 attended the recent rodeo produced by himself, Dan Hines and Bill Bogan. Associated with the Texas group is Everett Colburn, well-known rodeo producer.

THE ARMSTRONGS, Roscoe and Cecile and their son, Earl, visited quarters of the George V. Adams Rodeo Com-

pany near Greencastle, Ind., and enjoyed a performance presented by performers there. Several members of the unit are with Cherokee Hammonds, who has part of the Adams stock on a tour of the South. Performers included Chip and Percina Morris, with their roping and horse acts; Minnie and George V. Adams; Shirley Lou Adams, trick roper and rider; Mickey McHarry, arena director; Pee Wee Morris, who leaves soon to join the army; Ed Davis, currently employed at a defense plant near Terre Haute, Ind.; Helen Grant, bronk rider; Ralph Johnson and wife, Mary Cardinal; Eldon Kelley, Tuffy Grant and Shorty Kenny,

WITH attendance held down by nearby river floods, annual Boyt's Ranch Rodeo at Liberty, Tex., May 8-10, drew its largest number of cowboy and cowgirl entries. About 6,000 attended the performances at the new \$10,000 arena at Trinity Valley Exposition Grounds. Cecil Boyt was general manager and arena director, and contract performers included Chet and Juanita Howell, Wiley and Maudelle McCray and Don and Gene McLaughlin. G. O. Stoner and Edgar Poole were timekeepers; Nathan Blanton, secretary, and Top Gentz and Gerald Abbott, pick-up men. Results were: Bareback Bronk Riding—Joe Vinas; Leslie Booth and Bud McDaniel split second; Bud Burrow; Clyde Hebert and Allen Crainer split fourth. Calf Roping—R. B. Carraway, Buck Echols, J. K. Harris, Bobby Hinson. Steer Wrestling—Adolph Ebner, Clinton Booth, Eugene Cavender, Bill Burke. Wild Brahma Bull Riding—Joe Vinas and Emmet Morris split first; Clyde Hebert, Ross Leavins.

Saddle Bronk Riding—Ralph Collier, Buddy Westinghouse, Leslie Booth and Jack Favors. Breakaway Calf Roping—Gerald Abbott and Ross Leavins split first and second; Dan Hines and Skeels Stayton split third and fourth. Cutting Horse Contest—Sydney Yokley, Cecil Boyt and Dan Hines. Cowgirls' Barrel Race—Averill Gentz and Dana Stoner split first and second; Jane Burnett.

STANDINGS in the race for the cowboy championship of the Rodeo Association of America as announced May 1 by Fred S. McCargar, secretary, follows: Homer Pettigrew, 1,978; Dick Griffith, 1,078; Bill McMackin, 1,038; Louis Brooks, 918; Bob Estes, 707; Hank Mills, 693; Fritz Truan, 682; Smoky Snyder, 654; Everett Bowman, 612; Chas. Colbert, 587; Bud Linderman, 543; Mitch Owens, 540; Nick Knight, 525; Earl Blevins, 495; Mike Fisher, 479; Clyde Burke, 469; Gene Pruitt, 467; Bart Clennon, 458; Toots Mansfield, 456; Doff Aber, 450; Ken Roberts, 450; Bud Spillsbury, 441; Frank Marshall, 419; Roy Mathews, 410; Vic Schwarz, 390; Jess Goodspeed, 381; Frank Pinley, 367; Cecil Henley, 360; Jack Skipworth, 352; Howard McCrorey, 342; Pete Grubb, 318; Jackie Cooper, 305; Buck Jones, 290; Buck Kullough, 253; Buck Echols, 252; Clay Carr, 250; Bob Williamson, 240; Jimmy Sloan, 240; George Yardley, 233; Frank Marlon, 232; Nub Martin, 230; Gerald Roberts, 220; Joe Bassett, 218; Buck Sorrells, 217; Hub Whiteman, 216; Mickey McCrorey, 212; Asbury Schell, 209; Clarence Darnell, 206; Buck Davis, 200; Royce Sewalt, 200; Hubert Taylor, 200.

Bronk Riding—Bill McMackin, 809; Bud Linderman, 543; Nick Knight, 525; Gene Pruitt, 467. Bull or Steer Riding—Dick Griffith, 1,058; Bob Estes, 587; Smoky Snyder, 479; Ken Roberts, 420. Bareback Riding—Hank Mills, 680; Louis Brooks, 400; Jimmy Olson, 240; Nub Martin, 220; Cecil Henley, 220. Calf Roping—Homer Pettigrew, 882; Clyde Burk, 469; Toots Mansfield, 456; Roy Mathews, 410. Steer Wrestling—Homer Pettigrew, 1,056; Earl Blevins, 495; Mike Fisher, 479; Everett Bowman, 471. Team Roping—Asbury Schell, 154; Joe Bassett, 145; Gordon Davis, 79; John Cline, 66. Single Roping—Dick Robbins, 89; Carl Arnold, 60; Clay Carr, 43; Ike Rude, 34. Team Tying—Clarence Darnell, 146; Fred Darnell, 120; Ray Boss, 70; Joe Bassett, 60.

### COWBOYS—COWGIRLS

SPECIALTY, Rodeo and other Acts wanted.  
(Can use High Acts also.) Opens Sunday,  
May 24. Can use some Rental Stock.  
Write or wire today.

**ELWOOD EVANS**

TOD HOTEL YOUNGSTOWN, OHIO

Buy U. S. War Savings Bonds and Stamps.

# Rinks and Skaters

By C. H. STARK (Cincinnati Office)

## N. J. Arena Preps For Costume Show

ELIZABETH, N. J., May 16.—Final rehearsals are on in Twin City Arena here for the costume roller production, *Adventures on Rollers*, to be presented in the rink on the nights of May 22 and 23. The show in three acts is being sponsored by Twin City Dance and Figure Club and is being directed by Claire Miller. There are 60 youngsters in the cast. Feature will be introduction of the *Carroll Swing Fox Trot* by the America on Wheels 1942 senior dance champions, Skippy Miller and Thomas Benton. Also featured will be

Jean Vitallus, 1942 girls' junior figures champion of America on Wheels and gold-medal winner of the junior dance, and Beatrice Thomas, second placer in girls' junior figures. The show is sanctioned by the Amateur Roller Skating Association.

*Here We Come*, in march time and dedicated to General MacArthur, has been composed by Edwin Brozek, manager of Passaic (N. J.) Rink, and Joseph Weinrich, doorman at the rink. The number is being played during singing trios at the America on Wheels rinks and is clicking.

To accommodate a large number of former skaters engaged on defense work around Bayonne, N. J., Boulevard Arena held a special midnight skating party to-night. The America on Wheels rinks, Mt. Vernon Arena, Capitol Arena, Boulevard Arena, Perth Amboy Arena and Passaic Skating Rink went on a new summer schedule on May 15. They will open at 8 instead of 7:30 and close at 11:30 instead of 11. George Sticka, manager of Twin City Arena, and his staff are readying the Elizabeth rink for the 1942 championships under auspices of the Amateur Roller Skating Association.

All America on Wheels rinks have been well prepared for blackouts since regulations were announced. Civilian defense officials have pronounced preparations perfect. Hillside (L. I.) Figure 8 Club visited Casino Arena, Asbury Park, N. J., 200 strong in six buses on May 9. Latest additions to Uncle Sam's forces from America on Wheels are Joe LaTella, Boulevard Arena, and Eddie Kinsley, Twin City Arena, increasing to about 20 the number of AOW men in service. An honor roll, dedicated to them, will soon be erected in the rinks.

## The Field for Teachers

By FRED H. FREEMAN

### LOOK

For This Feature in The Billboard Summer Number

Dated May 30

of British roller skating and have an eye on the U. S. A., with a view to paying a professional visit after the war. Jackson has skated in a number of countries and is internationally known in the game. Apart from his shipyard job, he acts as compere for the British Broadcasting Company with orchestras on the air in that locality, giving shows for the armed forces.

RUSSELL BROWN, Illinois amateur roller-skating speed champion, has joined the army.

ARCADIA Gardens Rink, Chicago, will remain open all summer, but will discontinue its skating classes until fall.

F. T. DAVIS has reopened Riverview Park Rink, Janesville, Wis., for afternoon and night sessions.

ED RUETECKE is demonstrating trick skating in White Horse Rink near Camden, N. J.

CHRIS GEORGIAN, employee of Arcadia Gardens Rink, Chicago, has been called for service, and a farewell party was held for him in Arcadia on May 16.

V. J. LINDERMAN has been granted a permit by Fond du Lac (Wis.) city council to operate a rink at Scott and Macy streets.

ROLLERDROME, Inc., has been incorporated with 200 shares of no-par-value stock, rink to be located in New Rochelle, N. Y.

MEMBERS OF THE CAST of *Roller Skating Vanities of 1942*, showing for a week in Eastern States Coliseum, appeared at Rialto Rink, Springfield, Mass., on May 12 for an instruction period.

FOREST CLUB ROLLER - SKATING RINK, Detroit colored rink, has been taken over by a new partnership, composed of S. Brand, F. Adler and A. Doctor.

MINEOLA (N. Y.) RINK is featuring afternoon sessions for war factory workers. Publicity program follows line of thought that roller skating furnishes an ideal pastime as well as exercise to keep workers physically fit.

AT A RUBE CARNIVAL in Bay Ridge Rink, Brooklyn, on May 12 prizes aggregating \$40 were awarded to the best milkmaid, best rube, cutest farmerette and, of course, the village slicker. It brought together a wonderful assortment of vintage straws and blue overalls.

FLYING BERRYS are presenting their roller-skating turn at Carroll's Theater-Night Club, Philadelphia. Charles Berry Jr., son of the Flying Berrys, is said to be the youngest pro roller skater—seven

years old—but he can't appear with the act in Philly because of child labor laws.

WILLIAM SEMAINE AND STANLEY BUREK, West Springfield, Mass., sponsors of a plan for building a \$25,000 rink, have abandoned the project. They received word that there would be no relaxation of the WPB ban on essential building materials.

TONY MAYO has been named instructor at Rollerland, Columbus, O., rink. Mayo went to Columbus after three years in the same capacity at Skate-land, Cleveland. While there he developed five national champions. He also had been identified with several Canadian rinks, tutoring June Woods, who became senior ladies' figure-skating champion of the Dominion.

## BIGGEST RUSSELL GROSS

(Continued from page 36)

Pedro (10) gave the show a fair matinee and a good night house.

Mrs. C. W. Webb is well pleased with receipts on show's first four of this section. Labor shortage is becoming more acute each week, and George Werner, boss canvasman, is putting up with only 12 men. C. W. Webb is on the mend. Bernie Chigg's new clown band is getting plenty of laughs. June Schaller is leading the spec and carrying Old Glory. Rube Egan is suffering from rheumatism. Fay Avalon, clown, visited friends on the show. Now a civil service employee, he expects to be transferred soon to a new post.

Ray Harris, who has been handling radio and assisting with seating, left in Long Beach. Mother of the Rowland Sisters saw the show in Long Beach. Paul Eagles is still on the job, assisting the show in getting established. Bob and Irene O'Hara, Joe B. Webb and Al Martin are selling a lot of grandstand and concert tickets. Edna Antes is ill. Mrs. Charlie Clarke, now retired in Venice, Calif., has recovered from a recent illness. Her husband is on the show and she has two daughters on the Cole show. Norman Carroll is receiving praise for the way he handled announcements during the Los Angeles blackout.

## MORTON RADIO AWARD

(Continued from page 36)

to about 100 of the 319 programs submitted.

Judges appointed by the 1942 Institute for Education by Radio for the sixth American exhibition of recordings for educational programs were Director Kenneth K. Bartlett, Workshop, Syracuse University; Hazel Kenyon, educational director, KIRO, Seattle, and Irwin Johnson, director of development programs, WBNS, Columbus, O.

"We in the circus business should feel highly gratified that a circus broadcast has taken top honors among radio educational programs," said Director Morton.



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Cleanse the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.

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SKATING RINK FOR SALE

Hammond Organ, 145 pairs Skates, Fountain. Rink complete. 6-day town. Bargain.

PENDLETON ROLLERDROME

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\$2.25 PER M.

No orders filled under 5 M.

RINKS

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FOR SALE

HURRY—DRAFT'S GOT ME.

\$5,000 cash takes Western Skating Rink. Size 125x60. Completely equipped, ground floor, excellent location, boom town. Income unlimited.

MIKE HIGGINS, SKATLAND ROLLER RINK

Boone and Division, Spokane, Washington

FOR SALE

Reasonable for cash, one Over the Jumps Ride, now called Flying Horses. Has to be seen to be appreciated. Consistent money getter for park or show. Next ten days, Peoria, Ill., en route.

Goodman Wonder Shows of America

HELEN STOCK

WANTED TO RENT OR LEASE

Building suitable for Skating Rink in fairly populated and prosperous town or near army camp. Prefer building in good condition with floor space of at least fifty feet by one hundred and twenty feet. When answering please include terms of contract, location and condition of building and photos if possible. Address mail to

HAROLD EDDY, 301 12th Ave., Sterling, Illinois

PORTABLE ROLLER SKATING RINK

All first-class equipment, for sale. Operating in Jefferson City, Mo. Doing very good business. New Army Duck 14 Oz. Tent, been used seven months, size 50x115 ft.

W. G. CALHOUN

110 E. Vest St. MARSHALL, MO.

FOR SALE

265 pairs Roller Skates, in excellent condition, used very little. They are same as new. Priced at \$2.50 per pair. They are in Edina, Mo.

RAY B. MCKENZIE, Knox City, Mo.

WANTED TO BUY OR LEASE

Portable Rink Floor and Skates. Would consider entire portable outfit, including tent. Write

C. E. HALE, Mgr., Mill Tolbert Show Co. Dothan, Ala.

## Current Comment

By CYRIL BEASTALL

CHESTERFIELD, England.—With the United States in war, the immediate future of competitive amateur roller skating over there must essentially become a subject of speculation, especially so in view of the unfortunate clash between various powerful interests.

There has been considerably less amateur competition in the sport on this side since the outbreak of hostilities, but the National Skating Association of Great Britain has made an attempt to revive a little of the interest in skating competition which has been dormant the past two and a half years, planning to stage these events:

Balfour Cup (dance, amateur) at Rollerdrome, Leeds; Burrows Cup (dance, amateur) at Empress Rink, Burnley; Devonshire Park Bowl (figures, international style, amateur) at Birch Park Skating Palace, Manchester; professional roller dance championship at Rollerdrome, Leeds.

Had an interesting letter from one of my oldest acquaintances and one of the most colorful personalities ever on rollers here, Brian Jackson. He was manager of the first rink on which I skated, in July, 1920, Palace Pier Rink, St. Leonards-on-Sea, Sussex. When war broke out Brian and his wife, Mary, were ending a successful joint management of White City Rink, Hull, one of the oldest on the East Coast.

They had signed a contract with Larry Webb, Australian sports promoter, who also has interests in this country, to manage his latest rink, Walthamstow Recreation Center, which was due to become London's finest but for advent of war. Authorities took over the large building, leaving Jackson without a post. After three days he took a job with his late rink boss in Hull, Ed Harrison, who was also a ship chandler in a big way. At end of the third week came an offer to manage a new rink in Barrow-in-Furness, Lancashire, and the Jacksons left for the West Coast. The Barrow rink was in a large well-equipped building, with a fine maple floor, 160 by 70 feet. They made a great success there with their sensational degree of showmanship. They had 104 skaters and 2,000 onlookers on opening night. They built up a capable set of skaters, a number passing the silver medal test in less than a year. Wherever this pro couple have been they have raised the local standard of performance. In January, 1941, authorities took over the Barrow rink.

The Jacksons put their skates away for the time being, and Brian took a job in a shipyard, where he now has a responsible job. They rank as the No. 1 showfolks

Betty Little FIGURE SKATING SHOES

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"Keep 'Em Rolling Longer"

A little better care and a little oil now and then and your "Chicago" Roller Skates will last until

"It's Over—Over There"

Well kept equipments will last for 10 years. It has been done—you can do it again

Uncle Sam needs every pound of steel

To Win the War

We gladly give him ours. It's the American way.

CHICAGO ROLLER SKATE CO.

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# West Coast Douses Lights

## Resort Biz on Twilight Basis; Hit Fake Alarms

SAN FRANCISCO, May 16.—A dim-out of the Pacific Coast from the Oregon line to the Mexican border was ordered Monday by Regional OGD Director James C. Sheppard at the request of Admiral John W. Greenslade, 12th Naval District Commandant. The order quenched every light along the Coast that is visible from the sea. It embraced Playland-at-the-Beach, one and one-half mile long amusement and concession zone, and its immediate effect was the elimination of the fun area as a nighttime amusement spot.

Similarly affected were beach concessions and rides at Santa Cruz, 90 miles south of here. Prospects there were that the lucrative summer vacation patronage would be hit plenty hard. It was announced, however, that business, including the waterfront concessions, would continue as ever, altho there would be no after-dark operation.

Whitney Bros., operators of Playland-at-the-Beach here, issued a statement announcing unquestioning compliance with the order.

"This is war," was the statement of George Whitney. "The interests of individuals must be of secondary consideration." (See WEST COAST DARK on page 55)

## Playland, Houston, Features Free Acts

HOUSTON, May 16.—Opening a new policy of using a major free attraction, Playland Park, with its new \$50,000 Roller Coaster, is becoming the mecca for the amusement lovers of this section. The first free attraction in is Dr. Carver's High-Diving Horse, with Sonora Carver, blindfolded, taking the leap on the back of the horse.

Louis Slusky, Playland manager, will leave soon for military service. A new manager has not been selected.

Playland rides are the Bug, Whip, Ridee-O, Ferris Wheel, Scooter, Octopus, Rolloplane, Spitfire, Kiddie Plane, Chairplane, Merry-Go-Round and Roller Coaster. There is also a miniature train, a Penny Arcade, Monkey Speedway, and 25 concessions and refreshment stands.

A large pavilion is being constructed to provide picnic space for nearly 1,000 persons. Gas ovens are being constructed so that picnic parties can cook and serve themselves. Due to its close proximity to the heart of Houston, Playland is expected to draw throngs during the coming summer. A swimming pool is being planned, as well as other major attractions.

## Cleveland Interests Acquire Brady Lake

RAVENNA, O., May 16.—Sale of Brady Lake Park, one of the oldest amusement centers in Northeastern Ohio, to Harry Seltzer, of Cleveland Heights, O., for a reported \$29,000 was announced here this week. Resort covers 20 acres, Tommy McGinty, operator of the Mounds Club, Lake County resort, and two Cleveland attorneys, Ralph Vince and Francis C. Duffy, are incorporators of the Lake Brady Amusement Company. Another attorney, E. C. Kleinman, will manage the park.

New management has started a modernization project which will include new midway features, revamping of the concession buildings and installation of new rides. The park will continue with bingo on a more extensive scale. It is reported that free bathing will be a feature. The playground is located near the huge Ravenna arms loading plant, which employs more than 15,000 workers.

Brady Lake Park in recent years has been losing out in competition with other district resorts because its rides and attractions have been in a bad state of disrepair. Don Wilson has been directing its operation the past several years.



GEORGE A. HAMID, national chairman of the Outdoor Amusement Division of the Army and Navy Relief Fund, pointing to the official poster of the campaign at a rally held in the rooms of the National Showmen's Association, New York. At extreme right is Jack Rosenthal, co-owner of Palisades (N. J.) Park, chairman of a subcommittee, the Metropolitan New York Area, covering the parks-beaches-resorts fields. The uniformed men are Commander Gene Tunney (left), U. S. Navy, and Col. John Thomas Taylor, U. S. Army. Hamid-headed division is pledged to bring in \$600,000 on a plan which calls for benefit days each Wednesday thruout the season, with 10 per cent of gross receipts, less federal and local taxes, going to the fund. Official amusement park campaign begins June 3, ends September 9. Slogan at bottom of poster reads, "We pledge to contribute 10 per cent of all our gross receipts every Wednesday."

## Idora Anticipates Profitable Season

YOUNGSTOWN, O., May 16.—Idora Park, one of the largest amusement spots in Northeastern Ohio, made its 1942 debut Saturday, May 9, marking the start of its 47th season, with Charles Deibel again at the helm. Weather was threatening.

The 11th Annual High School Day ushered in the new season, and attendance was estimated at more than 8,000. Event is sponsored annually by The Youngstown Vindicator, park management and Hi-Y clubs. Reduced admission rates were available to students opening day, and Cecil Golly and his orchestra, currently at the ballroom, played for a special matinee dance. Park's fun zone has been renovated and a new Rocket ride added.

Idora has one of the most extensive lists of picnic bookings in recent years, according to Max Rindin, assistant manager. He predicts a profitable season for the amusement center, which is located in the heart of the steel industry, with its peak operations and record pay rolls.

## New England Group Names Committees

SPRINGFIELD, Mass., May 16.—Edward J. Carroll, president of the New England section of the NAAPPB, has appointed the following committees for 1942-'43:

Program for March, 1942, meeting: Henry G. Bowen, Whalom Park, Fitchburg, Mass., chairman; Joseph Cohen, Nantasket Beach, Mass.; Fred L. Markey, Dodgem, Exeter, N. H.; Leo Wise, Auto Park Inn, Carmel, Me.; Al Reeves, General Foods Corporation, Boston.

Nominating: W. St. C. Jones, William Berry & Company, Boston, chairman; H. D. Gilmore, Whalom Park, Fitchburg, Mass.; Fred Freeman; Harry Storin, Riverside Park, Agawam, Mass.

Finance: Joseph Godin, Interstate Fireworks Company, Springfield, Mass., chairman; David Stone, Norumbega Park, Auburndale, Mass.; P. J. Holland, Canobic Lake, N. H.; Jack Greenspoon, Riverside Park, Agawam, Mass.

Insurance: John L. Campbell, Baltimore, chairman; Fred T. Lauerman; C. D. Bond, Salisbury Beach, Mass.

Membership: C. D. Bond, chairman; (See Pick N. E. Committees on page 43)

# Coney Island, N. Y.

By UNO

Conforming with strict blackout regulations, a darkened, dreary and much different Coney greets the customers these days. The order is "dimout for defense" and the worry to ops is how to provide for merriment in mourning. Street lights are shaded and establishments have lighting well on the interior with nothing toward the front to cast any rays on the sidewalk. On the whole, tho, Coney by day is the same as before, but, by night, will be a shadow-mouthed playground that will try to offer the usual din and dash without the customary dazzle.

### Luna

Luna Park was to open for week-ends on May 9 but due to rain the gates opened instead on May 10 with a crowd so large that it surprised Bill Miller and the Danziger Brothers no end. It gave them lots of encouragement and visions of a successful season. Several spots are still to be let, but management hopes for a complete tenancy within a fortnight. Regular opening is set for May 29. Advertising signs atop the tower and elsewhere are dimly dark at night

but not altogether out of business. Daytime exploitation, it is figured, will be sufficiently profitable to warrant their stay and satisfy Coca-Cola and Philip Morris.

### Steeplechase

Brothers Frank and Eddie Tilyou, of Steeplechase Park, have a corps of engineers working on ways to hide the park's glare. Last two Sundays found the park closed at sundown but Edward, managing director, hopes to remedy things so that he can remain open with a minimum of light. Plan is to operate with only 2 or 3 per cent of the normal display. A typical example is on a Merry-Go-Round that used to operate with 112 25-watt bulbs on the top girders and 144 more around the rim. Under the new order there are 32 shaded 15-watt bulbs on the whole ride. Opening time now is at noon instead of 1 p.m. This was started May 10 as an experiment to lure the crowds to the Isle at different hours because of the park's Boardwalk blackout which Frank considered would cripple night business. (See Coney Island, N. Y. on page 43)

## War's Effect on Park Ballrooms

By LEW PLATT  
LOOK

For This Feature in  
The Billboard  
Summer Number

Dated May 30

## Army Tests Pyro As Playland Bows For 15th Season

NEW YORK, May 16.—Today marked the opening of Playland, Rye, for its 15th season under the Westchester County Park Commission, with bow featured by presence of about 100 army, navy and marine personnel thru arrangements with USO. Servicemen were accompanied by beauts from Powers and Conover model studios, all of them brought in aboard beer baron George Trommer's yacht and lunches contributed by eat magnate Howard Johnson, park itself supplying entertainment and all its facilities. Fete is under direction of Don Ross, former newspaperman who is special events head of USO.

Fireworks, a regular feature on Tuesday and Friday (plus holidays) were to be tested tonight by the army, State Defense Council, County Defense Council and town of Rye. Before the trial was made Playland received assurances that the displays were on the "can have" list. International Fireworks Company has the contract for 10th year, with Fred C. Murray supervising for third season in behalf of company.

Free-act bill started in Arena with Aerial Ortons, high pole, individual turns to continue until June 8, when annual circus gets under way. Excursion boats from Jersey City and New York start operating May 24. A picnic shelter has been added. Bathhouse, pool and beach are scheduled to open May 30. Park announced that men in the service of U. S. and United Nations get attractions tickets at half price.

## Duncan Again Mgr. Of Fairyland, KC

KANSAS CITY, Mo., May 16.—Harry Duncan, who operated Fairyland Park here from 1927 to 1937, has returned as manager for the 1942 season, which opened yesterday. Only new ride is Scootercars. Skyrocket ride, leveled by storms near the end of last season, is completely rebuilt.

No major changes in policy or prices are announced by Duncan. Ballroom is again managed by Harold Duncan, using occasional name bands and local units.

First big event is tomorrow, "I Am an American Day," sponsored by 25 American Legion posts of this city.

## Cincy Coney Starts Well; Staff Named

CINCINNATI, May 16.—If last week-end's preview opening is any criterion, Coney Island here is in for a bang-up season. The first two days of this season ran considerably ahead of the corresponding days last year, according to Rudy Benson, press representative, and this despite the fact that on the first preview Sunday in 1941 Tommy Dorsey's orchestra pulled a record throng to Coney's Moonlite Gardens. Russ Morgan's orchestra drew good business to the Gardens over last week-end, with Dick Stabile's orchestra, with Gracie Barrie, the attraction there today and tomorrow.

When Coney Island opens its 56th season next Saturday (23), two staff members will begin their 58th year of service. (See Coney Starts Well on page 43)

# The Pool Whirl

By NAT A. TOR

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

## Timely Suggestion

With the outdoor swim season opening this week-end, it won't be long before regular series of AAU aquatic contests get under way. In some localities preliminary outdoor swim races may have already been held. Thousands of medals are awarded each summer at pools and beaches throughout the country for AAU championships—not to mention the thousand of similar gifts presented at unsanctioned meets. Medals, cups and plaques are the usual awards made, with the AAU having set rules on specific awards that must be made for different title meets.

It is to the promoters of these water carnivals, and especially to the officials of the Amateur Athletic Union, that these paragraphs are directed this week. With our country so much in need of vital war materials, why can't a different type of prize be offered to swim race winners this year? Metals that go into making a medal or cup can certainly do more good in a bomber or bullet. Therefore how about giving War Bonds as prizes instead of medals at swim meets this summer? Let's give 'em War Bonds to start 'em saving instead of gold, silver and bronze medals, which means material wasting!

I know that most pool operators are sincerely patriotic and the mere mention of the suggestion above will be enough for many of them to start using bonds as prizes. I have no fear of the beach and pool industry doing its part. It's the AAU that I'm concerned with and the many private promoters who stage water events throughout the country. If the official amateur athletic group demands that medals be given as prizes a pool operator has no alternative than to offer medals, no matter how patriotic he may be, lest he lose his sanction.

Therefore it's to the officials of the (See POOL WHIRL on page 55)

## Pierre Venner Appointed Manager of Brydon's Beach

KNOX, Ind., May 16.—Pierre Venner has been appointed managing director of Brydon's Beach on Bass Lake, six miles south of here. Venner is well known in the East and Middle West, having operated parks for 18 years.

Major improvements at Brydon's Beach are being planned by Venner. A crew is working at the resort, painting all buildings, and neon has been installed on all the new fronts. A beautiful neon arch has been built at the entrance. Several new rides are being installed and new bingo building is under construction. Bowling alleys in a new building are ready. The Beach Side Cafe is in operation, with floorshows nightly. A new bathhouse is also near completion.

The picnic grove is being enlarged and re-equipped, and parking grounds are being enlarged and graded. Special features will be presented daily. War Bonds will be given away weekly as prizes.

## Geauga Lake Gets Going

GEAUGA LAKE, O., May 16.—Geauga Lake Park here began its 1942 season Sunday (10), with the entire midway in operation. Two new attractions have been added, a Fly-o-Plane and a novel dark ride. W. J. (Bill) Kuhlman is general manager. Roller rink is open every evening and Sunday afternoon, with Larry Urban at the Hammond organ. Park's daily schedule begins Decoration Day.

## WANTED FOR BRADY LAKE PARK

LAKE BRADY, O.  
Opens Decoration Day

Can place Ferris Wheel, Kiddie Ride. Also legitimate Concessions: Cork Gallery, Knife Rack, String Game, Devil's Bowling Alley, Pitch-Till-U-Win, Fish Pond and Scales.

## NORTH BEACH, MARYLAND

Closest Beach Resort to Washington, D. C.  
For Rent — Photo Concession, fully equipped; Palmistry, must be reputable person; two more Grand Stores; in permanent buildings.

Showmen's Exchange, Inc.  
707 Goe St., Northwest WASHINGTON, D. C.

# Palisades, N. J.

By CLEM WHITE

Thus far the various partial dim-out maneuvers for which Palisades Park has been given commendation by the powers that be have caused slight difference in the ultimate net. Barring one damp Saturday, the breaks in weather have been heartening. The inaugural was the smoothest and biggest in a business way that the park has seen in years.

Al and Joe McKee had everything perking far in advance. Joe had his carpenters, "Hick" Wunsch, "Pigeons" Kipp, Jack (Ash-Blonde) Tierney, and the rest of crew finished with their work in advance of the opening, and Al had his ride crew waiting for him to press the button that got things under way. A new face in the park is Sam (Wild Kid) Crowell, who has the new MacArthur Dive Bomber. Harry Frankel and Joe Weissman, operating as usual as a combo, have 10 spots operating to good results. Jack Bloom still going strong at the cat game on the midway just off the free-act stage.

Zanka Malikova, on the high wire, opened the free-act season and has been succeeded by Miss Bernice, whose sway-pole performance has been acclaimed here for many seasons. The orks thus far performing here this season were the McFarland Twins; Dick Stabile, with Gracie Barrie, and Ted Black. Mal Hallett was the musical feature last week-end. Barney Rapp follows and Little Jack Little comes in Decoration Day. Les Kimris the next free act.

# Revere Beach, Mass.

By THE BEACHCOMBER

As Uncle Ernie Mesle, manager of Nautical set-up of boats and Arcade put it, "it took a war to bring the beach people together." . . . We all have been going to school two to three hours daily for two weeks now, taking ARP and First Aid, and people came from out of "Revere Fox-holes" to meet face to face that never saw each other before. . . . Practically every employer and employee on this beach front is now a qualified air raid warden under Head Warden James Rotherham. . . . A new spirit of co-operation seems to abound among operators, who were always jealous of each other in these parts. . . . Station wagon is rigged up for fighting incendiary bombs, special for beach service and operated by Rotherham, plus sand shovels, extinguishers and what's more, the knowledge of how to handle them is known to almost everybody after that schooling. . . . Fire department experts and city teachers conducted the classes. . . . We don't expect anything, but are ready.

At a bang-up meeting headed by Andrew A. Cassassa, beach association proxy, and Raymond E. Carey, go-getting mayor, all opposition and die-hardism were removed and beach is raising \$10,000, to be matched by Mayor Carey, dollar for dollar. (See Revere Beach, Mass., on page 55)

## Buckroe Changes Hands; Opening Set for May 30

HAMPTON, Va., May 16.—A syndicate headed by J. M. Dozier, Lee Hall, Va., has purchased the amusement park located at Buckroe Beach here from the Virginia Public Service Corporation. Purchase price was not disclosed. Dozier stated that the park will open May 30 as usual. The new owners plan a general painting and clean-up campaign, but no important changes or improvements are contemplated at this time.

The new operating organization will be incorporated as Buckroe Beach Resort, Inc., with J. M. Dozier, president; Dr. E. Cowles Taylor, mayor of Newport News, treasurer; G. E. Minnigerode, secretary, and Philip W. Murray, Newport News, general counsel.

## Minerva Has 10G Fire Loss

MINERVA, O., May 16.—Loss estimated in excess of \$10,000 was caused by a fire which razed the two-story frame dance pavilion and recreation center at Minerva Park, near here, May 11. The 20-year-old buildings also housed a bathhouse. All equipment in the buildings was destroyed. Cause of the blaze was not immediately determined. Owners have not indicated if the structures will be replaced.

# War Ups Demand for NAAPPB Insurance Plan

CHICAGO, May 16.—An increase in the number of policyholders for 1942 under the NAAPPB risk plan has been noted and is attributed to several causes. "There are a number of reasons contributing to the popularity of the public liability insurance plan sponsored by the association," said a representative of the association. "All operators realize that with greatly increased crowds attending parks during wartime, hazards multiply not only because of the larger crowds but also because of the nervous tension under which most people live from day to day. Then the pick-up in business during the past few years has enabled certain operators who have previously been self-insurers to afford the coverage offered by the NAAPPB plan. Increased business always brings increased accidents.

"Then there are the operators who have been carrying foreign coverage, many of whom are now awakening to the fact that an accident loss sustained today may not be settled for two or three years, and with the end of the war not yet in sight they are beginning to wonder in just what condition these foreign carriers will be when their cases come to final settlement."

These, says the NAAPPB representative, are but a few of the reasons which have created a demand for coverage under the NAAPPB plan. Perhaps the last obvious reason is the \$225,000 saved policyholders under the plan during the first six years of its operations.

## Ted Routt Will Pilot Community, Louisville

LOUISVILLE, May 16.—Community Park, across from Churchill Downs here, opens June 1 under management of Ted Routt, Captain Andrews's Trained Bears will be the free attraction during June.

Merry-Go-Round, Chairplane, two kiddie rides, pony track and 10 concessions, besides playground equipment and a new refreshment stand, are among the park's attractions. An effort is being made to book three major rides in time for the opening.

Park's attendance is expected to benefit from the restriction on auto travel, as street cars run from downtown Louisville to the front gate.

## New Rides for Summit

AKRON, May 16.—Four new rides will go on the midway at Summit Beach Park here for the new season which bows May 23. They are a Rolloplane, Octopus, Spitfire and Motordrome. Negotiations also are under way for a new Funhouse. The Heyday ride is being scrapped. Bingo building, which concession is again in charge of Larry Fallon, will be enlarged and other concession buildings revamped. Midway, from the entrance to the back end, is being painted red, white and blue, and more neon is being added.

## N. E. Resorts Watch Lights

BOSTON, May 16.—Operators at Revere and Nantasket beaches are following thru on the order for dim-outs issued by Maj.-Gen. Sherman Miles, commanding officer of First Corps Area, thru the office of the governor. Purpose of the order is to eliminate skyglow from the New England coastline. Responsibility for carrying out the plan is placed directly on the individual. All White Way lights have been shielded from the ocean, and resort operators have switched to red and blue lights. All are operating as usual.

## War Closes Roton Point

SOUTH NORWALK, Conn., May 16.—Roton Point Park here, for many years one of the leading amusement parks in Connecticut, will not open this year, according to the management. This is the first amusement park in Connecticut to be affected by present war conditions.

# American Recreational Equipment Association

By R. S. UZZELL

Our industry is saddened, and the sympathy of the entire fraternity goes to J. E. Lambie and the Humphrey family at Euclid Beach, Cleveland, in the sudden death Sunday, May 10, of Louise Humphrey Lambie. She was only a baby when the D. S. Humphrey family took Euclid Beach. All of her girlhood was spent in Cleveland. Educated thru the public schools there, she went to Smith for her college work. She became proficient in music and not long after finishing at Smith went to New York to write music professionally. Her uncle, Dudley Sherman Humphrey, a brother of the late D. S., left her his patents, rights and interest in the loganberry juice dispenser. In the best year of the last World War it had a gross at Euclid Beach of approximately \$42,000. She disposed of the patent rights, which permitted a corporation fitted for the purpose to make and sell the Humphrey dispenser.

She was born June 9, 1897, and was married to J. E. Lambie about 20 years ago. They lived with her mother, Mrs. D. S. Humphrey, in the home on the grounds at Euclid Beach. She was laid to rest by the side of her father, who left us 10 years ago. She was an able woman with the sterling qualities of a distinguished ancestry. She leaves to mourn her untimely passing her mother; one sister, Mabel Elizabeth Killaly; her

(See AREA on page 43)

**WANTED FOR REVERE BEACH SHOWS**  
Pit, Walk Thru, Mechanical, Peep, Girl, Illusion, or what have you to offer? I will buy, lease or play percentage. Large space in building.  
**TOM HARDING**  
Virginia Reel Revere Beach, Mass.

**WANTED FOR SILVER LAKE PARK**  
Bellingham, Mass. (Adjacent R. 1. State Line)  
Situating inland (no blackouts here). Heart of defense program—everybody working. Want Rides suitable for park excepting Merry-Go-Round, Tilt-a-Whirl. Will book Concessions of all kinds—Bingo on percentage. What have you? Will buy Organ for Roller Skate Rink, Tops and Frames. Want Ride Help, Electrician, Man to take care of Boats, Canoes. Have opening for Promoter and Picnic Man, must be A-1 closer. Opening May 30. Write  
**THOMAS CAREY, P. O. Bellingham, Mass.**

**Due To Disappointment**  
Have location for Photo Stand. Good season. Railroad transportation to park. Apply:  
**BEN STERLING**  
Rocky Glen Park Moosic, Penna.

**WANTED!!**  
**LOCATION FOR PENNY ARCADE!**  
BOX NO. 315, Care of The Billboard, 1564 Broadway, New York City.

**WANT PARTNER**  
To open Arcade. Have all equipment necessary. Partner must manage and invest at least \$5000.00 to open up. Address:  
**SPORTLAND**  
354 Asylum St. HARTFORD, CONN.

**Help For All Departments**  
Wanted for Opening and Season—Griddle and Fountain Help, Waiters; also for Bath House. Cashiers wanted Catering Dept. Manager to take charge. Apply **SEASIDE PARK, Virginia Beach, Va., P. O. Box 339. Frank D. Shean, Gen. Mgr.**

**FOR SALE**  
**USED PHILADELPHIA TOBOGGAN THREE-ABREAST MERRY-GO-ROUND. GOOD CONDITION. PRICE REASONABLE.**  
**NATIONAL AMUSEMENT DEVICE COMPANY**  
DAYTON, OHIO

## Kansas Proceeds With 1942 Plans

**Jencks optimistic over annual — exhibit space sale close to other years**

TOPEKA, Kan., May 16.—Management of Kansas Free Fair is going ahead with plans to give patrons the best fair possible under wartime conditions, Maurice W. Jencks, manager, said here this week. Jencks is optimistic over this year's annual and bolstering his outlook is the fact that exhibit space, excepting that which has been used by machinery manufacturers, is being sold as well as in other years.

"Inasmuch as all of the big machinery firms have been exhibiting at fairs for a number of years and since they are now using full-page ads in which they are stressing the fact that industry is doing a marvelous job in producing war materials," Jencks said, "it seems to me they could be interested in exhibiting at our fairs one of each article they are producing for the government so that the farmer who has always bought their products will see the good jobs these manufacturers are doing toward winning the war."

"As we see it, there are only two things that might stand in the way of staging fairs, and those are the possibility of railroad transportation being curtailed and the rubber situation."

## N. J. Annuals Seeking 25¢ Grant To Hike Premiums

NEW BRUNSWICK, May 16.—New Jersey County Fairs Association has appointed a committee to seek legislation empowering up to a \$25,000 additional grant from State authorities to increase premiums for livestock and agricultural products. It will ask that increase come from pari-mutuel receipts.

Move was decided at a meeting here on Tuesday. Committee consists of Alex L. Clark, Morristown; A. G. Vautrinot, Egg Harbor; George A. Hamid, New Jersey State Fair, and Major E. B. Allen, Flemington, president of the association.

Also discussed was transportation difficulty, which is expected to keep attendance down, as many fairs are not within easy reach. In the past this was solved by specially chartered busses, which will not be easily available this year.

Should transportation difficulties be evident at fair openings, association has decided upon alternate budgets, the larger one if a way out of the difficulty is found.



MAURICE W. JENCKS, widely known in fair circles and manager of Kansas Free Fair, Topeka, is the directing genius behind this year's plans, which seek to give patrons the best fair possible under wartime conditions. Bolstering Jencks's optimistic outlook over the annual is the fact that this year's exhibit space, excepting that used by machinery manufacturers, is being sold as well as in other years.

## Fairs and the War

(Continued From Last Issue)

What leaders in the field promise in connection with the war effort and how they intend to carry it out:

Clarence H. Harnden, Saginaw Fair, Saginaw, Mich.—"Saginaw Fair has purchased in its name \$2,500 worth of War Bonds. Premium checks will be cashed on the grounds and winners are urged to exchange all or part for stamps. An energetic effort will be made to promote the sale of stamps, and employees will be asked to contribute a share of their earnings for purchase of same. Special prizes will in all practical cases be paid in full in War Bonds and Stamps.

"The fair property has been made available to the State and local defense officials, and Civilian Defense Corps will use it during the summer as a training ground.

"Plans are under way to provide local recreation and amusement for families who are being forced to forego vacations on account of rubber shortage. Maintenance of civic morale will be an important part of our summer program, and Victory Gardens and increased production of food will be stressed.

"We commend *The Billboard* for the fine efforts that are being manifested toward the war program. You deserve every co-operation. Thank you for the opportunity to make our program clear."

Dan P. Thurber, North Montana State Fair, Great Falls.—"An attendance premium will be given away every evening just before the night show. This will be in addition to a premium for afternoon attendance. Premiums will consist of War Bonds and winners will be announced over the radio, thus giving a special publicity punch to the War Bond phase of our program. Plans are being made to have a stand on grounds at which bonds and stamps can be purchased.

"Entire theme of our week's entertainment will be *Victory, V for Victory*, and the sale of *'Victory' Bonds and Stamps*. All employees of our organization are buying them regularly. In addition, we are co-operating with every organization sponsoring *'Food for Victory'* programs. Among them are *4-H Clubs and Future Farmers of America*.

"We are featuring a special *'On to Victory'* grandstand show and will use our entire organization, in co-operation with local Civilian Defense officials, to sell America's war effort to the people during Fair Week. We feel that we can make a real contribution toward winning the war in this way, and can more than ever before justify our fair."

## Fair Elections

FORT WORTH.—John C. Burns was re-elected president of Southwestern Exposition and Fat Stock Show Association; Amon Carter, vice-president, and H. H. Wilkinson, treasurer.

GLENWOOD, Ark.—New officers of Pike County Fair Association include A. J. Plemmons Jr., president; J. J. Timms, vice-president; G. C. Trash, secretary-treasurer; R. B. Sigman, business manager; Mrs. Charles A. Price, publicity; Robert Sigman, finance; H. T. Crawford, catalog, and Leon Coker, construction and program.

RICHMOND, Va.—James G. Hening has been re-elected president of Chesterfield County Fair Association, and all other officers and committees functioning during the past year were retained.

## Air Corps To Take Tampa for Duration

TAMPA, May 16.—Florida State Fair and Gasparilla Celebration grounds and buildings are being taken over by the Army's Third Air Force for a training site under a lease ratified by Tampa's board of aldermen May 12.

Agreement is for the duration, since the fair and Gasparilla celebration is out until after the war. It had been approved previously by fair directors.

The army will pay \$10,000 rental a year on a monthly basis of \$208 to the city and \$625 to the fair association. A survey of fairgrounds and its more than 20 buildings revealed it would be suitable for housing and training bomber crews.

"The fair organization will continue its existence, but its plant facilities now are needed by the army and we will not be able to hold a fair while the army occupies our quarters," Carl D. Brorein, association president, said.

## Around the Grounds

MASON, Mich.—Ingham County Fair may be held here as usual this fall, but it will probably assume a smaller scale than last year. Fair officials are currently debating potential attendance; the tire shortage, which may cut down rural patronage, and the threatened confiscation of a large transformer on the grounds by War Production Board. If the WPB takes the transformer, used only during fair week, no midway or night activities could be staged. Afternoon horse racing, agricultural and 4-H exhibits could still be scheduled, however.

CALGARY, Alta.—Calgary Exhibition and Stampede will co-operate with Calgary Kiwanis Club to stage a summer horse show here. Proceeds will go to war charities, and all prize money will be provided by the fair board, which will also bear the cost of administration expenses. Robert Thomson, livestock superintendent, will draft the program.

VANCOUVER, B. C.—All but three of the 22 regular employees of Vancouver Exhibition Association have received notice of dismissal. Continuing in office are S. C. McLennan, general manager; Ida Rae, secretary, and F. J. Rundle, accountant. Cut became necessary when it was made certain there would be no Canada Pacific Exhibition this year.

MILLERSBURG, O.—War will hike the admission price for adults at Holmes County Fair to 10 cents, Holmes County Agricultural Society announced last week. Adults will pay 35 cents for each session instead of the usual 25-cent

charge in former years. Children under 12 will continue to be admitted free. Season tickets will cost \$1 plus tax, and parking charges will be 15 cents. Directors also announced that entries in the livestock and poultry competition will be restricted to Holmes County residents.

GREAT BARRINGTON, Mass.—State Racing Commission announced this week that a license application for a horse-racing meet, to be held in connection with Barrington Fair, had been requested by the fair association. A public hearing on the application will be held here May 22.

RICHMOND, Va.—Facing a tire shortage and lack of time to participate in the annual because of the war effort, members of Chesterfield County Fair Association have voted to cancel the 1942 fair and pass all dues until conditions permit a reopening.

CRESSONA, Pa.—Jobs for about 500 men were seen as a possibility at a war production plant that may be set up soon at the fairgrounds here. Three large buildings on the grounds could readily be transformed into plants, it was revealed.

LANSING, Mich.—A committee composed of members of the State Fair board and representatives of Michigan county fairs was to have decided last week on allocation of premium funds from the war-canceled fairs to the various counties of the State. Managers of the county fairs were also to have decided whether they want to take over can-

## Sherbrooke Is Off; Grounds to Troops

SHERBROOKE, Que., May 16.—Sherbrooke Exhibition, scheduled for the end of this summer, will not be held this year. F. W. Webster, president Eastern Townships Agricultural Association, made the announcement here May 12 following instructions from Ottawa.

The Department of National Defense at Ottawa notified the association that the grounds and buildings would be required for military purposes. Webster said that the fat stock sale would be held as usual, however.

## Jinks Hoaglan Loses Suit Against Barnes-Carruthers

CHICAGO, May 16.—A case of importance to agents and performers was heard Monday (11) before Judge John P. Barnes in the United States District Court here. Jinks Hoaglan, doing business as Hoaglan's Hippodrome, sued Barnes-Carruthers, fair booking agents, for \$2,600, claiming that the firm had agreed to give him 10 consecutive weeks' work during the fair season of 1940 and had failed to fulfill the contract. Case was decided in favor of Barnes-Carruthers.

Hoaglan, in his suit, charged that Barnes-Carruthers had not fulfilled the contract inasmuch as 10 consecutive weeks' work had not been provided. M. H. Barnes, president Barnes-Carruthers, countered with testimony that Hoaglan had been given eight weeks' work during the fair season and in addition four weeks' work at the Golden Gate Exposition, San Francisco, and at indoor circuses, thus obtaining two weeks more than the contract called for. He also stated that Hoaglan had made no demand for salary for weeks he did not work, and that there was no clause in the contract calling for liquidated damages.

One of Hoaglan's contentions was that work given him early in the year was not during the fair season, as specified in the contract, and therefore did not apply on the 10-week contract. M. H. Barnes produced copies of *The Billboard* containing fair lists which showed many fairs held early in the year and established the fair season as running from May to November instead of from August to November as the plaintiff contended. Hoaglan in his suit also named Barnes-Carruthers as his employer, but M. H. Barnes contended that he was acting purely as an agent and not as an employer, and his contention was sustained.

In his decision Judge Barnes said that, while the contract between Hoaglan and Barnes-Carruthers was somewhat ambiguous, the testimony indicated that contract had been fulfilled by Barnes-Carruthers. At the hearing Hoaglan was represented by his personal lawyer, Richard LaGrange, and by J. Eugene Loeb, of Myers & Snerly. Jack Dwork was attorney for Barnes-Carruthers.

ceded livestock and 4-H Club premium lists and whether the allocations satisfy them. An attempt was being made, said A. C. Carlton, director of fairs for Department of Agriculture, to allocate the premium fund, which amounts to \$36,000, on a basis of the areas in the State in which most of the exhibitors at the State fair reside. This would (See *Around the Grounds* on opp. page)

## Value of Sectional Meetings

By JAMES F. MALONE

LOOK

For This Feature in  
The Billboard  
Summer Number

Dated May 30

**NS Planning Increased Still Date, Fair Sked**

CHICAGO, May 16.—National Speedways, operated by Al Sweeney and Gaylord White, is making plans for an increased automobile racing schedule for 1942 under Central States Racing Association sanction. Last season only one still date was staged, that at Sloux Falls, S. D., fairgrounds. Current plans call for an increased still date racing season, together with an enlarged fair date program which closes in Arizona in November after presenting CSRA classics at Midwestern fairs.

Many drivers, benefiting from the new deal policy brought about by NS last season, have signed contracts for service with Sweeney and White for 1942. Last fall Sweeney and White purchased enough tires for their contracted cars to assure their running this year, the management said. White was due in the Chicago offices May 10 from his Glendale (Calif.) home, where he had been working out a new-type public-relations campaign.

**AROUND THE GROUNDS**

(Continued from opposite page)  
allow counties having a bigger showing at the State fair to get a bigger lump of the premium money.

PRESQUE ISLE, Me.—War conditions and the nearness of the fairgrounds to Presque Isle Army Air Field were given as reasons for canceling this fall's Northern Maine Fair by Clayton H. Steele, fair association secretary. Fair has never missed a year since it started in 1850, but association directors believed the combination of conditions precluded the wisdom of attempting to operate this year.

**PICK N. E. COMMITTEES**

(Continued from page 40)  
P. A. Haney, Crescent Park, East Providence, R. I.; Henry Martinelli, Mountain Park, Holyoke, Mass.; Joseph E. Drambour, Riverside Park here.  
Reception and Entertainment: George A. Hamid, New York, chairman; D. E. Bauer, Achusnet Park, New Bedford, Mass.; Leo F. Britton, Riverside Park; Elmer Mason, Mountain Park, Holyoke;

P. F. Healey, department of public safety, Boston.

Legislative: James A. Donovan, Dodgem, Eketer, N. H., chairman; A. A. Cassassa, Revere Beach, Mass.; H. A. Duffy, Old Orchard Beach, Me.; P. L. Norton, Lake Compounce, Bristol, Conn.; Charles Lake, Crescent Park; John T. Benson, Benson Animal Farm, Nashua, N. H.; Edward J. Carroll.

Resolutions: R. S. Uzzell, Uzzell Corporation, New York, chairman; E. R. Enegren, Lake Pearl, Wrentham, Mass.; William Rabkin, International Muto-scope, New York.

**CONEY STARTS WELL**

(Continued from page 40)  
at the resort. They are William Devore, manager of the refreshment department, and Capt. Harry Doss, chief pilot on the Island Queen. Doss's son Wes is his co-pilot on the Island Queen.

The executive staff for the coming season includes Edward L. Schott, president and general manager; Fred E. Wesselmann, vice-president and chairman of the board; Ralph Wachs, park manager; Shirley Watkins, maintenance superintendent; H. E. Quigley, clubhouse manager; Hoyt Moore, clubhouse steward; A. W. Hutchinson, pool manager; Leo F. Schott, comptroller; Joseph P. Brandewie, auditor; Wilbur Harmon, office manager; Thomas McCann, Moonlite Gardens manager; Al Behrman, chief electrician; Arnold (Posep) Fox, superintendent of grounds; Henry Schwab, chief gardener; Amy Beushausen, secretary to the president; Robert F. Stayman, Ernest Meyer and Freeman H. Wipper, promotion executives, and Rudolph Benson, advertising and publicity director. Capt. Charles N. Hall is master of the Island Queen, and Capt. James Butler, chief mate.

Art Kassel and His Kassels in the Air will be the featured attraction in Moonlite Gardens opening week. Bruce Scott and his orchestra will play in the clubhouse, and Jimmie Ault's orchestra will furnish the music on the steamer Island Queen.

**AREA**

(Continued from page 41)  
brother, Harvey John Humphrey, and her husband.

In Houston an old-timer, Jake Swartz, died April 28 at the age of 78. He ran an amusement park in Fort Worth 38 years ago. He was associated with Will Parker, brother of the late C. W. Parker, of Leavenworth, Kan. They had a park under way at Houston when Audley Ingersoll got the jump on them and built one on the opposite side of the city. It was too near a hospital, so inherited plenty of grief. After it failed, Swartz picked it up at 70 years of age and made it go for a time. He was well known in theatrical circles and did some promoting of opera. He had attempted the past three years to put over another park, with little success. He was a fine example of those who refuse to quit.

Belmont Park, Montreal, has justified the name it has borne since Rex D. Billings took the helm, but this year has seen new embellishments that are winning new laurels for the beautiful park. New fronts have that French artistic touch that gives the pleasing symphony in color and design. To do it at these times shows courage and confidence. The opening hit good weather, altho cold, and showed a satisfactory return. Harry Illions had all of his concessions ready to go, including a new Ride-O. He gave Belmont Park first call on his time and will open at Virginia Beach, near Norfolk, later.

**CONEY ISLAND, N. Y.**

(Continued from page 40)

Edward F., who also is treasurer of the Brooklyn Citizens' Committee for the Navy Relief Society's public appeal, will donate 50,000 tickets to this cause some time during June.

**World Circus**

Sam Wagner's World Circus Side Show exhibits Adam and Eve, sex mystery; Zip and Pip, pinheads, renamed Two Georgia Peaches; Henry Bulson, spider boy; Joe Lambert, Roman gladiator; Pantella, ostrich girl; Zenda, mentalist; Ajax, sword king, and Belle Bonita, snakes. In the blow-off Bill Gregory has serpentine act. Jimmie Hurd is general lecturer. Talkers and ticket sellers are Raymond Wagner, William King, Charles Smith and Edith Davis. Missing is Justin Wagner, a private at Camp Polk, La.  
Dave Rosen's former girlie show has

been shelved for a return to another freak emporium. Dave finds this too tame, however. Also misses the music and the hurrah of the last three seasons. And so will apply for permission to put on a dancing girl or vaudeville revue. Especially because his spot is directly opposite Wagner's.

**New Freakery**

A new freak show is in the spot formerly the entrance to Luna's swimming pool. Operators are Harry and Hymie Wagner, Sam's brothers, and title is Mammoth Wonder Show. This is Hymie's return to the show game. Twenty-five years ago he ran Steeplechase Circus Side Show, Hippodrome and Strand, three freak establishments on various Coney sites. He also delves in real estate and insurance on the side. Mammoth's roster includes London Punch and Judy; Winston Cortland, magic; Diane, headless girl; Kindu, Australian bushman; Doraldine, four-legged girl; Charles Phelan, strong man; Habib, Egyptian fakir; Doc Zinbad, astrology; Regelah, antique jewelry and illusions, and the European torture cabinet. Bert Tobias is the lecturer, assisted by Johnnie Hughes and William Kelly. Ticket sellers are Joe Napoli and Frank Bowen; doorman, Tom Blackman. Bally girls, Marie Koler, Betty Rogers, Irene Sayres and Geraldine Newman. Admission, 20 cents.

**Chatter**

Nathan's outdoor eat spot is being picketed. Six placard bearers have hard time parading among the mob of sidewalk hot-dog chewers. . . . Allan F. Kramer was re-elected chairman of board of Coney's Chamber of Commerce for the fourth consecutive year. . . . Charles Larkin, barkeep for a long time at Shamrock Grill and a member of Singing Waiters' Union, passed away recently. . . . Coney's Charles Marowitz is now in the local office of Civilian Defense. . . . Leslie Reid and Sidney Elchen, who bade each other good-by last summer for any army call, became reunited as privates at Fort McClellan, Ala. . . . Harry Rogers and his ork, plus Barbara Martin, vocalist, are in Ocean Terrace dining and cocktail room of Half Moon Hotel. . . . Jack Feldman, a native, is active in Civilian Defense as an air-raid warden. Is also a vet of last war and publicity officer for the Army and Navy Union, New York Navy Yard Garrison.



**THRILL THE CROWDS!**

*Seldom*  
**THE STRATOSPHERE MAN**

World's Highest Aerial Act!

A spectacular night and day exhibition, breathless, spine-tingling and thrill-packed. Send for pictorial circular. Permanent address care of THE BILLBOARD, Cincinnati, Ohio, or Representative—Barnes-Carruthers.

**THE SENSATIONAL**

**MARION**

120 FEET NO NETS

Only Girl Aerialist Doing a Hand-Balancing High-Swaying Pole and One-Hand Stand at This Height. ALSO The Original "Breakaway Pole"

**NOW PLAYING FOR AL MARTIN**

Personal Representative

**CHARLIE ZEMATER**

**NEW HAVEN, IND., FREE FAIR**

June 10, 11, 12 and 13

Concessions and Shows wanted. Rides booked.

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ANY GRIND SHOW, ANY KIND OF RIDES. Want Rides, Shows, Concessions, Attractions, or will consider organized Carnival Company.

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SIX FULL DAYS FOR EITHER FIRST THREE WEEKS IN OCT. Dates to be fixed within next few days.

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**LOOK—PYROTECHNICS—LOOK**

To all our patrons, old and new. Our 1942 illustrated catalogue ready. Copy will be mailed if needed. Always the latest creation in fireworks available.

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Claude Ellis's

# The Editor's Desk

CINCINNATI

WE HAVE just written a free-act friend that he need have no misgivings regarding the article "Give Them the Gate," to appear in the Carnival Department of the Summer Special Number next week. He appeared to think that a free gate was to be advocated. Nix! The pay gate is such an institution of revenue that its inception and development make an interesting and convincing story.

"I understand several carnivals have recently booked small acts that they didn't like and that could not give them results at the gate," wrote the free actor, "and so the managements are now considering free gates. After all, it is not the money of the managements that they are spending. It is the public's money but they can't see that, I presume. Good managers know that act prices are reasonable, considering the years of training necessary to produce real acts."

No, free acts of merit and pay gates will continue to go together like coffee-and. Indeed, at least two major carnivals this season have tilted their gate charge a nickel over the popular deemer.

ADOPTING rules that are never enforced isn't as helpful as taking off white collars and getting the lumber loaded.

PENNY-WISE and pound-foolish have been many showmen. Or that they could have purchased this or that they gave the subject little thought. They did not consider necessity. They merely thought that the truck, wagon, stage or whatever it might have been "could last for another season." The neglected equipment did last and last until priorities and curbs arrived and left what remained of it on its last legs. Seldom is a show owner entirely to blame for having poor equipment. Often it is the fault of a superintendent who wants "to save the show money" and be recognized as a man who can keep a show moving on little or nothing. A manager once referred to such an employee as "the most expensive man I ever had." We recall an instance in winter quarters where a wagon needed two new sills. After tearing apart the body to put them in the carpenter decided that one sill would do for another season, so he let it ride. The next winter it was necessary to put in the sill. Again the whole wagon body was torn apart, making the job one of double labor and other expense. There is no reason to believe that curbs on material will be eased. Many a stitch-in-time job can now be done as a minor repair. That goes for every department—canvas, splicing a rope, fixing a leaky roof or putting a board in a platform.

BEST show bosses are those who raise hell about something—and then forget it.

ANOTHER uninformed columnist has to be set aright. Chapin Hall, conductor of "What Goes On" in *The Los Angeles Times* of May 7, wrote: "A few days ago, following a comment on the hard row circuses were having in this war year, Hugh McGill, of Hermosa Beach, wised us up to a circus fan's group called Joseph Andrew Rowe Tent No. 6, named after the first circus owner in California. As you may suspect, circuses are the hobby of this group."

"There is nothing," writes Mr. McGill, "so American as a three-ring circus. This is going to be a big year for our circuses, even if we are at war. Everyone will have to get in and help them move. Performers will have to do all sorts of work, but they are real troupers and are used to it. When S. L. Cronin was general manager of the Al G. Barnes Circus he would go thru the train getting everyone up to help "carry lumber" (a circus term) so as to get the tents, etc., up in time when railroad schedules had been disrupted."

"As late as 1940-'41 John Ringling North put on a great show and broke all records in profits. This year he expects to repeat. The same is true of Cole Bros.' show. Russell Bros.' Circus wintered in Los Angeles. This circus is owned and managed by a man and a woman, Mr. and Mrs. Webb. It got away to a most encouraging start and on several days had to give three performances to care for the crowds."

"Mr. McGill is press agent for the local

fans' group, which is part of the Circus Fans' Association of America which has its own publication and boasts a membership that includes important executives and professional men as members. 'A real circus fan,' concludes Mr. McGill, 'is, as a rule, a real, clean, he-man American.' And that, we'll wager a half-pound sugar ration coupon, is something new to most of us."

ABILITY to write midway fiction is gained more thru listening to jackpots than from observation or study. Trying to kid readers wastes more time for the writers than it does for the editors when they throw the copy into the wastebaskets.

HUGH McPHILLIPS, whose mother died at the age of 91 at his home in Crystal Beach, Fla., on May 5, has retired from the ride field. Hugh, whose career in showdom has been long and active, has many memories to interest him as he basks in the sunshine. He was with the Sells & Gray Circus and Sparks Old Virginia Shows and was agent for Lorena Tolson Stock Company, W. I. Swain Show Company, C. W. Parks Smart Set Company, Boston Bloomer Girls, Klimt & Gazzola companies and Robert Harris companies and was owner of the Knickerbocker Stock Company. He had riding devices at various times with Walter K. Sibley Superba Shows, Smith Greater Shows, K. G. Barkoot Shows, Riedel Southern Shows, Greater Sheesley Shows, Rubin Gruberg, Max Gruberg, Harry Copping, Cetlin & Wilson Shows and also in numerous parks. . . . "I have your form card asking subscribers to indicate their preference for their favorite amusement in 'The World's Foremost Amusement Weekly,'" reproaches General Manager Milton Danziger, Saratoga Springs (N. Y.) Raceway, and many years chairman of the IAFE government relations committee. "My favorite department is 'Out in the Open,' but I find that it is not listed. Probably you do not consider it a department but more of an institution. I know that it is a good department, for I once—and one time only—served as guest conductor of it. I do see a blank space to indicate sundry or miscellaneous, but the department in question could hardly come in that category and more particularly it follows 'The Final Curtain' preference, which makes more difficult my problem. For old times' sake, will you please enlighten me in this most distressing situation?" The circulation manager, who checks these card queries, says there is a difference between a "column" and a "department."

GENERAL AGENT who fails to mention his lodge affiliations and who's who in the town probably has a chance to book one only occasionally.

Leonard Traube's

# Out in the Open

NEW YORK

## Phony Promoter

IT IS more than six months since this column has enjoyed the extreme privilege of sounding off on Richard Ryan, promoter. Last October he took a powder from Bridgeport, Conn., where he presented an alleged rodeo in Newfield Park. But he took more than powder because he ran off with the receipts, not to mention appropriation of a car owned by one of the performers, and left all hands stranded. Mr. Ryan is a really distinguished exponent of the promoting craft.

On May 9 and 10 the so-called Alleged Promoter was to present a self-called Wild West Rodeo and Hollywood Thrill Circus at Newport News, Va. It appears that no act showed up except one, and this unfortunate individual wasn't paid a single farthing, altho his rigging was put up and made quite a flash. On the first day Promoter Ryan told the few customers who attended that their tickets would be honored the next day, but there was

Nat Green's

# The Crossroads

CHICAGO

ALONG with other shortages there is a definite shortage of competent carnival general agents, and carnival executives are getting additional gray hairs worrying how they are going to replenish the supply. It is a condition largely brought on by the carnival men themselves. The heyday of the carnival, back some 20-odd years ago, developed a dozen or so outstanding g. a.'s known thruout the outdoor show world. From year to year they gravitated from one big show to another and one was sure to find the members of this coterie officiating for the leading midways. There were few understudies—the old-timers were jealous of their prestige and had no wish to impart their knowledge to newcomers in the field. Result has been that as the veterans have dropped out one by one there have been few to take their places, for a general agent is not made in a year or two years. R. L. (Bob) Lohmar, one of the "old gang," is now a manager. J. C. (Jimmie) Simpson has retired. W. C. (Bill) Fleming is one of the few vets still operating. Steve Woods, W. H. (Bill) Rice, L. Clifton Kelley and L. S. Hogan, to name a few who come to mind, have gone to their reward. The names of those who have come along to take their places can be counted on the fingers of one hand. Without doubt there are capable men who could be made into ace general agents; in fact, the exigencies attendant upon present chaotic conditions have brought several men to the fore. One whom we have in mind was forced out of another field by "politics" and has become a valuable man to his new employers. Another who has had wide experience in various executive jobs on both circuses and carnivals has definitely proved his mettle as a g. a. in the last couple of years. The carnival world could use a dozen more.

Knights of Columbus annual event preceding Illinois State Fair, Springfield, will be held as usual this year despite the absence of the fair. A K. of C. representative was in Chicago last week arranging for rides for the event. . . . Andrew C. Hanson, recently resigned as secretary of Freeborn County Fair, Albert Lea, Minn., has taken charge of the town's credit bureau. He has been re-elected vice-president of the fair board. . . . Sam Stratton, ACA publicity man, celebrated a birthday May 11 and was recipient of greetings from many friends. Sam spent last week on the Rubin & Cherry Exposition at Rock Island, Ill., where the show had opposition (Dee Lang Shows). . . . Mazie C. Stokes, Gus Sun agency rep. was in Chi last week on her way to Merrill, Wis., to drive home her car, which she left at Merrill last winter after another motorist skidded his car into hers, forcing it into a ditch and not stopping to offer help. . . . Chicago

Junior Traffic Institute will hold a circus night June 4 and is planning to have a veteran circus man give a talk on the white tops. . . . Wonder Shows of America were working for the railroads this week, making a four-road move from St. Louis to Peoria. . . . Word from Winnipeg says Orrin Davenport's circus staged for the Shrine drew the biggest business in years, necessitating three shows on Saturday. . . . Edward A. Johnson back in Chi after a record-breaking season with *Hellzapoppin*.

THE R-B show, with its ultra streamlining, is a natural target for quips, all of which help to swell the box-office take. H. I. Phillips, noted columnist, after seeing the John Murray Anderson-Norman Bel Geddes extravaganza, opined that he awaits the introduction of a peanut done in cerise and gold. A clever cartoon was that in *The New Yorker* showing Gargantua in one end of his cage and his big tire hanging from a chain at the other. The crowd around the cage paid no heed to Gargantua but gaped open-mouthed at the tire.

C. E. Doble writes from Jeffersonville, Ind.: "Just 35 years ago, on May 17, 1907, the Great Van Amburg show came to Jeffersonville. Jerry Mugivan's first circus. The start of a venture that eventually worked up to the forming of the American Circus Corporation, controlling five great circuses that have come and gone. Surely those showmen never dreamed that the day would come when only two rail circuses would be left in these United States." Times change, C. E., and if we don't change with them we're left in the lurch!

ROSS BARRETT, of the U. S. Treasury Department, in town last week to talk to Midwest trade paper editors on War Stamp sales, expressed himself as very much interested in the idea of George B. Flint, set forth in these columns a couple of months ago, advocating that fairs pay their premiums or a part of them in War Savings Stamps. The idea has merits, Barrett believes, and he said the farm section of the War Savings Staff in Washington is giving it consideration.

about that deliberate conflagration as having choked all highways to the beach until daylight brought surcease from the traffic snarl. This time Uncle Sam, producer, and his many nephews are working the 'props.'

Just after dark needle-like sprays of light shoot into the sky from Nahant Peninsula on our left. Then comes a 'chorus' from the right flank at Winthrop forts. They bring up the rear with sprays from neighboring Malden and the dog track at Revere, making a myriad of letter formations with sprays of X's, Y's, Z's, A's as they crisscross and spot the prey. . . . It's a thriller-diller when they spot and hold fast to a fleeing plane trying hard to get away from the spider web of spotlights."

Looks like "Obie" hasn't lost his newspaper touch—the touch he learned while cubbing it for a Brooklyn newspaper years and years ago.

TALKING about showbiz supporting the war effort with everything at its command, Jack Wilson, the Cetlin & Wilson Shows' sage, cracked, "It's better to be broke than to have nothing." . . . Lucky Teter's auto-race production at Langhorne (Pa.) Speedway on May 10 was apparently his last one this season. . . . Seen in a rodeo huddle in town were Gene Aubry, Everett Colburn and Frank Moore, of the Garden's chute classic. Moore departed for Baltimore to attend to his coming-up show there. Colburn drifted back to the ranch in Dublin, Tex. Aubry rejoined his RKO A Ranch Stampede. . . . By the way, RKO is scheduled to make a rodeo film starring Gary Grant, with color drawn from the frontier operas in Cheyenne, Pendleton, etc., and final shots to be made at NY Garden. . . . Will Frank D. (Doc) Shean, manager of Seaside Park, Virginia Beach, Va., be ready with an important announcement soon? . . . Aside to Milton Danziger, general manager of Saratoga (N. Y.) Raceway: Thanks for the build-up.

DESCRIPTION by W. J. (Bill) O'Brien, Revere Beach (Mass.) showman: "The greatest free act of all time is at this beach, surpassing even the 'Burn-ing of the Ship' years ago. They still talk

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**NOTICE**

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

**AGENTS & DISTRIBUTORS**

AGENTS - PITCHMEN - SHEET MEN — BE MY direct sales force. New spicy set-up gives you a quick \$2.00 commission. Act now. Send 25 cents for sample and information. WM. COLEMAN, 5387 Seminole St., Detroit, Mich.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. If you sell printing and advertising specialties we have an excellent sideline featuring Decalcomania Name Plates in small quantities. "RALCO," 727 Atlantic Ave., Boston, Mass. x

BIG MONEY TAKING ORDERS — SHIRTS, Ties, Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. x

COMMERCIAL REPORTER PLAN — CLEVER proposition that has produced \$600.00 in one month. Increased income by mail. Details 10c. Includes dollar mimeographed folio. CUTLER, 31-b South Ninth, Reading, Pa. my30x

MEDICINAL ITEM — \$1.98 HEALTH BOOK Deal. No investment. Receipts free. FLORADEX CO., P. O. Box 973, Columbus, O. my23x

SELL IMPROVED, ORIGINAL; 9x11 BLUE Signs. Religious and Changeables; cost 3c, retail 25c. Write now. KOEHLERS, 335 Goetz, St. Louis, Mo. my30x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. my30x

20,000,000 INCOME TAX PAYERS MUST KEEP Records — Vest Pocket Daily Record of Personal Income and Expenses. 100% profit. Sample 25c. JAMES ORMONT, Box 250, Station G, New York.

**SALESMEN WANTED**

SALESMEN—SELL NOVELTY NECKLACE LINE to department stores, gift shops, chains. Good commission. MISSION, 2328 W. Pico, Los Angeles, Calif. my30x

SALESMEN — AMERICA'S FINEST SIDELINE. 40% commission daily; 1,000 fast selling repeat items. Every business uses and must buy. No investment. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 55, Chicago. x

**FORMULAS & PLANS**

WHY SUFFER THE TORTURE OF PAINFUL Corns and Callouses? Remove them yourself. Complete Formula and Instructions sent for only \$1.00. DR. A. C. HUNT, Continental, O.

**BUSINESS OPPORTUNITIES**

BOWLING ALLEYS — 4 DUCK PINS. THESE are portable all maple Duck Pin Alleys, good condition. Just the thing for defense areas or good towns. Complete ready to operate with balls, pins, benches, etc. Priced at one-third of the cost, \$325.00. REX PERKINS, 300 Milton Dr., San Gabriel, Calif. x

CASH DAILY! — LET THE POSTMAN DELIVER it. 68 Page Book (over 40,000 words) jam-packed with mail-order, homework money-makers, 25c. Two Mail Order Opportunity Publications included free. O'KAY, Box 773-E, Ft. Smith, Ark. x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 31) for advertising of 8-16-35MM. Films, Equipment and Supplies. my30

25 RED HOT SELLERS — COST 3c, SELLS FOR 25c. Constant demand, fast repeaters. Complete details with wholesale sources. Sent post-paid for only 50c. LEO SERVICE, 919-BE Elm St., Cincinnati, O.

**INSTRUCTIONS BOOKS & CARTOONS**

BOOKS, PHOTOS, EXCITING NOVELTIES — Samples 25c; large assortment, \$1.00. New Comic Cartoon Books, \$1.00 dozen. BONA-GURA, 545 Bushwick, Brooklyn, N. Y. my30x

YOU NEED RAG PICTURES AND TRICK DRAWINGS for rapid-fire entertaining. Send 10c for catalog. BALDA ART SERVICE, Oakkosh, Wis. my23x

**PERSONALS**

ART REES — HAPPY BIRTHDAY. VERY lonesome. Miss you. We still think you're swell people. When in Chicago, phone me. DOROTHY.

I. MLE. MARGINA, ABBA OMAR'S WIFE — Am not playing until further announcement in The Billboard. MLE. MARGINA.

**MISCELLANEOUS**

CIRCUS FANS! — THRILLING DESCRIPTIVE Poem, "Circus Day." Send dime coin for copy, quick. ORLO SHEPARD, Barracks 2, Bay Pines, Fla.

FOR SALE — STRONG FIBER RIGGING BOXES, 9 1/2 ft. long, 9 in. wide, 8 1/2 in. deep. SEROR, 1254 N. Clark St., Chicago.

FREE — WHERE TO GET 200 PUBLICATIONS. Samples, Articles, Books, Magazines, Subscriptions, Formulas, etc., absolutely free. PRUDENTIAL, 331 1/2 Hopkinson, Brooklyn, N. Y. x

1950 — 13 MONTH CALENDAR DEVICE, Fortunes and Date Finder, 25c (refundable first trade, 60 days). Want Guinea Pigs, Building Materials, large Metal Signs, some others. BEAR SALES CO., 1132 Paso Hondo St., San Antonio, Tex.

**PRINTING**

FLASHY WINDOW CARDS — TWO, THREE Colors, 14x22, \$3.00 hundred. Heralds, Tickets, Letterheads, Coupons. Prices right. HUBBARD SHOPRINT, Mountain Grove, Mo. my23

\$1.00 EACH POSTPAID—200 8 1/2 x 11 LETTER-heads or 6 3/4 Envelopes; 250 Statements or Billheads; 300 Cards. BENNEVILLE, 907 W. Roosevelt, Philadelphia.

**COIN-OPERATED MACHINES, SECOND-HAND**

**NOTICE**

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELECTIVE Candy Bar Vending Machines. Also 1c Candy, Gum and Peanut Machines. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

ADVANCE BAT-A-PENNY, LEGAL AND TAX free, \$5.00; Advance Ball Gum Machines, Model D, \$2.95. Wanted: Small Legal Games, Guns, etc. VARIETY VENDING CO., 4172 W. Montrose Ave., Chicago, Ill.

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-je13x

ARCADE MACHINES — CHICKEN SAM, \$60.00; Parachute, \$70.00; Keeney Anti-Aircraft, \$50.00; Skeeballette, \$80.00; A.B.T. Big Game, \$27.50; Bingo, \$7.50; Criss Cross, \$6.50; Electric Shockers, \$12.50; Kicker-Catchers, \$27.50; Pikes Peak, \$19.50 each. 1/3 deposit with order. RAKE COIN MACHINE EXCH., 2014 Market, Philadelphia, Pa.

BALLY BASKETBALL ARCADE MACHINE, \$59.50; Advance Bat-A-Penny, \$12.50. Trade both for Wurlitzer Counter 61. Trade American Eagle for Opsonometer. All A-1. ACE MUSIC CO., Waukon, Ia.

BALLY RAY'S TRACK, \$37.50; KEENEY ANTI-Aircraft, black, \$37.50; brown, \$47.50; Bally Reliance Dice, 5c play, \$27.50; 25c play, \$25.00; Slot Machine Safe Stands, \$6.00 each; Seeburg Playboys, \$35.00. KING PIN GAMES COMPANY, 826 Mills St., Kalamazoo, Mich.

BUREL 3-COLUMN 1c PEANUT, \$6.95; VICTOR Specials, \$3.95; Casino Golf, \$15.00. Wanted, cash waiting: Challengers, Big Game Hunters, Target Skill, Bingos, Roll-a-Packs, Criss Cross. LINCOLN, 501 W. 41st, New York. x

FOR QUICK SALE—CHESTER POLLARD GOLF Game, \$45.00. FIELDING GRAHAM, 3049 E. 32d St., Kansas City, Mo.

FOR SALE—1 EXHIBIT PUNCHING BAG, \$225.00; Mills Mint Vendors, \$69.50; Jumbo Parado, \$69.50; Big Games, \$99.50; Pikes Peak, \$10.00; Cent-A-Packs, \$4.00. F. & W. AMUSEMENT CO., Cookeville, Tenn.

FOR SALE — CIGARETTE VENDERS; DU Grenier Streamlined "S" Model, 7 Column, \$40.00; Super Streamline, 7 Column, \$50.00, and 9 Column, \$60.00. LYCOMING COIN MACHINE CO., 954 Memorial Ave., Williamsport, Pa. x

FOR SALE — O. D. JENNINGS NO. 10835 5 Cent Duchess Jackpot, O. D. Jennings No. 7968 1 Cent Little Duke Jackpot, Mills No. 313998 5 Cent Jackpot, \$10.00 each; two Rotary Merchandisers, Nos. 3694, 3695, in A-1 condition, \$75.00 each. L. J. HETH SHOWS, Frankfort, Ky., this week; then per route.

FOR SALE — SEVERAL COMPLETE SETS AND also parts for Rockola and Seeburg Telephone Music. BUCKLEY TRADING POST, 4227 W. Lake St., Chicago. x

In A-1 CONDITION, USED — 4 7-COLUMN SGM Cigarette Machines, 20c operation, \$35.00 each; 4 4-Column SGM Cigarette Machines, 2 dime operation, \$15.00 each; 1 6-Column SGM Cigarette Machine, 2 dime operation, \$16.50; 2 9-Column Du Grenier Cigarette Machines, 20c operation, \$55.00; 4 Rowe 5c Gum and Mint Machines, \$10.00. Terms: 1/3 as deposit, balance C. O. D. MICHAEL'S SERVICE, 94 King St., Dunkirk, N. Y. x

JUST OFF LOCATION, IN GOOD SHAPE — 12 Jumbo Parades (FP), \$85.00 each. SISK MUSIC CO., Newport, Tenn.

KEENEY AIR RAIDER, \$119.50; NICKEL Chromes, brand new castings and cabinets, \$187.50. Wanted: Mills 50c Belts. COLEMAN NOVELTY, Rockford, Ill.

SEVEN 10c, ELEVEN 5c MILLS BLUE FRONTS, nearly all light sides, 322,000-411,000. One 5c Mills Melon Bell, HL, 436,019; two 5c Watling Treasury, two 10c Pace Comet, nine Jennings Chief, around 120,000; three 5c Mills Roman Heads; one 5c Red Caille; one 10c Red Caille; one Mills Brown Front, 444,976; six Mills Extraordinary; three 5c Q.T.; one 10c Q.T.; three War Eagles; one 25c War Eagle; ten Goosenecks, various makes. All A-1 condition, equipped with separators loaded with checks and on location. Twelve Safe Stands, 20 Folding Stands. Will sell as a lot. Make your best offer. BOX 544, Eugene, Ore. x

SHOOT-THE-JAP RAY-O-LITE GUNS, LEGAL and tax free, reconditioned Seeburg Chicken Sam Guns. These machines are made into a Shoot-the-Jap Gun. Cabinets are refinished in a solid blue lacquer with black trim. Interior back and center board all changed, hand painted realistic battle scene entire inside of machine. Oriental doll; entire changeover done by well-known artist. We are finding it harder each day to buy up Chicken Sams, which is only the start, as we put \$25.00 worth of labor and material into every machine and when it leaves our hands it is practically a new machine. From an income standpoint it is better than when J. P. Seeburg first manufactured it. Amplifier, tubes, cables and all parts inspected by factory mechanic. Our price is \$100.00, one-third deposit with order, balance C. O. D. Special offer 5% discount for cash. A certified check of \$95.00 will start one of these fast income machines on the road within 24 hours. The best gun investment on the market today. CHICAGO NOVELTY COMPANY, INC., 1348 Newport Ave., Chicago.

TWO JENNINGS CIGA-ROLOS, IN EXCELLENT condition; price \$150.00 each. BADGER MUSIC CO., Sullivan, Wis. Phone 50.

VENDING BUSINESS NEAR CHICAGO — ANNUAL sales \$20,000. \$3,500 cash. Will separate. Send for list. BOX C-415, Billboard, Cincinnati.

WANTED TO BUY — LATE MODEL PHONO-graphs and Arcade Equipment. Highest prices paid. BADGER SALES COMPANY, 1612 W. Pico, Los Angeles, Calif. my23x

WANTED TO BUY — USED A.B.T. CHAL-lengers. Highest prices paid. LONGHORN SALES CO., 3311 Ross Ave., Dallas, Tex.

WANTED — WE PAY \$55.00 CASH, F. O. B., your city, for run down Chicken Sams. Appearance of cabinet and condition doesn't matter. If you want real service and action try us. Cash is waiting. CHICAGO NOVELTY COMPANY, INC., 1348 Newport Ave., Chicago, Ill. x

WANTED TO BUY — ADAPTORS, ALL MAKES, for Wurlitzer 500 Phonographs; also Buckley Track Odds, any condition; also late model Wurlitzer Phonographs. BUCKLEY TRADING POST, 4227 W. Lake St., Chicago.

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City. tfn

WESTERN BASEBALLS, \$49.50; BALLY FLICK-ers, \$22.50. Send 1/3 deposit. Wanted: X-Ray Poker Tables, Batting Practice, Tommy Guns, Jail Birds, Chicken Sams. Quote lowest price. ACME AMUSEMENT COMPANY, INC., 3114 Boardwalk, Wildwood, N. J.

WILL SELL OR EXCHANGE FOR MUSIC OR Arcade Machines twelve Rotor Tables. Make offer. SUPREME VENDING, 557 Rogers Ave., Brooklyn, N. Y. x

25 SEEBURG 30 WIRE SELECTOMATIC BAR Boxes, \$12.00 each. 1/3 deposit. References any Chicago jobber. KIMMEL & KORENGOLD, 4155 Montrose, Chicago.

**FOR SALE SECOND-HAND GOODS**

ALL AVAILABLE MAKES POPPERS — TWELVE Quart Popping Kettle, \$14.50; All Electric Popper, \$65.00. CAMEL CORN EQUIP-MENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF, Twelve-Quart Popping Kettles, \$15.00; Eight-Quart, \$7.50; Portable Gasoline Poppers, All-Electrics, Burners, Tanks, Repairs. NORTHSIDE CO., Indianola, Iowa. my30x

AUTOMATIC STORES — 4 COLUMNS, \$7.50; Stewart-McGuire, \$3.50; Bluebird, Penny King Ball Gum Vendors, \$1.75; Columbus, \$3.50; new Vendex Peanut, \$2.00. NORTHSIDE CO., Indianola, Iowa. je13

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. ma30x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 31) for advertising of 8-16-35MM. Films, Equipment and Supplies. my30

FOR SALE — THREE 36 FOOT SKEE BALL Bowling Alleys, in first class condition. KIRKPATRICK BROS., Box 407, Waynesville, Mo.

FOR SALE — COMPLETE PORTABLE ROLLER Rink. New Top, 54x134, A-1 condition. Approximately 400 pair Skates. Will sell for cash only. RAY J. AREND, P. O. Box 574, Rochester, Minn.

HENRY ICE FROZEN CUSTARD MACHINE with 3HP motor, good condition, \$50.00; also 50 Gal., 2 Spigot Liberty Root Bear Barrel, \$25.00. DOUG. THURER, 80 Manchester Ave., Keyport, N. J.

POPCORN CRISPETTE MACHINE, CAMEL Outfit. Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O. iy25x

SACRIFICE — POP CORN MACHINE, Complete outfit, Cash Register, Scale. Cost \$250.00. Sell for \$50.00. SCHERER, 11 Elton St., Brooklyn, N. Y.

WATCHES — FIVE USED RUNNING POCKET and Wrist Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 311, St. Louis, Mo. x

WINCHESTER SHOOTING GALLERY RIFLES, Western Company Rapid Tube Loader, Exhibit Supply "Oracle" Fortune for Penny Arcade, Dava Fruit Reels, National No. 5 Cigarette Vender. SALCO AMUSEMENTS, 2640 Euclid Heights Blvd., Cleveland, O.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 31) for advertising of 8-16-35MM. Films, Equipment and Supplies. my30

FOR QUICK SALE — COMPLETE EQUIPMENT and Chairs from 350 seat theatre. Big bargain. MOVIE SUPPLY COMPANY, 1318 S. Wash, Chicago. je13x

FOR SALE — CONDERMAN FERRIS WHEEL IN excellent condition. All ready to go. Good engine, \$600.00 cash. FRED SHEW, Grandview, Ia.

FOR SALE — 16 AND 24 SEAT ADULT CHAIR Planes complete, LeRoi Engines. Kiddy Aero Plane Swing. CALVIN GRUNER, Pinckneyville, Ill. je6x

FOR SALE CHEAP — GOOD AS NEW MINI-ature Gasoline Train, with everything; cheap. GEO. LUCAS, care Gold Medal Shows, La Porte, Ind.

NEW LAUGHING MIRRORS — GREATLY reduced prices. For parks, carnivals, fairs, festivals, celebrations and all large gatherings. C. J. MURPHY, Elyria, O. my23

PRETTY FAIR 35x85 TENT, 6' SIDE WALLS. In good repair, water repellent and no mildew, \$185.00. LLOYD, Meade, Kan.

SEVEN 16 FT. CONCESSION TOPS, PUNK Racks, two Flashers, Chairplane, Coney Race, Kentucky Derby. Cheap, cash. COAST NOVELTY, Venice, Calif. my30

SHRUNKEN MIDGET — 20 INCHES LONG, IN black casket, hairs, eyebrows; everything showing, \$15.00; Shrunkens Heads, best in America, \$8.00. We buy, exchange and manufacture to your instructions. Write TATE'S CURIOSITY SHOP, Safford, Ariz.

TENTS — GOOD STOCK, SLIGHTLY USED Tents. Many sizes, from 8x10 to 50x80 for concessions, carnival shows. Also Sidewall. Prices reasonable. Write KERR MFG. CO., 1954 Grand, Chicago. my23

I SPILLMAN 3 ABREAST MERRY-CO-ROUND, 1 Eli Wheel, 1 Sweeper, 1 Whip, 1 Dodgem and Building, 1 Kiddie Train, 5 Cycle Horses. J. E. KAUS, General Delivery, Burlington, N. J.

**PHOTO SUPPLIES DEVELOPING-PRINTING**

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire safe and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. B81, Rochester, N. Y. my30x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. my30x

DIRECT POSITIVE SUPPLIES AND EQUIP-ment—Lowest wholesale prices. Complete line. Backgrounds. Shutter repairs. Free catalog. HANLEY'S PHOTO CO., 1207 Holmes St., Kansas City, Mo. my23x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. my30

FOR SALE — P. D. O. AUTOMATIC PHOTO MACHINE, price \$45.00. Address CAROL GLASSCOCK, Box 162, Floresville, Tex.

LATEST MODEL INTERNATIONAL PHOTO-matic. Perfect shape; sacrifice \$550.00 cash. Will accept no less. REMBRANDT STUDIO, 223 1/2 Capitol St., Charleston, W. Va.

PHOTO MACHINES — MOST COMPLETE LINE of Professional Direct Positive Equipment in America. Write for information on Single, Double and Full-Figure Models, Enlargers and Visualizers. A-SMILE A-MINUTE PHOTO CO., Salina, Kan. my23x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMMER'S STUDIO, Unionville, Mo. my23x

SENSATIONAL PHOTOS — LARGE ASSORTMENT, \$1.00. List 10c. Roll film developed, 30c. Free enlargement. R. E. FOTOS, Box 414, Bridgeville, Pa. x

MUSICAL INSTRUMENTS, ACCESSORIES

THE BEST IN SWING — TRUMPET, SAX, Clarinet Choruses copied from records. Two, \$1.00. BURROWS MUSIC SERVICE, 86 Verdale St., Brookline, Mass.

COSTUMES, UNIFORMS, WARDROBES

A BARGAIN — CLEARING COSTUMES, Evening Gowns, Chorus Sets, etc. C. CONLEY, 310 W. 47th St., New York City.

COSTUMES—1,000, PRICED 25c UP. CHORUS, Strip, Burlesque, Clown, Spanish, Band. Send postage for catalogue. STUDIO, 6017 Hollywood, Hollywood, Calif. my23

SENSATIONAL OFFER! — GO IN BUSINESS for yourself. Invest a little, make a lot. Evening Bridal Gowns from Fashion Show models, value \$40.00 to \$60.00; now \$3.00 to \$4.00, at half price by dozen. Shades: White, blue, green, orchid, others. Satin, organdy, net lace maraset. No catalogs. SOCIETY SHOP, 1053 3d Ave., New York.

SCENERY AND BANNERS

BEAUTIFUL BLUE SILK CYKE (TRAVELER) gold, silver, orange flash designs, excellent condition, \$100.00. Scenery Curtains, \$15.00. WALLACE, 2416 N. Halsted, Chicago.

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. my30

SCENERY, CYCLOGRAMS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O.

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale, largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. my23x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. je20x

SAMPLES 40 DIFFERENT LATEST TRICKS, Jokes and Novelties, \$1.00 postpaid. Wholesale catalog, 10c. (Magic for Pitchmen). ARLANE, 4462 Germantown, Philadelphia.

SPICY NOVELTIES, BOOKS, JOKES — Large assortment including wholesale list, \$1.00. Marked Cards, "Special" Dice, Catalog, 25c. TRIXIE, 2404 N. 15th, Philadelphia, Pa.

ANIMALS, BIRDS, REPTILES

A BIG SHIPMENT JUST ARRIVED — SLOTHS, Tayras, Kinkajous, Rhesus Monkeys, Baboons, Chimpanzee, Snakes, Reptiles and Birds. SNAKE KING, Brownsville, Tex. je13

ANIMALS, BIRDS, REPTILES — ALWAYS IN stock. Write for our large free 24-page Catalog. MEEMS BROS. & WARD, Ocean-side, N. Y.

CHINESE DRAGONS — REAL GIANTS FROM Nicaragua. Great flash. Leopards and Black Iguanas, Agoutis, Pacas, Coatiundis, Badgers, Spider Monkeys, Rhesus Monkeys, Giant Lion Slaying Baboons. SNAKE KING, Brownsville, Tex. je13x

FOR SALE — THIRTEEN HUNDRED ALLigators, two Ostriches, one Emu, Monkeys, Cats, Foxes. Closing on account of war. OLDEST CITY OSTRICH & ALLIGATOR FARM, St. Augustine, Fla.

FOR SALE — HAIRLESS BULL, 2 YEARS OLD, gentle, tractable, \$500.00. PHELPS BROS., Pottersville, N. Y. my30

LIVE ARMADILLOS — ALL SIZES, HEALTHY specimen, \$3.00 each; \$4.75 pair; Mother, four Babies, \$10.00. Also Armadillo Baskets, etc. Cash with order. APELT ARMADILLO FARM, Comfort, Tex. x

SELLING OUT — MONKEYS, BABOONS: LOTS of other Animals, Birds. NORTH MIAMI ZOO., North Miami, Fla. my30

WILD MICE FOR THE MOUSE GAME — "Rarin' to go in the Holes." Really wild, \$3.50 dozen C. O. D. HOWARD COMBS, Piedmont, W. Va.

HELP WANTED

ALL ENTERTAINERS IN VICINITY OF NEW York stop at Club Rhumba, Keansburg, N. J. Pianist and Singer of all songs, Comedians, 3-Piece Combos. CLUB RHUMBA, Keansburg, N. J.

BOY OR MAN JUGGLER OR OTHER NOVELTY — Steady work at moderate salary. State age. Previous applicants, write again. Write NOVELTY ACT, General Delivery, Houston, Tex.

GIRL MUSICIANS WANTED FOR SUMMER locations. Excellent salary. Immediate and later openings. State full particulars first letter. BOX C-410, Billboard, Cincinnati, O.

HORIZONTAL BAR PERFORMER — EITHER straight or comedy, for act with good fair bookings. Address ALBERTA, 2220 Park Ave., Norwood, O.

MIDGETS FOR BIG VAUDEVILLE ATTRACTION. Write BOX 521, The Billboard, 155 N. Clark St., Chicago.

PIANO MAN — SMALL COMBINATION. Appearance, ability; preferably some vocal. Also Girl Vocalist who can deliver. Rush complete qualifications with photo. JOHNNY MACK, Central Hotel, Metropolis, Ill.

PIANO MAN FOR SIX MAN HOTEL COMBINATION — Location. MUSICIAN, Box C-411, Billboard, Cincinnati, O.

WANT WHITE AND COLORED SHOWS FOR theaters in coal mining towns. Mines working good. Write CLAUDE HAMILTON, North Tazewell, Va.

5 OR 6 PIECE ORCHESTRA TO PLAY MUSICAL Revue Stage Show at fairs. Must have transportation. Give full details. WILLIAMS & LEE, 464 Holly Ave., St. Paul, Minn.

WANTED TO BUY

TEN PIN ALLEYS — ANY NUMBER. HAVE large Portable Roller Rink for sale. Also Duck Pin Alleys. BOX C-414, Billboard, Cincinnati.

WANT AMMUNITION FOR GALLERY — USE any quantity. Top price paid, plus bonus. W. O. KING, Box 122, Sparrows Point, Md. my30

WANTED TO BUY — CHAIRPLANE. PREFER Smith & Smith 18 ft. 24 seats, but will consider other make and size. Three 12 ft. Concession Tops with or without frames, 2 Ball Game Hoods, 100 ft. 10 ft. Sidewall and complete 4-for-Dime Photo Outfit. All must be in good shape. No junk. State all first letter. SHAN WILCOX, Maryville, Tenn. x

WANTED — FREAKS, ODDITIES, CURIOSITIES. Address TATE'S CURIOSITY SHOP, Safford, Ariz.

WILL BUY CONCESSION TOPS AND SHOW Tents, second hand. State condition, size, price. BOWEN, 129 E. Baltimore St., Baltimore, Md.

At Liberty Advertisements

5¢ a Word (First Line Large Light Capitals) 2¢ a Word (First Line Small Light Capitals) 1¢ a Word (Entire Ad Small Light Type) Figure Total of Words at One Rate Only MINIMUM 25¢ CASH WITH COPY

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Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—FINE COL- lege Dance Band. Fully equipped, good library with novelties. Accept summer location only. Address WAYNE JOHNSON, Murray State College, Murray, Ky.

FINE SIX MAN COMBINA- tion — Sweet to swing, novelties. Fully uniformed. Electric Organ, Vibraharp, Sound Equipment. This band really sells. Can make good where ten have played before. Satisfaction guaranteed. RAY LEACH, Box 135, Ottumwa, Ia.

TEN PIECE COLLEGE ORCHESTRA AT LIBERTY May 29 — Modern style, experienced in floor shows. Novelties and specialties. Neat appearance. Prefer location. Panics need not reply. BOX C-383, care The Billboard, Cincinnati, O.

All Girl Orchestra — With or without an All Girl Revue, consisting of seven piece Girl Band and three to seven Girl Performers, Singers, Dancers and Novelty Artists. A real band and show for high class hotel, restaurant, theatre or club. Can arrange to change show weekly using same cast. Want permanent location. Write B. L. Holt, Apt. 64, 120 Wadsworth Ave., New York, N. Y. my30

Ten Piece College Band desires good summer location job in the South, Modern style. New P. A., stands and up-to-date library. Union. Would like to contact managers and agents. Write "Chief" Yelzer, Waynesboro, Tenn. my30

Two Piece Combination — Piano, Solovox, Accordion, String Bass. Have our own Solovox if necessary. Musical Team, Box C-112, Billboard, Cincinnati, O.

AT LIBERTY BILLPOSTERS

AT LIBERTY—DOUBLE A Billposter. W. S. LADD, 119 N. W. 8th St., Oklahoma City, Okla.

AT LIBERTY CIRCUS AND CARNIVAL

JO ANN ROBERTS—HIGH- class Annex Attraction. Beautiful wardrobe. Address: 1245a South 7th St., St. Louis, Mo.

BOY, 20 — WOULD LIKE JOB WITH LARGE carnival. Like to work in show, preferably musical. Can Sing. GENE RAFFERTY, 652 Hall St., Rockford, Ill.

DOUBLE SEX ANNEX ATTRACTION — YOUNG and attractive. Now open for dates. Flash and blow-ups. Reliable managers only. Tell all in first letter. ALEXIS, care Borden, Apt. 5, 342 W. 45th St., New York City.

At Liberty for road show, carnivals, fairs. Sound Cur, Comedy, Acrobatic, Free Act, Concessions. Write Glenn & Ford, Billboard, Cincinnati.

Sex Attraction for annex or single girl show. Beautiful wardrobe, appearance and flash. Photos. State all. Address Paul LaPage, 1226 12th St., N. W., Washington, D. C.

AT LIBERTY COLORED PEOPLE

FAST JUMPIN' JIVE REVUE — 25 ALL COLORED Merry Makers. Just finished theatre tour. Open for all occasions. CLAUDE FARRINGTON, 1410 Fayetteville St., Durham, N. C. my23

AT LIBERTY DRAMATIC ARTISTS

Juvenile — Young man, 19, 5' 5", 128 lbs. Well experienced playing Juvenile, Straight and occasional Character Parts, desires work immediately, stock or rep. Photo on request. Tommy Brent, General Delivery, Huntington, W. Va.

AT LIBERTY MISCELLANEOUS

A-1 MEDICINE LECTURE AND OFFICE. DR. JOHN E. FOYE, General Delivery, St. Louis, Mo. my23

Girl Child Mentalist — Considered world's smallest, seeking engagements. Covers thoroughly mindreading field doing articles, names, birth dates, etc., and question answering act. Teams with father. Child plays accordion, tap dances. Prefer producer financially able to immediately swing to "big time" theater or stage work. No liquor establishments. Reply stating qualifications, salary willing to pay and references first letter. James Alessi, 32 E. Madge Ave., Hazel Park, Mich. my30

AT LIBERTY M. P. OPERATORS

PROJECTIONIST AND ELECTRICIAN — DRAFT exempt, 25 years' experience, sober, reliable. Co anywhere. Have 16 and 35MM. equipment, portable, or will operate yours. Have auto for transportation of equipment and self. Prefer industrial show. Only reliable companies write, stating salary and mileage. H. L. HESKETT, 1233 Kohler Ave., Akron, O. my30

AT LIBERTY MUSICIANS

ALTO SAX DOUBLING CLARINET, VIOLIN — Union. MUSICIAN, 2514A W. Garfield Ave., Milwaukee, Wis.

ALTO SAX DOUBLING CLARINET — FINE tone, good sight reader, plenty of experience. No takeoff. Prefer location. State all in first. Contact PAUL HILL, 1305 S. 3d, Burlington, Ia.

AT LIBERTY — EXPERIENCED UNION TRAP Drummer. Circus or anything considered. Single, sober, reliable. State all. Join on wire. FRED FRANKLIN, 620 Hemlock St., Macon, Ga. my23

AT LIBERTY — LEAD OR SECOND TRUMPET Man. Good appearance and sober. Prefer job on semi-name hotel tenor band. Nineteen years of age. Co anywhere. Four years' experience. Must have at least \$35.00 minimum. Write or wire BOBBY BURNS, 404 N. Summerville, Pampa, Tex.

AT LIBERTY — TROMBONE, DOUBLE TO Violin. Good reader, experienced, strictly reliable. PAUL CLAYTON, Princeton, Kan.

AT LIBERTY — TRUMPET, TONE RANGE, experience. Age 28. 522 Penn St., Camden, N. J.

AT LIBERTY — TROMBONE, VOCALS. MARRIED, aged 30, reliable. Prefer full section or small band that plays Dixieland and Blues. MUSICIAN, 540 N. Locust, Hagerstown, Md.

BAND DIRECTOR, TEACHER, VIOLINIST — Experienced all lines. AL PALING, Lake City, S. C. my30

BAND MASTER — EXPERIENCED, CAPABLE. Municipal, industrial bands. W. K. SCHOFIELD, Webster, S. D.

BASS MAN TO DO NOVELTIES WITH GOOD Band — Draft deferment. Can furnish fine references. Brass and string. Read, fake, cut shows. Young, sober and reliable. Prefer location but will travel if offer is right. If interested contact BOX C-409, Billboard, Cincinnati.

DRUMMER—3A, AGE 23. ALL AROUND experience, including style bands and shows. Have modern equipment and all essentials. BOX C-404, Billboard, Cincinnati, O. my23

DRUMMER — UNION, EXPERIENCED, CUT shows. 3A. Write or wire ORVAL HOOPER, 312 Columbia, Augusta, Kan.

DRUMMER — YOUNG, NEAT, RELIABLE. Draft deferred. Will go anywhere; prefer location. JERRY COOPMAN, Oconto Falls, Wis.

ELECTRIC GUITARIST — FINEST SOLOS AND rhythm. Trio, small and large band experience. 3-A, union. GUITARIST, White Hotel, Lansing, Mich.

HAMMOND ORGANIST—COLORED. AVAIL- able immediately. Eighteen years' experience concert, popular numbers. Prefer cocktail lounges, theatres, hotel. Specialize in dinner music. Good appearance, references. REGINALD R. SMITH, 405 Eagle St., Buffalo, N. Y. je13

SINGING GUITARIST — A-1, N. Y. VICINITY only. MAC, 50 W. 69th St., New York City. Trafalger 4-9630. my23

STRING BASS FOR STROLLING COMBO — Sing harmony. Sober, married. Have worked with the best. Further information and picture on request. Write or wire stating salary and hours. Apartment No. 4, 940 S. 1st St., Louisville, Ky.

STRING BASS, TUBA — FINE REPUTATION, union. Cut anything. Bow, experience in any style. Sober, single, reliable. References. JACK PARRISH, 1308 Hinkley Ave., Cedar Rapids, Ia.

STRING BASS — EXPERIENCED, READ, FAKE, Under draft age, union. Sober, reliable, single. Available immediately. MUSICIAN, 3233 W. 25th St., Cleveland, O.

TENOR SAX, CLARINET — READ, FAKE, SWEET or hot. Also sweet vocals. Young, experienced. No draft. Contact BUD SULLIVAN, 420 5th St., West Des Moines, Ia.

TRUMPET — EXPERIENCED, AGE 41, SOBER. Will locate. Prefer municipal or factory bands. Would consider old-time dance band. Address TOMMY OSBORNE, 2119 N. 13th St., Omaha, Neb. my23

Hammond Organist Available Now — Exceptional ability, best of references. Age 30. Do not own instrument. Union and reliable. State all in first letter or wire Box C-406, care The Billboard, Cincinnati, Ohio. my30

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS — Parachute jumping for fairs, parks and celebrations. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. my23

BALLOON ASCENSIONS for all occasions. JACKSONVILLE BALLOON CO., 4546 Archer Ave., Chicago. my30

PURCELL'S STAGE CIRCUS and Sensational High Aerial Act. Have a few open dates in Midwest and Southern territory. For prices and particulars address L. A. JOHNSON, Box 85, Chillicothe, Ia. je13

SENSATIONAL HIGH Trapeze Act available for parks, fairs, celebrations. Draft exempt. For prices and literature contact JERRY D. MARTIN, 231 Pearl St., Somerville, Mass. je13

FELIX MORALES — NOW BOOKING PARKS and fairs. For information address: Halls, Tenn. je6

FOUR HIGH-CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. je13

JAMES COGSWELL — CLOWN STILT WALKER. Uncle Sam, Cop, etc. For literature write 1433 Rose St., Lincoln, Neb. je6

JULES JACOT'S MONARCHS OF THE JUNGLE — Working Lions, Bears, Tigers. Nevada, O. my23

REAL FAST THRILLING HIGH-WIRE ACT — Now booking. Write, wire GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. je20

SIX ACTS — FAMILY TROUPE, TRAINED Horses, Bare Back, Trick, Roping and Bucking Acts and other animals with "Margarette" Dancing Girls. All dates open. H. R. MILLER, Wilton, Wis. jcl13

Aerial Cowdens—Standard attractions of merit. Fast Double trapeze. Comedy Revolving Ladder. Flashy appearance, outstanding acts. Draft exempt. Literature, price on request. Address Billboard, Cincinnati, O. my30

Attention, Agents, Managers — Bob Tomlinson's Three men versatile, union Dance Orchestra. Play nine different instruments, novelty floor show. Juggling, Clubs, Balls, Baton, Comedy, Trick Roping, Singing, Eccentric Tap Dancing, Ventriloquism; other professional specialties. Okay for night clubs, cocktail lounges, dining rooms, parks and fairs. 3504 E. Addison St., Chicago, Ill. Phone Kcystone 8491. Circular mailed. my23

Pamphila's Attractions — Featuring the world's greatest Acting Tropical Birds, Dog, Pony, Monkey Circus. Managers of parks, celebrations wanting real clean entertainment for the best. Geo. E. Roberts, Agent, Manager, Circus Headquarters, 3504 E. N. 8th St., Philadelphia, Pa. Phone Sagamore 5536.

2 Platform Acts — Rolling Globe, Tight Wire. Will accept full salary in Defense Bonds. Write for prices and literature. The Three Christs, Keokuk, Iowa. j34

AT LIBERTY PIANO PLAYERS

PIANIST — EXCELLENT ABILITY, SEMI-NAME experience. Prefer swing band location. Arrange. Have car. Available immediately. State full particulars. BOX C-413, Billboard, Cincinnati, O.

PIANIST — LOCATION, HOTEL, ETC. Concert or dance. Experienced, reader. Union. BOX 1-424, Alexandria, La.

PIANO PLAYER — AGE 25, DRAFT DEFERRED. Experienced in all lines; arrange. Prefer North. Would consider jobbing band in city. Immediately available. CHARLES KING, General Delivery, Fort Walton, Fla.

AT LIBERTY SINGERS

Attractive Blood Rhythm Singer, 22, wants job with dance orchestra immediately. Excellent wardrobe. Barbara Lane, 420 Central Park West, New York, N. Y. Care Avn.

Male Vocalist would like team with an up and coming band. Tall, dark and handsome. Voice suitable to rhythm tunes and ballads. Available after May 20. For full particulars write or phone Chas. Linder, 220 W. 107th St., New York City. Phone Academy 2-0605. my23

AT LIBERTY VAUDEVILLE ARTISTS

FEATURE COMEDIAN — Tent show, unit. Good specialties. Parts as cast. Have car. Wife, Ticket Seller. Sober, reliable. Am good Advance Agent if needed. Write MAURICE CASH, General Delivery, Fort Dodge, Ia. my30

AT LIBERTY — SPECIALTY TEAM. SPECIALTIES consist of Sax, Banjo, Comedy Talk, Yodeling, double Tap Dancing. Man, Comedy, General Business, Baritone in quartette. Lucy plays Sax, works Chorus, Tap Dancing. All doubles. Both handle lines, work in bits and acts. Good appearance and wardrobe. Car and trailer. J. J. BENNETT, care Billboard, Cincinnati, O.

All Girl Revue — Singers, Dancers, Novelty Artists, with or without Seven Piece Girl Band. Ward permanent location. Can change show weekly. Write E. L. Holt, Apt. 64, 129 Wadsworth Ave., New York, N. Y. my30

At Liberty—Fat, about Girls Entertainers Revue. Chorus Line of 8 girls. 5-Piece Comedy Orchestra. Trios, Teams and Singles, Specialties. Advertising, photos and wardrobe first class. Managers theaters, night clubs, tents and booking agencies, what can you offer? Go anywhere by own cars. Cliff Shaw, Producer Comedian, 109 N. State St., Chicago, Ill. Phone Delaware 1215.

At Liberty — Lady doing Comedy Singing, Dancing, Talking Specialties. Change ten nights. A-1 in acts, bits for med, tent or vaudeville. Reliable and dependable. Need ticket. Reliable shows only. Gussie Plumm, General Delivery, Toledo, O.

At Liberty for Rep. Vaude or Med — Magician. Change for six nights. Straight or Characters in acts. Good in sales. Wife does the most satisfying Mind Reading in the business. Will be the talk of the town after the first night. Can be featured on any bill. Sober, reliable, experienced. Have car and trailer. John H. Andrews, General Delivery, Murray, Ky.

Dance Team — Man and Girl, for reliable work. Have youth, looks, costly wardrobe and car. All offers considered. Feature Tap and Acrobatic Singles, Doubles. Would like to team with a non-dancing male partner to again form unusual two act which we own. Prefer party doing a novelty but whose single is such that he needs to join outstanding act to get steady work in show business. We play clubs and theaters; absolutely steady when we have trio. Also in market for scripts for M-P talking act. Must be original sketch used in former vaudeville days by top-notch act. Write 36 Post Ave., Pawtucket, R. I. my30

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place

Parcel Post

- Lambert, C. L. 7c
Manning, Ross, 6c
Marlowe, Frank, 6c
Nelson, Vick O. 6c
Minnear, J. T., 24c
Rose, Bert, 3c
Rose, Herb, 10c
Russell, Mildred, 9c
Sheets, Howard, 7c
Stults, Thos., 5c
Welch, Mrs. Doc, 6c
Abbott, Geo.
Abels, Alma
Abrams, Turk
ACKLEY, CLARENOR D.
ACKMAN, WM.
ACUFF, WM.
ADCOCK, KENNETH
AINS WORTH, ROBT. LEE
Alaire, Edw. J.
Aldridge, Bill
Alexander, Pasha
ALFORD, ELMER
ALBEE, Jim
Allen, Bernard
Allen, Bucky
Allen, Jack Baldy
Allen & Lee
Allison, Tex J.
Almany, A. F.
Alum, Homer
Alvso, Omar
Alzora, Alligator Girl
AMES, WM.
AMMONS, JOHN
Anders, Frank L.
Anders, (Kokomo)
Anderson, Benny
Anderson, Marion
Anderson, (Vocalist)
Andrews, Frank
Andrews Sisters
Angus & Scarlo
ANDRONOWSKI, JOHN
ANSTETT, FRANK A.
Anton, Frank
Apple, Jack
Applegate, Elsiema
Applegate, Lessa
Archer, Evelyn
Arona Shows
ARMBRUSTER, GEO. RUFUS
ARNOLD, LYLE
Araha, Boy Wonder
Araulo, Miss Jean
ARTHUR, CHES- TER ALLEN
ARVIN, NATHANIEL T.
ASBURY, KENNETH
EARL
Asher, Chas.
"Blacky"
Asher, John T.
ASHLEY, CHAS. OWEN
Ashman, Chas.
Athins, James
August, Mary
AUSTIN, FRANK THOS.
Avelino, Joe
Avery, Jos.
Ayers, Doc A.
Babecek, Carol
BAER, JOHN
Baggett, J. B.
Bailey, Mrs. Peggy
Bailey, S. H.
BAIN, RILEY
BAKER, BENJ. HARRISON
BAKER, FRANK JOHN
Baker, I. N.
Baker, Lewis (Peanuts)
Baker, Monica
Baker, Tom
Baker, W. S. (Hazard)
Baldger, Chas.
BALL, JOHN
GREGORY
Baneroff, Fred F.
Banks, C. E.
Banks, Leroy
Banks, Samuel J.

- Banbo, Frank
Binder, Herman
BISHOP, MARLIN CLAIR
Black, Frank (Black Bros.)
Black Wolf, Chief
Blackburn, Guy
Blackford, Howard
BLACKWELL, VERNON GAY
Blackwood, D. H.
Blaine, Miss Bonnie
Blake, Curley
Blake, Jenn
Blakely, Evelyn
BLAND, HOMER B.
Blanton, Della Mae
BLANTON, HARRY GARISH
Blivins, Carter R.
BLOODWORTH, J. H.
Hoodworth, Mrs.
Blum, Frank
BLUM, MICHAEL
Blum, Monte J.
Blum, A. L.
BODRICK, WM.
Bodwin, Mrs.
Bolac, I. W.
BOLDEN, LUTHER
Bolt, T. J.
BOND, JOHN
Bonnerille, Helen
Bonney, Bob. Trio
Bookman, Chas.
Booth, Clinton M.
Bowell, Mrs.
BOULLE, BENNY
BOWDEN, JAMES THOMAS
Bowen, H. G.
BOYD, CHAS. R.
BOYD, ROBERT HUGH
Boyetle, Marion A.
Boekin, Wilma
Boyles, Harry
Bradley, Mrs. Billie
Bradley, Ed
BRADLEY, HENRY GRADY
Bradley, Lottie Marie
Bradshaw, Ray
BRADY, IRVIN RUFUS
Brady, Pat
BRAMLETT, WM. GUY
Brantlett, P.
Brandholtz, Jake
BRANDT, MAYNARD A.
BRANGE, LAWRENCE JOHN
Brannon, Pat
BRANTLEY, JOS.
Beaverman, Barnet Geo.
BREACH, HOWARD
Breace, Del.
Breese, Sole Mfr.
Breunan, Dorothy J. A.
Brennan, Herman
Brent, Robt.
BRENTON, WM. ALEXANDER
BRICKER, CLEM
Bridenbach, Rhoda
BRIGGS, WILLARD C.
BRINEGAR, THOMAS
BRITT, TOM
Brock, Geo.
BROOKEY, CHAS. E.
BROOKS, ALVA
Brooks Jr., Alfred G.
Brooks, Betty
Brooks, El
Brooks, Mrs. Thomas
Broome, Don
Brown, Bill
Brown, Bob
Brown, C. L.
Brown, Cecil
BROWN, CHESTER WRIGHT
BROWN, EDW. SCOTTIE



Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Brown, Elmer
BROWN, ERNEST HOMER
BROWN, EMERY JUSPIN
Brown, G. V.
Brown, Jr. Jessie
Brown, Jimmie
Brown, John E.
Brown, Jos. W.
Brown, Ralph
Brown, Robt.
BROWN, ROLAND O.
Brown, Sara Siebert
Brown, Y. B.
BROWNING, DEWEY EDW.
BRUNO, FRANK OTTILIO
Bryant, Carl
Bryant, G. Hodges.
BUCHANAN, LLOYD A.
Bulfin, Gypsy
BULEY, JOHNNIE LAWRENCE
Bumpus, Basil
Burke, Curley
Burke, Lester
BURKE, WM. FRANCIS
Burns, Mrs. Edna
BURNS, GEO. BOBBIE
Burns, Jimmy
BURNS, JOHN A.
BURNS, JOSEPH
Burns, Roy
Burns, Sam T.
BURQUIN, JOS. FRANCIS
Burrell, Jerry L.
BURT, CHAS. HENRY
BURT, JOHNNY CLARENCE
Barto, Leon
BUSH, JOHN THOMAS
RUSH, ROBT.
BUSH, WILLIE ARTHUR WM.
BUSSEY, JACK GEO.
Butler, W. H.
Butterfield, Tuck
Bullock, Gene (Three-Legged Boy)
Buzz, Cow-Boy
BUZZELL, FRANK R.
Bybee, James H.
BYRD, WM. EDGAR
Cady, Jimmie Leo
CAETANO, LOUIS SAUZA
Cain, Eugene
CALK, ANDREW
Callaway, Whittis
CALLETT, EDW.
Camalo, M. O.
Camby, Johnnie
Cameron, Cam
CAMERON, CHAS. ARTHUR
CAMPBELL, DAVID
Campbell, Earl
Campbell, Hort
CAMPBELL, WARRICK A.
CAMPI, JOHN
Canc, Mary (Glass Blower)
Cary, Al
Cary, Thomas O.
Carl, Frank A.
CARL, JAMES EDW.
Carlo, Dr. Frank
CARMICHAEL, ELLIS D.
CARMICHAEL, JOHN GEO.
CARLSON, LEE CARL
CARLSON, THOS. W.
Carpenter, Charlie
CARREIRO, SERVANDO
Carrey, Win.
CARROLL, EDW. F.
Carroll, Mickey
CARSON, ROBT. O.
CARTER, KING WALTON
Carter, Will (Montana Slim)
Cartill, David E.
Carver, Ella
GARVIN, RAMON TERRY
CASPER, JOHN CHESTER
Catazera, Frank
CATEY, EARL WM.
Chambers, Bob V.
CHAMPEAU, ANTHONY G.
Chapman, Cecgon (Miss)
CHARLESTON, WM. D.
Chase, Mrs. Frank E.
Chenoweth, Wm. H.
Cherrington, Patricia
China, Joe
Chiodo, Mary J.
Christo, Pedro
Choate, Vernon
CIGIELSKI, THEODORE
Chabour, O.
Chair, Fred
Chaman, Moo Cecil
Clark & Van
Clark, Billie & Florence
Clark, Bobby (Rivins Show)
Clark, Harry (Comedian)
Clark, Lawrence
Clark, Mandel V.
CLARK, ROBT. L.
CLARK, ROBT. LEE
Clarke, Hal J.
CLAY, HENRY JAMES
CLEM, ROBERT LIPP
Clemens, W. P.
Clegg, Harry
Clifton, Lloyd
Clyde, J. W.
Coake, Mrs. Grace D.
Cobb, Letta
Cobb, R. C.
COCHRAN, PERRY
Cochran, Ramona
Cocoratt, Billy
Coe, Jerry
Coffelt, Ralph

- Dehnar, Fred
Delmore, Lou O.
DeVine, Harry C.
Dember, Barney
Demtro, Thomas
DENNIS, JACK BERNER
DENNIS, JOHN LEVIE
DENNISON, E. W.
Denopolis, Brenda
DENSMORE, GORDON K.
Deriska, P.
Derzberger, Alfred J.
Deanond, Miss Holly
DIAL, EDWARD
Diamonds, Jack O.
DiCarano, Pusay
Dick, Mr. Billy
DICKERSON, RALPH
RICHARD
DICKSON, PAUL D.
DIES, RICHARD JOS.
DILLIARD, WM. EDW.
Dilin, Ellwood
Dillinger, Ols
Dimitri & Franca
Discont, Dolly
DIXON, ROBT. CARL
DOBBS, WM. DAVID
Dobsch, Bill
DODSON, PHILIP
Donald, Alfred
DONALDSON, WALTER EUGENE
Donohue, Rodger
Dorn, R. L.
Dorsey, Peet
DOSS, CLIFTON
Doss, Texas Benny
Dotoli, Chas. W.
DOUGHERTY, BERNARD VINCENT
DOUGHERTY, PATRICK JAMES
DOUGHERTY, SAMUEL THOS.
Douglas, Marilyn
DOWD, JAMES
Doyle, Mrs. A. G.
DOYLE, JOHN LAWRENCE
D'Ray, Phil
Driscoll, Juanita
Drua, Curley
DRURY, LEO EDW.
DU BOIS, WM. E.
Dugan, Eddie J.
DUGAS, DALE CHAS.
Duffy, Bruce J.
Dunlap, Slim
Dunn, Josephine M.
Dunn, Tom
DUPRAY, Pamela
DURANT, WM.
Duvell, Sunny
Dyer, Mrs. Lady
DYMAN, FRANK
Dymos, Jake
Earl, Herbert E.
Eastham, Joa Bell
Eastham, Mrs. J. H.
Ebert, Rudolph W.
Edgeworth, Curleo
EDMONDS, ORVILLE BRYAN
Edwards, Clarence
Edwards, Harry
Edwards, Jim
EDWARDS, LOUIS FUGUSON
Ebert, E. J.
ELDRIDGE, JOE EARL
ELLINGTON, JOS. CARR
Elliott, Raymond
Ellis, F. F.
Emerson, Leo
Emory, Mrs. Anna L.
EMIGE, JAMES WM.
ENFIELD, KURT F.
Engelking, Mrs. Joan
English, Mrs. Dorothy
Englehart, Harry
ENLIGHT, ALFRED C.
ERDELL, RUSSEL DEWEY
ERVIN, WALKER JOHN
Eskew, Mrs. Dolly
Estes, I. L.
EUDALEY, CLARENCE M.
Evans, Bob
Evans, Chas. (Barney)
Evans, Chicley (Miss)
Evans, Edl A.
EVANS, FAY B.
EVANS, LACEY W.
Evans, Wando
Everton, Roland
Eves, Kenneth W.
Esped, Bani. Al.
FALLAW, CHAS. FELTON
Fanning, Jack
Farrell, Irene
FARELL, PAUL
Farris, John
Fast, John D.
FEATHERS, ARCHIE COLLINS
FEENEY, JAMES B.
Feltz, Nabo
FENNELL, GEO. WM.
FERGUSON, HOWARD HEWLETT
Fernandez, Bob
Ferra, Don
Ferra, Harry
FIANGT, JESSE RAYMOND
Fields, Toad & Dot
FILLMAN, HARRY A.
FINNEY, JOHN BASIL
Finch, Frank
FISHER, GEO.
Fisher, Harold
Fisher, Dr. John
FISHER, THOS. G.
FITZGERALD, FRANK HIRAM
FLAVELLE, CHARLES BARTLETT
Fleeger, Barney
Fletcher, Samuel
FLECHER, FRANK
FLOWERS, RAY HAMILTON
Foley, Jack
FORD, ELMER BALCOM
Forcum, Mrs. Polly
Forrest, Tom & Betty
Forsyde, Rolf
Foster, Geo. E.
Fowler, Miss Buddie
Francis, John (Francis Shows)
Freatus, Alvin Edmund
FREDERICK, ALONZO GRANT
Fredrico, Don
FREE, WM. BYRD
Freeman, Bama
FREEMAN, RALPH CLARK
Fritz, Marvin L.
FRYE, DORSEY JOHN
FULKNER, ROBT. WM.
Fullmer, Bob
Furgerson, Juanita
Gabb, Jos.
Gainer, W. L.
GALBRETH, JOS. L.
Gale, Betty
GALLAGHER, EDMUND JAS.
Gallamore, Brownie
GALLANT, GEO. B.
Galloway, James
GAMBLE, EDW. NOAH
Gant, Jon
GANVREAU, DELPHUS HENRY
Gardnar, Ed M.
GARLAND, HARVEY FRANKLIN
Garrett, Peggy
GARBER, RUSSELL GEO.
Garrison, Ray
GASENK, GEO. JOS.
GAPES, ALBERT L.
GATES, AUSTIN JOHN
Gates, Cecil
Gant, Wm.
GAYLON, ROY ALFRED
GEE, JAMES RUSSELL
Geissinger, Harry L.
Gelster, A. A.
Gentry, J. H.
GEORGE, MIKE THOMAS
Gerant, Mrs. Roslyn
Gersich, Roy (Duke)
GIBBONS, JAMES
GIBSON, WM. GIDDENS.
AARON ERNEST
Gifford, Fred
Gibart, Ole
GILES, RONALD D.
GILLIAM, EDW. H.
Gilmore, Mrs. Violet L.
Givens, Geo. E.
Gladen, Chas.
GLEASON, FRANK S.
Glesson & Sanborn
Glenny & Ford
GLENOS, HARRY GUS
GLIDDEN, FLOYD EVERETT
Gloden, Mr. & Mrs. Chas.
GLORISO, CARMELO
Glover, Don
GOAD, JAMES DANIEL
GOBLE, WM. HAROLD
GODING, WARREN F.
Goff, B. M.
Goforth, Bill
Goins, A. A.
GOINS, MERRIT WM.
Goldstein, Irving
Goub, Meyer
Goubler, Mrs. Cora
Goodwin, Mr. Mickey
GOODWIN, WENDELL J.
Goggans, B. W.
Gordon, Bobbie
Gordon, L.
Gordon, Ray
Gosselbo, Jas.
Gottberg, Clifford
Gottsch, Fred
GOULD, JAMES GORDON
GOURLEY, ARCHIB
GRABERT, JOS. LEWIS
Grady, Jack
Graham, David
Granger, Jack
Grant, Gloria
Grant, Russell N.
Grapewin, Charlie
Gratlot, Mrs. Frances
Graves, Cleo & John
GRAVES, CLINTON H.
Graves, J. R.
GRAVES, WILLARD L.
GRAY, LELAND RICHARD
GRAY, PHILLIP LESTER
GRAVES, ROY
GREEN, CHAS. D.
Green, Jos (Rochester)
Green, Mrs. Mildred
Green, Nick
Green, Relford
Green, Sammy
GREEN JR., WM.
GREEN, WM. FLOYD
Greenwald, Clyde
Greenwood & His Seals
Gregory, Jack J.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

- GREGORY, FRANCIS PATRICK  
Greeke, Mrs. Rita  
GRIDER, HOMER  
Griffith, James  
GRIFFITH, LEWIS  
Grubbs, Mrs. Bertha  
Guice, Walter  
Guinn, Leonard  
Gunnels, Thomas  
GURLEY, CECIL  
GUTHRIE, CURTIS A.  
Haag, Mrs. Ernest  
Haddix, Bennie  
Hale, D. D.  
HALL, RAY DAVID  
Hale, Prince Eco  
Hall, G. W.  
Hall, May  
Hall, Perry  
Hall, Tex  
Hall, Weldon C.  
HALL, WM. HENRY  
Halley, Ruth  
Hahn, Eugene J.  
HAMILTON, ARCHIBALD H.  
Hamilton, C. L.  
Hamilton, C. Edw.  
Hamilton, J. D.  
HAMILTON, VIRGIL CHAS.  
HAMILTON, WM. L.  
Hammond, Robt. (Old Ranger)  
HAMPTON, CLYDE CECIL  
Handschumaker, Jazuline  
HANGLEK, CHAS.  
Hankins, S. M.  
HANLEY, DON  
Hanes, Moxie  
Hanson & Clark  
HANNEY, CECIL W.  
N. (Private)  
HANSEL, HOMER  
Hansen, Harry E.  
Hansen, Herman B.  
HARCHELRODE, HAROLD  
FRANK  
Harding, Roy  
Harding, Wm. Reed  
HARLEY, GEO. MANLEY  
Hardy, Patsy  
Harley, Fester  
HARN, DANIEL HENRY  
HARRELL, RALPH  
Harris, B. H. (Carnival)  
Harris, Mrs. Bessie  
Harris, Bob  
HARRIS, JAMES COLUMBUS  
(Blng)  
Harris, Janet  
Harris, Mae Dabe  
Harris, Nathan  
Harris, Robt.  
HARRIS, WM. BENTON  
Harris, Sallor  
HARRISON, HUBERT  
HAMILTON  
HARRISON, JOHN DUVAL  
HART, JAMES HENRY  
Hart, Margie  
Hartley, Wm.  
HARTMAN, WM. HARTZOG  
HARRY, WALLIN  
Harvey, A. J.  
HARVEY, EARL GOODWIN  
Havilla, John  
HASKETT, DONALD D.  
HASSLER, FRED  
Hattess, Fredrick  
Haunschauber, Jacqueline  
Hawkins, Mrs. Betty  
HAY, HENRY  
HAYES, JAMES LEE  
HAYES, RAY  
HEALEY, FRANK ROBT.  
Heftner Sr., James  
Heidle, Mrs. Wm.  
Heiman, Wm.  
Heller, Bill  
HELM, CHAS. R.  
HELMS, KERMIT CLIFTON  
Hemingway, Irene  
HENDERSON, CHARLIE  
HENDERSON, CORLUS  
HENDERSON, RADDIE  
HENDERSON, Mrs. Rita  
HENDERSON, FRANK  
HENDERSON, JOHN CECIL  
HENDERSON, Thos. M.  
Hendricks, James  
HENDRICKS, ROBT.  
HENDRIX, EUGENE W.  
HENLEY, ARVIL FRANKLIN  
Hennessee, John A.  
Henry, Patrick  
Henry, Pin Head  
Henschow, D. N.  
Herman, Eddie  
Herman, Woody  
Hesler, Pansy F.  
HESTER, WM. HARVEY  
Heth, Louis E.  
HICKLI, ARTHUR P.  
Hicks, Hampton  
Hiestand, Frank  
Hill, Tex (Hall)  
Hilton, Daisy & Violet
- HIL, Mrs. Thos. W.  
Hiser, Al  
Himmatt, Diana  
Hipple, Mary  
HOCKADAY, LONNIE  
HODGES, JACK HUBERT  
Hodges, Joe & Ted  
Hodgson, Robt.  
HOESCHEN, GEO. H.  
Hoff, Stephen  
Hoffman, Frank  
HOFFMAN, HARRY N.  
Hoffman, Lawrence  
Hoffman, Pezzy  
Hoge, Mack  
Holden, John  
Holland, E. S.  
Holman's Rides  
HOLMAN, THEODORE  
Holowith, Tom  
Holston, Maddisau  
Holt, Clayton  
Holtzer, Mrs. Alton  
Holtkamp, L. B.  
Holtz, Lillian  
Holzner, Frederick P.  
HOOD, GEO. FREDERICK  
Hook, Mrs. C. S.  
Hooper, Mrs. Flossie R.  
Hoosier Circus  
Hoover Jr., Earl  
Hoover, Marvin  
HORN, JOHN T.  
Hornung, Roy  
HORTON, WM. ROBT.  
HORTON, WALTER  
Hooser, Mrs. Dale  
HOUCHEN, KENNETH D.  
Houston, Lee  
Howard, Bert A.  
HOWARD, CHARLIE (COL.)  
Howard J. M. (Slim)  
Howard, Joe  
HOWELL, Mrs. Ruby  
HOWELLS, JOHN WALKER  
Howland, Wm. B.  
Howlett, Ceryl  
Howley, Wm. (Curley)  
Hubbard, Charlie  
Huber, P. B.  
Huber, Mrs. Fritz  
Hubert, Ray  
HUBERT, HAMILTON H.  
Hubert, Joe  
Hudson, Mrs. Pearl  
Hudson, Helen  
HULL, LEO V.  
Hall, S. A.  
Hunfredo, Tommy  
HUNT, DANIEL P.  
HUNT, JOHN THOS.  
HUNT, WM. SAMPSON  
HUNTER, ROY  
HURD, HENRY M.  
Husten, Chas. E.  
HUTCHENS, WM. EARL  
Hyland, Richard C.  
IGON, ELWOOD WILSON  
Ingram, John Shelby  
Irene & Her Pets  
ISON, EARL EUGENE  
IVRY, GROVER  
IVRY, JAMES WESLEY  
Jackson, Fred  
Jackson, Geo.  
Jackson, Jerry  
JACKSON, JIMMIE B.  
Jackson, Mogo  
JACOBS, KENNETH JOE  
Jackson, Robt. N.  
Jacobs, N. D.  
JAESCHKE, OSCAR  
James, Everette  
JAMES, FRANCIS MANGANELLE  
Jamison, M. M.  
JANBOCK, JOHN S.  
Jansen, Eddie  
Jasper, Q. L. (Red)  
Jayne, Betty  
Jefferies, Bill  
JENNINGS, GROVER L.  
JENSEN, RALPH PALMER  
Jerome, Major  
Jerome, Grace  
JOHN, EFFRIM NICHOLAS  
JOHN, NIDO  
Johns, Betty  
JOHNS, WM. LEVI  
Johns, W. L.  
JOHNSON, ALFRED LEROY  
Johnson, Alfred Roy  
JOHNSON, ALBERT JOHN  
Johnson, Mrs. Bue  
Johnson, Judith  
JOHNSON, LELAND CHAS.  
Johnson, Louis  
Johnson, Reitzel A.  
Johnson, Roger D.  
JOHNSON, RO-LAND CARL E.  
Johnson, R. K.  
Johnson, Robt. (Skating Director)  
JOHNSON, THOMAS F.  
JOHNSTON, ENNIS STEELE  
JONES, CHAS.
- JOHNSTON, FRANK BURL  
JONES, DOUGLAS ARNOLD  
Jones, Edith  
JONES, GARLAND PRESLEY  
JONES, JESSIE G.  
Jones, Paul  
JONES, SHIELDS ELDEN  
JONES, THOS. EDW.  
Jones, Mrs. Wauna D.  
Jordan, C. F.  
Joyce, Mrs. Harry  
Joyce, Mrs. Mildred Emory  
Joyce, Miss Pat  
JUAREZ, FRANCISCO S.  
Kachel, Jack  
KACHEL, HERMAN ALTON  
KAIRN, CLIFFORD M.  
Kama, Iona  
Kane, Maxwell  
KANERVO, HENRY I.  
Kardova, Victor  
KARNES, WALTER  
Karr, Joe  
KARRELL, WARREN M.  
Karsten, Louis  
Kaufman, Donald B.  
Kay, J. E.  
KEEN, FOSTER CLYDE  
Keener, Opal L.  
Keith, F. C.  
KEITH, MORTIMER  
KELLY, JOHN EMIL  
KELLEY, DON HERMAN  
Kelly, Andy  
Kelly, Mrs. Betty  
Kelly, Fanny  
Kelly, Grace  
Kelly, Mrs. J.  
Kelly, Jack M.  
KELLY, JOHN  
Kelly, Mrs. Leah (Toots)  
Kelly, Mairin  
KELLY, JAS. MORTIMER  
KELLY, WM. FRANCIS  
Kelsay, Gleason F.  
Kelsey, Allan  
Kubin, M.  
Kennedy, Jacquie  
Kutrow, Mrs. Wm.  
Kidder, Mrs. Bob  
King, Byron  
King, Floyd  
King, Hazel  
KING, MATT ARTHUR  
Kingsbury, Edison  
Kirk, Jessi J.  
Kirk, Dewitt  
Kirk, Wayne & Doris  
Kirpatrick, Henry J.  
KISCHMAN, WM. HERMAN  
Kitchen, Mrs. Ethel  
KITCHEN, JOHN  
Kitchens, Josh  
Klug, John J.  
Knight, Richard J.  
Knight, Mrs. Roy  
Knight, Stanley C.  
Knoel, Wm.  
KNOX, FORREST DALE  
Koch, Wm. P.  
Kongse, Leo  
KOHLER, ALBERT NORMAN  
Koppleman, Ray  
Koschland, C. F.  
Kreiger, Eddie  
Kreko, Harry  
Kretelms, Pete  
KRISZCZLO, KAITIS, BERNARD E.  
KULP, CHAS. J. Kunat, Mrs. Stanley  
KURTZ, ELLWOOD STANLEY  
KYE, JAS. EDW.  
Kyle, Ben  
LaBounty, Mrs. Paul  
LaChappelle, Mrs. Robt.  
LaLiberty, Dinah Lennie  
LaMarr, Tony  
LaPorte, Sargent Al  
LaRosa, Orville  
LaRue, Corless  
LaRue, Earle  
LaVine, Harry  
LaZellus, Aerial  
Lackas, Wm.  
Lagasse, Eli  
Laine, Norman  
Laird, Marvin (Moon)  
Lakeson, Perry Stanley  
Lamar, B. W.  
Lambert, Nathaniel  
Lambert, Zorita  
Lamont, Geo. A.  
Lantjes, Geo.  
LANE, ALBERT T.  
LANE, AMBROSE ADAIR  
Lane, Harold R.  
Lane, Jack P.  
LANEX, GEO. EARLE  
LANIGAN, JAS. NEAL  
Larocco, P. E.  
Larose, H. A.  
LARSEN, CARI PETER  
Laruis, Paul
- LASLEY, RENE VERNON  
LAWRENCE, WALTER INMAN  
Lawson, Everett  
Lawson, Willie  
Lawson, C. E.  
Lazaro, Larry E.  
LeVance, Carl  
Leach, Fred  
LEACH, JOHN M.  
Leatherman, Jack R.  
Ledbetter, Floyd  
Lee, Cuppy  
Lee, Disto  
LEE, EDWIN OWEN  
Lee, Joe  
Lee, Lebra  
Legette, C. R.  
Lehr, Raynor  
Leithiser, Bob  
Leisher, Bob  
Leo, Mr. Ivan  
Leonard, Bettie  
Leonard, Mario  
LEPOIRE, MATTHEO JOS.  
Leslie, Burl  
Lester, The Great  
Lestallin, Freda  
Levin, Ben  
LEVY, EARL HAROLD  
Levy, Ralph Lucy  
LEVY, SAMUEL  
LEWIS, HANSON HARLOW  
Lewis, Harry Larry  
Lewis, Mrs. James  
Lewis, Joe B.  
LEWIS, ISAAC NEWTON  
Libby, Eugene C.  
Lichter, B. E.  
LIEDKE, LESTER NICHOLAS  
Lily, Geo. W.  
Lindico, Paul  
Lindsay, Mrs. D. W.  
LINDLEY, JNO. ALVIN  
Lips, O. P.  
Little, Elizabeth  
Little Expa. Show  
Little, Dewy  
Little, Mrs. Jimmie  
Littledane, Joe  
LIVINGSTON, JOE DOUGLAS  
LLOYD, GEOFFREY VERNON  
Lockwood Sr., Jack  
Lofstrom, Wm.  
Logsdon, Louis  
Lousia  
London, James  
LONG, RAYMOND R.  
Loren, John  
Lorraine, Fats  
Losh, Al  
Lora, Fleming J.  
Lovelace, Jap  
Lowe, Harold  
Lowry, Glen  
LUCAS, MIKE  
Luo, Chas.  
Lund & Lund  
LUOTO, MARTIN ELMER  
LYONS, JAMES EARL  
Lytle, Mrs. Jas. R.  
Lytle, Mrs. Evelyn  
MacDonald, Wm. D.  
McAlister, Tata  
McBRIDE, JAS. WAL  
McBLY, FRED LEROY  
McCall, Glenn J.  
McCANLESS, WM. HOWARD  
McCARROLL, JOS. THOS.  
McCARTHY, PATRICK  
McCLUNG, LEO  
McCOMB, ERNEST  
McCOORMACK, FRANCIS ALONZO  
McCormick & Marta  
McCoy, Chas.  
McCOY, EDW. WM.  
McCOY, JOHN WM. A.  
McCusne, Dean  
McDade, Henry C.  
McDaniels, Walter L.  
McDonald, Blackie  
McDONALD, CLINTON WM.  
McDonald, Mrs. Sampson  
McDONNER, CHAS. JOS.  
McElroy, Robt. Jas.  
McFarland, Toha  
McGill, Joe  
McGill, Walter  
McGINNES, HUBERT AUG.  
McGIBB, RICHMOND  
McGoughlin, Frances  
McHendrix, Big  
McHenry, L. G.  
McIVER, PAUL KENNETH  
McKAY, ARTHUR H.  
McKritrick, W. R.
- McKEVER, DAVID E.  
McKuney, Roy  
McKnight, C. U.  
McLean, R. L.  
McMAHAN, MOPE PAUL  
McMANN, ROBT. E.  
McMANUS, THOS. JAS.  
McMaster, J. W.  
McNally, Arthur H.  
McNAMARA, JAS. W.  
McNATT, JAS. L.  
McPEAL, JAS. MONROE  
McREYNOLDS, RUSSELL GALVIN  
McSparrin, Bill  
McTavish, Angus  
McVEY, ROBT. Mack & Fay  
Machey, Michael  
Macks, Six English  
MacLansors, Thos. CHITON  
Maddox, E. L.  
Madison, James  
MADISON, OAKLEY HAROLD  
Magberg, Paul  
Maguire, Wm. A.  
MAHAY, CHAS. V.  
MAHONEY, JACK  
Mahoney, Tex  
Mailhot, Teddy  
Malton, Benoy  
Malman, M.  
Malosa, Meta  
MANGLE, MICHAEL A.  
Mansfield, Mrs. Frank  
Manville, C. F.  
Maroux, Thos. Sensational  
Margardt, Hugo  
Marguerite, Madame  
Marion, Red & Onio  
Marion, Sidney  
MARLB, JAS. ALEX.  
Martham, Andy  
Marks, Ted  
Marlock, Joseph  
Marra, Kathryn  
MARSH, HENRY HARRISON  
Marshall, Condie  
Marshall, Howard  
Marshall, Artie  
Marshall, L. G.  
Martency, H. R.  
Martin, Billie C.  
Martin, Mrs. Cap  
MARTIN, GEO. CORNELIUS  
MARTIN, OSCAR  
Martin, Janet  
Martin, Mickey B.  
Martin, Norman T.  
Martin, Paul  
Martins, Flying  
MARTZ, CHAS. EARL  
Marvin, R. H.  
Marvin, Jimmy  
MARVIN, LOUIS  
Masterson, Lester  
Mathews, Betty (Pinkie)  
MATHIS, CARY JAMES  
Mathis, W. L.  
MATTER, FLOYD RAY  
Maurice Jr., Royce L.  
Mayer, Prof. L.  
Mayman, Mrs. Gil  
Maynard, Buck  
Mayrallo, Nancy Anna  
MEEKS, DAVID ALFONSO  
Meeks, Mrs. Jane  
Meeks, Mrs. Louise  
MEIKENHOUS, JACK R.  
MEISS, RAYMOND T.  
Melenardson, Mouch  
Charles L.  
MENGE, ROY NORMAN  
Mennett, Eddie (Bumps)  
Mense, Louise  
Meyers, Frank  
MEPOLL, MATTHEO JOS.  
Merchell, Peggy  
MERCY, ALEXANDER  
MEREDITH, EUGENE  
Michaels, Michael G.  
Michell, O. D. (Blinky)  
Michells, Paul  
MILAN, CHAS. R.  
Miller, Agna  
Miller, Mrs. Ben  
Miller, Crist  
Miller, Eddie E. T.  
Miller, Ed  
MILLER, GEO. FRANKLIN  
Miller, J. Wm.
- Miller, Jerry  
Miller, Mrs. Louise  
Miller, Nate  
MILLER, ORSON  
MILLER, RICHARD RALPH  
Miller, Ray  
MILLER, ROBT. CHAS.  
MILLER, TAYLOR DALE  
MILLER, TOM  
Miller, Vick  
MILLETTE & Co., Inc  
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Mills, Stella  
Minda, Henry  
MINNEAR, CARL THOS.  
Mitchell & Mitchell  
Mitchell, Bob  
MITCHELL, GEO. JOHN  
Mitchell, John  
MITCHELL, LEO CHAS.  
Mitchell, Lerry  
Mitchell, Leslie  
Mitchell, Mark  
Mitchell, Ruby  
Mitchell, S. E.  
Mitchell, Sam  
Mitchell, Tony J.  
Mix, Arthur  
MODE, EDW. DWIGHT  
MOELLER, CLELLAND EMERSON  
Mollister, Carl  
Monach, George  
Monahan, Dave  
MONTANA, JAMES  
MONTELELO, JAS. THOS.  
Montgomery, Eddie  
Moon, L. D.  
MOORE, EARL EDW.  
MOORE, ELIJAH CLARK  
MOORE, GEO. BIERMAN  
MOORE, JOHN DAVID  
MOORE, JOHN THOS.  
MOORE, RALPH DINTY  
Moore, Sandra  
Moore, Thomas  
Moore, Thos. G.  
Moore, Thos. Lew  
Morgan, Mrs. Billy  
MORGAN, GUS  
Morgan, Louis
- NEWKIRK, DANNY JAS.  
Newman, Jack  
Newton, Wm.  
Nichols, Harold  
Nichols, Harold C.  
Nichols, Ralph  
NICKEL, LAW. FENCE EDW.  
Nelson, B. L.  
Noble, Bill  
Nolan, Bert  
Nolan, C. R.  
NOLES, ELMER HOLLEEN  
Nunnae, Mac  
Norton, David J.  
NOYTON, RALPH JAS.  
Norman, Charles  
NOVAL, CLARENCE IRVIN  
NOWLIN, HAYDEN F.  
Nufor, R.  
O'Brien, Don  
O'Brien, Happy Jack  
O'Brien, Patsy  
O'Dann, Walter  
O'Day, Miss Sherry  
O'Dell, Dessie  
O'Donnell & Laves  
O'KELLEY, EDW. D.  
O'Matta, Mrs. Olive  
O'NEIL, JOHN JAMES  
O'Neil, G. G.  
O'Neil, Sally  
O'Shea, Johnny  
Obichary, Babbie  
ODDI, JOS. QUENTIN  
Odell, Manuel  
ODEN, MILTON LEE  
Oefringer, Bill  
OLINGER, FITZHUGH LEE  
OLLIVIN, EDWIN H.  
Orens, Mrs. Lucy  
Ormsby, Roland E.  
ORSEALLAS, JOS. GOMEZ  
OSBOURNE, PAUL JENNINGS  
Osborne, Helen V.  
Osler, Patricia  
OSMANSKI, EDW.  
Ostendarp, Mrs. Margaret  
Osterberg, Mrs. Ruth  
Ostrum, Louis E.  
Olt Mrs. Jerry B.
- OWCI, WM.  
OWENS, JESSE WILSON  
Page, Deon  
PAGE, PAUL EDWARD  
Paige, Kild  
Paige, Marloria  
PAIGE, OTTO  
PAINTER, WM. LEROY  
PALMER, CHESTER C.  
Palmer, Connie  
PALMER, EARL G.  
Palmer, Gay  
Pangborn, Wm.  
Pantier, Black  
Pardien, Jack  
Parga, Prof. Chas.  
PARK, GEORGE  
Park, Nick  
Parker, Albert  
Parker, Dan  
Parker, James  
PARKER, JOHN LEE  
Parker, Robert August  
PARKS, FERVIN HAROLD  
Parrish, Dale  
PARSONS, FRED SKILLINGER  
Parsons, Pat P. S.  
PATE, FRED BRYCE  
Pate, Richard  
PATMORE, ERNEST  
Patrick, Mrs. Gladys  
Patrick, Paul P.  
PATRICK, ROBT. WILSON  
PATRICK, RYAN THEO.  
HOOSEVELT  
PATTERSON, SAM  
PATTISON, JAS. RUDOLPH  
PATTON, CHAS. WM.  
PATTON, JAS. CUMFOIT  
Paul & Quits  
PAUL, RAYMOND LANCELOT  
Paulert, Albert  
PAYETTE, RAYMOND  
PAYNE, WM. GREER  
Payton, Charles  
PEARLMAN, JOS. ALLEN  
Pearley, James (Swede)  
PEAK, KENNETH LYLE  
PENCE, FRANKLIN RIO  
PENDLETON, FLOYD WM.  
Peugh, Dr. H. B.  
PENNINGAN, THOS. P.  
Penton, Hueston Monroe  
Perell, Alex  
Perry, C. H.  
PERRY, GENE  
PERRY, ROBERT  
Perry, W. S.  
PESCOSOLIDO, AUGUSTO  
Peters, Mary Ellen  
PETERSON, GLENN F.  
Peterson, Lars Christian  
Petrella, Louis  
Petry, Robt. Lee  
PHILLIPS, COHEN Corino  
Phillips, Morgan  
PHILLIPS, RAYMOND R.  
Phillips, Mrs. Jerry  
PHILIPSON, GOODWIN  
Pialot, Alexander  
Pickart, Rely & Verna  
Pinc, Philip  
PINKSTON, JAS. WM.  
Pizzo, John K.  
Punkett, Priscilla  
Pockery, Jos.  
Pollack, Harry  
Pompanini, Mrs. Nell  
POMPONENI, ANTHONY ALBERT  
PONTIUS, KENNETH WM.  
POORRE, ROSCOE  
Poplin, Mrs. Chas.  
POPBACK, STANLEY  
Porel, Jake  
Porter, Chas. S.  
PORTEL, JOHN HOWARD  
Porter, John L.  
Pozeta, Jimmie  
Poteete, Peewee  
Powell, Art  
POWELL, FRED WM.  
Powell, Mrs. Irene Voss  
POWELL, LOUIS C.  
PRESNELL, ALEXANDER  
PRICE, ARCHIBALD S.  
PRICE, JAS. ELLIS  
Price, Jos. Clarence  
PROVENCIER, ARTHUR HENRI  
Prevost, Mrs. Sally  
Price, Mrs. Irene  
PRICHARD, GEO. JOS.  
PRUITT, MCKINNON  
Puckett, Mrs. Jean  
PUGACZEWSKI, GEO.  
Pugh, George  
Pulver, Milton M.  
Queen, Jim  
Quilan, Robt.  
QUINN, CYRIL E. RADCLIFFE  
Ragland, Otha  
RAIRDEN, ROBT. ALDEN  
RAMEY, HARRY B.  
RANA, BILL  
Randall, H. L.  
Randall, Jack  
Randall, Mrs. Sue  
Randi, Bob  
Rawley, Lloyd Dick  
Rawson, Perry B.  
Ray, Earl C.  
Ray, Madeline  
Ray, Yogi  
RAYBURN, HAROLD MARCUS  
Rayette, Miss Ray  
RAYFIELD, MARTIN  
Raymond, Capt. Johnnie  
Read, Clyde  
Read, Russell Roy  
REAVES JR., JESSE D.  
Rector, Kenneth  
Reed, Mrs. Estell  
Reed, Gabe  
REDD, WM. ROBERT  
Redinger, Buddy  
Redwood, Chief  
REECE, LAWRENCE PRESTON  
Reece, Mrs. Vera  
Reed, Dan  
Rees, Matthew A.  
Reese, C. I.  
REESE, WM.  
Reeves, Harry  
REEVES, JAS. LELAND (Iron Act)  
Reeves, John  
REILLY, CHARLES  
Reilly, James J.  
REILLY, MARK PHILIP  
REILLY, RAY CASPER  
Reufro, Jas. Herbert  
Restorick, John W.  
REUTER, LAWRENCE GEO.  
Reg, Ricardo  
Reynolds, E.
- Reynolds, Fritz  
Reynolds, J. L.  
Reynolds, Jean  
Reynolds, Mrs. L. C.  
Reynolds, Mrs. R. A.  
Rhyne, Frankie  
RIBBONS, ALBERT E.  
Rice, Loveta  
Rice, Warren  
Rich, Marilyn & Betty  
RICHARDS, PRANCO GEO.  
RICHARDS, JAS. THOS.  
Richards, Vicky  
Richardson, Harry H.  
Rife, Blackie  
Riffle, Lewis  
Rigsby, Mrs. Sadie  
Riley, Eddie  
Riley, Harry  
Riley, Mrs. Jack  
Rinoldi, Albert  
RINEHART, JAS. CLARENCE  
Rinehart, Viola  
RIPLEY STOWS, RISTICK, SAM MILLER  
Ristow, Robt.  
Ritche, Elijah  
RITCHEY, VERNON DEAN  
Rouch, Jack  
Robbins, Brownie  
Robbins, W. P.  
Roberts, Aubra Atlas  
Roberts, Earl Thos.  
ROBERTS, GERALD H.  
Roberts, Ray  
ROBERTSON, RICHARD CHAS.  
ROBINSON JR., ALBERT  
Robinson, Gil  
Robinson, J. W.  
ROBINSON, LEON  
Robinson, Rita  
Robinson, Noah  
Robison, Jos  
Rockhold, Frances  
Ruckway, Mrs. D. H.  
Rowe, Jack  
Rogan, Stella  
Rogers, Frank  
Rogers, Harry  
Rogers, H. H.  
Rogers, John  
Rogers, Kenneth  
Rogers, Peggy  
Rosario  
ROGERS, ROY EDW.  
ROLLINS, HARRY  
RONK, HARRY THEO.  
Rose, Herb  
Rose, Ida  
Rose, Mexican  
Rosen, Herb  
ROSENBERG, BENNY SAMMY  
Rosier, Roy  
Ross, Buddy  
ROSS, CHAS. A.  
Ross, Mrs. Charlie  
Ross, Hal J.  
Ross, Jack L.  
Ross, Maxine  
ROST, HARRY AUGUST  
ROTH, OLARK H.  
Rowland, Oliver A.  
Rowley, Alice  
Rucker, L. H.  
RUCKER, JOHN H.  
Ruff, Mrs. Arthur W.  
Rulson, Darsha & Barlo  
Rupp, Mrs. Lily  
Russell, Jessie  
Russell, Mildred  
Russell, Paul  
RUSSO, FRANK ANTHONY  
RUTHERLEDGE, BELVIN PETER  
Butter, Mrs. Buddy May  
Rutier, Mrs. R. P.  
Ryan, Faith  
RYAN, HOWARD ERNEST  
Ryan, Kathryn  
RYAN, JAMES  
RYAN, JOS. JOHN  
SADLER, ELLIS D.  
Saenz, E.  
Sager, Harold  
Salkeld, Clifford  
Sallee, Sandy  
SALTZER, ALBERT W.  
Sanders, C. L.  
SALYERS, JIMMIE  
SAMUELSON, CHAS. ELMO  
SANDERS, HARRY MILLER  
Sarab, Madam  
Sarouacki, John  
Saunders, Mabel  
Sawyer, Hugh Tom  
Schaaf, Jack  
SCHAFER, JAS. L.  
SCHAFER, RICHARD C.  
SCHALASKY JR., JOE  
Schauffer, Mike  
Schery, Mildred  
Schille, Fred  
Schilling, Walter  
Schmidt, Galwyn  
SCHNEPP, HAROLD D.  
SCHNEPPER, GEO. G.  
Schultz, Hazel  
SCHULTZ, STANLEY NORMAN  
Schweza, Henry  
Scott, Earl H.  
Scott, Pincus  
SCOTT, HUNTER LEWALLEN  
SCOTT, FRANK THAD  
Seltmer, Geo.  
Selwyn, Pat  
Serfass, Lloyd D.  
Sewell, Dave  
Shaboo, Edw.  
Shaffer, Wm.  
SHANNON, FRANK  
Shaunon Jr., Harry  
SHAPIRO, HAROLD H.  
Sharkey, Tattooer  
Sharp, Bettie  
Sharpless, Gladstone  
Shaver, Mrs. Margaret  
SHAW, CHAS. M. SHAW, FRANK WEST  
SHEA, JOHN PATRICK  
Shen, Peter J.  
Sheerhan, Roy  
Shen, Peter J. Giendon  
Shell, Frank  
SHELLITO, STERLING D.  
SHELTON, EDDIE  
Sheppley, Clarence  
Sheppor, Dave  
Sherman, G. B.  
SHERMAN, JOSEPH HARRY  
Shew, Carl  
SHERWIN, LAWRENCE  
Shields, Sarah  
Shields, P. A.  
Shim, Nellie  
SHIPLEY, CLARENCE W.  
Shipman, Cecil  
SHIRKEY, RUSSELL P.  
Shoemaker, Mrs. Budata  
SHOMAN, CLARENCE ARTHUR  
Shope, Mrs. Inez  
Shore, Louis  
Short, Mrs. Marie  
SHOVER, JAS. RICHARD  
SHUBER, JOHN BAPTIST  
SHUMWAY, KENNETH J.  
Shudy, John L.  
Siekels, Bob  
Siebrand, P. W.  
Siegrist, Charles  
Siever, Otis  
Bradley  
SIGMAN, EDD  
SIGMAN, HEANO  
SIGNOR, ART  
SILVER, ABE  
Simmons, John M.  
GORDON P.  
SIME JR., Art  
Simpson, Art  
Simpson, Jimmie  
Sims, Jim  
Singer, R.  
Sisk, Lera  
Skalla, H. J.  
SKEHAM, JAS. JOS.  
Skoken, Geo.  
Slater, Wm. C.  
SLAVIN, ERNEST  
Sloyer, Irene  
Slyter, Clarence  
Smith, C. O.  
SMITH, CAREY OLIVER  
Smith, Clarence  
SMITH, ED ANDEK  
Smith, Fannie  
SMITH, FRANK CARL  
SMITH, GLEN EDW.  
Smith, Gordon  
Smith, H. B.  
SMITH, HUGH  
SMITH, HUGH  
SMITH, JACK OSCAR  
SMITH, JOHN DAVIS  
Smith, Robt. Guy  
Smith, Sidney S.  
Smith, Signey S.  
Smith, T. O.  
SMITH, URIAL CHESTER  
Smith, Miss W. Wemona  
SMITT, WM. ARTHUR  
Snedden, Robert  
SNELL, LAWRENCE R.  
Snoddely, Ray  
SOBEL, HAROLD  
Soboska, Jos. Felix  
Senny, John  
Sord, Eugene  
Soret, Jos. A.  
Sothorn, Georgia  
Souser, Kathleen  
South, Earl  
SOWERS, MAYNARD H.  
SPARKS, CHAS. ADDISON  
Spear, Barney B.  
Spencer, Rodney  
Spencer, Shirley  
Spillman, Jerry  
SPRAGUE, RALPH E.  
Sprudl, Albert  
SPURLOCK, JAS. O.  
St. Clair, Carmen  
St. Clair, Seymour  
St. Clair, Jerome  
St. Claire, Tyler  
St. Claire, Youma  
ST. ELOI, EDWARD  
STACK, PORTER GRAY

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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.

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ent Anderson Free Fair, visited frequently. Mike Mackey is doing well with the Monkey Silodrome and Wild Animal Show, as is Spocks Groscurth with Girl Show. Several concessionaires joined this week. Reported by an executive of the shows. H. P. Large Dowell, III. Week ended April 9. Location, center of town district. Business, fair. Weather, cold and rain. Shows moved in Sunday without mishap and were ready for opening Monday noon. Weather was bad most of the week, but crowds turned out and spending was fair. City officials complimented Manager Large on the neat appearance of his attractions. Manager Large's Ferris Wheel topped rides, and Peterson's Kiddie Auto also did well. Thursday was the best night. During the week several home-coming and picnic committees visited. MONROE SMITH. Baxter Springs, Kan. Week ended May 9. Location, downtown lot. Auspices, Fire Department. Business, fair. Weather, cold, rainy. Shows again encountered a muddy lot and terrific rains prevailed thruout, with Tuesday night being lost. New concessions were added by Messrs. Evans, Lutvin, Ertah, McNice, Sitts and Oakes. Dr. Leroy added several new acts to Circus Side Show and is putting finishing touches on truck lettering. Mr. and Mrs. Frank Thompson joined and Lee Liebee was appointed Rolloplane foreman. Gene Mercer has been inducted into the army. Mr. Bendixen is a nightly visitor and reports good business at his Tivoli Cabin Courts, Joplin, Mo. BING WIEST. Bright Lights Expo Lawrenceville, Va. Week ended May 9. Business, fair. Weather, cool. Lot was only two blocks from main street but the crowd was late in coming out. Chairplane broke down and lost three nights and Peanuts Elswick moved into his remodeled cookhouse. Mrs. Herb Beard sprang her new cat rack. The Dukes replaced their ball game top. Nealie Kile and Bill Elswick have formed a roller-skating team. A. J. Hermann had added a swinging ball to his concessions. F. A. NORTON.

MAIL ON HAND AT CHICAGO OFFICE 12th Floor Ashland Bldg., 155 No. Clark St., Ballard, Jack Barbee & Gray Barnett, Chester (Bob) BENDICK, JOHN C. Barry, BILL BLACKWELL, HUBERT Blair, Mrs. E. A.

Motor City Anderson, Ind. Week ended May 9. Location, 29th and Brown Streets. Auspices, City Council. Business, fair. Weather, cold and rain. Pay gate, 10 cents. Despite rain for six of the seven-day stand, shows, rides and concessions managed to come out on the right side. Shows did not lose a night and the attendance was fair. Charlie Williams, superintendent-

# Merchandise

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## Glass, Clay Items Click

CHICAGO, May 16.—With the premium and merchandise field faced with the fact that certain metal items will no longer be available, as a result of the priorities program, it is interesting to note that clay and sand products are coming in for more attention. While these items have never had a back seat as far as bingo and salesboard operators are concerned, they are now attracting the attention of other premium users as well, according to opinion of leaders in the ceramic and glass trades.

It is a well known fact that dinner sets have been one of the major drawing cards for bingo operators. Kitchen items, including gadgets, have also been popular in the past, according to reports of jobbers and wholesalers who supplied this merchandise to concessionaires, bingo operators, etc. Now, with staple metal items not available, interest in glass and clay items will continue to grow, observers believe.

In addition to the accepted staples that have been on the market for years, it is reported reliably that ceramic and glass interests are busy preparing many new products to replace materials needed for war work. It is claimed that hundreds of products will be available, and it is expected that all workers in the merchandise field will be able to benefit by pushing some of the items of particular interest to the premium field.

It is said that lamp shades, broiler grills, coffee pots and tea kettles are some new pottery uses. Recording disks, drawer pulls and food canisters are some of the products now made of glass. The manufacturers are also experimenting to actually replace some of the metal items, wherever possible, with equivalently practical and useful glass or clay products.

## BINGO BUSINESS

By JOHN CARY

ONE of the most successful promoters of bingo in the maritime provinces, Rev. Gerald Koster, C.S.S.R., has been transferred from St. John to Montreal. He had been rector of St. Peter's Church for the past six years. While at St. Peter's he sponsored a weekly bingo party, first in the parish hall under the church and later in a new two-story brick recreational center next to the church. This building, built and equipped largely thru the bingo proceeds, contains six bowling alleys and a gymnasium, the latter also used for parish events.

Father Koster established Our Lady's Camp, about five miles from the church, for the underprivileged children of the parish. This charity was made possible thru bingo. Not only the regular weekly party but occasional specials are held. The camp has been enlarged this year to accommodate 200 children simultaneously, in addition to the adult staff of workers. Originally 90 children was the capacity. Everything is supplied free to boys and girls during the summer. Groups are also taken on week-ends. The transportation is by motor-boats, the camp site being on the riverside.

The St. Peter's Tuesday bingos have drawn as high as 1,000 persons. Rarely has the attendance been below 500. Merchandise prizes of various kinds have been offered. Because of the benefactions involved, this weekly party has attracted people from a radius of 50

(See BINGO BUSINESS on page 52)

## I Am an American Day Celebration Held in New York

NEW YORK, May 17.—With the coming of mild weather a great many open-air patriotic celebrations are being readied in the metropolitan area, it is reported. First of the large local outdoor events was celebration of I Am an American Day this afternoon in Central Park Mall. A capacity crowd turned out to witness the appropriate ceremonies arranged for the occasion. It was at once evident that love of Americanism is strong, judging by the size of the turnout and by the enthusiastic reception given to the distinguished speakers.

Other open-air celebrations are scheduled for the near future, with June 13 already designated as New York City at War Day. A parade as well as other events will be high spots in the celebration of this day. Naturally, all this activity is a boon to badgeboard workers, street workers, pitchmen and other members of the merchandise field who work outdoor events.

The national spirit is running high and visual evidence of this can be seen by the red-white-and-blue merchandise that is being worn by men, women and children alike. Not only here in New York, but thruout the entire nation, the sweep to patriotic items is at once apparent. Lapel pins, brooches, rings, buttons, badges, miniature items with military and patriotic motif—all are seen on every hand.

Workers who are specializing in patriotic merchandise are cashing in on the undiminished demand, according to reports. Every new number that comes out is well received and it does not seem as tho the saturation point will be reached for the duration. While all types of patriotic merchandise is doing well, particularly heavy attention is being centered on General MacArthur items. Patriotic merchandise manufacturers will present other merchandise of timely appeal as new events and personalities come into the news of the day.

## Specialty Men Await Rationing, Ceiling Items

NEW YORK, May 16.—With sugar and gasoline rationing now actually under way, and the indications pointing to the fact that other commodities may soon be rationed, specialty men are looking for items that can be used to keep rationing books safe and clean. At the present moment some workers are finding a demand for celluloid pocket containers to hold the sugar and gas rationing booklets.

While no items for the rationing books have yet appeared, it is believed that manufacturers will soon present appropriate specialties that will be used to safeguard the precious books. These would be naturals for specialty workers since every single person thruout the land has had to register for a book. Since the books will receive constant handling, the necessity of keeping them available, clean, and to minimize the risk of loss presents quite a problem. Therefore, it is expected the public would welcome some practical container that would keep the rationing stamps and booklets in order.

The price-ceiling legislation, covering almost all products and commodities, is also a boon to specialty men since it will require specialty items for retailers. One of the items already introduced is a line of price-ceiling tags. According to regulations, all grocers must display prices and, therefore, it is expected that the tags will perform a definite service. The tags cover 28 numbers, each ranging from 5 to 60 cents, and special meat display cards are also available.

It is believed that as time goes on other specialty items will appear as a

## Supply Houses Report Carnival Mdse. Available

PHILADELPHIA, May 16.—There is no shortage of staple carnival items, according to a consensus of opinion of manufacturers and supply houses. Most of the items are made of non-essential materials and are unaffected by the priorities program. The few that might be restricted are being redesigned and made with substitute materials, it is reported.

### Carnival Items Parade

Leading the carnival parade of popular items, of course, are swagger canes.

These are now being offered with wooden and ball heads, as well as the always popular dice and china dog-head canes. Silver tinsed head batons are also high on the carnival popularity chart as well as Hawaiian leis, Swiss yodeler hats, other miniature hats, etc. Round fancy balloons are still plentiful even tho there is a restriction on rubber. This is explained by the fact that rubber processed for balloon manufacturing was not affected by the government order. While the outlook for next season is dark, there will be a plentiful supply this year, according to balloon manufacturers.

### Patriotic Items Active

Supply houses also report unusual activity in patriotic banners, all types of patriotic jewelry, military insignia items and jewelry, and war slogan buttons. The outdoor field, including carnivals, fairs and concessions, is said to be using sizable quantities of red-white-and-blue merchandise. Red-white-and-blue canes are said to be going over big, as are the pennant canes which are now American made.

Other carnival items that are perennial public favorites include loaded darts (American made), wiggling paper snakes, dart balloons, American-made jewelry slum throwouts, including Army Eagle, Victory, Airplane, cross-gun pins, rings, etc.

### Merchandise Staples Available

While certain merchandise is difficult to obtain, supply houses can still supply many attractive numbers, including watches, clocks, chromeware, lamps, aluminumware, smoking stands, leather goods, fountain pens, umbrellas, electrical appliances, chinaware, toilet sets, blankets, bedspreads, knives, opera glasses, flashlights, zipper tourist sets, traveling bags, bathroom hampers, dresser sets, manicure sets, poker chip racks, etc.

Some of the metal items mentioned in the list above are, of course, available only in limited quantities. However, generally speaking, the situation for the coming season will not work undue hardships on concessionaires, bingo and salesboard operators, and other premium users who are interested in putting plenty of zip into their display stands.

When current supplies give out premium users may be certain that the native ingenuity of American manufacturers will offer replacement items that will, at least in part, take the place of metal items that will no longer be manufactured.

## Biz Brisk on Mother's Day

NEW YORK, May 16.—A sizable volume of pre-Mother's Day business was realized by engraved jewelry and specialty workers, according to reports received here from different sections of the country. The Mother brooch was a substantial seller, it is said, and other engraved jewelry items went well. Rings, necklaces, identification bracelets and neckchains also enjoyed good demand.

Bingo operators featured merchandise that would make suitable gifts for mothers, and salesboard operators also were quick to cash in on this angle in the weeks preceding the observance of Mother's Day. Emphasis was on gift items exclusively for mothers rather than kitchen gadgets, electrical appliances, etc.

The special promotions always bring cash to merchandise workers and they are already planning for Father's Day. A wide variety of gift items are available and can be pushed hard in the weeks preceding the observance of this day.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

### OUT OF THE MAILBAG:

B. T. of Milwaukee, Wis., writes: "For years I've been a pushover for the boys working salescard deals . . . and whether I won or lost I never complained. The kick I got out of trying for the major award offered, more than compensated for the money I spent. If it came along, fine. If not I could always try again, and did. Now I've decided to get behind the other side of a deal, the selling end, and would appreciate your helping me get started.

"What type of premium would you recommend that I use? How do you decide upon the size of the card and how much money must the card produce to be profitable. What are the best locations to work? How do you determine the percentage to be paid to the individual who sells the card and if men are employed to obtain locations, the percentage they should get?"

"I appreciate that these questions are rather elementary and that you have probably answered them time and again. However, I am just a tyro, all this is new to me and I would be thankful for whatever information you pass along."

We don't mind answering these elementary questions. In fact we are glad to receive them, for it proves that new blood is still coming into the field and new blood is the lifeblood of business.

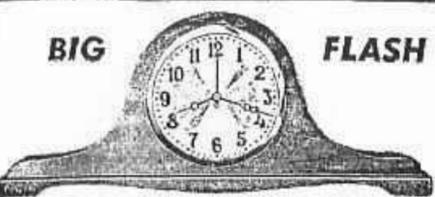
Any premium which will whet the appetite of a prospective customer and instill in him a desire to own it will move on a card or board. As a rule, items in the luxury group, merchandise which we ordinarily would not or could not buy, are best for a card promotion. However, it is not necessary to confine offers to this group, especially today with the priority set-up being what it is. When in doubt an operator can always turn to the proven bread-and-butter items such as small radios, electric shavers, lamps, clocks and watches, pen and pencil sets, confections in re-use containers, and weather-proofed garments and windbreakers. The giveaways do not necessarily have to be new items, tho if they are new and timely, so much the better.

The cost of the item offered and the profit desired by the operator determines the size of the card to be used. The smart operator does not attempt to

(See DEALS on page 52)

result of the current rationing system and the price-ceiling order. One thing is certain, and that is that manufacturers and specialty men will be quick to capitalize on the opportunity that is offered them to cash in on a winner.

**BIG FLASH**



**ELECTRIC TAMBOUR CLOCK**

Popular Tambour Style Clock at special low prices at a time when the market is practically exhausted. Similar to illustration. Case is of walnut or mahogany finish. Has 4 1/2" dial and red sweep second hand. Size 12 1/2" long, 6 3/4" high.

No. B24C48T—Sample ..... \$1.68  
Lots of 12 or More, Each ..... 1.55  
Large Size Similar to Above, Length 17", No. B24C5—Sample ..... \$2.15  
Lots of 12 or More, Each ..... 1.95

General MacArthur Buttons, No. B36J423—Per 1000 \$9.50; per 100 \$1.25  
General MacArthur Busts, plastic composition with a lustrous bronze finish. Size: Height, 8 1/2", Width, 5 3/4", Ind. boxed.  
No. B42X17—Sample postpaid \$1.00. Per Doz. \$8.00.

25% deposit required on C. O. D. orders. MENTION YOUR BUSINESS. We do not sell retail.

Write for Our Catalog.

**JOSEPH HAGN CO.**  
Wholesale Distributors Since 1911  
217-223 W. Madison Street CHICAGO

# Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose address and stamped envelope for prompt reply.

**MacArthur Tab**

One of the most recent additions to the line of MacArthur Items is the General MacArthur tab, product of N. Shure Company. This item is made of metal and features a lithographed reproduction of the nation's hero in colors. Across the top appears his name while the phrase "Win or Die" flanks the reproduction of his features. It is said the metal tab can be attached to any part of the clothing. The firm, offering a complete line of patriotic goods, is making a drive on General MacArthur as well as other patriotic items.

**Price-Ceiling Tags**

The R. J. Thompson Specialty Company has introduced price-ceiling tags. It is said that good sales can be made to grocery stores and other retail outlets. It is believed that the tags will be one of the season's sales leaders since there will be a steady demand for them, the firm states. The tags cover 28 different forms from 5 to 60 cents, and a neat display card is also included.

**Third Dimension Flags**

One of the most attractive patriotic numbers to hit the market is the line of Third Dimension Fringed American Flags offered by A. B. A. Organization. Flags are said to be particularly appealing to legion posts, clubs, churches, fairs, carnivals, etc. Made of rayon, the firm states that compliments have been received on the attractive appearance of the item. Size of flag is 11 by 14 inches. Firm reports that the group-selling plan they have worked out can add to profits of energetic workers.

**Victory Lamp**

An item that is reported to have made an instant hit is the Victory Lamp offered by Crown Novelty Company. The lamp is an attractive table model. One of the features of this item is a six-inch revolving world globe which makes it possible to study events occurring on far-flung fronts these days. The firm reports that this feature is appealing strongly to the public since, in addition to being an attractive lamp, offers a handy map of the world. The V-for-

**GENERAL MacARTHUR BUTTONS**

—ONE ON EVERY LABEL



General MacArthur Buttons. Actual size as illustrated.  
No. 3N562—  
Per 1000, \$9.50.  
Per 100, \$1.00.

**GENERAL MacARTHUR TAB**

Made of metal lithographed in colors. The metal tab can be attached to any part of the clothing. Illustration exact size.  
No. 3N563—Per 1,000, \$7.50

**FLUORESCENT FIXTURES**

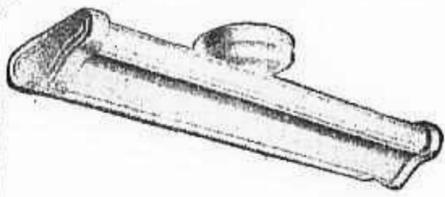
BANNED AFTER JUNE 2, 1942. WE HAVE A LARGE STOCK AND CAN MAKE IMMEDIATE DELIVERIES



**FLUORESCENT DESK LAMP**

WRITE FOR SPECIAL CIRCULAR SHOWING COMPLETE LINE OF THESE MODERN LIGHTING UNITS.

Uses 15-watt T-8 bulb. Durable Morocco brown finish bases measures 10x5 1/4 inches. Height 14 1/2 inches. Parabolic 18-inch shade has chip-proof white enamel reflector. Instantaneous on-off switch. Packed each in carton.  
No. 20303—Each (bulb not included) .. \$4.52  
In Lots of 6, Each ..... 4.17  
Fluorescent Bulbs for above, 18 in., T-8, 15 watt. Each 65¢. In Lots of 6 52¢.



**FLUORESCENT KITCHEN UNIT**

Revolutionary type construction, cool, high-intensity daylight. Uses two T-12 20-watt 24-inch fluorescent bulbs. Has ceiling holder and ceiling strap to fit standard 4-inch outlet box. Canopy has knockout for switch. Reflector white enamel. Approved ballasts, starters, sockets. Operates on 110 to 120 volts, 60 cycle, A.C.  
No. 2C371—Each (bulbs not included) .. \$5.17  
In Lots of 6, Each ..... 4.77

**BULBS FOR KITCHEN UNIT**  
2C08—24 inch, 7-12, 20 Watt. Each... 80¢  
In Lots of 6 ..... 64¢

We Have a Complete Line of  
**Patriotic Goods and Jewelry for Engraving**

**N. SHURE COMPANY** 200 WEST ADAMS STREET CHICAGO, ILL.



**VICTORY BADGE**—Gift Finish Metal. Safety Pin Back. Size 1 1/2 x 3/4 in. N1534—Dozen on Card. Sample Dozen ..... 50¢

**MacARTHUR BUTTONS** Per 100 \$1.00 Per 1000 \$9.50

MANY OTHER PATRIOTIC BUTTONS AT LOW PRICES.  
New Catalog Now Ready  
Please State Your Business.

**LEVIN BROTHERS**

TERRE HAUTE, INDIANA 25% Deposit Required. Avoid Disappointment.

**ELGIN • GRUEN \$2.95 BULOVA** Start at

Take advantage of these re-conditioned nationally-advertised watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.

**STAR WATCH CO.**  
Wholesale Jewelers  
124 S. 8th STREET, PHILA., PA.

**CORN GAME SPECIALS**

BB1—Silox Coffee Maker ..... \$1.63  
BB2—Wall Brackets (Pair) ..... .85  
BB3—Traveling Sets ..... 2.50  
BB4—Traveling Bag ..... 4.15  
BB5—Tablecloth-Napkin Set ..... 1.50  
BB6—Large Coaster Wagon ..... 2.80  
BB7—Field Glasses ..... 1.70  
BB8—Bathroom Hamper ..... 3.12  
BB9—Poker Chips in Rack ..... 1.00  
BB10—Chrome Plated Tray ..... 1.47  
BB11—3-Pc. Dresser Set ..... 1.88  
BB12—Manicure Set ..... 1.10

Send for New Catalog.

**ROHDE-SPENCER CO.**  
223 W. MADISON CHICAGO, ILL.

**ELGIN, WALTHAM, BULOVA**

Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES STARTS AT \$3.95

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.  
**LOUIS PERLOFF**  
737 Walnut St., Philadelphia, Pa.

**NEW JAP HUNTING LICENSE** (It's Open Season)

THEY SELL LIKE HOT CAKES AT 5 or 10¢ Each. BIG PROFIT. Rush your order now. \$1.50 a 100, \$10.00—1000. New COMIC HITLER'S LAST WILL. Per 100—\$1.00. Per 1000—\$6.50. Still Going Strong: 5 Pig Hitler Puzzle. Per 100—60¢. What the Japs can do to every American (comic fold). Per 100—80¢. SAMPLES OF ALL THE ABOVE AND CATALOG 10¢.

**JOEKERR NOVELTIES**, 136 Park Row, New York.

**FREE SALESBOARD A B C's**

this excellent reprint from The Billboard. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today:

**REPRINT EDITOR, THE BILLBOARD, 25 OPERA PL. CINCINNATI**

Reprint Editor, The Billboard  
25 Opera Place, Cincinnati

Please send me my free copy of Salesboard A B C's. You may send it to—

Name .....  
Address .....  
City ..... State .....

5-23

**New! P.D.Q. AUTOMATIC PHOTO MACHINE!**  
Today's Big Money Maker!

Takes and Finishes Black & White, or Sepia Photographs IN ONE MINUTE.

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos. It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE Information.

**P. D. Q. CAMERA CO.**  
109 E. 35th St., Dept. BB-5, Chicago, Ill.

**NOW!**

Smash hits for "MUGGERS." Snappy, smart, colorful post-cards for mounting 1 1/2 x 2 in. and 2 1/2 x 3 1/2 in. photos. Send \$1.00 for liberal supply.

**FORE-GROUNDS**  
7 "HOT" numbers. Comic billboards. 36x48 in. Adds \$\$\$ to your profits. DETAILS FREE.

**AMERICA! KEEP 'EM FLYING!**

**NO. 5563 RUBBER SUCTION CUP FLAG HOLDER SETS \$10.50 PER 100 SETS**

New type suction cup holder attaches quickly to headlights, windshield or other smooth surface on any car. No bolts or other attachments required. Made of black rubber with three evenly spaced holes holding flags as illustrated. Complete with three 4x6 inch cotton flags mounted on sticks with gilt spear-heads.

Our new 1942 GENERAL CATALOG will be ready about May 1st. SEND FOR YOUR FREE COPY TODAY!

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**TABLE LIGHTER** Dunhill "HOT SPOT" Special \$1.10 ea. (Stock Limited)

Include Dep. & Postage on all Mail Orders.

**★ PATRIOTIC** and Novelty Brooches, Lapel Buttons, Insignias, Metal Booster Auto Plates. Send \$1 for Sample Assortment.

★ **FLAG SETS FOR AUTO, BICYCLE, WINDOW**—With Suction Cup, 3 Flags, \$1.60 Doz. Sets. 3 Flags with Metal Holder, \$2 Doz. Sets. With 5 Flags, \$2.50 Doz. Sets.

★ **Jackmaster**—1 Blade Knives, Reg. & Midget. 12 to Display. Doz. \$1.80.

★ **PENCIL FLASH LITE**—\$2 doz.

★ **SUN GLASSES**—Moth Cakes—Fly Swatters—Glass and Furniture Cleaners. Big variety of seasonable items for Wagon Jobbers, House Canvassers, Premium and Salesboard Operators. Free Catalog. Write **CHAMPION SPECIALTY CO., 814-Y CENTRAL ST., KANSAS CITY, MO.**

Victory emblem appears on the 13 1/2-inch parchment tilt-top shade. Lamp has a crystal base and is 22 inches high over all.

**Comic Bulletins**

A series of 10 comic bulletins that will keep 'em smiling is offered by Abraham Nathanson. It is claimed that street-men will have a chance to clean up with the funny sayings that appear on each Flash News Bulletin. The bulletins, each 6 1/2 by 4 1/2 inches in size, are packaged in a printed envelope.

**Kiddie Purse**

The Kiddie Purse, product of Industrial Transparent Products, is said to be a good slum item for scale men, whip and cane concessionaires and other similar types of concessionaires, according to the manufacturer and Purse is made of imitation leather and has the God Bless America slogan on the flap. There is a transparent handkerchief pocket. Purse has snap fastener and comes in assorted colors, including royal blue, maize, green, brown, pink and black. Size of purse is five by three inches, with a one-inch gusset.

**Blackout Cane**

The blackout cane meets a very definite demand, according to S. & S. Sales Company, which handles the item. The cane is said to be a natural premium or concession item and has plenty of flash and eye appeal. Made of metal, the cane is 34 inches long, and comes in assorted colors. A novel feature of the cane is that it includes a flashlight in the head, making the cane a very practical item during blackouts or during other occasions where a flashlight would come in handy. Cane comes complete with battery, bulb and strong lens.



Communications to 25 Opera Place, Cincinnati, Ohio.

**ADOLPH HIRSH** . . . pipes in from St. Louis with a list of pitchmen working shops there. He reports seeing George Erl with needle threaders and Adkins Madison and Little Joe Miller working glass cutters. They're getting top money, he reports.

**PEOPLE** on the level are on anyone's level.

**DOC TOM McNEELEY** . . . operator of the Pueblo Medicine Company, writes in that he opened in houses in Lamar, Colo., and that business is off. He warns med men who plan to work Colorado that they must get a Colorado State store license and that the medicine must pass the Colorado Drug Law. The licenses in every town are high—most of them prohibitive. Colorado license tags must be placed on all cars and trucks and med men must pay personal tax on all show property. McNeely says that he is only carrying a small show—just trying to make a living. Adds that all this information is correct. "I know! I live here," he concludes.

**PITCHMAN'S LAMENT.** Money doesn't go quite so far these days—but it stays away longer.

**TOBY JOHNSON** . . . comes in with a note from Clarksville, Tenn., reporting that he has just finished a three-week engagement with Doc D. (Joe) Abbott, working drugstore windows with Abbott's Compound. Business was good, he reports. He asks for pipes from Phil Presson and Tom McNeely.

**BILLY SHULTS** . . . guessed the right number and hit the jackpot, writes Carl Herron from New York. Carl reports that Billy put on a party recently with Wille Flood as the honored guest.

**THE AVERAGE** tourist today emerging from Washington, D. C., declares that it is a wonderful city—a wonderful city to come from. But, oh what crowds!

**JERRY VAUGHN** . . . noticed a mention of the Musical Vaughns in the issue of May 9, under the heading "Pitchdom Five Years Ago." So he writes in to report on the Vaughns as they are today. "Of the old original Vaughn's Family Sextet," he says, "only two of us are on the road today—Jerry and Ada Vaughn. We are now with a vaude-pict tent show in Southern Missouri. We worked the past few years in the Northwest States. Suzy (Evelyn Vaughn) is a dance teacher at Boy's Club in Little Rock, Ark. Gaylor Vaughn is also in high school in Little Rock and working for an engraving company there. Eddie Vaughn is in business in Shenandoah, Ia. James Vaughn is on the family farm near

★ ★ ★ **HOT'RN A PRAIRIE FIRE** ★ ★ ★  
**GEN. MacARTHUR CLIP BUTTONS**



Individually Mounted on a Beautiful Red, White and Blue 2"x2" Card  
Cash in now on the patriotic demand for GEN. MacARTHUR CLIP BUTTONS. The greatest and most sensational seller in history. Marvelous appeal! Everybody wants one—young and old.  
**\$5.90**  
Per 1000 Individually Carded

50 (5c Retail) Buttons on Counter Display Card  
20 Cards (1,000 Buttons)  
**\$5.80**  
TERMS: 25% with order, balance C. O. D. Prices F. O. B. Chicago.  
ORDERS SHIPPED DAY RECEIVED.  
**CONCESSIONAIRES**  
HERE IS THE GREATEST ITEM FOR MASS APPEAL

Truly a Great Hero  
GEN. MacARTHUR  
CASH IN ON A WINNER  
EVERYBODY BUYS  
SAMPLE FREE

**LEE WHOLESAL COMPANY**  
740 W. Madison St., Dept. 300,  
CHICAGO, ILL.

**KNOCK HITLER AND THE JAPS**

Copyrighted PROTECTED  
New fast selling postcard photos  
Humorous -- Spicy -- War Angle -- Timely  
100 TO 400 PERCENT ON MOST ITEMS  
SELL AT 10 CENTS OR 3 FOR 25 CENTS

These postcards showing what Zipper, the movie dog, thinks of Hitler and the Japs. Actual photographs of his affections now available as photos or on printed postcards. Something entirely new. Selling fast. Printed cards sell at 5 cents or 6 for 25 cents. GET THERE FIRST WITH THIS HOT ITEM. Fifteen different cards to sell. Prices allow large margin of profit. Novelty and news stands, liquor stores selling many of them. Hustlers at ball games, fairs, circuses and grandstand affairs should garner plenty cash with them. Going big near army camps and defense factories. Get in on the ground floor. Everyone wants to see how Zipper pays his respects to Hitler and Hirohito. Send 55 for generous trial order of both photos and printed pictures. Or send 10 cents for samples and prices. Dealers, write, Don't Pass Up a Good Thing.

**ZIPPER NOVELTY AND JOKE SHOP** P. O. Box 847, Station H, Los Angeles, Calif.

**GENERAL DOUGLAS MacARTHUR**  
★ ★ **BUTTONS** ★ ★

RED, WHITE and BLUE with a Beautiful Picture of Our Country's Outstanding Hero in the Center. Selling Like Wildfire. Millions Sold Daily.  
Jobbers and Other Quantity Users, Write for Prices and Free Samples. Tremendous stock on hand for immediate delivery.

**MacARTHUR PRODUCTS CO.**  
P. O. BOX 3920, MDSE. MART STA., CHICAGO, ILL.

**Park, Carnival, Beach, Resort Concessioners**  
MAKE "ACME" YOUR HEADQUARTERS. EVERYTHING YOU NEED—WHEN YOU NEED IT—PRICED RIGHT

Now Bingo Novelties—Now Plaster Items—Blankets—Clocks—Chrome—Lamps—Dolls—Enamel-ware—Glassware—Silverware—Tinware.  
**A BIG VARIETY OF PATRIOTIC ITEMS**  
BANNERS—PILLOWS—TAPESTRY—WALL DECORATIONS—BUTTONS—PINS—PLASTER ITEMS—PENNANTS—JEWELRY. WRITE TODAY FOR FULL INFORMATION AND LISTINGS. State Your Business or What Concession You Operate.

**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD. ST. LOUIS, MO.

**THE GREATEST SELLER YET**  
FOR PITCH MEN—CARNIVAL WORKERS—NOVELTY STORES—ETC.

**THE VICTORY DOG SERIES POST CARDS**  
SEE "THE BIRTH OF THE SWASTIKA," "THE RISING SUN," "DEPOSITS FOR JAPS," "HIS WAR CONTRIBUTION TO HITLER," ETC.  
A SERIES OF ABSOLUTE PHOTOGRAPHS WITH THIS MARVELOUS DOG'S ORIGINAL INTERPRETATIONS.  
SEND 25¢ FOR A COMPLETE SAMPLE SET OR \$10.00 PER THOUSAND.  
**HOLLYWOOD'S MAGIC SHOP** 6268 HOLLYWOOD BLVD. HOLLYWOOD, CALIF.

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

**BINGO BUSINESS**

(Continued from page 50)  
miles and from every parish in St. John and suburbs. In addition to the camp, Father Koster used bingo proceeds to provide a noon meal of health foods each school day for between 150 and 250 boys and girls in the church basement. Thus bingo has been building up young bodies and at no cost to parents or children.

**DEALS**

(Continued from page 50)  
clear too much on each card placed but looks for his big money in volume turnover. To illustrate: Merchandise which costs about \$6 may be distributed on a deal which takes in about \$12, a take which permits the operator to pay a location man \$2.50 for each card completed. The operator's net return on the deal and the placement man's pay is adequate, for if the deal is right both can clean up, the deal being small enough to turn over rapidly. As the board grows in size the proportionate return to the operator and placement man should grow with it to compensate for the greater length of time necessary to sell out.

As a rule the individual who sells the card receives no cash award. Instead he receives one of the major awards and in most cases prefers that arrangement. Cards and boards may be placed most anywhere. Successful operators work on the principle that the harder it is to get a location the better it is likely to be, and will concentrate on concerns like utilities, large brokerage houses, banks, etc. Of course, to contact the better locations requires selling ability and a complete lack of an inferiority complex. But an operator who cannot sell will never become a real producer.

**HAPPY LANDING.**



Brien Seward, well known in the fur trade, has started a new business under his own name at 299 Seventh Avenue, New York City. Seward will manufacture a complete line of fur coats, jackets and boleros, he reports. He promises an interesting announcement soon.

**Banners and Buttons in Patriotic Picture**

By **CHARLES A. LOMAS** and **EMIL ZUBRYN**  
**LOOK**

For This Feature in **The Billboard** Summer Number  
Dated May 30

**CARNIVAL SPECIALS**

	Per Doz.	Per Gro.
Latex Base Balls	\$.90	
Dart Balloons		1.25
Feather Darts	.40	4.50
Assorted Imp Slum		.90
10 Gro. Lots		.85
China Ash Trays, Vases, Pin Cushions, etc.	.40	4.50
Swagger Sticks	.55	5.75
Med. Bamboo Canes	.55	5.75
Heavy Bamboo Canes	.95	10.75
Tomahawk Canes	.80	9.50
Large Spanish Hats	1.95	22.50
Small Spanish Hats	.80	9.00
Med. Mexican Hats	1.75	19.50
Large Cowboy Hats	2.00	22.80
Miniature Feathered Hats	.40	4.50
U. S. Made Lois (bright, fast colors)		3.25
While 200 Gro. China Made Paper Snakes on Sticks last.		3.50

We carry a large line of Bingo Specials, Celebration Goods, Park Merchandise, etc. Order directly from this ad. 25% deposit with C. O. D. orders or no shipment.

**LEON LEVIN, Mgr.**  
**KIPP BROS.**  
117-119 S. Meridian St. Indianapolis, Ind.

Thompsonville, Ill." Jerry adds that he also owns a theater in North Dakota and has leased it to an operator. He concludes: "So we're all scattered out. Business is good here in the Ozarks, altho there's been too much rain and wind for comfort so far."

**WORST JOKE I EVER HEARD.** Steam spouted a mile high from a Hawaiian volcano—outdoing by only a few feet a pitchman standing outside the Royal Hawaiian Hotel.

**ART ROBINSON** . . . says: "I dood it again." Art has quit the pitch business, this time to manage a chain store way down South. "Was quite surprised to read a pipe from Red McCool and write him today," says Art. "Believe me I'm only waiting for aluminum to come back to get back to pitching waffle irons. Regards to all the boys and girls."

Defense is an outmoded word. When we speak of production, bonds and stamps, let's say: War Production and War Bonds and Stamps. Pitchmen frequently mention "defense workers," etc. Speaking to large crowds, pitchmen can do their part to influence their tips by speaking not of "defense" items but of "war" items.

**DOC F. DeMILLE** . . . dropped in at the Pipes desk to pick up some info and inform the brethren that he is planning a platform show which he hopes to start out in Cincinnati. DeMille is currently working in a pitch store on Vine Street, Cincy.

**SPEAKING** of Washington, D. C., the girls there outnumber the boys four or five to one. Too bad that it can't be figured out how to pitch some men to the gals. Wouldn't take much of a spiel.

## Next Issue LIST NUMBER

Will Feature the Following Lists:

- FAIRS
- COMING EVENTS
- DOG SHOWS
- FRONTIER CONTESTS
- JULY 4th CELEBRATION

Order a copy from your news-dealer NOW or mail 25c in postage or cash to

**Billboard**  
Circulation Dept.  
25 Opera Place  
Cincinnati, Ohio

sections he is now working. Hal asks for pipes from Crip Williams, Ray Bowers and all the others who he has known and worked with.

Hear tell that an Australian ant can hang by its feet and hold in its jaws a weight eleven hundred times greater than itself. Page Ripley because some workers observed can do just as well with their jaws and feet—not to mention the waving of arms and other histrionics.

**RAY HERBERS** . . . scribbles from Chicago that he has been working eye-glass cleaner and rad there the past two months. Ray expects to jump out with a show shortly unless the government calls him to go to work in a war production factory. Ray asks for pipes from George W. Ormon and Ray A. Walton.

Now is the time for all good pitchmen to come to the aid of their country by buying more War Bonds and Stamps. Work it into the spiel, too.

### Pitchdom Five Years Ago

**AL D. AND EVA POWER** . . . in Canton, O., have just finished two good weeks selling Power Pads in Kresge's there. "So the natives of this vicinity will have clean pots and pans for awhile," they declare. The Powers are now en route to Kansas City, Mo., to work there the next four weeks. From there they go to Tacoma. They report meeting Max Afachsseen, of 4-in-1 cleaner fame, in Canton. Max is now off the road and is working in the optical business. They also saw Lavette working Wonder Wax. Says Powers: "Hope George M. Beyer is recovering. I visited him at Veterans' Hospital, Dayton, O., recently." Power would like to see pipes from Tom Kennedy, Jack Lang, Paul Meeks, Charlie Courteau and John Olney. He concludes: "Everything seems to be booming in all the spots we have worked, but what a headache it is finding places to live in the various cities. The boom is on—get it now, boys, and put the extra scratch in War Bonds."

A black-light flashlamp that can throw a beam of black light to a distance of 10 feet and light up any fluorescent material that may be there has been recently perfected. Originally intended for snooping around in mines in search of tungsten ore, which is fluorescent, it should be useful on blackout nights to pick up fluorescent markings. In case such markings are absent, a regular flashlight is included. The whole outfit, including batteries, weighs but 7½ pounds. Might be a good item—sell them the lamp and some fluorescent paint to outline door sills, steps, etc.

**HAL MURPHY** . . . drops a line to let the boys know that he still is working sheet on the big Eastern dog shows. He reports having a good season in Sunny California the past winter. Says that things look rosy in the

William (Red) McCoy was working novelties and balloons at Elmira, Mo. . . . Dutch Parker was ready to jump from Kaycee to Detroit to join Joe Morris. . . . Esther Ebel was operating Abe Whiteman's jewelry layout in a St. Louis chain store. . . . Doc E. J. Goodier was in St. Louis and later in Chi. . . . Sammy Smith was back in the coal fields of Centralia, Ill. . . . Ralph Stedman was also there pitching horn nuts. . . . S. N. Ullman and L. A. Sweeney were working in Northern Wisconsin. . . . Johnny Maher was working his own copyrighted song at the gate of the Beckmann & Gerety Shows. . . . D. D. Lockbay was in Furman, S. C., with his med show. . . . King La Mar was laid up with a bad back. . . . Jack Scharding was in St. Louis after wintering at Tampa. . . . Ted O'Day broke a long silence to pipe in from Kansas. . . . J. W. Gates was working blades and hones at Hibbing, Minn. . . . G. J. (Heavy) Mitchell was in Michigan City, Ind. . . . Oliver Fitzmaurice Jr. was working med in Memphis. . . . George Beaver, Roundy Carruthers and Carl Holdorf were in Salem, Mo., working to fair takes. . . . Mary Ragan piped from Long Beach, Calif., that she had seen Bill Bradley, Slim Murphy, Doc Hass and the Nellars in California. . . . Joe Bond was in Chicago. . . . Oliver Fitzmaurice was celebrating his 40th year in the business. . . . Bob Henley and Thomas (Slim) Rhodes were making jam pitches at farm sales around Taylorville, Ill. . . . Harry Corry was working an auction pitch on the Hennies Bros.' Shows and taking an admish from the customers. . . . Sid Wolff had the jam store privilege at the Dallas expo. . . . Mickey McDougal was writing magazine articles on his card tricks. . . . Harry McGinley reported that Luther Frye had been doing well at Indiana farm

Very Low Priced!

"Elastic Glass Type"

★ Crystal Dog Chains

Sterling Silver Fittings!

Plenty of Stock Same Day Delivery

This popular "Crystal Dog Chain, with "Sterling Silver" fittings—now offered at an exceptionally low price! Soldiers wear this new safety "elastic glass type" neck chain which is made to hold both identification tags separately. (Also popular with defense workers to hold their identification tag.) 30" length (25" and 3" drop). Now you can promote "Dog Chains with Sterling Silver fittings" — at sensationally low prices.

Wire Your Order Today!

(Specify #M36, "Crystal Dog Chain")

\*Simulated

Sterling Fittings

**Harry Pakula & Co.**  
5 N. Wabash, Chicago, Ill.



**New Suction Flag Holder**

Complete with 3 American Flags. Sensational seller. Sells for 25¢ to 50¢ each. Sample 15¢. Doz. \$1.40—100 \$10.00. Send for catalog of 400 other fast selling items.

**GORDON MFG. CO.**

110 E. 23rd St., New York City. Dept. FFG.

AMERICA'S LATEST CRAZE

Fast Selling

**SEA-SHELL**

JEWELRY NOVELTIES  
ELECTRIC LAMPS  
1942 Price List on Request.

**J. A. WHYTE & SON**

Little River, Miami, Fla.

**FOUNTAIN PENS**

NOW! New Winchester line. Push-Button, Lever-Fill Combinations. Ideal for pitchmen and DEMONSTRATORS. Write for new PRICE LIST.

**STARR** PEN COMPANY, Dept. O  
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**ZIRCON RINGS**

Ladies & Gents **\$4.00** to \$8  
SOLID GOLD . . . . . Each  
Send us your old rings, jewelry, etc., and we will mount it with beautiful genuine Zircons at a low cost.  
Box 311 — B. LOWE — St. Louis, Mo.

**MEDICINE MEN**

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)  
**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
137 E. Spring St. Columbus, Ohio  
**BUY WAR BONDS FOR VICTORY**

**VICTORY LAPEL EMBLEMS**



Rolled Gold Plate  
—Pin Back. War-  
ranted not to tar-  
nish. Sample 15¢.  
Doz. \$1.25  
Gross \$12.50

**SERVICE BANNER**

9"x12", satin, with tassel, spear heads and gold fringe, 1 to 5 stars.

**\$1.75** Doz. **\$18.50** Gro. Sample 25c

1/3 deposit with order, balance C. O. D. Many other patriotic banners and pennants—write for circular.

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



## Identification Neckchains

"Dog Chains"

Glass Dog Chains. Crystal and Assorted Colors.

Write for Illustrated Circular.



Sterling Silver Dog Chains, 25/5" Length, Medium Weight. Also Heavy Weight.

**Bieler-Levine, Inc.**  
37 South Wabash Ave. CHICAGO, ILL.

## ENGRAVING AND WIRE WORKERS PEARLS

Imported and Domestic Shells, Largest Producers. Lowest Prices. Same-Day Service.

SEND \$1.00 for WIRE WORK ASSORTMENT—15 Pieces  
SEND \$2.00 for JEWELRY ASSORTMENT—15 Pieces  
**MURRAY SIMON** 109 So. 5th St. Brooklyn, N. Y.

**GOODRICH HONES TOP THE FIELD**  
EVERY \$1 BRINGS YOU \$5

Pitchmen, window workers, jobbers, distrs. Flash demonstration sells 'em fast to the boys in camp and to every self-shaver. Made by the Goodrich Co., Est. 1864—your confidence statement. Each HONE in 50¢ Silver DeLuxe Box. Sample 10¢; low gross prices.

**GOODRICH, 1500 W. Madison St., Dept. BG-5, Chicago, Ill.**



## Events for Two Weeks

- May 18-23
- CALIF.—Hayward. Rodeo, 24. Visalia. Rodeo, 22-24.
  - MICH.—Holland. Tulip Time, 16-23.
  - NEV.—Las Vegas. Rodeo, 23-26.
  - N. J.—Morristown. Dog Show, 22.
  - N. Y.—Port Chester. Dog Show, 24.
  - N. C.—Greensboro. Dog Show, 23.
  - OKLA.—Tulsa. Stampede, 20-24.
  - PA.—Philadelphia. Builders' Show, 20-28. Somerset. Firemen's Jubilee, 18-23.
  - TEX.—Houston. Nat'l Defense Expo., 18-24.
  - WASH.—Spokane. Legion Thrill Circus, 19-23. Waitsburg. Days of Sport, 23-24.

- May 25-30
- ARK.—Fort Smith. Rodeo, 29-June 1.
  - CALIF.—San Francisco. Sportsmen Show, 23-31. San Mateo. Horse Show, 29-31. Santa Cruz. Dog Show, 31. Stockton. Regatta, 29-31.
  - ILL.—Rock Island. Legion Celebration, 24-31.
  - IND.—Indianapolis. Dog Show, 31.
  - KY.—Louisville. Dog Show, 30.
  - N. Y.—Elmira. Legion Celebration, 25-30.
  - N. C.—Wallace. Strawberry Festival. Last week in May.
  - PA.—Devon. Horse Show & Country Fair, 25-30. Doylestown. Dog Show, 30. Johnstown. Ideal Fire Co. Jubilee, 25-30.
  - WASH.—Dayton. Dayton Days, 29-31.
  - CANADA—Saskatoon, Sask. Fat Stock Show, 29-30.

## WHOLESALE CATALOG FREE

For Salesmen, Dealers & Agents 200 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunity. NOW. No charge for it.

**SPORS CO., 542 Lamont, Le Center, Minn.**



# CONCESSIONAIRES WE'VE GOT THE GOODS

We Deliver Immediately at the  
Lowest Prices in the Country.

- #2—WOODEN HEAD SWAGGER CANES, Gross \$5.50
- #16—BALL-HEAD SWAGGER, Red, White & Blue, Gross 6.00
- #8—SILVER TINSELED HEAD BATONS, Gross 8.50
- #9548—SWISS YODELER HAT with Feather, Gross 8.50
- HAWAIIAN LEIS, Made in U. S. A. Gross 3.50
- #301—AMERICAN MADE JEWELRY SLUM THROWOUTS, consisting of Army Eagle, Victory, Airplane, Cross Gun Pins, Rings, etc., Gross 1.25
- #302—CHINESE SNAKE ON STICK, Gross 1.50
- #303—LARGE CHINESE SNAKE ON STICK, Gross 3.75
- #304—AMERICAN FLAG BOW PINS, Gross 1.00
- #305—LEATHER AUTO KEY CASES, Gross 4.50
- #306—RHINESTONE VICTORY PINS, Gross 7.20
- #307—HAND PAINTED LAPEL FLAG PINS, Gross 6.00
- #308—GOLD PLATED ENAMELED ARMY EAGLE PINS, Gr. 9.00
- #309—MEN'S WALLET & PASS CASE, Gross 8.50
- #310—MEN'S POCKET SECRETARY & NOTE BOOK, Gross 5.40
- #311—FLASH PERFUME, Boxed, Gross 4.50
- #312—MEN'S POCKET COMBS, Gross 3.00
- #313—LADIES' COMPACTS, Silver Plated, Gross 13.50
- #314—FULL PACK LEATHERETTE CIGARETTE CASE, Gross 6.00
- #315—RED, WHITE & BLUE FLOWER BOUTONNIERES, Gr. 2.88
- #316—LADIES' GOLD PLATED BIRTHSTONE RINGS, Gross 6.00
- #318—CORN COB PIPES WITH STEMS, Gross 1.50
- #319—WHITE MARBLE SCOTTY DOG FIGURES, Gross 4.50
- #395—ENAMELED 20 PACK CIGARETTE CASE, Doz. 4.20

**SPECIAL OFFER**

#500—MIRROR BOX PICTURE PLAQUES, PATRIOTIC, RELIGIOUS AND SCENIC. PLEASE SPECIFY SUBJECTS YOU WANT. **REAL HOT MONEY GETTERS**  
Size 5"x 5"—Doz. \$3.00  
Size 6"x 6"—Doz. 4.00  
Size 8"x 8"—Doz. 5.40  
Size 10"x 12"—Doz. 7.20  
Orders shipped the same day received. 25% deposit must accompany order.

**IMPERIAL MERCHANDISE CO.**

893 Broadway, New York City

**WE ARE NEVER UNDERSOLD—**

- MacARTHUR BUTTONS or new war slogan buttons with pins. The better kind. None better. Red, White and Blue. All size of half a dollar. 100 Buttons complete \$1.20
- RED, WHITE & BLUE INSIGNIA, on card. Lends itself to different designs. All can wear them. 100 Cards 80
- PATRIOTIC INSIGNIA, as above, 3 on an attractive card. 100 Cards. 1.40
- WAR SLOGAN BANNERS, blazing colors, on fine material. Double gilt spear point stick with cord and tassels. Big stock, in two sizes. What a flash! Display many of them and you'll sell them in quantity. 5x8 in.—Doz. 60c. Gross 6.50
- 12x15 in.—Doz. 1.20. Gross 12.00
- IDENTIFICATION NECK CHAINS, flexible glass, in crystal and assorted colors. Quality gilt ring and attachment. Dozen 2.75
- SINGER RAZOR BLADES, world's finest. Still at the old price. 100 Blades .85

All orders must be accompanied by deposit or full payment. 26 years of value giving in Novelties, Notions, Gifts, Premiums and Sideline Merchandise. 192-page catalog sent with shipment.

**MILLS SALES CO.**  
Our Only Mailing Address OF NEW YORK INC.  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALERS

auCTION sales. . . Leonard Rosen was holding his crowds at Akron. . . John R. Stevens was working northward from B'ham. . . C. H. (Surefire) Henry was working in the Central States. . . Andrew Barnett was working clam shell plants in St. Louis.

## McIntock's Cherokee Show

By E. F. HANNAN

**A**N OLD-TIME med show started by a med house-to-house salesman by Doc Walter McIntock's Cherokee Show. McIntock came from the South End section of Boston and before his med show days he was a clever and successful manager of house-to-house crews working with soap and items allied with the med field. In fact, those who worked for him considered Mac as one of the best in this branch of selling.

McIntock drifted into med show biz thru acquaintance with Billy Wolfe, blackface comic. Wolfe had been with Kickapoo and, while essentially a performer, was a good lecturer when pinched to do some talking. They teamed up and made a good hard-working combination until one night after showing at Bangor, Me., they both ate some food that brought on ptomaine poisoning. McIntock never fully recovered, and while he stuck at the business for some time longer, was finally forced to give up traveling and confined his work to various concessions at resorts in the East.

McIntock had a strong resemblance to the famous humorist and traveler Bill Nye, a favorite in those days, and the story is told of how Nye, booked to talk at Newburyport Mass., couldn't get there because of a snowstorm. The local sponsor, a showman, dug up Mac and put him on with no apologies. That the med man made good was proved by clippings from local papers telling how the audience went strong for Nye's entertainment. It would seem that a man who can successfully put over a med talk can take on almost any assignment in the speaking field and do a capable job at it.

## PCSA

(Continued from page 34)

soon. Arthur (Gibby) Gibson, who was with Joe Krug on the Rubin & Cherry Exposition cookhouse, is in Los Angeles on the sick list. Reports for the Showmen's Day and Ways and Means were made by J. Ed Brown and Harry Rawlings, respectively.

Brother Fink, chairman of the Building Fund Campaign, reported that 25 West Coast Circus Shows employees had started stamp books to buy War Bonds to go to the fund. Harry Phillips reported for the house committee, and Brother Brown discussed a membership letter campaign that is to be launched soon. He also announced that 1942's drive would see the end of the new low fee now being offered.

Brother Losey explained a move to sell some of the few remaining 20-Year Progress books. Brother Fink assessed fines ranging upward of 25 cents to swell the Christmas Dinner Fund from \$57.39 to \$77.39.

## BEE'S OLD RELIABLE

(Continued from page 33)

Wheel led rides. Mrs. Frankie Bland left here for a 10-day visit on Cole Bros.' Circus.

Lexington, Ky. Week ended April 25. Location, Eppings Ball Park. Auspices,

American Legion Post. Business, good. Weather, cool.

Week started out with cold weather, but business increased and Saturday night drew 2,400 admissions. Town was heavily billed and sponsors co-operated. Mr. and Mrs. Leonard McEmore, general manager, arrived three days ahead of the opening. Jim Jarvis, ride and show superintendent, has all rides and shows painted in a new patriotic scheme. Shows' personnel were daily visitors to Keeneland Park. Bill Booker and Dugan Dunn visited nightly.

JIMMIE WILSON.

## West Coast

Stockton, Calif. Week ended May 2. Location, East Main Street and Golden Gate. Business, poor. Weather, bad.

After one of the best weeks in shows' history at Vallejo, Calif., they moved in here for one of their poorest. Web grounds and cold weather were responsible, altho shows were well billed. Engagement was cut one day short to move to Pittsburg, Calif., another industrial center. Jack Joyce-Mabel Stark Circus continues to draw. Secretary-Auditor Louis Leos spent several days with his family at home in Los Banos.

Vallejo, Calif. Week ended April 25. Location, Benecta Road and Chase Street. Auspices, American Legion Post. Business, excellent. Weather, poor. Pay gate, 15 cents.

This was one of the shows' best spots in their history. Heavily billed by Special Agent Ted Levitt, who also made a matinee tie-up with a local haberdashery, radio and newspapers, this industrial center gave shows excellent business. Saturday's matinee proved a huge success. Visits were exchanged with the personnel of Patrick Greater Shows. Edward Helwig, former concessionaire now in the photo gallery business here, was a nightly visitor. At conclusion of the local stand General Agent W. T. Jessup left to arrange for shows' tour of Oregon and Washington. Reported by an executive of the shows.

## Virginia Greater

Hyattsville, Md. Week ended May 9. Location, across from College Arms Airport. Auspices, VFW Post. Business, good. Weather, good.

Business started slow but picked up considerably the last part of the week. Louis Augustino's Side Show topped shows, with Ferris Wheel leading rides. Luther Millet's photo gallery did good business. Ken Davis, high act, was in the process of setting up when the manager of the airport requested that it be taken down and moved because it was in direct line with its runway. Sol Nuger built two new concessions and Walter McKay completed his housecar. Committee co-operated.

Ashland, Va. Week ended May 2. Location, Washington Highway and Court House Road. Business, fair. Weather, good.

Business was fair during the week, with Saturday being the best night. Anna Lee King's Minstrel Show topped the shows, with Louis Augustino's Circus Side Show second. William Lane, Ferris Wheel foreman, visited his home in Charleston, Va., but returned Saturday night. William C. Murray, general agent, advised that his health was improved and he would join soon. KEN DAVIS.

## BULLET-ON-CHAIN SOUVENIRS



A Perfectly-Timed  
War-Souvenir Item

Genuine U. S. Cartridge (un-serviceable rejects) featured on a standard bead-type key chain. Highly polished brass finish, and shellacked. Lots of flash sells on sight everywhere!

\$14.40  
Gross  
25% Deposit.  
Ref. C. O. D.

M. & G. Specialty Co., 593 B'way, N. Y. City

## RIDE HELP WANTED

Foreman and Second Man for Little Beauty Merry-Go-Round, also Second Man for No. 5 Eli Wheel. Top salary. Ted Lefores wants Caller for Bingo. Wire Western Union, Lodi, Calif., this week; Gridley, next week.

**WRIGHTSMAN  
AMUSEMENT CO.**

## Pan American Shows

Want Shows. Will furnish outfits. Want Minstrel Performers and Musicians. Want Concessions: Wheel and Grind, Diggers, Lead Gallery, Arcade. Want capable Special Agent with car. Want Couple with car to manage Cook House. Want Bingo Help also. Want Ride Help that can drive Semis. Address Martinsville, Ind., this week.

## MUSICIANS WANTED

on account of my men being drafted: CORNET AND TROMBONE. Salary \$18.00 with \$7.00 extra for meals. Answer as per route of King Bros.' Circus.

**L. CLAUDE MYERS**

## BRAZIL, IND.

## American Legion Festival

May 25-30, on downtown lot. Can use a few more legitimate Concessions and Shows. Want Dancing or Posing Show, Midget, Fat Girl and Snake. Will feature good Side Show. ACTS—Want High Act for season.

**BAKER'S UNITED ATTRACTIONS**

A Good Show With a Good Route  
Franklin, Ind., this week

## E. G. WILSON'S SHOWS

Want legitimate Concessions. Will sell exclusive on Cook House. Want small Show or Penny Arcade. This week, Milan, Mich.; next week, Newport, Mich.; Firemen's Decoration Day Celebration. Address: WILSON SHOWS, as per route.

## WANTED

Three Rides, Merry-Go-Round, Ferris Wheel, one Flat Ride, to play Detroit lot. Will buy, lease or percentage. Wire via Western Union at once.

**ARTHUR J. SUTTON**

5081 Wabash Ave. Detroit, Mich.

## VICTORY SHOWS

Want Girl Show, Ten-in-One, also Geek Show and A.L. Show. Can use a few Stock Stores. Earl Miller, contact Salkfield. Helen Moore, come on. Ride Help for Merry-Go-Round.

Write Shelbyville, Ind.

## J. J. PAGE SHOWS

Want High Aerial Free Act to join at once. Want 10-in-1. Will furnish top and front. Reasonable percentage. Jerry Jeffrey wants Girls for Revue. Can place few more legitimate Concessions. Also useful Show People in all lines. Address:

This week, Appalachia, Va.; next week, Harlan, Ky.

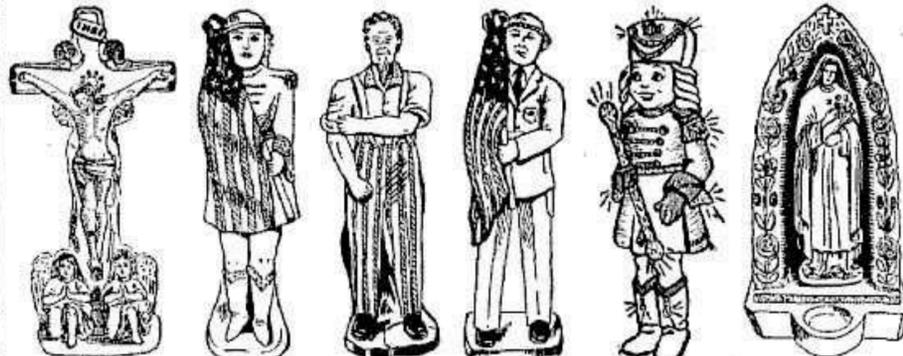
P.S.: All our spots are payroll spots. Coal mines working full time.

## LIBERTY UNITED SHOWS WANT

Good Aerial Free Act, Minstrel Troupe. Grind Shows open. Arcade, Custard, Pan Game, Pea Pool, Big Six, Fish Pond, Beat the Dealer and Stock Stores. Want small M. G. R., Auto Kid Ride, Flat Ride and Funhouse. All replies:

Ball Park, North Charleston, S. C., this week. We Will Win, Buy War Bonds.

## DELUXE PLASTER



No. 014 Crucifix No. 041 Soldier Girl No. 054 Uncle Sam No. 040 Soldier Boy No. 062 Majoretto No. 018 Grotto

Above items all packed 12 of a number to a carton, 20 cents each. Write for list and catalog. Can make immediate shipments of American made slum, consisting of 14 different subjects (Dogs, Cats, Elephants, etc.). Packed one gross of a number at \$1.25 per gross. 15 Numbers American made Powder Items, \$1.00 per gross.

**WISCONSIN DELUXE CORP.** 1902 NORTH THIRD ST. MILWAUKEE, WIS.

**POOL WHIRL**

(Continued from page 41)

AAU that I make this plea: Substitute War Bonds and Stamps as the official prizes for all championship swimming races this year. Make it a universal rule.

The idea doesn't have to be confined to swimming either. The AAU governs all sports, and can you imagine the number of bonds that would be sold and the number of people that would be encouraged to save if the organization would follow the same practice in all lines of athletics. It would be one of the greatest contributions to this country's War Bond campaign.

Objection to this plan on the part of the AAU might be that such a practice would eliminate amateur athletics. In other words, their objection (here's hoping there won't be any) might be that the award of a War Bond or Stamp might constitute making the athlete a professional. Personally I can't see it that way, as many amateur swimmers continually pawn their medals, cups et al., converting them into cash—and, furthermore, War Bonds and Stamps are something to cherish, and while they have a cash value, so have medals, cups, watches and the other things usually given at AAU affairs.

I can't see any reason why the AAU can't follow this suggestion. What say, you officials of the AAU? What say, you promoters of swim meets? What say, you pool men? The boys in Australia, Iceland, Ireland—all of whom can use more war materials—are awaiting your answer.

**Pool Ads Break**

First plunge to advertise in New York area last week was Bronx Beach and Pool, announcing its May 23 opening. Mack Rose and Harry Pincus, who are operating three tanks this summer, namely, Riverside Cascades, Manhattan, and the Bronxdale and Metropolitan aquadromes in the Bronx, employed direct mail to herald joint inaugural of all three pools, which will also be on the 23d.

Bronx Beach advertised a so-called pre-season rate of \$8 for a season's general admish ticket and \$12 for a season locker. The Riverside Cascades has upped its daily rates this year in the belief that there's more money around.

Palisades (N. J.) Amusement Park pool, across the Hudson, is maintaining its 1941 rates, except that it is planning to charge Sunday prices on Saturdays instead of considering Saturday as a weekday, as was the case last year.

**National Champs**

New London, Conn., will be the scene of the 1942 National AAU men's outdoor swimming championships, it was announced recently by Chairman Laurence J. Johnson, of the National AAU Swimming Committee. This title meet, originally awarded to Seattle and turned back due to the fact that the pool was taken over by the army, will be held in the 55-yard 8-lane pool at Ocean Beach Park under the sponsorship of the city of New London. Dates tentatively set are August 7, 8 and 9.

Here's hoping that no medals will be given out at this summer's nationals, but instead War Bonds and Stamps!

**REVERE BEACH, MASS.**

(Continued from page 41)

and the biggest publicity campaign Revere Beach ever had is in the offing. . . . Radio stations of Maine, New Hampshire, Vermont, Massachusetts and Little Rhody are to be employed to carry the story of "The Playground of New England" anew to the home folks to overcome the most confusing if not outright misleading newspaper stories, mostly written from imaginations. . . . There are many people who believe this beach is all boarded up and "put to bed" for the duration. . . . The word blackout has been overworked, Sunday, May 3, a warm day, told the story of what season here will be in the

new dim-out, which means all neon and outside "sky glo" lights have been shut down and lights inside reduced, but amid this new lighting effect May 3 boomed far after midnight. They came by the thousands and spent and spent twice and thrice previous takes on same day of any year. . . . John J. Hurley, beach pioneer, "never did see anything like it." . . . Out-of-towners, the far-aways who come to spend and enjoy, were in evidence as against only local trade in previous years. . . . This year flaming youth has money and is spending it at play and our business is back again where it belongs. . . . All this beach or any beach in the war production zone now needs is a break in hot weather to have the biggest season ever and can outstrip any season of the "Terrific Twenties" by just a little bit.

Comes May 30 the entire beach front will be open. Last attraction to open, as usual, is the Show of Thrills. Acts for this year's bill are arriving daily.

**WEST COAST DARK**

(Continued from page 40)

ation when the protection and security of the United States are at stake."

Whitney said that all concessions and restaurants would continue to operate during daylight hours and that he hoped to develop some system of controlled lighting that will permit nighttime operations of some concessions. He announced that the playground would be operated on a "twilight basis" during the dim-out duration, and that instead of opening at 1:30 p.m. and remaining open until midnight, the area would operate from 10 a.m. until 8 p.m., when the lights will be cut.

"We feel that the public will treat the matter of night closing as a matter of necessity and security and that it will cause little or no inconvenience to residents or visitors," Whitney said.

LOS ANGELES, May 16.—Pier concessionaires in this area are planning to establish some way of deciding just who has authority to order blackouts. Unauthorized persons, practical jokers and the like have had concessionaires up in the air with false blackout orders.

Move followed episode Sunday night (10) when two soldiers walked along the Ocean Park pier between 12:30 and 1 a.m. ordering lights out. So determined were the soldiers to effect a blackout they ordered concessionaires, "Get those lights out and we don't mean maybe. We'll be back and you better have the place dark."

A local air warden was asked what to do and he said that he had had no orders regarding a blackout. A local policeman scoffed at the idea that the soldiers were ordering a blackout. No one relieved the quandary the concessionaires were in. Some darkened, some didn't. The crowd left the pier.

Fact there was no blackout ordered was sustained when a military police squad came along. MP's set out looking for the soldiers, but the crowd had been scattered.

**WEATHER CRIMPS KING**

(Continued from page 36)

ent. Aftershow is put on by Jack Andrews with the King Midgets. Cuban Mack is Side-Show manager and Joe E. Sullivan is talker.

**Program**

Program follows in order: Grand entry. Comedy acrobats. Head balancing. Zavatia Troupe, five people. Clowns, Shorty Sylvester and Company. Dog act presented by Harry Haag. Swinging ladders. Menage horses, presented by Frank Stout, Jinks Hoaglan and Tye McChesney. Clown number. Single traps, Caroline Hodgson. Riding dogs, monkey and goat, presented by Frank Stout. Contortion. Erny Stewart. Zoppies' unsupported ladders, nine people. Margaret Pettis and Company. Iron jaw. Football mule. Rings. Ernest Steuber. Pickout horse, presented by Frank Stout. Elephant act, Baby Mine and Little Dandy, presented by William Emory. Zoppies' Riding act, nine people. Cloud swing, Margaret Pettis. Clown number. Wire act, presented by the Hodgsons. High jumping horses, presented by Jinks Hoaglan, Tye McChesney and Frank Murphy. Clown number. Mickey King, featured aerialist. Riding school. Exit march by L. Claude Myers and his band.

VERNE SOULES, during a visit to The Billboard Cincinnati offices on May 15, said that because of other business and trouble with a leg that was broken two years ago and still in a cast he had closed his show.

**CONCESSIONAIRES, STOP YOUR WORRYING**

Hex New Catalog Just Off the Press, Bigger and Better Than Ever. All New From Cover to Cover.

This new issue of America's Foremost Buying Guide lists hundreds of brand new AMERICAN-MADE items for every type of concession. We guarantee to deliver, as our warehouses are jammed with merchandise and our large experienced staff of employees are still with us and are ready to serve you.

**STOP GAMBLING, START SLEEPING NIGHTS, STOP WORRYING**

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**VICTORY AMUSEMENT PARK**

DOTHAN, ALA. IN THE HEART OF THE DEFENSE AND TRAINING AREA

100,000 people now in this area, and more arriving daily. CAN PLACE RIDES, SHOWS not conflicting with what we have. CONCESSIONS all open (only legitimate), including Bingo, Arcade and Lead Gallery.

**GET SET FOR THE DURATION**

In a spot where there is plenty of money and the people are amusement starved.

OPENING MAY 30

WEEKLY CHANGE OF FREE ACTS—WAR BONDS FREE NITELY.

Wonderful opportunity for Roller Rink. Free Acts wanted. Will change weekly. All inquiries: VICTORY AMUSEMENT PARK, 211 MONTANA ST., DOTHAN, ALA. TEL. 386.

**WANTED ORGANIZED COLORED MINSTREL SHOW**

With Band. Will furnish complete outfit for same. Also berths in car for all people. Address

**DODSON'S WORLD'S FAIR SHOWS**

Lima, Ohio, May 18 to 23; Grand Rapids, Mich., May 25 to 30.

**NORTHERN-EXPOSITION SHOWS**

WANTED - - - WANTED - - - WANTED

On account of disappointment will book the following: Kiddie Auto Ride, must be Spillman or Herschell. 35 Celebrations and Fairs booked, more to come in North and South Dakota. Shows—Fun House, Illusion, Mirror Show, Concessions—Post Office, Bumper, Hoopla, Darts, String Game, Fishpond, Shooting Gallery, Scales. Tap Dancer for outdoor Stage Show.

Address: P. O. BOX 117, HAZELTON, N. D.

**GEORGE CLYDE SMITH SHOWS WANT**

Cigarette Shooting Gallery, Long or Short Range Lead Gallery, Photos, Candy Apple, Peanut and Pop-Corn, Pitch-Tilt-U-Win, Custard, Devil's Bowling Alley. Wanted—Monkey, War, Minstrel and Girl Show. Wanted—Loop-o-Plane and Tilt-a-Whirl. All communications to

GEORGE C. SMITH, Mgr., this week, Scalp Lovel, Pa.; next week, Houtzdale, Pa.

**KEYSTONE MODERN SHOWS WANT**

Legitimate Concessions for best spots in West Virginia. Want Second Men and Ride Help, Ferris Wheel Foreman, Semi Drivers for ten Rides. Can place Working Acts and Strong Act to feature for Slide Show. Also Half and Half. Geraldine-Gerald, write. Shelk Rosen wants Griddle Man, Cook House Help, Wheel and Coupon Agents. Want Special Agent for merchants' coupons and Banners and Office Help. Frankie Graves, write. All address:

Radford, Va., this week; Beckley, W. Va., week June 1st.

**CONVENTION SHOWS**

TONAWANDA, N. Y., MAY 21 TO 30

WITH BROADWAY AND CITY LINE, BUFFALO, TO FOLLOW. WITH 12 ADDITIONAL WEEKS IN BUFFALO DEFENSE AREA, WITH NO JUMP OVER 15 MILES. CAN PLACE Shows, Concessions and Free Acts. Will sell Ex on Custard and American Palmistry. Can use Ride Help, Canvasmen and Talkers. Contracted parties not joining until 25th, advise by wire. All communications to CLAY MANTLEY, Hotel Worth, Buffalo, N. Y., or to show direct.

**Scott Exposition Shows Want**

Manager with organized Minstrel Show or Musicians and Performers. Rucker, B. J. Washington, Anna and Luke King, Dixon Wolford and all my old people, wire. Salary from office. Will book any new Novelty Ride, good proposition. Fourteen Fairs. Grind Shows with or without outfits. Concessions of all kinds. Ride Help for ten Rides, Semi Drivers; top salary. Billion dollar real fields for 8 weeks. Plenty money. Address:

C. D. SCOTT, WAR, W. VA., THIS WEEK; MULLENS, W. VA., FOLLOWS.

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

**SIDE SHOW MANAGER WANTED**

For magnificent new outfit. A rare opportunity for a real show man. Wire at once.

**KING REID SHOWS**

UTICA, N. Y.

**SUNSET AMUSEMENT CO. WANTS**

Cookhouse, privilege in tickets. Photos and Shows open. Leave-words, Kausts, this week; Brookfield, Mo., next.

**Ready—**  
**Spring Flyer**  
**and Price List**  
 Send for your  
 copy now

- 3600 Items**
- lamps • clocks
  - smoking stands
  - stools • blankets
  - glass • novelties
  - patriotic items
  - jewelry • canes
  - plaster • balloons

Order Today—  
 It May Be Gone Tomorrow!

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ALL TYPES OF BOXED CANDY POPULAR PRICES  
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 FREE CATALOG ON REQUEST @ 20% DEPOSIT ON ORDERS

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 "THE SHOWMAN'S INSURANCE MAN"  
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**OUTDOOR SHOWMEN**  
 The Next Issue Will Be the **SUMMER SPECIAL**

Because of the Increased Size and Distribution  
**The Forms Will Go To Press Earlier Than Usual**

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern War Time) Monday, May 25. Wire important late Show Ads Sunday night for position in General Outdoor Section.

**Ads for the Carnival Department Must Be in Cincinnati by Thursday, May 21**

**Wants — HARRY LEWISTON — Wants**

Sideshow Acts, Novelty Acts, Freaks, etc. Especially interested in good strong Fire Act, Sword Swallower. I have sword outfit complete. Have unusually good proposition for efficient Boss Canvasman. Good proposition for Man and Wife to work in Glass Blowing Show. Can use two Girls for Bellying. Can use Workingman, good salary, splendid meals. Show remains in Michigan all season. Write or wire **PAUL SPRAGUE**, Care Happyland Shows, Lincoln Park, Mich., this week; Dearborn, Mich., next two weeks. P.S.: Interested in buying Broom Illusion for cash.

**WANTED**  
**FOR DEAUVILLE PARK ON OWASCO LAKE**  
 ROLLO PLANE, FLY-O-PLANE, FLYING SCOOTER, SPITFIRE OR ANY UP-TO-DATE RIDES  
 Address **E. F. BRAYER**, 10 Lincoln Street, Auburn, New York.

**WANT RIDES**  
 Merry-Go-Round, Tilt-a-Whirl, Kiddie Rides, Miniature Steam Train, Fun House and Other Amusement Park Equipment.  
 Also want 33 Horses for Merry-Go-Round.  
**JIMMY JOHNSON**  
 223 NO. ST. MARYS SAN ANTONIO, TEXAS

**GREAT LAKES EXPOSITION**  
 CAN PLACE FOR STRONG ROUTE OF DEFENSE TERRITORY

**MONKEY SHOW** (will furnish front and new top), CAPABLE OPERATOR FOR GIRL SHOW (will furnish new top and front), BOSS CANVASMAN (top salary to man who will look after equipment). A FEW CONCESSIONS OPEN. CAN PLACE LONG RANGE GALLERY, PEA POOL AND PAN GAME, SHOWMEN WITH IDEAS, WRITE US. CAN PLACE SIDE SHOW ACTS. WANT RIDE HELP WHO DRIVE SEMI TRAILERS. WORKING MEN FOR SHOWS. COME ON. Harry Smiley can place Coupon Men for Blower and Roll-downs, also two capable Wheelmen. All Address: **AL WAGNER, MGR., DANVILLE, ILL., THIS WEEK; THEN PER ROUTE.**

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

**Big Outings Are Booked For Fair Park, Milwaukee**

MILWAUKEE, May 16. — State Fair Park, on the State Fairgrounds here, operated by Charles S. Rose, opens its season tomorrow with Dick Jergens's band as initial attraction in Modernistic Ballroom. President Rose has made a number of improvements this year. Rides and buildings have been redecorated and grounds are attractive.

As in former years large picnics will be featured. Omer J. Kenyon has a large number of club and industrial outings booked. First big one will be that of the Hiawatha Club of the Milwaukee Railroad, expected to attract 15,000. Other large picnics booked include State, county and municipal employees (APL), Boston Store employees, J. C. Penney stores employees and several large industrial plants.

Picnic season opens next Saturday with a school children's outing. Park management has arranged for 300 boys who sell Liberty magazine to distribute thousands of tickets among school children, tickets entitling holders to free park admission, free auto parking and picnic grounds and half-price rates to all rides and shows.

**Thrill Show, Auto Races, Fireworks for Milwaukee**

MILWAUKEE, May 16. — Several special events are planned for early summer on Wisconsin State Fairgrounds here. On Decoration Day Ralph Hankinson will stage an auto race meet on the State Fair track. Bill Breitenstein, "Hank's" representative, is here on advance publicity.

Jimmie Lynch and his Death Dodgers will put on a thrill show at the track on July 4 and 5, and Thearle-Duffield will present a big fireworks spectacle.

**Tomberlin Critically Hurt**

CLARKSVILLE, Tenn., May 16. — Bud Tomberlin, human cannon ball with Harry Pollack's cannon act on Mighty Sheesley Midway, is in a critical condition in a Nashville hospital from injuries sustained when he fell a few feet short of the net after being shot over the twin Ferris Wheels last night. Hospital physicians said he is paralyzed from his waist down. Late hospital bulletins report he underwent an operation today and there is a chance for his recovery.

**ROUTES**

- (Continued from page 14)
- Stone, Al (Band Box) Hollywood, nc.  
 Stovanovsky, Arcadi (Russian Krechma) NYC, nc.  
 Strong, Johnny (Century) Steubenville, O., nc.  
 Sullivan, Maxine (Earle) Phila., t.  
 Sumner, Helen (Ivanhoe) Chi, re.  
 Suns, Three (Piccadilly) NYC, h.  
 Swann, Russell (Plaza) NYC, h.  
 Swifts, Three (Colonial) Dayton, O., t.  
 Sybil & Sandra (Park Central) NYC, h.
- T**
- Tannen, Dave (Harry's New Yorker) Chi, nc.  
 Tanner Sisters (885) Chi, nc.  
 Tarasova, Nina (Casino Russe) NYC, nc.  
 Taylor, Edna "Yaok" (Kelly's Stable) NYC, nc.  
 Thomas, Danny (5100 Club) Chi, nc.  
 Three Guesses (Harrlane) NYC, nc.  
 Three Sons of Jive (Hickory House) NYC, re.  
 Towne, Lester (Harry's New Yorker) Chi, nc.  
 Towne & Knott (La Conga) NYC, nc.  
 Tracker, Arthur (State) NYC, t.
- V**
- Vallee, Edee (Jimmie Dwyer's Sawdust Trail) NYC, nc.  
 Van Das, Charlotte (Colosimo's) Chi, nc.  
 Vine, Billy (Glenn Rendezvous) Newport, Ky., nc.  
 Von Dell, Ceil (Royale Frolles) Chi, nc.
- W**
- Wahl, Walter "Dare" (Latin Quarter) Boston, nc.  
 Walker, Oscar (Fifth Avenue) NYC, h.  
 Ware, Dick (Bismarck) Chi, h.  
 Watkins, Frances (Music Hall) NYC, t.  
 Wences (Bowery) Detroit, nc.  
 West, Billy (Pioneer Nut Club) NYC, nc.  
 Weston, Doris (Pierre) NYC, h.  
 Whalen, Maurice & Betty (Leon & Eddie's) NYC, nc.  
 White, Jack (18 Club) NYC, nc.  
 White, Jerry (Bill's Gay '90s) NYC, nc.  
 White, Thelma (Brown Derby) Chi, nc.  
 Williamson, Herb (Log Cabin) Sault Ste. Marie, Mich., c.  
 Winters, June (No. 1 Bar) NYC, nc.  
 Woodd, Napua (Lexington) NYC, h.  
 Workman, Dot & Dave (Tower) Kansas City, Mo., t.
- Y**
- Yola & Lysa (Belmont-Plaza) NYC, h.  
 Yosi'a, Ben, Quartet (Diamond Horseshoe) NYC, nc.  
 Young, Helen (New Yorker) NYC, h.

**CIRCUS**

- Beers-Barnes: Romney, W. Va., 19; Lonaconing, Md., 20; Mt. Savage 21; Meyersdale, Pa., 22.

- Cole Bros.: Wheeling, W. Va., 19; Athens, O., 20; Portsmouth 21; Parkersburg, W. Va., 22; Huntington 23; Charleston 24-25.  
 Cole, James M.; Leroy, N. Y., 19; Batavia 20; Medina 21; Albion 22; Brockport 23.  
 Hamid-Morton: Three Rivers, Que., Can., 19-23.  
 Kelly, Al G., & Miller Bros.: Canton, Kan., 19; Nickerson 20; Lyons 21; Larned 22.  
 King Bros.: Gallon, O., 19; Mansfield 20; Mt. Vernon 21; Delaware 22; London 23.  
 Mills Bros.: Richwood, O., 19; Bucyrus 20; Bluffton 21; Delphos 22; Hicksville 23; Auburn, Ind., 25; Garrett 26; Angola 27; La Grange 28; Ligonier 29; Warsaw 30.  
 Polack Bros.: Oakland, Calif., 18-23.  
 Ringling Bros. and Barnum & Bailey: Baltimore, Md., 19-23; Washington, D. C., 25-30.  
 Russell Bros.: Santa Paula, Calif., 19; Bakersfield 20-21; Tulare 22; Fresno 23.  
 Wallace Bros.: Williamsport, Pa., 20.

**CARNIVAL**

- (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
- Alamo Expo: Oklahoma City, Okla.  
 All-American: Marlow, Okla.  
 All-American Expo: Chicago Heights, Ill.  
 American Expo: La Porte, Ind.  
 American United: Shelton, Wash.  
 Anderson-Strader: Junction City, Kan.  
 Arthur's American: Marshfield, Ore., 19-24; Medford 26-31.  
 R. & H.: Westminster, S. C.  
 R. & V.: Garfield, N. J.  
 Bach, O. J.: Whitehall, N. Y.  
 Baker's United Attrs.: Franklin, Ind.; Brazil 25-30.  
 Bantly's All-American: Rochester, Pa.  
 Barker: Virden, Ill.  
 Barkoot Bros.: Toledo, O.  
 Raysinger, Al: Dixon, Ill.  
 Beckmann-Gerety: Decatur, Ill., 20-30.  
 Bee's Old Reliable: Morehead, Ky.; Lexington 25-30.  
 Bill Joy: Dalton, Ga.  
 Blue Ribbon: Peru, Ind.; Muncie 25-30.  
 Boswell Am.: Hampton, Newport News, Va.  
 Bremer: Pleasant Hill, Mo.  
 Bright Lights Expo: Harrisonburg, Va.; Confluence, Pa., 25-June 6.  
 Brodbeck: Kingman, Kan.  
 Buck, O. C.: Glens Falls, N. Y.  
 Buckeye State: Marion, Ky.; Morganfield 25-30.  
 Buffalo Shows: Corfu, N. Y.  
 Bullock Am. Co.: West Jefferson, N. C.  
 Hunting: Taylorville, Ill.; Springfield 25-30.  
 Burke, Frank: Clayton, N. M.  
 Byers Bros.: Granite City, Ill.  
 Central States: Hoisington, Kan.  
 Cettin & Wilson: Baltimore, Md.  
 Coleman Bros.: Rockville, Conn.  
 Colley, J. J.: Perry, Okla.  
 Conklin: Guelph, Ont., Can.  
 Convention: Tonawanda, N. Y., 21-30.  
 Cote-Wolverine: Port Huron, Mich.  
 Colton States: La Ceter, Ky.; Smithland 25-30.  
 Crafts 20 Big: Fresno, Calif.  
 Crescent Am. Co.: Randleman, N. C.  
 Crystal Expo: Morganton, N. C.  
 Cumberland Valley: Cowan, Tenn.  
 Cunningham's Expo: New Martinsville, W. Va.; Bridgeport, O., 25-30.  
 Carl, W. S.: Westerville, O.

**CONCESSIONAIRES**  
**JOE END — Says**  
**FOR THE HOTTEST NUMBERS IN**  
**MERCHANDISE FOR**  
**BINGOS**  
**GRIND STORES**  
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 Contains a Complete Line of Specials for the Carnival Trade.  
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**WANT**  
**2 GOOD, RELIABLE**  
**RIGGING MEN 2**  
 Join Immediately.  
 Wires: Western Union. Mail: Gen. Del.  
**BILLY SENIOR**, Lovington, Illinois.

**WANTED**  
 Side Show intact with own transportation. Girls to work Domestic Animals and Ride Menage. Boss Canvasman, Boss Props Man, Boss Heater, 3 Lithographers, 1 Second Advance, Acts of all kinds, 1 Act to Feature, Enlarging show, For Sale—Candy Privilege, Grab Joint, Ball Games. All address: **BARR BROS., CIRCUS**  
 General Delivery Lawrenceburg, Indiana

Denton, Johnny J.; Lake City, Tenn.  
 Dick's Paramount; Middletown, Conn.; Fall River, Mass., 25-30.  
 Dixie Belle; Cannelton, Ind.  
 Dobson's United; Dundas, Minn.  
 Dodson's World's Fair; Lima, O.; Grand Rapids, Mich., 25-30.  
 Douglas Greater; Yakima, Wash.; Renton 25-30.  
 Dyer's Greater; Perryville, Mo.; Flat River 25-30.  
 Ebersole's; Shelby, Mo.  
 Eddie's Expo.; Aliquippa, Pa.; Kittanning 25-30.  
 Edwards, J. R.; Wooster, O.  
 Elite Expo.; Topeka, Kan.; Lawrence 25-30.  
 Elman; (16th & Cleveland) Milwaukee, Wis., 19-24.  
 Eudy Bros.; Trenton, N. J.; Watervliet, N. Y., 25-30.  
 Etnic Am. Co.; Schenectady, N. Y.  
 Fidler United; Harvey, Ill.  
 Fleming, Mad Coy; Fitzgerald, Ga.; Cordela 25-30.  
 Four Star Expo.; Joliet, Ill.  
 Frisk Greater; Cedar Falls, Ia.  
 Fuzzell's; Kirksville, Mo.; Fort Madison, Ia., 25-30.  
 Garden State; Phillipsburg, N. J.  
 Geran's United; Edinburg, Ind.; Columbus 25-30.  
 Gold Medal; Logansport, Ind.  
 Golden Arrow; Dierks, Ark.; Nashville 25-30.  
 Golden Belt; Marshall, Mo.; Slater 25-30.  
 Golden Gate; Tompkinsville, Ky.  
 Golden State; Porterville, Calif.  
 Golden West; Springfield, Minn., 23-30.  
 Gooding; Columbus, O.  
 Gooding Greater; Charleston, W. Va.  
 Grady, Kellie; Haleyville, Ala.; Jasper, Ala., 25-30.  
 Great Lakes Expo.; Danville, Ill.  
 Great Sutton; Litchfield, Ill.  
 Groves Greater; Bruceston, Tenn.  
 Happy Attrs.; Carey, O.  
 Happyland; Lincoln Park, Mich.; Dearborn 25-30.  
 Hartsock Bros.; Meredosia, Ill.  
 Heller's Acme; Trenton, N. J.; Bristol, Pa., 25-30.  
 Henke Bros.; (S. 16th & Muskego Ave.) Milwaukee, Wis., 18-27.  
 Hennis Bros.; Terre Haute, Ind.  
 Henry, Lew; Waynesboro, Va.  
 Hehl, L. J.; Richmond, Ky.  
 Hubbard's Midway; Findlay, O.; Bellefontaine 25-30.  
 Hughey & Genisch; Dyersburg, Tenn.  
 Ideal Expo.; Baltimore, Md.  
 Jones, Johnny J., Expo.; Pittsburgh, Pa., 18-30.  
 Jones Greater; Cedar Grove, W. Va.  
 Joyland; Mariposa, Calif.  
 Kaus Expo.; Roselle, N. J.  
 Kaus, W. C.; Chester, Pa.  
 Lake State; Richmond, Mich., 30-23; Port Huron 25-30.  
 Lang, Dee; Comanche, Ia.; Galesburg, Ill., 25-30.  
 Large, H. P.; Breese, Ill.  
 Lawrence Greater; Phoenixville, Pa.; Perth Amboy, N. J., 25-30.  
 Lewis, Art; Bridgeport, Conn., 18-30.  
 Liberty United; Charleston, S. C.  
 Lone Star State; Louisville, Ky.

McKee, John; Herculaneum, Mo.  
 McMahon; Marysville, Kan., 18-30.  
 M. & M.; Amsterdam, N. Y.  
 Magic Empire; (Strawberry Festival) Bald Knob, Ark.; Pochontas 25-30.  
 Marks, John H.; Newport News, Va.; Charlottesville 25-30.  
 Midway of Mirth; Overland, Mo.  
 Midwest; Sharon Springs, Kan., 18-20; St. Francis 21-23.  
 Mighty Monarch; Christiansburg, Va.  
 Moore's Modern; Le Roy, Ill.  
 Motor City; Muncie, Ind.  
 Naill, C. W.; Spring Hill, La.  
 New England Am. Co.; Willimansett, Mass.  
 Ozark; Booneville, Ark.  
 Page, J. J., Expo.; Appalachia, Va.; Harlan, Ky., 25-30.  
 Page, W. E., Am. Co.; Baxter, Tenn.; Smithville 25-30.  
 Parad; Rich Hill, Mo.; Harrisonville 25-30.  
 Patrick's; San Leandro, Calif.  
 Pearson; Paris, Ill.; Westville 25-30.  
 Penn Premier; Shamokin, Pa.  
 Pike Am.; Mansfield, Mo.  
 Pioneer; Waverly, N. Y.  
 Pleasureland; (Dorr & Mackow sts.) Toledo, O.  
 Prell's World's Fair; Gloucester, N. J.  
 Pryor's All-State; Clarksburg, W. Va.  
 Reid, King; Utica, N. Y.  
 Reynolds & Wells; Iowa City, Ia.  
 Riley, Matthew J.; (9th & Cumberland sts.) Philadelphia, Pa.  
 Rogers Bros.; Herman, Minn.; Pelican Rapids 25-30.  
 Rogers Greater; Kokomo, Ind.  
 Royal American; East St. Louis, Ill., 18-20; Peoria 23-30.  
 Rubin & Cherry Expo.; Rock Island, Ill.  
 Santa Fe Expo.; Kingsville, Tex.  
 Scott Expo.; War, W. Va.; Mullens 25-30.  
 Sheesley Midway; Dayton, O.  
 Siebrand Bros.; Reno, Nev.  
 Silk City; New Market, N. J.  
 Sims Greater; Belleville, Ont., Can.  
 Smith, George Clyde; Seale, Pa.; Houtzdale 25-30.  
 Snapp Greater; Webb City, Mo.  
 Sol's Liberty; Kewanee, Ill.; Pekin 25-30.  
 Southern; Vicksburg, Miss.  
 Sparks, J. F.; Williamson, W. Va.  
 Squires, James E.; Altoona, Pa.; Elmira, N. Y., 25-30.  
 Stritch, Ed; Rio Honda, Tex.  
 Sunburst Expo.; Elmira, N. Y.  
 Sunset Am. Co.; Leavenworth, Kan.; Brookfield, Mo., 25-30.  
 Texas Kidd; Comanche, Tex.  
 Tidwell, T. J.; Stephenville, Tex.  
 Tivoli Expo.; Fort Scott, Kan.; Lebanon, Mo., 25-30.  
 Tower Am. Co.; Chester, S. C.  
 Victory; Shelbyville, Ind.  
 Virginia Greater; Kearsbey, N. J.; Sayreville 25-30.  
 Wade, W. G.; Kalamazoo, Mich.  
 Wallace Bros.; Wayland, Ky.  
 Wallace Bros. of Canada; St. Catharines, Ont.; Niagara Falls 25-30.  
 Ward, John R.; Baton Rouge, La.; Centerville, Miss., 25-30.  
 West Bros.; Des Moines, Ia., 18-20.  
 West Coast Circus Shows; Sunnyvale, Calif., 18-24; Oakland 26-31.  
 Wilson's Famous; Abingdon, Ill.  
 Wilson's, F. C.; Milan, Mich.; Newport 25-30.  
 Wolfe Am. Co.; Spartanburg, S. C.  
 Wonder Shows of America; Peoria, Ill.  
 World of Fun; Shiloh, W. Va.  
 World of Pleasure; Lansing, Mich.; Muskegon 25-30.  
 World of Mirth; Elizabeth, N. J.; Plainfield 25-30.  
 World of Today; Omaha, Neb.  
 Wrightsman Am. Co.; Lodi, Calif.; Gridley 25-30.  
 Yellowstone; Socorro, N. M., 18-24; (Fiesta) Albuquerque 25-31.  
 Zeiger, C. F., United; Colorado Springs, Colo.; Greeley 25-30.

### HUBBARD'S MIDWAY SHOWS

BELLEFONTAINE, OHIO, JUBILEE, MAY 25 TO 30.  
 Have 10 Fairs Starting in July. List to Interested Parties.  
 WANT Custard, Lead Gallery, Coca Bottles, Fish Pond, Darts, Cone Rack, Diggers, Pitch-Till-Win, Jewelry, String Game, Knife Rack, Penny Arcade, Floss, Novelties, other legitimate Concessions. No graft at any time. Morly Measles wants Ball Game Agents. Curly Sherer wants Percentage Agents. Have beautiful new War Show complete. Need Manager or Operator. Fun House, Glass House, Grind Shows. Ride Help in all departments; no trucks to drive. Ticket Sellers, Grinders, John Sheldon wants Side Show Acts, also Annex Attraction.  
 D. STACK HUBBARD, GEN. MGR., FINDLAY, OHIO

### GOLDEN WEST SHOWS

OPENING MAY 23, SPRINGFIELD, MINN.  
 Account of disappointment can place Cook House, privilege guaranteed. Legitimate Concessions open. Have fronts, banners, tents for shows that won't conflict. Pit Show people, wire. Tom and Lucy, wire. Girls for Hawaiian Show. Have openings for Ride Help that drive Soms, Wire  
 WM. BARNHART, 4146 Washington Ave., No., Minneapolis, Minn.  
 P.S.: Want Banner Man, must be good promoter.

### BUFFALO SHOWS

Not rationed on gas in this area. Starting in June playing ten weeks of celebrations in and around Buffalo. Marvelous opportunity for Rides and Concessions. Want Rollo, Octopus, Tilt, Whip, other non-conflicting Rides. Circus Side Show, Monkey, Fat, Crime, Monster, War Show, Penny Arcade, Fun House. Also Gandy Floss, Waffles and Apples, Custard, legitimate 10¢ Concessions. While many Firemen's Conventions are canceled because of war, we still have one of the biggest in the State, the 46th Annual Northern New York Seven County Volunteer Firemen's Convention in Alexandria Bay, the first week in June. This convention will be held in its entirety with races, bands and the usual big parade Saturday, June 6th, downtown, on the streets. Space strictly limited. No trouble to get gas. Account of recent disappointment want Cook House. This week, Cerfu, N. Y.

### BRIGHT LIGHTS EXPOSITION SHOWS

9 Big Days—9. Confluence, Pa., May 28 to June 6, on streets, Big Firemen's Parades, Free Acts. No gate. Biggest Firemen's Celebration in Western Pennsylvania.  
 Want Shows, Rides and Concessions of all kinds. No racket.  
 Write or Wire JOHN GECOMA, Harrisonburg, Va., this week.

# TO

## ALL OUTDOOR SHOW BUSINESS!

Reproduction of a Membership Enrollment form being sent thru the mails by the Outdoor Amusement Congress appears below. If you have not yet received one of them, use the coupon. It is impossible to reach everyone. Send the filled-out form to the Executive Vice-President. There is no membership fee—no strings attached . . . and no obligation save a Pledge of Support to the organization "Representing the Entire Outdoor Amusement Industry."

# IF . . .

YOU HAVE A PARTICULAR PROBLEM, COMMUNICATE WITH US. WE'LL TRY TO SOLVE IT.

**CUT OUT**  
 and mail to  
 A. R. COREY,  
 Executive Vice-President (in charge of membership), 203 Masonic Temple, Des Moines, Ia.

**OUTDOOR AMUSEMENT CONGRESS**

I hereby request membership enrollment with the Outdoor Amusement Congress.

Name . . . . .  
 Firm Name . . . . .

Signed by . . . . .  
 Owner, Manager or Agent

Address . . . . .  
 Street Number . . . . .

City . . . . . State . . . . .

(This advertisement contributed by The Billboard Publishing Company)

### KELLIE GRADY SHOWS WANT

Pan Joint, High Striker and few 10c Concessions. Playing cool fields of Alabama; all short moves. Can use one or two Grind Shows. Have 6 Fairs, all short jumps. Minors working 6 days. Plenty of money. Haleyville, Ala., week May 18th; Jasper, week May 25th.

### JOHN R. WARD SHOWS WANT

For Centerville, Miss., where government is building big army camp. Capable Manager for Monkey Show who can work trained, educated Chimpanzee called Maggie. Wonderful attraction. Want Girl Show, Athletic Show and Concessions. Want Manager and Riders for Silodrome. Baton Rouge, La., this week; Centerville, Miss., next week; then Monro, La.

### WANT

Athletic and other Shows. Will furnish complete outfits. Want Ride Help. Best salary. Colorado Springs, Colo., this week; Greeley, Colo., week May 25.

### C. F. ZEIGER UNITED SHOWS

### DYER'S GREATER SHOWS WANT

Neat Cook House or Juice and Grab, High Striker, Arcade and other legitimate Concessions. Good opportunity for Shows, 25%. Screen Ball Daughters can place Acts for Side Show. Sidewall Slim wants Agents for legitimate Shows. Pony Ride open. Perryville, Mo., this week; Flat River next. Both by roll towns.

### WANT

CAPABLE TRUCK MECHANIC who can keep feet of trucks in shape. Salary no object if you know your business. Must have own tools. Address: AL WAGNER, Mgr., Great Lakes Exposition, Danville, Ill., this week; then per route.

### GIRLS GIRLS

For Girl Show, salary \$25.00 a week. Rose Wilson and Rita Owens, wire. Also want Canvas Man and Ticket Seller. F. W. MILLER, Care American Expo. Shows, La Porte, Ind., week May 18th.

### MISCELLANEOUS

Campbell, Loring, Magician; Detroit, Mich., 18-23.  
 Daniel, B. A., Magician; La Fargeville, N. Y., 18-23.  
 DeCleo, Harry, Magician; Geneva, O., 18-23.  
 DeFoor's Motorized Show; Kingston, Ga., 18-23; Cassville 25-30.  
 Ginnivan, Frank E., Dramatic Co.; Addison, Mich., 18-23.  
 Hermes & Mariene, Magicians; St. Catharines, Ont., Can., 18-23; Niagara Falls 25-30.  
 Long, Leon, Magician, also Lee's Colored Minstrels; Mobile, Ala., 18-31.  
 Lippincott, Magician; Chesterfield, S. C., 18-21; Marietta, Ga., 23; Carrollton 25-26.  
 Majestic Showboat; Pomeroy, O., 20; Letart, W. Va., 21; Millwood 22; Ravenswood 23; Longbottom, O., 24-25.  
 Marquis, Magician; Washington 18-21; Baltimore 22; Alexandria, Va., 23.  
 Myhra's Tent Show; Melvern, Kan., 18-23.  
 Ricket's Dogs (school show); Douglasville, Ga.  
 Virgil, Magician; Mt. Sterling, Ky., 19; Richmond 20; Cynthia 21; Flemingsburg 22; Augusta 25; season ends.  
 Walker & Cozy's Hay-a-Laf Show; Frankfort, Ky., 18-23.  
 Woolridge, Magician; Kingsbury, Tex., 20; Luling 21; Lockhart 25.

### ADDITIONAL ROUTES

(Received Too Late for Classification)

Barnes, Harold (USO Camp show, Full Speed Ahead, Unit 32), Norfolk (Va.) Training Station 15-21.  
 Belmont Bros. (Zapp Club) Akron, O., 18-30.  
 Clair, Irene (Kauffman's Club Madrid) Buffalo 18-23.  
 Douglas, Roy (Club Warren) Brooklyn 18-23.  
 Douglas & Dolan (Club Lincoln) Brooklyn 18-23.  
 Everett & Conway (Palomar Supper Club) Vancouver, B. C., Can., 18-23.  
 Francis, Benita (Music Box Club) San Francisco.  
 Kahler, Jerry (Seneca Hotel) Chi.  
 Layton's Dogs (Clark's Oasis) Buffalo 18-31.  
 Les & Poppy (Casa Manana Ballroom) Culver City, Calif., 18-23.  
 Manueto, Don, Ork. (Miami Hotel) Dayton, O.  
 Millard, Dick (Reno Club) Houston, Tex., 18-23.  
 Romas, Flying; Dixmoor, Ill., 18-23.  
 Voltane, Val (Mt. Royal Hotel) Montreal, Can., 18-30.



# Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

WALTER W. HURD, Editor  
The Billboard, Ashland Bldg., 155 N. Clark St.,  
Chicago, Ill.

## Patent Reforms

The nation has recently become vitally interested in patents because patent agreements between several American corporations and foreign firms have actually threatened the national safety. Legislation designed to correct some of the many abuses in the patent situation has already been introduced in Congress.

The United States Supreme Court handed down two decisions on May 11 which express the opposition of the highest court to the use of patents to maintain price monopolies. The federal courts for two years or more have shown a tendency toward following important ideas on patent reform contained in a report made to the President by the TNEC (Temporary National Economic Committee) in July, 1939. The recent decision by the Supreme Court indicates that patent reforms are well under way whether new legislation is passed or not.

Patents have always been an interesting subject to the coin machine trade because of the rapid succession of new ideas and machines, but the need for patent reforms goes far beyond the problems of any single industry and is a vital national problem. The recent scare about the control that foreign companies have over American patents is certain to inspire new legislation and changes in our patent laws. But it is probable that present reforms in the patent laws will not go far enough.

Altho everybody hopes for thriving national industries when the world becomes normal again, yet it will be necessary to take some definite precautions to prevent the return of unemployment problems on a national scale. Many people are already thinking seriously about this problem. They remember how unemployment plagued this country for so many years and how it was probably one of the root causes for the outbreak of the present war in Europe. These people observe how a whole nation has been put to work on making materials for war and destruction and they naturally wonder if there is not some way whereby work can be provided for all at peaceful pursuits.

That is a real question and one that everybody needs to think about. When the many causes of unemployment in the past are analyzed it will be seen at once that patent monopolies had a lot to do with it in the richest nation in the world. Many people were never able to realize just why a nation with so many resources as the United States should

have so many millions of people out of work. Well, the present agitation about patents will get pretty close to some of the root causes but there is danger that new legislation may not go far enough in correcting the whole evil of patent monopolies.

One of the greatest moves that could be made to make the American industrial system work in times of peace would be to make patent monopolies impossible. American plants, large and small, could soon put people to work, after the war, if patent monopolies and rackets were broken up

by a completely revamped patent system. It would require a good many details to show how the industrial system is disrupted by patent monopolies and controls, but everyone who undertakes to investigate unemployment eventually runs into the patent control problem.

In the present tire shortage The Chicago Daily News recently published an interesting report of how a monopoly on a process for recapping tires is hamstringing the whole country in the matter of getting tires recapped. It sounds almost unbelievable and yet information came from reliable sources. Such instances could be multiplied over and over again. The ultimate effect of all such monopolies on patents is to reduce employment.

Many leaders have suggested that the U. S. patent system should be completely reorganized so as to make the patent office a vast pool of patents. Under such a system any reliable firm, large or small, could arrange for the use of inventions and ideas by paying a reasonable royalty. No individual or corporation would have the power to tie up an invention or idea, or monopolize it in any way. The pooling of patents has already been tried out on a large scale by the automobile industry as a voluntary plan and the evidences indicate it has been very successful. There are many people who feel that the nation should go all the way and reconstruct the patent system as a gigantic pool of ideas and inventions so that all the people could share in the benefits. If it will help to prevent a return of unemployment on a national scale, it certainly is worth trying.

Maybe the new legislation that is likely to be enacted because of the recent scare will be a long step toward the eventual and complete reform of our patent system for greater prosperity.



Platschke, the first cartoonist to glorify pinball games, portrays the right spirit for all citizens who sacrifice to help win the war. (Cartoon from Chicago Herald-American.)

# Senate Group Views Patents

Hearings planned to find out how important patents have been used

NEW YORK, May 18.—Alfred F. Flynn, writing in *The Wall Street Journal*, says the Senate Patent Committee is really going to dig into the patent situation and amass an official record of patent abuses.

The committee expects to work all summer. It will go before the Senate in the near future with recommendations for major revisions of the patent laws intended to break up what members regard as "giant patent pools backed by huge aggregations of capital."

Thus the committee not only wants to show, if it can, that the patent laws foster monopoly and should be changed but also that many American corporations have taken advantage of alleged weaknesses in the statutes and should be required to share their patents with others for the public good.

Chairman Homer T. Bone of the Senate Patents Committee is supported by a trust-busting bloc in the Senate which believes it has a good chance of getting legislation thru at this session in spite of the pressure of legislation dealing directly with the war effort.

The committee has about 60 different subjects to investigate, all relating to the control of patents in such a way that production was hampered in this country instead of stimulated, according to committee members.

### To Call Oil, Chemical Companies

Big American oil and chemical companies as well as drug manufacturers will be called to challenge material which will be put in the record "under oath" by government witnesses.

The material was subpoenaed from the files of the Anti-Trust Division of the Justice Department, the Petroleum Coordinator's Office and the War Production Board. In the latter case the material consists of contracts with the government which contain royalty licenses.

Some of the anti-trust material formed the basis for suits against some companies while some were not conclusive enough to go into the courts.

The committee intends to show that substitute processes for sulphuric acid, for example, were "put on ice" because their general use would reduce the value of the owner's oil property.

There also will be public hearings on the patents on optical goods and how they have affected military needs.

High octane gasoline processes involving a group of oil companies will be investigated as well as gasoline pumps for aviation.

Patents on dye stuffs will be another subject coming before the committee during its investigation.

### To Investigate Quinine Substitutes

An investigation into quinine substitutes and other medical patents is being planned. Senators say it will present a strong case for revision of the patent laws.

Synthetic rubber processes, already touched on by the Truman Defense Investigating Committee, will be looked into by the Bone probe.

Soap processes and patents on ammunition and powder making also will come up for a hearing.

The committee already has touched on carbide steel processes, plastics, zinc, magnesium and aluminum patent controls.

Committee members and their experts contend that revision of the patent law to provide for some form of compulsory licensing is the greatest immediate need.

### New Patent Law Asked

It is contended that the Justice Department, in entering consent decrees in anti-trust cases, has granted immunity from assault to companies which have restrained trade thru patent ownership. The committee wants a law that will provide that whenever the government finds that monopoly is created in violation of the law, the patents involved be put to general public use.

Provision which would require government representation in interference suits also is being written. It has been found, members of the committee say, that where two patent owners find their patents in-

terfere with each other, they enter into some form of agreement which lessens rather than stimulates competition.

According to the committee's general counsel, Creekmore Fath, some form of compulsory licensing even on a royalty free basis would promote the development of patents rather than discourage science and the useful arts.

The incentive for development of new processes lies in competition, he said, rather than in monopoly. When a new process is developed by a company, he said, all competing companies invariably get busy with research in an effort to equal the opposition's new product.

### Provision of New Patent Bill

Chairman Bone and Senators LaFollette and O'Mahoney recently joined in the introduction of a new patent law revision bill which would:

1. Release patents for public use for reasonable compensation to be fixed by the commissioner of patents where owners failed to make use of them within three years after their issuance.

2. Make it unlawful to grant a license for use of a patent under an agreement which places restrictions on the patent's use as to quantity of production, price or limitation on geographical area where patent may be used or products of patent sold.

3. Make it unlawful to enforce any such agreements after 90 days from enactment of the new proposed law.

4. Require registration with the Federal Trade Commission of any sales, assignments or other conveyance of any patent.

5. Require two suits against an alleged



SERG. MILTON BAINBRIDGE, former sales manager of Benjamin Sterling Jr., Wurlitzer distributor in Northeastern Pennsylvania, is another of the many columnists in service. He's at the army flying school, Brooks Field, Texas.

infringer. First the owner must obtain a decree against a manufacturer or supplier holding the patent valid. Second, he can then bring damage suit.

6. Bar assignment of patent rights which would lessen competition or create monopoly unless such restriction is necessary to promote the progress of science or the useful arts.

## BRIEFS OF THE WEEK

### Deaths

A. H. (Jack) Bechtol at Daytona Beach, Fla. Burial there on May 16. Bechtol headed the Florida Coin Machine Exchange and was one of the founders of the A. B. T. Manufacturing Company, Chicago.

### Births

A daughter, Roberta Diane, to Mr. and Mrs. Oscar Truppman. Father is affiliated with the Modern Music Company, Minneapolis.

### Personnel

Decca Distributing Corporation transfers during the week included the sending of Herb Nussbaum from Washington to Richmond, Va., and Buford Hudson from Richmond, Va., to Jacksonville, Fla.

Irving Pearlberg is now sales representative for the Bell Coin Machine Exchange in Western Pennsylvania.

Geraldine Swanson replaces Jack Taylor at the F. C. Hayer Company, Minneapolis.

H. J. (Jack) Hellwell has been named district manager for Tri-Way Products Company in the Southwest. Headquarters are at 304 South Jefferson, Dallas, Tex.

### In Military Service

Jack Taylor, F. C. Hayer Company,

Minneapolis, has enlisted in the Canadian air force.

Nelson Baker, Paul Laymon Company, Los Angeles, to the army.

Sam Shore, Raymond Rosen Company, Philadelphia, to the army.

### New Addresses

Techniprocess and Associated Producers Distributing, Inc., 4516 Sunset Boulevard, Los Angeles.

W. P. Considine, secretary Vending Machine Operators' Association of Chicago, 2825 North Cambridge Avenue, Chicago.

W. A. (Bill) Bye, Wurlitzer distributor, has moved his headquarters from San Francisco to Denver, 1932 Broadway.

### Firm Changes

Certificate of authority to do business in Virginia has been issued to the Decca Distributing Company by the Virginia Corporation Commission.

### New Firms

Dave Friedman and Phil Raisen have established an operating firm in Brooklyn.

Max Elbom, Nathan Shapiro and Jack Kell have formed a partnership in the 20th Century Vending Company, 2717 Sturtevant Avenue, Detroit.

## News Highlights May 11-16 . . .

SEATTLE.—Another test case of the city license on music boxes is in the making. About two years ago a city license on music boxes was declared unconstitutional.

CINCINNATI.—The city pinball license recently passed became effective on May 15. In addition to a business license, the ordinance assesses a fee of \$10 on each game plus a \$1 location fee.

MILWAUKEE.—The Wisconsin Tavern Keepers' Association May 12 voted not to press the city to speed up the issuance of licenses under the new pinball license ordinance. City officials have said it might be June 1 or later before the licenses are ready.

DES MOINES.—In one of two pinball test cases the Iowa State Supreme Court decided five to three that free plays constitute gambling. The minority report made a strong defense of pinball games.

FRANKFORT, Ky.—The Kentucky Court of Appeals, in a pinball test case, decided that free plays constitute gambling.

DALLAS.—The American Federation of Musicians will begin its annual convention here June 7.

ATLANTIC CITY.—Newspaper reports say pinball games are being placed back on location here.

WASHINGTON.—Reports say that Congress is planning to rush a good many bills thru before adjourning for July and August. An amendment to reduce the federal excise tax on counter machines may have a chance for passage. The Ways and Means Committee had not yet reported on its tax bill (May 16).

JACKSON, Miss.—State tax reports for April showed a revenue from licenses on coin machines of \$5,187, as compared with \$4,510 for April, 1941.

# Newspaper Gives Liberal Space to Defense of Games

The La Salle (Ill.) Post, daily newspaper, devoted a full column in its issue of April 25, 1942, to reporting the arguments in favor of pinball games by Attorney George Liddell, representing operators.

The 63-page argument is highlighted by examples designed to prove the pinball machine with its free game device is a game of skill. Comparisons are made with baseball, basketball, hockey and golf, motion picture shows and dining in eating houses that specializes in giving their patrons all they can eat for a specified price.

A court had recently held that the pinball machine was a gambling device because the ball that actuates the scoring bumpers could not be controlled.

In answer to this, Liddell declares "the criterion of what constitutes a game of skill is not whether the ball can be controlled after the original impetus. Nor is it how much money must be expended to learn the game. It is simply whether the game can be learned so that practice and ability can give a person generally better results than a novice can attain."

### Compared With Golf

Liddell compares the pinball machine with the game of golf in several arguments. He states "it may take a great many nickels to become skilled at the game. But the amount of expense involved in becoming skilled is certainly not the determining factor. Golf may take the expenditure of hundreds of dollars and years of practice for the beginners to become proficient, but it is not a game of chance."

He contends at great length that free plays do not constitute "money" or something of value within terms of the law. He argues that "nowhere is the original nickel staked, bet, won or lost. It is merely the means of getting the game started. . . . It is a payment for the original service."

Another point advanced in the brief is "the idea that the right to obtain a bit more or less amusement, either in quality or quantity, providing that an undetermined amount of amusement is the thing originally bargained for, does not take one into the realm of gambling."

"That the amount of amusement to be received is not definitely fixed," the brief continues, "does not make it an additional thing of value. Movies furnish a good example. When one goes to a movie he knows that he is going for amusement. But the amount of amusement he will receive depends on many factors beyond his control. The length of the picture varies. Thus the quantity varies. When the party purchases his ticket he does not know just how much amusement he will get in return for his money. But the point is that does not matter. And, a movie is not known as a gambling device."

### Draws Other Analogies

The games of baseball, basketball or hockey, according to the argument, present an "ever more striking analogy." He argues that a baseball game often goes into extra innings and that a basketball game frequently calls for overtime play. Referring again to golf, Liddell argues that "scores of golf players vary so that the amount of amusement they receive is never fixed, regardless of the price they pay."

Citing another example, Liddell contends "many restaurants have long been in the practice of permitting a patron to partake of as much food as he desires for a specified sum of money. The amount of food will differ in each instance, depending upon the mood of the patron and other intangible factors. Despite the fact that a varying amount of value is received for a specified sum, such restaurants have never been considered lotteries or gaming halls."

Referring again to golf and to the finding of the court that the player has no control of the ball in the pinball machine after it is released, Liddell argues that "clearly, a golfer cannot control his shot, once he has started the ball. There are many instances of lucky and unlucky bounces due to the fact that the ball hit a tree or a rock. Yet no one would argue that golf is not a game of skill. The fact is that the determining factor is whether a novice can learn how to control the original impetus of the ball. It is not whether any elements of chance may intervene after this point."

After June 1 production of alloy iron and steel will be subject to monthly melting schedules to be issued by the director of industry operations, according to a WPB announcement.

Superior Metal Company, of Chicago and Bethlehem, Pa., has been barred from dealing in nickel for a period of two months. WPB charged misrepresentations in getting nickel anodes last September.

In an open letter, WPB Chairman Donald Nelson asked all consumers, especially large industrial users and war plants, to stockpile coal. Citing possible transportation bottleneck later in the year, Nelson advised dealers in the retail field to apply for loans direct to RFC or to their local banks if they need such assistance in building up coal stocks.

Two days' operation under ODT general order No. 1 resulted in savings of 31 per cent in closed freight cars loaded

# NEWS OF PRIORITIES and MATERIALS

## Developments of the Week in All Industries

with less-than-carload merchandise, ODT Director Eastman reported. General order No. 1 became effective May 1 and sets a five-ton weight minimum on merchandise loading and prohibits use of closed cars in intra-terminal movement.

In the first action of this kind involving the petroleum industry, WPB prohibited all but essential production in certain of the wells of the Bel-Air Oil Company, Los Angeles, for a period of three months and refused assignment of preference ratings on materials delivered to the company. Company is charged with using scarce material to drill a well which did not conform to uniform well-spacing pattern established in conservation order.

The Aluminum Company of America offered May 9 its rebuttal to the frequent accusation that aluminum is the bottleneck holding up the tools of war. It displayed its new war-born fabrica-

tion plant, a place so immense that the mind can hardly realize it actually exists, and its production boss made the flat promise that by the end of the year it will be turning out 50 times more sheet aluminum—the stuff that goes into airplanes—than was produced prior to 1939. The new plant is a giant among giants in the nation's war industry—true, not yet a fully grown giant, but one that is going to perform awesome feats of strength once it reaches full growth. Without power supplied by TVA it would never have been possible to build such an immense plant.

War production industries are beginning to consume materials so rapidly that it will be impossible to convert all of the country's plants to war work, and those which do not immediately get into some kind of essential output will soon find it impossible to do so, according to C. A. Renard, secretary-treasurer of the National Association of Purchasing Agents, also chief of the WPB Printing and Publishing Section. He points out that new war production facilities will be in operation by fall, with first call on materials.

Lumber, declared to be emerging as America's No. 2 critical war material, is not being produced fast enough for war and civilian purposes. The only solution seen is the WPB order which for 60 days limits mill shipments of softwood construction lumber to the army, navy and maritime commission. Stocks in retail yards, estimated to be approximately 7,000,000,000 feet, are said to be sufficient to supply the essential civilian demands during the period the order is in force.

Time-consuming energy-dissipating annual gatherings are being passed up by busy business men. Such "non-essential" gatherings as those of American Legion and women's patriotic organizations are abandoned for the war period. Normally serious meetings will lack their usual banquets.

Bicycles rebuilt for one or two cost double the pre-Pearl Harbor prices for new ones. Dealers are assembling bikes from collections of old frames and new parts. One downtown New York shop is said to get as much as \$100 for baked enamel frame jobs (against \$45 for good new ones formerly). Cycles merely repainted bring as much as \$60; they have a minimum of chrome trimmings.

Two and two make four—airplanes. That's the way grade-school pupils of the future will learn their simple arithmetic. Two air-minded textbook writers

from Eastern universities are substituting planes and airspeed for old-style railroad and steamboat stuff.

The Gilbert Clock Corporation, one of the industry's three largest, has introduced molded wooden pulp and glass clock cases. They are expected to release about three-fourths of the metal formerly used in cases. Brass consumption may be brought down to 25 pounds per 100 clocks; some styles had used 366 pounds; steel use may be cut to 460 from 956 pounds.

Vague threats of auto-and-tire requisitioning have had a psychological backfire, causing motorists to decide it's no use to conserve. Long-range tire budgets go by the board. (One salesman on a recent Chicago-to-Cleveland (350-mile) trip said he was traveling 45 to 50 miles an hour but estimated that more than 200 cars passed him.) Gasoline rationing in the East is expected to be the biggest auto tire saver, but motorists scramble to get all the gas they can.

Several senators of Western mining States May 9 favored the coinage of a silver "one bit piece," worth 12½ cents, as a measure to restrict price rises of articles now selling for a dime. The senators said there was danger that 10-cent articles would go to 15 cents because of lack of an intermediate coin.

Steel-plate inventories are excessive in some arms plants and shipyards and deficient in others. As a result WPB may take over the job of working out delivery schedules, a task now performed by steel companies.

Approximately 300,000 tons of copper and brass—frozen in stocks of companies throughout the country—will be purchased or requisitioned by the government for munitions, WPB said May 13. Elaborate machinery for recovery of the copper left idle by WPB conservation and limitations orders has been established, including formation of a new reconstruction finance corporation subsidiary, copper recovery corporation, in New York City.

New York City's rapid transit officials have hopes of raising the 5-cent subway fare. That conclusion is implicit in their avowed reluctance to part with the more than 10 million 7-cent tokens that came into the city's possession in 1940, coincident with purchase of the former I. R. T. lines. The tokens—representing roughly 52 tons of scarce and strategically important war material—can prove of real value to the city only in the event of a subway fare increase.

A plan to sell automobiles now for post-war delivery so that buyers who pay early would have first priority on peacetime production has been advanced by Dr. Rolf Nugent, chief of the automobile branch of the OPA. Under the proposal salesmen would be kept busy taking orders, finance companies would handle the payments and advertising agencies would appeal to the public to buy. The consumer would be entitled to a cash discount on his advance purchase.

### FOR SALE

1 Mod. 600 Buiton Selector Wurlitzer, equipped for 110 Delep. DC. excellent condition, clean looking, \$185.00. 30 Keeney 24 Selection Wall Boxes, each \$15.00. 3 Master Motors for Keeney Boxes, each \$20.00.

## NATIONAL MUSIC CO.

ABILENE, TEXAS

## MAYFLOWER SPECIALS

**NEW CONSOLES IN CRATES**  
Bakers Races, J. P. . . . \$349.50  
4 Bell Skill . . . . . 520.00  
4 Bell . . . . . 495.00  
4 Way . . . . . 485.00  
2 Way . . . . . 379.50  
Roll 'Em . . . . . 220.00  
Jumbo Parade . . . . . 155.00  
**FACTORY RECONDITIONED**

**CONSOLES**  
'40 Track Odds, Ruck-  
lay . . . . . \$199.50  
'40 Riviera . . . . . 199.50  
'40 Gal. Dom., J.P. . . . 189.50  
'40 Western Track Odds 189.50  
Triple Entry . . . . . 130.00  
Paces Races, Serial  
over 6000 . . . . . 130.00  
Bally Roll 'Em . . . . . 160.00  
Jumbo Parade, F.P. . . . 119.50  
Pace Reel Sr., '40 . . . . 119.50  
Saratoga, '40 . . . . . 119.50  
Past Time, Keeney . . . . 119.50  
Jumbo Parade, P.O. . . . 99.50  
Silver Moon . . . . . 109.50  
Pace Reel Jr., '40 . . . . 109.50  
'39 Track Odds . . . . . 90.00  
'39 Track Time . . . . . 90.00  
Charlie Horse Twin . . . . 90.00  
Jennings Fast Time . . . . 79.50  
Stanco Bell . . . . . 69.50  
Square Bell . . . . . 69.50  
Pace Reel, '39 . . . . . 69.50  
'39 Saratoga . . . . . 69.50  
Keeney Kentucky Club . . 59.50  
Silver Bell . . . . . 39.50  
Red Head Track Time . . . 39.50  
Long Champ . . . . . 39.50  
Exhibit Race . . . . . 39.50  
Jenn. Multiple Console . . 35.00  
Long Champ Jr. . . . . 30.00  
Bally Club House . . . . . 29.50

**FREE PLAY CONSOLES**  
**NEW**  
Bally Club Bell . . . . . \$269.50  
Keeney Super Bell . . . . 265.00  
High Hand . . . . . 209.50  
Sun Ray . . . . . 209.50  
5 Late Jenn. Cigarolas . . 89.50  
40 Late Columbia J.P.  
and Gold Award . . . . 39.50  
100 New Columbia . . . . 79.50  
50 New Brown Fronts . . . 185.50  
50 New Blue Fronts . . . . 185.50  
50 Gold Chromes . . . . . 205.50  
15 Club Consoles . . . . . 299.50

**ARCADE EQUIPMENT**  
New, in Original Cases.  
Evans Play Ball . . . . . \$300.00  
Torpedo . . . . . 269.50  
King Pin . . . . . 269.50  
Test Pilot . . . . . 299.50  
Hockey . . . . . 269.50  
Keeney Submarine . . . . 269.50  
**RECONDITIONED PAY OUT**

**TABLES**  
Spinning Reel . . . . . \$99.50  
Grand National . . . . . 75.00  
Grand Stand . . . . . 69.50  
Pace Maker . . . . . 60.00  
Hawthorne . . . . . 40.00  
Thistle-down . . . . . 55.00  
Sport Page . . . . . 39.50  
Gold Medal . . . . . 30.00  
1-2-3 . . . . . 29.50  
Handy Capar . . . . . 29.50  
**FACTORY RECONDITIONED**  
**SLOTS**  
Chrome Bell . . . . . \$159.50  
Bonus Bell . . . . . 139.50  
Melon Bell . . . . . 129.50  
Brown Front Club Han. . . 119.50  
Bally Bell . . . . . 119.50  
Blue Fronts Club  
Handles . . . . . 109.50  
Silver Chief . . . . . 99.50  
Jenn. 4 Star Chief . . . . 89.50  
War Eagles . . . . . 69.50  
Pace Slug Proof DeLuxe . . 69.50  
Pace DeLuxe . . . . . 49.50  
Pace All Stars . . . . . 39.50  
Galle Console DeLuxe . . . 119.50  
Q. T., Streamline . . . . 35.00  
Watling Rollatop . . . . . 34.50  
West Pocket, Blue and  
Gold . . . . . 32.50  
Callie Cadets . . . . . 29.50  
West Pocket, Green . . . . 24.50  
**RECONDITIONED PHONO-**  
**GRAPHS**  
4 412 Wurlitzers . . . . . \$ 89.50  
5 Rockola DeLuxe . . . . . 159.50  
11 Wurlitzer Model 41 . . . . 89.50  
2 Caphart . . . . . 20.00  
2 Seeburg Symphonola . . . 40.00  
11 Thrones of Music . . . . 149.50  
2 Empresses . . . . . 150.00  
2 Rockola 16 . . . . . 40.00  
3 616 Wurlitzers . . . . . 59.50  
1 Seeburg Gem . . . . . 169.50  
1 Seeburg Crown . . . . . 149.50  
1 Seeburg Major with  
Stroller & 2 Boxes. . . . . 340.00

**1 Rockola Super Rock-**  
**olite with 8 Boxes \$425.00**  
New Double Safe Stands 39.50  
New Weight Stands . . . . 11.50  
Used Single Stands . . . . . 7.00

**NEW FIVE BALLS**  
Long Acres . . . . . \$289.50  
Pimlico . . . . . 289.50  
Mills Ovis, in Orig.  
inal Crates . . . . . 99.50  
**USED FIVE-BALL NOVELTY**  
**GAMES**  
Gold Star . . . . . \$29.50  
Mascot . . . . . 29.50  
League Leader . . . . . 29.50  
Fleet . . . . . 27.00  
Summer Time . . . . . 24.50  
Glamour . . . . . 25.00  
Follies . . . . . 24.50  
Sports . . . . . 24.50  
Sparky . . . . . 24.50  
Red Hot . . . . . 25.00  
Top Notcher . . . . . 22.50  
Fantasy . . . . . 22.50  
On Deck . . . . . 22.50  
Big Town . . . . . 22.50  
4-5-6 . . . . . 22.50  
Limelight . . . . . 22.50  
Oh! Johnny . . . . . 22.50  
Score Champ . . . . . 22.50  
Commodore . . . . . 22.50  
Dough Boy . . . . . 20.00  
Champion . . . . . 20.00  
Bowling Alley . . . . . 20.00  
Champ . . . . . 20.00  
Yacht Club . . . . . 20.00  
Lite A Card . . . . . 22.50  
Roxie . . . . . 20.00  
Wings . . . . . 20.00  
Sporty . . . . . 20.00  
Lancer . . . . . 20.00  
Flagship . . . . . 17.50  
Rotation . . . . . 17.50  
Annabel . . . . . 17.50  
Sky Line . . . . . 17.50  
Gongo . . . . . 15.00  
All Baba . . . . . 15.00  
Double Feature . . . . . 15.00  
Shortstop . . . . . 15.00  
Score Line . . . . . 15.00  
Super Six . . . . . 12.50  
Super Charger . . . . . 12.50  
Record Time, F.P., Multi  
Late 1-2-3, F.P. . . . . 79.50  
**TERMS: 1/3 Deposit,**  
**Balance C. O. D. With Order**

## MAYFLOWER NOVELTY CO.

2218 UNIVERSITY AVE.

ST. PAUL, MINN.

### WE OFFER THE FOLLOWING GAMES FOR IMMEDIATE DELIVERY; THOROUGHLY RECONDITIONED; LOOK AND WORK ALMOST AS GOOD AS NEW

**A.B.C. Bowler . . . . . \$47.50**  
Argentine . . . . . 64.50  
Air Circus . . . . . 97.50  
Barrage . . . . . 39.50  
Belle-Hop . . . . . 47.50  
Big Parade . . . . . 89.50  
Bolaway . . . . . 59.50  
Bosco . . . . . 69.50  
Capt. Kidd . . . . . 64.50  
Click . . . . . 74.50  
Cross line . . . . . 29.50  
Dark Horse . . . . . 139.50  
Defense . . . . . 97.50  
Entry . . . . . 39.50  
Four Diamonds . . . . . 47.50  
Fox Hunt . . . . . 24.50  
Gold Cup . . . . . 47.50

**FREE PLAY GAMES**  
Gun Club . . . . . \$57.50  
Hi Stepper . . . . . 39.50  
Home Run, '42 . . . . . 79.50  
Horoscope . . . . . 47.50  
Jungles . . . . . 59.50  
Jungles, Brand New,  
Original Cases . . . . . 97.50  
Legionnaires . . . . . 59.50  
Majors '41 . . . . . 47.50  
Miami Beach . . . . . 54.50  
Monicker . . . . . 74.50  
Mystic . . . . . 24.50  
New Champs . . . . . 79.50  
1-2-3, '39 . . . . . 47.50  
1-2-3, '40 . . . . . 105.00  
Owl . . . . . 97.50  
Play Ball . . . . . 29.50  
School Days . . . . . 34.50

**Sea Hawk . . . . . \$39.50**  
Seven Up . . . . . 44.50  
Skylark . . . . . 159.50  
South Paw . . . . . 59.50  
Speed Ball . . . . . 47.50  
Spot-A-Card . . . . . 69.50  
Spot Pool . . . . . 59.50  
Star Attraction . . . . . 59.50  
Super Charger . . . . . 19.50  
Super Chubbie . . . . . 44.50  
Target Skill . . . . . 44.50  
Texas Mustang . . . . . 69.50  
Towers . . . . . 69.50  
Twin Six . . . . . 57.50  
Victory . . . . . 89.50  
Zig Zag . . . . . 44.50  
Zombie . . . . . 29.50

**FREE PLAY CONSOLES:** Silver Moon Mint Venders, \$139.50; Jumbo Parades, \$89.50; Mills' Free Play Mint Venders, \$89.50; Jennings' and Pace Mint Venders, \$69.50.

**NEW GAMES:** Long Acres, Sky Chiefs, Gobs, Keep 'Em Flying and Four Aces. Write for Prices.

**EXTRA SPECIAL:** Ten Bally Coca-Cola Venders and Carbonator, \$2,500.00.

We suggest you wire your order. You may use any of the above games one week and if not entirely satisfied with same you can return to us, charges prepaid, and we will refund the entire purchase price. One-Third Deposit Required. Mention Second and Third Choice.

## AUTOMATIC SALES CO.

203 SECOND AVE., N., NASHVILLE, TENN.

## A. H. (Jack) Bechtol Passes . . .

DAYTONA BEACH, Fla., May 16.—The funeral of A. H. (Jack) Bechtol was conducted here today. Bechtol had not been in good health for some time. He is survived by a wife and son.

Bechtol was one of the real pioneers in the coin machine industry, having spent about 35 years of his life in it, and was very popular with all who knew him. He was one of those likable men who work hard at their own businesses, work for the good of the industry as a whole, and also hold high business principles.

He headed the Florida Coin Machine Exchange here and also was widely known as one of the three founders of the A. B. T. Manufacturing Company in Chicago. He was said to be the "B" in the A. B. T. firm. Walter A. Tratsch, president of the Chicago firm, attended the funeral.

### You can ALWAYS depend on JOE ASH—ALL WAYS

EVERY FREE PLAY GAME THOROUGHLY CHECKED, CONDITIONED LIKE NEW WITH COMPLETE F. P. ATTACHMENT, SCORE CARDS, ETC.

**A. B. C. Bowler . . . . . \$49.50**  
All American . . . . . 27.50  
Big Time . . . . . 29.50  
Bola Way . . . . . 49.50  
Do-Re-Mi . . . . . 39.50  
Double Play . . . . . 29.50  
Club Bells . . . . . 224.50  
Gun Club . . . . . 54.50  
Home Run '42 . . . . . 69.50  
Horoscope . . . . . 42.50  
Hi Hands . . . . . 139.50  
Legionnaire . . . . . 44.50  
League Leader . . . . . 24.50  
Majors '41 . . . . . 39.50

**Metro . . . . . \$29.50**  
Miami Beach . . . . . 49.50  
Mills 1-2-3, '40 . . . . . 84.50  
Play Ball . . . . . 34.50  
Polo . . . . . 24.50  
Red, White, Blue . . . . . 29.50  
Snappy . . . . . 49.50  
Sport Parade . . . . . 29.50  
Star Attraction . . . . . 44.50  
Sunbeam . . . . . 29.50  
Super Chubbie . . . . . 44.50  
Target Skill . . . . . 24.50  
Ten Spot . . . . . 37.50  
Trailways . . . . . 34.50

**Twin Six . . . . . \$39.50**  
Texas Mustang . . . . . 54.50  
Ump . . . . . 24.50  
Velvet . . . . . 34.50  
Wild Fire . . . . . 37.50  
Wow . . . . . 24.50

**EXHIBIT PUNCHING**  
**BAG, '41 . . . . . \$175.00**

**TERMS: 1/3 with all orders,**  
**balance C. O. D. Give 2nd**  
**and 3rd choice. Full cash**  
**all orders \$25 or less.**

## ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656.

# West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, May 16.—With the month half gone, coin machine men report good business. Demand for used equipment has been good and is bringing good prices. Operators report takes on music machines are up.

Coin machine men are doing their share in civilian war activities. Many have volunteered for first aid, air-raid wardens, fire watchers and the like. In addition to filling these posts, the coin machine men have also purchased thousands of dollars' worth of War Savings Stamps and Bonds.

### Washburn Chi's

Charles Washburn, coin machine jobber, left here yesterday (15) for a trip east. Route will include Chicago. While he's away the routine will be handled by Gladys Washburn. . . . Bob Tanner, music machine operator, is one of the luckiest guys in Los Angeles. . . . Max Thiede, E. T. Mape Music Company, is in San Bernardino. . . . L. T. McCreary, Los Angeles manager for E. T. Mape, spent a large part of the week in San Diego on business. . . . Nelson Baker, formerly serviceman for the Paul Laymon firm, is in the army. He was given a vacation and the office staff thought he was enjoying it near San Francisco. A recent letter disclosed that he had resigned and is now a real serviceman. . . . Howard Grohe recently purchased another route in Long Beach.

### LaRose-Happel Meeting

Old business associates, George LaRose, formerly with Osborn & LaRose, Pon du Lac, Wis., and William Happel Jr., Badger Sales, had a big time talking over old times in Wisconsin. . . . W. P. Falkenberg and W. S. Farrell are in charge of the Phonette Company here. . . . Techni-process, headed by Mario Castagnaro, has moved to new quarters at the Tallman Studios. . . . Les Lorden, film exchange operator, reports that the demand for films for movie machines increasing. . . . Bud Parr, General Music Company, is interested in dogs and cameras. He has several bronze models of prize-winning dogs on his desk.

### Corcoran Visitor

William Corcoran, of San Francisco, Pacific Coast district manager for Buckley Music Systems, was in town for a visit with Bud Parr, General Music. Corcoran was on his way to San Francisco from Chicago. . . . Lee Webb, Webb Music Company, Los Angeles, reports his

music business doing exceptionally well. . . . Russell Collier, Cigarettes Unlimited Company, says his cigarette machines in the army camps in the Los Angeles area keep him running.

### Music in Mexico

Frank Navarro, Navarro Phono Service, reports music operations in Mexico City good. . . . Ray Ressel, of Riverside County, is in the draft and the board has warned him to get set for the whistle. . . . Charlie Peverly, Oxnard, Calif., was in town looking over stocks. He's been operating there for over 20 years. . . . Bill LeBahan, LeBahan Music Company, in Orange County, is turning out to be a big booster for that section. He is quoting *Nation's Business* on its report that Orange is the wealthiest county in the U. S. A. per capita. . . . Walter E. Gaunt, O. K. Music Company, in 29 Palms, is readying an arcade at Big Bear Lake to open May 30.

### Shields to Diego

Percy Shields has been making frequent business trips to San Diego. Mrs. Mae Shields is in charge of the business during his absence. . . . Tex Miller, Blythe, Calif., has turned out to be luckier than he thought. He has no tire shortage troubles. All of his locations except one are within walking distance. Mac Mohr is watching the thermometer rise so that he can start his electric fan campaign. A. M. Keene, Taft, Calif., head of Kenomatic Company, recently returned from his second flying trip to Mexico City.

## Keep 'Em Bombing Sales Report Good

CHICAGO, May 16.—"Sales of Keep 'Em Bombing are going along at a good clip," state Eddie and Morrie Ginsburg, heads of Atlas Novelty Company. "When the Daval Company first demonstrated a sample we saw in Keep 'Em Bombing a counter game that has definite possibilities for every retail counter. This game encourages the sale and distribution of War Stamps to the public. There is no tax on the operation of the game. It has a fast, fascinating action and meets the requirements of all types of players because it allows 1 to 25 pennies per play. It is timely and colorful and expresses everyone's desire to bomb the Japs.

"The volume sales we are getting for Keep 'Em Bombing comes from operators who tried out a sample. Steady re-orders in quantity lots back up our first impression of this counter game. All of us know that the true test of the merits of any game are the re-orders it wins for itself.

"Naturally, the quantity we were allowed to purchase was limited. We cannot get more of them, yet we do not intend to hold this game for future sales. We urge operators to add fast profits by using Keep 'Em Bombing."

## Frank Tells of Huge Game Stock

NASHVILLE, Tenn., May 16, — Joe Frank, Automatic Sales Company, Nashville, Tenn., has announced his firm is now holding the biggest sale in 10 years. "We have the largest and finest stock of thoroly reconditioned coin-operated equipment that has ever been on our 10,000 square feet of floor space," he said.

He also stated that the Automatic Sales Company is not going out of business due to a so-called shortage of coin-operated equipment. "We have accumulated a large stock of new and used machines to supply any reasonable demand that may come along and will positively not raise any prices on our present stock as long as it lasts regardless of how scarce equipment may get," Frank declared.

Frank also states that the Automatic Sales Company is carrying 10 times its normal stock of parts in order that his firm's customers of 10 years' standing will be able to keep games operating for the duration.

His suggestion is: "Keep your present equipment clean and in good repair and it will get as much play as ever and will continue to make you money in the future the same as in the past."

# CLEVELAND COIN'S TRADING POST

TO BUY, SELL OR TRADE

Airport . . . \$17.50	Dude Ranch . . \$29.50	Majors of '41 . . \$52.50	Spot Pool . . . \$69.50
All American . 37.50	Duplex . . . . 47.50	Mascot . . . . 17.50	Shottens . . . 15.00
Anabel . . . . 27.50	Fantasy . . . . 17.50	Mr. Chips . . . 17.50	Snerly . . . . 17.50
Attention . . . 32.50	Fifth Inning . 17.50	Metro . . . . 35.00	Stars . . . . 35.00
Barrage . . . . 29.50	Flash . . . . 17.50	Nippy . . . . 17.50	Super Chargers 17.50
Big Chief . . . 39.50	Flicker . . . . 32.50	Oh! Boy . . . . 17.50	Sun Beam . . . 45.00
Bandwagon . . 29.50	Four-Five-Six . 17.50	Repeater . . . 39.50	Super Six . . . 17.50
Big Show . . . 17.50	Follies . . . . 17.50	Roxy . . . . 17.50	Three Scores . 17.50
Blondie . . . . 22.50	Gold Star . . . 35.00	Scare Champs . 17.50	Thriller . . . . 17.50
Boontown . . . 30.00	Formation . . 25.00	Score-a-Line . 20.00	Topper . . . . 17.50
Bowling . . . . 17.50	Holdover . . . 17.50	Scope . . . . 17.50	Triumph . . . . 17.50
Broadcast . . . 39.50	Horseshoe . . . 49.50	Sea Hawk . . . 39.50	Up & Up . . . 17.50
Cherry . . . . 17.50	Hi-Hat . . . . 42.50	Seven Up . . . 42.50	Ump . . . . 25.00
Capt. Kidd . . . 60.00	Headliner . . . 17.50	Short Stop . . 25.00	Variety . . . . 17.50
Commodore . . 17.50	Jolly . . . . 17.50	Sky Ray . . . . 49.50	Vocation . . . 17.50
Crossline . . . 35.00	Leader . . . . 29.50	Skyline . . . . 29.50	Vogue . . . . 17.50
Dixie . . . . 29.50	League Leader . 29.50	Speed Demon . 25.00	Wow . . . . 32.50
Big Time . . . 39.00	Lime Light . . 17.50	Speedway . . . 25.00	Yacht Club . . 19.50
Do-Re-Mi . . . 45.00	Landslide . . . 25.00	Sport Parade . 35.00	Zambie . . . . 29.50

### FIVE BALLS FREE PLAY

5 Black Anti-Aircraft \$ 49.50	3 Keeney Submarine Guns . . . \$275.00	5 Ten Strike . . . \$ 75.00
1 Brown Anti-Aircraft 55.00	Keeney Aid Raiders . . . 145.00	Test Pilot . . . . Write
Batting Practice, new 179.50	1 Magic Finger . . . . 95.00	1 Texas Leaguer, Del. . 35.00
3 Batting Practice . . 129.50	6 Merchantmen . . . . 45.00	2 Vitalizers . . . . 55.00
2 Advance Sheckers . . 10.00	10 Mountain Climbers . 175.00	3 X-Ray Pickers, new . 135.00
8 Buckley Del. Diggers 85.00	3 New Hitter Targets . 25.00	2 Western Deluxe Base-Balls . . . . . 85.00
15 Chicago Coin Hockey, Slightly Used . . . 245.00	1 Open Season . . . . 59.00	
4 Daval Bumper Bowling 45.00	3 Paces Scales . . . . 35.00	
1 Drive-Mobile . . . . 195.00	5 Pikes Peak, new . . . 20.00	
10 Drop Picture Machines, Motor Type . . . . 39.50	5 Rotary Claws . . . . 165.00	
1 Golf Casino . . . . 35.00	2 Shoot the Bull . . . . 65.00	
10 Gott. 3-Way Grippers 14.00	2 Sky Fighters . . . . 195.00	
1 Jenn. Barrel Roll . . . 95.00	Scientific Baseball, new 125.00	
	Scientific Basketball, new . . . 125.00	

WANTED TO BUY OR ACCEPT IN TRADE: Wall Boxes, Wire Adapters, Music Machines, Arcade Equipment, Chrome Bells, Vest Pockets, One-Ball Free Play, Large and Small Skee Balls, Scales, Rotaries, Bottle Vending Machines.	Write or Wire, Giving Price, Condition and Quantity. Terms: One-Third Deposit, Balance C. O. D.
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CLEVELAND COIN MACH. EXCHANGE, 2021 Prospect Ave., Cleveland, Ohio. Prospect 6316-7

ABC Bowler . . \$69.50	Dixie . . . . \$31.50	Play Mate . . \$19.50	Strat-o-Liner . \$39.50
Attention . . . 39.50	Duplex . . . . 44.50	Palo . . . . 27.50	Speed Demon . 19.50
Anabel . . . . 24.50	Do Re Mi . . . 59.50	Power House . . 22.50	Spot Pool . . . 64.50
All American . 39.50	Follies . . . . 16.50	Super Charger . 14.50	Sky Ray . . . . 54.50
Bolaway . . . . 89.50	Flicker . . . . 39.50	Stars . . . . 42.50	Show Boat . . . 54.50
Barrage . . . . 39.50	Flvo & Tan . . 99.50	Spot-a-Card . . 69.50	Seven Up . . . . 47.50
Belle Hop . . . 54.50	Four Diamonds 59.50	School Days . . 42.50	Ten Spot . . . . 59.50
Broadcast . . . 39.50	Gold Star . . . 34.50	Sporty . . . . 14.50	Towers . . . . 89.50
Big League . . . 14.50	Headstar . . . 14.50	Sparky . . . . 29.50	Twin Six . . . . 57.50
Boam Town . . . 34.50	League Leader 32.50	Sky Line . . . . 31.50	Venus . . . . 84.50
Big Parade . . . 99.50	Mr. Chips . . . 17.50	Snapy . . . . 59.50	West Wind . . . 62.50
Bosco, F.S. . . . 87.50	Metro . . . . 39.50	Salute . . . . 39.50	Wild Fire . . . 42.50
Crossline . . . 84.50	Pan American . 49.50	Sun Beam . . . 47.50	Wow . . . . 34.50
Capt. Kidd . . . 74.50	Paradise . . . 39.50	Speed Ball . . 64.50	Zombie . . . . 36.50
Dough Boy . . . 18.50	Play Ball . . . 44.50	Sky Blazer . . . 69.50	Zig Zag . . . . 59.50

3-Way Grippers . . \$17.50	41 Derby . . . . \$229.50	Baker's Pacers, #7400 \$239.50
2 Exhbl. Card Vendors . 32.50	Blue Grass . . . . 149.50	Jumbo Parades . . . 94.50
Del. Western Baseball . 89.50	Dark Horse . . . . 129.50	Big Game (Clock Hd.) 129.50
Single Grippers . . . . 9.50	Record Time . . . . 109.50	Pace Saratoga, conv. . 119.50
Batting Practice . . 129.50	Sport Special . . . . 99.50	Jumbo Parade, bl. cab. 114.50
World Series . . . . 69.50	Mills Owl . . . . 97.50	Silver Moon, FP or PO 124.50
High Dial Ten Pins . . 79.50	Mills 1940 1-2-3 . . 94.50	Hi Hands, late serial . 169.50

NEW GAMES IN STOCK  
Test Pilot . . . Write | Four Aces . . \$189.50 | Yanks . . . \$144.50 | Pikes Peak . . \$22.50  
One-Third Deposit With Order, Balance C. O. D.  
EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Avenue, Chicago, Ill. HUMBOLDT 6288

## SLOT MACHINE BARGAINS

GRAB THEM WHILE THEY LAST

5 Mills 5c F.O.K., DJP . . . . . \$22.50
1 Mills Extraordinary, 10c, DJP . . . . 52.50
1 Mills Extraordinary, 5c, DJP . . . . 49.50
1 Mills Roman Head, 10c, GA, DJP . . . 32.50
3 Mills Roman Head, 5c, DJP . . . . 32.50
2 Mills Yellow Front, 25c, DJP . . . . 37.50
3 Mills Yellow Front, 10c, DJP . . . . 35.00
5 Mills Yellow Front, 5c, DJP . . . . 32.50
3 Jennings Century, 5c Tr. JP . . . . 27.50
3 Jennings Century, 10c, Tr. JP . . . . 25.00
1 Watling Rotatop, 10c, Twin JP . . . . 32.50
1 Watling Rotatop, 5c, Twin JP . . . . 32.50
1 Watling Rotatop, 5c, Twin JP (Like New) . . . . . 49.50

Terms: 1/3 Deposit, Balance C. O. D.

LEMAY DISTRIBUTING CO.  
2608 Olive St. ST. LOUIS, MO.

## 25 Billiard Tables, \$25.00 ea.

28x45 inches. Suitable for any location. 5¢ or 10¢ coin chutes can be added. 1/3 deposit required. Will sell one or more.

UNITED COIN MACHINE EXCHANGE  
3101 Brooklyn Ave. DETROIT, MICH.

## 14 FT. SKEE BALL ALLEYS

GENCO BANKROLL . . . . . \$99.50
WURLITZER . . . . . 75.00
ROLL A BALL . . . . . 49.50
1939 Mills 1-2-3, F.P. . . . . \$44.50
1/3 Deposit, Balance C. O. D.
BELL COIN MACH. EXCH. 641 Hunterdon St. Newark, N. J. Phone: Bigelow 2-9274

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

## MOST COMPLETE STOCK ON EAST COAST

Air Circus . . . \$129.50	Target Skill . . . \$45.50	Line Up . . . . \$25.50
Five & Ten . . . 94.50	Ten Spot . . . . 49.50	League Leader . . . 39.50
Hame Run . . . . 99.50	Sunbeam . . . . 44.50	Polo . . . . 29.50
Victory . . . . 94.50	Seven Up . . . . 39.50	Triumph . . . . 25.50
Knockout . . . . 84.50	Broadcast . . . . 39.50	Towers . . . . 54.50
Hi Hat . . . . 64.50	ABC Bowler . . . 54.50	Zig Zag . . . . 49.50
Horseshoe . . . 64.50	Attention . . . . 32.00	Major . . . . 49.50
Jungle . . . . 64.50	Venus . . . . 74.50	Roxy . . . . 25.50

NEW IN ORIGINAL CARTONS  
Chicago Coin Yanks | Gottlieb Liberty | Exhibit Sky Chief  
Chicago Coin Gobs | Genco Four Aces  
MANY OTHERS. WRITE FOR COMPLETE PRICE LIST.

ARCADE EQUIPMENT	ROCK-OLA	WURLITZER	SEEBURG
Brand New, in Original Crates	Standard . \$149	616 . . . \$ 50	Colonial
Bally's King Pins . . . \$264.00	De Luxe . 179	616 (Re-modeled) . 65	like now \$239
Scientific's Batting Practice . . . . 159.00	Master . . 189	24A . . . 110	Also Have
Used	Super . . 210	500 . . . 170	Telephone
Genco's Play Ball . . . \$259.00		800 . . . 160	Studio for \$750
Keeney's Air Raider . . 119.00		800 . . . 325	

All Machines Perfectly Reconditioned. 1/3 Deposit, Balance C. O. D.  
NEW YORK AND NEW JERSEY OPERATORS

WE WILL BUY YOUR PIN BALL GAMES. GET IN TOUCH WITH OUR NEAREST OFFICE  
**AMERICAN VENDING COMPANY**  
824 HOGAN ST., JACKSONVILLE, FLA.  
1175 BROAD ST., NEWARK, N. J. 583 VANDERBILT AVE., BROOKLYN, N. Y.

ILLUMINATED PLASTIC BUMPER COMPLETE WITH ALL FITTINGS AND LIGHT SOCKET



100 or more—23c each.

**SAM MAY & CO.**  
801 Main Avenue, San Antonio, Texas



Greatest Counter Games, SPECIAL \$7.50 Each. Only 75 Left

THERE'S ALWAYS A BETTER BUY AT "LEHIGH" REMOVAL SALE

CHECK THESE PRICES—THEY ARE THE LOWEST ANYWHERE

New Mountain Climbers . . . . \$169.50	Advance 120 Pack Cigarette Machines . \$19.50	Champ . . . . . \$29.50
Slightly Used High Hands . . . . . 125.00	New Scientific Baseballs . 99.50	Hi Stepper . . . . . 19.50
Mutoscope Moving Picture . . . . . 35.00	New American Eagles . . 19.50	New Three Scores . . . 69.50
New Challengers . . . . 37.50	Kicker & Catchers . . . 18.75	Mills OWL . . . . . 75.00
Used . . . . . 27.50	Mills 1940 1-2-3 . . . . 79.50	Anabel . . . . . 19.50
	Baker Lucky Strikes . . . 10.00	Sea Hawk . . . . . 29.50
	Super Chubbie . . . . 29.50	Four Diamonds . . . . 39.50
		Target Skill . . . . . 19.50
		Legionaire . . . . . 39.50

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**LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.**

# MUSIC MERCHANDISING

## BARTER ANGLES ON DISKS

### Plan Ballroom Disk-Nights With Old Record Admission

**Disk executives churning brains to develop salvage plans—all avenues being explored to get shellac**

NEW YORK, May 16.—New twists and angles are developing to speed the collection of scrap records in order to reclaim the shellac for future production of disks. The WBP's order, now several weeks' old, seems to have started the brains of all recording executives churning on plans to reclaim the records—not only from phonograph operators but from the general public as well.

Altho the plan is not official as yet, the promotion department of Columbia Records is planning tie-ups with ballrooms throught the country for disk-nights. Patrons of the dance houses would be invited to bring as many disks as they could scrape up and carry, credit to be given toward admission to the ballroom at 2½ cents per disk. Columbia would then buy the records from the ballrooms. The first such set-up may be tested at the Roseland Ballroom in New York. If feasible, the plan would be instituted at other ballrooms throught the nation wishing to participate. It is a novelty angle and the ballrooms would undoubtedly have a field day with publicity. Patrons, too, would go for the arrangement.

#### On Part-Time "Barter" Basis

Not only ballrooms are considered. One expert declared that the entire entertainment business may soon be put on a part-time "barter" basis with records forming part of the admission, or all of it, according to the number of records the patrons are able to garner.

Columbia is said to be depending upon these and other tie-ups with the Boy Scouts of America, Red Cross, State salvage commissions, etc. Columbia has placed its salvage plan with its dealers and distributors on a voluntary basis. They can turn in used disks for credit if they wish to do so. Decca and Victor, however, have made their salvage set-ups with branches and dealers compulsory.

### Philly Operators Get Cabaret Tax Clarification

PHILADELPHIA, May 16.—Clarification of federal tax rules governing the use of music machines on location at tap-rooms, clubs and restaurants was issued to the local operators in order to clear up location owner misunderstandings. Situation arose here where an establishment provides a music machine for dancing in its dining room, which is separated from the barroom. In such situations, it was ruled, the receipts of the barroom are not subject to the federal 5 per cent tax. However, the receipts which are taken in during the time the dancing is permitted in the dining room are subject to the tax.

Also, many locations which formerly permitted dancing to the accompaniment of music machines have stopped dancing since receiving notice that their receipts would be subject to federal tax. At such locations where dancing is no longer permitted, the receipts from the date that the tax is held effective—April 1, 1942—to the date dancing was terminated are subject to the tax. Beyond that date when dancing was stopped, the location owner is not liable to the tax.

allowing six and five cents per pound credit respectively. Their plans call for one used disk for every three news ones purchased.

The "disk night" plan is also being used to collect platters to be sent to the armed services. Jimmie Dwyer's Sawdust Trail night club, New York, announced that on Monday (18) the management would accept old records in lieu of the regular cover charge. One disk in good shape will be counted as equivalent for one cover. Collected disks will be sent to overseas military bases.

#### Scalpers at Work

Many firms not in the music trade have been advertising recently calling for old disks and paying various rates. What they intend doing with the scrap is a carefully guarded secret. No doubt some of them intend to hold the scrap disks for that time when shellac may be an even more scarce material.

It is estimated that there are sufficient old records in the hands of customers to insure the working of the one-for-three plan. Over 120,000,000 records were sold in 1941 alone. The interest of the non-music firms in the record scrap, however, has caused some apprehension. They fear that the collection of scrap by these groups may carve a large part from their possible backlog of shellac scrap.

Opinions regarding the workability of the one-for-three plan have been varied on the part of retail record dealers. Some see it working okay, while others are definitely pessimistic and foresee the end of the retail record business.

### Texan Resents Radio Remarks

To the Editor:

Several nights ago the writer was listening to the news analyst at 10 p.m. Dallas time over a national broadcast. I do not know who the announcer was, but he made cutting remarks concerning automatic phonographs—"juke boxes" he termed them.

He said the juke box is on the way out, which seemed to please him very much. He said it not only saved your nickel but also saved the headache that goes with the juke box.

Those of us in the music business know that there is something personal behind this, for we all know that music plays a big part in the lives of the people at all times and particularly during this crisis. Where would the world be without music?

We are busy in war work and various civic jobs, such as air raid wardens and first aid work. We are trying to do our part and we see no reason why this man should take this attitude concerning the phonographs. Isn't there anything that might be done or anyone you might contact to put a stop to this slander? We do not know what the outcome of the music business will be during the war, but certainly we are looking farther than that and hoping that everything will continue in a normal way after the war is over—which we hope will be soon.

Thru your acquaintances and connections, we thought that possibly you might be able to contact the proper authorities to try to eliminate such remarks over the radio, for it is an attempt to weaken the position of the automatic phonograph industry and put the operators and distributors in a difficult position as far as maintaining morale in the country where music-box music is concerned.

Please think this over and if you are of the same opinion that we are I would like to hear from you concerning this matter. C. I., Texas.

### Phonograph Distributors

We are urgently in need of the name and address of every distributor of automatic phonographs who maintains an established phonograph record department to sell records to operators. We are asking these distributors to please write us at once if they have such a department.

This information will be very helpful to us to use for the benefit of the industry as a whole. We would also like to have the name of the manager of the record department. Send information to W. W. Hurd, 155 North Clark Street, Chicago.

### AFM Sets New Record Scale

NEW YORK, May 16.—The American Federation of Musicians set up a new wage and hour schedule for recording dates last week. Under the new scale no more than four master records can be made in a three-hour period on 10-inch disks. Three is the maximum for 12-inchers. Scale for three hours is \$30 per man, which is the same as the previous scale. Overtime charges, however, have been upped from \$7.50 to \$10 for every half hour in excess of the basic three-hour session.

Most interesting feature of the new recording edict, which takes effect immediately, is a restriction on the playing time of a record. New by-law says maximum playing time of a 10-inch disk must not exceed 3½ minutes, and 5 minutes for a 12-incher. Average 10-inch record rarely exceeds 3 minutes' playing time, but AFM spokesmen pointed out that the recording firms have apparatus now which makes it possible to include as much as 20 minutes of playing time on a regular record as is done on electrical transcriptions for radio stations.

Quite possibly the union felt the problems of shellac conservation and possible higher prices being faced by the record manufacturers might eventually cause them to put out two or three tunes on one record running 10 or 15 minutes in length. If this is the case, AFM's 3½-minute ceiling has nipped it.

### May Contest Validity of New Seattle Phono License Law

SEATTLE, May 16.—After considering proposed ordinances to license music boxes for the past two years, the city council finally passed one a few days ago over the protests of local operators. Ordinance, however, may wind up in court to test its validity before going into effect, since a similar move two years ago when taken to the Superior Court was declared unconstitutional.

Action of the city council here is believed to be the first taken by any major community in the State to levy a fee on phonos since the State Legislature killed a suggested tax on the boxes about a year ago.

Phonos escaped a State levy at the 1941 session of the Legislature after members of both houses probed deeply and fairly

### Discuss Vital Music Topics

**Record situation, cabaret tax discussed by Detroit music operators at meeting**

DETROIT, May 16.—Regular semi-monthly meeting of the United Music Operators' of Michigan, held Tuesday (12) at their clubrooms in Convention Hall, was devoted chiefly to discussion of the problem of securing records and other supplies. The UMO is planning to adopt a definite policy on records, but is waiting for announcements from record distributors before taking action. One angle that aroused special attention among Detroit operators was the possibility of developing records from substitute materials. Technical angles were discussed.

The operators were also aroused over the 5 per cent tax on spots allowing dancing in connection with phonographs and agreed that this is an unfair additional tax on machine locations. Letters to Michigan congressmen were read by their author, Glenn Yuille, of the Wolverine Entertainers, who operate a string of machines around Pontiac, industrial suburb of Detroit.

Detroit operators have paid little attention to this specific tax in the past, chiefly because dancing with phonograph records is practically unknown in Detroit night spots. Local police regulation, if not prohibiting such a practice, has tended to restrict it, largely because of requirements of providing certain minimum size dance floors and corresponding licensing requirements and fees. Regulations of the Liquor Control Commission have tended in the same direction. While dancing in spots not serving liquor has been almost unknown, beerless locations are freaks in this territory. For these reasons the problem of the new federal tax has not bothered Detroit operators to any extent. There are, however, few such spots in the State where the tax is hurting operations. The UMO proved itself a State-wide body by the alacrity with which it moved into action when the problem was brought to its attention. Roy Small, conciliator for the UMO, was named to contact Senator Prentiss Brown, Michigan, and present the operators' point of view in regard to this nuisance tax.

Plans for a dance to be given on May 23 at the Hotel Detroit by the UERMWA Local 737 were discussed. Tickets are being sold at 50 cents, with all proceeds to go to the USO funds,

into the earning power of various types of coin-operated equipment. At that session the State tax commissioner was summoned before a legislative committee to describe in detail the money-making abilities of various types of coin-operated equipment. Officials of various cities where coin machines were licensed also were called to testify. The Association of Washington Cities opposed the State levy on the ground that the State should let the taxing of coin-operated equipment up to the cities, since a State levy would cut into revenue already being received by the 119 of the 221 cities in the State which licensed coin machines. In spite of this opposition, however, the games levy was passed, but the phono levy killed.

# AMERICAN FOLK RECORDS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column designed to help operators select money-making recordings of folk tunes. Address all communications to Folk Records Editor, The Billboard, 1564 Broadway, New York City.

## News Notes

Recording companies are cutting down on the total number of folk tune releases because of the shellac priorities situation. The three major disk outfits are now averaging one release a week each. In addition, Columbia has switched its folk releases for the past two weeks from the Okeh to the Columbia label, thus boosting it from 35 cents to 50 cents. There is a strong possibility that the other companies may follow suit. . . . The National Folk Festival was a terrific success at Madison Square Garden, New York, last Monday (12). Both the crowd and the enthusiasm were huge. . . . Folk entertainment was used in the Kitty Hawk Room at La Guardia Field, New York's airport, when the spot presented a group of square dancers, singers and accordionists from the Denver territory. . . . Second war relief benefit run by the Tulsa Hey Rube organization, showmen's war effort group, was called *Parade of Western Stars*, and included Bob Wills and His Texas Playboys, Skeets and Frankie, Helen Diller, and Wiley, Gene and Dixie. Show did very well, pulling \$1,100 on the one-shot.

## Week's Best Releases

**Bob Wills and His Texas Playboys (Columbia 36593)**

*My Life's Been a Pleasure and Please Don't Leave Me.*

Both sides are in the usual top-notch Wills style, and both are excellent for listening and dancing. *Pleasure* features a heavily rhythmic beat on a very catchy tune, excellently played, and has a fine vocal from the deep, rich voice of Leon McAuliffe. *Leave Me* is a lilting ballad given in swinging, sweet style, with a nice vocal from Tommy Duncan. Both tunes show possibilities of breaking into the pop lists as well as the folk favorites. Added impetus can be given in various localities by Wills's current successful personal appearances.

**Sons of the Pioneers (Decca 6046)**  
*I'm Crying My Heart Out Over You and How Was I to Know.*

*Crying*, on the A side, is an appealing ballad, fine for dancing, with an unblurred vocal taking it from the edge—a clear voice with excellent diction and swell effect. Instrumental chorus takes over, with vocal returning later. Flipover is at a faster beat, the instrumental choruses being heavy on rhythm, with outstanding work thruout. The same fine voice alternates with the instrumental interludes.

**Elton Britt (Bluebird B-9000)**  
*When the Roses Bloom Again and There's a Star-Spangled Banner Waving Somewhere.*

Reversing the usual procedure, Britt moves a current pop over to the folk

category on the A side. He does *Roses* in his fine, clear, effective style. Patriotic number on the B side is out of the usual run, and shows excellent possibilities. Chief angle centers on heroes who have died for our country, with subsequent chorus playing up the angle of a crippled lad trying to do his part. A tear-jerking flag-waver that is infinitely more effective than most.

## Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of The Billboard's Music Department.

**"PULL OUT THE STOPPER": Texas Rangers (Okeh 06629):** A foot-catching novelty showing signs of success in various areas. It's a sort of likker-fed dream of country tunes, featuring terrific novelty effects, including work on a jug and a sweet potato. Fast and catchy, it has swell chorus vocals and outstanding band interludes. Looks like a natural for the tavern trade.

## Letter Box

Ernest Tubbs recordings are getting terrific play in localities thruout the

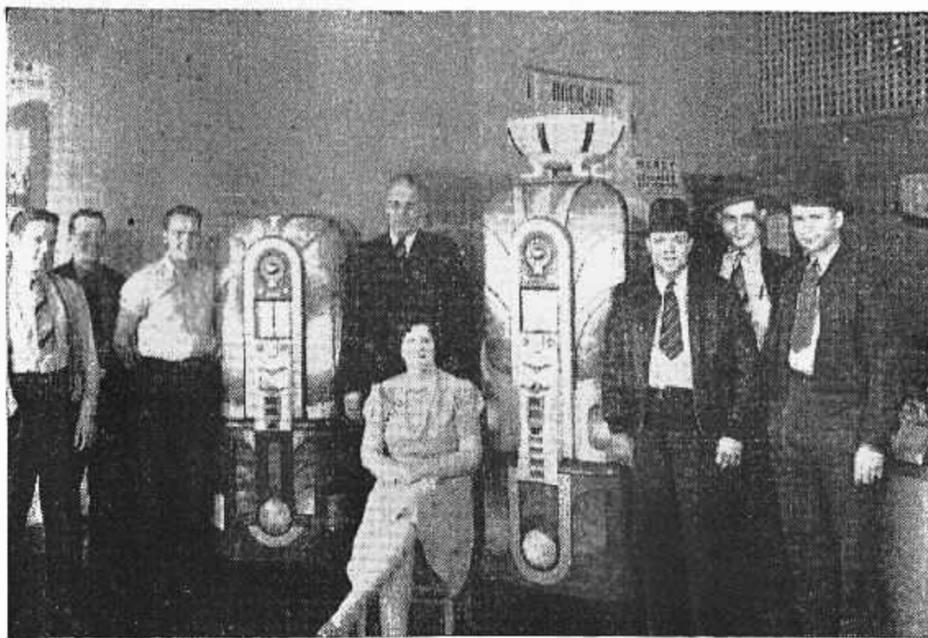
Roy Acuff's always popular *Wabash Cannon Ball* is reportedly getting a heavy play in Wilmington. . . . One of the better pullers in the Denver area is Karl and Hart's *Truck Driver's Sweetheart*.

## Showmanship Sells Music

CHICAGO, May 16.—"Showmanship and tone are the predominating and essential factors to music merchants in selling music profitably to the public," says Ben Boldt, general manager of Charm Music Cabinet Company. "Obviously the public has no interest in what goes on inside the four walls of the phonograph cabinet. They are tempted to play the phonograph by its colorful, inviting showmanship. They are satisfied with their selections and play them over and over again when the tonal rendition of their favorite recordings is pleasing to the ears," he continued.

"If this element of showmanship were not so our beautiful stores along the streets would not need show windows. Our circuses would not need banners. Our theaters would not need elaborate, illuminated marquees. There is no substitute for showmanship in selling John Q Public.

"Charm Music Cabinet Company will serve the needs of the music operator, furnishing him all of the elements of showmanship for selling music. Whether it be mechanism, speakers or wiring, operators will be served with the essential element—Showmanship of Charm—plus improved tone quality by virtue of proper baffle and cabinet resonance."



THE AUTOMATIC DISTRIBUTING COMPANY, Evansville, Ind., headed by Lloyd L. Anderson, introduced 1942 Rock-Olas in its territory. In this picture, taken at weekly meeting of the organization, are, left to right, George Hudson, Robert Guyer, Ernest Sanders, Lloyd L. Anderson, Mrs. Anderson, Herschel Sanders, Bartholomew and Jasper Neff.

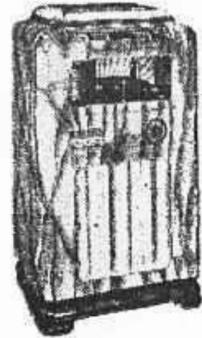
country, according to operators, with his *When the World Has Turned You Down* currently blanketing the South. Among other mentions, it's the top recording in two reports from Richmond and in three from Knoxville. . . . In addition, both sides of Tubbs's latest—*Our Baby's Book* and *You May Have Your Picture*—are going strong in the Southern territory. Dallas, for one, reports big play for both of them. . . . *Our Baby's Book* is also going big in spots around Detroit, as is Tubbs's recording of *Time After Time*. . . . Another artist riding high just now is Bob Wills. His *I Knew the Moment I Lost You* tops reports that have been received from both Dallas and Phoenix, while his *Oh, You Pretty Woman* (which was in this column's "Recommended" slot last week) is a top puller around Denver, and his *New San Antonio Rose* is getting a strong play in Charlotte. . . . Among current top Gene Autry tunes are *I Hang My Head and Cry* (Knoxville), *Tears on My Pillow* (Wilmington), *You'll Be Sorry* (Denver) and *Too Late* (Phoenix). . . . Spots in the Detroit territory go for Jimmie Davis. His *You'll Be Sorry* and *I Hang My Head and Cry* are both very popular there. . . . A couple of Bob Atcher tunes that are going strong are *Let's Tell Our Dreams to the Moon* (Dallas) and *I'm Thinking Tonight of My Blue Eyes* (Denver). . . . Charlotte likes *Live and Let Live* (Jimmy Wakely) and *When My Blue Moon Turns to Gold* (Walker and Sullivan). . . .

## Helliwell Joins Tri-Way Products

NEW YORK, May 16.—H. J. (Jack) Helliwell, formerly with Farnsworth Radio & Television Corporation, is now southwestern district manager for Tri-Way Products, Inc., according to a firm announcement. He has established his headquarters at 304 South Jefferson Street, Dallas, Tex.

"Jack Helliwell is one of the best men in the Southwest," Tri-Way execs stated. "He is as well acquainted with music operators as he is with all radio outlets. He is already at work thruout Texas, Arkansas, Louisiana, Mississippi and Oklahoma meeting music men and showing them the many advantages of using Singing Picture speakers on their locations."

## WURLITZER 16 Record MARBLGLO



Complete, Ready to Operate, Money-Back Guarantee. \$119.50

700, 750, 800 . . . . . Write for Prices  
61 Wurlitzer, Counter . . . \$ 89.50  
71 Wurlitzer, Counter Mod. 139.50  
500 Wurlitzer . . . . . 199.50  
Rockola Imperial 20s . . . . . 89.50

### MISCELLANEOUS

Battling Practice, Floor Sample \$139.50  
Ace Bombers, Like New . . . 199.50  
Electro Holsts . . . . . 69.50  
Merchantmen . . . . . 79.50  
Microscope Fan Front Diggers . 119.50  
Buckley DeLuxe Diggers . . . 129.50  
Drivemobiles, Like New . . . 189.50  
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Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

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1-10 . . . . . 15c per needle  
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## Re-Sharp Needle Service

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A Precision Service

MIRACLE POINT  
It's getting 'round  
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WRITE, PHONE, WIRE FOR PRICES  
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If you are a "wide-awake" Phonograph Operator send \$1.00 at once for complete sample outfit for increasing your profits. Try it in one of your locations for two weeks. Your money refunded if our legal plan does not increase your collections. Not an experiment! A tried and proven success wherever used! Be FIRST in your territory!

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WURLITZER 600's . . . 155.00  
ROCKOLA Standards . . 145.00  
ROCKOLA Supers . . . 195.00  
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## OHIO SPECIALTY CO.

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## WANT TO BUY MUSIC ROUTE

Substantial Cash Available. Anywhere—Any Size. Write—wire  
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1564 Broadway New York City

## PHONOGRAPH SPECIALS

1 Seeburg Rex, Equipped with Universal Receiver and 3 Wallomatics . . . \$237.50  
1 Seeburg Plaza, Standard . . . . . 180.00  
1 Seeburg Rex, Standard . . . . . 98.00  
Nice and Clean. Conscientiously Reconditioned.  
2 Wurlitzer 616A, Each . . . . . \$ 72.50  
1 Wurlitzer 916 . . . . . 67.50  
1 Wurlitzer 700 . . . . . 275.00  
1 Wurlitzer 61 . . . . . 75.00  
1/3 Certified Deposit, Balance Draft or C. O. D.

308 ORPHEUM BUILDING W. R. BURTT WICHITA, KAN.



No. 40 MAY 23, 1942

# ONE DOZEN ROSES WINS HONEYBUNCH

Nation's pop tune waxed by American beauty



DINAH SHORE

**"One Dozen Roses"**  
Already big box office in the boxes from coast to coast, this top-flight tune gets even more bouquets with the help of America's most beautiful singer of songs. Dinah Shore is the donor of honors to the tune, and the way she sweetens it out is a threat to every pop song in the coinograph line-up. It's VICTOR 27881! And there's more coin in the coupling: "All I Need Is You."

# "PERDIDO" SWING HIT ON DUKE'S DISC

Ellington Waxes a "Killer" on the Solid Side for Ops.

**"Perdido"**  
Ellington sets his musical sights at a new high in hot stuff—strictly swing, and solid! This waxing will run neck and neck with the best you've got. A catchy arrangement to begin with, it goes all-out for swing, with some sensational flourishes by The Duke himself. You'll do very nicely to order VICTOR 27880—and flip it over for some added nickel nabbing from "Raincheck."

# MILLER'S LATEST BOWS TWO NEW ONES

**"Sweet Eloise"**  
**"Sleep Song"**  
Glenn's groovings, always great button pressers in the Coinograph field, catch two new tunes that look mighty minty. They're dreamy ballad stuff—and that's honey for Miller & orch. Both are sweetened by vocals from Ray Eberle and the Modernaires. So make sure of VICTOR 27879.

# TSCHAIKOWSKY OLDIE ON LATEST REICHMAN

**"Andante Cantabile"**  
**"My Melancholy Baby"**  
The nickel-droppers know the Tschaiowsky melody as the 1940 hit melody, "On the Isle of May." While they're feeling nostalgic, Joe hits them again with his sparkling piano revival of "Melancholy." Both on VICTOR 27882.

TO HELP YOUR CUSTOMERS TO KEEP GOING WITH MUSIC—

Order these hits from your  
**VICTOR RECORD**  
Distributor Today  
BUY WAR BONDS EVERY WEEK!

# RECORD BUYING GUIDE--PART 1

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

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

## GOING STRONG

<b>SLEEPY LAGOON</b> .....	HARRY JAMES (No Vocal) .....	Columbia 36549
	JIMMY DORSEY (Bob Eberly) .....	Decca 4304
	VAUGHN MONROE (Vaughn Monroe) .....	Bluebird 11496
	DINAH SHORE .....	Victor 27875

Made a tremendous spurt this week and roared in here like a cyclone, passing three very strong challengers en route. Fine radio plugging has helped a lot, with the four disks listed doing swell jobs from Coast to Coast. The Shore version moved into the picture this week, helping the tune make the grade.

<b>MOONLIGHT COCKTAIL</b> ..	GLENN MILLER (Ray Eberle-Mod-ornaires) .....	Bluebird 11401
(10th week)	HORACE HEIDT (Charles Goodman) ..	Columbia 36512
	TOMMY TUCKER (Don Brown-Voices Three) .....	Okeh 6526
	BING CROSBY .....	Decca 4184

<b>SOMEBODY ELSE IS TAKING MY PLACE</b> ....	BENNY GOODMAN (Peggy Lee).....	Okeh 6497
(8th week)	RUSS MORGAN (Morganaires).....	Decca 4098
	VAUGHN MONROE (Vaughn Monroe) ..	Bluebird 11454

<b>JERSEY BOUNCE</b> .....	BENNY GOODMAN (No Vocal).....	Okeh 6590
(5th week)		

<b>TANGERINE</b> .....	JIMMY DORSEY (Bob Eberly-Helen O'Connell) .....	Decca 4123
(4th week)	VAUGHN MONROE (Vaughn Monroe) ..	Bluebird 11433

<b>DON'T SIT UNDER THE APPLE TREE</b> .....	GLENN MILLER (Tex Beneke-Madernaires) .....	Bluebird 11474
(3d week)		

## COMING UP

<b>SKYLARK</b> .....	HARRY JAMES (Helen Forrest).....	Columbia 36533
	GLENN MILLER (Ray Eberly) .....	Bluebird 11462
	DINAH SHORE .....	Bluebird 11473

This song and the two listed directly under it did sensational work during the week, with barely a hair's breadth separating them in the standings. Next week any one or all of them might make Going Strong. *Skylark*, first last week, retains that position, with James's disk moving on top.

<b>ONE DOZEN ROSES</b> ....	DICK JURGENS (Buddy Moreno) ....	Okeh 6636
	ART KASSEL (Kassel Trio) .....	Bluebird 11486
	GLEN GRAY (Pee Wee Hunt) .....	Decca 4299

In addition to bands listed, at least three others are doing good work on this song, helping it in its struggle to gain the top. Chances look excellent, rated off this week's performance. May be hard to get Jurgens' disk in the future, but meantime it catches plenty of nickels and is the best of the lot.

<b>WHO WOULDN'T LOVE YOU?</b> .....	KAY KYSER (Trudy-Harry) .....	Columbia 36526
-------------------------------------	-------------------------------	----------------

Kyser's sensational sleeper is only one hop behind the two listed above and still has a fine chance of crashing thru. Plenty of help is now being given by radio bands, an aid that was missing in the beginning. Next week might find the novelty passing the two leaders and making Going Strong.

<b>JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND</b> .....	KAY KYSER (Glee Club) .....	Columbia 36558
	GUY LOMBARDO (Kenny Gardner) ..	Decca 4278
	FREDDY MARTIN (Clyde Rogers) ..	Bluebird 11503
	TOMMY TUCKER (Don Brown) .....	Okeh 6620

Did a terrific job of grabbing off locations and pulling 5-cent pieces this week and seems headed for a spell in Going Strong unless its recent progress slows suddenly. For a tune so new to the boxes it is really creating a stir. Getting fine play on the air, by the way.

<b>THREE LITTLE SISTERS</b> ..	VAUGHN MONROE (Four V's) ....	Bluebird 11508
	ANDREWS SISTERS .....	Decca 18319

This novelty was listed in Possibilities not so long ago and has captured phono patrons' fancy with the greatest of ease. Monroe and the Andrews Sisters are just about neck and neck at the present time, with no other serious contender really under way yet. However, there are plenty of ace disks, any of which has a chance to move in. Song has a great chance.

<b>I REMEMBER YOU</b> .....	JIMMY DORSEY (Bob Eberly) .....	Decca 4132
	HARRY JAMES (Helen Forrest) .....	Columbia 36518

In this week of sensational spurts one song had to catch the dust of the leaders, and this was it. Certainly strong enough to demand listing here, it fell rather far behind the rest. However, it is still one of the best ballads, and if things quiet down a bit this week it might start moving again.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

<b>MISS YOU</b> .....	DINAH SHORE .....	Bluebird 11322
(8th week)	BING CROSBY .....	Decca 4183
Did a good job while in there.	FREDDY MARTIN (Clyde Rogers) ..	Bluebird 11286

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

**PART TWO** of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.



No. 40 MAY 23, 1942

# JONES' DISC DISH HOT OFF THE COB



SPIKE JONES

**"Little Bo-Beep Has Lost Her Joop"**  
Spike Jones and his City Slickers bowed this bright two-step on the Kraft Music Hall show and recorded it after a blizzard of requests for a Bluebird waxing. It's frankly corn—but Grade-A variety on this combo's disc. Full of crazy effects that the customers go for. Don't be surprised if it pays off with plenty to spare. It's a Coinograph "natural" on B-11530, coupled with another alfalfa-fed jamboree: "Pass the Biscuits, Mirandy"

# FIELDS FURTHERS WINNING STREAK

**"Nursie! Nursie!" Is Fifth Straight Hit With All-Sax Band**

**"Nursie! Nursie!"**  
Shep shapes the latest novelty ballad into big time, with vocal by Ken Curtis & Chorus. It's on the crescendo end of four Fields hits this season: "The Caissons Go Rolling Along," "Jersey Bounce," "Breathless" and "The Tale of Peter and the Wolf." This new one looks like an even bigger boom in biz for the Coinograph. Spot B-11532. The A-side features a waltz: "Whisper That You Love Me"

# TODD TENDER ON SENTIMENTAL DISC

**"Someday Sweetheart"**  
**"It's Unbelievable"**  
Here's a coupling for the customers with a soft spot for sentiment. These dreamy ballads are molasses for the romantic Dick Todd, whose following gets bigger with every waxing. B-11531.

# POWELL PAIRS OWN AND NEW RKO MOVIE TUNE

**"Somebody's Thinking of You Tonight"**  
Orch. leader Teddy Powell plays his own composition in a new recording that's got plenty of what takes with the public. Nifty tune. Swell bandleading. Lotsa money for coin ops who play smart and spread it. Coupled with "Got the Moon in My Pocket" This one's guaranteed to get the mon out of their pockets nickel at a time. Hit song from new movie, "My Favorite Spy." The kind they remember. B-11520.

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BUY WAR BONDS EVERY WEEK!

# YOU'RE LOSING NICKELS!

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HENRI RENE

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| <p><b>T-2058</b> Get a Move On, Cowboy<br/>Jerry Abbott and "The Main Streeters"<br/>Tend to Your Knitting</p> <p><b>T-2057</b> Tap the Barrel Dry<br/>Rene Musette Orchestra<br/>Happy Pappy</p> <p><b>T-2056</b> Let's Get the Guy Who<br/>Blows the Bugle<br/>H. Grant and his Orch. w. "The Good-Fellows"<br/>You Can Put Your Faith in<br/>Uncle Sam</p> <p><b>T-2052</b> Grandpa Waltz<br/>Scandinavian Ambassadors<br/>Welcome to the Party—<br/>Schottisch</p> <p><b>T-2051</b> In Case of an Air Raid<br/>Harold Grant and his Orchestra<br/>w. "The Good-Fellows"<br/>We're in It—Let's Win It!</p> <p><b>T-2048</b> Who Do You Think You Are?<br/>Betty Bradley w. Harold Grant and his Orch.<br/>Stars Will Fade<br/>Bill Darnoll w. Grant's Orchestra</p> | <p><b>T-2042</b> When Manuel Shakes His<br/>Maracas<br/>"The Good-Fellows" w. Harold Grant's Orch.<br/>Put a Light in the Window</p> <p><b>T-2030</b> Cuckoo Waltz<br/>Rene Musette Orch.<br/>Take It or Leave It<br/>Colonial Orchestra</p> <p><b>T-2007</b> Lo-Lo-Lita<br/>(The Girl Friend of the Army)<br/>Brad Reynolds w. Harold Grant's Orchestra<br/>Greetings</p> <p><b>T-2005</b> Pound Your Table Polka<br/>Barry Sisters with Sammy Meade's Orchestra<br/>Old Chief Walla Hoo</p> <p><b>T-2004</b> Waltzing on the "Kalama-<br/>zoo"<br/>Cutting In—Polka<br/>Rene Musette Orchestra</p> <p><b>T-2001</b> Finger—Polka<br/>Bernie Wyte's Orchestra<br/>Cocoanut—Polka</p> |
|--|---|

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## PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

Listed below are: (1) Films to be released within the next two weeks which feature tunes that have been or are scheduled to be waxed by recording companies; (2) the national release date for each film; (3) the recordings of the film tunes, as well.

### Sweater Girl

(Paramount)

Release Date: May 23, 1942

#### RECORDINGS:

"I Don't Want To Walk Without You"

- Bing Crosby (Decca)
- Erskine Hawkins (Bluebird)
- Harry James (Columbia)
- Guy Lombardo (Decca)
- Vaughn Monroe (Bluebird)
- Betty Jane Rhodes (Decca)
- Artie Shaw (Victor)
- Dinah Shore (Bluebird)
- Kate Smith (Columbia)
- Tommy Tucker (Okeh)

"I Said No"

- Xavier Cugat (Columbia)
- Jimmy Dorsey (Decca)
- Alvino Ray (Bluebird)
- Betty Jane Rhodes (Decca)
- Claude Thornhill (Columbia)
- Tommy Tucker (Okeh)
- Nan Wynn (Victor)

#### Trade Screening

MGM's *I Married an Angel*, film musical based on the Broadway show of the same name, will be screened for the trade in all exchange centers May 21.

Information on location of exchange centers can best be obtained from the manager of your local motion picture theater. Admission restrictions on trade screenings vary with individual exchanges. General practice,

however, is to admit without charge all people whose business interests are legitimately tied in with picture presentation. As concerns filmicals, therefore, operators have a valid claim for admission, especially where the tunes from the given film have been recorded.

#### Record Round-Up

From the 20th Century-Fox film *My Gal Sal*, the sweet and lingering *Here You Are* has been waxed by Kay Kyser (Columbia). Two other tunes from *Sal*, the title song and *On the Banks of the Wabash* have been recorded by Freddy Martin (Victor).

*Amen*, swing ditty featured in Universal's *What's Cooking*, has been released by Woody Herman (Decca). Herman features the identical arrangement in the film.

Tommy Tucker has issued two picture-tune sides. They are: *Heavenly, Isn't It?*, from RKO's *Mayor of 44th Street*, and *Last Call for Love*, from MGM's *Ship Ahoy*.

#### "Ship Ahoy"

Posters and strips are being distributed by Victor Records in a drive on the Tommy Dorsey and Freddy Martin recordings of tunes from MGM's *Ship Ahoy*. While these are intended primarily for record retailers, operators can probably get some from their Victor dealer. Displaying the material while you spot the records on your machines might reap a richer harvest of nickels.

#### Tie-Up Making

Several queries have come in on the best way to launch tie-ups with musical films; the following is probably the simplest and best method:

When a musical film is scheduled to

open in your territory (read about it in Picture Tie-Ups), go to your local theater manager and request co-operation. Ask him for posters, placards, strips or whatever can be had. Theaters are always eager for exploitation and your request will most probably be granted. Then determine which recordings of the tunes featured in the film (read about them in Picture Tie-Ups) are available. Feature a few of these on your machines, tack up the posters and other material and let the customers do the rest.

Tie-ups are guaranteed money-makers; the more people who see and like a musical picture the more people will want to hear records of its featured tunes on the machines.

#### News Notes

Les Brown has signed for an RKO musical. Production will start some time in July when Les concludes his date in Hollywood's Palladium.

Six new songs by Jerome Kern and Johnny Mercer are featured in Columbia's forthcoming Astaire-Hayworth musical entitled *Carnival in Rio*.

#### Large Music Operator Reports Patronage Good

BALTIMORE, May 16.—The Baltimore Concessions Company, which has a contract for all concession privileges in parks and amusement resorts owned and controlled by the city of Baltimore, has formally opened the new season at Druid Hill Park and Patterson Park. They look forward to their biggest year, according to Ralph J. Klotzbaugh, president.

Two principal reasons for anticipating its biggest year are the 25 per cent increase in the population of Baltimore and the plan to operate more concession units than ever before.

The firm now has 32 units and plans to add at least 11, more.

New concessions are scheduled to include arcades at Fort Meade and other army camps located around Baltimore.

#### Bye Moves Headquarters

DENVER, May 16.—Wilbur A. (Bill) Bye, district manager for the Rudolph Wurlitzer Company, has moved his headquarters to Denver. He formerly

#### Tele Music Scores

LOUISVILLE, May 16.—The value of telephone music systems as a means of communication in wartime is receiving attention here. Even the mayor is reported pleased.

It all began on December 7 when special broadcasts were being made on radio stations throught this area ordering all soldiers and sailors to report to their nearest fort or base. Magic Music Company repeated this message over its 23 unit telephones music system. A later check-up revealed that many men were reached via the phones. When war was declared the next day, this news, too, was proclaimed over the network.

Recently, during the trial blackout here, the boxes again were used in co-operation with the Army, Police and Civilian Defense Corps, to warn persons in locations to stay put until the all-clear signal was given.

#### Music Ops Attend Sale Of Broadcasting Station

DENVER, May 16.—Coin machine operators in Southeastern Colorado have demonstrated that they are on their toes when it comes to finding means of keeping their machines in operation.

Recently Radio Station KIDW, at Lamar, Colo., went out of business, principally because of the loss of population in the area as workmen moved to war plant areas. Eventually the station's physical equipment was seized for non-payment of taxes.

When the sheriff got ready to sell the equipment for taxes, several operators were among those present. They bid in all the preamplifying equipment and tubes. All the equipment can be used in their machines.

maintained an office in San Francisco. Bye's new offices will be at 1032 Broadway.

Bye's district includes Colorado, New Mexico, Wyoming, Montana, Utah, Arizona, Idaho, California, Oregon and Washington and the territories of Hawaii and Alaska.

## Operators Find Record Stores Profit Makers

PHILADELPHIA, May 16.—More and more music operators here are branching out into the retail record field. William L. King, head of the Quaker Vending Company and president of the local Music Operators' Association, now boasts the largest record store in the North-eastern section of the city.

Another local operator who has found the retail record store a profitable sideline is Maurice Finkel, of High Point Amusement Company, who recently expanded his store in the central section of the city. Irv Newman, of Modern Music Company, with one successful store in the Logan section, has opened another in the central section, and in the North Philadelphia district Sam Lerner, of Stanley Music & Amusement Company, and operator Al Cohen have successful record shops as adjuncts to their music machine operations.



**Guy LOMBARDO**  
and his  
Royal Canadians

- bringing you  
The Sweetest MUSIC  
THIS SIDE OF HEAVEN

on these **DECCA** records

4208  
**THE TALE OF PETER AND THE WOLF**  
backed by **WHO WOULDN'T LOVE YOU!**

4278  
**JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND**  
backed by **BLESS 'EM ALL**

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# RECORD BUYING GUIDE--PART 2

A Forecast of What New Songs and Record Releases Are Most Likely to Be Needed by Phonograph Operators

**POSSIBILITIES**  
These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

**FULL MOON** . . . . . **BENNY GOODMAN** (Peggy Lee) . . . Columbia 36590  
**JIMMY DORSEY** (Bob Eberly) . . . . . Decca 4312  
**TONY PASTOR** (Eugenie Baird) . . . . . Bluebird 11525  
**ORRIN TUCKER** (Bob Haymes) . . . . . Columbia 36574  
**ENRIC MADRIGUERA** (Patricia Gilmore) . . . . . Victor 27858

A Mexican love ballad (*Noche de Luna*) that has a chance of becoming a No. 1 Tin Pan Alley hit. Various treatments are given it by the above artists, most of them in a sort of beguine tempo. Melody is enchanting and sticks after a first listen. Few mentions have already been given it in the reports, and bands on the air are starting to plug it frequently.

**I'LL KEEP THE LOVELIGHT BURNING** . . . . . **BOB CROSBY** (Bob Crosby-Quartet) . . . Decca 4290  
**HAL MCINTYRE** (Carl Denny) . . . . . Victor 27855  
**FREDDY MARTIN** (Stuart Wade) . . . . . Bluebird 11503

This number is beginning to get a terrific air plugging after being out a while, and, although it has plenty of competition in the ballad market, it has a good chance of hitting the crest. Tempo employed on the Bob Crosby version is a little livelier than the others, but all three releases are adeptly handled. Operators scratching for replacements on their program holders will find the answer here.

**ALL I NEED IS YOU** . . . . . **ELLA FITZGERALD** . . . . . Decca 18347

Here is a truly beautiful song and beautifully sung by Miss Fitzgerald. Her parting with the band, using the Four Keys now as an instrumental accompaniment, has certainly not detracted from the Fitzgerald disks—in fact, judging from this one the change was for the better. Operators should hop on this one immediately, because the song is a cinch to be a favorite very soon.

**ON THE BANKS OF THE FREDDY MARTIN** (Clyde Rogers-Wabash) . . . . . **Stuart Wade-Martin Men** . . . . . Victor 27878

This old-timer is getting a big revival thru the new 20th Century-Fox film *My Gal Sal*. Freddy Martin's new recorded version of the song is done with all of the old-time vocal frills, which makes the disk even more appetizing. Operators should particularly watch for the opening date of the picture in their area and plan to have the tune on the machines at the same time.

**AMEN** . . . . . **WOODY HERMAN** (Woody Herman-Ensemble) . . . . . Decca 18346

A tune from the Universal picture *What's Cookin'?*, in which Woody Herman's band had a role. Disk has a distinct quality in that its rhythm is patterned after the Negro spirituals. Herman's vocalizing makes it all the more appealing, too. Operators should welcome this number because of the variety it will contribute to the phonograph's repertoire.

**ON ECHO HILL** . . . . . **DICK JURGENS** (Harry Cool) . . . . . Columbia 36586  
**MITCHELL AYRES** (Mercedith Blake) . . . . . Bluebird 11506

Gets a repeat mention from last week's listing. It's one of those exceptionally commercial ballads which follow a formula that seems to always spell success if plugged often enough. It was erroneously stated last week that the Dick Jurgens' record was the only one out at that time. Actually, Mitchell Ayres was first out with it. Both renditions are equally handled in capable style and should prove great nickel grabbers for the music machines.

## THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

**ON THE BANKS OF THE FREDDY MARTIN** (Clyde Rogers-Wabash) . . . . . **Stuart Wade-Martin Men** . . . . . Victor 27878

Several decades ago the populace all raised its voice in singing this song, and even in the present day it is familiar to many as it was to all then. Freddy Martin, making wide use of the voices and instruments in his band, has given it the same polished treatment as to the other sides of his that have found favor among the phonograph fans. And Martin makes it more valuable and inviting to sing along with the band rather than dance to the rhythm. Other side is also a music machine must. It's the *My Gal Sal* oldie.

**MOONLIGHT BAY** . . . . . **BOB CHESTER** (Gene Howard-Ellsco Cooper-The Four Notes) . . . . . Bluebird 11521

Here is another oldie that can easily hold its own with the better songs of this or any other day. And Bob Chester's novel and modern arrangement, combining the sweet and swing features both vocally and instrumentally, should count for heavy coinage in the music machines. The tempos vary, playing it slow for the soft and sweet phases, with a gentle jump beat for the more rhythmic passages. In this case, however, the tempo changes hardly impair the high dance quality of the side.

**DON'T TELL A LIE ABOUT ME, DEAR** . . . . . **WAYNE KING** (Linda Barrie) . . . . . Victor 27871

This side brings for the first time a female voice with the band. And in Miss Barrie, Wayne King has a queen to complement his royal waltz rhythms, adding a new charm to the already appealing music. Accentuating the soft violins and subdued woodwinds, the side brings an attractive sentimental song in the medium slow waltz tempo.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

**PART ONE** of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

# TALENT and TUNES ON MUSIC MACHINES

By HAROLD HUMPHREY

## News Notes

Elaine Beatty, the gal who won the song contest sponsored by the Cleveland Phonograph Merchants' Association and got herself spotted on Sammy Kaye's disk of "Here You Are" as a result, now has a steady job with Clint Noble's band at the Cleveland Hotel Statler. . . . Operators will be watching for the new Jerome Kern-Johnny Mercer songs which will make up the score for Columbia's next Fred Astaire-Rita Hayworth musical film, tentatively titled "Carnival in Rio." Melodies are "Dancing on Air," "Dearly Beloved," "I'm Old-Fashioned," "You Were Never Lovelier," "Wedding in the Spring" and "Shorty-George." . . . When Ina Ray Hutton plays college prom dates she gives albums of her Columbia disks to couples voted best in waltz, fox trot and shag contests. . . . Last week was a big week for band leader Tommy Tucker. His vocalist, Amy Arnell, had her appendix yanked; it was Tommy's birthday; singer Don Brown celebrated his first wedding anniversary; Columbia Records released Tucker's first Columbia label, and the Palmer House, Chicago, signed the band for a June 24 opening. . . . The much-heralded RKO film, "Syncopation," has been released. Charlie Barnet, Benny Goodman, Harry James, Jack Jenney, Gene Krupa, Alvino Rey and Joe Venuti appear in it as members of the "All-American Band." . . . The American Federation of Musicians last week hiked the overtime scale for bands making recordings and also invoked a by-law banning any commercial recordings which would consume more than three and one-half minutes' playing time. Reason for such a restriction is that the musicians' union feared that the disk companies might soon put two and three tunes on one side of a disk running as much as 10 to 12 minutes in the hope this would offset the drop in production. . . . Woody Herman, the Ink Spots and Jimmy Dorsey are all on Broadway this week.

## Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites in addition to the national leaders listed in the Record Buying Guide:

**WILMINGTON, DEL.:**  
We'll Meet Again. Benny Goodman.

This one was listed recently in *The Billboard's* "Possibilities" section of the Guide, and this is the first mention it gets from the operators. Disk was released just before Goodman was switched from the Okeh to the higher priced Columbia label, so this may hamper its becoming a national favorite because production on the Okeh disks has been slowed up since the shellac conservation order.

**DALLAS:**  
All Those Wonderful Years. Russ Morgan.

A relatively new ballad, and it is catching on here. It's the Russ Morgan version that the operators are putting on the coin phonographs, and from the reports it looks as if it would continue to build. Operators elsewhere might do well to look into this item just on the strength of the reports from here.

**HARRISBURG, PA.:**  
Three Little Sisters. Vaughn Monroe.

A novel war ditty that is getting plenty of plugging now via the air lanes. Vaughn Monroe's recorded version is given a strong mention this week by the majority of operators here, and there is a good chance that the popularity of the disk will not long be confined to territorial mentions.

## Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended May 15 and the week before, ended May 8, see the Music Popularity Chart in the Music Department in this issue.

# on the RECORDS

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 20)

**KENNY BAKER (Decca 18313)**  
*Whisper That You Love Me—W; V. Full Moon—FT; V.*

The lyrical tenor pipes of radio's Kenny Baker make for lyrical delight in these two sides. The *Love Me* waltz is the standard song of H. Engelmann and John Klenner, with Baker singing the opening and closing refrains. Band chorus, directed by Harry Sosnick, with the violins predominating, bridges the two vocals. Gonzalo Curiel's *Noche De Luna*, as Tin Pan Alley's *Full Moon*, also gets sympathetic song treatment. In slow ballad tempo, Baker sings the opening refrain. The violins start a second chorus and give way to Baker at the halfway mark to sing it out.

Either side is effective for smart locations where the more refined music and songs are sought in the music boxes.

**JAN GARBER (Elite 5025)**  
*Talking to the Moon—FT; VC. Plant a Little Garden in Your Own Back Yard—FT; VC.*

With so many songs tying in with the war, this is the first linking lyrics with Victory gardens. Jan makes a melodious appeal to *Plant a Little Garden*. The playing is in a bright manner, band laying down the music for the opening chorus. Fritz Heilbron sings the verse and for the chorus is assisted by the ensemble singing of the band. Boys return to their horns to carry another chorus and take the side out. *Moon* is a nice enough ballad, played in the typical Garber manner, with the saxophones carrying the band body. Russ Brown is in romantic singing mood for the middle chorus after the saxes and trumpet play the first refrain. Full band ensemble picks it up for the last half of the chorus to carry it out. As ever, the side is slick for dancers who desire it sugary.

"Plant a Little Garden in Your Own Back Yard" is a timely issue that should find some play coming its way in the phono circuits.

**VAUGHN MONROE (Victor 27877)**  
*Nightingale—FT; VC. A Soldier Dreams—FT; VC.*

Two ballads of the day are back-to-back here. Both dreamy songs and both lend themselves to Vaughn's troubadouring. Tempers the moderate fox-trot beats with rumba rhythms for Xavier Cugat's *Nightingale*. Band plays the opening chorus, the clarinet carrying the lead, while the maestro sings it out for a second refrain. The Al Dubin-Cliff Friend soldier ballad on the B side is taken in slow ballad tempo, with a light rhythmic background to keep it bright. Vaughn sings it from the edge. Band socks out for the start of a second chorus, with the maestro back on the tag to sing it out. As usual, both sides show the fine

teamwork of the band and the singing maestro.

Both ballads stand excellent chances of making the grade, and if public favor is showered on either or both of the songs Monroe's versions shape up as coin-catchers for the music boxes.

**TOMMY DORSEY (Victor 27876)**  
*Snootie Little Cutie—FT; VC. Moonlight on the Ganges—FT.*

Bob Troup is responsible for *Snootie Little Cutie*. The light and breezy touch required is missing in the Dorsey treatment. Instead, this cute and clever ditty gets an over-arranged setting with extra-heavy vocal trimmings. It starts off with a heavy vocal that's more like a mob scene, with Frank Sinatra, Connie Haines and the Pied Pipers. Sinatra and Miss Haines engage in the usual boy-belle vocal capers to strike off a second refrain. Short band passage opens the final chorus, and the entire vocal gang gives it an all-out shout. The more acceptable sentimental swing style, with the maestro's sweet trombone and Ziggy Elman's hot trumpet featured, makes a smooth and rhythmic selection of *Moonlight on the Ganges*, an old favorite. Strictly instrumental.

Phono possibilities of these two sides lean largely on the personal appeal of the maestro with the fans.

**BARRY WOOD (Bluebird 11523)**  
*Johnny Doughboy Found a Rose in Ireland—FT; V. Put-Put-Put—FT; V.*

Rapidly becoming a strong favorite, *Johnny Doughboy* gets the usual excellent vocal treatment of Barry Wood. Takes the verse out of tempo and hits into a moderate beat for the chorus. Accompanying orchestra, which leans heavily on strings, brings it up at the bridge, with Barry taking over the last half to finish out the side. In more lively tempo, he offers a timely motor-boat ditty in *Put-Put-Put*, with the harmonizing female voices of the Wood-Nymphs assisting with the put-put-puts. Taking the opening verse out of tempo, Barry hits into the medium beats for the chorus, with the girls joining in on the second refrain.

While Barry Wood's "Johnny Doughboy" is a bit late in issue, his entry is still worthy of operator attention where vocal versions of the going-strong songs go well. Also, the "Put-Put-Put" novelty deserves a test phono spin.

**"DOC" WHEELER (Bluebird 11529)**  
*Me and My Melinda—FT; VC. Sarghums Switch—FT.*

It's far from refined rhythms that these Sunset Royal Serenaders beat out, but they are plenty rhythmic, if nothing else. The Irving Berlin pop on the A side is fitted out in the usual sock style. Band lays it on heavy for the opening chorus, James Otis Lewis cuts in with

"one of the best ballads of the season" says THE BILLBOARD

**HERE YOU ARE**  
from the 20th Century-Fox Picture "My Gal Sal"

...AND THE BEST BETS FOR EVERY LOCATION ARE ON COLUMBIA RECORDS!



KATE SMITH  
Columbia 36581



KAY KYSER  
Columbia 36589



LES BROWN  
Columbia 36602

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a jumpy vocal for the second refrain, and for the all-out chorus trumpet and tenor sax rides get it under way. Band is more effective when toning down the blare, as it does for Jesse Stone's riff item on the B side. Moreover, the jump rhythms become more relaxed as the horn tension lessens. It's all instrumental ensemble blowing for three paragraphs, and strictly for hoofing.

Where the band's followers make themselves known, "Sarghums Switch" is the more effective side for the music boxes.

Decca Shows \$202,005 First Quarter Profit

NEW YORK, May 16.—Decca Records, Inc., reported net profit of \$202,005 for the three months ended March 31, 1942, after all charges including estimated provision for taxes of \$201,228. The net profit was equivalent to 52 cents a share on 388,325 shares of capital stock outstanding.

SMASH NOVELTY HIT  
**THREE LITTLE SISTERS**

- ANDREWS SISTERS—Decca
- HORACE HEIDT—Columbia
- WOODY HERMAN—Decca
- ART JARRETT—Victor
- VAUGHN MONROE—Bluebird
- MARTHA RAYE—Decca
- DINAH SHORE—Bluebird

SANTLY-JOY-SELECT, 1619 B'way, N.Y.C.

THE NEW "COUNTRY TUNE" SENSATION—ERNEST TUBB'S  
**WALKING THE FLOOR OVER YOU**  
DICK ROBERTSON  
DECCA No. 4189  
BOB ATCHER Okeh No. 6496 ERNEST TUBB Decca No. 5958  
AMERICAN MUSIC, INC.  
1211 N. Palmsettia Dr. Hollywood, Calif.

## Ohio State Phono Operators Gather



A VIEW OF THE CROWD at the third annual banquet of the Ohio State Phonograph Owners' Association, held at the Hotel Statler, Cleveland, April 27. More than 500 tickets were sold for the affair.

Buy U. S. War Savings Bonds and Stamps.

# Vender Men Plan Fight

**Detroit group will seek exemption from sales tax on vender sales**

DETROIT, May 16.—The monthly meeting of the Greater Detroit Vending Machine Operators' Association was devoted primarily to arousing full public support for the association's move to amend the Michigan sales tax law and to secure an exemption for food and related products. The program obviously requires strong co-operation from other trade groups, including the various retail groups handling foods, declares L. V. Rohr, association president. Steps are now being taken to enroll this additional support.

A large proportion of vending machine operators in this territory are discontinuing active operation, a survey of association members shows, because of wartime conditions. This is caused by the number of young men who have been taken into the armed services and have had to give up their route operations. Another cause is the movement of many thousands of men in this area into war work because of the growing demand for workers in Detroit factories. Men who operated on a small scale are, in many cases, freezing their operations in order to make their full contribution to the war effort. In some cases they are continuing their vending machine operations on the side. It is thus being left more and more to the older and bigger operators to carry on with the industry here for the duration.

## A. J. Stephens, Kaycee, Has Archery-Darts Game

KANSAS CITY, Mo., May 16.—A. J. Stephens & Company are readying a new device especially suited for arcades and recreation rooms. It is explained that the game is a combination archery and dart game. A. J. Stephens, head of the firm, reports tremendous possibilities for the as yet unnamed game.

A recent story in *The Kansas City Star* recounts the story of priorities troubles experienced by the firm and congratulates it for its versatility in coming up with the archery-darts game as well as other specialty items which the firm plans to manufacture.

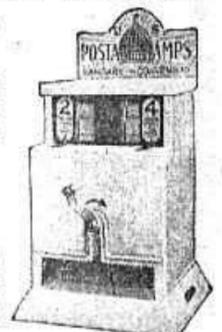
The story also tells that Gabe Kaufman, well-known Kaycee and wrestling promoter, was so interested in the new game that he immediately ordered a number of them. It is on this operation and several others, which served as location tests, that Stephens is basing his optimism for the game's possibilities.

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- Bingo ..... 5.50
- Roll a Skill ..... 5.50

1/3 Deposit, Balance C. O. D.

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# MERCHANDISE MACHINES

Conducted by E. M. HAMMAN  
Communications to 155 North Clark Street, Chicago

## Candy Trade Spotlighted By Recent News Events

### Sugar, chocolate rationing and possible excise tax puts candy in the news

CHICAGO, May 16.—Events in the nation's war production program have focused the attention of the business world on the candy trade. In Chicago, where many candy factories are located, there is much discussion as to what the combined effects of sugar rationing, curtailment of chocolate, price ceilings and the prospect of a federal excise tax will be upon the candy trade and its branches. News of developments that react upon the candy business has been piling up fast in the past few weeks and all of it causes speculation as to what the final results will be.

#### Another Headache

The latest blow is a cut in supplies of chocolate and cocoa. This puts one more obstacle in the path of a business beset by more than its share of priorities problems. The War Production Board ordered a 30 per cent reduction in the grinding of cocoa beans, the source of chocolate used in candy, for breakfast cocoa and soda fountain syrups. Action was forced by lack of shipping space, which cut imports in the January-March three months to 34 per cent of consumption.

For most large Chicago candymakers, anything approaching "normal" planning has long since gone out the window.

One of the first of the confectioners' difficulties was sugar rationing. (The permissible list is now 70 per cent of the amount of sugar used in 1941). There followed, progressively, restrictions on materials for wrapping and packaging, shortages of metal parts for machinery repair, a shrinking labor supply.

#### Still Operating at Capacity

In the face of all these handicaps, most manufacturers—with their fingers crossed—have been operating their plants at capacity to meet a peak consumer demand. The 60,000 wage earners in the country's candy factories will make—if present rate of production can be continued—bulk vendor candies, chocolates, gumdrops and bars this year with an aggregate value of 400 million dollars.

Besides selling to their usual wholesale and retail distributors, candy companies have been doing a land-office business with the army and navy. These sales have centered around 5-cent candy bars and bulk candies, popular with servicemen whose limited budgets don't permit luxury purchases.

The civilian consumer, too, with more money in his pocket, has increased his candy purchases. According to a Department of Commerce report, sales of all types of candy and competitive chocolate products for February—latest month for which figures are available—were about 25 per cent ahead of the same month a year ago. While the report covered only a small group (108) of the industry's more than 1,200 manufacturing concerns, it is typical of the rate of improvement. Dollar sales volume, of course, was higher, largely because of increased prices. The average value of all types of candy sold in February was 18.3 cents per pound, an advance of about 3 cents per pound over the same month in 1941.

#### The Price Situation

The price situation furnishes yet another difficulty for confectioners who are still studying the OPA's price regulatory order.

Practically every candymaker figures his selling prices on the basis of average inventory costs. Advances in the cost of ingredients forced price ad-

vances on some types of candy last month. The price-ceiling order now makes it necessary for manufacturers to observe their March maximum selling prices, regardless of the fact that on the basis of present inventories, such sales would be at a loss. As a result of this situation, peanut bars and clusters may disappear from American candy counters.

Some of the more obvious tight spots in the supply situation have been negotiated quite successfully up to the present time. To continue output on a reduced sugar basis, manufacturers are using a greater proportion of such other products as honey, corn syrup, butter, eggs, milk and cream. Flavoring extracts likely to be a future bottleneck, although substitutes are available for some types.

Candymakers are among Chicago's largest employers. Mars, Inc., has about 2,000 workers. E. J. Brach & Sons employs 1,500. The working force of Schutter Candy Company varies from 600 to 1,500. Williamson Candy Company has about 500 workers. Other large Chicago companies are Bunte Bros., Curtiss Candy Company, Pan Confections, Walter H. Johnson Candy Company and National Candy Company.

At the moment, the candy industry is nervously awaiting the results of the Ways and Means Committee's tax bill deliberations, hoping for rejection of the Treasury Department's proposal for a 15 per cent manufacturers' excise tax on candy.

Registering their opposition to the tax proposal, manufacturers contended at hearings last month that candy is a food rather than a luxury product; that the proposed tax would discriminate against candy in favor of other competing food products; that it would handicap producers of agricultural products whose sales to the industry are 190 million dollars annually; that it would impose hardships on more than 1½ million retailers, destroying the "penny goods business patronized largely by children.

## Beverage Industry Committee Named

WASHINGTON, May 16.—The following advisory committee for the soft-drink trade: Government presiding officer—John B. Smiley, chief, beverage and tobacco branch.

#### Members:

W. T. Aitken, president Mission Dry Corporation, Los Angeles, Calif.; Willis Battle, vice-president Nehi Corporation, Columbus, Ga.; Dr. W. D. Best, president Orange Crush Co., Chicago, Ill.; E. W. David, treasurer the Charles E. Hires Co., Philadelphia, Pa.; J. L. Firmage, president Nehi Beverage Company of Utah, Salt Lake City, Utah; Talbot O. Freeman, vice-president Pepsi-Cola Co., Long Island City, N. Y.; H. C. Grigg, vice-president the Seven-Up Co., St. Louis, Mo.; William Ries, president Jacob Ries Bottling Works, Inc., Shakopee, Minn.; James Vernor, president James Vernor Co., Detroit, Mich.; Edward Wagner, president the W. T. Wagner's Sons Co., Cincinnati, O.; Paul F. Wagner, president Glaser Beverage, Inc., Seattle, Wash.; W. S. Kilbom, vice-president Dr. Pepper Co., Dallas, Tex.; John F. Leary, owner C. Leary Co., Newburyport, Mass.; Joseph La Pides, president Suburban Club Carbonated Beverage Co., Inc., Baltimore, Md.; Benjamin H. Oehlert Jr., assistant to president, the Coca-Cola Co., Wilmington, Del.; C. V. Rainwater, president Hygeia Coca-Cola Bottling Works, Inc., Pensacola, Fla.; Wm. J. Williams, secretary Canada Dry Ginger Ale, Inc., New York, N. Y.; H. A. Canfield, president A. J. Canfield Co., Inc., Chicago, Ill.

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Change of Address  
**BUY LEGAL VENDORS! AVOID TROUBLE!**  
For Defense Workers  
5 LB. "SILVER KING" \$7.95  
10 AT \$7.50  
**'KING JR.'** \$4.75 Ea.  
Newest, most modern money-maker for all locations. Just the right size for counter or booth. Vends peanuts and small candies; also all types of Breath Peppets. Capacity 2 lbs. candy. Blue Hammerhead finish.

**FREE** Catalog and Instructions. Write TODAY!  
**AUTOMATIC GAMES**  
3225 N. Ravenswood Ave., CHICAGO, ILL.

**'POISON THIS RAT'**  
5 PILLS 1c

Newest, Hottest, Timeliest, TAX FREE Counter Game! A REAL HIT!! BIGGEST MONEYMAKER YOU'VE EVER OPERATED! Everyone wants to 'POISON THIS RAT'!! Can operate as 5c game by simply changing A.B.T. coin chute! **\$39.50**

**QUICK! WRITE OR WIRE!**  
ASCO, 140 ASTOR ST., NEWARK, N. J.

We Will Do . . .  
**OUR BEST**  
To Supply You For the Duration  
**PAN CONFECTIONS**  
345 W. ERIE ST., CHICAGO, ILL.

**LUSTRE BALL GUM DOUBLE POLISH**  
All sizes—5c—15c—17c—18c—19c  
Spotted-Striped-Harlequin  
**GUM PRODUCTS, INC.**  
804 Main St., Cambridge, Mass.

**'POISON THIS RAT'**  
NEW! PATRIOTIC! FASCINATING!  
The Novelty Counter Game with the Animated Head!  
**\$39.50**  
WRITE FOR QUANTITY PRICES!

**PERFECT REBUILTS**  
Kicker & Catcher \$22.50  
Pike's Peak . . . 14.50  
A.B.T. Mod. F. 22.50  
Advance Elec. Shocker . . . 8.50  
"V" . . . 12.50  
A.B.T. Chalmers . . . 22.50  
Hole-in-One . . . 10.00  
A.B.T. Pool Table 15.00  
Write for Complete Bargain List of New and Used Machines! Terms: 1/2 Dep., Bal. C. O. D. All Orders Under \$10 Full Remittance.

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MACHINES AND SUPPLIES  
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## Vending Devices For Super Markets Being Developed

DETROIT, May 16.—The Four-in-One Manufacturing Company, Detroit, originator of the four-compartment bulk merchandise vender, has developed a semi-automatic merchandising method for super markets which may bring about a radical change in the operation of these markets and put them on a practical mechanical basis.

The modus operandi is as follows: The customer, on entering the store, is handed a peculiar looking object which has in it a double counter, one counter totals the purchases and the other totals the weight. Helping himself to a bag, which he places in one of the carts peculiar to this type of market, he selects the merchandise he desires. Merchandise is in enclosed bins with samples showing. Each bin has an opening which just fits the implement. When inserted into the opening or slot it acts as a key. The customer inserts the implement and with a lever releases as many items as he wishes and puts them in his bag.

Each release of the merchandise registers the amount and the weight on the counters. If soap is 6 for 25 cents, at the first bar the counter will register 5 cents, at the second 10 cents and at the third 13 cents, at the fourth 18 cents and at the fifth 23 cents and at the sixth 25 cents. It will also automatically continue to carry forward the total amount of his purchases so that he knows how much he is spending all along. The total weight is also carried on the weight counter.

When the customer has completed his purchases, he has only to take his bag to the cashier and lay it on her table. The table is a scale and the cashier glances at the dial to check that the weight approximates that shown on the counter of the implement. Customer pays the amount registered on his implement, and marches out with his packages. They have already been packed by him as he went along. There is no long wait in line, no row of cashiers. One cashier can easily handle a large market, as she has practically nothing to do but glance at the weight and make change.

The advantage to both customer and market is obvious. The customer saves time and the inconvenience of standing in line, the market saves personnel, there is no chance of thieving, checking of sales totals is greatly simplified, space is saved because extra cashiers are eliminated and there are innumerable other advantages.

The Four-in-One Manufacturing Company plans to manufacture the equipment necessary for this mechanical market. Of course, actual manufacture will have to wait until our war is won, but as soon after that as metals are released for industrial use it will go ahead. Meantime all details are being worked out and perfected.

## War Work Boosts Venders in Minn.

MINNEAPOLIS, May 16.—Thanks to the increasing number of industries in the Twin Cities doing war work, the vending machine business in this territory has jumped, bringing operators their best business month in years during April, according to E. T. Barron, E. T. Barron & Company.

Barron estimated there were more than 500 candy vending machines on location in war plants throughout the Twin Cities, about 300-400 nut machines and about 50 cigarette machines.

Candy machines, he said, are doing the best business of all. Nut machines are not very far behind, while cigarette venders are lagging considerably.

It has been estimated that from 60,000 to 75,000 men and women are employed in war work in Minneapolis and St. Paul. Many plants restrict or prevent entirely smoking of cigarettes, which is one of the reasons for the scarcity of such machines in war industries.

Barron said that venders were experiencing a good deal of difficulty in obtaining Wrigley gum and Mars bars but that action has been taken which is expected to lead to a priority on these products in war plants.

All is not "sugar sweet" in getting venders into the factories, he pointed out. Very often an operator runs into difficulty. As yet, however, there has not been reported one case where such permission for installation has been refused.

# VENDER SUPPLY NOTES

OPA amended paper and paper products price regulation in order to define properly "resale book matches." Inadvertently, the price agency said, several words were omitted from this definition as it originally appeared in the regulation.

Restrictions on the importation of cashew nuts go into effect May 20. The order, which requires that importers after May 20 obtain specific authorization from the WPB to import these nuts, is designed to insure maximum extraction of oil from the nut shells in the exporting country, officials explained.

Fat wartime pay envelopes are bad news for makers of low-priced cigarettes. With more money to spend, smokers are turning away from the 10-cent brands, phenomenal sellers of the past decade, and spending their money for higher priced (standard) brands. Sales of low-priced cigs have been declining steadily.

WPB has curtailed the use of cocoa in the manufacture of numerous products in an effort to spread less than a year's normal supply over a 16-month period. The order cuts to about 70 per cent of normal the supply of cocoa products used in making chocolate candy, chocolate-coated foods, powdered chocolate, chocolate-covered ice cream, cocoa butter and chocolate sirup.

The order curtailing the grinding of cocoa beans, besides having a limiting effect on production of chocolate-coated candies, will also have a tendency to increase output of confectionery not using chocolate, such as hard candy, nougats, etc., to meet the demand for sweets. Some chocolate manufacturers have for some time been rationing their customers because of sugar restrictions previously in effect. South America has been the principal source of supply of the cacao bean. Recent ship sinkings on this run also have cut into the available supply.

Capitalizing on the sugar pinch and the plight of some other beverage makers, Squirt Beverage Company has headed toward a heavy summer advertising program, informing consumers that the grapefruit drink takes less sugar and that dealers are not rationed. Advertisements are headlined: "Like grapefruit? You'll love Squirt," and copy

### The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., May 16.—Planting of new crop peanuts is now getting well under way in both North Carolina and Virginia. If the weather continues favorable, it is reported that 60 to 75 per cent of the peanut area in these two States will be planted by the end of next week. The market for farmers' stock peanuts is nominally slightly weaker but offerings have been extremely light and shellers and cleaners are showing little interest in view of the light demand for shelled and cleaned goods. Nominally best Jumbos and Bunch will bring 7½-7.65, and good shelling stock, 6¼-7.15 per pound.

The market for shelled and cleaned goods is quiet and slightly weaker. Trade in consuming centers is showing little interest, pending a further clarification of the order regarding ceiling prices announced a few days ago. Apparently there is no question about shelled and cleaned peanuts, peanut butter, salted peanuts and other peanut products being included, but the extent of the application of the order to the farmers' price level has not yet been announced by the Office of Price Administration.

Reports from the Southeastern producing area indicate that planting is continuing, altho held up in some sections by lack of rain, which is badly needed. It is so dry that some replanting has already been done, tho farmers in most areas report good stands. All indications point toward a large crop of peanuts in the Southeast this year. Reports from the Southwest indicate that demand for seed peanuts has increased substantially recently as result of the drier weather, and much planting has recently been done in both Texas and Oklahoma.

features the ingredients which go into the beverage: grapefruit, sugar and sparkling water. The company makes a special point of reminding consumers that the citrus drink "is an alkaline-forming food" recommended by dietitians. The price, 5 cents, accompanies an illustration of the Squirt bottle.

More than 20,000,000 packages of Regent cigarettes will carry "Help Win the War" appeals during the next three months as a result of a tie-up between the Riggio Tobacco Corporation and the Office of Facts and Figures.

Defending the candy industry against unjust accusations of using sugar in a non-essential product, National Confectioners' Association, in an ad in a national publication, presents the candy industry's side of the story in well-written, wisely presented, informative copy headed by a drawing of a soldier made of familiar bits of candy and captioned "The Candy Soldier Is Patriotic." A boxed chart titled, "Where the Sugar Goes," breaks down sugar consumption into its proper channels and shows that only about 8 per cent of the total sugar consumed is used by the confectionery industry.

### MARKETS IN BRIEF

NEW YORK, May 14.—Peppermint oil (dollars per lb.): Natural, \$5.85 @ 6.00; U. S. pharmaceutical, \$6.35 @ 6.70.

### NUTS

#### CHICAGO SPOT MARKET PEANUTS

Virginia and North Carolina

	Cents per lb. in bags
Jumbos	9.75
Fancies	9.50 @ 9.60
Extra large	13.50 @ 13.75
Medium	13.50 @ 13.50
No. 1 Virginia	13.10 @ 13.25
No. 2 Virginia	11.85 @ 12.00
Southeast	
No. 1 Spanish	13.50 @ 13.75
No. 2 Spanish (sample)	10.75 @ 11.00
No. 1 runner	12.50 @ 12.75
No. 2 runner (sample)	10.00 @ 10.50
Texas	
No. 1 Spanish	.....

## Candy Bar Maker Former Vender Op

Your letter relative to a new size candy bar that will retail for 5 cents in the vending machine trade and the proposed tax has been received.

It is highly commendable that a trade magazine has taken the initiative and interest in behalf of its subscribers and readers and it is a pleasure to cooperate with such a magazine.

We have for a number of years enjoyed an appreciable amount of business from the vending machine operators and, having had previous years of experience myself in the operation of vending machines, prior to the manufacturing of candy bars, we are familiar with the situation.

The candy bars that we now manufacture for the vending machine trade are in a great proportion coconut, which raw material, coming from the Philippines—that source now being cut off—has advanced the price from 6 to 20 cents. This, combined with the sugar limitations, leaves us in a position perhaps more difficult than the average bar manufacturer.

We are, however, glad to announce to you and hope to announce to the trade later on that we will manufacture a new bar of different ingredients and of a size that will make it possible for the vending machine operator to at least continue in business. We shall perhaps—at least during the duration—forget our profit on this particular item in order to keep our products and our name before the vending machine operators so that when things return to normal we will continue to have the good will of this very desirable trade. We will be pleased to forward you samples of this new bar as soon as they are available.

Allow us to again thank you for the interest you have shown in the vending machine operators and the candy industry combined.

R. J. KLOTZBAUGH,  
Josselyn's Manufacturing Confectioners, Baltimore, Md.

## Denver

DENVER, May 16.—Business standing of operators and distributors is in direct contrast in the Rocky Mountain States. While most operators are recording mounting profits, distributors are closing out what remains of their stocks and preparing to reduce business operations for the duration.

Only in the small towns do operators report any loss of business. In these towns draft calls and exodus of skilled workers to war plants are removing an important source of revenue. In larger cities operators are frantically trying to buy additional machines of all types.

Johnny Branny, largest operator in Casper, Wyo., reports excellent business with prospects of much more as the result of war department approval of a factory there.

Andy Stevenson, biggest of the Utah operators, is trying to keep up with the demand in Salt Lake City, Ogden and Provo, Utah. All have had large increases in population due to war industries and new army posts being established in the area.

Large Eastern Colorado cities are also proving good revenue spots with a whole host of war projects and new army centers a-building. Operators in the Denver area were cheered when recent sugar rationing registration in Denver indicated the city's population may have increased as much as 25,000 over the 1940 census. This figure is much larger than the most optimistic estimates made by the Denver Chamber of Commerce.

On the dark side of the coin machine picture is the shortage of stocks that distributors have on hand. Rocky Mountain Soundies is having trouble filling orders for Mills Soundies and other Mills machines. According to Gano Senter, manager, the firm will concentrate largely on the operation of its soundies locations in Colorado, Wyoming and Nebraska.

Wolf Sales Company, on the other hand, received a large shipment of Wurlitzer machines Wednesday. These were machines that were recently released from government holding orders. On top of this, Wolf Sales is going ahead with plans to establish a large repair business.

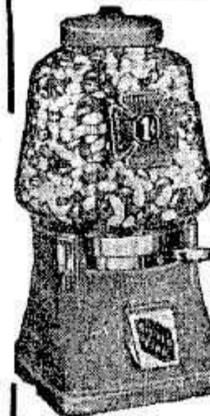
## BALL GUM

5/8"—13,000 Balls \$15.75  
1/2"—15,500 Balls \$15

Full Cash With Order, Freight Paid

### ADDITIONAL INCOME

5 lb. "SILVER KING," \$7.95  
10 at \$7.50



FREE View-a-Scope or Cat. & Instructions. Write today for terms. "Peep Show" only \$24.50 each. 10 pennies from most players. 1¢ per photo graph, 10 Pictures.

TORR 2047A-SO. 68 PHILA., PA.

### Cigarette Machines

Best Mechanical Condition  
U-NEED-A-PAK - MODEL E  
8 Column, \$35.00; 6 Column, \$27.50;  
3 Column, \$15.00  
ROWE 8 Column Royale... \$65.00  
6 Column Imperial... 40.00  
DU GRENIER  
Model V-7 Column, Double Shift... \$52.50  
7 Column Streamliner... 23.50  
5 Column Streamliner... 18.50  
6 Column Model G... 15.00  
4 Column Model H... 12.00

Any Quantity, Stands - \$2.50 Extra  
1/3 Deposit, Balance C. O. D.  
BELL COIN MACH. EXCH.  
641 Hunterdon St., NEWARK, N. J.  
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America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.



# MEN & MACHINES

Conducted by MAYNARD L. REUTER

Communications to 155 North Clark Street, Chicago

### More Coinmen In Armed Forces

Not a day goes by, it seems, but that news arrives of one or more coinmen joining the armed forces. There's no doubt that history is repeating as far as the coin machine industry's manpower is concerned. Few industries can boast such a high percentage of World War I veterans, and the rapid rate at which coinmen are entering the present conflict indicates that the percentage of veterans of this war will be equally high.

### Pate Joins Up

Sherman Pate, for more than five years sales manager of Permo Products Corporation, Chicago, is one of the latest well-known coinmen to join up. Permo's personnel presented him with a motion picture camera and projector as a farewell gift. "Sherman will be gone only for the duration," President Art Olsen declared, "meanwhile Vice-President E. C. (Gene) Steffens will assume the duties of general sales manager, while W. F. (Bill) Hemminger will act as sales manager of the Fidelitone Needle division."

### Cleveland Phono Association's Inspiration



Recently we published quite a list of women well known in the coin machine trade. To the members of the Ohio State Automatic Phonograph Owners' Association, especially the Cleveland Chapter, Ariene Wapperer is the inspiration that makes their organization one of the most active in the United States. Officially, she is assistant secretary-treasurer; actually, she watches all details, knows all members personally, prompts the officers to do their duty

and is so agreeably pleasant to everybody that she is really the pride of Ohio music operators.

### Movie Machine Operator Now in Service



One of the first coinmen of the movie machine division of the industry to join up is Corporal Elridge (Curly) Sessoms. Curly is a corporal at Kessler Field, Miss., and just itching to get into action, we hear.

### More Than His Bit . . .

Few men in the industry are devoting more time away from their jobs than Jim Mangan, Mills Novelty advertising and promotion director. Hardly a day has passed since Pearl Harbor that Jim hasn't made a patriotic talk at some meeting or other. In addition, as president of the Chicago Society of Typographical Arts, he's directed the energies of more than 100 crack Chicago artists in the production of posters, circulars, etc., for all branches of the armed forces and governmental agencies. The Society, to date, has donated more than \$150,000 in professional services to the war effort.

### Baby Production News

Does Hitler read *The Billboard*? Not now, we're sure, because back in 1939 his culprits in crime decided *The Billboard* no longer was acceptable reading matter for his "superior race." However, there's a lot of evidence that he once read it. Perhaps avidly. Where else did he get his ideas about "baby production"?

Veteran coinmen will recall that one of the standing features of the coin machine section, years before Der Fuehrer's rise to power, was the "baby production" column. Under the careful guidance of Walter W. Hurd, this column at times discussed at length the economic value to the industry of "more babies to play more machines." Not a birth within the industry's ranks escaped Walter's eagle eye. The stack of clever birth announcements that have accumulated thru the years would make an interesting book. But the pressure of more weighty news has crowded the "baby production" news on to the holdover columns frequently of late. As a result the number of announcements, too, has fallen off. One arrived from F. C. Cashion, an Orlando (Fla.) operator, this week, however, which shows that the seeds Walter Hurd planted years ago still bear fruit.

## Minneapolis-St. Paul

MINNEAPOLIS, May 16.—"Sure, the coin machine business has been hit hard, but one item we sell plenty of is War Stamps," declares Jonas Bessler, executive of Hy-G Amusement Company. "When our customers come in we naturally try to sell them coin machine equipment. Even if they don't buy coin machines they all buy War Stamps."

From Hibbing, Minn., comes word that John Healy, Arrowhead Novelty Company, has enlisted in the United States Army to do his share in defeating the Nipponazis.

Operators with locations in the Minnesota resort districts are looking ahead to a very bright season and many are coming to town these days picking up all the machines they possibly can for their territory. The operators reason that Minnesotans this year will vacation in their own home State.

Oscar (Ozzie) Truppmann, former sales manager for Acme Novelty Company, is opening a new retail record shop in the heart of the Minneapolis loop district.

Marie Madsen, Coin-a-Matic Amusement Company central studio, reports

the requests for special recordings are coming in in greater number than ever before.

Hy Greenstein and Jonas Bessler, Hy-G Amusement Company, have been concentrating on getting as many parts for all coin machines in stock as possible. As a result the firm is well-equipped with a good array of parts for practically every machine.

At Silent Sales Company William (Splinx) Cohen and Benny (Pyramid) Friedman have stocked up heavily on used merchandise which is being reconditioned by the mechanics and resold.

Jonas Bessler, Hy-G Amusement Company, has become an air-raid warden and is now in the midst of a 34-hour course in first aid, incendiary and demolition bomb instruction and other information necessary to a good warden.

Hy-G mechanic Herb Greenfield is in the hospital recuperating from an emergency appendectomy. He is expected to be back at his job within several weeks.

M. M. (Doc) Berenson, Minnesota Automatic Machines, was guest at a bachelor stag this week in which the coin machine industry was especially well represented. Doc will marry Dorothy Connor, of Minneapolis.

**IT'S A HIT FOLKS! DOUBLE DIE CUT!**

Gardner's flashy new baseball board with a double die cut that shows real action. New Jumbo holes! \$10 top on 5c play! \$25 top on 10c play. 53 Winners! Plenty of Consolations!

**Order No. 800—BEAT IT OUT**  
(5c Play—Special Thick Slot Symbols—New Jumbo Holes)

TAKES IN: ..... \$40.00  
PAYS OUT (Average) ..... 17.62  
**Average Profit ..... \$22.38**

Also Available in 10c Play  
**Average Profit . \$42.38**

**ORDER NOW! GARDNER 2301 ARCHER CHICAGO**

### AVAILABLE FOR IMMEDIATE SHIPMENT

FIVE BALL FREE PLAYS			
Roxy	\$12.50	Summertime	\$22.50
Cadillac	14.50	Three Score	19.50
Metro	22.50	Short Stop	19.50
Powerhouse	14.50	Pylon	19.50
Sporty	14.50	Big Chief	22.50
Sports Parade	23.50	Flag Ship	22.50
Fleet	18.50	Horoscope	37.50
Blonde	14.50	All American	22.50
Gold Star	24.50	Target Skill	26.50
Dude Ranch	24.50	Ten Spot	37.50
Fox Hunt	22.50	Hi-Hat	39.50
Big League	16.50	Stratoliner	24.50
Sea Hawk	\$29.50	Formation	27.50
Punch	12.50	Drum Major	14.50
Merry Go Round	19.50	Zombie	22.50
Play Ball	24.50	Sparky	26.50
Broadcast	24.50	Mr. Chips	12.50
Yacht Club	12.50	Stars	24.50
Speedway	\$14.50	Seven Up	29.50
Dixie	23.50	Bandwagon	19.50
Big Time	24.50	Hi-Dive	39.50
Jungle	59.50	Twin Six	39.50
Victory	72.50	West Wind	42.50
Sky Ray	39.50	Repeater	34.50

**ALL GAMES ARE IN A-1 CONDITION AND READY FOR LOCATION**

**ARCADE EQUIPMENT**

Air Raider	\$135.00	Shoot the Chutes	\$89.50	A.B.T. Target Skill	\$15.00
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Single Safes	Sea Hawk	A. B. C. Bowler
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The Cashion Production Company  
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Announces TWO New 1942 War Models

Model 1—ALBERT BRUCE Model 2—ALLENE BARBARA

Mr. F. C. (Cliff) Cashion, Designer and Chief Engineer  
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Two Lung Power, Free Squealing, Scream Line Body, Economical Feed (no sugar), Water Cooled Exhaust, Changeable Seat Covers.

The Management assures the public there will be no new Models for the Duration of the War.

Showroom Decorations Acceptable

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PHONOGRAPHS**

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Spectravox, With Play-master, Like New... \$425.00  
Super Rockalites . . . . . 229.50  
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8800, E.S.R.C. . . . . \$425.00  
Envoy, E.S.R.C. . . . . 319.50  
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61's With Stands . . . . \$ 94.50  
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**Story of Move To Help Counter Games Released in Chicago; To Seek Lower Tax by Amendment**

CHICAGO, May 16.—The story of a proposed amendment to the U. S. Revenue Act of 1941 to reduce the excise tax on counter machines from \$50 per year to \$10 was released by well-known coin machine interests recently. The amendment was formulated by Hon. James T. Igoe, former Congressman from Chicago, and had the strong support of manufacturers of counter machines. Following are the documents as prepared for presentation to Congress:

**Counter Machine Facts**

**1. Earnings of Penny Counter Games:**  
Location reports of hundreds of operators show weekly earnings ranging from 80 cents to \$1.50 weekly. Average may approximate \$1 net weekly. Optimistic annual total per machine \$52 net.

**2. Total national distribution, based on production over five-year period:**  
There were, prior to October 1, from 1,000,000 to 1,200,000 penny counter games in operation in the United States.

**3. Ability to pay.**  
Obviously no location can afford to operate such a counter game, for any machine which earns only \$52 a year cannot pay \$50 a year for privilege of use—it, however, could and will pay \$10!

**4. Comparison:**  
Panoramic photo illustrates physical characteristics and relative features of machines discussed.

(a) Aggregate number of gaming or slot machines in operation prior to October 1—100,000.

(b) Earning capacity of gaming slots varies from \$7.50 weekly to \$50. Consensus of trade is weekly average of \$12.50 net.

**5. Parallels of tax producing ability of two types of machines under normal operating conditions:**

PENNY COUNTER GAMES		
Weekly	Average	Annually
\$1		\$52
National Total		
1,200,000 COUNTER GAMES taxable at equitable rate of \$10 annually will produce an approximate \$12,000,000 revenue.		
AUTOMATIC COIN SLOTS		
Weekly	Average	Annually
\$12		\$650
National Total		
100,000 slot machines at the \$50 rate will produce an approximate total of \$5,000,000 revenue.		

**6. PENNY COUNTER GAMES** operate on a one-cent coin and are used as a means of trafficking in loose change at point of sale in store. Incentive to play is trivial, hence the inducements, such as a trade award of a package of cigarettes, extra cup of coffee or a bar of candy to entice extra pennies at time of sale.

Being a trade booster, its appeal must change with popular fancy, as is true in all sales promotion activities. Machine gets attention for limited time and must be replaced with new models or ideas, hence the frequent offering of new designs, shapes, sizes and combinations as well as playing themes. All penny machines are basically the same penny counter games. Their resemblance, if any, to popular slot types is both coincidental and a privilege appropriated by the manufacturers for sales reasons; it being the course of least resistance to imitate, take-off or simulate rather than to originate or develop new and unfamiliar play appeals.

**7. SLOT MACHINES** are identified by the playing public as a purely money trafficking or chance machine. Their identity is so well fixed or established in

the public mind that intricate or expensive designs and mechanical constructions are justified. Some are mechanical, others electrical, but all require service and considerable cost in moving about and installation. All this is justified by their popularity and is substantiated by their earnings. Quite the contrary with the penny counter game.

**8. OBVIOUSLY THE WIDE** disparity between the two must excite the curiosity of the tax technician. The reason for the sizes, the differences in designs and mechanisms must engage the concern of the tax analyst:

(a) The slot is purely gaming; fully automatic and is unattended on location, being self-sufficient in its capacity physically and its earnings which justifies the elaborate mechanical provisions for its operation. Furthermore, it is a permanent fixture in the club or place of operation, requires little replacement or trafficking in trade; caters to a money crowd.

(b) The Penny counter game, broadly speaking, is a catch-penny device. Must be attended by storekeeper, hence its placement on counter in close proximity to point of sale or cash register.

**9. SLOTS** use a semi-skilled labor while penny games, being simple assemblies, use unskilled labor for the most part unsuited to the trades or skilled war work. A great deal of girl labor is used. The limited number of slots justifies no burden on employment in any class they may come, nor does the slot have any vital relation to other sources of revenue except possibly the Federal and State Income Taxes, which their earnings of course justify. Penny counter games, however, reflect a more far-reaching tax picture because of their number, the excess of business and the resultant employment and profits incidental to all commercial activities.

Use of slots has no relation to sales taxes, being strictly coin gaming devices. While the penny counter games, by reason of their very purpose and use, tend to stimulate sales of other items directly by sales taxes and other federal taxes, as in the case of cigarettes. Their multiplicity encourages easement of other tax burdens, helping to justify their existence by contributing indirectly to the new federal taxes as in the case of tires, cars, telephone and telegraph tolls, checks, etc.

**CONCLUSIONS:**

**A. Benefits to National Program Under Proper Classification and Tax.**

The currently operating units, prior to October 1, of 1,000,000 to 1,200,000 penny counter games, if defined in such a manner as to permit their existence, i.e., defined to come in the \$10 bracket will produce annually \$12,000,000 gross taxes under the coin machine phases of the Revenue Act alone. Further they will support without interruption the already active taxes such as are paid in the course of business, viz.: Income, Social Security, etc. (Incidentally operators employ an average of three people each.) They will bear also indirectly their part of the new taxes incidental to the bill as enumerated above. They will maintain the status quo of an orderly and productive business activity not in conflict with any currently vital war activity.

**B. Injuries to National Program if Eliminated From Business by Improper Classification and Unjust or Confiscatory Tax.**

As evidenced by the flood of cancellations of orders in work, the return of stocks on hand and all the incidental dislocation to production and employment already felt by the present interpretation or definition of the bill, all

penny trade machines will be eliminated completely from the business scene.

Thus it is seen that a possible \$17,000,000 total coin machine tax from these two types alone will melt to a bare \$5,000,000. The Treasury, with a stroke of the pen, will automatically wash away a \$12,000,000 revenue which will accrue from the penny counter game if the present interpretation of the measure stands.

In the event the present definition stands it would appear that the \$5,000,000 strictly slot tax will not justify its cost of collection; while its injurious features, otherwise, will greatly lessen the proceeds or revenue from other and incidental taxable items.

On the other hand, and finally, at \$10 a year penny counter games will produce more than double the revenue anticipated by the slots at \$50.

Newspaper reports reveal that applications for licenses under the \$50 tax have fallen far short of the Revenue Department's estimates. In one instance, for example, at time of printing of this document (Nov. 5) applications had been filed with the department covering only 1,000 machines for the Northern District of Illinois, which district is comprised of 26 counties. Bureau estimates had anticipated 45,000 units. The injurious effects of the tax and its confiscatory qualities are clearly reflected in this ratio of 1 to 45. Furthermore it bears out most conclusively the intentions of the appeal contained in this folder.

**Proposed Amendment**

to  
The "Revenue Act of 1941" as it Applies to Part IX Coin Operated Amusement and Gaming Devices, Sec. 3267 Tax on Coin-Operated Amusement and Gaming Devices.

**PREAMBLE**

WHEREAS, the act as it now stands classifies, in the same classification, all coin-operated machines wherein there is embodied the element of chance, and

WHEREAS, there are between 1,000,000 and 1,200,000 coin-operated penny counter games in operation throughout the United States, the function of which is to stimulate trade at the point of purchase, and

WHEREAS, the average net income from said machines is \$1 per week or \$52 per year, and

WHEREAS, the present Act is confiscatory as it applies to these penny counter games, in that it is impossible to pay a \$50 annual tax on a machine that only produces on an average of \$52 a year net

**Operators!!**

KEEP YOUR MACHINES  
**PLAYING**  
WE HAVE PARTS TO  
**REBUILD**  
YOUR OLD MACHINES  
**NEW**

ILLUS. CATALOG—WRITE

**HARRY MARCUS CO.**  
1035 N. PULASKI RD., CHICAGO

**WANT TO BUY**

**ROTARY MERCHANDISING MACHINES**

Will buy any amount for cash. State lowest cash price, make and condition in first letter for quick sale. Address:  
**BOX 122, Care Billboard, 390 Arcade Bldg., St. Louis, Mo.**

**A NEW KEY PURSE**  
Genuine leather-zippered. 50 numbered key tabs. Snap off—snap on. Write for prices.  
**KELLEY-MENNES MFG. CO.**  
Rockford, Illinois

**WANTED**

Pin Games, Sky Fighters, Drivenobles, Ten Strikes, Hockeys, Scientific Baseball, any Machine that is controlled by a coin we'll buy.  
**PATERSON COIN MACHINE EX.**  
259 Market St. PATERSON, N. J.  
Armory 4-7118

**SUPER SPECIALS**  
SATISFACTION OR MONEY BACK  
4 ABC Bowler \$39.50  
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7 Capt. Kidd 47.50  
4 Dixie 17.50  
5 Do-Re-Mi 34.50  
8 Double Play 29.50  
8 Formation 19.50  
7 Gun Club 47.50  
8 Hi Hat 37.50  
6 Hi Stepper 29.50  
2 Home Run '42 77.50  
8 Horseshoe 39.50  
7 Legionnaire 48.50  
4 Lucky 19.50  
4 Lucky Strike 14.50  
3 Major 34.50  
4 Major '41 34.50  
7 Miami Beach 34.50  
9 New Champs 59.50  
5 Pan Amer. 32.50  
4 Polo 21.50  
7 Roxy 14.50  
3 Roxy Card 16.50  
5 Sky Ray 29.50  
3 Skynline 22.50  
7 Snappy '41 41.50  
7 South Paw 41.50  
2 Speed Ball 41.50  
6 Sperry 14.50  
3 Spot-A-Card 54.50  
0 Spot-Pool 49.50  
9 Star Attr. 43.50  
4 Strac'ner 26.50  
6 Super Chub 39.50  
2 Target Skill 31.50  
5 Ten Spot 32.50  
5 Tex. Mustang 47.50  
4 Towers 81.50  
2 Twin Six 37.50  
5 Venus 87.50  
3 Victory 78.50  
3 West Wind 42.50  
6 Yacht Club 17.50  
2 Zig Zag 34.50  
WRITE FOR LIST OF 1,000 OTHERS

**SILENT SALES**  
635 "D" ST., N. W., WASHINGTON, D. C.

**WANTED FOR CASH  
SEEBURG'S  
CHICKEN SAM'S**  
\$55.00 F. O. B. Your City  
(Within 1000 Miles of Chicago)

**Chicago Novelty Co., Inc.**  
1348 NEWPORT AVE. CHICAGO

**COIN MACHINE AND SALESBOARD OPERATORS**  
Jackmaster Two-Blade Knives, three dozen assorted on display card at \$1.95 per dozen when they last. Patriotic Art Victory, assorted, also special made 15-Hole Pushcards, 12 to 39¢ take in \$5.00, 12 to 59¢ take in \$7.50. These cards made especially to take care of increased prices on merchandise. Beautiful Display Cards, hold 15 ass. items, merchandise with plastic and easel, \$11.00 per hundred; \$80.00 per thousand. Pushcards at \$2.50 per hundred; \$18.00 per thousand. Send 25¢ for samples of above. Will be sent you postpaid.

**DACO QUALITY DISPLAYS**  
205 Insurance Building San Antonio, Texas

**Buy U. S. War Savings Bonds and Stamps.**

**COMING EVENTS**

May 17-23—National Carbonated Beverage Week.  
June 1-7—National Hotel Week.  
June 8-11—Confectionery Industries Exposition, New York.  
September 14-16—Advertising Specialty National Association, Chicago.  
November 9-13—American Bottlers of Carbonated Beverages Convention, New York.

income, as is evidenced already by the cancellation of contracts on these machines and by the return of machines to the manufacturers by the operators, and is discriminatory in that it classifies these penny counter games in the same class with the 100,000 five, ten, twenty-five and fifty-cent and dollar slot machines now in use throught the United States, wherein the element of chance is many fold greater and the net income many times larger, and

WHEREAS, these 100,000 purely gaming machines at the tax rate of \$50 per unit will produce an annual tax return of \$5,000,000 the 1,000,000 to 1,200,000 penny counter games, if reclassified into the classification of the "pinball" and amusement machines, at the tax rate of \$10 per unit will produce an annual tax return of between \$10,000,000 and \$12,000,000, while if the present act is permitted to stand will eliminate these penny counter games and thereby entirely destroy the potential source of tax revenue from such machines.

FURTHERMORE, if this branch of the industry is destroyed it will eliminate jobs of many thousands of persons (mostly non-skilled) employed in the industry and allied lines, thereby destroying other potential sources of tax revenue to the federal, State and local governments and throwing a further burden on these governments in the way of unemployment relief.

NOW COME the manufacturers, distributors and operators of these penny counter games and pray that:

**The REVENUE ACT OF 1941**

PART IX, SEC. 3267 BE AMENDED BY SUBSTITUTING FOR THE PHRASE- OLOGY commencing with line 19, page 111 and continuing thru line 4, page 112, Subsection (b) of the Act the following reclassification:

(b) DEFINITION. \*As used in this Part, the term "coin-operated amusement and gaming devices" means (1) so-called "pinball" and other similar amusement machines, including penny counter games, operated by means of the insertion of a coin, token or similar object, and (2) so called slot machines which operate by means of insertion of a coin, token or similar object (except penny counter games as classified in clause 1 above) which by application of the element of chance, may deliver or entitle the person playing or operating the machine to receive cash, premiums, merchandise or tokens. The term does not include bona fide vending machines in which are not incorporated gaming or amusement features.



HYMAN ZORINSKY BUYING BONDS from Rose Ward, War Bond Girl at Woolworth's, Omaha. Mills Panoram was stationed in the store and helped promote War Bond and Stamp sales by showing free movies.

**War Work Firms Warned; Advertise Or Lose Customers**

NEW YORK, May 16.—Manufacturers in competitive industries now engaged in war work must sustain consumer interest in their normal products by "appropriate informative advertising," according to Rudolph Guenther, of the advertising firm of Albert Frank-Guenther Law, Inc.

Guenther warned today that buying habits and preferences "undergo marked changes" in wartime and that while customers "can disappear overnight" they can seldom be obtained in the same space of time.

Pointing to campaigns by steel, motor car, aircraft, oil and rubber companies as examples of constructive maintenance of consumer interest, the executive said many other companies now are in a financial position to advertise their part in the war effort and pave the way for postwar demand for their normal output.

"Advertising is helping build morale, helping Uncle Sam derive needed revenue for war purposes, making the public conscious of the immensity of our fight for freedom, generally doing a job that can only be done thru the medium of the press of the nation and the radio, which are doing more than their share to help win the war," Guenther said.

**New Orleans**

NEW ORLEANS, May 16.—Warmer weather has found a slight dip in coin machine patronage, but the decline is less than seasonal in the city proper. Reports from the interior of the State, however, show some loss of business due to migration of labor and inductions into services. Coin machine sportlands report a steady patronage, with no shortage of machines or parts felt as yet. There is apparently plenty of money circulating in New Orleans proper since pay rolls have trebled of late with opening of new shipyards and other industrial plants.

The F. A. B. Distributing Corporation reports a continued good movement of Wurlitzer parts and the sale of several new machines which the firm has in reserve stock. Fletcher Blalock, head of the firm, looks for no acute shortage of parts for some months to come.

Word from Pensacola Naval Air Base is that Ray Bosworth, partner in the New Orleans Novelty Company, has been commissioned as lieutenant and is to remain there in charge of instructions.

F. W. King, C. & N. Sales Company, has returned from a trip to the interior, where he reported a good demand for restaurant supplies in defense and army concentration areas. King has substituted furnishings for coin machines.

It was a grand party given by R. N. McCormick, Deeca's Southern sales man-

ager, for Johnny Long and ork. Music operators and record distributors of this area were on hand to meet Long and his crew and to enjoy refreshments and a get-together.

Having recently acquired control of the business, Melvin Mallory, Louisiana Amusement Company, reports business moving smoothly. Mallory has lost Bill Christmas, service department man, to the U. S. Marines. Bill Christmas is the son of the late Lee Christmas, one of the most colorful of all Soldiers of Fortune.

Nick Carbajal, Dixie Coin Machine Company, reports a continued good demand for all latest types of second-hand free play pin games, consoles and novelty games.

It's good to see O. D. Marshall back on his feet after illness kept him low for some time. Marshall now directs a coin machine and phonograph route in Eastern Alabama.



**ALL AMERICA IS SHOUTING SLAP THE JAPS!**

Sensational, new die-cut board that is filled with action and exciting play! Order a supply now and be the first in your territory to distribute this profitable game.

"SLAP THE JAPS"  
Takes in 1200 Holes @ 5c \$60.00  
Total Payout .....\$29.64  
PROFIT (average) .....\$30.36

ORDER TODAY!  
We will be happy to send information and prices upon request.

**NOEL'S Gay Games INCORPORATED**  
Muncie, Indiana

SALESBOARDS \* BASEBALL TALLY CARDS \* COUPON GAMES \* E-Z PICKIN' JAR GAMES

**Immediate Delivery From Memphis Stock**

Exhibit's Sky Chiefs  
Bally's Long Acres  
Keeney's Super Ball  
Keeney's Submarine Gun  
Chicago Coin's Home Run of '42  
Universal Grip Scales  
Kicker & Catcher  
Baker's Bomb Hit

**WRITE FOR PRICES**

2 Mills 1-2-3, 1940 Model, Ex. Cond. .....\$110.00  
10 Mills Jumbo Parade, Cash or F.P. (Specify) ..... 99.50  
1 Watling Big Game, F.P. .... 99.50  
1 Mills Track King, C.P. .... 32.50  
3 Jennings Cigarolas (St. 5¢ Play, Extra Clean) ..... 69.50  
1 Exhibit's Hi Ball (Repainted, Ex. Cond.) ..... 42.50  
1 Scientific Batting Practice, Like New ..... 149.50  
1 Grootchan's Skill Jump, Fl. Mod. .... 54.50  
2 In-a-Bag Vendors ..... 9.50  
Also Large Stock of Late Model Reconditioned Free Play Games.

Write for List.  
Terms: One-Third Certified Deposit, Balance C. O. D.

**DIXIE SALES COMPANY**  
883 Union Avenue MEMPHIS, TENN.

**SKEE BALL**

Ten regulation 36-Foot Alleys, good condition, \$25 to \$30 hour in good locations. Popular 5¢ Bowling Game. Sacrifice at \$150 each.

**N. L. WHITESELL**  
1521 E. 37th St. TULSA, OKLA.

**The NEW Way**

**DON'T HOG MANPOWER**  
Move 'Em Often  
"PIN BALL DOLLIE"  
Rubber Wheels, \$6.95, while they last.

**EMPIRE SPEC. CO.**  
2115 90th Ave. OAKLAND, CALIF.

**CARL TRIPPE** Price Plus Guaranteed Satisfaction

**Reconditioned Free Play Games**

All American .....\$32.50	Flagship .....\$14.50	Foxy .....\$12.50
Anabel ..... 19.50	Glamour ..... 22.50	Rotation ..... 15.00
Armada ..... 27.50	Gold Star ..... 27.50	Score-a-Line ..... 22.50
Arrowhead (1 Ball) ..... 9.00	Hi Dive ..... 57.50	Scoop ..... 10.00
Attention ..... 32.50	Holdover ..... 22.50	Sea Hawk ..... 52.50
Barrage (Like New) 32.50	Lancer ..... 15.00	Seven Up ..... 47.50
Bandwagon ..... 27.50	Legionnaire ..... 62.50	Show Boat ..... 57.50
Belle Hop ..... 62.50	Limelight ..... 19.50	Short Stop ..... 15.00
Boomtown ..... 37.50	League Leader ..... 32.50	Sky Ray ..... 47.50
Big Chief ..... 29.50	Liberty (Rebuilt Flickers) ..... 89.50	Stars ..... 42.50
Big Time ..... 32.50	Mystic ..... 37.50	Sun Beam ..... 42.50
Broadcast ..... 32.50	Pan American ..... 47.50	Star Attraction (Now) ..... 97.50
Cadillac ..... 17.50	Paradise ..... 35.00	Twin Six ..... 49.50
Crossline ..... 32.50	Pick 'Em ..... 10.00	Umps ..... 29.50
Crystal ..... 37.50	Playball ..... 37.50	Vogue ..... 10.00
Dixie ..... 27.50	Powerhouse ..... 20.00	Waw ..... 47.50
Doughboy ..... 15.00	Progress ..... 22.50	Wildfire ..... 32.50
Dude Ranch ..... 27.50	Pursuit ..... 47.50	
Eureka (1 or 5 Ball) 37.50		
Flicker ..... 29.50		

Terms: One-Third Deposit, Balance C. O. D.  
Send for Our Complete Price List on Any Games You Are Interested In

**IDEAL NOVELTY CO.**  
2823 Locust St. St. Louis, Mo.

**HIT THE JAP**  
NEW LOW PRICES

Revamp your Chicken Sam with the new Jap Conversion Unit. Consists of lightweight wood Jap Soldier (NOT PLASTER OR PAPER CUTOUTS THAT WRAP AROUND FIGURE). Also Complete Set of Colorful Battle Scenery and Streamers.

**\$9.95**

—DON'T DELAY—  
Forward your Chicken Sam Figure and Logs to us at once. Complete change-over unit shipped same day. F. O. B. Chicago, Ill. Full payment with order will save C. O. D. charges.

Sample Sold With Full Money-Back Guarantee

**MONROE DISPLAY CO.**  
All Phones, Longbeach 6529  
2026 MONTROSE AVE. CHICAGO, ILL.

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



# Kansas City Incident Reveals How Pinball Games Are Often Spotlighted To Shield Others

Kansas City, Mo., has had a series of bombings, supposedly by a gang of hired bombers who do the work for pay. The long list of bombings have gone unsolved. Coin machine firms have been the victims of the last two bombings in the series. Thus begins a typical story—a story that develops similarly in many cities. At long last something happens so that the coin machine industry can be put in the limelight and made the public scapegoat.

Juke boxes, pinball games and slot machines have been featured in the headlines since the last two bombings, and the makings of a crusade against the coin machine trade are in the background—unless Kansas City officials and newspapers just don't believe in crusades.

### Long List of Bombings

To get the picture straight it is necessary to keep in mind that the bombings have been going on for some time and that most of them affected businesses entirely removed from the coin machine trade. A big department store belonging to Montgomery Ward was one of the victims. But when two coin machine firms were involved then the newspapers had a story to feature with lots of scandal stuff mixed in.

The following is the bombing list as it appeared in Kansas City newspapers: Bombs shook three sections of Kansas City September 16, 1941. A dynamite bomb at the Montgomery Ward retail store in the northeast district broke dozens of windows and doors. A black powder bomb was hurled thru the window of a machine shop at 1210 Campbell Street. A filling station on U. S. Highway No. 40 at Booth Avenue was damaged by a powder bomb.

Other bombings in recent months: April 11—700 block on Ward Parkway between two apartment buildings. February 10—Black powder bomb at Bellerville Hotel. September 29, 1941—General offices of the J. C. Nichols companies at 310 Ward Parkway. January 4—Locarno Apartment Hotel, 235 Ward Parkway.

### Job of Hired Bombers

Newspapers reported the following explanation by police offices: "A gang of paid bomb throwers is operating in Kansas City and I intend to begin a real drive to stop it."

Chief Anderson bluntly issued that statement recently and summoned the heads of all divisions of the police department to his office for orders on putting the campaign into action.

At the conference Anderson greeted the men with the assertion that he was "fed up on bombings" and would expect every member of the department to consider the case a personal assignment.

While Chief Anderson did not disclose what evidence he had to support his statement the bombing was the work of hired experts, there has been a series of explosions in recent months.

### And So—Coin Machines

Chief Anderson was of the opinion all was not well in the pinball and juke box industry. He said he had heard that some of the operators were increasing the percentage to the owners of the places where the machines are operated.

"The police department is going to begin a real investigation," he added. "Nothing is more important than a stoppage of these bombings and the arrest of the principals."

The chief referred to the stress being placed on internal security and civilian defense in pointing out the importance of the investigation.

And so coin machines enter the picture. It is naturally a matter of news when a bomb hits any business establishment. There can be no objections from the coin machine industry to news reports, such as that reprinted below, provided it is not made the basis of a newspaper crusade against a small industry when much bigger businesses have been involved in similar misfortunes extending over a long period of time.

If the Kansas City situation develops into a pinball crusade, it will be another outstanding example of how the industry is made the goat for many a bad situation that develops in local politics.

The following headlines and news report appeared in a Kansas City newspaper April 23:

### A JUKE BOX BOMB

Hole Is Blown in Roof of the United Amusement Company, 3410 Main

### DEBRIS ON POLICE CAR

"A bomb blast shortly after 11 o'clock last night tore a hole in the concrete roof of the United Amusement Company at 3410 Main Street.

"Three men in the amusement company's one-story building were not injured by the blast. However, residences in the neighborhood were shaken, windows were broken and pictures knocked from the walls.

"The amusement company has a line of coin-operated music boxes and pinball machines. Altho the diversion theory is intriguing the police, they are more inclined to the belief that all is not well in the pinball industry. Two weeks ago the front of Gus Pnsateri's pinball machine depot at 209 East 22d Street was blasted out.

"The blast is one of a series that has occurred since last fall. Police, so far, have been unable to find any explanation for the explosions. Many persons have been questioned, none arrested.

"Carl F. Hoelzel, president of the United Amusement Company, told police that he had had no trouble from any source and he was at a loss to explain the attack. Hoelzel is also president of Hobbies, Inc., an association of juke box and pinball machine operators.

"Two patrolmen, Michael Curry and Frank Noll, making a routine tour of their territory, were in the amusement company's parking lot on the south side of the building when the explosion occurred. A shower of bricks and concrete fell on the police car. The damage was slight and neither patrolman was injured.

"The patrolmen said they saw no one near the building. Investigators believed the bomb was thrown from the parking lot, falling about 10 feet short of a large skylight at which they surmised it was aimed. Ora Gregg, who is the police bomb squad, said the bomb apparently had been made of about two sticks of dynamite."

### Then a Jury

As soon as the newspapers begin to emphasize the part that coin machines play in such incidents, however innocent the coin machine trade may be, then there is likely to be a public crusade of some kind. Sometimes a grand jury will take up the question. In some very important cases these juries have pronounced in favor of coin machines with a vim. But in the majority of cases a jury is likely to be swayed by tides of public opinion.

On April 29 it was announced that a jury would look into the "pinball bombings," but no mention was made of the long list of bombings involving big business firms that had preceded the two bombings.

Whatever happens in Kansas City it will always be interesting to note how strong is the tendency of newspapers and police departments to put pinball games in the limelight—especially when other business interests may need some shielding from the limelight.

## San Antonio

SAN ANTONIO, Tex., May 16.—The fight for old records is on. Everyone is buying all the old records he can, but most of the operators are "holding tight" to their old platters, and they can't be blamed for doing so.

Edward Braden, music operator who deals extensively in used phonographs, says the supply of used machines is getting scarce.

Music operator H. H. Woods is installing more Wurlitzer wall boxes.

A well-known music merchant, Charles Camp, who has been absent from the operating field for some time, is back in the saddle again with a nice string of equipment.

Coin machine business in this city is good considering conditions. The tourist trade is off but additional soldiers make up for that. Tables, phonos and arcades are doing nicely, especially on week-ends.

Seen along coin machine row: P. E. Parker, Bruno Garza, Cora Hill; C. Cockrell, Smithville, Tex.; Carl Schrade, Karnes City, Tex.; Jack Manerd, Casterville, Tex.; Juan Salazar, Cotula, Tex.; James Small, Elmendorf, Tex.; Merrit Shaw, Stockdale, Tex.; Anita Carter, San Diego, Calif., and Mr. and Mrs. Truman Hatch, Alpine, Tex.

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OPERATORS!  
WE CHALLENGE YOU  
STUDY CUT \$ ORDER NOW



ONLY \$1.00 POST PAID  
For Complete Change Over With Instructions.  
Test Locations Proved as High as \$7.00 in a Single Day.  
**DON'T LOSE A DAY**  
**9 UGLY JAPS IN A ROW**  
Every Hit Scored Knocks Him Out of Sight and V... — FOR VICTORY  
Appears in His Place.  
Get These Machines Working to Capacity or **SELL THEM**  
See Our Classified Ad in This Issue.  
Change May Be Made on Location in a Few Minutes.  
**SAVE MONEY**  
ORDER 6 OR MORE SETS AT 75¢ EACH  
**LONGHORN SALES CO.**  
3311 ROSS DALLAS, TEX.

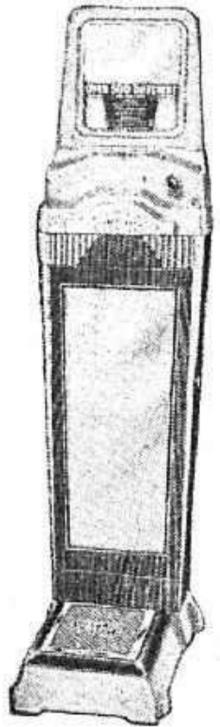
**BRAND NEW**  
5¢ Mills Brown Front Bells .....\$189.50  
25¢ Mills Brown Front Bells ..... 199.50  
5¢ Mills Vest Pocket Bells ..... 42.50  
**FACTORY REBUILTS**  
5¢ Mills Club Bells .....\$249.50  
5¢ Brown Front Bells, Late ..... 124.50  
10¢ Mills Club Bells ..... 254.50  
25¢ Mills Club Bells ..... 259.50  
5¢ Blue Front Bells ..... 112.50  
10¢ Blue Front Bells ..... 115.00  
25¢ Blue Front Bells ..... 117.50  
Club Handles, Light, Single J.P., Late.  
**REBUILT BY FACTORY MECHANICS**  
Mills Three Bells, Like New ..... Write  
5¢ Mills Gold Chrome Bells .....\$179.50  
10¢ Mills Gold Chrome Bells ..... 184.50  
25¢ Mills Gold Chrome Bells ..... 189.50  
5¢ Mills Silver Chrome Bells ..... 179.50  
10¢ Mills Silver Chrome Bells ..... 184.50  
25¢ Mills Silver Chrome Bells ..... 189.50  
10¢ Jennings Silver Moon Chiefs ..... 139.50  
5¢ Jennings Silver Chiefs ..... 107.50  
10¢ Jennings Silver Chiefs ..... 110.00  
50 Galloping Dominoes, Guaranteed Rebuilt by Factory ..... 74.50 Up  
Keeney Super Bells, F.S. .... 219.50  
Race Track, Like New ..... 52.50  
Single Safes, Chicago Metal ..... 17.50  
Double Safes, Miles ..... 22.50  
Parts for Mills, Jennings Slots, All Other Types Slots, Consoles, Etc.

**Southwest Amusement Co.**  
1712 Filed Street, Dallas, Texas

**WANTED**  
**CAPABLE SERVICE MAN**  
For Work in Middle Georgia  
Must know Wurlitzer Phonographs, Wall Boxes, Pin Tables, Automatic Free Play Consoles. Extra good salary to man able to keep Machines going on location. State salary expected, past experience, etc., etc., in first letter. Address: BOX D-214, care The Billboard, Cincinnati, O.

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

**LAST CALL!**  
Only a Few More Left  
New 500 FORTUNE SCALE



Operates Automatically  
No Springs--Balance Weight  
**30-DAY MONEY-BACK GUARANTEE**  
**WATLING MFG. CO.**  
4640-4660 W. Fulton St.  
CHICAGO, ILL.  
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### ORDER DIRECT FROM THIS AD

- CONSOLES**  
Bally Hi Hands, Cash & Free Play ...\$150.00  
Baker's Pacers Daily Double ..... 249.50  
Jennings Fast Time, CP ..... 89.50  
Mills Jumbos, CP ..... 99.50  
Mills Square Bells ..... 59.50  
New Mills Jumbo Parade, Cash & Free Play, Mint Vender ..... 199.50  
Keeney's Super Track Time ..... 275.00  
Keeney's Super Bells, SU ..... 229.50  
Keeney's Super Bells, New ..... 259.50  
1 Paces Races, JP Model, 30 to 1 Pay, Variator, Ser. #5625 ..... 199.50  
1 '37 Model Evans Bang Tail, C. Glass ..... 29.50  
2 '37 Evans Dominos, Cracked Glass ..... 29.50  
1 Evans Bang Tail, Slant Head, Cracked Glass ..... 59.50  
Col. Bells, Rear Door Payout, GA ..... 57.50  
Col. Bells, Brand New, Rear Door Payout, GA ..... 107.00  
Mills 3-Bells & Mills 4-Bells ..... Write
- BELLS**  
9 1¢ Watling, DJP .....\$ 29.50  
6 5¢ Watling, DJP, GA ..... 44.50  
2 5¢ Jennings Chiefs ..... 49.50  
1 5¢ Caille, JP ..... 19.50  
1 Mills Goose Neck, DJP, 5¢ ..... 49.50  
2 Mills Silent Escalators, 5¢ ..... 44.50  
1 1¢ Mills Indian Head, DJP, GA ..... 39.50  
1 1¢ Mills Blue Front, DJP, GA ..... 59.50  
1 5¢ Late Model Caille, DJP, Club Hldo. ..... 69.50  
1 5¢ Mills Indian Head, DJP, GA ..... 49.50  
Mills Blue Fronts, Completely Reconditioned, 5¢ & 10¢, Only ..... 89.50  
5¢ Mills Melon Bells ..... 99.50  
5¢ Mills Bonus Bells ..... 149.50  
1 5¢ Mills Chrome Bell ..... 149.50  
1 10¢ Mills Chrome Bell ..... 149.50
- PHONOGRAPHS**  
Seeburg 8800, ES, Very Clean .....\$395.00  
Seeburg 8800, RC, Very Clean ..... 435.00  
Wurlitzer 616, Perfect ..... 69.50  
Wurlitzer 412, Perfect ..... 39.50  
Send One-Third Certified Deposit With Order.  
**JONES SALES COMPANY**  
1330 Trade Avenue HICKORY, N. C.  
Tel. 107

**WANTED**  
**Cigarette Machine SERVICE MAN**  
and Mechanic to work in Pittsburgh, Pa. When answering state age, experience, reference and salary desired. Steady work. Address: BOX D-221, care The Billboard, Cincinnati, O.

**SKEE BALLS**  
All Overhauled and Refinished  
WURLITZERS — 14 FOOTERS — 6  
ROCK-OLA — 9 FOOTER — 1  
(ORIGINALS) — 14 FOOTERS — 4  
(MIRRORED) — 10 FOOTER — 1  
(MECHANICAL) — 10 FOOTER — 1  
Parts for Wurlitzers, Genco Bank Rolls and Balls. Write for Prices.  
**ROSY'S** 519 West 47th St.  
New York City

Official government releases and press comment during the week helped to clarify the complex situation of how wholesalers and retailers may comply with the price ceilings recently announced by OPA. The information being given out is still general in nature and relates mostly to keeping necessary records, how to get started under the new system and how to handle special problems such as pricing "new" products. Some of the important releases are reprinted for general information. (Operators may be able to help their locations with this information.)

**Price Record Required**

The Journal of Commerce, New York, May 11, published a very concise list of records that must be kept in order to comply with the new price regulations. We reprint it here:

GMPR—the General Maximum Price Regulation, effective today for manufacturers and wholesalers, requires that every one of them keep certain records over a period of at least two years. Price Administrator Leon Henderson, in a summary of GMPR practices, states that

# Information Accumulates on How To Comply With Price Policies

every producer, manufacturer and wholesaler must:

1. Preserve for examination by OPA all existing records relating to March, 1942, prices.
2. Prepare on or before July 1, 1942, a complete statement of highest March prices charged and offering prices, identifying each commodity or service appropriately. This statement also must show all customary allowances, discounts and other price differentials. These records are subject to examination by any person during ordinary business hours. However, any manufacturer or wholesaler who claims that substantial injury would result to him from making those records available to any other person may file them with the appropriate OPA field office. The records so filed will not be published or disclosed unless OPA determines that the withholding of the

information is contrary to the purposes of the regulation.

3. Maintain current records showing prices charged after May 11, 1942, and records showing as precisely as possible the basis on which maximum prices were determined.

In regard to requirement No. 2 above, Henderson suggested that all manufacturers and wholesalers would find it to their advantage to prepare these records as promptly as possible and not wait until July 1. By doing this, he said, they will avoid many misunderstandings and disputes with buyers over the correct maximum prices and thus avoid situations which very well might interfere with the normal flow of business.

The Price Administrator pointed out that aside from the one special provision outlined in No. 2 above, none of the records of producers, manufacturers or wholesalers need be filed with OPA.

**Advice to Henderson**

Leon Henderson has made several announcements since the original price order was issued. One of his statements urges that business men not call for help too soon.

"Over-all price control by the government will start Monday in the wholesale and manufacturing fields and a week from Monday at the retail end. Beginning Monday also all wholesalers of commodities and services automatically go under a licensing system. Retailers similarly will become licensed May 18 and sellers of services at retail July 1.

"Don't stop everything and call for help just because a problem has arisen at one point. Set it aside and go ahead with the rest of the job.

"OPA is rapidly gearing its organization to give help where help is needed. It is a tremendous task and will take time. Until the machinery is set up and operating, manufacturers and wholesalers with problems to solve must exercise patience."

This means that the price charged for a commodity or a service covered by the general regulation and delivered after midnight tomorrow by a producer, manufacturer or wholesaler cannot exceed the seller's highest March price even if delivery is being made under a contract and even if the purchaser has made full payment.

**Pricing "New" Products**

The New York Journal of Commerce published practical advice for the business man who happens to be handling merchandise that he did not sell during March. Questions like this will come up frequently. The following editorial advice is given by The Journal:

Many retailers will sell, after May 18, products which they did not handle during March. Some of these articles will be seasonal goods not sold during the spring. Others will be products substituted for existing lines curbed by restrictions, or commodities whose quality is being radically changed owing to the unavailability of raw materials.

The retailer has three possible courses of action open to him under the terms of the general price-freezing order in such instances. First, he may base the price charged for the product upon that which he charged for the most nearly similar product sold during March. Secondly, a price may be set equal to that charged by a comparable competitor during March. For example, a chain shoe store taking on a new type of shoe may charge the same price as that asked by a competitive shoe chain selling shoes of similar quality in March. Deputy Administrator Galbraith of OPA has advised retailers that competitors will be asked to supply such price data by OPA if they refuse direct requests.

If these two methods are not applicable, because a retailer has not himself sold a comparable product and competitors cannot be found who have done so, the mark-up method of computation may be used. Retailers may then charge the same percentage mark-up on this "new" product as that obtained on any similar product handled during March. Where the mark-up method of determining the ceiling is used it must be reported separately on a special form specified in the Maximum Price Order, within 10 days after such a price has been determined and signed under oath. This procedure is so much more complex that retailers will doubtless prefer the

first two methods where they are at all feasible.

Retailers will have to keep complete records covering their computations of prices charged for such "new" commodities, so that they can present full evidence where enforcement officials question these ceilings. If such ceilings are judged to be a violation of the Maximum Price Order, retailers will be warned by the OPA. Only in the event of further violation after such warning can retailers be brought into court and, if found guilty, become subject to loss of license specified in the Emergency Price Control Act of 1942. It is likely that the OPA also will delay any criminal procedure or action for damage until after a second violation.

**BALLYHOO JUMBO BUMPER FAIRGROUNDS**  
**ROCKET GRANDSTAND SPOTTED FLEET HIGH-HAND**  
**AIRWAY**

As in the glamorous PAST  
 and the perilous PRESENT  
 the history-making games  
 of the glorious FUTURE  
 will be built by BALLY

**FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS**

**RAPID-FIRE CLUB-BELLS BALLY RESERVE PREAKNESS**

SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!  
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**STOP! SPECIAL CLEARANCE SALE-ORDER NOW**  
 All phonographs and equipment listed in perfect condition and ready for shipment.

<b>WURLITZER</b>	304 Stepper .....	\$12.50	Regal ESRC .....	\$185.00
41 (Floor Sample) ..	Twin 12 in Steel Cab.		Classic .....	185.00
51 .....	with Keeney Adap.	110.00	Major .....	265.00
61 .....	Hitler and Jap Chicken		Envoy, ESRC .....	339.50
71 (Floor Sample) ..	Sam Change Units ..	\$15.00	Hi Tone (8800) .....	400.00
412 Marble Glow ....			<b>MISCELLANEOUS</b>	
616 Illum. Grill .....	<b>ROCKOLA</b>		Mills Do Re Mi ....	\$ 25.00
616 Ill. Cr., Mar. Glow	Imperial 20 .....	\$69.50	Rays Track .....	35.00
500 .....	16 Rec. Rhythm M. ..	50.00	Keeney's 5-25c Super	
750 W. Pack. Adap. ...	<b>SEEBURG</b>		Bell (Floor Sample)	235.00
800 .....	12 Rec. Symphonola ..	\$ 29.50	Kirk Guesser Scale ..	75.00
850 (Like New) .....	Regal .....	135.00	Jenn. Bob Tail, F.P. .	100.00
300 Adapters .....				

Reconditioned Free Play Games

Fleet .....	\$27.50	Snappy .....	\$54.50	Big Time .....	\$44.50
Stop & Go .....	14.50	Bola Way .....	74.50	Show Boat .....	40.00
Box Score .....	12.50	Polo .....	19.50	Hold Over .....	19.50
Majors .....	12.50	Belle Hop .....	39.50	Big Show .....	22.50
Trapeze .....	24.50	Entry .....	29.50	Triumph .....	17.50
Stratoliner .....	24.50	Gold Star .....	24.50	Super Six .....	17.50
Target Skill .....	32.50	Sea Hawk .....	32.50		

Terms: 1/3 Deposit, Balance Sight Draft or C. O. D.

**R. AND S. SALES COMPANY**  
 9 Butler St. Phone 524 Marietta, Ohio

**PENNY ARCADES**  
 BETTER-EQUIPPED BY MUTOSCOPE\*

★ No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-CRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY... IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895  
**INTERNATIONAL MUTOSCOPE REEL CO., Inc.**  
 44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

**FIRST IN PROFIT!**

**PENNANT WINNERS...**  
 SUPERIOR cops the flag with another great diamond board that brings the thrills and action of our national pastime to your counter. 1680 holes.. 5¢ per sale .. Takes in \$84.00 .. Sparkling new baseball symbols ... Total Average Payout \$39.92 ... Total Average Profit \$44.08 .. THICK DIE-CUT board.

**SUPERIOR PRODUCTS**  
 14 N. PEORIA ST. CHICAGO, ILL.

**FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS**

**ARCADE MACHINES WANTED**

Will pay cash for ALL TYPES Penny Arcade Machines if prices are right. Send complete list immediately, giving condition and lowdown.

**FRANK SWAN**  
 146-39 60th Ave., Flushing, L. I.

**WANTED TO BUY**

Late Model ABT Challengers, Model F's, Gottlieb Grippers, Seeburg and Wurlitzer Electric Keyboard and Boxes, used Northwestern Ball Gun Machines.

**LAVOIE & HILLMAN**  
 175 E. Main St. FALL RIVER, MASS.

**Let's Beat the Band—Now**

By MAC CHURVIS

Grand National Sales Company, Chicago

When this war is won and our boys come home again we will meet them with waving flags, blaring bugles, beating drums and all the fanfare they deserve.

Let's not wait until the hero returns to tell him that we appreciate what he has been thru. Let's give him a glorious send-off. The most courageous, the most patriotic draftee cannot help but feel the loss of loved ones and lost opportunities left behind. The least we can do is to give them the thrill of knowing that we are beside every one of them—cheering their spirit and praying for their well-being.

Let's send our boys off to war with the knowledge that this America of ours is not only the land of the free and home of the brave but the land of friendship and understanding—worth fighting for!

# Gas Rationing In Baltimore

**Operators begin to consider future plans as gas rationing becomes a fact**

BALTIMORE, My 16.—Gas rationing which has become effective in Baltimore and practically all of Maryland, is causing coin machine operators considerable worry and anxiety. Unless coinmen are able to secure gas rationing cards as essential to their business, they are out of luck. Even with a B-3 classification allowing them 57 gallons over a six-week period they are in a bad way. An operator who must keep in close contact with his locations needs much more than that classification gives them.

Gas rationing will make it imperative to centralize operations near operating headquarters. Only operators who are fortunate enough to have trucks will be able to serve locations as heretofore. Truck owners do not have to register.

Just what the result of gas rationing will have on coin machine operation is not known yet as the establishment gas rationing is still too recent to get a picture of the situation.

There is one bright spot and that is that the present rationing cards are good only until July 1. It has been indicated that railroad tank cars will bring enough gasoline to this sector by that time so that gas rationing can or may be dispensed with.

## Relate Decisions On Federal Taxes

The following Federal Court decision and ruling by the Internal Revenue Department, of interest to the coin machine trade, were reviewed briefly in The Tax Magazine May, 1942:

**FEDERAL EXCISE TAX—DEDUCTIBILITY.**—Where the owner of a coin-operated amusement or gaming device pays to the occupant of the premises on which the device is located the amount of the tax imposed by Section 3267 (a) of the Internal Revenue Code, as added by Section 565 of the Revenue Act of 1941, such owner may deduct the amount as a business expense for federal income tax purposes.

The amount so received by the occupant of the premises constitutes additional income to him, but he is entitled to deduct such amount as a tax in his federal income tax return. If the occupant of the premises is also the owner of the device, the tax imposed by Section 3267 (a) of the code may be deducted as a tax for federal income tax purposes in the year when paid or accrued, depending upon the method of accounting employed.—IT 3539, 1942-11-11024 (page 3).

**That Cabaret Tax ADMISSIONS TAX—HOTEL DINING ROOM ENTERTAINMENT.**—The record sustains findings of the U. S. District Court that no direct charge was made in the taxable period for admission to taxpayer's restaurant in which an orchestra was employed at specified times to give public performances; that no charge for admission was either wholly or in part included in the price paid for food, refreshment or service, and the performances given by such orchestra were not given for profit within the meaning of Section 500 (a) (5), 1926 Act.

Affirming District Court decision, 36 Fed. Supp. 392, reported at 41-1 USTC ¶ 9232.—CCA-6, in Harry F. Busey, Collector of Internal Revenue v. the Doshler Hotel Company, No. 8982. 42-1 USTC ¶ 9359.

## 50 Seeburg Chicken Sams

Converted Jap Carved Figures, all in excellent condition, \$90 each. Send certified check or money order with each order.

## LEO GLOS BAND

7 Nason Road Swampscott, Mass.

## Advertising Helps

"Production men have put their companies' machinery to work for their government. Advertising men can put their companies' time and space to work for their government. By doing this they will be helping to win the war and at the same time they will be keeping company names and trade names alive. Idle advertising, wasteful advertising and advertising that serves no useful purpose are as out of place in this war as idle machines, inefficient machines and machines devoted to the production of useless products.

"Our job is to be useful, not just patriotic. We must warrant our very existence. We can't expect to live on what we have done in the past or continue to do business in the same way. Nor can we base our plans on what we would like to be after the war, ignoring the present. We must plan for today, for today there is a war to be won. Everything we do must be with that in mind, and that goes for advertising as much as anything else. Our advertising, we believe, must serve the nation—it must have a better reason for existence than 'good will' and 'name publicity' which may be valuable after the war. Selling chewing gum, now or after the war, is incidental to winning the war." —Phil K. Wrigley.

## THE WORLD'S GREATEST MONEY MAKERS KEENEY CONSOLES!

### SUPER BELL CONSOLE

3-way convertible—free play, cash or check payout. 5c chute, 25c at extra cost. Also available with mint vender at additional cost.

### Convertible 2 WAY SUPER BELL

Convertible—Free Play, cash or check payout. 5c chutes, 25c chutes at small additional cost.

### Keeney's Sensational SUBMARINE GUN

Actually shoots ball-bearing bullets in rapid fire action.

**OUR SUPPLY IS LIMITED! ORDER TODAY**

J. H. KEENEY & CO. 6630 S. ASHLAND AVENUE CHICAGO, ILLINOIS

## ALL MACHINES PERFECT!

- 4 Fair Grounds .....\$20.00 Each
- Jennings Paddock Club, Console .. 35.00 Each
- Zipper ..... 15.00 Each
- 2 Tycoon ..... 12.00 Each
- 5 Turf Champs ..... 12.00 Each
- Ritz ..... 10.00 Each
- 3 El Dorado ..... 17.50 Each
- Daily Double, Console ..... 25.00 Each
- 12 Post Time ..... 10.00 Each
- Jockey Club ..... 25.00 Each
- Bally Skillfield ..... 25.00 Each
- 3 Keeney's Sport Champ ..... 37.50 Each
- Jennings Parlay Races ..... 25.00 Each
- 2 Jennings Flicker ..... 15.00 Each
- Keeney's Lite-a-Pair ..... 75.00 Each
- 2 Preckness ..... 15.00 Each
- Lucky Lucre ..... 50.00 Each
- Keeney's Kentucky Club ..... 25.00 Each
- Keeney's Dark Horse, Console ..... 25.00 Each
- Gottlieb's Photo Finish ..... 15.00 Each
- 3 Jennings Sportsman ..... 10.00 Each
- Stoner's Air Races ..... 12.00 Each
- Track Time ..... 20.00 Each
- Derby Day, Console ..... 20.00 Each
- Derby Champ, Console ..... 20.00 Each
- Flasher ..... 12.00 Each
- Bally's Classic ..... 12.00 Each
- Genco's Ball Park ..... 12.00 Each
- 3 Gottlieb's Saratoga, Console ..... 20.00 Each

All Machines Are in Perfect Working Condition. 1/3 Deposit on All Orders. Balance C. O. D. PENNY VENDING MACHINE COMPANY 2112 EAST FAIRMOUNT AVENUE BALTIMORE, MARYLAND

## FOR SALE

# 20 PANORAMS

Entire Lot or Any Part of Lot.

GUARANTEED EXCELLENT CONDITION

**\$500.00 Each**

FILM ALWAYS AVAILABLE

Write BOX D-219, Care The Billboard, Cincinnati, O.

### ARCADE

- 1 International Punching Bag, Like New .....\$195.00
- 1 Keeney Air Raider ..... 137.50
- 4 3-Way Grips ..... 12.50
- 1 Holly Single Grip ..... 7.50
- 1 Exhibit Bowling Alley ..... 37.50
- 1 Rock-Ola World Series ..... 47.50
- 1 Evans Ten Strike ..... 47.50
- 3 Penny Phonos, 10 Records with Each

### MERCHANDISE VENDERS

- 75 7 Col. Du Grenier Cigarette Mchs. \$37.50
- 2 Penny-Nickel Northwestern Nut Mchs. 7.50
- 1000 Change Makers for 7 Col. Cig. Mchs. .25

### MUSIC

- 4 New 600 Packard Speakers .....\$99.50
- New Packard Wall Boxes and Adaptors. Write
- 2 Heads-Up Selectors for 600 Wurlitzer 24.50
- 1 Heads-Up Selector for 24 Wurl., Used 17.50

1/3 Deposit, Balance C. O. D. **MATHENY VENDING CO.** WICHITA, KANSAS

## FOR SALE!!!

150 Used Pinball Machines, guaranteed in perfect condition, priced from \$15.00 to \$75.00. Write for list!

## BASCH NOVELTY CO.

136 Franklin Avenue SCRANTON, PA. Phone 8-613

## BADGER BARGAINS

SPECIAL PACKARD PLA-MOR MODEL 600 SPEAKERS \$79.50 NEW IN ORIGINAL CRATES

- | PHONOGRAPHS                                  |   | ARCADE EQUIPMENT           |      |
|--|---|----------------------------|------|
| Seeburg 8900 R. C. Write                     | Wurlitzer Mod. 750s Write                         | Bally Torpedo Write        | Writ |
| Seeburg 8800 R. C. Write                     | Wurlitzer Mod. 750s. Write                        | Evans Playball Write       | Writ |
| Seeburg 8800 E. C. Write                     | Wurlitzer Mod. 800s. Write                        | Evans Super Bomber Write   | Writ |
| Seeburg Colonel R. C. Write                  | Wurlitzer Mod. 700s. Write                        | Drive-Mobles \$195.00      |      |
| Rockola Spectravoxes Write                   | Wurlitzer Model                                   | Ace Bombers 209.50         |      |
| Rockola Supers \$209.50                      | 500s \$179.50                                     | Sky Fighters 189.50        |      |
| Rockola Masters 189.50                       | Mills Emprass 189.50                              | Bally Rapid Fire 159.50    |      |
| Rockola Playmasters 194.50                   | Wurlitzer Mod. 600 149.50                         | Keeney Air Raider 149.50   |      |
| Seeburg Classics 189.50                      | Seeburg Gems 139.50                               | Keeney Submarine Write     |      |
| Rockola DeLuxes 159.50                       | Mills Thronos 129.50                              | Scientific Batting 129.50  |      |
| Rockola Standards 149.50                     | Wurlitzer Mod. 24s 109.50                         | Jenn. Barrel Rolls 89.50   |      |
| Seeburg Regals 149.50                        | Wurlitzer 818, Ill. 59.50                         | Exhibit Vitalizers 69.50   |      |
| Seeburg Crowns 149.50                        | Rockola Moderns 59.50                             | Rockola World Series 59.50 |      |
| Rockola Universal 79.50                      | Wurlitzer Mod. 412s 39.50                         | Seeburg Chicken Sam 69.50  |      |
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| Seeburg Wall-o-Matlo 29.50                   | (1940) 18.50                                      | Scales 59.50               |      |
| Packard Pla-Mors 27.50                       | Keeney Boxes, New 18.50                           | Watling Guessers 49.50     |      |
| Wurlitzer Mod. 850s. Write                   | Used 9.50   | Keeney Tex. League 39.50   |      |
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| Organ Speaker 249.50                         | Rock-Ola Standard with Packard Adaptor 159.50     | Gott. Skee-Ball-Elte 89.50 |      |
| Rockola Deluxe with Packard Adaptor 189.50   | Rock-Ola Imperial with Adap., 5 Wall Boxes 189.50 | Exhibit Merchants 59.50    |      |
| Wurl. 616 with Seeburg Adap., 7 Boxes 179.50 |   | Bally Alley 19.50          |      |
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MOVIE MACHINE REVIEWS

Program 1066

Produced by Minoco and RCM Productions, Inc. Released by Soundies Distributing Corporation of America, Inc. Release date, May 4.

Because of the large number of shorts produced, a similarly large number of ideas are needed to make the subjects interesting. The task is almost an insurmountable one, as is indicated by several on this program. The producers are going overboard trying to create novel ways of presenting dancing and singing specialties and many of those ways are more ludicrous than entertaining. Judged on talent alone, however, the shorts should find a ready market.

SAVANNAH CHURCHILL, a pretty colored songstress, does a fine job on What To Do, featured currently by the Andrews Sisters in What's Cookin'. She is supported by Les Hite and his band, a torrid swing group lending proper musical background. (Minoco)

ALVINO REY and the KING SISTERS go to work here on Tying Apples on a Lilac Tree and pitch in with a commendable job. The King girls do most of the work and the bouncing rhythm is sweet music to the listeners' ears. The photography is not up to par, the girls still manage to look pretty.

LEO DIAMOND and His Harmonica Hoodlums work in a back-street setting playing Angelina. Good musically. The dance work of Joy Williams is okay, but her newsboy's outfit hardly flatters her appearance. (RCM)

SPIKE JONES and His City Slickers, hillbilly group, do a confusing version of Pass the Biscuits Mirandy. Not much here that's typical of hillbilly groups, and the kitchen setting is a theatrical one. (RCM)

THE ROBERT MITCHELL BOYCHOIR, dressed in Boy Scout uniforms, are pictured in a camp fire setting vocalizing with MacArthur Is the Name. An impressive patriotic scene, and fine vocally, too. MacArthur's picture is flashed at the end. (RCM)

KAY LORRAINE, pretty singer, with MERLE PITT and His Five Shades of Blue orchestra, offers The Kerry Dance, an Irish oldie. Setting is that of a backyard, with Irish neighbors joining in the dance. Stock short but entertaining. (Minoco)

DICK WINSLOW, vocal conductor, and the Music Mads, harmony group, are seen in the reissue of Song of the Islands, soothing Hawaiian short. A familiar piece in a familiar tropical setting, but worthy of a repeat. (Globe)

GINGER HARMON, attractive dark-haired vocalist, swings out with My Favorite Song, while Ted Flo Rito, near by, accompanies her at the piano. In the background for several shots are seen Flo Rito's musicians. Neither exciting nor dull. (Minoco)

Program 1067

Produced by RCM and Minoco. Released by Soundies Distributing Corporation of America, Inc. Release date, May 11.

Presence of Moonlight Cocktail in this batch should ensure a good audience reception. Program is well balanced and there are several numbers that can be counted on to get repeat plays.

MURPHY SISTERS, Patricia Hall, Nat Brandwynne and his orchestra are featured in Moonlight Cocktail, current hit parade favorite. Minoco goes all-out in production on this and result is a good commercial product. Murphy gals do some good singing, but their costumes don't help their appearance. All in all, however, this should click. (Minoco)

YOLA GALLI, blond singer of Latin tunes, backed by Maya's Pan-American orchestra, sings the popular Mamae Eu Quiero. Should please in locations where patrons go for South American ditties. (Minoco)

WILL BRADLEY and his ork made I'm Tired of Waiting for You a few months back when Ray McKinley was still featured with the band. While Ray doesn't do any drum-beating in this, he and eye-filling Lynn Gardner do an amusing duet on a song that fits their talents like a glove. (Minoco)

KAY LORRAINE and Carl Trees, backed up by Merle Pitt and His Five

Shades of Blue, appear in Embraceable You. Plenty of models in this, but they are of the wax variety. Short is entertaining, but production idea is a bit strained. (Minoco)

RONNIE KEMPER, introduced by Don Wilson and backed up by Ozzie Nelson and his ork, does a neat singing job on Loretta, one of the newer crop of tunes that looks as if they might go places. Ronnie's manner of delivery should click solidly with the fem trade. (RCM)

CARSON ROBINSON and His Buckaroos gather 'round a campfire on the plains to give out with Take Me Back to My Boots and Saddle. Result is an entertaining three minutes, for there is something definitely authentic about Robinson's manner of delivery that makes this Western short stand out. (Minoco)

LES HITE and his ork will click big in colored locations with Pudgy Boy. Tune has plenty of bounce to it, and short is replete with good commercial bits, especially shots of shapely copper-colored lassies in gym costumes performing on various apparatus. Scene is laid in a gym where portly Hite is trying to doff some poundage. (Minoco)

VAN ALEXANDER and his orchestra, with Jack Tyler singing the lyrics, appear in a nautical number entitled When Are We Going To Land Abroad? Scene is aboard ship, with Tyler handing pictures of all his sweethearts to his job friends. Pearl Harbor sequence is then injected and the short ends on a strong patriotic note. (Minoco)

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PAYTABLES & CONSOLES

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SEEBURG

Table listing Seeburg machines: Colonel R.C. \$349.50, Envoy R.C. 319.50, Classio R.C. 224.50, Classio 194.50, Mayfair 169.50, Plaza 159.50, Casino 149.50, Regal 149.50, Gem 139.50, Royal 109.50, Rux 109.50, 12 Rec. Keyboard 49.50

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Table listing Wurlitzer machines: Model 800 \$349.50, Model 500 Keyboard 189.50, Model 900 159.50, Model 24 109.50, Model 24 Pack. Key. 119.50, Model 616 59.50, Model 616A 69.50, Model 616 Rebuilt 89.50

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# High Court Cracks Down On Patent Monopolies

Rules in two cases that patent monopolies can not be used legally to fix prices

WASHINGTON, May 16.—In two important decisions on May 11 the United States Supreme Court decided against the use of patents in such a way as to fix the prices on goods or products made under those patents. These decisions come at a time when the patent question has loomed into national prominence because of alleged control by foreign firms of certain patents needed for war production. Congress is also considering important patent legislation and is expected to pass some kind of patent bill before adjournment for the summer.

The companies involved in one case

were the Masonite Corporation, Celotex Corporation, Certain-teed Products Corporation, Johns-Manville Sales Corporation, Insulite Company, Flintkote Company, National Gypsum Company, Wood Conversion Company, Armstrong Cork Company, and Dant & Russell, all makers of so-called "hardboard."

Principals in the other were the Univis Lens Company, and Univis Corporation, of Dayton, O., whose product is bifocal lenses.

"Since patents are privileges restrictive of a free economy, the rights which Congress has attached to them must be strictly construed as not to derogate from the general law beyond the necessary requirements of the patent statute," the court said in an application to both cases.

### Lower Court Is Reversed

Justice Douglas, representing seven of the justices, with Justice Roberts and Jackson abstaining, reversed the Southern New York Federal District Court in the Masonite case and found for the government.

Masonite, it was stated, obtained patents in 1926-1928 for "hardboard" made of wood chips, but Celotex several years later began making hardboard from sugar-cane waste.

Masonite sued Celotex, but there was a settlement of the litigation, and an "agency" agreement was made. Eventually, said the government, the other companies entered into these agreements to operate sales agencies for Masonite products, but the agreements, the government asserted, were really schemes to control prices and production of hardboard.

"This kind of marketing device thus actually or potentially throttles or suppresses competing and non-infringing products and tends to place a premium on the abandonment of competition," said Justice Douglas. "It is outside our competence to inquire whether the result was or was not beneficial or whether the evil was or was not realized."

### Inflict Injury on Public

"The power of this type of combination to inflict the kind of public injury which the Sherman Act condemns renders it illegal per se. If it were sanctioned in this situation it would permit the patentee to add to his domain at public expense by obtaining command over a competitor. The fact that Masonite alone fixed the prices and that the others never consulted with Masonite concerning them cannot make the combination any the less illegal."

In the other case the court, with Justice Jackson withdrawing, held that the lens company violated the Sherman Act by using patent licensing agreements with processors of the bifocal blanks. The agreement between Univis Corporation, holder of the bifocal patent, and Univis Lens Company, royalty-paying maker of the blanks, was held valid, however.

### Jobbers Bought Lens

Jobbers and individual opticians bought the bifocal lenses from Univis Lens Company and ground them to correct prescriptions but had to enter a license agreement to obtain the blanks and establish a schedule of minimum prices. Against the contention of the government the Univis interests argued that these agreements were not violations of the Sherman Act but a proper extension of patent rights because the product was not completed until ground and polished by the licensee.

"Merely because the licensee takes the final step in the manufacture of the patented product, by doing work on the blank which he has purchased from the patentee's licensee, it does not follow that the patentee can control the price at which the finished lens can be sold," Chief Justice Stone stated.

"The declared purpose of the patent law is to promote the progress of science and the useful arts by granting to the inventor a limited monopoly, the exercise of which will enable him to secure the nancial rewards for his invention. The full extent of the monopoly is the patentee's 'exclusive right to make, use, and vend the invention or discovery.'

"His monopoly remains as long as he retains the ownership of the patented article. But sale of it exhausts the monopoly and the patentee may not thereafter control the use or disposition of the article."

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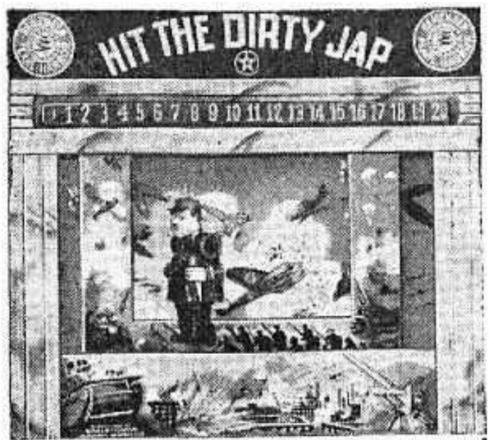
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Pace Saratoga, Chrome Rail	150.00
Evans Dominos	150.00
Buckley Track Odds	135.00
Walling Big Game	125.00
Evans Bang Tails	125.00
Pace Reels, like new	120.00
Jennings Bob Tail	120.00

ARCADE AND LEGAL EQUIPMENT	
Chicago Coin Hockey, Like New	\$295.00
Keeney Submarine Gun, Like New	220.00
Drive Mobile	205.00
Sky Fighter	185.00
Bally Rapid Fire	185.00
Battling Practice	145.00
Keeney Air Raider	130.00
Exhibit's Bicycle	125.00
Evans Tommy Gun	115.00
Shoot the Chute	110.00

SLOTS — SLOTS — SLOTS	
Mills Original Chromes, New	\$210.00
Mills Brown Fronts, new	210.00
Mills Original Chromes, guaranteed, cabinet cannot be told from new	190.00
Mills 50c Blue Fronts	175.00
Mills Bonus Bells	150.00
Jennings Half Dollar	150.00
Pace Half Dollar	150.00
Mills Brown Front, Club Handle	135.00

ORDER FROM THE OFFICE NEAREST YOU.

**NORTHWESTERN MUSIC COMPANY** 120 W. 3RD ST., STERLING, ILL.

**MISSISSIPPI VENDING COMPANY** 413 CHURCH ST., PHILADELPHIA, MISS.

**ODDS-ON FAVORITES... MONARCH RECONDITIONED GAMES**

IN STOCK: EVANS' GALLOPING DOMINOS, TWO-TONE CABINET WITH JACKPOT, BRAND NEW IN ORIGINAL CRATES — WIRE!

WRITE, WIRE, PHONE FOR PRICES ON FOLLOWING NEW MACHINES, BRAND NEW, ORIGINAL CRATES:

Keeney Submarine—Keeney Two Way Bell, Nickel & Quarter Coin Chutes—Bally Club Bell, Comb. F.P. & Payout—Bally Longacre—Chicago Coin Hockey—Mills Three Bells—Half-Dollar Club Bell Consoles—Gold Chrome Bells—Bonus Bells—Vest Pocket Bells—Gitter Gold Q.T. Bells—Mutescope Sky Fighter—Exhibit Skychief—Air Circus—Genco Four Aces—Defense—Gottlieb Liberty—Keep 'Em Flying—Five & Ten—Chicago Coin Gobs—Yanks—Home Run of '42—Aerocraft Test Pilot.
--

ARCADE EQUIPMENT	
Evans Ten Strike, Low Score	\$64.50
Evans Ten Strike, High Score	99.50
Gottlieb Skeeballito	64.50
Seeburg Rayolite, Jap Units	109.50
Evans Tommy Gun	125.00

Rockola World Series	\$69.50
Seeburg Hockey	64.50
Bally Alley	34.50
Keeney Air Raider	165.00
Keeney Anti-Aircraft	49.50
Western '39 Baseball, F.P.	69.50
Daval Bumper Bowl	35.00

Rockola 1941 Play Master & Spectrawax—Reconditioned, Refinished	\$350.00
Rockola 1940 Super, Walnut Finish—Reconditioned, Refinished	215.00
Rockola 1940 Master, Deluxe Rockolite Finish—Like New	215.00
Rockola 1939 Deluxe Luxury Lightbox, Completely Illuminated	174.50
Rockola 1938 Monarch—Beautifully Refinished, 20 Records	89.50
Rockola 1938 Imperial Twenty—Marbletop Cabinet, 20 Records	84.50
Wurlitzer 1940 Counter Model 71, with Matching Stand	120.00
Wurlitzer 1939 Counter Model 61—Reconditioned Thruout	65.00
Wurlitzer 1937 Model 61B—18 Records	59.50
Wurlitzer 1941 Model 850—Electric Selector, Adapter	485.00

FREE PLAY CONSOLES	
Jenn. Silver Moon	\$135.00
Jenn. Bobtails	115.00
Bally Big Top	105.00
Mills Jumbo Parade	\$80.00
Jennings Fastime	80.00
Walling Big Game	80.00
Bally Hi-Hand, New	\$185.00
Keeney Super Bell	200.00
Jen. Silver Moon, 10c	149.50

TERMS: 1/3 Deposit, Balance Sight Draft or C. O. D.  
Write for Complete List New and Used Equipment, Games, Slots, Phonos, Etc.

**MONARCH COIN MACHINE CO.**  
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

**FREE PLAY BUYS TO OPEN YOUR EYES**

5 All Amer.	\$31.50	4 Duplex	\$36.50	3 Majors '41	\$54.50	3 Sky Ray	\$42.50
5 Argantine	67.50	2 Flicker	31.50	6 Metro	31.50	5 Snappy '41	54.50
4 Band Wagon	31.50	3 4-Diamonds	47.50	5 Monicker	82.50	4 Sport Parade	37.50
7 Big Chief	31.50	2 Gold Star	29.50	2 Mystic	32.50	4 Spot a Card	74.50
6 Big Parade	64.50	3 Gun Club	69.50	4 Pan Amer.	42.50	7 Stars	32.50
4 Bisco	72.50	5 Hi Dive	49.50	3 Paradise	34.50	4 Sun Beam	37.50
9 Broadcast	34.50	2 Hi Hat	47.50	1 Repeater	36.50	5 Star Attrac.	57.50
5 Capt. Kidd	62.50	4 Horoscope	52.50	2 Rotation	24.50	3 Ten Spot	47.50
8 Champ	47.50	5 Jungle	69.50	4 Sea Hawk	39.50	4 West Wind	62.50
3 Dixie	29.50	4 Knockout	97.50	5 Seven Up	39.50	3 Wild Fire	39.50
5 Dude Ranch	31.50	3 Landslide	24.50	4 Showboat	54.50	5 Zig Zag	57.50

3 Mills Owl, \$89.50 — 4 Wurlitzer 610-A, \$55.00 — 4 Wurlitzer 24 Record Model 24, \$125.00

All Games Guaranteed in Good Order. One-Third With Order, Balance C. O. D. Reference: First Wisconsin National Bank, Milwaukee.

**EVANS COIN MACHINE EXCHANGE COMPANY**  
225 N. WATER STREET MILWAUKEE, WISC.  
WANTED TO BUY — FREE PLAY PIN-GAMES

**Industry Mentions**  
Magazines — Newspapers — Radio

**Pretty Pins**

There's publicity and then there's publicity. Some does an industry good and some does it harm and some is harmless yet does no good. *Close-Up* magazine, June issue, presents a nice example of the last named form of publicity. For two whole pages of photographs a pretty girl and a pinball game are the center of attraction. "Watch Those Pretty Pins" is the title of the feature. Whether they mean the girl's or the game's, we do not know, but the fellow who took the pictures concentrated on the girl's. Altogether, it is a very revealing picture of some fine points in playing. Position means everything in playing pinball and the young lady certainly knows a lot of them. A few months ago another magazine carried photos of this same model playing pinball games. While this seems to be part of the same series of pictures, none of the poses are duplicated.

merchandise of where "an element of personal profit is involved either directly or indirectly." The government does not approve of the use of War Stamps as trading stamps or trade boosters.



**IT'S A HIT!**  
**BOMB-HIT**  
PENNY PLAY COUNTER THRILLER

A Real Money Maker! Colorful, Appealing! Compact! Requires minimum counter space. Separate compartment. Records hits.

**BUY NOW FOR THE DURATION!**  
OUR STOCK WON'T LAST LONG!  
SAMPLE  
**\$17.75**

LOTS OF 5.....\$53.25  
Special Discounts to Distributors.  
NO TAX REQUIRED TO OPERATE.  
DON'T WAIT! A SAMPLE WILL CONVINCE YOU!

Buy Direct or From Your Distributor.  
**BAKER NOVELTY CO., Inc.**  
1700 W. Washington Blvd.  
Chicago

**PM and Pinball**

"The New Yorker's" piece on Ralph Ingersoll, editor and publisher of the newspaper PM, includes a mention of the coin machine industry. The article is in two installments and tells just about every little thing the author could learn about Ingersoll. In one part it says that Ingersoll, when in town, lives in a terraced apartment, where he used to "give parties for the PM staff—a pinball machine and gambling devices were installed."

**Record Write-Ups**

News write-ups of the record situation appearing in newspapers all over the nation are bringing music boxes into print also. As the largest users of phonograph records, automatic music machines could not well be left out of any record information. The recent curtailment of record manufacture, due to shellac rationing, interrupts a comeback which lifted 1941 production to 100 million recordings, brought about almost solely by automatic music machines.

**Popularity Thru Phonos**

Again the influence of the automatic phonograph on the popularity of bands in general and some bands in particular is perceived in print when Damon Runyon, in writing of "Billion Band Business," and "Bands and Big Money" in his syndicated column "The Brighter Side," says: "The band business in this country is reaching the proportions of a billion-dollar industry... the juke boxes and phonograph records are largely responsible for the current band craze." Runyon says there have been many different eras of musical craze in this country, but the current band craze is probably the most terrific of all.

**A Note on Nelson**

Jimmy Fidler says in his *Movie Medley* column that Nelson Eddy is a pessimist and traces his gloomy outlook to the occasion when, after investing \$10 in a 25-cent slot machine, he saw the next player hit a \$50 jackpot with the first coin he played.

**Government Press Releases**

Coin machines were mentioned specifically in press releases sent to newspapers by the Treasury Department last week. Releases were sent out on May 12. They repeated the warning that War Stamps and Bonds are not to be used as prizes in anything that might be considered a lottery. At first glance it might appear that the department is classing pinball games as "games of chance," but the principle laid down seems to be that War Stamps should not be used as prizes with anything directly connected with the sale of

YOU WON 50 FREE GAMES!

DON'T BOTHER ME I'M GOING HOME TO LISTEN TO

**WBAB**

Ad appearing in national magazines for Radio Station WBAB, Atlantic City, N. J.

There is no substitute for Quality  
Quality Products Will Last for the Duration  
**D. GOTTLIEB & CO.**  
CHICAGO

**OPERATE ON PERCENTAGE**

No investment required, but must be responsible and have good connections in your community. Unless you mean business do not reply. We can supply every type of equipment. Give territory requirements.  
BOX 522, The Billboard, Chicago.

**For IMMEDIATE Sale**  
2 Rock-Ola Mystic Music Units  
Complete with  
20 Rock-o-Life Phonographs  
If Interested Write for Bargain Prices.  
**AUTOMATIC SALES CO.**  
203 Second Ave., North, Nashville, Tenn.

Buy U. S. War Savings Bonds and Stamps.

**Detroit**

DETROIT, May 16.—William Hodges and Irvin Chester are adding new phonographs to their music routes.

Michigan Vending Company is being organized by I. Finkelstein, P. Chover and P. Gold.

William Hewitt is buying additional music machines for his up-State route centering at Conway, Mich.

D. J. Devine, who has a route centering in the resort town of Saugatuck, is

planning the expansion of his music operations.

Joseph J. Schermack, head of the Schermack Products, Inc., reports a record demand for all type of stamp venders.

John Dobranich, head of the Zora Recording Studio, manufacturing Serbian and Croatian records for operators, expects to leave for the army next month.

Saborris Walton has taken over the L. & W. Automatic Phonograph Company and will continue to operate under the firm name rather than his own.

William Rheume, John Czyzewski and Harry D. Rhyther are all stepping up their purchases of music machines in anticipation of wartime operating needs.

Frank Alluvot, operator of music machines, has moved his headquarters to 2611 East Davison.

Reliable Vending Company, formerly operated by Meyer Saperstein and Charles Starler, has been taken over by Saperstein as sole owner. New headquarters have been established at 7648 Fenkell Avenue.

Vernon L. Huntoon Jr., proprietor of the Acme Music Company, is finding business very good on his locations and reports an increase of 50 per cent in the last two months. He is planning to add a record shop in the near future.

Joe Borison, an authority on top-selling records in this territory, has returned from a vacation in Florida and has taken on new duties in the sales department of the Brilliant Music Company.

Reliable Vending Company, on Fenkell Avenue, is buying a supply of cigarette venders for its route from National Vendors, Inc.

Up-State operators are continuing steady expansion of existing routes in the music field. Among Wurlitzer deals just reported were machines for O. M. Amusement Company, Howell; Don C. Kline, Brighton; Century Coin Machine Company, Flint, and H. P. Young, Utica.

New operating partnership is being organized here by three newcomers to the coin machine business, Max Elbom, Nathan Shapiro and Jack Kell as the Twentieth Century Vending Company. Headquarters are at 2717 Sturtevant Avenue. The new firm will operate nut and candy venders exclusively.

H. H. Gisser, Cleveland Coin Machine Exchange, Cleveland, was a recent Detroit visitor.

**BRAND NEW MILLS JUMBO. Combination Mint Vender Free Play \$229.50 Cash and Check Payout**  
**Guaranteed Like New MILLS Late Model Four \$299.50 Bells, Cash and Check.**  
**Mills Late Model Jumbo \$119.50 Parade, Cash-Check Mdl.**  
**MILLS THREE BELLS**  
 Write for Prices. COMPLETE STOCK OF MILLS NEW SLOTS on Hand for Immediate Delivery

We have the largest stock of USED SLOTS in Mills, Jennings, Pace and Watling. Write for Price List and Circulars.

**SICKING, INC.**  
 1401 Central Pky., Cincinnati, O.  
 927 E. Broadway, Louisville, Ky.

**5 BALL FREE PLAY**  
 A-1 CONDITION  
 1 Belle Hop \$59.50 2 South Paws \$67.50  
 1 Dixie 27.50 1 Sky Line 27.50  
 1 Do-Re-Mi 59.50 1 Sport Parade 47.50  
 1 Fox Hunt 37.50 1 Stratoliner 39.50  
 1 Gold Star 39.50 1 Sunbeam 49.50  
 1 Line Up 37.50 1 Seven-Up 47.50  
 1 Paradise 47.50 1 Victory 99.50  
 1 School Days 49.50  
 Will Take \$750.00 for the 16 Machines.  
 2 Watling 5¢ Rotatops, New, \$85.00 Ea.  
 in Original Crates  
 1/3 Deposit, Balance C. O. D.  
**D. E. LEINEN**  
 P. O. Box 266 KEOTA, IOWA

**NEW MILLS 1c-5c Q. T. BELLS**  
 Write for Prices  
**KEYSTONE NOVELTY & MFG. CO.**  
 26th & Huntingdon Sts. Philadelphia, Pa.

**MILLS** THE GREATEST NAME IN COIN-OPERATED MACHINES

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

**MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO**

**OPERATORS — DISTRIBUTORS**

**"BRAND NEW" GAMES MADE OUT OF YOUR OLD GAMES**

- All old paint removed.
- Cabinets redesigned and refinished.
- New design on backglass and playfield.
- New names. New moulding around glass.
- All visible metal parts refinished. All legs refinished.
- New style bumpers added. Playfield panel repinned.
- Both inserts tested and reconditioned.
- Machine tested for percentage.

**We Are Now Running Thru:—**  
 Fleet (COMMANDER), Flicker (LIBERTY), Zombie (BATTLE), Red, White & Blue (DE-ICER), Loader (SENTRY), Metro (HIGH BOY), Four Roses (SEA POWER), Vacation (ROLL CALL), Bally Rapid Fire next in production.

**SULLIVAN-NOLAN ADV. CO.** 527 W. CHICAGO AVE. CHICAGO

**SELLER MEETS BUYER THRU BUCKLEY TRADING POST**

**OPERATORS DISTRIBUTORS**

Now—with the manufacture of new equipment entirely closed—The Trading Post Bulletin is your market guide. It lists equipment for sale in every section of the country—with prices of every model and make of phonographs—Pin Tables—Wall Boxes—Adaptors—Coin Machines—Supplies and Accessories.

**BUYERS**—Select your wants from the Bulletin.  
**SELLERS**—Keep your list with selling prices up to date.  
 The cost of this national service is one 3c stamp

**BUCKLEY TRADING POST**  
 4225 WEST LAKE STREET  
 CHICAGO, ILLINOIS

**ATLAS PHONOGRAPHS**

**SEEBURG**  
 Colonel 1940 E.S. \$318.50  
 Major 1940, E.S. 299.50  
 Commander E.S. 284.50  
 Royale 1938 119.50  
 Model H-12 Rec. 89.50  
 Keyboard 89.50  
 Model C-12 Records 59.50

**WURLITZERS**  
 600-Round Selec. \$169.50  
 616-18 Records 79.50  
 412-12 Records 59.50  
 P12-12 Records 54.50  
 61-1838 Counter 89.50

**MILLS**  
 Throne of Music \$159.50  
 Empire—1941 209.50

**ROCK-OLA**  
 Master 40 219.50  
 Deluxe 1939 179.50  
 Standard 1939 189.50  
 Imperial 20, 20' Rec. 109.50  
 Rhythm Master 16 69.50

**PAYTABLES**  
 Grand National, J.P. \$109.50  
 Pacemaker, \$45 J.P. 109.50  
 Grandstand, \$45 J.P. 89.50  
 Thistle-down, \$45 J.P. 79.50  
 Hawthorne, \$50 J.P. 79.50  
 Seabiscuit, \$45 J.P. 79.50  
 Sport Page 64.50  
 Gold Medal 59.50  
 Fairgrounds 39.50  
 Mills 1-2-3 59.50

**BELLS**  
 Genuine Factory Rebuilt!

**Blue Fronts**  
 1c \$17.50  
 5c 135.00  
 10c 140.00  
 25c 145.00  
 50c 300.00

**Brown Fronts**  
 5c \$149.50  
 10c 152.50  
 25c 154.50

**Chrome Bells**  
 5c \$189.50  
 10c 192.50  
 25c 194.50

**Gold Chrome Bells**  
 5c \$189.50  
 25c 194.50

**War Eagles, 3-5**  
 5c \$119.50  
 10c 121.50  
 25c 124.50

**Bonus Bells**  
 5c \$189.50  
 25c 197.50

**VALUES CONSOLES**  
 10c or 25c Mills Golf Ball Vender \$245.00  
 Mills 4 Bells, 5c 375.00  
 Evans Gaitloop  
 Dominoes, Black 79.50  
 Evans' 40-Lucky Lucre 189.50  
 Bally High Hand 189.50  
 Watl. Big Game, P.O. 114.50  
 Big Game, F.P. 114.50  
 Mills Jumbo, F.P. 134.50  
 Mills Jumbo, P.O. 114.50  
 Pace Saratoga, P.O. 79.50  
 Saratoga, F.P. & P.O. 179.50  
 Keeney's '39 Triple Entry 149.50  
 Keeney '38 Skill Time 119.50  
 Evans Bangtails, Red 97.50  
 Mills Square Ball 79.50  
 Jenn. Bobtail, Total 159.50  
 Jenn. Fast Time, F.P. 97.50  
 Jenn. Fast Time, P.O. 89.50  
 Jenn. Liberty Bell, Flat 39.50  
 Jenn. Liberty Bell, Sl. 44.50  
 Jenn. Good Luck, P.O. 49.50  
 Bally Royal Flush 59.50  
 Baulah Park 69.50  
 China Boy 49.50  
 Exhibit's Tanforan 49.50  
 Grootman's Sugar King 59.50  
 Buckley Track Odds, Round Head 129.50  
 Buckley Flashing Ivories, Round Hd. 129.50

**SKILL GAMES**  
 Western's Baseball '39 \$59.50  
 F.P. or P.O. \$ 79.50  
 Batting Practice 134.50  
 Shoot the Chutes \$104.50  
 Keeney Submarines 224.50  
 Anti-Aircraft, War'gle 52.50  
 Anti-Aircraft, Brown \$59.50  
 Exhibit's Vitalizer 69.50  
 Skeeballotte 79.50

**Special! KEEP 'EM BOMBING—New, No Tax . . . WRITE!**

TERMS: 1/3 Deposit, Balance C. O. D.

**Atlas NOVELTY CO.**  
 2200 N. WESTERN AVE., CHICAGO, ILL.  
 ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT  
 OFFICES [LATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

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



H. F. MOSELEY  
Pres.-Treas.

**BRAND NEW MACHINES**

- 50 JACKPOT DOMINOS... \$399.50
- 50 SUPER BELLS, 5c Play... 299.50
- 25 MILLS FOUR BELLS, 5c... 500.00
- 25 MILLS JUMBO PARADE,  
Cash..... 149.50
- 25 MILLS JUMBO PARADE,  
Conv..... 179.50
- 50 BALLY LONG ACRE,  
Console..... 299.50



NEW MILLS  
VEST POCKETS  
BLUE & GOLD  
Price  
Without Meter \$42.50  
With Meter \$45.00

- BUCKLEY TONE COLUMN..... \$ 50.00
- ABT TARGET CHALLENGER..... 35.50
- BAKER PACER, 5c Play..... 299.50
- CHICAGO COIN GOBS..... 164.50
- EXHIBIT SKY CHIEF..... 164.50
- GOTTLIEB KEEP 'EM FLYING..... 164.50
- GROETCHEN COLUMBIA, Rear Pay... 87.50
- JENNINGS SILVER MOON, FP.... 159.50
- KEENEY SUPER TRACK TIME..... 450.00
- KEENEY SUPER BELLS, All Models  
DOUBLE STEEL SAFE..... 90.00
- SINGLE STEEL SAFE..... 65.00
- MUTOSCOPE SKY FIGHTER..... 300.00
- PACE RACE, 5c Play, Jackpot... 375.00
- PACE RACE, 25c Play..... 375.00
- WATLING SCALES..... 150.00
- MILLS JUMBO PARADE, Conv..... 179.50

- BRAND NEW MILLS SLOT MACHINES**
- PRICES QUOTED IN LOTS OF FIVE OR MORE
- MILLS THREE BELLS, Sample.... \$550.00
  - MILLS 5c CHROME GOLD FRONT.. 197.50
  - MILLS 25c CHROME GOLD FRONT. 207.50
  - MILLS 10c CHROME GOLD FRONT. 202.50
  - MILLS 25c CHROME, CF..... 207.50
  - MILLS Q. T. BELL, 10c Play.... 82.00
  - MILLS 10c COUNTER CLUB..... 178.00
  - MILLS 5c COUNTER CLUB..... 173.00
  - MILLS 25c COUNTER CLUB..... 183.00
  - MILLS Q. T. BELL, 5c Play..... 78.00
  - MILLS VEST POCKET, BLUE & GOLD,  
Without Meter..... 42.50
  - MILLS VEST POCKET, B & G METER 45.00
  - MILLS FOLDING STANDS..... 6.50
  - MILLS BOX STANDS..... 13.50

**OPERATORS AND JOBBERS,**

Write or Wire For Your Prices in Lots of Five, Ten or More  
MACHINES USED LESS THAN THIRTY DAYS IN OUR OWN LOCATIONS  
AND ON ACCOUNT OF SKILLED LABOR BEING DRAFTED, CAUSING US  
TO REDUCE OPERATIONS, AND OFFERING FOLLOWING MACHINES  
AT SACRIFICE PRICES LISTED BELOW. SATISFACTION GUARANTEED,  
OR MONEY REFUNDED.

- BALLY TORPEDO..... \$240.00
- BUCKLEY WALL BOXES, Light Up.. 15.00
- BUCKLEY STEEL CABINETS FOR  
16-20-24 RECORD PHONO..... 32.50
- BUCKLEY 30-WIRE CABLE..... .25
- CHICAGO COIN HOCKEY CLUB..... 275.00
- EVANS DOMINO, JP Md., Like New 227.50
- GROETCHEN COLUMBIA BELL, RP. 57.50
- GROETCHEN COLUMBIA BELL, JP.. 59.50
- GROETCHEN CHECK SEPARATOR  
GOLD AWARD COLUMBIA BELL. 82.50
- MILLS JUMBO PARADE, Conv.  
Vender..... 174.50
- MILLS FOUR BELL, 5c Play..... 455.00
- MILLS JUMBO PARADE, CP..... 125.00
- MILLS 10c COUNTER CLUB BELL.. 155.00
- MILLS 5c BONUS BELL..... 150.00
- MILLS 5c CHROME BELL..... 160.00
- BALLY LONG ACRE, Console Md.. 262.50
- BALLY LONG ACRE, Table Md.... 255.00
- BALLY CLUB BELL, 5c..... \$279.50
- KEENEY SUPER BELL, 4-Way, 5c.. 410.00
- KEENEY SUPER BELL, Conv. 5c... 179.50
- KEENEY SUPER BELL, 5c Conv.  
Mini V..... 182.50
- KEENEY SUPER BELL, 2-Way Twin,  
5c Conv..... 317.50
- KEENEY SUPER BELL, 25c, Single  
Convertible..... 229.50
- KEENEY SUPER BELL, Twin, 5c Cash  
Pay..... 199.50
- KEENEY SUBMARINE, Like New... 189.50
- SEEBURG SELECTOMATIC, New... 14.50
- WATLING BIG GAME, CP..... 90.50
- MILLS ORIGINAL CHROME, 5c... 175.00
- MILLS THREE BELLS, Like New... 500.00
- MILLS 25c WAR EAGLE,  
No. 474934..... 125.00
- MILLS 5c CHROME BELL, Gold Front 175.00
- MILLS 10c CHROME BELL..... 177.50

The Following Machines Are Used and Are Offered Subject To Prior Sale

**USED MACHINES**

**CONSOLES, CASH AND FREE PLAY**

- 1 Evans '37 Reg. Domino, #2521... \$ 49.50
- 1 Evans '38 Reg. Domino, #2855... 69.50
- 1 Evans '39 Reg. Domino, #3971... 89.50
- 1 Evans Lucky Star..... 99.50
- 1 Evans Ton Strike..... 69.50
- 1 Evans Bang Tails..... 149.50
- 3 Keene Triple Entry..... 129.50
- 2 Keene '38 Skill Time..... 89.50
- 1 Keene Past Time..... 167.50
- 5 Keene Kentucky, Slant Head... 99.50
- 5 Keene Super Track Time..... 225.00
- 1 Keene Texas Leaguer..... 29.50
- 1 Mills Four Bell, 5c..... 285.00
- 2 Mills Square Bell, CP..... 59.50
- 1 Mills Jumbo Parade, Blue Cab., CP. 92.50
- 5 Mills Free Play Venders..... \$ 75.00
- 6 Keene Super Bell, 1-Way, 5c... 169.50
- 10 Mills Jumbo Parade, Free Play, Blue  
Cab., Series 6431 to 6558... 123.50
- 6 Mills Jumbo Parade, Brown Cab.,  
FP, Series 2418 to 5430... \$ 87.50
- 1 Pace Race, JP, #6088, 25c... 109.50
- 1 Pace Race, JP, Red Arrow, #6182,  
25c..... 209.50
- 1 Pace Race, JP, Red Arrow, #6414,  
5c..... 199.50
- 2 Pace Race, #5881-5895, 5c... 132.50
- 1 Pace Race 5c Red Arrow, #6498... 159.50
- 1 Pace Race 5c JP Red Arrow, #6319 199.50
- 1 Scientific Batting Practice..... 135.00

**SLOT MACHINES:**

- 1 Mills 5c Cherry Bell Mystery Payout,  
Single JP, #408712..... \$110.00
- 4 Mills 5c Cherry Bell Future Pay  
Vender, Single JP, #433095-427185-  
427186-425257..... 142.50
- 1 Mills 5c Yellow Front GA, Double JP  
Vender, #311237..... 50.00
- 2 Mills 5c War Eagle..... 45.00
- 1 Pace 5c Comet Slug Projector Head,  
Twin JP..... 69.50
- 2 Mills 5c Blue Front GA, Double JP,  
#370887-362031..... 75.00
- 1 Mills 5c Red Front, Single JP, Future  
Pay Vender, #427316..... 142.50
- 1 Mills 25c Lyon Head, Double JP... 49.50
- 1 Mills Vest Pocket, B & G Meter... 32.50
- 1 Mills Vest Pocket, Green..... \$ 22.50
- 1 Mills 25c Blue Front GA, Double JP,  
#383962..... 82.50
- 1 Jennings 5c Century JP, #116733... 45.00
- 2 Watling 5c Rotatop Vender, No JP. 20.00
- 2 Caille 10c Cadet, Double JP,  
#398536-120667..... 37.50
- 1 Mills 25c Melon Bell..... 92.50
- 1 Mills 5c Melon Bell..... 82.50
- 1 Mills 5c Blue Front, Single JP... 65.00
- 1 Mills 1c Sky Scraper..... 20.00
- 1 Mills 1c Blue Front..... 20.00
- 1 Watling 1c Rotatop Cherry..... 20.00
- 1 Watling 1c Treasure..... 15.00
- 3 Watling 1c Twins..... 15.00
- 1 Jennings 1c Duchess..... 20.00
- 2 Mills Vest Pocket, Blue & Gold,  
without Meter..... 30.00

**ONE BALL**

- 1 Bally Pimlico Console..... \$235.00
- 1 Bally Eureka..... 35.00
- 2 Mills Owl..... 79.50
- 1 Seeburg Chicken Sam, Factory Rebuilt 79.50
- 2 Keene Fortuna..... 250.00

**SPECIAL—YOUR CHOICE, \$5.00 EACH**

- 1 DAVAL MARVEL
- 1 DAVAL PENNY PACK DIVIDER

"1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and Ask To Be Put on Our Mailing List. Above Prices Effective May 23, 1942."

**MOSELEY VENDING MACHINE EX., INC.**

00 Broad St., Richmond, Va. Day Phone 3-4511, Night Phone 5-5328

**WHILE THEY LAST**

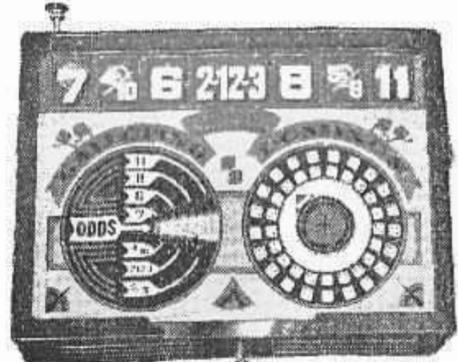
Evans'

**POCKET EDITION  
GALLOPING  
DOMINOS**

NOT COIN OPERATED

A sure bet for operators with  
this low-priced counter sensa-  
tion. Perfect for the duration!

Write at once for Quotations!



Cheat-proof. Silent action. Plenty of flash.  
Highly colored plate glass top; walnut case.  
Chrome trim. Size 17" long, 12" wide,  
3" high.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

**JACK POT CHARLIE**

1000 HOLES—25c

Take In Is ..... \$250.00  
Average Payout ..... 200.00

AVERAGE PROFIT ..... \$ 50.00

**NOTE—NOTE**

Jack Pot Charlie can also be had with 5 numbers going  
into the Jack Pot and 1 for the last sale on the board.  
This increases the average profit. Price is the same.  
(Specify when ordering)

- Lots of 25 or More ..... \$1.25 Each
  - Lots of 10 ..... 1.40 Each
  - Lots of 5 ..... 1.55 Each
- 25% deposit or full remittance with all orders. Write  
for Catalogue. OUR PRICES ARE NOT CONTROLLED.

**A. N. S. CO.**

312 Carroll St. Elmira, N. Y.

**GREATEST F. P. GAMES EVER OFFERED**

EVERY GAME ADVERTISED IN STOCK READY FOR DELIVERY!!

ALL IN A-1 CONDITION—COMPLETELY RENEWED—ORDER QUICK!

- |                              |                             |                         |
|------------------------------|-----------------------------|-------------------------|
| A. B. C. Bowler..... \$59.50 | Keen-a-Ball..... \$14.50    | Spot Pool..... \$59.50  |
| Argentino..... 49.50         | Legionnaire..... 44.50      | Target Skill..... 29.50 |
| Air Force..... 59.50         | Miami Beach..... 34.50      | Three Up..... 29.50     |
| Air Wagon..... 24.50         | Mills 1-2-3, '40..... 79.50 | Thriller..... 14.50     |
| Belle Hop..... 39.50         | Play Ball..... 21.50        | Ton Spot..... 39.50     |
| Cadillac..... 14.50          | Pan American..... 34.50     | Tex. Mustang..... 59.50 |
| Capt. Kidd..... 49.50        | Power House..... 14.50      | Velvet..... 21.50       |
| Drum Major..... 14.50        | Sky Blazer..... 49.50       | Victory..... 79.50      |
| Dude Ranch..... 18.50        | Star Attraction..... 49.50  | West Wind..... 39.50    |
| Double Play..... 34.50       | Sluggo..... 34.50           | Venus..... 79.50        |
| Flicker..... 24.50           | Speedway..... 18.50         | Zig Zag..... 39.50      |
| Four Roses..... 27.50        | Sporty..... 14.50           |                         |
| Five & Ten..... 79.50        | Snappy '41..... 39.50       |                         |
| Gun Club..... 59.50          | Super Chubbie..... 44.50    |                         |
| Hi-Hat..... 44.50            | Stratoliner..... 24.50      |                         |
| Jungle..... 59.50            | Silver Skates..... 29.50    |                         |
| Knock Out..... 74.50         | Show Boat..... 44.50        |                         |

TERMS: 1/3 Cash With  
Order, Balance C. O. D.  
Give 2nd and 3rd Choice.

**APEX AMUSEMENT CO. (Formerly Jack Kay)**  
61 PARKHURST ST., NEWARK, N. J. (Tel: Bigelow 2-9435)

**SPECIAL**

— NEW —

— CLEAN —

- 1—THREE BELLS, New... \$500.00
- 1—THREE BELLS, Used, Clean... 400.00
- 3—FOUR BELLS, New... 450.00
- 5—FOUR BELLS, Used 3 Days,  
Can't Tell From New..... 400.00

1/3 Deposit, Balance C. O. D. Reference: Union Trust Company, Baltimore.

**MAX B. LESNICK**

2614 FOREST PARK AVE. ★ BALTIMORE, MD.

**WEEKLY SPECIALS!**

- MILLS EMPRESS with  
ADAPTORS FOR  
REMOTE CONTROL..... \$224.50
  - KEENEY WALL BOXES..... \$14.50
  - NEW ONE PIECE BAR BRACKETS... 4.50  
1/3 With Order, Balance C. O. D.  
WRITE FOR COMPLETE LIST!
- GEORGE PONSER CO.** 763 SO. 18TH STREET, NEWARK, N. J.  
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- Watling 5c Slot Machine..... 32.50
- Pace's 5c Slot Machine..... 32.50
- Mills Owl..... 79.50

**PHONOGRAPHS**

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- Mills De-Ro-Mi, 12 Records... 39.50
- Wurlitzer 24A, Mechanism in Metal  
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Terms: One-Half Certified Deposit With Order—Balance C. O. D.  
Ready for Immediate Delivery—Exhibit Sky Chief and Air Circus.

**AJAX NOVELTY COMPANY** 4948 MT. ELLIOTT AVE.  
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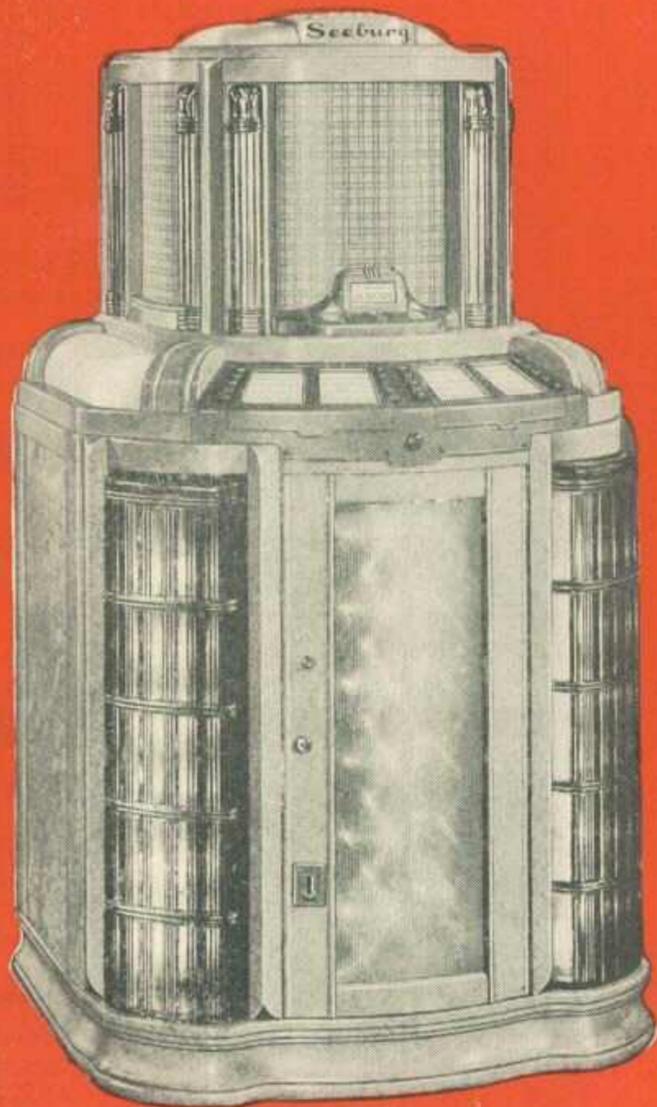
America is in a state of emergency. Every citizen is urged to do his part by  
buying War Savings Bonds and Stamps.



SEEBURG WIRELESS WALL-O-MATIC  
5c-10c-25c Single Coin Chute



SEEBURG WIRELESS BAR-O-MATIC  
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'42 SEEBURG HITONE SYMPHONOLA

Many music operators, during these unusual times, find it necessary to change and switch their music equipment to meet the requirements of their locations. As a result, music operators find that they need additional equipment. Your Seeburg Distributor has a limited supply of new Seeburg Music Equipment available. He likewise, has reconditioned music equipment. Consult Your Seeburg Distributor Today! He is in a position to make trades and exchanges that will help you Keep 'Em Playing!

To Go Ahead - GO

**Seeburg**

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*Remember! Your Seeburg equipment is built for many years of dependable service! Take care of it and it will take care of you!*

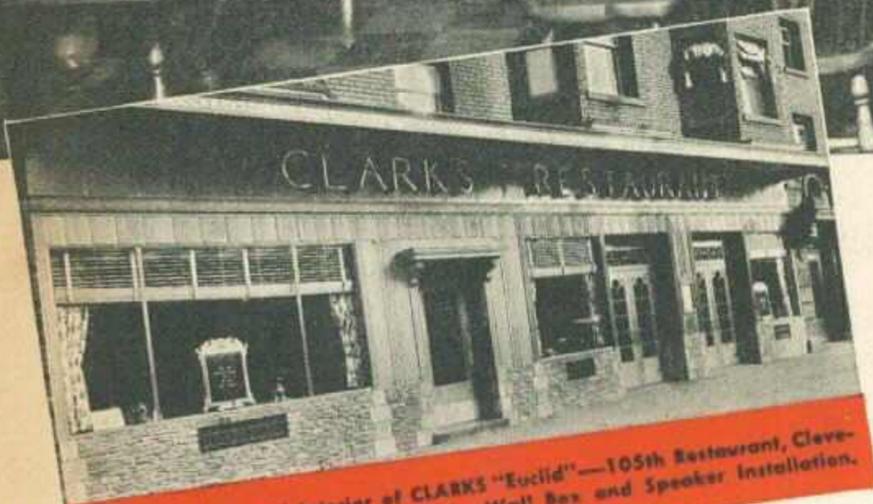
To whip Hitler and the Nipponese—Let's keep on buying more of these—U.S. WAR BONDS and STAMPS!



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# It's WURLITZER in AMERICA'S TOP LOCATIONS

**CLARKS**  
OHIO'S LEADING  
RESTAURANT CHAIN  
**GOES**  
**WURLITZER**



Exterior and (above) interior of CLARKS "Euclid"—105th Restaurant, Cleveland, showing Wurlitzer Phonograph, Wall Box and Speaker Installation.

● "CLARKS", famed Ohio restaurant chain, last year served eight million guests with their justly famous food. Today 13 of their 18 attractive restaurants are completely equipped with Wurlitzer Colonial Model Phonographs, Wall Boxes and Speakers. Say "CLARKS"—"They're proving extremely popular." Say we—"When America's top locations want the tops in automatic music, they choose Wurlitzers!"

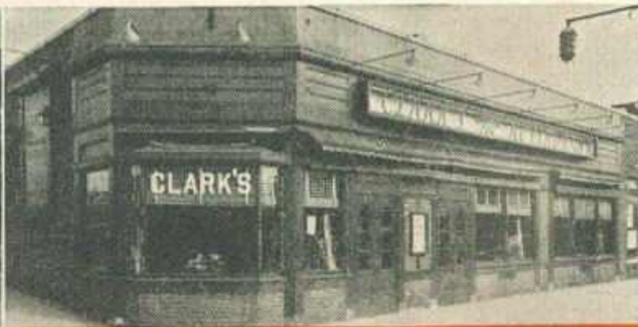
The Rudolph Wurlitzer Company, North Tonawanda, New York.



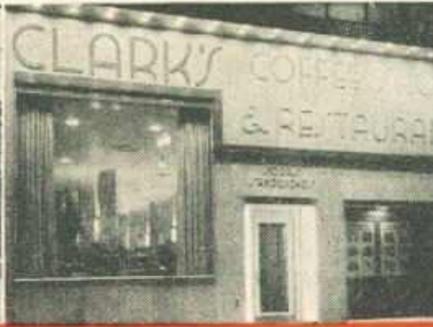
Cleveland Music Merchant Jack Cohen sold Clarks on Wurlitzer Music.



Clarks "Five Points"—Cleveland



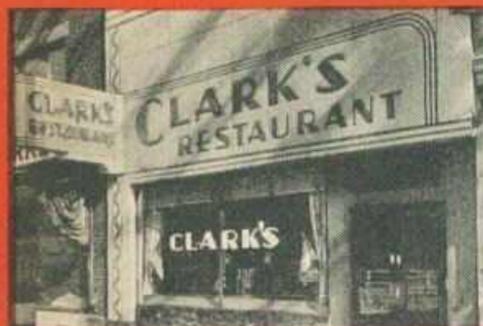
Clarks "Cedar & Lee," Cleveland Heights



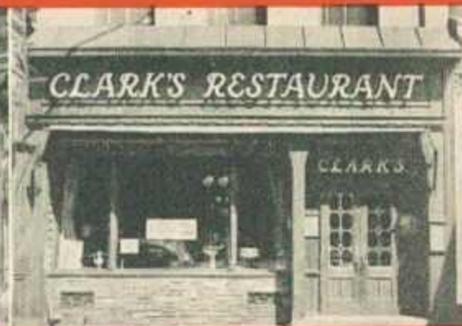
Clarks "Coffee Shop," Cleveland



Clarks "West 25th," Cleveland



Clarks "St. Clair"—105th, Cleveland



Clarks Restaurant, Erie, Pa.



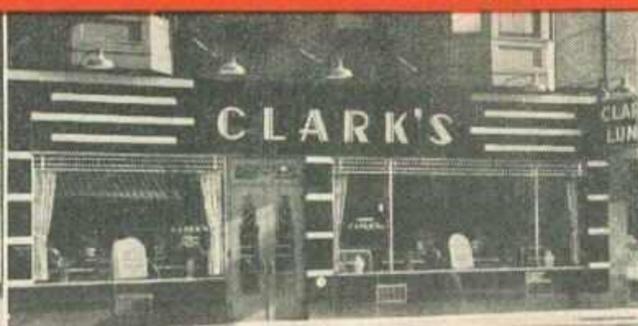
Clarks Akron—Akron, Ohio



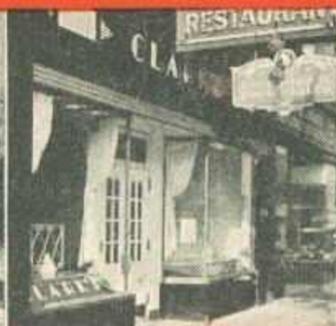
Clarks "Euclid"—55th, Cleveland



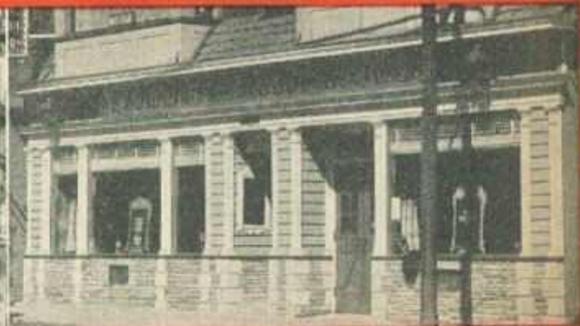
Clarks "Huron"—9th, Cleveland



Clarks "Superior"—105th, Cleveland



Clarks, Youngstown, Ohio



Clarks "Detroit-Warren," Lakewood