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FEATURING . . . 6th ANNUAL OUTDOOR ATTRACTIONS SECTION

SPRING SPECIAL

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OUTDOOR OPS UP WAR AIMS

"Lunch Time Follies" at Air Plant Peps Up Workers; Company Paying \$650 for a Six-Show Production

NEW YORK, April 3.—Show business at war via the army camps and fighting fronts is nothing new these days. Too many troupes have come back from overseas and too many troupes have been working the USO-Camp Shows circuits to make any never mind about that angle.

But show business at war via the home front is something else again. Last Wednesday the *Lunch Time Follies* gave the first of a second series of six performances at the Curtiss-Wright plants in New Jersey. For the novitiates, the unit is another non-profit phase of the American Theater Wing's activities, this time aimed at getting shows for the war workers.

By regular show-biz standards the performances are beyond comparison because they're tailored in length and production to the plant where they're staged. At this set-up the workers take 20 minutes for lunch and eat at their machines. So the performance was built to get as much variety into 15 minutes as possible. And they did a helluva good job.

The cast consisted of six chorus gals—Anne Francine, a Philadelphia socialite turned thrush, who has sung at the Versailles, Armandos, Le Coq Rouge, etc.; Joey Faye and Jack Albertson, the comics, and two musicians, Dave De Winter, piano, and Louis Zee, accordion.

The dressing room was a 4 by 5-foot tool shed. The stage, about five feet off the cement floor, was made out of whatever planks and wood were handy.

400 Turn Out For Gillmore Funeral Rites

NEW YORK, April 3.—Over 400 persons, representing every branch of the show business and theatrical unionism, crowded the Church of the Transfiguration (Little Church Around the Corner) Wednesday in tribute to Four A's president and president emeritus of Actors' Equity, Frank Gillmore, who died Monday morning in Roosevelt Hospital at 75. Equity and Four A International headquarters were closed for the services, while the entire personnel from Bert Lytell to Equity switchboard operator attended the funeral.

Among the honorary pallbearers were William Green and Matthew Woll, president and vice-president of the American Federation of Labor; Bert Lytell, Paul Dullzell, Channing Pollock, Frank Wilson, Alfred Lunt, Jean Greenfield, Brock Pemberton, Walter Hampden, John Golden, Lee Shubert, Guthrie McClintic, William Brady, Eddie Dowling, Dudley Digges, Lawrence Langner, Sam Forrest, Gene Buck, Howard Lindsay, James F. Reilly, Paul Turner, Lyster Chambers, Walter Vincent, Lawrence Tibbett, Ralph Townley, Regan Hughston, Marcus Helman, Percy Moore, Dr. Edmund Devol, James O'Neill, Henry Hering, Rollin Kirby, Solly Pernick, A. O. Brown and J. Carrington Yates.

A brief and simple service was conducted. (See GILLMORE TRIBUTE on page 6)

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open on three sides and about 16 feet square. The setting was a repainted flat, about 5 by 10 feet, nailed to the rear of the stage. The wings were a pair of ladders, one at each side of the flat. The piano was an ancient player, with a tune that didn't match the accordion. But this is war and the piano was strictly an accessory to the rest of the show. The public-address system was limited to one mike and moved around almost as much as the chorus.

The auditorium was a huge war plant. The theater was located at the intersection. (See "Lunch Time Follies" on page 6)

Bookers, Bands Eye Summer Biz at Mountain Retreats With "Great Expectations"

NEW YORK, April 3.—The Eastern resort industry expects a good summer, even tho it knows it will have severe food and service help problems. Its optimism is based on:

- (1) The lifting of the OPA's close checking on pleasure driving.
- (2) Possibility that there may be more gasoline available for motorists this summer.
- (3) Availability of bus, train and taxi service to and from the resort hotels.
- (4) Government's encouragement of recreation, entertainment and vacations for war workers.
- (5) Difficulty of reaching Florida and other distant resorts.

All these angles combine to make local bookers of resort talent and bands feel that this summer will be as good as ever. Quite a few spots in the Catskill Mountains and New Jersey will be opening Easter Week, with the bulk of them set for Decoration Day debuts.

Bob Merrit and Sidney Heller, local advertising men who handle many important resort accounts, say they expect to have just as many live accounts as

Femme Talent Overworked in Caribbean Area; More Shows Needed for Boys--Pat O'Brien

NEW YORK, April 3.—"More shows, more shows and more of the same are what the men in the Caribbean area need," said Pat O'Brien, film star, when he returned this week from an eight-week trip for USO-Camp Shows. "And along with that, someone should light a fire under the army and Camp Shows for the way the troupers are worked on these trips. The women in this unit were several times on the verge of a breakdown from overwork."

The film player, who hasn't forgotten his years in legit nor his stretch as a gunner's mate in the last war, knows the score from the performer's end better than most movie stars. Likewise, he has a penchant for getting along with rank and file players. So it may be presumed that Pat O'Brien talks with knowledge when he said: "The women can't stand the gaff of getting up at dawn to fly several hours and do a show, then fly some more and do another, then fly back to the base and get to bed early in the morning."

Service Goals Tilted for Season Seen as Big in Opportunity, Biz By Fair, Park, Circus, Carnival

Early openings indicate trade on lots tops that of 1942 spring period by from 30 to 50 per cent—operators challenged by problems of man power and transport

CINCINNATI, April 3.—Its wartime operation bearing a federal okay, outdoor showdom is girding itself for another season of service to the nation. Operators know that the going will be hard. More restrictions naturally have come in transportation, rationing and priorities than marked the '42 period. But the rewards promise to be greater in opportunities to sustain the public spirit and to participate in patriotic endeavors and in monetary returns. Fairs, parks, circuses and carnivals plan to step up those efforts which justified their operation last year and which resulted in approval from Washington of their continued activities on the home front.

Good business for carnivals at recent early openings, reported at from 30 to 50 per cent better than a year ago, is considered by owners and managers to be ample proof of the necessary niche that they occupy and of an increased demand among showgoers for such attractions in the outdoors.

With winter's uncertainties ament operation removed by governmental orders as to those curbs that can be expected on routing and transport, even more emphasis than that of last season will be placed upon continued war activities, such as sales of War Bonds and Stamps, benefit drives for war chests of the armed services and Red Cross, special entertainment for service branches and displays to encourage food production and conservation of vital materials.

Shortage of labor, limited trouping, curtailment of territory, absence of many materials and other problems mark a new era in the conduct of the industry. But the purveyors are proceeding with a confidence that augurs that they will carry thru to the credit of American enterprise and ingenuity and to themselves.

Conditions Eased in East
In the East outdoor showmen point to the lifting of the pleasure-driving ban, increased federal sympathy toward farm problems because of the food situation and the greater general prosperity of the country as justifiable causes for optimism. Income in rural and urban districts has never been considered greater. Showmen feel that a substantial portion will fall their way, especially since auto (See Outdoor War Aims Up on page 45)

Flagler, Neville, Laurel-in-Pines, Golden's and Grossinger's are among the big Eastern resorts that have stayed open thru the winter to spectacular business. Blackstone Agency, which handles the Grossinger account, says that spot had a "terrific winter" and continued to (See Summer Biz Eyed on page 6)

On the show, along with O'Brien, were Will and Gladys Ahern, Frank Paxton, Patti Cranford and Pan Merryman. They spent a week traveling to and from the base: the other seven weeks they put in doing a total of 75 shows for servicemen at bases all around the Caribbean. They worked out of Puerto Rico, i. e., they flew from there to the spots where they were to perform, covered an area, returned to the base and then went off on another tangent.

They traveled over the most expensive road in the world, a stretch of highway in Dutch Guinea, where the roadbed is made of mahogany logs covered with dirt containing bauxite, from which comes aluminum. They also traveled in the most primitive fashion, by canoe up a tropical river. On this trip they learned that local wampum is straw, in particular strawhats. The native chieftains go for straw skimmers like a hoyden goes for mink.

Laundry and living weren't too much (See Femmes Overworked on page 6)

USO Campers Cutting Legit, Enlarging Tabs

NEW YORK, April 3.—USO-Camp Shows will curtail the number of productions on its two major circuits for the summer and continue to expand its tab troupe routes. Currently, the Red and White circuits each has 17 shows. With the warm weather and outdoor shows at the camps, the plan is to cancel out the four concert units and the seven legit shows.

The legit troupes are *Room Service*, *First Year*, *Junior Miss* and *Male Animal*. Bands will fill most of the spots vacated by the legit and longhair units, with the total number of shows on tour expected to be about 27.

One reason for the curtailment, in addition to the obvious handicap of doing legit outdoors, is the schedule of army maneuvers. Since many of the troops will be out on extended maneuvers, the Blue Circuit, or tab troupes, is being expanded to take up the slack in this department.

ASCAP'S LION & LAMB FEAST

Society Plays Host to Networks and Everything's Hunky - Dory, But John Golden Beefs on Back Pay

NEW YORK, April 3.—Following its new policy of indulging in lovefeasts with its former nemesis, the networks, American Society of Composers, Authors and Publishers this week threw another membership dinner that had as its "honored guests" execs of the chains, including NBC, CBS, Mutual and WCAU. To top it off, ASCAP also had present James L. Fly, chairman of the Federal Communications Commission, and Neville Miller, chief of the National Association of Broadcasters and president of Broadcast Music, Inc. A good time was had by all. Deems Taylor, presiding for the Society, drew on his talent for witty speechifying and leaned on his intimate association with ether moguls to smarttalk his way thru the proceedings, ribbing broadcasters and pop songsters alike without either losing face. John Golden, play producer and first treasurer the Society ever had, did a dead-pan job of presenting the org with a "grievance" of his dating from the

year one; Gladys Swarthout sang three tunes from the Society's catalog (accompanied by Milton Rettenberg, who is an officer in BMI!); Grace Castagnetta, concert pianist, took over at the piano and paraphrased popular tunes in a classical vein, and Taylor did a cross-fire routine with a recorded voice that called itself "Phonograph."

Gags started flying from the moment Taylor tapped his gavel and remarked: (See ASCAP'S FEAST on page 23)

"It's Up to You," Food Ration Spec, Is Big Skouras Click

NEW YORK, April 3.—Use of movie houses to exhibit propaganda films, to sell War Bonds and Stamps, to aid the salvage campaigns, etc., is not new. But a live show to plug a government campaign (food rationing) is new. The experiment was given a preview at the Skouras' Academy of Music Theater Wednesday afternoon, and looks like a real click.

The show is *It's Up to You*, "a timely new play written by Arthur Arent, directed by Elia Kazan with music by Earl

Robinson." It is playing a single evening performance (no admission charge) in seven local Skouras houses, with doors opening an hour ahead. That means the theater doesn't gross a penny the entire day. After that, the show will be offered to other circuits, and similar companies for the Midwest and Coast areas are being talked about.

Show previewed ran 2 hours and 20 minutes, but a shorter, simpler version is being planned for smaller movie houses that lack the big stage and facilities that the Academy has.

Idea originated with the Skouras' War Effort Department headed by Nick John Matskoukas. Skouras is bearing some of the cost of the initial production. The American Theater Wing and "the food industries" are listed with Skouras as presenting the show "in co-operation with the Department of Agriculture," which supplied facts for the script. The ag department supplied Ben James, the ATW provided Kermit Bloomgarden and Skouras Circuit furnished Matskoukas, Harry Alexander Fuchs and Harold Jannecky for the production.

Kazan, who directed, is a former Group Theater actor who staged a couple of Broadway hits, *Skin of Our Teeth* and *Harriet*. Arthur Arent, who made a re-scripting the "... third of a nation" for the WPA's Living Newspaper Unit several years ago, wrote it, using the same technique: a combo of slide projections, offstage voices, a special film, singing, dramatic sketches, spotlighting picking up various scenes, and the trick of screen characters talking to stage characters. The multifarious bits (27 scenes) run together rapidly, so that the total impression was that of a dramatized, colorful and sometimes exciting lecture.

There are no names in the cast, and Helen Tamiris, the modern dancer, and Woody Guthrie, folk singer-guitarist, are the best known. Others are John Berry, George Spaulding, Richard Beckhard, James Dobson, Percy Helton, Dulcie Cooper, Louise Larabee, Hilda Vaughn, Lester Lonergan Jr., Dorrit Kelton, Richard C. Hart, Louisa Horton, Edward Nunary, Ralph Bell, John Huntington, Clyde Waddell, Anna Minot, Guy Spaul, Farrell Pelly, Davis Tyrrell, Walter Palm, John McKee, Wendell Corey and Paula Bauer-smith. It's a competent cast, with each bit too brief to enable anyone to build up an individual click.

Music is good, too, and relieves the lecturing. Lyrics by Lewis Allan, Alfred Hayes and Hi Zaret and music by Earl Robinson include *It's Up to You*; *Get the Point, Mrs. Brown?*; *Porterhouse Lucy*, *We Can Take It* and *Victory Begins* (See "IT'S UP TO YOU" on page 27)

Labor Musical a la Berlin's "Army" Being Set for June; Michigan CIO-Morris Layout

NEW YORK, April 3.—A labor musical, written, produced and partly cast by labor people and designed to do for the production soldier on the home front what Irving Berlin's *This Is the Army* did for the fighting soldier, is in preparation. Tentatively titled *Roll Up Your Sleeves*, the revue is slated to open at the Masonic Temple, Detroit, in June under the sponsorship of the Michigan State Council of the CIO.

At the moment a representative of the labor group is in New York conferring on casting and production plans with the William Morris Agency. According to reports, the show would be toured thru the major war work areas and army camps; has been auditioned to Washington executives of the Army, OWI, OCD, Treasury and War Labor Board, and has their off-the-record approval; and will be personally supervised by William Morris.

The show will talk for labor only by example. The only out-and-out propaganda in the set-up will be aimed at increasing production and selling people on working in war plants by glorifying the work. The music and skits will hammer at racial and religious intolerance and will glorify both the production soldier and the fighting soldier as men fighting for the same goal.

The sponsors of the revue have utilized the show biz savvy of performers now working in war plants (one of them, Leonard Keller, ex-band leader and songwriter currently working for the Cadillac plant in Detroit, wrote much of the material) and say they realize that to succeed the production must aim to entertain and amuse.

The majority of the cast would be culled from non-essential workers in war plants just as *This Is the Army* used actual service men. For the leads and major supporting roles the backers hope to get professional names, which is where the Morris office enters the scene. One name under discussion is Charles Chaplin.

As outlined, and subject to the professional approval of William Morris, the show would use a cast of 150 people, everyone would be paid, it would play big-capacity theaters and auditoriums, do one show a night and operate on its take, i. e., sans deficit financing by the unions, except for whatever money is required to get the show produced. Profits would go for a special fund to furnish recreation rooms, etc., for the armed forces.

Some of the songs slated for the show are *Swing High Production*, *The Grinder's Song*, *Ezra's Been Appointed by FDR*, *Roll Up Your Sleeves*, *She's a WOW (Woman Ordnance Worker)*, *'Cause Our Cause Is Right* and *We'll Break Our Chains With a Double V*.

The labor movement in Michigan has long been cognizant of the important role entertainment can play in war work and the home front (see *The Billboard*, April 3).

Likewise the Auto Workers' Union has consistently been in the van with ideas and students to push war production. Thus the idea of *Roll Up Your Sleeves* is not as fantastic as it may seem at first glance, especially since the International Ladies' Garment Workers' Union clicked in a big way with its *Pins and Needles* revue of a few seasons ago.

50% Split, Co-Billing In "Follies" Sketch

NEW YORK, April 3.—A three-man arbitration board has awarded Harry Young, sketch writer, 50 per cent of the royalties and equal billing with his collaborator, Charles Sherman, for the *Counter Attack* sketch in the *Ziegfeld Follies*, which opened here this week. Because it was deemed necessary to settle the dispute before the play's opening, Dramatist Guild called the hearing on short notice, without waiting for the case to go thru the usual machinery of the American Arbitration Association.

John Rumsey, Guild's selection to the board, served as chairman. Others were Sam H. Grisman and Dan Reid.

Decision was based on letters and other documentary evidence that Sherman recognized Young as his collaborator. Skit was used in 1940 in Leonard Sillman's *All in Fun*, at which time Sherman wrote to Young, then in California, promising to send royalty checks for his share.

Weekly royalties on the revised version in the *Follies* will probably amount to approximately \$150.

Price, 12, to Films? Has Mentor, Anyway

NORFOLK, Va., April 3.—A film career is being sought by Frankie Price, 12-year-old singer currently in *Star and Garter*.

Price is here making USO appearances, and has engaged Hunter S. Copeland, former head of Station WGH, Newport News, as his manager. Youngster expects to finish the current school term and then go to the West Coast for a picture try.

Kate Smith to Coast For 'Army' Chirping

NEW YORK, April 3.—Kate Smith left for the Coast yesterday (2) for the shooting of her bit in *This Is the Army*.

Miss Smith will sing *God Bless America*, the film's finale. Dave Alber, her p. a., will accompany her and huddle with studio flacks on promotion. Miss Smith's bit in the pic is cuffed, all proceeds going to the Army Relief Fund.

No Rate for Cadets, Knoxville Movies Ruled Off "Limits" By University's Training Chiefs

KNOXVILLE, April 3.—All Knoxville movie theaters have been declared "off limits" for several hundred air force cadets being trained at the University of Tennessee.

Officers in charge of the training program announced that the step was taken "because they won't co-operate in reducing their prices for our men." Knoxville theaters do not have special prices for soldiers.

Admissions prices here range from 20 to 45 cents, plus tax. "Those prices are outrageous for a soldier to have to pay," the cadets' commanding officer declared.

Six of Knoxville's 18 movie houses are operated by the Wilby-Kincey theater chain. Included in the chain is the Bijou, the only house that books occasional vaudeville and stagershow.

Air force officers are planning to set up a post theater in the gymnasium of the university.

Eugene Street, manager of the Wilby-Kincey chain, said his theaters would be willing to reduce prices "when all other business and entertainment places in Knoxville join in some sort of hospitality arrangement for the boys."

Food Play Cost Skouras \$200,000

NEW YORK, April 3.—According to a spokesman for the Skouras circuit, the food rationing show is costing the circuit \$200,000. This would take in salaries of Skouras execs working on the project, their scores of trips to Washington, the gross business lost when theaters shut the box office to present the play, salaries for the cast paid thru the American Theater Wing, etc.

Cast got a two weeks' Equity minimum salary, and all other theatrical unions gave concessions to the production. Also, all participating groups agreed to release gratis the script and music to all professional or amateur groups that may want to stage the play.

The show will also make some movie houses in the afternoons. The play and a feature film will be given without admission charge, the theater then reopening at 6 p.m. for usual business.

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SELLING THEM "AT HOME"

'Folies Bergere' Off Until May; Other Club News

NEW YORK, April 3.—Clifford Fischer's *Folies Bergere* has been postponed until the middle of May. Remodeling of the Edison Hotel ballroom, which will house the show, begins next week. Policy will be two shows a night, with Fischer staging the shows, and Arthur Lesser, his partner, managing the room.

At least 40 girls will be used, plus a name band and several specialty acts. Max Ernest Hecht, press agent for Lesser's *La Vie Parisienne* club, will publicize the new spot.

Another new local club is the Blue Angel on the site of the former Cafe Life. It is being opened April 14 by Herbert Jacoby, who until last season operated the Le Ruban Bleu. Stewart Chaney will design the room and the opening show will have Madame Claude Alphan, singer, and Sylvia Marlowe, harpsichordist.

Benny Davis's *Frolics* club has filed a petition in bankruptcy, listing liabilities of \$4,056 and assets of \$2,800. Judge Hubert appointed William S. Brown receiver under bond of \$2,500. Club, which ran only six weeks, owes performers more than \$1,000. Davis says he lost \$3,000 of his own money and that the club folded when his backers walked out after business started to slip. Also says he will reopen the club if he gets new backers.

Max Cassvan has quit the *Casbah*, luxury nitery here, and plans to put on a legit show.

Lewis A. and Horace B. Riley are new operators of the club, with Josef Moscatelli continuing as maitre d'hotel and rest of the staff intact. Spencer Hare, promotion chief, is also out.

Nat Moss is new manager of the Hotel Edison's Green Room. He was recently given an over-age discharge by the army.

La Vie Parisienne will present Libby Holman twice nightly when she returns April 17. She did one show a night on her last date when she worked on a percentage deal.

Benito Collada, owner of El Chico club, is expected to return from an Arizona sanitarium in July.

Bored—at Four

NEW YORK, April 3.—Marty White, emcee, played a benefit show for a kiddie audience last week in Brooklyn. He unloaded a raft of gags that he thought ought to slay the kiddies. Only one kid, a four-year-old, was unimpressed. He yawned and then said out loud, "Yah, that's an old one. Heard it before!"

WB To Screen "Mission" for Radio Experts

NEW YORK, April 3.—Warner Bros. will preview its latest epic, *Mission to Moscow*, for the radio news commentators prior to national release. WB did the same thing with *Casablanca* and *Air Force*, two of its current clicks, and netted substantial air plugs, since the pix had definite political and military overtones. Columbia did likewise with *Commandos Strike at Dawn*.

Mission to Moscow is filmization of ex-Ambassador Joseph Davies' best seller anent his tenure in the Soviet Union.

Film is due within a fortnight, so screening for network and top indie commentators will probably be within the next seven days.

Caterers Switch Approach, Now Pointing Sales Talk at Oldies

NEW YORK, April 3.—Individuals and firms making or selling ideas, material and equipment to performers have had to change their selling angles because of the war. Those catering to young men have had to get adjusted to declining business in this field and have had to build up lines for older men and for women.

For example, makers of formal clothes for male ballroom dancers, singers and talkers have lost many of their younger clients to the draft or to war plants, and have been selling more stuff to older men. Makers of gowns for ballroom dancers have had to build up their trade with non-dance performers, especially singers, because the draft broke up so many ballroom teams. Makers of toupees have enjoyed an increased business because of the older men trying to get jobs originally open only to young men. (See page 4 of the last issue.)

Dance teachers specializing in routines for professionals have found the dance-team trade has practically disappeared, but this has been balanced somewhat by the increase in the number of girl dance and acrobatic singles. Vocal and music teachers have been losing their young men steadily, and have tried to bolster business by luring back some of the older men for refresher courses and by concentrating on girls and, in some instances, young men under 18.

Music stores are selling fewer instru-

ments because so many potential customers are either in the army or about to go into it. All along the line, tradesmen and teachers report that male performers are buying fewer things that ordinarily would be musts—such as photos, make-up, new costumes, shoes, clothing accessories, publicity—because of the expectancy they will be drafted. Performers over 38 rushed to buy sorely needed stuff last December, but this stopped when the new Selective Service order came out last month putting over-38s into a new classification available for drafting into defense plants.

Some tradesmen are maintaining extensive correspondence with former show biz clients now in the armed service; they want to be able to regain that business after the war. Some dance teachers have resorted to selling dance routines by mail to fill the gap left by the drafting of young dancers.

Dance schools catering to the general public have found their patronage shifting to older women and men who dance more for exercise than for terpsichorean skill. Younger men working in war plants are too tired or too busy to worry about dance lessons. Public dance halls, however, are packed, thanks to increasing soldier and sailor trade.

20th Tapping Public Pulse On Capt. Rick

NEW YORK, April 3.—Twentieth Century-Fox is keeping a close tally on the newspaper reaction to Capt. Eddie Rickenbacker's talks. Film firm has announced intention to do a pic about the aviator's charges of absenteeism and racketeering has had a section of its publicity department scanning all papers and publications.

At the moment the trend seems to be away from the aviation exec. If it continues the film may be dropped.

Hazel Hayes Joins WAFS

FORT WORTH, April 3.—Hazel Hays, manager of the municipally owned Will Rogers Memorial Auditorium and the near-by Coliseum, has left for training in the Women's Auxiliary Flying Service. Numerous roadshows, ice shows, the Roller Derby and other events are held in the two buildings. Position held by Miss Hays will be vacant for the duration.

Showdom's Big Chests Get 4F And See Red, Others in Plants

NEW YORK, April 3.—The draft, serious business that it is, also has its light side. And most of the humor comes from the efforts of a few show people to duck the draft and the chagrin of some chesty guys at being given a fast 4F.

One of the queerest sidelights of the draft's effect on show business is the surprising number of muscle-bound, big-chest acrobats who are 4F. It seems that muscle bulk is not enough to make the armed forces; genuine good health is the thing, of course. A lot of professional strong men and acrobats have wound up in 4F due to broken eardrums, fractures of important bones, displacement of vital muscles and other ailments that accumulate with a career of leaping, catching and lifting. It's an embarrassing situation for these fellows, since they are usually big-shouldered and healthy looking and people are always demanding, "Why aren't you in a uniform?"

Most embarrassed is a nationally known strong man doing superman stunts like pulling trucks with his hair and breaking iron chains. He's a 4F, and does his patriotic bit by staging strongman stunts for bond-selling rallies.

Also slightly embarrassed have been certain dashing juveniles known for their portrayal of virile parts (such as Errol Flynn), and who are 4Fs. Their sex appeal is dented considerably when the 4F news leaks out.

Being rejected is not so easy, as some show people have found it. There's the story of the emcee called for his induction physical, and who aggravated his ulcers by eating all food forbidden by his physician. The induction doctors suspected something queer and held the emcee over—that is, for a two-day exam—without permitting him to contact his folks and agents. This caused an uproar, and the agent had visions of a promising young emcee having committed suicide or having been run over. Finally, the emcee showed up smiling—he got his 4F. The suspicious doctors had to agree he really had a bad case of ulcers.

Another story concerns the young actor determined to get a 4F, who perfumed himself heavily and swished into the induction center whooping like a high school girl. The doctors told him "Stop kidding, girlie, you're in the army now."

Then there was the night club press agent renowned for phoning his items to newspapermen, who in turn always

had the strong suspicion that the p. a. could only write his name with a large X. This p. a. got so highly nervous over his pending induction that he stormed into his draft board and screamed, "All right, all right, take me. But it won't do you no good. I'm illiterate, I am." So they drafted him, anyway, and he wound up with one of the army public relation offices.

In the meantime, quite a few pale-faced Broadwayites have grabbed jobs in defense plants and make a quick round of their night haunts every evening to "keep contacts alive." One successful press agent has bought into a war plant in New Jersey so that he could get himself a 2A classification. A few Broadwayites famous for not being able to lift anything heavier than a jigger of whisky now confide they're working hard in war plants. But their friends won't believe them until they see this phenomenon with their own eyes.

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Vaude Unit Producer Suing AGVA For Hundred Thousand; Dispute Over Cancellation

NEW YORK, April 3.—Gordon Kibbler, vaude unit producer, said this week he is filing suit for \$100,000 against American Guild of Variety Artists. Harry Berman, his attorney, announced that papers are being served and that the complaint "will probably charge restraint of trade."

Kibbler's threatened suit follows the complaint Tirza, "the Wine-Bath Girl," is filing against him thru Attorney Jonas Silverstone, who is also the counsel for AGVA. Kibbler claims his unit lost four weeks when Tirza quit; that he had a contract with Tirza to pay her pro rata \$350 a day, and that she averaged \$300 a day for 10 weeks with his unit. He claims he offered her four more weeks at \$350 a day but that she demanded a six weeks' guarantee. He says he closed the unit in February, paid Tirza by check for the last week, and then canceled it.

Now, he says, the union is threatening to stop his new unit, *Bring On the Girls*, a 19-people show including the six Rianne Dancers, Young and Raye, Irene Vermillion and Harps, Carol Howard, and a band directed by Virginia Lee Howard. Unit was to open last night at the Steinway Theater, Astoria, Long Island. The Kemp vaude time is to follow, says Kibbler.

Kibbler says the union is unfair in de-

manding that he post a \$1,000 salary bond when it doesn't demand the same from rival unit producers. He says he shouldn't have to post a bond considering he is financially reputable, having owned three units plus the new one.

The union, on the other hand, claims it cannot discuss an agreement with Kibbler until he pays Tirza's canceled check. Mortimer Rosenthal, of AGVA's legal staff, says Tirza had a run-of-show contract and that, when Kibbler could not provide her with continuous employment as per contract, she was advised by AGVA that she could quit the unit. The union claims that when Kibbler stopped the check to Tirza he violated the contract, and that he is not "financially responsible" so far as the union is concerned. Therefore, for the new unit, he must post a two weeks' salary cash bond or a bond for one week's salaries plus a letter of guarantee from a financially responsible person.

Rosenthal says AGVA already has a dozen units under contract and that it demands of them a one-week notice on the road, transportation from point of origin to engagements and then back to point of origin, minimum salaries depending on types of theaters played, in addition to salary bond.

Kibbler complains that the union did not discipline member Bob Carney when he quit Kibbler's unit. Rosenthal answers that the union won't accept a complaint from an employer who has no agreement with the union, but that it would accept a complaint from a union member employed in a non-union unit. This is the union's explanation of why it refused to act on the Carney case but did in the Tirza situation.

Kibbler says he has turned over his new unit to Virginia Lee Howard, who is the show's musical director.

GILLMORE TRIBUTE

(Continued from page 3)
ducted by the Rev. Dr. Randolph Ray, rector of the church, and the Very Rev. Austin Pardue, a friend of long standing. There was no eulogy, in accordance with Mr. Gillmore's wishes. Wilbur Evans sang *The Lost Chord*, by Sir Arthur Sullivan.

Theater personalities in attendance included Katharine Cornell, Tallulah Bankhead, Peggy Wood, Luther Adler, Patricia Collinge, Erin O'Brien-Moore, William Harrigan, Leo Carroll, and Capt. Kenneth McKenna. Others included Walter N. Greaza, assistant executive secretary of Equity; Sidney Fleisher, Vincent Jacobi, Fred Marshall, Morris Seamon, Dorothy Bryant, Blanche Witherspoon, Emily Holt, Antoinette Perry, Ruth Richmond and Florence Marston.

The Lambs, the Episcopal Actors' Guild, Actors' Fund of America, League of New York Theaters and the American Federation of Musicians were all represented.

Mrs. Laura Gillmore, the widow, and daughters Margalo (the actress) and Mrs. Ruth Sonlno were among the members of the family present. Interment was private at Mount Kensico.

Josephine Baker Still Pitching

NEW YORK, April 3.—Contrary to reports published elsewhere, Josephine Baker, the septa ex-chorine who made good in Paris, is very much alive and wiggling her torso for the edification of American troops in North Africa, according to a report by Kenneth Crawford, *PM* correspondent.

Miss Baker left Paris just a jump ahead of the arrival of German troops. Now, after recovery from an illness, she is living in her accustomed style at the home of a friend, Monalay Larbi Kaifa, brother-in-law of a pasha in Marakech, where she has part of the palace and a retinue of servants all to herself.

Miss Baker entertained at a Red Cross club for Negro troops, which is open for palefaces as well, and she was introduced by Andre Baruch. It was her first public appearance, she said, since leaving Paris. According to the report, she wowed them with *Thanks for Everything*, *Two Loves Have I* and *Mama, I Want to Make Rhythm*.

Earl Carroll Goes Circus on Troop Housing in Canteen

HOLLYWOOD, April 3.—Earl Carroll is seeking a tent large enough to hold 1,000 cots to house servicemen over week-ends. The Hollywood Guild Canteen, for which Carroll is getting the shelter, is currently providing sleeping accommodations at the otherwise unoccupied Domino Theater, but week-end demands are above the theater's capacity.

Funds for the Hollywood Guild Canteen are provided by collections in various theaters and night clubs. The Carroll spot is providing about \$700 weekly.

Icery's Advance Big in Tex.

FORT WORTH, April 3.—Advance ticket sale has been good for *Ico-Capades* of 1943, which will be held at Will Rogers Memorial Coliseum April 17-21. Prices from 75 cents to \$2.40.

Booked Solid

NEW YORK, April 3.—Emcee Phil Foster entered the army at Fort Dix, N. J., yesterday. Before he left he pasted a sticker on his photo hanging in the office of his agent, Weber & Phillips. The sticker reads: "Canceled. Set for Long Engagement in Army."

Band for Ice Skating

PORTLAND, Ore., April 3.—Ice skaters will soon get to skim over the frozen stuff to a nine-piece band. Paul All, manager of the Ice Arena, says if the innovation takes it will be a weekly feature for the rest of the skating season. Joe Amato's band in first.

"LUNCH TIME FOLLIES"

(Continued from page 3)
tion of several aisles so as to provide standing room for the audience. The lighting was the overhead fluorescent lamps usual to factories. Admission was strictly by pass and, from personal experience, this plant was tougher to get into, even with permission, than any army camp this reporter has visited. At no time was the reporter without a uniformed guard.

The audience, men and women, gathered, with the siren announcing luncheon. They came from their machines, bringing with them sandwiches, milk, fruit and candy. The first batch jammed the aisles, the next squatted on machines, and as far as the eye could see they were draped over all sorts of equipment, gobbling their grub and watching the show.

The audience reaction was akin to that of the servicemen at USO-Camp Shows performances, except that audience was relaxed and waiting to be entertained, while this one had just dropped its tools, was tense and thinking about the job. For the first five minutes they watched and ate, then Joey Faye hit them with some laughs and the ice was broken.

Jack Albertson, Faye's straight man, opened with a brief intro and gags, then made way for Anne Francine and the line in a Kurt Weill tune called *Story of an Inventory*. The lyrics were a roll call of the workers' tools and the stuff they produced. The line, in red sweaters, white belts and blue shorts, did a simple ballet routine using exaggerated props of the things mentioned in the lyric—wrenches, gears, wheels, bombs, etc.—to give the number a production flavor. So far only so-so, since the customers were still on edge.

Then Joey Faye came on with his *Fluegel Street* routine, the one he uses in vaude. For this show it was loaded up to its original proportions with Anne Francine, the singer, joining Jack Albertson in the skit cast. This was just what the workers required and the belly laughs started popping.

Last five minutes had the girls back in rube strawhats for a square-dance routine woven around the tune *Put Another Nail in Hitler's Coffin*. Each of the principals took a whack at the lyrics and then got into the square dance.

Since the piano was on one side of the stage and a flock of photographers were on the other, the cast had to watch itself to keep the routine from turning into a rout. But everything ran off

smoothly, and Faye had to cut off the applause by pointing to the "Don't Lag" banners. Just as the stage emptied the sirens called the audience back to their jobs.

The entire show did three performances, 8 p.m., 4 a.m., 12 noon, to cover each shift and then moved to another plant. The material is changed for each performance so that word-of-mouth mentions won't kill the fun. The Curtiss-Wright Corporation, still experimenting with the idea—this is the second showing of "LP" at these plants—pays about \$650 for the six showings.

Credits: Direction, Robert H. Gordon; dances, Dan Eckley; props, Anita Willcox; costumes, Rose Bogdanov; music for *Story of an Inventory* by Kurt Weill, lyric by Lewis Allen; music for *Put Another Nail in Hitler's Coffin* by Ted Mossmann, lyric by Gladys Shelley; chorus, Iris Manning, Helen Zurad, Betty Leighton, Helen Franklin, Elaine Meredith, Phyllis Rudolph; for Curtiss-Wright, Harry A. Stephens, director of employee activities. Lou Frankel.

SUMMER BIZ EYED

(Continued from page 3)
present three vaude shows a week. Morty Curtis is Grossinger's entertainment director.

Details on Talent

Local bookers say they expect a fine season, pointing out that last summer was a good one despite the early-summer panic over gas shortage, and also that the winter season was great for those spots that stayed open. Bookers predict changes in the handling of talent. They feel that many resorts will have to go back to house staffs of entertainers and then add week-end acts if they can get them; some acts might locate in the resort areas for the summer and then pick up bookings from there. Salaries for talent will probably be a bit higher than last year.

Last year Charlie Rapp, one of the leading resort bookers in town, tried out a farm idea. He established several "farms" where performers lived for the summer and from where they were routed to near-by resort hotels to put on shows. He could not be reached for comment on his plans for this summer. Other active resort bookers here are David Stern, Irving Barrett, Beckman & Pransky, Harry Lee.

As per last year, many acts and intact units will be doubling among near-by hotel spots.

FEMMES OVERWORKED

(Continued from page 3)
of a problem, as they were based in a sizable town. Everyone worked in sports clothes and ate with the troops, which was swell, said O'Brien, as the troops have the best of everything.

Everyone was helpful and grateful, and the soldiers practically swamped the troupe with souvenirs of all sorts. After each show the men would bring them mementoes, most of which they had carved in their spare time. This is the tip-off on the mental state of our troops in those spots.

Liberty (Pat was a sailor, remember?) doesn't mean a thing because there's no place to go and nothing to do except look at movies, and that gets tiresome. Not only are the men off in the bush, they are constantly on the alert, and, even tho they're close to the combat zone, they're actually not in it. Consequently, they never get any of the thrill or glamour of actually fighting. Only when a show comes thru do they get a chance to relax.

The rest of the troupe continued on the tour, while Pat came back to get started on a picture for RKO.

He returned with a bookful of messages from soldiers which he is sending along to their relatives here. He also had three fancy canes, one of mahogany, a gift of the commanding general; one made of purple-heart wood, the third of the vertebrae of a shark. He also toted a stuffed alligator and a chair from a P-40 plane. This last item was salvaged from a wreck and was being used by the commanding officer of a base at which the troupe played. The commandant saw O'Brien relaxing in the chair and made him a gift of it.

He also returned with a flock of anecdotes and stories, most of which cannot be told until after the war. But he told one story about the serviceman who was furloughed back to the U. S. A. When he returned to his Caribbean base the soldier, in answer to his mates' queries about things back home, said: "Oh, they're all crazy. They drive on the right-hand side of the street and go out with white women."

Needed by Equity, USO Camp Org Works on Better Conditions For Acts Playing the Circuit

NEW YORK, April 3.—In response to the prodding by Actors' Equity agent the living and working conditions of performers, USO Camp Shows is attempting to get the hotels to agree to standard and reasonable rates, to accept reservations and to guarantee to deliver same. Negotiations are being handled via the

American Hotel Association. Equity, with seven legit troupes on the road for Camp Shows, based its complaints on letters from Equity members working for Camp Shows.

Camp Shows didn't deny that the conditions are serious, nor that they are aware of the situation before Equity took its stand. What the USO subsidiary did point out was that many of the performers' woes are the actors' fault.

One bad break by an actor will often close that hostility to all performers. Some of them don't pick up the room reservations that are made by the advance men, others frolic in the hotels, and at one army camp the commandant now refuses to let performers sleep on the reservation. He claims an actor walked off with one of the post blankets.

<p>STOCK TICKETS</p> <p>One Roll \$.75 Five Rolls 3.00 Ten Rolls 5.00 Fifty Rolls 17.00 100 Rolls 30.00</p> <p>ROLLS 2,000 EACH. Double Coupons, Double Price. No C. O. D. Orders. Size: Single Tkt., 1x2".</p>	<p>Doing All You Can, Brother?</p> <p>THE TOLEDO TICKET COMPANY</p> <p>114-116 Erie St., Toledo (Ticket City), O. Will Gladly Quote on</p> <p>TICKETS</p> <p>Any Description, Special Printing, Stock Tickets.</p>	<p>SPECIAL PRINTED</p> <p>Cash with Order. Prices:</p> <p>2,000 \$ 4.29 4,000 4.83 6,000 5.87 8,000 6.91 10,000 7.15 30,000 10.45 50,000 13.75 100,000 22.00 500,000 88.00 1,000,000 170.50</p> <p>Roll or Machine Double Coupons, Double Price.</p>
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"THEY SHALL NOT PASS"

Big Shifts in Philly Agency, Station Set-Up

PHILADELPHIA, April 3.—Shift in personnel at local stations and advertising agencies continues at a swift pace, with the armed forces still making heavy inroads. WCAU loses engineer Charles E. Hires to the army; Joseph Corr checks his news tasks at WDAS for a navy uniform; KYW loses its assistant auditor, Charles Woodward, to the army, with David Siner coming in for the replacement. At WIP, Martin Oebbecke, assistant chief engineer, goes into the signal corps service as an associate radio technical engineer, with Jimmy Tisdale moving up as acting assistant. Also at WIP, John Edwards moves over from the station's FM announcing staff to replace Hugh Chambers, who left for KWK, St. Louis, and Howard Brown, night manager of the station, resigned. Jim Harvey, former production chief at KYW, returned to the station as announcer; also, Mary Agnes Whitaker added to program staff to replace Janie Simmet, who transferred to traffic department. At WCAU, Don Taylor left the newsroom to take a position in the newsroom of CBS in New York, Fred S. Rosenau replacing him.

Hal Arnoff, formerly of WDEL, Wilmington, Del., joined the announcing staff of W33PH, WFIL's FM station; and the station's Doris Turner Patterson, of the publicity department, took leave of absence to stay close to her hubby in the Army Air Corps. With Carl Goodwin leaving the WPEN announcing staff for New York, replacement is made by Pete Arnell, former program director of WJLS, Beckley, W. Va.

Among the ad agencies, N. W. Ayer has promoted Granville E. Toogood, with the agency since 1925, to vice-president and assistant to Harry Batten, Ayer proxy. Norman H. Hewitt has rejoined the staff of the McLean organization as contact man after an absence of several years, with Aitkin-Kynett taking on new staff members in Charles F. Beardsley, Hugh Lewis and Myrtle M. Post. Ward Wheelock has appointed Douglas Whitney, New York press agent, to handle the publicity for Campbell's CBS Milton Berle show. Robert Farnham Jr. took leave of absence from the copy staff of Al Paul Lefton agency to accept a commission as ensign in the U. S. Naval Reserve; and of the Gray and Rogers' copy staff, Robert Graham has enlisted in the U. S. Coast Guard, temporary reserve, assigned to patrol duty off the New Jersey coast.

Baseball Airings

SAN FRANCISCO, April 3.—Coast League baseball games played this season at Seals' Stadium have been contracted for broadcasts over KYA by the Rainier Brewing Company. Jack MacDonald, press agent for the local ball club, will broadcast the games.

BOSTON, April 3.—Major league broadcasts this year are to be aired over WNAC and the Yankee network by Atlantic Refining. During the past week WNAC gave a special series of pre-season broadcasts direct from winter quarters of the Red Sox. These will continue up to official opening of the baseball season.

NEW YORK, April 3.—WAAT, Jersey City, announced that Ruppert Brewing Company will sponsor play-by-play of ball games by the Newark Bears, beginning with the season's first exhibition game at Plainfield, N. J., today. Earl Harper, WAAT director of sports, will report the games, which will include the regular International League season. Ruppert contract was placed thru Ruthrauff & Ryan, with Luther Wood as account executive.

On Philly's Radio Row

PHILADELPHIA, April 3.—Now that its product is being made available again to the general consumer, Beacon Chemical Company here is starting a minute announcement and participation campaign on stations throughout the country for Zero, an ammonia substitute. Paris & Peart, New York agency, handling the campaign.

WPEN has scheduled a weekly program for Medaglia D'Oro coffee to tell listeners that while the coffee brand is not available now, it will soon be back on the market. Placed by Pettinella Agency, New York, for S. A. Schonbrunn & Company, New York.

At near-by Reading, Luden's, Inc., announced that it will continue its cough drop campaign, originally for 26 weeks, to make it a full year. Started last fall, with spots used on 116 stations throughout the country, Luden's will carry on thru spring and summer with half as many stations. Campaign handled by J. M. Mathes, New York.

With the new month, Leslie W. Joy, general manager of KYW, passes 20 years of association with the broadcasting industry. Made his debut on St. Patrick's Day in 1923 on WJZ, New York, as a concert singer. He readily admits that he probably had very few listeners, for his competition on WJZ on that memorable occasion happened to be John McCormack.

Harry Murdock, for 16 years drama and movie editor of the defunct Philadelphia Ledger, joins the WCAU talent parade for nightly commentary on the silver sheet and screen personalities. Five-minute shot tagged *Murdock and the Movies*. After the Ledger folded last year, Murdock was engaged in film publicity work for Columbia in New York and for RKO in Hollywood. Was also one-time local correspondent for *The Billboard*.

CBS, NBC Okay Summer Halts; Blue, MBS Stick

NEW YORK, April 3.—Network advertisers interested in giving their appropriations a summer layoff will get the usual hiatus deal from both CBS and NBC. Both of these chains reserve time for any advertiser that wants to fade for a summer rest.

At the Blue the policy will be no reservations, while Mutual will stick to its policy of holding time only for regular advertisers. Latter term is not explained, nor is it important, since Blue Coal's *The Shadow* is Mutual's only regular customer to take a summer layoff.

Were You Born? Can You Prove It? WOV Platters Scare Folks

NEW YORK, April 3.—One of the more offensive, albeit effective pieces of scare copy currently on the air is the National Birth Certificate Advisory Services' five-minute e. t. as caught on WOV one night recently, the platter shrieked for attention by asking, "What would you do if you were walking along the street and an authorized agent asked you to prove you were an American citizen?"

Eventually the listener learned that, with the country at war, everyone should carry evidence of citizenship and what better evidence was there than a birth certificate? That almost every State has different regulations re obtaining birth certificates; that getting these records

Ducat Moochers Finally Reach Impasse, With Studios Giving 'Em Cold Look and Maybe Heave Ho

NEW YORK, April 3.—Pass moochers and gate crashers, once the bane of network guest relations, ducat distribution departments and the night-side publicity staffs, have practically disappeared in the last six months. The flashy phony looking to impress some baggage, the shabby fraud with pseudo press credentials and the fast-talking youngsters all looking to con their way into a studio broadcast have faded from the scene.

One reason for the demise of this debris is the stiffer O. O. given anyone attempting to enter radio stations now that the country is at war. Just getting up to the press department office is now a tough assignment. But even the ducat distribution desks in the lobbies primarily erected to provide passes for uniformed servicemen are free of the pass moochers.

According to network execs of the departments primarily concerned with these problems, the moochers are now either in the armed forces, or they've learned that they can't beat the system, or they're dodging their draft boards.

However, in their place have come mail and phone moochers. These are apparently amateurs, insofar as technique and approach are concerned, since they use the hoary "I'm a friend of so-and-so" or "This is Jones on the night side at *The Tribune*" opening. This immediately brands them as phonies—since a legit gent would have his contact call during the day and make the request—and gets them a polite nix.

There are a few of the brainy pass cadgers still around. These are the type

WGN's 2 New Shows, 19th Cub-Sox Year

CHICAGO, April 3.—Two new sponsored shows make their bow on WGN Monday (5). Dr. Preston Bradley begins a 7:15-7:30 a. m. series of commentaries, Monday, thru Friday, for the Old Ben Coal Company for 13 weeks, and Harold M. Sherman's personal problem series, *Your Key to Happiness*, will be heard Monday, Wednesday and Friday, 6:45-7 p. m., for Goldblatt Bros., Inc.

On April 16 WGN will start its 19th year of broadcasting home games of the Cubs and White Sox, with Jack Brickhouse doing *Leadoff Man*, a program of pre-game interviews and comment, and Bill Anson handling *Wing It*, a quarter-hour show immediately following broadcasts of the game. Airings are sponsored by the P. Lorillard Company for Old Gold Cigs and Friends Tobacco. *Leadoff Man* is sponsored by the Chicago Motor Club, and *Wing It* by Thomas J. Webb Company (coffee) and Peter Fox Brewing Company.

WGN has received a 13-week renewal of Mary Paxton's *Wishing Well* from Carson-Price-Scott Company.

that tackle a mooch as a bout of wits and do plenty of research before making a pitch. Typical of this type was the fellow who called the ducat distributor at one network, mentioned the name of the ticket handler at another network, said he was this gent's brother, gabbed and gossiped about the family, etc., and coned his way into one of the toughest shows.

Most of the mail requests for tickets to studio shows are legitimate and are handled in the order in which they arrive. And most of these people drop a note of thanks after seeing the program. Service men of all nations are particularly gracious about these courtesies. But the mail moochers generally show little ingenuity and rarely score.

At the moment, and obviously because everyone knows the soldiers and sailors are welcomed, the mail pitch adheres to either of the following angles: "I'm being inducted next week and want to see a show before going into the army." (These are asked to call with their induction orders and never appear.) "My brother (or husband or father) is in the army and is coming home on leave. We'd like to show him a good time and will appreciate, etc." (These are handled by explaining that servicemen need only appear in uniform to get free tickets.)

The final and most serious approach is a request signed by Private Jones or Sergeant Doe or Lieutenant Green, etc. Here Army Intelligence takes a hand.

About the most persistent mooch groups, in a minor sort of way, are people from out of town. When hinterland citizens write that they'll be in town on a definite date the nets usually try to provide ducats. But some of them come to Gotham and attempt to talk their way into a studio; even to claiming they buy time on an out-of-town affiliated station of the network.

The diplomatic slough-off routine in these cases is to ask the petitioner for his credentials. It's surprising how few out-of-towners carry suitable identification. And without these credentials not only don't the ducat handlers go out of their way to accommodate them, but they get rid of them forever by pointedly explaining that the country is at war, that there may be an air raid, that no visitors should travel without credentials, etc.

The legit out-of-town visitors rarely contact the stations for ducats since they either write ahead or know someone personally. To handle the later category, Uncle Jim Harkins, major domo of the Fred Allen program, always carries a bundle of about 100 ducats for various programs in his pocket. Over a week he'll distribute 150-400 pasteboards to visitors.

On Chicago Lanes

CHICAGO, April 3.—Pat Willis, singing comedienne of WGN's *Ahoy, America!* program, will undertake her first legitimate role when she opens Sunday (4) in the revival of *Stage Door* at the Studebaker Theater.

New program on the Balaban & Katz Television Station W9XBK is *Radio News Room*, heard Mondays at 7:30 p. m. Handling the news show are Dan Cubberly, WLS announcer, and Jerry Campbell, conductor of the WLS *Bunkhouse Jam-boree*.

The tri-weekly broadcasts of Harry James and his band will originate from WBBM for two weeks, starting Tuesday (6). To cope with the demand for tickets the Civic Opera House, seating 3,700, has been leased for the nights of April 6, 7, 8, 13, 14 and 15. Besides the original broadcast at 6:15 there will be a repeat at 10:15, also an additional 45 minutes of entertainment following each of the air shows.

CHI'S 100 WAR HOURS WEEKLY

WBBM, WGN, WENR, WLS, WCFL, WMAQ, WAAF Account For 40 Local Plus Net Shows, Spots

CHICAGO, April 3.—Topping all other regions in their co-operation with war activities, Chicago stations are donating more than 100 hours a week of their time to the war effort and are doing a job that has brought high commendation from the various service branches and government agencies.

In addition to numerous network shows there are more than 40 local programs intended for the Chicago area and the Midwest generally devoted almost entirely to the war effort, and the stations also carry hundreds of spot announcements daily. No branch of service and no wartime activity is overlooked.

Figures obtained by *The Billboard* in a survey of leading stations reveals an astonishingly varied and extensive coverage of all activities furthering the war effort. Station WGN at present is devoting 23 hours a week to such programs. This is 13.7 per cent of the station's total time on the air. Of this total 240 minutes weekly is commercial time, 1,017 sustaining and 123 minutes spot announcements. According to figures released by the clear channel broadcasting service WGN from December 7, 1941, to December 7, 1942, devoted time to war programming valued at \$422,561.41. This consisted of 4,950 spot announcements, 325½ hours of local war programs, 1124/5 hours of electrical transcriptions and 2463/5 hours of network shows. Currently the following WGN programs are devoted to the war regularly: *The Bondwagon*, three times a week; *Chicago at Night*, broadcast from Service Center, seven days a week; *Women for Victory*, four times a week; *Coast Guard Show*, Saturday; *Ahoy America*, Thursday; *Know Your Onions*, Victory Garden broadcast, Sunday, and *The Farmer Speaks Up*, Saturday.

Early last month WGN undertook to promote for the Treasury Department a special matinee of the *Ice-Capades of 1943* to raise funds thru bond sales to pay for a new cruiser to replace the torpedoed *Chicago*. A total of 22 hours in air time was donated. In nine days the original goal of \$500,000 was passed and all promotion was stopped with the exception of spot announcements to thank Chicagoans for their co-operation. But sales continued to mount until they had reached \$828,080, with every available *Ice-Capades* seat sold and some boxes resold half a dozen times. Additional sales made at the ice show matinee brought the total to \$1,005,325.

WBBM Leads the Pack

Leading all Chicago stations in number of shows is WBBM, which at present is carrying 13 war effort programs. Of these, three are half-hour shows, seven quarter hour, one 45 minutes, one 10 minutes and one five minutes, with eight of the shows concentrated on Saturday. The station has done a terrific job. Howdee B. Meyers, radio director of the OCD, wrote Mrs. Duffy Schwartz, educational director of WBBM:

"WBBM has been an outstanding example of what radio can do to help the war effort. This station, more than any other in Chicago, has perhaps devoted more time (than any other) toward bringing the fighting front, the government and the home front into a working unit."

The *Our Block* program, a dramatic presentation of Civilian Defense organizations in the Chicago metropolitan area has been given special commendation for what it has accomplished, and received the NAB award in 1942 for its outstanding contribution. War-effort shows originating from WBBM are: *Our Block*, broadcast Monday; *Facts for Freedom*, Monday and Friday; *Red Cross Reports*, Tuesday; *Family Goes to War*, Wednesday; *Great Lakes Choir*, Sunday, and on Saturday, occupying most of the station's time from 1 to 5:15 p.m. are *Answers for Citizens*, *Young America Answers*, *Of Men and Books*, *Victory*

Matinee; *Keep Going, Chicago*; *War Jobs for Women*, *That Men May Live* and *Midwest Mobilizes*.

Blue in the Pitching

The two local Blue Network stations, WENR and WLS have been devoting about 36 hours a week to war programs. On WENR are *This Is Your War*, aired Saturday by the OCD and dealing with problems of war and the peace to follow; *These Are the Marines*, a dramatic recruiting program heard Saturdays; *WAC Recruiting*, dramatic show, Saturdays; *Piping All Hands*, musical show for the coast guards, aired Sunday; *Treasury Star Parade*, Tuesdays, and *Your Job in Review*, put on by the Radio Council of Occupational Research of the Chicago Public Schools on Saturdays and featuring an "inquiring student" who interviews various persons in connection with their jobs. During the past month a special Red Cross program has been broadcast on Thursdays.

WLS has had some particularly effective war-effort promotions. One was the scrap drive staged at Bloomington, Ill., last year when a four-hour show featuring the *National Barn Dance* resulted in the collection of nearly a million pounds of scrap metal and rubber.

WLS's Steady Stream

Currently WLS is carrying *Treasury Star Parade*, seven days a week; *Vanguard of Victory*, six times daily (announcement for OCD, Red Cross, scrap, etc.); *Meet Admiral Downs*, Saturday; *A Ho, Coast Guard*, Saturday, and *Home Front*, Saturday. From December 7, 1941, to December 7, 1942, WLS donated 514 hours to wartime activities. From December 7, 1942, to March 31, 1943, it has donated nearly 400 hours. On April 5 the station, in co-operation with *The Prairie Farmer*, will inaugurate one of the biggest crusades it has ever attempted. It will be called *Food for Humanity*—produce-save-share and is expected to continue into next fall. It also is considering a new service show to get under way next week. Food program will tackle the problem of production, conservation and distribution of food.

WCFL carries a total of 20 hours a month, including *U. S. Treasury Department*, 11 hours 30 minutes; *Victory for Brotherhood*, 15 minutes; *Victory Gardens*, 45 minutes; *Sam Guard Agricultural Program*, one hour; *News From the Job Front*, one hour, and announcements of Red Cross, WAVES, SPARS, Treasury Department and OWI, 8 hours 36 minutes. This in addition to 73 hours of news broadcasts.

WMAQ and WAAF

WMAQ carries five local programs: *Women's Home Council*, *Elizabeth Hart Presents*; *Interviews of Personalities Engaged in War Activity and Farm*, covering Victory Gardens and farm economics in the war situation; *High School Studio Party* and *March of Mercy*. In addition, the station carries an exceptionally large number of network programs.

On WAAF are five quarter-hour shows: *Chicago at Work*, *Interviews With War Plant Workers*; *Block of the Week*, in which Leland Gillette interviews participants in Civilian Defense block meeting, transcribed on the spot and broadcast on Sundays; *OPA Talking It Over*, problems of rations, price control, etc.

America Calling, Civilian Defense news, presented by Howdee Meyers, radio director for Chicago OCD, and *Your Job Reporter*, a U. S. Employment Service program.

Autry Camp Tour?

NEW YORK, April 3.—The Gene Autry program, currently emanating from Luke Field, Ariz., where the ex-cowpoke singer is a sergeant in the Army Air Force, will probably make a tour of army and navy encampments. Program is bank-rolled by Wrigley's for the USAAF.

NAB Goes Off the Beam

NEW YORK, April 3.—In the opinion of local station executives around the country, the National Association of Broadcasters last week emphasized its lack of understanding of the problems besetting the small station operators. The tip-off came in the release by Neville Miller, NAB prez, of a statement lauding the efficient operation of selective service and complimenting draft officials for their "Sympathetic understanding and consideration of the manpower problems of the broadcasting industry."

With their technical and executive staffs riddled by local draft board actions, which ignore the fact that stations are essential and certain employees are deferrable (see *The Billboard*, March 20), the indie operators, many of whom have pulled out of the NAB, interpret Miller's statement as typical of a "big station and network outlook."

Likewise these operators only grimace at NAB's advice, as given in Miller's statement, to train draft-proof replacements. "Engineers," the ops say, "still require FCC licenses and executives require savvy. Even if we had the money and facilities to train replacements, we haven't the time. Our essential help is being called so fast we're barely managing to keep in operation."

Disk Jockeys Await Miracle To Get Them Astride Speedy Nags

NEW YORK, April 3.—Local platter jockeys, strapped by the lack of new records and worried about the possibility of losing their audiences before the AFM ban is lifted, are anxiously watching each other for the first sign of a new twist or stunt with audience appeal. The record riders figure that something of the sort is due to pop shortly unless the platter prohibition is repealed pronto.

On the basis of their record libraries the boys figure they're even stephen, since the disparity in actual numbers—WNEW, 18,000; WHN, 7,000; WMCA, 6,000—makes little difference in program quality. About the only edge is that WNEW's platters will retain their quality longer than the others since all platters wear with use; and even this is speculation because WNEW grinds the disks around the clocks.

Some of the jockeys with small libraries have tried using e. t.'s to pad out their record shows, but have stopped the practice after listeners squawked. Seems only one of the e. t. outfits turns out transcriptions comparable, in listener quality, to the records.

At the moment Art Green, WMCA platter player, spices his shows by doing a couple of programs from hotels where name bands are playing; Green handles the remote as he does his regular record show. Alan Courtney, WOV, has been offering cash prizes of sundry sorts for some time. Dick Gilbert, WHN, sings with the platters, as usual, and uses guest vocalists.

Biggest stunt, currently in the mulling stage, would have Martin Block, WNEW, use a name band for a half hour, three nights a week. Block's audience popularity hasn't slipped but, since the ban, he hasn't been able to air any new releases.

With the live band set-up Block would use this specialty to plug new tunes,

View Abramson WOR Shift as Divorce Of Station, Talent

NEW YORK, April 3.—Nat Abramson, one of the first exponents of the Artist Bureau and a long-time prolific money-maker in the field—he heads the WOR Artist Bureau—will henceforth confine his efforts to the sale of remotes and the club date phase of the WOR organization.

At the same time the WOR Artist Bureau shed that name and now operates within the framework of WOR Program Service, Inc. Latter always was the corporate name of the set-up.

Move probably presages the eventual separation of the station and its talent agency just as NBC and CBS shed their artist-bureaus some time ago.

American Federation of Radio Artists, talent union which cleaned up and polices the once cut-throat and conniving field, recently renewed the several agency franchises. With renewal of the WOR franchise went notice that AFRA would be closely supervising the operations of its artist bureau.

currently heard only on the big network programs. The stunt would cost the station about \$250 for each live half-hour which sum isn't fazing the station. Only bands that couldn't do the date for Block would be those with network commercials such as Kay Kyser and Tommy Dorsey. Others figure to string along since Block's *Make Believe Ballroom* has one of the biggest listening audiences in town and a rebuffed Block might not use their records.

Big problem on this gimmick is how to make the feature available to every advertiser on the Block program. Live orks would fill the 6-8:30 slot, thrice weekly, and sponsors not spotted within that time segment might take umbrage at being shut out. If this cannot be ironed out the entire idea will be junked. Instead the record wrangler would use name leaders from time to time as guest stars, just as he did before Pearl Harbor put the quietus on unrehearsed guest stars.

Only other development in the local platter jockey scene has the boys who don't spin their own records (at some of the stations the engineers do this chore while the "voices" do the introductions and commercials) anxious to work alongside the turntable. They figure this would improve their shows a bit, because now they feel like they're doing a remote, and anything that'll sound better to the listeners is important as long as their recordings are not new.

College Prexy Nabs Sponsor

PHILADELPHIA, April 3.—Dr. Felix Morley, president of Haverford College, is the latest addition to the ranks of radio commentators. While he has made many guest shots on network shows, the college prexy snared a radio commercial of his own for the first time when he started a Saturday night series on WCAU, sponsored by the Western Saving Fund Society, local bank.

Spotted at 6:45 p.m. for a quarter hour, Dr. Morley calls his spot *Interpretation of World Affairs*. Placed thru John Falkner Arndt agency here.

Vox Pop Goes Tex.

NEW YORK, April 3.—Vox Pop program, currently sponsored by Bromo-Seltzer, will emanate next week from its home town, Houston, for the first time since it left town in 1935. The show came from Houston as a summer replacement for the Standard Brands Joe Penner show.

Since then it has pitched for Mollie, Engeline, Kentucky Club Tobacco, and now the headache remedy, without a letup.

In those days the personnel was Parks Johnson and Jerry Belcher, Wally Butworth followed Belcher and was in turn replaced by Warren Hull.

MUSIC SMALLIES DUN LOCALS

PROGRAM REVIEWS

EWT Unless Otherwise Indicated

"Stop or Go"

Reviewed Sunday, 8:30-9 p.m. PWT. Style—Quiz. Sponsor—Grayson's. Agency—Milton Weinberg. Station—KNX (Los Angeles) and Columbia Pacific Network.

There have been so many quiz shows and they have been so successful that anything new about them is almost certain to click. In presenting *Stop or Go*, Grayson's, a department store chain spread along the Coast, has a show that should please.

Program is strictly a geographical quiz with winners claiming up to \$80. If the contestant is stopped any place along the line the money is given to a charity of the contestant's choice. Studio chart of the world has 15 routes leading from Hollywood, with the contestant naming the point to which he or she wants to go.

On show caught housewife wanted to go to Sydney. First stop was San Diego, where Grayson has a store—a point which Ken Murray, the emcee, never fails to mention, with question being "Who played Edison the boy?" Next stop was Christmas Island for \$5 and so on to Sydney. Questions were who played roles of Emile Zola, Anna Held, Lillian Russell and Marie Antoinette in movies. Second contestant took route to Tokyo, with the quiz theme being where is Greenwich Village, Limehouse, Blarney Stone, Kremlin, Latin Quarter, etc.

Murray ad libs plenty but this is to the show's advantage. His emceeing is smooth. Sound effects are comical, giving Murray plenty to heckle. Also outstanding is the piano duet of Bill Hoffman and Edward Rebner.

Stop or Go is a quiz show that is Coast-to-Coast material. Sam Abbott.

"Interpretation of World Affairs"

Reviewed Saturday, 6:45-7 p.m. Style—News commentary. Sponsor—Western Saving Fund Society. Agency—John Falkner Arndt. Station—WCAU (Philadelphia).

Station and sponsor both bagged a prize winner in getting Dr. Felix Morley, Pulitzer Prize winner, for a Saturday series of analysis of the week's highlight news. The college prexy (Haverford College) has had many guest shots on net shows, but this is the first time that the distinguished journalist and educator has linked up with a program definitely his own. Makes for a welcome addition, and a refreshing one, to the ranks of radio commentators. And while the interest of the local bank sponsoring him is limited to local confines, Dr. Morley stacks up as a natural sale for local sponsorships on a network scale.

Gives an unemotional and dispassionate interpretation of the week's headlines, and pulls no punches. His logic is clear and concise, and his style and delivery and choice of words shoot for the lay listener instead of making it an academic dissertation that would in all probability go wild. Is plenty provocative and hyper-critical in his analysis. While he took heavy potshots at the Treasury and Agriculture departments when caught, placing the blame on those doorsteps for the food rationing and shortage muddle and the income tax dilemma, there is a deep note of sincerity in his incitement. However, the more critical listeners might detect a stronger touch

of anti-New Dealism in Dr. Morley's discourse, particularly when he banners Herbert Hoover as a likely healer.

Commercial announcements in keeping with the commentator's good taste, using well-chosen words at the start and finish line, delivered by the announcer, for the bank's saving and checking departments. Maurie Orodener.

"Try and Stump Us"

Reviewed Tuesday, 4:30-4:45 p.m. Style—Musical quiz. Sustaining over Station WBBM (Chicago).

Reversing the usual quiz formula, this program pays cash to listeners who can stump Russ Brown, vocalist, and Herb Foote, organist, with song titles. If they can't sing or play eight bars of the song submitted by a listener, the person sending in the title gets a dollar. It's not a new idea, but as handled by Eddie Dunn, emcee, and the boys it packs plenty of entertainment and has won considerable popularity already.

On program caught 16 songs were submitted and all but four were identified by Brown and Foote. Informal crossfire of Dunn, Brown and Foote enlivens the program and the wide variety of songs presented heightens the interest. Mail response is claimed to be big. Nat Green.

Berlin To Bat For Kate Smith On Noon Spot

NEW YORK, April 3.—Irving Berlin will fill-in for Kate Smith's noontime newscast on April 12. With the singer en route to Hollywood for a part in filmization of *This Is the Army*, the songwriter will make his subbing chore an advance bally for the picture.

Kate Smith, currently doing her Friday evening program from army camps in the Midwest, trained out of Chicago after her April 9 program. Since her newscasts are a Monday-thru-Friday stint, she will muff only the Monday program.

David O. Alber, flacking for Kate Smith, planes from New York tomorrow to prepare the preliminary Coast bally. Due back within a fortnight.

NBC, Northwestern U. Aiming To Solve Man - Power Problems Via 6-Week Summer Session Institute

CHICAGO, April 3.—The growing problem of securing trained personnel for the radio industry is expected to be eased to some extent thru the second annual NBC-Northwestern University Summer Radio Institute which will be held from June 21 thru July 31. Last year's institute was so successful that it received the warm endorsement of leading educators and radio executives and led to the establishment of similar institutes at Stanford University and the University of California, and brought into the industry a large number of trained men and women.

This year's institute will devote special attention to preparing women for broadcasting jobs formerly held by men who have been called to the war industries and the armed forces. The faculty, composed of six NBC and N. U. staff members, will teach courses in public services programs, announcing, acting, continuity and dramatic writing, directing and control room technique. Classes will be held at Northwestern campus and laboratory work at the NBC studios. Albert Crews, director of the institute

Pubs Demand Fees on No-Name Longhair Wax Tunes on Which Copyrights Are in Obscurity

NEW YORK, April 3.—Local stations featuring programs built around longhair music, especially the outlets that turn out program folios for their listeners, as do WQXR and WLIB, are being dunned by small music publishers for performance fees as the result of using recorded classical music for which no record of copyright ownership is readily available. Tunes, mostly in the no-name category, are usually utilized to pad out a program and the needle rarely rides to the last groove.

Unlike the networks and big independents, the average local outlet hasn't the

staff required to make an exhaustive investigation of copyrights. Consequently, they rely mostly on ASCAP and BMI licenses for protection, since both these outfits issue catalogs. (ASCAP licensed stations number over 800, BMI over 700.) Many stations also have AMP and SESAC licenses; and therein lies the crux of the problem.

Neither SESAC, AMP nor any of the many small copyright owners turn out catalogs. (AMP has an 88-page tome in the works but so far the indie haven't seen it.) Hence, the only way the stations in question can learn whether a tune is subject to royalties and to whom they are to be paid is to contact ASCAP, which services this data. This sounds simple, but even a perfunctory check will require hundreds of phone calls each week.

Station operators claim they don't want to infringe on anyone, but without complete catalogs they have no way of knowing when they're off the beam until they get a letter from Galaxy or Vogel, etc. Then they ask for catalogs from these firms and never get them. In addition to which they often get letters from more than one publisher, each claiming a royalty for the same tune.

Thus far the stations have not shelled out unless the claimant proved his claim to the copyright. But these letters have a definite nuisance value in that they slow up the operations of stations now undermanned and, claim the station execs, that is the tipoff on the reason for the letters; the senders hope to grab a few bucks in return for the investment of a 3-cent stamp.

Meanwhile, the stations feel they are helping popularize the no-name classics and boosting the retail sales of such recorded music. Latter, they say, has been verified by the platter makers and retail record shops.

NLRB Tosses Bulova For a \$50,000 Loss In Employee Tangle

NEW YORK, April 3.—The National Labor Relations Board this week ordered Station WOV to reinstate 26 employees and give them back pay in full from December 5, 1940, to the day they are rehired, which will mean some \$50,000 that the station will have to cough up if it complies with the order.

Decision grew out of two and a half years of tangling between the station (Greater Broadcasting Company), owned by Bulova Watch Company, and the American Communications Association (CIO). NLRB charged the company with violations of the National Labor Relations Act. It designated the ACA as exclusive collective bargaining agent for all employees — including engineers, technicians, announcers, maintenance workers, etc. Excluded from the bargaining features are musicians, salesmen and executive managers. Station was ordered to "cease and desist" from discouraging membership in the union and from interfering with the right of employees to join.

Tussle goes back to early 1940 when the station refused to bargain collectively, culminating in a strike on November 3 of that year, when 40 employees left their jobs.

The board upheld the findings of the trial examiner and gave the company 10 days in which to comply with the order, which means a deadline of April 8. Arde Bulova indicated that he would fight.

WLS Gets Heavy Spot Spiel Sales

CHICAGO, April 3.—Spot announcement sales by WLS zoomed this week, 13 contracts having been signed. List includes Carter Products, Inc. (liver pills), 14 announcements weekly for 52 weeks, thru Ted Bates, Inc.; Lever Bros. (Vimms), 17 weekly for four weeks, thru BBD&O; Feminine Products (Arrid), thru Small & Seiffer, five weekly for 52 weeks; Ek-Lax, Inc., nine weekly for 13 weeks, thru Joseph Katz Company; Manhattan Soap Company, thru Franklin Bruck Advertising Corporation, five weekly for 26 weeks; Procter & Gamble, thru Compton Advertising, three weekly for 16 weeks; Pillsbury Flour Mills, thru McCann-Erickson, five weekly for 10 weeks; Chick Bed Company, thru W. D. Lyon Company, six weekly for two weeks; Ball Brothers Company (canning jars), thru Applegate Advertising Agency, three weekly for 23 weeks; Crow's Hybrid Corn Company, thru Critchfield & Company, three weekly for 13 weeks; Illinois Bell Telephone Company, thru N. W. Ayer & Sons, six weekly for nine weeks, and Vio Bin Corporation (cattle remedies), thru Rogers & Smith, three weekly for five weeks. All are one-minute announcements.

WLS also signed Charm Kurl Company (hair dressing), thru Guenther-Bradford, to sponsor first 15 minutes of *Its Time for Company*, new five-a-week half-hour program, for 13 weeks; Good & Reese (nursery), thru Leo Boulette Agency, three 15-minute programs weekly for three weeks, using Chuck Acree and the *Something To Talk About* series, and Grove Laboratories, thru Russell M. Seeds Company, renewal for 27 weeks of Julian Bentley's news broadcast.

and chairman of the radio department of the School of Speech at N. U., will teach continuity writing and the advanced course in dramatic writing. Other faculty members and the branches they will teach are: Judith Waller, co-director and public service director for the NBC Central Division, Public Service Programs; William Kephart, NBC chief of announcers, and Lois Crews, School of Speech, announcing; Arthur Jacobson, NBC production, radio acting; Charles G. Urquhart, NBC production director, directing techniques; Beverly F. Fredenhall, NBC transmission engineer, control room techniques.



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50,000	.. 12.50
100,000	.. 18.50

Send Cash With Order. Stock Tickets, \$16.00 per 100,000.

"Follies" Record \$192,600 in Philly; "Henry's" Big \$75,800; April Looks Mighty Lush

PHILADELPHIA, April 3.—With the 1942-'43 legit season going into its last lap, past quarter hit a money mark with two sock attractions in *Ziegfeld Follies* and *Springtime for Henry*. *Follies* piled up a figure at the Forrest Theater box office that will hardly be reached this season. Opened February 23, staying for five weeks (less one day), ending last Saturday (27), *Follies* played to standees for the entire run and ran up a total gross figure of \$192,600. Ducats were scaled to a new high of \$4.56, and scheduled Thursday, Friday and Saturday matinees to help make up for the loss of Wednesday as a result of Milton Berle's air show. Ticket agencies and scalpers enjoyed a Roman holiday, and advance sale set a new high of \$62,000 before the curtain was raised.

Springtime, at the Walnut Street Theater, matched the long run of *Junior Miss* earlier this season by winding up a six-week stay tonight (3). Grossed a mighty \$75,800 for the run, scaling ducats at \$1.71 top with \$2.28 high for Saturday night. *Junior Miss*, at a \$2.85 top every night, played to \$79,600 for its six weeks. Long-run record for the town still held by *Life With Father*, which stayed for 13 weeks at the Walnut during the 1941-'42 season.

While bookings are slow in coming thru, April promises to be a full month for the three Shubert houses here. Locust Street house winds up a fortnight with *Priorities of 1942* tonight (3), a return engagement, and follows April 5 with two more weeks for *Slow Time*. Walnut keeps going with two weeks of *Those Endearing Young Charms*, having its preem here, and Forrest carried on with *Porgy and Bess*, opening Monday (29) for three weeks, with the Molly Picon Yiddish musical following on April 21 for four days. Forrest keeps going with return of *The Student Prince* on April 26 and the same company remaining for

50 U. S. Theaters Come Thru With \$32,484 for Polio

NEW YORK, April 3.—Legit theater patrons in 50 houses thruout the U. S. dropped a total of \$32,484.54 into March of Dimes collection boxes for the National Association for Infantile Paralysis fund, topping last year's contribution by almost \$3,000. Helen Hayes's Washington tryout of *Harriet* rang up the largest individual take, \$2,483. In New York the Lunts' production of *The Pirate* drew \$1,161 worth of dimes.

Results are considered very satisfactory by leaders of the drive, considering the limited amount of theaters operating and the fact that some of the 22 out-of-town theaters participating were one-night-stands playing only one performance during the week collections were made.

Lee Shubert was chairman and Marcus Helman treasurer of the campaign.

Balto Cowsheds Continue Pace

BALTIMORE, April 3.—Little theaters or cowbarns in Baltimore are very active even with many of their original players now in the service or other fields of endeavor as a result of the war. Feminine players are pretty much intact, but the ranks of the male characters have been greatly depleted, with the result that plays are presented mostly with femmes.

Ramsay Street Players are continuing their season with presentation of *Crazy Quilt*, a farce in three acts. Bard Avon Players present three one-act plays, *The Willow Plate*, *Overtones* and *On the Air*. The first group is giving its plays at the Guild Theater, and the latter at the Vagabond Theater. Alliance Players are offering *Beyond the Horizon* at the Alliance Auditorium.

An extra performance of *Ladies in Retirement*, scheduled for the Vagabond Theater, has been canceled.

Blossom Time on May 10, which will most likely wind up the season for the house. Locust and Walnut, however, have nothing definite in view for the late April and May weeks in spite of the heavy speculation of the newspaper drama eds which single out every new production as a possibility for local booking.

"Claudia" \$8,640 in Bridgeport; Town Wants More Plays

BRIDGEPORT, Conn., April 3.—*Claudia*, in at the Klein Memorial, municipally operated playhouse, March 25-27, for three evening performances and one matinee did capacity business, grossing \$8,640, according to Booking Manager Al Shea.

Prices ranged from \$1.10 to \$2.20 nights, with a \$1.65 top for the matinee. Frances Starr was out of the cast here due to illness, with veteran actress Beverley Bayne substituting.

With defense industries booming in this burg, Shea is anxious for more legit bookings.

Gordon Raids His Own Show

PHILADELPHIA, April 3.—Producer Max Gordon is living up to his rep as the busiest man on Broadway. With *Those Endearing Young Charms*, which preems here April 5 at the Walnut Street Theater, Gordon will have four shows on Broadway this season, others being *The Doughgirls*, *Junior Miss* and *Men in Shadow*. And unlike the average Broadway producer, Gordon doesn't mind raiding one of his own shows for an actor in a new play if necessity demands.

Shopping for a male lead in the new Edward Chodorov comedy, Gordon found him in Dean Harens, currently in *Men in Shadow*. Harens was plucked from the company.

Casting "Lysistrata"

CHICAGO, April 3.—Julius Pfeiffer, who with Dan Goldberg owns the successful *Maid in the Ozarks* which is completing six months at the Great Northern Theater, announced that casting for the firm's production of *Lysistrata* is in progress in New York.

So far, Barbara O'Neill, Nydia Westman, Hope Emerson, Jose Ferrar and Virginia Gilmore have been engaged, Pfeiffer said, and the show will open late in April or early in May. Decision is yet to be made as to whether the show will open in Chicago or Philadelphia. Robert Royce will direct.

U. S. Scribes Now Getting Weekly Checks From London-Done Plays

NEW YORK, April 3.—American playwrights who have hit shows playing in London are now receiving royalties on a week-to-week basis. Current regularity in the flow of moneys from the British Isles is the result of a general thaw of outgoing funds. Up until January, fairly restrictive freezing order on all funds within the country strung miles of red tape between a playwright and his English royalties, putting the hex on playwrights who had the dubious good fortune of enjoying a successful run in Piccadilly Circus.

In most cases during the monetary freeze, playwrights had to wait until the end of a run before their foreign representatives would put the machinery in operation for collecting royalties. It was not unusual for American writers to sit around here dead broke with a smash hit going full blast in London.

Under the present procedure, royalty claims are still subject to approval of the Bank of England. Only requirement now, however, is to show proof of royalty agreement and weekly box-office re-

Off-Broadway Opening

NEW YORK, April 3.—American Actors' Company presented *The Playboy of Newark*, by Ben K. Simkhovitch, at the Provincetown Playhouse in Greenwich Village on March 19 for a week's engagement. It has been duly reported that several producers had been on the verge at one time or another of giving the play a shot at Broadway.

After Friday evening it is likely that several producers are wrenching their shoulders patting themselves on the back—on two scores. In the first place, by considering the play at all, they have shown a genuine feeling for humanity and living and the beautiful people. Surely they cannot be accused of being gauche, stupid dollar-and-sense-minded business men. In rejecting it they have exercised the sound financial judgment which they no doubt wish could be visited upon them more often.

The chief protagonist of the play has been called a "Saroyanesque" character, on the assumption that anyone who spouts unintelligible English about the importance of living and is a life member of an all-day, all-night crap game is a Saroyanesque character. Russell Collins, who plays the title role, mouths the unfortunate gibberish which is his lot like nothing so much as a pitchman who has brought his product to some uncharted hinterland. That the Dupree family, who live in a shack situated along the railroad tracks in Huntington, L. I., N. Y., and raise chickens, take in boarders and sometimes fall victim to not-such-idle gossip, should be taken in by so obvious a phony is a bit hard to take.

The acting ranges for the most part from bad to mediocre to indifferent. Ad Karns, as one of the boarders, stands out. Others in the cast are Dwight Marfield and Will Hare, Jane Ross, Donna Keith, Peggy Meredith, Lillian Little, Tony Manino and Norman Brown.

Sanford Meisner staged the production. Shirley Frohlich.

Horton to Coast April 5

PHILADELPHIA, April 3.—Originally skedded for a two-week stay, Edward Everett Horton will remain with *Springtime for Henry* at the Walnut Street Theater for six weeks. After much phoning to the West Coast, Horton received permission to stick it out for a sixth week ending today. On closing here he will have to fly to Hollywood to start work April 5 on his new picture, *The Girl He Left Behind Him*, at 20th Century-Fox. Horton has been averaging better than \$12,000 a week with the show at a \$1.71 top, providing profit for the producers and matching the season's long run of six weeks put in by *Junior Miss* earlier at the Locust Street Theater.

"Corn," "Tobacco" On Balto Sked; "Sons" Is Shelved

BALTIMORE, April 3.—Two attractions appear to be the only ones scheduled for the second half of the 1942-'43 legit season in Baltimore. They will be given at the Lyric Theater instead of at Ford's, since the latter has been closed since January 4 pending completion of safety improvements.

The first attraction at the Lyric, the week of April 5, will be *The Corn Is Green*, starring Ethel Barrymore. Admission prices from 56 cents to \$2.77 evenings and 56 cents to \$2.21 for matinees.

Second attraction will be *Tobacco Road*, starring John Barton, week of April 12. Admission, 56 cents to \$1.66 evenings and 56 cents and \$1.11 matinees.

Sons o' Fun, which was scheduled as the second attraction for the Lyric, week of May 10, has canceled its Baltimore engagement.

The United Booking Office has billed the Lyric attractions just as it has been billing Ford's Theater attractions. Lyric engagements will be under John Little, manager of Ford's.

"Arsenic" Capacity in Spoke

SPOKANE, April 3.—Boris Karloff's original New York cast of *Arsenic and Old Lace* played to capacity audiences at two performances in a one-day stand at the Fox Theater (2,300 seats) March 24. Prices were 87 cents, \$1.15, \$1.73 and \$2.30. This was Spokane's first legit show for 1943.

Legit Review Percentages and Critics' Quotes

Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero.

- "Richard III"—22%**
YES: Rascoe (*World-Telegram*).
NO OPINION: Mantle (*News*), Barnes (*Herald-Tribune*).
NO: Nichols (*Times*), Kronenberger (*PM*), Anderson (*Journal-American*), Waldorf (*Post*), Morehouse (*Sun*), Coleman (*Mirror*).
"Last night's visitors to the Forrest sat thru a play which appeared long and tedious and mainly unrelieved by the stirrings of life."—Nichols.
"Hangs up a record of strength, beauty and imagination of treatment which is not likely to be bettered in our time."—Rascoe.
"Third-rate Shakespeare."—Coleman.
"Routine and undistinguished."—Morehouse.
"Only so-so."—Barnes.

- "The Family"—22%**
YES: Mantle.
NO OPINION: Nichols, Rascoe.
NO: Kronenberger, Barnes, Coleman, Waldorf, Anderson, Morehouse.
"Surprisingly pedestrian and routine quality."—Waldorf.
"It abounds in characters but is starved for plot."—Kronenberger.
"I never felt that Mr. Wolfson, as playwright, and Mr. Windust, as director, ever really got together."—Morehouse.
"It is all frankly of the theater."—Mantle.

- "Oklahoma"—100%**
YES: Kronenberger, Nichols, Winchell (*Mirror*), Mantle, Anderson, Rascoe, Morehouse, Waldorf, Barnes.
"Theater Guild has a hit on its hands."—Rascoe.
"The most original and entertaining production the Guild has sponsored in a considerable time."—Waldorf.
"Mighty sweet joining of the arts of drama and the dance."—Mantle.
"Jubilant and enchanting."—Barnes.

ST. JAMES

New Plays on Broadway



The World's Foremost Amusement Weekly

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Four Managers Post Bonds

NEW YORK, April 3.—Producing managers who have posted bonds with Equity for the month of March are Max Gordon for Those Endearing Young Charms, tentatively scheduled for the week of April 25; Al Rosen for Harum Scorum, not set; James Elliott for The First Million, opening April 28 at the Ritz Theater, and Richard Kollmar for Early to Bed, penciled in at the Broadhurst for May 26.

Max Koenigsberg has put up his bond for the Dallas Musical Stock Company.

"Father" Adds Two

MILWAUKEE, April 3.—Enjoying unusually good business, Life With Father, originally booked for seven days at the Davidson, was extended an additional two days, running thru March 30. A Sunday matinee was also added to accommodate the crowds.

Table with columns: Play Name, Performance Dates, Gross. Includes Broadway Runs section with Dramatic and Musical categories.

hearted and light-headed lovers. Miss Holm scoring in her I Can't Say No number wherein she capitalizes hugely on her lack of voice, and Mr. Dixon coming off very well in his dance routine. Howard da Silva contributed the most penetrating and deeply wrought performance as a villain with an interesting psychological quirk, winning first sympathy and then repugnance in his role. Joseph Buloff did what he was required to do very well in a part that seemed a concession to the usual musical comedy standards.

Miles White's costumes were colorful and varied and seemed remarkable in view of current difficulties in obtaining materials. Lemuel Ayres's settings, on the other hand, appeared a bit restricted by priorities, but this is hardly a legitimate complaint: Rouben Mamoulian has staged the production with a fluency of movement and an aura of gaiety that lift the production far and away above its plebeian plot based on Lynn Riggs's Green Grow the Lilacs, which is negligible.

Oklahoma is the kind of musical play that speaks up well for those advocates of escapism in wartime. It is also the kind of play that some picture company will buy up for 300 grand and then change the title, graft a new score and hire Dorothy Parker to write a spy plot for. Shirley Frohlich.

FORREST

Beginning Friday, March 26, 1943

RICHARD III

A play by William Shakespeare, staged by George Coulouris, production and lighting by Jean Rosenthal. Scenery designed by Motley, built by Nolan Bros., painted by Centre Studios. Costumes from Brooks. Draperies by Joseph C. Hansen. Music by George Hirst. Charles Williams, company manager. Frank Goodman, publicity. Elinos Weis, exec associate. Evelyn Pierce, stage manager. Assistant stage managers, E. R. Cobb, Eugene Stuckmann, John Sylvester. Presented by Theater Productions.

- Queen Margaret..... Mildred Dunnoek
King Henry VI..... Harry Irvine
Richard, Duke of Gloucester..... George Coulouris
King Edward IV..... Tom Rutherford
Queen Elizabeth..... Norma Chambers
Edward, Prince of Wales..... Larry Robinson
George, Duke of Clarence..... Harold Young
Sir Richard Ratcliff..... John Parrish
Lord Hastings..... Anthony Kemble Cooper
Lady Anne..... Helen Ware
Earl Rivers..... Norman Rose
Lord Grey..... James Canon
Duke of Buckingham..... Philip Bourneuf
Lord Stanley..... Stuart Casey
Marquis of Dorset..... Eugene Stuckmann
Sir Wm. Catsby..... Ralph Clanton
1st Murderer..... John Ireland
2d Murderer..... Herbert Ratner
1st Citizen..... Randolph Echols
2d Citizen..... Harold Young
3d Citizen..... Bertram Tanswell
4th Citizen..... John Sylvester
Lord Mayor of London..... Harry Irvine
Richard, Duke of York..... Michael Artist
Messenger..... Norman Rose
Scrivener..... Bertram Tanswell
Page..... John Sylvester
Sir James Tyrrell..... Herbert Ratner
2d Messenger..... Eugene Stuckmann
3d Messenger..... James Canon
Sir James Blunt..... John Ford
Duke of Richmond..... John Ireland
Duke of Norfolk..... Randolph Echols

GUARDS AND SOLDIERS: William Korff, Tyler Benham, Everett Dwight, Michael Everett, Thomas Barry, Bruce Brighton, Ray Rand, Milton Gordon, Curtis Karpe, M. J. Anderson, Gordon Hammill, Dorman Leonard, Morton Amster, Syl Lamont, Don Valentine, Howard Bradler, James Goode, Dick Flicker, John Courtlandt, Doug Alexander, Stephen Haddon, Burton Tripp, Robert Law.

The Entire Action of the Play Is Laid in England From 1471-1485.

An interesting, but not altogether compelling, interpretation of the Bard's Richard III races across the three-level single-set stage at the Forrest. George Coulouris plays the title role and directs and has a tough time giving excitement and depth to the windy, often tedious, unravelings of this story of murder and ambition.

Walter Hampden played this role for eight performances back in 1935, and John Barrymore won critical raves back in 1919-'20. Quite a few other presentations have been made in New York of this play, altho it is definitely not one of Shakespeare's best nor his most popular tragedy.

Coulouris has telescoped the play's 23 scenes in five acts into a single set in two acts. By giving the set six points for entrance and exit and by arranging the odd three-level castle set so that lighting could pick out the action, Coulouris gives the play speed, and has it over by 11:15. But, at the same time, the haste sacrifices a slower, more satia-

lying etching of the key roles. The title role, especially, leaves the impression of having more to it than was unfolded on the stage. And this despite the very competent, often superb, playing of Coulouris and of the generally good supporting cast headed by Philip Bourneuf. The truth is that Richard III is not a play that performs excitingly. It rambles on, piling one murderous plot on top of the other while the arch villainous hunchback contrives to kill his way to the throne. The soaring verse stirs the imagination, but not when delivered by ordinary actors, and the cast has too many ordinary actors.

Since the Richard role dominates the entire play and Coulouris is on stage almost continuously, it is clear how important it is that this role be in the hands of an extraordinary actor or a dynamic personality. And Coulouris, tho a fine actor, is neither.

The production has been costumed and lighted excellently. Bourneuf makes a likable yet dark conspirator as Buckingham. Mildred Dunnoek, Norma Chambers and Helen Ware, in the leading female roles, are thoroly believable, Harry Irvine, whose archbishop in Murder in the Cathedral seven years ago was superb, is cast in two minor roles.

The management is going after the school trade, having given two previews and one dress rehearsal for students and teachers and also having issued discount tickets to schools. Altho this is the first Shakespearean production of the season and should draw considerable trade on that fact alone, the school angle ought to help the box office, too. Paul Denis.

MANSFIELD

Beginning Monday Evening, March 22, 1943

APOLOGY

A play by Charles Schnee, Directed by Lee Strasberg. Setting and lighting designed by Samuel Leve. Scenery built and painted by United Studios. Lighting equipment by Century. Costumes by Paul Morrison. Properties by Moe Jacobs. Uniforms by Eaves. General manager, Kermit Bloomgarden. Press representatives, J. D. Proctor and Peggy Phillips. Stage manager, Al Saxe. Assistant stage manager, Robert Simon. Presented by Lee Strasberg.

- The Lecturer..... Elissa Landi
Albert Warner..... Theodore Newton
Florrie..... Thelma Schnee
Paul Vannon..... Ben Smith
Fortune Teller..... Harold J. Stone
Fraulein..... Merle Maddern
William McCready..... Ben Smith
Betty..... Erin O'Brien-Moore
Mr. Warner..... Clay Clement
Laura..... Thelma Schnee
Bingham..... James Todd
Janitor..... Harold J. Stone
Mr. Downing..... Clay Clement
Shoplifter..... Merle Maddern
Evelyn..... Peggy Allardice
Weber..... Robert Simon
E. B..... Clay Clement
Manny..... Lewis Charles
Lester Ballantine..... James Todd

There seems very little point to sizing up Apology at this time. The reviewer was stricken ill a day after viewing it, but this was purely coincidental. The reason this fact is mentioned at all is that this piece should have been prepared for the last issue, but it was not for the reason given. Meantime, the Schnee opus folded, and no one will benefit from any citation of the gruesome details which went on at the Mansfield Theater.

Suffice to say that Apology was a terrific play, with no rhyme or reason. Just why it was given the breath of a Broadway showing, fleeting as it was, is a deep mystery, but productions on the Stem are full of such mysteries. Some good plays go begging for years, many of them never seeing production at all. Others, like Apology, get backing and everything else needed to see the light of day.

No actors or their efforts will be mentioned. Look at the top for the who's who. Strictly a waste of time and an insult to the theatergoing public. Mr. Strasberg, of all people, should have known better. By this time he does. Leonard Traube.

"Claudia's" \$5,500

PROVIDENCE, April 3.—Claudia in three performances at the Metropolitan did \$5,500 gross. Illness of Frances Starr and Olga Baclanova forced cast substitution, with Beverly Bayne and Marguerite Nanara being flown from show's Chicago cast to fill roles.

Beginning Wednesday Evening, March 31, 1943

OKLAHOMA

A musical comedy with music by Richard Rodgers. Book and lyrics by Oscar Hammerstein II, based on Lynn Riggs's "Green Grow the Lilacs." Directed by Rouben Mamoulian. Dances staged by Agnes de Mille. Settings designed by Lemuel Ayres. Costumes by Miles White. Orchestration arranged by Russell Bennett. Orchestra under the direction of Jacob Schwartzdorf. Press agent, Joseph Heidl. Stage manager, Jerome Whyte. Presented by the Theater Guild, under the supervision of Lawrence Langner and Theresa Helburn.

- Aunt Eller..... Betty Garde
Curly..... Alfred Drake
Laurey..... Joan Roberts
Ike Skidmore..... Barry Kelley
Fred..... Edwin Clay
Slim..... Herbert Rissman
Will Parker..... Lee Dixon
Jud Fry..... Howard da Silva
Ado Annie Carnes..... Celeste Holm
Ali Hakim..... Joseph Buloff
Gertie Cummings..... Jane Lawrence
Ellen..... Katharine Sergava
Kate..... Ellen Love
Sylvie..... Joan McCracken
Armina..... Kate Friedlich
Aggie..... Bambi Linn
Andrew Carnes..... Ralph Riggs
Cord Elam..... Owen Martin
Jess..... George Church
Chalmers..... Marc Platt
Mike..... Paul Shiers
Joe..... George Irving
Sam..... Hayes Gordon
Singers: John Baum, Edwin Clay, Hayes Gordon, George Irving, Carl Nelson, Herbert Rissman, Paul Shiers, Robert Penn, Elsie Arnold, Harvey Brown, Suzanne Lloyd, Ellen Love, Dorothea MacFarland, Virginia Oswald, Faye Smith, Vivienne Simon.

Dancers: Kenneth Buffet, Jack Dunphy, Gary Fleming, Eddie Howland, Ray Harrison, Eric Kristen, Diana Adams, Margit DeKova, Bobby Barrentine, Nona Feld, Rhoda Hoffman, Maria Harrison, Kate Friedlich, Bambi Linn, Joan McCracken, Vivian Smith, Billie Zay.

ACT I—Scene 1: Laurey's Farmhouse. Scene 2: The Smoke House. Scene 3: A Grove on Laurey's Farm.

ACT II—Scene 1: The Skidmore Ranch. Scene 2: A Meadow. Scene 3: Stable Shed. Scene 4: Laurey's Farm.

TIME: Just After the Turn of the Century. PLACE: Indian Territory, Oklahoma.

The box office announced that seats are selling 10 weeks in advance, which indicates the Theater Guild suspects it has a hit in Oklahoma, which opened at the St. James Theater Wednesday evening, March 31. According to a Guild statistician, 37 persons were clocked in the line around the ticket-seller's booth at 1:45 p.m. Thursday, even before the afternoon papers, corroborating the glowing reports of the a.m. heralds, could be widely circulated.

In sum, Oklahoma has hit the jackpot and everybody concerned is happy except the ticket brokers, who have to wait until the Guild's subscribers are taken care of before they'll get their slice of the pie.

Altho all participants deserve the Guild's everlasting gratitude for the life and happy times which now occur eight times weekly within the St. James proscenium, Theresa Helburn and Lawrence Langner, who supervised the production, owe the largest share of their thanks to Richard Rodgers and Agnes de Mille. Rodgers, Hart-less, has been far from thrown off-stride. Perhaps it is merely the proximity of events which blurs the perspective, but it seems this morning, as it did the night before, that the composer of the scores of A Connecticut Yankee, Married an Angel, Babes in Arms, etc., has never written a more generally excellent score. People Will Say should be the most popular plug tune, and Oh, What a Beautiful Mornin' and The Surry With the Fringe on the Top are equally delightful. Oscar Hammerstein II has written a set of meaty lyrics to go with it.

Miss de Mille has incorporated a set of imaginatively conceived, dramatically effective dance sequences into the proceedings, and the graceful, tongue-in-too steps she has devised are brilliantly executed by a troupe of spritely dancers. Ray Harrison, who subbed for Marc Platt, still suffering the aftermath of a bone injury during the Boston run; Katharine Sergava, George Church, Bambi Linn, Joan McCracken, Kate Friedlich and all the others provided sheer joy during their turns.

The Guild, too, could hardly have assembled a more charming company of actors, all of whom seem equally at home with a song or a dance turn. Betty Garde is a merry, spirited Aunt Ellen, who makes the most of the old theatrical tradition that wherever there's a flower-bedecked porch setting there's a gay old auntie. Alfred Drake is an ingratiating and casual leading man and lends an exceedingly pleasant voice to the role. Joan Roberts, as the heroine, is lovely to look at and equally fine in the larynx department. Lee Dixon and Celeste Holm are amusingly comic as the light-

B'WAY ADMITS NEW NAMES

Act Scarcity Causing Vaude Bookers To Take Chances on New Faces; Oldies Used Too

NEW YORK, April 3.—More new faces have had chances in Broadway vaude-filmers this year than ever before. Scarcity of standard names because of wartime conditions has caused bookers to take chances with new acts as well as those who have been around for a long time but who have been languishing for want of a Broadway chance.

Despite the virtual disappearance of male youth into the armed forces, enough remain to find their way into Stem vauders. Jesse Kaye, Harry Levine and Sammy Rausch are among the Broadway house bookers who have let newcomers find their way in.

Greatest number of new acts to find their way on Broadway have been via contracts signed by Kaye for the State. During his comparatively short tenure as Loew booker, 16 new acts have played the State and one new act (Victor Borge) has come to the Capitol on its current bill, the second since flesh shows were revived at that house.

Sammy Rausch has similarly been responsible for Broadway debuts at the Roxy and is working on several others.

The Paramount, with Harry Levine booking, has this year admitted some newcomers, notably Frank Sinatra, who made his bow as a single here. The Golden Gate Quartet, until being booked here, lacked a local vaude date. Dave Barry, who has been playing vaude out of town, is to make his Stem bow in a forthcoming show.

While bookers have been jockeyed into the position of being forced to take their chances with new acts, they readily admit they are working out satisfactorily. Had this process been started years ago, bookers agree they would not be in the tight position they find themselves in now because of the act scarcity.

Most ingenious bookings have been made by the Roxy. The inclusion of Grace Moore here is regarded as a coup. Miss Moore, while not a new face by any means, points out the wisdom of the policy. She played the Palace and Capitol years ago and has since abstained from vaude, confining her appearances to opera, radio and films. The phenomenal grosses taken in by that house during her two-week stay is generally credited to her b-o. drawing.

Other new acts to make appearances there are the Basin Street Chamber Music Society, a radio sustainer for years; Ralph Edwards's *Truth and Consequences*, Jesse and James, Dorothy Keller, Gloria Nord, Chico Marx, Herb Shriner, and Chao Ming Chu. Nan Wynn and Carol Bruce have had previous vaude appearances here but not recently.

The State's booker, Jesse Kaye, has taken most of his new acts direct from night clubs. Most of them have had a break-in at some of the numerous one to three-day vaude stands in the tryout houses to get the feel of a vaude house. Included in this list are Sammy Walsh, Arlene Harris, the Kit Kats, Cora and Bill Baird, the Cerney Twins, Jane Frazer and the Roberts Sisters, John Sebastian, Neil Stanley, Johnny Morgan, the Debonettes, Jackie Green, Powers Models and Mel Hart and Danny Rogers, who are booked for future shows.

The Strand, since the first of the year, has had little opportunity to put new acts on its boards because of the infrequent change of shows. However, Jane Wyman and Irene Manning, strangers to vaude, played there, but on the strength of their film value rather than their accomplishments in the variety field.

The Capitol is still too new to the flesh policy to be included in this capitulation, but Victor Borge, with a rep made on the Continent and on Bing Crosby's radio program, made his vaude bow here Thursday (1). Kaye also inked a new band, Nat Brandwynne, to bow around May 13.

The State, because of its weekly

change, has by necessity been playing most of the new faces, but Kaye has long been noted for his willingness to take a chance on a new act on the strength of booking reports and appearances at clubs and lesser theaters.

General trend of lengthening playing time has slackened the absorption of new acts. With bills staying for marathon runs at the Paramount, Strand and Roxy, box-office draws are needed to sustain an unusually long stand. Nevertheless, these houses, with the exception of the Strand, manage to sandwich in a new face periodically.

The search for new faces is similarly causing brokers to reconsider names that they have been consistently passing up for years. In this category are Tim Herber, Harry Savoy and Val Irving, who have been successfully playing de luxers all over the country the past few months.

If this trend continues, then the hordes of oldies who have been stranded on the Palace beach for many years will be plaguing their agents again.

DANNY RICHARDS is held a fourth week at the Beachcomber, Baltimore, booked by Jolly Joyce.

Combo Bills in Negro Sections Draw Big Money; Bands in Lead

CHICAGO, April 3.—Prosperity in Harlem here has brought new life into the colored band field playing the Regal Theater, Balaban & Katz house, using spot bookings of Negro names. Never before has the house played as many units, and grosses this year have reached new highs. This condition seems to be true of colored neighborhoods in other cities where the demand for popular Negro attractions is unusually heavy.

Lionel Hampton recently grossed \$20,000 at the Regal, and Count Basie, in the same house, scored a dandy \$19,000. Erskine Hawkins, for week ended March 25, attracted another fine \$18,500, aided in this case by a Negro comic, Pig Meat Markham (a favorite at the Apollo, New York, for several years). Markham was brought back yesterday (2) for a fast repeat with Tiny Bradshaw's band and will be employed again week of April 23 with Eddie Durham and his girl orchestra. The idea is to build Markham into a favorite, so Regal regulars can always expect him as an "added attraction."

Louis Prima, one of the few white bands to be booked into the Regal, is slated to go in week of May 7, while other Negro names penciled in for spring

P.S.—No Relation

CHICAGO, April 3.—The Palmer House points out that the Brown Derby, late hour girly spot located in the same block, is not part of the same building. It is actually located in the Goddard Building, which is the only corner not controlled by the Palmer House management. The Goddard Building is owned by Dave Mayer, of the Rotschild department store family.

Originally, the Isbell restaurant chain was scheduled to rent the space now occupied by the Derby, but the deal fell thru, and Sam Rinella, night club owner, moved in. Cafe has been a sore spot to the Palmer House, since some people take it for granted that it is operated by the same management as the ultra Empire Room.

AFM Holds Britt To CRA Contract

NEW YORK, April 3.—Elton Britt was ordered to stick to his contract with Consolidated Radio Artists by the American Federation of Musicians. Britt recently left CFA to go with the William Morris Agency. CFA protested to the AFM and was upheld. The AFM also ordered Britt to pay \$534 in back commissions to CRA within 30 days under penalty of expulsion from AFM.

The Morris office is reported as making overtures to CFA for the purchase of the contract, which has six years to run.

showings include Andy Kirk and a couple more Joe Glaser properties.

LOS ANGELES, April 3.—Jimmy Marshall, manager of the Lincoln Theater, announces that he is putting the house back on the big-time market for Negro attractions. Pha Terrell started off the new policy, and others scheduled to come in include Ella Fitzgerald, Pig Meat Markham, Jimmy Basquette, Bardu All and Babe Wallace. House will feature a girl line, produced by Jeni LeGon.

NEW YORK, April 3.—The Apollo box office is riding along with the general wave of prosperity brought about by the war. Nearly all of Harlem's unemployed are now drawing pay envelopes from private and war industries. Result has been highly gratifying to the sole sepi vaude outlet in this territory.

However, there has been some noticeable drop of trade from those that usually came from other parts of town. Mugging incidents have kept many pale-faces away from this section for the past few months. But this has been more than offset by the trade increase from Harlem residents.

Nitery Building Work Halted By WPB in New Orleans, Philly

NEW ORLEANS, April 3.—Construction work on the Dreamland night club, nitery and dance spot in Jefferson Parish, adjoining New Orleans, has been halted by order of the New Orleans district of the War Production Board because of the owner's failure to apply for special authorization for the structure.

The WPB order halting construction said that C. J. Gill, owner of the property in Metairie, city suburb, had failed to apply for the right before beginning work on the \$30,000 structure of steel, concrete and tiling, and it has been hinted that Gill will be charged with a federal offense of building an amusement place costing more than \$5,000. To protect the partially constructed building from the weather the WPB plans to delegate an authority to grant the re-

quest to perform such additional work as may be necessary.

PHILADELPHIA, April 3.—Remodeling work on the cocktail lounge at the Hotel Warwick was frozen this week by an order from the WPB. This room is 95 per cent completed, according to Gerald O'Neill, vice-president and general manager of the hotel. The whole job was to have cost only slightly more than \$4,000 and O'Neill explained that the WPB order resulted from his misinterpretation of what constituted permissible redecoration. Music Corporation of America booked the music into the room, and O'Neill said that he will consult with his attorneys whether it is permissible to reopen the lounge in its unfinished state.

Savoy, Montreal, Reopens; New Spots In Philly, Houston

MONTREAL, April 3.—Savoy Club, damaged by fire several weeks ago, has reopened. Operated by Ed Descoteaux, the local nitery, with a seating capacity of 300, has been entirely renovated and now sports a new dance floor. Roy Cooper, of the Paramount Agency, books.

PHILADELPHIA, April 3.—Max Behman, long associated with the operation of the class intimate spots in town, has taken over Ike Beifel's 1523 Club in the midtown sector and will reopen it as the Casablanca late this month.

HOUSTON, April 3.—New Cotton Club has opened here. R. H. Stuart is general manager. Buford Gamble is emcee and heads a house ork.

NATCHEZ, Miss., April 3.—Ben Goss and Powell Kaiser have opened the Famous Door, new nitery. Spot caters only to officers and civilians. Jimmie Segers' band is the current feature.

AGVA Seeking Copa, Horseshoe Contracts

NEW YORK, April 3.—Settlement of the six months' old dispute between the American Guild of Variety Artists and Leon & Eddie's by the State Labor Mediation Board, will mark the beginning of a major campaign to bring in all major cafes under AGVA contracts, according to Matt Shelvey, AGVA executive secretary.

Specifically mentioned as targets for the initial campaign are Billy Rose's Diamond Horseshoe, Monte Prosser's Copacabana and the Greenwich Village Inn, as well as Brooklyn spots which have long presented a problem because of substandard pay and working conditions. Shelvey anticipated no trouble, particularly with Billy Rose, since preliminary talks have gone along smoothly. These spots will probably fall under A classification.

The Leon & Eddie settlement represented a compromise all around as minimums there are now \$60 for principals and \$37.50 for chorus. Original AGVA demands were for \$75 and \$45 minimums. Major stumbling block in the settlement was the AGVA demand to discipline all performers who worked the spot during its tenure on the unfair list. Leon Enken sought amnesty for the acts. Details on settlement of this issue are still veiled in secrecy, but it is believed that the spot will pay part of reinstatement fees for the acts so that all parties can save face.

Charles Vonie, of the Mediation Board, who brought about the settlement, got all parties together last week and the settlement was arrived at after a four-hour conference.

Lester, Powers Gals Fashioned Into Unit

NEW YORK, April 3.—The Powers Girls (16) now at Loew's State are to be made central figures of a unit to be produced by Miles Ingalls and Archie Thomson. Thomson, formerly with the Shuberts, has this flock of clotheshorses under contract for theaters.

Jerry Lester is tentatively skedded to be the comic with the outfit. Other acts will be added.

Brandwynne Booked For Capitol in May

NEW YORK, April 3.—Nat Brandwynne will play his first major theater date at the Capitol May 13 as musical backstop for George Jessel, Jack Haley and Ella Logan.

Scale band was being sought by Capitol booker Jesse Kaye, since the hiring of the trio from *Showtime* was made at a reported \$10,000.

Capitol, New York

(Reviewed Thursday Evening, April 1)

The Capitol is catching on to the method of band-show presentations. The second bill since reopening the house to flesh is an improvement over the initial show both in pace and production. Much of the credit is due to Harry Gourfain, new house producer, who has welded the show's various components into a compact, well-built layout.

Charlie Barnet is apparently unimpressed by the furor created over his contract for this house and settles down to a solid job of uninhibited jive. His current band measures up to any outfit he has conducted in the past, having unusual strength in the rhythm and brass sections. His instrumentation of eight brass, five saxes, two basses, piano, guitar and drum makes a strong impression with *C-Jam Blues* and *Things Ain't What They Used To Be*, with "Peanuts" Holland, trumpeter, doing the vocal. The jitterbug turnout at the evening show outnumbered the more sedate citizens, and Barnet's returns were quite hefty. Chubby Jackson and Oscar Pettiford, the brass team, duet with *Tutti Frutti* and do a boogie-woogie tep for a strong bowout. Howard McGhee, on the trumpet, and Trummie Young, trombone, are also responsible for some yeoman blasting.

New to Broadway theaters is Victor Borge, whose keen sense of humor and Continental charm put him in solid with the audience. His bit on vocal punctuation is a laugh classic, and his comedy piano pounding easily scored. Method of bringing the ivories on stage is both clever and utilitarian. Since the box couldn't be brought on from the wings, Gourfain had it slid in from under a grandstand elevation.

Other outside act is Mary Small, whose pipings are always a reliable vocal ingredient. Did *Brazil*, *As Time Goes By* and *Coming in on a Wing and a Prayer*. Last-name number was too over-arranged for optimum effect, and got by on its own merit rather than anything Miss Small gave it.

Harris and Shore, according to the management, have to be carried over into the next bill since the time element didn't permit them to go on during this layout.

House was well filled. Film is *Slightly Dangerous*. Joe Cohen.

Oriental, Chicago

(Reviewed Friday Afternoon, April 2)

A. M. Marcus, at the Roxy Theater, Atlanta, the past 15 weeks, has brought his stock company here for a week before returning to the South, where his shows have gained in favor. Some of the stuff is dated, some weak, but there is enough strong fare on hand to make up for the lull moments.

Shows opens with the *Parade of Beautiful Women*, which brings on the girls in a rather meaningless routine. Leon Miller, a Marcus veteran, winds the thing up with a few of his eccentric dance steps. A fast tapper, Harry Clayton follows with a brief specialty, and then Phil D'Rey, ventriloquist, offers a novelty session of whistling and singing, using a rather shabby-looking dummy. Vocalthenics are okay.

A butterfly dancer, Mary Agnes Mayer, graceful and capable manipulator of two huge "wings," is the feature of the next production. Barr and Estes, scowman and talk pair, nab laughs with legomania antics. The man handles most of the

Vaudeville Reviews

assignment, which includes pantomimic impressions of a passenger in a crowded street car and various ways people walk. Close with a jitterbug turn.

Lee Royce, handsome baritone, scores with sure-fire World War I songs, and Arabella, hillbilly Frances Faye edition, amuses with her one-man band novelty. The girl would be better off concentrating on one instrument and building the act around it. This way she looks too much like a Major Bowes amateur.

Leon Miller returns with the line of girls for his locally familiar progressive j-bug scene, the girls duplicating his steps. Latasha and Lawrence are a fine contortion and adagio pair. Man first singles with a contortion routine in skeleton outfit, and is joined by his blond partner for an interpretative adagio specialty.

The Jig Saws, three men, do zany talk and comedy acro tricks, scoring with the latter. Their gags are familiar enough for the customers to provide the answers. In the crowded military finale, the Arabians, five tumblers working in sailor uniforms, provide fast and flashy tricks and grab the best hand in the show.

On screen, *Margin for Error* (second Loop run). Biz okay opening afternoon. Sam Honigberg.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, March 31)

Tommy Dorsey got off to a big start here. He'll do five shows daily with six over the week-end. Another fortunate thing for the Orpheum patrons this week is that the Dorsey band is backed by good supporting acts, Lew Hoffman and the Rogers Dancers.

Dorsey's crew fill the stage with seven brass, five reed, 10 strings (including harp) and five rhythm. Maestro's trombone also augments the brass section.

Following the theme, band takes off on *Hallelujah*, with Don Lodice, hot sax man, and Moe Purtil, drummer, getting the nod. *Song of India* lets the sax section put on a satin finish, with Dorsey socking in his trombone against a reed background. Ray Linn's trumpet is effectively heard on the fast wind-up. Third band number is a Cy Oliver original, with the strings getting good play, followed by Dorsey's horn blending with three other trombonists. It's Linn's trumpet and Purill's drums on the end.

Lew Hoffman, juggler, injects plenty of comedy with his manipulations of hats and balls. Clowning with the sidemen is also effective. Hoffman, who knows his crowd, brought on a flash three-cigar box trick for the killing, with the crowd applauding to a near show-stop.

The Sentimentalists, four men and a gal, put the show back in the groove with *Why Don't You Do Right?*, *As Time Goes By*, *Brazil* and *Can't Get Stuff in Your Cuff*. Barbara Canvin paces the crew. Had to beg off.

Dorsey's crew takes over with another Oliver original which gives the reed section ample opportunity to show versatility. Again Lodice's torrid sax is in, and it's Heinie Beau's licorice stick for a wow. Dorsey takes advantage of good material, and his horn, with that of Linn's, is in again to put the fans on edge.

String section rings in a concert arrangement of *Sleepy Lagoon*. Fiddles have it sewed up from the start, and Dorsey's muted slip-horn goes a terrific pace, with the harp furnishing colorful background. Dorsey changes the pace for a bounce number, with the brass section getting the spot. Milt Raskin's effective Ivory beating brings down the house.

The Rogers Dancers (two men and a gal) bang out good slapstick comedy along with serious acro stuff. Lifts, spins and throws are astounding. A strong act.

Larry Stewart, of the pix, took over Dick Haymes's songs. Got off to a bad start with *Ol' Man River*, which was badly spotted, but does a good job on *You'd Be So Nice To Come Home To*, *Heard That Song Before* and *Old Black Magic*. Assisted by the four men from the Sentimentalists, Stewart continued his wowing with *It Started All Over Again* and *There Are Such Things*. Pic. Calaboose.

Opening crowd capacity. Sam Abbott.

Chicago, Chicago

(Reviewed Friday Afternoon, April 2)

Balanced bill co-starring Tito Guizar and Joe Reichman and band, plus assistance from Rochelle and Beebe and Frank Paris. Guizar holds the closing

spot with a familiar chapter of Latin and local tunes, delivered in fine voice and in his admirably gracious personality. His *Granada* is a bit too long to be used as an opener, following as he does Reichman's comparatively lengthy arrangement of a Gershwin medley. Otherwise the set is made to order for popular appeal. His company still includes a guitar and stool, familiar trade-mark.

Reichman is a better-than-average stage band leader, having the experience both as musician and emcee. He is right at home and keeps the show moving like a veteran. His band punches out nice commercial music, too, even tho it doesn't boast of any particular style. Most of the band numbers are arranged around Reichman's alert piano work.

Band has two good vocalists in Artie Wayne, ballads, and Penny Lee, pops and novelties. Wayne is going into service (Reichman announced), but even without that information he can still get a hand with his pleasing delivery and clean voice. Miss Lee has put on too many calories since the last viewing at the Palmer House (not a help to her appearance), but her vocal efforts are still engaging.

Rochelle and Beebe, new in this area, are a strong comedy dance team which manages to look classy and work in good taste. Routines are built around Janio Beebe, fresh-looking, able comedienne, with proper dance and straight-man support furnished by her male partner. While other teams do similar comedy bits, they manage to get more out of them.

Frank Paris, as always, has a sock puppet turn, each doll performing on the regular stage. Employs a Latin dancer, dance team, stripper, skater and skeleton. Background music for the strip could be snappier.

On screen, *Hello, Frisco, Hello*, which is slated to hold over with a new stage bill. Biz okeh end of first show opening day. Sam Honigberg.

Campoamor, Havana

(Reviewed Friday Evening, March 18)

After featuring the Jorge Harrison Dancers for four consecutive weeks, house is back to straight variety. Packed with talent, but doesn't run smoothly.

Alfredo Brito and orchestra strike out on *Brazil* to set the pace. Tony Alvarez, here in his 12th week, has a rich voice and works with youthful enthusiasm. Songstress Mary Monteroso is a very pretty girl and nice vocal stylist. Amado Alonso, colored pianist, headlines. Exceptionally well received. Leopoldo Fernandez and Anibal de Marfil handle comedy very nicely. Boys have a more or less slapstick routine, including impressions of various radio shows. Clown all over the stage and make a nice impression. Encored with a foreign-language radio bit.

Playing this house for the first time, Julio and Rene, good-looking dance team, go thru seemingly impossible speeds and changes of holds in mid-air. Team does two numbers, embodying all sorts of intricate dance patterns, with beautiful execution.

Singer Cary Verjan had to battle with the noisy mob but she proved herself a real performer by creating a demand for her services and left them begging. Has showmanship and talent. Finale was a spring dance under alternating lights, featuring the Harrison Dancers. Back lighting created silhouettes but glare detracted much from the number.

Screen offering, *Seven Days' Leave*, third week. David C. Coupau.

Fires Damage Boat, Destroy N. J. Spot

HALIFAX, N. S., April 3.—One of the first floating night clubs was severely damaged when the four-masted schooner Cape Forchu caught fire while at anchor in Bedford Basin. A gasoline pump back-fired and the fumes became ignited. Fire practically ruined the ship. An old vessel, it was one of the first converted into a nitery.

TRENTON, N. J., April 3.—Ewing Country Club, located near Mercer Airport, has been destroyed by fire. Damage was estimated at \$9,000. No insurance was carried. A spark falling from an open chimney to the roof of the pine log nitery is believed to have been the cause of the blaze. Spot was operated by Nicholas Boscarella.

Richman Has Choice: Shangri-La or Court

NEW YORK, April 3.—Harry Richman's April 28 date at the Shangri-La, Philadelphia, will be kept, according to Noel Sherman, Shangri-La booker, altho no formal contract has been signed.

Sherman claims that wires and letters from Richman indicate a definite promise to play. Richman has indicated that he would prefer to play the rival Walton Roof for Jack Lynch and would appreciate a release. Neither Sherman or Dewey Yessner, Shangri-La operator, would consent to that.

Richman was originally set to open there April 14 but asked for a two-week postponement to break in a piano player to replace Jack Golden, who has left Richman after 12 years.

Sherman said should Richman attempt to play the Walton, Yessner will undoubtedly institute injunction proceedings to prevent such a move.

AGVA Re-Elects Stella

DETROIT, April 3.—George Stella was re-elected president of the Detroit local, American Guild of Variety Artists. Other officers elected are Joseph Ward, Al Page, Verne Phelps, Dave Young and Billy Reeves, vice-presidents; Eddie O'Flynn, treasurer, and Leola Taylor, recording secretary.

More Girls—Less Vaude

NEW ORLEANS, April 3.—Harold Minsky has sliced his talent budget at the Casino DeParee here, limiting himself to some three burly acts, singer and a line of girls. House formerly also used two to three vaude acts a week, booked thru Danny Graham in Chicago.



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Sherman Hotel, Panther Room, Chicago

Talent policy: Swing band; shows at 8:30 and 11:30. *Management:* Ernest Byfield and Frank Bering, operators. *Prices:* Minimum, \$2. (\$2.50 Saturdays).

In his third time around, Cab Calloway brought back his large, loud band plus more vocalists and specialty entertainers than he has ever had before. They are featured in the floorshow in addition to the room's own *Circus Revue* (produced by Dorothy Byton), and Dick Buckley, comic. In all, it is one of the longest floorshows seen here in some time.

The only noticeable difference about Calloway this time is his more academic way of introducing acts and numbers. Quite a contrast to his role as the hi-de-ho leader. As for the band, it is still on the swingy side (as if a Calloway group could be anything else), playing hot and popular tunes—apple pie for the youngsters who mob this joint.

Featured instrumentalists include Billy Payne, piano and sweet song warbler; Jonah Jones, he of the hot trumpet; Illinois Jacquet, tenor sax specialist; Milton Hinton, bass, and J. C. Heard, potent drummer, among others.

With his former harmony quartet (The Caboliers) broken up by the draft, Cab is now filling three of these chairs with his two tap dancing acts (Charlie and Dotty, and Honey Coles), who are used in harmony work now and then. Their forte, of course, is fast footwork which they demonstrate at show time. Charlie and Dotty are a young j-bug couple (the girl, tho cute, makes too many faces) concentrating on fast, unorthodox tap routines, including one to rumba tempo. Coles, a Calloway veteran, punches out one number, but doesn't do too well, for he follows the team.

Midway a circus side show curtain is drawn in front of the band, and Joe Wallace, as a barker, ballyhooes a miniature satirical revue during which the Panther Room models and a couple of dancing Dorothy Byton girls come out dressed as various freaks and circus features. Good flash.

Dick Buckley, veteran night club comic in this area, is hitting the comeback trail with an audience participation act that has strong possibilities. He is a vocal mimic and guides his entire act accordingly. Dressed as an Englishman and using a British accent, he calls on four members of the military who do a Charlie McCarthy for him while he feeds their moving lips the voices of Amos and Andy program characters. He knows how to work the stunt and gets big laughs. Before calling on the customers, he offers some brief vocal impressions which, at this showing, included a takeoff on Louis Armstrong, Hawaiian singer, and Indian warrior. In all, turn was a little too long. Out to a more definite pattern, it should go in the best of places.

Sam Honigberg.

Night Club Reviews

St. Regis Hotel, New York

Talent policy: Continuous band music; floor act at 9:30 and midnight. *Management:* Vincent Astor, hotel owner; Mrs. Timmie Richards, publicity.

The Maisonette Room of this upper-crust luxury hotel started its fall season with a twin-band policy, but lately has been using an outside act. Rascha and Mirko, Serbian guitarist-singers, had a run here, and Diana Del Rio came in March 19.

Miss Del Rio has changed from a hotcha Latin singing personality into a restrained, torchy chanteuse of Spanish, Portuguese and American tunes—altho she is one chanteuse that doesn't carry the traditional hanging handkerchief. Plenty sexy looking in a black lace gown, she started off with a fast *Mama Oquero*, then into *You'd Be So Nice* and a special arrangement of *Brasil*, following with *As Time Goes By* and *Saludos Amigos*. Has a throaty voice which she kept down to almost a whisper, apparently to achieve an intimate style. The mike failed to carry her voice sufficiently to make the lyrics clear, however, and she had trouble exciting the patrons.

Bob Semone, pianist, has the main band. Backed by violin, two sax, string bass. The quintet dishes out soft but rhythmic dance tunes, including standard, pop and show tunes and plenty of waltzes for the older folk. Just right for this sedate crowd.

Alternate music is by a four-man stand-up combo led by Fred Miller. Guitar, sax, string bass and accordion, and all of them contributing vocals. Versatile, well-knit group.

Room decor is red, gray, burnt orange walls and ceilings and chartreuse drapes. Easy on the eyes and conducive to leisurely dining. Food, liquors and service the finest.

The upstairs Iridium Room carries on with two bands: Larry Keyes and Theodora Brooks's Ensemble. Paul Denis.

Palmer House, Empire Room, Chicago

Talent policy: Production shows at 8:30 and 12:30; "little show" at 10; show and dance band; relief band. *Management:* Palmer House Company; Edward T. Lawless, vice-president and managing director; Merriell Abbott, producer; Dick Barstow, assistant; Al Fuller, advertising and publicity director. *Prices:* Minimum \$3.

Griff Williams and orchestra are back "for the duration" with a show lacking in name value. Probably for the best, too, since few names can follow Hilde-

garde, who has just closed a record-breaking 11-week run. By the time this reaches print a couple of original booking errors will probably be corrected and the show should look in fair shape, if not up to the customary Palmer House standard.

Show has only two strong acts (Cabot and Dresden and Bob Williams and Red Dust), plus a couple of colorful line numbers, executed competently by the Abbott Girls (12). Their opening routine, *Caprice Viennois*, features Williams on the floor and at the piano. This bit does not harmonize with the generally graceful ballet picture, necessitating the moving of the piano on and off the floor while the number is in progress. The closing, *Tribute to Victory*, is a lively, patriotic diversion, highlighted by a wall-length map behind the bandstand, treated with impressive lighting effects. The kids also play on miniature vibras, backed up with more legit playing by Clair Omar Musser, technically correct musician but not a showman—as his earlier spot in the bill proves it. He follows the opening number and slows down the proceedings considerably.

Cabot and Dresden, next-to-closing, offer an interesting set of dances, highlighted with some of the best tricks seen in this room. They are flashy, capably executed and the team at the same time manages to retain its balance and grace. Young and good-looking pair, too.

Bob Williams's dog act is as sock in hotel rooms as it is in theaters. The closer observance of his wonderfully trained relaxing chow is to the trainer's added advantage. And Williams still sells it with welcome enthusiasm.

Betty Jane Watson, soprano with a lovely face and figure, stayed on for several standard prima donna numbers and revealed a clean, warm voice. Her projection is not sharp yet, but she should develop.

Bernard West, mimic, closed the first night (considered a mis-booking), while Tony Farrar, dancer, didn't open due to illness.

The "little show" features ork specialties, the best of which is a timely and funny novelty, *Three a Daddies*, in which the boys handle crying dolls while working the instruments. Vocalists are Bob Kirk, baritone, and Harvey Crawford, tenor—both good. Carol Lee Rouse, of the Abbott line, is featured in a light, fluffy dance routine that goes with the spring season and fits her lovely personality.

The Williams band still plays fine dance music. Nick Brodeur, terrific boogie-woogie pianist, fronts the jumpy four-piece intermission outfit.

Sam Honigberg.

Hollywood Casino, Hollywood

Talent policy: Dance band; shows at 9:30 p.m. and 12:30 a.m. *Management:* Zucca Brothers; George Berns, maitre d'; Knowles Blair, publicity; William Morris Agency, booker. *Prices:* Admission \$1 (Saturday, \$1.50); dinner, \$1.50 up; drinks, pop prices.

For the first several months the floorshow has been of secondary importance, spot catering primarily to dancers. Current show, *Harlem in Hollywood*, is a complete right about face on the policy, switching to sepiat talent all the way thru, even to the cigarette girls.

Harlem in Hollywood, booked by Ed Fishman, of the Morris Agency, and produced by Nate Krevitz, features top names in the sepiat field. Show is fast moving, lively and extravagant.

With Noble Sissle emceeing, show opens with his ork (four reed, five brass, three rhythm and harp), leading the choir in a rousing armed forces medley. A canny showman, Sissle gives the turn the proper zip, ending with him saluting in true fashion.

Brownskins From Hollywood, first production number, brings on 12 lasses for fine precision work. Clicks from the outset with the tune *Harlem in Hollywood*, an original by Sissle and Harry Brooks. In the wind-up are the Brown Twins, brother-and-sister dancing team, who rhythm tap to perfection and astound with a combination of rhythm and acro work.

Working to *Begin the Beguine*, Orelia and Pedro, Afro-Cuban dancers, socked over some authentic sepiat steps, with Pedro doing a spin while balanced in a prone position on one foot. Team is a favorite in this section.

Bob Parrish, baritone, had to beg off. He was off to a slow start with material such as *Hotchkiss Corners*, but *As Time*

Goes By provided ample material for him to rate a sock. More of the better songs should have been done by this singer, voice is strong and resonant.

Marie Bryant prefaces a dance number with satisfactory vocalizing of *Pigfoot Pete the Boogie-Woogie Man*, later going into a lively dance. She sings *Harlem Doughboy*, an original, to bring on the line. Ork music is augmented by Pedro's bongos. Lovely Lane, whose lithe body is accented against a chorus girl background, offers gyrations and movements that would make Seth Thomas green with envy. Outstanding work here by the Sissle brasses. Orelia and Pedro in a ceremonial dance scored another hit. Turn is strong and well staged.

Ada Brown started with *Joshua Fit the Battle of Jericho*, *Georgia on My Mind* and *Barrelhouse*. Bessie, from *Basin Street*. Heavy applause brought her back for *Real Estate Papa*, a clever double entendre bit that she can sell so well. Could have stayed on for hours.

The Nicholas Brothers headlining, Rhythm tap some of their easier routines, and into their *Down Argentine Way* work featuring splits. Boys, making their last appearance as a team, with the older brother going into the army, stopped the show cold. All on for the closing. Clarence Wheeler's muted trumpet is outstanding on the finale. Well routined, show is fresh and sparkling.

Ensemble included Artie Brandon, Anise Boyer, Juanita Boisseau, Lucille Battles, Louise Franklin, Suzette Harbin, Avanelle Harris, Cleo Hayes, Ruth Mills, Mimi Roberts, Lorraine Wells and Etta Wilson.

Credits: Dances staged by Juanita Boisseau. Songs, *Harlem in Hollywood*, *Emaline* and *Harlem Doughboy in Africa*, by Sissle (lyrics) and Harry Brooks (music). Austin McCoy, musical arrangements; Demas Dean, stage manager; Donn, costume designer; Cardinal Classics, costume executions; L. A. Stage Lighting Company, lighting, and Madelyn Scott, wardrobe mistress. Sam Abbott.

Frank Palumbo's, Philadelphia

Talent policy: Dance and show band; relief unit; shows at 7:15, 10:30 and 12:30. *Management:* Frank Palumbo, proprietor; Johnny Bazzani, manager-maitre d'; Eddie Suez, booker; Mori Schwartz, publicity. *Prices:* Dinners from \$1.25; drinks from 40 cents; no minimum, no cover.

New revue, capped by Benny Rubin and surrounded by top acts, makes for one of the most highly diverting gambols gleamed on the local after-dark scene. The blend of Palumbo hospitality, which has been legion for more than half a century, with this smart revue, stamps the spot at the head of the local list.

It is the first time that Benny Rubin has taken the spotlight on a nitery floor in this village. Handling the emcee chores with eclat, Rubin sprinkles the revue's running with a roundelay of dialect stories and songs, all strong on the comedy. Works thruout the entire show

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Instead of hugging a single spot and highlights include an Italian dialect song of a small-town barber turning Hollywood coiffeur and, even more impressively, a bit of dialectic dramaturgy of an Irish cab driver and a Czech refugee before the Statue of Liberty.

Elaine Barrett makes for another high-spot in the show with a song session that lingers in pleasurable memory. With a tutored set of pipes in the coloratura range, tall on looks, well poised and radiating a sparkling personality, Miss Barrett gives out with a round of song favorites that run the gamut from Victor Herbert to musical comedy standards peppered with folk songs in the native tongue.

Smartly tailored arrangements showcase her vocal attributes most impressively. Obligated with a half dozen selections when caught and had to beg off.

The Appletons, Apache team of male and two girls, have a dance act that is a breath-taker. Setting creating the Bowery atmosphere, they bang themselves around most realistically. And there is no sparing the body bruises. For the finale punch, male pitches knives at one of the gals poised against the stage door.

The Clark Brothers, two youthful septia lads, first on for a delightful session of rhythmic tapping that takes hold without causing any undue excitement.

Alice Ferrell Girls, line of six youthful steppers, are strong on looks and talent. Plenty of ingenuity in their routines and a high polished glow to their ensemble work.

Make their three members count, particularly their hula choreography at the midmark.

Don Angeline still holding down the bandstand spot, giving the show excellent musical support, and just as inviting to dancers. The Manhattans with Betty Gaynor, cocktail combo foursome, provide the relief rhythms from the stand at the musical bar.

Maurice Orodanker.

Kitty Davis, Miami Beach, Florida

Talent policy: Dance band; shows at 8 and 10:30. Management: Kitty and Danny Davis. Prices: From \$1.50, except Saturday, minimum \$2.

The name Airliner is out for the duration and it's now Kitty Davis Theater-Restaurant. New show is all comedy, loaded with fun and novelty.

Eddie Schaeffer, emcee, starts slowly but once he gets going into his song parodies the customers enjoy his line and come thru with rounds of applause. The new emcee is on the stringbean type and takes advantage of talking about himself.

Don Tannen as a comic is in a class by himself. His impression of the Russian type and accompanying songs of life in an East Side cafe are new and above par. For an encore Don uses a dummy and just as you think he is going to do a

ventriloquist stunt he tears the dummy apart and works up to a rousing finish.

Impression of Willie Howard's French lesson is very good.

Impersonation of George Arliss addressing Parliament is done in a serious vein and possibly his best of the evening.

Cantu, barber turned magician, is clever. Proves that the hand is quicker than the eye the way he produces birds from all spots. Nice personality.

Gene and Joan Thompson close the show with one of the most original night club acts seen here.

Girls put on 10-ounce boxing gloves and go three rounds of boxing in which they pull no punches. First one is floored for the count and then the other and then they take a poke at emcee Schaeffer, who serves as referee. Two soldiers from the customers act as seconds and later one of the girls takes on one of the military, which is very funny stuff. The Thompson sisters have an act that should send them places.

The Vee Ames Girls are nice to look at and a swell chorus line. Music is still by Johnny Silvers and ork and up to the minute.

L. T. Berliner.

885 Club, Chicago

Talent policy: Shows at 9, 12 and 2:30; dance and show band. Management: Joe Miller, operator. Prices: Dinner from \$2.50; drinks from \$2.

Spot is bulging with business, and the increase in food and liquor prices has failed to affect attendance figures. Because the capacity is small (space for only 125 persons in the main room) every night looks like New Year's Eve. The adjoining bar has been cut in half to make room for additional tables.

The three-act policy, setting operator Miller back about \$700-\$800 a week, carries enough sock for the 885 regulars who are attracted, primarily, by the good food.

New layout has Jerry Bergen in the lead, with the Dancing Conrads and Burton's Birds assisting. Looks like a good booking job all the way around, for each act is particularly effective on a small floor and in a small room.

Little man Bergen is a funny guy. He is presently working with a femme straight who is long on looks and shape but short on ability to feed him lines. She is a good soprano, too, revealing a trained voice, but in his operatic bit of nonsense Bergen needs a hefty assistant, both on weight and lines rather than voice itself. At this showing he followed the opera burly with a bell-ringing number and a xylophone concoction, both peppered with laughs.

The Dancing Conrads, Latin team, open the bill, offering a *Begin the Beguine* and rumba, among other native routines, each designed for small floor space. Their circular movements are effective and the fluorescent effects on their costumes are rich and striking. Team originally worked in town as members of larger group of dancers in the Colony Club (now dark).

Burton's Birds are held over from the preceding show. A good night club novelty, with the props and apparatus cleverly set up to fit the floor and provide good sight for all table occupants. The man keeps the act moving, working a number of trained birds in a miniature circus idea. Act holds attention and gets good hands.

Mark Talent, the band leader, doubles as straight emcee this time, while Johnny Honnert carries on as intermission pianist.

Sam Honigberg.

Hurricane, New York

Talent policy: Show and dance band; relief band; production floorshow at 8:30 and 12:30. Management: Dave Wolper, operator; Albert Berryman, maitre d'hotel; Sam Friedman, publicity. Prices: Dinner from \$1.50.

Dave Wolper has brought the greatest jazz figure of his time back to a Broadway spot after too long an absence. Capitalizing on the maestro's mighty rep as a composer, the show is called *Mood Indigo*, but aside from Duke Ellington's own contributions, the assorted acts fail to establish a mood and the only thing indigo is some of the hand-and-foot business pulled by Ross Wyse Jr. and his partner, June Mann.

Potpouri is long on dancing and too short on comedy. It offers a modicum of entertainment which would be increased by cutting the length of each act, but it doesn't jell into a homogeneous unit.

Ellington opens the show with *Going Up*, a tune his band did in the *Cabin in the Sky* picture, and gets things rolling with his brass men ripping off torrid top notes. Ray Nance then steps onto the floor from the trumpet section to scat, blow and strut *Blip Blip*, another Ellington original. Nance's jive is probably too hep for the average cafe-goer, but it is at least in character and keeping with the theme.

Even the *No Smoking* number, sung by Jimmy Britton, of the band, and danced by the June Taylor Girls, perpetuates the Elling-tone tho the girls do a modified ballet routine with some sleight-of-hand cigarette tricks mixed in. From then on the show is strictly Loew's State.

Bob Bromley brought on his puppets, who sing, play piano, tap dance and strip tease. Madame Obligata's oom-pahs bulged in front and quivered behind as she coloratured. Madame Lazonga lit up in the right places after her clothes were shed, and the tapster shook a mean toe and heel. But when Bromley introduces his black-face hoofing puppet as "No Relative of Duke Ellington," Bromley's best friends should tell him that sort of thing is in vile taste, as are his gags in hush-yo-mouf dialect.

Harris, Claire and Shannon are back together again since Fred Harris's release from the army, and their smooth-as-silk stylings are as delightful as ever. Harris is a mobile manipulator and handles the interchangeable whirls with skill and authority, but five numbers are at least two too many at one sitting. Betty Roche, Ellington's new canary, came on for two tunes, *Salt Lake City* and *I Love My Lovin' Lover*. But why she wasn't given *Don't Get Around Much Anymore*, her boss's latest smash, remains a mystery. Sweet looking, capable youngster who suffered from the over-length of the other acts.

Ross Wyse Jr. transplanted his vaudeville act to the cafe and rough-housed his partner for the usual results. Wound up his turn with some amazing acrobatic contortions that left the audience yelling.

For the piece de resistance, Ellington soloed on a separate stage lowered from the ceiling on an elevator. Played a couple of his standard songs to a riotous reception. June Taylor Girls wound up the show with whirling dervish somersaults.

Late show opening night found tables at a premium, but chances of its continuing remain in doubt unless the show is pruned and rebuilt along lines expected from the presence of Ellington. The

man is at the very peak of his popularity, following in the wake of the concerts he gave recently, and it's a mistake to neglect the possibilities he offers.

Elliott Grennard.

Larry Adler to Chi Oriental for \$1,250

CHICAGO, April 3.—Larry Adler, heretofore an exclusive act at the Chicago Theater, is going into the Oriental week of April 16 for \$1,250. Adler finished a two-week run at the Chicago February 18, getting about \$2,250 for the fortnight.

Oriental deal also includes a week at the Riverside, Milwaukee, beginning April 23. Set by Sid Harris, of William Morris, thru Charlie Hogan, who books both houses.

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SHRINKAGE AT B'WAY B. O.'S

Slight Drop From Last Week; Cap and Roxy Maintain Pace

NEW YORK, April 3.—Broadway presents a mixed picture this week with grosses ranging from terrific to mild. The Capitol is heading for a major take, while the State, with one of its rare holdovers, is looked upon to go below par.

The Capitol (4,620 seats) opened Thursday with Charlie Barnet's ork, Mary Small and Victor Borge, along with *Slightly Dangerous*, and seems to be heading toward \$60,000. Layout is skedded for two weeks. Last week, the third of Bob Crosby's ork, Borrah Minevitch, Joan Edwards and *Stand By for Action* took in a mild \$28,000, after piling up \$48,000 and \$60,000. Ozzie Nelson and Harriet Hilliard open April 15.

The Paramount (3,664 seats; \$55,387 house average) now with the second stanza of Les Brown band, Gil Lamb and King Sisters, with *Happy Go Lucky* on the screen, is anticipating \$52,000 after opening to a strong \$60,000.

The Strand (2,758 seats; \$39,364 house average) is looking forward to about \$35,000 for the final rubber of Irene Manning and Jerry Lester, Ina Ray Hutton banding, *The Hard Way*. Jane Wyman, with the show for three weeks, entrained for Hollywood. Previous sessions scored \$39,000, \$45,000 and \$53,400. Jan Savitt, Ethel Waters and *Edge of Darkness* open Friday (9).

The Roxy (5,835 seats; \$50,067 house average) with the second week of Chico Marx ork, Modernaires, and *Hello, Frisco, Hello*, is anticipating a stout \$65,000 after opening with a big \$83,000.

The Music Hall (6,200 seats; \$94,402

house average) going into the third week of *Keeper of the Flame*, with third bill including the Oxford Boys and the Three Swifts, is looked upon to knock off \$90,000. Second week took \$92,000, while opener collected \$102,000.

Loew's State (3,327 seats; \$22,856 house average) is holding over the bill with *Powers Girl* on the screen and stagershow with Alan Mowbray and Minevitch Rascals moving over from the Capitol. Rascals replaced Dolly Dawn and Calgary Brothers. Opening stand got an okay \$25,000, but holdover session is expected to drop around \$19,000.

Garber Fair in L. A.

LOS ANGELES.—Jan Garber turned in a fair \$16,500 at the Orpheum for seven days ended Tuesday (30). Supporting acts were Buster Shaver and Company and Kay and Kendalls. Pic, *Tahiti Honey*. House seats 2,200 at 65-cent top. Average, \$7,500.

Providence Okay; \$7,500 Week-End for Venuti, Wood

PROVIDENCE, April 3.—Joe Venuti and his ork, Neal Stanley and Dave Apollon, with Barry Wood as added attraction, got the Metropolitan a \$7,500 gross on week-end booking (March 26-28).

Fay's business holding up well for Lent, house getting \$6,800 on week ended March 25 with six acts.

Bob Allen Fair, Fitzgerald, Keys Dandy in Philly

PHILADELPHIA.—Bob Allen, a new band name to local followers, fared only fair for the week ended Thursday (1) at the Earle Theater (seating capacity, 3,000; house average, \$18,000). In spite of heavy stage support, week brought just about \$22,000 into the tills. Carol Bruce and Block and Sully gave marquee support, with Walter Nilsson the added act. *Reveille With Beverly* on screen.

New bill opened Friday (2), with Gene Krupa's band the major draw. Figures on booming the gate well up in the 20's. Radio Ramblers, Peggy Marlowe, and Bellet and the English Brothers on the assist, with screen bringing up *How's About It?*

Fay's Theater (seating capacity, 2,200; house average, \$6,000) continues to click handsomely with the sepia attractions and crossed the \$9,000 line for week ended Thursday (1), with Ella Fitzgerald and the Four Keys in the top spot. Heavy supporting cast brought on the Sunset Royal Orchestra, featuring Orlando Roberson, Willie Bryant, Leroy and St. Clair, the Crackerjacks and Brookins and Van. *City Without Men* on screen.

New bill opened Friday (2) brings back Lionel Hampton's band, which set the season's high for the house less than two months ago. *No Place for a Lady* on screen.

Fine 67C for Welk

DAVENPORT, Ia.—Lawrence Welk and orchestra grossed a record \$6,700 for three days at the Orpheum Theater here March 26-28. Figure is \$1,300 better than the band's gross last year for a similar run.

Club Talent

New York:

PUPI, who has a six-people Latin dance flash at the La Conga, will disband that group to team with Gwen Monahan as a dance team. Opening at the Waldorf-Astoria next month.

MARIA LUISA LOPEZ has been signed for the new Havana-Madrid show to open April 29. . . . ROBERTS AND WHITE started a return trip to Frank Dailey's Terrace Room, Newark, N. J., April 6. . . . ANN ROBINSON will be on the opening bill of the Plantation Club along with the Three Choccolates.

Chicago:

DOROTHY BLAINE, singer, has replaced Bernice Parks for the remainder of the Chez Paree show. Bernice is going into the Copacabana, New York. . . . PAUL DRAPER has been put in 4-F, so the Chez is dicker for his services again. . . . CLIFF WINEHILL settled for a long run at the Hi Hat, St. Louis.

FRED WILLIAMSON, Frederick Bros. act booker here, reclassified 1-A last week. . . . JACK MARSHALL will do the lead in *Sons o' Gun* at the Municipal Opera, St. Louis, week of June 28. . . . SAM ROBERTS and Nick Bolla are reviving their *Gay '90s* and will take it on the road next week. . . . STEPHANIE DALE, singer, going east. . . . ERNIE YOUNG now booking the Loop's Green Mill.

BOB WHITE, imitator, booked by Harvey Thomas for four weeks on the Nat D. Rogers army camp circuit out of Alexandria, La.

Here and There:

THE CRATERS, Nick and Dolly, open April 2 at Weber's Hofbrau, Camden, N. J., for two weeks. . . . QUERIDA has been handed another holdover at the Cat and Fiddle, Cincinnati. . . . SECOND EDITION of *Cafe Society Revue* at Jimmy Brink's Lookout House, Covington, Ky., has Eddie South and His Music, Jean Eldridge, Carl and Harriette, the Two Zephers and Jules and Webb. . . . BOB ALDA left *Fun for Your Money* unit at the Glenn Hollywood, Newport, Ky., to hop to Hollywood. He was recently inked to a long-term contract by Warner Bros. . . . CONNIE RUSSELL, Pierce and Roland, Merceditas, Rambo de Sierra, Archie Robbins and the Samba Sirens comprise the *Copacabana Revue* which began a return engagement at Glenn Rendezvous, Newport, Ky. . . . ENID PHILLIPS is new at Golder's, Cincinnati suburban spot.

FRANCES FAYE goes into the Mayfair, Boston, May 2. . . . RAY ENGLISH is set for the William Penn Hotel, Pittsburgh, starting April 5. . . . CHRIS CROSS is due at the Latin Quarter, Boston, May 23. . . . HARRISON AND FISHER into the Roosevelt Hotel, New Orleans, April 1. . . . GEORGE PRENTICE is with a USO show somewhere in New Guinea. . . . MIMI CABANNE, former Horace Heidt chirper, has signed with National Concert & Artists' Corporation. . . . POLLY JENKINS' PLOWBOYS now in their ninth month of a USO tour.

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Nan Rae and Hitler Pic Top \$25,000 in Balto; Osborne 8G

BALTIMORE.—An exceptionally fine \$25,100, the biggest take of the current year, was grossed by Hippodrome Theater week ended March 24 with bill headlined by Nan Rae and Mrs. Waterfall and including Richards-Adair Dancers, Bobby Whaling, Val Irving and Roy Davis. Pic, *Hitler's Children*.

The Maryland Theater during the week ended March 25 grossed a fine \$8,000, with bill headlined by Will Osborne and orchestra. This marked Osborne's first local vaudeville house appearance since formation of his new band. Pic, *Power of the Press*.

Spring, Tra-La, Slows Chi; Billy Rose Grabs 23G Anyway, But Spivak Ork So-So

CHICAGO.—Spring fever didn't help the Loop houses week ended April 1. It was the first warm spell after a long and severe winter, and it took potent attractions to compete with mother nature's free offer.

Chicago (4,000 seats; \$40,000 house average) was hardest hit week of March 26, playing Red Skelton in *Whistling in Dixie*, plus Charlie Spivak and band on stage. Skelton is not strong enough yet for a top spot on this screen, which usually plays important pictures, and Spivak, tho a good draw in the Sherman Hotel here, needs a stronger picture in theaters. Closed to a so-so \$32,000.

Week of April 2, Chicago had a much better screen bet in *Hello, Frisco, Hello*, musical with Alice Faye which is slated

to remain a fortnight, plus Tito Guizar and Joe Reichman and band on stage. Flesh portion will change for the second week.

Oriental (3,200 seats; \$20,000 house average) had a good bet in Billy Rose's *Diamond Horseshoe Revue* week of March 26 and, tho the same show played the Chicago last November, this house has enough regulars of its own, plus the continued appeal of the unit, to give the show another strong session. Wound up with \$23,000. At the Chicago unit grossed \$47,000, playing to a 75-cent top compared to the Oriental's 50-cent high. Oriental's pic was *The Purple V*.

A. B. Marcus brought his show into the Oriental Friday (2), with show on screen by second Loop run of Milton Berle in *Margin for Error*.

Andrews Sisters and Busse Top 63½G Month at Orpheum, Omaha

OMAHA.—March breezes blew a nice gale of biz into the Orpheum (3,000 seats) with an approximate take for the month of \$63,500, topped by the Andrews Sisters and Henry Busse ork with

17G each. This was a good showing for the month of income taxes, according to Bill Miskell, Orpheum manager.

Tommy Tucker and band opened the month with \$15,000, ended week of March 4. Bill included Rufe Davis. Pic, *I Married a Witch*.

Andrews Sisters closed week of March 11 with \$17,000. Light snow didn't bother biz, and they had a terrific play at end of week. Show had Mitchell Ayres's ork. Pic, *Lucky Jordan*.

Charlie Spivak finished the week of March 18 with \$14,500. This was the month's low. Cold snap hurt the b. o., and even the addition of George Givot wouldn't bring it up. Other acts were Ruthie Barnes, Willie Smith, Stardusters and Carr Brothers. Pic, *Margin for Error*.

Henry Busse and revue capped the month's finale with a nifty \$17,000 ending March 25. Season's biggest snow-storm didn't faze the crowds. Bill included Ruth Petty, Lloyd and Willis, and Jack Holst and Milady. Pic, *Dr. Gillespie's New Assistant*.

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Magic

By BILL SACHS

DELL O'DELL, that lovely magic lady from up New York way, grabs off a fine spot in the April issue of the femme mag *Calling All Girls*. The article, headed "Mistress of Mystery," portrays in colored cartoon fashion Miss O'Dell's entrance into show business and pictures one of her most thrilling experiences in the role of a magicienne. The picture story takes up five pages. Incidentally, that new eight-page press brochure being mailed out these days by Miss O'Dell is a honey, too. After looking it over, one can readily understand why she is one of the busiest magic artists in the business. . . . KEITH CLARK is featuring his fooling in the fifth anniversary show at Jack Lynch's Walton Roof, Philadelphia. . . . THE GREAT BALLENTINE (Carl Sharpe) is presenting a line of magic madly mixed with humor as headliner at Club Stevadora, Detroit. . . . OTHER MAGI currently holding forth in the Motor City are Hill and Hill at the Club 509, and Jimac, doubling as emcee at Club Casanova. . . . BILL HOWARD says we had him wrong in a recent issue when we had him leaving Bill Neff. In a visit to the magic desk last week Howard said he's still piloting Neff on the midnight spook show dates and going stronger than ever. He has Neff set in Ohio and Kentucky theaters until the middle of April. . . . ADOLPH BOLDT, St. Louis magician, was guest of honor at the special meeting of New Orleans

Wuxtra! War Changes the Life of Pansy the Horse

CHICAGO, April 3.—Pansy the Horse, Andy Mayo's prop animal, will know there is a war on come Saturday (10), when Allen Mayo, the remaining male member of the two humans who breathe life into the veteran four-legged vaudevillian, joins the coast guard at Cape May, N. J. But Pansy wants the press to quote him that the change will do him a lot of good.

Recently when Andy left the act to manage Virginia Mayo, who is now under a Metro contract, a new, attractive manipulator in the form of Dorothy Carlson entered the life of Pansy. And now, Pansy proudly announces, Frances Englebrecht will replace Allen Mayo, and he is going to be more responsive than ever before.

Act is now touring with Billy Rose's *Diamond Horseshoe Revue*.

Ring 27, IBM, at the Roosevelt Hotel, New Orleans, March 27. Boldt has collected over 1,000 small tricks during 50 years of travel over the nation, and the Crescent City magic lads thoroly enjoyed his presentation. George E. Pearce, president of the New Orleans org, was toastmaster. . . . MAGIC HOBBY CLUB, Columbus, O., on the eve of its fifth year recently elected the following new officers: Sam Housum, president; Dr. Richard Brashear, first vice-president; Sherman Babcock, second vice-president, and Russell McDaniel, secretary-treasurer. Meetings are held the third Friday of each month at Bob Nelson's magic shop and theater, and visiting magi are always welcome. . . . JOAN JOYCE closed a long stretch in the Philly area at the Venice Restaurant March 27 and opened Monday (29) at the Barn, Newport News, Va., for the Eddie Suez office. Miss Joyce typewrites that she recently had the pleasure of catching one of the greatest manipulators in the business, Lu Brent, who she says is tops in the Philly club field.

RUSSELL MURDOCK, who quit the road a year ago to take a job on the advertising staff of a newspaper in his home town, Anderson, Ind., was a visitor at the magic desk Wednesday of last week while in Cincy servicing his accounts. While in town he also visited the magic shop of John Snyder Jr. to augment his repertoire of tricks. Murdock still manages to ring in an occasional club date in his home area. . . .

GEORGE T. PURVES JR., another Hoosier magus out of Indianapolis, was a visitor at the desk last Thursday while in Cincinnati on business. Heavy war contracts at his Indianapolis plant have kept him inactive in the magic line in recent months. . . . G. RAY AND JUDY TERRELL are still mystifying the blue-clad fighters in the Norfolk (Va.) area with a USO-Camp Show unit. They've been out some three months for USO now and like it immensely. And thanks, Ray and Judy, for the Planters' peanuts. . . . MARION RICARDO, a good-looking juggler in her teens, has been flicker-tested in New York and leaves for the cinema capital late this month. . . . "HOWDY" REYNOLDS, vent, and his dummy, G-Man Joe, have just finished a two-year adventure script series over Station KGO, Honolulu. Geared for the kiddies, the program catered to the thousands of members of the G-Man Joe clubs spread over the islands. Reynolds has also produced club shows and vaudeville in Honolulu since moving there from Los Angeles six years ago. . . . He plans to establish a booking agency there after the war. . . . SINCE CATCHING the Harry Blackstone show recently, J. T. Hager, of the 334th Ord. Mt. Co. (Q.), Camp Gordon, Ga., says he feels that he has received full value for the two bits he contributed to the USO while still a civilian. Unit gives an excellent performance, Hager pens. Besides Blackstone and Company, unit has Frankie Ross, Monroe and Grant, and Anita Pierre. . . . RAYMOND SCHEETZ writes from Aberdeen, S. D.: "Still wandering around the prairies of Minnesota and the Dakotas for the University Extension Division of the University of Minnesota. Remain out here until late in May, then head east for a short vacation before beginning a tour for Southern School Assemblies under the direction of Harry Byrd Kline, of Dallas."

Burlesque Notes

NEW YORK:

ROSE BERNARD, formerly of burly and niteries, is now doing defense work. . . . JACKIE RICHARDS, producer at the Palace, Buffalo, has resigned and left for the Follies, Los Angeles. With him went Lois Moran, line captain; the three Gibson Sisters, Judie Warner and Gloria Madison. . . . PHIL WAGNER, of Murray and Wagner, ended a 12-week engagement with the Count Berni Viel unit at the Roxy, Atlanta, April 7. . . . LOONEY LEWIS and Dick Richards are a new comedy combo. . . . HELEN LOVETT closes on the Hirst Circuit in Washington April 10. . . . LINDEN SISTERS, Gayle and Doris, dancers, booked by Phil Bush, trying burly via the Hirst Circuit. Joined the Lucille Rand unit March 21 at the Hudson, Union City, N. J. . . . JACK BECK, who was slated to come into the Hirst booking office in Manhattan, was transferred instead to the management of the Mayfair, Dayton, O., thru the illness of Max Cohen, now convalescing from a throat operation at Jefferson Hospital, Philadelphia.

BALABANOW TRIO, accordionists and dancers, to be reduced to a duo April 12 when Valentine leaves for the army. This will leave Henry and Ann to carry on alone. Trio has been spotted in burly houses by the Hirst Circuit. . . . RAY KOLB is doing straights at the Rivoli, Seattle, for Charles Fritcher, comic. Show features Zandra. . . . SUNNY LOVETT has left for nitery work in Chicago. . . . HARRY CONNELLY, comic on the Hirst wheel, has written a new comedy scene, *Draft Board No. 1*, in which he has the support of Marvin Harmon and Helen Lovett. . . . GINGER WAYNE has joined Edith Anderson at Pinto's, Greenwich Village.

LUCILLE RAND, when she closes on the Hirst wheel at the end of the tour, will vacation in Philadelphia, where her husband, Jimmie Walker, formerly in vaude with the act Walker, Carroll and Walker, is now in defense work. . . . PAL BRANDEAUX is producing shows for the Copacabana nitery. He was booked thru the William Morris office. First show will have Kent Edwards as vocalist. Kent was with Pal when latter produced at Bushmill's Auditorium, Hartford, Conn., earlier this season. . . . BUBBLES YVONNE has joined the AWVS and is selling War Bonds and Stamps from a booth in front of the Strand ptx house. . . . MARTY WAYNE, dancer, late of burly, now working in the Navy Yard in Philadelphia, where Judy Shaw (Mrs. Wayne), is taking care of the Wayne

Another Portland House Drops Line

PORTLAND, Ore., April 3.—New Star, burlesque house, hard hit by lack of burly performers, is now running eight acts of vaudeville. Girl line has been dropped, but Al Franks, comedian, and one strip remain to give theater its burlesque rating.

New Star is second burlesque theater to drop its line in month, Nu-Gaity being the first, due to shortage of chorus girls.

LaRose Attracts 5 1/2 G; Cold Spell Chills Wassau Gross

MINNEAPOLIS, April 3.—Rose LaRose, playing her second engagement in eight weeks at the Alvin here for week ended March 25, drew a socko \$5,500. Spring weather, along with tie-up by LaRose with the American Red Cross blood donor bank, which brought her newspaper copy, helped.

Hinda Wausau, week ended March 18, fell short of expectations due to cold weather. She grossed a record \$6,500 here several months ago.

For week ended March 11 June St. Clair brought in a nifty \$4,000.

LEZ ZIMMERMAN, New York night club publicity agent, recovering from an appendicitis operation.

home and three daughters. . . . DIANE RAY laid up at the Croyden Hotel, Chicago, with a broken shoulder as the result of an accident in a building elevator. Recently exited from the Hirst wheel for the 606 Club, Chicago. UNO.

MIDWEST:

JACK DIAMOND leaving the Hirst circuit at the Gayety, Cincinnati, to go into the army. . . . DOROTHY MILLER, line girl at the Grand, St. Louis, graduated into the featured strip category. . . . BILL EARLE, straight man with the Mike Sachs show, now a sergeant of guards in a defense plant in Indianapolis.

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Spike Jones Set on Two-Month Theater Tour; \$3,500 Per Week

LOS ANGELES, April 3.—Spike Jones and His City Slickers (6), one of the most successful units to come up within the past year, are starting a two-month theater tour July 30 at \$3,500 per week. This is the top money ever paid to a corn group.

Jones starts at the Oriental, Chicago, July 30 and moves on to the Riverside, Milwaukee, week of August 6. Other dates definitely set include the Maryland, Baltimore, week of August 19, and the State, New York, August 26 week. The concluding dates are now being set by General Amusement Corporation, which is booking the theater tour.

Jones, of course, skyrocketed to the four-figure bracket with his recording of *Der Fuehrer's Face*, which helped nab a spot on the Bob Burns radio show and good billing in Mark Hellinger's forthcoming Warner Bros. picture, *Thank Your Lucky Stars*.

The *Saturday Evening Post* carries a story on Jones and his musical concoctions in its current issue (April 10), written by Frederick C. Othman.

CHICAGO, April 3.—Oriental Theater here is one of the leading buyers of units suitable for the stage. It has played Maurice Rocco, Ella Fitzgerald and the

Keyes and is bringing in Louis Jordan (5) week of April 16 at \$1,750 for the date. House is interested in cocktail groups with box-office power. Most of the units working the Oriental also play the Riverside, Milwaukee, both booked by Charlie Hogan here.

Cocktail Boom In Minneapolis

MINNEAPOLIS, April 3.—This city has broken out with a rash of new cocktail rooms and bids fair to become one of the top cocktail lounge spots west of Chicago if the present pace keeps up.

On Monday (5) the Casablanca, owned by Matt Willis, made its bow amid surroundings of Mexican Indian art, large dance floor and brilliantly lighted street sign. Red Dougherty and his six-piece Dixieland band provide entertainment, along with several acts.

George Van Allen and Ted Bush revamped the old Harbor Bar into the Dome at a cost of \$15,000. Entertainment features cocktail units.

Joe Meyers recently converted his spot into the elaborate Rogers Stage Bar at a cost of about \$2,000. Harry Habata's three-piece orchestra and a girl singer make up the entertainment bill of fare.

At Curly's Cafe, Curly Shapiro spent close to \$5,000 to transform his big room into the Shangri-La Room, with the Mel-o-Deers, girl trio, on the bandstand.

The Flame has gone under the management of Joey Swartz, one-time local boxer. Two three-piece combos alternate.

At the Panther Room in the Minnesotan Hotel, room entertainment is furnished by Josephine Donn, pianist; Dorothy Crowley and Jan Terry, vocalists.

Ida Shedlov's all-girl combo furnishes the entertainment for Art Murray's Red Feather Cafe.

Philly Goes Continental

PHILADELPHIA, April 3.—Graud Michelle, French refugee, opened the mid-town Colony Club, only musical bar in the city where no hard liquor is served, specialty in liquids being French wines, liqueurs and wine cocktails. Continental touch added by the Riff Robbins Trio, septa combo. Spot booked by the Eddie Suez Agency here.

Three Units (\$750) For New Mpls. Spot

MINNEAPOLIS, April 3.—The Dome, newest streamlined cocktail lounge here, opens April 8 under the management of George Van Allen. It has set up a weekly talent budget of about \$750 and is rated to give some competition to the across-the-street Frolles Theater Bar, operated by the Berenson brothers.

Frederick Bros.' office has the booking account and set Erskine Butterfield, colored pianist; Bob and Sue Forsythes, piano and voice, and a trio. The Forsythes will start off the entertainment program afternoons.

FB Signs Charmenelle Trio

GREEN BAY, Wis., April 3.—The Charmenelle Trio, vocal and instrumental girl unit now at the Northland Hotel here, has signed a three-year management pact with Frederick Bros.' Music Corporation. Unit includes Betty Gates, cello; Marcella Kuechle, piano, and Marie Gell, violin.



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THE FORSYTHES

Bob and Sue

Presenting a Repertoire of More Than
1500 Songs

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TOLEDO

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NEW YORK • CHICAGO • HOLLYWOOD

Held Over Again!
AMERICA'S NEWEST COCKTAIL SENSATION

DON SEAT

QUINTETTE

HOTEL ROOSEVELT, Pittsburgh, Pa.

Personal Management: Mike Special, 48 W. 48 St., N. Y. C.

The Biting Truth

PHILADELPHIA, April 3.—It happened while Sol Morgan, doorman at the New 20th Century, was questioning the age of fem patrons entering the musical bar to make sure that none under 21 years of age got in under the wire. One cutie interrogated before being permitted to enter removed a set of store teeth and asked: "Didja ever see a child wearing these?"

Reviews

Harold Sandler

(Reviewed at Rogers Corner, New York)

This outfit, whose forte is the semi-classics, provides a change of pace for this room. Coming on the heels of a multitude of jive outfits, this unit, by giving out with Strauss waltzes, light opera selections and Continental faves, perks up the ears of the oldies gathered here. Apparently there is still lots of dough spent by those of the post-jitterbug age, as this combo has been held over several times.

Instrumentation consists of Sandler, who plays the fiddle with flourishes; piano, cymbalom, bass and accordion. Rita Molina does the canarying effectively.

The combo mixes in Latin numbers and a modicum of pops so that they won't be accused of being strictly in the long-hair category. Joe Cohen.

Dorothy and Her Esquires

(Reviewed at Hotel Statler, St. Louis)

Quintet, ideally suited for this smart location, is doubling from the dining room into the bar and leaving the customers happy in both places. Guided by

(See REVIEWS on page 20)

Mobile Biz Holding Despite Liquor Ban

MOBILE, Ala., April 3.—Buddie Berger and His Buddies are playing an indefinite engagement at Heidelberg's Cafe. Business is on the upgrade.

Hollywood Dinner Club, despite the ban on liquors where dancing and music are indulged in, is doing good business, particularly week-ends. Bill Lagman's orchestra has the music contract. Bill has been at this spot for six months. Floorshow features Eunice Patterson and Johnny Bashman, emcee.

9C for King Sextet

HOLLYWOOD, April 3.—Saunders King, six-piece combo, has signed with William Morris Agency. Ed Fishman handled the deal. Outfit opened at the Aragon Ballroom, Ocean Park, today for an indefinite engagement at \$900 per week.

St. Louis Savoy Remodels

ST. LOUIS, April 3.—Savoy Lounge, managed by Maurice Lyner and Maurice Goldsmith, has undergone extensive remodeling to take care of increased business. Afternoon biz has been upped by Covert and Reed, vocal team, held over for a second three weeks. Betty Barr, vocalist, joined the line-up of Sol Turner's band here.

Crash Kills Cocktail Act

BARBERTON, O., April 3.—Christine Street, accordionist and singer who was one of the three killed in a Royal Canadian Air Force plane crash in the Canadian Northwest this week, is a local cocktail act who has filled many engagements in the Columbus (O.) environs. She was a member of a USO unit playing army camps.

★ Effervescent Starred at the
★ Different SHOW BOAT
★ Youth San Diego, Calif.
(three little stars)

The ESTRELITOS

Mat. MCA

Off the Cuff

EAST:

ANN RUBERT, piano-vocals, first in for the Eddie Suez Agency, Philadelphia, at the Old English Tavern of the Abraham Lincoln Hotel, Reading, Pa. . . . LEW DE FRANCES reorganized his draft-ridden THE INTERLUDES, and with Helen Jericho for the vocals opens at Dumont's, Philadelphia. . . . THE TOPPERS set for a May opening at Herb Spatola's Flanders Grille, Philadelphia. . . . MILDRED LEE provides the intimate tunes at the Cabanna, Reading, Pa. . . . MARY LOU PAVELL, vocals, and CARL McBRIDE, piano and vocals, teaming as MARY LOU AND CARL, preem at Hank Collins's Midway Musical Bar, Philadelphia. . . . BASIL SPEARS, piano-vocals, in from Chicago, makes her Philadelphia bow at Lou's Chancellor Bar, with Lou's Germantown Bar bringing in the FOUR SENATORS. . . . HELEN LANE, songbird, first in at Seidman's Musical Bar, Camden, N. J. . . . THE GROOVENEERS and the TEDDY LEE TRIO with Lee Lawiwe's vocals new at the New 20th Century, Philadelphia. . . . JEAN HAMILTON, boogie-woogie pianist, makes for a fourth unit at the Cove, Philadelphia. . . . MARGIE SMITH, vocalist, added to the talent line-up at Philadelphia's Melody Inn. . . . THE MUSIC MASTERS draw another holdover ticket at Rainbow Room, York, Pa.

LARRY BLAINE TRIO is new at the Casbah, New York. . . . LEONARD WARE TRIO to be featured in a *March of Time* to be released shortly. The group will play Ware's new song, *Giddap, Mulc*. . . .

(See OFF THE CUFF on page 20)

DENVER, April 3.—Barclay Allen and Lee Weelans, local radio team, have moved into the cocktail lounge at the Park Lane, swank Southside hotel. Use piano and Hammond organ and work as staff members over KJZ.

Marks the first use of talent by the Park Lane in several months.

Park Lane, Denver, Using Talent Again

DENVER, April 3.—Barclay Allen and Lee Weelans, local radio team, have moved into the cocktail lounge at the Park Lane, swank Southside hotel. Use piano and Hammond organ and work as staff members over KJZ.

S stands for "special" personal representation for your unit. Write today for full details
MIKE SPECIAL
48 West 48th St., New York, N. Y.

S In Demand Everywhere
The OWEN SISTERS
The Nation's Most Popular Girl Trio
now CHIN'S RESTAURANT
Cleveland, Ohio

An Overnight Sensation
DON SEAT
Quintette
4 Men and a Girl.
Held over indefinitely
ROOSEVELT HOTEL, Pittsburgh, Pa.

King of the Organ
Bill Thompson Trio
and
Carol Horton
now ERIE PRESS CLUB, Erie, Pa.

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PAT TRAVERS
and Her Men About Town
now HICKORY HOUSE, New York City

For every spot—Macay is the McCoy!
JERI MACAY
and Her All-Girl Orchestra
(4 people)

JAY MARSHALL
VENTRILOQUIST
NOW ON USO CAMP TOUR

BERT GERVIS
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Chicago's Reigning Sensation!
 Downbeat Room
 GARRICK STAGE BAR

★ International Favorites
OPALITA and GARCIA
 Authentic Latin-American Singing Instrumentalists
 Currently: CONTINENTAL HOTEL, Kansas City

★ The Powerhouse Boogie-Woogie Man
CLARENCE BROWNING
 and His Piano
 Currently: BEACHCOMBER, Omaha

★ The Sepia "Sophie Tucker"
MADONNA MARTIN
 Currently: EAST TOWN, Milwaukee

★ Famed as the colored "Dwight Fiske" for his
 suave risque pianologues
RAY RAYSOR
 Currently: TED and LEN'S, Detroit

★ Three Masters of the Art of Jive
CLEVELAND NICKERSON AND HIS MUSIC MASTERS ★
 Currently: SHOW BAR, Detroit

★ Hear Him and Cheer!
JOHNNY HYNDA
 Piano Wizardry Personified
 Currently: MARTIN'S, Chicago

★ Beau Brummels of Boogie-Woogie
DAN STERLING AND THE "DUKES"
 Unsurpassed instrumental quartette
 Currently: AIRLINER, Chicago

★ Nimble Fingered Queen of the Novachord
HELEN MALCOLM
 and her Novachord "Josephine"
 Currently: HOTEL BELVEDERE,
 Sault St. Marie, Mich.

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OFF THE CUFF

(Continued from page 18)

TINY DAYE new at Jerry's Cocktail Lounge, Paterson, N. J. . . . GEORGE BARR TRIO opened at the Sironin Lounge, Allentown, Pa. . . . TOMMY EDWARDS, pianist-singer, new at the Clover Club, Paterson, N. J. . . . ARNOLD AND MANN, piano team, are current at the Annex, Plainsburg, Pa. . . . JUDY LANG, pianist-singer, stays on at the Crystal Bar, Troy, N. Y. . . . THE KIDODLERS, managed by Mike Special, hold over at the Hickory House, New York. . . . VI BARRETT, of General Amusement Corporation, back from an eight-day booking trip. . . . ANN DUPONT, who has shaved down her hair to a four-piece outfit, booked for the Colonial Inn, Hagerstown, Md., at \$450. . . . CLARK MORGAN, organist-singer, has signed with the William Morris Agency.

THE TOWNSMEN, vocal and musical quartet that has had a Mutual network line the past two years, opened at the Warwick Hotel, New York, March 29. . . . JACQUELINA, accordionist, closed at the Hotel New Yorker, New York, April 3 when Margaret Richmond returned.

DON SEAT (5) will call it a day at the Roosevelt Hotel, Pittsburgh, April 15. . . . GRACE AND SCOTTY closed a three-month run at the Weber Hotel, Lancaster, Pa., April 3. . . . KAY SCHWARTZ, organist, started at Tot Marks's Fiesta Room, Toledo.

MAURICE ROCCO, boogie-woogie pianist, started at the Kaliner Bros.' Rathskeller, Philadelphia, Monday (5), his first Eastern date in six years. His mar-

ager, Phil Shelley, of Chicago, came in for the opening. . . . PADDY LA BATO, guitar and voice, started at the Stevens Cafe, Cleveland, after four months at Alpine Village, that city. With him at the Stevens are Mary Victor, Gale Reed, Lou Thomas, Penny Porter and Eugene Smith.

MIDWEST:

FREDDIE FISHER's corn unit plays the Paramount Theater, Hammond, Ind., April 25. . . . RENEE DARST and Her Swingettes, girl sextet, featured at Blake's Neon night club, Louisville. . . . CLEO BROWN, boogie-woogie pianist; Harry Dunn, tenor, and Molly Malone, pianist, holding forth at the Penguin Inn, Chicago.

HOLLYWOOD:

DICK HARDING, of Harding and Moss, with Billie Joyce, current at the Beverly Hills Hotel, Beverly Hills, Calif., has signed with the Civilian Defense, air division. . . . NICK COCHRANE has been held over at the Hollywood Palladium for another six weeks. Roland Evans was reported in the spot but a switch in bookings was made. . . . EDDIE BEAL doubling between the Venetian Room, Long Beach, Calif., and Herb Jeffries's Black Flamingo, Los Angeles. . . . J. C. HIGGINBOTHOM and Red Allen have been held over at the 331 Club. . . . THREE PEPPERS going strong at the Zanzibar Room, Florentine Gardens. . . . JOE PLUMMER continues at Slapsy Maxie's.

REVIEWS-

(Continued from page 18)

Steve Mathews, piano, and wife, Dorothy, on accordion, the group also includes Jack Charmella, guitar; Mike Charmella, violin, and George Cass, bass. The gal fronts the group with her instrument and does the vocals in a voice that is soothing. A slim blonde, she is nice to look at and carries an air of charm that wins friends for the group. She is a former radio singer and her pipes do justice to the hit tunes of today as well as the oldies. She is also proficient on the accordion, and the outfit has wisely made plenty of arrangements that show off her abilities.

Combo's style is subdued, couched in the popular style of the day, and aimed to suit every taste. They wisely mix in plenty of rumbas. One outstanding asset of the Esquires is the fact that their instrumentation is quiet enough not to be a disturbing element in a small room like this. Yet there is just enough rhythm supplied by the Esquires to bring the drinkers off their chairs and onto the dance floor. As a commercial unit for class spots the group is A-1.

C. V. Wells.

The Aristocrats

(Reviewed at Hotel Syracuse Rainbow Lounge, Syracuse)

The Aristocrats, three people unit, set in Rainbow Lounge of Hotel Syracuse, followed Molly Logan, who closed a record-breaking 21-week run.

Two men keep up neat fingering on the ivories, going from classics to boogie-woogie in same smooth-playing style. Third member, Babs, is a sweet-singing gal who makes a good front at the mike. Trio can hold its place in any class spot.

Bab's singing voice and appearance are featured in the billing, which is set also under the nom de plume of "Babs and Her Boys."

B. S. Bennett.

Arthur Lee Simpkins

(Reviewed at Lou's Germantown Bar, Philadelphia)

A personable Negro tenor with pipes of concert caliber, Arthur Lee Simpkins makes an impressive figure at the smart lounges and class bars. Doesn't confine his efforts to the strict rhythm tempo, and with a falsetto range that

reaches well up into the soprano register, gives plenty of vocal color to his selections. Sticks close to the musical comedy favorites and standard songs, along with a generous sprinkling of operatic arias and folk songs in foreign tongues. Is also strong on the showmanship, which enhances the selling. Announces each of his selections and commands attention.

Assisted at the piano by Barrynton Perry, who not only proves an able accompanist but also adds to the musical varieties with solo selections on the classical side but of popular appeal.

Mauric Orodnenker.

Vincent Pirro and His Trio

(Reviewed at Lou's Chancellor Bar, Philadelphia)

For almost a dozen years handling the accordion for Paul Whiteman's band, Vincent Pirro recently struck out into the cocktail combo field. His musical proficiency now highlighted at the Novachord, unit includes Michael Gico on the piano and Burt Wheeler on bass viol. Unit sells itself on its music alone, taking in a wide sphere of the semi-classics as well as pops.

Distinction is in Pirro's playing of the Novachord, getting plenty of instrumental color and harmonies out of the organ-styled instrument. Addition of the piano and bass helps to add the depth to the music. Bass player pipes up for some novelty numbers, for which he doubles on the fiddle. A good fem voice would help loads and make the stand more decorative. Pirro's classical solos at the Novachord also impress, and it's all stayed for the class spots where the mood and atmosphere music is relished.

Mauric Orodnenker.

The Estrelitos

(Reviewed at Bar o' Music, Chicago)

Latin-looking trio (two young lads and a vivacious brunette) who sell versatile sets of both popular and South American music and vocals. Major load falls on Jim and Anna Nuzzo, brother and sister team and members of a well-known musical family. Jim plays the sax and clarinet and his sister pumps an accordion. Both are peppy salesmen instrumentally as well as vocally. They are

(See REVIEWS on page 29)

EUGENE SMITH



"Jumpin' Jive King of Boogie Woogie"

currently dishing it out at

EDDIE STEVENS' COCKTAIL LOUNGE Cleveland

ON MY WAY UP!

Thanks to Jack Kurtzo • Henry Durst. Mgt. Frederick Bros.' Music Corporation.

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

A

- Abbott, Cecilia (Old Roumanian) NYC, re. Adams, Cathy (Ringside Cafe) NYC, nc. Albertson, Jack (Sberaton) NYC, h. Alden, Rae (Aloha) Brooklyn, nc. Alna & Roland (Olympia) Miami, Fla., t. Amara, Leonora (Copacabana) NYC, nc. Andrews Sisters (Michigan) Detroit, t. Andriana Continentals (Pierre) NYC, h. Arabella (Oriental) Chi, t. Ard, Dottie (5100 Club) Chi, nc. Ashley, Barbara (Village Barn) NYC, nc. Atenos, Original: Fayetteville, N. C.

B

- Baker, Jerry (Ernie's Three-Ring Circus) NYC, nc. Balzar Sisters (Dixie) NYC, h. Barbary Coast Boys (Jack Dempsey's) NYC, re. Barnes, Mae (Gerutti's) NYC, nc. Barrett, Sheila (Riobamba) NYC, nc. Barrys, The (La Martinique) NYC, nc. Baxter, Jimmy, & Lynne Stephens (Chase) St. Louis, h. Beaumont, Tina (Coq Rouge) NYC, nc. Belett & English Bros. (Earle) Phila, t. Belling, Clem (Alpine Village) Cleveland, nc. Belmore, Barbara (Beverly Hills) Newport, Ky., cc. Belmont Bros. (Hilo) Battle Creek, Mich., nc.; (Broadway Bar) Bay City 12-17, nc. Ber-Mar (Pierre) NYC, h. Berry Bros. (Broadhurst) NYC, t. Bishop, Wendy (Park Central) NYC, h. Black, Betty (Brown) Louisville, h. Blaine, Larry, Trio (Casbah) NYC, nc. Blake, Gloria (Latin Quarter) NYC, nc. Blakestone, Nan (Esquire) Montreal, nc. Blanche & Elliott (Club 21) Grand Rapids, Mich., nc. Block & Sully (Stanley) Pittsburgh, t. Bond, Gertrude (Palm) West Palm Beach, Fla., nc. Boreo, Emilie (Beverly Hills) Newport, Ky., cc. Borge, Victor (Capitol) NYC, t. Boswell, Connee (Palace) Cleveland, t. Bowman, Patricia (State) NYC, t.



ACTS • UNITS • ATTRACTIONS ROUTES (For Orchestra Routes, See Music Department)

Explanation 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—roadhouse; re—restaurant; s—showboat; t—theater.

- Bright, Patricia (Harlequin) NYC, nc. Brown, Pete, Trio (Onyx) NYC, nc. Brown, Walter & Jean (Ka-Sue's) Detroit, nc. Bruce, Carol (Stanley) Pittsburgh, t.

★ THE ANGIE BOND TRIO ★

AMERICA'S FINEST Girl Instrumental-Vocal Act. Now Playing Vaude in the East. Pers. Repr. Allan Rupert, Consolidated Radio Artists, R. C. A. Bldg., N. Y. C.

- Bruce, Hazel (Onyx) NYC, nc. Bruce, Mary Jane (Cafe Trouville) NYC, nc. Burkley, Dick (Blackhawk) Chi, c. Burnett, Martha (Copacabana) NYC, nc. Burton's Birds (885 Club) Chi, nc.

C

- Cabot & Dresden (Palmer House) Chi, h. Callahan Sisters (Hippodrome) Baltimore 2-8, t. Candido, Candy (Chase) St. Louis, h. Carlisle, Charles (Mon Parce) NYC, nc. Carroll, Deane (Bertolotti's) NYC, nc. Carroll, Jimmy (George Washington) NYC, h. Carroll's, Earl, Vanities (Palace) Columbus, O., t. Chadwicks, Dancing (Beverly Hills) Newport, Ky., cc. Chase, Rhoda (Boulevard) Elmhurst, L. I., N. Y., nc. Chester, Eddie (Butler's) NYC, h. Chittison, Herman, Swing Trio (Le Ruban Bleu) NYC, nc. Chords, The (Roxy) Atlanta 1-14, t. Claire, Bernice (Mon Parce) NYC, nc. Claudet, Marguerite (Idle Hour Supper Club) Charleston, S. C. Colmano, Con (Broadhurst) NYC, t. Condos Bros. (Latin Quarter) Chi, nc. Conklin, Shirley (Gerutti's) NYC, nc. Conrad, Cliff (Embassy) Brooklyn, nc. Conrads, The (885 Club) Chi, nc. Conway & Parkes (Regal) Chi, t. Copacabana Revue (Glenn Rendezvous) Newport, Ky., nc. Corday & Triano (Edgewater Beach) Chi, h. Cornell, Wes (Jack Dempsey's) NYC, re. Costello, Diosa (La Conga) NYC, nc. Costello, Jimmie (Edgewater Beach) Chi, h. Covarro, Nicco (Bal Tabaria) NYC, nc.

- Craters, The (Weber's Hofbrau) Camden, N. J., 2-15, nc. Criss Cross (Capitol) Washington, t. Cross & Dunn (Chase) St. Louis, h. Cuban Diamonds, Four (Havana-Madrid) NYC, nc. Cunningham, Fairy (Silver Moon) Pueblo, Colo., nc.

D

- Daniels, Billy (Kelly's Stable) NYC, nc. Davis, Eddie (Leon & Eddie's) NYC, nc. Davis, Gladys (Broadway Gardens) NYC, nc. Daw, Evelyn (Versailles) NYC, nc. Dawn, Dolly (State) NYC, t. DeFay, Arleen (Sawdust Trail) NYC, nc. Del Rio, Diana (St. Regis) NYC, h. Delta Rhythm Boys (Le Ruban Bleu) NYC, nc. De Marcos, The (Broadhurst) NYC, t. Dennis, Betty (Butler's) NYC, h. DeQuincey & Givons (Iceland) NYC, nc. DeRivero, Carmen (Havana-Madrid) NYC, nc. DeSimone, Chccns, Dancers (Latin Quarter) Chi, nc. Deval, Merle & Lee (Orpheum) Minneapolis, t. De Vasconcellos (Roxy) NYC, t. DiGatahos, The (Pierre) NYC, h. Dolan & August (Harlequin) NYC, nc. Don & Cassandra (Mickey's Show Bar) Detroit, nc. Dorben, Dorothy, Dancers (Baker) Dallas, h. Dorita & Veleto El Chico) NYC, nc. Dorris, Joe (Aloha) Brooklyn, nc. Dotson, Dotty (Blackhawk) Chi, c. Downey & Vonn (No. 1 Bar) NYC, nc. Doyle, Eddie & Amy (Casino) St. Louis 5-10, nc. D'Ray, Phil, & Co. (Riverside) Milwaukee, t. Drake, Johnny (Roxy) NYC, t. Durante, Jimmy (Copacabana) NYC, nc. Dyer-Bennett, Richard (Village Vanguard) NYC, nc.

E

- Elaine & Antoine (Colostmo's) Chi, nc. Eldridge, Jean (Lookout House) Covington, Ky., nc. Elms, The (Orpheum) Minneapolis, t. Emerald Sisters (Marine Barracks Recruit Dept.) San Diego, Calif., 7-8; (Camp Callan) San Diego 9-10; (Camp Elliott) San Diego 12-13. Errolle, Martha (Savoy Plaza) NYC, h. Estrelitos, The (Show Boat) San Diego, Calif., nc.

(See ROUTES on page 82)



ADVANCE BOOKINGS

- LARRY ADLER: Oriental, Chicago, April 16 (week); Riverside, Milwaukee, April 23 (week). JERRY BERGEN: Oriental, Chicago, April 9 (week). ANGIE BOND TRIO: State, New York, May 6; Capitol, Washington, May 13; State, Hartford, Conn., May 27. CARR BROTHERS: Earle, Philadelphia, April 30. HAPPY FELTON: State, New York, May 13; Capitol, Washington, May 20. WOODY HERMAN: Orpheum, Los Angeles, June 13. TIM HERBERT: Chicago, Chicago, April 16 (week). LATIN QUARTER REVUE: Stanley, Pittsburgh, May 7; Earle, Philadelphia, May 14; Hippodrome, Baltimore, May 21; State, Hartford, Conn., May 28. SARA ANN McCABE: Capitol, New York, May 13. JACK MARSHALL: Municipal Opera, St. Louis, June 28 (week). THREE SAILORS: Capitol, Washington, May 20. ROMO VINCENT, Bob Evans, Estelle Sloan: Chez Parce, Chicago, April 16 (two weeks and options).

THREE PEPPERS

Just completed movie part in "Lady, Take a Chance," starring Joan Arthur, for R.K.O.

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JOLLY JOYCE Earle Theater Bldg. Philadelphia, Penna.

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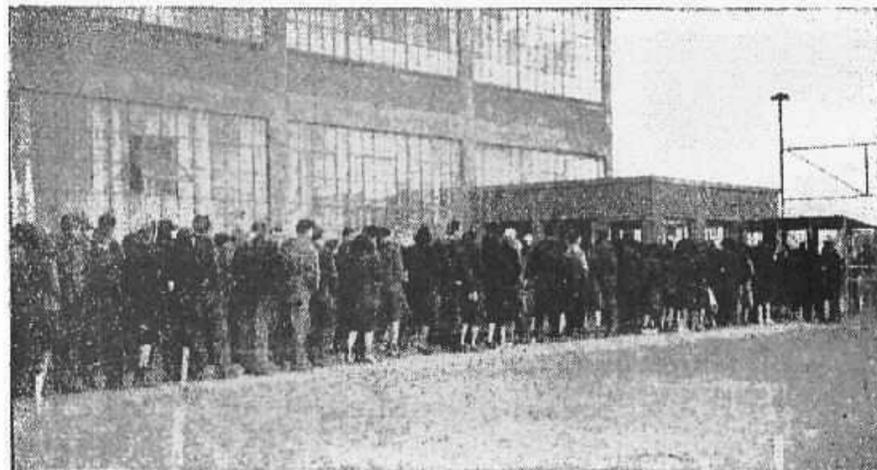
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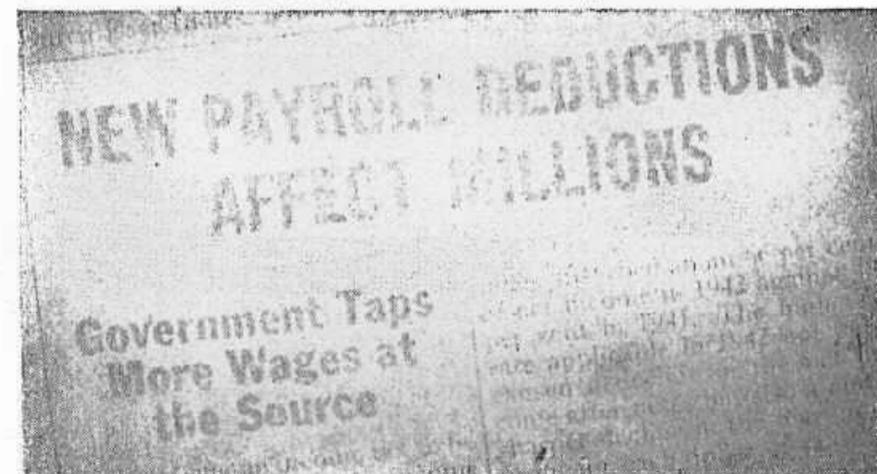
New accounting machines can be purchased in some cases under War Production Board Regulations. Also, in many organizations, we have been able to help solve their accounting problems without the purchase of new equipment. Increased capacity frequently results from mere revision of the system.



Every new man taken on means more work for the Payroll Department. Every instance of overtime means more entries on the payroll records. And every rise in the rate of labor turnover makes the going tougher.



Just when demands upon the Department are heaviest, competent workers leave and are hard to replace. New workers are more easily trained where mechanical equipment has been in use for some time. Which also means that the experienced worker sacrifices less productive time acting as instructor.



1943 is the Payroll Department's toughest year. On top of all its other burdens there's the added work involved in Victory Tax deductions.

A VICTORY on the Production Front that was won BEFORE THE WAR!



For its tremendous wartime expansion, American industry has had to fight . . . and fight hard. And in no sector of the home front has the pressure been greater than in the Payroll Department.

It has had many more workers to pay, more deductions to make from every payment, and one problem after another in maintaining an efficient staff.

But wherever there had been peace-time installations of *mechanical* methods, the Department was able to triumph over these wartime conditions.

In thousands of war plants Underwood Elliott Fisher Sundstrand Payroll Machines have enabled accounting procedure to keep pace with mounting production.

Many a company has taken advantage of our knowledge and experience by having us revise its system so as to handle the increased volume.

And large numbers have seen the value of signing up on a yearly basis for the expert care provided by Underwood Maintenance Service. Our Maintenance Service from coast to coast is being kept in complete and efficient operation.

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BUCK SUPPORTERS SEETHING

West Coast Resolves Ignored As Buck Is By-Passed; "Big Business" Dominates Talk

NEW YORK, April 3.—ASCAP's general membership meeting held at the Ritz-Carlton Hotel here Wednesday (31) was possibly the shortest, the quietest and most tranquil in the society's history—but only on the surface. Underneath was a keg of dynamite that the smallest spark might have set off.

Twice the conflagration was close but both times it was avoided. Once by John G. Paine, general manager of the org, when he declined to develop a question put by a member from the floor. The second time it seemed as if fireworks were imminent was the moment another member rose to say: "No ASCAP meeting would be complete without a few remarks from Gene Buck . . . won't he take the floor?"—and Gene Buck declined.

A follow-up from either one would have led inevitably to a clash on the subject that was on many minds but was rigidly kept from everyone's lips—the insurgent movement to reinstate Gene Buck as president of the society he headed for so many years.

Even the fact that Bennie Russell, the man whose resolution urging the re-election of Buck was passed at the Coast meeting of ASCAP-ers five weeks ago, was in from Hollywood for this affair became a subject for whispered discussions. But he, too, kept his silence, reportedly on a personal plea from Buck himself.

West Coast Resolutions

The reason the question was expected to be brought up on the floor is that the West Coast resolution urging Buck's re-election was not (according to some who should know) presented to the board at its meeting the week previous (24), as prescribed in the society's by-laws. According to these informants the resolution was totally ignored in the official report of the Coast meeting.

The same sources charge that the other resolution passed at the California meeting, Robert McGimsey's, recommending 19 amendments to the by-laws, was emasculated and reduced to six by the board members. But this, too, failed to be mentioned at the general membership meeting and nobody challenged it from the floor. What actually went on behind the doors of the board room remains a secret but an awful lot of rank-and-file members were waiting for somebody to shed a little light on the matter of the resolutions.

Big Business

Another point in difference, and one that was discussed at great length by Paine, was the entry of the org into the realm of "big business." Paine declared a desire to give members an "intimate picture" of ASCAP operations, if, he said, an organization that pays out \$4,200,000 can be labeled big business, it must operate as big business does, scientifically.

Altho a sizable number in ASCAP is of the opinion that the society was not created to function as a "machine" but a "heart" fed by the creative abilities of its songwriters, they held their peace and contented themselves with listening to the controversies raging over the functions of "big business."

Some decried the fact that every time ASCAP cuts a melon, the news is exploited in the trade press, laying the org open to attack from the broadcasting industry which supplies the bulk of the society's revenue. Others were of the opinion that there isn't enough airing of the news. George Whiting, who with two publisher-members has filed an accounting suit against ASCAP, shouted "If there was more information about the society's expenditures available to the membership, I wouldn't be in court with you today."

Again the opposing sides formed their lines, the "double-A boys" generally standing pat on the present custom of remaining mum on money matters, the

lower-classed members insisting on public airing of all accounts.

Writers' Survey

The perennial controversy broke out as usual on how a member in the lower brackets is ever going to be able to fight his case for higher classification when he has no figures on other members for comparisons. A general survey of all writers' performances and classifications was demanded by the more outspoken have-nots and the information was given them by the chair that a survey of that nature is being undertaken and would require a year for completion.

Whether the results of the survey will be made known to all alike is still unknown. Only once before was a complete breakdown of performances and comparable member classifications ever made public, and that was many years ago. The clamor that went up from those who found inequities in the distribution and fought for restitution put a halt to the practice after the one try.

The Treasurer's Report

Deems Taylor, who announced it is now one year that he has served as president, admitted that the job has "turned out to be a little more than honorary." After uttering some general remarks he said, "We will now hear a short and very beautiful poem—the treasurer's report."

ASCAP'S income for 1942 reached over \$5,669,000. Royalties paid out to resident members came to \$3,695,000 and foreign payments amounted to \$324,000.

There are now 31,553 ASCAP licensees in all, 822 of them being radio stations. Only 20 minor stations are claimed out of the ASCAP roster and these are for the most part in anti-ASCAP States.

The society has 1,537 writer-members and 189 publisher-members.

Jerry Levy for Army

NEW YORK, April 3.—Jerry Levy, manager of Shep Fields, is getting ready to fall into line with the host of band managers heading for the armed forces. Levy received his 1-A classification from his draft board last week.

Philly Theaters Sitting Pretty Despite Terrific Band Shortage; Earle and Fay's Keep 'Em Comin'

PHILADELPHIA, April 3.—Grave concern of the Broadway movie temples in booking band names, in view of narrowing market of availabilities, is not causing managers of the local theaters to lose any sleep. In spite of the booking hardships encountered by the theaters elsewhere, local show-places are experiencing little or no trouble in keeping to their weekly parade of band names. In fact, Bill Israel, manager of the Earle Theater, is able to announce bookings six weeks in advance for his stage.

Following Bob Allen, Gene Krupa holds forth this week, followed in succession by Xavier Cugat, Hal McIntyre, Phil Spitalny and Charlie Spivak, with contracts ready to be closed on others. In fact, since the start of the season last Labor Day, Earle has gone only two weeks without bands, and only because it was able to get strong stage attractions in Billy Rose's *Diamond Horseshoe Revue* and Earl Carroll's *Vanties*. Moreover, house has not had to repeat a band this season as yet.

Ability of the Earle to keep on bringing in the bands in face of present conditions is even more surprising in view of the fact that for the first time there is another movie house in town playing

Life of Sylvia Rosenberg

NEW YORK, April 3.—Every writer or publisher ever having any business transactions with ASCAP has, of course, run into Sylvia Rosenberg. Besides serving as secretary to Deems Taylor, president of the org, and Gene Buck, Taylor's predecessor, Miss Rosenberg is a general factotum at the Rockefeller Plaza office. But just how much a part of ASCAP is Miss Rosenberg has never been fully realized until John Golden took the floor at the annual membership dinner Wednesday (31).

Recounting his experiences as a founding member of the org, and its first treasurer, Golden titled his exposition "The Life of Sylvia Rosenberg." He got Miss Rosenberg as secretary from Silvio Heim, later turning her over to Raymond Hubbell when Golden checked out as treasurer for a career of play producing. After a tenure with Hubbell, Miss Rosenberg served with Buck and finally Taylor.

Concluding his talk to fellow ASCAP-ers, Golden said: "And I'm looking forward to the time when I can afford to give up producing and go back to songwriting—but only if Deems Taylor promises he will give me back Sylvia Rosenberg."

Least the unsuspecting believe that Sylvia Rosenberg is a doddering old grandmother—she is tall, willowy, handsome and youthful—and she has been with ASCAP 16 years.

Tune Town 3-Week'r Brings Top Grosses For Kenton Repeat

ST. LOUIS, April 3.—Stan Kenton's band is set at the Tune Town Ballroom here for three weeks, March 23 to April 11, longest booking ever given a band in that spot. Manager Lee Dailey announces that Kenton has broken all records for the ballroom, largest in the city. Kenton is playing his third engagement here within the past eight months, another proof of the band's popularity.

Joe Venuti follows April 13 for two weeks, then Andy Kirk comes in April 27 for two weeks. Management is trying to swing a deal to bring in Teddy Powell, who proved popular here on an earlier date, but nothing definite has been set on the booking.

Musicraft Asks Petrillo Again, Gets Second 'No'

NEW YORK, April 3.—Musicraft record company, which last week dropped a minor bombshell in revealing that its offer to accept Petrillo's demands was turned down, just won't take "no" for an answer.

After receiving Petrillo's puzzling answer rejecting its proposals, Musicraft sent an impassioned wire to the AFM head saying it wanted to negotiate under any circumstances and asked him to name the date. The disk firm received another cryptogram in reply, stating "Your letter will be presented to the International Executive Board on April 15," which leaves Musicraft right where it started.

Musicraft resents being dubbed a "tiny" diskier, claiming it is the fourth largest and fourth-oldest phonograph company among the 15 or so now in the field. In support of its claims, wax firm points to the fact that in 1941 it sold 6,000,000 classical records. Total figure for all record sales that year was probably around 200,000,000.

The 6,000,000 figure was reached by Musicraft Records, Inc., which is not the same firm now bandying with Petrillo. New firm, Musicraft Corporation, took over the classical masters and records from Musicraft Records, Inc., on August 10, 1942, when the latter switched to manufacturing empty albums.

802 Questioning Savoy Orkster; Union Scabber?

NEW YORK, April 3.—Sleuths for Local 802, AFM here, are having their hands full trying to get to the bottom of possible violations of the recording ban among small diskers. Latest suspect is the Savoy Record Company, which came out with a waxing of *As Time Goes By* done by Ross Leonard and his orchestra. Leonard is suspected by 802 of being Pat Rossi, singer over NBC, and a member of the local, and the union has summoned Rossi for interrogation Thursday (8). Reports are circulating that still another master of the coveted *Time* ditty is being offered around among the smaller record companies.

While Local 802 has been trying to track down violators, the national office of AFM has been concentrating on the larger problem of negotiating a settlement with major diskers. Companies guilty of breaking the recording ban will be dealt with when the time comes, say AFM spokesmen.

AFM Allows Evans 5% Commish on His Lunceford Bookings

NEW YORK, April 3.—Jimmy Evans learned Thursday (1) that the AFM executive board had decided in his favor against Harold L. Oxley, granting Evans's 5 per cent commission claim on two Jimmie Lunceford dates.

Evans had booked the Lunceford ork for November 30 at the Trenton Arena, Trenton, N. J., and December 13 at the Westchester County Center, Westchester, N. Y., price \$600 on each. Promoter ran into bad weather on both nights and took a terrific loss. He then paid the band \$600 for the first date and \$300 for the second, owing \$300 less 5 per cent.

Claiming that Evans had no right to the 5 per cent commission since he had never booked Lunceford before, Oxley brought the booker up on charges before the union board. Evans produced photostated copies of checks for previous Lunceford bookings, and AFM sustained his claim.

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

THE INK SPOTS (Decca 18542)

I'll Never Make the Same Mistake Again—FT; V. I Can't Stand Losing You—FT; V. THE Ink Spots come up again with two of their standardly slow and sentimental torch tunes. Most impressive is *I Can't Stand Losing You*, in which Billy Kenny gave Joe Myrow and Kim Gannon a writing hand. In pattern and in appeal, it is virtually a sequel to their *If I Didn't Care*. Taken at a moderately slow tempo that keeps moving along, Kenny carries the opening refrain. Second stanza starts with Happy Jones's unique bass sermonizing, with Kenny carrying it up again at the bridge to sing out the side. Charlie Tobias's *I'll Never Make the Same Mistake Again*, also strongly on the sentimental side, offers much of the same standard treatment. Kenny starts off the side alone, taking liberty with the tempo in singing the short verse, and then right into the vocal refrain at the same moderately slow and easy tempo. Happy Jones again lights the torch with his characteristic word picture, and Kenny picks up the last half of the chorus to carry it out. Phono possibilities for both sides are quite matched, both establishing the same mood and both true to the Ink Spots' tradition established with "If I Didn't Care." For the starting "I Can't Stand Losing You" looms as the more likely face-up side for the music machines.

JOHNNY JONES (Hit 7041)

No Star Is Lost—FT; VC. It Started All Over Again—FT; VC.

STARTING on its way to the top of the hit song ladder on the strength of Tommy Dorsey's introductory recording, the evasive Johnny Jones's recording of *It Started All Over Again* makes for an acceptable version for the disk marts. No frills in the interpretation, merely laying down two acceptable choruses, the opening one by a baritone voice whose singing is on the favorable side, and the second chorus started off by the band ensemble, with the singer picking up the last half of the stanza to complete the side. Moreover, the band attends it with a bright rhythmic beat in the moderately slow tempo. The Jones boys also sound easy on the ears for *No Star Is Lost*, band taking it at a moderately slow tempo for the opening chorus and the singer sounding even more impressive for the singing chorus that completes the side. A new ballad, *No Star Is Lost*, is still another attempt to commercialize on the grandiose melody that identifies Tschaiakowsky's *Pathetique Symphony*. Like all the others, it retains its somber qualities in its transposition to the dance form. An abortive attempt to capitalize on this Tschaiakowsky tome was made not so long ago by Glenn Miller in a Bluebird recording of a similarly titled ballad, *The Story of a Starry Night*.

While Tommy Dorsey's recording has the field to itself on "It Started All Over Again," the Johnny Jones entry fills in neatly until the real thing is made available to those phono ops hitting into disk shortages.

LIONEL HAMPTON (Decca 18535)

Half a Love Is Better Than None—FT; VC. Now I Know—FT; VC.

HAMPTON goes entirely commercial for these two new sides; extremely so in comparing two love ballads of nebulous quality and appeal. However, it is when Lionel and the lads are let loose that the best passages are found on the sides. This is particularly apparent in the playing of Peter Tinturin's *Half a Love Is Better Than None*. Side starts off with plenty of promise at a moderately slow jump tempo, featuring the inimitable vibraharp hammerings of the maestro for the opening chorus, with some expert alto sax phraseology piping the tag lines of the refrain. However, the song does not hold up when Rubel Blakely sticks close to the melodic lines in singing the second stanza that completes the side. The instrumental appeal likewise overshadows the vocal efforts for Leonard Reed and Gladys Hampton's companion ballad, *Now I Know*. Blakely starts off with a vocal refrain, but the spark is not set off until the second chorus that gives too little of the band's sock ensemble work and Hampton's nimble vibe notes for only a half chorus. Blakely takes over at the bridge to carry out the side.

Considering the dearth of new record releases and the increasing popularity of the maestro among all band followers, phono ops should still be able to realize a fair measure of play in "Half a Love Is Better Than None."

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 Milton

(Reviewed at Figuerora Ballroom, Los Angeles)

FRESHLY graduated from the Jimmie Grier ork, Johnny Milton is taking his first fling as a leader with a young, virtually unknown group of musicians shaping up into three trumpets, one trombone, four saxes (including Milton) and three rhythm. Maestro also has as a warbler the wife of Grier, Jeanne Taylor, who carries on while Jimmie is in service with the coast guard.

Strongest feature of the group is the trumpet team of Bill Morris, Jack Winters and Bob Higgins. Section bites strongly, with good blend and attention to dynamics, and all three tootlers get off on solos. Milton leads the reeds on alto and clarinet, frequently soloing on sax. Real weakness of the outfit is its use of stock arrangements (about 40 per cent) and appearance of boys. All wear non-matching suits.

Dick Showalter, pianist, is another talented soloist. He's the husband of Ella Mae Morse, singer of *Cow-Cow Boogie* renown. Milton himself is a retiring front, paying strict attention to his music. Job is six nights a week with four Mutual air shots. Crew has possibilities and so has Miss Taylor, but better arrangements and bandstand appearance are vital. Mil-

ton, who's had the band together only two months, says that'll come in time.

Danny Baxter.

Sammy Kaye

(Reviewed at Terrace Room, Newark, N. J.)

SAMMY KAYE is unquestionably one of the shrewdest maestri in the business today. When he needed it to draw public attention to himself about six years ago, he loaded his band with all the gimmicks it could carry: a "swing and sway" tag, singing song titles, icky sax phrasings and saccharine announcements for every warbler who stepped up to the mike.

But as we said, Kaye is one of the shrewdest. Keeping his finger on the pulse of popular tastes and sensing at exactly what point the saccharine cloy, the icky becomes laughable, the pretentiousness ridiculous, Kaye gradually dropped his stylizations overboard until what remained is simplicity itself: A predominance of melody, a danceable beat, a cleanly sung vocal. And Kaye himself in front, hardworking, careful, watchful that the volume never rises about a certain pitch, that the beat never lags behind the just-right tempo.

That he has found the key to mass entertainment is indisputable and his

Words-and-Music Men in Uniform Find Service Ratings Different From Ratings They Left Behind

NEW YORK, April 3.—ASCAP's songwriter membership of 1,537 includes 64 members now serving in the armed forces. Of the total, 31 are in the army, 20 in the air corps and 13 are wearing navy blue. Draft boards have proven very democratic in drawing from the ASCAP roles, taking longhairs, pop writers and hillbillies alike. Frank Loesser, writer of a number of hits including *Praise the Lord*, is serving as a private, while Clay A. Boland, from the lower brackets of ASCAP, has the title of lieutenant commander in the navy. Hillbilly writer Zeke Manners is known as private now, along with longhair Samuel Barber. Lieut. Ted H. Fetter, who collaborated with Vernon Duke on some of the *Cabin in the Sky* tunes, is wearing khaki, while Duke keeps 'em sailing in the navy.

Harold Rome, of *FDR Jones* fame, and more recently penner of the *Lunchtime Follies* score, is now Private Rome, and Marc Blitzstein, who clefied the scores for *Cradle Will Rock* and *No for an Answer*, has the same title in the air force. Collaborators Vic Mizzy and Irving Taylor, writers for Santly-Joy, are still to-

gether as seamen first class in the navy. Chief Petty Officer Rudy Vallee (coast guard) and Capt. Michael H. Cleary (army) have both been noted for their efforts in helping to build a "singing army," with Vallee serving on the committee which selects the army *Hit Kit* songs. Vallee is one of a group of the songwriting members who fronted bands before entering the armed forces, as are Wayne King and Meredith Willson, both captains in the army, and Emery Deutsch a lieutenant (junior grade) in the navy. Lieut. (j. g.) Jack Lawrence is now fronting a 64-piece maritime service band, part of which is currently playing at the Music Hall here.

ASCAP'S FEAST

(Continued from page 4)

"This is the second dinner at which the lion and the lamb sat down together—with both getting up." He then explained the problem the arrangements committee encountered devising a seating plan. There were so many guests, he explained, they couldn't all be seated on the dais without squeezing off ASCAP board members—with bruised feelings resulting—so the board sat on the dais and the guests "had to sit with the help (members)."

Introducing the guests, Taylor announced it would be done "in strict alphabetical order." When he reached Neville Miller's name, Taylor prefaced it with a "Believe it or not . . ." and concluded with "How times have changed." David Sarnoff, president of RCA, was an "ex-telegrapher" and two big shots, missing when their names were called, were reported "Out for a . . . beer."

John Golden's tale of woe was hilarious. It seems that when a couple of songwriters got together in the old Lambs' Club to first discuss the formation of a protective association (later to become ASCAP) Golden excused himself for a moment while he went out "for a beer." When he returned he found he had been elected treasurer of the Society. Assuming his duties, Golden paid \$25 for the first month's office rent and "never got it back." He then hired the org's first employee at \$15 a week "and never got that back." Golden furnished the office with a desk (\$20), two chairs (\$2.50 each) and rented a typewriter for four months (\$12) "and never got any of it back."

Whoever provided the script for Taylor and "Phonograph" sure loaded it with laughs for the songwise diners. "Phonograph" was doubtful about performing at the dinner since it had "once worked for Sidney Kaye." Also wanted to know if "Pettillo was in the room because there was no stand-by orchestra." "Phonograph" let loose with a string of "hells" and "damns" in defiance of the communication boss, Fly, but when Phono learned that Sarnoff was present, it broke out with an "Oh, my God! I'm a Philco!"

"Phono" also reeled off a string of pop hits—*Our Love, Tonight We Love*, etc.—only to learn from Taylor that the tunes were written originally by Tschaiakowsky. "Then why isn't that guy double A?" cracked Phono. Or else Tschaiakowsky was a band leader, decided the voice, "How else could he get his name on so many songs?"

After demonstrating what the "boys" have done to the Masters, Taylor brought on Miss Castagnetta (for what he described as "a slaughter of the Innocents") to show what the Masters might have done to the boys. Whereupon Miss Castagnetta played *Bewitched, Bothered and Bewildered* as Beethoven might have conceived it; *Poor Butterfly* a la Franz Liszt, and *White Christmas* as it would be done by Dmitri Shostakovich.

The "boys" were kind of flip with their own cracks. They decided Miss Castagnetta's work "ain't commercial" and Gladys Swarthout "was another Dinah Shore."

Also introduced, besides Fly, Sarnoff and Miller, were Niles Trammell, president of NBC; Edgar Kobac, general manager of the Blue Network; Joseph Rean, Frank White and Paul W. Kesten, of CBS; Alfred J. McCosker, Fred Weber and Miller McClintock, of Mutual, and Isaac D. Levy, chairman of the board of WCAU broadcasting system.

Monroe Moving Up; Scores in Scranton On Off-Night Date

NEW YORK, April 3.—Vaughn Monroe grossed a phenomenal \$3,200 playing at Mecca Temple, Scranton, Pa., Monday (29). He went in at \$1,000 or 60 per cent, and walked out with \$1,884 for his end. A blackout at 9 p.m. worked against his chances for repeating this mark at the Alcazar Ballroom, Baltimore, the following night. Altho 2,100 seats were sold in advance at \$1.10, not that many patrons showed up.

With the number of available bands being whittled away, Monroe has been climbing steadily. He has had some big sellers among his recent recordings (notably *When the Lights Go On Again*), and theater dates have been growing increasingly lucrative. His first fling at films, in MGM's *Harem Scare 'Em*, an Abbott and Costello pic, comes just when he is drawing more and more attention, and a good break in the picture may boost him over the top.

The deal for Milt Ebbins to take over as Monroe's personal manager is still hanging fire. Would be a juicy plum for Ebbins, but complicating factor is Count Basie's band, which Ebbins is now managing. Question whether Ebbins would have time to handle both bands has been holding up the signing.

CHICAGO, April 3.—Buddy Franklin and his orchestra have been set for a run at the Aragon Ballroom here, starting May 14. Deal calls for four weeks and options. Franklin's last stay here was at the Chez Parce. He will cut short his date at the Peabody, Memphis, to make the Aragon opening.

success at this room is typical. Every table in the room Saturday was asked for three days previous. The ropes were up early in the evening and hundreds of hopeful parties without reservations were pleading to be let in.

The size of the band has increased with the years. It now has six brass (with a four trombone-two trumpet combination used frequently), five reeds (with Kaye's clarinet joining in now and then), five rhythm (counting Tommy Ryan's tacit guitar) and a standful of singers embracing Ryan, Arthur Price, Billy Williams, Nancy Norman and Four Kayettes.

The relaxed quality of the dance music cleverly conceals the hard work that has gone into the making of it, and when the band strikes up the dance floor fills up as the prizes were being awarded to the first couple to leave their table.

Oddity about the simple arrangements are their complicated introductions. Dancers stand around pleasantly expectant until the beat-less four or eight bars of the intro are run out and the tempo becomes known. Maybe eventually, Kaye will even drop this stunt, but it doesn't matter, the audience is his for keeps. Elliott Grennard.



The Billboard Music Popularity Chart

WEEK ENDING
APRIL 1, 1943

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WEA, WABC and WOR) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sunday for the week ending Thursday, April 1. Film tunes are designated by an (F); musical comedy tunes by an (M).

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

Position Last This Wk.	Title	Publisher	Plugs
10	1. BRAZIL (F)	Southern	34
1	2. I'VE HEARD THAT SONG BEFORE (F)	Morris	32
3	3. THAT OLD BLACK MAGIC (F)	Famous	28
11	4. IT CAN'T BE WRONG (F)	Harms	27
7	4. THERE'S A HARBOR OF DREAM-BOATS	Shapiro-Bernstein	27
8	5. THERE'S A RAY OF SUNSHINE	Lincoln	25
6	6. DON'T GET AROUND MUCH ANYMORE	Robbins	24
9	6. LET'S GET LOST (F)	Paramount	24
2	7. TAKING A CHANCE ON LOVE (F)	Feist	23
5	8. AS TIME GOES BY (F)	Harms	20
4	9. I JUST KISSED YOUR PICTURE GOODNIGHT	Crawford	18
12	9. MY DREAM OF TOMORROW	Santly-Joy	18
4	9. YOU'D BE SO NICE TO COME HOME TO (F)	Chappell	18
—	10. CABIN IN THE SKY (F)	Feist	17
10	10. FOR ME AND MY GAL (F)	Mills	17
7	10. WHAT'S THE GOOD WORD, MR. BLUEBIRD?	Berlin	17
17	11. CANTEN BOUNCE	E. B. Marks	16
14	12. HEY, GOOD LOOKIN' (M)	Chappell	13
14	12. I DON'T BELIEVE IN RUMORS	BMI	13
—	12. MOONLIGHT BECOMES YOU (F)	Famous	13
—	13. FOUR BUDDIES	Broadway	10
—	13. I NEVER MENTION YOUR NAME	Berlin	10
—	13. YOU'LL NEVER KNOW (F)	Bregman-Vocco & Conn	10
14	14. DON'T CRY	National	9
—	14. IT'S ALWAYS YOU	Famous	9
—	14. NEVER A DAY GOES BY	Miller	9
—	15. ANCHORS AWEIGH	Robbins	9
17	16. THERE ARE SUCH THINGS	Yankee	8
16	16. WAIT FOR ME, MARY	Remick	8
11	17. OLD MAN ROMANCE	Witmark	7

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. While two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal: Atlanta: Cox Prescription Shop; S. H. Kress. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Plattz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Buffalo: Whiteman Song Shop; Broadway Music Shop. Butte, Mont.: Dreilbeis Music Co. Chicago: Hudson-Ross; Sears-Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Dallas: S. H. Kress. Denver: The May Co.; Century Music Shop; La Salle Music Shop; Charles E. Wells Music Co.; S. H. Kress. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Houston: S. H. Kress. Jacksonville, Fla.: Butler Record Shop. Kansas City, Mo.: Music Box. Long Island: Temple of Music Stores. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City; S. H. Kress. Louisville, Ky.: Stewart Dry Goods Co. Memphis: S. H. Kress. Miami: Richards Store Co.; Burdine's, Inc. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Newark, N. J.: Record Shop. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc.; Broadway Music; Melody Shop. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: James E. Thelm; G. H. Stephenson Music Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. Salt Lake City: C. Z. M. I. Record Dept.; S. H. Kress. San Francisco: S. H. Kress. Seattle: S. H. Kress. Springfield, Mo.: L. E. Lines Music Co. St. Louis: Aolian Co. of Missouri; Famous & Barr. St. Paul: Lyon & Healy. Tulsa: S. H. Kress. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc. Wichita: S. H. Kress. Youngstown: S. H. Kress.

NATIONAL		EAST		SOUTH	
Position Last This Wk.	Title	Position Last This Wk.	Title	Position Last This Wk.	Title
1	1. I'VE HEARD THAT SONG BEFORE —HARRY JAMES Columbia 36668	1	1. I've Heard That Song Before—Harry James	1	1. I've Heard That Song Before—Harry James
2	2. BRAZIL —XAVIER CUGAT Columbia 36651	2	2. Brazil—Xavier Cugat	4	2. It Started All Over Again —Tommy Dorsey
9	3. AS TIME GOES BY —JACQUES RENARD Brunswick 6205	3	3. That Old Black Magic —Glenn Miller	5	3. Brazil—Xavier Cugat
5	4. YOU'D BE SO NICE TO COME HOME TO —DINAH SHORE Victor 20-1519	4	4. There Are Such Things —Tommy Dorsey	3	4. For Me and My Gal —Judy Garland & Gene Kelly
4	5. THAT OLD BLACK MAGIC —GLENN MILLER Victor 20-1523	5	5. You'd Be So Nice To Come Home To —Dinah Shore	—	5. Why Don't You Do Right? —Benny Goodman
7	6. IT STARTED ALL OVER AGAIN —TOMMY DORSEY Victor 20-1522	6	6. As Time Goes By —Jacques Renard	—	6. As Time Goes By —Jacques Renard
—	7. WHY DON'T YOU DO RIGHT? —BENNY GOODMAN Columbia 36652	7	7. I Had the Craziest Dream —Harry James	7	7. You'd Be So Nice To Come Home To —Dick Jurgens
—	8. DON'T GET AROUND MUCH ANYMORE —INK SPOTS Decca 18503	8	8. It Started All Over Again —Tommy Dorsey	2	8. Don't Get Around Much Anymore—Ink Spots
6	9. THERE ARE SUCH THINGS —TOMMY DORSEY Victor 27974	9	9. For Me and My Gal —Judy Garland & Gene Kelly	10	9. That Old Black Magic —Horace Heidt
3	10. FOR ME AND MY GAL —JUDY GARLAND & GENE KELLY Decca 18480	—	10. Why Don't You Do Right? —Benny Goodman	8	10. Please Think of Me —Shep Fields

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week: Atlanta: Cable Piano Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Detroit: Grinnell Bros. Kansas City, Mo.: Jenkins Music Co. Los Angeles: Morse M. Freeman, Inc. New Orleans: G. Schirmer of Louisiana. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Phoenix, Ariz.: Dawson Music Co.; J. J. Newberry Store. Pittsburgh: Volkwein Brothers, Inc. Portland, Ore.: Sklare Music Co. San Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers; Sherman Clay & Co. Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.

NATIONAL		EAST		SOUTH	
Position Last This Wk.	Title	Position Last This Wk.	Title	Position Last This Wk.	Title
2	1. AS TIME GOES BY	2	1. As Time Goes By	1	1. I've Heard That Song Before
1	2. I'VE HEARD THAT SONG BEFORE	3	2. I've Heard That Song Before	2	2. As Time Goes By
3	3. THAT OLD BLACK MAGIC	4	3. That Old Black Magic	4	3. That Old Black Magic
6	4. YOU'D BE SO NICE TO COME HOME TO	8	4. You'd Be So Nice To Come Home To	6	4. Don't Get Around Much Anymore
5	5. BRAZIL	5	5. It Can't Be Wrong	5	5. For Me and My Gal
11	6. IT CAN'T BE WRONG	11	6. Brazil	7	6. There Are Such Things
8	7. FOR ME AND MY GAL	10	7. Don't Get Around Much Anymore	9	7. You'd Be So Nice To Come Home To
4	8. THERE ARE SUCH THINGS	9	8. For Me and My Gal	3	8. Brazil
9	9. DON'T GET AROUND MUCH ANYMORE	9	9. I Just Kissed Your Picture Goodnight	14	9. It Can't Be Wrong
14	10. TAKING A CHANCE ON LOVE	—	10. Coming In on a Wing and a Prayer	10	10. Moonlight Mood
10	11. THERE'S A STAR-SPANGLLED BANNER WAV-ING	6	11. There Are Such Things	8	11. Moonlight Become You
7	12. MOONLIGHT BECOMES YOU	—	12. Taking a Chance on Love	—	12. Taking a Chance on Love
13	13. I HAD THE CRAZIEST DREAM	14	13. There's a Star-Spangled Banner Waving	11	13. There's a Star-Spangled Banner Waving
12	14. MOONLIGHT MOOD	15	14. My Dream of Tomorrow	12	14. I Had the Craziest Dream
—	15. ARMY AIR CORPS	—	15. Army Air Corps	—	15. It Started All Over Again

HARLEM HIT PARADE

Following list of most popular records in Harlem is based on sales reports from Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, New York; Richards Music Shop, Brooklyn, and G. & R. Company, Record Shop, Newark, N. J.

Position Last This Wk.	Title
1	1. DON'T STOP NOW. BUNNY BANKS TRIO. Savoy 102
10	2. THAT OLD BLACK MAGIC CHARLIE BARNET. Decca 18541
3	3. BABY, DON'T YOU CRY BUDDY JOHNSON. Decca 8632
4	4. APOLLO JUMP... LUCKY MILLINDER... Decca 18529
6	5. IT STARTED ALL OVER AGAIN... TOMMY DORSEY Victor 20-1522
9	6. DON'T GET AROUND MUCH ANYMORE INK SPOTS..... Decca 18503
—	7. TRAV'LIN' LIGHT. PAUL WHITEMAN... Capitol 116
—	8. SEE SEE RIDER... BEA BOOZE..... Decca 8633
2	9. I'VE HEARD THAT SONG BEFORE. HARRY JAMES. Columbia 36668
—	10. I HAD THE CRAZIEST DREAM HARRY JAMES. Columbia 36652

For information on the Leading Music Machine Records see the Record Buying Guides in the Music Merchandising Department of the coin machine section.

USO Tour Set for Al Sears; Camp Shows Seems Salvation For Some Sepian Swingsters

NEW YORK, April 3.—Colored bands, hardest hit by the near extinction of one-night business, may find a new field in playing USO dates. Camp Shows, Inc., has already signed up Al Sears and a 13-man crew to tour army camps, replacing USO show *Shuffle Along*.

A number of bands in the semi-name class were being considered, and these others may be used for future tours. Sears opens at Camp Polk, near Alexandria, La., April 13. Among his sidemen will be Edgar Sampson, formerly arranger and reed player for Chick Webb; Lester Young, who was Count Basie's top tenor man; Bud Johnson, from the Earl Hines outfit; Wellman Braud, former bassist for Duke Ellington, and Chris Columbus.

New AFM scale of \$84.50 for USO dates makes these dates attractive, as it is more than the average colored sideman draws on the road. At this rate, top men can be gotten for the tours which keep them working and at the same time give the boys in the army camps good music. Even the leader scale of \$115 means a

good break for many orksters who have either been laying off altogether or playing spotty dates.

Altho the Ellingtons, Basies and Luncefords have plenty of theater dates to play and are getting breaks in films, it is the long list of bands not quite up to their mark that will turn willingly to USO tours. While the former are grossing higher figures than ever before, the semi-names haven't much to look forward to. Typical example is the fate of "Cootie" Williams, top trumpeter, who left Duke Ellington to front his own outfit. Since building up his band, Williams has been hanging on at the Savoy Ballroom here for almost a year waiting for a good break.

Vos Zokt Eer? Gesundeit!

NEW YORK, April 3.—The saga of *Vos Zokt Eer*, given importance by the recording ban, is now assuming epic stature. It started about a year ago, when the song came out on the National label. Acme Music, publisher of the novelty ditty, wanted a firm with wider distribution facilities and bought back the master. Acme sold it to Capitol, bought it back again when the disk didn't fix a release date, sold it to Musicraft which brought out the Baron Elliott recording.

Pub then sold the South American rights to Fermata, who tried it out as *Rio De Santa Fe* and then changed the title to the Russian name *Maruschka* when the former didn't go over. *Maruschka* got a recording by Ray Ventura on the Odeon bale.

Now there's a possibility that Decca, which has an exchange agreement with the South American disk firm, may issue the song in this country on its own label.

Frolic Miami's One Band Stop; Biz Big

MIAMI, April 3.—Name bands were scarce in this area during the winter. Frolic Danceland is the only spot using bands at all. Will Osborne opened in the fall and was succeeded by Clyde Lucas, whose outfit enjoyed a record run. Then came Bobby Byrnes, who was called to the colors after the opening. Jack Jenny stepping in to handle the baton. Bob Chester's band will succeed the Byrnes' band April 12, probably the final change.

Frolic gets a heavy play from the armed forces in training here and at the beach, and it is possible will remain open all summer.

It's the Subway Next

NEW YORK, April 3.—Dick Himber, making a jump from Connellsville, Pa., to the Warner Theater at Uniontown, Pa., found the only transportation possible was streetcar. So to insure seats and room for instruments, Himber chartered a streetcar for the band.

Army Bombers, Busses Helping To Make Jumps

NEW YORK, April 3.—With band leaders getting prematurely gray over transportation difficulties, the army has stretched out a helping hand. While traveling thru Alabama, Richard Himber was given the use of busses from two army cantonments for a week.

Himber had a Coca-Cola shot from Brecon Field (near Anniston) on March 23 with officers' and soldiers' parties at Mobile skedded for the two succeeding days. Army busses accomplished the jump. Another army bus carried him from Birmingham, where he played a commercial date on March 26, to Port McClellan (also near Anniston) for another Coca-Cola date. He moved on to Asheville for a theater date on March 28 by the same means.

In St. Paul, an army bomber was enlisted to carry Gene Eyman's nine-man ork, instruments included, to Edmonton, Canada, for a two-day dance date March 22 and 23 at the Officers' Club, Army Air Transport Command Base, Eyman, working at the Lowry Hotel in St. Paul, got time off to play the dances, the bomber returning him to the hotel bandstand after the second night.

Bridgeport Digs Lunceford; Loew-Lyric on Split Week

BRIDGEPORT, Conn., April 3.—Making his third appearance of the season here at the Ritz Ballroom last Sunday (March 21) Jimmie Lunceford drew 1,432 persons at \$1.10 each, for a gross of \$1,575. On his appearance on September 13 he drew 1,702, and on December 7 he drew 1,336. Only other orchestra to surpass his attendance figures at the Ritz Ballroom this season is Stan Kenton who drew 1,724 persons on October 11.

Because of transportation difficulties and the scarcity of name bands, Loew-Lyric Theater here, which was playing name bands on a split week policy, will play bands only on Sunday, Monday and Tuesdays until conditions improve.

Lionel Hampton Flies and Balcony Sitters Stomp

NEW YORK, April 3.—Lionel Hampton's stage specialty, *Flying Home*, which varies in length each night according to Hampton's mood, was really flying Sunday (28) at the Lyric Theater, Bridgeport, Conn. Hampton hammered his vibes and the balcony audience was stomping away with such vigor that the building inspector became alarmed.

The following night, with Hampton's sending again, a lieutenant of the police force stepped in and requested that *Flying Home* be cut out of the program.

Portland Beach BR Booming

PORTLAND, Ore., April 3.—Glen Henry, who brought his band from Seattle to open a four-day stand at Jantzen Beach Ballroom, is now completing his fourth week-end stand, playing Thursday thru Sunday nights. Paul H. Huedepohl, general manager of the beach, says biz is so good the park itself might open in April this year instead of the May openings of former years. Jantzen is on a direct line for several bus lines.

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

A

Allan, Bob (Arcadia Grill) Canton, O., nc.
 Andrews, Gordon (18 Club) NYC, nc.
 Andrews, Ted (Butler's Tap Room) NYC, nc.
 Angelo (Iceland) NYC, re.
 Armstrong, Louis (Tranon) South Gate, Calif., b.
 Arturos, Arturo (Park Central) NYC, h.
 Ayres, Mitchell (Michigan) Detroit, t.

B

Bar, Vic (Olympic) Seattle, h.
 Bara, Al (Anton Gusz) Trenton, N. J., nc.
 Barnett, Charlie (Capitol) NYC, t.
 Baron, Paul (Savoy Plaza) NYC, h.
 Baron, Shirley (Old Roumanian) NYC, re.
 Barragon (Queen Mary) NYC, nc.
 Barrie, Gracie (Blackhawk) Chi, c.
 Bartal, Jenó (Lexington) NYC, h.
 Basile, Joe (Altoona, Pa.; Pittsburgh 12-17.
 Bates, Angle (Daniero's) Belle Vernon, Pa., re.
 Baum, Charles (Stork) NYC, nc.
 Baum, Howdy (Kentucky) Louisville, h.
 Benedict, Gardner (Beverly Hills) Newport, Ky., nc.
 Bennett, Larry (Hickory House) NYC, re.
 Bergere, Maximilian (La Martinique) NYC, nc.
 Betancourt, Louis (Park Central) NYC, h.
 Bishop (Dumpling Grill) Trenton, N. J., nc.
 Bizony, Bela (Pierre) NYC, h.
 Bondshu, Neil (Blackstone) Chi, h.
 Borr, Mischa (Waldorf-Astoria) NYC, h.
 Bountman, Simon (Copacabana) Rio de Janeiro, nc.
 Bowman, Charles (Wivel) NYC, re.
 Bradshaw, Tiny (Regal) Chi, t.
 Brandon, Bob (Beverly Hills) Newport, Ky., cc.
 Brandwynne, Nat (Riobamba) NYC, nc.
 Breese, Lou (Chez Paree) Chi, nc.
 Brigode, Ace (Cotton) Sikeston, Mo., 10, nc.
 Brown, Les (Paramount) NYC, t.
 Busse, Henry (Orpheum) Oakland, Calif., t.

C

Caballero, Don (Fefe's Monte Carlo) NYC, nc.
 Cabin Boys (Miami) Dayton, O., h.
 Calloway, Cab (Sherman) Chi, h.
 Canay, Fernando (Hurricane) NYC, nc.
 Candullo, Joe (Frolies) NYC, nc.
 Capella & Beatrice (Hurricane) NYC, nc.
 Capello, Joe (Jimmy Kelly's) NYC, nc.
 Cardenas (Casbah) NYC, nc.
 Carroll, Jimmy (Astor) NYC, h.
 Carter, Benny (Sweet's) Oakland, Calif., b.
 Carver, Zeb (Village Barn) NYC, nc.
 Cavallaro, Carmen (Waldorf-Astoria) NYC, h.
 Chester, Bob (Stanley) Pittsburgh, t.
 Chiquito (El Morocco) NYC, nc.
 Clement, Neville (Tic-Toc) Montreal, nc.
 Coleman, Emil (Statter) Washington, h.
 Collins, Bernie (Newman's) Saratoga Springs, N. Y., nc.
 Conde, Art (Homestead) NYC, h.
 Conn, Irving (Queen Mary) NYC, nc.
 Contreras, Manuel (El Paseo) Santa Barbara, Calif., re.
 Cortez, Jose (Enduro) Brooklyn, re.
 Covato, Etzi (Villa Madrid) Pittsburgh, nc.
 Crawford, Jack (Trocadero) St. Paul, March 15-May 2, nc.
 Crosby, Bob (Capitol) NYC, t.
 Cullen, Tommy (Flanders Grille) Phila, nc.
 Crane, Lee (Edison) NYC, h.
 Gray, Glen (Paladium) Los Angeles, b.
 Curbello, Fausto (Stork) NYC, nc.
 Cugat, Xavier (RKO-Boston) Boston, t.
 Cummins, Bernie (Kentucky) Louisville, h.
 Cutler, Ben (Versailles) NYC, nc.
 Cutler, Peter (Totem Pole) Auburndale, Mass., b.

D

Dacita (Rainbow Room) NYC, nc.
 Davis, Coleridge (Paradise) Phila, c.
 Davis, Dewey (Algiers) NYC, nc.
 Debes, Eddie (Alcazar) York, Pa., b.
 Del Duca, Olivero (El Chico) NYC, nc.
 DeLuca, Eddie (Jack Lynch's) Phila, nc.
 Donohue, Al (Golden Gate) San Francisco, t.
 Dorsey, Jimmy (Pennsylvania) NYC, h.
 Dengler, Carl (University Club) Rochester, N. Y.
 Drake, Edgar (Adolphus) Dallas, h.
 Drewery, Russell (Diamond Subway) Baltimore, nc.
 Dunham, Sonny (New Yorker) NYC, h.

E

Eddy, Ted (Iceland) NYC, nc.
 El Rumbaleros (Frolies) NYC, nc.
 Ellington, Duke (Hurricane) NYC, nc.

F

Farber, Burt (Netherland Plaza) Cincinnati, h.
 Feehan, Bill (Romeo) Trenton, N. J., c.
 Flo Rilo, Ted (Chase) St. Louis, h.
 Foster, Chuck (Blackhawk) Chi, c.
 Franklin, Buddy (Peabody) Memphis, h.
 Froeba, Frankie (18 Club) NYC, nc.

G

Garber, Jan (Orpheum) Los Angeles, t.
 Goodman, Benny (Palladium) Hollywood, b.
 Grant, Bob (Plaza) NYC, h.
 Grant, Rosalie (Essex House) NYC, h.
 Gray, Chauncey (El Morocco) NYC, nc.
 Gray, Zola (Frank Falumbo's) Phila, nc.
 Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.
 Grey, Tony (Bal Tabarin) NYC, nc.

H

Hagenor, Herb (William Penn) Pittsburgh, h.
 Harold, Lou (Bal Tabarin) NYC, nc.
 Harris, Jack (La Conga) NYC, nc.
 Harris, Jimmy (Tampa Terrace) Tampa, Fla., h.
 Hartley, Hal (El Morocco) Montreal, nc.
 Heath, Jack (Winter Crystal) Reading, Pa., b.
 Heatherton, Ray (Biltmore) NYC, h.
 Hecksher, Ernie (St. Anthony) San Antonio, h.
 Heidt, Horace (Golden Gate) San Francisco, t.
 Henderson, Fletcher (Madrid) Louisville 29-April 10, nc.
 Herman, Sam (Clover) Portland, Ore., nc.
 Herth, Milt (Copley-Plaza) Boston, h.
 Hill, Tiny (Happy Hour) Minneapolis, nc.
 Himmer, Richard (Del Rio) Washington, nc.
 Hoff, Carl (Edison) NYC, h.
 Hoff, Rudy (Placidilly) Pensacola, Fla., nc.
 Hollander, Will (Kitty Hawk) La Guardia Airport, N. Y., nc.

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.

Horsley, Bob (Gayoso) Memphis, h.
 Horton, Aub (Clover) Fort Worth, Tex., nc.
 Horton, Harry (Wivel) NYC, re.
 Hutton, Ina Ray (Strand) NYC, t.

I

Imber, Jerry (Mon Paree) NYC, nc.
 International Sweethearts of Rhythm: Monroe, La., 8; Natchez, Miss., 9; Vicksburg 11.

J

Jaffe, Nat (Kelly's Stable) NYC, nc.
 James, Georgie (Cafe Society Downtown) NYC, nc.
 James, Harry (Civic) Long Beach, Calif., a.
 Jerome, Henry (Pelham Heath Inn) Bronx, NYC, ro.
 Johnson, Wally (Patio) Cincinnati, nc.
 Johnson, Barney (Ritz) Daytona Beach, Fla., 8, t; Brunswick, Ga., 9.
 Jordan, Louis (Top Hat) Toronto 2-15, nc.
 Jordan, Jess (Village Barn) NYC, nc.
 Joy, Jimmy (Bismarck) Chi, h.

K

Kassel, Art (Bismarck) Chi, h.
 Kaye, Don (Claremont) Berkeley, Calif., h.
 Kemper, Ronnie (Last Frontier) Las Vegas, Nev., h.
 Kent, Peter (New Yorker) NYC, h.
 Kenton, Stan (Tune Town) St. Louis, b.
 King, Henry (Mark Hopkins) San Francisco, h.
 Kirby, John (Toe Toe) Boston, nc.
 Korn Kobblers (Rogers Corner) NYC, nc.
 Kuhn, Dick (Astor) NYC, h.
 Krupa, Gene (Earle) Phila, t.

L

Labrie, Lloyd (Darling) Wilmington, Del., h.
 Lande, Jules (Ambassador) NYC, h.
 Lane, Tony (Canary Cage) Corona, L. I., N. Y., nc.
 Lang, Lou (Belvedere) NYC, h.
 LaPorte, Joe (Old Roumanian) NYC, re.
 Leeds, Sammy (Frirose) Newport, Ky., cc.
 Lefcourt, Harry (Rogers Corner) NYC, nc.
 Leonard, Harlan (Riverside) Phoenix, Ariz., b.
 Leonardo (Metronome Room) Washington, nc.
 Le Roy, Howard (Idle Hour Supper Club) Charleston, S. C.
 Lombardo, Guy (Roosevelt) NYC, h.
 Long, Johnny (Century) Baltimore 8-14, t.
 Lopez, Vincent (Taft) NYC, h.
 Lucas, Clyde (Meadow Acres) Topeka, Kan., b.
 Lunceford, Jimmie (Paradise) Detroit 2-8, t.
 Lutecher, Bubber (Sunset Terrace) Indianapolis, b.

M

McFarland Twins (Ritz) Bridgeport, Conn., b.
 McGrane, Don (Latin Quarter) NYC, nc.
 McGrew, Bob (Kansas City Club) Kansas City, Mo.
 McIntire, Lani (Lexington) NYC, h.

McIntyre, Hal (Stanley) Pittsburgh, t.
 Mabaquina, Mario (Michaud's Le Village) Phila, nc.
 Machito (La Conga) NYC, nc.
 Malneck, Matty (Biltmore) Los Angeles, h.
 Manuelo, Don (McCurdy) Evansville, Ind., h.
 Manzanares, Jose (La Salle) Chi, h.
 Marconi, Pete (Ernie's Three-Ring Circus) NYC, nc.

Marsala, Joe (Ritz) Bridgeport, Conn., 4, b.
 Martell, Paul (Arcadia) NYC, b.
 Marti, Frank (Copacabana) NYC, nc.
 Martin, Dave (St. George) Brooklyn, h.
 Martin, Freddy (Ambassador) Los Angeles, h.
 Martin, Lou (Leon & Eddie's) NYC, nc.
 Marx, Chico (Roxy) NYC, t.
 Masters, Frankie (Bradford) Boston, h.
 Masters, Freddy (Enduro) Brooklyn, re.
 Mauthe, Chick (Glenn Rendezvous) Newport, Ky., nc.

Mayhew, Nye (Bossert) Brooklyn, h.
 Melba, Stanley (Pierre) NYC, h.
 Messner, Johnny (McAlpin) NYC, h.
 Miller, Eddie (Casino Gardens) Ocean Park, Calif., h.
 Miller, Freddy (St. Regis) NYC, h.
 Molina, Carlos (Schroeder) Milwaukee, h.
 Monchito, Ramon (Walton Roof) Phila, nc.
 Monroe, Vaughn (Commodore) NYC, h.
 Morales, Moro (Havana-Madrid) NYC, nc.
 Morgan, Russ (Edgewater Beach) Chi, h.
 Morris, George (Armando's) NYC, nc.
 Morton, Ray (Copley Plaza) Boston, h.

N

Nelson, Ozzie (Biltmore) Los Angeles, h.
 Newman, Ruby (Copley-Plaza) Boston, h.
 Newton, Charlie (Gables Inn) Pleasantville, N. J., nc.
 Newton, Frankie (Cafe Society Downtown) NYC, nc.
 Nicholas, Don (Venice) Phila, c.

O

Olman, Val (Versailles) NYC, nc.
 Owens, Harry (Ambassador) Los Angeles, h.

P

Panchito (Versailles) NYC, nc.
 Pastor, Tony (Roosevelt) Washington, h.
 Paulson, Art (New Yorker) NYC, h.
 Pearl, Ray (Melody Mill) Riverside, Ill., b.
 Peck, Jack (Casino) Pittsburgh, nc.
 Pepito (Havana-Madrid) NYC, nc.
 Perner, Walter (Roosevelt) NYC, h.
 Perry, Ron (St. Moritz) NYC, h.
 Petti, Emile (Ambassador East) Chi, h.
 Pope, Gene (Stein's Buffet Bar) Indianapolis 2-10.
 Porter, Yank (St. George) Brooklyn, h.
 Powell, Mousie (Louise's Monte Carlo) NYC, nc.
 Powell, Teddy (Roosevelt) Washington, h.
 Prager, Manny (Child's) NYC, c.
 Price, Georgie (La Conga) NYC, nc.

Advance Bookings

BOB ALLEN: Ray-Mor Ballroom, Boston, April 18.

MITCHELL AYRES: Stanley Theater, Pittsburgh, April 16 (week); Palace Theater, Cleveland, 23 (week); Buffalo Theater, Buffalo, 30 (week).

GRACIE BARRIE: Palais Royal, South Bend, Ind., April 10; Paramount Theater, Hammond, Ind., 11; Orpheum Theater, Madison, Wis., 13-14; Masonic Auditorium, Freeport, Ill., 15; Chicago Theater, Chicago, 16 (week); Grand Theater, Evansville, Ind., 24-28.

TINY BRADSHAW: Paradise Theater, Detroit, April 9-14; Auditorium, Terre Haute, Ind., 16; Castle Ballroom, St. Louis, 17; Auditorium, Louisville, 18; Auditorium, Columbus, O., 19.

XAVIER CUGAT: Earle Theater, Philadelphia, April 9-15; Palace Theater, Cleveland, 16-22.

SONNY DUNHAM: Lyric Theater, Bridgeport, April 11-13; RKO Theater, Boston, 15 (week).

EDDIE DURHAM: Auditorium, Dallas, April 11; Palace Park Ballroom, Shreveport, La., 12; Dreamland Ballroom, Little Rock, Ark., 13.

CHICK FLOYD: Hotel Syracuse, Syracuse, April 9 (indefinite).

CHUCK FOSTER: Blackhawk Cafe, Chicago, April 7 (indefinite).

ERSKINE HAWKINS: Strand Ballroom, Baltimore, April 11; Armory, Raleigh, N. C., 12; Auditorium, Goldsboro, N. C., 13; Auditorium, Wilson, N. C., 14; Armory, Greensboro, S. C., 15; Armory, Durham, N. C., 16; Auditorium, Logan, W. Va., 17.

LOUIS JORDAN: Oriental Theater, Chicago 16 (week); Riverside Theater, Milwaukee, 23 (week); Paradise Theater, Detroit, 30 (week).

ART KASSEL: Riverside Theater, Milwaukee, April 16 (week).

STAN KENTON: Maryland Theater, Baltimore, April 16 (week); Central Theater, Passaic, 23-25; Sherman Hotel, Chicago, 29.

RAY KINNEY: Capitol Theater, Washington, April 15 (week).

GENE KRUPA: Terrace Room, Newark, N. J., April 13-May 5.

JOHNNY LONG: State Theater, Easton, Pa., April 15-17; State Theater, Harrisburg, 19-21; Michigan Theater, Detroit, 23 (week); Stanley Theater, Pittsburgh, 30 (week).

CLYDE LUCAS: Beverly Hills Country Club, Newport, Ky., April 16 (four weeks).

JAY McSHANN: Roserom Ballroom, Wichita, Kan., April 10; Dreamland Ballroom, Omaha, 11; Jam Room, Milwaukee, 16; Miramar Ballroom, Gary, Ind., 17; Parkway Ballroom, Chicago, 18.

LUCKY MILLINDER: Worth Theater, Fort Worth, April 9-12; Majestic Theater, Dallas, 15-21; Interstate Theater, Houston, 22-28; Interstate Theater, San Antonio, 29-May 5.

WILL OSBORNE: Virginia Military Institute, Lexington, Va., April 9-10; Lee Theater, Roanoke, Va., 11; State Theater, Winston-Salem, N. C., 12; Carolina Theater, Spartanburg, S. C., 13; Auditorium, Augusta, Ga., 14; Carolina Theater, Columbia, S. C., 15; Clemson College, Clemson, S. C., 16-17; Palace Theater, Columbus, O., 20-22.

LOUIS PRIMA: Metropolitan Theater, Providence, April 9-11; Adams Theater, Newark, N. J., 15 (week).

DOC WHEELER, Apollo Theater, New York, April 9-15.

Prima, Louis (Casa Loma) St. Louis, b.
 Prussin, Sid (Diamond Horseshoe) NYC, nc.

Q

Quinton, Robert (Fefe's Monte Carlo) NYC, nc.

R

Rapp, Barney (Claridge) Memphis, h.
 Reichman, Joe (Chicago) Chi, t; (Schroeder) Milwaukee 9-24, h.
 Reid, Don (Indiana Roof) Indianapolis, b.
 Reisman, Leo (Rainbow Room) NYC, nc.
 Resh, Benny (Howery) Detroit, nc.
 Reynolds, Tommy (Happy Hour) Minneapolis, nc.
 Richards, Jimmy (Blue Moon) Wichita, Kan., b.

Riley, Al (Athletic Club) Flint, Mich.
 Rios, Thomas (El Chico) NYC, nc.
 Roberto (Bertolotti's) NYC, nc.
 Roberts, Eddie (Lido) NYC, b.
 Rogers, Harry (Half Moon) Brooklyn, h.
 Ruhl, Warney (Neil House) Columbus, O., h.
 Russell, Snookum (Scott's Theater Restaurant) Kansas City, Mo., 3-10.

S

Salmon, Bill (Way's Theater Cafe) Phila, c.
 Sanders, Joe (Ansley) Atlanta, h.
 Sanders, Sid (Rainbow Inn) NYC, nc.
 Saunders, Hal (Belmont-Plaza) NYC, h.
 Schroeder, Lou (Mayflower) Jacksonville, Fla., h.

Sears, Walt (Causeway) Muskegon, Mich., c.
 Seiger, Rudy (Fairmont) San Francisco, h.
 Shaw, Maurice (Chateau Moderne) NYC, nc.
 Sherman, Milton (Tic-Toc) Montreal, nc.
 Siry, Larry (Ambassador) NYC, h.
 Sissle, Noble (Casino) Hollywood, b.
 Slack, Freddy (Casa Manana) Culver City, Calif., b.

Smith, Ethel (St. Regis) NYC, h.
 Spanker, Muggsy (Apollo) NYC, t.
 Spector, Ira (Chateau Moderne) NYC, nc.
 Spivak, Charlie (Circle) Indianapolis, t.
 Stanley, Stan (Supper Club) Ft. Worth, nc.
 Stevenson, Bobby (Casanova) Detroit, nc.
 Stower, Jules (18 Club) NYC, nc.
 Stracker, Ted (Copacabana) NYC, nc.
 Strigle, Earle (Seelbach) Louisville, h.
 Strong, Benny (Washington-Youree) Shreveport, La., h.
 Stuart, Nick (Jefferson) St. Louis, h.
 Sudy, Joe (Statler) Boston, h.
 Sylvio, Don (Bertolotti's) NYC, nc.

T

Talent, Mark (885 Club) Chi, nc.
 Teagarden, Jack (Blue Moon) Wichita, Kan., b.

Terry, Bob (St. Regis) NYC, h.
 Thompson, Hal (Casino) Gloucester, N. J., c.
 Towne, Archie (Yacht) Pittsburgh, nc.
 Trace, Al (Dixie) NYC, h.
 Tucker, Tommy (Edison) NYC, h.
 Turner, Sol (Savoy Lounge) St. Louis, nc.

U

Uhl, Jack (Bellevue-Stratford) Phila, h.

V

Venuti, Joe (Palace) Cleveland 5-8, t; (Castle Farm) Cincinnati 10, nc.
 Victor, Frank (Dixie) NYC, h.

W

Wald, George (Syracuse) Syracuse, N. Y., h.
 Wald, Jerry (New Yorker) NYC, h.
 Walzer, Oscar (Fifth Ave.) NYC, h.
 Warren, Dick (Hurricane) NYC, nc.
 Wasson, Hal (La Vista) Clovis, N. M., nc.
 Weber, Eddie (Al's) Lancaster, Pa., ch.
 Weik, Lawrence (Orpheum) Minneapolis, t; (Orpheum) Omaha 9-15, t.
 White, Irving (Palm Beach) Palm Beach, Fla., h.

Williams, Griff (Palmer House) Chi, h.
 Williams, Bande (Warwick) NYC, h.
 Wilson, Dick (Coo Rouge) NYC, nc.
 Wilson, Teddy (Cafe Society Uptown) NYC, nc.
 Wright, Jimmy (Onyx) NYC, nc.

Z

Zarin, Michael (Waldorf-Astoria) NYC, h.

Bradford Keeps Band Policy; Masters Helps

BOSTON, April 3. — Frankie Masters succeeded in doing excellent business for his two weeks at the Bradford Hotel. Exploitation and newspaper puffs, plus the fact that the dancers have found out that there is dancing nightly in this downtown spot has helped business considerably. Policy of having a straight admission with no liquor being served in the ballroom is bringing in the dancers. Masters pulled in 4,700 the first week and 4,800 for the second week. Admission is 85 cents plus tax and only couples are admitted. Management claims that Frankie Masters has a better pulling power for the college crowd than Richard Himmer who preceded him.

Bradford management presently feels that it will carry out the policy of having name bands for the Grand Ballroom. The relative expense is small for the possibility of doing large business, and there is no problem of engaging waiters for liquor service. Business, altho low on the first two weeks of Himmer was enough to pay expenses and as long as there are bands available the room can do the necessary volume of business.

The McFarland Twins are here for two weeks and will be followed by Shep Fields.

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Hayworth Dedicates New Canvas With Red Cross Benefit

PINK HILL, N. C., April 3.—"SeaBee" Hayworth, whose tent show is in its 14th consecutive week here to satisfactory business, received a new tent last week from the Smith Awning & Tent Company, of Auburn, N. Y., and dedicated the new canvas theater Sunday (28) with a special Red Cross benefit performance. Affair was a huge success, Hayworth reports, with all proceeds going to the local Red Cross chapter. New top is a 35 by 70, khaki trimmed in red.

The extended stock run here has permitted Hayworth to make numerous necessary improvements and repairs to his show equipment in preparation for the new season. In addition, all equipment has been repainted, and new drapes, scenery and stage settings have been added. Another two-ton Ford truck also has been added.

Warm weather and the recent easing of the pleasure driving ban has boosted business considerably the last two weeks, Hayworth says. He has made no definite plans for the coming season, but if he tours he will make all two, four and six-week stands, depending upon the size of the towns.

Winstead Bows In To Crowd of 1,643

PAYETTEVILLE, N. C., April 3.—Winstead's Mighty Minstrels launched their 1943 tent season here Monday (29) with 1,643 customers laying it on the line for the privilege of watching the initial performance, according to the show's agent, C. E. McPherson.

George Dennis was lauded for his good production job, McPherson says, and Prof. Fountain B. Woods had his band and orchestra in tip-top shape for the opener. For the first time in the show's history, the 11:45 parades have been eliminated this season.

Roster of performers include Dorothea Bennett, Thelma Chatman, Ruby Perkins, Annie Brock, Virginia Jones, Virginia Jenkins, Bessie Dennis, Catherine Woodard, Dorothea Grant, Lois Woodridge, Ruth Parker, Iris Sanders, Claria Douglas, George Dennis, Willie Jones, Doyle Lynn, Mr. and Mrs. Homer Bowens, Alexander McCaurin, Sparky Jones, Adro Hooks, Harry Brock, Charles Perkins and Frank Stone.

"IT'S UP TO YOU"

(Continued from page 4)

at Home. Guthrie's own *Plain Man in Dirty Overalls*, sung by Guthrie, is effective. Laura Duncan is fine as a torchy singer, and Jack DeMerchant, James Dobson, Richard C. Hart, Guy Spaul, Oliver Thorndike, Richard Beckhard, Louisa Horton, Louise Larabee, Dulcie Cooper, Anna Minot, Farrell Pelly, Lester Lonergan, Pery Helton, Wendell Corey also have singing bits.

Publicity advertises a cast of 40; 27 are visible at one time in the finale.

Show opened with a film about the farmer (photographed by Paul Strand, directed by Henwar Radakiewicz and edited by Elizabeth Wheeler) and went into offstage announcements explaining to the audience and to the actors, posing as Mr. and Mrs. America, why we must have food rationing, why we must not patronize black markets, how the lend-lease program works, how the farmer is doing the best he can and why wasted food hurts the war effort. It's basically a propoganda lecture, but given in dramatic terms that catch the eye and intrigue the ear. Songs and the bright solo dance by Tamiris, along with use of colloquialisms and familiar average-American characters, combine to make the lecture portions more palatable.

Not only does the venture provide employment for many people, but it also adds to the growing list of the show business's contribution to the war effort. It is another proof of the close co-operation between show business and the government, and once more demonstrates how exciting a propoganda idea can be when delivered by professional show people.

Other credits: Projection by Howard Bay, lighting by Moe Mack, costumes by Peggy Clark; James Gelb, stage manager; Howard Cordrey, assistant; Irma Jurist, pianist. Bloomgarden, Paul Dullzell, Vera Allen, Sol Pernick, Murray Seaman, Bill Feinberg and Oliver Saylor form the ATW production committee. Richard Maney and Matskoukas handling publicity. Paul Dents.

Rep Ripples

THE BISHOPS, Johnnie and Vernie, who have spent the winter at their home in West Columbia, S. C., where Johnnie has been selling life insurance, will be heading out soon with a tent opy now that warm weather is just around the corner. Johnnie and Vernie kept in trim thru the winter by presenting their vaude turn and blackface sketch on the Saturday night barn dance in the Columbia Township Auditorium, with airings over Station WIS. Johnnie has been classed 4-H by his draft board.

CHARLES (SLIM) VERMONT has quit his job at the Camp Shelby canteen at Hattiesburg, Miss., and has moved up town to the Snack Bar there. Says he recently bumped into Al Fox, who is still whipping the ivories on one of Nat D. Rodgers's units playing army camps in the South. MR. AND MRS. BILL MURDICH and daughter Marie have returned to their home in Lawton, Mich., after visiting for several days at the winter quarters of the Carter Dramatic Company in Altona, Mich.

HARRIS WEBSTER, who formerly trouped with Homer Meachum, Skippy LaMore and various med operies, is now with Flight Squadron 458, T. G. 606, St. Petersburg, Fla., and pencils that he'd appreciate hearing from old trouper friends.

RALPH FARRAR, pianist, who put in many seasons in rep, winding up with the Sadler and Brunk tenters, has settled in Wichita, Kan., after recently undergoing a major operation at Mayo Bros' Hospital. LEW AND KITTY GREEN are touring Ohio with the Nodak med opy, presenting their comedy magic and juggling. DOYLE LYNN, drummer, last season with Robinson's Silver Minstrels, is now on tour with Winstead's Mighty Minstrels, which cracked its canvas season to a good house at Fayetteville, N. C., March 29. J. T. HAGER, now with the 334th Ord. Mt. Co. (Q), Camp Gordon, Ga., writes that he recently bumped into Frank Caggan, now with Leonard's Tent Show in the South, for the first time since Reno's Funmakers back in 1932. RALPH BLACKWELL, now in the army, V-mails under date of March 13: "I'm in India, and there's not much rep news over here. I haven't run across one performer that I know unless it's a baboon or a monkey, and they seem to be very friendly to me. I haven't seen the famous rope trick or the snake-charming act with the cobra as yet, but maybe I will. I would like to find out if the cobra is gimmicked. I am anxious to get back to the good

Mrs. Obrecht Ill; Opening Postponed

MINNEAPOLIS, April 3.—Due to the sudden illness of Mrs. Christy (Fritze) Obrecht, the Christy Obrecht Show, originally slated to open April 28, will launch its season two weeks later, extending its tour two weeks longer in the fall, thereby getting in its usual season.

Stricken Wednesday night (31), Mrs. Obrecht was removed to Northwestern Hospital here, where she underwent an operation Thursday morning. Altho under the knife for more than two hours, she came out of it all right, and at the writing, is mending nicely.

Obrecht announces that he has obtained the necessary certificates of war necessity from the ODT to give him enough gas for his trucks and light plants this season.

Grays Busy With the Stick

DENVER CITY, Tex., April 3.—Erman Gray, of the Original Musical Grays, well known in the tent rep game a few years back, is now bandmaster in Denver City schools. This is a new West Texas oil town. Gray was with Verne L. Slout Players in Michigan last season. L. W. (Dad) Gray is bandmaster in Muleshoe (Tex.) schools, and a sister, Rita Gray Wilson, is holding down a similar job in Bovina, Tex. Leon Gray, a brother, is now in his third year with Fred Waring's Pennsylvanians. Helen Gray Grandi and husband, Bob, are back at the Rio Nimbres Country Club, Deming, N. M., which has recently been taken over by air base officers for a club.

old rep biz." HARVEY HAVERSTOCK reports the best business in years in Texas. TENT SHOW managers are still crying, but loud, for canvasmen. JIMMIE AND VILDA LEE WARREN are settled in Kansas City, Mo., and working out of the business. MADGE RUSSELL is reported seriously ill at the Gladstone Hotel, Kansas City, Mo. KING AND HAZEL FELTON are playing army camps with a unit booked out of the Drake office, Kansas City, Mo. King is the big feature with his magic, and Hazel is contributing her hokum specialty. ERNEST BAILEY, who has been doing schools and churches in Florida with his vaude-picture combo, has gone into defense work in Anniston, Ala.

Schools a Good Field For Tent Rep Performers

By DOUG COUDEN

AFTER three years of playing school assemblies, it is my belief that the field can easily absorb many good clean shows. There are many performers in the tent rep and vaude-picture show who could work successfully in the school field. This would give them a full year's work and increase their earnings.

The school performer is the true showman of the sticks. He not only gets up his own advertising but does his own advance and plays his own show. He plays school auditoriums during school hours at an 11-cent admission or thereabouts. Shows run not less than 45 minutes nor more than an hour. Money is handled by school officials, advance collections by each teacher being the most practical method. The performer gets the larger percentage in most cases, but occasionally larger schools demand and get 50 per cent. School principals generally feel that entertainment presented by professionals is an essential part of their recreational program, but time taken out from one or more classes must be well spent by the children. The show must be entertaining and absolutely clean. Novelty acts always go well with the students. Many people have the erroneous impression that school shows should be educational. This is not true. If the above two qualifications are lived up to the principal will consider the show of educational value. After all, teachers are trained to teach, while performers are trained to entertain.

Some show people who take a fling at schools think anything will go. This is another error. Movies and the radio have made the kids show-wise, and they know a good act from a bad one. Most any

type act is suitable for schools provided it is free from the sex angle and off-color material. Blue gags that get laughs in other branches of show business are definitely out in schools. Still laughs are the most important element of a school show. Kids also like skill and action and won't hold still for stalling. They like broad comedy bordering on the slapstick, but it must be toned down to meet with the approval of the principal, as he is the one who books your show and recommends you for future bookings.

A natural for schools are those acts which can change for a week or more and rep performers doing specialties and presenting sketches with two or three people. Variety is one of the prime requisites of a good school show.

In framing a school show particular attention should be given to routines, wardrobe and props. Good photos are a big asset in booking. Show should have at least two types of advertising, large size for halls and flier for rooms. These should include cuts, preferably of action shots. The ideal set-up for schools is a team with a car and trailer, altho school trouping can be done with car alone. Altho the school showman is in the small-time class he need never be broke or stranded, as there are thousands of schools to play. It would take more than one lifetime to play them all. Income depends upon the size of the schools and number that can be played in a week. Acts playing schools frequently have \$100 weeks, but mostly they average under that figure because of conditions. Altho the money is not big, it is there waiting for you. So come on in, you novelty performers; the water's fine.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

FRANKIE DONATO, the juggling contestant, played Warren's Uptown night club, Baltimore, last week.

AL SMITH scribbles from Chicago that Uncle hasn't got him yet and he still answers all letters that he gets.

PFC. MAT M. HASTING wants to see lites here from Wiggles Royce, Ernie Young, Mary Youngblood, Harry Hamby, Lennie Page and Moon Mullins Carney.

FRANKLIN METZ, former contestant, is now wearing navy blue and attending school at the Naval Air Technical Training Center, Memphis, concentrating on the best way to bring down a few Japs. He will appreciate a line from his friends.

THE ROLLER DERBY teams which open in Chicago April 7 are Chicago and California squads. In the Chicago men's team are Tommy Atkinson, captain; Bob Satterfield, Russell Schalk, Gene Young, Cletus Birch and Billy Meyers. Girls' team is Betty Cloonan, Betty McTeague, Monta Jean Kemp, Marilyn Bullock, Marge Evans and Jean Bensch. The California men's team consists of Joe Carter, Jack Wilson, Charles Saunders, Red Erdman, Martin Oliver and Gene Gammon. Girls' team is Annabelle Kealey, Tille Mudri, Midge Brashun, Jean Christner, Vivian Johnson and Shella Jensen.

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Industry Scene Brighter

War Problems Loom, But Boom Set-Up Gives Hep Ops Hopes for Outdoor Season

NEW YORK, April 3.—As the outdoor season approaches for roadshowmen they are faced with many problems, practically all of which are due to the war. Many of these problems have been overcome by smart roadshowmen who have used ingenuity. Other problems cannot be overcome for the duration, but must be accepted as part of the roadshowman's wartime job.

Altho roadshowmen are facing certain

difficulties, the picture is much brighter for many of them today than it has ever been before. Because of the gas and tire restrictions, people living in rural areas are no longer able to drive 20 miles to the nearest town for entertainment. As a result, the roadshowman is welcomed. Naturally the gas ban has taken its toll among roadshowmen. Some of them have also overcome this difficulty. Many are now spending more time in one

spot rather than making one-night jumps. In addition, rather than booking by personal contact, they have resorted to the telephone, telegraph and mail. The granting of extra gasoline is up to the local rationing boards. Some roadshowmen, who have been exhibiting Office of War Information films have been granted "B" cards by their local boards and have managed to get along fairly well.

Roadshowmen are facing less competition today because so many have left the roadshow business to enter war plants or the armed forces. As a result, those roadshowmen who are still in business are playing to larger audiences. Because they are in greater demand they are able to charge higher admissions. Many of the younger, inexperienced roadshowmen who cut prices and so kept the general ante down, are now also in the service.

Distribution

According to Samuel Goldstein, Commonwealth Pictures, 16mm. film distributors, there is a shortage of new product on the market today only because of the high prices the major companies are asking for 16mm. rights to their pictures. Prices being asked by major companies are out of proportion for the 16mm. market. Altho product has been cut about one-third over last year, there are still enough pictures on the market to supply roadshowmen.

As far as distributors are concerned, they have not raised the cost of films rented to libraries. They assert that because so many roadshowmen have been forced out of business, libraries cannot afford to pay higher prices because their outlet has been cut. In the long run, it all adds up to the important fact that roadshowmen are not paying any more for high grade pictures today than they ever have. Some distributing companies have been forced out of business during the past year and many more may fall by the wayside before the war is won. However, those that are still carrying on are able to service their accounts. The main problem in getting new films from the major companies is the very high price being asked. Major companies do not set a special price on a specific picture. Instead they offer pictures at auction and 16mm. distributing companies bid against each other for the film with the highest bidder receiving the product.

Film Libraries

The picture is very bright as far as Charles Mogull, Mogull Brothers' Film Library, is concerned. He has found a big boom in rentals this year and a greater distribution of films. He claims that the government, including the USO, Red Cross, army and navy posts and Office of War Information, have all given a tremendous boost to the 16mm. industry by using these films both as a means of visual education and as entertainment. As a result, servicemen seeing certain pictures on 16mm, write back home and stimulate interest in many of these non-theatrical films. The home folks group together and sponsor a roadshowing under the auspices of their particular organization. This creates business for the roadshowmen and also for libraries from whom they rent the films.

Business has also been stimulated by the many roadshows being exhibited in (See INDUSTRY SCENE on page 30)

New and Recent Releases (Running Times Are Approximate)

THE MOLDAU, released by Brandon Films. A film interpretation of a symphonic poem by B. Smetana played by the Prague Philharmonic Orchestra and based pictorially on the cultural, social, industrial and military life of the Czechoslovakian Republic during the period of the presidency of Thomas G. Masaryk. This is the first of a series of six shorts, all based on Smetana's popular symphonic cycle, *My Country*. Running time, 10 minutes.

MEN AND THE SEA, released by Office of War Information. The training of men who man the cargo ships. Picture shows the training received by sailors and officers; how to man

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- IDEAL PICTURES CORP., 89 Cone St., N. W., Atlanta, Ga.
- STEVENS-IDEAL PICTURES, 2024 Main St., Dallas, Texas.
- NATIONAL-IDEAL PICTURES (Drew H. Milwaukee Br.), Portland, Ore.
- OWENS-IDEAL PICTURES CO., 172 N. E. 98th St., Miami, Fla.
- IDEAL SOUTHERN 16MM. PICTURES CO., 210 East Franklin St., Richmond, Va.

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WESTERN FRONT, released by the Office of War Information. Picture shows China's plight and heroic fight. It emphasizes with reality the role that China plays as one of the United Nations. The development of modern China prior to the Japanese aggression. How the pattern for new China was literally "made in the U. S. A." Two reels.

CITIZEN'S ARMY, released by the Office of War Information. Shows how men of every trade and in all walks of life consolidate in an effective home guard. Demonstrates the use of service rifles, machine guns and hand grenades. Shows how the home guard provides opposition to tanks and its conduct under aircraft fire and the art of personal camouflage. One reel.

Indiana Roadshowman Ready to Show

MUNCIE, Ind., April 3.—Dick Smith, City Motion Picture Service, roadshowman operating in this territory, reports that the gas ban has not curtailed his operations so far and he has been able to get sufficient gas to get him around. He has conserved his supply by doing away with all nonessential driving. His particular situation has been helped because he has always worked close to home.

Starting May 1 Smith intends to operate outdoor shows in the city parks as part of the city recreational program giving two shows each week. He will also operate one outdoor show for merchants in a small town near Muncie and will continue to operate two shows a week in a 16mm. theater as he has been doing for the past year.

Smith feels that the gas ban and war work will keep many roadshowmen off the road in his territory. In addition, those who depend on merchant advertising will find it much harder to get. He feels there will be less commercial films available this year and as a result firms producing them will pay roadshowmen less money for running them.

REVIEWS

(Continued from page 20)

on the job thruout each set, making it interesting as well as attention-holding. Guitarist Vic Conchola is the comparatively silent assistant and still has to go some to keep up with the team's personality and ability. However, the act is centered on Jim and Anne and they certainly come thru with flying colors.

Wear appropriate costumes and all look well. *Sam Honigberg.*

Sinclair Mills

(Reviewed at Club Silhouette, Chicago)

Colored pianist and vocalist, pumping out pops and standards in swing style. This large room is not particularly suited for his type of intimate work and has trouble attracting attention. He is made to order, however, for the smaller cocktail bars where patrons prefer the unorthodox in music.

Has a pleasant style and makes a clean appearance. His piano work predominates, and generally manages to keep his voice down to spotlight his keyboard improvisations. *Sam Honigberg.*

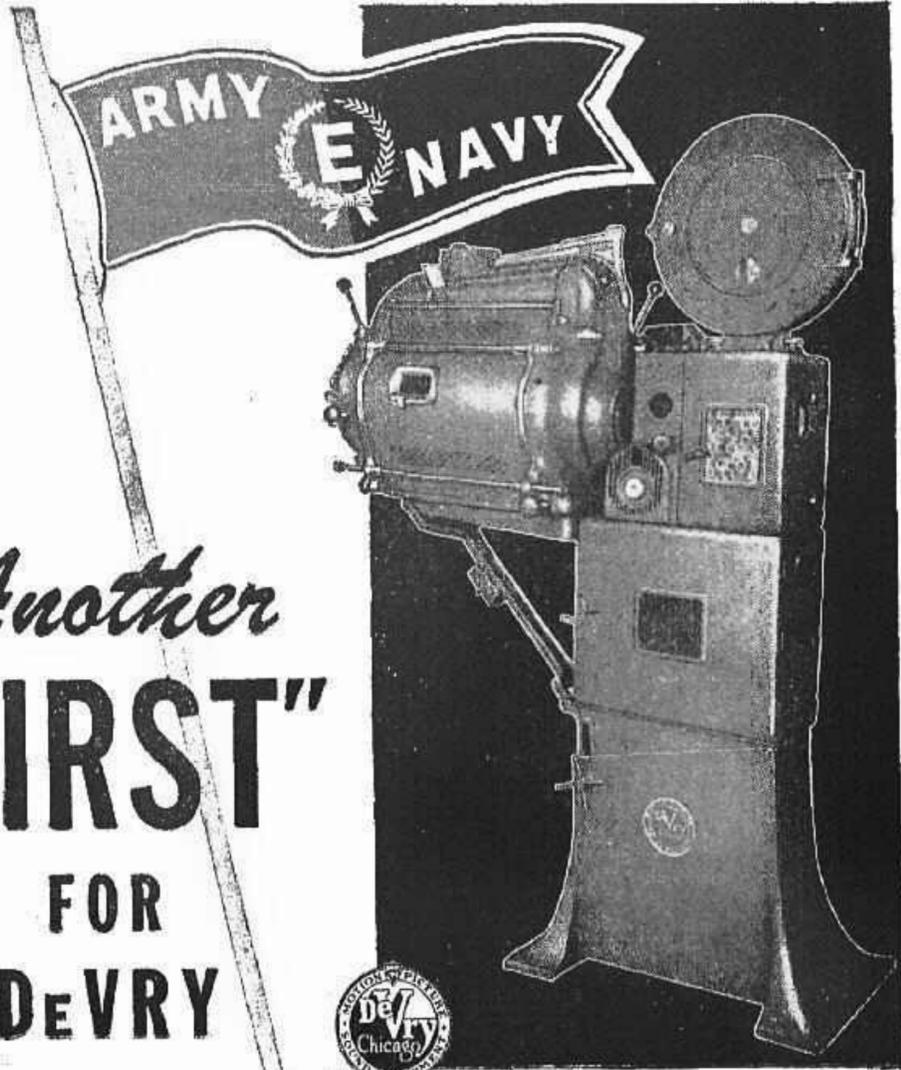
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INDUSTRY SCENE

(Continued from page 28)

war factories. In addition, film libraries have issued elaborate catalogs this year and so the public knows just what films are available for showing and the many varied pictures they can get.

Mogull claims roadshowmen are renting more films now than they ever have. Newsreels, fast-moving features, musicals and good travelogs are the most popular pictures. Office of War Information films apparently sell themselves as audiences thruout the country are demanding them. Altho the libraries don't make any money distributing OWI films they are glad to co-operate with the war effort. In addition, distribution of these films brings new business to the libraries. Customers come in for OWI shorts and take a full-length feature before leaving.

Many libraries, including Mogull's have enough material on hand to supply roadshowmen with good films for a few years. Some libraries have been forced out of business while others have closed when their owners went to war. As a result, those libraries that are still functioning are able to buy up their stocks and so have plenty of films.

Laboratories

The laboratory problem is quite serious with distributors thruout the country. Laboratories are falling weeks behind on deliveries. In the first place, there is a terrific shortage of man power and altho many labs are working night and day they are finding it difficult to keep up with the amount of business they are getting.

Secondly, most of the large laboratories are working under government contracts and private business is suffering while army and navy work is being rushed out. This means there are less laboratories turning out work for the industry.

According to Jack Goetz, Du-Art Laboratory, the smaller labs that are not turning out government orders are swamped with business that is being subcontracted to them by the larger labs. In addition, distributors that have in the past dealt with labs now working for the government, have found it neces-

sary to give this work to other laboratories with the result that the latter are gaining many new customers.

Laboratory costs have rose considerably during the past year. In addition to higher wages being paid to employees, overtime pay and increase in business, the government has imposed a 15 per cent federal tax on raw stock. This means that the distributor has been forced to pay more for his prints, which cost has not been passed on to the libraries or roadshowmen, and has to wait weeks for deliveries. To date there has been no direct cut on 16mm. raw stock but the laboratory situation has imposed an indirect cut only because distribs can't get as many prints as they need.

Equipment

"The equipment situation is extremely critical," said Jack M. Miller of De Vry. This company and many other 16mm. equipment manufacturers are no longer making equipment for the industry, but are working on government contracts instead. As a result, no new 16mm. film equipment is being turned out.

The government has issued conservation orders that all critical material, including iron, steel and copper, must be used only for government work. The shortage in equipment is also due to the fact that the army and navy has required so many projectors for war use.

Even tho a roadshowman is exhibiting OWI films, he is considered a civilian user and must have a priority order to get equipment from the manufacturers. There are some replacement parts on the market but replacements can be made only if the roadshowman turns in the old part. Equipment repairs can also be taken care of, and altho the prices haven't gone up, repairs now take from three to four weeks.

Several film libraries have used equipment in stock which they have purchased from other libraries going out of business and from roadshowmen who have gone to war. However, these stocks are fast dwindling and libraries are clamoring for more used equipment.

Conclusion

Altho the situation does look serious from several points of view, it certainly is not as black as some paint it. Roadshowmen are having trouble getting gas but so are their customers. The result is that those roadshowmen who can still travel will find increasingly larger audiences.

Distributors are having trouble purchasing new films but they are still getting some and between that and the amount of pictures libraries have, the roadshowman will be supplied for quite a while.

Laboratory costs are going up but they haven't as yet been passed on to the roadshowman and as a bright light for the labs themselves they are making a pile of dough.

One lesson the war and its headaches are teaching roadshowmen is to be a showman rather than projectionist. It is also teaching them to be handy men. They must learn to take better care of their equipment and cars, neither of which can be replaced. They are also learning to take better care of rented films. They have found out that if they don't take care of the other guy's property they are blackballed and can't get any more films, which means—ipso facto—no business.

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The Final Curtain

ALLEMAN—Ed J., 79, veteran circus agent and showman, March 26 at Lakeview Memorial Hospital, Stillwell, Minn. In his youth he was advance agent with various circuses and for 20 years served in that capacity with the Obrecht Sisters and the Frank E. Long rep companies. Survived by his widow; a son, Robert, stationed in the army in Alaska; a granddaughter, Harriet A. Alleman, Platteville, Wis.; two brothers, Earl, Plymouth, Wis., and Dan O., Grand Forks, N. D., and two sisters, Mrs. W. C. Patterson, Cresco, Ia., and Mrs. Arthur Gillette, South Dakota. Services at Cresco.

BATTERSBY—George E., 82, paymaster for the Stanley-Warner Theaters for the past 34 years, March 29 in Philadelphia. Leaves wife and two sons.

BEN—Hamda, widely known carnival showman, March 27 after a brief illness. He came to this country about the time of the World's Columbian Exposition in Chicago in 1893 and was a camel boy with a Midway Plaisance attraction there. For many years he presented shows with carnivals. He was employed at the Frank Buck show at the New York World's Fair. His son, Larry, former concessionaire, is in the Air Training School at Laredo, Tex. A member of the National Showmen's Association, his remains were interred in the NSA plot in Ferncliff Cemetery, Ardsley, N. Y., following services in English and Mohammedan rites in Arabic.

BLONDELL—Ed, 77, father of Joan Blondell, screen actress, and himself a veteran actor, at his daughter's home in Hollywood March 27 following a long illness. He started in show business as a youth and appeared in vaude and legit. Services at Little Church of the Flowers, Forest Lawn, Glendale, Calif., March 29. Besides his daughter, he leaves his wife, another daughter, Gloria, and a son, Ed Jr., all of Hollywood.

BURDETT—George A., 87, founder and life member of the American Guild of Organists and former conductor, composer, instructor and organist at Harvard University, March 26 in Dennisport, Mass.

DAVIES—Ben, 85, British opera and concert singer, at his home in Bath, England, March 30. Davies began his career in light opera, then sang in grand opera and later devoted himself to concert appearances. He made 12 tours in the United States and nine in Germany.

DENNE—Claire (Mrs. Alfred E. Perkins), dancer, March 24 in General Hospital, Denver, as the result of burns received when her clothing accidentally caught fire. She had operated a dancing school in Denver for many years. Survived by her husband, Alfred E. Perkins, major in the army air force; her parents, Mr. and Mrs. J. R. Denne, and a brother, Roy Denne, Salt Lake City.

DODD—Bert Bruce, 72, pioneer radio entertainer, March 21 in City Hospital, Akron. Before entering radio Dodd was an actor, playwright and stage director. Survived by widow and son.

DRAPER—Raimund Sanders, 30, flying officer of the RAF and brother of Paul Draper, dancer, and nephew of Ruth Draper, monologist, killed recently in action.

EITZENHOEFER—Lawrence, 46, father of Georgette and Marcelle, aerialists, March 27 in North Bergen, N. J. Besides his daughters, he is survived by his

widow. Burial in Holy Name Cemetery, Jersey City, N. J.

FRANZ—Victor, 61, noted European comic, recently in New York after an attack of coronary thrombosis. Well known in Continental Europe, he had difficulty in finding parts here because he could not speak English well. A native of Vienna, he scored a tremendous success with a part in *Abie's Irish Rose* in that country and also in Germany. In America he played in some German performances, including *Wonderbar*. Last appearance was as a bit player in *Harriet*. Burial by Actors' Fund.

FISHER—Sylvia, former wife of Doc Barnard, in a Leesville (La.) hospital March 25 of a heart ailment. She was recently with Playland Park, Leesville.

In Loving Remembrance of My Beloved Husband
FRED N. GARNEAU
 Who Passed On April 11, 1941.
 You shared my load as we traveled the road, side by side.
MINI GARNEAU

GARDINER—R. J., 80, founder and owner of the American Theatrical Equipment Company, Columbus, Ohio, March 24 in Columbus.

HENDERSON—John D., 87, former med show ventriloquist, in Masonic Home, Elizabethtown, Pa., March 27. In his

FRANK GILLMORE

The acting profession lost a noted colleague and sincere friend when Frank Gillmore, president of Associated Actors and Artistes of America and president emeritus of Actors' Equity Association, died March 29 in Roosevelt Hospital, New York, after a month's illness.

Altho he was a great actor, Gillmore handled the affairs of Equity, from 1929 to 1937, more like a skillful attorney. It was partly thru his foresight and refusal to allow fellow actors to take abuse from theatrical managers that Equity was formed in 1913. At that time he was a member of the council and in 1918 was installed as a salaried executive secretary.

Unlike other leaders of Equity, who resorted to an emotional appeal to reach their goal, Gillmore was quiet but militant in his demands.

Gillmore was born in New York May 14, 1867, the son of Parker Gillmore and the former Emily Thorne. His mother, grandmother and two aunts were all English actresses. His father was an officer in the First Royal Scots and a veteran of the Crimean War.

He was taken to England when five years old and was acting at the Theater Royal in Margate before he was 18. He played London and the provinces for eight years before returning to America in 1892, when he made his debut in St. Louis.

Until his retirement from the stage in 1916 he had a successful and colorful career. He played under the management of Charles Frohman, David Belasco and other famous managers. He appeared with many noted stars, including Mrs. Minnie Maddern Fiske, Henrietta Crossman, Mme. Nazimova, Ethel Barrymore, Elsie Ferguson, Bertha Kalich and Mary Mannering.

Gillmore is survived by his widow, Mrs. Laura Gillmore, and two daughters, Mrs. Ruth Sonino and Margalo Gillmore (Mrs. Robert Ross), popular Broadway actress. Services were held March 31 at the Church of the Transfiguration (the Little Church Around the Corner), New York, with interment in Kensico Cemetery.

youth he was with Buffalo Bill's Wild West and Pawnee Bill's Far East Shows. Surviving are two sons, William and Samuel, Philadelphia, and a daughter, Mrs. Anna Gibbs, Darby, Pa. Services April 2 in Philadelphia.

HESS—Anna, sister of Irving J. and the late Harry R. Polack, March 21 at Montifore Hospital, Pittsburgh, of a heart ailment. Burial at Westview Cemetery, Pittsburgh. Surviving are her husband, Karl, and her brother.

HILL—Prentice David, 27, Broadway set designer, from injuries sustained in an elevator accident in a Richmond (Va.) hotel March 25. He was instructor in Fine Arts at the College of William and Mary, Williamsburg, Va.

JAMES—Volney, 63, radio character actor, of a cerebral hemorrhage in Los Angeles March 29. He had been in radio 18 years and at one time was known as Cap Eight Ball. More recently he aired over WMTR, Los Angeles, as The Old Colonel. Survived by his widow, Mrs. Vivien James.

LEVY—J., father of Bernard W. Levy, former Hartford division manager for the Fred E. Lieberman Theaters of Boston, recently in Providence. Bernard Levy is a private in the army.

McCUE—Eugene V., 65, police sergeant employed by the National Broadcasting Company, March 26 in New York. Survived by his widow, four daughters and a sister.

McDONALD—George, 71, former manager of the Victoria Theater, Chicago vaude house, and also a road manager, March 22 at Cook County Hospital, Chicago, after an illness of a year.

MACKIN—Charles, 54, former property man with road shows, at his home in

Frankford, Pa., April 1. Survived by his widow, Clara.

MANDEL—Florence Wakefield, 52, former screen actress, March 26 in Batavia, N. Y. Survived by two sons and a daughter.

MARCH—Maxine, 18, dancer, April 3 in an airplane crash at Vancouver, B. C. She had appeared with Hal LeRoy and was currently touring army camps with a USO show.

MURPHY—Cassie, 63, mother of Dean Murphy, mimic in the cast of *Ziegfeld Follies* playing in Philadelphia, March 26 at her home in Milwaukee after a long illness. Another son and two daughters survive. Services March 30 in Cuba City, Wis., with burial there.

NEENAN—John, 72, former drama critic in New Britain, Conn., for *The New York Mirror* and *The New York Clipper*, at his home in New Britain March 24. Surviving is a sister-in-law, Mrs. Theodore Smith, New Britain. Services at St. Mary's Church, New Britain, March 27, with burial in St. Mary's Cemetery there.

PARKER—James, 67, circus and vaude acrobat, in a Dallas hospital March 29. Born in England, at 9 he was apprenticed to a circus. He came to this country in 1893 and joined a troupe exhibiting at the World's Columbian Exposition at Chicago. Later he worked in an act billed as the Parker Brothers with his adopted son, John G. Parker, now of Boston. He retired from show business in 1926. His wife died a year ago and the

only known survivor is his adopted son. Burial in Dallas March 30.

PRESSBURGER—Mrs. S., 53, wife of Arnold Pressburger, United Artists producer, at her home in Hollywood March 25. Services March 28, with burial in Hollywood Cemetery. In addition to her husband, she leaves a daughter, Mrs. Nelly Brash, and a son, Fred.

RICE—Earl, 49, former musical director of Station WGY, Schenectady, N. Y., March 24 at his home in Philadelphia after a short illness. After leaving the radio station six years ago Rice was in charge of the piano department of the Strawbridge & Clothier department store in Philadelphia. Survived by his widow, Mary.

SEITZ—Vance, former theater manager, March 26 at his home in Sister Bay, Wis. Seitz had been manager of the Olympic, Majestic and Selwyn theaters, Chicago. He retired five years ago. Surviving him are his widow and three sons.

SILVERSTONE—Mary T., 64, mother of Jonas Thomas Silverstone, counsel for the American Guild of Variety Artists, in New York March 31. She was a member of the Thomashevsky family, long associated with the Yiddish Theater of New York.

SMITH—Otis L., 64, in a Utica (N. Y.) hospital March 26 after a month's illness. Born near Utica July 28, 1878, he played in a carnival band at an early age. He returned to Utica to organize a livery business, giving that city its first taxicabs, and to found Utica Park, which he operated over 20 years. In 1917 he bought a half interest in the Steve La Grou Shows. The next year he started the Otis L. Smith Shows, which once reached the 35-car class. For many years he also was co-owner of the Harlem Museum, 125th Street, New York, later buying the King elephants and presenting continuous acts behind a 10-cent gate on his midway. He retired from the carnival field in 1930, returning to his auto business and his interest in Sylvan Beach, where he operated rides and concessions thru last season. He was a member of the National Showmen's Association and B. P. O. Elks. Survived by his widow, Hattie Burchill Smith; three daughters, Mrs. Phil (Maybelle) O'Neil, Nashua, N. H., and Utica; Mrs. Leonard Dunlop, Utica; Mrs. Frances Carroll, Rome, N. Y.; a son, Otis L. Jr., Utica, and four grandchildren. Interment in Forest Hills Cemetery, Utica.

TORINA—(William Campbell), American juggler, in London February 23 after a lengthy illness. He was the brother of George Latour (Campbell), also a juggler. Both appeared in vaudeville in this country and Europe. Originally from Boston, they made their home in England in recent years. Torina, only known pupil of the great juggler Paul Cinquevalli, also teamed with his brother in a juggling and bag punching act years ago.

TOWNSEND—Cynthia Sherwood, 53, sister of Robert E. Sherwood, playwright and director of the overseas branch of the OWI, March 27 in New York.

UPSON—Gaylord (Gay), 52, concessionaire and member of the Pacific Coast Showmen's Association, in Los Angeles March 27. Services conducted by PGSA, H. A. (Pop) Ludwig, chaplain, in Los Angeles March 30, with burial in Showmen's Rest, Evergreen Cemetery there. Surviving are his mother, two brothers and two sisters, all of Oakland, Calif.

VOIGHT—Ernest R., 56, music publisher, April 1 at Mountainside Hospital, Montclair, N. J., after an illness of three months. Voight had been a director of Associated Music Publishers, Inc., and vice-president in charge of the music division. After some time with the Boston Music Company he became managing director of Winthrop Rogers, Ltd., London Music publisher, which position he held until he joined Associated in 1929. Survived by his widow, brother and mother.

VOX—Valentine (Wilfred Moran), ventriloquist, in St. Luke's Hospital, Pittsfield, Mass., March 27 shortly after suffering a heart ailment. For many years he had played the vaude houses of the principal cities of the nation. Surviving are two sisters and a brother. Services March 31 at St. James Church, Albany, N. Y., and burial in St. Agnes Cemetery there.

WALKER—Mrs. T. W. (Rose Royal), in Deaconess Hospital, Spokane, February 26. She was at one time a performer with Buffalo Bill's Wild West Show, Ringling-Barnum, Hagenbeck-Wallace, Gollmer Bros. and other circuses. Survived by her husband.

ZABRISKIE—Frank G., 74, manager of the Paterson (N. J.) Opera House, March 28 in Clifton, N. J.

ZIMMERMAN—Theodore, 62, former trombonist with Fillmore's and Smittie's bands, at his home in Cincinnati March 29. Surviving are his daughter, Mrs. Mildred Mentz, Cincinnati; two brothers, John Nolte, Hamilton, O., and Fred, Cincinnati, and a sister, Mrs. Elsie Kelly, Cincinnati. Burial in Cincinnati April 1.

James Madison

James Madison (Charles Aronstein), 72, former "king of gags" and vaude writer, died March 27 after an operation at Mount Sinai Hospital, New York.

Madison was the publisher of a monthly bulletin, *Madison's Budget*, which provided a source of material for many stage comedians.

For many years Madison managed theaters and road companies in San Francisco and other cities. He also managed the Odeon Theater, Baltimore, and the Princess Theater, New York. In addition he wrote for the silent movies and collaborated on the first movie script produced of *The Cohens and the Kellys*. In San Francisco he was associated with Harry Montague and together they wrote many skits for the Bella Union Theater.

During the last years of his life he was owner and publisher of several monthly and quarterly mags, including *The Collector's Guide* and *The Rare Book Speculator*. At the time of his death he was writing his autobiography entitled *No Regrets*.

Madison's wife, the former Elvina Leerburger, died last year. Funeral March 30 from Riverside Chapel, New York.

IN MEMORIAM
AL SANDS
 MARCH 20, 1943
 A REAL PAL
ED AND MICKEY WHEELER

Marriages

DAVIES-ALDERSONN—Edward Davies, formerly on NBC's *Words and Music* program and now in the navy, and Norma Aldersonn, Blue Network cashier, March 28 in Chicago.

DAVIES-YOUNG—Cpl. Ogden Davies, former member of Johnny Long's ork, to Helen Young, vocalist with the same band, last year in New York, it was revealed last week.

KALEY-DILLON—Charles Kaley, orchestra leader at the Golden Gate Theater, San Francisco, and Sabra Dillon, Helene Hughes dancer appearing at the same theater, March 24 in Reno, Nev.

EARLY BOW MARKS TOPPLED

Franks Starts Well In Macon; Gate in 30% Hike Over 1942

MACON, Ga., April 3.—After several days' delay because of heavy rains and cold weather, Franks Shows made their 1943 debut to good business at Playland Park here. Manager W. E. Franks said that receipts for the opening week topped last year's opening by about 30 per cent and that it was the best opening week's business in the organization's history.

Considerable work was done on the lot during the spring, converting it into a park location. Chief addition was a large entrance arch built across the front of the lot, facing Broadway, one of Macon's busiest streets. Arch is constructed of cypress logs, cut on the Franks farm in Wilcox County. Top is covered in neon, in red, white and blue lettering and patriotic symbols. All equipment looked good.

The Franks organization consisted of rides and concessions at the opening. Rides are: Ferris Wheel, Charles Drill, (See FRANKS SHOWS on page 35)

WT Is Winner at 2-Week Waco Stand

WACCO, Tex., April 3.—World of Today Shows, owned and operated by Denny Pugh and Joe Murphy, registered good business in their second week here. Business for the two-week stand was beyond expectations despite cold weather, and midway drew good crowds thruout. Work is still being done on equipment under direction of Murphy. Merry-Go-Round has been repainted, and the Girl Revue is being remodeled and painted.

Owners Murphy and Pugh have erected a War Bond booth at the entrance to the shows, and bonds and stamps will be sold there at all times. Cotton Palace buildings here, which have housed the shows for the last two winters, are being dismantled.

Harrison Waite, prominent Waco banker, was a nightly visitor on the midway, and during the winter he paid daily visits to the quarters. Waite is a friend of showfolks. Pfc. J. L. Jordan, stationed at Fort Sill, Okla., and his brother, Pvt. Marvin Jordan, stationed at Shepard Field, Wichita Falls, Tex., visited their parents, Mr. and Mrs. Jack Aderholt, here. The Aderholts have concessions on the shows. Other visitors included Mr. and Mrs. Pete Kortez, Jack Ruback, T. J. Tidwell, Mr. and Mrs. Mel Dodson, Noble C. Fairly, business manager, is on a business trip in the North.

Sunset Bows May 1; Exec Staff Is Set

EXCELSIOR SPRINGS, Mo., April 3.—K. G. Garman, manager of Sunset Amusement Company, announced at shows' local quarters that James P. Daniels has been signed as special agent for 1943. Harry Lamon returns as concession manager, marking his third season in that capacity, Garman said.

Duties of Assistant Manager Vaun R. Flora, who is doing overseas service with the army, will be handled by Garman and George C. Martin. Shows are scheduled to open here May 1 and then tour Missouri, Kansas, Iowa and Illinois.

B. & V. Signs Rosenberger

RICHMOND, Va., April 3.—Bert Rosenberger, well-known general agent, has been signed in that capacity with B. & V. Shows for 1943, he announced here this week.

Fair List

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



THIS GROUP of well-known retired showfolk celebrated their birthdays at a party in LeMay's Hut at Gibsonton, Fla., March 18, all of their anniversaries falling on that day. In the photo, snapped just before the gifts were distributed, are left to right, George Reinhardt, Grace LeMay, Phil LeMay, Dorothy Markley, Carl Dapic and Dad Locke. A floorshow, with Harry E. Wilson as emcee, was well received, and Orange State Ramblers provided the dance and floor music.

JJJ Is Booked At New Indiana State 4-H Fair

CHICAGO, April 3.—Johnny J. Jones Exposition has been contracted by the Indiana State Fair board for the 4-H Club Fair to be held during Labor Day week on the Indianapolis grounds, it (See J. J. JONES SHOWS on page 35)

Large Crowd Attends HASC Auxiliary's Pot Luck Dinner

KANSAS CITY, Mo., April 3.—About 100 members of the Heart of America Showmen's Club and Ladies' Auxiliary attended the annual Pot Luck Dinner, held each year by the Ladies' Auxiliary. In the absence of President Viola Fairly, First Vice-President Lettie White presided and introduced Clay J. Weber, second vice-president of HASC, who was toastmaster. A letter expressing regret at being unable to attend from President Fairly was read.

Toastmaster Weber introduced past presidents of both clubs, who responded with brief talks on the history and activities of the clubs. Introduced were Ruth Ann Levin, Ruth Martone, Myrtle Duncan, Margaret Haney and Hattie Howk, of the auxiliary, and John Castle, George Howk and P. W. Deem, of HASC. Dinner opened with invocation by May

Strates Makes Fast Railroad Move for Washington Opener

WASHINGTON, April 3.—James E. Strates Shows, after a fast rail move from quarters in Smithfield, N. C., arrived here Wednesday at midnight for their 10-day inaugural stand which gets under way April 7. Leaving Smithfield at 9 a.m. Wednesday, shows made the (See STRATES SHOWS on page 35)

Wilson, auxiliary chaplain. Entertainment committee, under chairmanship of Nellie Weber, was introduced and given a round of applause for the splendid work done in providing many good things to eat.

HASC members in attendance were Frank Capp, Ellis White, George Sargent, Jim Pennington, Jimmie Doncaster, Ray Hanson, George Howk, Carly Clark, Ben Houssel, P. W. Deem, Clay Weber, G. C. McGinnis, John Castle, Roy Marr, Jim Taylor, Morris Ventling, F. W. Bradbury, Chester I. Levin, Al C. Wilson, W. Frank Delmaine, George Elser, Charles Coleman, W. P. Holston, Ralph Noble, Bert Davenport, Hymie Schrieber, W. B. Starr, Bill Hollenbeck, Buck Ray, Tony Martone, Boxie Warfield, Sam Ansher, Jack Moon, Al (Deafy) Campbell, Major Banks, Marlo Brancato and Harry Altshuler.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Calentura, Mex.
April 3, 1943.

Dear Editor:

Please do not change anything in this news letter. Its contents may read somewhat like advertising for help, but the management of this show would not stoop to grab any space for that purpose. Ballyhoo Bros. have always been great for writing travelogs and hope that unemployed readers will consider this as such. Naturally, we can't stop workers from reading it wrongly and, should they cross

the border, it would not be proper to leave them stranded.

Meat, butter, shoes, gasoline, sugar and other necessities are plentiful and unrationed here. Due to the low cost of the eatables mentioned, our cookhouse operator piles them on the tables. Weather here thru the past winter was summer-like and the show is routed thru the mountain country where it will be cool and refreshing all summer. Mountain streams are filled with trout and, as they (See BALLYHOO BROS. on page 56)

Mobile Engagement Is Good Inaugural Date for Sheesley

MOBILE, Ala., April 3.—Mighty Sheesley Midway successfully closed a two-week engagement at the Cotton Mill lot in suburban Prichard March 28. Satisfactory business was reported for the initial two weeks despite cool weather and some rain. Shows moved to Fulton and Hall Mill's lot, where they will remain until April 10 and then take to the road, with Meridian, Miss., the first stop. Management said about 90 per cent of the work crew spent the winter working in war plants. Six rides and three shows were in operation, with Ben Moulton providing the free attraction. Shows used plenty of paper and radio time over Station WMOB. Summer weather the final day gave shows the best business of the week. Only 15 concessions were open here.

Cash Wiltse is general agent and legal adjuster for the shows, with John M. Sheesley, owner-manager. John D. Sheesley is manager of the Side Show, with his wife, Dorothy, operating the bingo game. Robert North joined as press agent.

Personnel also includes Arthur Walker, (See SHEESLEY SHOWS on page 35)

Marks Combo Is Set For Richmond Debut

RICHMOND, Va., April 3.—John H. Marks Shows are preparing for the opening of their 20th annual tour here April 12. Manager John H. Marks said he has booked a new Broad Street site, located several blocks nearer the center of town than the old circus grounds. In an effort to avert any transportation difficulties, work at Midlothian quarters is progressing rapidly, and all property, including trucks, show fronts and rides, is being repainted. Mechanics are working on the Diesel plants and tractors. All rolling equipment is being weighed in order to comply with the 1943 State law.

Jack Byrnes, International Harvester Company, has located several semis, which will be added to shows' line-up at opening. Mr. and Mrs. Con Weiss arrived with their concessions from Ocala, Fla. Paul Lane, who wintered in Richmond and will open with the shows, reports that Mrs. Lane will continue to operate their chicken ranch in Florida.

(See MARKS SHOWS on page 35)

Lewis Combo Signs Lockett and Nealand

RICHMOND, Va., April 3.—Ralph G. Lockett, office manager and secretary of Johnny J. Jones Exposition for the last six years, joined Art Lewis Shows here in an executive capacity, management announced last week.

It was also announced that Walter D. Nealand, vet showman and publicity director for John H. Marks Shows for a number of years, has been signed in that capacity by the Lewis interests.

Thomas Goes to Solomon, Sedlmayr on R. & C. Expo

CHICAGO, April 3.—J. C. (Tommy) Thomas, for the past several years general agent of the Johnny J. Jones Exposition, has signed with Sam Solomon and Carl J. Sedlmayr, owners of the Rubin & Cherry Exposition, for the season of 1943.

He expects to leave Chicago to take up his new job early next week.

Terry Buys Equipment

ST. LOUIS, April 3.—Theston Terry said here last week that he had purchased some show equipment from Dee Lang, of Dee Lang's Famous Shows, and will open his season in Hamburg, N. Y., April 25 under the title of Terry's Amusement Shows.



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CANADA GREATER SHOWS CANADA

14TH ANNUAL TOUR

Show will consist of six Rides, namely, Merry-Go-Round, Ferris Wheel, Kiddie Auto Ride, Tilt-a-Whirl, Caterpillar and Ridee-O. Plus a Penny Arcade, 3 Shows, namely, Side Show, Grind Show and a Girl Revue Show. Also 20 Concessions.

Want to book a real Side Show. Will supply 20 by 100-foot tent, banner line and wiring for same. Betty King wants draft exempt canvas man, also experienced Girls.

Want Workmen for the Rides with selective service permit to seek work. Apply **FRED W. SIMS**, Post Office Box 85, Toronto, Ontario, Canada.

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Write for Prices

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Long season with the best spots in the Detroit area, also large Celebrations and Fairs in Michigan. Concessions open about April 20th. Have excellent proposition for Bingo Caller and Counter Men. Want Agents for Scales, High Striker, Penny Pitches, Milk Bottle Games, Coca-Cola Bottle Game, Grocery Wheel and Teddy Bear Hoop-La.

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GARDEN STATE SHOWS

Opening May 1, Playing All Defense Territory. Now Contracting for 1943.

WANT RIDES—Will book Rides other than Wheel, Chairplane, Kid Auto, Tilt-a-Whirl and Pooder. **SHOWS**—Can place Grind Shows other than Ten-in-One. Have complete outfit for Girl Shows. **J. Mahler, contact.** **CONCESSIONS**—Want Cookhouse and Grab, Custard, Photos, American Palmystry, Grind Concessions of all kinds. **HELP**—Foremen and Second Men for Wheel, Chairplane, Tilt, Helpers, Semi-Drivers, etc. All those with me before, please contact. **FOR SALE**—Kid Octopus, complete with winch, good condition. Price \$800.00 cash.

Address **R. H. MINER**, 161 Chamber St., Phillipsburg, New Jersey

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UNITED STATES TENT & AWNING CO.

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Attention—Cumberland Valley Shows—Attention

OPENING EARLY MAY IN HEART OF SOLDIER CAMP

WANT—Capable Shows with or without outfit; also Motordrome. All Legitimate Concessions open. Ride Foremen for Twin Ferris Wheel, Whip, Loop-the-Loop, Merry-Go-Round and Chairplane. Your salary cash. This Show holds contract for 10 Fairs; others pending. So if you want to make money, save tires and get gas, get in touch with this 40-mile-or. Address all mail to **ELLIS WINTON, Mgr.**, Manchester, Tenn. P. S.—Rocco Aleo, please answer.

TENTS—BANNERS

50x110' DRAMATIC TOP, A BARGAIN.
Charles Driver — Bernie Mendelson.

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FOR BIG SEASON ON CHICAGO LOTS.
MEN AND WOMEN CONCESSION
AGENTS. COUPLES PREFERRED.

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COOKHOUSE open, privilege out to \$25.00 in tickets. **GIRLS SHOWS**, 2 show exclusives open to responsible party. Extraordinary proposition for good Penny Arcade. **GEEK SHOW** equipment open. Want **PHOTOS** and **PALMISTRY**. Want Ferris Foreman and Men for Chair, Auto and Loop. **INDEPENDENT SHOWS** with transportation, 15%.

P. O. BOX 350, EXCELSIOR SPRINGS, MISSOURI.

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PARK AND CARNIVAL EQUIPMENT**

1 Turnstile Metered, Perfect Condition \$ 50.00
2 Portable Loud Speaking Systems, Ea. 75.00
1 Evans 30 Horse Race Track, Like New 150.00
1 Hitler Jap Base Ball Game 50.00

L. H. HOOKER NOVELTY CO.
Arnolds Park, Iowa

CARNIVALS YOUR 1943 INSURANCE

Soon we will be starting the 1943 season, which no doubt will be full of problems none of us have had before.

We, too, have our problems—

But a very important point in our mind is to provide the shows that we have served in the past, as well as some new ones, the same excellent insurance service that you have had and have a right to expect.

MR. RALPH WILKERSON, JR., WHO USUALLY CALLS ON YOU, IS NOW A CADET PILOT IN THE U. S. ARMY AIR CORPS.

RESTRICTED TRAVEL WILL NOT ENABLE ANY OF US TO GET AROUND AS MUCH AS WE WOULD LIKE.

NEVERTHELESS, WE CAN GIVE YOU THE SAME SERVICE ON YOUR INSURANCE PROBLEMS.

Our organization here is all set to take care of your needs this coming season.

We will contact you, but please bear with us if, due to travel conditions and man-power shortage, we don't get around as much as we would in normal times. We are sure you understand, as we're all in the same fix.

GET IN TOUCH WITH US. WE ARE EAGER TO TAKE CARE OF YOUR BUSINESS.

HAAS & WILKERSON INSURANCE AGENCY
912 Baltimore Avenue Kansas City, Missouri

Los Angeles

LOS ANGELES, April 3.—Showfolk ranks here are thinning with many of them joining various shows. Pvt. Johnny Farthing, U. S. Marine Corps, stationed at Combat Conditioning Base, Oceanside, Calif., was in Los Angeles recently to visit Harry Chipman and other former buddies. Monroe Eisenmann is undergoing treatment at Veterans' Hospital, Sawtelle, Calif. Harry Matthews has been discharged from the army. Fred Cox, member of the Heart of America Showmen's Club, but now in the army, was in the city recently. Dave Morris's condition is improving, but he's still undergoing treatment at Veterans' Hospital. W. A. Strode was a visitor. Harry Wooding, of Mission Beach, and Joe Mettler were in the city from San Diego on buying trips.

Jimmy Dunn has recovered from a recent eye operation. Bill Hoffman, George Perkins, Dick Lewis, Larry Bolger and Hugh McGill, representatives of Joseph Andrew circus fans, attended the Arthur Bros.' Circus as the guests of Owner Martin E. Arthur. Elden Frock, Bill Myers and Elmer Hanscomb have their shows at Compton and Manchester boulevards.

Philadelphia

PHILADELPHIA, April 3.—Local shows are getting ready to open and leave for their bookings. Mr. and Mrs. E. K. Johnson left for Cetlin & Wilson Shows last week. Doc Cann, in advance of World of Mirth Shows, visited. Simon Krause is here. Johnny Keeler is painting up and getting ready for an April opening. Max Gruberg has opened his Penny Arcade and reports good business. He will open his unit on local lots about the middle of April.

Curly Ingram will again have his concessions with Johnny Keeler this season. Woodrow Olson has recovered from a recent operation but will not go on the road this season. He plans to take a war job. Louis Kane will have his concessions on a circus. Bill Gilsdorf, who has been wintering his show in New Jersey, is getting ready for the coming season.

NEW 1943 WALK-THRU SHOWS

Tried out and now Ready

WORLD WAR NO. 2, glorious patriotic fast money getter for big and little. C. W. Brockway, for 30 years concessionaire and showman at Buckeye Lake Park, Ohio, writes: "Your War Show did \$800.00 for me first week out." Others write similarly.

THRU THE KEYHOLE, the fun show both young and old go for. Piles up money fast at 25 and 10 cents. Has had many \$250.00 days. Also includes a "take off" on army life; just the show for now. They roar.

F.B.I. SPY and CRIME SHOW, the half-raiser of all. New—timely—hot—a thriller. Great for children and adults. "Knocks their eyes out." Also great morgue police scenes and actual executions.

DOPE, BIRTH and LIFE SHOW, Drugs, Marijuana, Opium Dens, Disease and Health. A splendid show. Includes "why quintuplets," Freaks, etc.

Each show above consists of two swell blow-ups, 4 by 6 ft., in color in frames; also nice 6 by 10 ft. canvas banner for front and four 2 by 3 ft. dandy blow-ups in color in frames, and 20 to 30 heavy cardboard pictorial panels, all described so no lecturer is needed, and 20 high grade viewing boxes with 20 great scenes on colored glass; full directions for setting up and running show. Any show as described above

only \$160.00

Wire or mail \$50.00, state show wanted and it will go out within a few days; remainder collect. Weight about 100 lbs. 2% off allowed cash with order. Remember there is not a show above but what has and will take in full price of show in one good day, sometimes more.

We are very busy. It is a great year for our shows—easily carried and only two people to run a show. Order now or write for descriptions and statements from carnival, park and fair managers and men and women showmen.

CHAS. T. BUELL & CO.
BOX 306, NEWARK, OHIO
For Twenty Years Walk-Thru Show Builders

WANTED TO BUY

For cash, Kiddie Whip, Kiddie Ferris Wheel with service cable. Also other Kiddie Rides. Address
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Now booking worth-while Attractions for 1943 season. Have for Sale — Merry-Go-Round, Loop-a-Plane and Whip. Ride Foremen wanted. Apply
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Jap body in shrunken condition. Everyone wants to see a dead Jap. Don't fail to add the Japanese Shrunk Body to your show, side shows, road shows, Carnivals, Store Shows, Window Attractions. Write for photos, cuts, descriptions and prices. Address: **TATE'S CURIOSITY SHOP**, Safford, Arizona.

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TORTURE PROOF

Original Illusion. First Time Advertised. Write
ABBOTT'S, Colon, Michigan
World's Largest Illusion Builders

WANTED

Life Size Wooden or Composition Pony or Horse. Also any other Dummies that can be used for photographic work. Send description or photo. Cash waiting.
GEORGE F. HUGHES
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WANT

Grind Store Agents, men and women. Salary or commission. Experience unnecessary. Apply or write
CLYDE HIPPLE
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W. S. CURL SHOWS

OPENING MAY 1, LONDON, OHIO
WANT

Shows with own outfit and transportation. Fun House, Glass House, Monkey Show, or what have you? Concessions: Penny Arcade, Photo Gallery and other legitimate Concessions. Ride Men for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Chairplane; also Truck Drivers.

Address W. S. CURL, Box 27, London, O.

CUNNINGHAM'S EXPOSITION SHOWS

OPENING MAY 1 IN NEW MATAMORAS, O.

Want Shows of all kinds with or without own outfit. Want all kinds of Legitimate Concessions. Cookhouse or Sit-Down Grab, Ball Games, Pitch Till You Win, Darts, Penny Pitch, Hoopla, Gane Rack, Fish Pond, String Store, Bowling Alley, Duck Pond, High Striker, Cork Gallery, Lead Gallery, Huckley Buck, Photo Gallery, Penny Arcade. Want Merry-Go-Round, Ell, Chairplane Second Men that can drive truck.

FOR SALE—Ell Ferris Wheel No. 5, first class condition; Smith & Smith Chairplane in good condition. Write or Wire **JOHN CUNNINGHAM**, New Matamoras, Ohio.

LAWRENCE CARR SHOWS

Opening April 28 for Ten Days. No Dim Out Where I Open.

Want Ride Help for Merry-Go-Round, Ferris Wheel, Chairplane. Also Semi Trailer Drivers. Want legitimate Concessions, no grift. Shows wanted, will finance and frame any worth-while Show. John Palsa and Dave White, contact me.

P.S.: Want High Aerial Act. Will buy 25 K.W. Light Plant.
LAWRENCE CARR, 124 Morrison Ave., Somerville, Mass.

CALL-CALL-CALL-CALL

Workington, Foremen, Second Men, Semi Truck Drivers. Winter quarters now open. Top salaries. Hotel accommodations and hotel food before the show opens. Come in now. Will place Girl Show Operator, Grind or Bally Shows with or without equipment or transportation. Want Cookhouse, Custard, Candy Apples, High Striker, Cigarette Gallery and any other legitimate Concession. Write or wire

Herman Bantly, Bantly's All American Shows

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FOR YOUR PRESSURE GAS AND OIL COOKERS, LANTERNS, AND HANDY GAS PLANTS FROM

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Generators—Mantles—Gas Tips and Needles

FOR SALE BARGAIN

1 Merry-Go-Round with 52 Animals, 4 Coaches, 20 Armed Machines.

8 Timken Roller Bearing Roller Coaster Cars, 42" Gauge, 3 Seats.

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ARCADE SECTION

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Any size. Send \$1.00 for complete list of about 300 Tents, Poles, Sidewalls, Stakes, Wood and Steel, Power Stake Driver, Truck Covers. Complete equipment sold on money-back guarantee, or send stamp and tell us what you want and how much you want to pay. We will answer if we have it. Slightly used, good as new, A-1 shape Army Duck, rented 2 to 4 weeks each; Khaki, Green, some Blue; no rags; hand roped Manila, stainless throat.

SMITH TENT CO.
AUBURN, N. Y.

J. J. JONES SHOWS

(Continued from page 32)

was announced here after meetings of board members during the week to arrange for attractions.

Altho a substantial portion of the Indiana plant is being used by the government and the 1942 State Fair was called off, the board practically decided last January that there would be sufficient space for a 1943 4-H Club Fair, to which it felt the many youthful exhibitors were entitled.

Barnes-Carruthers Fair Booking Association will present a show in the Coliseum during the fair, and it was said that negotiations were on for the WLS Barn Dance for opening night. The Jones show had the State Fair midway from 1936 to 1941.

STRATES SHOWS

(Continued from page 32)

move over three roads, Atlantic Coast Line, Richmond-Fredericksburg & Potomac Railroad, and Pennsylvania Railroad. Mike Olsen, trainmaster, had the train unloaded, and Lot Superintendent James Yotas had the wagons spotted, and all shows and rides are being retouched and repainted.

Wayne Kingsley, chief electrician, has his crew installing new lighting effects on rides and attractions, and Jackson Douglas has the Diesel light plants functioning. Mrs. J. C. Weer's rides are being painted. Others here include Al Tomaini, side show; Madame Burleson, Harlem Revue; Joe Sciotino, two shows; Walter Marks, Drome; Dave Miller, two attractions; Leo Carrell, Hollywood Monkey Show; Bill Brown, Rocket ride.

Executive staff members here include General Manager Strates; William C. Fleming, general agent; Eddie Jackson, publicity; Assistant Manager Dick O'Brien, Eddie Haley, and Abe Jugens, secretary.

FRANKS SHOWS

(Continued from page 32)

foreman; Whip, G. F. Litts; Chairplane and Kiddie Rides, Harry O. Bestland.

Concessions: G. F. Litts, bingo and five others; Mrs. Pauline Drill, five; Red Powers, two; Doc Myers, two; Madame Wassa, palmistry booth; Earl Thompson, two; George Evitts, two; Charles Amerson, one; Bob Smallwood, one; Joe Duncan, one, and Whitey Hardaman, two.

Staff: W. E. Franks, operator-manager; Mrs. Peggy Franks, secretary-treasurer; Jim McCall, assistant manager; Charles Amerson, superintendent of concessions, and Bob Smallwood, electrician.

Visitors included Mayor Charles L. Bowden, Police Chief Robert L. Miller; Charles Sparks, retired circus owner; C. E. Barfield, former carnival owner; J. L. Johns and Bill Brown, Macon carnival showmen.

MARKS SHOWS

(Continued from page 32)

John Gravis and Harry Purcell again have the midway restaurant, and Art Gordon's Revue will return. Duke Jeanette's Side Show has been signed again, and Mr. and Mrs. John Ray's two attractions have been booked. Doc and Evelyn Anderson's Cotton Club is being readied for opening.

T. A. (Red) Schulz, mailman and *The Billboard* sales agent, wintered here. George Chesnut reports paper for the opening is here and he will start billing activities this week. Joining Al Palmer, Tommy Heath, Ray Stone and Dutch Leiber at quarters this week were George Hoover, Mr. and Mrs. Bert Miller, George Carter, Charles and Vera Kelly, Mr. and Mrs. Tony Bares, Frank Camplain, Oscar Byrd and Francis Lochlin.

T. W. Lewis will continue the operation of his coffee shop at a local hotel for the summer but has been re-engaged as business manager. Visitors included Frank Bergen and L. A. Christian, World of Mirth Shows; Jack Wilson, Cetlin & Wilson Shows; Ralph Lockett, Jack Olson, Mr. and Mrs. McCarter, Sam Pollat, Bert Rosenberger, Al Nowitsky, Norman O. Manwaring, Turner Bethel, and Ban Eddington, *The Billboard* representative.

SHEESLEY SHOWS

(Continued from page 32)

cookhouse and two concessions; Eddie Moore, chief cook; Roy Jones and Bill Michaels, grabstand; Charley Sheesley, general manager; Jack Baillie, ride superintendent; Samuel Smith, trainmaster; E. H. (Tex) Smith, office manager; John Ellis, assistant in charge of concessions and tickets; Bill Rice, assistant secre-

GOOD USED TENTS! NO JUNK!

SIZE	STYLE	MATERIAL	PRICE
8x10'	Hip Roof, 8 oz.	Army striped material	\$ 17.75
9 1/2 x 14'	Hip Roof, 8 oz.	Army striped material	23.50
10x15'	Hip Roof, 8 oz.	Army striped material	26.50
10x15'	Hip Roof, 10 oz.	white	23.50
12x19'	Hip Roof, 10 oz.	white	33.00
14x21'	Hip Roof, 10 oz.	waterproof	59.50
16x24'	Hip Roof, Tan	waterproof	45.00
16x24'	Hip Roof, 12 1/4 oz.	O. D. Waterproof	61.50
20x30'	Hip Roof, 12 1/4 oz.	O. D. Army Duck	79.50
20x40'	Hip Roof, 12 1/4 oz.	white	86.50
20x40'	Hip Roof, 12 1/4 oz.	O. D. Waterproof	91.50
20x80'	Hip Roof, 10 oz.	Grey	199.00
20x100'	Hip Roof, Green	Drill	97.50
20x120'	Hip Roof, Green	Duck	109.50
30x30'	Hip Roof, 8 oz.	Army striped material	132.00
30x40'	Hip Roof, 10 oz.	Waterproof Khaki	169.00
(Almost New)			
30x50'	Hip Roof		159.00
30x50'	Round End		159.00
30x60'	Round End, 10 oz.	Khaki	169.00
30x60'	Round End, 8 oz.	O. D. Drill	169.00
30x60'	Hip Roof, 8 oz.	O. D. Drill	194.00
* 30x60'	Hip Roof, 8 oz.	Army striped material	146.00

*This Tent is made in three pieces.

These Tents are complete with poles and stakes and 7' high sidewall. Prices are quoted F. O. B. Springfield, Illinois. These Tents have all been used but are still in very good condition.

THE R. H. ARMBRUSTER MFG. CO.
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AMMUNITION WANTED

Will Pay
\$140.00 PER CASE
ANY QUANTITY
Don Coffon's Fun Palace

923 Congress, Austin, Texas

Lieut. Frank M. Sutfon

Presents
Great Sutfon Shows

OPENING SATURDAY, MAY 1ST
Will sell exclusive on Corn Game, \$50.00 per week. Will sell exclusive on Photo Gallery, \$20.00 per week. Can place Roll-o-Plane. Will furnish complete Shows to anyone who has something to put inside. Address: Ride Help that drive Semi Trucks. Address:
BOX 304, Osceola, Ark.

JIMMIE FERENZI

WANTS GIRLS FOR GIRL SHOW

All wardrobe supplied for girls. Top salary and bonus. Dennis Stewart, Judy Well, Marsha Ramirez, Sandro Leo and Toni, write at once.

93 Bayway, Elizabeth, New Jersey

HARRY WEBB WANTS

Agents for Blum Skilloz, Roll-Downs, etc. Following people answer: Frankie Cook, Moe and Bud, Chick, Bill Roberts, Chas. Leo. Others I know. Can give you a long sure season where you work Mondays. Sticks can give you steady work. Forty weeks. Will buy complete Milk Bottle Ball Game and 14 Ft. Concession Tops and Frames. Must be in good condition. No junk wanted.
H. D. WEBB, Care Buckeye Exposition Shows, Morrilton, Ark., this week; then as per route of Show.

WANTED

2 ROLL DOWN AGENTS
AND 1 WHEEL AGENT
Open April 15th in New Jersey
PAUL PRELL
St. Francis Hotel, Newark, N. J.

FOR SALE—ONE JETER BASEBALL OUTFIT

WANTED TO BUY—SEMI-PORTABLE SCOOTER

HURWOOD ENTERPRISES

234 MAIN ST., NORFOLK, VA.

READING SHOWS

Will Open About April 15, Nashville, Tenn. Want Concessions of all kinds. Ride Help for Ferris Wheel, Tilt-a-Whirl, Chairplane and Kiddie Rides. Want Grind Shows. Address W. J. WILLIAMS, Mgr., 802 Joseph Ave., Nashville, Tenn.

CIRCUS ACTS

For May 8. Can place Boss Canvasman, Electrician, Truck Mechanic, Cook and Working Men in all departments. Want to buy or lease Small Elephant.

PATTERSON BROS.' CIRCUS

Hotel Wentworth, Lansing, Mich.

WANTED

CAPABLE GENERAL AGENT
One who can book Small Show for Street Celebrations and Home-Comings. Only one with a following in Michigan and Ohio need apply. Reply to:
BOX L-5,
Care Billboard, 390 Arcade Bldg., St. Louis, Mo.

TENTS

for sale—complete with portable frames, electrical equipment, velvet for flash, tools and trunks. What do you bid? 20x40 and 20x30.
BOX 413, Care The Billboard, 1564 Broadway, N. Y. C.



THE ASTROLOPAK

This handy metal Horoscope container with illuminating electrical mirror holds 300 monthly astrological character analysis and daily guides for the twelve different signs of the Zodiac.

Size — 21" High, 10" Wide and 11" Deep. Net Weight — 15 pounds. A 10c retail item that will establish a new profit record.

SPECIAL PRICE — \$10.00 per display complete with 300 Horoscopes. Terms Net Cash, F.O.B. New York, while supply lasts.

Address
Zolar Publishing Co., Inc.
33 West 60th Street, New York, N. Y.



4 FOR 15c PHOTOGRAPHERS

PHOTO MIRROR FRAMES

Send for Catalog
We have just enlarged our factory and facilities and completed a new line of Beautiful Patriotic Flag designs. Sizes 1 1/2"x2" to 8"x10". Place your orders now to assure early delivery. Our new office and show room is located at

AUTOMATIC MIRROR CO., 133 Mercer St., New York City



ROTOGRIFF—AMAZING NEW COMBINATION—ELECTRIC FOUNTAINS

Man—This is DYNAMITE! New revolutionary ROTOGRIFF cooks delicious hamburgers by electricity. No Grease. No Smoke. Action display. Also junior model. Completely portable. Low cost. Every sale earns you large commission. **JEMCO PATTY MOLD.** Seals hamburgers in wax paper. Eagerly bought by meat markets, drug stores, lunch counters everywhere. Big profits NOW!! **JEWEL ELECTRIC FOUNTAINS** are portable humidifiers. Beautiful display. Sell to homes and stores. Also large Color Change Fountains. Est. 1880. Send 10¢ for catalog and photoprints.

Better Hamburgers **Jewel Elec. & Mfg. Co., 216-BB W. Kinzie St., Chicago, Ill.**

tary and concession operator. Shows' line-up included Gay New Yorkers, Al Renton's Freak Show and Monkey Circus, and John Willander's Wild Animal Show. Charley Taylor's Minstrel Show, which closed a two-week engagement at Pike Theater, Mobile, is expected to join show. Midget Follies, on the shows last season, will not tour this year, it was reported. Members of the Follies are engaged in war plants, while Harriet Williams and husband, show's operators, are remaining in Minneapolis. Bill Rice said that about 80 members of the shows have been called to the armed forces.

Midway Confab

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

MORE open.

MRS. LESTER McGEE is in Louisville, Ky., recuperating from a recent operation.

MRS. E. O. RICHARDSON (Alice, Alligator Girl) is in Rex Hospital, Raleigh, N. C., and would like to read letters from friends.

HAD your kicks to a cobbler for a retreat yet?

MUSICAL RESERS, featuring their one-man band and wire-walking dog, Peggie, joined Hutchens Modern Museum at San Antonio recently.

FORMERLY with Hennies Bros.' Shows, P. A. McGrath is in Upper Darby, Pa., and has retired from the road for the duration.

A HEP old-timer is one who is familiar with all midway jargon.

FLOYD (SLIM) ARNOLD (Musical Rube) is assistant manager of Grand Theater, Waco, Tex., where he remains for the duration.

ROY AND FERN DUFFY, concessionaires, advise from New Orleans that they

Wadsworth, Kan., to undergo an operation but plans to troupe after his release. His wife, Gladys, former dancer, is in the WAAC. Earl says he would like to read letters from friends.

MANY formerly used three-miles-out-of-town show lots will be given back to the Indians.

LOUIS (CHIEF) DeWITT, former concession operator, lost his left hand and part of his right one when a 15-ton steel press which he was operating at Cleveland, Tenn., double tripped, catching his hands beneath it, Mrs. DeWitt reports.

NO show office is complete without a few midway highbrows lolling in chairs under its awning.

LEN DRYDEN and BUCKY HARRIS, St. John, N. B., who have been concessionaires with Bill Lynch Shows for several years, were in Montreal recently on a merchandise and equipment buying trip. They will be with the Lynch unit again this season.

HEY-DAY BILL opined: "Wouldn't mind paying the government 20 per cent if I made that much."

OPERATING their ball game and popcorn concession with the Wild Life Exhibit on Central Avenue, St. Petersburg, Fla., to good results are Capt. Ben Luse and Lillian Oilman. Luse has his stand booked with one of the F. E. Gooding Amusement Company units.



TREASURER of Cetlin & Wilson Shows before entering the armed forces, James (Jimmy) Coffman is at Fort Bliss, Tex., with the 672 AAA MG Battery, Fort Bliss, Tex., where he holds the rank of first sergeant.



CARL SPELLMAN, former unit manager for F. E. Gooding Amusement Company and well known in outdoor show circles, is a private with the Army Air Force. He's stationed at Salina, Kan.

"KNOW which way you will head or will it be a checkerboard route? I'll jump you and then you jump me."

PALBEARERS at funeral services for Sylvia Banard Fisher, who died of a heart attack in Leesville, La., March 25, were Eddie Moran, Cliff Vernon, Harry Brown, Ernest Getchell, Tex Whitlock, Eddie Robinson, George Sherman and Zucky Kelley.

WHEN asked his reason for hiring so many First-of-Mays, a manager replied, "Raw material is essential in producing a finished product."

GRAB STAND operator with Oliver Amusement Company for a number of years, Richard F. Blittschau has been employed at an airplane factory in St. Louis since closing with the shows last fall. He plans to remain there for the duration.

ATTENTION, carnival managers, send routes to reach the Cincinnati offices of The Billboard by Saturday of each week.

RAY YARHAM, owner Washer City Rides, letters from Newton, Ia.: "For the first season in 50 years my ride unit will not go out. Am working in a war plant here. Clarence Yarham is a flight instructor with the RAF, and Jack is in the navy."

SOME troupers' lives remind one of artists



PENNY PITCH GAMES

Size 46x48", Price \$25.00.
Size 48x48", With 1 Jack Pot, \$35.00.
Size 48x48", With 3 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 7.00

1/3 Deposit on All Orders.
SEND FOR CATALOGUE
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Cans, etc.

SLACK MFG. CO.
124-126 W. Lake St. CHICAGO, ILL.

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All Readings Complete for 1943

Single Sheets, 8 1/2 x 14, Typewritten. Per M. . \$5.00
Analysis, 3-p., with Blue Cover. Each03
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Forecast and Analysis, 10-p., Fancy Covers. Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each .35
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Ouija Boards, etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy.
1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15c.

HOW TO WIN AT ANY KIND OF SPECULATION. 24-p. Well Bound 25c

PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. . . . 35c

Signa Cards, Illustrated. Pack of 36 15c

Graphology Charts, 8x17. Sam. 5c, per 1000 \$6.00

MENTAL TELEPATHY. Booklet, 21 P. 25c

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. E. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO
Instant Delivery. Send for Wholesale Prices.

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The most attractive Pop Corn Container on the market. They are used by pop corn machine operators in all parts of the country and are distributed by pop corn and paper jobbers from Boston to Los Angeles and from Calgary, Alberta, to New Orleans.

BRITZIUS MFG. CO.
DOVER, MINN.



NO SHORTAGE

On Our Easy Money-Making

BUDDHA PAPERS

Blank sheets of paper magically turn into written Fortune Telling or Character Readings.

Send Stamp for Catalog.
S. BOWER, Bellemead, N. J.

WANTED

Freaks, Oddities, Curiosities, genuine or man made. Also mounted Animals, Birds, Fish, Old Weapons. All kinds Show Attractions, Mummies, Lord's Prayer on Pinhead. Will buy for cash or exchange Attractions. What have you? Address:

TATE'S CURIOSITY SHOP
Safford, Arizona

Popcorn and Seasoning

Write Bradshaw for everything in Popcorn Supplies.

Bradshaw Company, Inc.
31 Jay Street NEW YORK, N. Y.

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FUTURE PHOTOS
WAND BUDDHA PAPERS
FORTUNE TELLING CARDS
Send 10c for Samples.
JOSEPH LEDOUX & SON
169 Wilson Avenue, Brooklyn, N. Y.

WE PAINT

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FOR CARNIVALS AND CIRCUS
Millard & Bulsterbaum
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LATE BUYERS

of No. 5 BIG ELI WHEELS include Fred Hollingsworth, Grand Rapids, Michigan; Walter Byers, Columbus, Ohio; H. N. Capell, McAlester, Oklahoma; John R. and E. W. Burr, Quincy, Massachusetts. These men know that a BIG ELI pays a good return on their investment.



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Builders 800 Case Avenue Jacksonville, Illinois



FOOEY

New Ball Game, made same as original Big Tom. Short throw. Fast 10c ball. Knock him off—you win.

New style block, sealed in weight. Height 30 in. \$17.50
1/3 Deposit.

ECK & CO. Includes Working Instructions
Plainville, Ohio

POP CORN

For ten years Hoosier Pride Superfine and Indiana Triumph Improved S. A. Large Yellow, Baby Golden and White Hulless have been the choice of the THEATRICAL AND OUTDOOR TRADE. The Cream of Indiana crops are processed and shipped direct to you. Write for sample. Also Boxes, Cones, Salt, White Kraft and Glassine Bags.

Write — Phone — Wire
INDIANA POP CORN CO.
MUNCIE, IND.

HI STRIKERS MAKE MONEY

Only 2 sizes left. No. 3—25 ft., \$75. Single, weight about 240 lbs., painted bright RED, numbers 3" in size in 2 colors; base bright RED in 2 color trim—all outfits complete with 2 mauls. YOU could do business as soon as get an outfit. If you are in a hurry you can order direct from this advertisement by WESTERN UNION—and GET QUICK DELIVERY. Order by number and state if we are to ship by express and if so SEND FULL AMOUNT, and if wanted shipped by freight, then we can do so if you send half with order. We can supply a Double Striker, 25 ft., No. 12, at \$125 in 3 days' time to make shipment. If you want a Striker for 1943 you had better place that order NOW.

Address:
LAPEER HI STRIKER WKS. Lapeer, Mich.

Plaster

VERY LARGE ASSORTMENT
20 Cents Each — Always Open.

COSIMINI CO.
Method, N. C.
Phone: Raleigh 4858

PEANUTS

Raw, Roasted, Special Price on Jumbo Elephant Bags, Popcorn and Popcorn Seasoning. Daily Market Prices.

INTERSTATE FOOD PRODUCTS
285 East Houston Street, New York City
Phone: Gram 5-0123

SECOND-HAND SHOW PROPERTY FOR SALE

\$250.00 Electric Kiddie Pony Ride, holds 16. Genuine Shrunk Head. Fine Specimen. Cheap.
\$65.00 Electric Gandy Floss Machine, with reciprocating mechanical Charlie McCarthy, well dressed. Cheap.
WE BUY Concession Tents, Show Property, Rink Skates, Pay Cash.

WEIL'S CURIOSITY SHOP
12 Strawberry Street Philadelphia, Pa.

CARROUSEL ORGANS

Musio Rolle for Artizan (North Tonawanda) Instruments. Cardboard Musio for All Makes. Tuning and Repairing. Bargains in Newly Transformed Organs.

B. A. B. ORGAN CO. 112 92ND ST. BROOKLYN, N. Y.

BALL THROWING GAMES

Bottles, Cans, Dolls, Kids, Toppins. Complete portable racks and tables. Yukon Kids, 12" high, 85c; Yukon Queen, 13" high, 95c; Eskimo Kids, 14" high, \$1.05 each. All made of heavy Sall Duck, stuffed with wood wool, have 2 1/2 x 3 1/2" inserted wood bottoms, are trimmed in lamb's wool and painted flashy contrasting colors, two sides.

LaMANCE, 782 Marion, S. E., Atlanta, Georgia

RIDES FOR LEASE

Big Eli No. 5 Ferris Wheel, 2-Abreast Allan Herschell Merry-Go-Round, power units, top, organ, horse crates. Rides stored Mississippi and Tennessee. Require \$200.00 cash deposit, returnable end of season. Terms: 25% of gross to us, you pay all.

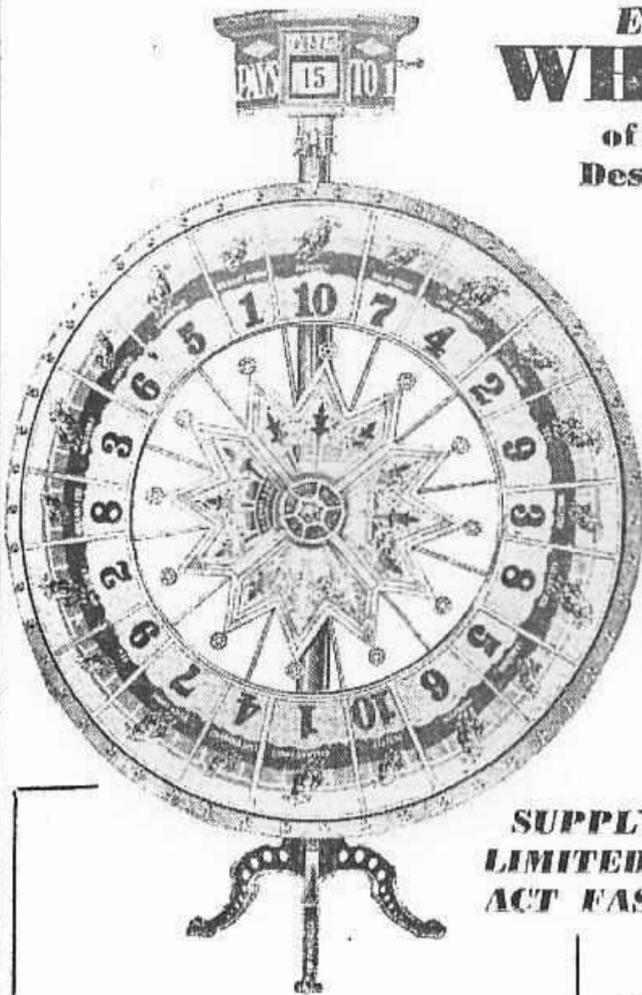
For Sale: 12 Seat Chair-o-Plane, Cheap.
HUGHES & BEATTY
3348 Gillham Rd. Kansas City, Mo.

WHILE THEY LAST!

GET SET FOR YEARS OF PROFITS with EVANS' MONEY-MAKERS!

Evans' WHEELS

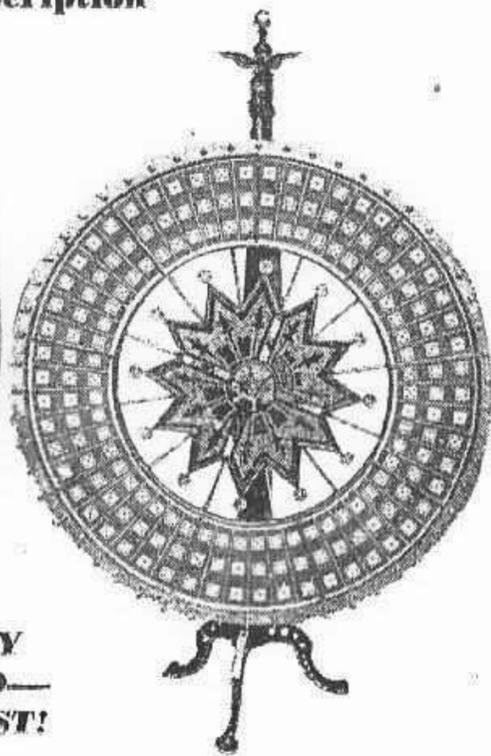
of Every Description



HORSE RACE WHEEL

An all-time sensation in racing wheels! Offers mutual racing, changing odds. Flash galore! A set-up that'll set up big profits every season! Write for information without delay!

A wide variety of other famous Evans' Wheels is still available. Includes popular Suitcase, Candy and Percentage Wheels. Also many Raffle Wheels—paddle and lay down types, Money, Red and Black, Dart and Baltimore Wheels. Fill your requirements now!



JUMBO DICE WHEEL

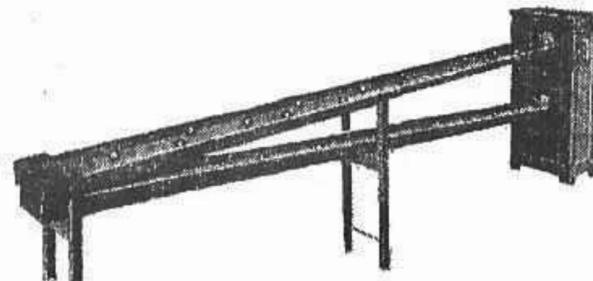
A favorite with operators everywhere! Offers Chuck Luck in its most popular form with plenty of real flash! A precision built wheel, ornamented and trimmed in brilliant style. 60" or 32" diameter. Get the dope on this one while we have 'em!

SUPPLY LIMITED—ACT FAST!



EVANS' CANDY RACE TRACK

Known by everyone as the tops in race track merchandisers. A superior flash, with electric indicator or three-color center wheel. 12 to 30-horse outfits. A few still left, so get going, boys!



AUTOMATIC DEVIL'S BOWLING ALLEY

Pays off plenty when used with coupon system! Regulation portable 16 ft. outfit, includes 100 two-way push-up balls. AC or DC operation. Finest construction throughout. Write for information while we still have 'em!

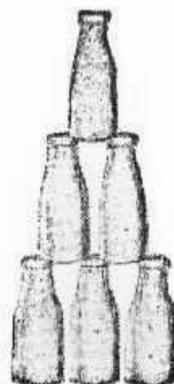
EVANS' HIGH STRIKERS

'Nuff said! You know these quality money-makers! They're a cinch for big profits any time — anywhere! Get 'em while the getting is good! Write at once for details.

EVANS' WINNERS!

At the top of the list on every Park, Carnival or Concession Man's requirements are these profit-proven games! Every one is quality made and will give you a real opportunity to cash in on the big spending this season! Immediate deliveries while stock lasts.

- FLAT PENNY PITCH BOARD
- BINGO
- WIN-O
- STRAIGHT AWAY RACER
- AUTOMATIC ROLL DOWN
- THREE-HORSE RACER
- TEN STRIKE



MILK BOTTLES

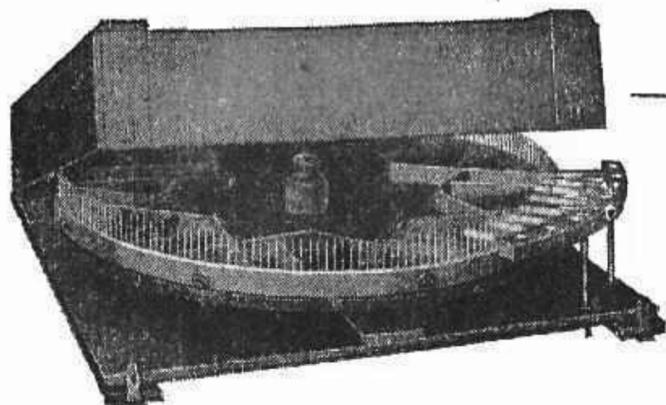
Top quality, made to take plenty of punishment. Write.



Front View

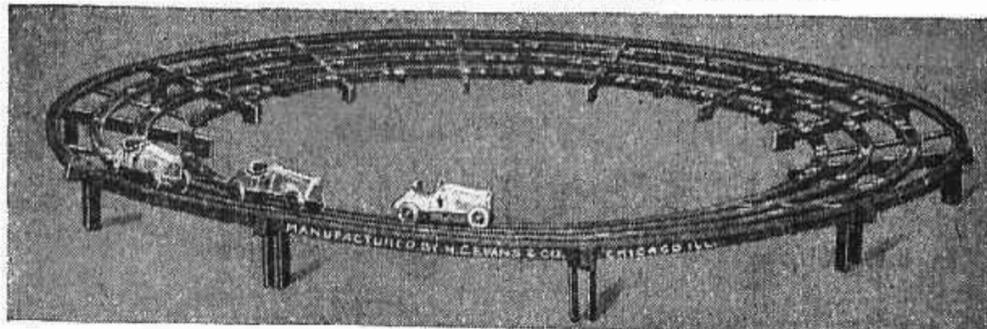
BIG HEAD BABY RACK

The old stand-by! Still a top attraction and an A-1 buy for long-time use! Get busy on this!



EVANS' COUNTRY STORE WHEEL

No matter where you pitch this one, you'll ride high, wide and handsome! It's a money-maker with any good merchandise, and gives you a good percentage. Better than the rest by any test! Get information now.



EVANS' FAMOUS MONKEY SPEEDWAY

Never a better crowd-stopper than this novel type of raffle. Adaptable for merchandising, lay down or percentage proposition. Built to last a life-time, and will pay for itself quick! Write for information.

FREE! EVANS' CATALOG!

Big, up-to-date Evans' Park and Carnival Catalog tells you just what you want to know about the finest equipment ever made for the Midway! Write for your FREE copy at once. There's no time to lose if you want to be in on a season of big profits with equipment you can depend on!



FILL YOUR REQUIREMENTS NOW! ORDER QUICK—WHILE NEW EQUIPMENT IS STILL AVAILABLE!

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LEADING MANUFACTURERS OF AMUSEMENT DEVICES SINCE 1892

HEADQUARTERS FOR
**CARNIVAL
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FAST DEPENDABLE SERVICE

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SUNNY BERNET
GENERAL SALES MANAGER
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WORLD'S MOST POPULAR RIDES

OCTOPUS—ROLLOPLANE—FLY-O-PLANE

Manufactured by

EYERLY AIRCRAFT CO., Salem, Oregon

Kibby's
FURS

304-7 First Natl. Bk. Bldg.,
Springfield, Ohio

To my many friends and customers among the show people—I wish to announce the opening of my NEW FUR SHOP. Offering for your approval FURS OF QUALITY THAT GUARANTEE SATISFACTION. Also, COMPLETE FUR SERVICE, including CERTIFIED COLD STORAGE—CLEANING—RETYLING—REPAIRS. Reasonable prices will always be in vogue. I await the opportunity to take care of your fur needs. Drop a line—Send your furs in for storage or repairs—Let's hear your fur wants for the coming year.

Best of luck to you all for a good season.
Lawrence H. Kibby
"When You Think of Furs, Think of Kibby's,
the Thought Will Pay You Dividends."

BUY WAR BONDS NOW BUY WAR STAMPS NOW
AFTER THE WAR BUY A NEW

TILT-A-WHIRL

In the Meantime Keep Your Tilt-A-Whirl Safe With the
Original Builder's Parts.

SELLNER MFG. CO. Faribault, Minnesota

Heller's Acme Shows, Inc.

OUR 33rd SEASON

Open April 15 to 24, Route 6, East Paterson, N. J.

Same Lot as Last Year; Then Gloucester, N. J., to Follow. Broadway Lot, Bristol, Pa., and All Proven Spots Only, Under Strong Auspices.

WANT SHOWS—Motor Drome, Monkey Speedway, Grind Shows. We have outfits. What have you? Want Carnival Mechanic, Electrician, Semi Drivers, Ride Help, Talkers, Billposter, Bingo, Diggers, Custard, Grind Stores, American Palmistry, Cook House. All help with me last year come on. Want Penny Arcade, Penny Arcade Paulie, write.

Winter Quarters open—Franklin Avenue, Campgaw, N. J. Top salaries to all, good treatment and long season. All address

HELLER'S ACME SHOWS
BOX 6, CAMPGAW, N. J., Phone Wyckoff 752-W

who sell a picture, live it up and then starve for six months while waiting to sell another. BUNNY VENUS, former girl show operator with Hubbard's Midway Shows, was forced to cancel several club engagements in Buffalo because of a severe attack of bronchitis, she reports. Jerry Monnhans, former wrestler on Zeiger's United Shows, visited her recently, she said.

BIG-SHOW general agents who spent their lives making friends and influencing fair secretaries find themselves a bit lonesome nowadays.

B & H SHOWS, Columbia, S. C., notes by Ray Sharpe: Shows played lots here all winter to satisfactory results. Bill Hartman joined with his Tilt-a-Whirl. W. Marlon, concessionaire, and Frank Chase, cookhouse operator, also joined. Whitey Davis left to play New England States.

FORMER yes men, who can repeat only what they heard the boss say, will not be very valuable now. Offices will need more than echoes to figure out problems.

MR. AND MRS. ROBERT WICKS letter from Key West, Fla., that they will not return to the road this season. They report their photo gallery is doing well, altho they find some stock hard to get. Bob says he tried to resign as photographer for the Bureau of Ships but received a notice that his release has been withheld.

WHILE making a jump and having room in your car do a little ride-sharing with a workman. He may be the cause of the show being ready for a Monday opening.

**Bingo-Batty News—
Global Review**

PLINGER, Ind.—According to Ol' Sam (who gets no salary), recently elected president of the Rest-Room Nickel Snatchers, Ltd., a bill is pending which, when passed, will place rest-room workers on the essential list. It is known as the "Gotta-go bill."

PULP, S. C.—Government edict to cut paper consumption will be strictly adhered to by Four Sheet Bros.' Heralded Exposition, it was reported by Manager Sheet. "We will keep the show's billing up to its former standard," he added, "but the issuing of passes will be chopped 90 per cent to meet the government's request." Politicians on the shows' route voiced their objections to the method used in meeting the cut by pointing out several instances where free passes to city halls swelled midway attendances 80 per cent. To meet this new emergency, Manager Sheet stated that he is having passes printed which will read: "Admit all members of city hall and their constituents."

STUBBLE, N. D.—Timothy Wheat-beard, popular local threshing machine operator, who ran away from home 50 years ago to become a circus clown and stayed only three days, stated here last week that he was returning to the life of tinsel and tanbark as soon as planting season was over. He confided to ye editor that he had been given a one-third interest in Ever Late Shows, which stalled too long to get a gasoline permit, and would move the shows' truck train with his steam-driven threshing engine. Under the present set-up all trucks will be chained together and moved in a body. Engine will also furnish power for the Merry-Go-Round and light plant. He asked local farmers not to become alarmed over the deal as the midway would play close to hamlets during the threshing season and would operate only after early candlelight.—Used by permission of *The Weekly Stubble Chaff*.

WANTED

Free Entertainment, Concessions and Rides for the Annual Fulton County Soldiers & Sailors' Reunion to be held at Cuba, Illinois, August 5, 6 and 7, 1943.

LEO CLAYBERG
Secretary
CUBA, ILLINOIS

MOLLY'S GREATER SHOWS

NOW BOOKING FOR SEASON 1943 Shows, Rides and Concessions. All Concessions open. Will hook good Free Act. Fair Associations, get in touch with us.
JAMES YORK, 37 Lancaster St., Portland, Maine.

WONDER — MACHINE — BALLYHOO
for making
**WORLD'S MOST POPULAR
DRINKS**

APPLE CIDER - GRAPE JUICE - ORANGE
This Machine Operates in Full View of
the Public.

GOOD MONEY MAKER
For Particulars

Gold Medal Candy Corp.
2857 W. 8 ST., CONEY ISLAND, N. Y.

**SELL MORE
POPCORN**
HYCOL Golden Yellow



(Formerly Called "Nuco")

Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St.
ST. LOUIS, MO.

**SPECIAL PRINTED
TICKETS**

Roll, Folded—100,000—\$18.50.
DALY TICKET CO.
Collinsville, Ill.

HELP FOR PHOTO GALLERY

Have two permanent locations. Want man over 38 or man and wife to manage one. Good salary or commission. N. H. Copeland, contact me. Also several people for processing and sales department. Experience unnecessary if willing to learn. Wire

C. T. (Tree Top) Buchanan
BOX 557, PALACIOS, TEXAS

WANT TO BUY

PHOTOGRAPH MACHINE, 3 1/2 x 5.
TENT, AROUND, 35x60.
CANDY FLOSS MACHINE.
All must be in good shape.

WANT

FOREMEN FOR ROLL-O-PLANE AND FERRIS WHEEL, ALSO ANY USEFUL PEOPLE. CAN PLACE FREE ACTS.
This is for Park Location for the Year.
Write or Wire:

CLIFF LILES, PARK AMUSEMENT CO.
Care Bentley Hotel, Alexandria, La.

BINGO COUNTER MEN

SOBER, RELIABLE TRUCK DRIVERS
Good salary and bonus. Open in
Ohio April 22d. Address

JOHN CHAPMAN
Bliss Hotel, Columbus, Ohio
Until April 19th

FOR SALE

One Fearless Pop Corn Machine, Gasoline Burner,
12 Qt. Aluminum Kettle.

COZY THEATRE
AUGUSTA, ILL.

WANTED

LIFE SIZE MANIKIN—In various positions or flexible model, for photographic work. Also Comic Backgrounds. Can use Life Size Pony or Horse or other Animal Dummies. Send description or photo. Cash waiting.

GEORGE F. HUGHES
3900 E. Outer Drive, Detroit, Mich.

GEO. W. CHRISTIAN
CANTON, ILL.

Wants Concessions of all kinds except Pop Corn and Penny Pitch. Also Foreman for Ferris Wheel. For Sale—Smith & Smith Chair-o-Plane or trade for factory-built Kiddy Rides.

Money Making Equipment at lowest prices



- 1 NATIONAL ALL-ELECTRIC Candy Floss Machine \$52.50
- 1 VITA-SEALD POTATO CHIP with bags, 22 racks included 52.50
- 1 ROYAL MOTOR DRIVEN PEANUT Roaster, large capacity 75.00
- 1 KINGERY motor-driven city gas heated Rotary Popper 42.50
- 11 SANI-POPT 5c Hot Popcorn Vendors ... 32.50
- 6 Electro-Pops, 5c Popcorn Vendors 32.50
- 45 Razor Blade Vendors, 10c 1.50
- National and Columbia 1c Scales... 18.50

Northside Mfg. & Sales Co.
INDIANOLA, IOWA
(Established 1920)

IN THE ARMED FORCES

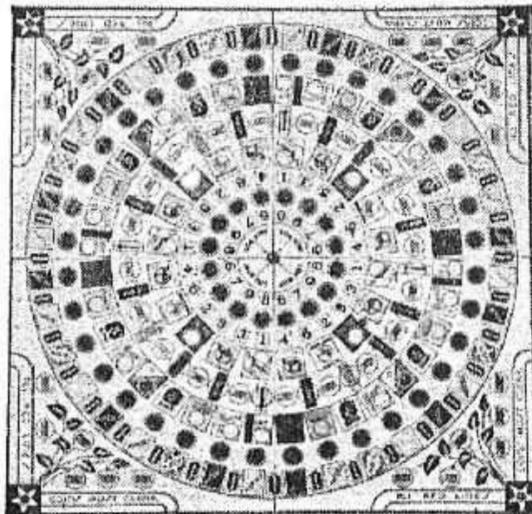


Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PVT. G. J. (JERRY) HIGGINS, last season Girl Show operator on George Clyde Smith Shows, is with Company B, Barracks 10, R. C. 1229, Fort Dix, N. J.

PVT. ORVILLE LEE SMITH, formerly with Cunningham Exposition Shows, is with Headquarters Company, 1st Battalion, 318th Infantry, Camp Forrest, Tenn.

PENNY PITCH!



LATEST IN PENNY PITCH

SOMETHING NEW AND NOVEL

A BIG MONEY GETTER

This Penny Pitch Board is made of tempered masonite and comes in four sections, making it easy to carry, and is colorful in design. Pays off in merchandise, cigarettes, matches, candy, chewing gum or money. Has proven a big success and will pay for itself the first day. Can be mounted on your old Penny Board.

Price \$40.00

Extra charge of \$5.00 for clear wood frame
\$10.00 deposit with order, balance C. O. D.

Size of shipping package, 24x24

SEE YOUR JOBBER OR BUY DIRECT

ACE CARNIVAL GAME SHOP

5617 S. Halsted St. Eng 4472 Chicago, Ill.

FERRIS WHEEL FOR SALE

EH Wheel No. 5, good as new, 3 years old and never been outside of Cleveland, in operation only 3 months each year. Price \$3500.00 cash, or will consider a good live park on percentage basis. Also have 3 Concession Teats, Anchor make, with portable white pine frames, two 14x8, one 14x10, \$50.00 each. 4 Wheels, pop. Baker make; 10 Rolldown Tables, Bucket Jolat, Skillos, Race Track, Trunks, Flash, Velvet Backgrounds, Wire, Cable, Stringers, reasonable.

TONY SANTO
1783 E. 9th Street CLEVELAND, OHIO

BAND ORGANS REPAIRED

A. L. (TONY) CRESCIO
P. O. BOX 231, LEAVENWORTH, KANS.

WANTED

Ride Help Foreman for Ferris Wheel, Merry-Go-Round, Chairplane. State salary.

ROGERS FAMOUS SHOWS
WINSTED, CONN.

PVT. SAM SWAIN is custodian of the service club at Camp Stoneman, Calif. Mrs. Swain joined him last fall after closing with a Barney Tassell Unit, with which she will again troupe this season.

OCTOPUS foreman with an F. E. Gooding Amusement Company unit, Pvt. Milton E. Nolan is with Battery E, 248, Coast Artillery, Harbor Defense, Fort Warden, Wash.

SGT. JAMES A. YORK writes from De Ridder, La.: "Am still at the Army Air Base here. Mrs. York recently took delivery on a new trailer home and we are living in it. Plan to return to the road with concessions after the war."

CORP. FRED D. MITCHELL, former concessionaire, is in Chicago attending the Army Air Corps Technical School. He says he will be there about five weeks more. He's located at 1637 S. U., Crest Hotel, there.

RED FENTON, Side Show manager for Bill Lynch Shows for several seasons, has been commissioned a flight lieutenant in the Royal Canadian Air Force. Fenton's duties will consist of instructing fliers, he having had considerable experience as a civilian pilot.

Advertising in the Billboard since 1905

ROLL TICKETS

DAY & NIGHT SERVICE
SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

- ★ Absolute Accuracy
- ★ Dependable Delivery
- ★ Finest Workmanship
- ★ Best of Materials
- ★ Perfect Packing
- ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$46.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
30,000.. 10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000.. 12.10	80,000.. 18.70	200,000.. 38.50	1,000,000.. 170.50

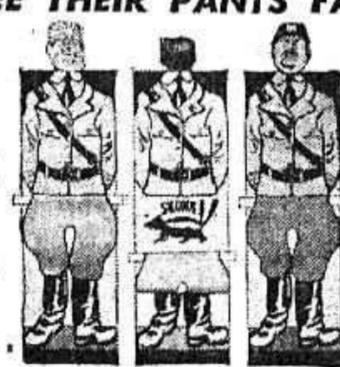
Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS
2000 PER ROLL
1 ROLL.....75c
5 ROLL.....@.....60c
10 ROLL.....@.....50c

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

STOPS THE MID-WAY! "KNOCK THEIR BLOCKS OFF" **IT'S NEW IT'S FAST!**

SEE THEIR PANTS FALL!



Inspiring — Fascinating.
The Greatest Ball Game of All Times.

**GAMES ARE 56" HIGH
COATS ARE PADDED
—PORTABLE—**

THROWING DISTANCE 12 FT.
LOSES VERY LITTLE STOCK
QUICKLY PAYS FOR ITSELF

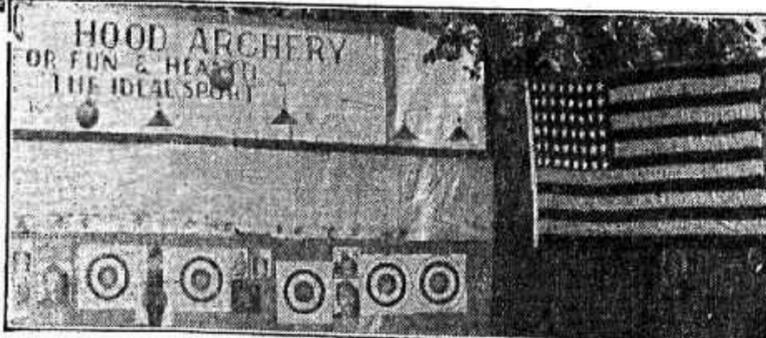
PAT. APPLIED FOR

Concessionaires enthusiastically report breaking all money-making records with this NEW AND TIMELY Popular Ball-Throwing Game. Has ACTION AND EYE-APPEAL for the public itching to KNOCK THE AXIS' BLOCKS OFF!! Write for circular and details NOW!!

Price Each Game\$49.50 Set of Three Games\$124.50 (As Shown)

FRENCH GAME & NOVELTY MFG. CO. 1437 N. 16th St., Milwaukee, Wis.
—SINCE 1920—

CONVERT YOUR SHOOTING GALLERY TO ARCHERY



HOOD ARCHERY
OR FUN & HEADS THE IDEAL SPORT

Your Shooting Gallery can be easily converted into big profit making Robin Hood Archery Ranges. Only 30 feet depth needed. No priorities on archery materials. The new patriotic, romantic, money-making concession sweeping America this year. Order early!! Complete 4-shooter range costs \$50. Complete 8-shooter ranges with 17 bows and 8 dozen arrows and full equipment costs \$95.

ROBIN HOOD ARCHERY PRODUCTS Salamanca, N. Y.

Stanley W. Johnson

POPCORN AND SUPPLIES

C. R. FRANK 4310 DELMAR BLVD., ST. LOUIS, MO.

SEASONING—OILS—SALT—POPCORN—"VICTORY" BAGS—CARTONS—CONES

Send Postal Card for Price List

SNOW CONES

BE SURE YOU GET OUR LATEST PRICE LIST ON SNOW CONE SUPPLIES. We Have Everything You Need and Our Prices Save You Money. This Year Line Up With an Outfit That Has the Stock To Take Care of You. Send a Postal Card for Your Price List Today.

GOLD MEDAL PRODUCTS CO.

131 E. PEARL ST. CINCINNATI, OHIO

A Limited Supply of

WHIP

Repair Parts Available

Write for Catalogue

W. F. MANGELS CO., Coney Island, New York

SHRUNKEN JAPANESE SOLDIER

See the tiny Shrunken Body, once a mighty fighting soldier, now a shrunken midget. Biggest little attraction of all time. A reproduction of Japanese body in shrunken condition. Every detail true to life, has black hair, hands, feet, ears, nose, mouth, eye lashes, brows, hair on chest. Many Japanese soldiers have been captured in the Solomon Islands. A jungle tribe of head hunters actually shrink human bodies and heads. We tell you all about them with lecture. Made of light flesh colored material, very light. Almost half as long as normal Jap. Window attractions, walk throughs, side shows, carnivals, fill your place every show. Order one today. Shipped in nice casket. Postpaid only \$15.00. Address:

TATE'S CURIOSITY SHOP Safford, Arizona

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, April 3.—Chairman J. C. McCaffery reports good progress in the Red Cross war relief drive. Letters have been sent to all members, and responses are coming in nicely. Brothers John Lempart and Morris A. Haft have been doing some outside missionary work to good results. Brother William Blencoe is in Illinois Masonic Hospital in a serious condition. Third Vice-President S. T. Jessop is still under a doctor's care at his home. Brother William Courty is convalescing at his home.

Brothers Tom Rankine, Tom Vollmer, William Young and James Murphy are doing as well as can be expected. Brother J. D. Newman is back in town from a business trip. Walter Hale and George Westerman are on the West Coast, working on a promotion. Fred Donnelly has left Arthur's Mighty American Circus and returned to Chicago.

Brothers Max Goodman and J. C. McCaffery left on a business trip. John A. Sloan has returned to his post after a furlough, as did Robert Revolt. Irving C. Ray lettered from Australia. Bill Carsky and committee sent out the March package to members in the armed service. Nicky Raymond is in the army. Russell Ingle letters that he has been transferred to Fort Washington, Md. Gerald Snellens was a visitor, as was Oze Breger. President Jack Nelson presented the reinstatement application of Morris Schachter. Tommy Thomas visited. Brother Al Sweeney has returned.

Ladies' Auxiliary

Club held its regular meeting March 25, with Mrs. William Carsky, president; Mrs. Michael Doolan, first vice-president; Mrs. John O'Shea, second vice-president; Mrs. Lillian Lawrence, chaplain; Mrs. Sam Gluskin, treasurer, and Mrs. Robert

(See SLA on page 79)

GIRLS--GIRLS

ORIENTAL, STRIP, HAWAIIAN
Salary \$35.00 per week
Show Opening April 24th

C. J. McDONNER

Care Bantley's All American Shows
Reynoldsville, Pa.

HARRY KAHN WANTS

Experienced Bingo Caller, experienced Ball Game Agents. Will guarantee the above A BIG SEASON'S WORK. Also want Chair- plane Foreman and Second Man. Also Second Man for Ferris Wheel. TOP WAGES. Will buy or book Small Merry-Go-Round with or without transportation. No collect wires. Tickets if I know you.

HARRY KAHN
Pioneer Hotel, Springfield, Mass.

GEO. ATKIN WANTS

Ladies for Penny Pitches, Roll Down and Pan Game Agents; also Help for Wheels and reliable Man to put up and tear down. \$25.00 per week and bonus. Mary, write if you are coming. Chasers and drunkards need not apply. Ocala, Fla., this week; Williston and Gainesville to follow. Address: CRYSTAL AMUSEMENT SHOWS, Ocala, Fla.

RAY WHELOCK WANTS

Boxers and Wrestlers. Good proposition to man that handles front of Athletic Show. Also Roll-Down, Slum Skille, Nail Store and Wheel Agent. Open May 1st with Sunset Amusement Co. Until then address all mail: 507 Broadway, Rose City, N. Little Rock, Ark.

CHAIRPLANE OPERATOR

for Smith and Smith Chairplane wanted who can put up and take down. Preference given to Truck Driver. Good salary, all in cash. John Holder, wire, Jack Puls is not with me.

LEW HENRY
Henderson, N. C.

WILL PAY \$125.00 PER CASE

For 22 Shorts. Western Ammunition preferred.
TONY SANTO
1783 E. 9th Street CLEVELAND, OHIO

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, April 3.—The Grim Reaper again paid a visit and took two of our most beloved members, Hamda Ben and Otis L. Smith. Brother Ben died on March 27 after a very short illness and was interred in the NSA plot in Ferncliff Cemetery, Ardsley, N. Y. His son, Larry, who is in the air training school at Laredo, Tex., arrived in time for the burial of his father by flying part way and using the railroad for the remainder of the distance. Services for Brother Ben were read by J. J. Carr in English and by Ahmed Solomon Sulaiman in Arabic. Rev. Sulaiman performed the Mohammedan rites. Floral pieces were many, and the chapel was well filled with members of the NSA and friends of the family. Brother Otis L. Smith passed on after a long illness and was buried in the family plot in Utica, N. Y.

Club is the recipient of a citation from the National Red Cross for its generous contribution to that organization. Brother Thomas J. Roberts, formerly of the M & M Shows, has been inducted into service and is now at Camp Polk, La. Letters from Pvt. Benn Berk; Fort Lewis, Wash., and Pvt. W. H. McMahon, latter in the anti-submarine patrol service, Atlantic City. Attendance in the rooms gradually thinning out with the opening of shows and parks. The following members have left: Leo and Max Eichholtz, Edward McKeon, Mr. and Mrs. Richard Norton, Louis Candee, Barney Walker and George Rector. We have been advised that Brother E. Felix Messier will again be master of ceremonies at Riverside Park, Agawam, Mass.

Miller Bros. (Frank, Paul and Max) are busy as the proverbial bees organizing their operating crews for the Big Show Garden engagement. Seasonal repairs are already starting in the rooms on furniture, etc. Painting will be done very shortly. When the boys come back this year they won't know the place. The following donations for the Ambulance Fund have been received: Carl A. Tranquist, \$5; Sam Lager, \$5; Dick's Paramount Shows, \$25; Joseph Kaufman, \$10; Endy Bros.' Shows, \$100; Frank Miller, \$100. Banquet Committee Chairman Joseph McKee has been in conference with Martin Sweeney, president of the Commodore Hotel, and we are assured that a banquet can be held this year if nothing unforeseen occurs. Tentative date has been set for Thanksgiving Eve, November 24. President Art Lewis is extremely busy getting his various amusement enterprises in shape for an early opening.

Ladies' Auxiliary

In lieu of the regular social meeting, held the latter part of the month, club conducted a short business session, with about 40 members in attendance. Next event on club's program is the Strawberry Festival in the clubrooms April 8. It was suggested that club award some War Bonds. This will be further discussed at the next meeting. Membership Chairman Edna Lasures presented the application of Mrs. Helen Golden, proposed by Sister Dolly Udowitz, and Mrs. Gloria Caruthers, proposed by Sister Marlea Hughes. It was reported that Sister Jane Bruderlein is seriously ill, while Sisters Bessie Burkhardt and Kate Benet, who were on the sick list, attended the meeting. Brother Jack Lichter, of the NSA, talked briefly, expressing his thanks for club's participation in the dedication of the service flag in the clubrooms.

At 9:30 p.m. Brother Max Hoffman invited members to join them in an old-fashioned Box Lunch Party. There were many box lunches prepared and auctioned by Brothers Clarence Giroud and Charles Smith, who did a good job. Event, in addition to raising nearly \$125 for the Sunshine Fund, provided an entertaining evening.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, April 3.—Pacific Coast Showmen's Association has designated the week of July 5 as Showmen's Week, when a drive will be made for the Cemetery Fund. John R. (Spot) Ragland is committee chairman. Announcement relative to Showmen's Day was made at the regular Monday night meeting at which Ed F. Walsh, president, presided. On the rostrum with him were Ted Lefors, second vice-president, and Charles W. Nelson, secretary.

Communications were read from J. W. (Patty) Conklin, N. R. Robinson, Floyd (Doc) Gilligan, Max Hillman, Earl Harvey and Al (Moxie) Miller.

Sam Miller is still in General Hospital, as is Dick Hunter. Ben Dobbert has suffered a relapse. Al Onken presented the club with the gold membership card of the late Sky Clark, a past president. Card will be framed and hung in the clubrooms.

Red Hilderbrand, Dan Stover and Jimmy Rogers attended their first meeting in several months. Brother Sweet suggested that we club members man War Bond sales booths to instruct servicemen in the city on furlough where to go, what to see and how to get there.

Ladies' Auxiliary

March 29 meeting was opened by President Edith Bullock, with 50 in attendance. Letters were read from Allie Wrightsman, Cecile Bowen, Rita Brazier, Lucille Dolman and Rosemary Loomis. Vivian Gorman, who has been ill, was reported improved, while Babe Miller, who underwent an operation, is not yet permitted visitors. Bank night award went to Mary Taylor, while Elsie Zucker won the door prize donated by Mary Taylor. Lalia Pepin won the door prize donated by Stella Linton. Pauline Burdess presented the club with a hand-painted tapestry.

President Bullock asked members for a slogan for the club. She also said that with the approval of the members a Quiz Question program would be put on for the next five weeks starting next meeting night. Suggestion was unanimously accepted. Mabelle Bennett said that her son, Harry Chipman, had offered to make a plaque for blood donors' names and would have it ready soon. Marie LeDoux, who returned from a visit in Kansas City, Mo., donated \$5 to the Sick and Relief Fund. She also introduced her guest, Jewel Jeweland, a member of the Ladies' Auxiliary, Heart of America Showmen's Club. Grace DeGarro and Betty McAdams spoke briefly.



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, April 3.—Regular meeting was held Monday night with all officers and a large crowd on hand. Special Party held last Saturday night for showfolk only was attended by almost every showman in the city. A local orchestra provided the music, and dancing and entertainment lasted until early morning.

Brother Ben Moss read several letters from the boys in service, and Brother L. Wish brought some moving pictures taken at Eastwood Park. Brother James Ashley took moving pictures at the St. Patrick's Day Dance and exhibited them at the party. Brother Jack Gallagher continues to see to it that the boys in service are not neglected with letters and packages. Mrs. Gallagher, Mrs. Sam Gould and Mrs. Harry Schreiber were voted thanks for preparing the dinner. Brother Mike Allen was given a Gold Life Membership Card for obtaining 50 new members. Eight new applications for membership and three reinstatements were read at tonight's meeting. Mrs. Frank Hamilton, after being ill for the last seven weeks, was able to attend the party.



Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., April 3.—Following the annual Pot Luck Dinner staged in the clubrooms by the Ladies' Auxiliary, the regular weekly meeting was held. Vice-President Clay J. Weber presided, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also on hand. William G. Murphy, Ernest T. Marr and W. B. Starr were elected to membership. W. Frank Delmaine read a letter from J. W. (Patty) Conklin addressed to President Noble C. Fairly commenting on the club's standing and the new constitution and by-laws book. Hymie Schrieber lettered thanks for the floral offering sent him during his recent illness. Club members voted to give an additional \$25 to the Red Cross Drive.

W. Frank Delmaine left to join Troch Exposition Shows, and Ralph Noble left to join the Ringling-Barnum circus. Mr. and Mrs. Jim Taylor left for a brief visit with relatives at Shenandoah, Ia.

Ladies' Auxiliary

Annual Pot Luck Dinner was a huge success. Lettie White presided and a large crowd attended. After dinner talks were made by many. After the tables had been cleared away bridge was played by the ladies. Night's award, donated by Helen Smith, was won by Harriet Calhoun. A standing vote of thanks was given to Nellie Weber, entertainment committee chairman, and her committee for their splendid work in making the night a success.

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, April 3.—Regular business meeting was held March 25, with First Vice-President Ethel Hesse presiding. Letters were received from Grace Gold and Nell Allen. Committee reported a substantial profit from the St. Patrick Party. It will be divided among members of the International Association of Showmen and relatives of club members who are in the armed forces. Betty Proper was reported recovering from a recent operation. Betty Waters visited en route to Norfolk, Va.

WANTED

For All Summer's Work in the Heart of Fort Smith, Two Blocks From Heart of Town. Concessions that work for 10 cents, Photo Gallery, Fish Pond, Ball Games. Agents for Stock Concessions.

30,000 Soldiers Here. Town of 45,000 Population. Can use limited number for lot. Address:

OZARK SHOWS

201 N. 6TH ST., FORT SMITH, ARK.

WANT

Small Dog Act with Trainer, or will buy. Write all. For Sale—Small Shetland Pony, young, mostly white. Stage broke? Yes and no. Conats. Want Young Man, not in draft, learn to understand to present Bird and Dog, Pony, Monkey Act. Write all. GEO. E. ROBERTS, Circus Headquarters, 3504-8 N. 8th St., Philadelphia, Pa. Sagmore 6538.

WANTED

Grind Concessions. Want Merry and Plane Foreman. Fred Barrett wants Man to take care of his Concessions. Eddie Crawford, write. Opening Gloucester, N. J., April 30.

MIKE ZIEGLER

Hotel Milner Philadelphia, Pa.

BUCK WEAVER WANTS

Help for Wheels and Slum Stores. One man to drive truck; top wages for same. Blackie Wilson, Earl Jones and Whitey Early, contact me at once. Opening April 17th with Baker's United Shows. BUCK WEAVER, Swayzee, Ind.

WANTED—Pan-American Train Show (Big Wheel Exhibit) on world's largest double-length railroad. All acts work on car; 50-week season. Outstanding Freaks and Oddities, top billing and name acts only; Sword Swallower, strong Novelty Acts, Big Snake, Lecturers, Ticket Sellers, Banner Man, Jimmie McGee, Jack McFarland, wire. Proceeds Custer, Floss, Novelities open. Can use capable Radio and Press Agent. All address: O. C. SMITH, Montgomery, Ala.

GENERAL AGENT

WANTED

Must be experienced and capable of handling advance details ahead 20 Car Railroad Show. Girls wanted for Line Work and Specialties for Al Mercy's Revue. Honey Lee Walker wants Attractive Young Girls for New Posing Show. Carlson Sisters can place man to handle top and ticket sellers. Workingmen in all departments wanted. Good salaries and accommodations.

Opening Norfolk, Va., April 12.
Address

ART LEWIS SHOWS

Monticello Hotel, Norfolk, Va.

RIDE MEN

Want capable Man to handle Eli Wheel, Also Second Man. Can use Merry-Go-Round, Roll-a-Plane and Chair-Plane Help. Prefer over-draft age or deferred classification.

R. C. LEE

Box 1219 Hendersonville, N. C.

WANTED

Ride Help—Merry-Go-Round—Ferris Wheel—Tilt and Chair-O-Plane, etc. Also Second Men. Men in all departments. Work in and around Chicago.

JULIUS WAGNER

6234 So. Green St., Chicago, Ill.

FOR SALE

Buell War Show, \$50.00. Also a Walt Disney all-mechanical motion show. Motors alone worth the price. Write to

BOX 74, Old Orchard Beach, Maine.

On Account of Disappointment

Can book Rides with Own Transportation; Merry-Go-Round, Ferris Wheel and any Flat Ride to play Chicago lots and suburbs. Plenty of money—everybody working. Can also use one or two shows. A few Concessions still open. Will co-operate for gas and help. Address

FRED A. POTENZA

67 W. Hubbard St., CHICAGO, ILL.

FOR SALE—SACRIFICE

Frozen Custard outfit, mounted on truck, with or without own power plant. Tires New. Ready to operate.
3 E-Z Freeze Custard Machines, A-C, D-C Motors, 3 Universal 4 1/2 KW Light Plants, 30 KW Light Plant mounted on truck. Snow-ball outfit, complete, with DeLuxe Machine. All A-1 condition. No reasonable offer refused. HELP WANTED—Foreman for new Smith & Smith Chair-o-Plane and new No. 5 Eli Wheel. Top salary.

VIVONA BROTHERS

103 South 21st St., IRVINGTON, N. J.

SIDNEY PRESSON WANTS

Dancing Girls for the T. J. Tidwell Girl Shows. Can place Hawaiian Dancers; also Fan, Bubble or Oriental. All who have worked with us before, wire or come on. Tickets if I know you. Top salaries and bonus to right people. Also want Canvasmen, Grinders and Ticket Sellers. Shows open, Sweetwater, Texas, April 10th. Communications to SIDNEY PRESSON, care Tidwell Shows, Sweetwater, Tex.

NOTICE

JUST RECEIVED NEW LOW RATES FOR CARNIVAL COMPANIES FOR 1943 SEASON



• WRITE •

CHARLES A. LENZ

"THE SHOWMAN'S INSURANCE MAN"

A738 INSURANCE EXCHANGE CHICAGO

James E. Strates Shows, Inc.

CAN PLACE Girl Show or capable Manager who can produce real show. CAN PLACE Penny Arcade, Pony Ride, Spitfire; will furnish wagons for same. WANT capable Man to Handle Snake Show. CAN PLACE Tractor Drivers. CAN PLACE Performers and Musicians for Harlem Revue. WANT Merry-Go-Round Foreman and Second Man. CAN PLACE Ride Help for all Rides. WANT Train Crew Help. CAN PLACE Midgets for Midget Revue. Walter Marks CAN PLACE Drome Riders. CAN PLACE Talkers and Useful Show Help. Show opens Washington, D. C., April 7 for Ten Days; then Wilmington, Dela.

BYERS BROS.' COMBINED SHOWS

OPENING SATURDAY, APRIL 17, AT SIKESTON, MO.

WANT FOREMAN FOR TILT-A-WHIRL. Wire, don't write. WANT SECOND MEN THAT DRIVE SEMI TRAILERS FOR DUPLEX WHEELS, ROLL-O-PLANE, OCTOPUS, FLY-A-PLANE AND SCOOTER. MAN TO HANDLE TOWERS AND FRONT ENTRANCE. Attractive proposition for Operator who can handle Electric Frozen Custard Machine. Will sell exclusive on Mug Joint. Have splendid proposition for Cook House and Sit-Down Grab. SIDE SHOW PEOPLE, GET IN TOUCH WITH W. J. DUNNE, SIDE SHOW MANAGER. THIS SHOW HOLDS CONTRACTS FOR A GOOD CIRCUIT OF ILLINOIS FAIRS AND A STRING OF DEFENSE TOWNS FOR SPRING DATES.

All address: BYERS BROS.' COMBINED SHOWS, Box 129, Kennett, Mo.

NOTICE 1943 MISSOURI LICENSES 1943 NOTICE

SHOW FOLKS—FRIENDS—FORMER CUSTOMERS

Have Made Arrangements With

C. J. BABKA

Rep. Missouri State License Bureau

1726A IOWA AVENUE, ST. LOUIS, MO.

to take care of my former Customers and Show Friends, should they want to purchase Missouri Truck, Trailer or Passenger Car Licenses, WRITE MR. BABKA AT THE ABOVE ADDRESS FOR ALL INFORMATION.

CHARLES T. GOSS — Now With Dodson's World's Fair Shows.

LIBERTY UNITED SHOWS

Working for Civilian Defense and (V) here for the season. All Stock Stores OPEN, ex. Photo, Custard, Arcade, Cigarette Pitch and Gallery, Funhouse, Cookhouse, Hi-Striker, Bowling Alley, Ball Games, etc. Mr. Mack wants Foreman for Ride-o and Chairplane. Randolph Bender and Miles Detrick, wire Western Union. Kay Weiss wants Girls for Revue and Posing. Tickets? Yes. Minstrel Folks, come on. All replies: BOX 778, CHARLESTON, S. C.

WANT COUPON PIN STORE AGENTS

Also Agents for Balloon, Slum, Pitch, Bear, Hoopla, Ball Games, Buckets. Capable Grind Store Agents for best lot in Mobile.

JIMMY ANNIN

Great Lakes Exposition, Mobile, Ala.

WANT-DOBSON'S UNITED SHOWS-WANT

Opening May 10 in Defense Area

CONCESSIONS—Photos, Pop Corn, Scales, Candy Floss, Candy Apples, String Game, Cigarette Gallery, Cook House or Grab (at least twice the privilege in tickets), Penny Arcade or any other Stock Concession. SHOWS—Have tops for same. Can place any nice attraction. Also useful Show People. HELP—Ride Help that can drive Sennia. We pay good salary to men that will let us do the drinking and chasing. All Help with us last year, get in touch with us. All replies to W. C. DOBSON, Box 491, Willernia, Minn.

CALL

CALL

BAKER UNITED SHOWS

Opening April 17th, Edinburg, Indiana. All contracted, answer at Sheridan, Indiana, until April 14th; then Edinburg. SHOWS with outfits and own transportation, here is a chance to join a clean, modern show playing proven territory with all short jumps. Can also use a few more legitimate Stock Concessions, such as Pitch-Tilt-U-Win, Hoopla, Candy Floss and Apples, Sno-Cone, Balloon Dart, American Palmistry. Positively no gift or gyssies. BAKER UNITED SHOWS, Sheridan, Indiana.

FOR SALE

Yendes' Mechanical City Exhibit, complete. Mounted on 32-ft. International Speed Truck. A proven money-maker. \$4,500.00 Cash.

H. W. YENDES, Vandalia, Ohio

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. Per set of 100 cards, tally card, calling markers, \$3.50.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards 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
3,000 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 "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000, 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x8, 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

SPECIAL ANNOUNCEMENT

OPENING SAT., APRIL 10

AUGUSTA, GA., SPRING FESTIVAL

THE JOHNNY J. JONES EXPOSITION

Will inaugurate their 44th annual tour on Saturday, April 10, at the Fair Grounds at Augusta, Ga. ALL PERSONS engaged kindly acknowledge this call.

CAN USE

HELP in all departments. Come on—top salaries, good accommodations. Ride Foreman and Assistants, Assistant Electrician, Painter and Carpenter. Will book Roll-o-Plane, Spitfire, Etc.

CONCESSIONS

Can put up day ahead. Can use Ball Game, Penny Pitch, Hoop-La, Fish Pond, Balloon Game, Etc. All address or come on.

JOHNNY J. JONES EXPOSITION

E. LAWRENCE PHILLIPS, General Manager, Augusta, Ga., until Saturday, April 17th; Richmond, Va.; Washington, D. C.; Pittsburgh, Pa., to follow.

WILL LEASE OR BUY FERRIS WHEEL

Also Kiddie Rides

Will Sell 2-Abreast MERRY-GO-ROUND

24 horses, 2 chariots. Will trade or sell cheap for cash.

Good Opening for ADVANCE AGENT

Season's Work in and Around Detroit

JAMES GLEASON

Would like to hear from you.

BEN MORRISON

313 E. Jefferson Ave., Detroit, Mich.

WANTED FOR HALL'S UNITED SHOWS

PRESCOTT, ARK.

Concessions all open, no exclusive. Shows: Girl, strong Jig Show. Have tops, fronts. Ride Help on all Rides: Tilt, Wheel, Chair Plane, Double Loop, Jinnie Foreman. Top salaries every night. This show playing all defense and projects works. Want Gen. Agent and Legal Adjuster.

AL VENTRES

COMMUNICATE AT ONCE

KING REID SHOWS

DORSET, VERMONT

AMUSEMENT DEVICES

Modern Design — Distinctive Appeal

MOON ROCKET SKY DIVE
CARROUSELS KIDDIE AUTO RIDES

We will make every effort to fill orders for repair parts to assure safe operation for 1943.

Allan Herschell Co., Inc.
NORTH TONAWANDA, N. Y.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Virginia Greater

SUFFOLK, Va., April 3.—Winter quarters present a beehive of activity. Equipment is being overhauled, repaired and repainted. Arthur Gibson came in from Mississippi, where he has been employed all winter on a government shipyard job. He is chief mechanic and electrician. Russell Lane is in the army and stationed in Alabama. Recent visitors were Jack Perry, Doc Holland, Larry Briggs and Wallace Goodrich. Bill Penny, in charge of quarters crew, is repairing the shows' tops and fronts. Manager Massucci purchased two semis and a new main entrance. Mr. and Mrs. Homer Woods advised they will join with their concessions in time for opening. Raleigh Gibson is expected soon from his home in Charlottesville, Va. Sol Spieght is rehearsing his Cotton Club Revue. Bill Murray, general agent, is handling shows' booking and business until the arrival of Mrs. Sarah Masucci from her home in Orange, N. J. She will again be secretary and treasurer. Albert Rivers is getting the office wagon in shape. Several of the ride boys with the shows last season have been inducted into the army. Shows will play Virginia, Maryland and the Carolinas. Reported by an executive of the shows.

on the Airplane Swings, Ferris Wheel and War Show. Last named will be handled by Jack (Red) Lang. Leonard Marshall has been signed to handle the office-owned Big Snake Show and advise he will report in plenty of time from Mount Airy, N. C. Hank Sylow is getting his Dope Show ready. H. T. Bridges is here with a crew of 10 getting his 19 concessions ready. George and Grace Hill came in with their bingo and two other concessions. Manager John Gecoma is building a War Bond and Stamp booth and plans to conduct a War Bond sale each week to be headed by the local committee at each stand. Paraphernalia purchased from Keystone Shows arrived last week. Shows will play four weeks in Virginia before heading for Pennsylvania. Manager John Gecoma reports that he has five nephews in the armed forces.
F. A. NORTON.

Art Lewis

NORFOLK, Va., April 3.—A large crew is in local quarters rehabilitating equipment under direction of Howard Ingram, general superintendent. The 16-day opening stand at a downtown location is set to get under way April 10. Showfolk are mobilizing, and Ralph G. Lockett is in charge of the office wagon. Frank Segear, trainmaster, has the train ready to roll, the flats and coaches being freshly painted and refitted. Harry G. Illions, well-known ride owner, was a recent visitor at quarters. Don and Maude Montgomery, who have tramped for many years with various circuses (See WINTER QUARTERS on page 34)

Bright Lights Expo

CLARKSVILLE, Va., April 3.—Quarters work has been rushed and six men have been added to the crew, headed by L. C. Heck and F. A. Norton. Kiddie Auto has been remodeled, and work is under way

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 3.—Certificates of membership in the association for 1943 have been mailed to all shows in good standing. Members are requested to preserve these certificates, since on occasions some of them have found the certificates a convenient document for the purpose of establishing identification. In each instance the title of the member show has been set forth in the certificate in accordance with such information as is on file in this office. We ask each recipient to examine his respective certificate. In the event of any discrepancy arising in the title, a duplicate corrected certificate will be issued. All members are asked to acknowledge receipt of their certificates.

We are beginning to make plans for our annual visitation program and would appreciate it if any members interested in the program would contact us. Office of Defense Transportation has issued a warning that railroad freight shipments are considerably slower this year than in 1942 and that in some instances as much as 50 per cent additional time is required to make delivery as compared with last summer. Shows should consider this fact in booking their organizations. ODT has also made a request to the governor of each State asking that he lift automobile restrictions, permitting the free flow of motorized traffic across State lines by recognizing license plates of cars from other States. If this program should be universally accepted it would prove of great benefit to motorized shows.

Wash. Legionnaires Map Annual Carnival Plans

WASHINGTON, April 3.—American Legion Post is mapping plans for its annual nine-day carnival here, Spencer A. Stine reported.

Committee in charge of arrangements includes George Merriman, Francis McGrath, Thomas Crane and Pergil Maczler. They report they have contracted 20 concessions and two rides for the engagement.

WANTED

AT IROQUOIS, ILL., JULY 4TH
SHOWS, RIDES AND CONCESSIONS
Write V. C. BAKER

CELEBRATIONS

Booking RIDES, SHOWS, CONCESSIONS for 14th season Community Sponsored Events. 20 continuous weeks.

M. A. BEAM
Windber, Pa.

VICTORY SHOWS, INC.

Wants—Wants—Wants

Grind Stores — Popcorn — Agents Will Furnish Tugs to Reliable People. Rides: Octopus, Silverstreak, Etc. Will insure, transport and furnish help. Ride Help who are accustomed to high wages; also Electrician.

JACK DAVERIN
53-01 32nd Avenue, Woodside, L. I., N. Y.
Astoria 8-0757

PERCENTAGE AGENTS

Want capable Percentage Agents for Pill Pool, Beat the Dealer, Pan Game, Over & Under 7. Want to hear from Wally Nixon, Irish Cochran, George Littlefield, O. V. Powell. A show with no grift where you work every week. No time to write, come on or wire. We open Saturdays.

REID McDONALD
ZACCHINI BROS.' SHOWS
Greenwood, So. Car.

HAPPYLAND SHOWS

NOW BOOKING FOR 1943 SEASON
3633 SEYBURN AVE., DETROIT, MICH.

BUY MORE BONDS

JOE O'BRIEN and CHARLES LEE
Present the
LAKE STATE SHOWS
OPENING APRIL 24, DETROIT DISTRICT
7 solid weeks in Detroit district, to be followed by a long route of bona fide Home-Comings and Street Celebrations. Booked solid thru September.

WANT WANT
BALL GAMES, PHOTO, PAN GAME, STRING GAME, SMALL COOK HOUSE, BINGO, SCALES, GUESS YOUR AGE, MOUSE GAME, PENNY PITCH AND PENNY ARCADE. SHOWS: Side Show, Wild Animal, Snake and Fun House. RIDES: Will buy or book Octopus or Tilt-a-Whirl.
Address All Replies to
LAKE STATE SHOWS, P. O. BOX 175, BAY CITY, MICH.

BUY MORE BONDS

BAKER'S GAME SHOP

Wheels, Posts, Skillos, Roll Downs and Brazilian Boards. Buckets, old and new style. Penny Pitches, Pan Joints, Big Dice and Chuck Logs, Pea Pool Outfits, Laydowns, New Water Fall Coupon Blowers, Bingo Blowers and Master Boards. Complete line of Bingo Cards, Arkansaw Kids, No Milk Bottles, Large Stock of the finest Midway Games. New Catalog Free. Must Mention Your Business.
2907 W. WARREN DETROIT, MICH.

JOHN R. WARD SHOWS

WANT FIRST-CLASS MECHANIC, TOP SALARY, ALL SEASON'S WORK, CAN PLACE CAPABLE SECRETARY FOR OFFICE DUTIES ONLY. ALSO A GOOD LOT MAN WHO CAN DEVOTE HIS TIME TO MAINTENANCE OF SAME. WANT Second Men for all Rides. Have tops, panel fronts for any non-conflicting show. Good proposition to others with own equipment. **WHITE DIXON** can place Grind Store Agents. Will book Knife Rack, Bowling Alley, Pet Shop, Fish Pond and String Game. **FRED RANCROFT** wants for Side Show an Opener who can sell a sure hit show. **BLACKIE HASKINS AND WHITE SUTTON, WIRE**. Have real proposition for top-notch Tattoo Artist. Can place a real Musical Novelty Act. Walker, write; can really interest you. All replies: **JOHN R. WARD, BOX 148, BATON ROUGE, LA.**

GORDONSVILLE, VIRGINIA, SPRING FESTIVAL

WEEK APRIL 12TH
Want Flat Ride, Furnish outfits for Grind Shows, Opening for some Concessions, Mitt Camp, Diggers, High Striker, Pitch, Darts, Arcade, Custard, Gallery, Ride Help, Second Man for Wheel and Plane. Write or wire

BRIGHT LIGHTS EXPOSITION SHOWS

CLARKSVILLE, VIR., THIS WEEK

DUMONT SHOWS

LOU RILEY, Gen. Mgr. RALPH DECKER, Gen. Agent HARRY BAXTER, Legal Adjuster
Week April 5th, Bowling Green, Va.; week April 12th, Fredericksburg, Va.; week April 19th, Essex, Md.
Want Concessions: Bingo, Frozen Custard, Cook House or Sit Down Grab, Shooting Gallery, Duck Pond, Hoopla, Pitch Tilt You Win, American Mitt Camp or any legitimate Concessions. Have opening for one or two Wheels. Want Man with own equipment and legitimation. Want Good Ride Help; best of treatment and salary. Can place sensational High Free Act. Long season. Address: **LOU RILEY.**

Alamo Exposition Shows

WANT RIDE HELP OF ALL KINDS. MERRY-GO-ROUND FOREMAN, ALSO GOOD WHEEL MAN AND OTHER WHEEL MEN. CAN PLACE CAPABLE ATHLETIC SHOWMAN. (HAVE COMPLETE SHOW.) John T. Hutchens wants Side Show Attractions. (Sword Swallower, Knife Thrower, Pin Cushion, Juggler, Magic or any one not conflicting with the 14 Attractions I now have.) Ted Burgess, wire. WANT CAPABLE MAN TO HANDLE MOTODROME, have complete outfit.
Address: **JACK RUBACK, Mgr., Del Rio, Texas, this week; Eagle Pass, Texas, week of April 12.**

CANADA--CANADA

Have a Number 5 Ferris Wheel. Would like to book on a Carnival anywhere in Canada on percentage basis. This Wheel is practically new. Also want two Ferris Wheel Men.

FRANK J. ELLIOTT, Amherst, Nova Scotia

All Concession People

Desiring space at

ANDERSON FREE FAIR

JULY 3rd to 9th, INCLUSIVE

Write at once as space is going fast. Address all mail to

S. W. NICKERSON, 937 Main St., ANDERSON, IND.

HARRY NELSON

STRIKING MACHINE BUILDER AND DOLL RACKS
2014 West 15th St., Coney Island, N. Y.
Phone: ES-2-8866

Liquidating Estate

M. SCHNEIDER COSTUME

2625 Lincoln Ave., Chicago, Ill.

Everything must be sold by

APRIL 22nd

Costumes for all purposes—Wigs—Helmets and accessories. What do you need?

DODSON'S WORLD'S FAIR SHOWS

WANT FOR SEASON 1943 OPENING, TYLER, TEXAS
SATURDAY, APRIL 24TH

Train Help and Working Men in all departments. Top salary and good treatment. Will book or buy Kid Auto Ride or any other Kiddie Ride. Have complete outfit for Posing Show, will furnish to a capable manager that has people and can get money with same. Can use Colored Performers and Musicians for Colored Review. Ray Cramer can use Sword Swallower, Knife-Throwing Act, Tattooer and one outstanding Freak to feature; Pop-Eye Act; also Novelty Acts of all kinds write or wire. Also wants for high class Illusion Show, good Magician who can handle inside (Mac Mackeskel, wire). Will also place Class Blower with plenty of flash. Working Men that have worked with Ray before, wire. (First-class Billposter, wire.) Will buy good used 40 by 60 or 40 by 80 Top. Address: DODSON'S WORLD'S FAIR SHOWS, P. O. Box 743, Tyler, Texas

WANTED — WANTED

FREAKS TO FEATURE, Novelty Acts, Working Acts, Ticket Sellers, Workingmen. People who have worked for me, answer this ad.

Presenting the finest Side Show on the road with the new Rubin & Cherry Shows.

Also Want Posing Girls, Talkers, Workingmen for Office-Owned Girl Show. All Girls who worked for Laura, answer this ad. Girl Show People, answer to

LAURA MANOS

All Others to

CORTES LOROW

To Caruthersville, Mo.

DODSON'S WORLD'S FAIR SHOWS

MARKS SHOWS, INC.

Open Richmond, Va., Monday, April 12

West Broad Street Show Grounds

Those engaged report no later than April 8. All former employees get in touch with us. Top salaries. Can place Merry-Go-Round Foreman. Help on all Rides. Have complete outfit for Monkey Show, except animals. A few legitimate Concessions still open.

Address: JOHN H. MARKS, Marks Shows, Inc., Richmond, Virginia

**WANTED FOR
GANGLER BROS.' ENLARGED CIRCUS**

IN LUNA PARK, CONEY ISLAND, N. Y.

Side Shows, Pit Attractions, Kiddie Rides, Feature Acts, Novelty Concessions of All Kinds, Candy Pitch, Custard and Pop Corn Stands, and Good Talkers, male or female.

Also good Freak Shows with own outfit.

FIRST TIME ANY ATTRACTION OF THIS STUPENDOUS MAGNITUDE HAS BEEN SHOWN IN LUNA

Can also use Elephants, Camels and Bears. Communicate immediately. Season starts April 25th.

1400 EAST 88TH STREET

BROOKLYN, N. Y.

Phone CL-overdale 7-0793

Bud and Rosa Carbell, Zimmie and others who have worked for me, please write quickly.

DICK'S PARAMOUNT SHOWS, INC.

CALL CALL

OPENS APRIL 16, WOODBURY, NEW JERSEY

Can place Bingo, Penny Arcade, Fun House. Ride Help wanted. Semi Drivers preferred. Top wages. Want to hear from Frank (Happy) Ware, Alex Marenger, Walter Rodak, Tommy Welch, Al Butler, Early (Rocky) Stroud, Fred Smelly, Check Davis. Can use A-1 Truck Mechanic. Write or wire

RICHARD GILSDORF, BOX 57, CHEWS, NEW JERSEY

NOTICE

Show opens in Richmond, Va., last week in April.

WANT ALL TRUCK DRIVERS AND GENERAL HELP TO REPORT AT ONCE.

Jack Gilbert

WORLD OF MIRTH SHOWS

Richmond, Va.

BEN WEISS WANTS

Bingo Manager, Counter Help, Stockmen and Semi Drivers.

ENDY-PRELL SHOWS

Durham, N. C.

OPENING APRIL 10—COLUMBUS, IND.

WANT Cookhouse. PRIVILEGE FREE until fair season if join at once. CONCESSIONS—Photos, Lead Gallery, Penny Arcade or any other line Stores working for Stock. NO FLATS. RIDES—Will book any up-to-date Flat Ride with or without transportation. SHOWS—What have you? With own transportation, 20% plus tax. HELP—Wheel Foreman for Twin Wheels, top salary, three meals a day and 5¢ per mile for over-road driving. This show knows and plays Indiana and Illinois' best spots. We carry two outstanding Free Acts with 10¢ gate. WE PLAY ALL SPOTS FIRST IN, SECOND TO NONE. All replies:

GEREN'S UNITED SHOWS
COLUMBUS, IND.

CRESCENT AMUSEMENT CO. WANTS

Foreman for 7 car Tilt-a-Whirl, Chair-o-Plane, Kiddie Rides. Join on wire. No advance unless known. Concessions that do not conflict: Photos, Bumper, String Game, Coke Bottles. Can place capable Concession Agents for Sium Store, Popcorn, Penny Pitches, Pan Game, Over and Under. Want General Agent and Business Manager with car; advance artist, lay off. Pay own wires. Freddie Boswell, Bill Cook, Harry Delvine, wire. L. C. McHENRY, Laurel St., Columbia, S. C., this week.

Kaus Exposition Shows

Want for defense spots and big cities, lots only. Cook House or Grab, Cigarette Gallery, Pitch-Till-You-Win, American Palmistry, Guess Age, Scale, High Striker or any Ten-Cent Grind Concession. Can use good Pill Game Dealer. Will book any show with own transportation. Want Merry-Go-Round Foreman, Ride Help in all departments. Sam Applebaum, what is your intention? Want to buy factory built Little Beauty Two Abreast Merry-Go-Round, Have for Sale—Silver Streak, Caterpillar, Motor Drone, 100 KVA. Transformer, Calliope and Blower. All address: A. J. KAUS, MGR., KAUS EXPOSITION SHOWS, 202 GEORGE ST., NEW BERN, N. C.

ROCCO MASUCCI Gen. Mgr. WM. C. (BILL) MURRAY Gen. Agent

VIRGINIA GREATER SHOWS

OFFICIAL OPENING APRIL 10TH, SUFFOLK, VIRGINIA

WANT—Man with sound car who will put out paper; Ride Help, draft exempt. Want Ferris Wheel Foreman at once. Harry Longstrum and White Davis, answer or come on; or other old help that know us.

WANT—Shows of merit. Can place 10-in-1, Monkey Show, War or Crime Show, Fat Man or Lady Show. Want Manager for Girl Show. Must have girls and wardrobe (this is a good Girl Show spot). Louis Augustino, Jimmy Hodges, answer. Can place any other Platform Shows. Will book Fun House.

WANT—Concessions. Want Manager for Bingo, man and wife for Cookhouse; join at once. Penny Arcade, Penny or Cigarette Pitch, Hoopla, Guess Your Weight Scales, Mitt Camp and Photos (Western, answer). Have Popcorn, Candy Apple exclusive for sale; Fish or Duck Ponds, Long or Short Range Shooting Gallery, High Striker, Pitch 'Til Win, Frozen Custard, Cork Gallery. Positively our motto always no roll downs, coupon stores or gypsies; so those sawy stamps and time. Wire or write NANSEMOND HOTEL, SUFFOLK, VA.

PRUDENT'S AMUSEMENT SHOWS

WANT HELP: Foreman for Merry-Go-Round, Ferris Wheel, Ridee-O; also Concession Agents. WANT CONCESSIONS: String Game, Lead Gallery, Duck Pond, Penny Arcade, Palmistry, Photo Gallery, Scales, Devil Bowling, Dart Game. POSITIVELY NO GRIFT OR GYPSIES. BINGO CONCESSION is open. Will book same to reliable party or would consider building one for a good Bingo Operator. FOR SALE: A 14-Section Canvas Tent and Sidewall for a 40-Ft. Merry-Go-Round. Good for one season. FIRST \$70.00 TAKES IT! ALSO FOR SALE: One stationary Lead Gallery and one Portable mounted on Dual Wheel Ford Truck complete with fifteen guns, etc. Priced to sell.

MIKE PRUDENT, 124 Cedar Avenue

Patchogue, New York

**LAST CALL LAST CALL
ZACCHINI BROS.' SHOWS**

OPENING APRIL 10TH, IN CITY OF GREENWOOD, SO. CAR. CITY PARK. In the Heart of the City, with \$100,000 Weekly Pay Roll. Have Nine More Defense Citles Booked. WANT Animal Show, Snake Show, Fun House, Posing Show or any other Shows with own transportation. WANT CONCESSIONS: Cook House or Grab, privilege in tickets; Bingo, American Palmistry, Pop Corn and Peanuts, Candy Apples, Bowling Alley, Dart Balloon, Photo Gallery, Basket Ball, Long and Short Range Gallery, Rotary, Penny Arcade (good proposition), Scales and Guess Your Age, High Striker, Candy Floss, Bumper. W. C. TAYLOR wants Grind Store Agents. Ride Help, capable men; top salary. Those driving Semis given preference. R. L. Wade wants Agents. BRUNO ZACCHINI, Gen. Mgr.; CARL O. BARTELS, Secy.

CHIMPANZEES—BOOTS & TOOTS

A Perfect Pair, Well Trained, 6½ Years Old. Can Be Handled. \$500.00 Each.

Small Male Pigtail \$75.00	Kinkajous \$15.00 Ea.	Camels \$850.00 Ea.
Monkey \$75.00	Agoutis 15.00 Ea.	Zobras 1,000.00 Ea.
Male Wandering Monkey 50.00	Emus 150.00 Ea.	Kangaroos 350.00 Ea.
Tame Spider Monkey 50.00	Gaowaries 300.00 Ea.		

HENRY TREFFLICH

215 Fulton Street

New York, N. Y.

West Coast Operation

By WALTON de PELLATON

UNDAUNTED by speculation on the West Coast over what 1943 holds in store for outdoor show business, managements of the various shows in that sector are going ahead with winter quarters activities and mapping opening plans for this year's tour. Propelled by a sincere determination to surpass the role they played in the war effort in 1942, most of the managements are slanting their programs to giving the American people a proper balance between work and recreation so necessary in the winning of final victory for the nation.

Surveys made along the Coastal States indicate that if the various shows can obtain sufficient help and are able to travel under Defense Transportation Director Joseph B. Eastman's recent edict they can go ahead, "if they are willing to submit to certain restrictions and take certain chances," the various communities will be in a receptive frame of mind to book the attractions. State and federal officials have announced that all 1942 regulations are in full force this year and include the same stringent dim-out laws, a positive permit to be obtained from Western Defense Command for every location played, and strict regulation as to gas and rubber.

On the gas score, however, most of the shows have B cards and these with the allotted mileage will give the average show about 120 miles per week, which is considered an ample supply with which to move in that sector. Continuous rains and recent storms on the West Coast indicate a late spring and most of the managements have announced later starting dates than in former years. In an effort to conserve gas and rubber all managements are contemplating limiting the length of their jumps and playing two-week stands wherever possible.

WDC Permits Needed

A number of shows report they plan to play a limited season, but all are plan-

ning to continue. A "must" for all owners playing the sector this year is the obtaining of necessary permits issued by the Western Defense Command. Permits must be obtained at least 10 days before showing in any community. There is no cost and permits have been granted freely upon request. All managements are doing everything possible to cooperate with the WDC.

Mike Krekos, owner-operator of West Coast Victory Shows, and who as president of Pacific Coast Showmen's Association last year handled all arrangements for the wartime operation of the various outdoor shows between the army, navy, ODT, OPA and OCD, announced recently that, following conferences with the WDC, the way had been smoothed for continued operation of the shows that will elect to try to route their organizations for 1943. He said there is no indication that the situation will get any worse and prospects are good that things will ease up a great deal before the 1943 tours are far under way. Feeling is that shortage of labor and unfavorable weather may prove more of a handicap to shows than will the various war agency rules, it was said.

Some small fairs, it was pointed out, will try to operate this season and the entire outlook is hopeful and likely will become clearer as the season progresses. Showmen for the most part are confident that they can again work out morale-building presentations on their midways which will play an important part in contributing an over-all efficiency by relieving the strains of war and work. They realize their primary purpose this year will be to aid the war effort and all are

giving much time and thought to framing plans for scrap drives, sale of War Bonds and Stamps and special promotions to help the agencies connected with the war effort in the towns and cities in their itineraries.

Careers in Rise and Fall

The rise and fall of West Coast showmen has been periodical. In the last 25 years there have been many changes, some for the better, others not so good, but the ever-inspired spirit of showmanship carries on. During peacetime, in the depression and now in war many obstacles have been overcome and surmounted by the more energetic showmen in the battle of the survival of the fittest. Lady Luck smiled upon a few, days of adversity mocked others, but most of them passed away in harness still striving to reach the eternal goal of success. To all who have lived and breathed the life of a showman the struggle has been an inspiration, constant and everlasting. During this period, the Pacific Coast Showmen's Association has been the guiding light in offering a helping hand. It has been the friend in need to all.

An example of West Coast showmanship is Orville Crafts. In 1924 he was a concessionaire operating on various carnivals and fairs in the Western States. The following year he acquired a Ferris Wheel, operating as a small unit for several months until he arrived at the Diamond Jubilee Celebration in San Francisco. Here he chalked up a successful engagement. At the close of the celebration he organized Crafts Greater Shows, and aided by his wife, Maybelle, he prospered. A few years later he added his second unit, Golden State Shows, and later a third unit, World Fair Shows. He also built an extensive winter quarters site at Van Nuys, Calif.

In Northern California the name of Mike Krekos is synonymous of success and ability. Mike acquired his shows accidentally, when they were literally thrust upon him, but thru application and perseverance he created his present live-wire organization. Surrounding himself with a capable staff his progress was rapid and his West Coast Amusement Company is widely known in California, Oregon and Washington. He is an efficient and capable showman and the success he achieved was earned thru hard work and a readiness to inaugurate new ideas to stimulate his business. Two seasons ago Krekos added a one-ring circus to his carnival, featuring Jack Joyce and his Society Circus successfully. A pay gate and several new rides were added to greatly enhance to the appearance of his shows. For a number of years his West Coast Amusement Company was the purveyor of amusements at the annual Porterville (Calif.) Armistice Celebration. In 1942 Krekos was elected president of the PCSA. Despite the many war restrictions on the West Coast Krekos is preparing to open his 1943 season at his usual Oakland (Calif.) stand with the same optimism and enthusiasm that he ventured forth in other years.

Made Debut in 1940

A newcomer to ranks of owners is Martin E. Arthur, who made his debut as an owner and manager in the fall of 1940 when he purchased the rides operated by O. H. Hilderbrand and organized what is known as Arthur's Mighty American Circus Shows in 1941. Arthur was a side-show manager on West Coast organizations and his managerial debut was a matter of timely interest among the showmen there. Revising the circus idea on new lines, adding a big top, menagerie and seating capacity for 2,000, he revolutionized the old-fashioned street carnival into a drawing power. In 1942 he toured California, Oregon, Washington, Idaho, Utah, Nevada and Arizona to marked success. In 1943 he opened the

season exclusively with his circus, having placed his rides on a vacant lot at Compton and Manchester streets, in the heart of Los Angeles, under management of Bill Meyers. What is now known as Arthur Bros.' Three-Ring Circus made its debut in Alhambra, Calif., February 26, and is at present on tour. Despite the war regulations and the shortage of help, to say nothing of the "unusual" California weather conditions this season, Arthur Bros.' Circus plans to continue en route, after completing 30 days of engagements in Southern California on its tour thru California, Oregon and Washington.

Confining his showmanship efforts mainly to California and Nevada, Archie Clark, owner-operator of Clark's Greater Shows, has operated successfully since the shows' inception. His wife and secretary, Rose, assists him. Clark's route in the past has included many well-known fairs and celebrations. He has made hosts of friends on the West Coast, as has Mrs. Clark. Archie is a former president of the Pacific Coast Showmen's Association, in which capacity he served with distinction.

Concessionaire To Showman

Hugh Bowen, owner-operator of Joyland Shows, rose from concessionaire to show owner. He has successfully operated two units in California, the other being Ferris Greater Shows. Assisted by his wife, Nellie, who is also his secretary, the shows have increased yearly in size. For several seasons the organization wintered in Stockton, Calif., but at the close of the 1942 season quarters were moved to Whittier, Calif. Bowen has made friends in show business and was recently elected president of the Regular Associated Troupers' Club located in the Bristol Hotel. He has decided to leave his Joyland Shows in winter quarters this year and operate around Southern California with Ferris Greater Shows.

Clarence H. (Pat) Alton started his career in Washington and later organized what was known as the ABC Attractions, which he built up to a leading carnival on the West Coast in 1921 and 1922. At that time he featured a marquee, eight-piece band and eight free acts. In 1924 in conjunction with Big Otto he organized a circus that toured the West Coast one season. The venture proved disastrous. Reorganizing his resources, he later organized the present Silver State Shows and made a successful tour thru Nevada and California. For the last two seasons he has been located with his organization at Sunland Park, Calif. His wife, Marie, is his secretary. Silver State Shows will again open at Sunland Park and continue there thru-out the season.

Foley & Burk Shows, another California organization, made its debut in Marysville as an experiment, featuring a dog and pony show. It grew into such proportions that it became the West Coast's sole railroad organization exclusively touring California. For many years the shows have been the amusement purveyor at California State Fair and Salinas (Calif.) Rodeo. Year by year the organization built up a reputation and is considered an institution of note. It offers (See West Coast Operation on page 81)

DELICIOUS DRINKS

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New—Richer—Stronger—Better Powder

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PRICE ONLY \$2.00 Per Pound, POSTPAID.

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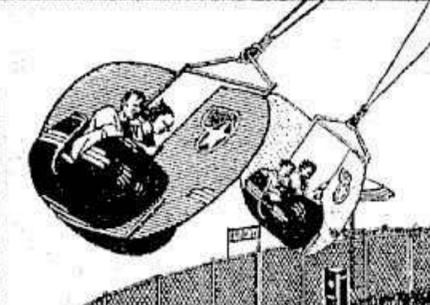
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OPENING MAY 1ST

Want help on Wheel, Merry-Go-Round, Mix-Up, Loop, first and second; Ride Superintendent for same. Show People for 10-in-1, Girl, Athletic or what have you. Concessions, Grab, Bingo, Ball Game Agent. Few others open. Privilege or percent. Want Special Agent. Jack O'Brien, Shorty Tappen, Henry Ayers, H. Jennings and all interested parties contact me at once. C. A. GOREE, Sharon, Kans.

Boswell Amusements Want

Courtland, Va., week of April 12th, Ride Help, Chalroplane and Ferris Wheel; Concession Agent for Cane Rack, Cigarette Shooting Gallery, Penny Pitch and PC; Free Act with concession. All wires, Thomas H. Boswell.

WANT TO BUY

COMPLETE BINGO GAME. ELECTRIC CABLE, 32-FT. MERRY-GO-ROUND, TILT-A-WHIRL AND OCTOPUS. Address: BOX 208, care Billboard, 390 Arcade Bldg., St. Louis, Mo.

The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

AS HAD been anticipated, business is good on those carnivals that have opened the season. In fact, increases of from 30 to 50 per cent over last year have been generally reported. The public response to the appeal of the lots has been less than a minor worry to operators. Most of them foresee what may be a record outpouring of showgoers. The specter of labor shortage has stalked them, however, and problems of transport they expect to be ever with them and to be taken in stride if restrictions do not become prohibitive. Looks as though some of their worst fears are to be realized in getting help to set up and tear down. Some orgs have been from three days to the better part of a week in erecting equipment. These incidents were during opening weeks, however, and naturally every effort will be put forth for more expeditious trouping. Experiences in the latter part of last season prepared many managers for '43 and a number declare they would not have attempted operation this year if they did not think they could cut it.

† † †

HERE it is again. Who's to blame, the man who makes commitments without a stable contract to protect himself or the prospective employer who changes his mind after opening negotiations? "On March 5," reported a Canadian, in part, on March 27, "I wrote to . . . with the purpose of managing a girl show on this outfit. After correspondence had been

exchanged we arrived at an agreement. I was notified by wire to get the necessary people and make necessary arrangements to open in . . . on April 1. I immediately left my job, secured four girls, made them cancel their bookings, made them go to the trouble of getting passports which, by the way, cost \$18 each, and then wired . . . that I was ready and to send me the transportation on March 24. I received no reply. I sent him a second wire and received no reply. I tried to contact him by phone but he could not be located, altho his secretary was told to get in touch with me as soon as possible. Up to now no word has been received from him and I am beginning to smell the old double cross. Carnival operators are complaining that it is hard to get performers. Let me assure you that this method of doing business will not make it easier for them." An admixture of caveat emptor and the Golden Rule might help some.

† † †

IN the works is a move to bring about better understanding among rationing boards of orders and directives from Washington that apply to outdoor showbiz, especially as to gasoline and electric current. It is to be hoped the effort will be successful and that the apparent chaotic condition affecting rulings in some other industries will not spread further. All in all, no great number of reports of evident misunderstanding or ignorance of WPB edicts in local boards have come to light. But a few instances have

been cited of refusals of rationing boards to issue gasoline coupons for non-highway purposes. At least one carnival operator has met rebuff from an electric company in an application for temporary construction and juice. Looking to the clarification of such situations is an endeavor to obtain definite federal rulings to apply in such cases and to be submitted to local rationing boards so that such difficulties may be obviated.

† † †

WE'D have given a decemer for the thoughts of Bev Kelley, RB radio publicist, on that Ellery Queen whodunnit broadcast, *Murder on the Circus Train*, on March 27. He was a "guest detective" and had to sit thru references to "THE clown" and "the greatest crystal gazer under the big tops today." But mebbe the plugs were worth it. . . . Whadda y' think W. E. (Bill) Franks is sold on for the best local advertising for his carnival-park combo in Macon, Ga.? The plain, ordinary blotter. "Seems like Macon people like to open an advertising letter and find something useful inside," he avers. "There's been a better response to this than anything else I've tried. Don't know whether there's a blotter shortage, but I do know most people here will keep a blotter on the desk if you give 'em one." . . . "Cheyenne Bill" Penny tells about the big number of Indian boys in Southwest army camps, there being "about as many in uniforms as there are in blankets. One oldster told me, 'No war paint now; just good white man's cloth and lots of beef, and we will win.'" . . . That Minneapolis newspaper which questioned the idea of permitting outdoor shows to move as morale sustainers "because the movies give sufficient wartime entertainment" might be asked why there should be any newspapers, because news is given over the radio.

The Crossroads

By NAT GREEN
CHICAGO

FOR the first time in our recollection there's a shortage of press agents—good ones. Numerous inquiries have come to this desk in the last couple of weeks, but we've been unable to suggest anyone. Many of the better publicity men are in the armed forces, others have hooked up with commercial firms and propaganda agencies and the rest seem to be pretty well set in show biz. Herb Pickard, last season with Johnny J. Jones Exposition, has just made a nice connection, having signed as publicity man with Irv J. Polack. Al Sweeney closed last week with Polack Bros. Circus and is back in Chi, where he expects to remain. Frank Burke has become the personal representative of Don McNeill, well-known radio artist, and has him booked for a number of personal appearances. Pat Purcell has an editorial job with *The Chicago Times*, daily tabloid. Dan Thompson is handling publicity for National Safety Council. Jimmy Goudy, former Arena public relations man, is doing the same sort of work for the navy.

† † †

"DOWN ON THE FARM" at Lovington, Ill., W. G. (Billy) Senior's home town, several acts are rehearsing for the season. Margaret Pettis, Sky-High Girl, is working out down there after having spent the winter in Florida. Mickey Duval, formerly with the Four Queens and other acts, came in from Reading, Pa., last week and is rehearsing for the Lucky Lady high act. . . . Billy Blencoe, of Globe Poster Corporation, is seriously ill in the Illinois Masonic Hospital.

. . . Harper Joy, Spokane circus fan, was in for the Shrine ceremonials at the Palmer House. . . . Bill Bartlett, the digger king, also was in for the Shrine doings and copped a prize for one of his clever ideas in the ceremonial. . . . Levi P. Moore, publicity director of Indiana State Fair, spent a couple of days in Chi talking over plans for a 4-H Club fair to be held in and around the Coliseum on the State fairgrounds in lieu of the usual State fair. . . . Gerald Snellens, World of Mirth Shows, was making business calls on local firms last week and also took in the AGVA Victory Showfest, which was highlighted by the presence of Mayor Edward J. Kelly and the auctioning off of a statuette of Will Rogers for the benefit of the Servicemen's Center. . . . Fred Donnelly, who spent the winter on the West Coast, is back around the Showmen's League after having put in a few weeks as ticket man on Arthur Bros. Circus. . . . J. W. (Patty) Conklin back in Chi after a quick trip to Lansing, Mich., to see Orrin Davenport's Shrine Circus. . . . Boyle Woolfolk is now nicely ensconced in his new offices on Wabash Avenue, where many of the show boys are moving. . . . Irv J. Polack in for a few days on his way to Sacramento, where his show opens in a week or so.

† † †

JAY GOULD, whose brown derby is as famous as Al Smith's, is starting his 20th season. He started out in 1923 with a pony ride, one show, three small novelty stands and a small platform circus. He called

it Jay Gould's Million-Dollar Circus—the idea was worth a million anyway, he said. The show was pretty much a family affair, and still is, and while Gould has never reached the big-time class he has gone along from year to year on a profitable basis, which is more than some of his bigger competitors can say. Gould has many other business interests in his home town of Glencoe, Minn. This year, for the first time, he will present the circus portion of his show under a big top, and chances are he'll play a lot of territory adjacent to Chicago.

† † †

REPORTS of the death of Vic Hugo, former well-known Midwestern showman, have been current for some time, but first positive verification came last week when Helen Classen (Mrs. Vic Hugo) wrote a friend in Chicago and mentioned that her husband had been killed in China last year. . . . Joe Rogers, proprietor of Rogers' Corner in New York, made a short business trip to Chicago last week. If he's eating in his own joint the food must be good, for Joe has taken on considerable poundage. . . . The Lipsky-Paddock concession team is out for the duration. Morris Lipsky, recently released from the army because he's over the age limit, has gone to work in a defense plant in St. Louis. Buddy Paddock is reported to be doing all right with his Officers' Club in Augusta, Ga. . . . Johnnie Roselli writes from U. S. N. Hospital, San Diego, that the little item in a recent issue of *The Billboard* put him in touch with several old friends on the Pacific Coast. Johnnie expects to be back on active duty in the navy shortly. . . . The public relations officer at Camp Grant, Ill., has sent out a release on Pvt. Murray Burt, last two seasons with the Ringling show, that unfortunately contains some misinformation.

OUTDOOR WAR AIMS UP

(Continued from page 3)

driving restrictions have been eased except for the strict gas rationing.

The season of fairs last year, considered one of the best in recent times, may be topped in '43, since some obstacles that appeared insurmountable at that time have been removed. Few cancellations are reported, in contrast to the announced closings that were coming thru at this period last season.

Showmen are inclined to believe that the over-38 class can provide enough help for operation. Draft and defense industries have dipped into the available labor supply, but the field will nevertheless be able to get by even if some activities have to be curtailed.

One of the year's headaches is the food problem. Local provisioners may not be able to supply full demands of cookhouses or commissaries. Consequently showmen are working on plans to have major packing companies and local farm folk stock them along the routes. Rationing is expected to supply few problems, since cookhouses are given supplies under institutional classification. Concessionaires get their sugar and other rationed items under the same rules as manufacturers. There will be some trouble in getting the ingredients for custard since powdered and evaporated milk are being shipped abroad in increased quantities. Carnival and circus concession goods are being made from materials with low priority ratings.

The victory garden program has cut into the number of lots formerly available. Some sites formerly used will be growing truck vegetables. In all such cases showmen are finding other spots.

Fairs Foresee Larger Role

Convinced that State, county and district fairs will play another outstanding role in encouraging larger production of food and livestock so necessary in the war effort, fair managements are working out plans to give their ruralite brothers the best fairs they have ever had. All have gone on record as favoring extensive youth activity programs for the season and to encourage 4-H Club boys and girls and Future Farmers of America to grow the necessary foodstuffs and to stay on the farms. Victory Gardens will come in for more attention than ever before.

Outlook for the season, according to most fair men, is good, provided there is no great change in the current economic set-up of the nation. All will try to surpass the achievements of 1942 when they proved an invaluable upholder of public spirit thru entertainment offerings and provided a great outlet for sale of War Bonds and Stamps and spurred

scrap drives and many other war agency activities.

If obtainable, fair men plan to again feature war exhibits to make up for a natural decrease in commercial displays. Current plans call for the exhibit of armed service, Civilian Defense and other governmental agency displays. They are again giving special care to booking of attractions, with the call being given those which are within relatively easy traveling distance. Attraction budgets and premium awards are being maintained as high as possible and in some instances they will top those of last year.

Gasoline and rubber rationing, dimouts and other restrictions are likely to hamper some operations, but fair men feel that gas rationing will not prove as serious a deterrent as some anticipate. They base this conviction on the fact that most of the county and district annuals are held at county seats where the farmer and his family go once a week

anyway. While execs continue firm in the belief that fairs should be held for the duration in an effort to aid the country in its quest for victory, all have gone on record as favoring the government use of their grounds whenever deemed necessary.

Park Execs Realize Task

There is no denying that amusement park operators have a hard row to hoe this season. With headaches of last season holding over for the new stretch and with a new list of restrictions mounting, operation becomes a venture meant only for those with business acumen and a goodly share of the sterner stuff. America's park men have been faced with critical situations in the past, altho probably not as severe as the present ones, and they've yet to fail to come thru. This season will be no exception; they have no intention of crying quits.

A surprising amount of optimism is rampant within the industry. From all indications there'll be just as many amusement plants operating this year as last. Only exceptions will be those few that have been forced to toss in the sponge for the duration thru no fault of their own but rather thru severe restrictions imposed because of their location in vital military zones or due to their out-of-the-way locations which would shut them off from public transportation facilities.

In addition to trying to run thru the season at a profit, park men realize they have other important duties to perform. Servicemen at near-by army and naval bases, as well as those on leave, must be entertained; a war-busy public must be furnished with relaxation from its (See *Outdoor War Aims Up* on page 85)

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INDOOR TAKES STILL SOAR

HM Has High Memphis Mark

MEMPHIS, April 3.—War-swollen pay rolls brought together with a fine show produced all-time record grosses for indoor circus presentations for the Shrine Hamid-Morton stand here this week, Monday night opened to near capacity, with Tuesday even better and Wednesday a sell-out, with about 1,500 persons turned away. Arrangements were hastily made to increase the seating from 5,000 to 7,000 (lowering the auditorium stage, thus providing almost 2,000 more general admission seats). Matinees Tuesday and Wednesday were about half full. Rain began falling on Thursday, but plans were going ahead for a special matinee Sunday. Prices are: General admission, 50 cents; reserves, \$1; boxes, \$1.90, federal tax included. Attendance thru Wednesday night exceeded 20,000.

Show was presented by Al Chymia Temple, which received hearty praise for its co-operation by Bob Morton, director and general manager of the circus. Omer J. Kenyon is general representative, and Bob Stevens was in charge of advance ticket sales and arrangements. Others are Bill Tumbler, press; Len Humphries, staff assistant; Jack Shaw, superintendent of properties, and Joe Basile, band director. Clowns are Emmett Kelley, Harry Rittley, Rice-Davison Trio, Herb Taylor, Donahue and LaSalle, Otto Griebling, Eugene Randow, Chester Barnett, Silvers Johnson, George Smith, Henry Emerson and M. Robinson and company.

The Program

The program opens with the traditional concert and band tournament, followed by clown acts, Harriet Beatty with elephants (See HM TOPS IN MEMPHIS on page 85)

Biggest Buy Is Made for Single Night RB Show

NEW YORK, April 3.—Carl L. Norden, Inc., maker of the famous bombsight used in aviation and other warfare, has made an outright buy of the Ringling circus for the Tuesday evening (April 13) performance, *The Billboard* learned exclusively today.

Big Show gets its season under way at the Garden on April 9, with the big Eight Avenue arena a sellout long since as a result of heavy exploitation by the Treasury Department and show management of the War Bond idea in which purchase of Uncle Morgenthau's wonderful piece of paper gets one into the show cuff.

Norden company will entertain its employees at the April 13 show, and to do this has put up money believed to be in the neighborhood of \$29,000, or a little over \$2 per person. Garden will seat a little over 14,000 for the circus. It represents the biggest buy ever arranged with the Ringling show and figures to attract wide local publicity, not to mention the national effect.

RB Aid to Church Is Remembered by Memorial Window

SARASOTA, Fla., April 3.—"In Gratitude to Ringling Bros.-Barnum & Bailey." That is the inscription on a stained glass window dedicated here last Sunday by St. Martha's Catholic Church in appreciation for assistance of execs and personnel in financing its new building, costing about \$65,000.

"This window is donated, in the permanence and beauty of stained glass, by the parish of St. Martha's in gratitude for what the great entertainment organization, the Ringling show, has done thru the past several years toward the erection (See Biggest Ringling Buy on page 85)



LINED UP IN FRONT of the lions' cage before the start of Polack Bros.' Circus in Dayton, O., are, shown left to right: Al Sweeney, publicity director; Capt. Dick Clemens, lion trainer; Louis Stern, treasurer, and James Rison, of the promotion staff.

Polack Has Record Week in Dayton, O.

DAYTON, O., April 3.—The first indoor circus held here since 1940 broke all records of any previous show. Polack Bros. Circus, sponsored by Antioch Shrine Red Fez Club, opened March 22 and closed March 27. Show held in the fairgrounds coliseum played to more than 10,000 underprivileged kiddies and its matinees. It is estimated that the show played to more than 50,000 during the week.

Visitors seen around dressing rooms were Mr. and Mrs. Noyelles D. Burkhardt, of Cole Bros.' Circus; C. Foster Bell, and the writer, Jack Smith, U. S. Army, formerly of the Cole Bros.' Circus.

Polack Treks Westward

CHICAGO, April 3.—Most of Polack Bros.' Circus staff was in Chicago this week on the first leg of their journey to the West Coast. Fifteen cars and trucks are moving overland, the remainder of the show troupe going by train to Sacramento, where the show will open April 10. Polack states that he is taking the best show he has ever had to the West Coast. Cheerful Gardner, elephant man, will join at Sacramento. Al Sweeney, who has handled publicity since the Chicago engagement, left the show at Dayton, O. Herb Pickard has been engaged as publicity man for the West Coast tour. Teresa Morales, aerialist, has been signed to a three-year contract by Polack.

Dailey Opener Displays Fast Growth of Org

LA GRANGE, Tex., April 3.—Dailey Bros.' Circus came out of local quarters and opened here today for its annual Texas spring tour. Veteran General Agent R. M. Harvey, who for the third season is routing the show and directing publicity, said that in the past three weeks hundreds of residents of the east central part of the State had visited quarters and expressed surprise at the growth of the organization.

Six elephants, camels, zebras and 30 horses and a dozen ponies comprise the stock. Six semi-trailers have been added to equipment. A triple-unit plant augments the light department, and a modern stake driver and a truck with a powerful winch are other improvements. All units have excellent rubber and recaps. Charlie Smith, lot superintendent, who has his usual quota of men, has all paraffined canvas in good shape.

Ben Davenport, general manager, has personally directed rebuilding and framing of the much enlarged show. Eva Davenport, secretary and treasurer, has directed wardrobe and trapping designing. Butch Cohn, well-known circus executive, is lauded by the management as a most efficient assistant manager. Leo (See DAILEY TOUR OPENS on page 85)

Terrell Buys More Horses for CB Bill

LOUISVILLE, April 3.—Owner-Manager Zack Terrell returned to quarters here from a horse-buying trip and announced purchase of two more five-gaited stallions and two high-jumping horses. Animals have arrived.

Retail merchants are co-operating in the special circus bond drive in Louisville by offering window displays to the circus. Stewart's, a large department store, is arranging a window with scenic background depicting mountains of Abyssinia and will display a live Pongur mother and baby furnished by the circus. Harry Thomas will deliver the animals to the store in a taxicab for publicity stunt.

Wagon Opened April 1

The white ticket wagon was pulled to heart of city by two elephants and parked on a lot on Fourth Street, principal business street. Wagon will be headquarters for bond drive committee during the drive, which started April 1.

Winter quarters shows much activity. Advertising car No. 1 is ready and will be moved to a downtown siding next week. Verne Williams, car manager, said a full crew had reported. All wagons are ready for the road and a paint crew is busy on the train. Wardrobe department is working day and night, over 300 costumes having been completed for the new spec.

Under the Marquee

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

BALLET gal's daily prayer: "Give me strength!"

EDDIE WOECKENER, band leader of Cole Bros.' Circus, spent several days in Chicago replenishing his music library.

L. (CRAZY RAY) CHOISSER, calliope player, who has been with many circuses, is on the sick list at his home in Pinckneyville, Ill.

MICHELSON AND LEE, jugglers, report from Minneapolis that they will not operate their vaude unit but plan to join a circus.

CIRCUS fans will soon be getting up early to watch circuses arrive.

JIM STUTZ cards from Philadelphia: "Feel much improved after a siege of illness. Will troupe this season if my condition permits."

JAMES COGSWELL, stiltwalker, reports from Lincoln, Neb., that he has signed

with Barnes-Carruthers for the Olympia Circus dates in Chicago and Detroit.

CAN'T figure why they call a gal handling a snake in a side show a "snake act."

BILLY S. GARVIE letters from Hartford, Conn., that the Ringling-Barnum circus will play there on July 28 and 29 on the old Barbour Street lot.

OLD-TIMERS who visited Polack Bros.' Circus in Columbus, O., included J. E. (Doc) Ogden, Jess White, Don Howland, Doc Waddell and Charles Siegrist.

MOST interesting spec this year could be titled "Goody! Three Pairs of Shoes!" taken from the fairy tale, "Goodie Two-Shoes."

J. R. RAFFERTY advised from Youngstown, O., that O. C. Cox, legal adjuster, would not be with Wallace Bros.' Circus, but was planning a war show under auspices.

MR. AND MRS. JOE SIEGRIST and

Lansing Okay for Davenport

LANSING, Mich., April 3.—Orrin Davenport reported business for the Shrine Circus held here week of March 22 as far above that of any previous year. Program: Tournament; Dolly Jacobs, lions; seal act; Great Peters; LaSalle Trio and Dyer, comedy acrobats; pony drill; Zavattas and Canestrellis, unsupported ladders; John Smith's Silver Cloud; clown wedding; Walkimir Trio, high perch; clowns; LaToska, bounding rope; intermission. Boxing horses; dogs and ponies; the Romas; Kathe Striehl and Ann Dyer, aerial numbers, the Sidneys, bicyclists; Zavatta Troupe, riders; clowns; elephants, presented by Jean Allen; Walkimir, aeroplanes act; Liberty horses, presented by John Smith; clowns; Flying Behees. Clowns were Otto Griebling, Joe Lewis, LaSalle Trio, Hubert Dyer and the two Sherman brothers.

Mills Preps for Opening

ASHLAND, O., April 3.—Mills Bros.' Circus will start its trek under auspices of Ashland County Agricultural Society here April 24 on the fairgrounds. Excellent co-operation is being given by the sponsor under direction of Fair Secretary James Atterholt. Master Mechanic Miller, who closed his garage in Umatilla, Fla., is in quarters checking mechanical equipment. Marlyn Watson, who arrived from New York City, has taken up his duties as headwaiter. Charles Brady, boss carpenter and crew, have been rebuilding, while Mrs. Brady is getting wardrobe in shape. Pat O'Brien is working Big Burma, newly purchased elephant, daily.

Goldstein Sails for Islands

SAN FRANCISCO, April 3.—Abe Goldstein, circus clown and showman, now general manager of the Acme Brokerage Company, Honolulu, sailed for the Islands this week. Arthur Hockwald, last season with the Rubin & Cherry Exposition, is here in advance of Russell Bros.' Circus. T. Dwight Pepple is at the York Hotel in advance of Polack Bros.' Circus, which will be here soon under auspices of Shriners. Reported by Jack E. Lewis.

daughter, Joan, before departing with the Ringling circus for New York, were dinner guests of Dr. and Mrs. H. F. Troutman in Bradenton, Fla.

UNCLE Ed Whiteface, veteran clown, now in his 90s, stated at the Soldiers' Home, "Don't (See UNDER THE MARQUEE on page 49)

Sorry . . .

TUCKER DUCK has gone to war, so we will be unable to supply you with Tucker Products and the Quick Service you have been accustomed to in the past,

But . . .

There's a brighter day coming when you and other Americans will enjoy the comfort and pleasant relaxation of Tucker Products.

LAWN CHAIRS YACHT CHAIRS
TENTS COTS
CANVAS SPECIALTIES

TUCKER
DUCK & RUBBER CO.
FT. SMITH, ARK.



With the Circus Fans

By THE RINGMASTER
CFA

President Secretary
FRANK H. HARTLESS W. M. BUCKINGHAM
2930 W. Lake St. P. O. Box 4
Chicago Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., April 3.—The March meeting of Bluch Landolf Tent was held at Sea Food Restaurant, Hartford, March 2. Plans were suggested to form a tent in New Britain. A committee was appointed by President Bill Day to study the matter and bring in a recommendation at next meeting.

CFA W. H. Judd was in demand in March, showing his movies of circusdom in the following places: March 11, Boy Scouts, Moley School, West Hartford, Conn.; March 12, St. Joseph's Brigade, New Britain; March 18, Eastern Star; March 19, Mount Pleasant Community Project; March 22, '33 Club Order De Molay.

Albert A. Marx, Houston, writes that his oldest son is in the navy in the Pacific. His youngest boy is in Field Artillery, taking his training in Texas A. & M. College-at College Station.

Harry Mack, former circus press agent, writes that he is still laid up with the leg that was broken at the close of 1941 season of Wallace Bros.' Circus, also that his eyes are giving him much trouble. He sent greetings from Charles Sparks, Eddie Jackson and himself to the members of the Charles Sparks Tent, Norwich, Conn. Harry's address is Central Hotel, Macon, Ga.

When Polack Bros.' Circus played Columbus, O., Don Howland visited with Hubert Castle, Emil Pallenberg Jr., Eddie Billetti and troupe, Gregoresko and the Hanford family.

Bob Taber, Riverside, Calif., visited the offices of *White Tops* March 30. He was on his way to give a lecture at St. Charles, Ill.

DUKE DRUKENBROD letters from Akron: "The big picnic building in Summit Beach Park here is being remodeled and will house a complete side show of freaks and novelty acts. Plenty of neon and blow-ups will be used."

Killed With Kindness

OLD JESS, showman of the early wagon-show era, was one of the most kindhearted men in the business. He was a typical overlander of the day who had bought an acre of land in the irrigation section of lower Texas. He confided that he never expected to live on the place or start a truck farm but that there was a lot of satisfaction in knowing that you possessed a tract of ground which no townier could move you off of with "Who authorized you show fellers to sot on these here premises?" Jess had a wire-walking ringtail monkey, the feature of his one-ring show, and no one was allowed to work the monkey but Jess. Zapp, the monk, was every bit like Jess in his actions and showed that he believed he owned the show by biting every attendant who dared come near him. No one dared to lay a hand on the monk and this made him more independent every day. One night Jess's rheumatism was so bad that he asked a pony worker to put the monk thru his act. Bringing him out on a chain, the trainer handed Zapp his little derby and clay pipe. The monk threw them to the ground and jumped at the pony worker. Getting him on the wire rigging's pedestal, he handed Zapp a hod to carry across, but the monk only threw it to the ground and made a leap at the lackey who had dared to give him orders. To the monk's surprise, he ran right into the worker's fist, which all but knocked him out. Meeting his Waterloo, the monk grabbed the hod, hat and pipe and ran across the wire to the applause of the spectators. Hearing his pet being so roundly applauded, Old Jess, who also wanted in on the encore, grabbed his cane, hobbled into the top and announced, "That, ladies and gentlemen, shows what kindness and patience will do with a dumb animal."

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Truth in Publicity

By FLOYD L. BELL

FLOYD LEE BELL, author of this article, was for many years story man and press agent with Ringling Bros. and Barnum & Bailey and later New England publicist for Paramount-Public. He has directed publicity for several fairs, including Brockton (Mass.) Fair, South Florida Fair (now Florida State Fair) and others and was also for five years director of public relations for the Frisco Lines Railway and now heads his own publicity agency in Boston. In this article he cautions that a press agent's first thought should be—the truth.

ONE day John Ringling walked onto the lot at Phoenix, Ariz. The crowds were small; it was insufferably hot. Perhaps that is what brought the discussion around the front door to the matter of "What's the first essential in publicity?" Mr. John listened for some time and then, with his characteristic gesture of holding his non-nicotine cigar aloft, said, "The first thing any press agent with this show—and that goes for other shows, I presume—should learn is to tell the truth. Never tell the public we have 100 cars if we have only 99. There are two reasons for that. First of all, some damn fool will count them and never believe anything else you write. Second, why lie about or exaggerate something which is already so big that few people can visualize it and fewer still believe it?"

That was a conversation long remembered. And when later we left the sawdust trail to become a conservative New Englander born in the Midwest, the caution remained ever with us. And, strangely enough, we believe that Mr. John was right. The press agent who does not tell the truth may get some big stories by now and then. He may even achieve front page now and then, but let the newspaperman find that he has been made the victim of a hoax and that press agent is off the list from there in.

"Editors Are People"

The press agent (and we still prefer that term to all of the highfaluting, streamlined public relations titles) who does not early in his career, if he has one, realize that editors are people and that they are to be treated as such is doomed for a certain fall.

Publicity for a fair is a point in mind. It's easy to fall into a rut. It's easy to try to build fair publicity around a group of good looking girls arrayed in bathing suits, to feature legs

and pretty faces, to have news stories revolve around the pulchritudinous beauties of pool and parlor, but the truth remains that newspapermen of today prefer actual news stories of actual events and new features. The fact that Dolly Twinkletoes has won a beauty contest, framed and staged in the grand hall of some drug show, does not mean a thing toward bringing Joe Doe and his wife into the fair. Of course, we grant it might bring John in but not if his wife sees that publicity first.

But the papers do like action, whether in news stories or in photographs. Which reminds us of a true story. At the Brockton Fair it was raining the proverbial pitchforks. Two newspaper photographers were standing under the grandstand (it was before that famed old stand burned to the ground) while a reporter for one of the Boston papers, soaked to the skin, came rushing up and breathlessly said: "Hey, fellows! There's a steer from the rodeo down the track and he is about to impale a man on his horns down by the fence." Calmly, one of the veteran cameramen puffed at a cigarette and then, in Vermont style, drawled: "Listen, Lester; have him wait till this darned rain stops, will you?"

The midway at a fair has its own very capable press agent. And he will cooperate to the last degree with the man directing the publicity for the fair itself if given half a chance to do so. Such fellows as Jim McHugh and Walter Nealand come to mind as one recalls press agents of this type. Then there are the press agents with the daredevil drivers. Oh, in truth, every special event these days has its own press agent and some of these men are tops! Of such are Herb Dotten, Jim Malone, Irish Horan and many others of this high-grade type who always have been ready and eager to aid the local press agent, who more often than not is himself a former trouper and therefore "one of us."

Contacts All Important

Altho the modern fair has gone in for glorified Ziegfeld shows and olden days of the pumpkin and cabbage have often been relegated temporarily to the back-ground, it is absolutely true that the fair press agent who forgets those rural leads to success is overlooking a sure bet. The contest between neighbors of the semi-urban districts or the actual farming territory adjacent is foolish. For it is from those sections still that the actual money at the gates is likely to come to the average fair.

The press agent should have contacts which permit him to have at his immediate call any one or all of a dozen newspapermen who will aid in giving real publicity to the right sort of story. Contacts are everything in publicity. Without those the press agent might well fold his notebook. A press agent is often only as good as his newspaper friends make him. That's hard on some of us, but it is the truth. Without the friendship of scores of newspaper men and women this writer would years since have been forced to actually go to work. And that's tough—so we have heard.

Press agency is alike, whether it be for a fair, a motion picture show, a legit theater, an industrial organization, race track, political party or circus. The man who can publicize (and do it successfully) a medicine show can do just as well with the Red Cross, Salvation Army, the big circus or the biggest fair if given the chance. There are no open sesame to good publicity. There are no secrets attached to the business of being a press agent, altho it might be well for us not to reveal that fact but to keep burning the belief that press agency is a mysterious game, open only to a few.

Speaking the Language

The man who has covered big stories on a newspaper, the man who speaks the language of newspaper offices, will, in nine cases out of ten, be a better press agent than one who does not have this experience and this knowledge. It's the finest thing in the world to be able to walk into an office, chat with the city editor a while about newspaper work or about his hobbies, and then ask if one may use a typewriter and pound out a localized story. But, on the other hand, there are press agents of real fame who never in their lives wrote a story. Dexter Fellowes was the best example of this. Dexter was a story. He did not need to write one. Dexter could not have written a straight news story, much less a feature story, but he lived one and he

talked one, and when he walked into a newspaper office and into the hearts of newspaper people he was better than the press agent who could write the story, for the scribes loved him and wrote columns at his suggestion. But Dexter did have the greatest imagination ever given a press agent and was blessed with a vocabulary perfect in its verbal embrace of the world.

On the other hand, the late Courtney Ryley Cooper, to our mind the grandest fellow who ever lived and the best circus writer of all time, would stroll into an office, unwind his long legs and easily and quietly turn out a story in 10 minutes which might have been a masterpiece, so well was it written.

Roland Butler, head of the Ringling-Barnum press department, not only is the best commercial artist who ever drew a circus or theater advertisement or poster but has also a rare fund of circus stories and can talk his way, in healthy he-man style, into any newspaperman's affections rapidly and successfully. It's because Butler likes circuses and likes people. That's his great secret of success. Frank Braden, who works alongside Butler, is one of the best writers of circus yarns in press-agent style who ever came to a newspaperman's notice and it's always been a mystery why Frank has not long since written a live, stirring circus novel or even a story of his own experiences in that field. He is that prize-winning combination, a good mixer, a splendid contact man, a brilliant writer and a clever analyst of human emotions and human likes and dislikes.

Tom Killilea is that rare combination—a newspaperman with a real sense of news and a press agent with enthusiasm for the thing he represents. Probably no circus press agent ever had so much actual interest in the circus as Tom when he was with the Big Show. He knew that organization from front door to band top and back again and loved all of it. It was because Tom could talk "circus" and write it as well that he got some of the finest breaks possible. And he abhors the man or woman who has any artificiality, any pretense, any affectation. There is one man who really does represent "truth in publicity."

Breed That Has Passed

The modern press agent is just as much a professional man as is doctor, lawyer or professor. The day of the blatant, loud-dressing, loud-mouthed press agent has long since gone by the board. Now the successful press agent is a keen-witted, intelligent fellow who dresses conservatively, talks the same way and writes the truth about the product or people represented.

There was not so long ago a breed of press agent who dived into motion pictures when first that industry began to soar. He was the sort who made "tie-ups" with department stores, soap factories, glue plants and dancing dervishes, anything and everything to "get a piece in the paper" and paste in the scrapbook or to send the clipping into New York and have the department heads say, "Gee! Brown up at Boston is doing a great job." But later it began to dawn upon the moguls that this sort of publicity was not bringing people into the theater, that it might look well in the scrap book but never brought a dime across the box-office ledge, and then things began to happen and even out in Hollywood they awoke to the fact that it does pay to tell the truth in publicizing anything.

Also in almost every instance the day of the grafting press agent has passed. There was a time when the press agents of some of the then new and large picture palaces felt it their bounden duty to get "their cut" on every neon light, every signboard, everything else on which a commission could be charged either legitimately or otherwise. It brings to mind the story of the press agent who, after receiving for several weeks his "cut" on various tie-ups, was asked by the treasurer of the large theater which he represented, "Why don't you collect your salary?" and the press agent, astounded, replied, "My Lord! Do they pay me a salary, too?"

Funny? Not so very, and it was not intended to be. But it does typify a certain type of press agent who thrived and then passed into the limbo of forgotten men.

On Developing Sources

Reverting to publicity for large fairs, the press agent who is smart will know

every exhibitor, for even among the smallest of these there is a story. The press agent who is bright and alert will know every concessionaire, for they have always a story which may be used as the basis of a news story. And, above all else, he will know his department heads and will check with them each day on the possibility of stories in their departments, for to each of these men or women that particular department is all-important and represents something which transcends all else at the fair. Therefore the head is always eager to aid the publicity man if given the slightest encouragement. When it was our privilege to handle publicity for P. T. Strieder at the Tampa Fair this veteran of fairs had a young daughter from whom we obtained material sufficient for several good stories in newspapers of Florida. It was because she had a new angle, a new enthusiasm born of youthful interest in the fair. She told us what would interest people of her own age and around that information we built stories which resulted in bringing into the fair on a single day nearly 100,000 children of all ages. So one never knows from what source the best stories may emanate.

Brockton Fair, located in a thickly settled urban district a few miles from Boston and nearer Quincy and other cities of that size, still has plenty of appeal to those who like their fairs straight and who are interested in reading of prizes won by neighbors and perhaps of trying to beat them next year. Brockton being a "big" fair, its publicity is dependent upon no one feature.

A drug show in Boston was in itself a beautiful one. Exhibits were splendid. Attractions were the best that could be secured, name bands and big-time acts. The show was a colossal flop. The sole answer was that someone tried to publicize a Miss Oomph to the exclusion of all else. Prospective patrons who wanted to see a drug show or a candy show (the two were combined) passed up the pictures of Miss Oomph and never knew the show was in town.

Who Can Gauge Publicity?

No one can gauge the effect of publicity. It is at best intangible in the extreme. Yet one instinctively knows that great organizations and business houses have been built upon its foundation and that alone. There comes a time now and then when no one can explain why publicity does or does not pull. Again referring to the late John Ringling, he once said: "If business is good in a town no one ever asks who the press agent was who covered that town. One just says, 'The show is drawing them in all right,' but if business is bad, everyone says, 'Who the devil was the press agent in this lousy town?'" It's true. At an indoor circus in Boston acts were the best that could be obtained. The show was as fine as any that talented performers and still more talented producers could stage. The people who saw the show (there were a few) went away praising it to the skies. The newspapers of Boston used columns of news stuff and feature stories. The promoters, who were connected with a local military organization, gave away automobiles and placed thousands of tickets in chain stores. The show was a gigantic failure from the standpoint of attendance. Why? You tell us. It was a great show, but no one ever can tell why the attendance for two weeks was less than 25,000, while a short time later a Sports Show in the same building drew more than 150,000 in eight days and turned away thousands. Both shows had a "good press." Can you explain it? Neither could anyone connected with the two shows.

Ice shows and carnivals are a tremendously interesting amusement feature and a great field for the publicist who will devote some time to learning a bit about them and thus be able to talk intelligently to newspapermen who cover the shows and to skaters who participate. But the press agent in this field who tries to skim lightly over the surface (and no reference is intended to the gay blades on the thin ice) is just out of luck. And a bow in the direction of Bob Hickey, the first to publicize Sonja Henle in this country and who paved the way for others.

The modern press agent should learn to talk on subjects other than that which he is publicizing. Many a hard-hearted city editor has been won over by finding that the publicity man could talk golf, racing, about the kids at home or on some other subject dear to the editor's own heart.

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Did You Know?

By BILLY PAPE

"THERE'S one born every minute" is an expression attributed to P. T. Barnum but was originally asserted by Adam Forepaugh. The famous phrase was born during the era when Barnum was exploiting his alleged white (really pink) elephant, a floparoo so far as the public was concerned. Forepaugh painted an elephant white, thus capitalizing on his rival's ingenuity. While being interviewed by reporters the word "suckers" entered into the conversation. Forepaugh cleverly remarked, "There's one born every minute, but don't quote me; those are Barnum's words."

PROBABLY the greatest parade of elephants ever witnessed was the 90 mastodons used by Tamerlane in 1369 to transport back to Samarkand the treasure he had seized upon conquering India.

COLUMNIST Arthur (Bugs) Baer trooped with a railroad circus in 1904.

MOTORIZED circuses, take notice: Vice-President Henry Wallace proposes a post-war highway to run from South America up thru North America to Alaska then across Siberia into Europe to Paris.

COLUMNIST Dorothy Kilgallen is the New York reporter that is first to talk "circus" beneath a by-line.

AT BENSON'S Animal Farm, Nashua, N. H., rests an old European circus wagon in which Poodles Hanneford was born.

LOCATED at Alma, N. S., atop the Green Hill Look-Off, 701 feet above sea level, is the Pioneers' Museum. Therein can be seen the basque and shoe, size 17, worn by Ann Swan, Nova Scotia's fabulous giantess, who traveled with P. T. Barnum's circus. She was a handsome woman, 8 feet 2 inches tall, weighing over 500 pounds.

THOSE who remember the pertinacious magazine article on the circus by George Jean Nathan might join me in scoffing at his alleged philosophy. I quote, "What interests me most in life is the surface of life: life's music and color, its charm and ease, its humor and its loveliness." Unquote. That, my friends, is a paragraph describing our beloved institution.

NEW YORK fire department says six to canvas sidewalls for Larry Sunbrock's behind-the-Roxy circus. But Larry's a man of concrete decisions; he'll use cement blocks for a sidewall. That's the hard way, but you can't stop the man.

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

If accounts of wrecks come pouring in we will wreck our equilibrium. Here's Stuart Thayer, owner-manager of Thayer's Wild Animal Show, an expert on show business, who writes from Michigan: "In 1896 the Buffalo Bill show had a train wreck outside of Centralia, Wis., morning of September 5. Show was to play Wausau that day, and first section ran into trouble at 3:30 a.m., 42 miles from Wausau, when it stalled on a grade between Centralia and Rudolph. First section was then cut in two, and one half proceeded to Rudolph. Second section was flagged and its engine put on the other half of the stalled first section and started toward Rudolph also. However, they met the other engine coming back and, failing to understand signals, they came together with a crash that was almost fatal to the entire rolling stock of the Wild West show. Flat cars Nos. 105, 119, 124, 118 and 114 were abandoned as worthless. Also abandoned were trunk wagon No. 84, side pole wagon No. 18, canvas wagon No. 16, jack wagon No. 32 and side-show wagon No. 7. Sleeping cars 56, 151, 53 and 150 were taken to shops for repair. However, not one person or animal was lost. This information I received from a diary kept for that year by M. B. Bailey, the show's superintendent of electricity. If any other Collectors' Cornerite—of which there are now many hundreds—would care for any information on this season of this Wild West show I will be glad to give it to them." That's the spirit, Stuart.

Sit back comfortably in your chairs, turn off your radio and listen to what Bradley Barker, of New York City, has to say: "I have over 500 photos of circuses, some dating back to 1885. They consist of performers, fires, blowdowns and street

Back Yonder

OLD-TIMERS tell one about an early-day circus owner who thought that by enlarging his menagerie with some rare and high-priced animals his show would be put on the map as one of the largest and best. His circus was even then considered a top-notch, but those were the days when competition was keen among big railroad-show owners. A giraffe at that time wasn't to be seen with many, if any, shows and was unheard of in zoos. Investing several thousand dollars in such a rare animal would give his patrons something to gaze upon with awe and would act as a big advertisement, thought the governor, and he went thru with the deal. On his opening day he was so proud of the animal that he sat close by to hear the comments. The first crowd to arrive in the menagerie gave him a setback. "Let's look at this long-necked camel," suggested one. "Huh!" snorted another. "Tain't nothin' but an old giraffe. Hey! Look at the monkeys in a cage back there."

Early-day circus owners often visited one another and on such occasions they spent their time under the marquee, where the host could watch his ticket takers. The governors were impressive figures and by their dress they stood out as owners. One day a circus competitor was visiting another. Both were dressed in Prince Albert coats and checkered vests, wore lion-claw fobs, high silk hats and toled heavy gold-headed canes. While in deep conversation they were rudely disturbed by a long-line driver who had been on the visitor's show, with, "Hey! Governor! Is Crummy Mike still with your show? If he is tell him I said 'Hello.'" "That," replied the visiting governor dryly, "will be one of my first duties upon my return."

parades. I have 52 one-sheets of the Sparks Circus, Buffalo Bill Wild West, Barnum & Bailey, Pawnee Bill, the original Forepaugh show, Sells-Floto and Ringling Bros. I have a room in my home called Circusiana (not a bad idea—F. P. P.), all done up in true circus fashion. Walls are yellow, ceiling blue and the trim is Ringling red and circus blue. (Imagine coming home from a jamboree and entering a room like that.—F. P. P.) Framed on the walls are 150 photos, four posters, mounted lion, leopard and tiger heads. The smoking sets are made out of elephant feet. (Hot foots.—F. P. P.) On the two bookcases which hold a good-sized library on the circus stand two large performing elephants that come from a circus exhibit at the New York World's Fair. At one end of the room I have a large closet that I made into a projection room where I show movies that I made in color and sound of the Big Show. It shows the circus from the time the trains unload until the show is over, taking you thru every department, and the running time is 40 minutes. I have 8 by 10-inch photos of the room, if you care to see them."

If we did up a room like that our running time would be better than 40 minutes, accelerated by an irate wife with a wet mop. Why didn't you send along one of the 8 by 10s? We'd like to see it.

UNDER THE MARQUEE

(Continued from page 46)

give a whoop how short-handed circuses are; I won't go back."

ART MILLER, circus agent, cards from Walnut Ridge, Ark.: "Visited Anfenger's Animal Oddities at its Beaumont, Tex., stand. It has a good flash and plenty of people were on the lot."

REMEMBER the early-day branch-line depot agent who thought it his sacred duty to stay up all night on the station's platform with a lantern in his hand while waiting for a 10-car circus to come in?

TEX BOYD infos from Oroville, Calif.: "Am helping the Western Pacific move tonnage. Dan Rice (Big Arky) is working in a shipyard. White Beeson, former Hagenbeck-Wallace trainmaster, is a member of Long Beach (Calif.) Fire Department. Saw Hop Graham on Main Street in Los Angeles. He is a parachute rigger there."

HERBERT A. LEHRTER JR., son of H. A. (Whitey) Lehrter, former circus man, and Myrtle Lehrter, will report soon to the commanding officer at Keesler Field,



Association

SUMMER may yet seem distant and thoughts on swimming pool operations may be lying dormant, but we urge you to give some thought and take action immediately on the matter of your chemicals, especially your chlorine and chlorine compound requirements for your summer operation.

Unnecessary delay may result in difficulty of getting these compounds in ample time for your opening date, due to transportation delays or proper clearance thru the OPM because of the allocation coming under general preference order M-19. Restrictions on these products, however, are not as severe as they were in 1942, but they still require that your orders be placed and in the hands of the manufacturer the 10th of the month prior to the month of delivery. Example: June 1 delivery orders should be placed before May 10. This especially concerns chlorine gas in cylinders.

Perchloron, H. T. H. and other high-content powdered chlorine: These products are under severe allocation regulations due to their value to the overseas armed forces. However, there is some obtainable for civilian uses, and the manufacturer suggests that these orders be placed by pool operators at least 30 days before delivery date. In ordering this compound you should refer to form PD-190, Ref. M-19, Item 3 "Swimming Pool Sanitation."

Some swimming pool operators have in the past used a high-strength sodium hypochlorite. This compound is not under allocation, and in many parts of the country you will have to look up?

AT the close of Polack Bros.' Circus under auspices of the Shriners in Dayton, O., week of March 22, in the Coliseum on the fairgrounds, providing room for two rings and a stage, A. E. Waltrip, who handled the promotion, left to resume his post with Cole Bros.' Circus. Irv J. Polack left March 22 to attend the funeral of a sister in Pittsburgh, accompanied by his wife. Poodles Hanneford and family left the show to join the Cole show. Sonny Moore received his notice to report for induction April 8.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PVT. MURRAY BURT, former superintendent of wardrobe with Ringling-Barnum circus, letters from Keesler Field, Miss.: "Am taking my basic training here with Squadron 130, 58th Training Group, Air Corps."

HOWARD BERNARD, formerly of the act Merrill Bros. and Sister, cards from Macon, Ga.: "Am a flight instructor, training aviation cadets for the U. S. Navy at Smart Airport here."

CLYDE BEATTY and WALLACE BROS.' TRAINED WILD ANIMAL CIRCUS Combined

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LAST CALL

MILLS BROS.' CIRCUS

OPENS ASHLAND, OHIO, SATURDAY, APRIL 24TH
Everyone contracted, please report Fair Grounds, April 17th. Can place for Big Show: Family, Wire or other Big Act strong enough to feature. Want Single and Double Aerial Acts. For Big Show Band: Cornet, Trombone and Clarinet. For Side Show: Acts of all kinds. Circus Cook. For Advance: Combination Biller that can drive Chevrolet Truck. Can place useful people at all times. Write or wire, stating all with lowest salary. Must be able to join on wire. BOX 372, ASHLAND, OHIO.

The Corral

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

R. J. HOFMANN has been re-elected to a fourth term as chairman of Cheyenne (Wyo.) Frontier Days' Committee, sponsors of Cheyenne's annual rodeo. Hofmann is serving his second term as president of the Rodeo Association of America. Frontier Days' Committee has not yet determined if the rodeo will be held on a three, four or five-day basis.

ANNUAL Sheriff's Rodeo at Beaumont, Tex., has been called off. Sheriff W. W. Richardson, one of the three promoters of the event, announced this week. Rodeo has been held during April the last several years, but scarcity of transportation for good stock and fewer performers caused cancellation of the show, Richardson said. "When peace returns we plan to put on the biggest rodeos ever seen in the Southwest," Richardson said.

REPORTS from Texas indicate that only a small percentage of the rodeos, annually held, will be eliminated this year because of the war. Most of them will be staged in connection with War Bond-buying or USO campaigns. Many of the county fairs, carrying on to boost the production of foodstuffs, will have rodeo entertainment features, it was pointed out. Only large rodeo to fold for the duration is the one held each March by Southwestern Exposition and Pat Stock Show, Fort Worth.

"HAD a letter from 'Baraboo Bill' Kalsiska, of Baraboo, Wis.," wrote Jake J. Ditch, of clown-top note, from his home in Cudahy, Wis. "For a sick man, that fellow can write. Sent some four pages, most about the circus. Said he had been in a hospital in Madison, Wis., but had returned home not feeling much better."



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EASTERN SHORE OPTIMISTIC

War Bugaboo Doesn't Chill Maryland Ops

Prepping for new season begins as gas easement buoys hopes

BALTIMORE, April 3.—Since the lifting of the ban on pleasure driving and other factors, preparations for the new season have begun at all amusement parks in the Baltimore area, with Gwynn Oak and Bay Shore definitely scheduling their formal seasonal openings.

Gwynn Oak, under the management of Arthur B. Price Sr., who also owns and operates several other amusement enterprises in this sector, will open the week-end season April 24, with daily operation beginning May 14.

Gwynn Oak had a good season last year despite gas curtailment and other restrictions. Manager Price declares that gas shortage is unlikely to affect attendance to any appreciable extent this season. A survey made last year showed that 75 per cent of the persons visiting the 70-acre park arrived by street car or on foot. This figure will be increased this season, Price believes.

Bay Shore, owned and managed by (See *Maryland Gets Ready* on page 53)

Carroll Foresees Busy Season for Riverside, Agawam

SPRINGFIELD, Mass., April 3.—Riverside Park, Agawam, will officially open the 1943 season Saturday, April 10, marking the fourth year under the management and ownership of Edward J. Carroll. The midway will be open Saturday nights and Sundays thru April. However, the new bowling center, roller rink, movie theater, and the Parkview, resort inn at the main entrance, will be open daily.

Altho faced with numerous wartime problems, General Manager Carroll expresses the belief that the season will be a good one. He points out that at the beginning of last season the outlook was not too promising, yet the season as a whole was a success due to the demand of war workers, soldiers based at Westover and Bradley fields, and others for outdoor recreation plus the increased spending money available. The lifting of the pleasure-driving ban will also aid business, Carroll says.

Riverside's midway will be kept open late on occasions during the season to accommodate the late-shift workers in war industries. Considerable redecoration has been done during the past few weeks, particularly at the Inn at the main entrance. This was formerly known as Green Gables, and it will operate under park management for the first time this season.

All rides and amusement devices have been dismantled and thoroughly checked. Landscaping is now under way and everything will be ready for the opening.

Clambakes, roasts and the serving of special menus to outing and picnic groups will be continued this season. Changes in the groves will offer new facilities for sports and games. The management reports a number of factory outings already booked.

Special events and free acts, an important part of Riverside's program last year, will again be booked. These will be started when the midway opens for daily operation some time in May.

BEAUMONT, Tex.—City Park Zoo Keeper Reese Martin promises there will be no reduction in the 25 to 75-pound rations of meat allowed the zoo's two lions in spite of meat rationing. Heads and jowls of butchered cows will be obtained at the abattoir, he says.

with pretty faces, to have news stories revolve around the pulchritudinous beauties of pool and parlor, but the truth remains that newspapermen of today refer actual news stories of actual events and new features. The fact that Polly Twinkletoes has won a beauty contest, framed and staged in the grand all of some drug show, does not mean thing toward bringing Joe Doe and his life into the fair. Of course, we grant might bring John in but not if his life sees that publicity first.

But the papers do like action, whether news stories or in photographs. Which minds us of a true story. At the Cockton Fair it was raining the overblat pitchforks. Two newspaper photographers were standing under the stand (it was before that famed old and burned to the ground) while a porter for one of the Boston papers,aked to the skin, came rushing up and pathlessly said: "Hey, fellows! There's steer from the rodeo down the track d he is about to impale a man on his rns down by the fence." Calmly, one the veteran cameramen puffed at a garette and then, in Vermont style, awled: "Listen, Lester; have him wait ll this darned rain stops, will you?"

The midway at a fair has its own very apable press agent. And he will cooperate to the last degree with the man erecting the publicity for the fair itself : given half a chance to do so. Such ellows as Jim McHugh and Walter Neand come to mind as one recalls press gents of this type. Then there are the ress agents with the daredevil drivers. h, in truth, every special event these ays has its own press agent and some f these men are tops! Of such are Herb

Waldameer Looks To Hefty Season; Using Orks, Acts

ERIE, Pa., April 3.—Manager Alex Moeller is furthering preparations for the regular Decoration Day opening. Altho the park is bothered with a slight transportation problem, picnic bookings have been coming in well and possibilities look good.

The American Federation of Labor has already made arrangements for its annual Labor Day celebration and school picnics have been given the go sign, backed by approval of the P.-T.A.

Manager Moeller announces that Waldameer's Rainbow Gardens will again use name bands this season. Free acts will definitely be part of the park's policy.

The Sky Is the Limit

By CY D. BOND

Open letter to the 15th annual convention of New England Section, National Association of Amusement Parks, Pools and Beaches, in the Parker House, Boston, on March 24. Cy D. Bond, former manager of a number of parks, later sales manager of the Dodgem Corporation and now quality control representative of the Curtiss-Wright Corporation in Nashville, has long been active in affairs of the NAAPB. He was a major in World War I.

HERB SCHMECK, Elmer Foehl and one or two others I could mention will understand this heading better than *Highways and Byways of the Amusement Business*, and while you are discussing all of the troubles that lie before you for the coming season I thought that it might be interesting to get the viewpoint of an old amusement park man who has gone into the aircraft industry for the duration.

It would be easy to wonder what connection the aircraft industry has with the amusement business, especially the outdoor amusement business, and many of you may not agree with me in my viewpoint. But what I have to say is not wholly my own ideas; however, I want to take credit for some of the visualization on the subject.

Airplane After the War

Not long ago I was talking with the president of the Tennessee Aircraft Corporation here in Nashville, where I have my office, and this what he had to say:

Park List

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

Md. Bills Would Waive Taxes on Beach Business

BALTIMORE, April 3.—Two bills introduced in the Maryland Legislature would exempt or waive taxes on admissions to places of amusement, entertainment, sale of merchandise, etc., incidental to the operations of bathing beaches. This action would be taken because of the transportation difficulties and thereby serve as an encouragement to patronize such places. The measures, because of economic factors, would aim to aid the locations so that the owners and managements may survive losses resulting from curtailment of business at those places.

One of the measures states that "None of the taxes imposed by Section 74, Article 56, of the Annotated Code of Maryland shall be levied or collected on charges of admission or fees for admissions, use of facilities for recreation, for any amusement, entertainment, sales of merchandise . . . at any bathing beach or in connection with the operation of any bathing beach, or for any charge made for the parking of an automobile at any bathing beach in Maryland. All businesses subject to the tax imposed by Article 74 aforesaid, when operated within 2,000 feet of the Chesapeake Bay, the Atlantic Ocean and their tributaries, shall be exempted from the tax imposed by said Section 74."

Richwine Takes State Post

HARRISBURG, Pa., April 3.—Roy E. Richwine, owner of Williams Grove Park and Speedway, has been appointed as comptroller in the State Highway Department. Richwine, who resides at the park, has been active for years in Republican affairs in Cumberland County.

PHILADELPHIA. — Philadelphia Zoo has been presented with two short-tailed shrews by Oliver Payne Pearson, Swarthmore, Pa.

Jersey's Shore Shows Brighter Than Predicted

ASBURY PARK, N. J., April 3.—All signs along the North Jersey shore point to a much rosier season than was anticipated a few months ago. Spring training of the New York Yankees here has quickened the arrival of visitors, hundreds coming daily to watch the conditioning of the athletes.

Boardwalk shops are beginning to take on something of their summer aspect, while year-round hotels and those which normally open for the summer only are being readied for early-season guests. City officials announce that 80 per cent of the normal number of hotel rooms will be available for civilians this summer, even with the army and the British navy occupying the larger beach-front hostleries.

Bulk of visitors this summer is expected to be soldiers from near-by forts and war workers from plants and government laboratories. The large number of troops stationed here is also expected to attract many relatives and friends of servicemen.

Easter Sunday will see an innovation in the eighth annual Orchid Promenade on the Boardwalk. This year few orchids will be presented, but corsages of War Stamps will be awarded to the 100 most smartly dressed women. (See *Jersey Shore Brighter* on page 53)

Willow Grove Files For Set-Up Change

PHILADELPHIA, April 3. — Willow Grove Park Company has filed notices that it will seek an amendment to its corporative set-up.

According to a petition filed March 31 with the State Department, the nature and character of the proposed amendment is to reduce the authorized capital stock of the park company by the cancellation of all of the authorized preferred stock of the company, none of which is outstanding, and to change the par value of the common stock of the company from \$50 to \$10 per share with the result that the aggregate number of shares which the company will have authority to issue will be 25,000 shares of common stock of the par value of \$10 each.

Gov't Gives Okay To Holyoke Spot

HOLYOKE, Mass., April 3.—Governmental permission to operate Mountain Park has been granted, according to notification received Monday (29) by Louis D. Pellissier, president of the Holyoke Street Railway Company, owner of the park. Application for permission was made some time ago to the ODT.

Carlton Guild, of Newport, R. I., will proceed immediately with arrangements for operation of summer stock at the Casino. Some improvements have been made at the Casino and several hundred new seats have been purchased and installed.

Muni Spot in New London Changes Concession Policy

NEW LONDON, Conn., April 3.—The new \$3,000,000 Ocean Beach Park here, which was created after the havoc of the hurricane which swept New England in September, 1938, has changed its policy in the rental of concession areas. In former years the city turned over exclusive control of the food and beverage concessions to one operator.

Present plans will mean that the various concession areas will be rented as single units. Joseph F. Watterson, director of activities, says all indications point to a successful season since New London is in a boom area with a heavily populated defense group.

The Pool Whirl

By NAT A. TOR

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

Tip-Off for Summer

Pleading that access to public beaches is essential to civilian morale, New York City Park Commissioner Robert Moses has asked—so far in vain—for the easing of driving restrictions this summer. Moses made his plea naturally in behalf of the mammoth Jones Beach on Long Island, which can only be reached by automobile, and the reaction he received in reply to his note is a tip-off on the way the government looks upon swim estabs these days.

Secretary Harold Ickes, the big shot in the fuel oil and gas situation, told Moses that he holds out little hope for more gasoline for pleasure motorists.

The New York park commissioner wrote Ickes as follows: "The outlet for relief of strained nerves and long hours of work in war production must be provided if public morale is to be maintained."

In reply, Ickes said: "I concur completely with your views on value of recreational facilities to maintain public morale, and there is also a health feature involved in these tense days of nervous strain. I could wish that ample gasoline were available to insure the happiness and welfare of all the people, but unfortunately our inventory of the Eastern Seaboard has been badly depleted over the winter and we must now rebuild in anticipation of next winter's demand for heating oil as well as the requirements of the army and navy over the remainder of the year."

Poor Mr. Moses, who never gave much consideration to commercial pool op-

erators, now finds himself in the same boat. But it ain't funny, McGee.

Men and Mentions

Bill Simpson, field rep for the Red Cross, instructs future Rangers in life-saving at Army School of Ranger Tactics, Camp Forest, Tenn. And, boy, are those guys tough when they finish that course!

While it's happened some time ago, this department just got around to learning that San Francisco Central Y indoor plunge has been renovated. My West Coast operative also reports that the plunge is now soundproof and better ventilated than before.

Have you given thought to special "Learn To Swim Classes" for near-by defense workers this summer? Those on the late swing shift are certain to be interested in this invigorating sport.

Thassall, brother! With your humble servant running 103 temp, what do you want—blood? Well, the doc took most of it for tests.

American Recreational Equipment Association

By R. S. UZZELL

N. E. Conclave Highlights

The New England meeting of park men must not pass without special notice of the highlights.

Leonard B. Schloss is an efficient goodwill builder. He served the meeting well by giving his best thoughts and experience on the many problems effecting us thru mandatory regulations. He showed the folly of a patent remedy for all of our ills. The requirements, he said, must be worked out and are subject to change. He had no set speech but took up each subject for special treatment, giving of his rich experiences gathered from his long residence in Washington. No rip-snorting radical but a patient man who knows how to stroke the fur in the right way. He created a new bond of sympathy between the national association and the New England section that will prove mutually profitable.

The governor of Massachusetts won the respect of all delegates when he classified our business as a useful one and indicated his approval of the bill before the Massachusetts Legislature modifying the hours per day which women and minors can put in at legitimate work for the duration. This is most essential, as we must depend upon minors and women to replace our dwindling man power.

Edward J. Carroll, president of the New England Section, pulled a 10-strike in obtaining as speakers the governor and Bill Cunningham, nationally known sports writer.

Biggest and Best in Years

Despite the perplexities confronting us it was the best and largest meeting since the early organization years. The banquet showed a big increase in attendance and produced a broad smile on face of Fred Markey, who feared until late afternoon that he would not make his required guarantee. He never did finer work for a meeting.

Henry G. Bowen, another quiet fellow, showed plenty of vim when he got going. As program chairman, he batted a fine average. No mistake was made in making him vice-president. A lawyer and a transportation man, he spoke with authority on the bus situation. He never let the meeting lag.

Two of the organizers of this division, who have always been faithful and loyal, were unable to attend—Andrew A. Casassa and Danny Bower, the former being confined to a hospital for treatment.

Fanny Mason and Elmer also were unable to make the trek from Oklahoma, where Elmer is a sergeant doing his stint for his country.

It was pleasing to see David Stone and his helpful wife out again. Dave has served plenty of time in the hospital. John Clair, former prexy of the association, appreciated the fine work his successor is doing. He and Carroll have done well in getting memberships from their concessionaires and employees. This helped to bring new members up to 15 for the meeting, a record for many years.

Chlorine and Compounds

By PAUL H. HUEDEPOHL,
Managing Director, Jantzen Swimming Association

SUMMER may yet seem distant and thoughts on swimming pool operations may be lying dormant, but we urge you to give some thought and take action immediately on the matter of your chemicals, especially your chlorine and chlorine compound requirements for your summer operation.

Unnecessary delay may result in difficulty of getting these compounds in ample time for your opening date, due to transportation delays or proper clearance thru the OPM because of the allocation coming under general preference order M-19. Restrictions on these products, however, are not as severe as they were in 1942, but they still require that your orders be placed and in the hands of the manufacturer the 10th of the month prior to the month of delivery. Example: June 1 delivery orders should be placed before May 10. This especially concerns chlorine gas in cylinders.

Perchloron, H. T. H. and other high-content powdered chlorine: These products are under severe allocation regulations due to their value to the overseas armed forces. However, there is some obtainable for civilian uses, and the manufacturer suggests that these orders be placed by pool operators at least 30 days before delivery date. In ordering this compound you should refer to form PD-190, Ref. M-19, Item 3 "Swimming Pool Sanitation."

Some swimming pool operators have in the past used a high-strength sodium hypochlorite. This compound is not under allocation, and in many parts of

the United States can be shipped without any priorities. However, it should be ordered a month in advance of the time of its use, and regular monthly estimates should be given.

Orders submitted to the manufacturer should be made out in a 30-day supply required for a three-month period, viz.: Orders sent in for March 10 should be made out for April, May and June. In making out your requirements enter each month's separate. You are still required to certify your order. The 30-day supply mentioned in your certification refers to each of the above three months and following months thereafter in groups of three months each.

We urge that all pool operators give due consideration to your needs immediately. If you have any questions, we will be glad to hear from you and give you all the help possible.

Lions Can't Bear To Die So State Grants Reprieve

ABILENE, Tex., April 3.—Four lions and two bears, feature attractions of the Abilene Zoo, did not die last week as scheduled when the State Park Board stepped in at the eleventh hour and took over the gardens lock, stock and barrel, giving the larger food consumers of the zoo a new lease on life.

Mayor Wendell Mayes, of Brownwood, member of the board, advised Gib Sandefer, zoo superintendent, that the animals will be transferred to the Lake Abilene State Park grounds, which "will be made into one of the best little zoos in this section of the United States." The State park is 21 miles southwest of Abilene. Earlier in the week the army came to the rescue of the lions and bears by offering to furnish scrap meat, bones, bread and other food to keep the zoo intact "for the children of Abilene."

For days letters have been pouring in from kids all around Abilene asking that the animals be spared. Mayes has asked the Abilene Zoo to donate the cages for transfer to the State grounds and also asks the help of an engineer to investigate the situation. In addition, the zoo contains a score of monkeys, a bobcat, coyote, raccoons, eagles and other birds and smaller animals. It is 10 years old.

No Week-End Blackouts

ATLANTIC CITY, April 3.—There will be no practice blackouts at Southern New Jersey seashore resorts on Saturdays and Sundays during the summer if the State Defense Council has anything to say about it. Assemblyman Leon Leonard reported this week that he had conferred with Leonard Dreyfuss, State Civilian Defense director at Trenton, and Dreyfuss had promised that the same policy of avoiding week-end blackout tests would be followed as last year. However, he pointed out, he cannot stop the army from ordering a blackout test.

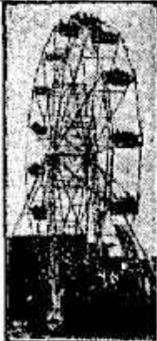
Seek To Determine Rights of Public On Jersey Beaches

BEACH HAVEN, N. J., April 3.—Director A. Paul King, of the Board of Freeholders here, was instructed this week by the board to take up immediately with the proper authorities the question of public rights on the county's extensive beaches this summer. The action followed receipt of a letter from the Ocean County Board of Realtors asking what the situation will be this summer in view of several cases in which persons have been ordered off the beaches in daytime by coast guards or army patrols.

Pointing out the army ruling concerning use of the beaches' apparently is intended only for the hours of darkness, several members of the board expressed the belief the incidents reported were the result of "officialness" of some minor coast guard or army officers. King said he would contact the proper authorities at once to ascertain what the ruling will be regarding daytime use of the beaches in this Central Jersey coast area. The Real Estate Board promised to "publicize widely" the result if it is favorable.

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Do Your Part and BUY WAR BONDS and STAMPS

Amusement Parks on the Home Front

By **ANDREW A. CASASSA**

DOES recreation play an important part in the all-out war effort? Is the amusement park one of the wellsprings from which a people at war draw fresh reserves of vigor, strength and resolution required to insure victory over a resourceful, powerful and ruthless enemy?

The answer to both of these questions is YES, and the beneficiaries of this mixing of a mood of laughter with hard fighting, hard work, haunting anxiety and bitter grief are the armed forces, the

lived by an occasional hour of joyous relaxation.

Recreation Is Justifiable

The American people seriously wonder whether it is justifiable for them to leave the production line for a week or two, or even a day, to take a vacation while their sons and brothers are fighting for the nation's very existence. The following statement by Dr. Thomas Parson, Surgeon General of the United States, will serve to resolve the doubts of these deeply-troubled patriots: "A nation at war must see to it that its people—all of its people—get good food, healthful recreation, diversion and relaxation to promote health and morale."

What better place can one go for clean, wholesome recreation than to the amusement park, where all activities are carried on under the constant scrutiny of the authorities? All over America, in every industrial center, both on the seaboard and in inland areas, these parks are offering to millions of our people such facilities as Roller Coasters, Circle Swings, rides of every description and numerous other devices for the entertainment of young and old alike.

A great deal of capital has been invested in these facilities. The USO and all other similar morale-building organizations together could not afford the vast amount of money required to dupli-



ANDREW A. CASASSA

cate these existing facilities. Even though the money were available, the materials and labor could not be spared at this time.

Operation as Public Service

The desire and the need for outdoor amusement such as only the well-equipped park can provide are already so great in many war-production centers that around-the-clock operation of these parks has come to be recognized as a genuine public service by the various agencies and individuals actively concerned with the establishment and maintenance of the highest possible standards of health, morale and efficiency throughout the community. The park managements have been quick to adjust their operating schedules to these extraordinary circumstances. Indeed, the entire industry has responded promptly and wholeheartedly to the new and pressing demands made upon it.

Yes, it can truly be said that outdoor amusement has enlisted in the war, that it is becoming a mighty fortress on the home front and will play an increasingly vital role in holding that front against the insidious attacks of physical, mental and spiritual fatigue which results from anxiety, the inconveniences and discomforts of rationing, the relinquishment or curtailment of rights and privileges to which we have long been accustomed, the dislocation or readjustment of social and family relationships. That sort of fatigue calls for a stimulus such as outdoor amusement provides.

Serve as Production Aids

Fairly early in this war England, as well as the enemy countries, learned that long hours of exacting labor slowed down production. The validity of the old saying, "All work and no play makes Jack a dull boy," was demonstrated anew. Just as the theater, both stage and screen, and the radio played and continue to play an indispensable part as morale builders for the members of the armed forces, the workers in industry and their families, so the amusement park is proving itself perfectly capable of serving the same end.

Certainly, we cannot take the amusement park to the battlefield, but we can keep it functioning at its best here at home for the benefit of servicemen on leave. We are doing that, and with a gratifying measure of success.

Without the shops and tools with which to repair and recondition the machines of war the mortality rate of tanks, trucks and planes would be too great for any nation to bear. Men and women need reconditioning, too. Then, and then only, will production be kept at top speed. Our existing recreational facilities constitute the repair shops in which the human mechanism is maintained at the highest point of efficiency.

Fun, laughter and exercise out in the open air, under a smiling sky; the rides, games and dancing; the bathing and swimming . . . these are recreation at its very best.

Ready To Meet Demands

Our industry fully realizes its responsibilities in this hour of national peril. Amusement parks stand ready to meet the demands made upon them by a people that desperately need the leisure of recreation to make a little more palatable the hard diet of war. The owners, managers and employees of these parks are right out there pitching to protect the home front from any letdown in morale. These men and women are doing a good job and have a right to feel proud of their contribution to the victory to which we have dedicated ourselves.

The National Association of Amusement Parks, Pools and Beaches represents a billion-dollar investment. The industry is a powerful factor in helping to make and keep America healthy, strong and invincible by providing facilities for exercise and relaxation in the great out-of-doors.

Life would be almost unbearably bleak and cheerless if we could not turn occasionally to one of these bright spots, lay aside our burden of care and join in the revelry that refreshes our spirit and sends us back to our daily task with renewed energy and determination.

ANDREW A. CASASSA has long been active in amusement business and in eastern councils of the National Association of Amusement Parks, Pools and Beaches. A former mayor of Revere, Mass., he is secretary treasurer of the Mayors' Club of Massachusetts. At present he is president of the Revere Beach Business Men's Association, president of the First National Bank of Revere, city treasurer of Revere, president of the Drome Amusement Company of Revere, assistant director of the Massachusetts Public Safety Committee for Outdoor Amusements and treasurer of New England Section, NAAPPB.

men and women in war plants and other equally essential industries, businesses and services. Because the ever-taut cord is the first to break, the tension of human bodies, minds and hearts must be re-

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STANLEY TUNNEY
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NAAPPB Risk Plan Praised by Experts

CHICAGO, April 3.—Experts familiar with the insurance plans sponsored by numerous trade organizations have examined the public liability insurance plan sponsored by the NAAPPB and have declared it the best plan of its kind, according to A. R. Hodge, NAAPPB secretary.

The association's official insurance consultant has been laying stress on the hazard of self-insurance or even low-priced insurance in wartime. His contention is that both forms of insurance are never advisable, particularly in wartime when adequate, capable help is difficult to obtain and when the public, spurred by the nervousness of wartime, seems to be more careless and therefore more subject to accident.

It is pointed out that inasmuch as insurance is a deductible expense in the payment of income taxes it actually costs the operator only a small portion of the theoretical premium expense and it is therefore good business for all operators to carry adequate coverage.

Secretary Hodge recently reported that the all-American feature of the plan is attracting many new policyholders for 1943 because not only the basic coverage but all re-insurance is carried in American companies of unquestioned stability.

A. C. Solicits Industry

ATLANTIC CITY, April 3.—Many Atlantic City boosters who heretofore shuddered at the thought of factory smoke beginning this resort would welcome an influx of small war manufacturing companies. That, according to Charles E. Fell, resort realtor, is the reason behind the formation of a special volunteer "industrial sites committee" by local real estate men. The committee, headed by Fell, will solicit industries to open branch factories in Atlantic City. "Altho the city is practically on crutches," declared Fell, "its people are willing to do anything they can in the prosecution of war. We must show manufacturers that we have all the necessary requirements to induce manufacturers to locate here."

Park Briefs

CONY ISLAND, Cincinnati, inaugurates its moonlight dances and daylight excursions on its steamer Island Queen next week. Jimmy James's ork has been engaged for the moonlight sessions.

HARRY J. MARTIN, formerly associated with Fontaine Ferry Park, Louisville, as treasurer and publicity man, has been named manager of the National Theater, that city, by the house's new owner, A. J. Hoffman. Martin assumed his new duties April 1.

NORMAN Y. CHAMBLISS, manager of the Greensboro (N. C.) Fair and who

recently announced the opening of the new amusement park on the Greensboro Fairgrounds, with Mrs. Clyde Kendall as manager, spends most of his time in his home town of Rocky Mount, N. C., where he is busily engaged these days in his work as assistant director of State Civilian Defense.

PHILIPPS have offered the facilities of one of their Cincinnati pools to the command in charge of pre-cadet training at the University of Cincinnati and Xavier University for part-time use during the summer. The three Philipps pools in Cincinnati will open the season in mid-May.

SKY IS THE LIMIT

(Continued from page 50)

of us can afford that kind of a weekend."

Well, let's see whether it is going to be so expensive. Only last week R. S. Damon, president of the Republic Aviation Corporation, had this to say to the Sales Executive Club in New York City:

"We now have 25 times as many good airports as we did before the war. Many of them are in remote places. These places won't be remote any more. The automobile and the good-roads program drastically changed small-town life. After this war the airplane will change big-city life more drastically and do something far more important; it will change small-world life. Instead of planes that carry 30 or 40 passengers they will carry hundreds."

Right now Mr. Woodhead, president of Consolidated Aircraft, is building and experimenting with a plane to carry 400 passengers. This is not at all impossible when one thinks of the big freight transport planes that are now in service.

California will be only a few hours from the East Coast. England will be less than a 24-hour trip. Salesmen and others will commute from 200 to 300 miles each day, and their planes in these numerous airports and take rented automobiles to make their calls and return home the same day. While you may say that "This is a great dream, but it can't happen here," it is happening, and it all means something to those of us that are amusement-minded. We can't overlook it, and post-war planning is the topic of the day. New England amusement men have a place in this post-war planning and it is not too early to give it thought, so that when the time comes we shall not be found left in the background of a yesterday and wondering where our pre-war business went to.

Effect on Future Devices

There is another interesting phase of this aircraft business with its relation to the amusement business and that is manufacturing. Hundreds of new and better type materials are being invented and used in the aircraft industry that will revolutionize our present devices and make them more attractive, stronger, safer, easier to build and with greater precision. Where in the past we have used cast iron, low-carbon steels, wood and lead paints, the devices of the future will be of aluminum, plastic and high-carbon steels with synthetic finishes. Instead of building them by rule of thumb, using inch measurements, we will be building precision parts to the thousandths and ten-thousandths of an inch. So for Schmeck, Uzzell, Spillman, Allan Herschell, Dodgem, Lusse Bros. and all the rest of the amusement park device builders here is a goal to shoot at.

While the going may be rough for some of you fellows this coming season, there are brighter days ahead and as in the past we have always met the challenge for bigger and better amusement centers, so in the future we will take advantage of our present experiences and meet the future with stronger determinations for bigger and better places of public amusement.

In closing let me again quote Mr. Damon: "If you are at all skeptical of the aircraft to come, bear in mind that while it is a brutal manner of approach, this war is serving as a test laboratory for your peacetime flying."

The above statement also holds good for every other industry in this country, including the New England amusement parks and outdoor recreation centers. "Keep 'Em Flying." Kindest thoughts of you in your convention.

MARYLAND GETS READY

(Continued from page 50)

George P. Mahoney, which also enjoyed a successful season last summer, will open for week-ends May 2, with the formal opening set for May 22. Swimming is one of the principal diversions

at this resort. It has 15,000 bathhouse lockers available. It also has all types of amusements, rides, bingo and entertainment.

Carlin's Park, one of Baltimore's largest fun spots, has not yet announced its official opening, altho it is understood to be ready to open early in April, with formal opening slated for late this month. Last year Carlin's, owned and managed by John J. Carlin, opened its season April 16. It is easily accessible by trolley and bus, so gas rationing is not expected to affect patronage seriously. It, too, enjoyed a successful season last year.

BALTIMORE, April 3.—Maryland resorts and amusement places are looking forward to a fat season despite the dim-out and war restrictions. The easing of the ban on pleasure driving has buoyed hopes, and there is a rumor that the value of the gas coupons will soon be restored to their former value of three gallons instead of the present one and a half gallons.

Thus far no Maryland seaside resorts have been taken over by the government for military purposes. This may increase the number of vacationists at Maryland resorts this season. It is felt that the dim-out inaugurated last year will be accepted more readily this season, since vacationists have become used to it. The same regulations will prevail as last year, when beaches became prohibited zones after dark. Beaches, however, may be used during daylight hours and the boardwalks both day and night.

According to Mayor C. P. Cropper of Ocean City, largest and most important seaside resort in Maryland, business is expected to be better this summer than last, when some of the larger hotels broke all records. According to the mayor, practically all the hotels at Ocean City will be open when the season starts Memorial Day week-end. Last year, it was pointed out, the summer population after July 15 averaged 30,000. Holidays increased the crowds materially. It is the belief of Ocean City officials that the hotels will be filled much earlier this year, as there is not likely to be a repetition of the confusion experienced at the start of last season due to the war. Bus service is available to Ocean City, and bus-rail connections can be made with the numerous important towns which dot the eastern shore of Maryland.

Hehoboth Beach, Del., adjacent to Maryland and normally heavily patronized by Marylanders, also is looking forward to an improvement over last season, when business was off about 30 per cent.

Bettertown, another important summer fun spot in this State, is embarking on the biggest season in its history. The Chesapeake Bay resort has 12 hotels and there are facilities for a wide range of amusements and entertainment.

JERSEY SHORE BRIGHTER

(Continued from page 50)

ican army and British navy officers will be judges.

Ops To Meet April 8

A general meeting of all beach-front operators is scheduled for April 8 to discuss methods of solving problems involving maintenance of the mile-long dim-out curtains along the Boardwalk and the man-power shortage. The curtains will be put in use Easter week-end.

According to city officials, the number of concessions leased this year is about the same as last year.

At least two more favorable factors for the summer appeared in the Washington news recently. Joseph Eastman, ODT boss, said Washington would not ask workers to abandon vacations but urged trips to resorts near home. The second was allotment of gasoline for pleasure boats. OPA was told that the coast guard desires boats kept in running condition.

Despite the fact that upwards of 10,000 shoremen are in the armed service, the number of ration books issued show that 17,000 new residents have come here since the 1940 census.

There seems to be little fear among

amusement men that a 9:30 p.m. curfew for children under 16 will be established here. Altho this is now in effect at Perth Amboy and many inland towns have urged a similar ordinance for seashore towns, little has been done about it.

Because of nocturnal disturbances and complaints of women being annoyed, the Royal Navy has ordered all seamen to quarters at 11 p.m. and all petty officers at 1 a.m. This has little effect on concessionaires, however. Altho the number of British is considerable, their low pay limits their spending for amusements.

Concession Areas Available

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NEW ENGLAND'S MOST BEAUTIFUL BEACH, LOCATED IN THE CENTER OF A HEAVILY POPULATED DEFENSE AREA

1. Sealed bids for rental of Concession Areas at Ocean Beach Park, New London, Connecticut, will be received at the office of the City Purchasing Agent, New London, Connecticut, until 11 o'clock A.M. (E.W.T.), Tuesday, April 20th, 1943, at which time and place bids will be publicly opened and read.
2. Detailed proposal forms may be obtained at the office of the City Purchasing Agent, Municipal Building, New London, Connecticut.
3. Each bidder must visit the location and inspect the premises on which he is bidding before submitting bid.
4. The City reserves the right to reject any and all bids and further to make separate awards of each area designated in proposal form.

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City Manager

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NOTE—No more machines built for duration of war. Better hurry.
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Helpful hints and pointers to help operators get the most out of the coming season.

ARCADE SECTION

Turn now to this new important section in the Amusement Machine Department.

Big Entries for Meet of RSROA

Bring Extra Day

DETROIT, April 3.—Rush of late entries for the national amateur skating championships sponsored by the Roller Skating Rink Operators' Association of United States has caused a lengthening of the event from four to five days.

The new dates will be May 11-15 in Arena Gardens Rink here, said Fred A. Martin, RSROA secretary and general manager of Arena. All speed events will be concentrated on the first day's program, he said.

Two additional State contests were sanctioned by the national office, the Colorado meet in Irving Jacobs' Mammoth Gardens Rink, Denver, April 19, and the Missouri meet in W. W. Morrison's Doling Amusement Park Rink, Springfield, on April 4.

Benefit Party at Mineola Swells Red Cross Receipts

MINEOLA, N. Y., April 3.—Several amateur champions gave exhibitions as part of the Red Cross benefit party in Mineola Rink March 22. Party was sponsored by the Liberty Aircraft Athletic and Social Club in conjunction with the Red Cross drive. Entire receipts were turned over to the local Red Cross Chapter and aided it to reach its quota.

Featured in exhibitions were 13-year-old Walter Bickmeyer Jr., Jean White, Dorothy Luginbuhl and Al Shady, Dorothy Vogelsang, Ralph Schenck and Theresa Kelsch.

Other exhibitions were given by June Henrich and Donald Mounce, Martha (Weed) Conners and Rita Luginbuhl, Margaret Mahoney and Karosony, Rita Luginbuhl and Herbert Daisley, Dorothy Luginbuhl and Al Shady, Florence Mounce and Fred Ludwig and Clarence Carter and Ellen Reichert.

CLASSES in skate dancing have been organized by Norm Winnington, manager of Skateland Rink in downtown Spokane, Wash. Groups meet weekly for free instruction which results in boosting of regular attendance. "Plenty of talent is being developed," Winnington reports.

Rinks and Skaters

By CHARLES M. JACKSON (Cincinnati Office)

Lackey Portables Ready in Colo.

DENVER, April 3.—Two completely rebuilt portable rinks will shortly be placed in operation under the banner of Richard O. Lackey. One will be opened in Brush, Colo., and the other will be spotted near a defense center or army camp in Colorado, exact location to be determined.

Lackey has operated rinks under canvas for a number of years and formerly had three units under his management. This year when rebuilding his equipment he found it necessary to conserve materials and was forced to scrap much of his third unit.

He has added a new sound system, a callophone and some fluorescent lighting fixtures. Blue, white, red and yellow decorations will be used in both rinks. As before, the same name, Rainbo Rollerink, will be used for both units.

Spokane Operator Secures Reversal on ODT Ruling

SPOKANE, April 3.—Because Farragut Naval Training Station's commanding officer, Captain Sewell, went to bat for him, Silas Cook secured a release from an adverse ODT order and resumed operating two "free" busses from Spokane city limits to his rink north of the city.

Captain Sewell and special services officers of two Spokane military encampments told the ODT that Cook's rink was an aid to morale of soldiers and sailors and that the busses, ordered off the road two weeks ago, should resume operation. The operator was given a 90-day release until a definite decision is made by ODT.

Blackout Feature in Erie

ERIE, Pa., April 3.—Management of Twelfth Street Rink, which has been co-operating with all war agencies, has developed a new wrinkle in the installation of an efficient blackout curtain arrangement which lends considerable to the rink's decorative motif. Using high-grade satin-finished storm cloth, the owners, Mr. and Mrs. A. O. Johnston, installed a drape arrangement under a top red panel. Drapes are quickly and easily secured by snap buttons around window frames and down the centerpieces. Local officials in inspections have pronounced the blackout set-up perfect.

JOE LAUREY, pro speed skating star, reports from Chicago that he is in great shape and is training on streets, doing 20 miles in fast time. Laurey is engaged in defense work and runs to work (a distance of four miles) each day. He is working out in Riverview Rink and may enter a Roller Derby scheduled to start April 7.

AOW Champions Decided in East

ELIZABETH, N. J. April 3.—Twin City Arena here, showplace of America on Wheels, was host to 100 contestants of the AOW Clubs March 27 and 28. George Slicka, manager, and his staff, who had the rink decorated with flags of the United Nations, had made extensive and detailed preparations.

The co-operation of Ozzie Nelson, president, and Barbara Killip, secretary of the Amateur Roller Skating Association, aided by Thomas Toye, Alfred McCullaugh, Yvette Kiefer and other officials and judges of the ARSA, kept the meet moving smoothly.

Closeness of some of the events reflected the keen competitive spirit. Jean Vitalius and Fred Wood, Asbury Park, won by .7 point over Virginia Mann and James Murray, Mount Vernon, in juvenile dance. Jean Vitalius was a double winner, also taking first place in Girls' Juvenile School Figures.

The same closeness prevailed in novice dance, Dorothy Lesak and John Purcell winning this event by a fraction of a point over Doris Matturo and William Read, all from Boulevard Arena Dance and Figure Skating Club.

Mount Vernon took two first places, with Nicholas Echwerth winning boys' juvenile school figures and Edwin Allgair men's juvenile school figures.

Speed titles were captured by Passaic with Thomas Mullaney in novice and Walter Babcock in junior.

Junior dance title was won by Patricia McElwain and Paul Makin, Bayonne, with Jean Hammann and Ray Tiedermann, Mount Vernon, a close second.

SKATING HAMILTONS are in a new floorshow at the Swan Club, Philadelphia, booked thru Jolly Joyce Agency.

CONROSE RINK, operated by Bill Rose and Syd Conn, in Hartford, Conn., has been added to the membership of the United Rink Operators.

ARMORY Rink, Whitewater, Wis., has had excellent business since it opened in March, 1942. Mr. and Mrs. De Roberts, proprietors, report. Recently a three-night skating show was staged at the rink. It was titled *Skating Revue of 1943* and had 50 people in the cast. Roberts, a professional skater for 20 years, put on an entertaining act, and the show also included a drill formation waltz, a Sleeping Beauty act on skates, waltz quadrille, 15 chorus girls and a majorette. Girls dressed in red, white and blue formed the letter V for Victory and carried letters spelling the words "Buy War Bonds."

RESULTS of Mineola (N. Y.) Rink championships, concluded on March 14, were: Juvenile girls' figures—June Henrich, first; Nancy Kerin, second. Novice ladies' figures—Floria Gulbrandsen, first; Patrician Finn, second; Irene Maguire, third. Novice dance—Evelyn Konrad, Charles Lowe, first; Lillian Schuster, Phillip Angermater, second; Caroline Heagney, Ted Hagan, third. Junior ladies' figures—Theresa Kelsch, first (uncontested). Junior men's figures—Walter Bickmeyer Jr., first; Donald Mounce, second. Junior pairs—Dolores Connor, Ralph Schenck, first (uncontested). Junior dance—Jerry Whalen, Herbert Shady, first; Ann Gaidis, Andre Brault, second; Dorothy Vogelsang, Henry Gobber, third. Senior ladies' figures—Jean White, first; Dorothy Vogelsang, second. Senior men's figures—Ralph Schenck, first (uncontested). Senior pairs—Dorothy Luginbuhl and Albert Shady, first (uncontested). Senior dance—Rita Luginbuhl, Herbert Daisley, first; Dorothy Luginbuhl, Albert Shady, second; Ellen Reichert, Clarence Carter, third. Ladies' pairs—Martha Conner, Rita Luginbuhl, first; Jean White, Margaret Prince, second; Dorothy Vogelsang, Eileen Lee, third. Judges were Miss Twarasch and Mr. Savage, Manhattan Figure Skating Club; Mrs. Earing, Imperial Skating Club; Mr. MacCullaugh, Fordham Figure Club; Miss Koehler, Mr. Toye and Mrs. Nelson, E. V. H. Dance and Figure Skating Club; Miss McGinley, Boulevard Figure Club, and Mr. Morgan, New York Ice Club. First, second and third-place winners will compete in New York State championships in Mineola Ring April 12 and 13.

Racing Close At Ohio Meet

CLEVELAND, April 3.—Ohio State amateur roller-skating speed championships were held in the Rollerade here on March 25-27. Meet was sponsored by Jack Dalton and Clarence and DeForrest Reynolds, of the Rollerade, and sanctioned by the Roller Skating Rink Operators' Association of the United States, Cap Sefferino, of Sefferino Rollerrome, Cincinnati, chairman of the RSROA speed-skating committee, delegated Otto J. Albrecht, committeeman, to conduct the meet.

In competition were eight senior men, six intermediate boys, eight junior boys, five juvenile A boys, three juvenile B boys, four senior ladies, six intermediate girls, four junior girls, two juvenile A girls and three juvenile B girls representing Cleveland, Cincinnati, Dayton, Lakewood and Bedford, O. Competition was keen in all classes, especially in junior boys, where Ross Studdt, Cincinnati; Edward Kuhn, Cleveland, and Howard Saunders, Cleveland, finished with 50 points. In junior girls Mary Sharp, Cincinnati, and Marcella Soltis, Cleveland, finished with 40 points each. In juvenile A girls Jean Bradshaw, Cleveland, and Janet Freese, Cincinnati, altho only 12 years old, skated their races in 17.8 seconds and 49.7 seconds, bettering the record time for their races, which is 19.8 seconds and 51.6 seconds. In senior men Glen Menzer, Cincinnati, altho finishing 60 points behind Eugene Caldron, Cleveland, gave him a hard tussle. In intermediate boys Carl Ponicki, Cleveland, displayed championship ability.

Letter From Chairman

This letter from Cap Sefferino to Jack Dalton was read over the public-address system: "I wish to take this opportunity to express my sincere gratitude to you and your associates for the promotion of the 1943 Ohio State amateur roller speed skating championships. The realization that there are but a handful of men in the entire nation who are sincerely aware of the fact that the youngster who is intensely interested in speed skating is an amateur and should receive equal attention and exploitation that is given the figure and dance-skating element makes me doubly grateful to you. The contestants in this meet are indebted (See OHIO MEET CLOSE on page 58)

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Your patrons will go for these flashy Reskram Plastic Buttons (with pins). Red, white and blue emblem with girl and boy skating. 250, 5¢ ea.; 500, 4¢ ea.; 1000, 3¢ ea.

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RESKRAM SILVER PLATE MANUFACTURING CO.
872 Broadway NEW YORK CITY

No Short Cut to Dance Skating

By **CLAIRE MILLER**



CLAIRE MILLER

THERE'S no short cut to dance skating! It is only thru the constant practice, desires and ambitions of the individual skater that graceful dance skating is acquired. Many roller skaters say that they skate just for fun and therefore do not wish to work on the correct fundamentals of dance skating because, to them, it means work and not fun. They forget that the most fun comes when they are doing the dance steps correctly. It is only then that they can get the full enjoyment out of skating.

From experience we find that it takes at least six months of practice to produce any results at all. Too many beginners want to start with the Circle Waltz or advanced dances rather than do the Straight Waltz or work on fundamentals and the other bronze dances which are the essential key to good skating. It seems that skaters are too hasty in their desire for advanced dance steps and therefore lack the form which is necessary to a good skater.

Dances seem apparently easy when watching from the aisle until you try them yourself. They only become easy when you know how. To get the best results patience must first be acquired. It is impossible to do any dance correctly the first time it is demonstrated. It is the amount of practice that decides the results of much hard effort. Master the fundamentals well and the rest will come easier.

Practice "outside" and "inside edges," close "take-offs," the "and" position,

to learn about other phases of the sport. Once you start to think you have come to the end in your quest for knowledge and have learned all there is to know about dancing on rollers (you think), look deeper into the sport and you will find in the roller books more material on which to work than you have ever dreamed, more to improve upon, new things to try. You might also study the style of the ice skaters and try it on wheels.

Self-conscious skaters who neglect to practice during sessions because of a fear of looking awkward or clumsy at first in comparison to the more advanced skaters will make progress slowly, if at all. Get rid of this feeling, forget the gazes of the public, and your skating will improve more rapidly. Remember, each skater is absorbed in his or her own problems and is not watching your efforts so closely. If there are some who call you "show off" because of your practice in the center area of the rink, ignore them, as they are only too self-conscious and timid to try it themselves. Remember the tried-and-true adage—practice makes perfect.

Standards Total 21

There are 21 standard dances which are divided into three groups: bronze, silver and gold. The dances, as well as the music, vary from fox trots, waltzes, marches, tangos to the gay rhythm of the polka. All dances are very interesting and exciting to conquer, so that mastering them becomes great sport, anticipation and fun. Dancing on roller skates requires three very important fundamentals. These are known as the "side push," "leaning" and "aiming." Leaning the body to one side of the skate produces an "edge" or curve. All dances are principally comprised of edges, either to the left or to the right. In order to skate on an edge it is necessary to lean either to the outside or to the inside of the skate. Your weight on the rubber cushions will cause the skate to trace a curve.

The "power stroke" in smooth dancing is produced by pushing from the side of the skating foot. In the Straight Waltz the side push is on the one-beat step only and not on the first or third step in the three-step sequence. When skating on the left outside edge place your right foot down alongside the employed foot and then lean on the inside of the right and push out to the side as a power stroke for the next step.

Aiming your steps to the left or right and not down a straight line is another important fundamental. A straight line down the rink can be used as a guide as to which side of the line you will have to aim your steps on in order to skate a better pattern. There are two edges used either when going forward or backward. These are the inside and outside edges. Skating on a flat is not the least bit enjoyable and no fun at

all no matter how well you know each step and its timing. If you do not aim the steps correctly the dance will lose some of its smoothness and appeal.

The beginner's delight is the Straight Waltz and is the first dance a skater should learn to master. The dance position used for this dance is the same as used for the Two-Step, Two-Step Promenade, Barn Dance, Killian and Quick-step. The gentleman is always to the left of the lady, holding her left hand, which is extended across in front of him at the height of the shortest partner. His right arm is around the lady's back, meeting her hand at her waist. A recent innovation is the gentleman's right arm on lady's waist with her placing her thumb under his hand.

The Collegiate has two positions which are also used for the Tango Barn Dance, Circle Waltz (Style A and B), 14-Step, Polka and many of the silver and gold dances. On the "straightaway" the gentleman's left hand and lady's right are extended straight down the rink in the direction being skated. Man's right hip and shoulder meet lady's left hip and

shoulder. His right hand is placed on lady's back on her left side at the shoulder blade with her left hand on his right shoulder. On the corners of this dance the position changes so that the partners are facing each other, with the hands remaining in the same position.

Terms To Be Memorized

The terms used in the dances must be memorized for a better understanding of the execution of parts of the steps. The Mohawk is skated forward to back on similar edges from one foot to the other, for either a closed "outside Mohawk" or an "open inside Mohawk." On the outside Mohawk the right foot, for example, must be placed on the floor backwards on an outside edge as far up as the instep of the left employed foot which is also on an outside edge. The inside Mohawk is also popularly known as the instep of the left employed foot, in the Collegiate the right foot is forward on an inside edge while the left foot is back in open-hip position and then placed on the floor close to the heel of the right foot so that the left foot is skating backwards with the

(See DANCE SKATING on page 58)

CLAIRE MILLER, a New York producer, began her pro roller-skating career at Mineola (L. I.) Rink in 1937. Since then she has taught skaters in New York, Connecticut and New Jersey, including coaching in Florida. Early in her career she became interested in bronze and silver dances and has acquired medals in both tests. As instructress and exhibition skater at Rockefeller Center Rink she had among her pupils many celebrities. Miss Miller joined America on Wheels in 1941 and quickly grew in the favor of Jersey skaters. After being at the AOW Casino Arena, Asbury Park, N. J., she was transferred to the AOW Twin City Arena, Elizabeth, N. J., when it was opened in 1941 and quickly there. In figure skating she has done much work with juveniles. As a choreographer she directed and was featured in most of the costume roller productions presented in America on Wheels rinks. Miss Miller was sworn into the WAACS on January 23 and was awaiting call to active duty when this was written.

which means placing the free leg or foot alongside the employed foot and not ahead of it. Acquire form in stroking by the use of the "open-hip" position of the free leg by turning the knee out with the toe turned slightly down and out. This will eliminate the incorrect bent knee of the unemployed leg. Learn to lean on the side of your skate for the necessary edges. Get off that "flat," meaning do not skate in a straight line. Make sure that your plate has red flexible rubbers, which are a "must" for proper dance skating. Do not try to skate on dangling, rattling trucks or wheels or else you will find yourself horizontal on the floor most of the time, as then there is no control over your edges.

Practice Is Imperative

Some professionals, as well as amateurs who have been studying for over a period of four years, still have plenty of practice ahead of them on the dances, figures and jumps. It is because of this fact that they keep interested in the sport. If you have the keen desire to advance yourself in dance skating you will find that your progress is fun and you will never get tired of skating because there is always more to learn, more to practice. The more knowledge you acquire the more you will want

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Secs Ponder War Activity

Iowans To Mull 1943 Plans at Spring Meeting

DES MOINES, April 3.—A spring meeting of the Fair Managers' Association of Iowa is being considered to discuss plans for holding county and district fairs in the State this summer. It was disclosed here by E. W. (Deak) Williams, secretary of the association.

Williams said the meeting probably would be held shortly after the Legislature adjourns, which is expected during the first part of April. By waiting until after the Legislature completes its work the fair men then would have available a full report on what legislation and appropriations the lawmakers have made.

So far the Legislature has passed a bill in both houses which would preserve State aid for those fairs discontinuing so that they again could receive it when the war is over.

Williams also is making a survey of Iowa county and district fairs as to whether they will continue this year and also the dates already set. The secretary reported from first returns that it appeared that almost the same number of fairs that showed last year will again be held this year but that they have been slow to set up their dates.

McComb Livestock Show Association Organizes

McCOMB, Miss., April 3.—Pike County Livestock Show Association has been organized here with the organization meeting sponsored by the chamber of commerce. George Covington, Magnolia, was elected president; H. E. Wardlow, first vice-president; Jewel Parker, second vice-president, and Paul Diamond, McComb, secretary-treasurer.

J. C. McNeas, E. A. Nunnery, S. L. Stewart, Dr. Willis Cotten, W. C. Price, John I. Hurst, Roy Cutrer, Lee Bolian, W. A. Bilbo, O. E. Cooney, Nolan Wall and A. G. Flippen comprise the board of directors.

DES MOINES.—Iowa Legislature has completed action on a bill which preserves State aid to county and district fairs that discontinue their shows for the duration. Fairs will be able to receive State aid immediately upon resumption of the fairs after the war and not be required to wait three years to meet the qualifications.



LEON H. HARMS is secretary-manager of New Mexico State Fair, Albuquerque, which voted to go ahead as usual this year at a recent meeting there. Manager Harms said much emphasis will be placed on livestock and agricultural production and that race meets will be continued. His financial report showed that admissions to last year's fair were 125,000, with total assets of the annual exceeding \$650,000.

Illinois Skeds 60 County, District Annuals for 1943

SPRINGFIELD, Ill., April 3.—Over 60 county and district fairs will be held in the State this year, it was predicted here last week by Director Howard Leonard of the State Department of Agriculture. Leonard said that 60 fairs were held in the State last year and their success would result in several more being conducted this year unless there are unexpected developments.

Figures reveal that 1,095,078 attended fairs in the State a year ago, with many reporting record-breaking attendances. Tentative dates have been set for fairs in La Fayette, Aledo, Cambridge, Princeton, Mendota, Morrison, Oregon, Sandwich, Henry, Newton, Taylorville, Urbana, Charleston, Lincoln, Paris, Greenup, Olney, Du Quoin, Mount Vernon and Aurora.

Jefferson Annual Augments Program

JEFFERSON, Wis., April 3.—Addition of two extra races for the large race program at 92d annual Jefferson County Fair gives the fair the largest entertainment program yet provided. In its second year of ownership and operation by Jefferson County, the fair has booked Snapps Greater Shows and Barnes-Carruthers for other entertainment features.

Horace L. Buri, fair manager, underwent an operation at St. Mary's Hospital, Watertown, March 30. Buri, on leave for the duration, was scheduled to enter the armed forces in May, but the county board operating committee indicated that it was probable that he would not be in condition to leave for at least six months and would therefore again manage the fair this year.

GALESVILLE, Wis.—Dates for the 85th Trempealeau County Fair have been set, it was reported here last week. Annual will be keyed to the war effort, with farm crops, livestock and food production exhibits stressed. Committee hopes to add a military note with the aid of soldiers from Camp McCoy, Sparta, Wis.

ALEDO, Ill.—Present plans for the 1943 Mercer County Fair here included a horse show the last two nights of the annual. Virgil Nelson, president, announces.

Henry County Votes Resumption; Plans Building Campaign

ATKINSON III, April 3.—Henry County Fair Association at a recent meeting here voted to resurrect the annual this year and lay plans for building a new permanent amphitheater. James Irvine, Alba, was elected president of the association for 1943. Annual will be held a week earlier than usual, and arrangements are being concluded for the rental of grandstand bleachers, probably from the Davenport Fair. It was pointed out that the Princeton and Henry fairs also have offered to rent their bleachers to local officials.

A committee, composed of President Irvine, Fred B. Swanson, H. K. Danforth, E. A. King and Frank Wilson, was named to investigate plans for financing a new grandstand and to report to stockholders at a future meeting. Current plans call for the erection of a grandstand to accommodate 5,000, almost three times as many as the old one accommodated, at a cost of about \$10,000.

The portion of the old grandstand left standing after the storm last summer will probably be dismantled, as it is too badly twisted to be safe and it is said to be hardly worth repair. Plans also were made to rebuild one of the barns with lumber salvaged from the storm. Dr. H. C. McMullen, vet speed superintendent, said that two new colt races have been added to the race program.

V. J. Poppy, Cambridge, was re-elected vice-president; Harry J. Johnston, secretary; Merrill Werbach, secretary, and E. Fay Rishel, treasurer.

Bookers, Concession Men at Illinois Meet

SPRINGFIELD, Ill., April 3.—Concessionaires and booking agents who attended the meeting of the Illinois Association of Agricultural Fairs in St. Nicholas Hotel here included George Ferguson, WLS Artists' Bureau, Chicago; Sidney Belmont, St. Louis; Turner's Concessions, Petersburg, Ill.; Billy Senior and George Flint, Boyle Woolfolk Agency, Chicago; Ethel Robinson and Camille Layilla, Barnes-Carruthers, Chicago; W. H. Bailey, Pleasant Plains, Ill.; Joe J. Smith, Smith Theatrical Agency, St. Louis, and Edna Deal, St. Louis.

Eighty-nine fair men attended the meeting.

BALLYHOO BROS.

(Continued from page 32)

are not over-fished, anglers will enjoy a real vacation.

Peon labor is plentiful and with what experienced help we have the big job of setting up is now considered a pleasure. Just picture the work being done by merely pointing to the jobs without doing any lifting yourself! On account of the natives taking afternoon sleas, matinees have been called off which gives our people the biggest part of the day to themselves. We consider anything over a three-hour night play a long grind.

This show lets nature furnish the modern laundry accessories found in the States. Last week we played on the banks of a soap lake which contained all the ingredients found in soap. Our people did their soaking and washing there. Before they had finished the entire lake looked like a bubble bath. We are in a hot-springs area and the people are boiling their clothes by merely throwing them into the spring. We play next week near a lake that is famous for its blue water and, according to the natives, the water acts as bluing. The following week the show will play near Crystal Rinse Pools which are located close to a flatiron ridge. Altho it takes four weeks to get one's laundry done on our route, one must take into consideration the fact that there is no work connected with it. One should take time to come here and see for themselves.

The senoritas down this way are beautiful, but for some reason they care more for the grey-around-the-temple type of

"Fairs Prove Inspiration to Food Production" — Dole

GREENFIELD, Mass., April 3.—President Fred B. Dole, of Franklin County Fair Association, in his report at the 11th annual meeting of the association in the Mansion House here said, "I still am convinced that our fair is an inspiration and asset to our rural people. Today, for the first time in many years, we find a vast majority of our citizens looking to the farmer as not only a provider of food but one group upon which the success of our nation depends."

"I believe that the fair has aided the farmer in the production of better crops and livestock in the past and has a real opportunity and responsibility in the future. If it has, I certainly hope that it will receive encouragement and co-operation to carry out its responsibilities to the end that we may attain another successful Franklin County Fair in 1943."

150G Appropriation For Ark. Annual Is Okayed by Governor

LITTLE ROCK, April 3.—Governor Homer Adkins this week signed two bills just after adjournment of the Legislature appropriating \$100,000 for purchase of a permanent site and plant for Arkansas Livestock Show, and \$50,000 for premiums awards for livestock and agricultural exhibits at this show and other county fairs of the State.

The \$100,000 appropriation almost failed to get thru the last minute rush and when the Byrd bill, proposing this donation to the show association, failed to make the deadline after the House and Senate did not agree on two proposed amendments, a rider was attached to a bill favored by both branches. This money will help the association to rebuild the plant which was destroyed by fire at the close of the 1941 annual.

Southeastern Indiana Circ Sets Program Plans for '43

SHELBYVILLE, Ind., April 3.—A representative delegation of fair and horse men turned out for the Southeastern Indiana Fair and Racing Circuit meeting at the local American Legion Post Home recently.

L. V. Hawk, Morristown, president of Shelbyville Fair and Indiana County and District Fairs Association, presided in the absence of F. M. Overstreet, Columbus. Drafting of classes and purses for the coming season at the eight fairs which comprise the loop were the chief topics of discussion.

men than they do for the younger ones. Might explain their desires more clearly by saying, "The out-of-the-draft or over-age type." Many of our older ride men, who had given up love as an unprofitable venture, find companionship and consolation here. Our management has always wanted to do something for midway workingmen and it now extends a hearty invitation to all to come across the border and vacation without any expense.

During a recent staff meeting it was voted to reward employees with a bonus (in American money) large enough to take care of them thru the coming winter. To prove their sincerity, the bosses have already asked each employee to report to the office what they want for Christmas. Manager Pete Ballyhoo announced that he was starting for a vacation in the States and will be at the Hotel Sherman in Chicago next week, to be followed by two days in Detroit, where he will be at the Showmen's Club. Then to the showmen's clubs in St. Louis, Kansas City and San Antonio.

MAJOR PRIVILEGE. P.S.: Hope you will find space for this newsy letter. There has been quite a bit of talk about getting up a spread, providing we can get the co-operation of our show, ride and concession operators.

Fair List

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



ETHEL MURRAY SIMONDS, secretary-manager of Oklahoma Free State Fair, Muskogee, and president of Middle West Fair Circuit, arranged details for the circuit's special meeting in the Hotel Muehlebach, Kansas City, Mo., April 7. Meet was devoted to the circuit's plans for the coming fair season and conferences with carnival and attractionists.

Future of Auto Racing

By E. WARD BEAM

WHEN Johnny comes marching home this time he won't come marching at all. He'll be coming round the corner in a jeep. Or a jeep. Or some other combat car he has piloted with skill, speed and daring thru uncharted jungles in Guadalcanal, over sand-swept distances in North Africa or what passes for roads in Australia, Alaska, Iceland or where were you.

He will be then, as he is now, the most devil-may-care auto driver the world has known. He will seek action. He and his brothers in uniform will find it on the nation's race tracks, on the rough bricks at Indianapolis perhaps or maybe on the oil-covered pine of new board saucers, but more likely on the calcium-chlorided bullpens or the dusty ovals of the county fairgrounds.

Here where the dust rises thickest is also where competition is keenest, excitement highest. There may be some doubt about the best tunes of all being found in Carnegie Hall, but there is no disputing that the best in auto racing is found on the short straightaways and around the sharp and narrow turns of the nation's mile and half-mile fairgrounds tracks.

Hundreds of thousands of old race fans are ready and anxious to lead millions of new fans to these racing events, where those who pay the turnstile tariff sit front and forward, soak up the aroma of burning oil, lift the noise level a notch or two higher with their cheering and argue endlessly over who clipped whom in that spill over on the far turn. It is only at these smaller racing plants that everything that happens anywhere on the track happens right in front of everybody.

Big Asset to Fairs

It is a matter of record that the county and State fairs which have featured auto racing have attracted increasingly large crowds. Many fair managers depend upon the speed-car events

to pull their heaviest receipts and build their largest profits.

When victory comes at the war's end it is only natural to believe that the fairs which had auto racing before will add more days to their programs; that other fairs which have lived in the horse-and-buggy days of long ago will turn to autos for the racing parts of their pro-

B. WARD BEAM is considered the oldest auto-race promoter in the United States today, measured by the number of years he has been connected with the sport, his operations having been continuous since 1914. He has promoted many of the nation's big events at distances from 100 to 250 miles. Practically every speedway star active since 1914 has raced for him. Of the 27 winners of the Indianapolis Speedway 500-mile classic 21 have driven in races promoted by him at one time or another. Majority of Beam race events have been of the still-date type, considered the hardest type of promoting.

grams in answer to heavy demands from a fandom more mechanically minded than heretofore and more accustomed to speed.

The wave of automobile buying which will sweep the nation when assembly lines can be transformed again to civilian usage will have even more persons talking autos than are doing so now. And Americans today are the most auto-conscious persons on earth. Millions working in war industry are learning about motors, gear ratios, combustion, speed and a lot of other things mechanical for the first time. Nor will these new interests die when these workers return to their normal peacetime employment or idleness.

Properly conducted, auto racing should enjoy a post-war boom which will make that following World War I as insignificant as an outdated ration coupon. There were a half dozen or more major board speedways operating in the 1920s. There was also the famous two and one-half-mile brick speedway at Indianapolis. The major sports pages conducted auto racing columns. Newspapers and periodicals devoted much space to the doings of the racing daredevils. The smell of burning castor oil stretched from Frisco to Langhorne, from one Portland to the other. Today only Indianapolis Speedway remains and it may never operate again. Dry rot and decay ate up the board saucers, made them unsafe and led to dismantling. Idleness brought on by the war may prove too costly a load for Indianapolis.

Indianapolis Pivotal

Publicity attending the Indianapolis 500-mile classic has been invaluable in creating interest and desire for auto races at the nation's fairs and on the flat tracks prior to fair time. But the Indianapolis racing plant was started in 1909, opened in 1911 and used once a year almost without interruption ever since. Its grandstands and buildings are old as ages of such edifices are measured. Cost of repairing the properties runs about \$35,000 a year. There was no Indianapolis race in 1942 and few maintenance needs were attended. No race is planned this year. Repair expenses will more than double. Soon the cost of restoring the plant to operating condition may become so great the owners will decide it less costly to discontinue. This is, of course, strictly conjecture on the part of this writer, based on what seems reasonable business thinking rather than any real information, official or otherwise, on the matter.

Capt. Eddie Rickenbacker, president of the Indianapolis Speedway Corporation, is the person deserving most credit for keeping the great classic alive. Ricken-

backer's importance to the nation has multiplied since his cheating death for the second time in two years when he was rescued after 21 days afloat in a rubber raft in the Pacific recently. Serious, a deep thinker, interested in many things for man's welfare, it is conceivable that Rick may find neither time nor inclination to become reinterested in the post-war Indianapolis classic. If not Rick, then who will? If Indianapolis closes permanently for any reason, auto racing will still enjoy its big boom, but it must have its house in order and be prepared to go forward only under proper management.

Auto racing has long needed one, and only one, strong governing body. Prior to the war there were six organizations or individuals acting as governing or sanctioning bodies, six which smacked somewhat of being official. How many synthetic organizations there were which were little more than high-sounding names printed on tickets for the purpose of adding a phony gloss to the attractiveness of the promotion is difficult to estimate. They were plentiful.

Some sanctioning organizations were well meant and, to some degree, valuable and beneficial to promoters, racers and fans. Some meant well but were promotionally incapable race enthusiasts. Some were products of promoters' minds, as fictional as the "no dust" guarantees advertised on placards calling attention to the programs. There will be great revival of auto racing after the war, but there must be no revival of pre-war types of control.

For One Central Body

One government for all auto racing; one sanctioning body, one czar, with experience and foresight, courage and honesty, consideration for all. This arrangement is essential if racing is to reach the full development possible in this renaissance.

Simplest and best known parallel to the ultimate control of auto racing is baseball's set-up. The national pastime is facing a difficult wartime season, yet were it not for the smoothly functioning machine known as organized baseball, ruled by the iron fists of Judge Kenesaw Mountain Landis, there would be no baseball planned, let alone played, this year.

Baseball teams are self-managed, leagues are self-governed, except there are certain strictly defined rules of conduct which govern every phase of baseball for every person engaged in it,

from the lowliest rookie in Class E to the highest paid player with the world champions, including club owners, league presidents et al. Baseball did not perfect its organization overnight. Yet auto racing, profiting by baseball's experience and by its own sad experiences of the past, might easily enough cut corners so that a perfected, foolproof, single-control program can be whipped into being now and made ready for functioning when the racing boom strikes.

Most auto racing in the United States is done on fairgrounds tracks under management of a limited number of promoters. This being so, the new control of auto racing should be vested in representatives of these persons, the fair managements, speedway officials and still-time promoters. Some naturally will argue against change and for the return to worn-out processes of the past whereby promoters pay \$25 or more to irresponsible so-called sanctioning bodies and then proceed to run their races to suit themselves. Some no doubt will prefer to save the sanction fee and again decorate their tickets with such myths as "Sanctioned by the Triple Cross Racing Association."

The war has forced a moratorium on all auto racing. Now is the time for all good men interested in the sport to draw their plans, build their foundation for governing the inevitable boom which will be coming round the corner with Johnny and his jeep.

How To Select Reps

Let the fairs select only men who are sincerely interested in auto racing. Let promoters select their squarest and most successful. Let drivers and car owners name their ablest representatives to form the board of guiding control for auto racing. These men would have respect and confidence of every worth-while person in the game, including John Public. They would have the necessary experience and the full understanding of problems involved. They could not fail to produce a manual of operations that would be equitable and understandable for everybody.

Let such a governing board select a manager or czar. The name is of no import. What counts is the man. From today's military leadership or from the list of race promoters now temporarily idle because of the war could come the man who can give to auto racing the iron hand yet soft patience that Landis gives to baseball, Elmer Layden to professional football and Will Hays to the movies.

He will be a business man, an organ-

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izer, a man who gets things done. Fearless, firm and resolute, yet tolerant; a man able to give the problems of the little fellow the same attention and dispatch as shown the promoters at the top. No other jobs, no axes to grind, no political ambitions for the new czar of auto racing. And no need to be a miracle man. Landis was a judge, Layden a football coach and Hays in politics. Best perhaps that the new czar has been a driver or promoter whose experience with fair managements has given him advantage of background the other czars did not possess at the beginning of their reigns.

The czar might not rule immediately that fairs and still-show promotions are entitled to have ALL the drivers who participate in the Indianapolis classic or the top racing event of the future. But he would be quick to rule that if such drivers are advertised it will be only after they have agreed to participate, and woe be unto any promoter doing such advertising without driver agreements and to drivers making such agreements and then failing to put in appearance and in racing condition.

Importance of Finances

Under the new single-control set-up proper attention will be paid to the financial department of the sport. Many able and honest promoters have lost money. Some have split even. Few have made any real profits from auto racing. The same can be said of drivers and car owners. Somewhere in the operation there has been a condition of unfairness. Whatever the fault; improper and unjust divisions of receipts; lack of all-round astuteness in promoters; over-paying some drivers, under-paying others, this condition must not exist in post-war racing. A healthy condition must prevail for all who live for the sport and attempt to live off it.

Promoters, drivers and owners must realize returns proportionate to their investments and the risks involved. Proper supervision by sanctioning bodies might have attended to this in the past had such supervision existed. Loud were the protests over high sanction fees, loud the cries against high track licenses and within reason, too, considering how little was received for what was paid.

Yet the writer firmly believes that a real sanctioning body which carries the full respect of the racing fraternity, the fans, newspapers, radio and other publicity media; a single control set-up which knows when and where and how to propagandize for new fans and greater support, will find these same promoters both willing and able to pay still larger fees and consider it money well spent.

Within reason, the new czar will be more concerned with the granting of sanctions only to capable and reliable promoters than to attempt dictating actual promotional methods. The right promoters should have loose rein, freedom to develop their programs and build attendances as they prefer.

The czar will minimize false advertising, insist upon fulfillment of all contracted agreements, fix the limits of fairness in demands by drivers for appearance money, protect the promoter from unfair and conflicting competition and demand the posting of bond by every sanctioned promoter. Few promoters meriting sanctions would risk operating without sufficient prize funds or under conditions unsafe for drivers or spectators, with or without being bonded. Few owners would enter their cars or few drivers handle them for long in races staged outside the pale of official control.

Showmanship Big Element

Auto racing is a sport, a contest of speed, skill, daring, raw courage and a test of physical and mechanical ingenuity. Yet auto racing must also be a show. In the new era cars must be streamlined and attractively painted. Drivers and pit attendants must be colorfully uniformed, time trials given better stage managing, schedules more strictly met, confusion eliminated, tracks treated if races are advertised as dustless, and ambulances, doctors and first-aid services furnished, if for no other reason than to prove that the new auto

racing is legitimate, big-time, carefully planned enterprise. Give more and get more. There will be more drivers, more daring, more fans and more receipts. Fairs will increase prize moneys. Promoters will get better contracts and drivers and owners will get higher returns.

Fair business will boom. Most persons not now engaged in the making or driving of war machinery are becoming engaged in big or little scale farming. Desire to exhibit farm produce led to birth of the fair set-up. Give auto racing strong centralized government. Turn loose new cars and new drivers before millions of new mechanically wise, speed-hungry fans and plenty is going to happen.

One thing will be the cutting of a juicy melon in which promoters, drivers and owners will share, along with fair managements and track owners. In Ibsen's *The Master Builder* Hilda asks the great architect whom she admires, "Do you build castles in the air?"

"Yes," he answers, "but they have solid foundations."

DANCE SKATING

(Continued from page 55)

right leg back in open-hip position ready to be placed down alongside the employed foot.

By Spread Eagle is meant the use of both feet on the floor at the same time, toe pointed out in opposite directions and heels about two inches apart. In dancing always lean into a curve or on the inside of both skates for the Spread Eagle. This movement is used only in the Style A Circle Waltz. The Choc-taw is composed of two different edges; either inside forward to outside back or vice versa. This is used by the man on the Collegiate corner, the Blues and the Polka.

A Three Turn is accomplished by rotating the shoulders, lifting the weight slightly off the heel and turning on one foot from forward to back or back to forward. The Three Turn is used in the Continental Waltz. The Drop Three means that after quickly turning on one foot the free foot is immediately placed on the floor, as in the Keats Fox Trot, the Dench Blues and the Drop-Three Continental Waltz.

Importance of Music

We find that proper music ranks high in importance in dance skating. Some rinks still use phonograph music solely for the sessions. This is a common practice more in the South than in the North. Some of the records used are by big name bands and contain no skating tempo whatever. In fact, they might even have a change of time. Skaters must be able to hear that downbeat which can be produced only by an organ thru use of the "swell" pedal. Ballroom music is different and cannot be used to dance on skates. Thru past experience the organ and Novachord prove the most popular in better rinks in the country. Another important essential is that the organist use a metronome when playing for the dance specials, as each dance has a definite tempo which must not pick up in speed or slow down during the dance. Following is a list of standard dances and their correct metronome to be used in all rinks skating the international style:

Dance	Metronome
Straight Waltz	108
Style B Circle Waltz	108
Mohawk Waltz	108
Flirtation Waltz	108
Westminster Waltz	138
Viennese Waltz	138
Continental Waltz	168
Drop-Three Continental	120
Barn Dance	100
Tango Barn Dance	100
Iceland Tango	100
Harris Tango	100
Fourteen-Step	100
Two-Step	92
Two-Step Promenade	92
Collegiate	92
Keats Fox Trot	92
Dench Blues	92
Polka	100
Killian	100
Quickstep	100

The matter of proper wheels for dance skating is also another important item. There is a right wheel and a wrong wheel for dancing. Wooden wheels are preferred because of their comparative lightness instead of fiber wheels. The latest wheel for dancers is the one-inch wooden one.

For Appropriate Dress

And now a word to the ladies: If you dress appropriately for dance skating you will not only have more freedom of movement but you will also look like a skater. A popular style among girl skaters has princess lines with a full flattering skirt which swirls like that of a ballerina. Make certain that the hem of the skirt reaches above the knees. Look like a skater by dressing like one and not as tho you were going for a walk or to the office. Keep your skates clean and avoid such fripperies as pompoms, bells, colored laces, paint or other gadgets, and you will be following the style of national ice and roller champions. Your appearance not only means a lot to your skating but will also increase your popularity at the rink as well. Start now on a skating wardrobe and feel the difference in your enjoyment of skating and watch your personal popularity rating rise.

A word to all the skaters who think they can learn all the dances by some short cut. Remember, there is none! Your ambition to learn, plus your patience and years of constant practice, brings results in good skating form and knowledge which equals joy and exhilaration and a pleasure not only to you but to the eyes of your skating audience.

OHIO MEET CLOSE

(Continued from page 54)

to you and your associates deeply, for you are not only giving them a million dollars' worth of dreams that no one will ever be able to take from them, but you are providing them with their first lesson in the will to win at all odds which has helped to make our United States the unbeatable nation it has been and will remain always. I wish you a most successful championship."

The Results

Senior men, 440 yards, final—Eugene Caldron, Cleveland; Glen Menzer, Cincinnati; Pete Pollock, Bedford; time, 45.5 seconds. Senior men, 880 yards, first heat—Glen Menzer, Cincinnati; Pete Pollock, Bedford; William Tarbush, Cleveland; time, 1 minute 34 seconds. Senior men, 880 yards, second heat—Eugene Caldron, Cleveland; George Hopkins, Dayton; Richard Boulton, Bedford; time, 1 minute 32.4 seconds. Senior men, 880-yard final—Eugene Caldron, Cleveland; George Hopkins, Dayton; Pete Pollock, Bedford; time, 1 minute 33.5 seconds. Senior men, one-mile final—Glen Menzer, Cincinnati; Eugene Caldron, Cleveland; Alvin Hedges, Cleveland; time, 3 minutes 8.4 seconds. Senior men, two-mile final—Eugene Caldron, Cleveland; Richard Boulton, Bedford; Glen Menzer, Cincinnati; time, 6 minutes 15.2 seconds. Senior men, five-mile final—Eugene Caldron, Cleveland; Glen Menzer, Cincinnati; Richard Boulton, Bedford; time, 16 minutes 2.8 seconds. Intermediate boys, 440-yard final—Carl Ponicki, Cleveland; Bob Teagle, Cincinnati; Edward Novak, Cleveland; time, 47.8 seconds. Intermediate boys, 880-yard final—Carl Ponicki, Cleveland; Vernon Van Zont, Dayton; Kenneth Clore, Cincinnati; time, 1 minute 31.5 seconds. Intermediate boys, one-mile final—Carl Ponicki, Cleveland; Edward Novak, Cleveland; Vernon Van Zont, Dayton; time 3 minutes 2.8 seconds. Junior boys, 220 yards, first heat—Ross Studt, Cincinnati; Ronnie Rafferty, Cincinnati; Edward Kuhn, Cleveland; time, 25.5 seconds. Junior boys, 220 yards, second heat—Bill Cody, Cincinnati; Howard Saunders, Cleveland; Don Keplinger, Dayton; time 24.8 seconds. Junior boys, 220-yard final—Ross Studt, Cincinnati; Howard Saunders, Cleveland; Ronnie Rafferty, Cincinnati; time, 24 seconds. Junior boys, 440 yards, first heat—Ross Studt, Cincinnati; Howard Saunders, Cleveland; Bill Cody, Cincinnati; time, 46.5 seconds. Junior boys, 440 yards, second heat—Edward Kuhn, Cleveland; Ronnie Rafferty, Cincinnati; Ray Sparks, Cincinnati; time, 46.3 seconds. Junior boys, 440-yard final—Howard Saunders, Cleveland; Edward

Kuhn, Cleveland; Ross Studt, Cincinnati; time, 45.7 seconds. Junior boys, 880 yards, first heat—Howard Saunders, Cleveland; Don Keplinger, Dayton; Ray Sparks, Cincinnati; time, 1 minute 32.2 seconds. Junior boys, 880 yards, second heat—Edward Kuhn, Cleveland; Ross Studt, Cincinnati; Ronnie Rafferty, Cincinnati; time, 1 minute 32.6 seconds. Junior boys, 880-yard final—Edward Kuhn, Cleveland; Ronnie Rafferty, Cincinnati; Ross Studt, Cincinnati; time, 1 minute 31.3 seconds. Juvenile A boys, 1/12-mile final—Ray Martinez, Cleveland; Eugene Beckner, Cleveland; Sam Zalte, Cleveland; time, 17.1 seconds. Juvenile A boys, 1/3-mile final—Ray Martinez, Cleveland; Eugene Beckner, Cleveland; Thomas Reddy, Cleveland; time, 1 minute 2 seconds. Juvenile B boys, 1/12-mile final—John Gallagher, Cleveland; Jack Colgan, Cincinnati; Walter Janka, Lakewood; time, 18.2 seconds. Juvenile B boys, 1/6-mile final—John Gallagher, Cleveland; Jack Colgan, Cincinnati; Walter Janka, Lakewood; time, 35 seconds. Senior ladies, 440-yard final—Florence Migac, Cleveland; Julia Yerga, Cleveland; Ann Shy, Dayton; time, 50.1 seconds. Senior ladies, 880-yard final—Florence Migac, Cleveland; Julia McDowell, Cleveland; Ann Shy, Dayton; time, 1 minute 40.2 seconds. Senior ladies, one-mile final—Florence Migac, Cleveland; Julia McDowell, Cleveland; Ann Shy, Dayton; time, 3 minutes 25.7 seconds. Intermediate girls, 220-yard final—Pearl Adams, Cleveland; Kathleen Ford, Cincinnati; Lylia Eager, Cleveland; time, 26.1 seconds. Intermediate girls, 440-yard final—Kathleen Ford, Cincinnati; Dorothy Schippling, Cleveland; Lylia Eager, Cleveland; time, 51.8 seconds. Intermediate girls, 880-yard final—Pearl Adams, Cleveland; Lylia Eager, Cleveland; Dorothy Schippling, Cleveland; time, 1 minute 48.3 seconds. Junior girls, 220-yard final—Mary Sharp, Cincinnati; Marcella Soltis, Cleveland; Edith Yerga, Cleveland; time, 27 seconds. Junior girls, 1/3-mile final—Bernice Hartmann, Cleveland; Marcella Soltis, Cleveland; Mary Sharp, Cincinnati; time, 1 minute 7.1 seconds. Juvenile A girls, 1/12-mile final—Jean Bradshaw, Cleveland; Janet Preese, Cincinnati; time, 17.8 seconds. Juvenile A girls, 440-yard final—Jean Bradshaw, Cleveland; Janet Preese, Cincinnati; time, 49.7 seconds. Juvenile B girls, 1/12-mile final—Joan Gamble, Cincinnati; Dolores Philbin, Cincinnati; Jean Sabot, Cleveland; time, 19.4 seconds. Juvenile B girls, 1/6-mile final—Jean Sabot, Cleveland; Joan Gamble, Cincinnati; Dolores Philbin, Cincinnati; time, 37.4 seconds.

Officials were Otto J. Albrecht, referee; Wilfred P. Hodous, starter; William Saker, chief timer; Frank Love, chief judge; Robert Phillips, Stanley Hasek, corner judges; Bert S. Howlett, clerk; Darrell Albrecht, Ernest Dahm, William Slack, judges; Clarence and DeForrest Reynolds, timers.

PLAZA RINK, Wildwood, N. J. was reopened April 1 for the season. Evening sessions are scheduled Tuesdays, Fridays, Saturdays and Sundays until after Decoration Day, when the rink will go into daily operation. Special prices prevail for servicemen with own skates.

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* BOOKS ***



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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.

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BIG MONEY TAKING ORDERS — SHIRTS, Ties, Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. ap10x

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MacARTHUR PATRIOTIC VICTORY POST Cards—In several colors, 500 for \$3.00. One color cards, \$3.00 per thousand. W. SIMMS, Warwick, N. Y.

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WANT DANCER FOR GIRL SHOW—PERMA- nent location. Work year around. Salary, \$35.00 to start. Write **JERRE LENINGTON**, 122 So. Deaudry Ave., Los Angeles, Calif.

WANT MUSICIANS ON ALL INSTRUMENTS— Also complete bands. Pay well. Air mail all details. **VSA**, Box 1299, Omaha, Neb.

WANT MUSICIANS, ALL INSTRUMENTS, state draft rating. Road band. **HARRY COLLINS**, Grand Island, Neb. ap17

WANTED — EXPERIENCED BLOWER OPER- ator; good proposition; can also use some inexperienced concession help. **TOM THORNTON**, Route 1, East Pepperell, Mass.

WANTED — STEADY RELIABLE MAN TO work on lion act. Must drive truck. Act booked solid on World of Pleasure Shows as free act. Good, sure salary with bonus. If married may place wife. If you lush don't answer. **CAPT. BILLY SELLS**, Gen. Del., Richmond, Ind.

WANTED — LADY, 40 TO 55 YEARS, FOR summer and winter. Tell all first letter. **CHARLES SHILL**, 143 Bish, Dayton, O.

WANTED—HAMMOND ORGANIST OWNING his own Hammond organ, to play with name unit. **ELLEN CLAIRE**, President Hotel, Kansas City, Mo.

YOUNG LADY TO HANDLE TAME PYTHONs. Experience unnecessary. Send description or photo air mail. **C. C. McCLUNG**, Fairview Station, Birmingham, Ala.

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ALL KINDS, POPCORN MACHINES, ALL ELEC- trics, Gasoline, Roasters, Popping Kettles; also Vending Machines. Highest prices paid. **NORTHSIDE CO.**, Indianola, Iowa. my1

HAMMOND ELECTRIC ORGAN—ANY MODEL for cash. Address with full particulars. **BRADFORD PIANO CO.**, 715 N. Broadway, Milwaukee, Wis.

USED TRUNK FOR BASS DRUM, 16x28, OR Fiber Case Telescope, Round or Square. Write. **DRUMMER "HOB" RANKIN**, Ahoskie, N. C. x

WANT TO BUY — LIGHTING PLANTS, GASO- line or Diesel driven. Give full description and lowest cash price. **L. STANHOPE**, Wayne, Pa. my1

WANT 300 CUSHIONED BOTTOM AND BACK Theater Seats; also complete Booth Equipment. **R. C. A. Sound Supply Machines** preferred. Will buy complete equipment in about 300 seat house. **BOYD MILLIGAN**, 206 W. 7th, Ft. Worth, Tex.

WANT BLUEBIRD AND MASTER VENDERS and Imps. Also Candy Carded Merchandise, Ball and Stick Gum, Small Premiums. **BOX 365**, Tampa, Fla.

WANTED — FREAKS, CURIOSITIES, SHOW Attractions, Mounted Specimens, Old Weapons and Mummies; genuine or man-made. Pay cash or exchange attractions. **TATE'S CURIOSITY SHOP**, Safford, Ariz. ap17

WANTED TO BUY—ADULT PORTABLE CAR- ousel, Kiddie Whip, Kiddie Ferris Wheel. **SHOP**, 2406 30th St., Santa Monica, Calif.

WANTED—CELLULOID BLACK NO. 30 NAME Plates or Sheets. Also Social Security Plates. Give price. **FREEDMAN**, 227 East 119th, New York.

WANTED—MONKEY, TRAINED, AND ORGAN, guaranteed to work for me. Price if right. **D. D. MEYER**, 2319 3d Ave., Detroit, Mich.

WANTED—35MM. AND 16MM. PORTABLE Sound Projectors, Feature Films, Shorts, Movie Camera, Road Show Equipment. **FRED O. BENNETT**, Midland Studio, Midland, Tex.

WANTED TO BUY—HAMMOND ORGAN, State Model and Type Speaker. **ELLEN CLAIRE**, President Hotel, Kansas City, Mo.

WILL BUY HIGH STRIKER, TOP AND FRAME for Cigarette Shooting Gallery, Three Small Show Tops, Banners for Prehistoric Animal Show. **POST OFFICE BOX 6609**, Pittsburgh, Pa.

WILL PAY CASH FOR PORTABLE RIDES, ANY condition. For Sale—Two Wurlitzer Organs, LeRol Motor. Write. **RAY YARHAM**, Newton, Iowa.

WOULD LIKE TO BUY USED 8x10 or 10x10 Concession Tent, good shape, or trade a Devil's Bowling Alley for same. **JOHN KERSCHGENS**, Box 226, Charleroi, Pa.

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AT LIBERTY ACROBATS

AT LIBERTY—BAR PERFORMER, AERIAL OR ground bars. **LOUIS OCZVIRK**, 953 S. Francisco St., Los Angeles, Calif. ap24

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY — PARK Manager and Superintendent. Address care **PARK MGR.**, 3609 W. Rogers Ave., Baltimore, Md. ap17

PRESS AGENT, THEATER MANAGER, EX- ploiter, Booker, Advance Man, Reporter, Labor and Public Relations Radio Broadcaster, Producer, Announcer, Advertising Copy, Layout and Writer available. Write **HENRY**, 3275 West 21st Avenue, Vancouver, Can. ap17

Advance Agent wants to contact at once Magician with midnight Spook Show. Big money routes playing theaters, defense boom territories. Rush full details; state draft status. Address **Box C-112**, care Billboard, Cincinnati, O. ap17

AT LIBERTY BANDS AND ORCHESTRAS

14-PIECE ORCHESTRA — Available after May 20 for dance hall, club, lake resort, etc. Young and draft exempt. Non-union, two years' road experience. Go anywhere. **BOB ROBERT'S**, Box 70, Hillsdale, Mich. ap17

PRESENTING "THE SHADES OF SWING"— Small versatile nonunion dance band. Draft exempt; young, including black and white personnel. Desire nice spot within city limits only. Will accept week-end contract. Excellent references upon request. Now completing one nighters. Write. **CHARLIE WALTERS**, 119 Audubon Avenue, New York City.

AT LIBERTY CIRCUS AND CARNIVAL

At Liberty. No draft. As Property Man for Circus, member of I.A.T.S.E. 203, Easton, Pa., or for good medicine show playing one or two week stands. I am an all round medicine performer. Do all straight or characters. Do Magic, Picture Painting Acts, Chains, Shackles, Escapes, Rag Picture Acts, Mindreading Act, Irish Monologues. Have living car. I am a licensed moving picture operator. State all. I can also handle any kind of a concession. But no roll down or wheel. State all. **Charles Gesley**, 288 Mercer St., Philadelphia, N. J.

AT LIBERTY COLORED PEOPLE

HAMMOND ORGANIST — Girl, light complexioned, experienced, union. No organ. Desires location in some hotel in Detroit, Mich. Dinner music only. Will consider piano and solovox. State your highest salary in 1st letter. Salary now sixty per week. Available in May. **BOX C-126**, Billboard, Cincinnati, O.

Tenor Sax Player, Double on Clarinet—Read and fake, take off on both. Prefer location or train show. Write or write. **Wille Hodges**, 819 Saint Ann Street, New Orleans, La.

AT LIBERTY MISCELLANEOUS

Gagwriter, Idea Man — Writer of band novelties, patter gags, parodies. Wishes connection with legitimate act or radio station. Free to travel. **Frankel**, 3623 Dickens, Chicago.

AT LIBERTY MUSICIANS

AT LIBERTY — SWING Rhythm Drummer, thoroly experienced. No Miceys. Clean habits. Draft exempt. **DRUMMER**, 326 So. Randolph Ave., Elkins, W. Va.

BASSIST—3-A, 21 YEARS old, want location job in East. All offers considered, except sweet bands. Join in two weeks. Prefer big jump band! Salary, \$80.00 per week. **RED WOOTTEN**, 165 Ponca De Leon Ave., Atlanta, Ga. ap17

FRONT MAN, M. C., VO- calist. Experienced. \$60.00 minimum. Jump band preferred. **VERNE HALL**, 6535 Decatur St., Omaha, Neb., Tel. G1. 0536.

HAMMOND ORGANIST— Owner of Model E Concert Model. (Largest floor space, 5'x4'.) Desires position, New York City or 50 mile radius. Excellent library. College and conservatory background. Classics, semi, and swing. Union. Draft exempt. **BOX 424**, Care The Billboard, 1564 Broadway, New York.

A-1 VIOLINIST—DOUBLE ELECTRIC GUITARS, Spanish or Hawaiian. Excellent Reader. Can lead vaudeville. Union. Class 4-H. Would especially like Wisconsin location. 1006 Raynor, Joliet, Ill.

BANDMASTER AVAILABLE—FINE DIRECTOR. Teach Brass, Strings, Reeds, Drums. School, municipal, industrial bands, orchestras, or combined position. Many years' experience, including concert, symphony, theater, vaudeville and radio. In present position six years. Desire change. Excellent violinist and cornetist. Union. Over draft age. **BOX C-130**, Billboard, Cincinnati, O.

DRUMMER—10 YEARS' EXPERIENCE, UNION. Jump band preferred. Latest equipment. Location preferred. Married, have car. **FORREST GEORGE**, R.F.D. 10, Box 128, Springfield, Mo. Phone 35662. ap17

ENTERTAINING PIANIST — PLAY ALONE, Novel Songs. Ability, appearance. Read. Experienced club or tavern. Location only. Write **MAURICE LUCKETT**, Eddyville, Ky.

EXPERIENCED INSTRUMENTALIST — BARI- tone Horn, Trombone, Band Leader; fine musical education. References. **WILLARD CONNER**, Royalton, Minn. ap17

FLUTIST — EXPERIENCED. ALL OFFERS WEL- come. Write particulars. **C. KINAMAN**, General Delivery, Boston, Mass. ap10

ORGANIST — MODERN STYLIST, 18 YEARS concert, church, popular, radio. Will accept full or part time position in Chicago or suburbs using both popular and light classics. Also act as chorus, orchestra, musical director, actor, accompanist in connection. Union; draft exempt. **HERMAN F. REBER**, 2668 Washington Blvd., Chicago. Phone: Nevada 9113.

TRUMPET (CORNET) PLAYER — EXPERI- enced. Versatile. Want summer job, preferably in or near West Virginia, from late May until early September. Under draft age. Seriously consider all, but favor dance section work. Write **MUSICIAN**, P. O. Box 96, Moorefield, W. Va.

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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.

Anthony, Mrs. Lucille; Anthony, Winnie; Applebaum, Sam; Arbachke, H. R. (Rex); ARCHER, Louis; Applegate, Benny; Argot, Tom; Arice, Elna & Co.; Arley, The Three; Armstrong, Jack & Jorie; Arnold, Robt. (Bob); ARTHUR, Jos.; ASHLEY, Thos.; Laughlin; ASHMORE, Wilmer Rhea; Austin, Dorothy; Averill, Billy; Avery, Jos. R.; Avery, Ruby; AYCOCK JR., Douglas; Badger, Buckey; Bailey, Chas. E.; Bailey, Ray; BAILLIE, John B.; Baker, Billie; Baker, Neville H.; Balingier, Mrs. Eva June; Ball, Lucky; Balleutine & Co.; Bankoff, Iran; Bapp, Mrs. A. G.; Barachman, Essie; Barbee & Flay; Bard, Giles Hess; Barker, T. C.; Barleil, Bud; Barlow & Bernie; Barlow, Harold; Barlow, Wm. & Margaret; BARMAN, Leslie; Barnea, Mrs. Helen; Barnes, M. E.; BARNES, William; BARNETT, Benl.; Barney, Catherine; Baron Bros.; Barr, Leonard; BARR, Walter Otis; Barra, Caprio & Boys; BARRICKMAN, Wm. Ernest; Barry, Dave; Barry, Walter; Barry, Wm. T.; Bartholemew, II.; Basso, Mrs. Alex; BATES, Wm. Leon; Baxter, J. A.; Bayless, Mrs. Alma; Beach, Elmer; Beach, Harry; Beadley, Arthur; BEADY, Abram D.; Beal, Al; BEARFIELD, Robt. Carl; BECK, Waldener; Bedini, Jean & Harry; Bedwell, L. B.; Beebe & Co.; Beem, John H.; BEIGHLEY, Douglas Ray; Bell, Geo.; BELL, Richmond; Belling, Clem & Co.; Bel-haw, Gladys; Benet, Jos.; Benze, Robt.; BENNETT, Chas. Franklin; Bennett, S. M.; Bennett Sr., El; Bennett, Frosty; Bentley, Ben D.; Bentley Trio; BENTON, James; Ber, Frank A.; BERKOWITZ, Harry; Belmont Bros.; Bernard & Jensen; Bernard, Freddie; BERNARDO, John; Bernhardt, Babette; Bernstein, Mrs. Barbara; Bernstein, Low "Blinky"; Bertag Sisters; Bethune, Gus; Biddle's; Concessions; Billie & Millie; BISHOP, Chas. J.; Bishop, Geo. P.; Bishop, Johnny; BLACK, Bernard; Black, C. T.; Black, Morris B.; Blake, & Lambert; Blakey, Mrs. Ben; Blanchards, The; BLANK, Theo.; Rosserelt; BLANKENSHIP, Walter; BLANTON, Harry; Blushy, Mrs. Mabel; Blenders, Four; Blue, Jean; Bluestein, Sam; BOATRIGT, James Dudley; Bobbie (Horse Boy); BODY, Jerry; Bogosh & Bardino; Bohn & Behn; BOHN, Rosser S.; BOLLIN, Oscar V.; Bond, Frank Jas.; Bonnie & Phil; BOOKMAN, Chas. C.; BOONE, Robt.; BOOTS, Chas. D.; Boswell, Joseph; Boswell, Sil; BOUCHER, Wallace V.; BOUDREAU, John; BOWEN, Arthur; Bowen, Howard G.; Bowen's Joy Land; BOYCE, Wm. Wilfield; ROYD, CHAS. R.; Boyd, Frank; BRADLEY, Alonzo; Bradley, Millicent; Brandt, Floyd G.; BRANGLE, Lawrence J.; Brannon, John T.; BRANTLEY, Ernie P.; BRASHEARS, Clyde Aron; Brazell, J.; BREACH, Howard; BRESK, Frank; Brewer, Wm.; BRICKLEY, Chas. 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HALL, Ray David
HALLER, Jos. Chas.
HAMILTON, Floyd Delbert
Hamilton, Leo
HAMILTON, VIRGIL CHAS.
HAMMICK, SCHMIDT, Geo.
HAMMOND, Carl
Hammond, Mel
HAMPTON, Clyde Cecil
Hamrick, Mrs. J. W.
HANBERRY, Edw. Eugene
HANDLY, Earl Fred
HANSEL, Homer
HANSEN, G. J. Anderson
HANSON, Arthur
Hanson, Dutch
Hanson, Lois T.
Hartin, Mrs. Linda
Harter, LaRose
HARE, Lionel
Harnas, Geo.
HARNER, Herman Chester
Harnas, Geo.
Harper, Harry
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HARPER, Willard Frank
Harrell, Ralph
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HARRINGTON, Wm. J.
Harris, Bud & Co.
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Harris, Mary
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HARTMAN, Nate
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Harvey & Boice
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HARVILLE, Albert
Haskel, M. (Speed)
Haskel & Osoi
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HAYDEN, James Alderman
HAYES, John Wm.
HAYES, Kay
Hayes, Suicide
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Haynes, James
HAZEL, Wm. Robt.
Head, Robt.
HEAD, Arden
HEADINGS, Victor A.
Hegeman, W. E.
Heggins, Pat
Hehmann, Egon
HEINSOHN, Walter Leo
Hehnes, Geo.
HELMINSKI, James
HEMRICK, Everett J.
Henderson, E. G. (Grabbe)
Henderson, Warren
Hendricks, James W.
Hennessey, Col.
HENNESSY, Frank Wm.
Hennies, Mrs. Rose
HENRY, Clifford Paul
Henry, Jim Goon
Henry, Vernon
HERSHEY, Roy Webster
Henshaw, Bobby (Uko)
Hemaghty, P. E.
Herman, Bert
Herman, Eddie
Hendon, Mrs.
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Hess, Sam
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Hicks, Wm. R.
HIER, James Frederick
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Higgins, Windy
Hilderbrand, Frank B.
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HITE, John Edwin
HOACH, Robt. Lamberton
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Hoffman Trio
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Hoffman, Paulino
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Holley, Agnes (Mr.)
Hollis, Wm. Donald
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Hubber, Jack H.
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HUGH, Wm. Oscar
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INMAN, James Milford
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ISON, EUGENE
Ivallo, Lawrence
Ivy, Jim
JACKSON, Edw. Frank
Jackson & Blackwell
Jackson, N. L.
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Jeffery, Jerry
Jenkins, Bo
Jenkins, Rita & Chas.
Jeter, Van L.
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JOHNSON, Claude Thos.
JOHNSON, Clayton
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JOHNSTON, Jerral Poist
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JONES, Edw.
Francis
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JONES, Harold
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Jordan Trio
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Jordan, Ed
Jordan, Jess
Jordau, Toby
Jung, Mrs. Elsie L.
Kaitio Trio
KANE, Wm.
Kane, Harold
Kann, David Abo
Kaplan, Ben
Kaplan, Sam
Karn, Edw. L.
Karnoles, The
Katzen, Al
Kavalin, Al
Kay, Bobbio
Kay, Kyra
Kay, Miss Toney
KAYNE, Don
Kealoha, Turea
Keating Catherine M.
KEATTS, JAS. OTTO
Kee, & Tuck
Keene, Chas. & Kitty
Keene, Margie
Keane, Lawrence
Keith, P. H.
KELLEHER, Robt. Jos.
Keller, Lester C.
Kelley, Jack W.
Kelly & Hayes
Kelly, Andy
KELLY, Harry Alvin
Kelly, Mrs. Jack
Kelly, Michael Pollock
Kelly, Slim
KELSEY, Gleason F.
KELSEY, Harold Glen
Kennedy, Don Earl
Kenner, Ben
Kelton, Aerlitt Clyde
KENNEDY, Michael F.
Kent, Robt. Lane
Kenton, Stan
KENYON, Howard
Kenley, Dixie
KERMAN, Brit
Kern, John
KETCHEL, Norman S.
Kew, Estelle
Keys, J.
KHAN, Ramon Ali
Kibe, Eddie
Kimball, Dade
King, Mrs. Alma H.
King, Mrs. Annie Lee
King, Billy (Magician)
King, Bobby
KING, Geo. Wm.
KING, Gilbert Henry
King, Margaret
KING, Ward Earle
Kinney, Jim
Kirk & Clayton
Kleider, Paul
Klington, Chet
Kling, Pete
KNIGHT, DALLAS C.
KNIGHT, Hugh B.
Knight, Kitty
Knight, Peaches
Knight, Scarlett
Knight, Stanley
KNODELL, Geo. Wilson
KNOWLES, Walter H.
KOSCHOWSKI, Geo.
KOVASH, Stephen
Kozloff, Stanley
KRAUSE, Roy Malcolm
Krotekos, Peto
Kruiner, Kathleen
Krug, C. H.
Kunat, Mrs. Stanley
Kurtz, Albert
Kussman, Elmer G.
Kunz, Alfred H.
KYE, JAS. EDW.
LaBeau & Louise
LaBounty, Paul
LaGrange, Billie
LaMORT, Harry L.
LaTemple & Co.
LaVola, Eva
LABAW, Jas. Wm.
LACK, John Monroe
LACY, LeRay L.
Lacey, Mary Ruth
LAIRD, Geo. Martin
LAJORE, Wm. W.
LAKEN, Harry Russell
Lamar, Mrs. H. L.
Lamb, Alexander
Lambert, Chas. Chief
LAMBERT JR., Jess H.
Lambert, W. H.
Lamont, Harry
LAMSON, Theo. Robt.
LANE, George
Lander, Patrick J.
Lane, C. E.
Lane, Jack & Love Birds
Lane, Thos. H.
Lang & Lee
Langley, George
Lankford, Mrs.
Lanos, Bill
LAPORE, Mattio Jos.
Large & Morguer
Large H. P.
LARSSEN, Carl Peter
LARSON, Jas. Jos.
LASHLEWITZ, Victor
Lasley, Fred & Ruby
LATTIMRE, Gilbert Frank
LAUFER, Donald Thimo
Lauren, Gay & Ginger
Laurent, Mary
LAWRENCE, Burgess
Lawson, Willie
Lawton, Jerry
Laz Al
Lazellias, Aerial
LeROY, JONES
LeRoy, Louis & LeRoy, Ray
LEATHERMAN, John Riley
Lee, Alma
Lee, Coy
Lee, Dorothy
Lee, Robert E.
LEE, Shirley
LEE, Willey
Leeper, Jack
Lemay, Jimmy & Dad
LEMBEKE, Franklin D.
Leo, Ivan
Leonard, Arthur
Leonard, Eddie
Leroy & Rosy
Leroy's Dugs
Cherie
Lester, E. N.
Lester, Noel
Levitch, Prof. L.
LEWIS, Chas. Thos.
Lewis, Harry V.
Lewis, Maggie E.
LEWIS, Richard Edw.
Lewis, Robt. X.
LEWIS, Wm. Carlile
Lj. Nalla
LIBONATI Trio
LIEDKE, Lester N.
Lightning Flashes, Three
Lilsan, Mrs. Rose
Lincoln, Mrs. Dottella A.
LINKOUS, Justin M.
LINTON, Willis Irvin
Lisle, Sandy
List, H. B.
List, Herman Sanford
LITTLE, John L.
Littell, Joe
LITZINGER, Peter Jos.
Locke, Samuel
Loftstrom, Wm.
Lohman, John
Lomack, Carl
Loney, Geo. Malona
LONG, Chris Wm.
LONG, Jos. Edw.
Long, Leon
LOPEZ, Jas. Bud
Lord & Sherry
Lottom, L. P.
Lovell, Jack
Lovett, Geo.
Lovett, Tom
Lovette, Villa
Lowe, Floyd H.
LOWRY Jr., Herbert H.
Lucas, Chas.
LYSK, Jas. Otto
LYERLY, Clarence
Lyn & Lazzaroni
LYNCH, John Jos.
Lynton, Jons & Dean
Lyons, Bayne
Lyons, Bert
MacDonald, Bruce
MacDonald, Mack
McABEE, Arlie King
McALEER, John Francis
McCAHEM, Frank Oliver
McCall, George
McCann, James
McCARTHY, Chas. Patrick
McCaull, Robt. J.
McCleod's Scotch Highlanders
McCullum, Virgil Albert
McComb, Ernest
McComb, Thos. J.
McCormick, Trixie
McCOY, Herbert
McCracken, Howard T.
McCREADY, Claude M.
McCreary, E. D.
McDowell, Karl
McEntire, V. C.
McFarland, Isaac
McFarland & Brown
McFarland, Tobe D.
McGIRE, Richmond
McGLIN, Jos. Vernon
McGOWAN, FRANK JOE
McGUIRE, Peter D.
McIntyre, Fred
McIntyre, Jim
McKean, Frank
McKinnay, Roy
McKIVERGAN, Thos.
McKnight, Clarence H.
McLean, D. D.
McLendon, Robt. F.
McMahon & Adelaide
McMULLEN, Wm. Bingham
McNEAL, James Samuel
McNicholas, Mike P.
McQueen, R. C.
MCPHERSON, Eugene C.
McROBERTS, Robt. Chas.
Mack Bros., Three
Mack, Doris & Curley
MACK Jr., John
Mack, LaRue
MACEY, Jos. Alvin
Macks, Six English
Maddox, Earl Lee
MADDOX, Jas. F.
Madison, James
Madison, Salley
MAGGIO, Tony
MAGSON, Herbert
MAGUIRE, Wlenston
Mahler Jr., Joe
Maida & Perez
Mainard, A. L.
Maines, Johnny
Males, Mrs. Jack
MALLERY, Richard
MALONE, Otis E.
MALPIN, Sam
Mandel Bros.
Mandrell, Mrs. Allice
MANGANELLE, Jas. Francis
Manley, H. A.
Manley, R.
MANIS, Wm. Addison
Mansion, Francis J.
Marasco, R.
March & Plan
March, Edward
March, Walter
March, Sensational
Marens, Robert
Marder, Phil
Maretta, Roy E.
MARION, Sidney Ray
MARLEY, Fred Brown
MARLIN, Thos. Jefferson
Marlow, Don
Marlow, Jean
Marlowe & King
Marlowe, Frankie
Marquardt, Hugo
MARSH, Jesse B.
Marshall & Shields
Marshall, Connie
Marshall, Troy
Marshall, Eddie R.
Martin, Art
MARTIN, Geo. Cornelius
Martin, Joe W.
Martin, Johnnie
Martin, Vivi
Moriarty & Dell
Morrell Sisters & Billy
Morris, Mrs. Lotta Davis
Morris, Chip
MORRIS, Clarence W.
Morris, Jack
Morris, Mrs. Milton
Morrissey & Co., Tex
Morrison, Jack
MORSE, John Sawyer
Mort, Mrs. Dorothy
Mortenson, Mrs. Fred
Morton, Carroll
Moss, Clarence
Moto-Mustrels
MOTT, Edw. Leo
MOUNTS, Homer Wm.
Mulkey, Virgil H.
MULLEN, Robt. Louis
MUNCY, Marshall B.
Munroe & Adams
Murdock, Robt. K.
Murphy, Bob Red
Murphy, Mrs. Ethel & Herbert
Murphy, Frances
MURPHY, Jack Patrick
MURPHY, John Wm.
Murphy, Joseph
Murphy, Warren M.
MURRAY, James O.
Murray, Wm. E.
Muso, Pearl Sweet
Myers, Buster
MYERS, Emory Edw.
Myers, John
Myr, Jos.
Nagle & Co., Bert
NAUGLE, MICHAEL ANDY
Nelson & Evans
Nelson, Bob
NELSON, Donald Oliver
Nelson, Elaine
Nessley & Norman
NESTOR, Carl C.
Newcomb, Ken K.
NEWTON, Lewis Isaac
Newfield, Harry
Nicholas, Clifford Clyde A.
Nichols & Halsey
NICHOLSON, Clyde A.
NIXON, Ezra Frank
Noble Trio
Nolter, Chas. C.
NORMAN, Freeman Virgil
NORTON, Ralph J.
NOYES, Robt. Clifton
Noll Jr., Ernest
NYE, John R.
O'Brien, Donald
O'Brien, Julie
O'Brien, Michael
O'Brien, Miss Pat
O'Brien, Wm. Jennings
O'CONNELL, Daniel B.
O'Connell, Peto
O'Connor, John J.
O'Connor, Martin J.
O'DANN, WALTER
O'Dare, Al
O'Dare, Peaches
O'Day, Jack Peg
O'Day, Jimmy
O'Hagan, The
O'HARA, Jos. Patrick
O'HARA, Mike
O'Malley, Mike
O'Neil, Tommy
O'Neils, The
O'Reilly, Jerry
O'Steen, Jas. Leo
OCEAN, Michael
ODEN, Milton Leo
Oderkirk, C. J.
OKENSTROM, Fred
OKEVEB, Louis
Olenik, John
Oliver, Otis L.
OLLIVIN, Edwin H.
Olympia Trio, The
ORICK, John Burnett
Orr & Co., Chas. Street
OSBORNE, Charles T.
OSTERMANN, Arthur J.
OWENS, JESSE WILSON
OWN, GEORGE
OXFORD, Harry
Page, Lida
Paige, Geo. W.
Painter, Wm. Leroy
PALING, Chas. Howard
PALMER, Earl Garnet
Palmer, Leo
Palmer, Zetta
PALMERINO, Chas. Jon.
Pan Amer. Train Show
Parent, Art
PARK, GEORGE
PARKER, Doy Madison
PARKER, Wm. Westley
PARKERS, DAVID JOHN
Parry, Mrs. Marion
PARSONS, FRED
SKILLINGER
Patterson, Harry
PATERSON, Russell Francis
Paulert, Albert
Paul, Bob
Pawlak, Mrs. J.
PAYNE, Wm. Groer
Payson, Howard
PEASE, John William
PeeWee, Murry & Dean
Pelletiers
Pendergast, Toni
PENDLETON, Floyd W.
PENNINGMAN, Fred Garry
PENNINGTON, Jas. Herbert
Pentz, Frank
Pepito & Juanito
Perdue, Elmer
PEREZ, HARRY HENRY
PERRY, Harvey O.
Perry, Frank
Perry, Robert
Perry, Mrs. Tillie
Perry, Mrs. Ollie
RINEHEART, James C.
RING, John Isidor
Ritter, Mario
RIVERS, Wm. Geo.
Robbin, Battle
ROBBINS, John Manuel
ROBBINS, Walter
Roberts, Dr. Bert C.
Roberts, Earl
Roberts, Francis
Phillips, Walter
Phillipson, Harry
Pielot, Alexander
Piedlato, Jos. A.
Pierce, Rufus
Pietras, W. J.
Pike, Buster
PIKUL, Frank A.
PIZZI, Domitio P.
POLATTE, Leo
Polo, Eddie
POMPENI, ANTHONY
PORACKI, Jos. S.
Porter, Glen
PORTEL, Howard Knox
Porter, Leo
Porton, Oa
Potts, Helen
Potts, N. J.
POWELL, Frederick Wm.
Power, Jimmie
POWERS, Harvey Franklin
PRESSON, Dewey
PRESTON, Jas. Thos.
Price, Lester
Priddy, Francis
Pridmore, Tom
Pritchard, John
Pritchard, B. Franklin
Pritchette, Goldie
Proctor, Robt.
Pryce, Lester
PURVIS, Earl W.
Purvis, Mrs. Frances
Putman, S. J.
RADEMACHER, Arwin J.
Radio Jesters
Raftone Sisters & Gay
RAGLAND, Thos.
Raley, Mrs. Ruth
Rabinson, Jos.
RAMBEY, Harry Ernest
RAMSEY, Wm. Otle
Raner, George
Rau, Jack
Ravel the Magician
Rawlings, Mrs. Cecil
Ray, Jimmy
Ray, Reuben
Ray, Val
Raye & Arthur
Raymond, Gregory & Cherie
Raymond, Mrs. Jackie Jean
Raymond, Nick
RAYMOND, Paul Eugene
Raywin, Hal & Hilda
Rea, John J.
Rea, John T.
Reed, Russell Roy
Reddick, Johnnie
Redford & Wallace
Redman, J. B.
Reed, Ellwood
Reed, Wilbert
REES, Jas. Alfred
REESE, ELMER CALVIN
REESE, RICHARD STANLEY
REEVES JR., Johnnie
Reegan, Doc L. H.
REGAN, Elmer B.
REICHMAN, Harry
Reid, Stella
REIGEL, Geo. Wm.
Reilly, Lou
REILLY, Mark Philip
Reimer, Doc
Reimbrant Trio
Renolds, Jean
Retter, Dezzo
REYNOLDS, Jimmie Clarence
Reynolds Pyramid
Reynolds, Ralph J.
REYNOLDS, Thos. Jos.
Rezford, The
Rhodes, Mrs. Pearl
RHODES, Samuel Luther
Rice, Cecil G.
Rich & Gibson
RICHARDSON, Carl Eugene
Richie, Jimmie
Richter, Jack
Richter, Louise
RIDDLEY, LeRoy
RIGGS, JOHN LESLIE
Riggs, Mrs. Lillian
Riley, Art
Riley Jr., E. D.
RILEY, Edw. Joa.
RILEY, Jack
Riley, R.
Rinehart, Mrs. Bye
Rinehart, Ollie
RINEHEART, James C.
RING, John Isidor
Ritter, Mario
RIVERS, Wm. Geo.
Robbin, Battle
ROBBINS, John Manuel
ROBBINS, Walter
Roberts, Dr. Bert C.
Roberts, Earl
Roberts, Francis
Silverlake, A. G.
SIMMONS, Fred Henry
Simmons, Joanna
SIMON, Irving Jacques
SIMPSON, Chas. E.
Stimpson, Jimmy
Stimpson, Oscar
Sineley, Mrs. Ida
SINES, Geo. Grover
Singer, Herman
SINK, Staley Maynard
SINSKY, John
SKEHAM, Jas. Jos.
SKRWANIE, Claude
Slavin, John
SLOAN, Mr. Midge
Small & Lane
SMITH, Abner Crawford
Smith, Andrew B.
Smith, Clarence W.
Smith, Mrs. Ethel
SMITH, Earl Franklin
Smith, Frank Carl
Smith, Harry Scott
Smith, Hazel
SMITH, Howard B.
Smith, Jas. C.
SMITH, Marvin E.
Smith, Rastus
SMITH, Rufus R.
SMITH, Samuel Louis
Smith, Willie B.
Smith, Wm. Bradley
SMITHLY, John Monroe
SMITHLY, John Jos.
Smitty & Block
Smucker, Marie K.
Suidow, Geo. H.
SNOW, Onel Harry
SNOWDEN, Pat Snyder, Dawson Everett
Snyder, Wm. H.
Solomon, Henry
Sorensen, Ed
Sorensen, Robt.
SOUCY, Jos. May
Ryan, Geo.
Ryan, James E.
Ryhe, Charlie
Ryan, Louis Henry
RYAN, Patrick Sabatier, Maurice
Safford, Carl
Sakobie, Sherrill
Samuels, Al
Sanborn, Mrs. Beatrice
SANDERS, Eramett V.
Santo, Alex
Sargent, Wm. H.
Sargent, Wm.
Satro, Sally
SAURO, Michael
SAVAGE, Burton P.
SAWYER, HUGH TOM
Sawyer, Max
Scaillon, Wm. J.
Schaffers, George
Schermhorn, Loyd A.
Schlauma, A. R.
SCHMIDT, Daniel H.
Schreck, Geo.
Schriver, Clarence
SCHUEMAKER, Hoyt Wilbur
SCHULTZE, Edwin R.
Schultz, Mrs. Francis
Schwaeba, Chas.
Scott, Dorothy
Scott, Pat
Scott, Gilbert
Scott, Mrs. Giles
Scott, Jas. Anderson
Selby, Ginger
Seller, Stanley
Sells, Bobby
Sells, J. W. Pop
SELLS, Jay Wilson
Sells, Virgil
Senter, Lloyd
Serrette, Molly
SERWATKA, Thos.
Setz, Val
SEXTON, R. A.
SEYMOUR, Lloyd Wm.
SHADDOCK, Richard Thos.
Shafer, George
SHAEFFER, Harry Meil
Sham, Mrs. Francis
Shamba, W. J.
Sharkey, Thos. F.
Shaw, Idylle & Billy
SHEA, Wm. Walter
Shepard, Mrs. Roy E.
Sberman Bros. & Tessio
SHERMAN, Ezio
Sherman, Jack J.
SHERMAN, Thomas
SHERWIN, Harry Lawrence
Shirley, Arthur
Shoemaker, Jack
Shortcove, Mrs. Dian
Shriner & Mary
Shney, Wm. D.
Shamon, Chuck
SICKEL, August
Sichels, Bob
Siegfried, the Great
Siegfried Trio
Shoman, Hank
Shirman, Christine
Sills Jr., Fines Hall
SIMMONS, Chas. J.
Stalac Bros. & Pearl
STANLEY, Frank
Stanley, Mrs. Rose
STANSBERRY, Mearl Robt.
Stapels & Army
Staples, Mrs. Thos.
Star & Leo
Starr & Maxine
Stark, Lealie
Starr, Ivan
Stearns, Henry
STEIN, Leo Nathan
Stechl, E. B.
Stevens Bros. & Bog Boy
Stevens, Margie
STEVENS, Miller
Stevens, Victor I.
Stewart, Ernie
Stine, C. J.
Stinson, Jack
STONE, Jackson Wilson
Straub & Leo
Streamline Trio
Strong, Harriett
Street, Freddie
Stringer, Bill
Strohl, A. H.
STROHL, Edward
STROUD, Earl Leroy
Stuart, Chas. Edw.
STYLES, Talmadge R.
SULLIVAN, Silliman Henry
SULLIVAN, Wm. H.
Sumnor, B. E.
SUMNER, Keith Maynard
Sundstrom, John B.
Sunshine, Mrs. June
Sutton, Mrs. W. B.
Sutton, K. Robt.
Swain III, Dr. A.
SWEGLE, Howard N.
Swift, Jackie
Suzette
Sykes, Vera
Sza & Young
Tabetos, Three
Talbot Jr., Geo. Burl
TAM, Alex
Tarbes, Max M.
Tavlin, Jack
Taylor, Billy
Taylor, Bob
TAYLOR, Cyrenus O.
Taylor, Fred F.
Taylor, Jack M. E.
TAYLOR, Leon
TAYLOR, Wesley Allen
(See ROUTES on page 81)

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

When Writing for Advertised Mail, Please Use Postcards.
Also state how long the forwarding address is to be used.

Dayton—Montgomery Co. Fair. Sept. 6-9. R. C. Harris.
 Delaware—Delaware Co. Fair. Sept. 21-24. John Wagner.
 Delphos—Allen Co. Agri. Soc. Aug. 24-28. Art O. Wulfhorst.
 Jefferson—Ashtabula Co. Agri. Soc. Aug. 17-20. E. W. Lampson.
 Lancaster—Fairfield Co. Agri. Soc. Oct. 13-16. Russell W. Alt, R. R. 1, Baltimore.
 Lucasville—Scioto Co. Agri. Soc. Aug. 17-21. A. S. Moulton.
 Marietta—Washington Co. Agri. Assn. Sept. 6-3. L. E. Apple.
 Marion—Marion Co. Agri. Soc. Aug. 29-Sept. 3. Paul D. Michel.
 Millersburg—Holmes Co. Agri. Soc. Sept. 8-11. H. C. Logsdon.
 Montpelier—Williams Co. Agri. Soc. Sept. 14-18. E. B. Thompson.
 Napoleon—Henry Co. Agri. Soc. Sept. 1-4. James MURRAY.
 Norwalk—Huron Co. Agri. Soc. Aug. 31-Sept. 3. Mrs. Elfreda Crayton.
 Old Washington—Guernsey Co. Agri. Soc. Sept. 15-17. Dr. M. E. Hartley, Cambridge.
 Ottawa—Putnam Co. Agri. Soc. Oct. 5-9. Joseph L. Brickner.
 Plain City—Plain City Agri. Soc. Aug. 1-4. H. S. Foust.
 Randolph—Randolph Ind. Agri. Soc. Sept. 17-18. R. P. Hamilton.
 St. Clairsville—Belmont Co. Agri. Soc. Sept. 9-11. Wm. R. Butcher Jr.
 Smyrna—Tri-County Ind. Agri. Soc. Sept. 23-25. H. M. Fitch, Moorefield, O.
 Tiffin—Seneca Co. Agri. Soc. Aug. 24-27. C. B. Baker.
 Toledo—Lucas Co. Agri. Soc. Sept. 16-19. Chas. Glenn.
 Upper Sandusky—Wyandot Co. Agri. Soc. Sept. 14-17. H. A. Hudson.
 Van Wert—Van Wert Co. Agri. Soc. Sept. 6-10. N. E. Stuckey.
 Wapakoneta—Auglaize Co. Agri. Soc. Aug. 29-Sept. 3. Harry Kahn.
 Washington C. H.—Fayette Co. Agri. Soc. July 27-31. Frank E. Ellis.
 Wauseon—Fulton Co. Agri. Soc. Sept. 6-9. H. E. Schwall.
 Wilmington—Clinton Co. Agri. Soc. Aug. 10-13. Gertrude Hanks.
 Woodsfield—Monroe Co. Agri. Soc. Sept. 1-3. Ralph Schumacher.
 Xenia—Greene Co. Agri. Soc. Aug. 3-6. Mrs. J. Robt. Bryson.

Oklahoma
 Anadarko—Caddo Co. Free Fair. Sept. 15-18. E. T. Cook.
 Mangum—4-H Club Fair. Sept. 15-18 (tentative). Bill Beck.
 Muskogee—Oklahoma Free State Fair. Oct. 3-10. Ethel Murray Simonds.
 Oklahoma City—Oklahoma State Fair & Expo. Sept. 25-Oct. 2. Ralph T. Hemphill.
 Purcell—McClain Co. Free Fair. Sept. 9-11. Forrest Nelson.

Oregon
 Gresham—Multnomah Co. Fair Assn. Aug. 23-29. A. H. Lea, Oregon Bldg., Portland.
 Salem—Oregon State Fair. Sept. 6-12. Leo G. Spitzbart.
 Tillamook—Tillamook Co. Fair. Aug. 18-21 (tentative). C. H. Bergstrom.

Pennsylvania
 Allentown—Great Allentown Fair. Sept. 21-25. M. H. Beary.
 Bedford—Bedford Fair Assn. Aug. 16-21. A. C. Brice.
 Bloomsburg—Bloomsburg Fair. Sept. 27-Oct. 2. Harry B. Correll.
 Butler—Butler Fair & Expo. Aug. 10-13. C. M. Miller.

Clearfield—Clearfield Co. Fair. Aug. 2-7. Wm. Brice Jr., Bedford, Pa.
 Cockport—Green Township Fair Assn. Sept. 16-18. J. D. Joiner, Alverda, Pa.
 Ephrata—Farmers' Day Assn. Sept. 29-Oct. 2. Ira B. Fasnacht.
 Flourtown—Flourtown Fair. Aug. 4-14. Wm. J. Goss.
 Greensburg—Hartold Community Fair. Probably Aug. 19-21. J. H. Silvis Jr.
 Hanover—Pores' Park Free Fair. Sept. 7-12. A. F. Karst.
 Hatfield—Montgomery Co. Fair Assn. Sept. 5-11. Alton K. Kinsey.
 Jennerstown—Jenner Fair Assn. Sept. 6-10. A. D. Lape, Jenners, Pa.
 Laurelton—Union Co. West End Fair Assn. Sept. 8-11. Wm. Bauserman.
 Lehighton—Lehighton Fair. Sept. 6-11. Frank R. Diehl.
 Mercer—Mercer Central Agri. Soc. Aug. 17-21. J. P. Orr.
 Pleasant Valley—Springfield Farm Show. Nov. 11-13. Roy H. Giesmann.
 Red Lion—Gala Week Fair. July 19-24. R. M. Spangler.
 Selinsgrove—Selinsgrove Night Fair. Week of July 19. Leland E. Fisher.
 Stoneboro—Stoneboro Fair. Sept. 3-6. Walter B. Parker.
 Tionesta—Forest Co. Fair Assn. Sept. 16-18. Ida J. Peebles.
 Tioga Junction—Tioga Valley Fair. Sept. 2-6. Carl H. Forrest, Lawrenceville.
 Yellow Creek—Northern Bedford Co. Fair. Oct. 21-23. Howard F. Fox, Loysburg, Pa.
 York—York Interstate Fair. Sept. 14-18. Samuel S. Lewis.

South Carolina
 Anderson—Anderson Fair. Nov. 1-6. J. A. Mitchell.
 Chesler—Chester Co. Colored Fair Assn. Oct. 13-23. Wayman Johnson.
 Greenwood—Greenwood Co. Fair. Oct. 18-23. E. B. Henderson.
 Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 13-15. W. C. Lewis.
 Sumter—Sumter Co. Fair. Oct. 25-29. J. Cliff Brown.

South Dakota
 Mitchell—Corn Palace Festival. Sept. 27-Oct. 2. E. A. Kirkpatrick.

Tennessee
 Alexandria—DeKalb Co. Fair. Aug. 25-28. Rob Roy.
 Carthage—Carthage Agri. Soc. Aug. 18-21. W. B. Robinson.
 Columbia—Mid-State Fair. Week of Aug. 23. George L. Buchnau.
 Huntingdon—Carroll Co. Fair. Sept. 28-Oct. 2. J. F. Wallers.
 Jamestown—Pentress Co. Fair. Sept. 9-11. P. G. Crooks.
 Murfreesboro—Mid-State Colored Fair. Aug. 18-21. Dr. James R. Patterson.
 Trenton—Gibson Co. Fair. Sept. 22-25. Jua. R. Wade.

Texas
 Dallas—State Fair of Texas. Oct. 9-24. Roy Eupard.
 Leonard—Leonard Fair Assn. Sept. 28-Oct. 2. H. H. Blackburn.

Utah
 Salt Lake City—Utah State Fair. Sept. 4-9. Sheldon R. Brewster.

Virginia
 Danville—Danville Fair Assn. Oct. 5-8. C. L. Booth.
 Lynchburg—Lynchburg Agri. Fair Assn. Sept. 6-11. L. H. Shrader.
 Martinsville—Henry Co. Fair Assn. Sept. 13-18. O. B. Hensley.

Orange—Orange Firemen's Fair. July 5-10. E. H. Rouse.
 Pennington Gap—Lee Co. Fair. Sept. 15-18. E. C. Lammington.
 Petersburg—Southside Va. Fair. Oct. 4-9. R. Willard Eanes.
 Richmond—Virginia State Fair. Sept. 26-Oct. 2. Chas. A. Somma.
 Suffolk—Tidewater Fair Assn. Oct. 19-22. H. C. Holoman.
 Woodstock—Shenandoah Co. Fair Assn. Sept. 14-17. Frank M. Fravel.

Wisconsin
 Cedarburg—Ozaukee Co. Free Fair. Aug. 13-15. H. F. Kaul, Thiensville, Wis.
 Chippewa Falls—Northern Wis. Dist. Fair. Aug. 3-8. A. L. Putnam.
 Crandon—Forest Co. Agri. Soc. Aug. 24-27. R. M. Ritter, Argonne, Wis.
 Elkhorn—Walworth Co. Agri. Soc. Sept. 3-6. Chas. A. Jahr.
 Elroy—Elroy Fair Assn. Aug. 6-8. Clarence Simon.
 Gays Mills—Crawford Co. Fair. Sept. 9-12. Leonore M. Feldmann, Prairie du Chien.
 Gillet—Oconto Co. Youth Fair. Aug. 27-29. Emery J. Ansgore.
 Green Lake—Green Lake Junior Fair. Aug. 6-8 (if held). A. D. Carew.
 Jefferson—Jefferson Co. Fair. Aug. 5-8. Horace L. Burt.
 Luxemburg—Kewaunee Co. Fair. Sept. 4-6. Julius Cahn.
 Menomonie—Dunn Co. Free Fair. Aug. 21-26. R. L. Pierce.
 Mineral Point—Southwestern Wis. Fair. Sept. 3-6. C. L. Winn.
 Oshkosh—Winnebago Co. Fair & Expo. Aug. 31-Sept. 3. Taylor G. Brown.
 Platteville—Badger State Fair. July 3-5. W. G. Pitts.
 Plymouth—Sheboygan Co. Fair. Sept. 3-6. W. H. Eldridge.
 St. Croix Falls—Polk Co. Fair. Sept. 10-12. W. R. Vezina.
 Stoughton—Dane Co. Junior Fair. Aug. 7-8. O. O. Hoel.
 Superior—Tri-State Fair. Third week in Aug. M. H. Lavine.
 Webster—Central Burnett Co. Fair Assn. Sept. 2-4. R. E. Krause.
 Westfield—Marquette Co. Agri. Assn. Sept. 4-7. W. P. Fuller.
 Weyauwega—Waupaca Co. Fair Assn. Aug. 13-15 (tentative). Frank Haffner.

Wyoming
 Powell—4-H Fair. Aug. 23-26. R. A. Roney.

Canada
ALBERTA
 Benalto—Benalto Fair & Stampede. July 27-28. C. B. Pugh.
 Calgary—Calgary Exhn. & Stampede. July 5-10. J. Chas. Yule.
 Red Deer—Red Deer Fair. Aug. 5-7. D. W. Robertson.
 Vegreville—Vegreville Exhn. Assn. Aug. 2-4. John Fitzallen.
 Vermillion—Vermillion Agri. Soc. July 24-26. S. C. Heckbert.

BRITISH COLUMBIA
 Mission City—Mission Agri. Assn. Sept. 10 (tentative). Mrs. Ethel Ogte.

MANITOBA
 Brandon—Provincial Exhn. of Man. June 28-July 3. Miss B. M. Benson.
 Carman—Dufferin Agri. Soc. July 1-3. Gordon Peck.
 Gilbert Plains—Gilbert Plains Agri. Soc. July 21-22. E. P. Brown.
 Portage la Prairie—Portage Indust. Exhn. July 15-17. Keith Stewart.
 Russell—Russell Agri. Soc. July 23. H. Ren-tun-Barry.

ONTARIO
 Avonmore—Roxborough Agri. Soc. Sept. 23-24. E. R. McMillan.
 Beachburg—North Renfrew Agri. Soc. Sept. 28-29. B. H. Brown.
 Beaverton—North Ont. Agri. Soc. Sept. 24-25. Fred R. McMillan.
 Belleville—Belleville Agri. Soc. Sept. 20-22. E. S. Denyes.
 Bracebridge—South Muskoka Agri. Soc. Sept. 23-24. Jerry Dickie.
 Collingwood—Nottawasaga & Great Northern Exhn. Sept. 23-25. O. C. Bernhard.
 Delta—Delta Fair Assn. Sept. 6-8. Isaac Stevens, Phillipsville, Ont.
 Dresden—Camden Agri. Soc. Sept. 14-16. H. J. French.
 Durham—Durham Agri. Soc. Sept. 9-10. Walter G. Bayley.
 Emo—Rainy River Valley Agri. Soc. Aug. 23-25. W. A. Smith.
 Fort William—Port Arthur—Canadian Lakehead Exhn. Aug. 2-7. W. Walker, Fort William.
 Kenora—Kenora Agri. Soc. Aug. 26-27. E. L. Carter.
 Lansdowne—Lansdowne Agri. Soc. Sept. 9-11. S. C. E. Dixon.
 Perth—South Lanark Agri. Soc. Sept. 17-18. M. J. Donohoe.
 Springfield—South Dorchester Agri. Soc. Sept. 14-15. Elmer E. Ward.
 Thorold—Thorold Agri. Soc. Sept. 21-22. T. A. Thompson, Box 83, Merrilton.
 Welland—Welland Co. Agri. Soc. Sept. 16-18. A. A. Marshall.
 Williamstown—St. Lawrence Valley Agri. Soc. Sept. 16-17. Murdie A. McLennan, Lancaster.

QUEBEC
 Aylmer—Gatineau Co. Agri. Soc., Div. A. Sept. 9-11. R. K. Edey.
 Gently—De Nicolet Co. Agri. Soc., Div. B. Aug. 17. Achille Turcotte.
 Granby—Granby Agri. Soc. Sept. 9-11. J. J. B. Payne.
 Lachute—Lachute Spring Fair. June 9-12. Alex Bothwell.
 Maniwaki—Gatineau Co. Agri. Soc., Div. B. Week of Sept. 6 or 13. Palma Joanis.
 Quebec—Quebec Provincial Expo. Sept. 3-12. Emery Boucher.
 Quyon—Pontiac Agri. Soc., Div. C. Sept. 2-4. M. J. Muldoon, Beechgrove, Que.
 Roberval—Roberval Fair. Aug. 26-29. J. Ed Bolly.
 St. Francois-du-Lac—S. Shore Co. of Yamaska Agri. Soc. Aug. 10-11. Alex Trudeau.
 St. Hyacinthe—St. Hyacinthe Regional Exhn. Aug. 1-6. A. R. Demers.
 Shawville—Pontiac Co. Agri. Soc. No. 1. Sept. 16-18. E. W. Hodgins.
 Waterloo—Shefford Co. Agri. Soc. Aug. 12-14. R. R. Bachand.

SASKATCHEWAN
 Estevan—Estevan Agri. Soc. July 5-6. Irwin Dean.
 Lloydminster—Lloydminster Agri. Exhn. Assn. July 28-28. George K. Ross.
 Melfort—Melfort Agri. Soc. July 22-24. J. H. Stewart.
 Moose-Jaw—Moose-Jaw Exhn. July 7-10. George D. Mackie.
 North Battleford—North Battleford Agri. Soc. Aug. 9-11. Frank Wright.
 Prince Albert—Prince Albert Agri. Soc. Aug. 12-14. Gordon M. Cook.
 Regina—Provincial Exhn. July 19-24. James Grasseck.
 Saskatoon—Saskatoon Indust. Exhn. July 12-17. Sid W. Johns.
 Weyburn—Weyburn Agri. Exhn. July 12-13. Fred C. Zabel.
 Yorkton—Yorkton Agri. Exhn. July 19-21. Miss Antoinette Draffonza.

Alabama
 Mobile—Grand View Park, Inc., Arthur Pond, mgr.; has three rides, six concession games, coin machines; books orchestras, free acts.
 Mobile—Arlington Park, Joe McPhillips, owner; G. Marshall, mgr.; has three rides, seven concession games, coin machines; books pay attractions.
 Oxford—Oxford Lake Park, J. A. Hulsey, mgr.; has five rides, 10 concession games, pool, coin machines; book free attractions.

Arizona
 Phoenix—Coney Island Amusement Park, J. Weber and W. F. Geis, owners-mgrs.; has four rides, concession games.
 Phoenix—Riverside Park, H. L. Nace, owner; John P. Hutchens, mgr.; has two rides, 12 concession games, pool, penny arcade; books orchestras, pay and free attractions.

Arkansas
 Hot Springs—Fountain Lake Resort, Dr. H. D. Ferguson, owner-mgr.; has one concession game, pool, penny arcade, coin machines; books orchestras.

California
 Balboa—Balboa Fun Zone, Al Anderson, mgr.; has three rides, 15 concession games, penny arcade, coin machines.
 Guerneville Park—Guerneville Village, E. L. Barnett, mgr.; has 10 concession games, rink, coin machines; books free attractions.
 Long Beach—Virginia Park, H. A. (Pop) Ludwig, mgr.; has 10 rides, eight concession games, penny arcade, coin machines.
 Long Beach—The Pike, C. C. Marlette, mgr.; has one ride, 12 concession games, pool, penny arcade; books pay and free attractions.
 Ocean Park—Ocean Park Amusement Pier, Ocean Park Pier Amusement Corp., owners; Roy C. Troeger, mgr.; has six rides, 60 concession games, penny arcade, coin machines; books pay and free attractions.
 Pismo Beach—Pismo Fun House, O. T. Johnson, mgr.; has two rides, three concession games, rink, penny arcade, coin machines.
 San Diego—Mission Beach Amusement Park, E. A. Wakelln, mgr.; has 10 rides, 43 concession games, pool, rink, penny arcade, coin machines; books orchestras.
 San Francisco—Playland-at-the-Beach, George K. Whitney, owner-mgr.; has 17 rides, 14 concession games, penny arcade, coin machines.
 Santa Cruz—Santa Cruz Seaside Co., James R. Williamson, mgr.; has 10 rides, 78 concession games, pool, penny arcade; books orchestras, free attractions.



AMUSEMENT PARKS

Colorado
 Denver—Elitch's Gardens, Arnold B. Gurtler, mgr.; has 10 rides, five concession games, penny arcade, coin machines; books orchestras.
 Denver—Lakeside Park, Lakeside Park Co., owners; Benjamin Krasner, mgr.; has 16 rides, seven concession games, pool, penny arcade; books orchestras, free attractions.

Connecticut
 Bridgeport—Pleasure Beach Park, owned by city; John C. Molloy, mgr.; has 17 rides, concession games, pool, rink, penny arcade; books orchestras.
 Bristol—Lake Compounce Amusement Park, I. E. Pierce, mgr.; has five rides, four concession games, rink, penny arcade; books orchestras, pay and free attractions.
 Middlebury—Lake Quassapaug Park, M. J. Leon, owner-mgr.; has three rides, 10 concession games, pool; books free acts.
 Milford—Walnut Beach Amusement Park, Margaret Laspino, owner; John Laspino, mgr.; has six rides, 20 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
 New Haven—Savin Rock Park, Savin Rock Park Co., Inc., owners; Frederick E. Levere, mgr.; has 30 rides, 200 concession games, two rinks, four penny arcades, coin machines; books orchestras, pay and free attractions.
 Rockville—Sandy Beach Park, Crystal Lake, William G. Bokis, mgr.; has four concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
 Waterbury—Lakeside Amusement Park, owned by city; James J. Curita, mgr.; has two rides, three concession games, rink.
 Winsted—Highland Lake Park, L. O. Connell, owner; Dr. A. Connell, mgr.; has two rides, four concession games, lake, rink, coin machines; books orchestras, acts.

Delaware
 Wilmington—Cousin Lee's Radio Park, eight miles from Wilmington, Arley B. Ellsworth, owner-mgr.; has four rides, 35 concession games, coin machines; books orchestras, free attractions.

District of Columbia
 Washington—Glen Echo (Md.) Park, Leonard E. Schloss, gen. mgr.; has eight rides, pool, penny arcade.

Florida
 Jacksonville Beach—Griffen Amusement Park, F. A. Griffen Sr., owner; Frank A. Griffen Jr., mgr.; has six rides, eight concession games.
 Sulphur Springs, Tampa—Sulphur Springs Park, Gordon C. Hunt, mgr.; has two rides, concessions, pool, coin machines; books acts.

Georgia
 Atlanta—Sunset Amusement Park, Sunset Corp., owners; S. R. Speede, mgr.; has three rides, 10 concession games, penny arcade, coin machines; books orchestras, acts.
 Atlanta—Lakewood Park, Southeastern Fair Assn., owners; Mike Benton, mgr.; has 12 rides, eight concession games, rink, coin machines; books attractions.
 Waycross—Sweet Gum Springs Park, F. Mc-Masters, mgr.; has two rides, three concession games, pool, coin machines; books orchestras, pay and free attractions.

Idaho
 Boise—White City Park, R. L. Hull, mgr.; has four rides, six concession games, penny arcade.
 Coeur d'Alene—Playland Pier, owned by city; W. Earl Somers, mgr.; has seven rides, 20 concession games, lake, penny arcade, coin machines.

Illinois
 Aurora—Exposition Park, Frank Thielen, owner-mgr.; has seven rides, 10 concession games, pool, rink, penny arcade; books pay, free attractions occasionally.
 Chicago—Riverview Park, George A. Schmidt, gen. mgr.; has 36 rides, 50 concession games, rink, penny arcade.

Paris—Twin Lakes Park, owned by city, I. P. Crose, mgr.; has three rides, concession games, beach, penny arcade, coin machines; books orchestras, pay and free attractions.

Indiana
 Gary—Point Amusement Park, Point Am. Corp., owners; Roy A. Maypole, mgr.; has 9 rides, 15 concession games, penny arcade, coin machines; books orchestras, pay and free attractions.
 Indianapolis—Broadripple Park, Oscar Baur, owner; E. C. DuBois, mgr.; has three rides, 15 concession games, pool.
 Indianapolis—Riverside Amusement Park, H. E. Parker, mgr.; has 22 rides, 18 concession games, rink, penny arcade; books orchestras and attractions occasionally.
 Michigan City—Washington Park, Lake View Am. Co., owners; H. K. Barr, mgr.; has four rides, eight concession games, penny arcade, coin machines; books orchestras, free attractions.
 Monticello—Ideal Beach Resort, T. E. Spackman, mgr.; has two rides, concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
 South Bend—Playland Park, Earl J. Redden, owner-mgr.; has nine rides, six concession games, pool, rink, penny arcade, Sportland; books orchestras, free attractions.

Iowa
 Arnolds Park—Benit's Amusement Park, Lakes Am. Co., owners; Eldo M. Benit, mgr.; has eight rides, 30 concession games, rink, penny arcade, coin machines; books attractions.
 Boone—Spring Lake Park, Robert McBirnie, owner-mgr.; has two rides, pool, rink; books orchestras and attractions.
 Clear Lake—Bayside Amusement Park, John J. Shea, mgr.; has six rides, 10 concession games, lake, rink.
 Des Moines—Riverview Park, Robert A. Reichardt, mgr.; has 10 rides, 10 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
 Ruthven—Grand View Park, Ross Hancock, owner-mgr.; has 10 concession games, rink, penny arcade, coin machines; books orchestras and acts occasionally.
 Sioux City—Riverview Park, Milton Follis, mgr.; has 10 rides, 20 concession games, rink, penny arcade; book orchestras, pay and free attractions.
 Storm Lake—Lakeside Park, J. L. Pflg, owner; Walker Lawrence, mgr.; has five rides, 14 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
 Waterloo—Electric Park, C. E. and R. E. Peterson, owners; C. E. Peterson, mgr.; has four rides, 10 concession games, penny

arcade, coin machines; books orchestras.

Kansas

Bonner Springs—Lakewood Park, L. D. Wiard, owner-mgr.; has four rides, 15 concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Kentucky

Dayton—Tacoma Park, Charles E. Graham, owner-mgr.; has three rides, pool, rink, penny arcade; books attractions.
Lexington—Joyland Park, Joyland Am. Co., owners; J. W. Bauer, mgr.; has three rides, 20 concession games, pool, penny arcade; book orchestras, free acts.
Louisville—Fontaine Ferry Park, J. F. Slingshiser, mgr.; has 13 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
Louisville—Community Park, Ted Routt, mgr.; has 10 rides.

Louisiana

New Orleans—Pontchartrain Beach, Playland Amusements, Inc., owners; Harry J. Bait, mgr.; has nine rides, 17 concession games, penny arcade, coin machines; books attractions.

Maine

Carmel—Auto Rest Park, Leo M. Wise, owner-mgr.; has three rides, two concession games, rink, penny arcade; books orchestras and free attractions.
Old Orchard Beach—Usen Amusements, Inc., Chas. W. Usen, mgr.; has eight rides; 6 concession games, rink, penny arcade, coin machines; books orchestras.
Old Orchard Beach—Whiteway, Whiteway Am. Co., Howard A. Duffy, mgr.; has four rides, concessions, coin machines.
Old Orchard Beach—Old Orchard Pier, Howard A. Duffy, mgr.; has three rides, concessions, penny arcade, coin machines; books orchestras.

Maryland

Baltimore—Carlton's Amusement Park, J. J. Carlin, owner; J. J. Carlin Jr., mgr.; has 12 rides, 26 concession games, pool, rink, penny arcade, coin machines; books free attractions.
Baltimore—Bay Shore Amusement Park, Charles F. Keller Jr., mgr.; has seven rides, eight concession games, rink, penny arcade, coin machines; books orchestras, free attractions.
Baltimore—Gwynn Oak Park, Arthur B. Price, owner; E. R. Price, mgr.; has 12 rides, 12 concession games, penny arcade, coin machines; books orchestras and attractions.
Braddock Heights—Braddock Heights Park, E. W. Poole, mgr.; has various concession games, pool, rink, penny arcade, free acts, books orchestras, pay and free attractions.
Chesapeake Beach—Seaside Park, Seaside Park, Inc., owners; J. M. Recker, mgr.; has four rides, 10 concession games, pool, penny arcade, coin machines; books pay acts occasionally.
Cumberland—Crystal Park, Thomas G. Gibson, owner-mgr.; has two rides, four concession games, rink, books orchestras, acts.
Earleville—White Crystal Beach, Alfred E. Green, mgr.; has two rides, eight concession games, penny arcade.
Marshall Hall, near Washington, D. C.—Marshall Hall Park, Marshall Park, Inc., owners; L. G. Addison, mgr.; has nine rides, seven concession games, penny arcade.
Middle River—Cape May Beach, Cape May Beach Corp., owners; E. V. Shivers, mgr. (P. O. Stemmers Run, Md.); has three rides, five concession games, penny arcade, coin machines; books orchestras, pay and free attractions.
Ocean City—Windsor Resort, William H. Scott, mgr.; has 10 rides, 15 concession games, rink, penny arcade, coin machines.

Massachusetts

Agawam, near Springfield—Riverside Park, Edward J. Carroll, owner-mgr.; has 10 rides, 11 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.
Auburndale—Norumbega Park, Norumbega Park Co., owners; Roy Gill, mgr.; has 14 rides, 20 concession games, penny arcade; books orchestras, acts.
Boston—Nantasket Beach—Paragon Park, David Stone, owner; Joseph Stone, mgr.; has 12 rides, six concession games, rink, penny arcade, coin machines; books orchestras, pay attractions.
Fitchburg—Whalom Park, Harold D. Gilmore, mgr.; has 10 rides, five concession games; lake, beach, rink, penny arcade; books orchestras and attractions.
Holyoke—Mountain Park, Holyoke Street Railway Co., owners; Louis D. Pellisier, pres.; books orchestras.
Mendon—Lake Nipmuc Park, Rudolph Mainini Sr., owner; Mrs. Florence Pyne, mgr.; has two rides, four concession games, rink, penny arcade, coin machines.
New Bedford—Acushnet Park, Daniel E. Bauer, owner-mgr.; has seven rides, 12 concession games, rink, penny arcade; books free attractions.
North Dartmouth—Lincoln Park, John Collins, mgr. (Box 133, New Bedford); has five rides, six concession games, penny arcade, coin machines; books orchestras.
Revere, Boston—Revere Beach, Business Men's Assn., N. G. Sabbagh, treas.; has 20 rides, 15 concession games, rink, penny arcade, coin machines; books attractions.
Salsbury—Salsbury Beach, Chamber of Commerce; has 10 rides; 10 concession games, pool, rink, penny arcade, coin machines; books free attractions.
Worcester—White City Park, Hamid Am. Co., owners; Sam Hamid, mgr.; has 14 rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.
Wrentham—Lake Pearl Park, E. R. Enegren, owner-mgr.; has four rides, penny arcade, coin machines; books orchestras; free acts occasionally.

Michigan

Bay City—Wenona Beach, O. D. Colbert, mgr.; has seven rides, 12 concession games, rink, penny arcade; books orchestras, pay and free attractions.
Bay City—Paraleon Park, George B. Dilas, mgr.; has four rides, five concession games, penny arcade, coin machines.

Detroit—Edgewater Park, Charles S. Rose Enterprises, owners; has 16 rides, 24 concession games, rink, penny arcade; books pay and free attractions.
Detroit (St. Claire Shores)—Jefferson Beach Park, Louis P. Wagner, mgr.; has 24 rides, 39 concession games, rink, penny arcade, coin machines; books orchestras.
East Detroit—Eastwood Park, Henry Wagner, gen. mgr.; has 15 rides, concessions, pools, rink, penny arcade, coin machines; books orchestras, free acts.
Fenton—Lakeside Park, Jay Perry, owner; Ray Lenhart, mgr.; has four rides, 12 concession games, rink, penny arcade, coin machines; books orchestras, acts.
Flint—Flint Park, E. E. Berger, mgr.; has 14 rides, 14 concession games, beach, rink, penny arcade, coin machines; books free attractions.
Grand Rapids—Ramona Park, Reed's Lake, Motor Coach Co., owners; L. J. DeLamater, gen. mgr.; has 10 rides, 25 concession games, rink, penny arcade, coin machines; books orchestras, acts.
Hastlet—Lake Lansing Amusement Park, W. A. and R. E. Sprague, owners-mgrs.; has nine rides, 20 concession games, penny arcade; books orchestras, acts.
Jackson—Lake View Park, Ed C. Beathel, owner; U. R. Dexter, mgr.; has four rides, 18 concession games, lake, rink, penny arcade, coin machines; books pay and free attractions.
Lake Orion—Park Island Amusement Park, Carl Ruebelman, owner-mgr.; has three rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.
Pontiac—Palmer Park, J. D. Palmer, owner-mgr.; has two rides, five concession games, beach, coin machines; books orchestras, acts.
St. Joseph—Silver Beach Amusement Park, Logan J. Drake, mgr.; has six rides, 14 concession games, penny arcade, coin machines; books orchestras, free attractions.
Utica—Stanton Welsh Park, Stanton Welsh, owner-mgr.; has four rides, 10 concession games, penny arcade; books free attractions.
Walled Lake—Walled Lake Park, J. Eugene Pearce, mgr.; has eight rides, four concession games, beach, rink, penny arcade, coin machines.

Minnesota

Excelsior—Excelsior Park, Fred W. Pearce & Co., owners; F. W. Clapp, J. P. Coliban, mgrs.; has 12 rides, eight concession games, penny arcade, coin machines; books orchestras, free attractions.
Fairmont—Interlaken Park, R. A. Erickson, mgr.; has three rides, four concession games, beach, rink, coin machines; books orchestras; free and pay attractions on Sundays and holidays.
St. Paul—Harriet Island Park, owned by city; Paul Peist, mgr.; has seven rides; books orchestras and attractions.

Missouri

Excelsior Springs—Lake Maurer Park, Maurer Bros., owners-mgrs.; has two rides, pool, rink, penny arcade; books orchestras, free attractions.
Kansas City—Fairlyland Amusement Park, Marlo Brancato, owner; Harry Duncan, mgr.; has 18 rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.
St. Joseph—Lake Contrary Amusement Park, L. F. Ingersoll, owner-mgr.; has nine rides, four concession games, penny arcade, coin machines; books orchestras, free acts.
St. Louis (Robertson)—Lakeside Amusement Park, Frank Amusement Co., owners; Joe Reeves, mgr.; has 14 rides, eight concession games, pool, penny arcade.
St. Louis—Sylvan Beach Amusement Park, F. S. Wichmeyer, mgr.; has three rides, eight concession games, pool, rink, penny arcade, coin machines.
St. Louis—Forest Park Highlands, A. W. Ketchum, mgr.; has 15 rides, nine concession games, pool, penny arcade; books orchestras, free attractions.
St. Louis—West Lake Park, Joseph Botto, owner; P. D. Kramer, mgr.; has 13 rides, eight concession games, pool, rink, penny arcade, coin machines; books free attractions.
St. Louis—Chain of Rocks Park, Chris Hoffman, mgr.; has 10 rides, 12 concession games, pool, dance hall, penny arcade, rink, coin machines.
St. Louis—Downs Amusement Park, Charles DeLargy, mgr.; has rides, concession games, pool, rink, penny arcade; books orchestras, free attractions.
St. Louis—Sportsman Park, St. Louis Bus Co., owners; has four rides, seven concession games, pool, dance hall, penny arcade, coin machines.
Springfield—Doling Park, owned by city; W. W. Morrison, mgr.; has five rides, five concession games, pool, rink, penny arcade; books free acts.

Nebraska

Crete—Tuxedo Park, Frank J. Kobes, mgr.; has lake; books orchestras, pay and free attractions.
Hastings—Lib's Park, L. Phillips, owner-mgr.; has two rides, two concession games, pool, rink; books orchestras, free attractions.
Lincoln—Capitol Beach Park, Central Realty & Investment Co., owners; R. L. Ferguson, mgr.; has six rides, six concession games, pool, rink, penny arcade; books orchestras; pay, free attractions occasionally.

New Hampshire

Lochmere—Gardner's Grove, Silver Lake, Mollie C. Lambert, owner-mgr.; has five concession games, beach, rink, penny arcade; books orchestras and attractions.
Lynd—Lynd Park, Dave Lamphere, owner-mgr.; has one ride, 10 concession games, rink, coin machines; books orchestras; attractions on special occasions.
Manchester—Crystal Lake Park, Mrs. John Kilonis, mgr.; has three rides, eight concession games; books free attractions.
Manchester—Pine Island Park, Public Service Co., owners; Barney J. Williams, mgr.; has eight rides, 14 concession games, beach, rink, penny arcade; books orchestras; pay and free attractions at times.

New Jersey

Atlantic City—Hamid's Million-Dollar Pier, George A. Hamid, lessee and president; B. W. Gumpertz, gen. mgr.; has six rides, 10

concession games, rink, penny arcade, coin machines; books orchestras, free attractions and circus.
Atlantic City—Steel Pier, A. C. Steel Pier Co., owners; direction of F. P. Gravatt; books orchestras; vaudeville, circus and free acts.
Atlantic City—Steeplechase Pier, Atlantic Am. Co., owners; Edward F. Campbell, mgr.; has 10 rides, four concession games.
Bound Brook—Riverside Amusement Park, Riverside Am. Co., owners; J. W. Bayes, mgr.; has four rides, 20 concession games, penny arcade.
Clementon—Clementon Lake Park, Theodore W. Gibbs, mgr.; has 16 rides, 24 concession games, penny arcade, coin machines; books free attractions.
Irvington—Olympic Park, Henry A. Guenther, mgr.; has 24 rides, 15 concession games, pool, rink, penny arcade; books free attractions.
Mays Landing—Lake Lenape Park, Eugene Leiling, mgr.; has seven rides, six concession games, lake, rink; books pay and free attractions.
Palisades—Palisades Amusement Park, Jack & Irving Rosenthal, mgrs.; has 29 rides, 30 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.
Pennsville—Riverview Beach Park, L. K. Chrisman, mgr.; has 14 rides, four concession games, pool, rink, penny arcade, coin machines; books orchestras; pay and free attractions periodically.
Pitman—Aleyon Park, Aleyon Park, Inc., owners; Jos. Applebaum, mgr.; has five rides, 10 concession games, lake, rink, penny arcade, coin machines.
Seaside Heights—Seaside Heights Pool & Casino, L. R. Gilbert, owner; J. Ernest Moberg, mgr.; has five rides, 40 concession games, pool, rink, penny arcade, coin machines.
Seaside Heights—Freeman's Amusement Center, J. Stanley Tunney, mgr.; has six rides, 50 concession games, penny arcade, coin machines.
West Orange—Crystal Lake Park, D. Mauro, mgr.; has four rides, one concession game, pool, penny arcade.
Wildwood—Playland Park, Cedar-Schellenger Corp., owner; Robert J. Kay, mgr.; has 15 rides.
Wildwood—Casino Arcade Park, Carl & Ramagosa, Inc., owners; Dick Edwards, mgr.; has 14 rides, 23 concession games, penny arcade, coin machines; books pay and free attractions.
Wildwood—Hunt's Ocean Pier, Guy B. Hunt, mgr.; has rides; books orchestras, pay attractions.

New York

Auburn—Enna Jetlick Park, Cayuga Amusement Co., Inc., owners; W. B. Haefner, mgr.; has seven rides, 15 concession games, penny arcade, coin machines; books orchestras, free acts.
Auburn—Deauville Park, Edw. F. Brayer, owner-mgr.; has two rides, six concession games, lake, penny arcade.
Canandaigua—Roseland Park, William W. Muar, owner-mgr.; has seven rides, seven concession games, penny arcade, coin machines; books orchestras, free acts.
Coloecton (Loon Lake)—Palace Amusement Park, M. G. Wall, owner-mgr.; has two rides, six concessions, beach, rink, penny arcade, coin machines; books orchestras, acts.
Coney Island—Steeplechase Park, Steeplechase Amusement Co., owners; James J. Onorato, mgr.; has 31 rides, concessions, pool, penny arcade, coin machines.
Coney Island—Luna Park, Edward J. and Harry L. Danziger, lessees; Bill Miller, mgr.; has 32 rides, concession games, pool, rink, penny arcade; books orchestras, free attractions.
Cuba—Olivest Park, J. F. Olive, owner-mgr.; has three rides, three concession games, lake, rink; books free attractions.
Jamestown—Celoron Park, Harry A. Illions, owner-mgr.; has 25 rides, 10 concession games, rink, penny arcade; books orchestras, pay and free attractions.
Manlius, near Syracuse—Suburban Park, F. W. Searle, owner-mgr.; has six rides, six concession games, penny arcade; books free attractions.
Maple Springs—Midway Park, Thomas Carr, owner-mgr.; has two rides, concession games, lake, rink, penny arcade, coin machines; books free attractions occasionally.
Niagara Falls—Midway Beach Park, Joseph F. Paness, owner-mgr.; has three rides, 10 concession games; books orchestras and attractions.
Olcott Beach—Rialto Park, Theo. Morrot, owner-mgr.; has five rides, 15 concession games; books free attractions occasionally.
Perry, near Batavia—Silver Lake Park, Silver Lake Am. Co., owners; John Skronski, mgr.; has one ride, concessions, beach, penny arcade, coin machines; books orchestras; free acts occasionally.
Rochester—Boardwalk, Sea Breeze, A. Bornkesel, mgr.; has five rides, 10 concession games, rink, penny arcade, coin machines; books free attractions.
Rochester—Dreamland Park, G. W. Long, mgr.; has eight rides, six concession games, penny arcade; books attractions.
Rockaway Beach—Rockaway's Playland, A. J. Geist, owner; William J. Hocks, mgr.; has 14 rides, 12 concession games, penny arcade, coin machines.
Rye—Playland, George B. Currier, director; has 25 major and 10 kiddie rides, 22 concession games, pool, ice rink, penny arcade, coin machines; books free attractions.
Williamsville—Glen Park, Harry Altman, owner-mgr.; has four rides, nine concession games, penny arcade, coin machines; books orchestras, free attractions.

North Carolina

Asheville—Recreation Park, owned by city; R. E. James, mgr.; has five rides, three concession games, pool, rink.
Greensboro—Greensboro Amusement Park, Norman Y. Chambliss, operator; Mrs. Clyde Kendall, mgr.; has rides, concessions.
Wilmington—Carolina Beach, A. L. Mansfield, mgr.; has three rides, concessions, penny arcade, coin machines; books orchestras.
Winston-Salem—Reynolds Park, owned by city; Wallace Dunham, mgr.; has four rides, two concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Ohio

Akron—Sandy Beach Park, W. I. Waresford, mgr.; has three rides, five concession games, lake, penny arcade; books free attractions.
Akron—Summit Beach Park, Summit Beach, Inc., owners; Frank Raful, mgr.; has 11 rides, concession games, pool, rink, penny arcade, coin machines; books orchestras; acts.
Alliance—Lake Park, R. D. Williams, mgr.; has two rides, four concession games, lake, rink.
Bascom—Meadowbrook Park, H. L. Walker, mgr.; has four rides, three concession games, pool, coin machines; books orchestras and free attractions.
Brady Lake—Brady Lake Park, Edward C. Kleinman, mgr.; has 12 rides, 30 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.
Buckeye Lake—Buckeye Lake Park, John J. Carlin, owner; A. M. Brown, mgr.; has 20 rides, 50 concession games, pool, rink, penny arcade; books orchestras, free attractions.
Bucyrus—Seccatum Park, E. A. Jolly, mgr.; has 12 rides, four concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.
Canton—Meyers Lake Park, Carl M. Sinclair, mgr.; has seven rides, concessions, beach, rink, penny arcade, coin machines; books orchestras; free acts.
Celina—Edgewater Park, C. M. Myers, owner; Theo. V. Temple, mgr.; has three rides, 12 concession games, pool, rink, coin machines; books orchestras, free attractions.
Chippewa Lake—Chippewa Lake Park, Parker Beach, owner-mgr.; has 16 rides, 23 concession games, rink, penny arcade; books orchestras, free acts occasionally.
Cincinnati—Coney Island, Edward L. Schott, mgr.; has 16 rides, also kiddieland, pool, penny arcade; books orchestras, free attractions.
Cincinnati—Zoological Garden, Joseph A. Stephan; has eight rides in Kiddieland; books orchestras.
Cleveland—Euclid Beach Park, Harvey J. Humphrey, gen. mgr.; has 23 rides, concessions, pool, rink, penny arcade; books attractions.
Cleveland—Puritas Springs Park, George Hanrahan, mgr.; has 20 rides, 15 concession games, rink, penny arcade; books orchestras, pay and free attractions.
Columbus—Zoo Park, Leo and Elmer Haenlein, mgrs.; has 10 rides, eight concession games, rink, penny arcade.
Coshoccon—Lake Park, F. D. Johns, mgr.; has two rides, concessions, lake, penny arcade, coin machines; books orchestras, acts.
Dayton—Frankie's Forest Park, F. J. Schauler, owner-mgr.; has 11 rides, eight concession games, penny arcade, coin machines; books pay acts.
Dayton—Lakeside Park, Lakeside Park Co., owners; Gerald Niermann, mgr.; has 14 rides, six concession games, penny arcade, coin machines; books orchestras.
Diamond—Craig Beach Park, Art E. Mallory, mgr.; has seven rides, 15 concession games, beach, penny arcade, coin machines; books orchestras, free attractions.
Findlay—Riverside Park, owned by city; Service Director is manager; has four rides, eight concession games, pool, rink.
Geauga Lake—Geauga Lake Park, Geauga Lake Investment Co., owners; W. J. Kuhlman, mgr.; has 18 rides, 11 concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.
Genoa—Forest Park, C. J. Uthoff, owner-mgr.; has eight rides, 16 concession games, rink, penny arcade, coin machines; books orchestras, free attractions.
Haskins—Vollmar's Park, Mrs. Ella Vollmar, owner; G. C. Rodibus, mgr.; has four rides, eight concession games, penny arcade; books orchestras, pay and free attractions.
Middletown—Le Sourdsville Lake, Don Dazey, mgr.; has 11 rides, four concession games, pool, penny arcade; books orchestras, pay and free attractions.
Newton—Kelly's Grove, Tower Hill.
Russells Point—Sandy Beach Park, Lou W. Greiner, owner; Louis Bruno, mgr.; has 10 rides, 32 concession games, pool, rink, penny arcade, coin machines; books orchestras.
Russells Point—Russells Point Boardwalk, French L. Wilgus, owner; Jack Stone, mgr.; has eight rides, 25 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay attractions.
Sandusky—Oedar Point on Lake Erie, the G. A. Boeckling Co., owners; Edw. A. Smith, mgr.; has 20 rides, 10 concessions, penny arcade; books name bands, free attractions.
Steubenville—Curtis Park, A. E. Curtis, owner; Harry Chandler, mgr.; has five rides, 16 concession games; books attractions.
Toledo—Willow Beach Park, Frank Lux, owner; Jim Myre, mgr.; has four rides, 10 concession games, rink, penny arcade, coin machines.
Vermilion—Crystal Beach Park, J. L. Blanchat, owner-mgr.; has seven rides, 40 concession games, rink, penny arcade; books orchestras, pay and free attractions.
Youngstown—Idora Park, M. A. Rindin, mgr.; has 14 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.
Zanesville—Moxahala Park, Tim Nolan, owner; Fred Nolan, mgr.; has six rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Oklahoma

Enid—Lake Hellums Park, has two rides, six concession games, pool, rink, penny arcade; books orchestras, acts.
Oklahoma City—Springlake Amusement Park, Roy and Marvin Staton, mgrs.; has 13 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras, free acts occasionally.
Tulsa—Crystall City Park, J. C. Mullins, owner; C. E. Meeker, mgr.; has seven rides, 14 concession games, pool, rink; books orchestras and attractions.

Oregon

Portland—Oaks Amusement Park, United Am. Co., owners; E. H. Bollinger, mgr.; has 10 rides, 11 concession games, rink, penny arcade; books acts, orchestras.
Portland—Jantzen Beach Park, Hayden Island Amusement Co., owners; Paul H. Huedepohl, mgr.; has 17 rides, 10 concession games, four pools, penny arcade, coin machines; books orchestras, pay and free attractions occasionally.

Pennsylvania

Allentown-Bethlehem-Central Park, A. G. Nabhan, owner-mgr.; has 12 rides, 15 concession games, penny arcade, coin machines; books orchestras and attractions.

Allentown-Dorney Park, R. L. Plarr, mgr.; has 10 rides, concessions, pool, rink, penny arcade; books orchestras, acts.

Altoona-Lakemont Park, Samuel B. Taylor, mgr.; has six rides, pool, rink, penny arcade, coin machines; books free attractions.

Barnesville-Lakeside Park, J. Tomat, mgr.; has eight rides, nine concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Belleville-Hecla Park, A. F. Hockman, owner-mgr.; has two rides, six concession games, pool, rink, penny arcade; books orchestras, free acts.

Bedford-Bland Park, G. F. Rhoad, owner-mgr.; has six rides, concessions, penny arcade.

Carbondale-Newton Lake Park, P. B. Wagner, owner-mgr.; has six rides, concession games; books orchestras, free attractions.

Chalfont-Forest Park, Richard P. Lasse, owner-mgr.; has 10 rides, eight concession games, pool, penny arcade; books attractions.

Conneaut Lake Park-Conneaut Lake Park, Hotel Conneaut, Inc., owners; T. C. Foley, mgr.; has 15 rides, 14 concession games, rink, penny arcade; books orchestras.

Dallas-Fernbrook Park, Leo Insalaco (Pittston, Pa.), owner-mgr.; has five rides, six concession games, rink, penny arcade, coin machines; books orchestras, acts.

Easton-Willow Park, Sheibo Bros., owners; Paul Sheibo, mgr.; has three rides, four concession games, pool, penny arcade; books attractions.

Elysburg-Knoebel's Groves, H. H. Knoebel, owner; Lawrence L. Knoebel, mgr.; has four rides, five concession games, pool, rink, penny arcade, coin machines; books attractions.

Eric-Waldameer Beach Park, F. W. A. Moeller, owner-mgr.; has 11 rides, nine concession games, penny arcade, coin machines; books orchestras and attractions.

Halifax-Tourist Park, P. E. Dodson, owner-mgr.; has two rides, six concession games, penny arcade, coin machines; books pay attractions.

Hanover-Forest Park, A. Karst, mgr.; has eight rides, 15 concession games, rink, penny arcade; books orchestras, pay and free attractions.

Hazleton-Hazle Park, E. J. Williams, mgr.; has four rides, three concession games, rink, penny arcade, coin machines.

Hershey-Hershey Park, J. B. Sollenberger, mgr.; has 15 rides, two concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Johnstown-Ideal Park, Milan Diklich, owner-mgr.; has two rides, four concession games, pool, rink; books orchestras, pay and free attractions.

Lake Ariel, Scranton-Lake Ariel Park & Beach, P. B. Derby, mgr.; has 11 rides, 10 concession games, penny arcade; books pay and free attractions.

Lancaster-Maple Grove Park, Ralph W. Cobo, mgr.; has five rides, concessions; pool, rink, penny arcade; books orchestras.

Lancaster-Rocky Springs Park, Joseph Figari, owner; James Figari, mgr.; has eight rides, six concession games, pool, rink, penny arcade; books orchestras, pay attractions.

Lemont Furnace, near Uniontown-Shady Grove Park, Tony Renzi, mgr.; has five rides, six concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Lewistown-Kishacoquillas Park, J. E. Moren, mgr.; has two rides, five concession games, pool, rink; books orchestras, pay and free attractions.

Ligonier-Idlewild Park, C. C. Macdonald, mgr.; has 12 rides, pool, penny arcade; books free attractions.

McKeesport-Olympia Park, B. E. Atkinson, owner; H. E. Hampe, mgr.; has 14 rides, eight concession games, pool, rink, penny arcade; books orchestras.

Mahanoy City-Lakewood Park, Howard Hobbs, mgr.; has 10 rides, four concession games, pool, rink, two penny arcades, coin machines; books orchestras and attractions.

Mechanicsburg-Williams Grove Park, R. E. Richwine, owner-mgr.; has 12 rides, 50 concession games, pool, penny arcade, coin machines; books orchestras and free acts.

Mechanicsburg-Willow Mill Park, W. C. Miller & Dale Eitel, owners-mgrs.; has nine rides, six concession games, pool, rink, penny arcade, coin machines; books attractions.

Mossie, near Scranton-Rocky Glen Park, Benj. Sterling Jr., owner-mgr.; has 15 rides, concession games, pool, penny arcade, coin machines; books orchestras and attractions.

Mount Gretna-Mount Gretna Park, Gene P. Otto, mgr.; has three rides, seven concession games, lake and beach, rink, penny arcade, coin machines; books orchestras occasionally; pay and free attractions.

New Castle-Cascade Park, owned by city; C. C. Coulthard, mgr.; has two rides, four concessions, pool; books orchestras.

Perkasie-Merlo Park, Henry S. Wilson, owner-mgr.; has three rides, pool, rink, penny arcade; books free attractions.

Philadelphia-Woodside Park, N. S. Alexander, lessee; has 19 rides, four concession games, pool, rink, penny arcade.

Pittsburgh-West View Park, C. L. Beares Jr., mgr.; has 21 rides, 13 concession games, rink, penny arcade; books orchestras, pay and free attractions.

Pittsburgh-Burke Glen Park, Burke Bros., owners; William Burke, mgr.; has seven rides, four concession games, pool, rink, penny arcade, coin machines.

Pittsburgh-Kennywood Park, A. B. McSwigan, pres.; Frank L. Danahy, mgr.; has rides, concession games, pool, penny arcade; books orchestras, free attractions.

Reading-Carsonia Park, Joseph Slgg, mgr.; has eight rides, concessions, pool, rink, penny arcade; books orchestras, acts.

Shamokin-Edgewood Park, George H. Jones, mgr.; has four rides, concession games, pool, rink, penny arcade; books free attractions.

Sunbury-Rolling Green Park, R. M. Spangler, owner-mgr.; has 11 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Trevoise-Penn Valley Park, George J. Walsh, mgr.; has 15 rides, four concession games, pool, penny arcade.

Wilkes-Barre-Sans Souci Park, Mrs. L. S. Barr, mgr.; has 10 rides, 11 concession games, pool, rink, penny arcade, coin machines; books pay attractions; orchestras occasionally.

Willow Grove (Philadelphia)-Willow Grove Park, E. E. Fochl, gen. supt.; has 18 rides, eight concession games, rink, penny arcade.

Rhode Island

East Providence-Crescent Park, John T. Clare, mgr.; has 10 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras.

South Carolina

Isle of Palms-Isle of Palms, Seaboard Realty Co., owners; K. J. Klump, mgr.; has two rides, four concession games, beach, coin machines; books orchestras.

Tennessee

Chattanooga-Warner Park, owned by city; Glenn Gamble, mgr.; has eight rides, 15 concession games, pool, rink; books free acts occasionally.

Chattanooga-Lake Winnepesauk (P. O. Rossville, Ga.), Mrs. Minette Dixon, owner-mgr.; has four rides, seven concession games, pool, rink, penny arcade; books free acts occasionally.

Knoxville-Chilhowee Park, owned by city; Charles A. Brakehill, mgr.; has eight rides, 10 concession games, rink.

Memphis-Fairgrounds Amusement Park, Mid-South Fair, Inc., owners; Henry W. Beaudoin, mgr.; has 10 rides, pool, penny arcade; books free acts occasionally.

Texas

Corpus Christi-North Beach Amusement Park, North Beach Bath House Co., owners; John S. Mosser, mgr.; has five rides, 10 concession games, pool, rink, penny arcade, coin machines; books acts occasionally.

Dallas-Kidd Springs Park, Carl Steinman, mgr.; has two rides, eight concession games, pool.

Dallas-Fair Park, State Fair of Texas, owners; Ray Rupard, mgr.; has 10 rides, four concession games, pool, rink, penny arcade, coin machines; books attractions.

El Paso-Washington Park, owned by city; G. W. Wilson, mgr.; has eight rides, concessions, pool, rink.

Galveston-Beach Amusement Park, Beach Am. Park, Inc., owners; Sam Serio, mgr.; has eight rides, six concession games, penny arcade, coin machines.

Houston-Playland Amusement Park on South Main St., John E. Williams, secy.

Houston-Speer Park, Sim L. Speer, owner-mgr.; has 10 rides, 20 concession games.

Houston-Sylvan Beach Park, E. L. Crain, owner; H. W. Dahse, mgr.; has five rides, four concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Port Arthur-Pleasure Pier, owned by city; P. M. McFalls, mgr.; has 10 rides, 12 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

San Antonio-Playland Amusement Park, Jimmy Johnson, mgr.; has 12 rides, 18 concession games, pool, penny arcade, coin machines; books attractions.

Utah

Farmington-Lagoon Resort, between Salt Lake City and Ogden, S. L. & Ogden R. R. Co., owners; Julian M. Bamberger, mgr.; has five rides, eight concessions, lake, penny arcade; books free attractions; occasional name band.

Salt Lake City-Saltair Beach, Thomas M. Wheeler, mgr.; has four rides, eight concession games, lake, penny arcade; books orchestras.

Virginia

Buckroe Beach-Buckroe Beach Park, J. M. Dozier, mgr.; has seven rides, seven concession games, penny arcade; books orchestras, free acts.

Norfolk-Ocean View Park, Cecil T. Duffee, mgr.; has 22 rides, 50 concession games, penny arcade, coin machines; books orchestras and free attractions.

Roanoke-Lakeside Park, H. L. Roberts, owner-mgr.; has 10 rides, 16 concession games, pool, rink; books orchestras, pay and free attractions.

Virginia Beach-Seaside Park, Sea Pines Imp. Corp., owners; Frank D. Shean, mgr.; has 10 rides, 25 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Washington

Blaine-Birch Bay Resort, Melvin T. Cook, mgr.; has seven rides, 12 concession games, pool, rink, penny arcade, coin machines.

Redondo-Redondo Beach Park, W. J. Betts, owner-mgr.; has two rides, eight concession games, rink, penny arcade, coin machines.

Seattle-Playland Amusement Park, Carl E. Phare, mgr.; has 16 rides, 10 concession games, rink, penny arcade, coin machines.

Spokane-Natorium Park, Lloyd Vogel, mgr.; has 10 rides, four concession games, pool, penny arcade; books orchestras, free attractions.

West Virginia

Chester-Rock Springs Park, C. C. Macdonald, owner; R. L. Hand, mgr.; has 10 rides, four concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Huntington-Camden Park, E. G. Via, owner-mgr.; has eight rides, seven concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Morgantown-Sunset Beach, Albert Paulino and William DiNardo, mgrs.

Princeton-Lake Shawnee Park, C. T. Snidow, owner-mgr.; has six rides, 10 concession games, pool, penny arcade, coin machines; books orchestras and attractions.

Wisconsin

Appleton-Waverly Beach, Howard Campbell, owner-mgr.; has one ride, five concession

games, beach, rink, penny arcade, coin machines; books orchestras.

Chippewa Falls-Wissota Beach, Wissota Beach Co., owners; E. C. Cote, mgr.; has one ride, two concession games; books orchestras, pay and free attractions.

Highcliff-Highcliff Park, Highcliff Park Am. Co., Inc., owners; Lothar Kemp, mgr.; has two rides, three concession games, penny arcade, coin machines; books pay and free attractions.

Milwaukee-Waukesha Beach, Theo. M. Toll, owner-mgr.; has 10 rides, 11 concession games, penny arcade, coin machines; books free attractions.

Milwaukee-State Fair Park, State Fair Park, Inc., owners; C. S. Rose, mgr.; has 15 rides, 12 concession games, penny arcade; books orchestras; free acts occasionally.

Muskego-Muskego Beach, Muskego Beach, Inc., owners; William J. Boszhardt, mgr.; has six rides, 10 concession games, rink, penny arcade, coin machines; books orchestras, free acts.

Canada

Crystal Beach, Ont.-Crystal Beach Park, Crystal Beach Co. Ltd., owners; J. H. Nagel, mgr.; has 15 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Hull, Que.-Maussette Park, owned by city; Leo Gratton, mgr.; has three rides, eight concession games, pool, rink.

London, Ont.-Springbank Amusement Park, Mrs. A. M. Clark, owner; D. H. Walsh, mgr.; has four rides, two concession games, penny arcade, coin machines.

Montreal, Que.-Belmont Park, Rex D. Billings Sr., mgr.; has 22 rides, 20 concession games, penny arcade; books free attractions.

Port Dalhousie, Ont.-Lakeside Park, Canadian Natl. Railways, owners; S. H. Brookson, mgr.; has six rides, 10 concession games; books free attractions.

Port Stanley, Ont.-Port Stanley Park, Albert A. Marck, mgr.; has three rides, 14 concession games, penny arcade, coin machines; books orchestras and attractions.

Toronto, Ont.-Hanlan's Memorial Park, owned by city; R. Reid, mgr.; has four rides, concession games, beach, rink, penny arcade; books attractions.

Toronto, Ont.-Sunnyside Beach, Toronto Harbour Commission, owners; S. Solomon, mgr.; has nine rides, 21 concession games, pool, coin machines; books attractions.

Vancouver, B. C.-Exhibition Park, Vancouver Exh. Assn., owners; S. C. McLennan, mgr.; has 16 rides, concession games, ice rink; books orchestras and free attractions.

Vancouver, B. C.-Happyland, Hastings Park, Pacific Coast Am. Co. Ltd., owners; Marion M. Ross, mgr.; has 15 rides, 20 concession games, rink, penny arcade, coin machines; books free attractions.

Winnipeg Beach, Man.-Winnipeg Beach Amusements, Ltd., A. B. Flett, owner; H. A. Gault, mgr.; has six rides, eight concession games, penny arcade, coin machines.

Supplementary List

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

Alabama

Daleville-Camp Rucker Amusement Park, Miss Dixie M. Cross, mgr.

Arizona

Phoenix-Joyland Park, Bernard Brown, mgr.

Colorado

Colorado Springs-Buffalo Lodge, A. G. Tubbs, owner-mgr.; has penny arcade, coin machines; books attractions.

Estes Park-Riverside Amusement Park, T. C. Jelsma, owner-mgr.; has 10 concession games, pool; books orchestras.

Connecticut

Killingly-Wildwood Park, P. J. Sheridan, owner-mgr.; has pool, rink, penny arcade, coin machines; books orchestras and attractions.

Florida

Pensacola-Bayview Park, owned by city; F. G. Wilson, mgr.; has pool; books orchestras, pay and free attractions.

Pensacola-Pensacola Beach, Pensacola Bridge Corp., owners; H. S. Davis, mgr.; has five concession games; books orchestras, acts.

Georgia

Macon-Ragan's Recreation Park, W. O. Ragan, mgr.; has lake, rink, penny arcade, coin machines; books orchestras.

Macon-Lakeside Park, Irving Scott, mgr.; has lake, coin machines; books orchestras.

Savannah-Daffin Park, John Forsyth, mgr.; has pool, rink, coin machines; books orchestras, free attractions.

Savannah-Barbee's Pavilion and Park, Isle of Hope, Will M. Barbee, owner-mgr.; has pool, rink; books orchestras, cabaret acts, floorshows.

Illinois

Havana-Riverside Park, L. A. England, mgr.; has five concession games, rink, coin machines; books pay and free attractions.

Indiana

Evansville-Mesker Park & Zoo, Metrey Yarbroudy, mgr.; has four rides, penny arcade.

Hamilton-Circle Park, H. G. Waterhouse, owner-mgr.; has two rides, one concession game, rink, coin machines.

Montpelier-Blue Water Park, H. L. Kelley, mgr.; has two concession games, pool, rink.

Vincennes-Lake Lawrence Beach, Mrs. Minta Meskimen, owner-mgr.; has four concession games; books orchestras.

Iowa

Fort Dodge-Exposition Park, Armstrong Realty Co., owners; Jay Longstaff, mgr.; has pool, rink; books orchestras.

Ruthven-Electric Park, J. K. Maple, owner-mgr.; has lake, rink; books orchestras, pay attractions.

Kansas

Wichita-Sandy Beach, Norris B. Stauffer, owner-mgr.; has four concession games, pool, rink, penny arcade, coin machines; books attractions occasionally.

Kentucky

Bowling Green-Beech Bend Park, W. H. Brashear, owner; W. B. (Mack) McGinnis, mgr.; has seven concession games, beach; books orchestras, pay and free attractions.

Owensboro-Rube's Pleasure Park, R. R. Sands, owner-mgr.; has five concession games, pool; books free attractions.

Massachusetts

Bellingham-Silver Lake Park, Thomas Carey, mgr.

Newburyport-Plum Island Beach, J. M. Kelleher, mgr.; has concessions; books orchestras, acts.

Michigan

Benton Harbor-House of David Park, Chlo Bell, mgr.; has miniature trains, midget autos; books orchestras and vaudeville acts.

Grand Haven-Hiland Gardens, George F. Cain, owner; R. W. Haynes, mgr.; has two concession games, beach, rink, penny arcade, coin machines; books attractions occasionally.

Minnesota

Fairmount-Hand's Park, E. R. Hand, owner-mgr.; has three concession games, lake, coin machines; books orchestras and attractions.

Sherburn-Fox Lake Park, Kenneth A. Nelson, mgr.; has two concession games, rink; books orchestras; attractions on special occasions.

Missouri

Hannibal-Indian Mound Park, S. Osterhout, owner; C. P. Hickman, mgr.; has pool, rink.

Nebraska

Alma-Alma Park, C. G. Battin, owner; Blair S. Page, mgr.; has pool, rink; books orchestras.

Beatrice-Riverside Municipal Park, Ed Higginbotham, mgr.; has pool, ice rink; books orchestras and attractions.

Beaver City-Horton's Park, D. G. Oxford, owner-mgr.; has pool, rink; books orchestras.

New Hampshire

Dover-Central Park, L. E. Lynde, owner-mgr.; has penny arcade, coin machines; books orchestras, free acts.

Spoford-Ware's Grove Recreation Park, William R. Manch, owner-mgr.; has two concession games, beach, rink, coin machines; books orchestras.

New Jersey

Burlington-Sylvan Lake Park, Ed Ruth, owner-mgr.; has four concession games, pool, rink; books orchestras; pay and free attractions occasionally.

New York

Geneseo-Long Point Park, Harry W. Berry, owner-mgr.; has eight concession games, lake, penny arcade, coin machines; books orchestras; pay, free attractions occasionally.

Irving-Sunset Bay Park, William Burghardt, owner-mgr.; has one ride; four concession games, penny arcade, coin machines.

New York (Bronx)-Starlight Park, Tex O'Rourke, mgr.; has pool, rink, books orchestras, pay attractions.

Richfield Springs-Canadatego Park, Joe Magee, owner-mgr.; has lake, rink; books orchestras, free acts.

Saratoga Springs-Kaydeross Park, E. A. Walker, owner-mgr.; has one ride, five concession games, beach, rink, penny arcade, coin machines.

Sea Cliff, L. I.-Stevenson's Pavilion, R. C. Stevenson, owner-mgr.; has one ride, two concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Syracuse-Boysen Bay Park, in town of Cicero, Carl Am. Co., owners; Gerson Rubenstein, mgr.; has concession games, beach, rink.

Wantagh, L. I.-Jones Beach State Park, State of New York, owners; S. J. Polak, general supt.; has pool, rink; books orchestras, pay and free attractions.

North Carolina

Morehead City-Atlantic Beach, Atlantic Beach & Bridge Co., owners; has several concession games, rink; books orchestras, pay attractions.

Ohio

Arcadia-Midway Park, Henry Marches, owner-mgr.; has four concession games, pool, rink; books free attractions.

Canal Winchester-Edgewater Park, Chas E. Gerling, owner-mgr.; has five concession games, coin machines.

Cleveland-Brookside Park and Zoo, Fletcher Reynolds, supt.; has concessions, pool.

Diamond-Milton Gardens, Carl Cowell, owner-mgr.; has two free rides, two concessions, rink; books free attractions occasionally.

Lakeville-Lakeview Park, National Ice Co., owners; H. J. Thoma (Mansfield, O.), mgr.; has one concession game, pool, penny arcade, coin machines; books orchestras occasionally, also pay attractions.

Mentor-on-the-Lake-Mentor Beach Park; has two rides, 10 concession games, rink, penny arcade; books orchestras.

Minerva-Minerva Lake Park, Fred J. Brown, owner; has pool; books attractions.

Mount Orab-Star Lake Park, G. B. Courts, owner-mgr.; has five concession games, pool, penny arcade, coin machines; books vaude acts.

New Philadelphia-Tuscora Park, owned by city; Harry Robb, mgr.; has pool, rink, penny arcade; books free acts.

(See LISTS on page 79)

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by I. B. KOFF — Communications to 1564 Broadway, New York City

MDSE. OUTDOOR SEASON ON

Concessionaires See Banner Season Despite War Problems

Decided shortage of merchandise—those who stocked early are lucky—better items shown St. Louis and Chicago—jobbers almost sold out

NEW YORK, April 3.—As the outdoor season approaches, merchandisers are faced with many problems, majority of them due to the war. Some of the difficulties can and have been overcome, while others will undoubtedly continue for the duration. Chief problem of course is the lack of merchandise. There are still a few of the old reliables left on the market. However, they are getting harder and harder to find, and once the present supply is exhausted they will disappear until the war is won. Worth-while substitutes have appeared during the past year and will undoubtedly be accepted by the public. Good showmanship and display will sell wartime items. Many of them, of course, will sell themselves because of their value and also because the public is anxious to grab up articles of a military nature.

The trend this season is toward a more expensive grade of merchandise. The cheap items, pushed on the public in past years, have disappeared. Concessionaires will, for the most part, offer better grades of goods during the outdoor season and will, in some cases, require more coupons for a particular article.

As has been reported previously, buying during the last month has been exceedingly brisk. This fact was proven by the terrific attendance and buying prevalent at the various merchandise fairs held recently thruout the country. Because of the shortage of merchandise, buyers have been anxious to grab almost anything worth-while that has been offered. Prices have gone up and orders have been placed early. Many jobbers serviced their old accounts and refused to accept new business.

Most popular items showing around the New York market recently have been blankets, stuffed toys, dresser sets, towel sets, chenille spreads, any article with a military theme, tablecloths and furniture, including bridge tables and end tables.

New York merchandise men expect most of the merchandise now available to disappear within 90 days. At present, however, there is still plenty of merchandise around this part of the country. Noted concessionaires spotted on buying tours in New York recently were Jack Gilbert, Phil Eiseler, Jack Greenspan, William Cowan, William H. Jones, Abe Rapps, Charley Gross and Mike Ceidera. These men were able to buy almost all of the items they needed to fill their stands this season.

Articles that have been held in stock by exporting companies for shipment to Africa and South America have recently been dumped onto the New York market, helping to fill the urgent demand for goods.

Other major problem facing merchandisers is the shortage of man power. This has resulted in a slow-up of deliveries and higher salaries having to be paid for employees, all of which has also helped to boost price of articles.

Concessionaires do not expect the pleasure-driving ban to interfere with business this year. They realize that people who cannot go to the beaches over the week-ends by car will get there even if they have to crawl. In addition, because more money is being spent this year by the civilian population, many people soon will be taking houses at the local resorts, all of which will help to stimulate trade. Concessionaires also expect a tremendous boost in business from servicemen stationed near local resorts and those men home on furlough.

Despite the shortage of merchandise, man-power problems, gas ban and other headaches, concessionaires in the New

Business Booming For Philly Mdsers.

PHILADELPHIA, April 3.—With the coming of the Easter holiday, which marks the seasonal openings of the amusement parks here and in the up-State towns, and at the same time finds the near-by resort concessionaires making preparations for the summer, prospects are brighter than ever for the local merchandisers dealing in gifts, novelties and merchandise items. In spite of the lack of new merchandise and depleted inventories, business has been holding up exceedingly well for the merchandise supply houses, and the only things concerning them is finding enough stock to fill the expected rush of incoming orders.

Fortunately, most of the local supply houses have been well stocked with a large variety of items. Long before the outbreak of the war the local merchandisers anticipated priorities and loaded up. While the wholesale price to concessionaires and park people are higher, the increase ranges only from 10 to 20 per cent over last year.

Shortages that do exist are to a large extent in the smaller items, which retail for 5 or 10 cents and which concessionaires use as "one-win" prizes for their games. For the small items still on the shelf, the price is prohibitive for such use.

Filling the gap in smaller items are a large assortment of patriotic items, particularly those appealing to servicemen. Good business levels have been maintained all year because Philadelphia each week entertains an estimated average of 45,000 servicemen on furlough, with an influx of between 10,000 and 15,000 on week-ends. Moreover, the city's regular population has been swelled by at least 300,000 war industry and government workers.

In addition to patriotic items, souvenirs have enjoyed boom sales, and both categories figure as best sellers of even greater proportion with the opening of the park and resort season. There has been a heavier demand for the better quality merchandise, particularly in gift items. Apart from the vanishing stock, only other problem facing the merchandisers is in being able to make shipments to the parks and resorts.

York area are looking forward to a banner season.

ST. LOUIS, April 3.—Merchandise situation in the St. Louis territory is critical, according to reports. The supply houses can hardly get anything they order.

In addition, prices on the usual novelty items have skyrocketed and orders do not mean a thing to the manufacturers, as they are usually cut from 75 to 90 per cent. They are endeavoring to re-adjust their businesses and the supply houses have gotten stuff out of their basements that has been considered dead stock for years, in order to give their customers some merchandise to tide them over.

St. Louis merchandise men have tried different items to substitute for some of their regular merchandise but it seems just as difficult to get such substitutes. Military novelties have raised in price tremendously during the past several weeks and such merchandise is not solving local problems.

Supply houses in this territory claim they have enough merchandise to last them about another month providing they cut their customer's orders to the bone.

The problem in the St. Louis territory seems primarily to be one of a decided dearth of merchandise. However, that is the problem today. Yesterday, before the present situation reared its ugly



By JOHN CARY

The bill to legalize bingo in New York has already passed the Assembly and Senate. It has been in the hands of Governor Dewey for several days and bingo operators and merchandise men thruout the country are anxiously awaiting the outcome.

The bill provides that upon petition of 5 per cent of the voters the governing body of a community may permit the playing of bingo under the exclusive sponsorship of charitable, civic, educational or similar organizations.

The bill also states: "Upon a like petition presented prior to September 1 of any year, a vote shall be taken upon the question of permitting the playing of bingo from September 15 of such year until September 15 of the following year. Such question shall be voted upon only once in each year. The governing board of each municipality shall have the power to make such reasonable rules and regulations concerning the conduct of the game as it may deem necessary."

Regarding the point that games may be sponsored only by charitable, fraternal or similar organizations, bill further states, "such organization or group must have been organized for not less than two years prior to its application for a bingo permit under the terms of this section."

"Any person desiring to operate bingo games in a municipality in which the governing body has voted to permit the playing shall make application to the chief of police or any municipality having a police department or the supervisor of any town in which there is no police department. Application should contain a statement of the name and address of the applicant, the location of the place at which the games are to be played and the seating capacity of such place, the date or dates for which a permit is sought, the class of permit sought and any other pertinent information required by such official and, upon payment of the fee provided for, such official is authorized to issue such a permit.

"The seating capacity of the place in which the games are to be played shall determine the amount of the permit fee. All fees for permits shall become the property of the town or city where permits are issued.

"Each person who shall operate bingo games shall keep accurate records of receipts and disbursements, which shall be available for inspection by the authority authorized to issue permits.

"The authority granting any such permit shall immediately revoke the same for a violation of any provisions of the bingo bill and shall not issue any permit to such committee within one year from the date of such revocation.

"Any person who shall promote or operate any bingo game without a permit shall be fined not more than \$200 or imprisoned for not more than 60 days or both."

The most important stipulation in the bill is that it bans cash prizes. Merchandise men and bingo operators prefer to offer merchandise prizes. In the first place, there is no taint of gambling when only merchandise is offered. In addition a law prohibiting cash prizes will boost the merchandise business.

Bill has also been backed by various hierarchies of the Catholic Church with main opposition coming from Protestant churchmen and Mayor La Guardia.



By BEN SMITH

The following has a perfect record . . . in reverse. No hits, no runs, no errors. It hasn't pulled a single response yet, but we never say die, and one of these days someone is bound to pop up with another version.

Have you ever wondered how the salesboard business originated? Who the pioneer operators were? When the first deal was put together? We have often thought about it but have yet to meet anyone who really knows. The salesboard and salescard today play an important part in the distribution of merchandise, and manufacturers of premium and gift products thru this outlet move a substantial share of their yearly output. Thousands of men and women are gainfully employed in this business. Despite the fact that it is a comparatively new business, very little is known of its early history. It would be interesting to learn how the salesboard idea developed, an idea which has sold millions of dollars in merchandise that John Public could not or would not have bought in any other way. Perhaps some of you old-timers can bridge the gap and enlighten us.

We had a chinfest on this subject at the office the other day and one of the boys mentioned a chap named Mays who claimed to have invented the salesboard. He was a writer, so the story goes, and anxious to make some extra money he evolved the salesboard idea.

In 1912 Mays was connected with Charles L. Winters & Company, Jacksonville, Fla., then one of the largest salesboard operators in the country. Boys working out of that office traveled by horse and buggy and covered quite a bit of territory. They would drive to a county seat and place their deals at all the crossroad stores, sawmill camps and turpentine stills they could find. These were among the best and most productive locations.

One of the company's most successful deals worked on a 500-hole board 10 cents straight and took in \$50. Location received 20 per cent of the take and the purchaser got something for every punch. Most of the items distributed consisted of slum jewelry, tho a number of capital prizes were also offered, among which were a Winchester rifle and straight razors, very popular in those days.

Just to prove that there is nothing

(See DEALS on page 75)

Selling BIG everywhere!



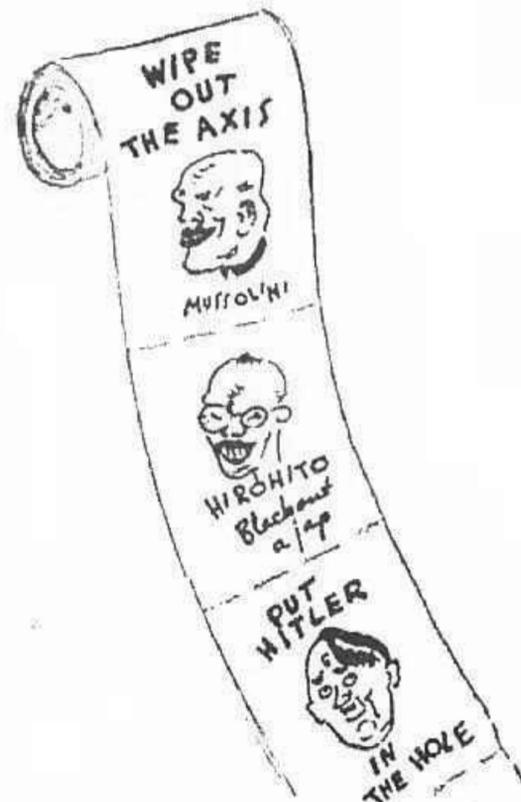
VICTORY MORNING PAPER

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PACKED TWO DOZEN ROLLS TO A BOX
 ← DISPLAY CARTON IN EACH BOX OF TWO DOZEN
\$1.12½ PER DOZ. (\$2.25 per Box of 2 Doz.)

WE PAY SHIPPING CHARGES ON ALL ORDERS OF SIX DOZEN OR MORE

FREE DISPLAY
 WITH EVERY ORDER



NOVELTY WALL PLAQUES

COMIC, HUMOROUS, 17 DIFFERENT SUBJECTS — GOLFER, FISHERMAN, BOWLER, ETC., ETC.

Air Raid Instructions
 When air raid sirene blowz drop what yer holding or doin & make fer the cellar.
 Gum dressed as U are, if takin a bath pleez put a towel around you.

NOTIZ!
 Fif collumists, Nutzis and Japs found aroun thes parts will B persecuted to the full extent of 2 muntral dogs & 1 double brl shot gun wich aint loaded with sofa pilers also tarred & fettered & ridden on a rail.

BLAKOUT INSTRUCTIONS
 Keep yer shirt on, dont get excited. Blow out the lifes & pull down yer shades. We will not B responsible for what goes on during Blakouts.

IN CASE OF AIR RAID
 STAND NEAR SLOT MACHINE — THE JACKPOT HAS NEVER BEEN HIT YET.

SIZE 6 IN. x 9 IN.

BEAUTIFULLY PROCESSED IN COLORS ON ¼-IN. THICK PRESSED WOOD

\$1.80 PER DOZ. (\$21.60 PER GROSS)

Assorted or Your Selection

WE PAY SHIPPING CHARGES ON ORDERS OF 3 DOZEN OR MORE

"IN THE SERVICE" PHOTO FRAME

New, Different... A Sure Seller

BEAUTIFULLY PROCESSED IN 3 COLORS — RED, WHITE AND BLUE
 SIZE 6 IN. x 9 IN. — MADE FROM ¼-IN. PRESSED WOOD — GLOSS LACQUER FINISH

\$2.40 PER DOZEN WE PAY SHIPPING CHARGES ON ORDERS OF 3 DOZEN OR MORE



Our sales story is brief and to the point!

These items Sell and sell Big!

ABOVE PRICES ARE WHOLESALE TO THE TRADE

TERMS: 2 PER CENT DISCOUNT WITH CASH ENCLOSED OR C.O.D. ORDERS
 2 PER CENT 10 DAYS TO RATED ACCOUNTS

**ESTABLISHED
 JOBBERS
 WRITE FOR
 PRICES**

Randolph Novelty Company
 manufacturers • distributors

3757 NORTH RACINE AVENUE

CHICAGO



THE AMERICAN RAIDER
THE BIG GUN—That's Tops
for FUN!

READY! For Arm or Tripod Mount
AIM!! Thru the Telescope
FIRE!!! Turn Crank and Mow 'Em Down
It's Big and Realistic (Size 41" long, 19" high)

Its many fun features triple the enjoyment of aiming and firing, especially the beautiful telescopic sight. Explosive "action" is well designed and durable. Individually packed in attractively printed corrugated carton.

Stock No. 4450

SAMPLE \$1.75 Each. Write for Quantity Price.

"There is no Priority Rating on Our Friendliness"

ONE CARTON OR A CARLOAD



No. 041 Soldier Girl No. 054 Uncle Sam No. 040 Soldier Boy No. 062 Majorette

No. 36—Assortment. Printed in Bright Colors and Decorated with Tinsel. Packed 48 to a Carton. Average Height 6 Inches.

We manufacture 14 different slum items. Packed one gross of a number to a carton. Price \$1.25 Per Gross.

ELECTRIC EYE RABBIT—Flashy Rayon Silk Costume in Red, White and Blue, Height 27 In. Sample \$3.25. DOZEN \$32.00. Only a Limited Quantity.

COMPLETE LINE OF SERVICE MEN KITS, ETC. BEACON BLANKETS AND SHAWLS.

We Carry a Line of General Merchandise for ALL CONCESSIONS — BOARD OPERATORS — WAGON DEALERS — PREMIUM USERS.

Write for Listing—State Business and a General Idea of What You Are Mostly Interested In.

WISCONSIN DELUXE CORP. 1902 N. THIRD ST. MILWAUKEE, WIS.

Popular Items

Sea Shell Novelties

A number of new novelties in the line of sea shell jewelry are presented by J. A. Whyte & Son. Brooches, necklaces, leis, bracelets and fobs made of shells and seeds from the tropics which are unaffected by priorities. Other curios made of shell are also available, some of which are of intricate workmanship and unique design, and include lamps, grottoes, ash trays, model airplanes, etc.

First-Aid Kit

Columbia First Aiders is featuring a first-aid kit called Bundles for Civilian Defense. Kit contains all the items needed for first aid, including gauze, band-aids, mercurochrome, gauze pads, cotton and adhesive tape. Items are packed in a kit made of fabric that looks like a miniature duffle bag. Attractive, well equipped and easy to carry.

Butter Stretcher

With butter now being rationed, George Foster's butter stretcher, Ren-o-Mix, should undoubtedly be a blessing in dis-

WANT TO PURCHASE FOR CASH!

LARGE OR SMALL LOTS DOMESTIC OR IMPORTED

TOYS—NOTIONS—NOVELTIES—PREMIUMS—CARNIVAL GOODS—CHINA WARE—FIGURES—WATCHES—KNIVES—PORCELAIN NOVELTIES—HAND SEWING NEEDLES—SAFETY PINS—SCISSORS—SHEARS—MECHANICAL TOYS—DARTS—DICE—WATER PISTOLS—PENCILS—GOGGLES—FOUNTAIN PENS—NAIL FILES—PING PONG BALLS—GAMES, ETC. ALSO ALL TYPES OF DISCONTINUED STOCK.

MAIL FULL PARTICULARS

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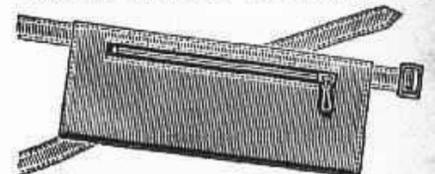
Complete With Charts of U. S. and Enemy Fighter and Bomber Planes

All American spotter-scope with fine power guaranteed ground and polished lenses. Strong construction, simulated leather covering. Easy to focus—clean sharp views at all distances.
B20Q78—PED DOZEN \$ 3.60
PER GROSS 42.00

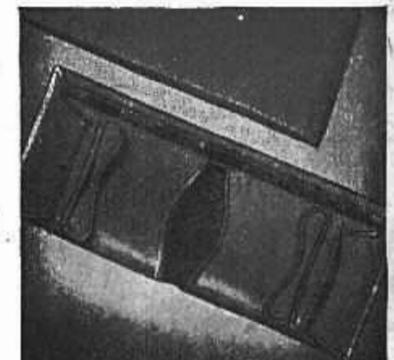


LEATHER ARMY BILLFOLDS

Genuine calf leather in Brown with gold-stamped United States seal. Two extra pockets to hold cards, and four celluloid swinging windows accommodate eight passes. Additional pass window on simulated leather. Snap button close.
B12L149—Army Billfold. Per Doz. \$7.20
B12L149P—As Above, without Emblem. Per Dozen 7.20



B25L6—Zipper Money Belt. Khaki water repellent twill. 10 1/2" long. Per Dozen \$8.50
B25L13—As Above in White for Navy. Per Dozen 8.50
B25L1—Khaki Two Pocket Money Belt, No Zipper. Per Dozen 4.50
Send \$2.00 for Sample Each of Above Postpaid.



Large semi-stitchless Genuine Leather Billfold with bill divider. Three colors: Blonde-Saddle, Suntan and Blonde and Suntan combination. Celluloid identification and leather card holders. Boxed. Sold in assortments of 3 colors only.
B12L145—Sample \$.85
Per Dozen 9.60

JOSEPH HAGN COMPANY

Wholesale Distributors Since 1911
217-225 W. Madison, Chicago

OLD GLORY

PATRIOTIC FLAG-IN-ACTION ELECTRIC DISPLAY SELLS FAST TO DEALERS EVERYWHERE

Only American ingenuity at its best could design a display as patriotically beautiful as this model! Retailers at \$11.75 to offices, taverns, chain stores, drug stores, cigar stores, gift shops, flower shops, department stores, hotels, churches, clubrooms or wherever it can be used effectively. Styled in full color with a sky blue background and white clouds. The flag appears to wave majestically in the breeze by means of a rotor that operates from the heat waves radiating from the 110 volt electric light bulb. There's no expensive motor to require constant repair or get out of order. A revolutionary invention gives spectacular off-on illumination to 1,176 plastic jewels set on a glass face. Constructed with a fibre-board back, wood frame, 17x19 in. Comes ready to plug into any A.C.-D.C. socket. Ship. wt. 9 lbs.

No. B-42x16—Sample \$7.50 | Lots of 6 Each \$6.50 | Lots of 12 Each \$6.25

As Above, Console Type. Size: 25x27 in. Shlp. Wt. 12 Lbs. (Retail \$18.75.)

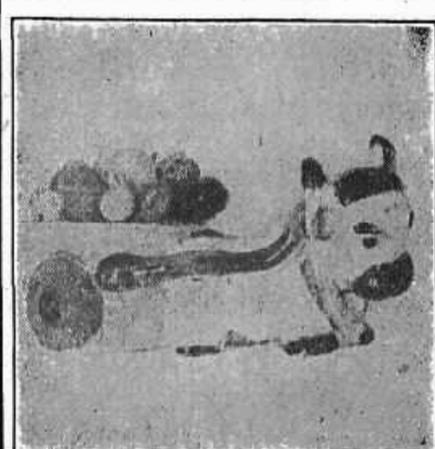
No. B-42x16—Sample \$12.50 | Lots of 6 or More, Each \$11.75
Quantity Prices Quoted to Distributors if Purchased in Lots of 25 or More.
EXCLUSIVE DISTRIBUTOR. Terms: 25% Deposit, Balance C. O. D.

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Remember those knock-out mounts the other man was using? THEY WERE KEYSTONE MOUNTS. Remember that HE was getting the customers and YOU were "at ease"? DO YOU want to be busy at your next "doing"? Then be stocked up with KEYSTONE MOUNTS. The sayings, designs and assortment we send you GUARANTEES to make every day a "big day." NO SHORTAGE OF STOCK AT THE KEYSTONE. Orders are filled promptly and correctly. Blackbacks, mounts and folders for the One Minute Men; mounts and folders for the 4 for a Dime. Let's all pull together and watch the results. How about it, buddy?

KEYSTONE FERROTYPE CO. 794 SOUTH ST. PHILADELPHIA, PA.



CHINA BULL FRUIT CART, 10" LONG, \$12 DOZ. F. O. B., N. Y.

3-Pc. Dresser Sets, \$12.00 Doz.
Feather Plant, 15" high, \$10.80 Doz.
Elec. Rotary Clocks, \$12 Doz.
Mirror Patriotic Pictures, 9"x12", \$6 Doz.

Bingo-Red Barkers 25c M.
25% Deposit, Balance C. O. D.
Come in and see our unusually large assortment

WORLD TRADING CORP. 37 W. 23d St., N.Y.C.

FOLDING CHAIRS BINGO
SUPPLIES PLASTIC MARKERS CARDS
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

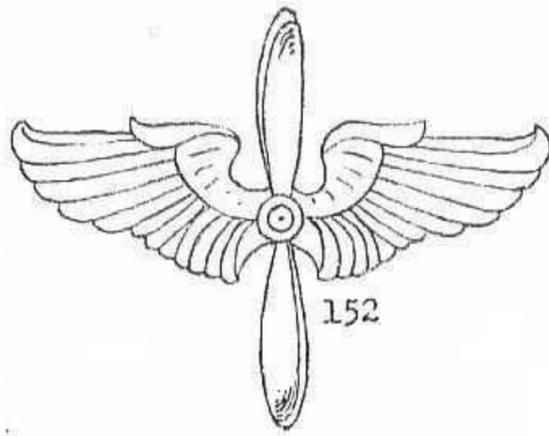
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Pitchmen, window workers, jobbers, distrs, flash demonstration sells 'em fast to the boys in camp and to every self-shaver. Made by the Goodrich Co., Est. 1884—your confidence statement. Each HONE in 50¢ Silver DeLuxe Box. Sample 10¢; low gross prices.
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FAST SELLERS FOR NOVELTY STORES, CONCESSIONAIRES, PITCHMEN, ETC.!



A complete line of Army, Navy, Marine and Air Corps military insignia jewelry made of genuine Ocean Mother of Pearl with Sterling Silver Gold-Plated Insignias. Jewelry is individually boxed in velvet-lined boxes and all colored Pearls are dyed to the color best suiting the service. They breathe quality and assure you of fast turnover and juicy profits. Mother of Pearl backgrounds are the closest authentic reproductions on the market. Order today! Delivery is immediate and unlimited. 1/3 deposit, balance, C. O. D., F. O. B. New York. Please specify insignia wanted for each item, otherwise we will ship assorted insignias.

No. 152—Large Blue or Khaki Ocean Wing with White Ocean Propeller and Pin Back, \$10.80 Per Dozen.

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No. 431—Blue or Khaki Ocean Double Heart and Arrow with White Ocean Heart and Insignia, \$9.00 Per Dozen.

No. 432—White Ocean Propeller with Blue or Khaki Ocean Star and Insignia, \$9.00 Per Dozen.

No. 430—Snail Double Love Birds with Blue or Khaki Ocean Heart and Insignia, \$9.00 Per Dozen.

JOBBER: WRITE FOR SPECIAL DEAL!

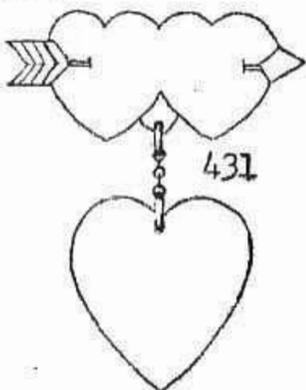
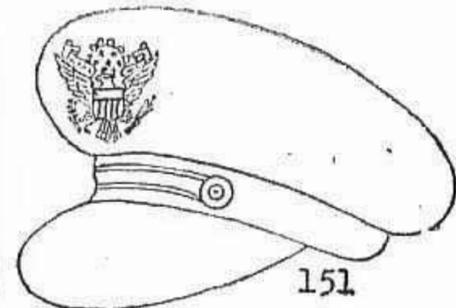
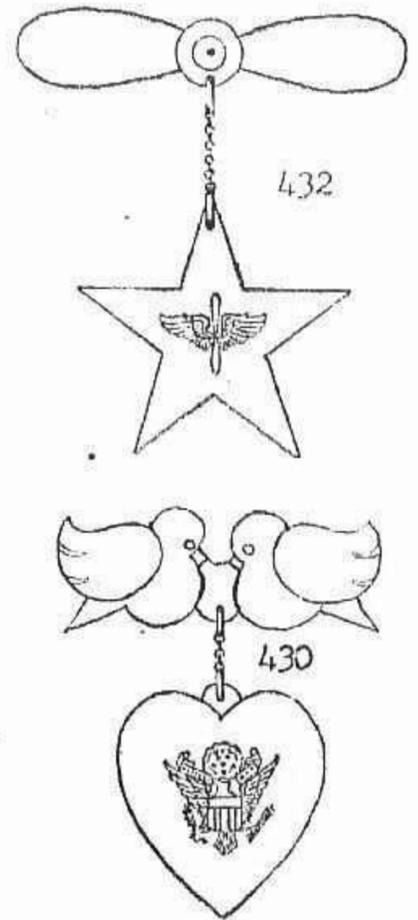
We also have separate Gold-Plated Sterling Silver Insignias for cementing. Send \$1.50 for sample card of 15 different available emblems. In addition, we can supply Pearl and Wire for Wire Workers. Write for details!

**WRITE FOR CATALOG OF COMPLETE LINE
SEND \$3.00 FOR ONE SAMPLE OF EACH ITEM IN AD**

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OVER 1000 JOBBERS

**SELL OUR
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**WRITE FOR
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Jackets and Boleros

Make Your Selection Direct From My Factory

I carry a full line of distinguished 1943-'44 styles . . . including Persians, Muskrats, Skunks, Foxes in all shades, Marminks, Kid Skins, Sealines, Beaverettes, Checkiangs, Caraculs, Krimmers, Pony and every other Fur from

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WRITE immediately for new illustrated catalog and price list just off the press. It is FREE.

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Everything for

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**For Full Information,
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METRO MFG. CO. 127 W. 25 St.
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**Have you seen
NUDIE?**

Something New for Novelty Stores, Gift Shops, SALESBOARD OPERATORS, Night Club and Hotel Concessioners. Retail for \$2.

NUDIE! A 7-inch doll made of a flexible, pliable lifelike plastic composition. Actually seems to be alive. Nudie sells herself! Ind. packed, blonde, brunette or red, hand painted and finished.

Place a trial order and be convinced. For retailers: \$10.80 per doz. Send full payment, save C.O.D. fee—or send \$3 for 3 NUDIES, 1 red, 1 blonde, 1 brunette. Sample \$1—send for yours today.

ABRAHAM 258 W. 97TH ST.
Novelty Creator NEW YORK CITY
EXCELLENT OFFER FOR JOBBERS!

LITTLE ROCK BRANCH has PLASTER, CANES, DOLLS, PICTURE FRAMES, GLASSWARE, BALL-GAME AND SLUM JOINT SUPPLIES. HAT BANDS, SWAGGERS, BATONS, CORKS, BUTTONS. ORDER FROM CLOSEST BRANCH.

MIDWEST MERCHANDISE CO. 116 MAIN, LITTLE ROCK, ARK.
1008 BROADWAY, KANSAS CITY, MO.

FOX TAILS IN STOCK!

Pitchmen, Carnival and Fair Workers, here at last are the well-known HMJ Fox Tails you've been waiting to grab up! Cash in this season with these largest, bushiest, genuine fur fox tails while they last. Tails come with two strong cords (with or without "comic saying" cards) to tie to autos, motorcycles, bicycles, canes, etc. Send for free price list, or send 50c for the samples of 4 various sizes. Stock going fast . . . better rush your order for immediate shipments!

H. M. J. FUR CO., 150 West 28th St., New York City

NEED MERCHANDISE

PLENTY STILL AVAILABLE!

DON'T WAIT—TOMORROW MAY BE TOO LATE!

SEND FOR CATALOG

TELL IT TO **Casey** YOUR DEPENDABLE SOURCE OF SUPPLY
1132 S. WABASH AVE. • CHICAGO



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BEST FUR
COATS
JACKETS-BOLEROS**

Exclusive 1943 Styles, Smart details, radiant furs and quality workmanship. Furs of all

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FACTORY
PRICES**

types in all price ranges. Buy now and save. Free Illustrated Catalog and Price List.
S. ANGELL & CO. Manufacturing Furrier
236 W. 27th St. (Dept. b-3), New York City.

BINGO

Complete line of **SPECIALS**—Light and Heavy weight Bingo Cards—Lap Boards—Movie Bingo—Master Charts—Stage Money—Admission Tickets
RED AND BLACK PERFORATED MARKERS

SERIAL PAPER PADDLES ATTRACTIVE COLORS
FOR ALL LEADING WHEELS

SCHULMAN PTG CO. 11 E. 19th ST. NEW YORK

**OUR LEADER Style 770
Sable Dyed Pahmi**

CHOKERS

strongly resembles the Genuine **\$3.75** Per Skin

Mink & Kolinsky assembled in sets of any number of identical matched skins. 25% Dep., Bal. C. O. D. Write for FREE CATALOG OF

SCARFS • CAPES • JACKETS • COATS full beautiful, latest styles at the lowest prices.



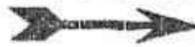
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Hottest Deal Since Electric Razors

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With Purchase of Illustrated **HAND-BOOK** How to get correct answers instantly without pencil or paper!

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Shipbuilders and airplane machinists, technicians, draftsmen, electricians, mechanics, tool and patternmakers, etc., find the slide rule invaluable in saving precious time.

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Bookkeepers, accountants, salesmen, printers, farmers, housewives, office workers save time figuring costs, commissions, etc. In fact, almost any one who uses a pencil will be delighted with this accurate time saver.

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Highly important for artillery range finding, anti-aircraft detecting, etc.

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**ACT NOW! THIS
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LAST CHANCE!
BECOME A
SLIDE RULE
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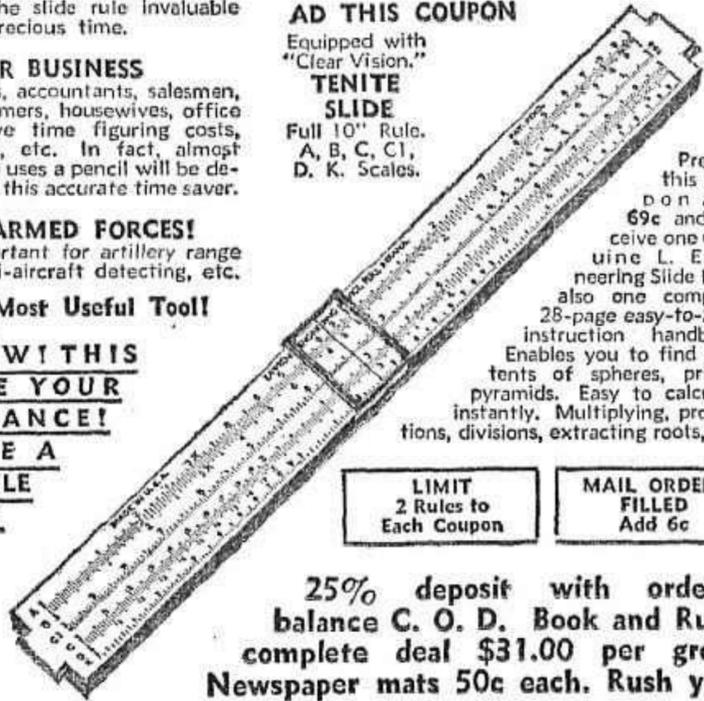
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**TENITE
SLIDE**
Full 10" Rule.
A, B, C, CI,
D, K, Scales.



Present this coupon and 69c and receive one Genuine L. Engineering Slide Rule, also one complete 28-page easy-to-learn instruction handbook. Enables you to find contents of spheres, prisms, pyramids. Easy to calculate instantly. Multiplying, proportions, divisions, extracting roots, etc.

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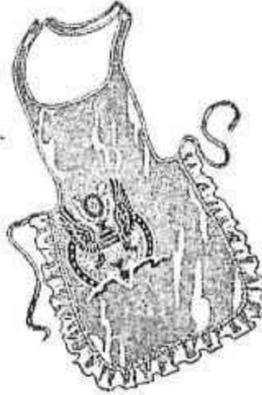
25% deposit with orders, balance C. O. D. Book and Rule, complete deal \$31.00 per gross. Newspaper mats 50c each. Rush your order to

RULE SALES COMPANY, 303 FIFTH AVENUE, NEW YORK CITY

guise for housewives throught the country. A 15-cent package of Ren-o-Mix and four pints of milk will blend four pounds of butter into eight pounds of a spread that looks and tastes like butter. Product is proving to be a whirlwind seller for all interested in saving money.

Insignia Gift Aprons

Hydro-Tex Corporation is putting out beautiful tea aprons that come in a delicate ivory with a two-inch ruffle in blue, rose, peach, green, white and other colors. Insignias are hand blocked in two colors with an attractive suede-like flocking.



Hitler's Will

That amusing document, the Last Will and Testament of Adolph Hitler, is proving to be a consistently good item, according to Schubert of Jap-Jay Company, who owns the copyrights on it. One of its laugh-getting legacies is: "To General MacArthur, I leave money for my tombstone with epitaph:

Eeeney Meeny Miny Mo
Here Lies Hitler by the Toe
Underneath He Seems To Say
My Master was the U. S. A."

Leon Levin, Kipp Bros., Indianapolis, announces that that firm will not issue a general catalog this year, due to the uncertainty of deliveries from manufacturers. Listings of special offers will be shown in the firm's advertisement appearing weekly in *The Billboard*. Special circulars featuring goods for concessionaires and parks will soon be published and distributed.

"BIG HIT" TIMELY VALUES

- SHOE SHINE Military Draw String Duffle Bag Kits. Complete... **\$ 3.95**
- DOZEN KITS **6.00**
- DUFFLE BAG SERVICE KITS. Contains 8 useful items for service men... **15.00**
- DUFFLE BAG KITS. Contains 22 items. Outstanding value. Each \$1.35... **16.20**
- APRON KITS. Contains a variety of items. A must for the man in the service. Each \$1.45... **20.50**
- EMPTY DUFFLE BAGS. For storing servicemen's personal necessities. Fast seller, or make up your own kits... **1.95**
- FURLOUGH Barrack or Carry-All Bags with zipper. Millions sold, 3 styles... Each \$1.45, 1.75, 2.20... **7.80**
- MONEY BELTS. Every service man needs one. Worn by civilians too. 4 styles. Doz. \$4.65, 6.50, 7.20... **7.20**
- FIRST-AID DUFFLE KIT. For Service Men. Also for Wardens, Auto and Home use. DOZ. KITS **8.45**
- MILITARY and Patriotic Novelty Pins. Latest production. GROSS **2.45**
- SERVICEMAN'S HOSE. 4 grades. DOZ. PAIR \$1.20, 1.65, 2.20... **6.45**
- MIDGET BIBLE. The smallest in the world. 200 pages. Size of postage stamp. Easily read. Cherished and brings good luck. GROSS **17.00**
- IDENTIFICATION Neck Chains. Crystal and assorted colors. Dozen \$1.50... GROSS **39.00**
- GARRISON HAT Regulation Devices. A \$1.00 item at a bargain price. Dozen \$3.50... GROSS **39.00**
- COAT INSIGNIA. Regulation. With inscription U. S., Aviation, Engineers, Signal Corps, M. P., Quartermaster, Ordnance. GROSS **30.00**
- SHAVING & DENTAL Cream. In tubes. Value cannot be beat. Special... **23.50**
- SIDE LINE Merchandise. Extra Special... **6.75**
- SOAP. 3 wrapped cakes to a box. 100 BOXES (300 Cakes) **.60**
- SHOE LACES. Paired, banded and boxed... GROSS LACES **2.95**
- POCKET COMBS. 5 inches. Fine and coarse teeth. GROSS COMBS **4.50**
- INITIALS. Metal. In chrome and gold finish. Cement on anything. Really hot. Sells 3 for 50c. One gross assortment with one bottle of special cement... COMPLETE

MILLS SALES CO.
Our Only Mailing Address OF NEW YORK INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

ALMOST AS POPULAR AS REAL SILVER FOX JACKET



SOUTH AMERICAN FOX, GLEAMINGLY DYED TO A BEAUTIFUL SILVER SHADE.

\$39.50
Plus Fed. Tax

Sizes 12-20
AN EXCELLENT BUY AND MONEY MAKER.

Also AMERICAN OPPOSSUM JACKETS dyed and blended in Skunk Black and Brown, Silver and Sable Shades at \$39.50.

RUSH YOUR ORDER TODAY

25% Deposit Required, Balance C. O. D. GUARANTEE MONEY Refunded within 3 days upon receipt of garment if not satisfied.

ANDREW PAUL

Manufacturing Furrier

154 West 27th Str., Dept. No. 1, New York, N. Y.

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PHOTO PLAQUES

Finely Sculptured in Deep Relief

Here are handsome photo plaques that are exceptional buys. You're bound to sell many of them to a very good take. **WRITE TODAY!**

• SPECIFICATIONS •

SIZE—12x12x1 3/4. MATERIAL—Hydron composition, commercially unbreakable. WEIGHT—Net 1 1/2 pounds. PACKING—Individually packed ready for mailing. PHOTO—Oval for photo insertion, 2 3/4x4 1/4. FINISH—Antique Gold Finish. BACK—Combination easel back with hanging hook for display either on desk or table or wall.

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for

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No. 3870 MIRRORED WHATNOT SHELVES

Can Be Sold, As Well As Used for Display of Own Goods. 5x6 1/4 in., with display shelf 5x2 3/4 in. Three different kinds.

\$7.20 per doz.

in three doz. lots

\$6.60 per doz.

Packed 1 doz. in box containing four of each of the three designs.

LEO KAUL IMPORTING AGENCY, Inc.

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Patriotic Bow Pin \$1.50 Gross

COMPLETE LINE OF CONCESSION GOODS AND SLUM

For Bingo—Ball Games—Pitch-Till-You-Win—Skee Balls—Dart Games—Wheels and Roll Downs. Large selection of Cakes—Stuffed Dolls and Animals—and large assortment of Carnival Hats.

FAST SERVICE . . . LOW PRICES . . . NO CATALOGS

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114 PARK ROW, NEW YORK

MILLION "HEARTS" The Two Best Sellers



CEDAR WOOD NECKLACE, Plain, \$1.80 Doz.
 Army—Navy—Air Corp.—Marine Insignias, 50c per doz. extra.
 MANY OTHER SAMPLES
 20 Assorted Samples, \$3.50

Mary John

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 174 Belmont Ave. Belleville, N. J.

MILITARY MERCHANDISE
 All Styles of Novelty Pins and Gadgets

WING PIN



#M303—Heavy sterling silver wing and propeller pin. Actual size as pictured.
\$6.75 Per Dozen
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ALPHA-CRAFT, INC.
 303 5th Ave., New York, N. Y.

GENUINE FUR COATS JACKETS AND CHUBBYS!

1944 Fashions! Perfect Quality! Beautiful Styles! Large Assortment! Caraculs, Sealines, Minkelites, Silvertone, Brown, Black, Sable, Coonys, Raccoons. Sizes 12 to 46. If not satisfied, money refunded within 3 days. Write today for FREE illustrated catalog and price list. AGENTS WANTED!
ROSE FUR CO., Dept. P-23
 49 W. 27th St. New York

LOWEST PRICES

P-A-P-E-R M-E-N

Can use experienced Papermen in most all States. Up-to-date war map and big money making proposition. Write today.
ED HUFF, 5416 Phillips, Dallas, Texas.

NOVELTY TOILET PAPER

Sells 50¢ Per Roll. Agent's Sample, 25¢.
ECONOPRINT, Box 31, Kokomo, Indiana

12 Wrist Watches, \$75.00

One water proof and eleven regulars. Those needing watches will be taken care of upon receipt of \$10.00. Money order (send no cash). Sorry, we have no time for idle communication.
ZUSSMAN'S
 207 W. Girard Ave. PHILADELPHIA, PA.

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Loaded Cigarettes, Trick Cigars, Trick Dice, Slink Perfume, Cigarette Tricks, Card Tricks, etc., etc. 20 different cards, each takes in \$1.20, costs you 60¢. All 20 cards, \$11.50. Giant Card, 50¢. Assorted items, grosses, \$5.00, costs \$2.35. 50% deposit, balance C. O. D. via express. 200 different items in stock. Send dime for wholesale lists, etc.
ARLANE, 4462 Germantown, Philadelphia, Pa.

LUMINOUS FLOWERS

and Statuettes, Figures, etc. Gardenias, \$2.00 doz.; Corsages, \$3.00 doz.; Statuettes, \$2.50 doz.; 50% deposit, balance C. O. D. Sample of each, \$1.00. Assorted sample dozen, \$2.50 full cash. Send for list. Original luminous flowers, not an imitation. They actually glow without "special" lighting, etc. Luminous Mfrs. Since 1926—"Original"
LUMINITE 2404 N. 15th St., Philadelphia, Pa.

RED HEART CRAFT
 No. 4309 \$2.75 Doz. No. 4302 \$2.75 Doz.
 No. 115-S \$3.00 Doz. All Friends Without Boxes
Genuine Aromatic "Red Heart" Cedar

WOOD JEWELRY

LAPEL GADGETS NECKLACES
 No. L-205-S \$3.00 Doz. No. 147-S \$3.50 Doz.
 No. 4308 \$4.00 Doz. No. 109-S \$3.50 Doz.

Conversational Pins

101 FAST SELLING MONEY GETTERS
 No. 351 \$1.75 Doz. No. 350 \$1.75 Doz.

Photo Hearts, Photo Service Star Pins, Service Star Mother Hearts (Gold Wire) set with Rhinestones, Hearts and Crosses with delicate pink roses, plain Hearts and Crosses, double Hearts, \$1.40 doz. up.

Free Illustrated Price List
 Or Send \$5.00 for Sample Line

Charles Demeo
 PHONE 116 E. WALNUT
 LOCUST 3913 MILWAUKEE, WIS.

No. 4301 \$2.75 Doz. No. 4304 \$3.00 Doz.
 No. 4310 \$2.50 Doz. No. 4303 \$3.25 Doz.

George Foster Again Amazes With the Most Sensational FOOD SPECIALTY of 1943!

REN-O-MIX 50c Pkt. Saves \$6.00



We have been overwhelmed by applications from wholesalers, agents, jobbers, dealers, etc., for sample kits and instructions to sell **REN-O-MIX BUTTER STRETCHER**. But we still have some good territory left—plenty of it—and we would like to hear from some more of you old-timers who know about the **RIG PROFITS** to be made on George Foster's sensational offer. In the present amazing offer we have everything right—

THE TIME—THE PLACE—THE GOODS!
 Rationing has caused everybody to need more butter, and war expenses have made them appreciate the low price of Ren-O-Mix. Imagine being able to turn 4 lbs. of butter into 8 lbs. of delicious spread that looks and tastes like butter at a cost of only 15¢, plus 4 pints of milk—and save \$1.50 in doing it! A 50¢ jar makes 32 lbs. of Ren-O-Mix Spread and saves \$6.00. We have other food extenders, too, that will sell just as fast.

WRITE, PHONE, WIRE OR CALL TODAY!
 Send for sample and full information—and GET GOING! There is plenty of money being spent in these days, but it can't buy more of anything rationed. That makes an opportunity for you to sell what it can buy and make some big money for yourself.

GEORGE FOSTER, Inc.
 Dept. B-4, St. Paul, Minn.

SEND 3c STAMP FOR FULL SIZED FREE SAMPLE

HEART SPECIAL

Beautifully Grained—Highly Polished—Work of Art

Large (3"x3") \$30.00
 Small (2"x2") \$20.00 per gr.

We carry the largest stocks of cedar wood jewelry in the country . . .

What Do You Need???

CHICAGO CEDAR-CRAFT MFG. CO.
 1049 N. Paulina St., Chicago, Ill.

BATHROOM EMERGENCY THE HANDY BOX

BIGGEST SELLER IN 10 YEARS. A WINDFALL OF PROFITS FOR PITCHMEN, DISTRIBUTORS, JOBBERS, SALESMEN, CONCESSIONAIRES—THOUSANDS OF RETAIL ESTABLISHMENTS EAGER FOR THIS NEW, FAST SELLING, PROFITABLE, LAUGH NOVELTY. REPEATING BY THE THOUSANDS.

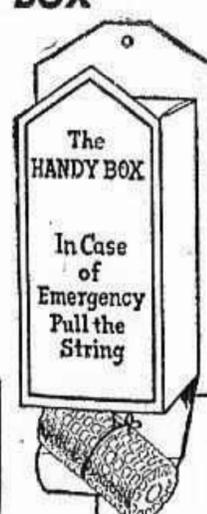
PROMPT DELIVERY
 REPEAT ORDERS POURING IN FROM NEARLY EVERY STATE IN THE UNION. THE HANDY BOX, just out, is bowling 'em over. A "natural" for fun lovers. Draws the snickers—and cash on the line—from men, women, kids. A smash hit and brand new. You can really CLEAN UP PROFITS LIKE IN THE OLD DAYS! RUSH YOUR ORDER.

\$6.50 per gross
 CASH WITH ORDER OR C. O. D. (25% Deposit on C. O. D. Orders)
 F. O. B. Bloomfield, Iowa
 SAMPLE DOZEN, \$1.00—Prepaid

WIRE, PHONE OR WRITE

NOCKONWOOD CO. BLOOMFIELD, IOWA

GETS A BELLY LAUGH EVERY TIME!
 4 in. high, 2 in. wide, 1 in. deep. Made of rugged cardboard, printed red. "In Case of Emergency" pull the string and a HALF OF A CORN COB falls out! Biggest seller we've ever introduced! Get 'em quick!



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Our De Luxe Model with fancy indented flexo drawer, 5" mirror base, fancy swivel mirror. 2 compartments, metal knobs. Calif. redwood: is the flashiest, fastest selling vanity out today. Also packed with ribbon-tied high-grade stationery. Write for new price set-up.
MARTIN MIRROR CHEST CO.
 1120 W. 78th St., Chicago, Ill.

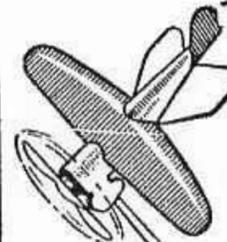
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THEY'RE STILL FLYING

As never before our new model Aeroplane on Stick will be a top seller around Airports, Parks and Fairs. A variety of dazzling sun proof colors with spinning propeller. No less than gross quantities shipped. Try a sample gross today. \$8.50 per Gross, 25% with order, bal. C.O.D.
OGDIN MFG. CO., 120 Dudley St., Dayton, O.



FINE MILITARY JEWELRY

Accurately Designed for SWEETHEARTS, MOTHERS, WIVES AND SISTERS OF ALL Navy Men

Sterling Silver Shield and Eagle, Gold-filled Anchors \$7.50

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 Illustrations | Safety | With 24K Goldplate Anchors
 Actual Size | Clasp | \$5.00
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SERVICE RINGS

Heavy Solid 10K Gold
 Beautifully Finished \$16.50
 Sterling Silver, \$7.50
 Specify Finger Size

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PILLOW TOPS with Army, Navy, Marine or Coast Guard Emblem with assorted sayings: "Mother," "Sweetheart," "Sister," "Wife," etc. Made of satin in beautifully assorted colors. Name of any Post or Camp with order of 2 Gross or More. Doz. \$5.50 and \$6.50. **PENNANTS FOR EVERY OCCASION.** Army or Navy Emblem with name of any fort, army reservation or ship. 8x16, 100—\$11.00. 12x30 PENNANTS, 100—\$16.00. **SILK EMBROIDERED HANDKERCHIEFS**—Army, Navy, Marines and Coast Guard. Assorted inscriptions: "Mother," "Sister," "Sweetheart," "Wife" and "Forget Me Not." Doz. \$3.00. Gross \$33.00. **SOLDIERS' TIES**, ready made ties with elastic neck cords. Khaki or Black. Best quality, big seller. Doz. \$3.50. **PLAIN FOUR IN HAND TIES**, Khaki or Black. Doz. \$2.00—\$3.00—\$4.00—\$6.00. **CHEVRONS**—P.F.C., ea. 7c; Corporal, ea. 10c; Sgt., 15c; Staff Sgt., 18c. **PATCHES**, all divisions, 100, \$12.00. **GARRISON HATS**. Doz. \$25.00. **WINTER OVERSEAS CAPS**. Doz. \$11.00. **WINTER OVERSEAS CAPS WITH LINING**. Doz. \$16.00. **SWEATSHIRTS** with insignia and any printed matter. Doz. \$12.00. **WALLETS**, Army Insignia. Doz. \$5.50, \$6.00, \$9.00 and \$12.00. **ARMY COMPACTS**. Doz. \$8.00, \$9.00, \$10.00 and \$15.00. **ARMY LOCKETS & BRACELETS**. Doz. \$12.00 and \$18.00. **HONOR ROLLS**, framed, 14"x11". Doz. \$4.50.
IMMEDIATE DELIVERY ON MOST OF THESE ITEMS—DEPOSIT WITH ALL ORDERS.
WORLD ADV. NOV. CO. 122 E. 25th St., N. Y. City



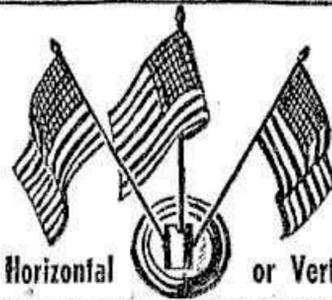
Alien Patents Made Available to Public At Chicago Office

CHICAGO, April 3.—More than 37,000 patents formerly owned by enemy aliens or by residents of enemy-occupied countries have been made available to American industries and inventors. Copies of the patents were made public with the opening of a library in the office of the alien property custodian in the Field Building here. It is expected that in time 50,000 patents will be included in the library.

The patents include some of the finest foreign research achievements in the production of plastics, dyestuffs, electrical goods and pharmaceuticals.

Not only may some of these patents be used to help win the war, but they also offer opportunities for small business men to establish sound manufacturing enterprises in the post-war world, it was pointed out.

Copies of the patents are on sale at the Washington office of the alien property custodian, but may be seen or studied in the Chicago library. A complete catalog of the patents may also be purchased at the Chicago office, as well as separate lists in the hundreds of fields covered by the patents.



Horizontal or Vertical New Suction Flag Holder

Complete with 3 American Flags. Sells from 25¢ to 35¢ each. Doz., \$1.50; Gross, \$16.00. Service Banners, 9x12—1, 2, 3, 4, 5 Stars. New design. Doz., \$1.75; Gross, \$19.50. Any sample, 15¢.

GORDON MFG. CO.

110 E. 23d St., Dept. F39. New York City

MILITARY APRON TOILET KIT



Made of Water Repellent Poplin, Khaki, Navy Blue, 11" high, 18" long—12 pockets, heavy tape and tie string.

CONTENT SAME AS PICTURE. Individually packed (1 Doz. to a carton).

\$18.00 Per Doz.

Terms: 1/3 deposit, balance C.O.D., F.O.B. N. Y. Sample Apron, \$1.75. (Distributors wanted.)
ACE EXHIBITS CO. 71 Clymer St. BROOKLYN, N. Y.

CLOSE OUT ENTIRE LOT

AT YOUR OWN PRICE COMBINATION TIRE AND WHEEL LOCKS

Fits all cars, 24 different combinations. No wheels to balance. List price \$4.00 set; 5,000 sets on hand. Best offer takes lot or part.

Plant doing 100% War work and needs the space.

WRITE

WILSON INDUSTRIES, Inc.

551 West Lake St. Chicago, Ill.

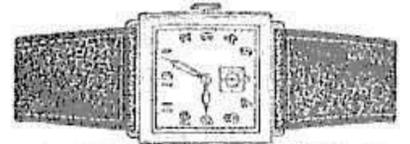
COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 15¢ for sample cards and folder.

M & M CARD CO.

1033-1035 Mission St., San Francisco, Calif.

GOOD NEWS—WATCHES FOR SALE



MEN'S SQUARE JEWELED WATCH WITH LUMINOUS DIAL—ONLY \$11.95

No. V882. White metal case, square shape with beveled edges. Choice of white or pink face. Has smooth leather strap. Swiss made. 4 jewels pin lever movement.

Sample \$12.90; 10 Watches \$119.50.

No. V880. White metal rectangular case, curved to fit the wrist. 4 jewel pin lever movement. Radium dial with white, pink or black face that you can see in the dark. Second hand. Smooth black leather strap. Swiss made.

Sample \$14.95; 10 Watches \$139.50.

MEN'S ROSE GOLD COLOR WATCH

No. V890. Modern watch. Rose gold plate rectangular case with steel back. Strap to match. 4 jewel pin lever Swiss movement. Choice of plain dial, or dial with two-tone dark face.

Sample \$15.45; 10 Watches \$144.50.

SMALL SIZE LADIES' WATCH

No. V894. A plain, dainty watch with 10 yr. rolled gold oblong case. Silk ribbon band with matching clasp. 4 jewel pin lever movement. Swiss made. Choice of white or dark face.

Sample \$16.95; 10 Watches \$159.50.

JEWELED SPORT WATCHES

No. V886. Medium size sport watches. Can be worn by men, women or children. White metal backs. Rose gold color tops. White or pink faces with second hand. Brown leather bands. Swiss pin lever movement.

Sample \$8.45; 10 Watches \$79.50.

DISCOUNT: 20% discount from above prices may be deducted when 20 or more watches are ordered at one time.

Prices are F. O. B. Le Center, Minn.
SPORS CO., 443 Lamont, Le Center, Minn.

CARNIVAL AND NOVELTY ITEMS

BEACON BLANKETS — PLASTER — FOX TAILS — LEAGUE BASEBALLS — SLUM — LARGE SELECTION OF FLASH ITEMS — 1st and 2nd Shelf CORN GAME ITEMS — NOVELTIES — BALLOONS — R., W. & B. BATONS — SWAGGER and CHINA HEAD CANES — NEW HEAVY R., W. & B. SWAGGER CANES — FLASHY DOMESTIC HAWAIIAN LEIS, etc. Send for price list and state nature of your business.

M. K. BRODY

1116 So. Halsted St., Chicago

31 Years in Business in Chicago

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We have popular **BINGO** and **Concession Merchandise** Quantities Limited on Unreplaceable Items

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to Keep Mosquitoes and other Insects Away and **DOCTORS SAY VERDARAY**

to Conserve Vitamin A and Reduce Fatigue **FREE Literature - SAVE ELECTRIC - Toledo, O.**

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Sample 35¢ Each.
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 1317 Walking on Water
 1178 Saint Anthony
 1229 Last Supper
 1167 The Good Shepherd
 1172 Saint Joseph

ROTH Novelties



SET IN GLASS WIRE EASEL SELLS ON SIGHT—NO CATALOG

1319 Birth of Christ
 1177 Holy Family
 1159 Little Flower
 1161 Sacred Heart of Jesus
 1169 Sacred Heart of Mary

2013 2nd Ave., N. Y. C.

STUFFED TOYS FOR SPRING EASTER RABBITS—TEDDY BEARS—PANDA BEARS

10 EASTER BUNNIES — ALSO 50 PACKAGES CIGARETTES ON 1200 HOLE BOARD Takes in \$60 — Costs \$26 — Special Price to Jobber.

CANTON STUFFED TOY COMPANY

CANTON, OHIO

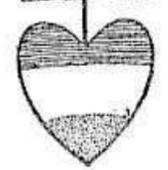
NOVELTY STORES—HUSTLERS New, printed, packaged Novelty Numbers. Clever, comical, laugh-makers. Profitable, fast sellers. Tickets, Business Cards, Quiz Paks, Puzzles, War Jokes, Ration Joke Cards, Diplomas, Licenses and others. Two pound Sample Pack of 50 Items with wholesale price lists, \$1.00 by express.
KANT NOVELTY COMPANY
 323 Third Avenue Pittsburgh, Pa.

ATTENTION, MILITARY STORES!

**FAST SELLING ITEMS
FOR MOTHER'S DAY AND
SOUVENIRS FOR SWEETHEARTS**



Here are the fastest selling, profitable items out today — fast turnover — terrific volume! Made of colored plastic with sterling silver gold-plated wire inscriptions. Come with "Mother," "Sister," "Sweetheart" or "White" inscriptions, please specify when ordering.



VICTORY & HEART SHAPES, come in Red, White & Blue or Ass't plastic colors at
\$5.75 Dozen.

HEART & BAR in Red, White & Blue at
\$9.00 Dozen.

SPECIAL! Red, White & Blue **PLASTIC RING** with Military Insignia at
\$6.00 Dozen.

Other Military Items on hand. Write for list!
1/3 Dep., Bal. C.O.D. F.O.B. N. Y.

ORDER TODAY!

HAMMER BROS.' NOVELTY CO.

114 Park Row NEW YORK CITY

**AMERICAN SLUM
MADE PLASTER**

AT ONLY \$1.25 Per Gr.

N8021—2 1/2 In. Metal Whistle.
N7376—Metal Frog Cricket.
J1162—Wedding Ring.
Also Many Import Numbers.
N8702—3 Wise Monkeys Gr. \$.80
N3948—Skull on Book Gr. 1.00
Large Variety of Plaster, 5c to 22c.
Write for Listings on Above Lines.

LEVIN BROTHERS

TERRE HAUTE, INDIANA. 25% Deposit Required With All C. O. D. Orders

**MAKE EASY MONEY SELLING
KHAKI RED-KNOT TIES**



Made of Official Khaki Cloth, Government approved. On and off in a jiffy. Adjustable to any size collar. Sample 35¢; dozen \$3.60.

Send \$1 for Special Introductory Offer of 3 Khaki Red-Knot Ties. Postage Prepaid.

ALSO COMPLETE LINE OF TIES

Custom Made Ties, Sample 20¢, Doz. ... \$2.25
Hand Tailored Ties, Sample 40¢, Doz. ... 4.20
Victory Ties, Sample 20¢, Doz. ... 2.10
Send 25¢ Deposit, Balance C. O. D.
Write for Free Wholesale Catalog.
PHILIP'S NECKWEAR
20 West 22d St., Dept. B-41, New York, N. Y.

DEALS

(Continued from page 68)

new under the sun, the Winters men used a gag to hurry their deals along which is still in use today. When placing a deal they would show the location owner a handsome watch. Owner was informed that he would receive the watch as an extra award when the board was completely sold. Quite often in his anxiety to get the watch the owner would make up the difference on the take out of his own pocket if the deal was not completed when the collector made his call several weeks later. It was a good gag then . . . and still is.

How about it, Old-Timer?

HAPPY LANDING.

MDSE. OUTDOOR SEASON

(Continued from page 68)

head, business boomed with merchandise men buying up everything in sight, which, naturally, accounts to some extent, for the present dark picture.

CHICAGO, April 3.—Merchandise situation in this territory isn't very much brighter than the one painted for the St. Louis region. Chicago merchandisers are also letting out loud cries of "we have no merchandise." It's not a pretty picture but, unfortunately, that's the situation caused by the war.

Supply houses, which formerly supplied the concessionaires, are in a position where they can hardly take care of their orders. Half empty shelves are not an unusual sight in this territory. Merchandisers are filling orders as they come in if they have the articles. If they haven't they just forget about it. Merchandise men are making the rounds of all the wholesale firms and are buying everything in sight. These are mostly (See Mdse. Outdoor Season on page 79)

CARNIVAL SPECIALS

	Per Doz.	Per Gro.
Carnival Special Baseballs...	\$1.40	\$16.80
Swagger Sticks		6.75
Mod. Straw Man and Horse...	2.00	
Large Straw Man and Horse...	3.00	
Chatterfield Canes	1.00	11.50
Heavy Bamboo Canes	1.00	11.50
Kenrock Plaster Slum (144 Pack)	2.25	
Kenrock Small Plaster (72 Pack)	5.80	
Kenrock Medium Plaster (48 Pack)	10.25	
Assorted Imp. Slum90	
Assorted U. S. Slum	1.00	
U. S. Ass't. Glass Figures (72 Pack) ..	4.80	
U. S. Glass Ash Trays	4.80	
U. S. Glass Cups, Saucers, Sherberts, etc.	4.80	
U. S. Ass't. Metal Ash Trays	4.80	
U. S. Miniature Felt Hats	1.25	
U. S. Miniature Felt Hats with Feather.	5.75	
Imported Straw Hats	5.00	
Cob Pipes	1.35	
Chinese Paper Snakes	3.50	
Wiggle Toys, Spiders, Skeletons, etc...	4.00	

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.

**SWAP GUNS
and ammunition**

SWAP GUNS and Ammunition with Klein's — or get CASH. We pay MORE—you buy for LESS, because we're America's best known, biggest traders. Thousands upon thousands of new and used Guns from \$5 — up to the finest. All models, gauges, calibers, makes — Winchester, Remington, Colt, Savage, Smith & Wesson, etc. We also buy, sell or trade Ammunition, Fishing Tackle, Outboards, Golf Equipment, Binoculars, Old Gold, Cameras, Diamonds, Jewelry, Sports Clothing, etc. Describe fully what you have to trade or sell for cash. "Money Back Guarantee" backed by 58 years' fair dealing. Free "Guaranteed Bargain Catalog" featuring thousands of "Hard-to-get" items. Send dime (refunded with first order) to cover handling costs. **KLEIN'S SPORTING GOODS, INC.**, Milton P. Klein, Pres., 507-N, South Halsted, Chicago.

GUARANTEED

BATONS

Tinsel will not peel off, pear-shaped heads, \$11.50 gross. Giveaway Leis, \$2.50 per gross and up.
UNGER SUPPLY CO.
587 Harrison Street CHICAGO, ILL.

Military Souvenir Plaques



We fly thru the air with the greatest of ease
We men of the Air Force, if you please
But when we're up there all alone
We know there is no placelike Home Sweet Home.



BY HYDRO-TEX

**APPEAL
To Every
Mother and
Girl With a
Boy in
the Services**

**Appeal to Every Serviceman
and That Means All!**

RICH wood. Natural grain background, with colorful suede-like flock Army, Navy, Marine and Air Corps insignia and greetings. Gold braid cords. Appropriate, pleasing designs. \$5.00 Doz. F. O. B. Chicago.

Also Sportsmen's—and special City, County and Fair Plaques. Town names imprinted!

ASCOTS . . . the fashion rage! With insignia, Rodeo, Fair, Town names, etc., hand-blocked in colors on satin finished rayon, double fabric, 6 3/4" wide, 40" long. **IRRESISTIBLE!** \$6.00 Doz.

**GREAT FOR BINGO, CARNIVAL, MOVIE PREMIUMS!
SURE-FIRE PROFITS . . . RIGHT NOW! WRITE:**

Hydro-Tex Corporation

564 W. ADAMS ST. CHICAGO



**LUMINOUS FLOWERS AND RELIGIOUS FIGURES
—That Glow in the Dark!**



SEND \$2.00 FOR POSTPAID SAMPLE ASSORTMENT of either Flowers or Religious Figures (5 items of each—specify which is wanted).
WRITE FOR CIRCULAR OF COMPLETE LINE



- No. 11—Crucifix in Relief, 9" . . . \$6.50 Doz.
- No. 99—All Saints, 8" 5.90 Doz.
- No. 40—Lady of Grace, 5" 3.60 Doz.
- No. 28—Christ in Dome, 5" 3.60 Doz.
- No. 42—Ballet Dancing Girl 3.60 Doz.
- Many other Religious Figures, 5", 8", 9", 12" (not Statuettes).
- No. 6—Large Gardenia, Life Size \$3.60 Doz., \$40.00 Gr.
- No. 7—Smaller Gardenia, with Bud 2.75 Doz.; 28.50 Gr.
- No. 8—Orchids 4.00 Doz.; 45.00 Gr.
- No. 9—Butterflies 3.20 Doz.; 36.00 Gr.
- No. 10—Double Gardenia Corsage 3.60 Doz.; 40.00 Gr.

Order by Number—25% With Order, Balance C. O. D., F. O. B. New York
NITE-GLOW PROD. CO. 105 W. 47TH ST., N. Y. C.
DEPT B TEL.: ME 3-5794

MILITARY PILLOW TOPS & APRON TOILET KITS



Army, Navy, Marines, Air Corps. Satin with gold fringe. Ass't inscriptions and insignias. Ass't colors. 20"x20". \$5.50 Per Dozen. Names of any post or camp FREE with order of 2 gross or more.

MILITARY APRON TOILET KITS

Made of Water Repellent Poplin, Khaki, Navy Blue, 11" high, 18" long—12 pockets, heavy tape and tie string. Filled with all necessary toilet articles. Individually packed (1 Doz. to a carton). \$1.75 Each, \$18.00 Per Dozen.

Immediate Delivery—1/3 deposit with order, balance C. O. D., F. O. B. New York
AAA FLAG CO., 247 W. 34th Street, New York City

INTRODUCTORY LISTINGS Covering All Items Still Available **NOW READY**

IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.
ACMC PREMIUM SUPPLY CORP.
3333 LINDELL BLVD. ST. LOUIS, MO

WANTED TO BUY

Daisy Cork Guns, Metal Milk Bottles, new or used; also Cameras, Hunting Knives, Clocks, Watches for Flash. Send list and description today.

BILL HOLSTON Vermont Hotel, 1214 Broadway, Kansas City, Mo.

BE A PERFUME DISTRIBUTOR!

Sell reproductions of world-famous, imported perfumes and get in on the big year-around demand for this merchandise. Full assortment of beautiful, eye appealing packages at astounding low prices assures you of daily cash profits.

SELL TO STORES—OR DIRECT
Perfume has no dull season—many millions of dollars worth sold annually. Get started at once—your profits are waiting for you. But get started! Send for free details and sample TODAY. **DUCHES D'ANDRE, 145-A No. Clark St., Chicago, Ill.**

PLASTER

LATEST DESIGNS IN NOVELTIES, DOLLS AND ANIMALS
Highly finished with lacquer and decorated with silver tinsel. Send for prices.
1/3 Deposit With Order, Balance C. O. D.
FLORENTINE ART STAT. CO.
414-16-18 E. 15th, Kansas City, Mo.
Phone: Grand 8692

**BIG MONEY MAKER
FOR JOBBERS AND DISTRIBUTORS**



We also have two other fast selling Patriotic Specialties that stores buy in quantities.
Rush 25c for samples of all three items and details of our offer!
D. ROBBINS & CO.
152B West 42nd St. NEW YORK CITY

AMERICA'S LATEST CRAZE

Our Best Customer Sold

\$40,905.00

worth of our jewelry and novelties in 120 days. Camp Workers, Gift Shops, Concessionaires, Beach and Park Novelty Workers—get wise to these fast-selling

KILLER-DILLERS

NECKLACES AND BRACELETS

No.	Doz.
105—Jingle Shell Necklace, 20 Inches, Crystal Plastic Chain	\$2.00
104—Dove Shell Necklace, 20 Inches, Crystal Plastic Chain	2.00
107—Bubble Shell Necklace, 20 Inches, Crystal Plastic Chain	2.00
108—Horn Shell Necklace, 20 Inches, Crystal Plastic Chain	2.00
111—Peanut Shell Necklace, 20 Inches, Crystal Plastic Chain	2.00
217—Bleeding Tooth Shell Necklace, 20 Inches, Crystal Plastic Chain	2.00
131—Helmet Shell Necklace, 20 Inches, Crystal Plastic Chain	2.00
142—Rock Snail Necklace, 20 Inches, Crystal Plastic Chain	2.00
147—Striped Snail Necklace, 20 Inches, Crystal Plastic Chain	2.00
1200—Rose Petal Shell Necklace, 20 Inches, Crystal Plastic Chain	2.00
217W—White Tooth Necklace, 20 Inches, Crystal Plastic Chain	2.00
121—White Ark and Dove Combination, 20 Inches, Crystal Plastic Chain	2.00
NOTE—Bracelets to match above numbers	1.50
Bracelets to match above numbers, 2 strands	3.00
Above Bracelets in triple strand braided	5.50
101X—Gold Shell Lels, 30 In. Solid Strand	7.20
101—Gold Shell Lels, 20 In., Shells 10 In. Plastic Chain	6.80
119—Gold Shell Necklace, 20 In. on Crystal Plastic Chain	3.60
130—Gold Shell Lels Choker, 18 In. Solid Metal Clasp	5.00
102—Gold Shell Bracelets, 1, 2 or 3 Strand, Per Strand	2.00
300D—Dove Shell Lels, 30 In. Solid Strands	4.50
300H—Horn Shell Lels, 30 In. Solid Strands	4.50
300B—Bubble Shell Lels, 30 In. Solid Strands	4.50
300C—Rose Petal Shell Lels, 30 In. Solid Strands	4.20
300A—Dove and White Ark, 30 In. Solid Strand	4.50
300P—Peanut Shell Lels, 30 In. Solid Strand	4.50
300R—Rock Snail and Rose Petal, 30 In. Solid Strands	4.50
300LH—Helmet Shell Lels, 30 In. Solid Strands	4.50
300S—Striped Snail and Rose Petal, 30 In. Solid Strands	4.50
300BB—Bracelets to match above Lels, 1, 2 or 3 Strands, Per Strand	1.50
302—Zombie Jungle Seed and Berrie Necklace, 20 In.	3.00
303—Zombie Jungle Seed and Berrie Bracelet	1.80
304—Any above Shells, 30 In. Crystal Plastic Chain, Per Doz.	4.20
Any of above numbers in Pearl Finish, double above prices.	
501D—Dove Shell Necklace, 3 strand braided, multi colored, 25 In. on Crystal Plastic Chain	7.20
501H—Horn Shell Necklace, same as above	7.20

No.	Doz.
701D—Dove Shell Lels, 3 strand, braided, multi colored or natural white, solid Lels, 30 In.	\$11.40
701H—Horn Shell Lels, same as above	11.40
701HC—Horn and Rose Petal, same as above	11.40
701G—Gold Shell, 3 strand Lel braided, 27 Inches	21.60
701C—Dove and Rose Petal, same as above	11.40
222—Dynamite Seed Necklace	9.00
223—Dynamite Seed Bracelet	6.00
1001—Cuban Lels, 60 In. asst. shells, per Doz.	9.00

SEA SHELL BROOCHES AND EARRINGS

No.	Doz.
800—Flamingo Shell Earring, Crystal Plastic Clip	\$1.65
801—Assorted Snail Shells Earring, Crystal Plastic Clip	1.65
802—Ring Top Cowry Shell Earring, Crystal Plastic Clip	1.00
803—Pearl Shell Earring, Crystal Plastic Clip	1.00
804—Aust. Cluster Shell Earring, Crystal Plastic Clip	2.64
805—Gold or Rice Shell Rosette Earring, Crystal Plastic Clip	3.00
NOTE—All Earrings quoted per dozen pairs.	
1000—Your Name on a Sea Shell Brooch, Material to assemble.	
Sun Set Shells, per Gross	2.35
Sun Set Shells, per Thousand	13.00
Jewelers Brooch Pins, per Gross	2.50
Jewelers Brooch Pins, per Thousand	16.00
Sold Only With Shells, Printed Brooch Cards for above.	
Gross 60¢; Thousand	4.00
Color Colored Raised Letters, per Lb.	.80
900—Sun Set Shell Brooch, per Doz. carded	.80
901—Panama Shell Brooch, per Doz. carded	.80
902—Cuban Snail Brooch, per Doz. carded	1.85
903—Pectin Shell Brooch, per Doz. carded	.80
903X—Cluster Shell Brooch, per Doz. carded	1.80
904—Cluster Shell Brooch, per Doz. carded	2.40
905—Cluster Shell Brooch, per Doz. carded	2.75

SEA SHELL NOVELTIES AND ASH TRAYS

600—Everlasting Straw Flower Shell Vase, per Doz.	\$1.80
601—Shell Peacock What-Not, fast seller	2.40
602—Palm Tree Ash Tray	2.40
19CB—Cowboy or Cowgirl Doll	2.40
19—Shell Birds & Animals, ass't	.85
15—Strombus Shell Tray	.85
18T—Triple Shell Tray	.85
18H—Heart Shell Tray	.85
18XS—Pearl Shell Tray	.85
11—Painted Shell	.85
11M—Malling Shell	.85
19BN—Shell Bird Nest	.95
18A—Triple Shell Tray	1.50
19F—Shell Flamingo	1.50
19D—Shell Doll	1.20 and 2.40
005—Lucky Bleeding Tooth, shell pocket piece, Doz.	.12
071—Beach Mix Shells, multi color, for diggers, Gal.	.80
003—Shells for Slum, per Gross	1.44
CB01—Pearl Shell Tray, per Doz.	2.00
CB02—Double Heart Shell Tray	1.80
Findings:	
Crystal Plastic Chain, per Foot	.07
Crystal Plastic Clasp, per Gross	1.10
Plastic Earring Clips, per Gross	1.70
Printed Brooch or Earring Cards, per Gross 60¢; per 1000	4.00
Anilene Dye, Per Oz., Any Color	.60

ALL MERCHANDISE SOLD WITH A

MONEY BACK GUARANTEE

Also complete line of Shell Lamps and Novelties, Sea Shells from the Seven Seas. Complete price list on request. Samples—1/12 of a dozen plus postage, 50% cash with orders, balance C. O. D.

J. A. WHYTE & SON

—Manufacturers and Direct Importers—

LITTLE RIVER, MIAMI, FLORIDA

PHONE 7-9681

CABLE ADDRESS: SEASHELL KING

PIPES

FOR PITCHMEN & BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

DO DO . . . was recently seen in St. Louis working at a lot with flukum and making good sales.

THE LESS a man knows the easier it is to convince him he knows it all.

MADALINE E. RAGAN . . . after a week in Cincy, is working a Monroe Street lot in Chicago, with F. Phillips, Hubby, Ray Herbers, is also in the Windy City working rad to good results. Madaline wants to know what has become of little Tommy Adkins.

PAUL MILLER AND WIFE . . . are working in and around St. Louis.

THE HARDEST JOB of all is trying to look busy when you are not.

SENATOR ROCKWELL . . . chirps from New York that he is working at Hubert's Museum on 42d Street. He has seen many of the brethren working on the streets of the metropolis to good takes. The bluecoats chase them off but make no pinches, he says. The senator plans either to remain in the East and work Coney Island this summer or head back west and try to get the coin at Riverview Park, Chicago.

LITTLE MEN RESENT suggestions; big men welcome them.

WILLIAM F. HALPIN . . . flashes from New Orleans that Doc W. C. Sanders was recently taken seriously ill and is in a N. O. hospital undergoing treatment. Tho confined to bed, Doc can take nourishmen and read *The Billboard*, two important things in any pitchman's life. Pipes from his friends would be welcome.

ELMER KANE . . . has quit pitching for the duration.

LET'S START the season off right by telling it to the pipes.

FREDDY W. VOELCKER . . . pencils from Rochester, N. Y., that he is regaining the things he lost while in the service and is getting along like a wounded leatherneck. Wants pipes from all his friends, but from soap men in particular.

JACK FLOWERS . . . was seen with a big tip around him working glass cutters at the Sixth Street Market, Chicago.

ARE YOUR tripe and keister polished for another season's grind?

FRED HUDSPETH . . . blew into Memphis recently and cut up a few jackpots with Stanley Naldrett. Hudspeth harbingered the news that Ben Gross, of jam fame, is now wearing khaki.

MABEL RICE . . . is in a Chicago receiving hospital for treatment.

IT IS POSSIBLE to be happy without a fortune, but you can't be happy without a friend.

WORKING A MED SHOW . . . on Hastings Street, Chicago, are Chief Half Moon and Emmitt Smith.

"FISHING THRU THE ICE" . . . pens Johnny M. Hicks, "Is one swell way to spend the winter lay-off." Johnny didn't mention the size of his catch or send any pictures to prove his skill, let alone supply Bill Baker with a Friday meal. Friends will be glad to know Johnny has fully recovered from his operation and is in fine shape to get in a good season's work with tripe and keister. He wants pipes from Benny Stone, Jerry Russell and Morris Kahn-troff.

IT IS BECAUSE there are so many fools in the world that the wise man gets a good break.

A NEWS LETTER . . . from Stanley Naldrett, Pitchdom's foremost letterwriter, informs that Al (Pop) Adams is working gadgets to a good take in a Houston chain store. George Dunn and Ed Johnston are also working around Houston. Ed Schirico, of corn punk fame, is in Chicago getting his share of the long green working a Maxwell Street spot. According to Stan, Charles E. Myers has reached his 75th

STERLING SILVER
Forget-Me-Not
BRACELET
\$12.00 GR.
with RIBBON



No. 1310 with Ribbon

2 ASSORTED PATTERNS Engravers! Here's this season's biggest seller — Sterling Silver "Forget-Me-Not" Bracelets. Every customer a resale. As they link their friends together — your profits grow. Buy Plates on ribbon bracelets and in bulk for additional links. "2" attractive patterns. Get going today! Still have plenty of Engraving Merchandise. Write for our up-to-date stock list.



No. 1311—Bulk
\$9.00 GR.
BULK
Harry Pakula & Co.
5 N. Wabash, Chicago, Ill.

MEDICINE MEN



Write today for prices on our quality TONICS, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

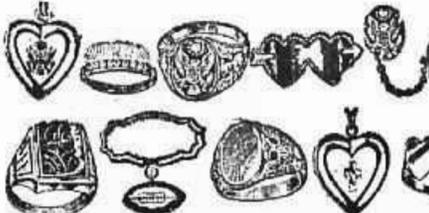
The HOUSE OF DEPENDABILITY

If you buy from us your goods will always be shipped promptly.

PRODUCTS LIABILITY INSURANCE CARRIED

BUY WAR BONDS

CELTONSA MEDICINE CO.
CINCINNATI, O.



FAST SELLING JEWELRY
FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE!
Send \$5.00 or \$10.00 for Samples.
MAJESTIC BEAD & NOV. CO.
307 Fifth Avenue, New York, N. Y.

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

BIG NEED FOR OLD-TIMERS

10,000 Men, Women, Crew Managers wanted to sell to nation "Pass the AMMUNITION TO MEN in Hell Holes," urged by Rickenbacker, 27th year, special edition. Assist in organizing Rickenbacker's proposed "BLUE STAR MOTHERS' CLUBS" of mothers, wives, relatives to oppose delays. 50 speaking drawings Pacific Rescue. Samples 10¢. SERVICE MEN'S MAGAZINE, 169 Duane St., New York.

SOCIAL SECURITY PLATES

Red, Blue and Gold colors, on metal, \$8.00 per 100. F. O. B. Chicago, while they last. Sample 10¢ each.

CHARMS & CAIN

407 S. Dearborn St., CHICAGO, ILLINOIS
Tel.: Web. 3546-3547-3548

REAL PROPOSITION

Selling repeat Medicines, Tonic, Herbs, Liniment. Catalog on request.

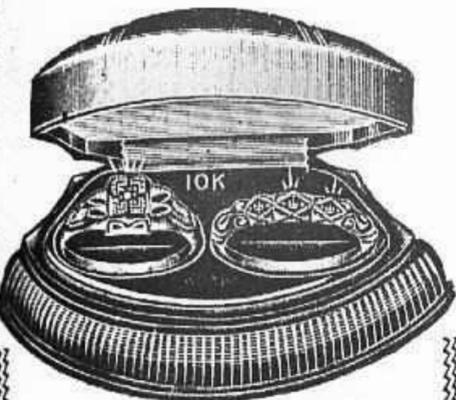
The Quaker Medicine Co.

220 George St. CINCINNATI, OHIO

ARMY JEWELRY



Demonstrators! Pitchmen! Military and Signet Pins, Rings, Bracelets, Lockets, Roller Skate Pins. White and Yellow Identification Bracelets suitable for engravers. Immediate delivery. Samples \$5.00.
JACK ROSEMAN CO.
307 Fifth Ave. N. Y. C.



FOUR-DIAMOND RING SETS MOUNTED IN 10-KI. GOLD
\$4.90 complete set attractively boxed
 WRITE FOR OUR CATALOG.
 Containing additional Diamond sets, also complete line of Military Jewelry.
BIELER-LEVINE
 37 SOUTH WABASH CHICAGO, ILL.

RAYON EMBROIDERED HANDKERCHIEFS

Assorted Colors, Embroidered With the Following Inscriptions: Mother, Sister, Sweetheart, My Wife and Remember Me. 10x10 Inches.
\$33.00 Gross—\$3.00 Doz.
 25% Deposit With Order (3 Samples \$1.00)
K. HANDKERCHIEF CO.
 270 WEST 39TH ST. NEW YORK CITY

AFTER VICTORY

WELL BE SEEING YOU

The OAK RUBBER Co.
 RAVENNA, OHIO

AGENTS!!—100% PROFIT
 Renewed
SPARK PLUGS
 Champion — AC and AL, Guaranteed Perfect. Resell double or better. Money refundable. \$3 Per Dozen - Special Price for Gross Lots. Check with order (include postage for PP.) Otherwise express collect. Samples 25¢ each.
MALBIN PACKING CO.
 295 5th Ave., Brooklyn, N. Y.

Last Will and Testament of Adolph Hitler
 (Copyright 1942)
 Printed in 2 colors with seal, 8 1/2 "x11". Funniest thing you ever read. A terrific seller... big profits. 500, \$7.50. Sample copy 10¢. Full cash with order. Satisfaction guaranteed. We pay postage.
TRIAL ORDERS, 35 COPIES, \$1.00.
JAY-JAY CO.
 1803 SURF AVE. BROOKLYN, N. Y.

THE BECKER LINE IS BETTER
 Write for price list on Finer Soaps, Tonics, Liniments, Tablets and Salves. We also carry fastest selling Herb Package on the market, formula attached. Prices right; plenty margin for you.
BECKER CHEMICAL CO.
 (Established 1890)
 235 MAIN STREET, CINCINNATI, O.

Photographers . . .
PATRIOTIC MOUNTS and FOLDERS
 Direct From Manufacturer
 Folders, 3x4 — 3x4 1/2 — 3x5, \$22.50. Cover attractive in 2 colors. Small Folders for Positive Pictures, Mounts, large and small, for Outdoor Pictures. ORDER TODAY.
H. GERSHOFF
 189 Pacific St. BROOKLYN, N. Y.

birthday. Myers is one of the best known wire benders in the biz. He is having a little trouble with his hind legs but is still making a few West Coast spots. Stanley's St. Louis connections supply him with the data that the three Millers are in that city. Paul Miller is working flukum, Ethel Miller is working corn punk, and Fifty Miller is doing the usual front work.

HAVE YOU given the Letter List a gander lately? There may be a letter advertised for you.

STANLEY NALDRETT . . . asks for pipes from Al (Pop) Adams, Fred and Maggie Smith, Eddie Thompson, Glenn (Red) Winterhalter, Jack Branscombe, W. D. (Pat) Patterson, George Thurman, Harry O. Allsing, Jerry Frost, Ralph Redden, Joe Mann, Buster Robertson, Ed Schirico, Jack Murray, Johnny Morton, Glenn Hosberg, Doc Wilson, Eddie Gillespie, Tony Grazino, Fred Krause, LeRoy Crandall, Maurine Taylor, Fred Hudspeth, O. F. Brooks, Bill Angeller, Spence Mattson, Allen Ross, George Gunn, Charlie Loveland and Claude Laws.

A SIGN seen on entering a Southern town, "Enter Without Knocking; Leave the Same Way."

JANETTE ARBITTER . . . who recently gave up pitching to join the WAACS, is now in training in Des Moines and posts that she loves every part of it. "Saw Bill Newcomb pitching unbreakable combs the other day," writes Janette, "and it brought back fond memories of me behind the counter." She'd be delighted to hear from old pitch friends. Address her Aux. Janette Arbitter, A204,116, 15th Co., 3d Trg. Regt., Army Post Branch, Des Moines.

IT IS ESTIMATED that for a \$20,000 executive the time cost of reading an ordinary book would be \$60. Better read a book now while you are poor enough to afford it.

Odd Items Sell
 —By E. F. HANNAN—

UNIQUE articles, useful or ornamental, always seem to sell. A pitchman I know is selling a tool for opening corrugated boxes. The gadget is a sort of heavy razor blade affair inserted in a peculiar way between two blocks of wood, all homemade. He has already sold several thousand. The best part of its use is its smooth way of opening corrugated boxes without tearing.

I often meet an ex-pitchman who is selling box matches, the box to be used as a holder for discarded razor blades. Lately there has been a shortage of material and so he buys regular store style matches, dips the box in a colored solution, after making a slot for the blade. He is doing even better with this one than those he had been having specially made.

I recently watched a salesman pushing a clever sales item in the form of a snake, which was to be used as a key chain. When laid flat it could be made to crawl like a reptile. It had clever sales appeal.

I once wrote a pamphlet for a mail-order firm and I titled it "Odd Things That Sell." After I began looking into the things that had been sold it seemed that most all of the articles that pitchmen and canvassers pushed were those that folks found uncommon to look upon. Smart pitchmen cater to the eye, and what the eye likes the pocket will pay for.

Pitchdom Five Years Ago

Maxwell Steet was alive with pitchmen, 31 by actual count. Three were jamming, seven were working med, and the others were working almost anything, including a pit show. . . . Ted Brooks and Leo Hall were driving east in a brand-new Studebaker, evidence of a successful invasion of Wisconsin with sharpeners. . . . T. F. McCluskey was just out of a San Francisco hospital after a 17-day lay-up. . . . Tom Barrett was getting by nicely on the West Coast and planning to remain there for the San Francisco fair. . . . Buffalo Cody had come up from Texas to join Chief Little White Eagle at Muskogee, Okla. . . . Walker and Cozy, of Hav-a-Laf med show fame, had formed a partnership with Gene and Juanita Kight. . . . On the road again (See PIPES on page 79)

WOOD JEWELRY
 PLENTY FLASH LINES DRAWN IN FOR DETAILS. ASSORTED, ARTISTIC, ENAMELED COLORS, HAND PAINTED, MANY PIECES SET WITH DIAMONDS. VICTORY Vs, RED, WHITE & BLUE, No. 106, 84¢ Doz. DOUBLE HEART WITH ARROW, No. 40, \$1.40 Doz.

BARGAIN 15 NEW ASSORTMENTS SAMPLES \$4.50

BEVELED PENDANT HEART PLAIN \$2.35 DOZ.

WITH INSIGNIAS ARMY NAVY AIR CORPS MARINE 50c DOZ. EXTRA

BIG PROFIT MARGIN

CEDAR-CRAFT MART
 146 RIDGE ST. NEWARK, N. J.

SENSATIONAL—HOT SELLING NOVELTIES

Whips . . .

JOCKO

Military Monkeys, Asst. Color, Jocko the Sensation, Doz., \$6.00	Mexican Chale Hats, Gr. . . \$18.00
Flying Birds, Inside Whistle, Gr. 9.00	Spanish Hats, Gr. 24.00
Varnished Cow Boy Lash Whips, Gr. 12.00	Ladies' Swigger Canes, Silk Tassels, Gr. & Up 6.00
Oak Circus Balloons, Gr. & Up 4.75	Myco Special Milk Bottle Base Balls, Doz. 1.75
Miniature Ride 'Em Cow Boy Hats, Gr. 10.80	Batons—Red, White & Blue Tinsel Heads, with Bell, Gr. 13.50
Large Cow Boy Hats, Head Size, Doz. 2.00	Large Fur Tails with Cards, Hundred 15.00

No Orders Shipped Without One-Third Deposit, Balance C. O. D. No Catalogues. Order From the Above Low Price List. No Catalogues.

MILTON D. MYER COMPANY
 332 THIRD AVENUE THE UNDERSELLING SUPPLY HOUSE PITTSBURGH, PA.

DEAR MR. RETAILER OR PITCHMAN:

Would you like to take your town by storm with a new mind reading advertising feature which is just out, and is the greatest sensation of the age? You can tell how old a man is, how old his wife is, how much money he has in his pocket, what number he is thinking about and many other things that will start a stampede of people for your place of business. It's the greatest advertising stunt and good will builder of 1943. It's the "Valley Sales Mind Reader," a little well-made attractive folder which will contain your ad on the front and back cover with other material to the extent of thirty words, to tell about your products or service. You can add the patriotic theme "Buy Bonds for Victory," etc., and we will absolutely guarantee that you will never have a chance at anything again which gives you so much publicity for so low a price—one thousand of these for only \$15.00—two thousand for \$25.00, and larger orders at correspondingly low prices. Act at once!

Wire, phone or write today for exclusive rights to this feature.
 Yours for Better Wartime Business and Good Will,
VALLEY SALES SERVICE 31 No. Broadway, Aurora, Ill.
 P.S.—A Trial Offer—One Dozen Booklets only \$1.00.

BLACKOUT FLOWERS THAT GLOW IN THE DARK

Gardenias
 Camellias
 Orchids

Gardenia 3 1/2 inches in Diameter
\$18.00 Per Gross

Send \$1.00 for 3 Samples and Full Information.
EDW. J. CAMPION, 104 Railroad Ave., Hackensack, N. J.

Engravers!! Jewelry Dealers!!

STOCK UP NOW WHILE STOCK IS STILL AVAILABLE

We still have a limited quantity of high quality, beautifully finished numbers that are sure to satisfy both you and your customers.

Sold in assortments only, with our money-back guarantee that if you are not satisfied return the package and your money will be refunded.

Asst. No. 1—Consisting of Bracelets, Pendants, Pins and Tie-holders, \$25.00.

Asst. No. 2—Consisting of Bracelets, Locketts, Military Items, Anklets and Pendants, \$50.00.

Asst. No. 3—Consisting of Bracelets, Military Items, Anklets, Locketts, Rings and other good sellers, \$75.00.

Asst. No. 4.—Special Mother Pin Assortment consisting of various numbers with "Mother" on them, \$10.00.

Order one or all four assortments now while they last. Deposit required on all orders. Few more Engraving Outfits still available.

AMERICAN JEWELRY COMPANY

19 Washington Street Plainville, Mass.

What Spring Holds For the Pitchman

MANY regular readers will recollect my last article, in which I expressed my views concerning pitchmen and demonstrators and their relationship and qualifications, in the Fall Special number of August 30, 1941. Now at this most opportune time our good friend the Pipes editor, Bill Baker, has singled me out to make an expression in this Spring Special of 1943 on *What Spring Holds for the Pitchman*. Well, to start with, the whole wide world seems in a sort of topsy-turvy state and to make a prediction for us pitchmen during the



STANLEY NALDRETT

STANLEY NALDRETT was born in London, England, November 29, 1894, and came to the United States from Saskatchewan, Canada, "on his own" in 1910. He saw service with the AEF in France during World War I, receiving his American citizenship papers in 1919. He has been widely known in the demonstration and pitch field for the last 27 years, especially for his activity and knowledge of the business. His son, Dick, 23 years old, is a second lieutenant pilot in the United States Air Corps.

present spring is perhaps quite in order. So let's try to figure this spring business out and see what it holds for all of us.

First, is it going to be a shade rough? Second, is transportation holding us down and thereby working a hardship? Third, is merchandise (stock) hard to get? Fourth, are spots (locations) hard to get? Fifth, is money hard to get?

The answer to most of these, as you probably already know, is definitely no. First, the going has never seemed brighter than for the present spring. Second, transportation has in some ways been curtailed. But the ever-busy pitchman knows the way from spot to spot, especially as we all seem to suffer from "travelitis," which we should for our own good try to curtail somewhat for the duration. There is no need for our so-called hop-scotching, as every time we move now we are actually running away from money.

For Quick Turnovers

Third, of merchandise, stock and items to sell, pitch or demonstrate there is no definite or serious shortage to date, with the exception of some metal-goods products. And many manufacturers and jobbers of pitchmen's metal goods items still have on hand, already made up, many odds and ends and some that have been slow-moving. They are now salable and can be turned over very quickly. Fourth, locations (spots as we term same) were never more plentiful or favorable than they are this spring. For once I really believe there are more spots than workers to cover them.

For example, a store which I recently worked asked me to stay all year. And I well remember when two weeks was one week too many in that store. However, I declined the offer, as I don't feel that it is wise to neglect all our spots for the sake of one, even if that one is extra hot, because the tables are sure to turn some day. Hence, protect your best spots.

Fifth, money hard to get? Well, in the past I have always been satisfied with a little lunch (sometimes mostly little) while many others enjoyed square meals. But now I, too, am enjoying square meals and that's not an understatement if you know what I mean, and I think you do.

This spring we will all win more money. Some of us who are properly prepared to cope with present conditions will win more than others. However, it still takes effort, and I do mean effort. This spring's bank roll will not be what we call case money, as there will be few if any fairgrounds spots to make deposits on. To further substantiate my belief that there is more money within our

reach than ever before. I was fortunate enough recently to catch the tail end of a med worker's one-and-a-half-hour pitch in which he singled out people by pointing a finger at them and asking quickly down the line, "Can you afford the price of a package of cigarettes a day?" About the eighth person, a woman, said no. The pitchman then stopped pointing at anyone but went on with his pitch. I always enjoy watching a tip turn and especially enjoyed watching the woman who had said no to the cigarette question hand the pitchman a \$5 bill, the price of three bottles of his vitamins.

Spending Mood Evident

That to me indicated more than effort and financial reward. It shows very plainly that if you believe everybody wants what you have to sell and you have guts enough to tell them, people have the long green to spend (afford it

CARNATIONS—FOR MOTHER'S DAY

Best Quality Cloth Carnations
Red - White - Pink
No. 65 — Cloth Carnation, \$35.00 per 1000; \$3.75 per 100. Prepared Green Fern for Carnations. Per dozen bunches, \$3.50. Three bunches Fern required for each 100 Carnations. Send for New Price List of Flowers, Wreaths, Sprays, Novelties and all Foliages for Easter, Mothers' Day and Memorial Day.
50% Deposit.
Balance C. O. D.

FRANK GALLO
Importer & Manufacturer
1429 LOCUST ST., ST. LOUIS, MO.

MR. & MRS. ENGRAVER

We are now serving a different type of Demonstrator and Engraver. Their tools are the weapons of war. These fighters of ours are demonstrating to our common enemy the folly of trying to change our way of life and they are engraving forever upon the hearts and minds of our foe that the United States has the courage and determination to fight for what is right and a better world. By making war products 100%, we hope to hasten the day of victory so that we may all resume our normal lives once more. Best wishes to you all and a hope that the day of victory is near.

TRULY SOMETHING NEW AT

EDW. H. MORSE & COMPANY Attleboro, Mass.
WE LEAD—OTHERS FOLLOW

DEXTER ENGRAVING JEWELRY CO.

21 ARCH ST., PROVIDENCE, R. I.

Sterling Bracelets, emblems soldered on, all branches of service; in velvet display box. Send for picture folder of these numbers.

A LOT OF ACE BLADE STEEL

is now in shells winging at the Axis. For that reason supplies are limited and service is slow. Just the same, the Ace Blades—honed in oil, sharp and with a fine cutting edge—are worth waiting for. Write for sales details.

ACE BLADE CO., 68 E. Eagle St., Buffalo, N. Y.



CASA VENETIAN ART FRAMES are FLASH. This art dates back to the 15th and 16th Centuries. It consists of many pieces of glass ornamentally designed to the shapes of our frames. The outstanding characteristics are brilliance and richness of color. Various sizes and shapes. Religious and Patriotic Pictures are changeable. Sample and Circular 25¢.

CASA PRODUCTS, 515 Clark Ave., St. Louis, Mo.

SELLS AT SIGHT FOR 25¢ ON STREET

At Shows, Games, Fairs, War Plants—Everywhere! Just show it and folks buy at 25¢ a copy! Nothing like this amazing new magazine for Agents and Demonstrators for Single Copy Sales. Cover sells! Contents delight! Two Specimen Copies, full particulars, 25¢. Or 25 Test Copies, \$1.50. Special rates in quantity. Wonderful as Premium to "High-Power" Other Sales. Some men sell over 100 single Copies daily at big factories, etc. Great for Carnivals, Medicine Shows, Pitchmen, etc.
THE CONFIDANT, Dept. B-2, Baffle Creek, Mich.

ZIRCON RINGS

Ladies & Gents
SOLID GOLD \$4.00 to \$8 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.

5000 ITEMS

AT FACTORY PRICES

Specialty Merchandise, Salesboards, Sanitary Goods, Drugs, First Aid, Toilet Articles, Automobile Supplies, Dry Goods and many other items. Write for catalogue.

BLAKE SUPPLY CO.
HOT SPRINGS, ARK.

CONSTIPATION MISERY

If you need a laxative, send for a trial package of Geiger's Herb Tea. Enclose three-cent stamp for postage.

B. B. GEIGER
6125 N. Kilpatrick Ave. CHICAGO, ILL.

Medicine Men, Sell Our

Laxated Herb Principles, a Water Soluble Powder. One pound makes two gallons of Diuretic-Laxative. 32 labels free. Price \$1.15 a pound. Samples 10¢. Write for prices on same product, bottled. Also write for prices on Liniment, Salve, Corn, Water Soluble Powder in 1 oz. Cartons.

FINLEY LABORATORIES, INC.
4205 OLIVE ST. ST. LOUIS, MO.

WOOD CUT OUTS

For Making Name Pins

Scotty, Donkey, Horsehead, Elephant, \$10.00 per thousand, plus postage. Better hurry—only ten thousand left to sell.

BICKNER

116 S. Kaw, Bartlesville, Okla.

RUN MENDERS

With rubber handles and illustrated directions. Stock up while they are available. 54 Gauge, gross, \$2.75; 1,000, \$15.00. Chiffon Special (extra good), gross, \$8.64. Latest Long Hook, 50 or more, 10¢ each. Special prices in large quantities. 5 Samples, 50¢, one of each.

RUN MENDER WORKS

Dept. 5, Waukesha, Wis.

BEAUTIFUL WOOD CHEST WITH MIRROR

Filled with 24 Sheets Writing Paper and 24 Envelopes to match. Sample sent at gross list price, \$1.50 each.

DECATUR INDUSTRIES
DECATUR, INDIANA



Events for Two Weeks

April 5-10

- ALA.—Montgomery. Fat Cattle Show, 6-7.
- GA.—Atlanta. Dog Show, 9-10.
- Augusta. Fat Cattle Show, 6-7.
- ILL.—Chicago. Sportsmen's Show, 3-11.
- LA.—Delhi. Fat Stock Show, 5-10.
- MISS.—Greenwood. Livestock Show, 8-10.
- Hattiesburg. Livestock Show, 5-7.
- O.—Toledo. Dog Show, 11.
- TEX.—Mercedes. Livestock Show, 8-10.

April 12-17

- CALIF.—Oakland. Gift & Art Show, 11-13.
- GA.—Atlanta. Fat Cattle Show, 13-14.
- MINN.—St. Paul. Victory Sports Show, 13-18.
- MISS.—Forest. Livestock Show, 12-14.
- West Point. Livestock Show, 15-17.
- N. C.—Asheville. Dog Show, 17.
- TEX.—Plainview. Dairy Show, 13-15.

MDSE. OUTDOOR SEASON

(Continued from page 75)

small merchants who must have something to sell in order to stay in business. Best selling items in the Chicago territory are of a military nature. In addition to selling them to concessionaires, they are going big in post exchanges throught the country. Firms having these items are receiving more business than they can handle.

The labor shortage hasn't helped the situation any either. Orders are continuously coming in but it's a headache to get enough men and women to work in the factories, shipping rooms and offices. As a result, even those merchandisers who can, to some extent fill their orders, are finding it difficult to make deliveries within a reasonable length of time.

Altho the situation in Chicago and St. Louis appears to be black at the moment, lack of merchandise is caused now mainly by the terrific buying spurt prevalent a few months ago when concessionaires placed early orders so as not to get caught with depleted stocks.

Concessionaires who have gone to their regular sources for merchandise were able to fill their needs. It has only been the newcomers to the business, who were anxious to cash in on what appears to be a booming season, that have had difficulty in locating and buying stock. Merchandisers have serviced their regular customers leaving "upstarts" high and dry, but those wise concessionaires who stocked up early are anticipating a good season and are ready for it.

SLA

(Continued from page 40)

H. Miller, secretary, presiding. Correspondence was received from Brig. Gen. Larry McAfee and a special citation was awarded the auxiliary. Presentation date and details regarding the same to be given at a later date. Letters were read from Shirley Koplin Reizner and B. M. Burris.

Myrtle Joyce Gooch and Mrs. Jack Nelson were elected to membership. Cleora Helmer and Mrs. Filigrasse were reported on the sick list. Edna Burrows, Anne Sleyster, Carmen Bishop and Nan Rankine attended the meeting. Edna O'Shea and Anne Doolan were given a rising vote of thanks for the successful March 13 bunco and card party held for the American Hospital Linen Fund. Nan Rankine and Elsie Miller were appointed chairmen of books to be sent out for summer activities. Tablecloths were donated by Elsie Miller and Veronica Campbell. A War Bond will also be awarded. Edith Streiblich and Bessie Simon won the weekly awards, donated by Bessie Simon and Lee Gluskin.

Playtime Readies for Debut

BOSTON, April 3.—Playtime Shows, with winter quarters in Manchester, N. H., are readying for their Manchester opening April 16, Director Whitey Davis and Fred Perkins, general agent, announced this week. Shows recently added a new Ferris Wheel, and management plans to carry 5 rides, 4 shows and 20 concessions. Manchester debut will be for 10 days.

LISTS

(Continued from page 67)

- North Benton—Paradise Park. Earl E. Santee, owner-mgr.; has four concession games, pool, penny arcade, coin machines; books tent shows.
- Uhrichsville—Riverside Park, W. G. Maurer, owner; Reese Bradley, mgr.; has rink; books attractions on special occasions.
- Venice, Cincinnati—Meadowbrook Amusement Park on Route 27, Venice Beach Country Club, Inc., owners; M. J. Gutman, mgr.; has two rides, pool; books orchestras and acts occasionally.

Oklahoma

- Cache—Craterville Park, Frank Rush Jr., mgr.; has one ride, pool, rink; books pay and free attractions.
- Tulsa—Riverside Park, L. H. Cline, mgr.

Pennsylvania

- Bloomsburg—Columbia Park, Elmira Bankes, mgr.; has one ride, two concession games, pool, rink.
- Cannonsburg—Willow Beach Park, Dominick Falconi, owner; Patsy Verona, mgr.; has four concession games, pool, rink; books orchestras and attractions.
- Ellwood City—Rocky Point Park, Ray Daellenbach, bus. mgr.; Nauncy Nastas, mgr.; has three concession games, beach; books orchestras, pay and free attractions.
- Feasterville—Somerton Springs Park, Robert M. Platt, owner-mgr.; has pool, penny arcade; books free attractions.
- Feasterville—Fifty Acres Park, Vernon D. Platt, owner; R. M. Platt, mgr.; has pool, penny arcade; books free attractions.
- Hanover—Willow Beach Park, D. M. Wiltmer, trustee; Henry Hellman, mgr.; has one concession game, pool, rink; books attractions.
- Indiana—Dreamland Park, J. J. Cicero, owner-mgr.; has pool, rink; books orchestras, pay and free attractions.
- Northumberland—Sandy Beach, W. D. Mantz, owner; W. D. Yarger, mgr.; has 10 concession games.
- Saint Marys—Elk Casino Park, Cyril Van Lander, mgr.; has concession games, pool; books orchestras; attractions occasionally.
- Spring Mount—Spring Mount Park, Roy Huber, owner-mgr.; has concession games, rink, penny arcade, coin machines; books attractions.
- Union City—Marcresan Beach Park, E. P. Lee, owner; O. Max Lee, mgr.; has two rides, three concession games, pool, penny arcade, coin machines; books pay attractions.
- Yorkes—Grand View Park, Grand View Park Co., owners; Jack Fitzcharles, mgr.; has one ride, three concession games, pool, penny arcade; books pay and free attractions.

South Carolina

- Charleston—Riverside Beach Park for Negroes, E. A. Hamilton, mgr.; has one ride, concessions, coin machines; books orchestras, acts.
- Charleston—Folly Pier, 12 miles from city, Ted Schladress, mgr.; has two rides, 12 concession games, penny arcade; books orchestras.

Tennessee

- Columbia—Mid-State Fairgrounds, George L. Buchanan, mgr.; has six concession games, rink, coin machines; books orchestras and attractions.
- Memphis—Rainbow Lake Amusement Co., E. Bellanti, mgr.; has pool, rink, coin machines.
- Memphis—East End Park, Harris Scheuner, owner; has pool, rink.

Texas

- Clisco—Lake Clisco Park; has one ride, pool, rink; books orchestras, pay and free attractions.
- Fort Worth—Casino Park, George T. Smith, mgr.; has dance hall, coin machines.
- Fort Worth—Forest Park, owned by city; has five rides, pool.
- Fort Worth—Lake Worth Beach, municipally owned; books orchestras, floor shows; free attractions occasionally.
- Vickery—Vickery Park, Dr. H. T. Huguley, owner; W. H. Anderson, mgr.; has pool, penny arcade; books orchestras.

Utah

- Salt Lake City—Black Rock Beach, Stephen J. Moloney, mgr.; has six concession games, lake, coin machines; books free attractions.
- Salt Lake City—Sunset Beach, Ira Dern, mgr.; has four concession games, lake, coin machines; books free attractions.

Virginia

- Virginia Beach—Playland, A. W. Szalkay, mgr.; has pool, penny arcade, coin machines; books orchestras, acts.

West Virginia

- Malden—Riverside Park, S. C. Reynolds, owner-mgr.; has three concession games, pool, coin machines; books orchestras, pay and free attractions.
- Martinsburg—Hillside Lake Park, H. M. Fritts, owner-mgr.; has pool, rink; books free acts.
- New Cumberland—Mineral Springs Park, D. G. Pease, mgr.; has two concession games, pool, rink, penny arcade, coin machines.

Wisconsin

- Beloit—Waverly Beach, W. H. Munger, owner-mgr.; has six concession games, rink; books orchestras, pay and free attractions.
- Bloomer—Pines Park; has airplane rides, rink; books orchestras, pay and free attractions.
- Chippewa Falls—Lake Hallie Park on Route 4, B. F. Stetler, mgr.; has rink, coin machines; books orchestras, pay and free attractions.

- Lake Delton—Lake Delton Beach, R. M. Hines, mgr.; has rink, penny arcade, coin machines; books orchestras, pay and free attractions.
- Oshkosh—Eweco Park, Charles R. Maloney, owner-mgr.; has two concession games, pool; books orchestras, pay and free attractions.
- Racine—Beachland Park, Reg. Freeman, owner-mgr.; has one ride, three concession games, beach, rink, penny arcade; books orchestras.
- Wild Rose—Silver Lake Resort, E. E. Parker & Son, owners; C. M. Clarke, mgr.; has beach; books attractions.

Canada

- London, Ont.—Wonderland Park, Charles Jones, mgr.; has pool; books orchestras, pay attractions.
- Raynes Beach, N. B.—Dominion Park, Bud Tippet, owner-mgr.
- Thimantus, Ont.—Riverside Park, W. P. Wilson, mgr.; has pool; books orchestras.

FAMOUS ELECTRIC ENGRAVING PENCIL

Favorite of 5 and 10's, pitchmen, industries, libraries, etc. Great money maker for you wherever crowds appear. Many say they would not take \$100 for it if another could not be had, because it does such beautiful work and is "SO EASY TO HANDLE." Famous Professional Model, No. 3 switch on 7-foot SAFETY asbestos insulated resistance cord, with SIX ROLLS SUPERIOR first quality gold foil, rolls 1 inch by 400 inches, \$7.25 POSTPAID, CASH WITH ORDER. "Just with a twist of the wrist" engraves fine, medium or big lettering in gold, silver or colors on almost any material. No. 2 same as above, 5-foot cord without switch, with the six rolls of gold, \$6.25. No loose, wobbly engraving point, no burned fingers. Use with pleasure and profit continuously all day long. Sold on 5-day approval or money back. Guaranteed for one year. We originated the practical electric pencil in 1931. Extra rolls of Superior gold, silver, red, blue, black, green, white, etc., rolls 1"x400"—six rolls \$2.50; 12 rolls \$4.80. Order now before too late. Important to Jewelry Engravers—We now have a few vibro-engraving tools we can sell to PURCHASERS of our Electric Pencil who do work for men in service or who call on firms doing war work. \$10.00 cash, prepaid, includes 20 needles and one Tungsten needle for use on hardest metals.

R. E. STAFFORD

2434 N. Meridian St., Indianapolis, Ind.

Real Money Makers

Immediate Delivery

- Duffle Bags, Shoe Bags, Laundry Bags, Strong vat dyed Government material. Khaki, olive drab, white and blue colors.
- #140/B Duffle Kit, 8"x11"; per doz. \$3.75
- #141/B Shoe Bag, 11"x14"; per doz. 4.50
- #142/B Laundry Bag, 18"x27"; per doz. 5.50
- #143/B Duffle Kit, 18"x34"; per doz. 9.00

MILITARY JEWELRY

IMMEDIATE DELIVERY

Beautiful gold-plated Brooches with brilliant rhinestones, multi-color enamel, safety catch, individually boxed quality merchandise; insignias for Army, Navy, Marines, Air Corps, Signal Corps, Coast Guard, etc., etc.

#R.100—Per Dozen \$7.20.

Gold-plated Brooches, safety pin catch, any insignia, individually carried, #C.D.78 — Per Dozen \$2.75; same individually boxed, #P.301—Per Dozen \$4.

Beautiful Furlough Bags

- with full length zipper, well made. Khaki, olive drab and blue colors.
 - #144/B—16" long. Per doz. \$22.50
 - #145/B—18" long. Per doz. 27.00
 - #146/B—21" long. Per doz. 31.50
- Complete line of Military Accessories, Pillow Tops, Insignia Jewelry, Service Banners, etc. Write for free circular. One-third deposit with order, balance C. O. D., F. O. B. New York. Sample advertisements \$5, \$10, \$20.

LIBERTY PRODUCTS

277 Broadway (Dept. 410) N. Y. O.

PIPES

(Continued from page 77)

and headed north was Pop Adams, who wintered in New Orleans. Pop worked juicers at the Mardi Gras to good takes. . . Frank H. Burns was working Hoosick Falls, N. Y., to fair business. . . Madeline Ragan and Dr. and Mrs. Pat Danna were in Houston corraling the long green. . . Dr. George M. Reed was in Columbus, O., pitching corn punk to fine weather and poor biz. . . Doc Walter Byers and I red and Robert Guthrie were in Columbus, O., working Easter rabbits. . . Doc Tom McNeely had opened his Satanac med show in Hobert, Okla. Line-up included Skeek Snow, wife and daughter; Shorty Morton, and McNeely and wife. Organization was working its way thru to its old territory in Colorado. . . Frank X. Murphy was in Eastern Ohio working stock sales. . . Bob Posey was working to fair to middlin' business in Iowa. . . Windy Lewis was working peblers in a downtown department store in Los Angeles to good takes. . . Jim Mayberry was working his coil demonstration in a doorway in Los Angeles. . . Slim Gorman and Dr. Gough were corraling heavy dough working sheet at the grazing meets in Wyoming and Idaho. . . Prof. John J. Wagner was in Dayton, O., working his usual horoscope flash, dream books, lucky charms and fortunetelling cards. . . Doc Lee Reeves had just returned from a Texas vacation to his home in Tifton Ga. Doc was readying to open in his old territory in Pennsylvania. . . Fred Crounse and Lester Kane were working herbs in a Chicago chain store to good takes. . . Al Goldstein was getting the long green with his jam store in Chicago. . . That's all.

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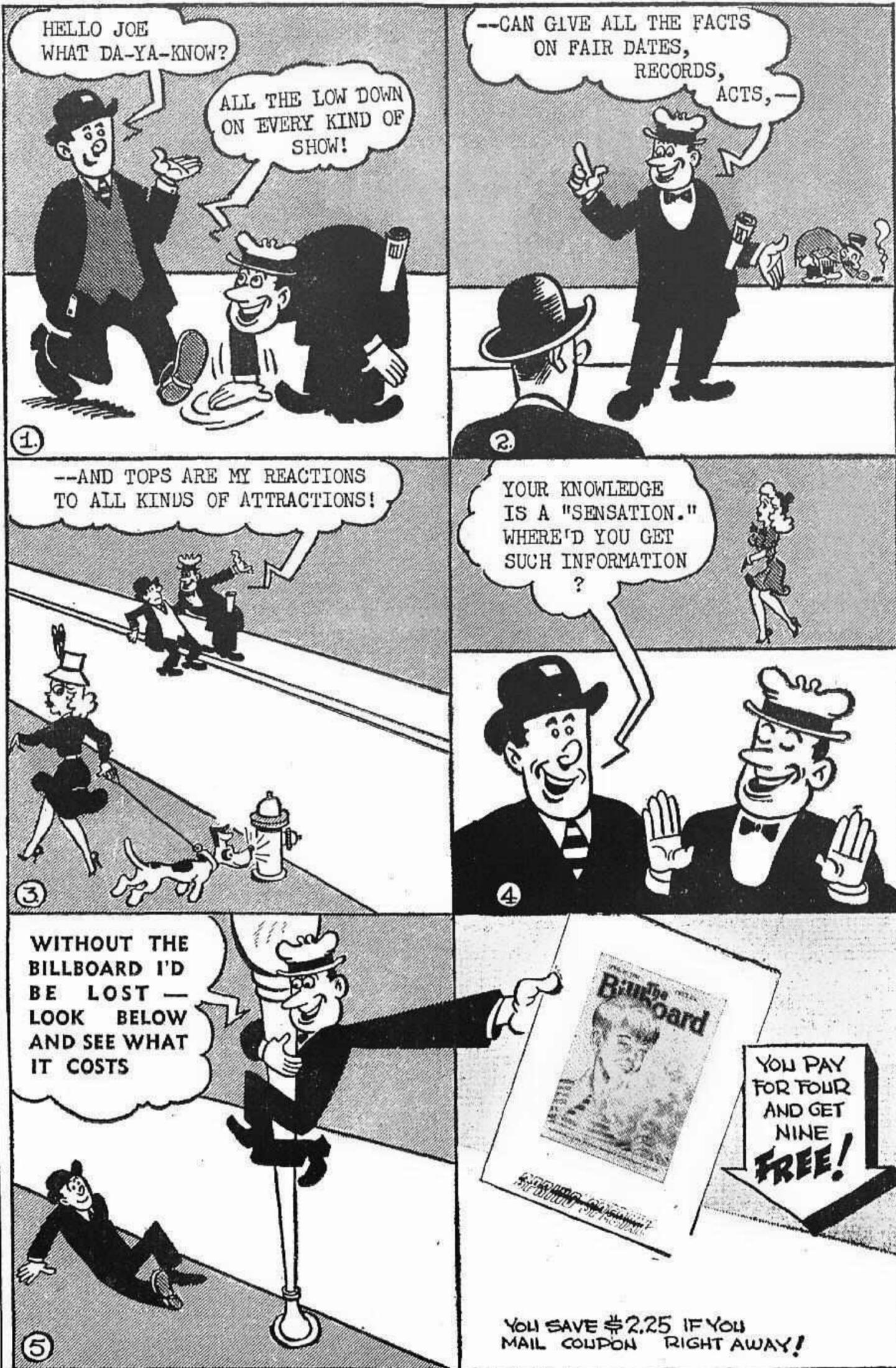
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(Continued from page 63)

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Webb, Owen
Webb, Mrs. Maude
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Weinberg, Joe
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Weiss, Harry
Weller, S. E.
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WEST COAST OPERATION
(Continued from page 44)

as an attraction the only backward operated Merry-Go-Round on the Coast. Mr. Burk died several years ago, and E. M. Foley has retired from active duty, but the shows were operated under the direction of Lee Brandon.

After several seasons en route with his shows, which were formerly located in Oakland and Santa Cruz, Calif., Charles Steffens, owner-operator Steffens's Superior Shows, has for the last few years become what is known on the West Coast as "a forty miler," operating exclusively in Southern California with success. As a worthy helpmate and secretary, his wife, Marjorye, deserves much credit for the success of the organization. The shows are located in spacious quarters in the heart of Inglewood, Calif., surrounded by a block of newly built homes owned by him. On one of these lots the carnival will operate in 1943 as a sort of amusement park.

From concessionaire to show operator is the history of Ben H. Martin, owner-operator Martin Superior Shows. He has proven a success in each field of endeavor. For the first few seasons Martin toured California and Oregon and later devoted the season to exhibiting exclusively in suburban Southern California lots. Dolly, his wife and secretary, has proven a useful helpmate in the enterprise. Martin's Shows operate year 'round on suburban lots and will continue during the 1943 season.

A new venture, organized a couple of seasons ago, is the Pickard & Arnold Shows. These also operate exclusively in Southern California sector. Shows are operated by Eliaz (Pickles) Pickard, former general agent of Hilderbrand's United Shows, and his wife, Ida. The many friends made in his general agenting days have aided him greatly in operation of his own shows. His first season was spent playing small California and Oregon fairs and celebrations. The last two seasons he made Southern California his territory, however. Shows operate all year and results have been good.

Returns to Ownership

A former show owner and concessionaire, William Groff, has returned to the field as an owner, organizing what is known as Groff Greater Shows, with quarters at Bellgardens, Calif. Since disbanding his original shows, he has operated successfully as a concessionaire on various West Coast shows and his return to an ownership is being watched with interest. Last season he had his shows at Sunland Park, Calif., but this season will take them on tour. His wife, Lelia, and daughter, Ruth, are affiliated with him.

An organization that has successfully toured California for many years is Wrightsman's Greater Shows, owned and operated by Clarence R. Wrightsman, who confines his operations to Portuguese picnics and small fairs. During the winter, his rides may be found in large department stores in Northern California cities. Wrightsman winters his organization at Sacramento, Calif.

Douglas Greater Shows, owned and operated by E. O. Douglas, is a Washington institution and winters at Midland. Douglas began his career in show business as a concessionaire in parks and later organized his present carnival. Shows made rapid strides and now rank as among the foremost on the West Coast. He operated without a gate and free acts with the exception of one season, 1938, and closed each year with gratifying results. For several years the organization provided the amusement zones at Washington State and Puyallup fairs. Douglas and his wife, who is shows' secretary, made many friends on

Pierce, James C.
Pilger, E. L.
POTTER, Robert
Reynolds, C. W.
SCHAEFFER, Louis
Sheppard, Chas.
SMITH, Andrew David
Smith, Wm. D.
Spahr, Gus
Starkey, John
Stein, A. E.

the West Coast. He was a vice-president of the Pacific Coast Showmen's Association in 1942.

W. R. (Red) Patrick was concessionaire before becoming owner of Patrick's Greater Shows. For several seasons Patrick remained in the Northwest, but in 1941 he toured the Pacific Coast and wintered his shows in California. In 1942 he added a circus and a marquee which greatly increased his organization. Patrick and his wife, Gladys, who is also his secretary, are well known for their hospitality. Late last year he leased his trucks to a government project in Portland, Ore., where he is currently engaged.

Selbrand Bros.' Shows and Piccadilly Circus, which wintered last fall in Phoenix, Ariz., usually opened their season in San Diego, Calif., but this spring will have their grand opening in Phoenix. Selbrand Bros. offer a set-up of riding devices and a one-ring circus which has toured this section several seasons to gratifying results. Pete Selbrand always appears ready to add innovations and ideas to improve his organization and has assembled on his midway many features that have enhanced the shows. Organization usually tours about seven of the West Coast States.

Outstanding showman in Utah and Idaho is Monte Young, owner-operator Monte Young Shows, with quarters in Provo, Utah. Young acquired his organization several seasons ago and has built up a creditable midway which he divides into two or three units during the season. He recently disposed of one of the units to John Francis Shows. Young's Shows have been the main attraction for several seasons at Utah State Fair, Salt Lake City, and Idaho State Fair, Boise. His units appear at small fairs during the season.

Among the many small shows touring Oregon and Washington exclusively are the Browning Bros.' two units with winter quarters in Salem, Ore. These units have furnished the midway annually for several seasons at Oregon State Fair, Salem. Pacific Coast Shows, operated by James Barber, also play that section, as do North Coast Shows, operated by Mrs. J. D. Schmidt. Evergreen Shows, operated by J. D. Spalinger, are wintered in Spokane and play fairs and celebrations in Washington, Idaho, Montana and Oregon. J. D. Sommer Amusement Company, which winters in Coeur d'Alene, Idaho, also successfully operates in the above States, as does Eddie Bozwell Amusement Company, which works out of Seattle.

Among owners who rose in the ranks and then retired to other pursuits are Otis (Red) Hilderbrand, who sold out in 1940 to Martin E. Arthur. Everett W. Coe, first affiliated with Hilderbrand's United as general agent, and at present in a like capacity with Arthur's Mighty American, toured one season in partnership with Orville N. Crafts with an organization known as World's Fair Shows & Coe Bros.' Combined Circus. Organization also made a tour of the Western States. Joe Krug organized for one season a show titled Krug's Greater Shows and toured the West Coast. In the early '20s Walter Hunsaker carried on with a carnival playing lots around Los Angeles.

George French operated a carnival in the Northwest several seasons and had his quarters at Tacoma, Wash. Others operating on the West Coast included Leavitt, Brown & Huggins Shows, Abner K. Kline Shows, W. C. (Hort) Campbell Shows, Glenn Miller Attractions, Frank Babcock Shows, Bess Harlis Shows, French & Boucher Shows, Huggins Greater Shows, Tommy Meyers & Pete Callander Shows, Kaplan Bros.' Shows, John T. Wortham Shows, Fred Beckmann Shows, Felice Bernardi Shows and Max Bernardi Shows.

Bows of M-D Pier, AC; White City Are Set by Owner Hamid

NEW YORK, April 3.—Hamid's Million-Dollar Pier, Atlantic City, will premier for the season on Easter Sunday, April 25, with full-week operation tentatively scheduled to start on Decoration Day.

This year the George A. Hamid establishment will resume vaude shows with name acts and bands, Arthur Fisher booking. In conjunction with vaude shows, the pier will have a free circus along with other regular attractions.

White City Park, Worcester, Mass., will have an early opening, with an April 17 unveiling. Owner Hamid said that need for recreational facilities for war workers in the area had caused labor unions and city officials to request an early opening. Park may continue with Sunday operation until full-week activities start the first week in May. Sam Hamid will continue as general manager, with Oscar Silverman doing publicity.

ROUTES

(Continued from page 20)

F

Fanchon (Mon Patee) NYC, nc.
Faye, Joey (Sheraton) NYC, h.
Fernandez, Jose (Havana-Madrid) NYC, nc.
Fields, Sally (Ernie's Three-Ring Circus) NYC, nc.
Fiske, Dwight (Versailles) NYC, nc.
Ford, Boote & Benton (Regal) Chi, t.
Forrest, June (Music Hall) NYC, t.
Forsythe, The (Kasee) Toledo, O., nc.
Frazier, Jane, & Roberts Sisters (Palace) Cleveland, t.
Friedman, Four (Rogers' Corner) NYC, re.
Fuld, Leo (Old Rumanian) NYC, re.

G

Galante & Leonarda (Mayfair) Boston, nc.
Gall Gail (Palace) Columbus, O., t.
Gary, Tex (Onyx) NYC, nc.
Gaudsmith Bros. (Palace) Cleveland, t.
Gautier's Steeplechase (Earle) Washington, t.
Gibbs, Georgia (Cafe Society Downtown) NYC, nc.
Gifford, Albert (Music Hall) NYC, t.
Gifford, Moya (Bertolotti's) NYC, nc.
Gomez & Beatrice (Copacabana) NYC, nc.
Gordon, Al (Stanley) Pittsburgh, t.
Gory, Gene, & Roberta (Olympia) Miami, t.
Green, Lil (Regal) Chi, t.
Gulzar, Tito (Chicago) Chi, t.

H

Haakon, Paul (State) NYC, t.
Haley, Jack (Broadhurst) NYC, t.
Harvey, Kathryn (Iceland) NYC, nc.



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Harris & Shore (Capitol) NYC, t.
Hawkins, Coleman (Kelly's Stable) NYC, nc.
Herbert, Tim (Palace) Cleveland, t.
Heywood, Eddie, Trio (Village Vanguard) NYC, nc.
Hild, Gertrude (Wivel) NYC, re.
Hildegard (Savoy Plaza) NYC, h.
Hines, Baby (Onyx) NYC, nc.
Hollywood Blondes (State) NYC, t.
Horton, Molly (Pierre) NYC, h.
Howard, Mary (Blackstone) Chi, h.
Howard-Paysee Dancers (State) NYC 8-14, t.
Hunter, Tookie (Mon Patee) NYC, nc.
Hutton, Marion (Roxy) NYC, t.

I

Inca Indian Trio (El Cico) NYC, nc.
Irngard & Alien (Fifth Ave.) NYC, h.

J

Jackson, Eddie (Copacabana) NYC, nc.
Jackson & Nedra (Colosimo's) Chi, nc.
Jacqueline (Dixie) NYC, h.
Jerome, Betty (Onyx) NYC, nc.
Jesse & James (Michigan) Detroit, t.
Jessel, George (Broadhurst) NYC, t.
Jlg Saws (Oriental) Chi, t.
Johnson, Ginger (Mon Patee) NYC, nc.
Jordan, Betty Ann (18 Club) NYC, nc.

K

Kalmus, Bee (51 Club) NYC, nc.
Karavaeff, Senia (Russian Kretchma) NYC, re.
Kay & Karol (Regal) Chi, t.
Keifer, Dorothy (Chez Patee) Chi, nc.
Kelligan, Dorothy (Sawdust Trail) NYC, nc.
Kennedy, Helen (Palace) Columbus, O., t.
Kent, Lenny (Latin Quarter) Chi, nc.
Keyes, Frances (Sawdust Trail) NYC, nc.
Kidoodlers, The (Hickory House) NYC, re.
King Sisters (Waldorf-Astoria) NYC, h.
Kirk & Clayton (Oriental) Chi, t.
Kirkland, Jerry (Cerutti's) NYC, nc.
Krishne, Adlin (Sawdust Trail) NYC, nc.
Kula, Malle (USO Show) Alexandria, La.; Leesville 11-17.

L

LaBato, Paddy (Stevens) Cleveland, c.
LaMae, Walter (Neil House) Columbus, O., h.
Lamb, Gil (Paramount) NYC, t.
Latasha & Lawrence (Oriental) Chi, t.
Latin Quarter Revue (Beverly Hills) Newport, Ky., nc.
La Voia, Don, & Carlotta (Utah Canteen Service) Salt Lake City.
Lee, Bob (Wivel) NYC, re.
Lee, Virginia (Aloha) Brooklyn, nc.
Leroy's Marionettes (Oriental) Chi, t.
Lester, Jerry (Strand) NYC, t.
Lewis, Ralph (El Morocco) Montreal, nc.
Lilliane & Mario (Baker) Dallas, h.
Lit, Bernie (Jeff's) Miami, nc.
Logan, Ella (Broadhurst) NYC, t.
Long, Walter (Commodore) NYC, h.
Loose Nuts, Three (Ubangi) NYC, nc.
Lopez, Gloria (Colosimo's) Chi, nc.
Loose Nuts, Three (Ubangi) NYC, nc.

M

MacGregor, Rae (La Martinique) NYC, nc.
Mack, Johnny (Capitol) Washington, t.
Manners, Judy (Park Central) NYC, h.
Manning, Irene (Strand) NYC, t.
Marlow, Peggy (Earle) Phila, t.
Marlowe, Frankie (Silver Cloud) Chi, c.
Marshall, Jack (Earle) Washington, t.
Mason, Melissa (Le Ruban Bleu) NYC, nc.
Masters & Rollins (Michigan) Detroit, t.
Mata & Hari (Orpheum) Los Angeles, t.
Matthew, Inez (Cerutti's) NYC, nc.
Maurice & Magic Violin (Queen) Galveston, Tex., t.
May, Marty (Roxy) NYC, t.
Mayehoff, Eddie (Le Ruban Bleu) NYC, nc.
Merceditas (Glenn Rendezvous) Newport, Ky., nc.
Merrymakers, Three (51 Club) NYC, nc.
Miaico (Iceland) NYC, re.
Miles, Jackie (La Martinique) NYC, nc.
Miller, Leon (Oriental) Chi, t.
Monahan, Gwen (La Conga) NYC, nc.
Moncito & Lao (Havana-Madrid) NYC, nc.
Monk, Julius (Le Ruban Bleu) NYC, nc.
Monteros, The (The Cave) Vancouver, B. C., Can., 5-17, nc.
Monti, Milli (La Martinique) NYC, nc.
Moore, George (Sportsmen's Show) Chi 5-10; Minneapolis 12-30.
Moore, Muriel (51 Club) NYC, nc.
Moran, Mary (51 Club) NYC, nc.
Moran, Rosie (Butler's) NYC, b.
Morris, Will & Bobby (Hamid-Morton Circus) Altoona, Pa., 5-10.
Mountaineers, Skunk Hollow (Ringside Cabaret) NYC, nc.
Mowbray, Alan (State) NYC, t.
Murphy Sisters (Capitol) Washington, t.

N

Nadell, Henny (Old Rumanian) NYC, re.
Nelson, Diane (Troc) NYC, nc.
Nikko & Tanya (Chez Patee) Chi, nc.
Nils & Nadyne (Greenwich Village Inn) NYC, nc.
Noble, Diane (Hickory House) NYC, re.
Nolan, Cissie (Wivel) NYC, re.
Norden, Nita (Old Rumanian) NYC, re.
Norman, Lucille (Broadhurst) NYC, t.

O

O'Dell, Dell (Park Central) NYC, h.
O'Keefe, Walter (Rlobamba) NYC, re.
Olson & Shirley (Broadhurst) NYC, t.
Osta, Teresita (El Chico) NYC, nc.
Oxford Boys (Music Hall) NYC, t.
Oye, Fung Beatrice (Ubangi) NYC, nc.

P

Page & Kuhen (Havana Casino) Buffalo, nc.
Paige, Annie (51 Club) NYC, nc.
Paris, Frank (Chicago) Chi, t.
Paulens, The (Greenwich Village Inn) NYC, nc.
Pierce & Roland (Glenn Rendezvous) Newport, Ky., nc.
Pilar & Luisillo (Havana-Madrid) NYC, nc.
Poice, Johnny (Village Barn) NYC, nc.
Porter, Dorothy (51 Club) NYC, nc.
Powers Models (State) NYC, t.
Princess & Willie Hawallans (Ford) Rochester, N. Y., h.

R

Radio Ramblers (Earle) Phila, t.
Rasha & Mirko (La Vie Parisienne) NYC, nc.
Reyes, Raul & Eva (RKO-Boston) Boston, t.
Reyes, Reva (Casbah) NYC, nc.

Rice, Sunny (Copacabana) NYC, nc.
Richards, Danny (Beachcomber) Baltimore, nc.
Richey, Jean (Earl Carroll Theater) Hollywood, Calif.
Rios, Juanita (Mon Patee) NYC, nc.
Rivie, Adele (Harlequin) NYC, nc.
Robbins, Archie (Glenn Rendezvous) Newport, Ky., nc.
Rocheile & Beebe (Chicago) Chi, t.
Rolando, Georgina (El Chico) NYC, nc.
Rolls, Rolly (Palace) Columbus, O., t.
Rose's, Bert, Boots & Saddles (Hollenden) Cleveland 5-19, h.
Rosario, Alberto, Trio (Don Julio's) NYC, nc.
Rosita & Deno (Chase) St. Louis, h.
Royce, Lee (Oriental) Chi, t.
Russell, Bill (Park Central) NYC, h.
Russell, Connie (Glenn Rendezvous) Newport, Ky., nc.
Russell, Mabel (Onyx) NYC, nc.
Russell, Strawberry, & Julia (College Inn) Phila, nc.
Ryan, Patricia (Sheraton) NYC, h.

S

St. Claire Sisters & O'Day (Circus in Armory) Akron 5-10.
Salamak, Tony, Trio (Glenn Rendezvous) Newport, Ky., nc.
Salazar, Hilda (Havana-Madrid) NYC, nc.
Samuels, Three (Strand) NYC, t.
Sanford, Tommy (Paramount) NYC, t.
Sara, Jose (El Chico) NYC, nc.
Sava, Marusia (Russian Kretchma) NYC, re.
Sebastian, John (Pierre) NYC, h.
Semon, Primrose (Aloha) Brooklyn, nc.
Sharon, Ann (Belmont Plaza) NYC, h.
Sharpe, Robert (Tower) Kansas City, Mo., 9-15, t.
Shaw & Lee (Colosimo's) Chi, nc.
Shea & Raymond (Beverly Hills) Newport, Ky., cc.
Sheldon, Gene (RKO-Boston) Boston, t.
Sherry, Ginger (Butler's) NYC, h.
Shields, Ella (Ernie's Three-Ring Circus) NYC, nc.
Shura (Harlequin) NYC, nc.
Sinatra, Frank (Rlobamba) NYC, nc.
Sloan, Estelle (Copacabana) NYC, nc.
Small, Mary (Capitol) NYC, t.
Spencer, Kenneth (Cafe Society Downtown) NYC, nc.
Stadlers, The (Blackhawk) Chi, c.
Stallier Twins (Queen Mary) NYC, nc.
Starn, Harold (Music Hall) NYC, t.
Stroud Twins (Palace) Columbus, O., t.
Stuart, Gene (Howdy) NYC, nc.
Sullivan, Danny (Armando's) NYC, nc.
Sullivan, Maxine (Le Ruban Bleu) NYC, nc.
Sumner, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.
Swifts, Three (Music Hall) NYC, t.

T

Tapps, Georgie (Blackstone) Chi, h.
Teeman, Eleanor (Park Central) NYC, h.
Templeton, Alec (Waldorf-Astoria) NYC, h.
Thurston, Rose (George Washington) West Palm Beach, Fla., h.
Toppers, The (Enduro) Brooklyn, re.
Teresita (Belmont Plaza) NYC, h.
Toy & Wing (Roxy) NYC, t.
Trotter, Mimi (Mayflower) Jacksonville, Fla., h.

U

Urban, Ruth (Palace) Columbus, O., t.

V

Van, Gus (Enduro) Brooklyn, re.
Vance, Jerri (Park Central) NYC, h.
Varron, Allegra (Colosimo's) Chi, nc.
Villon, Rene (Mon Patee) NYC, nc.
Vincent, Romo (Greenwich Village Inn) NYC, nc.

W

Wallace Puppets (Neil House) Columbus, O., 5-17, h.
Watson, Betty Jane (Palmer House) Chi, h.
West, Willie & McGinty (Palace) Columbus, O., t.
White, Jerry (Bill's Gay '90s) NYC, nc.
Williams, Bob (Broadhurst) NYC, t.
Williams, Bob, & Red Dust (Palmer House) Chi, h.
Williams, Frances (Mon Patee) NYC, nc.
Wilson & Steele (Cerutti's) NYC, nc.
Woods & Bray (Jefferson) St. Louis 5-15, h.
Wyman, Jane (Strand) NYC, t.

Y

Yale, Chick, Otto Viola & Pete Roberts (Hamid-Morton Circus) Altoona, Pa.; Pittsburgh 12-17.
Yessin, Beatrice (Russian Bear) NYC, re.

Z

Zero, Jack (New Rumanian) NYC, re.
Zimmer, Vicki (Kelly's Stable) NYC, nc.

DRAMATIC AND MUSICAL

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

Arsenic and Old Lace (Mayfair) Portland, Ore.
Barrimore, Ethel, in Corn Is Green (Lyric) Baltimore.
Chatterton, Ruth, in Private Lives (Erlanger) Chi.
Claudia (Colonial) Boston.
Cornell, Katharine, in The Three Sisters (Shubert) Boston.
Cry Havoc (Cass) Detroit.
Dancing in the Street (Opera House) Boston.
Dough Girls (Selwyn) Chi.
Eye of St. Mark (American) St. Louis.
Gilbert & Sullivan Operas (Geary) San Francisco.
Good Night Ladies (Blackstone) Chi.
Harem Scarem (Nixon) Pittsburgh.
Junior Miss (Biltmore) Los Angeles.
Junior Miss (Davidson) Milwaukee.
Life With Father (Lyceum) Minneapolis.
Porgy and Bess (Forrest) Phila.
Show Time (Locust St.) Phila.
Stage Door (Studebaker) Chi.
Stone, Fred, in You Can't Take It With You (Shubert Lafayette) Detroit.
Student Prince (National) Washington.
Tomorrow the World (Wilbur) Boston.
Tobacco Road (Erlanger) Buffalo.
Those Endearing Young Charms (Walnut) Phila.

ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Ice-Capades of 1943 (Pla-Mor Ice Arena) Kansas City, Mo., 9-15.
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
McGowan & Mack (Palace Hotel) San Francisco.
Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.
Victor's, Art, Ice Parade of 1943 (Hotel Adolphus) Dallas.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly madding points are listed.)

Alamo Expo.: Del Rio, Tex.; Eagle Pass 12-17.
Anderson-Strader: Wichita, Kan., 8-17.
B. & H.: Columbia, S. C.
Blue Ribbon: Columbus, Ga.
Boswell's Am.: Boykins, Va.; Courtland 11-17.
Bright Light Expo.: Clarksville, Va.
Buckeye Expo.: Morrilton, Ark.
Buckeye State: Helena, Ark.; Jonesboro 12-17.
Bullock: Batesburg, S. C.; Lexington 12-17.
Burke, Frank: El Paso, Tex.
Capell Bros.: Savanna, Okla., 8-17.
Cellin & Wilson: Petersburg, Va.
Chatham Am. Co.: Camden, S. C.
Crescent Am. Co.: Columbia, S. C.
Crystal Am. Co.: Ocala, Fla.
Dumont: Bowling Green, Va.; Fredericksburg 12-17.
Elite Expo.: Pittsburg, Kan., 10-17.
Endy Bros. & Prell's Combined: Durham, N. C.
Fay's Silver Derby: Americus, Ga.
Fitzpatrick, G. T.: Caldwell, N. J., 5-15.
Franks: Macon, Ga.
Gentsch & Sparks: McComb, Miss.
Geren's United: Columbus, Ind., 10-17.
Gold Medal: Columbus, Miss.
Great Lakes Expo.: Mobile, Ala.
Greater United: Bryan, Tex.
Gruber Famous: (3d & Berks Sts.) Philadelphia, Pa., 9-17.
Hall's United: Prescott, Ark.
Heth, L. J.: Birmingham, Ala.
Hubbard: Centerville, Miss.
Ideal Expo.: Hagerstown, Md., 9-17.
Jones, Johnny J.: Fayetteville, Ga.
Lawrence Greater: Fayetteville, N. C.; Goldsboro 12-17.
Lewis, Art: Norfolk, Va., 8-17.
Liberty United: Charleston, S. C.
Magic Empire: Gurdon, Ark.
Marks: Richmond, Va., 12-17.
Midwest: Needles, Calif., 6-11.
Naill, C. W.: Delhi, La.
Park Am. Co.: Alexandria, La.
Rogers Greater: Paris, Tenn.
Rogers & Powell: Ackerman, Miss.
Scott Expo.: (Boulevard & Irving Sts.) Atlanta, Ga.; (Mason & Turner Sts.) Atlanta 12-17.
Sheesley Midway: Mobile, Ala.
Siebrand: Tucson, Ariz.
Sparks, J. F.: West End, Birmingham, Ala.; Ensley, Birmingham, 12-17.
Strates, James E.: Washington, D. C., 7-17.
Tassell, Barney: Richmond, Va., 12-17.
Texas: San Benito, Tex., 5-8.
Tidwell, T. J.: Sweetwater, Tex., 10-17.
Virginia Greater: Suffolk, Va., 10-17.
Wallace Bros.: Grenada, Miss.
Ward, John R.: Baton Rouge, La.
West Coast Victory: Napa, Calif., 6-12; Petaluma 13-19.
Wolfe Am. Co.: Spartanburg, S. C., 12-17.
World of Pleasure: Detroit, Mich., 8-17.
World of Today: Wichita Falls, Tex.
Zacchini Bros.: Greenwood, S. C., 10-24.

CIRCUS

Arthur's Mighty American: Shafter, Calif., 10-11.
Beatty, Clyde-Wallace Bros.: York, S. C., 14.
Daley Bros.: Burnett, Tex., 8; Lampasas 9; San Saba 10.
Hamid-Morton: Altoona, Pa., 5-10; Pittsburgh 12-17.
Polack Bros.: Sacramento, Calif., 10-17.
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York City April 9-May 16.

MISCELLANEOUS

Birch, Magician: Ashdown, Ark., 7; De Queen 8; Hope 9; Auditorium) Hot Springs 12; Mena 13; Van Buren 14; Springdale 15.
Burke & Gordon: Indianapolis 5-10.
Campbell, Loring, Magician: Fairmont, W. Va., 7; Waynesburg, Pa., 8.
Couden, Doug & Lola: School Assemblies, Alabama City, Ala., 5-10.
DeCleo, Harry, Magician: Marysville, O., 5-10.
Green, Lew & Kitty (Nodak Show) Nova, O., 5-10; Savannah 12-17.
Green, Magician: Wildwood, Alta, Can., 7-8; Bickerdike 9-10; Luscar 12-13; Cadomin 14-15; Mountain Park 16-17.
Lippincott, Magician (Carolina) Columbia, S. C., 7; (Modjeska) Augusta, Ga., 8-10; (James) Newport, News, Va., 13-14; (National) Richmond 15-21.
Long, Leon, Magician: Fayetteville, N. C., 5-10; Raleigh 12-13; Durham 14-15.
Ricton's Dogs, school show: Port Payne, Ala., 5-10.
Sisco, Henry, Tent Theater: Waynesville, Ga., 5-10.
Slout, L. Verne, Theater Workshop: Conroe, Tex., 7; Austin 8; San Antonio 9; Palacios 10.

ADDITIONAL ROUTES

(Too Late for Classification)

Francis, Jeanne, & Jerry Grey (Coliseum) San Diego, Calif., 5-17.
Harris, Jimmy, Ark. (Henry Grady Hotel) Atlanta 5-17.
Heath, Andy, Ark. (Fitch's Cafe) Wilmington, Del., 5-17.
Magic Flyers (Washington Youree Hotel) Shreveport, La., 5-10; (Tower Theater) Kansas City 12-17.
Rodman, Jack, Quartet (Club Avalon) Hot Springs, Ark., 5-17.

WANT

Ferris Wheel, Rolloplane and Chair-plane Foremen; top salaries to reliable men.

JOHN R. WARD

Baton Rouge, La.

RIP WINKLE

AT LIBERTY

Andy Kelly, write.

Address:

622 15th St., Miami Beach, Fla.

DYER'S GREATER SHOWS

Opening April 15th, Holly Springs, Miss. Auspices American Legion, 9 Days.

Want capable Foreman for Octopus and Tilt, top salary or percentage. Must be sober, drive semi. Place Second Men all Rides, manager and Attractions for Pit Show. Nate Felton, write. Operator for Sound Car, Concession Agents for Stock Stores. Book Cook House or Sit Down Grab, Penny Arcade, Diggers, other Legitimate Stock Concessions (no Grist or Percentage). Pop Corn, Photos, Candy Floss open, Bingo Operator. We have complete outfit. For Sale—Hit-Miss Ball Game, \$35.00; five banner-front Athletic Show, \$100.00. All people contracted, join immediately. **WM. R. DYER, Holly Springs, Miss.**

FOR SALE

The finest Animal Act on the road. The only trained and educated Porcupine in the world, born with only three legs. Walks on his tail and cries like a baby. Also a tame Red Fox, a tame Ant Bear, Armadillo, Pet Alligator, two Gila Monsters, two Gophers. They all work in the act. The best price takes them.

MRS. MAY BLANCHE PARISH
1400 St. Charles Ave., care Best Ice Cream Co., New Orleans, La.

JOHN MCKEE SHOWS

WANT Concessions that work for 10¢. General Agent that knows Missouri and Iowa. Ride Help that can drive Semi Trucks. Top salary. Will book Tilt-a-Whirl or Octopus. **JOHN MCKEE, Sikeston, Mo.**

A. S. SHOWS

BOX 1895, WICHITA, KANSAS

Want Manager for Pit Show that can furnish attractions. Good proposition. Also Athletic Show Manager. Have good equipment for both shows. Can place Pony Ride or any ride that does not conflict. Open April 8th.

R. L. WADE WANTS AGENTS

Ballgame, Fishpond, Bumper, Penny Pitch, Cigarette Gallery and Hoopla. Address: **Care Zacchini Bros.' Shows, Greenwood, S. C.**

WANTED

Grab, Candy Apple, Pop Corn, Frozen Custard, Ball Games, Pitch-Till-You-Win, Penny Pitch, Hoopla and all other Concessions open. Flat Ride, Shows. We can guarantee gasoline and tires to all our Concessioners. Under big top on din-out coast. **G. T. FITZPATRICK SHOWS, 74 Ravine Ave., Caldwell, N. J. Phone 6-3272.**

RIDES WANTED

Also Skating Rink for Lake Side Park, Macon, Ga. A real spot for all summer. Located near large army camp. Write or wire

J. W. PORTER

Lake Side Park, Macon, Georgia
P.S.: Billie Morgan, wire.

MOTOR CITY SHOWS

Want Foremen and Second Men for all Rides; highest salaries and bonus; must drive semis. Shows with or without outfits. Will furnish new 10-in-1 Frameup to party with acts. Good opening for Fun House, Glass House, Snake Show, etc. Want Penny Arcade. Want Cookhouse or Grab, Ball Games, Fish Pond or any other 10¢ Concessions. Want Ride Superintendent and Lot Man, also Electrician. Want good Mechanic. Place Sound Truck.

VIC HORWITZ

355 Lake St.

Toledo, Ohio

LAST CALL

For opening April 16th, Richmond, Va., Williamsburg Ave. at National; week April 25th, New Broad Street lot near Boulevard. Hottest spot in Richmond.

Can place Chairplane. Also few more Concessions, including Mug, Grab, Shooting Gallery, Ball Games. Can use one more sensational Free Act, also Sound Truck. Wire—write.

BARNEY TASSELL UNIT SHOW **Richmond, Va.**

Bisch-Rocco Wins Infringement Suit

CHICAGO, April 3.—Suit of the Bisch-Rocco Amusement Company, riding device manufacturer, against Amusement Corporation of America and Spillman Engineering Corporation for infringement of a Bisch-Rocco patent has been decided in favor of the plaintiff and the court has ordered that the defendants "pay to the plaintiff a considerable sum of money as full payment of damages and profits suffered by the plaintiff by virtue of such infringement." Decision was handed down by Judge William J. Campbell of the U. S. District Court for the Northern District of Illinois, Eastern Division. Court also issued an injunction forbidding the defendants from making, vending or using "any devices or apparatus embodying or containing the invention disclosed in said U. S. Letters Patent No. 2,142,169 or to infringe said Letters Patent in any way whatsoever."

Daly Company Reorganized

COLLINSVILLE, Ill., April 3.—Daly Ticket Company here has been reorganized under the co-partnership of J. A. Daly; his sister, Anne Daly, and John A. Harszy. J. A. and Anne Daly have been active in the business over 20 years, being the first members of the family to be employed here. Harszy, who is also cashier of the Southern Illinois National Bank of East St. Louis, Ill., and widely known there, entered the organization after the firm was sold to settle the estate of Mrs. Miley Daly, mother of the Dalys. Mrs. Daly, victim of a hit-and-run driver on November 19, 1941, successfully operated the business 12 years. Father of J. A. and Anne Daly, who originated the business in 1911, preceded her in death on January 19, 1930.

Jones Expo Opens April 10

AUGUSTA, Ga., April 5.—Season's opening of the Johnny J. Jones Exposition here was postponed from April 3 to April 10 by E. Lawrence Phillips, who said conditions made the deferment advisable. He said that numerous employees had reported for duty and that billing crews had been covering the territory with paper announcing the changed debut date.

Al Wagner in Mobile Hospital

MOBILE, Ala., April 3.—Al Wagner, owner-manager of Great Lakes Exposition Shows, is in Mobile Infirmary suffering with pneumonia. Eddie Hollinger, show's secretary, said here.

JAMES E. STRATES SHOWS, INC.

WANT Organized Midget Show or Midgets. Office show, salaries guaranteed.

JAMES E. STRATES SHOWS, INC.
Washington, D. C.

BARLOW'S BIG CITY SHOWS WANT

For ten choice St. Louis, Mo., locations and new suburban garden park, Foremen and Helpers in all Rides. Also Concessions. Useful Carnival People and Concession Agents. Address: **HAROLD BARLOW, 529 North 52nd St., East St. Louis, Ill.**

Ideal Exposition Shows

America's Best Amusements

OPENING APRIL 9 AT HAGERSTOWN, MARYLAND, ONE OF THE BEST DEFENSE CITIES IN THE UNITED STATES, FOLLOWED BY BALTIMORE, MARYLAND, THE BIGGEST DEFENSE CITY IN THE COUNTRY.

Can place Girl or Hawaiian Show, Expose Show. Have complete outfits for same. Will book above Shows or will operate out of office with reliable operators. Pete Thompson, wire me. Have good proposition for you. Have complete outfit for Monkey Circus. Want Man with Animals and take charge of Show.

Can place Ride Foreman for Merry-Go-Round, Loop-o-Plane, Ridee-O and Lindy Loop. Want to hear from Joe Karpa. Pelican, please answer. All Ride Help report to winter quarters, now open at Hagerstown, Maryland, on Fair Grounds.

Can place Talkers, Grinders, Ticket Sellers, and Help in all departments, come on.

Concessioners, attention! Can place Cook House and Bingo; Joe Muldoon, wire. Can place Wheels, Ball Games, Penny Pitches, Grind Stores, Palmistry, Frozen Custard and Concessions of every description with the exception of Coupon Stores. Will book or buy Roll-o-Plane and Octopus.

The following people communicate with K. C. McGary immediately: Vangel Balaam, Tommie (Sailor) Lane, Louis Ramos, G. W. (Shorty) Ward, Larry Burns, Gingie Reteck, Billie and Bob Sherry.

Write or wire **WILLIAM GLICK, Manager, Dagmar Hotel, Hagerstown, Md.**

WORLD OF MIRTH SHOWS, Inc.

SHOW IS GOING OUT AS GOOD AS EVER

Can use men in all departments. Want Ride Foreman. All those connected with shows please report to Winter Quarters. Can use a couple good Talkers.

Date of opening will be announced in the following issue of The Billboard. All telegrams sent to the William Byrd Hotel, Richmond, Virginia, until April 8; after that to 10 Rockefeller Plaza, New York.

Colored Minstrel Show Performers, write **R. F. JUDY**. Side Show Freaks and Performers, write **GLEN PORTER**.

MAX LINDERMAN General Manager.

Gold Medal Shows Want

For long season of still dates in defense areas, followed by 18 bona fide fairs, closing in Florida late in November. Penny Arcade, Hoopla, Pitch-Till-You-Win, Coke Joint, Ball Games and other legitimate Merchandise Concessions. Will book or buy neatly framed Grab Joint. Want Ride Man who can drive semis. Harold Dittmar wants Bingo Caller and Counter Men.

Address **OSCAR BLOOM, Manager, Columbus, Mississippi.**

FOR SALE

Two 60 KW. Diesel Light Plants, two 50 KW. Transformers, 1,000 feet 4-Naught Electric Cable; One Eli Power Unit, suitable for any ride; 1,500 feet 1-Naught and No. 4 Electric Cable. All above stored, Valdosta, Georgia.

Address **BOX 9328, Sulphur Springs, Fla.**

SCOTT EXPOSITION SHOWS WANT

Legitimate Concessions and Agents. Good opening for Drome, Penny Arcade, Grind Shows, Octopus, seven-car Tilt, Kiddie Autos—will book or buy. Will turn Cook House and Grab over to reliable party. Foremen for Loop-the-Loop and Chair Plane, New Moon Rocket, Ride Help and Semi-Drivers. Musicians and Performers for Minstrel; Woolfolk, answer. Boulevard and Erwin this week; Mason and Turner next week, Atlanta, Ga.; then Dalton, Ga., to Maryville, Tenn.

BADGER STATE SHOWS

OPENING APRIL 23 ON CHOICE MILWAUKEE LOT

Largest defense town in State. Want Cook House, String Game, Hoop-La, Photo Gallery, Coca-Cola or any Concession working for Stock. First and Second Men for Wheel, Merry-Go-Round, Loop-o-Plane, Chair-o-Plane, Tilt-a-Whirl. Good salaries paid to reliable, sober help. Must drive semi.

J. VOMBERG, 1923 So. 76th Street, West Allis, Wis.

St. Louis

ST. LOUIS, April 3.—With ideal weather for the last 10 days, shows playing local lots here have been chalking good business. Operators and concessionaires report the business they have been doing has been unprecedented here. There's plenty of money in evidence. Oliver Amusement Company moved to the lot at Gravois and Chippewa streets, and John Francis and John Maher Combined Rides and Concessions are holding forth in the 1200 block of South Broadway. Fidler's United Shows are at Kings-highway and Natural Bridge. Johnny Baile's rides are at 12th and Park streets, and Mrs. Esther Speroni's Midway of Mirth Shows are in the 4500 block of North Broadway.

Carl J. Sedlmayr, Rubin & Cherry Exposition and Royal American Shows, and Elmer C. and Curtis J. Velare and Sam Gluskin, Royal American Shows, spent several days here this week. Max Goodman, owner Wonder Shows of America, visited *The Billboard* Wednesday while here, en route from Chicago to winter quarters in Little Rock. His shows will not go out this season. J. C. McCaffery, acting as general agent of Hennies Bros.' Shows, also visited while here on business. Mr. and Mrs. Al Baysinger, Al Baysinger Shows, spent several days visiting the various shows here. They will open April 15 in Poplar Bluff, Mo. Tony Crescio, organ repair man, is here repairing organs for shows operating on local lots.

Curtis L. Bockus, general agent Dodson World's Fair Shows, left early this week for the East. Mr. and Mrs. Gayler Henderson, concessionaires, who opened with Fidler's United Shows, left for Sheffield, Ala., last week to join All-American Exposition Shows. Elmer Brown, promoter and general agent, left here last week and is at present in Northern Illinois. Bob Hancock, of Salem (Ill.) Fair, visited *The Billboard* Tuesday while in the city visiting friends. Hogan Hancock, Music Corporation of America, was a visitor the same day, en route from Dallas to Chicago. He will attend the fair meeting in Kansas City, Mo., next week. J. P. Murphy, who spent the winter in Little Rock, arrived this week and for the time being is in charge of one of the Penny Arcades being operated by Dee Lang. Mr. and Mrs. Barney Williams plan to join Penn Premier Shows soon. Mrs. Ray Ven Wert, who has been sojourning here for the last several months, left this week for Cameron, N. Y., to visit her sister. Mr. and Mrs. Joe Sorenson, who have had a unit playing night clubs for the last several months, are here visiting relatives and organizing a Girl Show which they have booked on F. H. Bee Shows. Earl Conner, concessionaire, arrived Tuesday, coming in from Mississippi. He joined Oliver

Amusement Company. Leo Sullivan, president Eli Bridge Company, visited *The Billboard* Tuesday while in the city, en route from Caruthersville, Mo., where he sold Rubin & Cherry Exposition three Ferris Wheels, to his home in Jacksonville, Ill.

Retired Showfolk Celebrate Birthdays at LeMays' Party

GIBSONTON, Fla., April 3.—With their birthdays coming on the same day, March 18, six well-known retired showfolk celebrated their anniversaries with a party in the LeMays' Hut here. They were Phil and Grace LeMay, Mrs. Dorothy Markley, Dad Locke, George Reinhardt and Carl Daple. A floorshow, with Harry E. Wilson as emcee, was well received, and refreshments and dancing were enjoyed. Orange State Ramblers provided the music. Birthday celebrants received numerous gifts.

Guests included Mr. and Mrs. Harry Boyles, Bobbie Barrow, Lee Erdman, Mrs. George Reinhardt, Mr. and Mrs. Tommy Allen, Mr. and Mrs. Bill Clain, Peggy Wilson, May Chatham, Ray Mierke, Mr. and Mrs. Gene Bernie, Buck Buchanan, Mr. and Mrs. Harry Julius, Jack Young, Mr. and Mrs. George K. Ringlin, Mr. and Mrs. Walter Davis, Mrs. Phil Lemay, William Hamilton, Mrs. Rose Webber, Mr. and Mrs. A. P. Henley, Mr. and Mrs. B. Matson, Mr. and Mrs. Charles Weingarten, Mr. and Mrs. Roger Young, Mr. and Mrs. Bob Noyes, Stanley Barbay, Arkie Cunningham, Mr. and Mrs. Frank Allen, L. L. Gordon, Mr. and Mrs. Eddie Strelau, Irvin Shankweiler, Jean Graham, Mother Manning, Mr. and Mrs. William Keys, Gladys Dudley, Mother Locke, Charles Wingart, Mr. and Mrs. C. J. McCarthy and Bob Anderson.

Bert Leach, Mrs. Beatrice Thompson, Millic Thompson, Sgt. Rodwick Sass, Pfc. C. Marrin Randall, Mr. and Mrs. George Jawarsky, Al Stimson, Mr. and Mrs. Earl Maddox, Mr. and Mrs. Leppie Scruggs, Nick Nicholas, Mr. and Mrs. Walter Kemp, Mr. and Mrs. Al Wallace, Eleanor Price, Harry Fink, Ted Comfort, Danny Brown, Doc Benner, Al Hicks, Charles Emery and Eddie LeMay.

Franklin Is Linderman P. A.

DECATUR, Ill., April 3.—C. W. Franklin has been signed to handle the press and radio activities on World of Mirth Shows for 1943, succeeding Jim McHugh, now in the armed service, he said here this week. Franklin, who spent the winter promoting wrestling matches in Illinois, has been with Goodman's Wonder and Proll's World's Fair shows and Jimmie Lynch Death Dodgers, serving for two years with each organization in the capacity of publicity director.

"Luna on Wheels" In Guna Guna Land

Corp. Gordon E. Gladoc, formerly with Sol's Liberty, Imperial and W. G. Wade shows, letters from somewhere in North Africa that he saw his first carnival there recently. "I thought," writes Gladoc, "that I had seen them all, but nothing in the States can compare with the one here. The Merry-Go-Round, with broken-up horses, was pushed around by five Arab boys to the music of *Ava Marie*, which was played and re-played on a hand-cranked phonograph. Its ticket seller worked out of a suitcase.

The second ride was an old set of Venetian Swings which were old in the States long before I got the trouping fever in my blood. The third ride was the Football, with four tubs, one of which was loose and ran wild. There were two concessions with less stock than a knock-together-hop-scooting booth we saw years ago at pumpkin fairs.

The show was being transported on three charcoal-burning trucks, the vintage of 1920 or earlier. Midway operated only during daylight because it had no lights. The shows' owner told me that he was making money, so why worry. The shows' title is Luna on Wheels. Lot was packed with Arabs who seemed to get a kick out of it, and I got the biggest."

Five-Weeker in Fort Worth Is Winner for Pete Kortez

ABILENE, Tex., April 3.—After a successful five-week engagement in Fort Worth, Pete Kortez's World Fair Museum moved in here for a 12-day stand at 1075 North Second Street. Show is reported to be the first in here in 17 years and results at opening were good. Sheriff William Watson helped with arrangements for unit's local appearance.

A number of city and county officials were on hand for opening, and Owner Kortez was complimented on unit's appearance. Electric Chair, with Jean Stone, opened here. Another new act is Billy Mitchell (Zandu, Hindu Rubber Man). Carl Stone is assisting Charlie LeRoy on the floor.

Sealp, seal boy, and Professor Alexander, Flea Circus, were guests at a luncheon tendered by friends at the Wooten Hotel. Blue Osenbaugh is taking one of the Kortez rides to Chicago. Zaza, alligator girl, and Alexander, two-faced man, are annex attractions. Dorothy Kortez came up from Houston, where she is attending school, to visit her parents. Lorenzo, mentalist, is appearing at luncheon clubs.

WINTER QUARTERS

(Continued from page 42)

and carnivals, are now permanently located at Hotel Gilbert, where Don is resident manager. Maude is hostess. The writer visited with Mr. and Mrs. Frank D. Shean at Sea Side Park, Virginia Beach. James Guzzy, former concessionaire, operates Pinewood Hotel here. Ralph P. Flannigan, who managed the H. W. Jones bingo stand on the John H. Marks Shows the last several seasons, operated a gift shop this winter but will troupe again this year with one of the Jones bingo units.

WALTER D. NEALAND.

B. & V.

GARFIELD, N. J., April 3.—Everything is in readiness for the April 15 opening at Garfield, N. J., under Fire Department auspices, making the fifth consecutive year that shows have opened in the same location under the same auspices. Staff for 1943 includes J. Van Vliet, general manager; Bert Rosenberger, general agent; Queenie Van Vliet, secretary and treasurer; Sal Marsella, chief electrician; Meyer Levenson, lot superintendent, and J. Van Vliet Jr., ride superintendent. Shows will carry five rides, four shows, free act and a pay gate and will tour New Jersey, New York and Pennsylvania. Meyer Levenson will again have the pan game. He will arrive in time for opening. Cy Davis, Wilkes-Barre, Pa., will be back with popcorn and candy apples, making his third season with the shows.

J. VAN VLIET.

Dodson's World's Fair

TYLER, Tex., April 3.—With opening set for April 24 instead of May 1, as previously announced, work at quarters is being rushed. General Representative

Curtis L. Bockus reports he has been successful with the spring bookings. Ray Cramer, who had the Circus Side Show and Illusion Show for several years, has sold his cafe in Dallas and is expected in quarters soon. Slim and Bertha Curtis, who have the Fat and Skinny Show, report they are en route here from Tampa. Harry G. Armstrong has signed his concert band. Arrangements have been made with Joseph L. Fallano to display his War Exhibit. Ed Bruer, special agent, is expected here soon. Trainmaster Larry Bidwell, who has been spending the winter in Savannah, Ga., will report soon. Henry (Fati) McCaulley is overhauling the Deisel light plants, and George Hart is hard at work on the tractors. Cecil Hudson is rebuilding the Girl Show stage and remodeling the front. Sam Harrington, Whip for-man, came in from Jacksonville, Fla., and is overhauling his ride. Jess A. Richards, Merry-Go-Round manager, arrived from his home in Humboldt, Neb.

CHARLES A. CLARK.

Penn Premier

STROUDSBURG, Pa., April 3.—Local quarters are busy. Kiddie Train and Kiddie Autos are ready. Work has started on the new War Show. Trucks will leave April 15 for quarters in Erie, Pa. Shows will open there under Army and Navy Union and the Mothers of Men in the Service Club auspices. An extensive advertising scheme is being worked out. Recent arrivals included Mr. and Mrs. Russ Abbott, balloon dart and ball game; Mr. and Mrs. William Nuss, three concessions; Al Boxall, bingo; Ann and Walter Vallance, Penny Arcade and high striker; Patsy Rosana, five concessions; Phil O'Neil, three; Martin Iving, five; Getz and Evans, three; Miles Detrick, two; Pat Montana, candy apples; Harry Meyers, three concessions; Mr. and Mrs. Frank Chase, cigarette gallery, ball game and penny pitch; A. H. Perry, custard; James Torzello, three concessions, and Harry Richards, hoop-la and scales. Sailor Katzy will manage the Side Show and War Show. Mr. and Mrs. Glenn McIntosh will have the Monkey Show; Mrs. Kay Weiss, Hawaiian-Parisian Revue and Artist and Model Show; Frank Hains, Snake Show, and Speedy Hagen, Motordrome. Staff includes Lloyd Serfass, owner-manager; Mrs. Serfass, secretary-treasurer; Albert Bydiark, general superintendent; Lewis Weiss, legal adjuster and midway manager; Barney Williams, chief electrician and lot superintendent; Arthur Johnson, superintendent of transportation and foreman of the Kiddie Auto and Kiddie Train; Miles Detrick, Chairoplane; Arthur Butler, Ride-o; Albert Bydiark, Ferris Wheel, Tilt-a-Whirl, Rolloplane, Loop-o-Plane, Merry-Go-Round and Kiddie Swing; Mr. and Mrs. Hervey Rantz, Pony Ride; Lew Moore, front marquee, and Arthur Gibbons, second man. Jack Martinkus will handle the billposting and lithographing. Recent visitors included Orville Hagen, Jasper Luick, Edward Green and Harry Nevin.

BILL HAY.

B AND V SHOWS

Opening April 15th, Garfield, N. J.

Want Bingo, Cookhouse. All Concessions open. Shows with own outfit. Want Ride Help. Can place Octopus or Tilt. Address: 5 Westminster Place, Garfield, N. J.

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Top money-making drink stands on Broadway, Beaches, Army Camps and Canteens are those featuring our Fresh Fruit Drinks.

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Can place two young, attractive White Chorus Girls with or without experience for Paradise Revue. Can place one Workingman for Ferris Wheels, two for Canvas and one for the Merry-Go-Round. All address

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CALL—EDDIE'S EXPOSITION SHOWS—CALL

Opening Pittsburgh Area May 1 Defense Town

Can place Ball Games, High Striker, Picture Gallery, Shooting Gallery and any legitimate Grind Stores, Want Penny Arcade. Will furnish Fronts and Tops for worth-while Shows. Will book or buy Flat Ride. Want Ride Help of all kind. Wire or write E. M. DEITZ, 104 Lyons Ave., Butler, Pa., or JACK BEIL, 904 Western Ave., N. S., Pittsburgh, Pa. Fairfax 9248.

OUTDOOR WAR AIMS UP

(Continued from page 45)

long and arduous labors—and then there's the duty of sustaining public morale. And all these things park men hope to perform with all the facilities at their command. All of which means that most of the nation's parks will be operated on the same entertainment policy as in former years.

While some park operators fear a drop in attendance due to curtailed public transportation facilities and a tightening of gas rationing, many plan to overcome this problem; in fact, they plan to exceed last season's attendance figures by a more ambitious use of free acts to attract the public. The use of more and stronger pay attractions as part of the regular park program itself will be used in many instances to draw added patronage.

All in all, while the situation appears far more hazardous than the industry has ever experienced, it is not so grave that an enterprising park manager with a halfway decent break in weather and a modicum of luck cannot whip to a successful conclusion.

Circuses in Bond Tie-Up

Prospects for the circus season being encouraging, owners believe they should do equally as well as last year, when most of the big tops had bang-up tours. Workingmen in winter quarters have long been busy in preparing for this season's treks. There again will be the two rail shows, Ringling Bros. and Barnum & Bailey and Cole Bros. Both will work with the U. S. Treasury in sales of War Bonds.

There will be the usual motorized organizations such as Russell Bros.; Wallace Bros., with which this year will be Clyde Beatty's trained wild animal exhibition; Lewis Bros., Al G. Kelly-Miller Bros., Dailey Bros., James M. Cole, Hunt Bros. and Mills Bros. Last named also will have bond sales. Bud E. Anderson is returning to the field after a year's absence with his truck show. Altho the go-ahead signal has been given the shows to operate, with restrictions, at times they expect to find it somewhat difficult to move because of movements of war supplies.

Taking the indoor circus season as a criterion, attendance being large, the outdoor shows should also register in the matter of crowds, predict observers of the big-top picture.

Carnivals To Continue Drives

Spurred by a determination to maintain the healthy spirit of Americans by providing diverting recreation, carnival operators are taking to the road confident they will play an even greater role in the war effort than that chalked up in 1942. All have devoted much time and thought the past winter to plans to give the American people a proper balance between work and recreation and to contribute even more handsomely to financial needs by again raising big sums thru War Bond and Stamp sales, scrap drives and special patriotic promotions and by large contributions to the Red Cross, USO and other war necessities.

Carnival men are convinced that they can successfully surmount the numerous handicaps, including even more stringent priority rulings, labor shortages, tire and gasoline rationing and dim-out regulations, as they did in 1942. Consensus seems to be that if the shows can secure sufficient help and are able to travel on planned routes, the various communities will be in a receptive frame of mind.

Given an even break in weather, operators confidently predict business will at least parallel the good grosses registered in 1942. In an effort to conserve gas and rubber, managements are contemplating limiting the length of their jumps and playing longer stands wherever possible. They plan a general rerouting in an effort to set shows in cities and towns which are benefiting from work allocated to them by the government.

That the public is more amusement-hungry is attested by the successful openings made by a number of shows in the South. In several instances managements have reported increases of from 30 to 50 per cent over last year's good debut figures. Managements again plan to play spots where population has been increased by influx of war workers and towns adjacent to army camps.

Sponsors Favor Continuance

Altho the outlook for major sponsored celebrations and smaller ones held annually by the hundreds may not be too bright for 1943, many small communities have gone on record as favoring continuation of their events and tying them in with patriotic endeavors. Backed by a year's experience of operating under wartime conditions, most of them are going ahead with plans and hoping for

the best. Some of those canceled last year plan to resume operations and some of the larger celebrations will continue altho a bit reduced in magnitude. Managements are again looking forward to the liberal spending of money in connection with construction of the nation's war machine to offset the handicaps of gasoline and tire rationing and other conditions.

DAILEY TOUR OPENS

(Continued from page 46)

(Tiger Bill) Snyder is again equestrian director, and Joe Rossi has the band of 10 pieces. Harry Winslow, Walter Lawrence and Oscar Wiley are in charge of billing crews.

The Davenports recently purchased from Sam Solomon the palatial house trailer designed and built by the Solomons on Sol's Liberty Shows. A shipment of 30 Malayan gigantic baboons, all males, which was recently received will be featured in the center of the menagerie in a large steel cage built expressly for their transportation. More special litho paper and newspaper art will be used than heretofore.

Norma Davenport, less than 12 years of age, is featured as the youngest elephant trainer. Hazel King is star of the horse-show section; Evaline Rossi, a newcomer, is a headliner, and Captain Gullfoyle, noted wild animal trainer, is prominent in the program. A valuable addition is the stallion, Black Diamond, which was always the star of Madame Bedini's horse acts and was trained by the late Victor Bedini. Hazel King's own horse, Major, works with Black Diamond in a pleasing tandem dance number. Show will play many two and three-day stands and, after touring the Central North, will return to Texas to winter.

HM TOPS IN MEMPHIS

(Continued from page 46)

phant and tiger, followed by trapeze acts. Clyde Beatty holds No. 6 spot with his lions and tigers. Orton and Orton and Jenny and Betty do perch pole work of real interest. Slivers Johnson's Austin and trailer act held the audience well, followed by bear and dog acts and chimpanzees. More clowning, and Will Morris and Bobby included a comedy bicycle feature. The American Eagles presented a good high-wire feat concluding with three bicycles balanced at once. More clowns bring on Joe Greer's 12 horses. An international flavor is introduced by presenting Les Kimris Aces as of the Free French, Jim Wong and Company as Chaing Kai Shek's favorites and by having Roland Tiebor's seals play *God Save the King* (otherwise *America*). Clowns again followed by Gibson's Hollywood Sky Ballet, and then almost at end of program elephant acts. Flying Wards won applause for their passing leap to end the show.

It was announced from the ring that Les Kimris Aces would close Saturday night in order to make the jump to New York. Bob Stevens also advised that Emmett Kelley, Jenny and Betty, Orton and Orton and Roland Tiebor will open with the Ringling show. Show was presented here practically intact, Winnie Colleano being scratched at last minute, and the George Hanneford Family also having dropped since Milwaukee.

Gross Heavy in Wichita

WICHITA, Kan., April 3.—Playing in the Forum here under auspices of Wichita Police Benefit Association March 22-27, Hamid-Morton Circus grossed \$32,000, reported Len Humphries, press representative for the show. The committee signed a contract with Bob Morton to produce the show for the next four years. Five performances were sold outright to the Beechcraft and Boeing airplane plants. A midnight show was given to handle a turnaway crowd and a late shift of both companies.

A three-day War Bond drive sponsored by the show grossed \$25,000. Local newspapers were liberal with front-page art and copy, and radio stations also plugged the bond drive. Clyde Beatty autographed bonds to help the sales.

BIGGEST RINGLING BUY

(Continued from page 46)

tion of this new church," the pastor, the Rev. C. L. Elslander, said.

Father Elslander said the Big Show's assistance "began in the middle '30s when the parish was raising funds as best as it could for a new building. Its annual lawn party caused circus officials to volunteer a 'bigger and better' show for the next year. So it came to pass—the biggest and best show, in fact—for the Ringling folk put across what was a preview of their own new Greatest Show on Earth. The circus furnished lights,

props, everything, and all the performers contributed their acts, all the workmen their labor and so on, with a result that the building fund of the church grew fast. It didn't cost a dime; the circus folk looked out for everything."

Mrs. Butler Drives Truck

SARASOTA, April 3.—Mrs. Roland Butler, wife of the Ringling circus general press representative, equipped herself with a truck drivers' license here this week and stepped into a war-created emergency. It came about thru the necessity of Butler using a panel truck instead of a passenger automobile in covering territory this season. Mrs. Butler will drive the truck. She left here Wednesday to drive to New York.

AMMUNITION WANTED

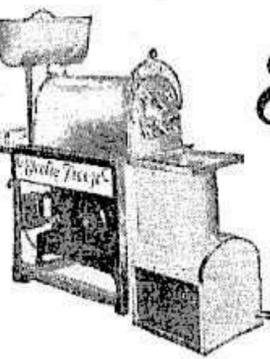
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George CLYDE Smith SHOWS

WANTED—Ferris Wheel and Chair-o-Plane Foreman. P. O. BOX 521, Cumberland, Maryland



Electro Freeze

HAS GONE TO WAR

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Port Morris's staff and skilled workmen, who at this time of the year are usually busy turning out hundreds of frozen custard machines for you, are now busy on work for Uncle Sam. They cannot serve you today as they did in former years, but as each day passes they are gaining invaluable experience that will enable them to turn out better Electro Freezes that will some day be more profitable to you.

Thanks to every one of you who have patronized Port Morris in the past. Thanks, too, for the many fine letters you have sent us—praising our equipment. We are sorry if we have not been able to service you—but you'll agree War orders come first.

PORT MORRIS MACHINE & TOOL WORKS

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CALL—PEPPERS ALL STATE SHOWS—CALL

WANT Electrician, good wages; Ticket Sellers, Bingo Counter Men, Sign Painter, Bucket Agents, Ball Game Girls. H. Martin, get in touch with me. Will sell the EX on Frozen Custard, Grab Joint or Small Cook House, High Striker. Want man to take charge of Monkey Grind Show; wife to sell tickets. Good proposition.

SNOWBALL JOHNSON WANTS MUSICIANS FOR GOOD MINSTREL SHOW. GOOD SALARY. Trumpet, Sax and Trombone. All wire or write to F. W. PEPPERS, Care Fair Grounds, West Union, Ohio.

BEE'S OLD RELIABLE SHOWS, INC.

OPENING APRIL 17, RICHMOND, KY.

RIDES—Will book one or two Independent Rides with own transportation. Want one more Ride Man that can work any Ride, also a few Second Men. Want elderly Man and Wife to operate two Kid Rides on percentage, or will give guarantee, or will book two Kid Rides with own transportation. SHOWS—Want Shows with own transportation, Manager for Athletic Show; also Musicians and Performers for Minstrel Show. CONCESSIONS—Want Cook House and Grab Joint. Gns, writs. Can place Peanuts and Popcorn, Ball Games, American Mitt Camp, and any Stock Concession that we do not now have must work for stock only. Want Diggers and Rat Game. No other Percentage, Wheels or Coupon Stores wanted. Want a few more Agents for office Concessions. Eddie Manning (Elmer), write or come on; all other Agents contracted, come on. Bob Sicksel wants Agents for a few more of his Concessions. Have a party wanting to buy practically new Grab Joint and Equipment. Must be good and fully equipped.

ADDRESS: R. F. D. No. 1, WINCHESTER, KY.

WORLD'S FAIR MUSEUM

WANTS one outstanding Freak that can be featured and one real Novelty Attraction for world's largest museum. Store rooms till June 1st, then into largest park in country. Consistent work for fifty weeks a year. NOTICE—Performers, associate yourself with the stars of the Side-Show world: Eko and Iko, sheep-headed men; Athalia, monkey girl; Nelson, armless wonder; Patent Sisters, Albino Twins; Sealo, the seal boy; Zandu, quarter boy; Harry Lewis, thin man; Mona, alligator girl; Alexander, two-faced man; Bob Wallace, impersonations; Alexander's Floa Circus; Lonzoo, mentalist; Bingo, midget clown; Le Roy, magician; Ortiz, revolving body. The cream of talent in the museum world. Wire or Write PETER KORTES, Abilene, Tex., till April 11th; then San Angelo, Tex., April 12 to 18.

FIDLER UNITED SHOWS

NOW SHOWING ST. LOUIS, MO.—PLAYING INDUSTRIAL CENTERS ONLY

WANT STOCK CONCESSIONS (NO GRIFT). WANT RIDE HELP THAT CAN DRIVE SEMI TRAILERS FOR MERRY-GO-ROUND, FERRIS WHEEL, OCTOPUS, ROLL-O-PLANE AND TILT-A-WHIGG. Top Salaries—All Cash. CONCESSION AGENTS WANTED FOR LEGITIMATE STOCK STORES.

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BINGO HELP WANTED

Want capable Counter Help for Bingo. Prefer married couple, but will consider sober, reliable men. Year round work, good pay. Pleasant surroundings. Write or wire

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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.

Tax Reports

Federal tax reports for the month of February indicate a definite downward trend in the amount of revenue to be derived from coin machines. This downward trend has been expected by people in the trade since Congress in 1942 failed to make some important adjustments in the rates on various types of machines.

Members of the coin machine trade had appealed to Congress to adjust the federal tax rates on the basis of earning capacity of the machines.

The reports of revenue from coin machines by the federal government and the various State governments have been carefully watched during recent months to see whether there was any noticeable decrease in the revenue being turned in. Federal revenues have now been collected for one complete fiscal year, and the second fiscal year will close June 30, 1943. It is now possible to compare the federal receipts from coin machines month by month with the revenue turned in each month during the first fiscal year. The figures are not conclusive as yet, when based on the federal tax reports, but when the revenue from coin machines in the 13 States that were also taxing coin machines during the past year are considered, the downward trends in revenue from coin machines may be considered very conclusive.

Even before the end of 1942 at least three States that taxed coin machines had begun to show steady declines in the amount of revenue received from the coin machine field. Students of these tax trends felt that a definite drop in revenue to be had from coin machines had already set in. The Treasury Department reported revenue from coin machines in February to be \$177,102. This compared with receipts of \$413,111 in January and also compared with receipts of \$158,803 in February one year ago.

On the face of it, the receipts in February showed an increase of about \$20,000 above the same month one year ago. But actually this slight increase sug-

gests a very serious decline, for beginning on November 1, 1942, the federal tax was extended to many types of coin machines that had not been taxed during the first fiscal year. By adding the federal tax to juke boxes and arcade machines of all kinds, it was generally felt that the number of machines coming under the federal tax was nearly doubled.

The federal revenue receipts in December, 1942, did show a nice increase, but not nearly as much as had been expected. When these trends in the federal tax are placed alongside the decline in coin machine revenues in States that tax such machines, it may now be definitely concluded that high taxes, especially a combination of federal, State and city taxes on coin machines, are greatly reducing the number of machines in operation. This means that the industry is being hurt and that federal, State and city governments are going to get less and less revenue from the coin machine industry at a time when they really need revenue.

The seriousness of this downward trend has more meaning for States and cities than it does for the federal government. However, the present Congress should certainly consider these trends and take steps this year to make the proper adjustments in the federal tax rate so as to apply the tax according to the earning capacity of machines.

State and cities that now have a high rate of taxation on coin machines should certainly take steps to reduce the tax on coin machines more in keeping with the tax rates in such States as Arkansas. States such as Oklahoma and Oregon that have recently passed high taxes on coin machines have committed serious blunders in the face of statistics that should have been studied before the passage of high taxes on machines.

All States and cities that now consider passing taxes on coin machines should carefully study the statistics that are available and pass taxes within reason.

Plan Regional Trade Group

Minnesota, Manitoba form commission to study joint problems, improve relations

WINNIPEG, April 3.—First plans for a regional commission, designed to promote better relations between one of the States and a Canadian province, are expected to be made public soon. A "brain trust," consisting of economists for Minnesota and Manitoba, have been working on a report for more than a year, and will shortly make known their recommendations.

This combination is the first time in history where a State and a province, working on their own initiative, have tried to formulate any sort of policy for their mutual benefit. Such undertakings in the past have always been on a national basis. Neither permission nor advice from the national governments has been asked in this case.

Designed chiefly to benefit agriculture, it is felt that the commission will be beneficial in ironing out many business problems as well.

Two men with a world outlook—Gov. Harold Stassen of Minnesota and former Premier John Bracken of Manitoba—are credited with organizing the commission.

The meeting of the two took place under rather unhappy circumstances. When King George and Queen Elizabeth visited Canada early in 1939, Governor Stassen was invited to meet them. He came, but snags were encountered and the meeting did not take place. While he was in Winnipeg, however, he met and formed a friendship with members of Bracken's cabinet, and last year when the premier suggested a study of joint problems he agreed at once.

Two top-flight economists were named to direct the joint commission. A. R. Upgran, vice-president of the University of Minnesota and economist to the Federal Reserve Bank of Minnesota, was chosen by Stassen, while Bracken named Prof. William J. Waines, head of the University of Manitoba's department of economics.

Study Joint Resources

While the report of the commission will devote a great deal of attention to world trade and markets for agriculture,



NEW DISTRIBUTORS CELEBRATE. Appointment of the Manhattan-Simplex Distributing Company, Inc., as Wurlitzer distributor for the Metropolitan New York area was celebrated at a formal opening held recently and attended by about 500 music operators. Pictured above, Wurlitzer General Sales Manager Mike Hammergren congratulates Meyer Lansky, president of the distributing company, as (left to right) Spence Reese, Wurlitzer assistant sales manager; Sam Goldberg; Eddie Smith, manager of Manhattan-Simplex, and Carl Johnson, Wurlitzer vice-president, look on.

it will also make recommendations for joint development of the midcontinental resources.

The partnership between Manitoba and Minnesota is inclusive rather than exclusive. The men behind it recognize that the middle of the continent is an economic unity. They are keeping in mind that this planning and development must take in rather than exclude other States and provinces.

Since the commission went to work Premier Bracken has left to become leader of the Progressive Conservative party. This will not affect the commission's work, however, as his successor, Premier Stuart Garson, is sold on it. He recently attended a conference in Minnesota at which a number of outstanding scientists laid plans and discussed possibilities for the post-war industrial development of the midcontinent area and returned full of enthusiasm.

At the moment it would be unwise to draw any general conclusions about the possible effect of the Minnesota-Manitoba collaboration on Canadian-American relationships. It does, however, represent a new approach to joint problems.

Arcades Get Play in Philly

Swing shift workers, servicemen find late hour entertainment in arcades

PHILADELPHIA, April 3.—Amusement machine arcades, which mushroomed here and then faded from the local scene for a year, are coming back stronger than ever. First impetus to the arcade business was given here several years ago by the reopening of plants and factories handling lend-lease orders. Just when pay rolls reached peak levels an unfavorable court decision took pinball machines off locations and forced all arcades to close. Now that the court decision has been reversed and the pinballs are back, the arcades are coming back stronger and bigger than ever, both in numbers and in popularity.

Significant is the fact that the machine operators, who have annexed the arcade business, are not depending entirely on the pinball machines to carry the arcades as before. A large variety of target guns, baseball and bowling machines, along with an assortment of picture and novelty machines, now predominate at the arcades. Still another positive factor is the low rentals of properties, available because of merchants going out of business because of the war. The result is that machine operators have been able to set up arcades in the central city section.

In Downtown District

Among the operators establishing arcades in the downtown theatrical district are Joe Ash, Al Rothstein and Maxie Brown. Business has been so good that Brown, who operates at Broad and Vine streets, is soon to open another arcade, this one right in the heart of the theatrical district at 1824 Market Street.

Also significant is the heavy patronage enjoyed by the arcades during the late evening hours, patronage that was virtually unknown before. As a result, the arcades now take their place with the four all-night movie houses in providing wholesome amusement and diversion for the swing-shift war workers and servicemen who swell the downtown crowds after the midnight hour. With amusements in the late hours so limited, arcade operators note that the players are now lingering longer and playing more. Even during the daytime hours those entering the arcade are not content until they try their hand at virtually every machine.

Also returning to the local scene are the miniature arcades set up in a corner of the hotel lobbies, and here too the collections are higher than they ever were before.

he had broken open the pinball machines, inflicting considerable damage on them, as well as removing all the silver they contained. He was sentenced to one year in jail.

There have been more thefts from coin machines in Halifax than anywhere else in the Eastern provinces, and prosecutions and arrests have not followed all the thefts. In nearly all instances the stores of operators have been broken into after business hours, usually in the early morning, and in all cases the machines have been damaged as well as robbed. Special emphasis has been placed by the thieves on the pinball games, most popular of the coin games, and duly subject to annual license from the city. Phonos have also been subject to attention from the thieves, most of whom are boys and young men.

Cigar Store Indian Returns to Philly -- As a Style Note!

PHILADELPHIA, April 3.—The cigar-store Indian, familiar figure in years gone by, which meant as much to the tobacconist as did the peppermint-stick pole in front of a barber shop, has gone to work again, but not in front of a cigar store. This time the cigar-store Indian and other members of his tribe are in the employ of fashion artists trying to interest women in items of wearing apparel and accessories of special design.

The Blum department store in the center-city shopping district is now showing in its large display window a number of antiquated cigar-store Indians in large and small sizes, loaned to it by a local collector of Americana. The job of the wooden Indian is to stand quietly, as he has always done, so that women may contrast the coloring of light and dark tobacco he may be holding with that of the wearing apparel and accessories which are described as "Cigar Store Indian Shades."

Judge Recommends Whipping Post for Coin Game Thief

HALIFAX, N. S., April 3.—A public whipping post was recommended for Robert H. Westlake, 18, of Halifax, N. S., by Magistrate R. E. Inglis after the youth had pleaded guilty to breaking and entering a store operated by Mary Keating in suburban Halifax and stealing \$49 in nickels from three pinball machines.

It was disclosed in the District Court at the hearing of the charge that Westlake had been convicted on three previous occasions despite his youth before his recent arrest. Twice he had been found guilty of breaking and entering and once of theft. Pinball machines were his special targets. The magistrate suggested that a whipping post would be far more effective in curbing the thieving tendency of the youth than any other punishment. At the Keating store

Praises Epochal Issue . . .

To the Editor:

A job well done is worthy of commendation from one's colleagues, but the greatest recognition is often to be won from one's competitors.

Hence it is incumbent on me, as a fellow worker in the editorial and publishing phase of the coin machine and related industries, to pen a word of congratulation to you and your associates for the masterful, epochal issue of The Billboard of February 27.

The strongest endorsement I could give this Convention in Print issue is to say I wish I had done this job.

You have done credit to both yourselves and the coin machine industry.

HARVEY CARR, Publisher,
Coin Machine Journal, Chicago.

Coinmen Do Fine Job . . .

PHILADELPHIA, April 3.—The coin machine industry again did itself proud in the excellent showing it made in behalf of Russian War Relief. Marking the first time that a charity or war service contribution was earmarked as coming from the coin machine industry, the drive, during the last two weeks of March, produced a total of \$1,300 for Russian War Relief. Ben Fireman, music machine operator, was chairman of the industry drive, which covered pinball, music and vending operators.

The contribution represents solicitations from operators, distributors and their employees. Moreover, Fireman reported 100 per cent industry participation in the drive, a showing hardly matched by any other industry. Fireman said that every single music, pinball and vending operator and distributor, big and small, made a contribution to the drive. In addition, many operators sponsored card and carnival parties at their homes in order to swell their contributions.

**ANOTHER WEEK
NEARER VICTORY!**

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

Summary Report on Indianapolis Developments Concerning Pinball

When the police department a few weeks ago began to pick up pinball machines in Indianapolis when payoffs were allegedly made by locations, several cases were taken into court. An appeal in one of these cases reached the Criminal Court.

This Appeals Court quickly made a decision on certain points, particularly restricting further seizures by the police department without a warrant. The higher court took this step, it was explained, to prevent a multiplicity of appeals on the same type of machine. Various stories were published in newspapers, and since it seems the court procedure was a little bit unusual, many misconceptions were spread.

The following report has been prepared by an attorney who studied the cases at court. The report is published in full as follows:

Recently the Criminal Court handed down a somewhat lengthy opinion in connection with various appeals heretofore taken from the Municipal Court to the Criminal Court of Marion County involving alleged violations of the Slot Machine Act of Indiana.

It was the desire and the announced purpose of the court by this opinion to state what the court conceived to be certain fundamental rules and principles of law applicable to the validity of the arrests made in the appealed cases and the admissibility of evidence obtained in connection with the arrests for the information of all persons who might be interested in those cases or in cases involving the same or similar questions. Unfortunately certain press reports of the dispositions made of the appealed cases did not include a comprehensive statement of the underlying rules of law by the application of which such dispositions were made. One of the purposes of the opinion therefore has miscarried, and because of numerous inquiries which have been made concerning the subject, the court deems it proper and advisable to briefly restate the rules and clarify the reports made.

The Court Held:

(1) That as a violation of the Indiana Slot Machine Act constitutes a misdemeanor only an arrest without a proper warrant is unlawful unless the misdemeanor is committed "within the view"—that is, in the presence—of the arresting officer.

(2) That when a lawful arrest is made and property is seized at the time of, and in connection with the arrest, the seizure is likewise lawful and the property so seized may be used as evidence on the trial of the cause.

(3) That when an arrest is unlawfully made and property is seized in connection therewith, the seizure is likewise unlawful, and that the property so unlawfully seized cannot be used as evidence in the particular case or any other proceeding involving such property.

(4) That a suspicion or belief on the part of the arresting officer that a misdemeanor has been committed is not equivalent to seeing it committed, and will not justify an arrest in the absence of a warrant authorizing an arrest—even tho it may appear from facts discovered or ascertained after the arrest that such suspicion or belief was well founded.

(5) That an honest belief, based upon knowledge of facts showing probable cause to believe, that a misdemeanor has been committed is sufficient to enable the officer, or other person entertaining such belief, to make the required affidavit on which a proper warrant for an arrest can be secured and under which warrant the officer can make a lawful arrest.

Unfavorable Point

The court held also in connection with the pending appealed cases that a machine which allowed free plays as one of the results of its operation was a slot machine within the meaning of the act even tho no money or other thing of value was or could be won.

Following the announcement of the court's views, and as indicated in certain reports, two of the appeals from the Municipal Court were dismissed and the causes remanded for final disposition. In each of these cases the defendants had been fined in the sum of \$25 and costs and the machines involved had been ordered destroyed. In another of the appealed cases the finding and judgment of the Municipal Court, assessing like fine and ordering destruction of the property, were affirmed in toto. In another the finding of the Municipal Court was affirmed as to the legality of the seizure, but the evidence in the Criminal Court being deemed insufficient to connect one of the defendants with the illegal transaction, he was discharged; and in the two remaining cases before the Criminal Court on appeal, the court held that the arrests and seizures were unlawful, the defendants were discharged and orders will be made for the return of the property involved.

All arrests and all seizures made in the appealed cases were made without warrants therefor. No question concerning the validity or legality of any warrant therefore was before the court for determination and none was decided.

Analogous Case

Since the ruling was made in the slot machine cases, another case, entitled the State of Indiana vs. Joe Mitchell, has come before the court for disposition.

The fundamental rules and principles of law announced in the slot machine cases were controlling in and governed the disposition of the Mitchell case.

In this case the defendant, Joe Mitchell, was arrested on February 3, 1943, at his place of business on Indiana Avenue by two police officers for the alleged offense of keeping a room for the selling of baseball pool tickets, which offense is a misdemeanor.

Both officers testified (1) that the arrest was made without a warrant of any kind; (2) that they saw no baseball pool tickets on display in Mitchell's place of business; (3) that they saw no tickets bought or sold on the premises; (4) that at the time of the arrest they were not in pursuit of a felon; (5) that they saw a locked cabinet in the rear of Mitchell's place of business (restaurant) and that they broke the lock and opened the cabinet and found therein certain baseball pool tickets; and (6) that they were in uniform and that what was done was done without the permission of the defendant.

Upon those facts the arrest and



CELEBRATE SILVER ANNIVERSARY. Mr. and Mrs. Clarence M. Davis (right), Sherman, Tex., were recently entertained by friends at an anniversary dinner in Dallas. Left to right: Mrs. B. N. Quinn, B. N. Quinn, Mrs. George Prock, George Prock, C. K. Finnell, Mrs. C. K. Finnell (daughter of Mr. and Mrs. Davis), Chuck Waldron, Mrs. Chuck Waldron and Mr. and Mrs. Davis.

seizure, for reasons stated in the slot machine cases, were clearly unlawful; and the court sustained the defendant's motion to suppress the evidence thus unlawfully obtained. Thereafter, there being no legal evidence on which the defendant could be convicted, the defendant was discharged.

In connection with the above statement regarding the testimony that the officers acted without the defendant's permission—and for the information of any and all persons interested—the court feels that the following should be added: When officers in uniform, or when officers not in uniform, but having and displaying their badge of office, demand of citizens the right to search their premises, without having a lawful search warrant, such citizens are not obliged to object or resist the officers, or otherwise attempt to prevent the unlawful search; and if the officers proceed with their unlawful search (not having a valid search warrant and not having seen a misdemeanor committed within their view and not being in pursuit of a felon) the citizens involved do not waive their right to question the legality of the search (and seizure, if any) and the courts, under their oath of office, are bound to hold the search (and the seizure, if any) to be unlawful upon a showing of the facts by the citizens whose rights are thus unlawfully invaded.

All of the rules and principles of law announced by the court are recognized not only by the Supreme Court of our own State, but the Supreme Court of the United States and other federal and State courts.

If such rules and principles are deemed "outmoded" or "wrong" the legislative department, and not the judicial department, of government must make the change. Judges of courts must decide all cases according to the law as it exists, fairly and impartially, without regard to the individuals involved.

The court does not intend to suggest that the rules should be changed, for

the reason, as all students of history will know and understand, that such rules and principles of law constitute an integral part of the American conception of liberty.

Hotel Convention Sees Real Arcade

CHICAGO, April 3.—The 1943 Wartime Conference and Midwest Hotel Show opened at the Hotel Sherman here March 23 for three days. The chief topics for discussion at the business meetings related to special problems brought about by war conditions. Exhibits were large and attractive and included displays of foods, liquors and other supplies used by hotels. The registration desk was manned by young men in uniform from the University of Michigan.

Since hotels now have the problem of turning away guests rather than trying to solicit trade, the meeting for hotel greeters discussed the important question of how to turn away people gracefully. The Hotel Association has a temperance committee which is carefully considering the liquor question as it faces the country today. Hotels are interested in preventing any national prohibition move.

There were at least three exhibitors from the amusement world, indicating that hotels are becoming more and more interested in amusements. These exhibitors were chiefly agencies for entertainment talent of various kinds, including the Music Corporation of America.

While there were no exhibits relating to the coin machine industry, delegates to the convention had ample opportunity to see the big arcade and game room maintained in the Sherman Hotel by Gerber & Glass, of Chicago, which ranks as one of the outstanding arcades in the country. Hotel men certainly had a good object lesson in how coin machines can be used in the modern hotel.

Tax Trends Change . . .

CHICAGO, April 3.—The upset to "pay as you go" tax plans in Congress this week indicates that the federal lawmakers will spend many more weeks in discussing big tax proposals, which probably means that minor questions will be delayed much longer.

With this upset in the tax legislation it is not possible to predict when Congress may get to the question of the federal tax on coin machines.

Tax reports are accumulating which indicate that high taxes on coin machines, especially a combination of federal, State and city fees on such machines, reduce the amount of revenue to be derived thru such taxes. These tax reports from federal and State governments will furnish ample material to the coin machine trade to fight high taxes in the future.

Important evidence to be used by the trade may also be found in a report recently released by the Committee on Inter-Governmental Fiscal Relations, the sole purpose of which is to oppose overlapping federal, State and city taxes. This important committee report has been in preparation for about two years and is likely to be the beginning of new trends in the field of taxation. The report has been turned over to the United States Treasury.

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Reference: Union Bank & Trust Co., Ottumwa, Ia.

Americans Spent 81 Billion Last Year; One-Third for Food

WASHINGTON, April 3.—America's spending spree, which boosted consumer buying to more than \$81,000,000,000 last year, will continue unabated unless steps are taken to control it by means of price control, rationing, and fiscal policies, according to a report by the Department of Commerce.

Last year's figure was an all-time high in spending, according to the report. It was 10 per cent above the previous high of \$74,600,000,000 in 1941 and nearly double the depression low of \$42,400,000,000 in 1933.

Food is the biggest single item of expenditure, accounting for almost one-third of all expenditures for goods and services. The study shows that the nation's food bill has risen steadily since the first quarter of 1939 when it totalled \$4,399,000,000. In 1939 the amount spent on food was \$18,069,000,000; last year it was \$27,647,000,000.

Per capita spending in 1942 was \$520, compared with \$526 in 1941 and \$493 in 1940.

"In 1943, incomes are continuing to rise while supplies of most consumer goods and services will shrink more rapidly from here on. Unless effective steps are taken in the fields of price control, rationing, and fiscal policy, the outlook is clearing for consumers to spend as much as possible of their higher incomes for fewer and fewer units at constantly higher prices," the survey said.

New Pennies Cause Trouble

To the Editor: Having found thru our experience with a number of patrons visiting our place and in the general use of machines installed in the Penny Arcade operated in this boro under our supervision, as well as a number of other concessions which are located in a popular recreation center known as the Spring Mount Park Association, that the amusement equipment industry will experience a great deal of difficulty in handling the newly coined pennies, it is felt advisable to suggest publication of this letter.

The new steel pennies which are coated with zinc, will not drop thru the slots which contain magnets to prevent use of certain metal slugs. The amusement machine manufacturers may be able to do something about this unusual situation by some possible change in the temper or drawing power of the magnets.

Otherwise the business is scheduled for a lot of headaches in addition to putting the equipment out of order or piling up a lot of repair elements on the coin slots.
ROY HUBER,
Norristown, Pennsylvania.

Philadelphia Trade Boom

PHILADELPHIA, April 3.—Popularity of the amusement machine arcades, revived here last month, continues to grow. Maxie Brown, machine operator, is the latest to add to his arcade holdings. In addition to his arcade at Broad and Vine streets, Brown last week opened still another arcade, closer to the downtown theatrical district, at 1824 Market Street. At present, there are a half dozen major coin machine arcades in the central city district, opened by pinball operators since last month when the ban on pinball machines was lifted.

Candymaker Shows Good Year in 1942

CHICAGO, April 3.—Consolidated net income of Bunte Brothers for the year ended December 31, 1942, increased to \$390,173, equal after preferred dividend requirements, to \$4.28 a common share, compared with \$304,914 or \$3.29 a common share in 1941, the company reported yesterday. The net income was the largest since 1929 when \$500,604 or \$4.68 a share was reported.

The tax provision was increased from \$93,400 in 1941 to \$390,173 exclusive of \$18,700 post-war refund. Gross profit on sales totalled \$1,473,519, compared with \$1,206,690 in the preceding year.

Current assets as of December 31, 1942, amounted to \$2,115,796 against \$2,116,347 in 1941, current liabilities totalled \$243,509 compared with \$404,532, and net working capital increased from \$1,711,815 at the end of 1941 to \$1,872,286. Inventories of \$1,010,271 as of December 31, 1942, compared with \$1,229,120 on the same 1941 date.

New Yorkers Get Charter For Coin Washer Company

ALBANY, N. Y., April 3.—The secretary of state recently granted a charter to the Wash-o-Meter, Inc., of Manhattan. The company has a capitalization of \$100,000 and is authorized to deal in laundry machines and coin-operated machines. The promoters and subscribers to the capital stock include: Max Berg, New York, and Allen A. Schlenoff and Rose Berk, of Brooklyn. The attorney for the corporation is Arthur Scholder, New York.

Milwaukee Refuses Okay For Machines in Theater

MILWAUKEE, April 3.—The common council's license committee turned down a request from the Riverside Theater here for permits for pinball machines and a phonograph in its lobby after Leon Gurda, building inspector, said a precedent would be established for installing such devices in theater lobbies, many of which he said are too small to be cluttered up.

Florida Again Hits At Slot Machines; 2 Cases Dismissed

MIAMI, April 3.—Another step in what may be a crusade to secure the repeal of the 1941 coin machine license law was seen when two cases involving possession of slot machines were dismissed here this week.

Assistant County Solicitor Glenn C. Mincer said the two defendants were only pawns of "slot machine masters who ride around in limousines on C ration cards." Judge N. Vernon Hawthorn concurred, adding that in his opinion "somebody ought to bring those fellows with the C cards into court."

Mincer charged that groups of men in Miami own the machines and farm them out to various locations. He said the owners paid young girls and boys \$15 and \$20 a week to watch the machines, and when arrests were made it was the minor employees who were brought into court, while the owners continued operations.

The 1941 license law contains a joker which allows certain types of so-called gaming devices to secure licenses as amusement machines, it is alleged. When the bill was being considered by the Legislature it was reported certain coin machine interests were responsible for this joker.

While the crusaders were so violently fighting the first license law it was pointed out that there was some inconsistency in opposing the machines as long as gambling on the races had been legalized in Florida.

Makes High Bid

FRESNO, Calif., April 3.—A well-known coin machine distributor took part in the closing ceremonies of a special bond sales drive here recently. A. R. Talbert, head of the coin machine firm which bears his name, was listed in local newspapers as one of the three highest bidders at a big meeting in the city auditorium.

Three business men of the city including Talbert bid a total of \$85,000 in bonds for three wooden propellers which had been taken from Japanese planes captured at Guadalcanal. Talbert won one of the propellers on a bid of \$50,000.

Two Harrisburg Coinmen Serving in Armed Forces

HARRISBURG, Pa., April 3.—Two former employees of L. G. Stine, local coin machine operator, have joined the colors. They are: Second Lieutenant Charles Beard, now with the Army Signal Corps, Fort Storey, Va., and Private Kenneth Miller, serving overseas with the army.

Whisky, Gin Rations Cut By Oregon Liquor Board

PORTLAND, Ore., April 3.—Whisky and gin rations in Oregon have been cut in half by the State liquor commission. The action was taken to protect the commission's stocks, which had been threatened by non-drinkers who bought supplies for their bibulous friends.

NEW STOCKS ARE RUNNING LOW Don't Overlook These Specials

Consoles New — Original Factory Crated

Paces Reels, F. P. & C. P. \$279.50	Club Bells\$294.50
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A.B.T. — 6 Gun Rifle Range Complete With 50,000 Rounds of Shots — Write for Prices.

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Silver Moon, F. P. 109.50	Baker Pacers, D. D. 249.50
Super Bell, F. P. & C. P. 5c 189.50	

Arcade Equipment

Mutoscope Sky Fighter...\$279.50	Rockola Ten Pins\$ 59.50
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	Panoram 239.50

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BOX D-55, The Billboard, Cincinnati, Ohio

Radio Talk Plugs Columbus Arcades

NOTE: Sunday night, March 14, over Station WBNS, Columbus, O., Johnny Jones, who has a regular program at 6:45 each Sunday evening over this station, used the theme of the Penny Arcade for his broadcast. Sound effects were provided, and the station staff said it was a top-notch program. Jones is a news correspondent for *The Billboard* in Columbus and has submitted the script of his talk for publication as follows:

"If anybody ever told you that the old-fashioned Penny Arcade would make a comeback, you would probably have thought the person crazy. But it has happened. The Penny Arcade is back and doing a thriving business. This is not only true in Columbus but all over the country.

"Right here in Columbus we have two Penny Arcades. One, located in the high-rent area at Gay and High streets, has a flashy front and bright neon signs. Mike Cohan is the proprietor. Mike had a lot of faith to open up a Penny Arcade here, but he wanted a place where many people pass at all hours of the day. The other Penny Arcade at Main and High street is run by Herb Everschor and Frank Wittlinger, caters to the home trade or the suburban theater crowd. Both spots are doing a thriving business.

"Max Stern, now owner of the Southern Theater, Columbus, started his business career with a Penny Arcade. Later the spot was occupied by the Exhibit Theater, one of the first movies in Columbus. From this place Stern opened the Majestic which was one of the first theaters ever built without a stage and strictly for movies.

"Of course, arcades have changed a good deal since the early days. In the arcades of old, the first movies were shown—a set of cards that flipped thru a penny machine and depicted a love scene or showed Niagara Falls with its plunging waterfall and the whirlpool. The first records that waxed the human voice, the stepping stone to talkies and the radio, were first exhibited in the Penny Arcade. Here was the big punching bag that showed on a dial just how good a man you were. Remember the shocking machine that gave you an electrical thrill and showed how much electricity you could take by holding the tubular electrodes? Remember the burlesque queens with stockings and de-



BOOST "CHICAGO" SALES—James Mangan, director of advertising and war promotions at Mills Novelty Company, receives a check for a \$1,000 War Savings Bond dedicated to the new cruiser Chicago from William Cohen, president of the Silent Sales Company, Minneapolis. "It gives me great pleasure to help along this great drive for a new cruiser Chicago," said Cohen. "Next to Minneapolis, I think it is the greatest city in the country." Mangan is co-chairman of special events, War Savings Staff, of the United States Treasury Department.

collete gowns who did a bit of a can-can? In one corner was the man who did tattooing—always a bunch of kids around him!

"One would think this penny stuff does not gross much. You would be surprised to learn of the many men who have made a good living out of the Penny Arcade. The arcade operator is something like the race track man, the horse owner, the showman, or the man with ink on his fingers. He loves his business and will starve in it or make money in it. As long as he has a good stand with the pennies coming in, the machines clicking, and plenty to do keeping them in mechanical perfection, he is a happy man. Nothing is more disgusting to him than to see an 'out-of-order' sign on a favorite penny machine.

"The modern Penny Arcade has been streamlined. Patrons who enter the Penny Arcade find it a magic place of science. The mechanical age has hit the Penny Arcade. Games such as pinball and the target guns, demanded many inventions and improvements before you could have fun playing them. Manufacturing plants, chiefly in the Chicago area, grew up to make the various amusement machines. Right now, of course, those plants are making war materials for the government.

"The best bet in the modern arcade are the gun machines—and do the soldiers go for them. These or similar machines are used officially by the various branches of the services to train gunners. That miniature plane flying over the ocean against a background of blue with a bomber zooming at it while you try to defend it with the gun, is a very intricate bit of mechanism. It is safe to say that

many a gunner tucked in his 'greenhouse' acts just about as he did in a Penny Arcade—probably that is where he first gained his trigger touch! The boys love to hit the Penny Arcade and spend their small change. The pinball machines and the guns get the play from them.

"Just today Herb Everschor and his partner, Frank Wittlinger, at their arcade at Main and High, had a telephone call from Chicago. 'Have a new war machine and only about 23 of them. Do you want it?' 'Send 'em,' was the reply. There you had a big deal consummated. Some machines last a long time. There are 200 of them in one arcade here and 150 in another. Herb and Frank have one dating back to 1907 that reads your horoscope. You drop the coin and out comes the card. That machine has been around. Elmer Haelnlein and Leo had it at Olentangy Park where one of the largest arcades in the Middle West was part and parcel of the great park's amusement program. Then the machine got a bit dusty but turned up at Buckeye Lake, Ohio. Tonight it is busy at Main and High streets, Columbus.

"For the soldier with a week-end pass or with time on his hands, the Penny Arcade provides a pleasant place to go, where by simply going to the cashier, who has plenty of pennies, he can have some real entertainment. Generally speaking, it is new entertainment for him with pinball machines, shooting guns of all types, baseball games and candy prize machines. He may have his picture taken in the automatic photographic gallery for the folks at home. The post card vending machine is another place he is sure to go. After all, the Penny Arcade is a pretty good morale builder. Sooner or later you and I enter this magic spot where a penny, a nickel or a dime provides a lot of fun.

"The Penny Arcade, that bit of Americana, is back to stay for many years, its comeback borne out of a real necessity for cheap entertainment with a wholesome background. The federal government is richer by every machine in the Penny Arcade, for a tax of \$10 each is placed on that little slot where you drop your penny.

"Yes, the Penny Arcade makes a penny go a long, long way."

War Hazards Fail To Affect Business In London Arcades

NOTE: The March issue of *The World's Fair*, London, which reached Chicago March 29, contained the following comment on arcades:

"In spite of the hazards of war, arcades have continued to operate widely in London since the conflict started.

The New Cameo Arcade

"Having only just returned to duty after a period of sick leave it was news to me to hear that W. G. (Bill) Green had already opened his new arcade in the premises we used to know as the Charing Cross Road Cameo Cinema. The writer of the appropriate paragraph in the A.C.A. column mentioned paintings of clowns and a circus atmosphere, but I will go still further and say that at the moment circus has a living representative therein. One of the attendants is a well-known circus Auguste filling in time before he goes out for the tenting season. And quite at home he seems in his job too.

Think This One Out

"I wonder what those who advocate the closing of arcades on the grounds that they are the main cause of juvenile delinquency have to say about this. In a certain very large city arcade in the United States under pressure from the 'anti' the mayor closed down marble games. And did juvenile delinquency stop or improve? No, sir. Instead it got worse and the position is now acute. No longer can they blame the arcades and apparently a new cause has not yet been discovered."

Penny Arcade Biz Booms in Columbus

COLUMBUS, O., April 3.—For many years Columbus's downtown section boasted no Penny Arcade. In fact, not a pretentious one had been seen since the days when Max Stearn opened his first many years ago. The cycle passed save for an arcade operated in Olentangy Park, now a housing project. However, Leo and Elmer Haelnlein, operators of Zoo Park, seven miles north of Columbus, still claim their arcade as one of their best revenue-getters.

Two modern arcades now grace the downtown section. Both have been in operation about a year. Biggest flash is that operated by Mike Cohan, formerly of Cincinnati. It is located in the high rent district at Gay and High streets. Neon flashes out front and modern fixtures are used. Soldiers on leave are the best customers, gun games and any type of war games are first in demand. Place has over 100 machines. Lunch hour trade is good in this congested spot. Pin tables are of the latest type and get big play at all times.

At other end of High Steet canyon, at Main and High, is an arcade operated by an old-timer heading a partnership composed of Herb Everschor, from McKeesport, Pa., and Frank Wittlinger. In summertime big Buckeye Lake resort was their location. Arcade has over 200 machines working night and day. The boys say war games are No. 1 and pin tables a close second.

A unique angle is one learned by them at the lake resort. Several electrical gun war games are placed side by side with a counter in front. This gives the effect of a shooting gallery set-up. Back part of games are aligned together against a wall and this spot does a terrific business and tends towards concentration.

Both Columbus arcades are far enough apart so that there is no competition angle.

Recently local newspapers carried feature stories on both arcades, and have used them as backgrounds for society-page stories, showing soldiers and socially prominent people being taught how to use the electrical games.

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Unedapak Stock Sold to Cameo Co.

NEW YORK April 3.—Edward W. Barnett, of the Cameo Vending Service, reported that his firm recently purchased practically all of the parts, special accessories and equipment of the Unedapak Products Corporation of Brooklyn. The Unedapak firm entered the war production field some time ago. Parts and other equipment of its vending machine production were placed on the market, and Cameo reportedly purchased most of this material.

Barnett announces that his firm is now busy filling orders from operators for the Unedapak Cigarette and Candy Venders, for parts and other supplies.

New Type Ban

OKLAHOMA CITY, April 3.—Gov. Robert S. Kerr signed into law March 29 a measure designed to separate the sale of beer from dancing.

The law, to become effective June 30, prohibits dancing wherever beer is sold except in hotels, bona fide clubs, lodges, posts and fraternal associations. It also imposes a curfew, stipulating beer sales must stop at midnight and noon on Sundays.

Wickard Asked to Increase Imports Of Sugar to U. S.

WASHINGTON, April 3.—Immediate government action to increase substantially imports of sugar has been urged in a telegram sent to Secretary of Agriculture Claude R. Wickard by E. H. Costello, secretary of the United States Sugar Importers' Committee. Costello said that offshore areas such as Cuba, Hawaii and Porto Rico could supply large quantities of sugar to the United States.

Stocks in the United States are being drained by the demands of lease-lend and the army and navy, according to Costello. This in turn is threatening the supply available to industrial users, the potentially large canning programs by commercial users and homes, and the weekly individual rations. Immediate action is imperative to stop up sugar shipments, Costello said.

MERCHANDISE MACHINES

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago.

Paper Bottles Promised For Trade Use After War

Success of new containers holds great interest for vending machine operators

WASHINGTON, April 3.—The use of paper bottles to hold milk and other beverages appears to be a post-war certainty for the vending machine trade. The rapid strides which have been taken in the perfection of the containers hold definite promise for the future. Because glass containers are cumbersome and break easily, venders are certain to welcome the new products.

The Department of Commerce, in commenting on new developments in the container field, has released the following report:

"Passing the ammunition with expediency and safety has been keeping the cardboard container industry on its toes. Corrugating crews, stitchers and tapers, die-cutters, printers, we are told, all are working at top speed to produce every kind of box that can possibly be used in defense work, directly or indirectly. As a result, shells and firearms for the fighting forces are being shipped overseas in carefully made cartons.

"Ammunition" for the home front, in the way of industrial materials and machinery, and dry and liquid foods for our civilian army is given similar protection.

Paperboard Supplements

"Some months ago tremendous increases in freight shipments and the growing use of the airplane as an oversea freight carrier made apparent the necessity for streamlining packages to take up the smallest possible amount of space and weight, at the same time providing complete protection to the contents. Paperboard proved advantageous for containers and was used to supplement other materials as they became scarce. Dynamite now rides the rails or macadam with a paperboard container as its sole protector. Asphalt in 100-pound units goes on its way encased in fiberboard drums that are replacing the steel drums of pre-priority days. Bicycles, telephone booths and paint are only a few of the more 'difficult' commodities now being packed in paperboard boxes.

"Perhaps the biggest volume use of paperboard in the container field is for the oversea shipping container made of solid fiber laminated with urea formaldehyde glue.

"At the outset, one obvious need was for a lightweight, airtight, moisture and grease-proof package. To supply this need, container manufacturers have, according to one authority, 'literally crowded 20 years of research into 20 weeks.' Two outstanding results of this study are the bag-in-carton and the wax-dipped carton.

Materials Become Critical

"In developing the bag-in-carton, a heat-sealed bag is used to make the package airtight and liquid-tight. An outer folding carton provides rigidity and protection from puncture and makes the package attractive. Heat-seal-ability and flexibility, as well as resistance to passage of grease and moisture-vapor, were requisites in manufacturing the inner bag. Pliofilm answered all of these requirements, but this material became critical and the industry was hard put to it to find a relatively non-critical material which would serve the same purpose. After intensive research heat-sealable films were developed from still available materials.

"The wax-dipped carton is an outgrowth of the demand for a package that is moistureproof to the extent of permitting complete immersion in water

without causing disintegration and consequent injury to the contents. Sometimes an inner bag is essential. In other cases, as in the recently developed small-arms ammunition package, the main protection is needed on the outer surface only. In any case, the carton itself must be almost airtight when first sealed. It is then conveyed thru a bath of molten wax.

"For this treatment, ordinary waxes, such as paraffin, as a rule are unsatisfactory. Special blends of waxes have been developed for this purpose, these waxes have the qualities of deep penetration, instant setting upon withdrawal from the bath to seal any small pinholes or blow-holes, and relative flexibility when cold. Flexibility is especially important as it prevents fracture and the consequent entrance of water if the package is dropped.

"Before the war the paper industry was familiar with this wax-dipping method, but its relatively high cost was prohibitive except for a few special commodities which required this treatment. Very likely the large volume of wax-dipped packages which will be produced before the war is over will lead to lower costs.

Paperboard Extremely Versatile

"The versatility of paperboard is said to be unbelievable. With the list of products and types of goods so protected already long, the variety is growing. Fiber shipping containers, folding cartons and fiber cans with special linings or inner bags of cellophane are appearing on the market for innumerable different uses. Cellophane fiber cans may have the cellophane laminated on the inside of the paperboard can; on the outside, or on both sides; the cellophane may be sandwiched between the spiral-wound paperboard walls; or it may be in the form of a bag inside the can. Some types of cans have metal tops and bottoms. Into this category fall ice pails, talcum powder containers and set-up boxes for blood plasma.

"Formerly frozen eggs were packaged 30 pounds to a cylindrical tin can. Now most of the frozen eggs are going into 30-pound-capacity corrugated containers equipped with transparent cellulose inner bags. This package stands up well under freezing, storage and defrosting and in addition occupies much less space than does the cylindrical container.

"One packing house has successfully solved the problem of how to wrap wet and dry foods together in one package. The dry food goes in the bottom and on top there is a wax compartment holding the liquids that, when added to the dehydrated contents, 'give the product a finishing touch both in aroma and flavor.'

"Fruit shippers also have been sharing in the effort to perfect the cardboard container. A large Western company has announced that its research staff is working on a pectate coating for paper containers—a glue-like coating material which can be sprayed or flowed onto paper to make it impervious to substances like oil, cleaning solvents and oily foods. Flexibility of the pectate coating is said to be such that when it is applied to a container the package withstands bending.

Many Unusual Problems

"An especially difficult problem was presented by the newly developed fiber paint can, since it was hard to find a method of treating the spiral-wound body so it would not soak up oils and solvents in paint.

"While manufacturers of the fiber paint container do not claim that it is as good as an all-metal can, it has been put thru a series of strenuous tests and has proved its ability to withstand all conditions normally experienced. These containers use no tin at all, alloy-coated plate or blackplate being used for the tops

Lily Cup Reports Income; Unable to Supply All Users

NEW YORK, April 3.—Total income of \$2,559,384 for 1942 was reported by the Lily-Tulip Cup Corporation, one of the principal suppliers of cups for vending machines. This shows a slight gain over 1941 income of \$2,213,072.

Net profit declined, being \$694,906, as compared to \$820,325 the previous year.

Increasing quantities of the company's output are being used for the war effort and for essential civilian needs, the company's president, Henry Nias, stated in his report. For this reason it has been necessary to discontinue supplying practically all users whose needs are deemed nonessential.

and bottoms. Thru their utilization the manufacturer expects to cut the use of container metal by more than 50 per cent, the saving being released for war purposes.

"The fiber-bodied can also has been widely adopted for such dry products as spices, foods, drugs, cosmetics and chemicals and is an important packaging unit for such liquid products as motor oil.

"Prefabricated bottles, developed originally for milk and cream, are being used for sweet and sour cream, chocolate milk, ice cream, orange and other fruit juices, cheeses, sausage meats, beans, pickles, peanut butters, jams, jellies, preserves, cake flour, dessert powders, and so on.

"Corrugated waste baskets and desk trays which have a wood-grain finish are being manufactured, with trays available in walnut or birch finishes to match office furniture. These new corrugated items are shipped flat for quick set-up."



HOME RUN
The New Outstanding Ball Gum Vendor—with the fascinating amusement feature. **IT BATS THE BALL THRU THE AIR.** 1 Home Run (with 25 lb. carton Ball Gum. All for **\$24.50** Only)

Size 11"x21"x15"



VICTOR'S FAMOUS MODEL V
Truly a Great Vendor. Vends everything — no additional parts needed. Capacity 6 lbs. bulk merchandise — or 1000 to 1200 balls of gum. Standard Finish Model V only . . . \$8.50 Each. (Porcelain Finish \$1.00 additional.)

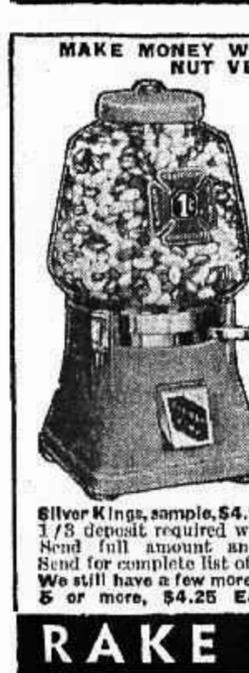


VICTOR'S TOPPER
Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk mds. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify.
Standard Finish Topper only . . . \$7.95 Each. (Porcelain Finish \$1.00 additional.)

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

MAKE MONEY WITH A ROUTE OF NUT VENDORS.



Plenty of good locations are now available. Start now by buying a few machines. A route of nut vendors will earn a steady income for you.

SPECIAL SPECIAL
Just received 150 used Silver King 1 1/2 all purpose vendors.

GET STARTED DEALS

- 1 Silver King, 10 Lbs. Peanuts **\$6.50**
- 5 Silver Kings, 30 Lbs. Peanuts **\$27.25**

Silver Kings, sample, \$4.50; 5 or more, \$4.25 Ea. 1/3 deposit required with order, balance C.O.D. Send full amount and save C.O.D. charges. Send for complete list of New and Used Machines. We still have a few more Universals left at \$4.50; 5 or more, \$4.25 Each. Rush Your Order.

RAKE 2014 Market Street PHILADELPHIA, PA.

I-GOT-'EM
Pearl White Roasted and Salted **ALMONDS** in paper shell.
Samples furnished on receipt of 30c (3c stamps) to cover cost of postage and packing.
Salted Peanuts—25-Pound Carton \$5.00 F. O. B. Philadelphia. Full Cash With Order.

TORR 2047 A-50. 68 PHILA., PA.

CIGARETTE AND CANDY VENDING MACHINES



COMPLETELY REBUILT READY FOR LOCATION

- 9-50 Natl. Cigarette Mach., King Size, \$89.50
- 9-30 National Cigarette Mach., King Size, \$59.50
- 9-30 National Cigarette Mach., with 9-50 Mach., All Col. King Size, \$79.50
- DUGRENIER 7 Col. Model 8, \$31.50

Subject to prior sale. 1/3 Deposit, Bal. on Delivery. Write for descriptive list. Eastern Representative NATIONAL VENDORS, INC.

LOUIS H. CANTOR COMPANY
250 WEST 54TH ST., NEW YORK CITY

SPECIAL CLOSE-OUTS CIGARETTE VENDING MACHINES

7 COLUMN MODEL "S" STEWART-McGUIRE (Reconditioned), **\$20.00** EA. In lots of 10 or more. . . . Single Machines \$25.00 Each

1/3 Cash With Order, Balance C. O. D.

AUTOMATIC CIGARETTE SALES CO.
2208 LOCUST ST. ST. LOUIS, MO.

FAST MONEY!
U. S. POSTAGE STAMP VENDOR
Very low price! Nothing like it in the entire country. Unusual profit opportunity for live wire salesmen and distributors everywhere.
BOX 285-A MINNEAPOLIS, MINN.

VENDER SUPPLY NOTES

RUN ON CIGARETTES.—A run on cigarettes, despite assurances of OPA officials that there would be no freeze on them, was reported in Chicago over the week-end. The rumor that cigarette sales would be halted apparently started on the West Coast, where dealers finally had to limit their sales to two packs per customer.

In Chicago dealers reported an after-midnight rush of business such as they had never known before.

OPA APPEALS.—The Office of Price Administration has filed a notice of appeal from the decision handed down recently by Judge Merrill E. Otis in the OPA's suit against Mars, Inc., Chicago candy manufacturer.

The OPA charged the candy firm had reduced the size and weight of some of its candy bars since the ceiling on such items was established in March, 1942. The agency claimed that such reduction was equivalent to raising prices above the established ceiling.

Judge Otis ruled that the slight reduction in size and weight of a candy bar does not constitute a violation of the price law.

NUT SUPPLIES LOW.—Prices were firm in the pecan and walnut spot markets in Chicago Tuesday. Buying interest was off and supplies were low. The Lenten season was held responsible for a general dullness.

Trade at spot peanut markets continued to be restricted by lack of offerings yesterday. Despite the fact that figures released recently by the Department of Agriculture show that holdings of peanuts by co-operatives on February 27 of this year were 200,455 tons compared with 84,537 tons a year ago, supplies are not reaching market. This may be explained at least in part by the fact that larger quantities of peanuts are being held for seed this year than last and also by the probability that more nuts have been bought up or contracted ahead than in most seasons. It is understood also that it has become necessary to allocate some sales of the association peanuts with some priority being given to manufacturers holding unfilled government orders for peanut butter. Demands have increased and now are said to be running 50 per cent ahead of last year.

"APPLE HONEY."—Old Gold cigarettes are running large advertisements boosting the addition of "apple honey" to their product. The "honey" protects cigarette flavor and freshness, it is said.

One ad says, in part, "Working with the United States Department of Agriculture, apple 'honey' was developed. . . We've taken fresh, pure apple juice and from it extracted a delicious apple 'honey' that goes hand in hand with fine tobaccos. By bathing the choice Old Gold tobaccos in this rich, golden apple 'honey' we seal in freshness and flavor naturally."

CHEWING GUM CRISIS.—Reviewing what he terms "The Great Chewing Gum Crisis," a writer in *The New York Times* magazine section reveals that the average consumption of chewing gum by Americans totals 109 sticks a peacetime year. In times of national tension gum chewing increases. Since this war commenced the average consumption has soared to 130 sticks.

Several reasons are given for the shortage of chewing gum—shortage of sugar; difficulty of getting chicle from Mexico and Central America to the United States, plus increased demand from civilians and the armed forces.

Gum has achieved an important place for itself as a means of easing strain and nervous tension on the part of war workers on production lines. It is issued to army pilots to chew during nerve-racking combat operations. It is part of the iron rations for troops going to tropical countries, where it is used to help quench thirst when water is not available, and helps keep teeth clean when ordinary oral hygiene is impossible.

The public has not always been so favorably disposed toward chewing gum. In the '80s and '90s reformers put it on a par with liquor and cigarettes. Stomach trouble and probably insanity were the rewards of gum chewers, according to some authorities, while as recently as 1932 a distinguished scientist claimed chewing caused exhaustion of the salivary glands, putting many a foolish victim into an early grave.

ARKANSAS HITS TAX EVASION.—A campaign to stop widespread evasion of the Arkansas cigarette tax law is planned by Revenue Commissioner M. B. McLeod. Charging that Missouri dealers, who sell cigarettes tax free, are widely soliciting business in Arkansas, where a 5-cent tax is in force, McLeod said there is a \$25 penalty for possessing a package of smokes without a tax stamp.

More than 75 per cent of the cigarette tax revenue is used to support common schools and the remainder is divided among the State-supported colleges and the University of Arkansas, McLeod pointed out, adding that the importation of cigarettes is unfair to the State's merchants and is robbing the schools of much needed revenue.

Undercover agents will be detailed to find out who purchases the cigarettes, and arrests and prosecution will follow.

CIGARETTE TAX PROPOSED.—A bill taxing cigarettes 2 cents a package has been introduced into the Michigan Legislature. Purpose is to raise funds for a bonus for every Michigan man and woman serving in the armed forces. Liquor would also be taxed if the bill were passed.

It is estimated that the cigarette and liquor tax would produce about \$15,000,000 per year. The measure is strictly an emergency one in that it would expire three years after the termination of the war.

Distributors, dealers and wholesalers would also be taxed \$1 a year for a business permit.

SET PRICE CEILINGS.—Twelve fine chemicals essential in the manufacture of candy and confectionery, carbonated beverages, to-

(See Vending Supply Notes on page 103)

Lack of Materials Limits Gum Output, Says Chicle Head

NEW YORK, April 3.—Lack of raw materials and not sugar rationing is responsible for limitations placed on the manufacture of gum products, T. H. Blodgett, president of American Chicle Company, told stockholders at the recent annual meeting. The company lost its chief source of supply of insolubles when Malay fell to the Japanese.

To achieve curtailment, the company has eliminated sampling, cut out a number of less important brands, and reduced the amount of stocks sold to distributors.

Total sales last year were in excess of \$20,000,000, he said, and, judging by demand, would have exceeded \$30,000,000 if production had been possible. Fully 20 or 25 per cent of the output went to the armed forces. The remainder, allocated for civilian use, was not enough to go around.

OPA Lets Candy Firm Reduce Size And Weight of Bar

MOUNT JOY, Pa., April 3.—The Bachman Chocolate Manufacturing Company recently obtained a special OPA price ruling on its chocolate products. The order in full is as follows:

Bachman Chocolate Manufacturing Co.
Order No. 216 under Section 1499.18 (b) of the General Maximum Price Regulation—Docket No. GF3-2723.

For the reasons set forth in an opinion issued simultaneously herewith, it is ordered:

Section 1499.1816 Adjustment of maximum prices through decrease in weight of "Old Sol Bar" manufactured and sold by Bachman Chocolate Manufacturing Company. (a) Bachman Chocolate Manufacturing Company, Mount Joy, Pennsylvania, hereby is authorized to reduce the size and weight of its milk chocolate bar known as "Old Sol Bar" packed 24 bars to the box from 2 ounces to 1 3/4 ounces net per bar and sell such 1 3/4-ounce bar at a maximum price no higher than that established for the 2-ounce bar pursuant to the General Maximum (See CANDY BAR CUT on page 103)

Cigarette Sales Rise

NEW YORK, April 3.—For the 27th consecutive month cigarette production in the United States continued to show an improvement over production over the like month of the preceding year. February's gain was 6.31 per cent over that of February, 1942.

February output this year was 17,877,888,235 cigarettes compared with 16,628,297,300 in February, 1942. For the first two months of the year cigarette production amounted to 38,048,302,465 compared with 36,130,921,910 a year ago.

Cigar production showed a decline, however, as did the production of smoking and chewing tobacco. A total of 410,598,950 cigars were produced in the United States during the month compared with 441,805,010 a year ago.

Chewing and smoking tobacco production dropped to 18,087,248 pounds from 21,178,375 a year ago. Snuff production rose from 3,247,346 pounds in February, 1942, to 4,003,384 pounds last month. This was the greatest production since April, 1942.

The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and 1/2 cent a pound profit for the salter.

RICHMOND, Va., April 3.—The principal governing factor on the peanut market throughout the country is the supply situation. The last stocks report showed holdings of farmers' stock at the end of February to be 378,484 tons compared with 246,908 tons at the same time last year. Holdings of peanuts by the co-operatives on February 27 this year were 200,455 tons compared with less than half that amount (84,537 tons) a year ago. This would indicate about 16,000 more tons of farmers' stock peanuts in private hands at the end of February this year than was the case in 1942.

These figures do not tell the entire story. The quantity of peanuts that must be held back for seed is greater than a year ago. While we have no accurate figures on the subject, it seems probable that greater than normal quantities of peanuts have been bought up or contracted ahead than in past seasons.

It has become necessary to allocate some sales of the association peanuts with some priority being given to manufacturers holding unfilled government contracts for peanut butter. Added to these important factors is the greatly increased demand which has been and still is more than 50 per cent ahead of last year. Up until the end of February more than 500,000 tons of peanuts had been milled compared with about 336,000 tons for the same period last year.

All of this has caused a tight situation on the markets. Farmers' stock peanuts are being closely held and most shellers are unable to obtain anywhere near enough peanuts to meet the present heavy demand.

Few sales have been reported, either of farmers' stock peanuts or finished goods in any section. All sales and quotations are at the ceiling for those grades on which ceiling prices have been established, while, on an average, quotations on the lower grades not covered by ceilings are more closely approaching ceiling levels.

A report from the Southeastern section shows that the largest volume of current sales in the Southeast has been from the association, with a considerable allocation of peanuts to manufacturers holding unfilled government contracts.

THREE GALLONS A WEEK

- One year of war has drastically altered distribution in American industry.
- Little remains unaffected by rationing, shortages and control.
- Under the circumstances, the wise use of merchandising equipment is more than ever a major concern of the operator.
- He must eliminate excess service calls . . . break-downs . . . jam-ups.

- He must avoid WASTE!
- To overcome this problem, we have available the finest rebuilt and reconditioned (at our plant) cigarette machines obtainable; also penny inserting machines for immediate delivery.

Write for Information Now!

ARTHUR H. DuGRENIER, Inc.
15 Hale Street Haverhill, Mass.

As Sure as the Sun Shines...

Your order of Hard Shell Candies will be filled . . . When this War is FINIS . . . Until then, please be patient and considerate . . . Pan will always do its best.

PAN CONFECTIONS

345 WEST ERIE ST. CHICAGO, ILL.

ATTENTION! Candy Vending Machine Operators

New 5c Glassine Packaged Peanuts

Will Fit Any Candy Vending Machine.
Mixed Nuts, Spanish Peanuts, Salted Peanuts and Candy Coated Peanuts. Bag Size—5 1/2" x 3 1/2".
50% With Order, Balance C. O. D. Samples, 1 Package of Each, 25¢.

ASCO VENDING MACHINE EXCHANGE, Inc.

\$2.85 Per Hundred Bags
F.O.B. Newark, N. J.
140 ASTOR STREET
NEWARK, N. J.

WE HAVE IN STOCK READY FOR IMMEDIATE DELIVERY

Over \$10,000 worth of NEW AND RECONDITIONED VENDING MACHINES AND COUNTER GAMES. We have what you are looking for. Write us your requirements. All machines sold on a money-back guarantee. Trade-ins are accepted.

Name	Amount	Name	Amount
1¢ Columbus A		1¢-5¢ Deluxe	\$0.95
1¢ Pnut., 8 lb.	\$3.95	1¢ & 3¢ Postage Stamp, North-western	22.50
1¢ Vendox Ball Gum, 200	2.95	5¢ Du Grenier Candy, 41 Bar	17.95
1¢ Moderne Hershey, 50 Bar	2.95	5¢ U-Select-It Candy, 52 Bar	22.50
5¢ Columbus B Pnut., 8 lb.	3.95	5¢ or 10¢ Sanitary Napkin, 60 Nap. Cap.	22.50
1¢ Cigarette	5.95	COUNTER GAMES	
1¢ Stick Gum, 2-Col.	3.95	1¢ Imp	\$5.95
1¢ Adams Tab Gum, 1 Col.	3.95	1¢ Cub	5.95
1¢ Silver King	4.45	1¢ Ace	9.95
1¢-5¢ Stewart-McG. Peanut	4.45	Bingo	7.95
5¢ Mabry Hot Peanut	9.95	A.B.T.	
1¢-5¢ Northwestern Standard	5.95	Challenger	22.50
1¢ Master Porcelain	5.95	1¢ HomeRun	11.95
1¢ Snacks, 3 Col.	5.95	1¢ Spitfire	11.95
1¢ Esquire	5.95	1¢ Kick-Catcher, New	27.50
1¢ Jennings In-a-Bag	6.95	1¢ Holly Grip Tester, New	14.95
1¢ Burel 3-Col.	8.95	1¢ Pikes Peak, New	19.50
1¢-5¢ Trisector, 3-Col.	14.05	1¢ Keep 'Em Bombing	10.50
1¢ Du Grenier 4 Col. Adams Gum	9.95	1¢ Liberty, Token Pay	19.50
1 Advance Stick Gum, 2.95		1¢ Mercury, Token Pay	19.50
		1¢ Civilian Defense	7.50
		1¢ Poison This Rat	15.00

ASCO, 140 ASTOR ST., NEWARK, N. J.



MUSIC MERCHANDISING

PUT SNATCH ON OKLA. JUKES

Oklahoma Sets Up Grab Plan; Doomed to Failure

Political cross currents make enactment possible — theory is that juke boxes are gold mines — flaws found for court tests soon to follow

OKLAHOMA CITY, April 3.—Oklahoma took the lead in the setting up of juke box grab plans when Governor Robert S. Kerr signed into law a proposal which will take 10 per cent of the gross receipts from music machines in the State. This action followed a long period of agitation. Juke box grab plans of various kinds have been suggested by many agencies. Chief leader in the juke box grab plans up to the present has been James C. Petrillo, head of the American Federation of Musicians, who has argued for a flat fee on each juke box in operation and has more recently seemed to turn to the plan of a flat fee on recordings.

One of the original grab plans suggested was that set forth in *Harper's Bazaar* magazine, which proposed a 20 per cent take from the juke boxes and a national organization to be set up to administer this plan. Another plan, known as the Rosenbaum plan, suggested a 4 per cent levy on the gross receipts of juke boxes. At least three powerful organizations have for years waged a fight to grab something from the juke boxes. All of these various grab plans are based on the theory that juke boxes are regular mints.

Political Battle

The Oklahoma grab plan was initiated into law after a hot political battle. Reports in Oklahoma newspapers indicate that political cross currents were at work and that the law was finally passed because of heavy pressure put upon the Legislature. The House at first passed the bill to take 15 per cent of the gross receipts of juke boxes. The Senate then killed the bill, but it was later revived when the governor asked that it be passed. The governor explained that "the church people wanted the bill passed." This indicated that anti-liquor forces were at work, and that probably that was the real reason for the passage of the bill.

The music trade itself made strong arguments against the passage of the bill, and plans are now being made to test the law on legal points. It is one of the most serious laws yet passed affecting juke box trade and has all the earmarks of a real political grab plan.

Senator Allan G. Nichols, of Weewoka, made a strong fight against the act. He moved to kill the legislation, declaring he wanted to stop the ugly talk and whispering about this bill.

Boxes Pay Rent

He declared in his district there were 125 "little merchants" who depend upon the music boxes for money to pay their rent, and if you go doubling their taxes, you will hear from them."

He said the music boxes now carry a heavy tax load, including a federal sales tax, a federal excise tax, a 2 per cent sales tax, a personal property tax and in some instances city taxes.

Senator Nance declared the juke box bill was not one of the important measures but was enacted in an attempt to keep the State income from falling. He said the juke boxes bring in a "luscious income" and that they are not taxed as heavily as beer.

Senator Tom Anglin, of Holdenville, president pro tempore of the Senate, pointed out the conferees on the school bill had taken into consideration the income from the juke box tax, estimated at from \$150,000 to \$360,000 a year, and added, "if you are going to kill this bill you'd just as well call the school bill back and cut \$150,000 from it."

Senator Homer Paul declared the Legislature has written a depletion clause for lawyers, it has given truckers a tax reduction, and it's going to give the insurance man a cut. "I'm not going to vote to put another tax on anybody," he said.

He quoted from the message of Gov.

Robert S. Kerr to the Legislature declaring it to be the policy that no new taxes would be raised.

Senator Nichols lost his fight by a 16-to-21 count, and Senator Paul was ruled out of order on his motion to send the bill to committee with instructions that the juke box tax be shelved in favor of a heavier oil tax.

Various Reports

While the Oklahoma grab plan may be regarded as a result of an unfortunate political situation, it followed soon after a report on revenue sources by the International City Managers' Association which suggested that many cities had found amusement machines and juke boxes to be new sources of revenue.

Some permanent relief from these excessive tax laws was seen in a report made to the United States Treasury Department March 31 by the Committee on Inter-Governmental Fiscal Relations. This committee has been at work for two years, and newspapers say that its report prepares the way for widespread changes in existing tax laws of federal, State and city governments. The report will certainly start a new trend in taxation, and its supreme aim is to prevent duplication of taxes by federal, State and city governments.

The report may furnish important new evidence to fight such excessive laws as that recently passed in Oklahoma.

Editorial Shows Dry Opposition To Phonograph Music

BIRMINGHAM, April 3.—An indication that the dries are definitely considering juke boxes an enemy to their cause is seen in the moves being made in this State to ban music from locations selling liquor. The order as issued by the State Liquor Board banned all kinds of music, both orchestras and juke boxes.

The following editorial from *The Alabama News Magazine*, March 20th issue, points out juke boxes as a special object of the ban on music. Apparently this publication favors the prohibition cause.

"Behind the scenes, a campaign to bring back the juke box to places where liquor is sold was quietly under way in some sections of Alabama this week. The boogie-woogie dispensers were put out of commission a few weeks ago by the ABC Board by direction of Governor Sparks.

"Lately, a number of liquor licensees in Jefferson county (and reportedly in some other sections) have been asked to contribute to a fund to win a new lease on life for the jive organs. Some of those solicited for contributions report they were told that chances were good to reinstate the machines at an early date—if sufficient 'co-operation' is forthcoming.

"Names of the collectors have not been revealed, but Alabama definitely learned that some contributions to the proposed slush fund have been made.

"To most onlookers, the campaign had

This Is a Record!

HOLLYWOOD, April 3.—A phonographic recording disk capable of taking down the conversation of an entire women's bridge party has been invented by Dr. U. L. di Ghilini, formerly a professional magician.

The new disk will record for 120 minutes at a time as against three minutes for ordinary-sized records.

Servicemen Prefer Jukes

Philly operators donate machines, records, to canteens, USO centers and camps

PHILADELPHIA, April 3.—A music machine is a must on the premises when it comes to keeping men in service entertained. With more than two dozen USO centers and canteens operating thruout the city and numerous others readying for opening, the music operators have again shown that their all-out effort is not mere empty words and are making certain that all such places are supplied with both a machine and records.

All the machines have been donated to the canteens and service clubs and the past week saw Tippie Klein and Sam Weinstein's Mutual Music Machine Company the latest to donate music machines for the service lads. Mutual presented one machine to the new USO center opened for colored servicemen and another to the British Seamen's Institute.

While all the clubs entertaining the servicemen also have the benefit of a radio set, it is the juke box that is in demand. More than one canteen director has stated that the servicemen like the juke box best because they can hear the songs they like best. And apart from donating machines to the canteens, the music operators see to it that there is always a wide selection of records on hand. Preference among the servicemen is for the sentimental songs, particularly for the soldiers, while sailors invariably search out the swing and jitterbug recordings.

Juke Box First

Many canteen directors are frank to admit that apart from the evenings when night club and vaudeville entertainment is provided, it is the "juke box" that keeps the serviceman entertained. Many, when they first came in, head immediately for the music machine or make specific requests for certain recordings.

That the music machines are doing an excellent morale job for the servicemen on the home front is obvious on any look-in at any canteen in the city. Moreover, the local industry is building plenty of good will for itself in being liberal in its donations of machines to the service clubs and to the many army camps and naval bases in this area.

earmarks of a shake-down maneuver. There was nothing to indicate that contributors have the slightest chance under present conditions to operate the music boxes. The ABC Board had given no inkling of any intention to modify the regulations it promulgated early in February, and there were no signs that Governor Sparks is willing to relax the restrictions. Yet, some people were passing out good money for which they apparently stood no chance to get anything in return. Outlook this week was that an investigation might develop if the collection campaign continued."

Ohio Group to Meet April 15

Automatic Phonograph Association will hold State meeting in Cleveland

CLEVELAND, April 3.—The Ohio Automatic Phonograph Association will hold its next meeting here April 15. Local chapters have been notified to elect their delegates to the State meeting at once.

No elaborate program has been planned because of war conditions. The Cleveland chapter will be the host and it held a meeting April 1 to make plans for the State meeting.

Music operators here are discussing the problem of turning in old records in order to get new ones. Several operators report they are getting short on old records. All members of the association has been asked to contribute ideas on this problem so that the association may adopt a general policy to recommend to members and the record distributors. One plan that is being discussed is that of buying up old records from the public or any used record stores that may have them and using these in buying new records. In other words, it would be a plan by which music operators would help in collecting the old scrap records. Music operators take the attitude that this would be a patriotic work as well as a help to them in getting new records for their juke boxes.

The Cleveland Club expressed heartfelt sympathy for Mr. and Mrs. Leo Dixon in the loss of their son, Leo Jr., who was recently reported missing in action.

Reports indicate that more and more music operators are taking war jobs in plants, and the association is trying to work out a co-operative plan whereby it can assist in arranging schedules. This will enable operators and servicemen to carry on their business and also fill a regular war plant job.

The Cleveland group adopted the tune *That Old Black Magic* as the hit record for April.

The Beverage Control Plan which was recently organized by various business groups in the city, including the Phonograph Operators' Association, is said to be working out well. The plan was instituted in order to help prevent criticism of taverns and other locations that sell liquor. Restaurants, taverns and phonograph operators joined in the general movement to prevent public criticism of all types of locations. The mayor of Cincinnati and other prominent officials addressed a recent meeting of the control committee.

Pennsy Legislator Would Exempt Coin Picture Machines

HARRISBURG, Pa., April 3.—Legislation to exempt coin-operated movie machines from the definition of "movie" in the Pennsylvania Liquor Control Act has been introduced in the State House of Representatives. The act requires all liquor and beer license holders who have these machines on their premises to take out amusement permits on a sliding scale from \$25 to \$125 annually.

The bill, H. 541, by Representative Lloyd H. Wood (R), Montgomery County, stipulates that to be exempt from the movie clause of the law the screen size of such machines may not exceed 24 by 30 inches, and screen must be attached to the machine. Courts have upheld the liquor commission that the machines constitute entertainment under the meaning of a "movie."

U. S. Rubber Co. Reports Favorably On Disks in Plant

PROVIDENCE, April 3.—A new market for phonograph records is opening up in America's war plants.

Tried out as an experiment in the United States Rubber Company's Alice mill plant in Woonsocket, R. I., as a morale boosting idea, it has proven entirely satisfactory and will probably be introduced into other of the firm's plants.

In the Alice mill various departments

are hooked up by loud-speaker system with a central phonograph amplifier. Records are selected with care and with the key idea of reaction upon workers. In early morning, the management finds workers don't care for martial airs and jive, but prefer soothing, slow waltzes and semi-classics which tend to quiet nerves and tempers upset by alarm clocks and the mad rush to work. Later in the day the disks played are of faster tempo.

Introduced from England, officials at the Alice mill are reportedly very satisfied with the innovation. The records aren't played constantly but are heard at regular intervals thruout the working day. The music bolsters morale and tends to relieve nerve strain among the workers. So pleased are plant officers with the experiment it will probably be continued after the war.

Musicraft Asks Petrillo Again, Gets Second 'No'

NEW YORK, April 3.—Musicraft record company, which last week dropped a minor bombshell in revealing that its offer to accept Petrillo's demands was turned down, just won't take "no" for an answer.

After receiving Petrillo's puzzling answer rejecting its proposals, Musicraft sent an impassioned wire to the AFM head saying it wanted to negotiate under any circumstances and asked him to name the date. The disk firm received another cryptogram in reply, stating "Your letter will be presented to the International Executive Board on April 15," which leaves Musicraft right where it started.

Musicraft resents being dubbed a "tiny" diskier, claiming it is the fourth largest and fourth oldest phonograph company among the 15 or so now in the field. In support of its claims, wax firm points to the fact that in 1941 it sold 6,000,000 classical records. Total figure for all record sales that year was probably around 200,000,000.

The 6,000,000 figure was reached by

Real Optimist

CHICAGO, April 3.—The coin machine trade was enlivened here this week by a report which shows that the trade has a real optimist. Aaron Goldsmith, of Hub Enterprises, Baltimore, is reported to have signed a contract with Rock-Ola Manufacturing Corporation for the first five carloads of phonographs which the firm manufactures after the war.

Goldsmith does not mind telling his age. He is 72 and says that he has confidence that he will live many years after the war and expects the phonograph business to reach heights never before attained.

Musicraft Records, Inc., which is not the same firm now bandying with Petrillo. New firm, Musicraft Corporation, took over the classical masters and records from Musicraft Records, Inc., on August 10, 1942, when the latter switched to manufacturing empty albums.

PHONOGRAPHS

WURLITZER—

Models—616, 600, 71, 800, 750 and 850, all in the best operating condition.

SEEBURGS—

Models—Rex, Royals, Gems, Envoys and HiTone, in good operating condition.

MILLS and ROCK-OLAS—

I have some good buys in Mills and Rock-Ola Victrolas.

We Repair and Rebuild Machines of any make or model. Let us do your repair work on boxes and amplifiers. All work guaranteed.

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AMUSEMENT MACHINES

Phone 286 GREENVILLE, S. C.

In Old Mexico

To the Editor:

I recently took a trip, 12 hours by train from Mexico City to Vera Cruz, and would like to report some of my observations about coin machines. I also traveled an additional four hours beyond



IN OLD MEXICO. Charles Poore, representative of The Billboard in Mexico City, took a trip to the quaint town of Tlacotalpan and found this juke box in the Salon Carta Blanca cafe.

Vera Cruz to Puerto Alvarado. This trip took me thru a hot and primitive tropical country whose only occupation seems to be dairy farming.

Then I took a trip of three hours by boat up the Papaloapan River. I arrived at my destination, Tlacotalpan, a really historic and romantic town, and I found that practically its only amusement place derived its music from a juke box. I am sending you a picture of the Wurlitzer that was in this place. The location is really artistic because, as you see, there is a real work of art on the wall. The writer is standing beside the phonograph.

I am glad to report that the juke box seemed to be in constant use. As I sat there in the Salon Carta Blanca, bare-footed fishermen from the river dropped their coins in the juke box and heard popular tunes which seemed to appeal to them considerably. Then horsemen on fine steeds fitted with wrought leather trappings rode up and also played music. Travel along the river is by horse, and the riders are really very skillful.

Detroit

DETROIT, April 3.—Ben Newmark, of the Motor City Music Company, is leaving on a buying trip to Chicago and Pittsburgh.

William K. Palmer, partner in the Brilliant Music Company, and Mrs. Palmer have left for a trip south to visit their son. Joseph Brilliant, senior partner, is in charge of the business in his absence.

Carlo Di Liberto, East Side operator, is buying up a large quantity of phonograph equipment in the local market.

WANTED

First-class Phonograph Mechanic. Must understand Wurlitzer Phonographs and remote control.

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FOR SALE

Wurlitzer, Seeburg and Rock-Ola Phonographs

WE HAVE THEM IN STOCK FOR IMMEDIATE DELIVERY

Wurlitzer Phonographs		Seeburg Phonographs	
800	\$344.50	9800 R.C.	\$399.50
700	297.50	8800 R.C.	Write for Price
750 E	397.50	Classics	\$199.50
850	449.50	Colonels R.C.	284.50

Rockola COMMANDOS (Brand New) Write for Price

Mills EMPRESS (Like New) \$159.50

MISCELLANEOUS EQUIPMENT

Rockola 12 Record Phonograph (Good for Parts Only), Shipped Uncrated	\$15.00
Wurlitzer No. 125 Wall Boxes	39.50
Packard Playmore Boxes (Like New)	29.75
Buckley Wall Boxes, Latest Models With Chrome and Plastics..	19.50
Buckley Brackets	2.50
Wurlitzer Twin Twelves in Steel Cabinet, Complete With Packard Adapter	124.50
Write for Quantity Prices	
Packard Piano Keyboard for Wurl. 24 (New)	14.50
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Terms: One-Third Deposit With Order, Balance C. O. D.

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1506 EAST 67TH ST.,

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WANTED AT ONCE

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WURLITZER MODELS

500, 500A, 600 Keyboard. Will buy one or a carload. Advise what you have and prices—cash waiting.

F. A. B. DISTRIBUTING CO.

704 Baronne St., New Orleans, La. Phone Raymond 4938.

FOR SALE

(2) Automatic Hostess Wired Music Units

Including 2 Switchboards equipped with remote control panel, 20 Turntables, 20 machines, 8 Wall Boxes, 10 Speakers. OWNER GOING IN THE ARMY. MUST SELL IMMEDIATELY.

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WURLITZER 616's

To Operate on 110 V.-25 Cycles.

State Quantity — Condition — Best Price.

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WANTED 100,000 USED RECORDS

WILL PAY TOP PRICES

Can use all makes — Vocals, Instrumentals, Classical or Boogie-Woogie. With or without jackets. Just tell us how many you've got. They're worth real money. Write, wire or phone.

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WANTED FOR CASH

LATE MODEL

Wurlitzer Phonographs

Give Make and Lowest Price. NO DEALERS.

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Seeburg 7850 R.C.E.S.	359.50	Seeburg 5c, 10c, 25c 3 Wire Wall-o-Matics	39.50
Seeburg Envoy R.C.E.S.	299.50	Seeburg 5c, 10c, 25c 3 Wire Bar-o-Matics	39.50
Seeburg Casino R.C.E.S.	189.50	Seeburg P.M. Speakers	20.00
Seeburg Rex With Wireless Remote Control Adaptor . .	129.50	Seeburg Universal Selection Receivers (Wireless)	44.50
Seeburg Rex With 3 Wire Remote Control Adaptor . .	129.50	Rock-Ola Deluxe	159.50
Seeburg Gem	134.50	Rock-Ola Deluxe With Buckley Adaptor (Basement Use) . . .	129.50
Seeburg Casino	139.50	One-Third Deposit With Order, Balance C. O. D.	
Seeburg 5c Wireless Wall-o-Matics	27.50	W. & L. MUSIC CO.	

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**His New Bluebird Record
is the answer to
Coin Machine Operators'
Demands**

THE SHEIK OF ARABY

The Musical Comedian and his City Slickers do a howling new version of the old favorite "The Sheik of Araby" with all the Jones trimmings that made "DER FUEHRER'S FACE" the laugh sensation of last year and this.

OH BY JINGO!

As a coupling, Spike and the City Slickers clown through another classic-in-corn—a hilarious revival of OH BY JINGO, a tune that's perfect for their wacky style.

Order both on Bluebird 30-0812—they're naturals for nabbing the nickels!



To help us make new Victor and Bluebird Records for you sell your old ones to your distributor today!

**Help Keep Your Customers
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**VICTOR AND BLUEBIRD RECORD
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**PICTURE TIE-UPS FOR
MUSIC MACHINE OPERATORS**

By GLADYS CHASINS

Name Bands for Pix

The current trend in most studios to feature name bands in their musicals offers a top-notch opportunity to coin machine ops to work out tie-ups despite the dearth of new waxings. Columbia states that it plans to use name orks in most of its new musicals, and they have already featured Bob Crosby, Freddie Slack, Duke Ellington and Count Basie in *Reveille With Beverly*; Teddy Wilson in *Something To Shout About*; Xavier Cugat in *Victory Caravan*, and Freddy Martin in *What's Buzzin' Cousin*. Jan Garber is the first of a group of bands to be set for its forthcoming *Jam Session*.

Twentieth Century-Fox is now working on four films featuring bands, with Benny Goodman in *The Girls He Left Behind*, Charlie Spivak in *Pin Up Girl*, Cab Calloway and Fats Waller in *Stormy Weather*, and Woody Herman in *Winter Time*. United Artists has six orks set for its *Stage Door Canteen* pic, Benny Goodman, Kay Kyser, Freddy Martin, Guy Lombardo, Xavier Cugat and Count Basie. MGM boasts 11 name bands now under contracts for new films, namely, Louis Armstrong, Bob Crosby, Jimmy Dorsey, Duke Ellington, Tommy Dorsey, Harry James, Dick Jurgens, Gene Krupa, Kay Kyser, Vaughn Monroe and Xavier Cugat.

Altho tunes in a number of these films are not recorded, operators can take advantage of the pic plugging the bands receive to play up their other recordings during local runs. Display material in locations with coin machines, co-operative ad campaigns with local theaters and theater lobby display tie-ups could

all help operators to sell pre-ban recordings by these artists.

"Hello, Frisco"

Two of the recorded tunes in 20th-Fox's *Hello, Frisco, Hello* will be helped along by drives from their respective pubs. The title tune, waxed by Merry Macs (Decca) and *Ragtime Cowboy Joe*, recorded by Paul Whiteman (Decca), Ranch Boys (Decca) and Pinky Tomlin (Decca) are the tunes set for campaigns over the airwaves, which should revive enough interest to fill empty slots.

During the film's run in Baltimore, a contest was run in which residents were asked to send letters telling of their favorite old song. Ops might work into such a plan by giving a few spins to those most prominently mentioned where recordings are available.

"Global" Opening

United Artists has planned a "global" premiere for its *Stage Door Canteen*, which will be a big plug for artists appearing in the film. Opening will be for the armed services on all fighting fronts, with broadcasts emanating from all the points to last for several hours. Broadcasts will feature stars of the film, including wax artists Ethel Merman and Ethel Waters and the six name bands in the film (listed above). Operators should seek to work out tie-ups on this film in every way possible, as it has already received a big publicity drive, and the campaign is still under way. Recorded tunes from the film are *Why Don't You Do Right?*, Benny Goodman (Columbia), and *Marching Thru Berlin*, Ethel Merman (Victor), and Royal Harmony Quartet (Keynote).

RECORD BUYING



Special reports received from The Billboard representatives last week show the records listed below are currently receiving the most play on automatic phonographs throught the nation. These reports stem from all the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

GOING STRONG

WHY DON'T YOU DO RIGHT? BENNY GOODMAN (Peggy Lee) Columbia 36652

This ditty made the jump to Going Strong in fine style, and operators can look forward to a happy future with the additional plugging it will get when BG whams it over in soon-to-be-released *Stage Door Canteen* pic.

THERE ARE SUCH THINGS TOMMY DORSEY (Frank Sinatra-Pied Pipers) Victor 27974 (16th week)

I HAD THE CRAZIEST DREAM HARRY JAMES (Helen Forrest) Columbia 36659 (14th week)

MOONLIGHT BECOMES YOU BING CROSBY Decca 18513 (13th week)
GLENN MILLER (Skip Nelson-Modernaires) Victor 20-1520
HARRY JAMES (Johnny McAfee) Columbia 36659

I'VE HEARD THAT SONG BEFORE HARRY JAMES (Helen Forrest) Columbia 36668 (8th week)

BRAZIL XAVIER CUGAT (Chorus) Columbia 36651 (7th week)
JIMMY DORSEY (Bob Eberle-Helen O'Connell) Decca 18460

YOU'D BE SO NICE TO COME HOME TO DINAH SHORE Victor 20-1519 (6th week)

THAT OLD BLACK MAGIC GLENN MILLER (Skip Nelson and The Modernaires) Victor 20-1523 (4th week)
JUDY GARLAND Decca 18540
FREDDIE SLACK (Margaret Whiting) .. Capitol 126
CHARLIE BARNET (Frances Wayne) .. Decca 18541
HORACE HEIDT (Charles Goodman) .. Columbia 36670

FOR ME AND MY GAL... JUDY GARLAND and GENE KELLY... Decca 18480 (2d week)
GUY LOMBARDO Decca 4371
ABE LYMAN Victor 11549

Names in parentheses indicate vocalists.

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By ELLIOTT GRENNARD

from becoming a notorious gal. However, and because of Petrillo, Bluebird put out an all-vocal disk, and the *Vagabonds* have proved they ain't bums in Omaha.

week ended Thursday, April 1, and the week previous, ended March 25, see the Music Popularity Chart in the Music Department, this issue.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the seplan best sellers under Harlem Hit Parade.

Note

For a comparative listing of songs played most often over the radio for the

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street.

LOS ANGELES, April 3.—Southern California is getting a taste of real warm weather now and with it comes the demand for arcade equipment to get things rolling for the summer. Beach spots are commanding major attention, and despite the gasoline rationing large crowds are expected to visit these spots. Most of them are within easy reach by streetcar or bus, and for this reason alone patronage is expected to soar.

and equipment for her music route there. While the news reported here has concerned women doing mechanical chores, Mrs. Dorser is in the managerial end of the business and is considered one of the leading operators of this section. . . . Ray Eberts, Los Angeles music operator, was around to the various phonograph equipment spots to see what they had to offer in his line.

Gutshall Scouting

Jack Gutshall, Jack Gutshall Distributing Company, is looking around for new fishing grounds to patronize this summer. Gutshall goes for deep-sea fishing as well as fresh-water angling. While there isn't much he can do about the deep sea matter, he is confident there is some place near Los Angeles that will afford him good fresh-water fishing. With the gasoline rationing on, when he finds it, he can be assured that it will command a great interest. . . . Jack Fogel, Los Angeles music operator, visited Fred Gaunt at the General Music Company. Fogel was on the lookout for music equipment for replacement. There are still a number of machines floating around and the operators are after them as well as parts to replace worn-out ones. . . . Phil Robinson and Bob Moran engaged in a discussion of arcades at the Moran spot Sunday afternoon. . . . W. W. Lane, of Las Vegas, Nev., was in the city during the week and put in much time along West Pico and especially at Southwestern Vending Machine Company, where he discussed his equipment needs with Harry Kaplan. . . . Kenneth Mumm, of Honolulu, was noted along Coin Row. . . . D. W. Corry, Cedar City, Utah, where he is interested in the Southern Utah Music Company, was in Southern California on a buying trip.

Happel Keeps Going

There isn't any such thing as a week-end layoff for Bill Happel, of Badger Sales Company. When he has a free week-end he is off to Palm Springs or some other spot to visit coin machine operators or to check on what's going on in sections from which he has had no recent reports. . . . Del George, of Palm Springs, is expanding his coin machine activities in that section. The government is enlarging the hospital there to take care of convalescent soldiers, and George has an agreement to supply the coin machine equipment. . . . Bert Hammond was in from that busy section of Santa Ana, where the army is training aviators. Santa Ana is getting plenty of go signs these days, with large pay rolls taking

New Arcade Management

A new arcade management moved into a South Main Street location during the week, with Robert Moran handling the spot originally started by the late Harry Hoppe. At the spot getting it ready for the reopening were Jimmy Jones, well known in the coin machine business; J. R. Miller and E. C. Wheeler. Spot opened on Friday night, with Saturday and Sunday crowds taking advantage of the new games and equipment that had been installed. . . . Ted Lawrence, of Long Beach, was in the city and reported that the music business in his section was going along nicely. A large number of servicemen stationed there have boosted the take on music machines. . . . This column takes pride in pointing out women of the trade who are carrying on. Mrs. Dorser, of Bakersfield, Calif., was in the city during the week on a buying trip to secure parts

power is the big reason for this changed policy, but the lessons learned during the enforced curtailment ordered by Petrillo have prompted record officials to revamp their theories about quantity cuttings.

Territorial Favorites

BRIDGEPORT, CONN.:

When You Wore a Tulip.

Judy Garland-Gene Kelly.

The Kelly guy and Garland gal have done all right for themselves, the *Me and My Gal* tune they recorded and the ops who slotted the platter in their phonos. So what is more natural than for Bridgeport plungers to try another coupling by the couple—and what is more natural than for Bridgeport's lovers of music to go for it big? Nothing, and they did, naturally.

SALT LAKE CITY:

The Old Gray Mare. Carson Robison.

Maybe the departure of the horseless buggy from the national highways has highlighted the charm of this rollicking old tail (oops!) tale of the *Old Gray Mare*. In Salt Lake City the ditty whips listeners back to the good old shays, and the folks like the way this here feller Robison fits words to a melody. Gosh darn if the *Mare* hasn't really taken the bit in her mouth for a runaway start.

OMAHA:

Rose Ann of Charing Cross.

The Four Vagabonds.

The publisher of this modern Florence Nightingale version huffed and puffed pushing the tune to the top of the plug sheet, but alas and a lack of recordings with name bands prevented *Rose Ann*

WHEN the diskers and executive board of AFM get together April 15, the fireworks that should erupt may turn that day into another Independence Day. The opposing sides may actually get down to business at that meeting and, if they do, it's likely to be a brawl. Patience is frayed on both sides; there's been too much feinting, side-stepping and shadow-boxing. This time the boys may start swinging for the chin. What basis for settlement will be decided upon (if it will be decided at all) is unknown at the moment, but one thing is known: coin machine people will not be represented and there is wondering in some phono quarters whether the juke-box industry is going to be made the patsy. . . . More and more maestri are headed for the armed forces and it is questionable whether any disk peace will be arrived at in time for the army-bound musicians to get tunes down on wax before they depart. Kay Kyser is the most important music machine magnet of the recent crop to be tagged for service duty, altho he has not received his marching orders as yet. Baton wielders who soon will (if they are not already) be swinging guns are Bobby Byrnes, Ray McKinley, Louis Jordan, Dick Jurgens and others. Tommy Dorsey got a draft board notice to appear for a screening and more may expect similar calls. . . . A crop of maestri have swung into war work (see Music Department, *The Billboard*, April 3) and in that way may still be available for recordings. . . . When the disk companies do start cutting new records they will not wax nearly so many bands or tunes as formerly. The trend will be toward fewer and surer sellers—to the disappointment of many band leaders and publishers. Shortage of shellac and factory man-

GUIDE—PART ONE

According to The Billboard representatives, who have this past week contacted at least four large automatic phonograph operators in their cities, the records listed below are rapidly gaining in popularity all over the nation, and indications are these records will eventually move into the most-played bracket on the opposite page.



COMING UP

DON'T GET AROUND MUCH ANYMORE **INK SPOTS** Decca 18503
GLEN GRAY (Kenny Sargent-LeBrun Sisters) Decca 18479

This redressed version of an old Ellington theme slipped cautiously onto a few machines at first, but operators soon caught on that the title was a hoax and it has since climbed right to the top of the list. It has been swinging its way all around the country with increasing speed, and it looks like it will pump itself straight over the bar.

IT STARTED ALL OVER AGAIN **TOMMY DORSEY** (Frank Sinatra-Pied Pipers) Victor 20-1522

Just slip the name of Tommy Dorsey onto a slot and lo and behold, the turntables start whirling. Top-flight plugging that Frank Sinatra has been getting over the air waves hasn't hurt this latest waxing of the two nickel cullers, and it was a happy day for operators when this sequel to *There Are Such Things* came out. It seems to have adopted the slogan of its predecessor—meaning, "Keep 'em turning."

AS TIME GOES BY **RUDY VALLEE** Victor 20-1526
JACQUES RENARD (Chorus) Brunswick 6205

The fact that both these waxings are re-issues from gray-haired masters hasn't stopped the nickel droppers from pushing the buttons to hear this tune. Warner Bros.' picture, *Casablanca*, gave it the needle, but it didn't take the oldie long to hop onto the air waves with renewed vigor. It has been gathering strength ever since, and it looks like there's plenty of life in the old boy yet.

MURDER! HE SAYS **DINAH SHORE** Victor 20-1525
JIMMY DORSEY (Helen O'Connell) Decca 18532
TEDDY POWELL (Peggy Mann) Bluebird 30-0809

With *Happy Go Lucky*, the Paramount picture from which it stems, newly released, this novelty number snapped right onto the machines. While other waxings from the same film have been moving up gradually, this jive tune shot ahead at a rate as hep as its rhythm.

Double-meaning records are purposely omitted from this column.

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INTERNATIONAL

or

FOREIGN

RECORDS IN ANY LANGUAGE

— IT'S —

VICTOR

("V" SERIES)

Ask your local jobber for complete catalogues in the various languages.

Or Write to—

STANDARD PHONO CO.

168 WEST 23 STREET, NEW YORK, N. Y.

precedent over the money that was originally received from ceteris paribus. . . . Johnny Nelson, formerly a partner in the Modern Coin Exchange with Bill Wulf, has purchased the route of Hughie Mac-Alenny. Route consists mostly of games. Nelson does much of his own mechanical work and is one of the lucky few who doesn't have to bother about the man-power problem on this score. . . . Roy Woodward, of Los Angeles, put in several hours talking music machines at the General Music Company. . . . Milton Noriega, of Colton, Calif., reports that

the music machine business in that section is on the up and up. Colton draws a number of servicemen from Camp Haan and March Field near Riverside. . . . A visitor who hasn't been in Los Angeles from some time was on Pico recently. He is Frank Root, music operator from Exeter, Calif., in town on a buying trip and to renew acquaintances with the jobbers. . . . From Las Vegas, Nev., the land of plenty, came Jimmy Sills and Jake Arnoldus. Arnoldus was in the city looking for dollar wrappers. If this isn't a sign of prosperity, who

knows a better one. . . . San Diego is a busy place these days with the military camps and war plants. An operator who is getting much of the play in that section is George Wheelock, music operator.

Operators Hold On

Operators are still getting good plays. All are on the outlook for late equipment. Most of them are freezing on to what they have with the jobbers getting the brush-off with the statement they have nothing to spare. This condition is taken to mean that business is good with operators. It is also good with jobbers when equipment can be secured to fill orders. . . . Chris Torrez, Westmoreland, Calif., is one operator who isn't mentioned much in this column for the reason that he doesn't make many trips into the city. When he does put in an appearance it is for buying. Things are going fine in the Imperial Valley, and Torrez spots are getting their share of them. . . . E. Trimble, of Huntington Park, Calif., is a progressive music and games operator of that section. He is another who doesn't spend much time going back and forth between Huntington and Los Angeles. Like Torrez, when he's here, it is strictly business. . . . Ellis Johnson, popular county operator, made a trip in from Claremont, Calif., where he has cream of the crop locations. . . . Perry Erwin, of Oxnard, has his machines on location where they are getting good play from the servicemen located in that area. . . . There is no shortage of money in the Southern California area. . . . Todd Faulkner, of Long Beach, breezed into town for his usual buying and to swap stories with the jobbers. . . . Whether or not it was for old-time sake or just to keep in touch with the coin machine business is not known, but Ed Wilkes spent his day off visiting coin jobbers. A former Long Beach operator, Wilkes, is now employed at Douglas Aircraft Corporation in that city and doing his part to win the war.

Birthdays Marked

While no figures were offered to substantiate the matter, a party was thrown at Florentine Gardens in Hollywood to mark birthdays. Participating in the event were Mrs. G. F. Cooper, Mrs. Roy Yoder, wives of coin operators, and Paul Laymon, of the Paul Laymon Company. . . . Lucille Laymon has been devoting much time recently to canvassing for the American Red Cross. . . . Coin rows here are doing their part in swelling the Red Cross fund. . . . War Stamps and Bonds sales at the office of the Associated Operators of Los Angeles County, Inc., continues. . . . C. L. Bandford, of Tacoma, Wash., was in the city on a buying trip. . . . Dan Luskin, former San Francisco operator now stationed at Long Beach, is utilizing his pre-war aviation training by instructing at the air base near that city.

Richmond, Va.

RICHMOND, Va., April 3.—Henry Foote's new Sportland opened to tremendous business last Saturday. Music service is by Wigington Amusement Company.

Judson (Pug) Williams has undergone an eye operation at Veteran Hospital, Kecoughtan, Va., and is expected to rejoin the boys in Richmond soon.

Oley Amusement Local Distributor Company has taken over the local distributorship for Musicraft records.

Glenn Miller's *In the Mood* has reappeared on many boxes in this territory.

Leon Gary reports that since his remodeling at Gary's Record Shop business has increased to double its previous level. He is using, in addition to his newspaper advertising, a half-hour program over WRNL.

PERMO POINT

The favorite needle of coin phonograph operators everywhere.

HERE IS THE DIFFERENCE



The difference between Permo Point Needles and other needles is to be found in workmanship and materials. Only Permo Point has the precious Permometal tip . . . precision ground to give faithful reproduction and maximum record life.

PERMO PRODUCTS CORPORATION 6415 RAVENSWOOD AVENUE, CHICAGO

The BIG 4 on your JUKE BOX PARADE

PLATTERS to serve that "NICKEL HUNGRY" machine

VELVET MOON

Harry James on Columbia 36672

AS TIME GOES BY

Rudy Vallee on Victor 20-1526 Jacques Renard on Decca 6205

I WONDER WHAT'S BECOME OF SALLY?

Bing Crosby on Decca 18531

BEGIN THE BEGUINE

Artie Shaw on Bluebird 7746

MUSIC PUBLISHERS HOLDING CORP.

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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.

NOTE

April isn't showering releases this year—just a few drops in the proverbial bucket by Decca. Only pop platter in the series made its bow last week and couples Down Under with 10-Day Furlough by Woody Herman.

Vaughn Monroe's waxings of Let's Get Lost and with title tune from the flicker Happy Go Lucky are beginning to pop in ops boxes, while the Four Vagabonds, who tell the tale of Rosie the Riveter, are getting a little dizzy from continuous rides. Rose Ann of Charing Cross, another Vagabonder which has started to stack up the nickels, gets the nod in an increasing number of reports.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the Record Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinions of The Billboard's Music Department.

I CAN'T STAND LOSING THE INK SPOTS (Instrumental YOU accompaniment) Decca 18542

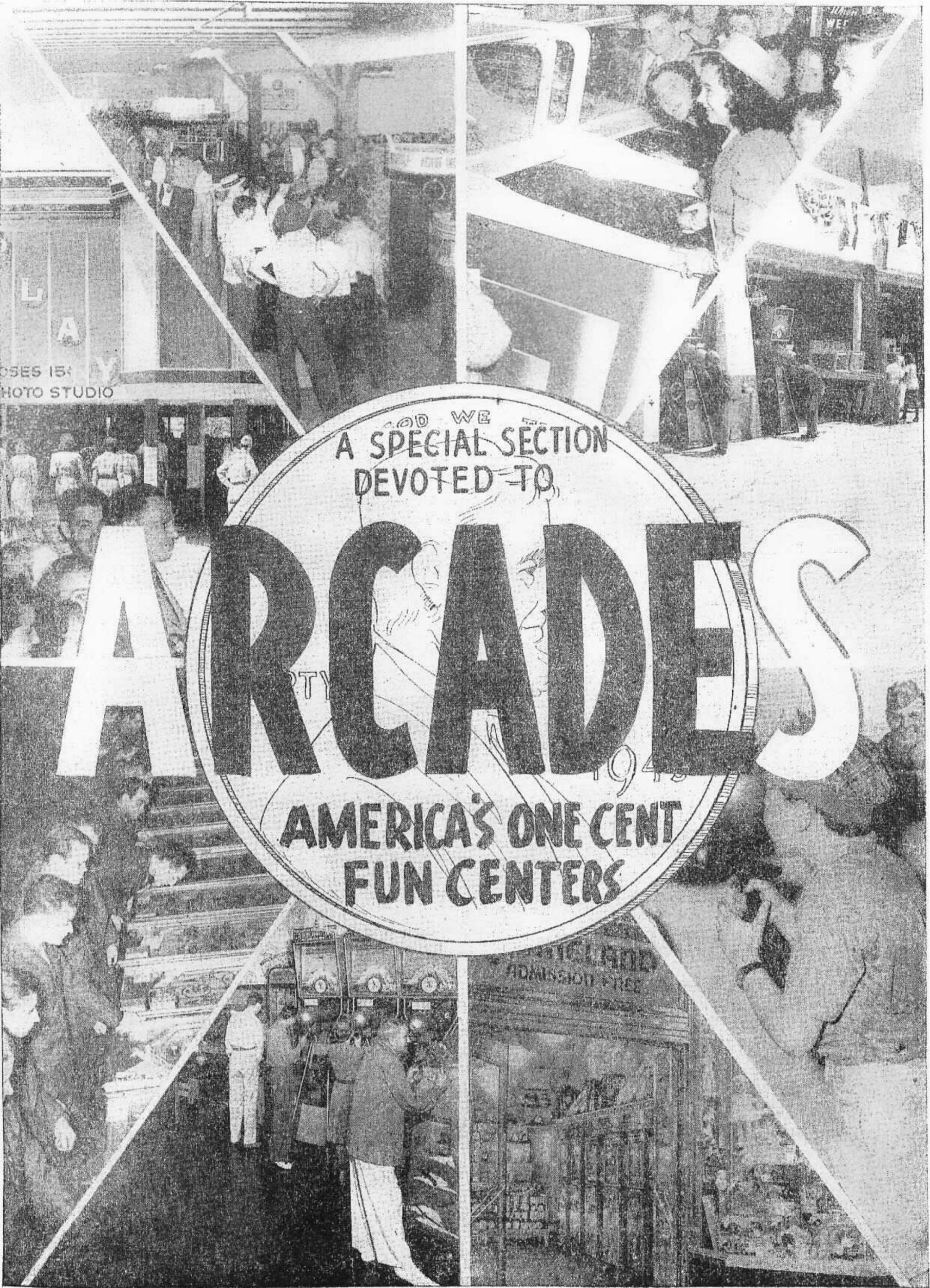
True to the singing tradition that first established them as major hits with If I Didn't Care, the Ink Spots have found a sentimental torch ballad that is almost a sequel to their initial record rage. Holds the same kind of appeal in words and music, and the treatment is strictly along the standard lines. It has Bill Kenny's soprano-ranged voice leading against the ensemble voices in sustained harmonies and just enough of Happy Jones's characteristic bass sermonizing to stamp the side as typical and good.

IT STARTED ALL OVER AGAIN JOHNNY JONES (Vocal refrain) Hit 7041

Tommy Dorsey started the ball rolling for this torchy ballad, and while that maestro has the monopoly on machines for that side, this Johnny Jones entry should show on the strength of the song alone. Both the playing and singing is acceptable, and it is all taken at a bright tempo that lends itself so easily for the phono play. Where the Dorsey disk is not available, operators are sure to fill the gap neatly with this side.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.



ARCADE PROGRESS

By WALTER W. HURD

The brightest spot in the coin machine business is the arcade field. This is likely to continue so for the duration since many trends are working to the advantage of amusement places known as arcades.

The popular desire for diversion and recreation is greatly increased during times of great stress and at such times people begin to search for definite places of amusement. The arcade takes its place among the recognized places of amusement and has an atmosphere that invites people to amuse themselves. With travel growing more restricted, the arcade can be located where it will be accessible to crowds hungry for some light diversion. While some established arcades will be isolated, many others will be opened in areas where they will be accessible to crowds under war conditions.

The war may result in restricted travel but at the same time it is bringing about greater concentrations of people in many areas, such as industrial centers and the business sections of cities in general. These concentrations of people create new needs for a greater variety in amusements. Such conditions and other factors are sure to increase the demand for modern arcade amusements.

People are now well acquainted with arcades and when the general appearance of such a place is inviting, patronage will take care of itself provided the arcade is accessible. Arcades have had a long and interesting history and the result of this historic development has been to acquaint the people with the diversions to be found in such establishments. The American people for the last 10 years have also had a thoro education in the attractions and play of many types of coin machines which are to be found in thousands of stores thruout the land. People have acquired a taste for such diversions and now when machines are grouped in large numbers in arcades, the attraction becomes a real power in catering to the public.

There was a considerable boom in the arcade field during 1934 and 1935. At that time much publicity was given to such establishments under the name of sportlands. Modern forms of coin-operated amusement devices were sweeping the country and the sportland seemed a logical establishment for the large centers of population. Some of them were opened in the high rent districts of New York, Chicago and elsewhere and began to advertise to the public just as other forms of amusement do. The real spirit of the

arcade boom at that time was in the giving of merchandise prizes to patrons of amusement games.

The arcade, under the stimulus of merchandise prizes, would have swept the country but reform moves set in to restrict prizes on legal grounds. Altho the arcade boom based on prizes came to an end, the modernizing of arcades continued at a more reasonable pace from year to year. Many people in the coin machine trade have hardly realized how much progress has been made in the arcade during recent years. This progress may best be described as a strong trend toward modernization. Modern machines have been installed in most arcades, altho old-time devices are to be found in many and have their place in attracting the

public. It is the modern machines that give the arcade its real place among the amusement enterprises of today.

Much progress has been made in the housing of arcades. Proprietors now select locations carefully, follow well devised plans in arranging the interior, use modern ideas in the front and also in lighting effects inside and out. In other words, the modern arcade has become a real establishment. Arcades in specialized fields, such as parks, fairs, carnivals and traveling shows, have made use of all modern developments to cater to the crowds which frequent such places.

One lesson has been learned thru the stages of this modern period. The arcade calls for business management and showmanship if it is to take its place among the established places where people go for fun. The operator of a route of coin machines places his machines in stores and lets the prestige of the place take care of business. But the proprietor of an arcade must attract business on the basis of values offered to the public, must compete with other forms of amusement, and in all respects operate a real business enterprise.

It is this fact that sets the arcade apart from other fields of the coin machine trade and which calls for men who not only know coin machines but who also can initiate the qualities of manager and showman.

The present outlook for the arcade is sounder than ever, because it is founded on a real need and because arcades are using modern methods and modern equipment. Arcades are now a recognized form of amusement and get newspaper publicity on that basis. The progress of arcades during the war period will be a real story.



POPULARITY OF ARCADES. Nothing so indicates the popularity of modern arcades as the numerous pictures and cartoons about these establishments. Most of these pictures and cartoons also show men in uniform as patrons. (Above cartoon by George Clark, News Syndicate Company, Inc.)

THE CARNIVAL ARCADE IN WARTIME

By ELMER HANSCOM

Operators of carnival Penny Arcades are facing a big year. It is true 1943 will have its drawbacks but the operator will be no worse off in this business than many other people in other lines. This year, as I see it, will put many of the veterans over uncharted fields. It will be a profitable year but at the same time it is going to take much ingenuity to go thru it successfully. The carnival arcade operator has many things in his favor and, on the other hand, there are things that will be against him. Fortunately, the things in his favor outbalance those against him.

Let's first consider what will be in his favor.

The carnival arcade operator will find there is more money in circulation now than he had ever dreamed. People are anxious to spend it for the reason they can't buy automobiles, refrigerators and many other things. They are going to put this money into amusements. Since the penny arcade takes only a small part of their earnings under the present salary scale, operators can look for big things. There are some operators who are wondering if the dwindling civilian population will cut down on the take. As I see it, there is no reason to worry about this angle. It may be true that civilian populations are decreasing, but there is the defense worker set-up and the armed forces to take their place. Here on the West Coast the arcade operator—both in stores and on carnivals—is in a position to do business in what can easily be tabbed "boom towns."

Never before has the population of the West Coast been so centralized. Carnivals playing inland spots found towns of 5,000 and 12,000 populations and the show played these. In the smaller towns the majority of the crowd had visited the show in two nights and in the larger four good days was about all that could be hoped. Today those 5,000 towns are holding 10,000 people or more and the 12,000 towns sometimes as many as 25,000 people. West Coast towns are bulging and this is a point that is most assuredly in favor of the carnival arcade operator. When these towns bulge, it is because of a defense plant. Defense workers have money, and you can put that down in your little black book.

For Men in Uniform

Some operators are worrying about the entertainment given men in the armed services. The agencies are doing a good job of affording amusement to those in uniform but these boys still like to visit the arcades. There is something to an arcade that gets them. This has been proved by the years and years that arcades have operated in a single spot at the beaches. Money to soldiers has been increased from \$21 to \$50 basic pay. Not much money, an operator may say. True (on the basis of money today), but it doesn't

take a lot of money to enjoy an entire evening in an arcade.

These facts are in the carnival arcade operator's favor. There are others, too.

The arcade operator will be doing the country a patriotic act this season by taking his entertainment to the people. In the small towns as I have mentioned there isn't sufficient entertainment for these people. Their morale needs building and bolstering just like those in the service. Movie houses were built to accommodate the original population figure of the town, but the mushrooming towns have failed to advance their amusement areas in ratio to the population growth. Arcade operators are ingenious people or they wouldn't be in the business. If the crowd swells to unexpected proportions all that is necessary is a larger top and the spreading out of the machines. This will take care of the crowds and increase the take. The fact that the arcade operator is taking the amusement to the people is a patriotic gesture. If the people be defense workers, the deed is still as great. By moving into the town with the arcade, the operator has brought the people one of the greatest morale builders in the history of the world. The people can enjoy it and return to their homes for rest. Next morning they are ready for work—ready to turn out the things that will defeat the Axis.

Transportation difficulties are the drawback in the operator's picture of 1943. When the shows were on the road in 1942 they thought they had problems but there are chances that the problems to come will be more difficult than the biggest in 1942 to solve. There is even a bright spot here. During the first year after Pearl Harbor the people did not realize there was a war. Many don't today, but more and more are having it brought home to them. When a problem confronts an operator in 1943, he will buckle down and try to solve it, and not throw up his hands as many did in 1942 and lambast the ODT for its restrictions. The new schedule will undoubtedly call for bigger spots and longer runs. It will boil down to the effect that each carnival will be a moving amusement park. There is nothing in the transportation problem as it appears at this time to make an arcade operator throw in the sponge. If he sticks to it (and most of them will), 1943 will be looked back upon as the biggest year in his history.

No Real Bugaboo

Many operators felt the shortage of equipment pinch last year, but it isn't the bugaboo as a lot of arcade men have accepted it. It is one that can be solved and solved to the advantage of the operator. Because of the transportation problem, opera-

tors will not be able to move as much heavy equipment as in former years. This may mean that instead of having six heavy machines, he'll use three, even two or one. No matter what equipment he has on hand it will have to be kept in good shape. Since the number of machines, regardless of size, will be limited, each machine will have double-duty assignments. A broken machine never makes any money, and the operator will have to make every piece of equipment work to his advantage this season. It should have been the policy of each to keep machines in perfect condition all along, but this year that policy will be more important than ever before.

A suggestion that seems important

is that arcade men use as many mechanical games as possible and only electrical games when absolutely necessary. There is going to be a shortage of skilled men who can repair games. For this reason the operator should carry as many games as possible that he himself can repair. If the operator should be adept at fixing electrical games, then he is in a spot to make money even from the start.

There will be a change in the popularity trends toward certain games this year. In years back one of the most popular pieces of equipment on the lot has been a peep show. Women will be big patrons of the arcades this year for they are taking an active part in defense work. Since they spend 36 per cent of the nation's income, an operator can

THE FASTEST PENNY MAKER EVER MADE!

SUPER GRIP

SUPER GRIP

Arcade Strength Test Scale

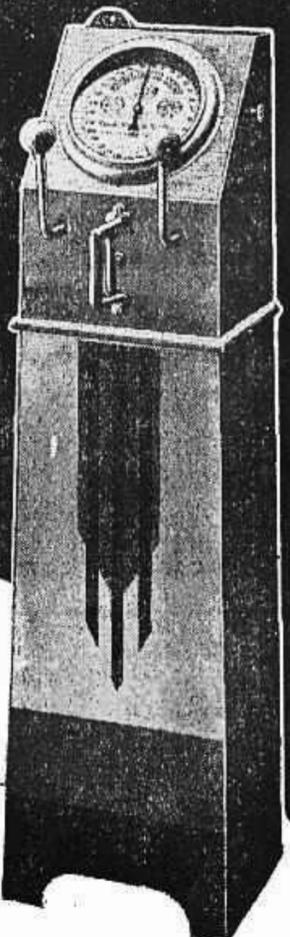
SQUEEZE, PUSH, PULL

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NEW IN ORIGINAL CRATES\$52.50
SLIGHTLY USED AND FLOOR SAMPLES..... 39.50

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WILLING TO TRADE for Sky Fighters . . . Super Bombers . . . Bally Defenders . . . Ace Bombers . . . Chicago Hockeys, etc.

MANN NOVELTY COMPANY, 4815 COTTAGE GROVE AVE., CHICAGO

ELMER HANSCOM, the author of "The Carnival Arcade in Wartime," is one of the outstanding carnival arcade men on the West Coast. Successful in this venture, he has combined basic showmanship with that of mechanical skill to become a leader in this field. Hanscom's association with arcades dates back 15 years.

A projectionist by profession, Hanscom, who originally comes from Maine, started into show business as an electrician. His first assignment was flashing up the shows with electrical signs and devising new ways of attracting the public's attention to the lot. After he had remained in the electrical field for some years, he entered the arcade end of show business. Last season he had the arcade concession on the Joyland Shows but prior to that time had been with the Crafts Shows and the Archie Clark shows. Along with his electrical training he has studied public-address systems and is rated as one of the best p.-a. men on the Pacific Coast.

The Billboard considers it fortunate to have Hanscom contribute this article as the facts embodied here are the result of many years' experience on the road with arcades. His arcades have always been an outstanding concession on the show with which he has traveled.

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COMING SOON. Sensational new series of 64 Cards in full color. **THE HOT-CHA Girls Painted** by the famous Earl Moran.

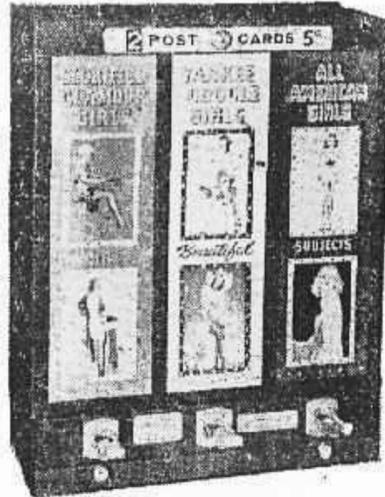
Our entire Factory is working 100% on War production. No new Mutoscope Machines will be manufactured until after the War.

PENNY ARCADE HEADQUARTERS SINCE 1895

GLAMOUR GIRL CARD VENDER

SELLS CARDS 2 FOR 5c

Each compartment holds 550 Cards; 3 separate compartments for Glamour Girls, All-American Girls and Yankee Doodle Girls. Adjustable to sell 1-2-3 Cards for one coin.



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3,000 CARDS FREE WITH EACH MACHINE BRINGING IN \$75 — MACHINE COSTS ONLY \$60
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ARCADE EQUIPMENT and Supplies

Factory Reconditioned Machines — many of them looking practically brand new, including:

- Fortune Telling Machines
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Manufacturing restrictions on Card-board and other materials and possible restrictions on Freight Shipments make it necessary for you to order your supplies NOW!

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MILLIONS—and we mean MILLIONS of our Glamour Girl Cards, Folders and Envelope assortments are being sold. You are overlooking a big bet if you are not going after this business.

- Glamour Girl Cards, All American Girl Cards, and Yankee Doodle Girl Cards, 3 Different Sets—32 Cards in each Set.
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- Glamour Girl Leatherette Desk Folders, 2 prints in each folder. Tremendous appeal.
- Glamour Girl Wall Pictures—Large Size 19"x23" in 2-inch natural wood frames.

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CLEVELAND COIN'S TRADING POST ARCADE EQUIPMENT

1 Drivemobile	\$285.00	3 Rotary Claws, Each	\$125.00
1 Bally Rapid Fire	185.00	2 Maglo Fingers, Each	125.00
8 Slip the Japs, Latest, Each	139.50	1 Watling Tom Thumb Scale	85.00
2 Shoot the Gutes, Each	139.50	6 Pace Aristo Scales, Each	39.50
4 Shoot the Bulls, Each	95.00	2 Watling Ticket Fortune Telling Scales with Tickets, Each	95.00
1 Exhibit Twin Gun Range	225.00	10 Counter Model Drop Picture Mach. Ea.	25.00
1 Radio Rifle	75.00	10 Floor Model Drop Picture Machines, Hand Wind, Marbleglo, Each	35.00
1 Rockola School Days	75.00	10 Floor Model Drop Picture Machines, Electric, Margleglo, Each	45.00
6 L.D. Ten Strikes, Each	50.00	2 Mutoscope Glamour Girl (2 for 5c) Card Venders, with 3,000 Cards, New, Ea.	60.00
2 H.D. Ten Strikes, Each	65.00	6 Exhibit Post Card Venders, Lite Up with Bases, Each	35.00
5 Bally Alleys, Each	50.00	10 Exhibit Counter Model Post Card Venders, 2 Columns, Each	20.00
1 Skeeballite	75.00	10 New Home Run Guns, Each	20.00
1 Hurdle Hop	65.00	1 Shoot Hitler Gun	20.00
2 World Series, Each	105.00	100 Holly Grippers, Each	10.00
2 Western Baseballs, Marble Glo'd, Each	95.00	1 Zoom	20.00
3 Baiting Practice, Each	110.00	6 Advance Shockers, Each	15.00
3 New Poker & Jokers, Each	119.50	1 Challenger	20.00
1 Ropp Baseball	135.00	2 A.B.T. Model F Guns, Each	17.50
1 Mountain Climber	175.00	2 A.B.T. Type Guns with Electric Motor Driven Targets, Each	45.00
8 Chester Pollard Golf Machines, Renewed, Each	95.00	5 New Kill the Japs, Each	32.50
2 F.S. Casino Golfs, Each	50.00	5 Photoscopes, Each	15.00
1 Texas League	39.50	1 Hole in One	15.00
3 10¢ Planatellus, Each	135.00	4 Kill Hitler, Each	25.00
3 New Grandma Fortune Tellers, Each	135.00	3 Counter Love Meters, Each	30.00
2 Exhibit Inverted Typo Punching Bags, Each	175.00	1 Old Mill	25.00
2 Mills Punching Bags, Marble Glo'd, Ea.	145.00	1¢ and 5¢ Change Makers, Each	9.00
1 Liberty Striker	165.00	2 New Test Pilots, Each	275.00
1 Palm Reader for Men and Women	45.00	2 Chicago Coin Hockeys, Each	210.00
1 Mystic Mirror	135.00	10 New Beans, Each	85.00
1 Mills Strength Tester	125.00	6 14 Foot Keeney Bowlettes, Excellent Shaps, Each	100.00
1 Blow Ball	135.00	2 Panorams, Each	350.00
2 Super Grippers, with Bases, Each	55.00	Completely Automatic 45-Foot DUCK \$1800.00	
5 Mutoscope Electric Diggers, Each	50.00		
1 Exhibit Iron Claw	50.00		
3 Deluxe Buckloy Diggers, Each	85.00		
3 Buckloy Treasure Island Diggers, Each	75.00		
3 Electro-Holsts, Each	50.00		
TWO SETS OF 4 PACE 10¢ Coin Operated and PIN ALLEYS, Complete, Each			

"THE SUPREME GUN," a brand-new revamped gun, deluxe model of the Air Raider—one minute to play—continuous, colorful Bomb Bursts, Tracer Bullets, contains all the BEST features of all the BEST guns—"SHOOT YOUR WAY FROM PEARL HARBOR TO TOKYO." Price

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hardly overlook them as a potential buyer of his machines. While women are going to patronize the spots in large numbers, something new has to be provided to attract them. A peep show gets the fellows, but a woman doesn't care for them. But a woman has her weakness and can be sold mystery pictures or anything that hinges between mystery and the morbid. Women have always been curious, and a peep show that has even the tint of mystery is her dish. Here is a swell chance to make some obsolete peep show equipment pay. If the deal is pulled properly, the operator will be astonished at the way an old piece of equipment can make money.

The Arcade Front

Arcade fronts will be different this year but here, too, the operator finds another point in his favor. Last year at the start of the season my arcade on the Joyland Shows used "Automatic-Arcade-Amusement" in large electrically lighted letters across the front. At the beginning of the season they were as bright as it was possible to make them. Then came the dim-out and they weren't used. Near the end of the season the sign wasn't erected for reason that it was useless to do so and it saved labor that could be used elsewhere.

From the start of this season the electric sign is out. But there is a rosy side to the picture. Arcade operators should use brilliant coloring outside. Red, white and blue are more in fashion today than ever before. Fronts with plenty of these patriotic colors used will most certainly attract attention.

Since most of the money on a carnival arcade is night money, the lights that were to be used on the front should be used inside. Dim-out rules make it a violation for any lights to shine upward. An operator can still conform to all regulations

ALL KINDS OF ARCADE MACHINES FOR SALE

IF NOT LISTED (WRITE)

Squeezing Machines, All Kinds,	\$ 99.50
2 Western Blow Balls	79.50
Lighthouse Squeezer	125.00
3 Mills Punching Bag	99.50
2 Happy Homes (Fortune)	77.50
1 Exhibit Electric (Large)	99.50
1 Exhibit Spear the Dragon	99.50
3 Bally Torpedos Each	189.50
1 Grandfather's Clock	59.50
1 Palm Readers (Large Model)	94.50
3 Evans Ten Strike (High Dial)	75.00
3 Scientific Baseballs	94.50
1 Drive Mobile	290.00
1 Exhibit Lifter	84.00
2 Bicycle Racers	@ 99.50
3 Chicago Hockeys	@ 185.00
2 Bally Rapid Fires	199.50

WANTED: Skyfighters, Ace Bombers, Evans Super Bombers.

PATERSON COIN MACHINE EX.

209 Market St., Paterson, N. J.
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WANTED ARCADE MECHANIC

Year Round Job—Excellent Salary. Apply KRIS AMUSEMENT
81 E. Main St. Waterbury, Conn.
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PEERLESS VENDING MACHINE CO.
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FOR SALE .22 AMMUNITION

WHAT DO YOU OFFER?
BOX 428, care The Billboard, 1564 Broadway, New York City.

by flood lighting the interior of his spot. Use plenty of light inside and spotlight the outstanding pieces of equipment or the cashier. Tricky lighting will do much to boost crowds but regular flood lighting will do. Bright lights are necessary but keep them inside and within the dim-out regulations.

Mention was made of mechanical games as a preference. The most outstanding games ever to come on the market for arcades have been designed originally by arcade men. In constant contact with the public, they have conceived an idea and then erected something upon that basic thought. The result has been that the game proved a big money-maker. Others seeing the machine have sought to improve on it with the result that many variations have been marketed. But, remember this, the basic idea was conceived by an arcade man.

Arcade men are going to have to think up many games during the duration and they may as well start now. Priorities? There are plenty of games such as gravity-controlled games that can be made of scrap wood. No metal is necessary and the purchase of new wood can be avoided by using old packing boxes and the like. These games when correctly constructed can prove good money-makers.

Use Museum Pieces

There will be a need for more museum pieces. This will have that mystery that makes women punch the chute and the educational value that will make men insert coins. To illustrate this point the case of a West Coast operator can be cited. Faced with the problem of getting something new, it so happened that a mummified baby was unearthed in the Mojave desert. The operator put the object on display at his arcade for 10 cents and made money. The show operated as part of the arcade for six weeks. Here is wasn't a coin-operated device, but there was no reason why the object couldn't have been displayed in the peep show technique. A time clock and chute could have easily been added. The carnival arcade operator has it over the still spots on things of this type for two reasons. First, the carnival arcade operator has the showmanship to make the display more appealing; and, second, by the time the six weeks are up (this on the basis of the other arcade operator's experience), the show has moved on and



ARCADE ON THE JOYLAND SHOWS. The picture was taken during an afternoon. The arcade is operated by the author, Elmer Hanscom, on the West Coast. Blackout regulations prevent full use of outdoor lighting.

has an entirely new audience.

Operators don't necessarily have to dig thru the Mojave desert for mummified babies, for there are other things that will sell. Dried Jap heads, implements of warfare, war relics—these would take the public like a house afire.

This season is going to be no different from what carnival arcade operation should have been all these years. The operator who has been on his toes in past seasons will find that 1943 is just another year except there is more money in circulation and that people are free spenders. It's a little late for a Happy New Year but it can be a Prosperous 1943.

CANDY BARS CUT

(Continued from page 93)

Price Regulation. Authorization to reduce the size of "Old Sol Bar" is given on the specific condition that in reducing the size of this bar, Bachman Chocolate Manufacturing Company shall not change or alter its formula for such bar in any manner.

(b) All wholesalers and retailers who purchase "Old Sol Bar" for resale are hereby permitted to sell said bar in its new weight of 1 3/4 ounces at a price not in excess of the maximum price which they established for the 2-ounce "Old Sol Bar," pursuant to the General Maximum Price Regulation.

(c) All sellers are required to continue the same discounts, allowances, and price differentials as they offered in March, 1942: *Provided, however,* That sellers may change discounts, allowances, and price differentials only if such changes result in prices lower than the maximum price fixed hererin.

(d) Bachman Chocolate Manufacturing Company shall mail or cause to be mailed to all persons who purchase "Old Sol Bar" from it for resale, a notice reading as follows:

The Office of Price Administration has authorized us to reduce the weight of our "Old Sol Bar" from 2 ounces to 1 3/4 ounces. This reduction in weight represents only that part of the cost increase which we were unable to absorb, and permission to decrease our weight

was granted with the understanding that no increase in price would be made at either the wholesale or the retail level. The Office of Price Administration does, however, authorize you and all other sellers to sell the new 1 3/4-ounce bar at a price which is not in excess of the maximum price you established for the 2-ounce bar pursuant to the General Maximum Price Regulation.

(e) Bachman Chocolate Manufacturing Company shall attach to or place in each smallest box or other packing unit of "Old Sol Bar," a notice as follows:

The weight of our "Old Sol Bar" has been reduced to 1 3/4 ounces. The Office of Price Administration has authorized all retailers to sell this 1 3/4-ounce "Old Sol Bar" for a price not in excess of the maximum price established by each retailer for the 2-ounce "Old Sol Bar," pursuant to the General Maximum Price Regulation.

(f) All prayers of the applicant not granted herein are denied.

(g) This Order No. 216 may be revoked or amended by the Price Administrator at any time.

(h) This Order No. 216 (Section 1499.1816) is hereby incorporated as a section of Supplementary Regulation No. 14 which contains modifications of maximum prices established by Section 1499.2.

(i) This Order No. 216 (Section 1499.1816) shall become effective March 20, 1943.

(Pub. Laws 421 and 729, 77th Cong.; E.O. 9250, 7 P.R. 7871).

Issued this 19th day of March, 1943.

JOHN E. HAMM,
Acting Administrator.

VENDING SUPPLY NOTES

(Continued from page 93)

bacco products and flavoring extracts have been placed under price ceilings by the Office of Price Administration.

Included in the list are saccharine, caffeine, anhydrous caffeine, citrated caffeine, theobromine, vanillin, ethyl vanillin, coumarin, salicylic and acetyl-salicylic acids, ascorbic acid (vitamin C) and citric acid.

Prices generally will be based on those prevailing during October, 1941. They will be in effect for producers, primary distributors and wholesalers.

FLAVORING TABLETS.—Among the foods devised for army use overseas which may be used on a large scale after the war is a tablet made of vanilla or other flavoring extracts.

CHANGES IN CIGARETTES.—With the disappearance of glycerin from cigarettes, smokers may expect a rougher, coarser, drier product, say War Production Board officials.

Cigarettes will be drier to start with and will dry out faster. They will not be as smooth on smokers' throats and will be less palatable, according to tobacco experts serving with the WPB.

The change is not sudden, however; for months the industry has been cutting down on the amount of glycerin used. In March manufacturers received only one-third of their requirements.

Glycerin is mixed with the tobacco—2 per cent per hundred pounds—before the leaf is shredded. It holds the moisture content in cigarettes, smoking and chewing tobacco, and serves as a lubricant and to keep out dust.

Research workers in the Department of Agriculture are busy trying to develop a substitute for glycerin. If they succeed, or if present manufacture of substitutes currently in use can be expanded, smokers may be able to enjoy the type of cigarette to which they are accustomed.

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- KNOCKOUT PUNCH TESTER.... 125.00
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- WORLD SERIES..... 99.50
- TEXAS LEAGUERS, DE LUXE... 49.50
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- RADIO RIFLES..... 69.50
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- 1 SHOOT THE CHUTES..... 129.50
- RAPID FIRE..... 189.50
- JENNINGS LO-BOY SCALE.... 69.50
- 2 EXH. CARD MACHINES..... 35.00

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ATHLETIC		COUNTER GAMES	
Ex. Hi-Striker	\$149.50	Flippers	9.50
Mills Punching Bag, A-1	149.50	Chicago Coin Hockey	209.50
Ex. Strength Test Lifter	69.50	Hoot Mon Golf	74.50
Ex. Punch Tester	175.00	Texas Leaguers	32.50
Gott, 3-Way Grippers	17.50	Battling Practice, Late Model	115.00
Super Gripper & Stand, New	45.00	Genco Play Ball, Latest	109.50
Super Gripper, Used	39.50	Baffle Ball	49.50
GUNS		MISCELLANEOUS	
Shoot-the-Chutes, Jap Convert	\$119.50	Keeney Anti-Air Screens, New	9.50
Keeney Submarine	184.50	Mills 3-Bell Glasses	Write
Late Model Tommy Gun	169.50	Muto, Deluxe Moving Reel	49.50
FORTUNE		Muto, Wind Mill	15.00
Ex. Card Vender, Floor Model	\$ 34.50	7-Wire Cable (Cloth Covered), Per Ft. (Main Gun Cable & Wall Boxes) ..	.20
Ex. Egyptian Seers	39.50	Contact, Point & Rivet Kit	7.50
Ex. Magic Crystal	59.50	New 1c Bulldog Coin Chutes	2.75
Mills World Horoscope	99.50	Used 5c 500 F.P. Coin Chutes	2.50
Moving Gypsy Queen	249.50	Rentifiers, #24, 28, 32	5.00
ABT Astrology Scale	135.00		
Heart Beat Tester	139.50		
3 Wheels-of-Love, Latest	139.50		
4 Streamlined Card Venders, Each ..	45.00		
SKILL			
Muto, Hockey	\$ 89.50		
1939 West. Baseball, Deluxe	94.50		
Western Major League	149.50		
Ten-Pins	65.00		
Bally Alley	39.50		

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ARCADES AND TAXES

War conditions inevitably create tax problems for all industries. Arcade owners are uniting, not to oppose contributing to the war effort, but to guard against discriminating taxes. Much information is needed on this subject at present.

By HERMAN BROTHERS, General Counsel for the Arcade Owners' Association

THE question of taxation has always been a thorn in the arcade industry. From time to time as the industry has grown various arguments have been raised as to the amount and manner of paying a tax. In the past few years another serious problem was raised with regard to the so-called "seasonal" arcade.

To sum up briefly, the arcade tax problems are as follows:

- (1)—Should an arcade pay a flat tax?
- (2)—Should an arcade pay a tax proportionate to the length of time it transacts business during a year?
- (3)—Should the tax on machines in an arcade be less than that paid by an individual operating from various locations?
- (4)—Can taxes when levied be paid in installments?
- (5)—Should taxes be based upon the income of the arcade or a machine?

The flat tax proposal has been raised in the past and again recently when I, as counsel for the AOA, was in Washington. There is sound logic in this suggestion and it is likely that something along this line may be worked out. However, one must not forget that these are war times and therefore not normal. Consequently, many sound proposals are overlooked; especially if they appear to be complicated. The flat tax proposal is undoubtedly one of the best and appears to be the best acceptable

to all parties interested.

The proportionate tax question was raised only recently and applies only to those arcades open for business from two to six months a year, either in the summer or in the winter. A stamp tax for a six-month period, May to October and November to April, is suggested. This may not fit into the fiscal year of the government. On the other hand, why can't the federal government do what the State governments do in connection with the liquor industry, where one pays for a year but is entitled to a refund for the unexpired portion that he is not in business? This, too, is interesting and will be sounded out.

Since an arcade is an established place of business wherein amusement and entertainment solely is vended in one form or another, it cannot be compared to an operator maintaining a machine in a candy or drug store. Thus, says the arcade man, "I have a single enterprise, theater or store and must pay a tax on my equipment of 100 machines as if I had 100 stores." This might also be another factor in the proposal favoring a flat tax.

A Special Tax

The tax on amusement machines of all types is classified as a special tax and as such must be payable in advance. Installments and refunds

are not permissible at the present time, and there does not appear to be much hope held for it for the duration of the war.

For the government to calculate a tax upon the income of an arcade or a machine it would be necessary to increase its force of investigators who would have to act as policemen to check the arcade or the machine. It is obvious that this cannot be done nor can this proposition be considered. Furthermore, all departments are short in man power.

Frankly, the AOA wishes to stress the fact that its members do not desire to avoid the payment of taxes. On the contrary, they feel it is a privilege and an honor to pay taxes at the present time more than ever before in our history; but they are justified in demanding a reasonable tax and not a tax that compels them to close their doors. The arcade man is doing a splendid job of supplying amusement and entertainment to both the armed forces and the war workers. Remember, the arcade helps to maintain morale throughout the country. It should be kept alive.

"Taxation Without Representation"

It would seem that we were back in the 18th century by glancing at the above caption. It might appear to be further substantiated by an examination of the federal tax laws, Section 3267 as amended by Section 617 of the Internal Revenue Act of 1942.

The fact remains that the arcade industry was not represented in any respect when the tax laws were being promulgated. The indication appears quite clear that not only did the word arcade not appear in any discussion, but also that the finance committees did not know what an arcade consists of.

The arcade amusement industry has suffered extensively in the past due to certain allied machines and associations which continually raised questions of illegality.

The new Arcade Owners' Association is a national association solely for the benefit and assistance of arcade owners. It has already had its general counsel and a tax expert, Arnold Groger, in conference with the tax division in Washington, D. C. Briefs are being prepared. It is expected that conferences will be had with the finance committees of Congress in the very near future.

Industrial expansion in the arcade field in the present war period is proving beyond a doubt a great and valuable service to the American public, both in the armed services and civilian life. The morale of all is enhanced. In many towns the arcade is the principal form of amusement. The arcade is no longer a four-wall proposition wherein machines are placed haphazardly. The arcade is now a theater of entertainment wherein one may enjoy pleasant amusement and entertainment of a variety suitable to all.

Under such circumstances there is definitely no reason for a legislative body to ignore the facts and to place arbitrary taxes upon the arcades. In the past, all taxes were placed by considering the number of machines and the different types. It did not consider an arcade establishment.

It is contended that taxing bodies should be made fully aware of this situation and thus avoid what could

be one of the greatest evils of modern business. One must remember that to tax business out of business is to cut off one's nose to spite his face. Because earnings, if made, are taxable as income tax which, under present laws, is much greater than the tax laws pertaining to amusement machines. The license fees cannot be paid because they have not been earned as yet nor can future earnings be gauged under the circumstances.

The history of the arcade industry has been clouded in the past. The Arcade Owners' Association, with offices at 1776 Broadway, New York City, is attempting to bring to light for the benefit of the general public, as well as the industry, all the services and benefits which the industry is doing for morale and entertainment. It is a guiding hand in tax and legal problems.

To avoid taxation without representation, it is absolutely essential that you join this association at once.

Arcade Bulletin

International Mutoscope Corporation, New York, manufacturer of machines widely used in arcades, has prepared a bulletin of information on federal taxes as they apply to machines commonly used in arcades. With their permission we are reproducing the bulletin as follows:

Following are specific rulings received by us from the office of Deputy Commissioner D. S. Bliss, Office of Internal Revenue, Washington, regarding the new federal tax imposed under Section 3267 of the Internal Revenue Act as amended by Section 617 of the Revenue Act of 1942.

1. The first payment of this new tax on machines actually in operation is payable from October 1, 1942, to June 30, 1943 (end of the federal government's fiscal year). If machines are placed in operation after October, 1942, and before July 1, 1943, you must pay a proportionate tax (approximately 83 cents per month per \$10 taxable machine) for the number of months remaining between the month of opening and June 30, 1943.

On July 1, 1943, all taxable machines are taxed at the specified rate per machine per year and this tax must be paid at that time for the full year (1943-'44), irrespective of how long you may actually operate your arcade during that period.

2. The following ruling is very important to anyone who moves his arcade from place to place—a special tax stamp covering devices maintained for use at one location (i. e., at the seashore during the summer months) may be transferred to another location (possibly during the winter months) without additional liability being incurred by the taxpayer, provided that the actual ownership of the machines and business has not changed hands. Within 30 days after date of such removal, such change must be registered with the collector of the district within which the old place of business was located in accordance with the procedure set forth under Section 323.47 of Regulations 59 (1941 edition).

3. All so-called Penny Arcade machines are taxable under this new law at the rate of \$10 per year per machine. The exceptions being the following, which are Tax Free:

- (a)—Coin-operated weighing



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Chicken Sam (Munves' Trap the Jap Conversion), beautifully repainted cabinet, very attractive	\$149.50
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Bally Rapid Fire	210.00
Mutoscope Skyfighters	295.00
Mutoscope Ace Bomber	295.00
Evans Tommy Gun	125.00
Blue Blazer	75.00
Gottlieb Moving Target on beautiful Floor Stand	50.00
Radio Rifle—1¢ or 5¢ Play	69.50
Auto Arm Pistol (Solid Iron Pistol and Stand)	90.00
Automatic Electric Rifle and Cabinet—2 Rifles attached to 1 Cabinet—Cost \$1250.00 to build	375.00
Same as above but single Rifle with Cab.	250.00
COUNTER GAMES	
Pikes Peaks (New)	\$ 19.50
Pikes Peak	12.50
Kicker and Catcher (New)	22.50
Kicker and Catcher	15.00
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Zoom	15.00
Hula-Hula (New)	12.50
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Skifflette	15.00
Holly Grip	12.50
Gottlieb 3-Way Grip	15.00
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Splitfire	12.50
Smiling Joe	9.00
Tidbit	10.00
Superior Pool	9.00
Edward's Grip	9.00
Spitfire	9.00
Scotter	12.50
Advance Electric Shocker	12.50
Advance Pencil Vendor	15.00
Advance Shocker (New)	28.50
Western Nut Vendor, 1¢ or 5¢	15.00
Catch the Ball	65.00
Baby Jacks (Whirl Pool)	15.00
Skipper	8.00
Steeple Chase	8.00
Baby 21	8.00
Advance Gum Vendor	7.50
Kill the Jap (New)	32.50
Advance Sanitary Napkin Vendor	25.00
A.B.T. Challengers	22.50
A.B.T. Fire and Smoke	22.50
A.B.T. Model F	22.50
A.B.T. Jungle Hunt	22.50
Criss Cross or Bingo	9.00
Flipper	9.00
Totalizer	25.00
Poison the Rat (Hitler)	17.50
Poison the Rat (Counter Game), New	25.00
ATHLETIC	
Exhibit Grandfather Clock Grip	\$125.00
Exhibit Striking Clock Grip	125.00
Exhibit Lighthouse Grip	125.00
Exhibit Star Striker	125.00
Exhibit Bicycle Trainer	115.00
Exhibit Chinning Rings (Floor Sample)	175.00
Exhibit Knockout Puncher	145.00
Exhibit Punching Bag Trainer (New)	225.00
Exhibit Foot Ease Vitalizer (New)	95.00
Foot Vitalizers Vibrators	65.00
VI-Ader Foot Vitalizer, All Metal (New)	95.00
Mutoscope Windmill Grip	110.00
Rubberneck Blower	85.00
Grip Tease (New)	69.50

Combination Grip and Lift	\$ 85.00
9 Light Lift and Grip	95.00
Lifter	80.00
Dumb Bell Lift	85.00
Uncle Sam Grip (in Cabinet)	95.00
Mickey Finn Rope Pull	65.00
Callie Grip	35.00
Red Top Lift	85.00
Mills Punching Bag	135.00
Ball Grip	125.00
Super Grip	65.00
Barnhardt Dial Striker	125.00
Strikette (Shyver) 3-Way Fist Striker, Floor Size	55.00
Knockout Fighters (2 Players)	150.00
Beets Dumbell	125.00
Mills Owl Lifter with Hi Lite Up Tower	110.00
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Exhibit Over the Fence	\$ 85.00
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Mutoscope Drivemobile	285.00
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Groetchen Skill Jump, New Model with Stand	65.00
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Chester Pollard Golf (Small)	34.50
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SCALES	
Kirk Astrology Scale	\$ 85.00
Watling Scale (Low Model)	59.50
Small National	35.00
Small Ideal	35.00
Rockola Low-Boy	45.00
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FORTUNE TELLING	
Solar Horoscope with a Grandmother figure (a 5¢ soroll vendor), a very attractive all metal floor size cabinet. (Just as high and attractive as the grandmother but takes up less floor space)	\$ 95.00
Doraldina (Grandmother) with life-size figure, large floor size machine, beautifully repainted, wax figure retouched expertly, looks new	95.00
Gypsy Palmist (Palm Reader), Fl. Size	100.00
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Planetellus—Fortune Teller	100.00
Rockola Talkie Horoscope	195.00
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Mills World Horoscope (12 Slots), with 12,000 Cards	100.00
Mills Palmistry (Vends Paper Fortunes)	65.00
Benedict's (12 Slot) Horoscope Card Vendor	95.00
Spinning Wheels of Fate (Floor Model)	32.50
Teller Viso-Graph Fortune	95.00

Chinese Puzzle Fortune Teller	\$ 95.00
Mystic Mirror Fortune Teller	95.00
Mystic Pen	120.00
Little Wizard Fortune Teller	15.00
Love Letter (Vends Paper Fortunes)	75.00
Happy Home	45.00
Mirror Fortune Teller, Floor Size Gum Vendor	45.00
Large Cabinet Combination Mills Wizard & Exhibit Oracle (2 mach. in one)	50.00
Exhibit Postal Card Vendor (Floor Size, New)	
Exhibit Cupid Arrow	\$ 45.00
Exhibit Horoscope (12 Slots)	32.50
Exhibit Color of Eyes (12 Slots)	55.00
Exhibit Color of Hair (12 Slots)	55.00
Exhibit Astrology 12 Slots Card Vendor	55.00
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Beautiful Wooden Stands with a hand painted clown on it—for the set of 3 \$	17.50
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BASEBALL	
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Western Baseball	\$ 69.50
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Scientific Batting Practice	90.00
Scientific Batting Practice (New)	129.50
Atlas Baseball	85.00
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Keeney's Texas Leaguer	27.50
Keeney's Texas Leaguer—De Luxe	35.00
BASKETBALL	
Bally Basket	\$ 85.00
Poo Basketball (2 Players)	65.00
Aero Basketball	65.00
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Scientific Basketball, Upright Floor Size, 1942 Model	110.00
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BOWLING GAMES	
Evans Ten Strike	\$ 49.50
Exhibit Bowling Alley	85.00
Gottlieb Skeeball	59.50
Gatter Automatic Bowling Alley (Pin Game Size)	35.00
Skee-Roll, 14 Ft.	100.00
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Jennings Roll in the Barrel	110.00
Bally Alley	49.50
Genco Play Balls	145.00
PIN GAME AND PENNY ARCADE PARTS AND SUPPLIES	
Burglar Alarms	\$1.25
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Tips—Rubber \$1.00 per Dozen	.20
Acid-Core Solder, Per Pound	.75
Rectifier	4.50
Radio Rifle Film, Per Roll	11.00
Doors for All Pin Games	1.50
Glass for Skee Balleto, Gottlieb, Evans 10 Strike, Rockola 10 Pins	2.50
Front Mouldings for All Pin Games, complete	1.50
Collection Books (3 for 25¢)	.10
Silk Connecting Wire, Per Foot	.04
Rubber Male Plugs	.10
Leg Casters	.10
Small Dead Tires, Per 100 \$1.50; Each	.02
Medium Dead Tires, Per 100 \$2.50; Ea.	.03
Coin Wrappers, Per 1000	.75
Overize Dead Rubbers, Ea. 3¢; Per 100	2.00
Overize Live Rubbers, Ea. 5¢; Per 100	4.00
Medium Live Rubbers, Ea. 5¢; Per 100	4.00
Small Live Rubbers, Ea. 4¢; Per 100	3.00
Catline Plunger	1.00
Castings (All Types)	1.00
TEXAS LEAGUER BATS:	
DeLuxe Model	\$3.50
Old Style	2.50
(Case Hardened Steel)	
WESTERN BASEBALL BATS	
Ball Timers	1.50
1¢-2¢-5¢ Signs, Per 100	1.00
Viewscope Film	1.00
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10 Strike Buttons	.75
Rockola World Series Bats (Case Hardened Steel)	2.50
2¢ Coin Chute Dogs	.20
2¢ Coin Chute Springs	.15
Complete Viewscope Viewer	2.50
Coin Wrappers, Per 1000	.75
Metal Balls for Pin Games \$85.00 per 1000, Each	.15
Glass for Pin Games, Each	1.25
Also Backboard Glass	
Tubes for Keeney Submarine	
Channel Springs for Keeney Submarine	
A.B.T. Coin Chutes, 1¢ & 5¢ (New), on hand.	

WILL PAY CASH for Feltman Tommy Guns, Photomats 4 for 10c, Photomatic Frames, 1 1/2" Direx or Eastman Paper, 5x7 Positive Paper, .22 Shorts, Guns and all types of Arcade Equipment.

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scales.

(b)—Horoscope readings and astrological machines (vending cards).

(c)—Post-card machines or any other machine that vends cards.

(d)—Straight merchandise machines (no prizes) such as peanut, candy, chewing gum, etc.

(e)—Foot vibrators (also known as Foot Ease, Vitalizers, etc.)

4. X-ray poker tables, skee ball alleys and electric shock machines are considered amusement devices and are taxable at the rate of \$10 per year.

5. Machines of the claw, digger, crane and rotary type, regardless of the denomination of the coin used for their operation or the value of the merchandise sold, are considered to be gaming devices and as such, the tax imposed by Section 3267 as amended, is increased, effective July 1, 1943, from \$50 to \$100 per year for each machine.

6. Pin games when used strictly for amusement purposes only are taxable at \$10 per year.

Pin games on which there are "pay outs," whether in merchandise or cash, and whether given auto-

matically by the machine itself or manually over the counter, are considered gaming devices and are taxable at the rate of \$100 per year after July 1.

7. Slot machines are taxable at \$100 per year after July 1. However, if you have paid the \$50 tax on this type of gaming equipment under the old law, you will not have to pay the increased rate until July 1, 1943.

This is a brief resume of the federal law as it stands today. Should you have any difficulties with your local office of internal revenue regarding the interpretations on any special machines that may not come under a common classification, we suggest that you write directly to Deputy Commissioner D. S. Bliss, Office of Commissioner of Internal Revenue, Treasury Department, Washington, D. C. Any rulings issued by Commissioner Bliss will be honored by your local office. In handling your problems in this manner, you will save yourself time and a great deal of unnecessary argument with your local internal revenue office.

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Uncle Sam Grip	39.50	Dumbell Lifter and Strength Tester	69.50	Hole in One	14.50
Ten Strike	32.50	Pacific Baseball	34.50	Roll-a-Ball, 5 ft. (Model 500)	49.50
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THE ARCADE OWNERS' ASSOCIATION

Its Plans and Ambitions

Organization plans to set up regional and local representation. National scope of group promises aid to meet present tax problems. Progress of arcades may be impeded unless owners co-operate to promote a united program.

Membership Benefits

By A. W. BLENDOW

President, Arcade Owners' Association

The Arcade Owners' Association was recently organized with a national program in response to what seemed a general desire among arcade owners for some medium thru which they could exchange ideas on common problems. It is also generally felt there should be some organized channel thru which arcade interests could speak when threatening tax problems arise. The association has its headquarters at 1776 Broadway, New York City. Some ideas about its purposes and the constitution and by-laws are given here for the information of arcade owners in all parts of the country.

The situation in the business world today proves that if your business is strong and large you survive; otherwise, your business will disappear and die. The AOA says, "become one of us, join at once, so that we may become larger and stronger quickly, and then you who are a part of us will survive."

It must always be remembered that in union or in organization there is strength. If you do not fear being taxed or forced out of business for one reason or another, then you should not be reading this. If you intend to remain in business, then you should ask yourself, "How can I protect myself and what shall I do?" To this there is but one reply, "Join the AOA now." It will try to help you in every way. It is a national organization drawing a membership from every part of the United States. Its officers are honest, competent and respected arcade owners, and are ably assisted by an attorney who is a member of the bar of the State of New York and has been associated with the arcade industry for the past 10 years.

Under such able and sincere leaders, the AOA must prosper, and with it its members and the industry. All it asks is that arcade owners and those connected with the arcade industry invest the small sum of \$25—which represents an initiation fee of \$10 and one year's dues of \$15. This small sum standing by itself can do very little good but when added to many others helps to produce a po-

The Arcade Owners' Association is already active in the field, enlisting arcade owners and investigating the tax situation. The present federal tax falls inequitably upon Penny Arcade machines, and one of the first undertakings of the group will be to get adjustments in this tax. The offices of the association are at 1776 Broadway, New York City. Officers are Al Blendow, president; F. A. Paterson, first vice-president; Sam Holzman, second vice-president; Louis Fox, third vice-president; Al Meyers, recording secretary; A. Weissman, corresponding secretary; Bernard Katz, treasurer; Herman Brothers, managing director and counsel.

tential and substantial fund—which, coupled with the leaders of the AOA, produces the large and successful organization that can demand and achieve results.

Chief Activities

These results may be characterized generally as in the field of taxation and legal legislation and the gathering of arcade data.

If you want a strong organization that is ready to fight and work for you, then it is imperative that you join the AOA at once. The small investment of \$25 is bound to bring many valuable dividends.

It is not necessary that you attend the meetings personally. You may write the AOA and your letter will be read at the following meeting and your plans or ideas discussed. In the future, when transportation facilities permit, meetings will be held in various centralized areas. A general convention will be scheduled when the opportunity offers, perhaps in co-operation with the rest of the amusement field.

Local Representation

The AOA, after a complete diagnosis of the situation thruout the country, has come to the decision to appoint divisional or regional directors. It is intended thereby to have representatives of the AOA on the spot wherever any serious question arises, as well as to keep the main office advised of new developments that may occur. At the same time the AOA is preparing to assist and aid not only its regional directors but also local organizations and groups in all matters pertaining to the arcade industry.

Thru the co-operation and courtesy of The Billboard, articles involving the arcade industry will appear in this magazine from time to time. Walter W. Hurd, editor of The Billboard, has written many articles and reports vital to the arcade industry, but apparently either because of lack of organization or because of plain laziness upon the part of the arcade men, the latter failed to take advantage of his advice and suggestions and as a result have been suffering constantly. Fortunately for the arcade industry, Mr. Hurd is still in our midst and doing everything possible for us.

The AOA has already contacted other organizations that are sending representatives to Washington, D. C., so that a unified plan may be proposed. If there are any others who desire to co-operate, please wire our

office at once unless the hearings have already started when this appears in print.

Since transportation facilities have been restricted we find that members from distant States cannot travel to meetings. The AOA has therefore promulgated amendments to the constitution to permit members to vote by mail or by proxy. Attendance in person shall not be required for various officials and regional directors at meetings. The AOA invites members and those desirous of becoming members, and who wish to become regional directors, to write to its office at 1776 Broadway, New York City, N. Y., making such requests; also showing their experience in the arcade industry. In this connection, the AOA wants to remind all arcade jobbers, distributors and others interested in the arcade industry that they, too, may become an associated member of the AOA and thus derive the benefits that an organized industry can give, in addition to receiving the usual notices and confidential information.

A strong organization always commands respect and can demand a hearing, whereas an individual may not. It is important that every arcade man directly or indirectly allied with the industry become a member of the AOA at once. Act now. Fill out a membership coupon and mail with the dues and initiation fee, totaling \$25. Time is important. Act now and have no cause for regret later.

In order that arcade people in general may know the background and purposes of the association, the constitution and by-laws are reprinted in full, as follows:

Constitution and By-Laws

We, the owners of amusement centers, in order to concentrate our efforts toward the attainment of the criteria in automatic amusements and entertainment, to improve conditions in our industry, to promote general welfare and to perpetuate the true spirit of our industry, establish this as our Constitution and By-Laws.

Article 1

Sec. 1—Name: This association shall be known as the Arcade Owners' Association.

Sec. 2—Territory: The association's activities shall be national in scope, embracing the United States and its territories.

Sec. 3—Objects: To protect, maintain and advance the welfare of its members in line with the principles set forth in the preamble of our constitution.

Sec. 4—Term: This association shall not be dissolved unless a majority of the members in good standing shall vote to dissolve the same.

Sec. 5: The name of this association shall be used only in the regular and authorized business of the association.

Article 2

Sec. 1—The jurisdiction of this association shall extend over all owners in the Amusement Arcade business.

Sec. 2—An arcade owner shall be considered as one who maintains a regular place of business solely for amusement and entertainment wherein coin-operated machines are located.

Article 3

Sec. 1—An applicant for membership in this association must be the owner or accredited member of an arcade. He must be passed upon at the meeting following the receipt of the application for membership as well as the initiation fee and annual dues. One who is associated with the Amusement Arcade industry may become a member without voting rights or the right to hold office.

Sec. 2—The initiation fee shall be ten dollars (\$10.00), payable on filing application for membership.

Sec. 3—The annual dues shall be fifteen dollars (\$15.00). An applicant for membership must pay the annual dues upon filing the application.

Sec. 4—Violation of the by-laws shall be ground for expulsion.

Article 4

Sec. 1—The elective officers of this association shall be as follows: President, three vice-presidents, recording secretary, treasurer and corresponding secretary; each to be elected to serve for the term of one year.

Sec. 2—Election of the foregoing officers shall take place at the first regular meeting in the month of December.

Article 5

Sec. 1—President: (a) The president shall preside and conduct all meetings of this association in conformity with the order of business as set forth in Article 1 of the by-laws.

(b) He shall enforce all laws in conformity with the constitution and by-laws. (c) he shall sign all checks along with the treasurer or a vice-president; (d) he shall appoint the chairman and personnel of all the committees; (e) he shall render an annual statement of the association's business to the membership; (f) he or his authorized representative may enter into contracts on behalf of the association after a motion duly carried.

Sec. 2—Vice-President: (a) In the absence of the president, the vice-president shall preside at meetings of the general body and perform all the duties of the president: (b) he shall be ex officio a member of all committees; (c) he has the right to

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sign checks along with the treasurer or the president.

Sec. 3.—Treasurer: (a) The treasurer shall receive all moneys payable to the association. He shall make a monthly itemized report of the finances of the association, including a statement of all assets and liabilities; (b) he shall give all members receipts of all moneys received and keep duplicate records of same; (c) he shall issue application cards, membership cards and such other records as a member shall be entitled to; (d) he shall deposit all moneys in a bank or other depository as the president shall direct; (e) he shall sign all checks along with the president or the vice-president.

Sec. 4.—Recording Secretary: (a) He shall transcribe all of the business of every meeting, which shall be kept in a permanent record to be read at the subsequent meeting.

Sec. 5.—Corresponding Secretary: (a) He shall send a notice of meeting to all members; (b) he shall answer all communications to members as well as to non-members and such other matters relevant thereto that the president may direct.

Article 6

Sec. 1—For the purpose of providing orderly machinery under the constitution for the transaction of business of this association, there shall be enacted a set of by-laws, which shall be subject to amendment and revision.

Article 7

Sec. 1—All proposed amendments to the constitution and by-laws shall be submitted in writing to the corresponding secretary, who shall present the same to the president, who shall have a committee consider the same. The committee's recommendation will be submitted at the first regular meeting. The proposed amendment shall be voted upon after its second reading and after having notified the entire membership of its substance in a previous notice.

Sec. 2—An affirmative vote of



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two-thirds of the members present shall be required before an amendment shall be adopted.

The By-Laws

A general meeting shall be held at least once a month except during the months of June, July, August and September. All notice of meetings shall specify the time and place.

A special meeting shall be called whenever the president shall find it necessary, or whenever at least five (5) members shall request the same in writing.

Sec. 1—A general meeting shall be conducted by the president in general conformity with the following order of business.

Order of Business

- (a)—Call to order by the president.
- (b)—Roll call of officers.
- (c)—Reading of the minutes of the previous meeting.
- (d)—Report of committees.
- (e)—Proposal for membership.
- (f)—Reading of communications and bills.
- (g)—Unfinished business.
- (h)—New business.
- (i)—Good and welfare.
- (j)—Adjournment.

Sec. 2—A quorum of seven members shall be required to hold a meeting.

Nominations and Elections

Sec. 1—The affirming of nominations for the General Election shall take place in the month of November, while the election shall be held in the following month of December. Installation of officers shall be held in January.

Sec. 2—All paid-up members are eligible to appointment, nomination and election to office; and only they may vote.

Sec. 3—No nominee may run for more than one office.

Sec. 4—All voting shall be by closed ballot.

Sec. 5—The president shall appoint the tellers. No teller shall be allowed to campaign for any candidate at the election.

Sec. 6—The candidate receiving a plurality shall be declared elected.

Article 3

Sec. 1—Any elective officer may be impeached for violation of the oath of office or for infringement of the provision of the constitution and by-laws.

Sec. 2—It shall require a two-thirds vote of the members present to remove an officer.

Sec. 3—Failure of an officer to attend three consecutive general meetings shall cause a forfeiture of his office unless he shall be prevented from attending such meetings through sickness or other reasons satisfactory to the membership.

Sec. 4—In the event of the removal, resignation or decease of an officer, the president shall have the power to appoint a successor to complete the unexpired term.

Amendments have been prepared to divide the entire country into sections under the direction of regional directors, who will be under the supervision of the main body. These regional directors shall be members of the board of directors and entitled to vote therein. Voting may be in person, by proxy or mail.

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Good Luck to the Arcade Owners' Association

PENNY ARCADES BOOST MORALE

By SAM ABBOTT, The Billboard Representative, Los Angeles

amusing people and identifying workers in vital defense work.

Many in Uniform

McKee has been watching the crowds of servicemen who patronize his place each week and has devised several plans to be of additional service to them. When a man in uniform is seen strolling around the place and trying each and every machine without ever playing them, he is offered 50 cents in pennies. The usual procedure of the serviceman is to first refuse the offer but on second thought and realizing that the management is trying to make him feel at home, the pennies are taken. This service is one that has brought many repeat customers to the Fun Palace, but the servicemen use their own money the second time.

An outstanding service of securing free rooms for the boys is offered too. McKee has a list of homes and religious organizations that make it a practice of offering free accommodations to the servicemen. When they enter his place and ask where they can stay for the night, McKee goes over his list and gets them a free room. Popularity of this policy has spread so that other soldiers coming in to town from camp make a beeline for the Fun Palace to enjoy the recreation facilities and also to have McKee extend the courtesy of his room-finding policy to them.

Located in Los Angeles for many years, McKee knows a number of men who travel out of the city by automobile. His room-finding service doesn't end there as far as accommodating the servicemen, for when possible he will even get them a ride back to camp or in that direction.

Fun Palace is located near City Hall and the plant of The Los Angeles Times. Because McKee has been friendly to the press, a number of stories have appeared in the local newspapers, especially The Times, about the amusements offered here. Not only has the spot received stories but spreads, with The Times sending an artist over on an occasion to sketch several pieces of equipment in action.

Penny Arcades are definitely a boon to morale. Defense workers must have recreation, servicemen must have recreation, civilians must have recreation—and they can get it at the Fun Palace at a small cost.

where it is, for McKee has done an extraordinary job of helping servicemen. Business is good there, too, and indications are that it will continue to draw for many months to come.

There is nothing sensational about the place. It is patterned along the regular Penny Arcade line. Fronting about 25 feet on Main Street and going back 30 feet, McKee has systematically placed 115 pieces of equipment here to appeal to all type of patrons. Since machines are inanimate, it is left to the operator to push this equipment. It is his business to see that they go. It is here that McKee has done exceptional work. Most of the promotion is not even in connection with the arcade, but it has a tendency to build good will, and the good will, naturally, brings him customers.

McKee has the spot well ventilated, with the machines attractively displayed. It is bright with natural light during the daylight hours, and a fluorescent lighting system keeps it bright at night. The cashier's cage is located at a central point with the lights being centered upon the booth.

This operator rates his servicemen trade at 60 per cent, but this is on a weekly basis. The week-end business runs close to 100 per cent. With a number of camps and training bases in this area, the large percentage of uniformed men coming to this spot is most certain to keep up during the war.

For Main Street

Main Street is lined with theaters, some of them running all night, split-week vaudeville houses, taverns, restaurants and now and then a merchandise house. Because it is predominantly an amusement center, the arcade slips right into the groove on this street. Also on the street are the federal buildings in which navy men are inducted and the induction center for those entering the army from this section. The boys upon entering the service are introduced to this section. If they are new in Los Angeles and upon returning here on furlough they are familiar enough with the area to know the amusements that Main Street has to offer.

The Fun Palace is not in the center of this so-called amusement area but toward the north end of it. When McKee first opened, arcade operators familiar with the section opined that he was too far north. But McKee has shown that he knows his locations, for he not only attracts the servicemen but gets the movie stars and other celebrities on late parties. "They come here because no one gets excited about them," he said. "If they are recognized, they aren't bothered for autographs. This location affords them a good time and, after all, movie stars like to be themselves once in a while."

McKee lists the popularity of his machines in this fashion. He puts Sky Fighters first and Photomatic second. Third in popularity here is the Genco Play Ball and fourth Seeburg ray guns. Fifth and sixth spots go to Mutoscope punching bags and peep shows respectively.

While the line-up seems to keep pretty much the same in this section, McKee was asked to substantiate his opinion with reasons. It was quite evident that the Sky Fighter would lead with a trade of servicemen. Men, whether in the service or out of it, like guns and for this reason the Sky Fighter affords them a chance to "shoot." The boys from camp have been training

on guns and they take to the Sky Fighter at the outset, McKee said. The Photomatic appeals to the men in service for most of them like to take pictures anyway. There is hardly a soldier, sailor or marine who walks along the streets here who doesn't have a camera. Another angle here is that many of them are in town for their first leave and they send the pictures back home. Then, too, perhaps they have met a Los Angeles girl for the first time and the Photomatic affords them a chance to take her picture back to camp. The Genco Play Ball is a natural, for most of the men in the service still like a good baseball game. Peep shows, in sixth place, have always had appeal and they will continue to draw money until the end of time.

There is an interesting angle about the Photomatic machines at the Fun Palace. While the servicemen and other patrons use them for amusement or casual pictures, these machines have done some heavy duty assignments. When the Federal Bureau of Investigation was rounding up Japs in this section to send them to camps they brought a group into the Fun Palace and photographed them in the Photomatic. They took three pictures of each Jap. This boosted the Photomatic take to unexpected figures.

The Photomatic here is an exceptionally useful machine. This area is noted for its defense projects and each person working in them must have two things—a birth certificate and a photograph. Without one or the other, one doesn't get in. The Photomatic, McKee says, gives a picture that is natural and unretouched. (Civil Service forms and passports require unretouched photos). Because a photo was required and in a hurry, 130 men dropped into the Fun Palace one morning to get pictures. They had been hired on a defense project and needed the pictures pronto to go to work within two hours. Inside of one hour the three Photomatic machines here had turned out the pictures, delivered them and the men were on their way to make things hot for the Axis.

So the Photomatic equipment at Fun Palace is combining a job of

SINCE Pearl Harbor a number of arcades have sprung up in Los Angeles, especially along South Main Street, in what is considered the "Old Los Angeles." On the face of it these arcades would be ordinary businesses in wartime, but they are doing a swell job of building morale. Not only are they serving defense workers, but going strong with the soldiers. Most of the business is in the evening, but Friday, Saturday and Sunday find them crowded from morning until late at night. These arcades are doing patriotic work.

Typical of the arcades doing morale building is that of the Victory Amusement Company, located at 243 South Main Street and operated by a veteran coin machine and show man, Fred McKee. Altho operating under that long title, the spot is known as the Fun Palace. Nearly every man in service knows

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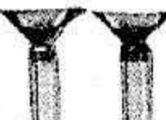
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Small Businesses Essential in National Economy, Says Jones

By JESS H. JONES, Secretary of Commerce

THERE is nothing far-fetched or theoretical about the problems of small business. They are real and urgent and are developing every day all over the United States. Individually they affect only a few persons and are minor financial catastrophes. Collectively the failures of small business may affect millions of citizens and involve billions of dollars. If we do not measure and face these problems squarely and meet them head on, the consequences may be very injurious to the national economy both during and after the war.

There is ample evidence that these problems are being taken seriously, as they very well should. Congress and the executive branches of the government have for a number of years taken steps to aid the little man in business. The Reconstruction Finance Corporation over the years has been more zealous in making small loans than it has in extending credit in large amounts. Loans of the latter type have gotten the publicity, but in numbers the smaller advances have always predominated. The small-business unit in the Department of Commerce has for some time made a very earnest study of the problems of small business and done everything within its power to be of assistance.

There are a variety of ways in which small business might be given aid during the present crisis. Financial assistance to worthy cases can be extended by existing agencies, but a good deal could in addition be accomplished by extending managerial advice and assistance. Experts in the Department of Commerce have for a long time been of the conviction that practical-minded and experienced management experts, employed by the government, but so located as to be readily available to small business men in all parts of the country, would be a real help. Senator Mead and Representative Lea now have legislation pending which

would enable the Department of Commerce to do this.

No Ready Measures

The small business man faces many problems for which he does not have ready measures. If he knew all the answers he would be growing out of the small business class. Some of the answers are obvious to men with experience in broader fields or to those who have had either technical knowledge of a familiarity with the fund of information which is available in Washington. It would certainly be more healthy for the national economy to save even a portion of distressed small business thru transmitting information and advice than to let those who can be saved perish for the lack of it. Extending this sort of help to the small business man directly would be to give him no greater an advantage than that which the government has for years been offering to the farmer. All of us are familiar with the benefits which have accrued to the agricultural population thru the policy of immediate guidance instead of making those who cultivate the soil apply to Washington for the information they need.

Such a program could, moreover, be a two-way street, for the practical government-employed management expert in the field should be in a position to transmit to Washington much that the central agencies need to know. Some of this information coming from the field would lead to expanding research work dealing with the current and future problems of the small, independent business man. Government activity in this way could be directed from theoretical into practical channels. What government could learn might actually be the most important part of such a plan.

We know all too little about small business men and their problems. We have not gotten down to the grass roots. We are far too ignorant, for instance, of the situations that confront the 753,000 retail units in which no salaried help whatever is employed, but where the entire operation is carried on with the labor of the proprietor and members of his family. We have not given sufficient thought to 400,000 other such units which employ only one person in addition to the owning family, yet these 1,153,000 businesses constitute a large proportion of the 1,770,000 retailers in the United States.

Also we know too little and have done too little for the 365,000 service businesses out of a total of 646,000 which employ no paid help. From such beginnings as these the United States produced such men as Ford, Carnegie and Firestone. Even if a little work and study on the part of government produced only three more men of this caliber, any investment we might make in developing the field of small business would be well repaid.

Locations in Group

The Department of Commerce considers retail stores and service establishments with annual net sales or receipts of less than \$50,000 small. In 1939 there were 1,600,000 retailers in that class out of a total of 1,770,000 and there were 638,000 service establishments in that class out of a total of 646,000.

The department considers a wholesaler small if his annual net sales are less than \$200,000. It considers a manufacturer small if he employs 100 employees or less—close to 90 per cent of all manufacturers are in this group. Incidentally, manufacturers constitute a relatively small group. There were only 184,000 manufacturers in 1939 compared with 2,400,000 retailers and service establishments.

No one who has studied the situation can help feeling that there will be suffering in the small business community all along the line—the manufacturer, wholesaler, retailer and service establishment. Evidence to substantiate this belief is also apparent in many communities. The manufacturer of household hardware, for instance, cannot obtain enough steel with which to meet the customary demands of the hardware wholesaler; he in turn cannot sell the usual volume of stock to the retailer. Such, roughly, is the cycle.

Sentiment is not the only ground for championing the cause of small business. It is not only practical but smart to make certain that small business survives, for it constitutes a very substantial

part of the business we do in this nation, both in terms of dollars and in the number of persons employed. Over nine-tenths of all business concerns in the country are small, and these nine-tenths account for 45 per cent of the workers employed and for 34 per cent of the business in dollar volume as shown by the 1939 census. And so it is that the health of the national economy is bound up inseparably with the functioning of small business.

Vital to System

There is another good reason why small business is worth saving. Small business has been a vital part of our system of free, enterprise and the small business man is often a big man in his community, the sort of an individual we have respected—a man who displays initiative and who is not averse to taking a chance or shouldering responsibility.

In the second half of 1942 retail sales amounted to about \$29,900,000,000. This represented a 4 per cent dollar increase over the first half of that year. A declining trend is certain to set in over the coming months. Assuming no serious increase in prices, it is estimated that this trend will cause total sales of retail stores in 1943 to be 13 per cent smaller in dollar volume and 18 per cent smaller in physical volume than they were in 1942.

Wholesalers already have felt the effects of the conversion of our economy from peace to war. In 1941 aggregate wholesale sales reached an all-time high of nearly \$81,000,000,000. The record in 1942 showed a greater increase in dollar volume than in physical volume. Shortages of materials and conversion of industrial plants to war output will result in sharp declines in wholesale business in the coming months. It is estimated that in the first half of this year wholesale sales will show a drop of 7 per cent below the first half of last year.

The scarcity of goods to sell is only one of the problems for the wholesaler and retailer. Rationing entails a good deal of paper work for which many small business men are not equipped and to which they have not been accustomed. The "squeeze" resulting from celling prices has brought about some difficulties. There will be fewer articles to sell without a corresponding decrease in overhead, and wages and operating costs may go even higher.

The Small Manufacturer

The case of the small manufacturer is different from that of the wholesaler and retailer because he, at least, can try to convert his facilities to war production. This is not always easy, due to absence of capital, insufficient technical knowledge and experience, the lack of machinery and equipment and specialized managerial ability. There are no exact figures showing the extent to which the small manufacturer has been able thus far to convert to war production. Fragmentary information indicates that the casualties among the small producers have not up to now been great.

The main problem of the small manufacturer still remains that of obtaining subcontracts. Once he has gotten the job he probably can overcome his other difficulties. Financial assistance is available from the army, the navy, the Reconstruction Finance Corporation, the Federal Reserve Banks and the Smaller War Plants Corporation. He may even be able to get technical help from governmental sources. First of all, however, he has to get the job. Determined efforts are being made to see that he does.

With all the efforts that are now being made, more needs to be done by government to bring small business through the present critical period. Many small businesses are really ill. They are too sick to go looking for the doctor; the doctor should go to them.

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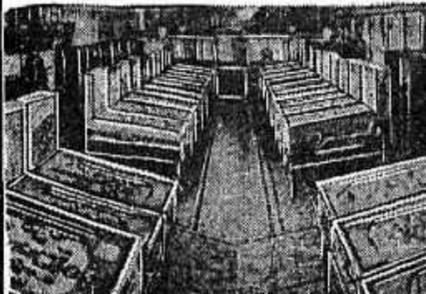
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Gas Tax Receipts Decline as Other Levies Rise in '42

CHICAGO, April 3.—Gasoline tax collections in 40 States declined 11.9 per cent in 1942 altho State excise taxes, exclusive of those on motor fuels, were from 1 to 17 per cent higher than in 1941, according to a report by the Federation of Tax Administrators. Collections on gasoline hit \$673,925,000 last year, as against \$754,086,000 in 1941.

This year's January gasoline tax collections declined 34 per cent from January, 1942.

Tax collections generally increased last year, but the federation reported continuation of the higher figures could not be expected because of curtailment of sales due to shortages and rationing.

Sales tax revenues were up 2 per cent in 1942; liquor tax, 17 per cent; cigarette taxes, 7 per cent, and beer taxes, 11 per cent.

Collections on liquor sales in 24 States increased 16.7 per cent or to \$135,342,000 from \$112,780,000 from 1941. Returns for 1943 and conversion of distilleries to commercial alcohol production indicate a large decrease in revenues for this year.

Cigarette Taxes Up 7.2 Per Cent

Collections on cigarette taxes were \$90,531,000 against \$84,023,000 in 1941, an increase of 7.2 per cent, and beer tax collections rose to \$67,810,000 from \$59,995,000, an increase of 11.5 per cent. Since there are no prospects for shortages in these commodities in the near future, increases in these revenues are expected to continue.

Sales tax collections in 21 States having such laws were \$560,798,000 in 1942, compared with \$550,298,000 in 1941, an increase of only 1.9 per cent, altho revenues were up 4 to 14 per cent in the first three months of 1942. Rationing had little effect on revenues in 1942, but if general rationing comes, a sharp decrease in sales tax revenues may be expected, the federation warned.

Restaurant Rations Will Be Based on Sales in December

WASHINGTON, April 3.—Restaurant rations of meats, butter, cheese and related products is to be based on December servings, the Office of Price Administration has ruled. Eating places will be allowed .93 of a ration point for each meal or person served during December.

First points allotted are to be spent between March 29, the date the new ruling became effective, and April 30. Succeeding periods will last two months.

Points may be spent entirely as the restaurants see fit—entirely for meat, or divided among meat, butter, cheese, fats and other products recently rationed. Local rationing boards will allot points to the restaurants under the rationing-banking system. Certificates issued to restaurant owners will be deposited in banks, and checks for meat and other purchases will be drawn against them.

Restaurants which can prove after the first rationing period that they are now serving more customers than in December will be entitled to appeal to their local rationing boards for additional points.

Restaurants are classed as group III institutional users, a classification which also covers hotels, drugstore lunch counters and wayside refreshment stands.

Town Starts Youth Center as Help in Juvenile Problem

WATSEKA, Ill., April 3.—This small town has solved the problem of juvenile recreation by organizing a Youth Center open to all high school students upon payment of \$1 a year membership fee.

Business men contributed more than \$3,000 to back the club, which has taken over the Iroquois Club building, formerly the gathering place of the town's elite.

Tavern owners took a progressive view on the matter and willingly subscribed to the drive to raise funds for the new project.

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bumper caps with illuminated Jap faces in colors. Also
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Industry Mentions Magazines -- Newspapers -- Radio

Hero Heads for Home and Juke Box

Returning heroes of the war react in
many ways. Barney Ross kissed the good
free soil. Others try a binge. Still others
want heaps of American food.

Lieut. Lee H. May, 22-year-old Salt
Lake City flier just returned from Africa,
the South Seas and the Solomons, is a
member of the famous Nineteenth Bom-
bardment Group, the only outfit yet in
the war to have a decoration created for
it. Lieutenant May wears the Distin-
guished Flying Cross, the Air Medal,
Purple Heart, African and Asiatic cam-
paign bars, as well as the Nineteenth's
two gold Oak Leaf clusters on a blue
field with gold border.

What did he want to see at home most?
"Let me at a good old American juke
box," he said, and forthwith started
working on one with a group of buddies.
He was en route from the Asiatic to
Gowen Field in Boise, Idaho.

Lieutenant May is credited with sink-
ing four ships. He balled out over
Borneo and lived in the jungle for 11
days on coconuts. Shivering with fever,
he and his buddies finally worked the
Boy Scout trick of starting a fire with
sticks just as a native who possessed
a working cigarette lighter discovered
them and their plight.

"Except for word from home," he said,
"for many the closest bond is to hear
some good American tunes, torch or jive,
hot or sweet. That's why a lot of the
boys yearn for the sight of a juke box
and a handful of nickels."

Plump Ones Find Pal

Liberty magazine in its April 3 issue
began a cartoon feature, "The Grounded

Gremlin," a chubby little bit of trans-
parency all dressed up in pink Dr. Den-
ton's. It was explained that this par-
ticular gremlin prefers to play merry
pranks on humans rather than torment
us with hurtful malice. His first such
escapade was a heavy hand on the scale
a plumpish lady was using. So the
grounded gremlin may turn out to be
a new "out" for the ladies who don't
like their honest weight.

Old Joke Tied to Juke

In the United Artists' picture *The
Powers Girl*, George Murphy, one of the
stars, says to singer Dennis Day, "You
know, my mother was frightened once
by a juke box, but it didn't affect me,
affect me, affect me!"

Back in the News

Jonathon Daniels, a newspaper pub-
lisher in Raleigh, N. C., is back in the
news. Daniels has just been appointed
a member of the corps of administrative
assistants to President Roosevelt. Daniels
is a son of Josephus Daniels, Secretary
of the Navy during World War I and
President Roosevelt's boss at that time.

Jonathon Daniels is well known as
author of books as well as a newspaper-
man. A book that brought him into
the national limelight was a report of
his travels thru Southern States. In this
book Daniels mentioned observing slot
machines in various places, but his re-
ports of such machines were always
liberal and merely mentioned his casual
observations of where they were and how
people seemed to enjoy them.

Daniels showed no inclination to in-
ject anything of the reform spirit in his

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SLOT MACHINES

Highest cash prices paid for late model Slot Machines of all makes. Any model, any
condition. Now is the time to get those machines out of storage. Help win the war
by getting them into circulation. Uncle Sam will get \$100.00 per year for every machine
put into operation, and you can use the proceeds to buy War Bonds. Write, wire or
phone! Tell us what you have.

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15 & 25c Bally Bell, Cash Pay Console	30.00	Mills 5c Double J.P. Blue Front Bell, Clean, #327808	100.00
15c Bally Gold Cup, Multiplay, Free Play, 1 Ball	45.00	Mills 5c Double J.P. Blue Front Side Vend., Clean, #334741	105.00
15c Bally High Hand, Cash Pay Console Card Game	92.50	Mills 5c Double J.P. Blue Front Bell, Clean, #335737	105.00
15c Bally Ranger, Cash Pay Target Machine (Fine for Arcade)	75.00	Mills 5c Double J.P. Blue Front Bell, Clean, #338632	105.00
15c Bally Royal Flush, Cash Pay Poker Machine	75.00	Mills 5c Double J.P. Blue Front Bell, Clean, #366054	105.00
15c Evans Galloping Dominos, Black Cabinet (Like New)	@ 45.00	Mills 5c Double J.P. Blue Front Bell, Clean, #374041	105.00
25c Evans Galloping Dominos, Black Cabinet (Like New)	@ 55.00	Mills 5c Double J.P. Blue Front Bell, Clean, #374169	105.00
15c Evans Galloping Dominos, Brown Cabinet (Like New)	@ 67.50	Mills 5c Double J.P. Blue Front Bell, Clean, #374160	105.00
5 1/2 Evans Galloping Dominos, Brown Cabinet, 1938 (Like New)	@ 100.00	Mills 5c Double J.P. Blue Front Bell, Very Clean, #377155	107.50
3 1/2 Evans Galloping Dominos, Two Tone Cabinet, 1940 (Like New)	@ 167.50	Mills 5c Double J.P. Blue Front Bell, Very Clean, #378158	107.50
3 1/2 Evans Galloping Dominos, Two Tone, 1940 J.P. (Like New)	@ 237.50	Mills 5c Double J.P. Blue Front Bell, Very Clean, #392687	107.50
15 1/2 Evans Galloping Dominos, Two Tone, 1941 J.P. (Like New)	@ 337.50	Mills 5c Double J.P. Blue Front Bell, Very Clean, #374148	105.00
3 1/2 Evans Bang Tails, Red Cabinet (Like New)	@ 57.50	Mills 5c Double J.P. Blue Front Bell, Very Clean, #392690	107.50
1 1/2 Evans Bang Tails, Red Cabinet (Like New)	@ 67.50	Mills 5c Double J.P. Blue Front Bell, Very Clean, #377163	105.00
1 1/2 Evans Bang Tails, Two Tone, 1940 J.P. (Like New)	@ 227.50	Mills 5c Single J.P. Blue Front Bell, CH, Very Clean	115.00
2 1/2 Evans Bang Tails, Two Tone, 1941 J.P. (Like New)	@ 337.50	Mills 5c Single J.P. Blue Front Bell, CH, Very Clean	115.00
1 1/2 Evans Roulette Jr., 7 Coin Head, Cash Pay, Red Cab.	@ 67.50	Mills 5c Double J.P. Mystery Diamond Ft. Vender, #335279	75.00
4 1/2 Exhibit Chuck a Lotte, Multiplay, Cash Pay (Like New)	@ 67.50	Mills 5c Double J.P. Blue Front Mystery Bell, Clean	95.00
1 1/2 Exhibit Dux Pin Table	17.50	Paco 1c Comet Double J.P. Bell, #30406	55.00
1 1/2 Exhibit Shoot the Moon, Cash Pay Console	57.50	Paco 1c Comet Double J.P. Bell, #31147	55.00
2 1/2 Exhibit Tanforan, Cash Pay Console	@ 57.50	Paco 1c Comet Double J.P. Bell, #31467	55.00
1 1/2 Exhibit Zip Pin Table	17.50	Paco 1c Comet Double J.P. Bell, #31219	55.00
1 1/2 Genco Paddle Wheel, Nico Arcade Machine, Convertible	82.50	Paco 1c Comet Double J.P. Bell, #31219	55.00
12 1/2 Jennings Liberty Bells & Derby Days, Cash Pay Consoles, Like New	@ 25.00	Paco 1c Deluxe Double J.P. Bell, #49875	65.00
3 1/2 Jennings Fast Time, Free Play Consoles, Clean	@ 72.50	Paco 1c Deluxe Double J.P. Bell, #49124	65.00
3 1/2 Keeney Anti Aircraft Ray Gun	@ 57.50	Paco 1c Deluxe Double J.P. Bell, #49502	65.00
1 1/2 Keeney Pass Time, 9 Coin Head, Cash Pay Console	227.50	Paco 1c Rocket Single J.P., Bell, Like New, #54779	75.00
2 1/2 Keeney Skill Time, Red Head, Clean	@ 57.50	Paco 1c Rocket Single J.P., Bell, Like New, #56897	75.00
1 1/2 Keeney Skill Time, 1938 Model	100.00	Paco 1c Rocket Single J.P., Bell, Like New, #56908	75.00
5 1/2 Keeney Super Bell, Brand New Convertible	@ 237.50	Paco 1c Rocket Single J.P., Bell, Like New, #56907	75.00
10 1/2 Keeney Super Bell, Slightly Used Convertible	@ 185.00	Paco 5c Comet Double J.P. F. Vender, Clean	65.00
3 1/2 Keeney Super Track Time, Very Clean	@ 325.00	Paco 5c Comet Double J.P. F. Vender, Clean	55.00
4 1/2 Keeney Track Time, Clean, 1938	@ 100.00	Paco 5c Kitty Double J.P. Bell, Very Clean, #47683	75.00
3 1/2 Keeney Triple Entry, Very Clean	@ 325.00	Paco 5c Kitty Double J.P. Bell, Very Clean, #48240	75.00
2 1/2 Mills Jumbo Parade, Cash Pay, Like New	@ 125.00	Paco 5c Kitty Double J.P. (Very Clean) Bell, #48240	75.00
10 Baker's Pacers Daily Double Model, BU	@ 252.50	Paco 5c Kitty Double J.P. (Very Clean) Bell, #48215	75.00
3 Pace Slot Machine Cabinets, Single	@ 15.00	Paco 10c Kitty Double J.P. (Very Clean) Bell, #47541	80.00
10 Mills Single Safe Cab., F&B Doors	@ 22.50	Paco 10c Kitty Double J.P. (Very Clean) Bell, #48133	80.00
7 1/2 Mills Jumbo Parade, Free Play, Like New	@ 92.50	Jennings 5c Century Triple J.P. Bell, #112451	55.00
4 1/2 Mills 1-2-3 Cash Pay One Ball Table	@ 65.00	Jennings 1c Little Duke J.P. Bell	15.00
2 1/2 Mills 1-2-3 Free Play One Ball Table	@ 65.00	Jennings 1c Little Duke J.P. Bell, As Is, Good for Parts	7.50
3 1/2 Mills Square Bell, Cash Pay Model, Very Clean	@ 62.50	Waiting 1c Twin Jack Pot Front Vender, #57412	37.50
15 1/2 Paces Races, Brown Cabinet, Late Serial, Perfect	@ 100.00	Waiting 1c Twin Jack Pot Wonder Front Vender, Bent Coin Return, #62784	47.50
2 1/2 Paces Saratoga, Cash Model, Like New	@ 75.00	Waiting 1c Twin J.P. Wonder Front Vender, Bent Coin Return, #68815	47.50
2 1/2 Pacific Dominol, Cash Pay Console, Clean	@ 25.00	Waiting 5c Twin J.P. Front Vender, #47309	57.50
3 1/2 Watling Big Game, Cash Pay, Perfect	@ 97.50	Waiting 5c Twin J.P. Bell, #49941	57.50
4 1/2 Watling Big Game, Free Play Perfect	@ 107.50	Calite 5c Double J.P. Side V.	60.00
3 1/2 Bono, Crop Machine, Legal Anywhere, Wonderful Nickel Getter	@ 27.50	Calite 5c Double J.P. Bell, Very Clean	67.50
3 1/2 Rockola Scales, Clean	@ 42.50	15 Columbias, Very Clean	47.50
6 1/2 Watling Scales, Brand New in Original Cases	@ 147.50		

VIRGINIA NOVELTY CO. 407 CRAWFORD ST. PORTSMOUTH, VA.

All Civilian Use of Glycerin Controlled Under New Ruling

WASHINGTON, April 3.—Tightest restrictions yet placed on glycerin were made known when it was announced that beginning April 1 there will be none of the material available for use in foods (except margarine), tobacco products, cosmetics and a variety of other products. Glycerin is also used in making soft drinks, candy, chewing gum, food colors and flavors.

Smokers are likely to find their cigarettes drier in the future, as glycerin has been widely used to preserve moisture. Apple juice and diethylene glycol have been used as substitutes, but they too are relatively scarce. Cosmetic uses of diethylene glycol were put on a quota system in March, and further cuts are expected.

Use of glycerin was first controlled by OPM, then by WPB's chemicals division. Under the present glycerin order, all civilian uses, except in minor amounts, have been subject to specific monthly allocations which are worked out jointly by WPB's chemicals division and the Department of Agriculture's food distribution administration.

Reasons for the tight control over glycerin are its use in munitions and in margarine. Since margarine production is being safeguarded to stretch the supply of butter, government control of glycerin undoubtedly will continue to be rigid.

Buckshot Salesboards



Instead of tickets colored balls appear through a window. Requires no attention. Cheat proof. Definite profits. Immediate deliveries. Artist Model, 1000, 5c profit, \$35.00, \$2.25 each. Big Bingo, 1000, 5c profit \$20.00, \$2.25 each. Beef Trust, 1000, 5c profit \$30.00, \$2.25 each. Big Bell, 1000, 5c profit \$30.00, \$2.25 each. Charley Boy, 1000, 25c profit, \$75.00, \$2.32 ea. Convey, 1000, 5c profit \$35.00, \$2.25 each.

E-Z-Lulu, 1000, 5c, prof. \$20.00, \$2.25 ea. Jar of Jack, 1000, 10c, prof. \$50.00, \$2.32 each. Red-White-Blue, 1000, 5c, profit \$15.00, \$2.25 ea. Victory, 1000, 5c, profit \$30.00, \$2.25 Ea. ORDER DIRECT FROM THIS AD. SEND YOUR ORDER IN TODAY! We Can Give You Any Payout Special Boards Made to Order.

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Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
1B5/258S1	1.35	6A6	1.65	6H6GT	1.15	6R7G	1.15	7F7	1.65
1N6GT	1.35	6B5	2.00	6J5	.85	6R7GT	.85	This 7F7 is per-	38
1Q6GT	1.65	6B8	2.00	6J5G	1.05	6S7	1.5c	fect substitute	41
2A3	2.00	6B8G	1.35	6J5GT	.95	6S7GT	1.75	for 6807; nec-	42
2A4G	2.40	6C5	1.15	6J7	1.35	6SF5GT	1.05	essary socket	45
5U4G	1.05	6C5G	1.05	6J7G	1.15	6S7	1.15	change is 15c.	47
5V4G	1.85	6C5GT	1.05	6J7GT	1.15	6S7GT	1.15		47
5W4	1.15	6F6	1.05	6K7	1.15	6SK7GT	1.05	2051	56
5W4G	.95	6F6G	1.15	6K7G	1.15	6S7	1.05	25A7G	1.65
5W4GT	.95	6F6GT	1.15	6K7GT	1.05	6S7GT	1.15	25A7GT	1.65
5X4G	1.15	6F6G	1.05	6L8	2.00	6S7GT	1.15	25L8	1.65
5Y3G	.75	6F6GT	1.15	6L8G	2.00	6S7	1.05	25L8G	1.35
5Y3GT	.75	6F6GT	.95	6N7	1.85	6V8	1.35	25L8GT	1.15
5Y4G	.80	6F6GT	.95	6N7G	1.65	6V8GT	1.15	30	1.05
5Z3	1.15	6F8G	1.35	6N7GT	1.65	6X5	1.65	31	1.05
6A4	1.65	6H6	1.15	6R7	1.85	6X5GT	1.05	32	1.35

STOCK CONDITION: We buy tubes from over 200 sources. Even so, at times it is necessary to ration a few types and at times our stock will temporarily be exhausted on two or three types. BACK ORDERS: We don't back order—we cancel. A postcard to you later will advise when we can fill if you re-order promptly. METAL TUBES: Practically none reach us. We substitute glass for the metals you order. We list the metals to avoid price confusion on the few we do sell. YOU CAN HELP US: You can help us continue this service to the coin trade if you will: 1. Advise in case any coin tubes are omitted from the above list. We will stock immediately. 2. Advise us in case your local tube distributor has a surplus of any of the above types.

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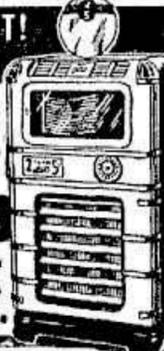
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4 Tanferans, for Parts Only (Complete Except Glasses). Each 10.00	

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1 Grotchen Columbia D.J.P. Bell and Fruit 69.50	2 Mills Extraordinary, 5c (3-5), D.J.P. 69.50
2 Grotchen Columbia Gold Award (Clg.) 69.50	1 Mills Futurity, 10c (3-5), S.J.P. 89.50
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1 Mills Blue Front, 10c, D.J.P. 139.50	1 Jennings Little Duke, 1c, T.J.P. 22.50
1 Mills Eagle Front, 5c, D.J.P. 49.50	2 Caille, 5c, S.J.P. 17.50
1 Mills Eagle Front, 25c, D.J.P. 49.50	1 Pace Bantam, 10c, D.J.P. 22.50
	1 Pace Bantam, 5c, Front Vender, S.J.P. 22.50
	1 Pace Bantam, 25c, Bell, S.J.P. 17.50
	1 Watling Rol-a-Top, 5c, T.J.P. 49.50
	1 Watling Twin Rol-a-Top, 5c, Frt. Vend. 42.50
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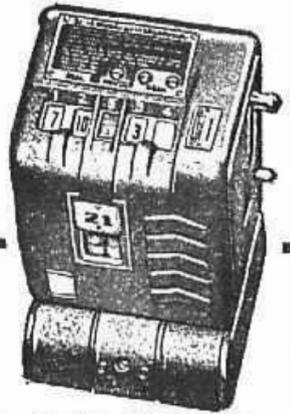
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NEW! **"21"** BLACK JACK COUNTER GAME CLOSEOUT **\$6.75 EA.**

CASE OF 4—\$25.00
2 CASES—\$45.00

1c or 5c play. Original price, \$22.75. Only a few left! Large cash boxes, coin dividers. 1/3 Deposit, Balance C. O. D.

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EXCEPTIONAL RECONDITIONED PHONOGRAPH BUYS!

- 1942 Seeburg HiTone, Each 8200 RC \$449.50
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WILL PAY HIGHEST PRICES FOR

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ANOTHER SCOOP!

Genuine factory repainted Blue Fronts—new wooden cabinets—completely rebuilt mechanisms—new discs—new reels—new strips—new slides—club handles; all the qualities of a new slot, and more colorful and attractive than the original.

5c — \$169.50
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— only limited quantity available — Don't Delay.

We still have a few gold chromed Mills slots. These are War Eagles newly refinished in gold chrome—mechanisms completely overhauled and rebuilt and equipped with club handles. Machines look like new.

5c — \$149.50
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Knee Action, \$8.50 Extra
1/3 Deposit—Balance C. O. D.

State Distributor for Seeburg Phonographs and Accessories.

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YOUR OLD RECTIFIERS REBUILT LIKE NEW

Keep Your Games in A-1 Operating Condition. Send Us Your OLD RECTIFIERS to be rebuilt to give New-Unit Performance and Longevity. We Have Rebuilt Thousands!

All Makes, Types and Sizes Rebuilt for You at **\$2.50 EA.**

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SEEBURG'S "CHICKEN SAMS"

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"JAIL-BIRDS"

\$75.00

Biggest Buyers of "CHICKEN SAMS" in the Country.

We are not fussy, because cabinets are refinished anyway. Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$10.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

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We stock plain cards for any profit, payout, deal or idea. Also complete lines Seal Cards with girls' names. Free catalog on request. Write, order today from

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1 5c Mills Blue Front, #429,601... \$125.00	3 1938 Keeney Track Time \$ 80.00	
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1 5c Mills Futurity, #379,740... 65.00	25 Wurlitzer Model 600..... \$165.00	
1 5c Mills Futurity, #378,301... 65.00	5 Wurlitzer Model 61..... 50.00	
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1 5c Mills Lion Head, #283,487... 45.00	2 Wurlitzer Model 51..... 35.00	
1 5c Mills Lion Head, #264,286... 45.00	10 Wurlitzer Model 618, illuminated. 55.00	
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2 25c Jennings F. V., #106,171... 35.00	15 Complete Music Systems Twin Wurlitzer in Steel Cabinets, with Packard Adapters 85.00	
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Buy WAR BONDS and STAMPS 10% EVERY PAYDAY!

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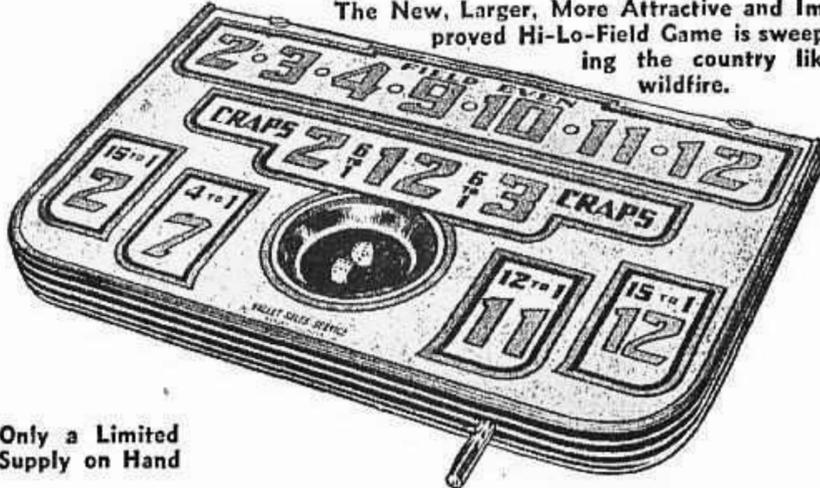
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MAKE YOUR COUNTER SPACE EARN MORE WITH THE NEW HI-LO-FIELD FLIP-DICE GAME

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Earnings from \$50.00 to \$100.00 daily in ordinary spots. Hi-Lo-Field is helping thousands of cigar stores, taverns, nite clubs and road spots revive their dice game earnings. People flock to it as if by instinct—play it by the hour—and come back for more. Easy to understand—easy to operate. NO COIN SLOT. Get your share of the biggest and steadiest dice game profits in the counter game history!

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IMPORTANT: If You Are Interested in Unusually Fine Equipment, Here It Is

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ONE BALLS THAT CANNOT BE TOLD FROM NEW

Must be seen to be appreciated

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| 1 Watling 10c M. V.\$39.50 | 3 Mills 5c Blue Front, Late Serial, Factory Rebuilt\$149.50 |
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4 Brand New Pace Rocket Bells, 5c, in Original Factory Sealed Crates.
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Also Brown Fronts and Blue Fronts. Write, Wire or Phone for Prices.

Brand New WEIGHTED STEEL STANDS for MILLS BELLS.....\$21.50

Over 500 Late Five-Ball Free Play Pin Games, also some Four-Coin Multiples. Submit your requirements for the best reconditioned machines you have ever purchased.

SUPER SPECIAL

9 Mills Panorams, late serials from 4900 to 6100, \$249.50 each, plus \$10.00 for crating.

Eastern Distributors for VICTORY GAMES CONVERSIONS in Stock for Immediate Delivery.

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References: Dun & Bradstreet, Any Bank in Reading or Your Own Bank.

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| Big Chief 29.50 | Barrages, Like New 39.50 | 1 Evans 1941 Ski-Ball \$95.00 |
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| Line Up 27.50 | 1 Baker's Pacers, D.D. 275.00 | |
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| Sara Suzy 19.50 | | |
| Bandwagon 27.50 | | |

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WURLITZER 750E, No. 753649, A-1.....\$415.00 KEENEY AIR RAIDER.....\$189.50
BALLY PIMLICO, Very Clean..\$400.00 BALLY SPORT EVENT & SPORT SPECIAL..\$125.00 EA.

FIVE BALL FREE PLAY GAMES CLEANED AND CHECKED

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| Keeney Anti-Aircraft 44.50 | Chester Pollard Golf 59.50 | New Iron Stands 2.00 |
| Keeney Texas Leaguer 34.50 | Groetchen Skill Jump with base 49.50 | ABT Fire & Smoke 22.50 |
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| Genco Play Ball 169.50 | Casino Golf 22.50 | Kicker and Catcher 17.50 |
| Keeney Submarine 179.50 | Poker Joker, new 115.00 | 3-Way Gripper 17.50 |
| Exh. Cupid Arrow, base 42.50 | Wizard Fortune Teller 12.50 | Advance Shocker 12.50 |
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All Phones Columbia 1330

15 SINGING TOWERS

LIKE NEW \$139.50 EACH

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FOR SALE

16 AUTOMATIC DUCK PIN ALLEYS

\$150.00 Each In Pairs of Two. One-Third Deposit, Balance C. O. D.

CONTE DISTRIBUTING CO.

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PROVIDENCE, R. I.

BUY NOW

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| CIGARETTE MACHINES | All Games Listed Below Absolutely Guaranteed | |
| 4 Uneda-Pak 500, 15 Column, Used Three Weeks\$125.00 Ea. | 8 Uneda-Pak, 1939, 12 Column, 15 or 20c\$ 39.50 Ea. | |
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| 3 DuRenier Champion, Cannot Be Told From New 80.00 Ea. | 2 Rows Imperial 39.50 Ea. | |
| PIN GAMES | 4 15 Column Uneda-Pak, 1940 Model, 15 or 20c 49.50 Ea. | |
| Sky Ray\$24.75 | Sara Suzy\$18.50 | Seven Up\$34.50 |
| Dixie 19.50 | Victory 72.50 | Broadcast 27.50 |
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The Following Equipment Cleanest, A-1 Condition, Guaranteed—
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Bandwagon	29.50
Bang	22.50
Belle Hop	49.50
Big Chief	24.50
Big Parade	119.50
Big Six	19.50
Big Time	29.50
Blonde	22.50
Bolaway	59.50
Bordertown	24.50
Bosco	64.50
Broadcast	37.50
Cadillac	24.50
Charm	19.50
Clover	59.50
C. O. D.	19.50
Crossline	24.50
Dixie	19.50
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Dude Ranch	24.50
Five in One	47.50
Fleet	29.50
Flicker	39.50
Follies	19.50
Formation	19.50
Four Diamonds	39.50
Glamour	22.50
Gun Club	49.50
High Stepper	32.50
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Horoscope	39.50
Jolly	19.50
Knockout	109.50
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Leadoff	19.50
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Summertime	29.50
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Ten Spot	39.50
Texas Mustang	49.50
Three Stars	19.50
Towers	69.50
Triumph	19.50
Turf Champs	39.50
Twin Six	42.00
Ump	19.50
Variety	19.50
Victory	89.50
Wild Fire	39.50
Wow	24.50
Yacht Club	19.50
Yanks	89.50

ARCADE	
Bally King Pin	\$139.50
Batting Practice	79.50
Mills Scales	29.50
Skeeball	59.50
Target Roll	49.50
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Air Raider Gun	189.50
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Bakers Pacer DD Gold Award, like new	\$249.50
Fast Time	69.50
High Hand Comb.	139.50
Mills Golf Ball	169.50
Paces Reels Comb., f.p. & p.o.	169.50
Silver Moon, f.p. Totalizer	99.50
Super Bell Comb., new in crates	279.50
Track Time, '38	89.50
War Eagle Slot	65.00
Bally Club Bell, Comb. f.p. & p.o.	189.50
Grand Stand, Automatic	79.50

COUNTER GAMES	
Cent-a-Mint Vendors	\$ 5.50
Fire and Smoke	17.50
Saratoga, Swoopstakes, New	17.50
Mills Vest Pocket, Blue & Gold with Meter	49.50

MUSIC	
Buckley Adapter	\$ 20.50
Buckley Wall Boxes	22.50
Mills Empress	189.50
Seeburg Selectomatics Wall Boxes, new	13.50
Seeburg Power Supply	7.50
Wurlitzer 350 Speaker	29.50
Wurlitzer Model 61	69.50
Wurlitzer Model 500-A	209.50
Wurlitzer Model 24	109.50

Distributors for Western Pennsylvania for Musicraft Corp., Harmonia Records Corp., and Party Records, rumbas, classicals, cowboys, waltzes and popular numbers. Coin-O-Point needles.

Will pay cash for arcade equipment, consoles, slots, phonographs, one ball machines and late model pin games. Write quantity and price in first letter.

NEWAFIED GAMES (Rebuilt Like New)	
Action	\$139.50
Alert	129.50
All Out	119.50
Arizona	165.00
Battle	119.50
Commander	119.50
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Flashin'	129.50
Grand Canyon	159.50
Hi Boy	\$119.50
Jeeps	129.50
Liberty	119.50
Gott. Liberty	149.50
Midway	139.50
Playtime	119.50
Santa Fe	175.00
Sentry	119.50
Second Front	129.50
Thumbs Up	129.50

TERMS: 1/3 Deposit MUST Accompany Orders, Balance, C. O. D.;
or Sight Draft Through Your Bank, F. O. B. Pittsburgh, Pa.

AUTOMATIC AMUSEMENT CO.

1508 FIFTH AVENUE, PITTSBURGH, PA. Tel.: Grant 1373-1374
"COIN MACHINE EXCHANGE" HARRY ROSENTHAL, Mgr.

SUPREME SPECIALS

PHONOGRAPH SPECIAL	ARCADE SPECIAL
Record Trays	Bally Alley
Record Holders	Hurdle Hop
Cash Boxes	Indoor Striker
Cash Box Holders	Target Skill
Wurlitzer Magazine Switch Boxes	Ten Strikes
Wurlitzer Motor Resets	Western Baseballs
Wurlitzer 10 & 25c Coin Chutes	Choster-Pollard Football
Wurlitzer 412 Set of Selector Rods	ABT Fire & Smoke
Wurlitzer Tone Arms	Kicker & Catcher
Wurlitzer Motors	Pennants
Wurlitzer P.M. Speakers	A.B.T. Billiard Skill
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MOTOR SPECIAL
Send us your burned out Wurlitzers, Seeburgs, Rockolas or Mills Phono Motors and we will repair same for you within 5 days for only \$5.00.
Will pay cash for any type BURNED OUT MOTORS. What have you?

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What Am I Offered?
Best Offer Gets Them.

TERMS: 1/3 Deposit With All Orders.
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RED, WHITE AND BLUE JAR DEALS

We can make immediate delivery

1950 TICKET DEAL MAKING \$25.50 PROFIT, \$3.00 EACH
2050 TICKET DEAL MAKING \$30.50 PROFIT, \$3.50 EACH

No Discount Allowed in Quantities. 25% Deposit With Order.

BROGDON PRINTING CO.

400 GRANVILLE AVE., MUNCIE, IND.

WANTED

Will Pay Cash for 20 Black or Brown

KEENEY ANTI-AIRCRAFT GUNS

State condition, price and quantity.
BOX D-40, THE BILLBOARD, CINCINNATI, OHIO

NEWS OF PRIORITIES and MATERIALS

Developments of the Week in All Industries

MAN-POWER PRESSURE—The month of March closed with new pressure being put on the man-power situation, which is expected to be a real enforcement of the "work or fight" order. President Roosevelt announced March 30 a real drive to enlist men in a classification of about 35 jobs supposed to be essential. Many orders were being issued by the WMC and also by the army in order to carry out regulations which are expected to put as many people as possible in essential jobs. Farm workers will be an important classification in the new plans that are now being put in force. The War Department also will stop taking men of 38 and over. It is already decided, however, that men over this age now in the service will not be discharged without careful investigation.

RATION REACTIONS—With the extension of food rationing to cover so many food items, the coin machine trade was interested in any reports that might indicate how such rationing would affect the coin machine business. An early report received from a western city indicated that the ban on sales of meats and other food items for a week preceding the beginning of the rationing program had serious effects on small eating places. Operators in this western city said that because the eating places did not have meats, some of them even closed up, and all of them found a big drop in their patronage. Naturally this decrease in patronage of such locations caused a big drop in the play of coin machines in these places of business. Whether the 25 per cent decrease in the meat supply for restaurants will have any adverse effect on the play of coin machines in such places is doubtful. It is expected that the public will quickly adjust itself to new conditions and that business will go on as usual.

OFFICE SUPPLY HOUSES—With activities of the office equipment industry now directed almost entirely toward the production of war goods, the business of these firms is expected to show substantial gains over 1942. Most of the office equipment manufacturers report orders on hand to run them at capacity for an extended period. In keeping with other industries all these firms say that the profit margin on government work is narrow, but all of them expect to show good earnings for the present year.

NOVELTY STORES—Variety stores should be in a better position to maintain sales during the present year than any other type of store, some retail experts believe. They say that the displays on counters which these types of stores maintain will be a strong inducement to people to spend their money for novelties when they have a hard time finding something else to buy. It is the display of this specialty merchandise that causes people to buy when they see something that they might use rather than go to regular stores and ask for something they do not see. Retail reports also show that the mail-order houses turned down considerable business last year because they could not supply many articles of merchandise. This will help the variety stores because people can see articles which might be used as substitutes.

USES FOR TOBACCO—Inferior tobacco some day may be the source of hundreds of other products. The Kentucky Agricultural Experiment Station finds that many present-day items can be made from tobacco. Among them: Soap from tobacco fat; nicotine, fiberboard, tobacco seed oil. They're all in the laboratory stage. In recent years Kentucky has produced about 10,000,000 pounds a year of inferior grades of dark and burley tobacco; it could go in such products if manufacture can be made practical and profitable.

CIVILIAN SUPPLIES—The Office of Civilian Supply is expected to announce a new program soon. The purpose of this program will be to increase the production of items really needed by the civilian population. The production program is said to include about 300 items of merchandise. The OCS has not yet decided exactly what will be the limit on production for articles now under consideration. It is possible that the OCS will decide what will be the total pro-

duction needed for a year, then assign a certain percentage of this to each firm and let each make up the goods as rapidly as desired.

MANGANESE MILL APPROVED—A bureau of mines proposal to erect a 400-ton-a-day custom mill at Butte, Mont., to treat manganese ores produced by several mines in that area and thus provide more manganese for American steel mills, has been approved by the facility review committee of the War Production Board. The Domestic Manganese Company, prominent in the manganese field of Montana, has applied for a \$250,000 loan from the Reconstruction Finance Corporation to construct the mill. The company proposes to utilize old milling equipment in the Butte area for the plant and to resume operation of its modern nodulizing plant at Butte to produce ferrograde manganese nodules for steel.

THERMOPLASTICS REVISION—The list of civilian products for which thermoplastics may no longer be used

WILL SELL OR TRADE

20 - Model XV Jennings Ciga Rolas, practically new, comb. selling and chance, perfect condition.

12 - Model V Ciga Rolas, clean and mechanically right.

1 - Lucky

1 - Double Feature

2 - Anabel

3 - Majors of 1941

1 - Score Card

25 - Columbus Model "M" and "ZM" Peanut Vendors, perfect.

1 - Bally Alley

1 - Scientific Batting Practice

1 - King Pins

1 - Gottlieb Skeeball

1 - Daval Marvel with tokens

4 - 5c Blue Fronts, recently factory rebuilt and refinished; perfect condition.

WILL TRADE ANY OF ABOVE FOR OR WILL PAY CASH FOR:

Mutoscope Punching Bag
Mutoscope Ace Bomber
Evans Super Bomber
Bally Convoy
New 1c Coin Chutes
New 2c Coin Chutes
Metal Discs for Grotchen Typewriter
Watling Fortune Scales, DeLuxe Model

Explain Thoroughly in First Letter or Telephone:

W. E. EASTBURN

Care Camp Exchange
Camp Shelby, Miss.
Telephone - Main 596

SEE Bally's GREATEST HIT!

OUT WITHIN 2 WEEKS AFTER WE LICK THE AXIS

BALLY MANUFACTURING COMPANY
2640 Belmont Avenue - Chicago, Illinois

2 Pace Automatic Duck Pin Bowling Alleys, all electric with dime slots; 45 ft. length. Fast money makers. Good Flash Electric Scorer, used six months. Complete for the two Alleys, crated, \$595.00. Send for descriptive circular.

McGUIRE SALES COMPANY
DUBUQUE, IOWA
"30 Years of Service"

REAL BUYS

Won't Last Long

SLOTS	
Mills Brown Fronts, 5c	\$159.50
Mills Blue Fronts, 10c	169.50
Mills Blue Fronts, 5c	149.50
Mills Gold Fronts, 10c	159.50
Mills Gold Fronts, 5c	224.50
Mills Gold Chrome, 10c	234.50
Mills Silver Chrome, 5c	199.50
Mills Silver Chrome, 10c	209.50
Mills Q.T., 1c, Blue	52.50
Jennings Chief Four Stars, 5c	119.50
Jennings Chief Four Stars, 10c	129.50
Jennings Chrome Chief, 5c	149.50
Jennings Chrome Chief, 10c	159.50
Jennings Club Special, 5c	139.50
Jennings Club Special, 10c	149.50
Jennings Red Skin, 5c	139.50
Jennings Red Skin, 10c	149.50
Jennings Big Chief, 5c	109.50
Jennings Big Chief, 10c	119.50
Pace Comet, 5c	89.50
Pace Comet, 10c	99.50
Pace Chrome (NEW), 1c	119.50
Watling Roll-a-Top, 5c	89.50
Watling Roll-a-Top, 10c	99.50
Groetchen Columbia, can be used in 1c, 5c, 10c, 25c Play, including all parts to make changes	69.50

PHONOGRAPHS	
Mills Empress	\$179.50
Mills Throne of Music	149.50
Rockola Deluxe	169.50
Rockola Commando (NEW)	Write

CONSOLES	
Mills Jumbo (Cash)	\$ 89.50
Mills Jumbo (Free Play)	89.50
Mills Jumbo (Combination)	149.50
Mills Square Bell	69.50
Baker Pacors, Dally Double	249.50
Keeney Super Bell, 5c (Comb.)	189.50
Keeney Triple Entry	149.50
Evans Lucky Lucr	175.00
Bally Royal Flush	45.00
Bally Royal Draw	99.50

TERMS: 1/3 Deposit, Balance C. O. D.
SICKING, INC.
1401 CENTRAL PKY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.

has been revised by the War Production Board in order No. M-154, revised. Use in the manufacture of any unrestricted item of more thermoplastics than are necessary to accomplish the item's functional purpose is prohibited. Use of thermoplastics in the manufacture of decorative attachments for any article is also forbidden.

PAPER PRODUCTION—Paper production in the United States for the third week in March dropped to about 88 per cent of plant capacity. Paper production for the same week one year ago was running at 103 per cent. The production of paperboard for the third week in March was running at the rate of 92 per cent capacity.

SMALL BUSINESS LEADERS—For the first time in its history the American Society of Tool Engineers did not elect a single representative from firms classified as big business. All of the officers chosen are from firms that belong to the small business group. This is considered a recognition of the efficiency of small firms in making tools and dies. The coin machine industry itself has some recognized firms in this field. A Milwaukee business man was elected president of the organization for the present year.

PIPE LINE COMPLETED—The 531-mile pipe line running from Texas to Illinois was completed this week, according to an announcement by the government. The completion of this 24-inch line is expected to help considerably in moving oil supplies toward the East. Government officials decline to discuss the total quantity of oil being moved at the present time. It is expected that this oil line when running at full capacity will increase the total amount of oil moved eastward by about 50 per cent.

CHECK GAS RATIONING—Charges are being made in Chicago that there is an immense black market in gas, and a recent report says that government officials are very busy checking the violations. It is alleged that many gas stations in the Chicago area do not even ask for gas coupons and that practically all gas stations in this area accept coupons that have been torn from the books. OPA officials were at first inclined to deny that any serious violations of rationing existed. It is certain, however, that a very careful check is being made in the entire area. The coin machine trade has accepted gas rationing as a normal course of business and no comments were heard in recent weeks.

STORE SALES INCREASE—The Department of Commerce report for February shows that total retail sales in the United States gained about 18 per cent as compared with the same month a year ago. The February increase was about \$50,000,000 more than in January of this year. Clothing stores showed the largest gain, but operators will be interested in the fact that eating and drinking places had a general increase of about 39 per cent in business. The price index was sent up to 171 by these general gains in sales, the highest price index on record.

PROFIT PROSPECTS—The important business magazine Business Week says that there has recently been a turning point in the matter of profits to be made by manufacturing firms. This publication says that for the remainder of the war period, profit trends are apt to be different from 1942 and the preceding war years. It suggests that during the latter part of this year business is likely to flatten off and may decline slightly. In the future profits will primarily depend upon prices and costs and these are apt to be pinched, according to this publication.

CANADA PRODUCES WAR GOODS—Business reports from Canada continue to emphasize how this country has been industrialized since 1939. Between the lines in many of these reports are strong hints that Canadian business will be a stronger competitor than ever for American firms after the war. Up to the present both of these countries have maintained close co-operation and have been able to adjust tariffs and other restrictions in such a way as to accommodate both countries. There may be strong political agitation after the war to set up trade restrictions, but past experience of these two countries covering quite a few years is likely to continue a free trade policy for years to come. Canada turned to war production in order to supply as much material as possible to England.

LOS ANGELES SEE BILL HAPPEL **BADGER'S BARGAINS** **MILWAUKEE SEE CARL HAPPEL**
NEW 1943 VICTORY MODEL RAY-O-LITE GUNS

THE LATEST CHICKEN SAM CHANGE-OVER UNIT ON THE MARKET
AXIS--RATS--NEW FIGURES--NEW SCENERY
\$189.50 VALUE FOR ONLY \$159.50

Revamped from Chicken Sams and reconditioned by factory trained mechanics. Amplifier, Tubes, Cables and all parts checked. Cabinets are refinished in new, beautiful marblotte. Appearance and condition practically new. Ready for immediate delivery.

NEW MACHINES IN FACTORY SEALED CRATES
BRAND NEW MACHINES — NOT REBUILTS
NEW BALLY KING PINS.....\$259.50
NEW GOOFY GOLF..... 259.50
NEW GENCO PLAY BALL..... 239.50
NEW SHIPMAN SELECT-A-VUE. 39.50
NEW MUTOSCOPE DRIVE-MOBILE \$395.00
NEW TEST PILOT..... 325.00
NEW KEEP 'EM PUNCHING.... 149.50
NEW KIRK'S GUESS-ER SCALE.. 149.50

RECONDITIONED ARCADE EQUIPMENT	
Mutoscope Skyfighter	\$295.00
Bally Defender	239.50
Bally Sky Battle	239.50
Keeney Navy Bomber	229.50
Keeney Air Raider	209.50
Bally Rapid Fire	199.50
Genco Play Ball (Late)	199.50
Groetchen Mountain Climber	159.50
Chicken Sam's New Jap Conversion	149.50
Seeburg Shoot-the-Chutes	149.50
Western Major League	149.50
Western De Luxe Model	119.50
Mills Punching Bag (Refinished)	124.50
Gatter Ball Grip	119.50
Jennings Roll-in-the-Barrel	119.50
Striking Clock Grip	119.50
Rock-Ola World Series	89.50
Watling Fortune Scale	79.50
Exhibit Bowling Alley	69.50
Callie Stereoscopic Drop Picture	59.50
Mutoscope Travelling Crane	89.50
Exhibit Spear the Dragon	119.50
Exhibit Hi-Ball	89.50
Bally Blow Ball	89.50
Kicker and Catcher	19.50
Daval's Bumper Bowling	59.50
Daval's Cherm	69.50
Glamour Girl Card Vendor	39.50
Mutoscope Ace Bomber	\$295.00
Mutoscope Drivemobile	295.00
Mutoscope Punch-a-Bag (Late)	295.00
Mutoscope Punching Bag	175.00
National O.K. Fighter	179.50
Chicago Coin Hockey	199.50
Keeney Submarine	199.50
Bally Torpedo	199.50
Evans Tommy Gun	149.50
Callie Push or Grip (Refinished)	119.50
Scientific Batting Practice	119.50
Exhibit Star Striker	119.50
Exhibit Tiger Pull	119.50
Exhibit Lighthouse Grip	119.50
Batter up—Play Ball	119.50
Scientific Skee Jump	89.50
Gottlieb Skee-Ball-Elite	89.50
Hoot Mon Golf	79.50
Keeney's Anti Aircraft, All Refinished Red, White and Blue	69.50
Bully Bull's Eye	89.50
Bally Alley	49.50
Keeney Texas Leaguer	39.50
Radio Rifles	79.50
Exhibit Hand Striker	49.50
Romfold Electric Shocker	19.50
Poison the Rat (Hitler)	29.50
Gottlieb 3-Way Gripper	19.50

Mills Blue Fronts, All Rebuilt and Refinished
MACHINES LOOK LIKE NEW—SERIALS AROUND 400,000
5c PLAY.....\$119.50
10c PLAY..... 129.50
25c PLAY.....\$139.50
50c PLAY..... 350.00

MILLS FOUR BELLS, Genuine
Factory Rebuilt, Re-
finished Like New. \$495.00
Late serials.....
KEENEY SUPER BELLS, 2-Way
5 5c Play, Rebuilt and \$345.00
Refinished Like New.

RECONDITIONED SLOTS AND CONSOLES	
New Model Mills Four Bells	Write
Mills Three Bells (Like New)	Write
New Keeney Super Bells	\$279.50
New Bally Club Bells	279.50
New Mills Jumbo Parades, F.P.	179.50
New Mills Jumbo Parades, P.O.	179.50
New Mills Jumbo Combinations	225.00
Bally Roll 'Em (Like New)	159.50
Mills Jumbo (Late Blue & Red), P.O.	149.50
Bally Hi Hands (Refinished)	129.50
Mills Square Bells	69.50
Watling Big Game	89.50
Exhibit Chuck-A-Luck	49.50
Mills Cherry Bells, 5c	\$189.50
Jennings Chiefs (Refinished), 5c	109.50
Jennings Silver Moon, 10c	189.50
Mills Q.T. Giltier Gold, 5c	119.50
Groetchen Columbias, 5c	69.50
Pace Comets, 5c	69.50
Mills V.P., Refinished, Blue & Gold, 5c	49.50
Mills Vest Pocket, Chrome, 5c	69.50
Mills 25c Golf Ball Bells	195.00
Jennings Cigarola (Late Models)	139.50
Bally Dice Ralliance, 5c	49.50
Dewey Slots, 5c or 25c Play	49.50
Watling (Blue Seal), 5c	39.50

RECONDITIONED PHONOGRAPHS
WRITE TO THE NEAREST OFFICE FOR OUR COMPLETE LIST AND PRICES OF RECONDITIONED PHONOGRAPHS—WURLITZERS, SEEBURGS, ROCK-OLAS, MILLS AND WALL BOXES. OVER 100 LATE MODEL PHONOGRAPHS READY FOR IMMEDIATE DELIVERY.

WANTED—USED EQUIPMENT FOR CASH
MILLS FOUR BELLS, MILLS THREE BELLS, KEENEY SUPER BELLS, ALL MODELS ARCADE MACHINES AND LATE MODEL PHONOGRAPHS. SEND LIST OF MACHINES YOU HAVE TO SELL AND LET US QUOTE PRICES WE WILL PAY FOR YOUR MACHINES. SEND LIST TODAY BY AIR MAIL.

All Machines Reconditioned, Ready To Operate. 1/3 Cash With Order, Balance C. O. D.
All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.
BADGER SALES COMPANY 1812 WEST PICO BLVD. LOS ANGELES, CALIF.
BADGER NOVELTY COMPANY 2546 NORTH 30TH STREET MILWAUKEE, WISCONSIN

HIGHEST CASH PRICES PAID
FOR ALL TYPES OF ARCADE EQUIPMENT, 1 BALL (F. P. OR PAYOUT) SLOTS, CONSOLES, PHONOGRAPHS OR ANY OTHER COIN OPERATED EQUIPMENT.
PHONE, WIRE or WRITE
BELL COIN MACH. EXCH. 54 ELIZABETH AVE., NEWARK, N. J.
(Phone: Big. 3-5700)

CONSOLES	ONE BALLS
Keeney Super Bell, Comb.	\$199.50
Keeney Super Bell Twin, C.P., 5/75	300.00
Keeney Super Bell Twin, Comb. 5/75	350.00
Keeney Super Bell Twin, Comb. 5/25	375.00
Keeney Super Track Time, C.P.	325.00
Keeney Triple Entry, C.P.	159.50
Keeney Pastime, C.P.	189.50
Keeney Fortunes	\$295.00
Bally Longacres	450.00
Bally '41 Derby	325.00
Bally Club Trophy	300.00
Bally Dark Horse	135.00
Bally Record Time	125.00
Bally Sport Special	100.00

ROY MCGINNIS COMPANY 2011 MARYLAND AVENUE, BALTIMORE, MARYLAND

It's "GOOD NEWS" TO OPERATORS WHEN WALL AND MUSIC BOXES ARE EQUIPPED WITH DEPENDABLE MATCHLESS LAMPS

MATCHLESS ELECTRIC CO.
564 WEST RANDOLPH ST. • CHICAGO

MOST SENSATIONAL
CHICKEN SAM CONVERSION
EVER CREATED
Amazing life-like Jap figure and scenery created by one of America's topnotch artists. Figure of HARDWOOD COMPOSITION — NOT PLASTER. A real money-maker!
Jap figure and legs; colorful action background; "TRAP-THE JAP" streamers; all ready for instant changeover. Only \$14.50
Figure Only \$9.50
Immediate Delivery.
MIKE MUNVES CORP.
520 WEST 43rd STREET NEW YORK

FOR SALE
Three Bally Roll-Em Dice Consoles.
\$150.00 each.
CLAUDE CLARK
Osyka, Miss.

BEST OFFER
Takes 18 Soles, nine Tom Thumbs, some with Mirrors, like new; two 500s; seven include Pace, Rockola, Jennings, all in first-class operating condition. Or will trade for Mills Four Bells or Three Bells or Mills Late Slots.
McGUIRE SALES COMPANY, Dubuque, Iowa.

CHICAGO NOVELTY COMPANY—SPECIALS—ALL WINNERS!

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in the U. S. A.

★ **"SHOOT THE JAP" Ray-O-Life Guns** ★

\$149.50 ————— \$149.50

1/3 Deposit, Balance C. O. D.

Factory reconditioned SEEBURG "CHICKEN SAM" Guns converted to the "JAP" Ray Gun by factory trained mechanics. The machine is made to look like brand new. A certified check of \$149.50—In full with order—will start one of these quick income Ray Guns on the road to you.

HARD-TO-FIND RADIO TUBES

Safety-First. Guard yourself against Loss of Income on account of idle machines; put in a supply of Tubes you use regularly in your equipment. "HARD-TO-FIND" Tubes for your Phonographs, Ray Guns and Panorams is our Specialty.

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
1B5/25S	\$1.35	6B8G	\$1.35	6K7GT	\$1.05	6SQ7GT	\$1.15	36	\$1.00
1H5G	1.35	6C5	1.15	6K8	1.35	6X5	1.65	40	1.65
2A3	2.00	6C5GT	1.05	6K8GT	1.35	6X5GT	1.05	41	90c
2A4G	2.95	6C5GT	1.05	6L6	2.00	6Y6	1.65	42	90c
3A8	2.45	6C6	1.05	6L6G	2.00	6Z4/84	1.10	45	85c
5U4G	1.05	6F5	1.15	6L7	1.65	7F7	1.65	47	1.15
5V4G	1.65	6F5G	1.15	6N7	1.65	12F5GT	1.00	48	2.90
5W4	1.15	6F5GT	1.05	6N7GT	1.65	12SF5GT	1.10	55	1.10
5W4G	1.05	6F6	1.15	6R7	1.65	12SJ7GT	1.10	56	85c
5Y3G	75c	6F6G	95c	6R7G	1.15	19	1.35	57	95c
5Y3GT	75c	6F8G	1.35	6R7GT	95c	25A7G	1.65	58	95c
5Y4G	80c	6H6	1.15	6SC7	1.35	25A7GT	1.65	70L7GT	2.00
5Z3	1.15	6H6GT	1.15	6SJ7	1.15	25L6	1.65	75	90c
6A4	1.65	6J5	95c	6SJ7GT	1.15	25L6G	1.35	76	95c
6A6	1.65	6J5G	1.05	6SK7	1.05	25L6GT	1.15	77	95c
6A7	1.00	6J5GT	95c	6SR7	1.05	30	1.05	79	1.65
6AD7G	1.65	6J7	1.35	6U5/6G5	1.35	31	1.05	80	75c
6AE6	1.35	6J7G	1.15	6V6	2.00	32	1.35	83	1.35
6AE5GT	1.35	6J7GT	1.15	6V6G	1.35	34	1.25	85	95c
6B5	2.00	6K7	1.15	6V6GT	1.15	35Z5GT	85c	89	1.00
6B8	2.00	6K7G	1.15	6SQ7	1.05	38	1.15	117Z6	1.65

AN HONEST, CLEAN, LEGITIMATE PROPOSITION!
YOU "CHICKEN SAM" OPERATORS

Complete Re-Conditioning "Jap" Conversion\$49.50
F. O. B. Chicago

Ship us via motor truck your run-down "CHICKEN SAM" and we will transform your machine into the most thorough and clean "JAP" conversion job in the U. S. A. We will recondition the amplifier, repair or replace both main and gun cables. The front, middle and back scenery on the target cabinet will have an elaborate Sea Battle scene, all hand painted. We will use the original doll, which will be carved and hand painted into the Oriental "Jap." A "20 Shots 5c" card will be placed on the Gun stand. The machine will have an entirely new appearance. The outside of the cabinet will be painted in a blue and black trimmed combination. All the tubes and Photo Electric Cells will be checked and replaced if necessary. A beautiful machine in perfect working order will be shipped you in the amount of \$49.50, C. O. D.—F. O. B. Chicago.

VERY SCARCE

Photo Electric Cells for Seeburg
Ray Guns@ \$2.50 Ea.
For Chicken Sams, Japs and Chutes.

RAY GUN AMPLIFIERS

Amplifier Repair Service reconditioned, repaired or exchanged and put in first-class working condition by expert amplifier service men. Ship express and we will return perfect amplifier by express collect.

BRAND NEW RUBBER-COVERED CABLE

Rubber-Covered Gun Cables, 8 ft. standard length 5-wire shielded. Each wire insulated. Excellent Quality. \$2.75
45-Foot Main Cables, 7-wire, rubber-covered. Insulated, very pliable, brand new, shielded, fine quality. Standard Main Length. Per cable \$12.75

CLOSE-OUT OF CONDENSERS

.1 MFD Condensers.....10c Each | 1.0 MFD Condensers.....10c Each
.02 MFD Condensers.....10c Each

An Assortment of 50 Will Solve Any Condenser and Amplifier Problem.
Sold Only in Lots of 50.

5c Secondary Slides.....\$0.25 Each | 5c A.B.T. Coin Chutes,
5c A.B.T. Coin Slides... .85 Each | #500, "Brand New".\$3.75 Each

Chicago Novelty Company, Inc.

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Chicago, Ill.

Attention Operators
We Are Now Refurbishing and Rebuilding
SPORT PAGE BLUE RIBBON } into "CHALLENGER"
THISTLEDOWN SEA BISCUIT } into "RACE KING"
GRAND STAND GRAND NATIONAL PACEMAKER } into "WAR ADMIRAL"
A New and Better Game is Here!
All Games Tested and Proven for Profits

SEE YOUR DISTRIBUTOR OR WRITE US DIRECT!

SULLIVAN-NOLAN ADVERTISING CO.
527 WEST CHICAGO AVENUE CHICAGO, ILLINOIS

Refurbishers & Rebuilders of *Bally* 1-Ball Payout Games

WANTED: To Buy Your Old Thistledowns, Sea Biscuits, Grand Nationals, Grand Stands, Mascots and Triumphs. Advise price, quantity and condition.

BUY U. S. WAR BONDS AND STAMPS

NEW IN ORIGINAL CRATES

SUPER BELLS — HIGH-HANDS — MILLS' FLASHERS
KING PINS — MILLS' HI-BOYS — BALLY CLUB BELLS
Write for Prices

WE WANT TO BUY

COMPLETE ARCADES OR GOOD ROUTES OF LATE 5-BALL GAMES —
CONSOLES — 1-BALL FREE PLAYS — SLOTS — 1-BALL PAYOUTS —
PHONOGRAPHS — SCALES — AND MERCHANDISE VENDORS
State Quantities, Serial Numbers and Prices in First Letter.

BELL PRODUCTS CO.

2000 N. OAKLEY

CHICAGO, ILL.

GUARDIAN

SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.
BEWARE OF IMITATIONS

Buy Guardian and You Won't Come to Grief

STILL ONLY
\$7.50
COMPLETE

CONTAINS Silver Points, Phosphor Bronze Leaves, Lifters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers. Ask for our free Parts and Supplies Catalog!

No. 1000 — NEW SERVICE KIT\$9.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. PLUS 100 Extra Assorted Silver Contact Points, value \$3.50, in Addition to the Liberal Assortment of Switch Parts Contained in Our Well Known GUARDIAN CONTACT KIT.

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA, PA.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

ACCLAIMED—FROM COAST TO COAST!—

OUR SENSATIONAL . . . NEW . . . PROFIT-SHARING . . . PANORAM DEAL!!
AVAILABLE TO RELIABLE OPERATORS

Wherever you are located, in whatever State, here's the big deal of '43. Here's the most unusual opportunity for you to cash in with Mills Panoram—on a PROFIT-SHARING BASIS!! The Headache of BIG INVESTMENT IS REMOVED . . . YOU HAVE THE OPPORTUNITY YOU HAVE ALWAYS BEEN LOOKING FOR . . . TO MAKE MONEY ON SOMEONE ELSE'S INVESTMENT! GET IN TOUCH WITH US TODAY!!

THE GEORGE PONSER CO.

763 SOUTH 18TH STREET

NEWARK, N. J.

MILLS PANORAMS

Guaranteed Perfect Condition — Outside Appearance Same As New.
Write, wire for quantity prices or will trade for Late Mills Slot Machines, 5c, 10c and 25c play. Give serial numbers and conditions.

WAYNE SERVICE COMPANY

1530-32 WEST THIRD,

DAYTON, OHIO

BRAND NEW MACHINES

Keeney Super Bell, Single, 25c Write
Keeney Super Bell, Cash Pay, 5/5 Play Write
Keeney Super Bell, Cash Pay, 5/25 Play Write
Keeney Super Bell, 5c Conv. Mint Vendor.. Write

Keeney Super Bell, 25c Conv. Write
Columbia Bell, Cash JP, RP, 5c Write
Evans Galloping Domino, Light Cab., JP \$475.00
Box Stands 21.50
Folding Stands 6.50



H. F. MOSELEY Prof. Treas.

BRAND NEW MACHINES

Stamp Vendors, 3-3's for 10c, 4-1's for 5c. \$ 29.50
Mills Vest Pocket, Blue & Gold, 5c Write
Mills Four Bell, Original Style Write
Mills Four Bell, New Style Head, 4-5c Slots Write

Mills Jumbo Parade, Cash Write
Pace Race, Red Arrow, 5c 450.00
Pace Race, Red Arrow, 25c 500.00
EVANS COUNTER MOD. DOMINOS 32.50

NOTICE

WRITE US FOR PRICES ON BRAND NEW MILLS 5/10/25/50c BROWN FRONTS, ALSO 5/10/25c MILLS GOLD CHROME AND COPPER CHROME, ALSO MILLS 5c EMERALD HAND LOAD JACKPOTS. ALL MILLS SLOTS ARE EQUIPPED WITH MOSELEY'S SPECIAL DISCS AND REELS & ARE FACTORY REBUILT, GUARANTEED BRAND NEW.

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Keeney Skill Time, 1938 \$79.50
Keeney Super Bell, Twin CP, 5/5 325.00
Keeney Super Bell, Twin, 5/25, CP 375.00
Pace Race, 5c JP, #6319 180.00
Pace Race, 5c JP, #5086 150.00
Pace Race, 25c JP, #6088-6550 300.00
Pace Race, 25c Red Arrow, #6182-6583 300.00
Tom Mix Ray Gun 89.50
Gal. Domino, JP, Ch. Sep., Light Cab. 335.00
Gal. Domino, Factory Rebuilt, JP, Ch. Sep. 235.00
Evans Bang Tail, Dark Cabinet 225.00
Evans Lucky Lucre, F.S. 350.00
Mills Jumbo Parade, Free Play 79.50
Mills Four Bell, 22 to 2300 600.00
Mills Jumbo Parade, FP, Blue Cab. 89.50
Mills Jumbo Parade, Cash, Like New 99.50
Gal. Domino, Dark Cab., 5c, J.P., Factory Rebuilt, #2911-3222-3237-2486-3041-3232-2752-3898-2307-2948-2700-2732-3155-3231-3040-2408 210.00

Gal. Domino, Dark Cab., Factory Rebuilt, 25c, #2371 \$275.00
Lucky Star, Like New, 25c 179.50
Gal. Domino, Light, #3998-4175-3752-3775-3609-3599 300.00

SLOT MACHINES
Red Front, 5c, Like New, JP \$135.00
Melon Bell, 5c, Like New, High Serial 140.00
Blue Front Bell, No GA, 5c 110.00
Gold Chrome, 5c 265.00
Red Front, 5c 95.00
Bonus Bell, 5c 190.00
Jennings Victoria, 5c 39.50
Caille Console, 5c JP 90.00
Blue Front Vendor, 10c, J.P. Model 155.00
Caille Console, 10c JP 95.00
Blue Front, 50c, Factory Reb. (New) 350.00
Columbia Bell, RP, Cash, 5c 59.50
Columbia Bell, Ch. Sep., 5c, Like New 82.50
Pace Comet Console, 10c, #48688M 225.00
Pace Comet Console, 25c, #RF48689M 250.00
5/25c Double Club Md., #DRF54389 315.00
Mills Blue Front, 10c, JP, High Serial. 152.50

Mills Blue Front, 5c, JP, #433176-433173-433181-433175 \$175.00
Columbia Bell Chromes, #8059-8058-8553, 5c Play 92.50
Mills Single Safe 25.00
Mills Folding Stands 4.50
Mills Box Stands 12.50
5c Brown Front Cherry, S#466948 190.00
10c Blue Front Gold Award, #418000 175.00
5c Cherry Bells, Serials over #440000 179.50
5c Brown Front, Serials from 437000 to 453000 160.00
Pace Reels with Brass Rails 95.00
Pace Reels with Skill Attachment 90.00

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Horses 4.00
Reel Race 4.00
Red Cap 12.50

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Sparks, 1c, Perfect 6.50
Comet, 1c, Perfect 6.50

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Batting Practice 109.50

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Seeburg Cadet, RC, ES, #75642-75671 225.00
Seeburg Vogue, #68209 225.00
Seeburg 8800, ES, Like New 350.00
Rock-Ola Spectravox & Playmaster 219.50
Seeburg Wall Boxes, '39, Reconditioned 17.50
Seeburg Marble Glow Wall-o-Matics, Reconditioned 27.50
Speaker in Cabinet 20.00
Mills Throne of Music 139.50
Mills Empress, Perfect 189.50
Wurlitzer 616, Lightup Panel 82.50
Panoram, Used 30 Days, Guaranteed Like New 450.00

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25 Dominos, JP, Light Cab., SU, Like New 325.00
5 Super Track Times, SU, Like New, Serials over 7200 400.00
10 Mills Three Bells, Like New, High Serials 985.00
Mills Four Bells, Latest Style Coin Head, 4 Nickel Play 890.00
10 Jackpot Dominos, Brown Cab., Factory Reconditioned 225.00
3 Mills Four Bells, Latest Style Coin Head, 3-5c, 1-25c, Used 10 Days, S#2807 Up 950.00
1 Mills Four Bells, Original Style Coin Head, 3-5c, 1-25c, S#2400 750.00

5 Mills 5c Cherry Bells, Knee Action, Drill Proof, Club Handle, New Crackle Finish, S# Over 440,000 \$172.50
1 Rock-Ola Commando, SU 410.00
Rockola Wall Boxes, 5/10/25c 45.50
10 Shoot the Jap, Rebuilt New, Never Unpacked 152.50
8 Evans Counter Model Domino, Used 10 Days 27.50
10 Mutoscope Sky Fighters, Reconditioned 325.00
3 Chicago Coin Yanks, F.S. 99.50
1 Keeney Air Raider, Latest Model. 225.00
5 Bally Club Bells, Like New 175.00
Drivemobile, Like New 285.00
1 Bally High Hand, Used 15 Days 135.00

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Wurlitzer Wall Boxes, 5c, #120 Write
Wurlitzer Adapter, #145 Write
Seeburg Remote Console Wireless Write
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4-1501 Rock-Ola Wall Boxes \$309.50
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5-1501 Rock-Ola Wall Boxes \$329.50
1-1502 Rock-Ola Bar Box

ROCK-OLA SUPER With Adapter
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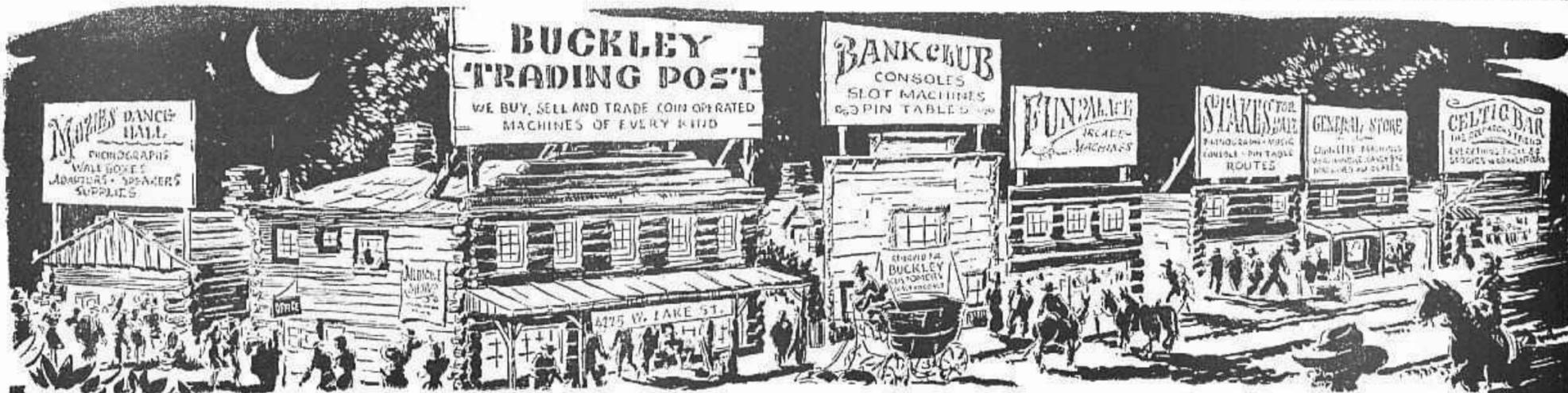
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