

MARCH 28, 1942

PRICE 25 CENTS

The Billboard



Spring Special

In this issue

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OUTDOOR BIZ IN WAR GEAR

EDITORIAL

Don't Brush Off Exploitation

RADIO station, ad agency and independent publicity representatives are already wondering what effect the war will have upon radio columns in newspapers. Some of the more farsighted radio men foresee a considerable cut in columns and radio space, and some of the more farsighted blurb artists are already thinking of ways and means of reaching the public thru other than routine publicity methods.

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

Some stations and agencies have long recognized the importance of exploitation, its significance as a direct approach and its impressive effect as an attention-arrester. It is often more effective than the printed word. This has long been known to some stations on the Coast and in the Midwest, but to the average station the art of ballyhoo thru stunts, merchandising tie-ups, newspaper-radio tie-ups, etc., is one of the dark continents of the radio business.

In the event publishers cut radio space, the need for press agents will not be lessened; the good press agent need have no fear; in fact, his services will become all the more necessary.

But he will have to be more ingenious than ever; he will have to get his station's message over even tho he is limited by strictures in normal publicity channels. This he will have to do thru extensive use of exploitation.

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

Philly Expects Bigger Business

PHILADELPHIA, March 21.—For the first time, nitery ops are not shedding tears over business, and, instead, are expressing high optimism. Because of the heavy concentration of defense plants in this area, and with pay rolls higher than ever before, ops feel they are due to get a share.

After-dark scene shifts to Atlantic City each summer, but feeling is that night life during the warm weather will be here instead. Because of the submarine scare and a permanent blackout in prospect, feeling is that the folks are going to stay closer to home. As a result, Atlantic City is figured on becoming just a week-end town.

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

"Priorities" Biz Big; SRO Twice

NEW YORK, March 21.—Clifford C. Fischer's vaude revue at the 48th Street Theater, *Priorities of 1942*, shows signs of becoming a long-term occupant of that house. Business has been on the sensational side, with the SRO sign hung out on several occasions.

House was completely sold out Saturday and Sunday nights.

In the cast are Phil Baker, Willie Howard, Lou Holtz, Paul Draper and others. Helen Reynolds Girls pull out to play the Buffalo Shrine Circus April 6 week, due to a previous commitment that could not be canceled. Their agent, Dave Solti, will supply the house with a substitute act for that week. Paul Draper, originally set for two weeks, is staying on indefinitely.

Anti-Censorship Committee Formed; Burly Hearing Held

NEW YORK, March 21.—Closing of burlesque houses here by Mayor Fiorello La Guardia and License Commissioner Paul Moss has resulted in the formation of a permanent committee to be known as Committee Against Censorship in the Legitimate Theater. The committee, made up of representatives of theatrical unions, League of New York Theaters and the Drama Critics' Circle, viewed the closing of the burly houses as a direct threat to freedom of expression in the theater. The committee, particularly the League, decried the method of closing the houses, citing the fact that disregard for legal procedure, as evidenced in this instance, amounts to dictatorial censorship.

The committee also cited the fact that the law provides for show bans thru the courts when there is sufficient evidence of lewdness or salaciousness. Legal processes were disregarded here, the arbitrary action of the mayor and the License Department being substituted, the committee claims.

In the meantime, decision on the re-opening of local burlesque houses will be handed down Monday by Justice Aaron J. Levy of the New York Supreme Court. Hearings were held Wednesday (18) as a result of the order issued by Justice Levy asking License Commissioner Paul Moss to give valid reasons why a license should not be granted the

Ops, Pondering All Angles, See Season That Will Pay Off Okay To Fair, Park, Circus, Carnival

Winning of conflict comes first and then how problems can best be met in mapping operations—little reduction evident in outlays and attraction budgets

CINCINNATI, March 21.—Outdoor showdom, ready for what it believes will be a prosperous season, admits, however, that never before has it faced a period in which quick-changing world events might scrap plans and make a mockery of predictions almost in an instant. Preparations of a heavy majority of fairs, parks, carnivals and circuses are for a season expected to be better than many preceding ones. It is reasoned that public morale and booming defense industries will create a demand for outdoor amusements great enough to offset the tire situation, the absence of men in fighting forces and wartime restrictions if they do not become much more adverse than at present. "Anything can happen," "It's anybody's guess" and "wishful thinking" are expressions heard aplenty, altho operators, with their inherent optimism, freely declare that they expect to go thru the summer on about the same plane as in many former years.

Foremost thoughts of showmen center around what further efforts they can make to aid in winning the war and how the outdoor industry can best meet the sacrifices and changes it will be called upon to meet. These are the purposes of the recently organized Outdoor Amusement Congress, which has the practically solid backing of those in the summer entertainment business and which is expected to be of valuable aid to Washington in the administration of measures affecting such entertainment.

Fairs, large and small and with few exceptions, plan to hold their annuals with little or no cut in attraction budgets and premium awards. They hope to make up for a natural decrease in commercial displays with federal and State conservation exhibits. The International Association of Fairs and Exhibitions has gone on record as favor-

(See BIZ IN WAR GEAR on page 95)

Galeaty Theater. The Galeaty was selected as a test case for all the shuttered burly houses. Mayor La Guardia, along with Police Commissioner Louis Valentine, submitted affidavits intended to uphold the issue, claiming that the license refusal did not indicate any danger to other theatrical fields. Morris L. Ernst, attorney for the Galeaty, cited the fact that many dialog passages heard from burlesque stages are no more salacious than many scenes in Shakespearean dramas or in many musicals.

The hearing also revealed the mass resignation of the censorship committee headed by John G. McCormack. The letter of resignation, dated March 13, was filed along with the other affidavits, as was the mayor's letter of acceptance of the committee's exit. The committee was formed in 1937, following a previous closing of burlesque houses. The McCormack committee recommended the granting of licenses.

At the conclusion of the hearing Mrs. Mollie Minsky, mother of Harold Minsky, who, along with I. H. Hirk, operates the Galeaty, accused Corporation Counsel Charles C. Weinstein, representing the license commissioner, of attempting to ruin the reputation of her son.

A favorable decision in the Galeaty (See Burly Gets Hearing on page 6)

Equity Amendment Barring 'Ism' Members Wins After 2-Year Fight

NEW YORK, March 21.—A bitter two-year battle in Actors' Equity Association on whether or not members of the Communist, Nazi or Fascist parties should be officially forbidden to hold office or paid posts in Equity was climaxed today as far as the constitutionality of the issue is concerned. The now-famed "ism" amendment won in referendum, with 552 votes against 288 votes counted today. Total number of ballots cast was 891, of which 51 were voided because of irregularities.

Up to the last, opponents were attempting to defeat the bill on the argument that it lumped Russia, our ally, with the enemies of the Allied Nations, and so would be inimical to the best interests of the war effort.

Amendment to the constitution will provide that persons holding membership in the Communist Party of the Soviet Union, the National Socialist Party of Germany, the Fascist Party of Italy or the Communist Party of the United States are ineligible to hold official posts in the union, along with "any person who publicly, knowingly or willfully advocates, advises, teaches or abets

the doctrine, duty, necessity, desirability or propriety of overthrowing the Government of the United States" and anyone belonging to any organization declared by the Council to be inimical to the best interests of Equity. The issue arose when Congressman Lambertson, of Kansas, two years ago accused the association of being dominated by Reds. Despite the fact that the Equity Council asked Lambertson to prove the charges or conduct an investigation which would either prove or disprove them, pleas were never acted upon. However, those named by Lambertson became targets of attack by a group in Equity which ultimately resigned office when Alan Hewitt, one of those named by Lambertson, was elected to Council on an independent slate.

A membership meeting January 9 failed to adopt the proposed amendment. Officers of Equity asked then that the issue be dropped because it might prove embarrassing to the United States Government. However, a petition signed by 104 members forced the referendum which adopted the amendment.

No officials of Equity could be reached for comment at press time.

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Bad Season for Units, as Name Bands Grab Off Bulk of Dates

CHICAGO, March 21. — Scarcity of names and the big biz pulled by traveling orchestras are blamed for the poor season for vaude units in this area. Only five offices have been active in unit production, and the tours set are far from the lucrative routes of years back.

Theater operators with full-week or one-night flesh policies have been trained to use name bands. When a vaude unit does interest them, most of them want the producer to come in on a gamble. Anton Scibilia, who has been active this season with Al Borde and Billy Diamond, of the Central Booking Office, points out that most of the established flesh houses will pick bands before they will consider units, while the new dates that may crop up here and there invariably insist on a hazardous percentage arrangement.

Names are in heavy demand and few want to tie up with units that cannot guarantee consecutive dates. Scibilia, for one, has been selling ideas and production, featured in both his *Hawaiian Nights* and *Time of Your Life*. Sam holds true of Jack Fine's *Jumbo Circus Revue* (out of circulation after a short run) and *Platinum Blondes*, which recently returned on the road.

Al Borde cut short this season's run of *Screwballs of 1942* and sold to USO both the Ada Leonard all-girl revue and *Funzafire*, which made the rounds in this area last year. Nick Bolla and Sam Roberts are represented by *Bowery Follies* and *On Dress Parade*, keyed for both large and small-town houses. Harry Rogers was represented early in the season with Count Berni Viel's *Spices of 1942*, which headed east after an uneventful tour here.

Chicago Theater here played only one vaude unit during the season, Clifford Fischer's *Follies Bergere of 1942*. Oriental Theater, in five months of operation, used seven organized shows, *Jumbo Circus Revue*, *Meet the People*, *Bell's Hawaiian Follies*, *Beachcomers of 1942*, *Bowery Follies*, *A. B. Marcus Revue* and *Screwballs of 1942*.

NEW YORK, March 21.—Local unit producers complain that there's no room any more for units selling at \$2,500 to \$3,000, and that name band units are hogging vaude dates.

Producers claim that a few years ago it was still possible to line up around 20 weeks for such units, but that now practically nothing but week-ends is available. Among typical houses using medium-priced units three or four days a week only are the Shubert, New Haven; the State, Hartford; Bronx Opera House, New York; Fay's, Providence;

Navy, 1; Army, 0

ST. PAUL, March 21.—Robin Lee, St. Paul member of *Ice-Capades of 1942*, led his local draft board a merry chase before it was learned he had enlisted in the navy.

Lee, who was married several days before, was due to be inducted into the army here March 12. He failed to show. John B. LaDue, chief clerk of the skater's draft board, scurried around trying to find him.

After considerable commotion it was discovered Lee had enlisted at the Great Lakes Naval Training Station.

Court Square, Springfield, Mass.; Plymouth, Worcester, Mass., and Empire, Fall River, Mass.

No unit can keep going on week-end dates only, producers point out. But name bands can play a lot of week-end vaude dates because they fill the rest of the week with ballroom and club dates.

The Kemp Time in the Southeast wants units, but most of its dates offer \$150 to \$200 a day, and that is not enough to attract a \$2,000-to-\$3,000 unit.

NEW YORK, March 21.—Jack Fine's *Platinum Blondes* unit, now playing Midwest vaude houses, is being submitted for Eastern dates by Charles Allen. Straight price is \$3,500. Unit is headed by Edith Rogers Dahl.

Dean Changes Plea to Guilty

NEW YORK, March 21.—Nick Dean, alias Nick Circella, who was a fugitive during the trial of George Browne and Willie Bioff which resulted in the conviction of the officials of the International Alliance of Theatrical Stage Employees, pulled a surprise guilty plea, under a charge of extorting \$1,000,000 from four major film companies, in Federal Court last Wednesday (18).

Dean, who was indicted with Louis Kaufman, business manager of the Newark Local (244) of the IA, surprised the court with his plea of guilty, so much so that United States Attorney Matthias Correa, prosecuting the case, asked Dean if he knew what he was doing. Dean was permitted to go free on \$25,000 bail until he is sentenced. Kaufman, who pleaded not guilty, will go on trial April 7.

No reason was given for Dean's change from his original not guilty plea, which he made when he was apprehended in Chicago. Dean is the former operator of the old swank Colony Club in Chicago.

Rand Big in Spokane "Life With Father" Fair

SPOKANE, March 21.—Sally Rand and her *The Lass Roundup* revue drew capacity business to the Orpheum March 11-14, according to Assistant Manager Dick Reed. The house had standees both matinees and evenings for the four days despite a 5-cent increase in price. *Lady for a Night* was on the screen.

Life With Father, starring Percy Waram and Margalo Gillmore, playing the Fox (2,250 seats) March 6 at roadshow prices. Did about 60 per cent of capacity for the matinee and 80 per cent for the evening performance.

Dot Franey Icer in Albany

ALBANY, N. Y., March 21.—Dorothy Franey's *Star-Spangled Ice Revue* opened last Friday (13), with Hal Leonard's orchestra, at the New Kenmore Hotel. Icer is set here until May 1 with options. Business has been good to date.

Don Gilbert Enlists

SAN FRANCISCO, March 21.—Don Gilbert, AGVA business agent, has been accepted in the Marine Corps reserves and will resign his union post March 26.

Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT

DRAMATIC

MARY ANTHONY—recent graduate of the American Academy of Dramatic Arts, who, in the school's play series at the Empire Theater, New York, this season, appeared as Terry Randall, the lead in *Stage Door*. Has unusual authority and a real flair, turning in an outstandingly fine performance that compared favorably with that offered by Margaret Sullivan in the original. Definitely deserves a chance on the Broadway stage.

For VAUDE

BURR TILLSTROM—conductor of a novel *Punch and Judy* act, caught recently in *American Sideshow*, short-lived legit revue at the Civic Theater, Chicago. Uses cute finger puppets and also employs a flesh-and-blood girl who converses in a skit with one of the puppets for a surprise finish. Has good high and low voices for contrast. Should go well in combo houses.

Central, Passaic, To Summer Legit?

NEW YORK, March 21.—Possibility exists that the Central Theater, Passaic, N. J., may turn to legit for the summer, replacing vaude. Indications are that, if the step is made, Jules Levinthal shows may make their bow there in May.

Arthur Fisher, vaude booker of the house, said that such a proposition had been discussed but had been turned down. Levinthal says the deal is still being considered.

Date for the summer legit run at the local Brandt houses, Flatbush and Windsor, has not yet been set, altho legit may start there with the opening of the baseball season.

Von Hallberg's Own House

NEW YORK, March 21.—Gene and Richard Von Hallberg, composers, arrangers and musicians, have started their own music publishing house, Apex Music, Inc., here.

They have six tunes, with their *Needle Nose* having just been cut by Artie Shaw. *Three Little Bears*; *Knit, Knit, Knit*, and *Fight, Fight, Fight* are also being plugged.

Gene is musical director of the *Mr. District Attorney* radio program and Richard is on the Lanny Ross program.

Vaude-Revue Tryout 5G

BRIDGEPORT, Conn., March 21.—*Priorities of 1942*, in for two evening performances and one matinee March 10 and 11 at the Klein Memorial, did okay, with a gross of \$4,931.25. Show well liked, according to Managing Director Perry L. Rodman.



FOLLOWING a protracted vacation from scrivener duties it is appropriate that we dispose of the pleasant chore of putting into print cuff notes of talent discovered and rediscovered in the night haunts of Florida's Miami.

The outstanding item on this or anybody's list should be Billy Vine, ubiquitous son of an irrepressible father. Which means something only to those who have known thru the years Dave Vine, formerly of Vine and Tempest and in this era a monologist very much in evidence on the Broadway scene.

Billy Vine is on the way to becoming, if he keeps headed in the right direction, one of the biggest names in the cafe and theater business. In Miami during the season that has just drawn to a close Billy was easily the outstanding success. He is an emcee of powerful appeal, but emceeing is only a tiny morsel of his bag of tricks. To put him in a show without using him as an emcee is inexcusable stupidity. Yet he rates really as a sterling performer. He is refreshingly original. He has a rubber mug, youth, a beautiful sense of timing, versatility and plain, unadulterated talent in his favor. Red Skelton excepted, he is the only new personality of real consequence that has entered the lists of the mighty in a long time. What makes him basically promising; what removes him from the run-of-the-mine crop of personality youngsters is that he depends less on common-property gags than any of them. He has a big bagful of material written by Dave Vine. The material is excellent; the delivery is that, too.

Billy was a smash of phenomenal proportions at the Frolic Club. He will duplicate that wherever he is booked. He seems to have a tendency to resort to blue material. With this curbed he ought to be able to emerge in a very short time as one of the country's leading cafe performers. It will be a pleasure to watch his progress from now on.

We had the first look at Al Bernie, also a youngster, in several years at the Carrousel. Bernie is the lad who was adopted professionally by Rudy Vallee in the days when Vallee was one of the most prolific benefit players on Broadway. Vallee used to bring out the kid to fill in his time, which was a swell idea for Vallee and a treat for audiences. In those days very little other than his impersonations was required of Bernie. The Old Master Vallee arranged his entrance and his going off. To audiences Bernie was a clever kid and that was that. But Bernie has grown in stature to a phenomenal degree in the years that have passed—physically and as a performer. Today he is not only a finished product. His impersonations are minor masterpieces. His diction is so much improved it is difficult to place him as the same individual of the benefit marathons. He possesses a voice of fine quality and he is a dignified and altogether pleasing emcee. There will be much to say about his work in newspaper from now on unless Uncle Sam takes a shine to him and buys him a khaki suit.

On the same show with Billy Vine at the Frolic was Illian Carmen, the little girl who was hustled into the spotlight by Al Siegel. Miss Carmen had an interesting career after the Siegel launching and then retired. She is back now and it looks as if she is getting set for a dizzy flight all over again. She has acquired new poise and charm. Her pipes are better than ever, for which (See SUGAR'S DOMINO on page 6)

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| MEDALLION 3-1616 | CENTRAL 8480 | CHESTNUT 0443 | MADISON 4893 | VANDIKE 8493 | | | | | | | | |

Decca's Income Up; 1941 Best Year Yet

NEW YORK, March 21.—Net profits of Decca Records for 1941 were \$781,050, largest in company's history. Year before the net take was \$433,713; 1941 profit was equivalent to \$2.01 per share on 388,326 shares of capital stock outstanding.

Net sales for 1941 were \$8,218,145, an increase of \$2,986,664, or about 57 per cent over 1940.

In a letter to stockholders, Jack Kapp, president of the disk firm, points out that Decca Distributing Corporation—a wholly owned sub—increased its facilities during the year by opening branches in Hartford, San Antonio, Chicago (South Side) and Brooklyn, making a total of 32 distributing branches. Three more, in Buffalo, Richmond, Va., and Charleston, W. Va., are in preparation, Kapp says.

During 1941 Decca also bought the entire Brunswick holdings from Warner Bros. This includes the 6,000 Brunswick, Vocalion and Melotone disks.

NY's Entry in AMA's Ice Beauty Contest

NEW YORK, March 21.—A committee of judges made up of John Robert Powers, Chester Hale, H. Brooks, president of Coty's; Vincent Trotta, art director of Paramount Pictures, and J. Walter Flynn, art director of the magazine *Glick*, met Wednesday (18) at the Terrace Room of the Hotel New Yorker and selected Babbette George, 18, as Miss New York City. Miss George will represent this city in the national finals of the National Queen of the Ice contest, sponsored by the Arena Managers' Association, to be held in the near future in Hollywood.

Selection was based on skating ability, beauty of face and figure, poise and showmanship.

Gal chosen as the National Queen of the Ice will receive a year's contract in the AMA show, *Ice-Capades*.



GEORGE EVANS, Stem press agent, is having his hands full with Alan Courtney, record jockey. Courtney's audience is largely the type that believes every word coming from the loud-speaker—so, when Courtney announced a sensational new singing discovery, George Evans, the inquiries began pouring into WOV. Instead of calling the whole thing off, Courtney has prolonged and elaborated on the hoax, and is making Evans constantly miserable—wondering what miraculous powers are going to be attributed to him next. One of the more recent Courtney outpourings had Evans about to front a band composed entirely of whistling tea kettles. . . . The Camel ads in the dailies, plugging Dorothy Lewis, still have her skating at the St. Regis. She closed at the St. Regis in January. . . . The Stanley Theater is probably the first local film house to sell records. Dave Harris has the concession and sells Soviet disks in the lounge. The house plays Russian pictures and plugs the record counter thru a trailer. . . . Lieutenant Dean Hudson writes that the physical gaff which the army is putting him thru is tougher than the training he used to do for college football, but adds it's made him feel so healthy that he has asked for front-line duty. . . . Last Tuesday, St. Patrick's Day, in the big Hibernian parade up Fifth Avenue, watchers glimpsed a sepia soldier sturdily marching along. Probably from the County Cork.

GET together, boys. In his review of *Johnny 2x4*, Burns Mantle, of *The News*, said that the author "falls to interest you particularly in any of the character types he uses to tell his story." Robert Coleman, of *The Mirror*, was sorry that the author "couldn't have found a more original and pulse-hopping story for his fascinating characters." . . . Speaking of *Johnny 2x4*, the scene of which is a prohibition days speak, review tickets were accompanied by one of those lovely little cards, with the name of the recipient written on it and countersigned "OK, Johnny." All very reminiscent and nostalgic—tho the absence of those bales of little pasteboards has done away with a lot of vest-pocket bulge. . . . Joseph Martindale and Charles Smith, the editors, and their associates are doing an increasingly good job on the *SOG Saga*, the mimeographed news sheet they put out for the cast and friends of the Savoy Opera Guild—which, incidentally, will next month have achieved a solid year of week-end Gilbert-and-Sullivaning down at the tiny Cherry Lane. . . . Another interesting publication is *Stubs*, which contains the seating charts of all the legit houses in New York, as well as some of the stadia and music halls—an invaluable aid to the habitual theatergoer. . . . Billy DeWolfe has had a breakdown and has had to quit the Versailles show. Played too many benefits while he should have been in bed with the grippe. . . . Sign of the Times: The menu at the Taft Hotel, under the listings of beverages like tea and coffee, has a footnote in capitals: "And—please go easy on the sugar."

"Eileen" Held in L. A.; 4-Week Gross Is \$43,000

LOS ANGELES, March 21.—*My Sister Eileen*, which has been going strong at the Biltmore Theater here the past four weeks, is being held over for another week. During the four weeks the show has garnered \$43,000, with the first week topping the run at \$12,000 and the third week being the lowest with \$9,500.

Gross this past week was \$10,000. House seats 1,630, and top is \$2.50 plus tax evenings and \$1.50 plus tax for matinee. Monday prices were dropped to \$1.50 top for evenings and \$1 for matinee, with the first of the two weeks at lower prices proving more successful.

Library Tours Continue

NEW YORK, March 21.—For its first offering in a scheduled tour of 17 little theaters located in branch public libraries thruout the city, Modern Playwrights Company will present Ibsen's *Rosmersholm*. Opening performance is set for March 26 at the Hamilton Fish Park Branch.

The little theaters, originally designed for Federal Theater attractions, were opened to the company when WPA theater activities were halted in 1939. Since then Modern Playwrights has sponsored more than 31 revivals and tryouts over the circuit.

Divided into five units, the group presents free shows, with tickets obtainable from Modern Playwrights or branch librarians.

Two More School Mats

NEW YORK, March 21.—Actors' Equity Association-sponsored high school matinee program gets two more under its belt within eight days, with a performance of *Junior Miss* Monday (23) and *A Kiss for Cinderella* March 31. Admissions for the high school kids will be 5 cents for *Miss* and 10 cents for *Cinderella*.

Under this program local students have already witnessed *Arsenic and Old Lace*, *Life With Father* and *My Sister Eileen*.

Joan Crawford's Cowbarn?

PHILADELPHIA, March 21.—A second major summer theater for suburban Bucks County, which already has the Playhouse at New Hope, is in the offing under the aegis of Joan Crawford. She is dickering for a 400-acre farm. Theater would also serve as a school.

New Camp Show Plans Set Up

NEW YORK, March 21.—Spring and summer plans for the USO-Camp Shows, Inc., are beginning to take shape. Number of units will be reduced from 24 to 18 because of summer military maneuvers and a reduction of the talent budget from \$37,000 to \$30,000, according to Abe Lastfogel, William Morris Agency exec, who is running the talent end of CSI on a volunteer basis.

Last of the 24 units now in operation will be disbanded around April 15, which date will also see the closing of theaters on army cantonments where the units have been playing. Spring and summer units will play on outdoor stages, the first of which will be erected at Fort Dix, N. J., on an experimental basis. CSI's predecessor, Citizens' Committee for the Army and Navy, also tried out its first mobile unit at Fort Dix last year.

Meetings to decide the type of talent have been going on all week, but no definite conclusions have been reached. Major session took place last Wednesday and was attended by Leon Leonidoff, Clifford C. Fischer, George Hamid, Abe Lastfogel, George Oberland, Sidney Piermont, Dave Schooler, Ben Bard, Harry Squires, Harry Delmar, Harry Kalchheim, Victor Leighton, Emil Friedlander, Bill Howard, A. J. Balaban, Harry Levine, Jesse Kaye, Harry Moss, Tim Gayle, Dick Gabbe, Nat Kalchheim, Bob Bundy, Lawrence Phillips, Jack Partington and Charles Feldman.

Feldman, of the West Coast agency of Feldman & Blum, is serving in the same capacity for the Hollywood Victory Committee as Lastfogel is for CSI. Feldman is in New York for six weeks to observe and study methods of operation of the New York unit, to install a similar system in California.

Under the new set-up, three units will emanate from Los Angeles and three from Chicago, whereas under the old all units stemmed from New York. Delmar, producer for CSI, is leaving for Chicago next week to organize the office there and book talent out of the Middle West for the military circuit.

West Coast will continue to supply film headliners to work with the units on a for-free basis out of the talent pool which was set up for this purpose six months ago.

Because of the time spent away from camp by the men in khaki on summer maneuvers, units will visit camps every three-and-a-half weeks instead of every other week as in the winter.

Fisher Again Books Hamid Pier in AC

NEW YORK, March 21.—Booking of Hamid's Million-Dollar Pier, Atlantic City, has been assigned to the Arthur Fisher office, according to Fisher. Formal opening will be Memorial Day, with name bands and name acts. This will be the second year that Fisher is booking the Pier.

Booking this year may take place under entirely different circumstances than last year, as authorities may find it necessary to blackout all illumination which can be seen from the sea.

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Lane-Kendrick Recital

NEW YORK, March 21.—Leta Lane, singing sister of the film Lane sisters, and Dorothy Kendrick, pianist, gave a joint recital here for the Mu Phi Epsilon scholarship fund at Steinway Concert Hall March 10. A full house responded nicely to the program.

Miss Lane, radiant and in good voice, used her personality to good effect in putting over several operatic and concert numbers. Her soprano is pleasant and was especially attractive in the lower register and in the more dramatic passages, such as the recitative and aria of Mariella from the second act of Mascagni's *Il Piccolo Marat*. She is obviously a good bet for operetta.

Miss Kendrick played numbers from Schumann, Brahms, Chopin, Prokofieff and Granados, exhibiting an interesting technique and holding close attention all the time. *Paul Dents*.

Autograph Fans, New Style

NEW YORK, March 21.—It may be the start of a trend. The Israel Orphan Asylum benefit tonight will have a squad of MP's and naval police to maintain order among rookies attending the affair. Major reason is the expected deluge backstage of khaki-clad autograph hounds. It's not known yet whether vaude houses will ask for similar protection.

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Rand Seattle's Only Floorshow

SEATTLE, Wash., March 21.—Mike Lyons' Show Box opened last week after having closed late in December over a dispute with the American Guild of Variety Artists, bringing in Sally Rand and her *Lass Round Up Revue*. The revue, featuring Sally's husband, Turk Greenough, and 40 others, has had the Box packed every night since Monday's opening. Bert and company were booked thru the Bert Levy office, under management of Len Mantell.

With the reopening, Lyons is the only one in town to use a floorshow. Although the China Pheasant has also signed with AGVA, it features only an orchestra and one singer, as has always been its policy. AGVA and all other clubs are still at outs, with the club managers believing they do as much business without as with floorshows.

Goodman Is Wed To Alice Hammond

LAS VEGAS, Nev., March 21.—Benny Goodman ended the suspense of the music trade here Friday (20) when he married Mrs. Alice Hammond Duckworth, sister of John Hammond Jr., the swing sage. Mrs. Duckworth had remained in Las Vegas since last January, when she obtained a divorce from G. Arthur Duckworth, of London. It was Goodman's first marriage.

Those close to the couple had known for some time that they planned to get married, and rumors had floated around Broadway for over a year. What effect it will have on Maestro Goodman's future plans are not known, but it is understood he plans to keep right on with his work. Goodman was called into his draft board recently but was not reclassified from his 3-A rating.

Publisher Sues Winchell, NBC

WASHINGTON, March 21.—Suit for \$400,000 has been instituted by Eleanor Patterson, publisher of *The Washington Times-Herald*, against Walter Winchell, National Broadcasting Company and Jergen's Lotion, charging defamation. Winchell is being sued for \$200,000 and the others \$100,000 each.

Suit is based on Winchell's broadcast of last Sunday, in which he stated that the late Senator Ernest Lundeen, inserted a *Times-Herald* editorial in *The Congressional Record*. Mrs. Patterson charged that Winchell referred to the editorial in "false, scandalous, malicious and defamatory words."

WMCA Shows Off

NEW YORK, March 21.—WMCA is modestly calling Wednesday (25) WMCA Day. A complete presentation of all station facilities will be made at a shindig at the Hotel Lexington. Plans call for shows presenting all commentators and artists exclusive with WMCA, including Walter Scanlon, Johannes Steel, Jimmy Powers, Hazel Scott, Sidney Mosely, Burnett Hershey, Helen Twelveteers, Tex McCrary and Joe Rines' ork.

Harold True to WWJ

DETROIT, March 21.—Harold True, former newscaster and chief announcer at WXYZ, where he announced the *Lone Ranger* show, has switched to WWJ as newscaster. He succeeds Ken Laub.

AGVA's Phoniest Move Yet

The San Francisco local of the American Guild of Variety Artists has suspended membership meetings for the duration of the war, according to an announcement in its house organ, *For Your Information, Please*. Organ cites that the war effort requires exertion, "physical and mental," and that performers should offer their services to defense work.

"So that there will be no hindrance in your desires in regard to this matter," the bulletin states, "there will be no membership meetings held for the duration. A monthly bulletin will be sent to all members informing them of all organization activities. Use the time you would spend at meetings helping the nation in any defense work you can."

Thus the San Francisco local, in the guise of aiding the war effort, is attempting to muzzle the increasing tide of criticism against its officials and is playing right into the hands of the people who await the opportunity to wipe out the trade union movement.

This move is the outcome of San Francisco AGVA conditions. Past membership meetings had been riotous affairs. The efficiency of Vince Silk, executive secretary, had been questioned by opposition voices. A petition to remove Silk had been in circulation for weeks.

But instead of coping with the opposition democratically, the local's leadership has chosen the Fascist method of suppression: A complete blackout of free speech for performers who support the union with their dues.

This is vicious. If San Francisco gets away with it, locals thruout the country whose administrations are criticized will follow suit. Ultimately, AGVA will be a union that does not reflect membership desires—just a club.

The leaders in Frisco are apparently trying to save their jobs, but in so doing they are encouraging a movement to destroy organized labor, right within its own ranks. The leaders of the San Francisco local should be removed from office quickly and effectively.

And let the AGVA national officials hang their heads in shame for permitting this to go on. If they didn't know what was going on, then they should be severely criticized for allowing themselves to remain uninformed. If they knew what was going on and allowed it, they should be fired.

2 MBS Stations in Tiff With Musicians

NEW YORK, March 21.—W. E. Macfarlane, president Mutual Broadcasting System, and James C. Petrillo, AFM head, are meeting over the week-end in Chicago in an effort to avert a threatened musicians' strike which would affect the entire web. There is the possibility that unless WGRC, Louisville, and WSIX, Nashville, settle their differences with the locals in those cities, MBS may eject them from the hook-up so that other MBS stations may escape trouble with AFM.

Dispute at WGRC is caused by the AFM demand for a contract renewal to replace the pact which ran out the first of the year. Contract negotiations so far have been unsuccessful. WGRC had caused a previous threat when it balked at signing a union contract last year. At WSIX the local demands that the station replace the house organist with a four-piece ork.

Mutual execs say that they cannot intercede with the stations, as each station is independently owned.

Lanny Ross Renewed

NEW YORK, March 21.—Lanny Ross has been renewed over 56 CBS stations starting April 6. Effective also will be change of sponsorship. Campbell Soups will get the plugs instead of Franco American Spaghetti, manufactured by the same firm.

Ruthrauff & Ryan now handles this account, formerly held by Ward Wheelock.

Canaries to S. A.

NEW YORK, March 21.—Four operatic warblers are to be aired by CBS for Latin American consumption. The singers will be among those who will later depart for Buenos Aires for the regular season. Carlos Ramirez started the series Saturday (21), Armand Tokatyan goes on next Saturday, followed by Bruno Landi and Hilde Reggiani the following day. Terig Tucel ork does the backing.

J. Dorsey's Two Dates?

PHILADELPHIA, March 21.—Mix-up in bookings has Jimmy Dorsey skedded to play the Ivy Ball (Junior Prom) at the University of Pennsylvania May 8, on which date he is to open a week's engagement at the Earle Theater. Doubling the two dates is okay with the musicians' union, but the house has an iron-clad rule making engagements outside of the theater absolutely no go. Management has taken no action on the matter but, if no exception is made in the rule, Dorsey will have to cancel the college prom, which is one of the choicest dates in the East.

Dick Jurgens Headed for Location at Totem Pole

BOSTON, March 21.—Dick Jurgens, coming east for the first time in his career, will probably settle down on location at the Totem Pole, Agawam, Mass., May 27. Extensive air time is being plotted for the band and, if everything works out as expected, contracts for the job will be signed today.

One of the biggest band names in the Middle West, Jurgens has never before ventured into this territory, but little trouble is being encountered in booking him, because of records, transcriptions and air shots from the Aragon Ballroom, Chicago.

Delbridge-Gorrell Spread in Midwest

DETROIT, March 21.—Three new dates were set this week by the Delbridge & Gorrell office. Barney Greene and band were set for Hotel Washington, Indianapolis, opening Friday (13) for four weeks with options. Greene is opening with a novelty seven-piece ork.

Arturo and His Gay Caballeros, current at Pere Marquette Hotel, Peoria, move into the Moonlight Gardens, Saginaw, Monday (16). Billy Moon's band, current at the Grand Terrace, only Detroit theater-style night spot, was given an extension to March 29.

Wheeling Takes Bands

WHEELING, W. VA., March 21.—In the absence of musical units Capitol here has been offering name bands for one day, Wednesday or Thursday. Eddy Duchin and ork played to capacity business last week.

BURLY GETS HEARING

(Continued from page 3)
case will force License Commissioner Moss to grant licenses to all burlesque houses here. Should licenses be granted, it is probable that a committee will again be formed to regulate local burlesque.

The suit will also be a test of the power of the license commissioner to charge \$250 for a quarterly license instead of \$500 annually, as is charged for licenses of other types of theaters.

Chi's Sherman Room Still Swings It

CHICAGO, March 21.—The Sherman Hotel's Panther Room is celebrating the third anniversary of its swing band policy this week. Although no official figures are available, it is known that Glenn Miller and Benny Goodman, each of whom filled a single date, hold the attendance record in the room.

Since March, 1939, the Panther Room has played 28 bands, and eight have already repeated. Those filling encores include Gene Krupa, who holds the record with four dates; Fats Waller, three; Jan Savitt, three; Harry James, two; Bud Freeman, two; Jimmy Dorsey, two; Woody Herman, two, and Larry Clinton, two. Neither Miller nor Goodman has been available so far for repeats, but have standing orders to come back. Artie Shaw is one of the few big swing names who hasn't appeared; tho signed up a couple of times, contracts were canceled at the last minute.

Bands who have appeared at the Sherman in the last three years include Bunny Berigan, Jimmy McPartland, Slim Galliard, Ben Pollack, Stuff Smith, Jimmie Lunceford, Raymond Scott, Duke Ellington, Count Basie, Hal Derwin, Bob Crosby, Charlie Barnet, Cab Calloway, Lionel Hampton, Will Bradley, Jack Teagarden and Bobby Byrnc. Calloway is set to return April 8, followed by the initial date of Bob Chester.

New Ballroom Opens Names in Norfolk

NORFOLK, Va., March 21.—One of the biggest dance halls in the South will be opened here Friday (27), when the Palomar in downtown Norfolk inaugurates a nightly dance policy with name bands. Will Osborne plays the opening four-day engagement, and policy will be to book bands for engagements of several days to a week.

Palomar has floor space 210 by 180 feet, with capacity of 4,000 to 5,000 persons. Building is one-story frame structure built last year as a tabernacle for a traveling evangelist.

R. V. (Buster) Ward, who managed Surf Club at Virginia Beach last five years, is managing director. Spot will be closed Sundays.

Charlie Spivak follows Osborne, with Carl Hoff next on the schedule.

SUGAR'S DOMINO

(Continued from page 4)
both rest and natural development are probably responsible. She is beautiful material for cafes and with very little grooming she ought to click solidly in pictures.

During the same Miami sojourn we saw interesting things happen to a couple of old familiars, Benny Fields and Henry Youngman. Fields was in the Carrousel show as standard bearer. The night we caught him he was suffering from a bad cold. He finished only two songs out of five. Instead of creating resentment, instead of meeting with a mild reception, he brought down the house by humming his finishes and various other devices unique with him. In order to do that a man has to be a natural song salesman. He must also be a master showman. Most of us have known for many years that Fields is both. But it isn't often that one sees this demonstrated under the most trying conditions.

As for Brother Youngman, we happened to drift into the Casanova Club when he was playing to an audience of visiting firemen from the wide-open spaces to whom Broadway-type gags are an Armenian dialect. The self-deprecating Youngman started off to an ominously silent house. He threw the gag book at them; he tried every stunt known to a monologist of uncertain routine. The audience remained frozen. But there came a climax. A few laughs (or it might have been snickers) were actually heard. But that was enough for Youngman. He put his finger unerringly on what they wanted. From that moment on he climbed higher and higher in appeal. He wound up getting the best hand we've ever seen him get. And there are not many performers who have a better collection of applause memories than this lank son of Brooklyn's Williamsburgh.

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Penn Commish Beefs at Radio Bangtail B'cast

PHILADELPHIA, March 21.—WPEN, in signing a contract with the William Armstrong Company, publishers of horse racing paper, to make WPEN the first station in the city with a complete schedule of racing results and news, has brought the wrath of the State's Public Utilities Commission on the station. Since last week WPEN has been broadcasting a five-minute period at noon during which scratches, line-ups and jockeys at leading tracks are announced. Thruout the day there are break-ins with results, prices, off-times and disqualifications breaking in as hot news flashes; and at 6:30 p.m. Jack O'Reilly, WPEN sportscaster, dishes out a complete resume of the day's races.

Richard J. Beamish, Pennsylvania's Public Utilities Commissioner, hit the ceiling last Friday (13) when he noticed ads in the local newspapers calling attention to the station's bangtail services. He entered complaints against the station and the telephone company with Paul A. Walker, of the Federal Communications Commission, and with U. S. Attorney General Biddle.

Asking both the FCC and the attorney general's office to act against WPEN and break up radio's dissemination of horse race info, Beamish said: "This bold defiance of the law by these communication corporations does more than violate the statute laws of Pennsylvania. It diverts into the ratholes of organized gambling and racketeering a sizable portion of the wealth of the country which should go into the war effort."

Officials at WPEN said they had no comment to make on the charges at this time.

Philly Agencies Not Hurt by War

PHILADELPHIA, March 21.—Priorities and rationing are having no ill-effects on local advertising agencies. While many accounts have gone or are going on the inactive list for the duration, new accounts more than make up for curtailment. Agencies, especially those using radio heavily, report a bumper crop of new accounts snagged the past week.

First account for Sayre M. Ramsdell Associates, new local agency, is a campaign for Philco Radio & Television Corporation to be released early in May. Local and national media will be used. Al Paul Lefton agency assigned to handle campaign for the Electrical Association of Philadelphia, representing electrical manufacturers, distributors and wholesalers; and for Catz-American, official distributor for Brazilian matte tea.

Stewart-Jordan Company appointed by the Suburban Company of Ardmore, Pa., to handle the advertising for 40 Suburban retail stores and for the Wellington Hotel here. William H. H. Neville is account exec for both accounts. Adrian Bauer agency gets the nod for the Pa-set Company, of Long Island, N. Y., beauty preparation manufacturers. Solis S. Cantor agency appointed ad agent for the Philadelphia Association of Retail Drug-gists, a co-operative org. John Palkner Arndt gets the call to handle the American Hotel Association, hotel chain. Two beer accounts also go on the agency books. Getz Brewing Company to place its advertising thru Seberhagen, Inc., one of the town's newer agencies, with F. H. Seberhagen serving as account exec and Adam Scheidt Company calling on Carter-Thomson agency to handle its Valley Forge Beer.

New Station Opens In Mexico City

MEXICO CITY, D. F., March 21.—A new radio station, XEOY, has opened, financed by a bond issue and backed by Iturbil Limantour and Ignacio Diaz.

XEOY operates on 1,000 kilocycles, 10,000 watts. Tower, near the city, is 156 meters high.

Station manager is Sr. Ricardo A. Hinojosa, formerly director of publicity for the XEO. Station opened March 10. House org consists of 25 musicians, directed by Miguel Garcia Mora.

ASCAP Licensees Get Script Service

NEW YORK, March 21.—The American Society of Composers, Authors and Publishers will start a free script service to ASCAP licensees around May 1. New service is in keeping with ASCAP's goodwill program aimed at licensed music users. The society has already lined up scripts to take care of its licensees 26 weeks in advance.

The new service is directed mainly at indie stations which cannot maintain sizable script writing staffs. Robert L. Murray, originator of the plan, estimates the new set-up will offer services that would cost around \$5,000 annually if carried on by an individual station. ASCAP plans to make no demands upon the users of this service even if the free scripts go commercial.

Already three series are ready for delivery. They are *Songs From the Shows*, *Marching to Music* and *History in Music*. These are half-hour shows, which can be used either on turntables or with full orks. Programs are of 13 weeks' duration each, and are designed so that local stations may substitute other music to take care of the preferences of that locality. ASCAP will probably later furnish scripts for sectional needs and design programs specifically for individual stations.

ASCAP hopes to avoid duplication in one area by releasing three separate programs simultaneously.

NBC Starts Roving Pick-Ups Abroad To Clarify War Info

NEW YORK, March 21.—NBC is starting a new roving program, with probable pick-ups from all points of army concentration, including bases in Iceland, Ireland, Australia and Caribbean ports, along with national shrines. Full hour is sked to start April 5, from 3:30 to 4:30 p.m.

Program, under the auspices of the War Department, will include speakers who may not be announced in advance because of military reasons. Is designed to clarify confusion arising from a war fought on many fronts.

Advertisers, Agencies, Stations

NEW YORK:

IRVING STROUSE, writer and producer, has been appointed director of production and programing of WINS, replacing Robert L. Colton, resigned. . . . Priscilla Kent, formerly of the editorial staff of *The New York Herald-Tribune*, will join the script division of NBC April 1. . . . Select Theaters, Inc. (the Shuberts), has launched a six-a-week one-minute announcements over WEAJ in the interests of *Sons o' Fun* and *Priorities of 1942*, current Broadway shows. Blaine Thompson is the agency. . . . *Manhattan Merry-Go-Round*, aired over the NBC Red net Sundays, 9-9:30 p.m., sponsored by Sterling Products, Inc., will add 28 more stations to its line-up, effective March 29, bringing the total outlets for this program to 87. Blackett-Sample-Hummert is the agency. . . . General Mills, Inc. has added three 15-minute spots to its CBS sked with the sponsorship of *Betty Crocker*. Show will be aired on Mondays, Tuesdays and Wednesdays, 9:45-10 a.m., over 31 CBS stations. Blackett-Sample-Hummert handled the business. . . . Jocko Maxwell, sportscaster, has been named sports director of WWRL, Woodside, L. I., replacing Cy Newman, who recently resigned to join the announcing staff of WAAT.

CHICAGO:

KENNEDY NELSON, in charge of music at WAAF for the last eight years, leaves April 1 to join WJJD-WIND in the same capacity. . . . Don A. Marcotte, head of the NBC music library here, is recuperating from a serious illness at the Pasavant Hospital. . . . *Plantation Party* was renewed for another 52 weeks by the Brown and Williamson Tobacco Corporation thru Russell M. Seeds. . . . Office of Civilian Defense is presenting a series of three weekly one-hour "radio classrooms" over WMAQ to instruct the 300,000 air-raid defense workers in this area. It covers every phase of the defense problem. . . . WBBM's army program *Fall Out for Fun* returns to CBS as a network show on Tuesday (24). It

NBC Tele Plugs Defense Show And Proves Propaganda Value

NEW YORK, March 21.—Television, stymied for the duration due to priorities, is proving its value as a propaganda medium thru its handling of civilian defense programs for the government. The good job it is doing with these shows is expected to be remembered after the war, when television hopes to really step out. The government has been using CBS's tele station, WNBT, for staging programs devised to teach air raid wardens and other defense workers how to perform their tasks. These shows are piped to tele stations in Philadelphia, Schenectady and Washington. Later on the defense shows are expected to be carried in Chicago, Los Angeles, Cincinnati, Passaic, Fort Wayne, San Francisco, Milwaukee and the local CBS station.

The government apparently is aware of television's great potentialities as an educational medium since it can project a lesson both to the eye and the ear. Neither radio nor the newspapers can do this, it is pointed out.

NBC television will expand its civilian defense programs April 6 when it starts its first six-week basic air raid warden course over WNBT to reach 50,000 local trainees. It will also start two new defense programs aimed at 20,000 graduates of the first basic warden course. Also, WNBT is starting a one-hour dramatic program to explain defense activities and the war effort to the general public. The series will be called *The City Awakes* and will use a professional cast and start April 10. Warren Wade, Martin Jones and Tom Reilly, staff producers, are writing and directing this series.

Noran Kirsta, director of WNBT, is very close to the government thru his voluntary job as U. S. Co-ordinator of Television for the Physical Fitness Program. Part of the time devoted to defense programs goes to physical fitness propaganda, incidentally.

In order to reach the largest audience possible NBC has placed tele sets in hundreds of local police stations and firehouses, so that defense officials and workers can profit from the defense programs. Also NBC is expanding the audience for the 1,000 tele receiving sets in private homes in this city. It is trying

to get at least 30 persons to gather around each receiving set, thus providing the defense programs with an audience of 30,000.

LOS ANGELES:

AUBREY ISON, NBC announcer, has gone into the army. Replaced by John Lally. . . . More than 300 workers at Columbia Square are being photographed and fingerprinted in line with National Defense. . . . Ruth Barnard, Don Lee traffic manager, has left KHJ for San Francisco, where she will work for the government. . . . Leo Tyson, head of the Blue Network program department in Hollywood, is back from San Francisco, where he went to coordinate activities of the two cities in the presentation of new radio fare. . . . Bob Murray, formerly KHJ studio supervisor, succeeds Glen Turner, who left as master control supervisor. Turner left to do special detail work for the government. . . . Betty Jean Sidney has joined the script department at KHJ. . . . Bill Parmlee was named page boy at KHJ to fill the vacancy left when John Norton entered the Officers' School of the U. S. Merchant Marine. . . . Don Lee television, W6XAO, is now using spot announcements. . . . Blue Network here recently released a list of members who have been in radio more than five years. (See ADVERTISERS on page 8)

to get at least 30 persons to gather around each receiving set, thus providing the defense programs with an audience of 30,000.

Carmichael Resigns WLW Executive Post

CINCINNATI, March 21.—Cecil K. Carmichael late Monday (16) submitted his resignation as assistant to James D. Shouse, vice-president in charge of broadcasting of the Crosley Corporation, operator of Stations WLW-WSAI, effective immediately. Under Carmichael, WLW's publicity department twice won *The Billboard* annual award for the most effective station service in the nation. Other honors awarded departments under Carmichael's office included the annual Peabody Award for community service.

Carmichael came here four years ago as promotion manager of WKRC, but left late in 1939 to become publicity head of WLW-WSAI. His duties were later expanded to include director of special events activities and all remote-control broadcasts. He was later appointed assistant to Shouse. Carmichael went into radio as publicity director of WBT, Charlotte, N.C.

NBC Red Discusses Option Time Issue

CINCINNATI, March 21.—The NBC Red Network Advisory Committee of the Second District, meeting here with network officials, discussed the possibility of an adverse decision by the Federal Court on the issue of "option time" yesterday.

NBC's William S. Hedges explained to station managers that the Federal Court's finding the FCC rules operative would affect affiliated stations as much as the affiliates themselves determined.

C. L. Menser, NBC program director, said he planned a sort of "farm system" for swapping the most promising personnel between the networks and stations, so that both operations people and talent would wind up on the network instead of being lost to other networks.

Stations' managers said they did not favor late night dance band remotes, claiming there had been an increased demand for "good" programs late at night. Robert Dunville, of WLW, chairman of the meeting, suggested that the jitterbug market provided by listeners to band remotes was not good for sales and that there was a better purchasing audience for late-hour variety shows.

WMIN Wants Change

MINNEAPOLIS, March 21.—A request by Station WMIN for permission to change its frequency from 1,400 kilocycles to 630 has been protested by the Iowa State College at Ames, Ia., which has intervened in the application. Floyd Philbrock, assistant Iowa attorney-general, said WOI, state college station at Ames, operates on a 640 kilocycle wave band and that its engineers contend granting of a 630 band to WMIN would interfere with reception from WOI.

Shreveport Men Want KTHS

SHREVEPORT, La., March 21.—Three local business men have filed an offer of \$177,650 for Station KTHS, Hot Springs, subject to approval of the FCC and Hot Spas' Chamber of Commerce, which operates the station. Included in the local group are George P. Wray, P. E. Furlow and Allen D. Morris, all auto dealers here.

AFRA Has WAIT Announcers

CHICAGO, March 21.—American Federation of Radio Artists here organized the nine staff announcers of Station WAIT (formerly WCBF), last week, and is starting negotiations with General Manager Gene Dyer for a closed shop.

Rambeau Rep for WNAB

BRIDGEPORT, Conn., March 21.—Kenneth Thomas, commercial manager of WNAB, has appointed William G. Rambeau as national rep.

'Getting a News Punch Into a Long-Run Network Show'

By P. WESLEY COMBS JR.

(Vice-President, William Esty Advertising Agency)

TODAY it is natural for an advertiser to ask, "Have I a radio show which was highly acceptable a few months ago, but which is becoming less and less appealing due to changes brought about by wartimes?"

He knows that industries such as automotive, refrigerator and radio are going out of the consumer goods field and into war work, their people going into new jobs in those industries or, in some cases, into other industries. The advertiser realizes that many others are going into the armed services and that more will go. He knows, too, that towns in Russia or Sumatra, unknown a short time ago, are now common names in American household conversations. People's lives are changing. Their thinking is changing. And their reactions to radio entertainment are changing, too.

In meeting this problem our quiz show, *Double or Nothing*, broadcast over a 100-odd Mutual network stations for Peen-a-Mint, decided to utilize every factor connected with the production—sponsor, advertising agency, network and talent. We organized weekly Monday meetings composed of representatives of each unit of our program. We think we have made these meetings produce results.

But meetings of this sort cannot possibly produce results if they are thwarted by: (1) "yes" men, (2) temperamental prima donnas perpetually worried about top billing, (3) red tape or caste formality, (4) agency men or clients who patiently listen to their guests, but have made up their minds long before the meetings began.

We Seek Suggestions

We feel we have side-stepped these evils so common to radio and for which the blame can be divided among the network, agency and performer. We have improved our show because all of us are making suggestions frankly, candidly, without fear of upsetting some over-sensitive executive. All have worked together as a team.

A year ago *Double or Nothing* was a successful network quiz show, doing right well with the Hoopers and Crossleys, and selling the product. But obviously conditions in this country and the temper, mood and interests of the public are now different. And we not only wanted to keep pace with the times, we naturally wanted to improve what was already a successful show.

Competition is decidedly heavy in the quiz field. We had been holding meetings right along. Sure, everyone does. But the attendance was limited to our own executives and representatives of the client. We opened the door and let some fresh ideas come in, ideas which not only assisted in keeping the show in tune with the times, but which at the same time gave the show a better pattern, a more clearly defined purpose and more vital publicity pegs—good ideas from men from the network and from the artists on *Double or Nothing*. All this happened in the late fall of the 1941 season, about 52 weeks after our premiere.

Harry Holcombe, producer of the show, was made chairman. Working with him, we collected a team that represented many different sources of information and types of thinking. For instance, Lester Gottlieb, head of publicity for Mutual, brings to the meetings the reactions of radio editors both to our show and our competitors'. From the clippings he accumulates we watched the reactions to the various steps taken in programming the show. Then, too, being close to live news sources, he is able to keep us posted on forthcoming events that might fit into our production.

Making a Quiz Click

One of the functions which make a quiz show click is the giving of information. Another is the matching of your knowledge with that revealed by some contestant on *Double or Nothing*. If

you have some interest in the contestant it makes it still more fun. Out of these meetings came the thought that people's horizons were widening and that we should bring to the air not only people from this country and information about this country, but also information and contestants from our allies, the United Nations. We tried it out first with a salute to Great Britain and waited for press and listener reaction. Gottlieb's analysis of the radio editors' opinions and summary of station managers' reactions to this first show convinced us that this type of news portion should be continued. To date we have saluted Great Britain, New Zealand, Australia, China, Holland, our navy, army, Coast Guard and Marine Corps, and plan similar tributes to Latin American nations, Canada, Russia, etc.

Walter Compton, originator of *Double or Nothing* and the show's emcee, also attends the meetings. From Washington, where he is official MBS White House announcer and a prominent newscaster on WOL, he brings us a picture of conditions in our wartime capital. He has been responsible for securing for us prominent officials of our own government and our allies. They not only make interesting contestants, but they bring to our audience fresh, authoritative information on subjects which are of current and vital interest. Too, their appearances on the programs have brought us additional publicity and a new-tapped audience not ordinarily found listening to quiz shows.

Frank Forest, show's tenor soloist, selects music that weaves into the general program format. He doesn't sing a song just because it's listed on the *Hit Parade* or because he's a friend of the composer. He digs for numbers that can be associated with the particular international or national tribute we are paying. On our salute to Australia he introduced the No. 1 hit song of that continent, *Waltzing Matilda*.

Political Salutes Effective

In our salute to the Netherlands he sang their national anthem in their native tongue. He also sang *My Sister and I* and gave our audience the extremely interesting story about the background of the invasion of Holland which led to the writing of the song. His material produced the theme and purpose of that week's show. This is another demonstration of how these meetings produce results over and above a man's effort on his particular phase of a broadcast.

Zac Freedman, Broadway press agent who p. a.'s for Forest and Compton, is a vast storehouse of information on show business trends and the proper spotting of our stage and screen guests.

Brusloff, our orchestra leader, and Alois Havrilla, our announcer, both had made many important contributions far removed from their respective fields. Both have had years of successful experience in the business and both have many contacts with other activities.

Ev Travis, the account executive, Holcombe and myself represent the client and are responsible for policy decisions. In this way we eliminate delay, and an immediate "yes" or "no" on some suggestion is made on the spot. But our chief function in these meetings is to listen and learn. And we do. We have found that giving these other men an opportunity to tell us something about show business has made our program showmanly. We even use the master plan of show business by arranging our program like a top-flight vaude bill. We pace the contestants in this manner, watching all the time for the strategic "next-to-closing" spot. The sorely missed Palace Theater formula is followed—only it's streamlined.

Fawcett Publications tendered us a plaque several weeks ago in recognition of our salutes to the United Nations. Our program ratings are climbing.

P. WESLEY COMBS JR., vice-president of William Esty & Company, is one of the original executives who, with Bill Esty, started the agency some 10 years ago.

Combs was formerly manager of advertising and sales promotion for General Motors Corporation, manager of advertising for Oakland-Pontiac Motor Car Company, marketing executive of the Blackman Company (now Compton agency), a feature writer on *The Herald-Tribune*, assistant city editor of *The Journal of Commerce*, financial editor on *The Chicago Evening Post* and a reporter on that paper.

"In other words," says Combs, "as some of my old associates say, 'A newspaperman who went wrong.'"



P. Wesley Combs Jr.

In Changing Times

So it is our feeling that in times like these—rapidly changing conditions with fluctuating values—there is in the average radio show a great untapped source of creative ability, information and ideas available if the advertising agency connected with the program seeks them out. Give your network (or station) and talent an opportunity to be partners in

planning and developing your show before the final decisions are made.

In our case we have found it highly advantageous. Not only does it result in better work in each individual's own field, but also in a better over-all show.

ADVERTISERS

(Continued from page 7)

They are Milton Samuels, publicity; Carl Lorenz, engineer; Nadine Amox, secretary; Cleo Roberts, special events; Nell Cleary, publicity; Dr. Cresser Dahlstead, chief announcer; Ralph Denechaud, chief engineer; Abbott Tessman, announcer; David Drummond, writer-director; Dorothy Brown, continuity writer; Leo Tyson, program director; Paul Gates, night program director; Cliff Anderson, program traffic manager; Sidney Dorals, auditor; Tracy Moore, sales manager; John Kennedy, announcer; Noel Corbett, publicity; Robert Moe; Myron Dutton; William Williams, Florence Clavere, traffic; John Wagner, auditing; Russell Hudson, program traffic; Paul Masterson, Henry Weaver, Victor Perrin, announcers; Myron Elges, sales, and Marjorie Wright, production.

PHILADELPHIA:

RAYMOND GRAM SWING, Mutual's news commentator, comes here May 5 to receive the Award of Merit presented by the Poor Richard Club, representing advertising agency gentry. . . . Wayne Cody, WIP's Uncle Wip, handling Talent

Scout Nights at the Tower Theater, Camden, N. J. . . . Paul Christian, former account exec with several ad agencies here, has opened his own local public relations office. . . . Lit Brothers' Department Store rounded up its 3,000 employees for a run-off in condensed form of the 18 air shows sponsored weekly over WFIL to impress how radio merchandises the store. . . . Leslie W. Joy, KYW general manager, holding open house Thursday evenings and Sunday afternoons for the boys in uniform, providing choice seats for the visual shows and a tour of the studios. . . . Herb Dubrow forsakes his local nitery career as a pianist to join the announcing staff of WBAB, Atlantic City. . . . Ruth Lafferty, assistant to the president at WCAU, granted indefinite leave of absence to recover from a nervous breakdown, and heads for California for the recovery. . . . New program edict at WDAS requires an announcement for the U. S. Treasury, army, navy or marines be read at every station break. . . . Edward Wallis, WIP press agent, has taken over the Junto (adult school) class on radio. . . . Shirley Mayer leaves Philip Klein Advertising Agency to become WPEN press agent.

WATCH for the

FIFTH ANNUAL

RADIO PUBLICITY AND EXPLOITATION SURVEY

156 Radio Editors will name the best network and advertising agency press departments and the best press agent in radio publicity.

In subsequent issues, the Awards Committee will name exploitation leaders in network, advertising agency, clear channel, regional and local station divisions, and the best press agent in radio exploitation.

Awards Committee:

- | | |
|---|--|
| ALTON COOK, radio editor, New York World-Telegram | E. E. SUGARMAN, |
| BEN GROSS, radio editor, New York Daily News | PAUL DENIS, |
| JO RANSON, radio editor, Brooklyn Daily Eagle | EUGENE BURR, |
| BOB STEPHENS, radio editor, New York Post | PAUL ACKERMAN, of The Billboard Editorial Staff |

The Stage Actor in Radio

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

By ALAN BROCK

HOW do you get into radio? How long does it take? What is the easiest way? The easiest way is the obvious way—whom do you know? This system has always worked before; why not in radio? Introductions to the office boy, script writer or producer . . . they can get you to the right guy. After you've had a talk with the director (or casting director) follow his suggestions regarding his individual method of casting. Be prompt in your calls and in sending necessary data. When you've exhausted personal introductions write to the agencies and be sure you have the correct spelling of their names. State briefly your experience, the type of roles you've been playing. In most cases the legit actor can go right on playing the same type in radio. The outstanding way and, of course, the sure-fire way to crash this game is to be taken directly from a Broadway stage play. This has been happening more and more as radio directors are gradually learning the value of theatrical training.

With Broadway casting at its lowest point in many years and most of it being done behind sealed doors, the stage actor of 1942 has to step lively to be on friendly terms with his landlord. Gone is the assurance of "so many weeks a year." The actor today must have a side line to enable him to continue in his profession. If he has the good sense he will go into radio. Season after season this new field has saved the day for many legit performers. There are those, of course, who went into the profession years ago and today are top-notch names, but, strange as it may seem, there are still countless Broadway players who have yet to make their first radio appearance. Impossible? Not at all!

The constantly dwindling number of plays produced annually has made the invisible drama the logical haven for the discouraged actor. And a good thing, too! Not only for the individual actor but for radio as well.

Breaking into radio is not an easy business, but by no means impossible. Everyone can cite cases of those who were down and out a short time ago and are now in the dough, thanks to soap operas.

Stick to a Plan

After you've had your initial appointments plan a schedule and stick to it. Set aside two days a week, mornings or afternoons. Continue your letter writing because, first, only a small portion of the original batch you send out will be answered, and second, radio personnel changes almost as frequently as actors. Naturally this calls for a constant look-out.

Take the entire routine in your stride; don't worry about this or that role unnecessarily, and above all don't try to think up ways and means. After all, there are well-meaning directors, too. Some are a little harder on the surface, that's all. Eventually, you or your letter will find the right guy.

A week has gone by and no answer to your second batch of letters. Well, what about the telephone? If after one or two calls you're still in the dark, write again, but avoid being routine. A resourceful person can always find a way of saying things just a bit differently. Being yourself is an asset. If any of the mysterious gents you've been shadowing suddenly loom up before you in a broadcasting station, crossing streets or rushing from

elevators, don't make a nosedive for them. It will only endanger your opportunities. If he doesn't answer mail or phone calls he must have his reasons. Too swamped with work, means to do it every day and forgets, or else just isn't interested.

Let's assume you've been storming the gates for over a month now and no luck. Don't lose faith. Send out penny postals to the same men. Let them know you mean business. Little by little your name will become familiar to them. Follow this procedure every two weeks or so. Many actors in radio make a point of sending out elaborate cards, blotters, pictures or trick reminders. Okay if you can afford it, but not really necessary. If your individuality or talent does not bring you to mind a trick reminder won't help.

Handling the Audition

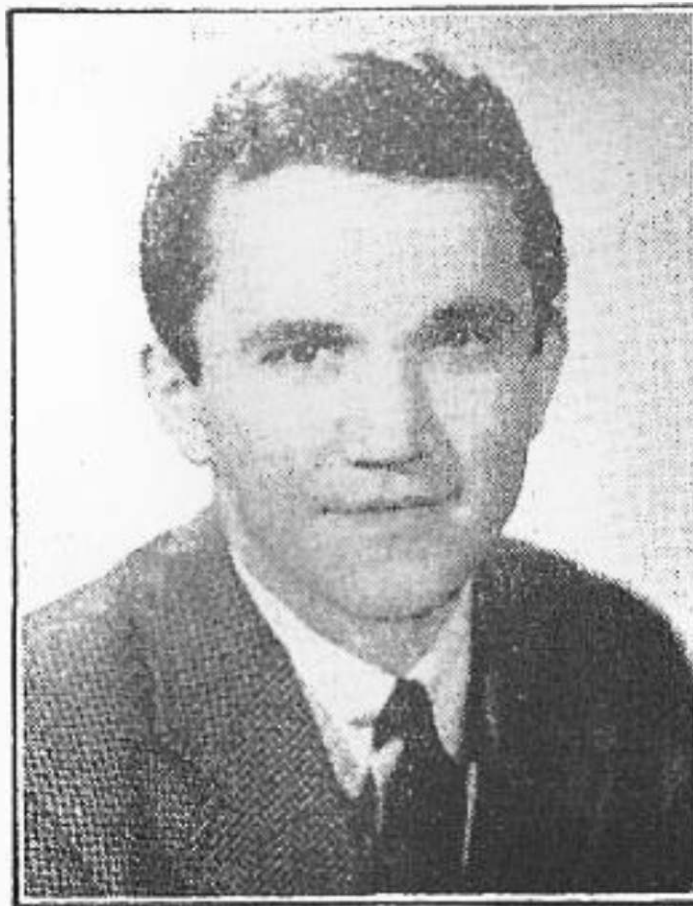
Now come the auditions! Are they necessary? Do they really help? Who knows? In most cases general auditions are held as good-will gestures to satisfy the clamor of hundreds of aspirants or someone's aunt, uncle or friend. Busy directors do not have time to listen when auditions are heard every five minutes, days without end. Naturally an occasional newcomer or even a seasoned trouper will click on one of these mass hearings. A more careful test for the directors and other executives follows, but this is not the rule. Results are often filed and forgotten. This is not entirely the fault of the broadcasting company. Most aspirants lack professional training of any sort and, worse, there are misguided individuals who have nothing whatever to offer the acting profession.

It is wiser for the actor to select his own audition material. Select that which will display your natural radio possibilities. Also include one or two accents or dialects. The main point is to be honest with yourself. Don't have fancy ideas about your talents. It is just as important to know what you cannot do as what you can do. Actors, known and unknown, sometimes hire voice coaches to help them thru first auditions. Outside criticism is always beneficial and an experienced teacher should be able to point out errors and give helpful hints here and there. However, you can always rely upon the verdict from the control room—they pull no punches there.

The mike has a way of frightening people. Stars have actually quaked when facing it. Naturally there are those whom the mike does not affect at all. Being so easily affected, however, should not lessen the value of a performance. In most cases the mike intensifies the emotions. A broadcast is often sadder and less entertaining because a performer is so tried and true that nothing, no program, no part "gets" him. The result might be termed capable but not always exciting.

Social Touch Important

The social touch is important to a radio actor. A great deal of employment is set over a tea cup or at a neighboring bar. There's nothing wrong in this procedure if you can get away with it. But remember, should you meet the powers-that-be at a cocktail party, be careful. Don't drop such pearls as, "Oh, Mr. Smith, what about that part?" Should you invite Mr. Smith to cocktails or lunch with business in mind, tell him what's on your mind right from the start. Don't let him think it is a social



Alan Brock

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

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

The bigger agencies employ their own casting directors. Again introductions by mutual friends are the best means to get in, altho an intelligent letter will generally bring the same results. As before, the audition problem will present itself unless the actor is well known or in demand. The procedure involves a general audition and then competitive ones as various roles present themselves. Fortunately, in only one or two instances are these casting directors indifferent to new names. If properly presented the stage actor should begin to meet with recognition in radio after six months or so of hard plugging. Sometimes sooner. If a casting director offers you no encouragement whatever, don't let it get you. You can't please everyone. The biggest stars have been treated the same way at one time or another.

Your First Radio Job

Regardless of how small or how big your first radio job may be, give it all you've got. Listen to the director's concept. Add your own ideas. If you're in doubt about something ask him. Better still, if you can, get the script in advance; familiarize yourself with but don't memorize the part. One job leads to another. When you've appeared in a few programs try to find your particular niche—dialects, characters or romantic leads. Specialize in that particular field but without neglecting your other characterizations.

Do everything that has to do with radio, including recordings. They are an important branch of the business. After you've worked in some of them be sure to listen to them when they are broadcast. It is the best way to learn how you come across. Should you be cast in a certain dialect or accent role, there are several music shops in the city where you can rent records covering these dialects. Study them and then make your own recording of the dialect.

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

ALAN BROCK, born in Chicago and long a resident of Hastings-on-Hudson, N. Y., has been an actor since he was 16, when he appeared with Helen Chandler and Allyn Joslyn in *The Moon Is a Gong*. Since then he has appeared in *Window Panes*, *Four Walls*, *The Medicine Man* and *Ghosts* on the stage. He has also worked in several Paramount pictures, organized a stock company, did two years as drama editor for a French newspaper; appeared in many programs over WOR, WMCA and other stations in New York; put five years into theatrical agenting and recently was business manager for Neil Skinner at the Wharf Theater, Provincetown, Mass.

but the quality of the production often declines.

The Stage-Radio Difference

Is there so much difference between the stage and radio?

The ability to move an audience, seen or unseen, is largely dependent upon the talent of the individual actor or actress. Good acting is good acting no matter where. The difference in projecting an emotion is a variation of technique in getting the feeling across to the audience. In radio the emotion is confined to a single microphone; on the stage it is necessarily projected across the footlights to an entire auditorium. After basic fundamentals are learned, whether it is stage, talking pictures or radio, the truly talented actor can generally adjust himself. Radio technique under most conditions is vastly important to the stage actor, as it improves his speech and offers new fields of vocal versatility. With it all, however, this remains only half a characterization, a voice without a body. The stage adds flesh and blood to these expert vocal characterizations, while the radio actor gains from the stage a complete development of the use of his body as a necessary part of complete acting. The physical side of his readings is fully brought to life with feeling and color. Thus, all his microphone training is brought to a climax. In the long run this makes him more valuable to radio. It is a very simple matter for one medium to help the other. The stage and radio are no longer distant relatives. They should be encouraged to stick together. The sooner this is realized the better it will be for both professions.

Radio Writers Organize in Chi

CHICAGO, March 21.—Radio Writers' Guild, a branch of the Authors' League of America (ALA), was organized here. Temporary officers were set up to handle organization problems. Fred Kress is chairman, aided by an executive board of 10 directors. A possible membership of 100 scripters exists, as the org is open to all commercial and news writers as well as script authors.

Pauline Hopkins, member of the exec board, said that negotiations with agencies and stations will begin after the membership drive.

Crosley Buys Cincinnati Elks' Temple for Studios

CINCINNATI, March 21.—Beginning May 1 Stations WLW-WSAI will do their broadcasting from studios in Elks' Temple, Ninth and Elm streets here, as the result of an agreement by Cincinnati Lodge No. 5, BPOE, to sell the property to the Crosley Corporation for \$220,000. Representing the Crosley firm were James M. Shouse, vice-president in charge of broadcasting, and Louis M. Crosley, vice-president.

The four-story stone and brick structure was built in 1923 at a cost of \$1,000,000. Room now used for the studios at Crosley's Arlington Street plant here is needed for manufacturing work on government contracts. The top of the new quarters will house the major studio with a 1,000 seating capacity. Work on revamping the building began this week.

SPONSOR ORKS FOR CAMPS?

AFM Seconds 802 on Clinton's Disk Pay Appeal

NEW YORK, March 21.—First major decision regarding rehearsal pay for recording sessions was reached this week by the American Federation of Musicians when it ruled against the appeal of Larry Clinton, who was cited by the trial board of Local 802 for paying his musicians regular rehearsal scale instead of the full recording fee of \$10 an hour. Clinton was ordered to pay the difference of \$200 to his band. It is felt that this decision will also be invoked in the appeals of Ben Bernie and Meyer Davis, who were ordered by Local 802 to pay \$250 and \$800 respectively.

As a result of this decision union is writing into its rules a regulation that rehearsals for recordings shall be paid at same rate as regular recording dates. Up to now AFM has taken this for granted.

It was called to the union's attention about six months ago that musikers were being paid \$10 an hour when rehearsals were held in recording studios, but were paid a standard \$1 and \$2 per hour when rehearsing for record dates off the studio premises. Local 802 made a sweeping investigation and nailed Clinton, Bernie, Davis, Artie Shaw, Raymond Paige and several longhair outfits. Shaw and Paige immediately paid \$650 and \$1,800 respectively, which was divided among the musicians involved.

Local 802 is now mulling the idea of bringing under this ruling bands which are allowed free rehearsal time while on location, and rehearse for recording dates on this time.

Clinton and the other leaders appealed on the ground that there were no written rulings in the AFM regulations calling for a specific recording rehearsal fee.

James Buys Out Goodman's Piece Of Band for 20G

NEW YORK, March 21.—Benny Goodman, who has owned a one-third share in the Harry James band since James started out on his own, sold his piece back to James this week at a reported price of \$20,000. The deal leaves James sole owner of his band.

According to trade chatter, James was in the red to the extent of \$40,000 less than six months ago, before his string of disk successes, his record-breaking Meadowbrook run and his Hollywood film contract. He is now understood to be completely out of debt.

Goodman is said to have been ready to sell his share in the James ork for only \$5,000 six months ago, but was dissuaded. The deal paid him well.

A spokesman for James told *The Billboard* that the recent AFM ruling against band leaders owning pieces of other orks had nothing to do with the James-Goodman deal. "Harry just wanted to own himself. He was tired of being cut up like a wedding cake," he said.

Union Cards Not Enough

PHILADELPHIA, March 21. — As part of a general drive, local police are making a thoro check-up on musicians who came here with out-of-town bands to see that they have their draft registration cards with them. Some of the tootlers have been picked up here and detained until they got their cards, most of them leaving them behind in New York. Police sounded warning that traveling musicians may be forced to remain behind unless they bring their draft registration cards with them. Failure to produce card means going to the clink until proof of registration is made satisfactory to the federal authorities.

Always Complaining!

NEW YORK, March 21.—Two years ago Tiny Bradshaw started to feature an instrumental called *Jersey Bounce*. The number never seemed to click for Bradshaw, who never even bothered to record it. Recently Benny Goodman picked it up and made a record of it. Last week it was played on the *Hit Parade*, while Bradshaw quietly knocked his head against the wall. There's one compensation, however; Tiny's getting his picture on the sheet music.

Kay Kyser Grabbed By Evans for Three Easter Promotions

NEW YORK, March 21.—Kay Kyser has signed for three Jimmy Evans's promotions over the Easter week-end. Dates will be at Trenton Arena (Saturday, April 4), New Haven Arena (Easter Sunday) and Boston Garden, Easter Monday. Three houses will be sealed to gross in the neighborhood of \$50,000.

The Boston affair is the most elaborate of the lot, having the backing of the Hearst "Bundles for Buddies" campaign conducted in *The Boston American*, *Boston Record* and *Boston Advertiser*. Papers will exploit fact that proceeds of the Kyser show and dance are to be devoted to the erection of a recreation center for soldiers.

Evans will be busy Easter Sunday, as he has Alvino Rey performing at White Plains County Center here as well as Kyser holding forth in New Haven. Tommy Dorsey is set for the White Plains spot May 3, and Vaughn Monroe is inked into New Haven April 26 and Trenton May 3.

Evans is now representing the Arena Managers' Association as band booker.

Welk Sets Milwaukee Mark

MILWAUKEE, March 21. — Lawrence Welk broke the house record at Eagles' Ballroom here Sunday (15), drawing 4,500 customers and a gross of \$3,400. Preceding night (14) Welk played the Rink Ballroom, Waukegan, Ill., and grossed \$800.

Fred Waring's New Decca Disks May Prove "Hot" for Phono Ops

NEW YORK, March 21.—Legal minds for Decca Records and Fred Waring's National Association of Performing Artists fail to agree on the exact interpretation of the maestro's new contract with the waxerie.

Decca said this week that there was nothing in the contract at present which would prevent Waring's disks being used by coin phono operators or radio platter jockeys. Maurice J. Speiser, NAPA attorney, claims that Decca is wrong, because, he says, he drew up the questionable clause and it definitely calls for a NAPA licensing of Waring's recordings when used for other than home consumption.

When NAPA was originally organized by Waring some few years ago, the org's chief purpose was to collect a license fee for its members when their recordings were used commercially. NAPA still has a test suit pending in Philadelphia and, according to Speiser, is readying a proposed amendment to the Federal Copyright Act.

Waring's signing with Decca three months ago started the first waxing the leader had done in 10 years. The present legal gymnastics were brought to light here this week when it was learned that Decca would soon release a Waring recording of *The Marines' Hymn*. Patriotic number has been particularly popular in automatic phonos recently with other bands and singers. When Decca was asked if Waring's version would be available to phono operators,

Army's Okaying of Sponsored Shows Gives Agencies Ideas; Regular Dances a Possibility

NEW YORK, March 21.—Recent relaxing of army regulations on commercial shows in army camps may soon prove to be a genuine boon to name bands. Two ad agency execs stated here this week in off-the-record opinions that several big sponsors were toying with the idea of shooting name orks out on two and three-week circuits of the camps.

Army now allows commercially sponsored shows into the camps so long as the soldiers are not used in exploiting the product. A three-minute commercial is allowed in any half-hour, and samples may be distributed free.

One agency man, discussing the situation, said he believed a top stunt should be to have a name ork play a regular dance at the camp, importing girls thru some service agency or charity in a nearby town. Sponsor could get in plenty of good will thru an advance campaign in the camp. Break would be great for the orks, since their camp stints now, thru USO and direct, are all gratis. Paid by the sponsors, such dates could be as lucrative as a string of one-nighters.

Soldiers would get a better break, too, according to the agency spokesman. They would get to dance to their favorite bands and, besides, enjoy a little feminine company. Most of the large camps in the country today have large field houses which could accommodate plenty of hoofers. Part of the sponsor's good will would come in the form of no

admission at the gate.

Agencies figure, too, that the idea can be sold to sponsors who are not even manufacturing consumer products now, due to war conversion. It would come under the heading of institutional advertising, as well as the sponsor doing his bit toward the morale of the armed forces.

When RCA-Victor sent its *Dance Caravan* out last fall with Tommy Dorsey and Shep Fields it flirted with the camp idea but wound up by just plastering those in the area with posters, hoping to draw the soldiers into the towns where the hops were held. This was before the army let the bars down on sponsored shows, however.

USO-Camp Shows, Inc., would probably be unable to build the dance idea because the American Federation of Musicians might nix the dances on account of the musikers not getting paid. So far, only sponsor working the camps on any widespread scale has been Camel Cigarettes. Ciggie outfit has four variety units out now, one recently being shipped to Panama.

Princeton Pares Dance Expenses

PRINCETON, N. J., March 21.—College lads are still laying it on heavy for their proms, but in view of war effort the social glory attending such events has been shorn of some of its grandeur. Indication of what the current prom season will bring was seen here last Saturday (14) at the Princeton University Junior Prom held at the university gymnasium. Instead of the usual three-day affair, with the big dance Friday evening, festivities were shifted to Saturday night so as not to interfere with studies and at the same time to conserve money and time. Former years, Saturday night had informal dances following the big shindig.

The soiree started at 8:30 and ended at 1 a.m., rather than at around 5 in the morning, which has been the rule for years. Usual practice was for three name bands, but this year only two were brought in—Mal Hallett and Bobby Byrne. And for the first time in the history of junior proms here, a campus ork made the third crew, the student's own Princeton Tiger Orchestra.

The usually prosaic gym was again transformed for the occasion into a maze of color, but decorations were simple and featured a patriotic theme. Expenses were drastically cut all around, and even the dance programs were eliminated. Prom proceeds will be turned over to the Red Cross and other war charities.

Jerry Wald Lands Hotel Lincoln Job

NEW YORK, March 21.—Jerry Wald ork will reopen Blue Room of Mrs. Maria Kramer's Hotel Lincoln here Saturday, April 4, with booking set for 12 weeks.

Mrs. Kramer has been threatening to unshutter the spot for several months now, but a succession of booking mix-ups have forced repeated delays. Wald, who has been playing at Roseland Ballroom here, gets a tremendous break in being chosen for the job, since it will mean Columbia and Mutual wires.

Now looked upon as "Mrs. Kramer's latest discovery," Wald is due for a concerted build-up from General Amusement Corporation. Either Toots Camarata or Bill Challis will be hired to arrange for the band, and several other changes in personnel are being made.

Busse Good in Little Rock

LITTLE ROCK, Ark., March 21.—Henry Busse pulled 1,151 dancers into Westwood Country Club here Friday (13). Admish was \$1.25 and \$1.50 per person.

T. Dorsey Has \$5,400 Gate In Fort Worth One-Nighter

FORT WORTH, March 21. — Tommy Dorsey's one-night stand at Lake Worth Casino Sunday (15) attracted 3,600 persons, 600 more than Kay Kyser drew at same spot last spring. Admission was \$1.50 per person.

Band's broadcast on a national radio hook-up at 7 p.m. CWT was given for an audience of soldiers exclusively. Tickets were distributed thru headquarters in Fort Worth, and free busses transported the 350 men to the broadcast.

the disk outfit stated it did not see why not.

Decca's legal division takes the stand that the contractual clause pertaining to NAPA does nothing more than recognize the "status quo." In other words if NAPA should win its suit or get a change in the Copyright Act, Decca would recognize it as part of the contract with Waring. However, Decca is of the opinion that there is nothing in the contract under existing laws which would compel commercial users to get a license from NAPA before using Waring's disks now.

Speiser admits that there is nothing NAPA can do to prevent Decca from selling Waring's disks to whomever it wants. "But should Decca sell these records to a coin phono operator we have every right to take action if the operator plays them in his locations," Speiser said. He added that pending legislation had no bearing on the clause in the Waring-Decca contract.

That NAPA will be watching for "infringements" seems to be a logical conclusion, and coin phono operators particularly will no doubt look upon the Waring disks as hot potatoes, preferring to leave them alone until there is some sort of clarification.

Of trade interest, too, is whether or not the Waring contract will set a precedent which will start a series of such agreements between bands and diskers, with the former joining NAPA.

The Marxian Approach to Band-Leading

By CHICO MARX

IT IS with great pleasure that I take my crayon in hand to answer several burning questions of the day, not the least burning of which is, "Marx, how the hell did you get into the band business?"

The answer is, briefly, that I like it fine and it will get colder before it gets warmer, provided there isn't a thaw in the meantime.

CHICO MARX, who still plays a tricky piano and still cracks wise in an Italian accent, no longer does these things in the company of his zany brothers, Groucho and Harpo. Last January he left Groucho and Harpo in California, associated himself with Ben Pollack, veteran builder of bands, and headed east to see what could be done about getting together a swing orchestra worthy of bearing the Marx label. So far the venture has panned out very nicely, both in the eyes of the customers and the critics. Whether or not Chico will choose to continue in his new pursuit is entirely up to him. When he wrote the accompanying article he seemed to think he'd be doing his stuff in front of a band for a long time to come.

I have been a band leader for three months, which doesn't make me a veteran, but is long enough to build up a nice assortment of prejudices and complexes. Boys, I've got some of the dandiest complexes about band-leading that you ever saw. Got 'em all in the past three months, too. Maybe before I'm finished here you'll have some complexes, too.

The first thing I do when a poor but ambitious youngster comes to me and reverently beseeches some inside info on how to become a maestro is give him Toscanini's telephone number. After that I look myself square in the eye—which is no mean trick when you haven't got a mirror on you—and ask myself the burning question, "Marx, how the hell did you get into the band business?" Even tho this is where you came in, don't go away yet. Tea and cookies will be served later.

Do you want to know how to become a band leader? Go out and get yourself a band! Get some musicians—preferably the type that knows how to play some sort of instrument. It is also considered sound practice to hire a vocalist or two, altho not everybody goes about it quite as I do. Take, for example, my girl vocalist, Miss Ginny Perkins.

I was sitting in my dressing room at the Windsor Theater in the Bronx one day a couple of months ago when the phone rang. It was a friend of mine calling collect from Pierre, S. D. As soon as I heard it was a collect call I knew it must be one of my friends. This guy got on the phone and, after the usual social amenities and after running up about six or eight bucks' worth of small talk, asked me if I needed a great girl singer. "Sure," I said, nonchalantly ripping the telephone off the wall and making a mental note to refuse all collect calls from then on. The next day he caught me unaware, tho, by calling me at my hotel. This time he was in Bismarck, N. D. He gets around. I couldn't rip the telephone off the wall because the house manager was present, playing the match game with me and the house detective, so I had to listen, especially when my friend in Bismarck told me that this girl singer was even greater than she had been the day before. "Okay," I murmured, "put her on."

"She ain't here," he said.
 "Where is she?" I sighed.
 "In Cincinnati," he said.
 "Get off the phone," I said.
 Just to be polite I called this girl in Cincinnati. Name was Ginny Perkins. I told her to sing something to me. She did, with a guitar accompaniment.
 When she was finished I said, "That was okay, kid. When can you come east?"
 "Right away," she said.
 "Who's that fine guitar player?"
 "My husband."
 "Bring him, too."
 That's how I got my girl vocalist and guitar man.

The way I hire a sideman is to listen to him play and take a good look at him. If he plays very well and looks very well I hire him. If he don't look so hot, but plays out of the world, I hire him on trial, which means that he stays with the band if I am able to get used to his face within five or six days.

I've got some great musicians in my band now and I'm getting greater ones as I go along. Ben Pollack, who has wet-nursed more top band leaders than any other three guys in the world, tells me that the band is getting to the point where it will fit in to any spot. He even says that I'm developing into a good front man.

I'll never forget my first day in the band business. We began our tour at the Flatbush Theater, Brooklyn, which is known for having the toughest audience in that part of the country. Groucho and Harpo kept sending me telegrams all night, wishing me luck, but I didn't feel too good when the curtain went up. There I was with 16 other guys, but I felt awfully lonesome. Every 15 seconds I'd think I was hearing Harpo blowing that automobile horn, and every other 15 seconds I'd wish he was. The band was pretty rough at the time—we had only had a week of rehearsals—but I thought it was okay, and as things later turned out, it was. House had its best opening day in months, for one thing, and the tough audience was very sweet.

When the band reviews came out in the papers, I knew I was back in the show business. *The Billboard* and some of the dailies handed us raves, and another sheet handed down a minority opinion to the effect that we sounded like a pit band playing stock arrangements, which wasn't true but did my heart good, because it reminded me of my movie days when *The Horseflesh* (Wyo.) *Democrat* would rave and the rival paper, *The Horseflesh* (Wyo.) *Republican*, would boo, just to be contrary. The way things shape up right now, I think I'm going to be in this business for quite some time. I like it, it

seems to agree with me, the boys in the band seem to like the arrangements we're giving them to play, the people applaud at the right time and send their friends around, and, all in all, nobody has had any complaints to offer yet.

Sometimes people ask me if I think the Marx Brothers will ever get together again. My answer to that query



Chico Marx

is, in words of one syllable, "Who knows?" Groucho spends his time playing tennis and enjoying himself and writing books about the nation's financial problems. Harpo plays 18 holes of golf every day and then goes home to practice the harp for five or six hours. You'd think after all these years he'd know how to play that thing, but he still practices.

The other day I sent Harpo a wire, telling him I could use him and his harp in my rhythm section, \$40 per week, or \$50 per week if he'd double as band valet. He hasn't answered yet.

I think I can make good as a band leader. If I don't, I can always go back to selling tootsy-footsy ice cream.

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

NEW YORK, March 21.—Sigmund Romberg's elevation to the presidency of Songwriters' Protective Association Monday (16), predicted last December in *The Billboard*, is expected to provide the blood transfusion for which org's membership has long been waiting. Romberg's platform and policy will be announced either during or after a general meeting April 8 at Park Central Hotel here. Other business on the agenda includes election of a new executive council.

A pioneer in SPA and its first president, Romberg was literally drafted to replace Irving Caesar by the faction which has been attempting to secure some militant protection from the org. This group is the same which has drawn up plans for making an out-and-out union of SPA.

Among the points raised by this group, during the months preceding Caesar's resignation as prexy, was the need for securing the same divisibility of copyright in songwriting as applies in the

peening of plays and books. Little endeavor along this line has been obtained from SPA hitherto.

Divisibility of copyright, Romberg told *The Billboard* yesterday, is a fundamental objective which, attained, will mean revolutionary progress in the writing field. It can be achieved, he said, by an energetic program, including popularization of penner problems. While ASCAP has done some theorizing along this latter line, it is stymied by the fact that its nature makes it almost solely a collection agency.

Romberg points out that there are many things wrong with the songwriter's condition today, but that most of these ills can be cured by a drive at fundamental issues such as the copyright problem. "When you have a headache you are better off treating your stomach than putting an ice-bag on your head," Romberg said.

The progressive faction in SPA has been attempting to secure passage of a by-law forbidding office-holders in ASCAP from being members of the SPA executive council. A petition for such a law was presented to Caesar some months ago, but was pigeon-holed in committee. It was revised this week and will be presented to the body April 8.

In its new form it provides that no more than two members of the ASCAP board can be elected to the SPA council in any one year, and no member of the ASCAP board can be an officer in SPA (president, vice-president, etc.).

Writers take it for granted that, among other planks in Romberg's platform, will be activation of the membership, more frequent meetings, installation of more democratic procedure in administering by-laws and rigid enforcement of these laws. Special attention will probably be paid to the record royalty problem.

T. Dorsey Not Signed Yet

NEW YORK, March 21.—RCA-Victor, who should know, denies printed reports that it has re-signed Tommy Dorsey at a fat increase. Dorsey, who has been trying to talk MGM into forming a new record firm with himself as partner and chief attraction, will probably give up on the picture outfit within the next couple of days unless action is forthcoming. Should this happen, he is expected to drive a hard bargain, playing Columbia against Victor and vice versa, before signing any new disk contract.

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

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The Billboard

WEEK ENDING MARCH 20, 1942

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WJAZ, WABO and WOR) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sunday for the week ending Friday, March 20. Film tunes are designated by an (F); musical comedy tunes by an (M).

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

Table with 4 columns: Position Last This Wk., Title, Publisher, Plugs. Lists top 30 songs like 'Tangerine (F)', 'I Don't Want To Walk Without You (F)', 'Deep In The Heart Of Texas'.

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. Where two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal.

Table with 3 columns: NATIONAL, EAST, SOUTH. Lists top 10 records in each region, including 'Moonlight Cocktail', 'I Don't Want To Walk Without You', 'Deep In The Heart Of Texas'.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

Table with 3 columns: NATIONAL, EAST, WEST COAST. Lists top 15 sheet music sellers in each region, including 'Deep In The Heart Of Texas', 'I Don't Want To Walk Without You'.

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section.

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

Table with 2 columns: GOING STRONG, COMING UP. Lists top machine records like 'Rose O' Day', 'Blues In The Night', 'Deep In The Heart Of Texas'.

Is It a Trend?

By SHEP FIELDS

FRANKLY, when I decided about a year ago to rebuild my band and leave out the "Rippling Rhythm" and the brass section, I wasn't giving any thought at all to the subject of whether or not I was going to create any musical trend. To me it was an experiment, and if it turned out to be successful, that was enough for me. However, in the music business, any time something new makes the grade it seems always to be judged by the trade on the basis of how wide or big a trend it starts. For that reason, almost a year since I started with my all-woodwind band, the question I get tossed at me most often is: "Do ya' think it'll be a trend, Shep?"

SHEP FIELDS' attachment to reed and woodwind instruments has almost always had an effect on the maestro's life. He started his own orchestra in high school because the band director had an aversion to saxophones and wouldn't let Shep play in the regular school band. Now he again stands out as a pioneer as a result of his yen for the softer toned reeds and woodwinds. Fields has the only dance band (see pic accompanying this article) in the country made up entirely of rhythm, reed and woodwind instrumentation. Its success has already been spelled by the fact that the new band is just about a year old and has won holdovers at many locations. Shep tells the "whys" and "wherefores" in this article.

I still don't care if my band and the brand of stuff we're playing starts a trend. The primary idea behind the re-organization of the outfit was to strive for distinction in style and still maintain a good dance and show band. If we can do that, I'll be satisfied and will have accomplished what I set out to do. Naturally, if this style does start a trend among other bands, I will not be sore, because that would be an added proof of our success. But for the present the Fields band is so busy working with an instrumentation which is still new that it hasn't time to worry about trends. What the customers are thinking about us is much more important.

The really important trend for the band leader to watch all of the time is the ever-changing pop music taste of the people. I remember that when I first announced my plan to form a strictly woodwind and rhythm band, leaving all brass out, many friends in the trade were skeptical. They warned me that the younger generation especially would

drop the new set-up like a hot coal because (they said) it was the brass section that set the swing pace and attracted the kids. Brass men were usually the heroes in an ork, like the backfield in a football team.

There was no doubt something in what they said, but I felt that the really noisy stage of swing had passed its zenith and that this time was as appropriate as any to start my brassless experiment. Of course, my plan went much deeper than just dropping all brass. I wanted to build an entirely new band and put on the stand an instrumentation completely different from any yet used by dance bands. My purpose was to be able to give out with a brand of music and arrangements which would create a style all its own. This difference I believed (and have since proved) would more than make up for the loss caused by dropping all brass.

When we were ready to premiere the new band, it was set up with four rhythm men—piano, drums, bass and electric guitar. Rest of the outfit included nine sidemen handling as many as 39 instruments, including oboes, flutes, piccolos and bass and soprano saxes, as well as alto and baritone. With this absolutely unorthodox instrumentation we had plenty of new fields to work out in as far as arrangements were concerned. And we are still discovering new ones—even after nearly a year with the new aggregation.

It is my contention that people dance not to the volume of music, but to the rhythm. In spite of the fact that we do not use any brass, we have retained, by means of new and unusual orchestrations, the drive and lift that the trade thought could only be achieved by the use of brass. Our instrumentation has made it possible for us to play as softly as we like or as loud as we like and still never be noisy. There is no room too small or too large for us to acclimate ourselves to, and that goes for an armory as well as a ballroom or hotel.

Ever since starting out with the new band I have run into lots of curiosity from the customers. All kinds of questions are asked by dancers and on-lookers. And they all show a definite interest in what we're doing. Many of our first customers evidently expected to hear something weird or strange because of the fact that brass was left out. It amazed them to discover that they could dance to the music, and most of them were surprised to find that they never missed the brass.

Reactions of a new type were not confined to customers alone, either. Boys in the band showed more enthusiasm



The Newly Styled Shep Fields Orchestra

over the new instrumentation than any bunch of musicians I ever led before. I think that one of the reasons for this is the fact that in this band there is no unimportant chair. Each instrumentalist is a really integral part of every arrangement, and his realization of this creates enthusiasm. For example, a baritone sax man in this band has a real job to fill because that instrument goes much farther toward building a foundation for our arrangements than in most orks, where, if used, it would be just a sort of fifth wheel.

It is this value of each instrument which overrides any holes that might have been left by the absence of the brass section. This "bridging" by the reeds is the answer to those dancers mentioned earlier who "can't understand how the band still sounds so full without the brass." The arrangements are designed so that they bring into action as many of the 39 reeds and woodwinds as possible. Not only does this make for a rounded fullness, but it also gives us unlimited possibilities for creating new effects.

I've found this particularly true when it comes to adapting classics and semi-classics to dance tempos. The effects that can be gotten are really unique. An example is our arrangement of *The Lost Chord*, which we recorded and play on air shots frequently. There are passages that sound exactly as if the number were being played by a huge organ. Such effects are doing a lot toward making the band unique and are also getting a large following of fans.

To prove our versatility further, we have just recorded an honest-to-goodness jazz tune called *Jersey Bounce*, and also a march, *The Caissons Go Rolling Along*—both types for which brass was formerly considered indispensable.

So, whether it's a trend or not, I do know that the band is something dif-

ferent, and that we have met with good reactions wherever we've played. I don't believe we could have picked a better time (notwithstanding world events) to have launched this particular type of band. Many bands are using larger reed sections; the slower, sentimental type of music is gaining favor over the more radical swing stuff, and interest in popularized classics is higher than ever before. With these things being so, and the band being built along the lines that it is, I think we have a good chance of at least creating a trend for this band.

Byrne Does \$1,126 at Ritz

BRIDGEPORT, Conn., March 21.—Bobby Byrne, in for a one-nighter at Ritz Ballroom here Sunday (15), did well, drawing a sizable 1,280 persons. With tariff at 88 cents, gross totaled \$1,126.40. Byrne says that he plans to take a two-week vacation, after which he will enlarge his band. Tomorrow (22) McFarland Twins; Carl Hoff week after.

A Hep Turk

NEW YORK, March 21.—Picking up the traces of Hughes Panassie, French jazz critic, and Harry Lim, Javanese hepster, the jazz world now has Nesuhi Ertegun, son of the Turkish ambassador to the United States, who is the newest international disciple of jive to bring his critical acumen to American purists of the jazz hot.

Seems that young Ertegun heard Duke Ellington in England about eight years ago, and has never recovered. Has a collection now of thousands of records devoted to the finer principles of jazz, and from that knowledge will be a guest expert on WMCA's *Platterbrains* program, conducted by Bob Bach, Leonard Feather and Milton Gabler, next Saturday (28).

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Music Items

Publishers and People

IRA S. WEGODSEY, formerly with Paramount Pictures and General Records, has joined Bregman, Vocco & Conn as business manager.

Deanna Bartlett, of Chorio Music, is on the West Coast for a vacation. Making contacts on *Strictly Instrumental*, too.

Bob Lee, sax man in the Dick Jurgens band, is the 13th and most recent member of that organization to write a tune. Labeled *The Insect Song*.

Charles R. Fuller, mentioned in this column some time ago as having placed *There's a Place in My Heart for You* with Mion Publishing Company, wishes it pointed out that both he and the pub are located in Fort Worth, Tex., not Houston.

Chart Music, Chicago, has acquired publishing rights to a South American film success entitled *Chiu, Chiu*.

Charles Gunther Music is publishing *Captain Colin P. Kelly Jr. March*, composed in Central America.

Broadway Music has tied in with National Committee on the Observance of Mother's Day. Committee has adopted "Every Day is Mother's Day to Mother" as its official song.

Songs and Such

THREE LITTLE SISTERS is getting plenty of attention from its publishers, Santly-Joy-Select, who are comparing it to their former *Three Little Fishes*. *Hurrah for the Irish*, by Harry Pease and Ed Nelson, has been taken by Stasny Music.

I Believe I'm Entitled to You, by Chet Rice, Mel Foree and Chit Carlisle, and published by Joe McDaniel Music, has been recorded for Bluebird by the Carlisle Brothers.

You're a Grand Old Flag, George M. Cohan's oldie, is being pushed again by Jerry Vogel.

Did You Ever?, by Alvin Friedman, published by Diane Melodies, Cleveland, is being featured by Diane Sinclair.

Music Publishers' Holding Corporation is issuing a flock of accordion arrangements on such tunes as "Blues in the Night," "Begin the Beguine," "Always in My Heart," etc.

Philly Pickings

DICKLEY REICHNER, who has been teaming with Clay Boland, matched up with Joe Myrow for *Out of Reach*.

Count Basie waxing an original, *Dawn Patrol*, which will serve as the new theme for Mort Lawrence's all-night record show on WIP, *The Dawn Patrol*.

Sid Prussin aiming at aiding Nelson Rockefeller's good-neighbor policy with his song, called *All-American Amigo*.

Ray Taulbot and Irene Ritter, who wrote *Keep Your Chin Up in True Yankee Style*, have formed their own publishing company here to market the ditty.

Bob Allen's Theater Debut

NEW YORK, March 21.—Bob Allen's ork, eight-month-old General Amusement Corporation band, made its theater bow March 19 with a week at the Flatbush, Brooklyn, and three days at the Windsor Theater, Bronx, from March 27.

After the theater stint, Allen's band will locate at either the Valley Dale, Columbus, O., or Totem Pole, Boston. Band is personally managed by Dick George.

Gabor Records Adds Pop Tunes

NEW YORK, March 21.—Donald H. Gabor's Continental Records, which started out specializing in foreign tunes last year, is spreading into the pop field and next week issues two recordings by Gene Kardos's band, 10 men now playing at Zimmerman's Hungaria night club. Kardos last recorded in 1932 for Victor.

Two tunes will be oldies, *All Alone* and *Last Night on the Back Porch*. Two new ones will be *Night Time* and *I Will Find My Way*. June Winters is the vocalist. Tunes were cut at World Broadcasting studios, Continental Red Label, used for the pop tunes, retails at 50 cents.

Irish Hot Foot!

NEW YORK, March 21.—Last week in a Brooklyn tavern a certain Irishman by the name of John Devlin was pounding nickels into the coin phone just as fast as it took for the needle to travel over the recording of *Rose O'Day*. After a dozen or so whirls of this ditty a couple of other customers objected and, at the same time, pointed out that there were some lovely Italian songs in the machine. Devlin put up an argument, the bartender shoved 'em all out in the street, a cop by the name of McCarthy came along, agreed with Devlin and, in a scuffle with Stefano Luisi, the cop's gun went off and shot off one Luisi's toes.

Philly Testing Fancy Remotes

PHILADELPHIA, March 21.—Glamorized dance remotes, similar to the Saturday afternoon shots from the Meadowbrook Country Club near New York, were introduced here for the first time last Saturday (14) at Brookline Country Club over WCAU, key CBS station. Remotes are tabbed *Saturday Night at Brookline*, and are on from 12:05 to 12:45 a.m. Produced and handled by Joe Bolton, who spins the waxes on WCAU, shots are being groomed for possible pumping to the Columbia net.

First *Saturday Night* session got under way with Bunny Berigan the visiting maestro. But not without a series of unrehearsed interruptions that had Berigan playing his trumpet with one hand and holding his lit cigarette lighter in the other. Just two minutes before the program was to go on the air, all the lights in the country club went out. A short circuit had developed in a power-line transformer box that fed the electric juke. Only other illumination for the first 20 minutes of the broadcast was from matches lit by the dancers.

Format of the show was retained and dancers came up to the mike in darkness for interviews by Bolton on their band, record and song favorites. All those participating in the broadcast are presented with autographed recordings of the particular maestro on the stand. It is planned, on other shows, to have albums of records of the maestro presented to the dancers coming up for the interviews.

Berigan proved a surprise draw at Brookline, attracting 490 pairs of dancers, at \$2 for two, to make for a rich gate of \$980. Reggie Childs takes over for tonight's promotion (21), with Johnny McGee skedded for March 28 and Johnny Long April 4.

"Mayor of 44th" A So-So Pic for Guy on the Beam

Hollywood, as a rule, gets all mixed up when producing a picture with a theatrical background. Why producers fail to inject a note of authenticity is a mystery. Latest false entry is RKO's *Mayor of 44th Street*, which centers around a theatrical booking agent who gets involved with a racketeer, even tho he should know better.

Talent in the film includes Freddy Martin and band and Joan Merrill. Both have been seen to better advantage in the flesh. Martin's only full band number in the picture is the now widely heralded *Piano Concerto*. Otherwise he is just sandwiched in here and there for the convenience of the odd story. Miss Merrill is given more to do, and most of that time is taken up with her vocal efforts. She sings *Heavenly, Isn't It? You're Bad for Me* and *A Million Miles From Broadway*. Her voice registers well, altho the camera has yet to do justice to her personality.

George Murphy, who plays the lead, does a couple of his time steps in the picture. Featured with him are Anne Shirley, Richard Barthelmess, William Gargan and a gang of Dead End Kids who take up a good bit of the footage. Picture is scheduled for a mid-May release. *Honigberg*.

Orchestra Notes

Of Maestri and Men

SONNY SKYLER is about ready to go with his 12-piece crew. Has signed JEANNE D'ARCY, recently with JOHNNY MESSNER, to handle the soprano warbling. MANNY HEICKLER, who also handles VINCENT LOPEZ, will be personal manager. Lopez is sponsoring the band. William Morris will do the booking. . . . FREDDY MARTIN's option at the Waldorf-Astoria, New York, has been lifted. He will remain there this summer. . . . CARL RAVAZZA into Peabody Hotel, Memphis, April 3, for three weeks, followed by three weeks at Chase Hotel, St. Louis. . . . REGGIE CHILDS opens at Netherland-Plaza Hotel, Cincy, March 27, for three weeks. May 1 he goes into Eastwood Gardens, Detroit, for two weeks. Has two new vocalists in NEIL COURTNEY and BETTY CARTER. . . . COUNT BASIE will do six weeks at Trianon Ballroom, South Gate, Calif., opening August 18. Will have Mutual and Columbia wires. . . . VAUGHN MONROE will play for the official opening of the Million-Dollar Pier, Atlantic City, over Memorial Day week-end. . . . BILL SCHALLEN will be back with the ALVINO REY band around Easter. DEAN KINCAIDE has joined as fourth sax and arranger. In Schallen's absence, JACK PALMER, former Harry James and Jan Savitt trumpeter and singer, is handling the Schallen warbling job. . . . LES HITE, at Brooklyn Strand Theater this week-end, has added Johnny Brown to his reed section. . . . BENNY CARTER, who starts out with his new band April 10 at Apollo Theater, New York, will continue to arrange for Mark Warnow's *Hib Parade* orchestra on the side. . . . JOSEPHINE MONOHAN now has her all-male crew at Hotel Whitman, Pueblo, Colo. . . . ART MOONEY has added ART WYLIE as vocalist. Band is now at the Boulevard, Elmhurst, L. I. . . . KORN KOBBLERS are set to entertain at a Port Dix (N. J.) officers' dance in April. This will be their eighth such appearance since January. . . . JOHNNY BOND is back with MITCHELL AYRES ork after a siege of the gripe. . . . LES BROWN moves into Adams Theater, Newark, N. J., April 2, following his Paramount (New York) stay. . . . RUSS LANG, booked by JOHNNY KOVACH, has settled down at Gabo's Grill, New Brunswick, N. J. Kovach continues to play college dates with his own unit. . . . FRANK NICOLA goes into Hendrick Hudson Hotel, Troy, N. Y., April 2 for an indefinite run. . . . MRS. EVERETT MARSHALL and her sister are toying with the idea of fronting a band together. . . . GARY STEVENS now doing publicity for JOHNNY LONG. . . . JACK CAMPBELL and ork at Jupiter Island Club, Hope Sound, Fla., for their second year.

Midwest Melange

MEL MARVIN begins a return engagement at Bill Green's, Pittsburgh.

L. A. Local Steams Over Defense Stamp Fiasco; Down on Cuff Jobs

LOS ANGELES, March 21.—Local 47, AFM, is clamping down on benefit performances. Union emphasizes that it is not ruling against all benefits for defense, but clearances will not be forthcoming just upon the presentation of requests. *Dance for Victory*, a 7 p.m. to 5 a.m. affair in the Shrine Auditorium here March 9, was partially responsible for union's stand on future cuff performances.

Victory dance was run with dancers paying 50 cents to enter (but getting a 50-cent stamp) and then buying a 10-cent stamp for each dance. Bands working gratis included Jack Teagarden, Al Donahue, Bob Crosby, Tommy Dorsey, Kay Kyser, Paul Whiteman and Leon Mojica. While union estimates that it cleared "\$15,000 worth of bands," Defense Stamp sales amounted to approximately \$4,100. Crowd was estimated at 15,000, with floor so crowded many sales of stamps were lost.

Union is burning because the *Victory* committee balked at paying \$408 for a union band. Union claims that only \$250 of this amount was paid, and says it was underwritten by Jimmy Contratto, owner of the Trianon in South Gate, who not only paid the \$250 but allowed the band playing his spot. Al Donahue, to put in an appearance, prevailed upon Bob Crosby to appear, and talked to Ed Fish-

man, of William Morris Agency, to have Paul Whiteman on hand. Union's board of directors accepted the money and forgot about the remaining \$156. Primary purpose of the *Victory* dance was to cater to defense workers, which union cites as another reason why it shouldn't clear bands for such events. A traveling band gave a program at an airplane factory on a Thursday, and the following Saturday the employees sponsored a dance and used a non-union band. Airplane workers are unionized and get overtime for Sundays and holidays, and the musicians' union feels that its members should be paid scale. From now on, union says, it will deal more harshly with benefits. A spokesman said, "If we are approached with a request to clear a band for a benefit, our answer will depend entirely upon circumstances. In some cases we may bend over backwards to co-operate. But, generally speaking, our answer is 'no.' Our members have living expenses and depend upon their musical talents to make their living." Band managers feel none too good over the results of the *Victory* dance in that only \$4,100 in sales was reported. They point out that a Kay Kyser could have pulled sufficiently alone to have sent Defense Stamp sales, if well handled, soaring over the figure reported.

Atlantic Whisperings

BLUE BARRON ushers in his *Yesterday and Today* network shows for the Hale America movement in Philadelphia April 5, opening two days before his first appearance in that city at Earle, with BENNY GOODMAN moving back for the April 10 week. . . . TOMMY VAN SCIVER next at Cinderella Ballroom, Brownsville, Pa. . . . BOB CHRISTIAN at Whitman's Grill, Reading, Pa. . . . MILDRED LAW, former Vaughn Monroe canary, opening as a single at Jack Lynch's Walton Roof, Philadelphia. . . . FRANK DANSBURY at Clin-Mott Tavern, Trenton, N. J. . . . DEAN RUSSELL at Lebanon Valley House, Wernersville, Pa. . . . WALT WOLFORD at Maggie's Show Place, Philadelphia. . . . PATSY BLASCO at Christy Tavern, Bethlehem, Pa. . . . AL STUART, out of BOB CHESTER'S band, joins ALAN FIELDING at Club Ball, Philadelphia. . . . LEE REID, featuring LYNN MERKEL, at Carlisle Grille, Allentown, Pa. . . . DOTTIE KING draws a holdover at Drury Lane Rhythm Bar, Philadelphia. . . . ROY HIX gets the call for the reopening of Parson's Grille, Shoemakersville, Pa. . . . MARION MASON back vocalizing with JOEY KEARNS, at Philadelphia's WCAU, after a serious attack of laryngitis. . . . LEE GILBERT, featuring Donald Noecker at the celeste, next in at Glenside Sho-Bout, Reading, Pa.

Chi Summer Spots Cautious on Plans For Talent Policy

CHICAGO, March 21.—Ambitious plans for summer clubs which customarily crop up at this time of the year are missing this season. War conditions are making every prospective operator more cautious, and it is doubtful whether any plans will be made before summer weather. With the exception of the Edgewater Beach Hotel, which will again spend top money for bands to play its outdoor Beach Walk, budgets among the regular summer spots will be curtailed. Frank Hutchins will use a local band at his Villa Moderne as usual, but a less expensive outfit than last season's attraction. The reopening of the Bon Air Country Club is problematical.

Joe Jacobson and Mike Fritzel are changing shows at their Chez Paree April 3, bringing in another locally organized outfit fronted by Morton (Buddy) Franklin to succeed Boyd Raeburn. Gertrude Niesen will return to head the floor bill.

Frank Sherman has reopened his Club Minuet with a continuous entertainment policy. Sam Beers, another veteran night club operator, has revived his Three Deuces, using colored talent and operating in partnership with Carl Waterbury.

The Seandbee, largest cruise ship in the Great Lakes, which used talent during the summer season, has been turned over to the government and converted into an aircraft carrier.

Two cafe operators, meanwhile, are joining the armed forces soon. Barney Ross, Cocktail Lounge manager, is set for the Marine Corps, while Elmer Falkenstein, of the Ill Hat, is going into the army.

Al Greenfield and Milt Schwartz, of the Rumba Casino et al., are remodeling the cellar of the Woods Building to open another "live joint." A switch in the Rumba Casino talent policy is contemplated. Greenfield saw Charles Yates' crazy show, *Fun for Your Money*, at the Yacht Club, Pittsburgh, this week, and may bring it here.

All-Music Flops, So Back to Floorshows

DETROIT, March 21.—Four-week try-out of dropping floorshows and substituting continuous dancing with two bands proved unsatisfactory at the Grand Terrace, only local theater-style night club. Spot is reverting to floorshows, using bigger names on both bands and acts. First band to go on is Ray Gorrell, featuring Juliana and Paul Davis, vocalists.

Band policy tried out had a girl vocalist and a trio, used as the alternate band, working a 20-minute show twice each evening.

Report All Theaters Closed in Australia

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

No date has been set for their reopening, altho it is likely that the procedure may be similar to that of England, when theaters shut down for a short time pending the completion of wartime regulations.

Australian vaude activity was confined mainly to the Tivoli Circuit, which guaranteed a minimum of 10 weeks to performers. Several American performers are still in Australia.

Branson to N. Y. WM Office

CHICAGO, March 21.—Sam Branson, for 14 years with the William Morris office here, where he handled theaters and cafes, including the Chez Paree, leaves Sunday (22) for the New York Morris office to replace Irving Lazar as head of the night club booking department. Lazar leaves WM to enter the army.

Due to last-minute news and advertising, the article by Joe Cohen, "Clarification Wanted," concerning Social Security and unemployment compensation taxes, will run in next week's issue.

Conserving at the Waldorf

NEW YORK, March 21.—The Waldorf-Astoria Hotel has started a food conservation program. On cards placed at the table the management explains that the present war crisis necessitates co-operation with the government and therefore menus will be ample but less elaborate. They ask patrons to order only what will be eaten and also to go easy on items such as sugar, butter, cream, condiments and olive oil.

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

Nicollet Shuts Terrace Sundays

MINNEAPOLIS, March 21.—In an effort to conserve all resources because of the war, Hotel Nicollet is shuttering its Minnesota Terrace Sunday nights, says Neil Messick, hotel manager.

Closing of the room Sundays marks the first time since the Terrace was opened October 15, 1936, that it has been dark. Sunday liquor sales are barred here, and continued Sunday operation was more an accommodation than a money-maker, Messick said.

Thus far this year the Terrace biz, along with that of the Jolly Miller bar, is 10 per cent ahead of a year ago.

MINNEAPOLIS, March 21.—The Frolics, first combo stage and lounge in the Northwest, was opened here last week. Operators are Ben Berenson and Art Stern. Initial attractions are Ken Thompson and orchestra and Mary Jane Howard, songstress.

Club Talent

New York:

NATHANE BROTHERS booked for Leon & Eddies' new show March 27. . . . RUTH TERRY has signed for Republic Ptx. . . . GEORGIE WOOD'S ice show in its 15th week at the Biltmore here. . . . HELEN HUMES being held over for the new Famous Door Show.

ADELAIDE MOFFETT signed to start at Ben Marden's Riviera, Fort Lee, N. J., Thursday. Set by Paul Small. . . . JACQUELINA, singer-accordionist, opens at the St. Moritz Hotel here March 23 for two weeks.

ROSALIE GRANT in her seventh week at the Essex House, doubling between the Casino-on-the-Park and the lounge.

Chicago:

GABRIEL CANSINO, dancer who has been operating a dancing school here the last 18 months, is giving up the business to form a team with Carmen Montez. Carmen formerly worked with Ramon Navarro, her brother.

Philadelphia:

AL SCHENK returns to emcee at Kaliner's Little Rathskeller. . . . BIF BEEFEL, former nitery op, has become sales supervisor here for a whisky concern. . . . GAYE DIXON, hospitalized in New York, has returned here to rest before leaving for Florida. . . . Lexington Casino televising its floor show via WPTZ, Philco television station here. . . . WES O'NEILL has quit as Ritz-Carlton Hotel press agent to take a job with the local immigration office.

Hollywood:

MACK MALONE has been held over at Grace Hayes's Lodge. . . . ART TATUM is doubling between the 331 Club and the Orpheum. . . . RARTONE SISTERS AND GAY are in their seventh week at the Showboat in San Diego. . . . REX VAN putting on shows with army talent in camps. . . . ROGER WESLEY and his puppets recently closed four weeks at Paris Inn. . . . RUTH CRAVEN has wound up 12 weeks at the Biltmore Bowl. . . . CANTU is back in Los Angeles from the Imperial Valley Fair. Also on the show were Ted Leary and Dayton Brothers. . . . GILBERT AND HOWE pen from Australia that show business is good there. They've been there two years and "have no idea of coming home." Team played

Detroit Show Biz Squawks at Mishandled Shows for Army Men

DETROIT, March 21.—Local committee to take over USO shows in this area on behalf of the show business, rather than leave them in the hands of private sponsors and committees, is being formed by David M. Idzal, director of the Fox Theater, and chief barker of Detroit Variety Club; Roger M. Kennedy, IA business agent; Jack Ferentz, president of the Detroit Federation of Musicians, and Les Golden, executive secretary AGVA.

Golden cited mismanagement of various shows, including an instance at Fort Custer, 140 miles west of here, when the acts found that nearly all troops had been withdrawn and only a few left to guard the property. As a result, only about 10 per cent of the audience was in uniform, the others being local townspeople. Adequate check-up on arrangements would have prevented this, Golden said.

He also attacked instances where soldiers and sailors pay admission to shows where acts and the other theater crafts work gratis.

Golden attacked socialites who "mixed in the USO shows for the sake of getting their pictures in the paper and didn't know what it was all about," as largely responsible for the mismanagement. First show slated to feel the force of new rules was one for sailors set for a downtown USO center late this week, being arranged by Charles Gentry, drama critic of *The Detroit Times*, at which the Andrews Sisters, among others, were booked to appear. Golden said that the show would be stopped if the audience included other than servicemen and necessary committeemen.

Golden blasted at "religious and racial groups who forget this is a war for democracy. We have had shows put on by a particular organization where only soldiers of their own faith or race were admitted."

Golden pointed out that a USO fund of \$83,000 was available locally, and that most of this had gone to other fields, such as transportation and furniture, rather than for entertainment. Golden emphasized the continued willingness of show business to continue to donate services for shows for soldiers and sailors, but not if others were to gain from the shows.

Cantinflas Leaves Ramon Opens Office

MEXICO CITY, March 21.—Cantinflas, due to commitments in South American cities, has left the Theater Folies Bergere. The theater's owner-impresario, Pepe Furstenberg, will run the shows on the same pattern as under the Cantinflas regime. He starts the regular shows April 4, with skits, dance acts and vaude, giving preference to trios and duos.

Meanwhile Ramon Beach, production manager for Cantinflas, has quit Folies Bergere and has opened a theater booking office, the only one in Mexico. His brother is president of Posa Films, producer of fine Mexican pictures.

New SF Union Scale \$35 to \$65 a Week

SAN FRANCISCO, March 21.—New AGVA wage scale went into effect yesterday, with bookers said to be in accord on night spots, tho still dickering for casual concessions.

Minimums set were as follows: Class A spots, \$65; Class B, \$55; Class C, \$45; Class D, \$40; Class E, \$35, all for six-day week. Single one-nighters, \$12.50; within 20 to 50 miles, \$15; over 50 miles, \$17.50. Out-of-town night clubs, round-trip transportation. If one-week engagement, one-way transportation. All casuals in 20 and 50-mile zones, round-trip transportation.

Leni Lynn in Rio; Casino Bookings

RIO DE JANEIRO, March 21.—Leni Lynn, Hollywood film player, opened at the Casino Gopacabana March 3. . . . Chucho Martinez, Mexican singer, and Don, Dolores and Doree, U. S. acros, opened at the Urea March 1. . . . Ana Maria Gonzalez, Mexican thrush, opened at the Casino Atlantico March 3. . . . Luiz de Barros takes over the artistic direction of the Casino Atlantico, ushering in his first show in April.

Jose Francisco Ferreira Filho's band, currently in the Casino Icarai, Niteroi, moves into the Urea early in April. . . . Dorothy Morgan, ex-U. S. performer, returned from a three-week vacation to reopen her dancing studios March 15. . . . Emani Meyer, operator of the Casino Atlantico in Luiz de Fora, is in town buying talent.

DiPinto Spends More

PHILADELPHIA, March 21.—DiPinto's Cafe, operated by Charles DiPinto, is the latest nabe nitery to enlarge and renovate. Reopens this week with increased talent budget. Reopening show topped by Day, Dawn and Dusk, making their local preem, and includes the O'Connor Twins and St. Clair, the LeShonnes, Judy Shaw, Amy Organ, Reggie Martin, Dave Vanfield, Pen Raymond and a line of girls. Eddie King enlarges his band to 10 men. Booked by Jack Muller and Tommy Tuttlar.

office this summer and fall. . . . CHRISTEEN STREET is current at the Marietta Cocktail Lounge, Biloxi, Miss. . . . MAARCIA AND RENE GUNSETT are being held over until April 1 at the 365 Club, San Francisco.

Hurricane, New York

Talent policy: Dance and relief bands; production floorshows at 8, 12 and 2. Management: David Wolper and Jimmy Sheehan, operators; Jack Tirman, press agent; Truly McGee, producer; Follies Costumes, gowns. Prices: Dinner from \$1.50, minimum after 10 p.m. \$2.

New layout here is plenty commercial. Show is a quickly paced affair, headed by lightning-tongued Alan Gale doing a repeat date three weeks after his last one. Gale polishes off impersonations cleverly. His lampoon of a soap-boxer was a howl, and he went off very much the fair-haired boy. His starter wasn't too good, showing a brashness and arrogance that a lot of emcees possess; but he did a beautiful job of ingratiating himself later.

Nancy Healy, first single to go on, offered first a tap and then a buck-and-wing, all with very heavy, thud-like taps. Gal is a little too heavy for cuteness and would do better if she wore costumes calculated to give the impression of slowness. Bert Lynn followed with an electric guitar routine that brought out his tremendous personality. Lynn does *Bells of St. Mary* and *My Buddy*, interspersed with "a trip to Honolulu" via his electric guitar, including the railroad, foghorns and steamship whistles. A corker of a routine. Volume, however, becomes so heavy at times that the melody was completely drowned out.

One of the high spots of the show is the ballroomology of Fay and Gordon, brought out on a narrow raised stage used during a production number. Team does smooth ballroom work and also includes a rumba, employing spins, complete twists and intricate holds that were minor miracles of accomplishment considering the space worked in.

Singing attraction is Alice Dawn, a dynamic-looking girl, but not so dynamic a singer, tho she has a hard-punching delivery. Employs falsetto to very good advantage with renditions of *Daddy, I Don't Want To Walk Without You, I Said No and Yes, Indeed* among others. Style is identical on every tune.

Chorus line of 10 girls (the Hurricane Honeychiles) do three numbers; beginning, middle and end, beautifully costumed but ridiculously ineffective as dancers. Honeys to look at, however, and serve their purpose well in that department.

Dave Dennis's ork does an excellent job of accompaniment and is equally

Night Club Reviews

okay for dancing. Bob Quentin's rumba ork fills in for torrid rhythms. Sol Zatt.

Edgewater Beach Hotel, Marine Dining Room, Chicago

Talent policy: Production floorshow at 8:30 and 10:45; show and dance band; intermission organist. Management: William M. Dewey, managing director; Dorothy Dorben, producer. Prices: Cover for dinner guests 50 cents (75 cents Saturdays); dance admission \$1 (\$1.25 Saturdays); dinner from \$1.85; drinks from 35 cents.

"Cec" Davidson, veteran band leader here and active in the jobbing field for years, has taken over the bandstand for a month with a new outfit local. It does not stack up with the names that play this spot during the year, naturally, but it should do a good enough job. Davidson, primarily, is a good show leader, and his services tie in handily with production shows staged by Miss Dorben.

Davidson has three former band leaders as sidemen and they are the highlight of the group. Dick Barrie makes a good, clean emcee; Billy Scott sings a solid ballad and toots a neat trumpet, while Ding Bell, lanky, bespeckled sax man, handles novelties and comedy. The femme warbler is beautiful Neva Patterson, who has a torchy voice and makes a slick appearance. Still new on showmanship, but should improve.

Shows are again topped by some colorful production numbers (two in each show), including a brightly routined Irish number and a Cinderella fantasy. The Dorben Dancers (8) are smartly costumed and well trained. Two of the three outside acts are employed in the girl numbers and, while they do not always improve on the productions, they are certainly kept busy.

Rollet and Dortha, novelty dance team, score with doll and slave numbers. Blanche Bradley and her Singing Marines (6) strike the usual poses in a set of familiar tunes. Frances Willer, blond aero dancer, is featured in a beautiful high kick number.

Band specialties augment the shows. Ork's instrumentation includes four brass, four sax, four rhythm and two fiddles (including Davidson's).

Betty Gray, organist, continues to play during intermissions. Sam Hontigberg.

Beverly Hills Country Club, Newport, Ky.

Talent policy: Dance and show band; relief band; floorshows at 8 and 1. Management: Sam A. Garey, managing director; John Stoffel, maitre d'; Frank Sennes, booker; Betty Kapp, press agent. Prices: Dinner from \$2.50; drinks from 55 cents. Minimum \$2, except Saturdays \$3.

This colorful and tastefully decorated club, revamped with new sliding bandstand, elevated floor on which the acts work, a raised ceiling, new dressing rooms and a recreation room for performers, stacks up as one of the smartest and most modern rooms in the country. New improvements aid greatly in showcasing the acts and band.

Dark since New Year's Day, Beverly resumed St. Patrick's night (17) with the Ted Fio Rito band, the usual quota of three acts, and Tom Ball's Kentucky Belles (12). Floor talent is of the usual high quality and clicks handily, but

there was a noticeable lack of pep and speed, occasioned largely by the usual opening night hitches. Fio Rito takes the emcee reins and does a thoroly professional job.

Tom Ball's line of lookers, handsomely garbed, got the show away with a lively musical comedy routine. Also showed off well in two other numbers. Girls need a bit more work together to put them on par with their sister line of last season, altho in appearance they have an edge.

Band follows with a swell arrangement of *Deep in the Heart of Texas*, with Jimmy Baxter handling the lyrics in tip-top fashion.

Landre and Verna, sharp and classy ballroomers, offer three routines in their *Portraits of the Dance*. They're original in their selling and they mark their work with some unusual twirls, spins and lifts, with some of their nifties bordering on the acrobatic. Took a walloping hand.

The Calgary Brothers scored the biggest hit of the show with their original pantomimic comedy stuff. Their swell inebriate turn is marked with considerable new business and tricks since their last visit here, especially the slow-motion fight. Their swinging-bull finish sent them away to a rousing hand.

Kitty Carlisle, brunet lovely, labored heroically with a bad attack of laryngitis to sell three numbers, *You Can't Have Everything*, a novelty based on Fritz Kreisler's *Caprice*, and a Spanish ditty, *Noviero*. Clicked handily despite her handicap and was forced to beg off at the wind-up. She was hospitalized Wednesday and Thursday, her place being filled by Virginia Hayes, of Station WLW.

A schmalzy patriotic finale, with the Kentucky Belles leading in a military tap, rings down the curtain.

It's a swell dance and show crew that Ted Fio Rito bats. Employing five brass, four saxes and five rhythm, including two pianos, the band made a profound impression with its grand arrangements and showmanly selling.

Ardie Wilber heads a solid five-piece intermission band crew. Bill Sachs.

Copacabana, Rio de Janeiro

Talent policy: Show and dance bands; floorshow at 12 (Sundays 11:30). Management: Duarte Alulaya, managing director; Gilberto Pereira da Silva, chief of publicity; M. E. Stukart, artistic director; Bardi, headwaiter. Prices: Dinners 30 mil-reis; minimums, weekdays 30 mil-reis, Saturdays, Sundays and holidays 40 mil-reis.

With a few changes in the line girls' routines, the addition of Leni Lynn, youthful soprano and film player, and Nini Theilade, formerly of Ballet Russe de Monte Carlo, a holdover, the late summer offering in this spot got under way March 3.

Copa girls are spotted in four routines, two of which are build-ups for Leni Lynn and Nini Theilade. Costuming is excellent.

Nini Theilade and four girls are on for a modern ballet, the dancer's solo work garnering good applause. Dancer returns for a splendid toe specialty and, working with Tourand Brothers, tosses up some fine adagio work. Tenner and Swift, Americans, holdovers, have changed routine, adding tricks, with girl line in cowboy attire on for dance as Swift spins the lariat around group.

Leni Lynn, a cute songstress with oodles of personality, offers *Maria Elena*, a medley of pops, and *Smoke Gets in Your Eyes*. She can sing and takes the high notes with ease, tho she appeared nervous opening night. Off to nice hand.

Na Baixa do Sapateiro, dished out by Claude Austin band, drew response, leading up to closing number, the line on for Bahiana, followed by Nini Theilade and four girls executing a mighty fine toe-samba as Leonora Amor vocals over the mike.

Austin's band played the show music, alternating with Simon Bountman band for dancing. James C. MacLean.

Casino Atlantico, Rio de Janeiro

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

Switching over to a two-show nightly policy (previously one at 12:30) the mid-summer revue bowed in February 21.

Change cuts floorshow time to 25 and 30 minutes. The talent differs in each show, tho girl line works in both. Management brought in Rex Storey and Company (5), U. S. performers who have been on the Continent the past two years. Storey outfit, after a four-week date at Casino Sao Vicente in Santos, works the early show, with the line on for closing number.

Diamantina Gomez, femme emcee, introduced Storey, who juggled hats, balls and cane, plates and other contraptions to fair applause. Storey, taking over emcee, introduced Karila Kristian, femme thrush who offered a Spanish medley. Storey, on for a rope trick, failed to click, due to patrons not understanding his explanation of what he intended to accomplish.

Rose Lee dished out impressions of film stars, the mimicry of those known here receiving generous applause. Fay Skeeter opened with song, *I'm a Classical Ballet Dancer* in English, followed by a burlesque on the classical dance. Eva Stachino girls, in a semi-ballet routine, closed show. Fred Feld, Storey pianist, took over the band chores for the early show.

The late show teed off with Diamantina Gomez, emcee, warbling *Tudo e Brazil*. The Queirolos, four youthful boys, offered an acro-Risley act, doing some mighty neat tricks; but they lack experience and showmanship. Paulo Serrano, Brazilian, vocalized *Mi Amor* and *Perdona*. Girls on for closing with Alsa Caron and Delfi, male dancer, doing the solo work. Pair offer duet, the boy then doing bits of ballet and adagio work with the line girls.

Lauro and band have replaced Jose Francisco Ferreira Filho's band for show music, alternating with Louis Colls band for dance sessions. Vocals were handled by Diamantina Gomez and Louis Coll. Phyllis Cameron and Gloria Whitney, U. S. singers, were out of show caught. James C. MacLean.

New Yorker Hotel, New York

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

First band change in over five months has brought in Woody Herman, replacing Benny Goodman. Current ice revue is a holdover, with this edition in its sixth week. This is Herman's first stop at this hostelry in over a year, and the maestro and his ork stack up as an even better draw today.

For the most part, band is grooved into a hot and solid swing style and does a top job. Herman has not changed over to the syrupy sweet-swing type of commercialism so prevalent among many top orks today. He lets the boys give out. Results are refreshing and exceptionally danceable. An occasional low-pitched ballad or dreamy lullaby is shot into the library, but not often enough to type the outfit.

Vocal department is strong, with Woody himself doing better than ever, and capably aided by Carolyn Grey and Billie Rogers. Later gal is also ork's

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Featured fem trumpeter. She rips off some fairly good hot riffs during a few of the arrangements, but is more of an attraction as a gal playing a trumpet. Miss Grey's pipings are lush and toneful, backed by a nifty appearance. Band's instrumentation is six brass, four reed and four rhythm, besides Woody's clarinet.

Staged by Donn Arden, ice revue is billed *Red, White and Blue*. Adele Inge, Bill and Betty Wade and Ronny Roberts are featured and backed by three colorfully costumed numbers handled by the six-girl line. Miss Inge is on for two fast-turned numbers and socks 'em across. Combines grace with her physical dexterity and lays off the schmaltzy stuff. The Wades also cut the ice for a couple of numbers. Second is the best, with the pair swirling to a blues song by the band. Ronny Roberts provides the dash with speed-skating, handsprings and sundry other novelty turns.

Theme of the show is wound up in the music and costuming. Music, arranged by Harry Brent, included several Latin numbers, a medley of Irving Berlin faves, and Gershwin's *Rhapsody in Blue* to coincide with the red, white and blue motif.

Bob Russell emceed and sang a few songs during the production numbers. Works smoothly and blends himself well with the proceedings.

Harold Humphrey.

Club San Diego, Detroit

Talent policy: dance and show band; floorshows at 10:00 and 12:30. Management: Gaspare Mairano, manager; Harold C. Berg, publicity; Alex Agreenoff of Bryden Office, booker. Prices: Admission charge 50 cents Saturdays; drinks from 25 cents; dinners from \$1.

Show opens with four girls of the Saul Grauman act in black and white scanties in a tap number, one of them returning for a pleasing specialty.

Rudy Horn, who emcees, works overtime with clowning, gags and dance bits, doing a couple of acts himself. He has a variety of impersonations, and goes thru about every known variety of dance being outstanding in acro, especially when skillfully hoked.

Emilio Caceres and his eight-piece Latin band do a number of specialties. Caceres' own fiddling of *Estrellita* gives a top-flight classic quality to the show. He also works with an instrumental trio, notably in his own *Gig in G*, a rushing, rollicking bit that is first-class fun. Johnny Gomez, guitarist, does the vocals.

Grauman's Stairtone, which closes, is an adaption of his standard vaude act. About 12 steps lead up to the chime-like background on top, where colored lights play as each note is struck. The

four girls, aided by Grauman himself in the more complex chorded numbers, dance on the steps. Treading on each step produces the predetermined tone, apparently each step controlling two tones, one at each side, so that the step-dancing must be done with extreme precision. Tone is bell-like, electrically produced, something like a high-pitched xylophone or perhaps the bell-tones on an electrical organ. Act is extremely spectacular, with dance, music, lighting all in dramatic combination. Typical numbers played are *Bells of St. Mary's* and *1812 Overture*, latter very complex. For a sock finale. H. F. Reeves.

Blackstone Hotel, Mayfair Room, Chicago

Talent policy: Dance band; floor entertainment at 9:15 and 12:15. Management: A. S. Kirkeby, managing director; Mary Anderson, promotion. Prices: A la carte.

Someone had to follow Hildegard here sometime. Jane Froman was the choice and, tho the booking, on paper, may not look like a strong enough follow-up, a viewing of Miss Froman in action will convince the more doubtful boys that she can do a fine job.

Surprisingly informal and looking better than ever, she creates a warm atmosphere with her tuneful arrangements of pops and standards. Works with admirable ease and showmanship. She went big and her set was lengthened to include *Louisiana Purchase*, *Everything I Love*, *How About You?*, *Arthur Murray Taught Me Dancing* and *Begyn the Beguine*. Her fitting musical backgrounds rate more than a mere mention.

The new band, succeeding Emil Coleman, is the 10-piece outfit fronted by Nell Bondshu. It is a youthful organization playing smartly tailored tunes, most of them on the sweet and Latin side. Basic instrumentation includes three fiddles, three sax, two pianos (Nell handles one of them), bass and drums. The leader is alert and capable.

Miss Froman's engagement has already been extended to six weeks, and she will probably return next season.

Room still caters to the smartest trade in town. Food and service are in keeping with the top reputation enjoyed by the Blackstone. Sam Honigberg.

Swan Club, Philadelphia

Talent policy: Show and dance band; floorshows at 11:45 and 1. Management: Joe Tolle, proprietor-manager; Harry Rose, host; Jolly Joyce, booker. Prices: Drinks from 35 cents; \$1 minimum Saturdays and holidays.

A laugh cure for war jitters is what Joe Tolle promises his patrons. And he keeps his promise in turning the show over to Marty Bohn. Bohn dishes it out in heavy doses, taking advantage of every ringside situation.

For his own spot, late in the show, Bohn offers impersonations, starting with a satire on radio commercials and winding up with a gagged *Dr. Jekyll and Mr. Hyde*. A very funny fellow.

Show opens with the Three Sheldons, male and fem duo, acro wizzes. Split up in singles and pairs for acro, tap and tumbling sessions, and for the smash finish the two girls lock and somersault under and over a table. Jackie Lee, a trim miss, on next with neat rhythm taps. Later is even more impressive in an acro dance, finishing with a head slide to pick up the propped hankie. Kay Hamilton, swing songstress and a heavy local fave, warms up with *Let Me Off Uptown*, then a sweet-swing dressing for *Althea Blue Gown*, and winds up with *Blues in the Night*. Keeps the sock impression intact with *Boogly Woogly Piggly* on the recall.

The Elstons, mixed roller skating act new to this town, pack a thrill a second. Whirlwind spinning on rollers is breathtaking, with male doing a split on wheels to pick up a hanky on the floor with his teeth and then swinging gal close enough to the floor to light a match held in her mouth. They give ringsiders spins, and, for the finish, male spins fem hanging by her teeth from a rope around his neck.

For the wind-up, it's the Three Keys, septa trio, who also work the adjoining rhythm bar. Guitar, bass and voice. The boys are equally potent with their jive and ballad harmonizing.

Vincent Rizzo is the new maestro providing the show background and persuasive dance rhythms. Paced by his fiddling, crew includes Meade Schaeffer, trumpet; Bud Alter, sax; Henry Mays, drums, and Lou Morrison, piano. Maurie Orodanker.

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Loew's State, New York

(Reviewed Thursday Evening, March 19)

Current bill packs wallop but could stand about 20 minutes' trimming to bring it down to a compact hour. Henny Youngman and Louis Prima's work, as co-stage headliners plus the Robert Taylor-Lana Turner pic, *Johany Eager*, draw capacity opening day.

This is Youngman's seventh date at the house and each is an improvement over the last. Youngman has added new patter to his endless stream of gags and also a parody on *Chattanooga Choo Choo*, called *Subway to the Concourse*, which

Vaudeville Reviews

is sharply written and delivered with showmanship. He still has his standard fiddle routine and his Heathcliffe bit, which resulted in a solid show-stop.

Opener is the Bricklayers, unassisted dog act which pulls off its customary good job of evoking laughs galore with a well-presented routine of the mutts building a house. Pups run the gamut of good comedy, handling drunk situations and comedy business with professional skill.

Next is songstress Ruth Clayton, a very pretty girl and a nice vocal stylist. Does *How About You?*, *You Will Remember Vienna*, *I Said No!*, and an Irish ditty. Girl is exceedingly well poised and assured and shapes up as solid performer material.

Playing this house for the first time, Cabot and Dresden pull some of the most thrilling ballroomology we've ever witnessed. Blond gal and good-looking boy go thru seemingly impossible speeds and changes of holds in mid-air. Build to a howling show-stop. Team does three numbers, embodying all sorts of intricate dance patterns, with beautiful execution. Ruby Zwierling is the pit for this portion of the show.

Second portion came from Prima's band. Between Prima's wacky vocalizing and his top-blowing trumpeting, he did a thoro job of ingratiating himself with a slam-bang hot session of music. Band did *Be Happy*, *Sweet Georgia Brown*, *Tonight We Love*, *Blues in the Night*, *Shrine of St. Cecilia*, and a raft of others which featured the torchings of Lily Ann Carroll, the hot lips of brother Leon Prima, the pianistics of Sol Marcus and the hot skin-beating of Jimmy Vincent. Band knocked the house out. Sol Zatt.

Oriental, Chicago

(Reviewed Friday Afternoon, March 20)

Henry Busse and band, long a popular feature at the Chez Paree, had a tough time with a boisterous first-show audience opening day. Some of Busse's classier arrangements, particularly, carry no weight in this pop-priced house and only tax the patience of the hookey-playing kids, altho the pieces in themselves are well done.

Busse is not afraid to smile on the stage now, and even keeps his feet busy when playing rhythmical fare. The band is large (15 musicians) and handy on both the artistic and popular stuff.

Top band feature is boyish Lee Edwards, who sings ballads with fine appeal. His voice is sound and a winner with a mass audience. Went big opening show.

Second band singer is Fuzzy Combs (from the reed section), who gives out briefly on pops. One of the trumpet men comes thru with a good novelty, using a finger puppet for good comedy effect.

During the long first show the boys played several tunes including *Exactly Like You*, a symphonic arrangement of *When Day Is Done* (featuring Busse and his trumpet), *Deep in the Heart of Texas* and *I Hear a Rhapsody* with the brass choir.

Three good acts augment the bill. The Callahan Sisters, doubling from the Sherman Hotel, continue to make progress with their modern, admirably refreshing dance act. The kids make a nice flash in smartly tailored brics and hoof with a grade of enthusiasm that lends real appeal to the turn.

Singer Ruth Petty 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 for more. The girl has showmanship and talent.

Walter (Dare) Wahl was a natural with his funny acro turn. Once he brought out "the little fellow," the laughs followed in rapid succession.

Screen has a filler in *Frisco Lil*. Biz good opening afternoon.

Sam Honigberg.

Orpheum, Los Angeles

(Reviewed Friday Evening, March 13)

After featuring the Helen Hughes Dancers for five consecutive weeks, the Orpheum this week went back to straight variety. While the show is packed with talent, it doesn't run as smoothly as it should.

Al Lyons and orchestra strike out on *Running Wild* to set the pace and give the sax and brass ample opportunity to give it with the drummer.

Opener is Sonny Moore's Pet Circus, nine dogs and two ponies. Moore, only 17 years old, is a good showman. Dogs are well trained and perform smoothly, with a poodle taking the clown parts. Pony work is limited by the size of the stage but, all in all, Moore takes the animals thru their paces in a showmanly fashion.

Lester Harding is rounding out six months at this house and is still packing that same wallop. This time, his 24th week, his vocals included *I Don't Want To Walk Without You* and *What the Heck Are We Waiting For?* Voice is

rich, and he works with youthful enthusiasm.

Raymond Wilbert is a good juggler and keeps from three to seven hoops moving in all kinds of circles and over his back in good rhythm. His buster is tiresome, but his smooth juggling makes his chatter secondary. Act has a rock finish; he pulls five cords to an apex and lets a hoop roll down the lower string. Jump up the other four to the top and come rolling back to him to cross his shoulder, ending in his hand.

The O'Connor Family fails to live up to the big build-up cause Lyons gave it. Two men and a girl do swell dancing, but the men's dialog fails to click. Little Patsy O'Connor saves the act with her singing of *Yes, My Darling Daughter*, entering with a medley including *My Buddy*. In her early teens, if that old, she handles the high notes well and shows excellent taste in selecting songs. Solo and trio rhythm tapping pleased.

Headliner, Art Tatum, colored pianist, was exceptionally well received. Did three tunes, with the audience applauding its head off after each. Third tune came very near chalking up a show-stop. A fine performance despite mike trouble.

Lord and Lyons, balancing act, give their turn a bit of comedy by one of the team coming out of the audience. However, this slows down what otherwise would have a fast act. Balancing a chair on four bottles on top of a table and then standing on the chair brought plenty of applause. A double handstand on a rocker is tops. Hand-to-hand work is good. Act needs a faster tempo.

Pic, *The Man Who Came to Dinner*.
Sam Abbott.

Chicago, Chicago

(Reviewed Saturday Morning, March 21)

Jan Savitt and his solid swing band top the current show, which also features Lorraine and Rognan, Ted and Flo Vallet, and Jeanne Blanche. Musically, Savitt's group delivers sock entertainment, particularly for the younger crowds. Vocally, the orchestra is far behind. Only Joe Martin is around to handle the ballads, and he does it weakly from standpoint of showmanship. Savitt can also use a strong fem warbler.

Band opened with *Chattanooga Choo Choo*, a tune that is showing its age, but Savitt's fine arrangement revitalizes it all over again. Jeanne Blanche, now a permanent member of the orchestra (she married Ray Tuel, of the reed section, last week), follows with a nice enough tap routine. She is an extremely attractive brunet and being groomed, reportedly, as Savitt's next singer. If her voice measures up to her looks, the maestro has nothing to worry about.

Cookie carries down his bass fiddle for his familiar *Darktown Strutter's Ball* solo, followed by Martin's so-so vocal session. The boys next swing out on *Deep in the Heart of Texas*, and the customers, for a change, are not invited to participate.

Ted and Flo Vallet did well with their novelty acrobatics and flashy display of baton twirling. Team is youthful and capable and makes a refreshing appearance in collegiate togs.

The Savitt boys get together on a new one, *The Jersey Bounce*, which makes good listening, and wind up the bill with a tribute to the armed forces by playing *When Johnny Comes Marching Home*.

Lorraine and Rognan (now announced as the stars of *The Fleet's In*) repeat their familiar comedy act that is still commercial and entertaining. Lorraine carries the comedy and has never extracted more laughs. Man's make-up at opening show appeared on the ghastly

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side, but that's all the faults we could find with the act.

Screen has *The Man Who Came to Dinner*, good entertainment for the class trade. Biz fair end of first show.

Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, March 19)

This show, built for a single week's stand, takes cognizance of one of Tin Pan Alley's most popular composers, Peter Ilyich Tschalkowsky, with a program based on his music. Proceedings are at an even keel, due to lack of vaude specialties which usually provide a periodic lift. Show has been nicely en-cased by the settings of Bruno Maine and Sergei Soudaikine.

Opener is by Edwina Eustin, effectively using her warm contralto for *None But the Lonely Heart*. Excerpts from *The Nutcracker Suite* include *Dance of the Mirlitons* by the Rockettes in a nursery setting, during which they do their superb precision work with doll-like movements that keep the character of the piece.

On view next is the *Chinese Dance*, with comic interpolations by Nicholas Daks, assisted by Muriel Gray and Alma Lee. In view of the size of the house, Daks wisely threw off all subtlety in getting the comic motif across.

Glee Club gets its chance with *Danse Arabe*, during which they use a wordless chant to that melody, while Ditta Daye does soprano counterpoint. For atmosphere, Hilda Elfoute does a control number in good taste on a pedestal in center stage. Went over nicely.

A trio of male soloists, Leon Fokine, Rimini Olmstead and Serge Ismailoff, interpret the *Trepak*, a bit too formal for the folk. Seemed unsure of themselves during fast turns. Six house girls provided atmosphere.

Finale was an intelligent and flashy *Waltz of the Flowers* by the corps de ballet augmented by 72 coryphées. This number utilized to good advantage the vast number of dancers and the giant stage. A fine curtain dropper.

Erno Rapee's reading of the *1812 Overture* failed to bring out the power inherent in the piece. Ork in many spots seemed to slip out of the control of the maestro.

Pic, *Bedtime Story*, provides a pleasant bit of diversion. Joe Cohen.

RKO-Boston, Boston

(Reviewed Friday Morning, March 13)

Clyde McCoy and His Sugar Blues Orchestra hold down the featured spot, but the show-stopper is Bob Howard, from the *Duffy's Tavern* show.

Billed as "Radio's Ambassador of Rhythm," Howard has the audience on his side from the beginning. His fast, sparkling music and patter routine never lets up. Opening with *Shine*, he goes into *Hats Off to MacArthur* and his now famous imitation of a player piano. Howard is a master showman and knows when and where to gag. His parody of *My Sister and I* goes over big. Encored with *Butcher Boy*, partly with Italian lyrics, and scored heavily before begging off.

McCoy, who seemed ill at ease on the stage, introduced the acts as well as fronted the band, giving with a few of the wah-wah trumpet solos around which he has built the bank. Ork opened with their familiar theme, *Sugar Blues*. Carl and Faith Dawn and the Humanettes have a fine marionette act, including an 1890 acrobatic routine which is a knockout opener. Fast and skillful, the Dawns carry on with a skeleton, stripper and colored dancer, coming down off the stand for the latter. Finale, with a skater at center stage, is very effective.

The band swings into *Mandy Is Two*, introducing vocalist Freddie Stewart, who is much better on the air and on records than in person. Guy has an over-exaggerated notion of what selling is and, at times, looks like Jolson doing *Sonny Boy*. Also comes up his other of-

fering, *White Cliffs of Dover*. Has nice pipes and would be far more effective without the exaggerated stances.

The Bennett Sisters (4) vocal *Boogly Woogly Piggy* and *I-A in the Army*. Gals make a nice appearance and sing well together. Return later for okay tap.

Cluck and Lee 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 that had the early morning crowd rolling.

Band gets off with the famous *Shimmeshcabbie*, long associated with this crew, and winds up with *Sweet Sue*, during which McCoy gives out on what he claims is the smallest trumpet in the world.

Ork is weakest bit on the bill, but the McCoy fans seemed satisfied.

Screen offering, *Ride 'Em Cowboy*, the third week the Abbott-Costello pic has been on the screen here. Mike Kaplan.

Palace, Akron

(Reviewed Monday Evening, March 16)

Blue Baron can play swing—but doesn't insist upon, proving it for the 60 minutes his band revue presents. This may chill the jitterbugs, but it does warm customers with an ear for melody as well as a toe for rhythm. Baron tunes are ever a delight.

This orchestra offers a variety of singers to do rhythm, romance or novelty numbers. They are Clyde Burke, Charlie Fisher, Jimmy Brown, Billy Cover and "Tiny" Wolf.

Cliff Nazarro, whose grin and double-talk have been seen in several movies, is an entertaining clown on stage, too. His sentences often fade into what sounds like childish gibberish—but which is adroitly timed and delivered to send the audience into a chuckle.

Burlesque sauces the routines of the Four Samuels. They offer a tap dance with an acro specialty. The act is pleasing. Val Seitz is a juggler who mixes patter, bouncing balls and twirling Indian clubs.

Screen offers *Lady for a Night* (Rep.). Rex McConnell.

Loew's Capitol, Washington

(Reviewed Friday Afternoon, March 20)

This week's stagershow opens with the Rhythm Rockets in bellhop routine done at leisure tempo. Show livens when Max and His Pals take over in one of the best dog routines ever seen here. Max solos acrobatic softshoe and then brings out the pooches. Canines specialize in back-flips and hurdles. Gratifying feature is that the usual corny chatter with dogs is missing. Audience gave Max best reception ever accorded a dog act here and he earned almost as much as the rest of show put together.

Blond Marjorie Gainsworth is a seasonal attraction at this house and her fine soprano wins faithful applause at each show. She has had the luck to be the most impressive singer ever to appear on the huge stage here. *Tonight We Love, Shepherd's Serenade* and *My Hero* were her numbers.

Mata and Harl brought in their new burlesque on two circus acrobats, but their lone number was not sufficient to warm up the house. Simulated tight-wire, juggling and balancing looked very real during their dance, but more oomph seems needed for vaude.

George Beatty's material needs freshening but his monolog registered with a few. Burlesqued radio commercials, especially those with girdles, have been worked to death in this house, so a good deal of the act went dead.

Finale was given to the Rockets in a type of spring dance under alternating lights. Back lighting created silhouettes but glare detracted much from the number.

Shanghai Gesture on screen. Business sparse at show caught. Edgar M. Jones.

SAN FRANCISCO, March 21. — Harry Berk, hotel operator, is opening a new nitery, the Marimba Club, in the Hotel Richelieu, about April 15, using a Latin show headed by the Hurtado Brothers.



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Survey Shows 35mm. Branch Of Roadshow Biz Is Active

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

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

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

The roadshowmen show a keen interest in posters for advertising and they also fully appreciate the dollars and cents value of publicity. They dress up

their fronts with attractive, clear stills, and their lobby displays compare favorably with promotions carried thru by theater exhibitors. The operators in the 35mm. field make liberal use of trailers, heralds, lobby and window cards and one sheets, according to observers who sent in their reports from far-flung sections of the country.

The most important point, in the opinion of the operators, is that they are not interested in what they term "junk" films. They are definitely in the market for quality product and insist on getting pictures that still have entertainment value. Both silent and sound films are popular. The silent films, of the old-time movie variety with comic sound effects dubbed in are particularly in demand. The novelty sound effects must be well done, however. Many operators, tho, place orders for either straight silent or all sound pictures.

Another fact brought to light by the survey is that there is a good demand for new and used prints of silent pictures. The operators also show a preference for serials of the 1920 vintage and single-reel comedies of this era are also well received. While operators seem to have no objection to used prints they insist that these must not be worn out and weak.

The sectional demands for silent pictures and old-time movies reflect audience preferences. In this connection it is interesting to note that old silent subjects and complete chapter serials released before 1920 go well in New York State and the New England area. The survey revealed that plenty of silent equipment is still in use in this section of the country. In the South demand for 35mm. silents is limited to name players and there seems to be interest in the producing company and the length of the film as well. In the Midwest and Far West silent films of old-time types are also well received but preferred length is for five-reel features.

Since many of the operators approached use both 16mm. and 35mm. equipment, they report that they are in the market for films on a year-round basis. In the Southern territory this demand is much heavier than in other Southern States and they are also received fairly well thruout the country.

Roadshowmen in this field show a particular interest in the condition of films and their length. In shopping for films the operators also show a keen knowledge about the industry and its problems. One of the most often-asked questions is whether or not a film is banned and why. The operators always keep in touch with latest industry developments and are quick to adapt any idea or stunt that will bring the box-office figures higher.

The most frequent need of these operators, outside of films, according to their own statements, is for good motion-picture projecting machines priced at reasonable levels. They also are in the market for equipment, including screens, speakers, etc. There is a preference for portable and compact equipment and operators favor projectors and speakers that are guaranteed and have all possible precautionary safety devices against fire.


The survey also brought out interesting data about audience film entertainment preferences in all sections of the country. In New York and New England operators have had the best success with such old standbys as Westerns, action pictures, and comedies. However, this market also goes for slapstick comedies, sensational features and travelogs. Silent films, including features and shorts, meet good demand.

In the Southern area Westerns and two-reel comedy shorts are the films re-

quired by operators. Old silent films also go well and particularly religious subjects, as well as war films, are also used. Special promotions that have been used effectively by roadshowmen have been midnight ghost shows, with horror and supernatural films making up the programs.


In the Midwest and Far West the regulation actions, Westerns and comedies turn up most frequently in orders from roadshowmen. The preferred length appears to be five reels, and the survey shows that outright sales and rentals of films are heavy. Horror pictures are also in demand and there are occasional requests for *Uncle Tom's Cabin*. In this part of the country the Passion Play did heavy business during Lent. Other religious films are also frequently shown.

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ST. JOHN, N. B., March 21.—Two priests and one brother are now actively catering to the demand for motion picture entertainment from Catholic organizations. The pioneer is Rev. A. W. Kinsella, pastor of Stella Maris Church, East St. John. He was believed to be the first clergyman to outfit himself with projection equipment and films. That was a decade ago. He was also the first to install sound and replace the silents with sound pictures.

Father Kinsella started with wholly religious subjects but in recent years has also been offering subjects of general nature, including importations of Irish films. The latter have special appeal for

those of Irish descent in these provinces. He made a special point of providing pictorial programs for branches of the Holy Name Society, these including religious, semi-religious and biographical and scenic types.

Rev. H. M. Dobblessteyn, a curate at the local Cathedral and parish director for the Catholic Youth Organization, is featuring 16mm. film programs for C. Y. O. branches. These include general releases approved by the Legion of Decency. The C. Y. O. is being organized in various parishes in this diocese.

Rev. Brother Matthew, C.Ss.E., attached to St. Peter's Church in the North End, has been outfitted with projection and sound equipment and is providing entertainment in the new recreation building of that parish and also outside the parish. The intention is to entertain underprivileged children at a new rural camp owned by the St. Peter's parish during the summer. Brother Matthew is screening general releases, as well as religious subjects, and featuring comedies.

The Catholic organizations own halls of their own, seating from 250 to 850.

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LEROY DENNIS has had extensive experience in the non-theatrical field and made a specialty of merchant-sponsored shows. He is thoroly familiar with his subject and the hints he gives in the accompanying article are based on practical experience operating what has been said to be one of the most extensive and profitable circuits in the Midwest. The war has created problems for everyone in business, including roadshowmen, and in his article Dennis gives some timely tips and arguments that can be effectively used to build up profitable sponsored shows.

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LET GEORGE DO IT, released by Walter O. Gutlohn, Inc. This is the story of a screwball ukulele player who suddenly finds he has become a spy. After many laugh-packed scenes he succeeds in winning a U-boat single handed. Running time, 63 minutes.

THE KING'S TAILOR, released by Castle Films, Inc. A color cartoon depicting the story of the king who escapes from a giant and seeks a haven in a tailor's shop. Bees add to the king's discomfiture and he is tortured by the giant with mythical devices before everything turns out

(See **NEW RELEASES** on page 66)

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Prepping for Season's Bows

All Dept. Heads Now in CB Barns; Rehearsals Start

LOUISVILLE, March 21.—Heads of the various departments have arrived in Cole Bros.' quarters, Louie Scott, chief electrician, is busy with a crew on the light plants. Scott has a new layout for the big show lighting system this year and is also installing a larger public address system in both the big top and side show. George Singleton, boss canvasser, is preparing to paraffin all tents, which will go into the air April 18 for rehearsal prior to the opening on April 22.

William Dwyer, boss property man, has a crew busy on new and old props, and has devised new systems to facilitate quick handling and loading in case of emergency. Whitey Warren and crew are busy on the train. Bill Bush, tractor boss, has a large crew at work overhauling equipment in his department. Dutch Warner, boss hostler, is daily working out the baggage stock, for which all new harness has been made by Waxy and his assistants.

Verne Williams, manager of advertising car, arrived and immediately moved on to the car. The car will leave quarters, after billing this vicinity, about April 8. Orville (Curly) Stewart and Yellow Burnett, in charge of the paint shop, have managed to stay ahead of the repair shops.

Manager and Mrs. Zack Terrell are in the office 12 hours a day, and the entire office staff is busy with people and equipment arriving daily. Harry Thomas started rehearsals of his all-Louisville ballet March 13, while general rehearsals for the entire show will be held in the big top April 19-21. Due to increased crowds at the zoo on Sundays, it is being kept open until 9 p.m., with a final show being given at 8 p.m.

Rochester Shrine Breaks Records

ROCHESTER, N. Y., March 21.—Damasco Shrine Circus, under personal direction of Bob Morton, here for the first time, is doing capacity business with thousands turned away at every show. Every seat was sold for remainder of the week as early as Wednesday.

It is obvious that the show will break all gross and attendance records.

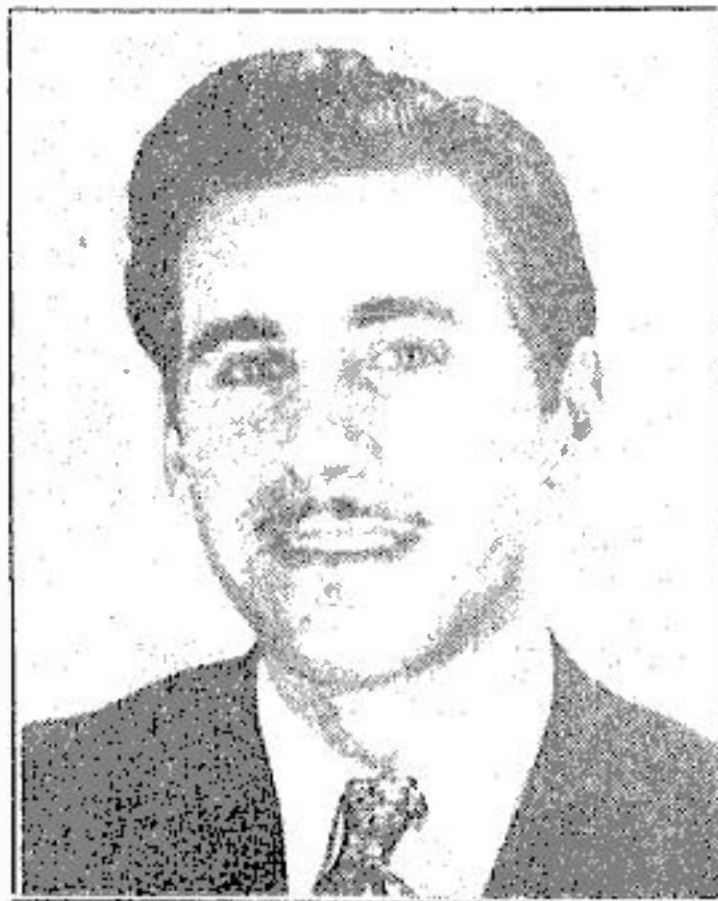
Top-Notch Acts for Chi Stadium Circus

CHICAGO, March 21.—An imposing array of top-notch acts will be seen in the Olympia Circus, to be held next month at the Chicago Stadium. The show, which will be produced by the Stadium and Barnes-Carruthers, is being assembled by Sam J. Levy, of the Barnes office, and includes many of the better known acts of the circus world. Leo Hamilton will be equestrian director; Izzy Cervone will direct the music, and the announcer will be Jack Kline.

Among the more important acts signed are Terrell and Dolly Jacobs, wild animal acts; the Zaccinis, double cannon act; Peaches O'Neill Sky Revue, Betty on the Rolling Globe, the Great Peters, the Antalcks, the Eris Family (Repenskis), Haag's, Hill's and Nelson's elephants, the Six Willies, jugglers; Flying Behees, Flying LaMars, La Tosca, Smith's Diving Ponies, the Atenos, the Grotofents, high wire; Llaazed Troupe, Brannock and Ricardo troupes, ground acrobatic acts; Torelli's Circus, Gautier's Circus, Wilbur's Circus, the Rollerettes, Reynolds and Donegan's Pyramid Skating Girls, and the Victoria Troupe.

Barrett Signs With Cole

CHICAGO, March 21.—After several years' absence from the big tops, Roy Barrett, clown, has signed with Cole Bros. Circus. He started his 33rd year in show business by playing Minneapolis Shrine Circus and his 15th engagement there. Following several indoor dates in the East, he will report to the show's quarters in Louisville.



J. P. (JIMMY) RAKNESS, drummer on Polack Bros. Circus for the last five years, left the show after its Cincinnati engagement for a brief visit with his mother in Minot, N. D., before his induction into the army. He is stationed with Quartermaster Corps, Fort Francis K. Warren, Cheyenne, Wyo.

Hartford Shrine Has Strong Program

HARTFORD, Conn., March 21.—Sphinx Temple Shrine Circus held in State Armory here this week, benefit of Crippled Children's Fund, gave seven night performances and two matinees. Show was produced for the 12th year by Frank Wirth Booking Association.

Program ran as follows: Victory tournaments; clowns; Canastrolls, Novelos and Monty, juggling and balancing; Voice Troupe, aerial bars; LaTosca, bounding rope; Van Leer's high school horses; Ernie Wiswell and Dizzle Lizzle; Pullenberg's bears; clowns; the Albanis, aerialists; Nellie Dutton, mechanic riding act; the Berostins, high wire; clowns; Power's elephants; Great Goody, slide for life; the Fredysons, gymnasts; concert announcement; Van Leer's Liberty horses; clowns; Six Flying Thrillers, aerial act.

Clowns were Herb Taylor Trio, Horace Laird, Buck Leahy, Rube Symonds, Gene Randolph Trio, James Dunn and George Fickett.

WB To Open April 15; Show Readying

YORK, S. C., March 21.—Work in all departments is going forward with increased rapidity in Wallace Bros.' Circus quarters here. Heads of various departments announce they will be ready well in advance of the opening date, April 15. Spirit of the times will be exemplified in a red-white-and-blue color scheme applied to all of the rolling equipment. Paint department, under supervision of Pete Bowers assisted by a crew of five men, is this year surpassing its previous record for novel designing.

Kentucky thoroughbred horses, purchased last fall, have been broken into two new liberty acts by Trainer Ted Lewis. He has also trained an eight-pony drill and several new track specialties. Show's nine elephants are being worked daily and several new routines have been added. Mechanical department, under Alex (Deacon) McIntosh, has just about completed reconditioning all rolling equipment and new semi-trailers have been built.

Acts now contracted include Loyd Repensky Troupe, riders and teeterboard; (See WB APRIL OPENING on page 37)

Denver Thrill Circus Plays to Fair Business

DENVER, March 21.—Thrill Circus and Wild West Rodeo staged here at the Stockyards Stadium March 7 to 14 by Floyd Clymes played to only fair business but came out on the right side of the ledger. While there was some excellent talent in the show, it was poorly routine, especially the Wild West portion.

Greater part of the show consisted of rodeo stunts and car and motorcycle stunts. There were two popular circus acts, the Great Knoll and the Sensational Marions, both high acts, which were good. Jess Willard, former heavy-weight champion, was judge and starter of the motorcycle races, in which Jack and Ted Milne and Wilbur Lamoreaux participated.

Among other attractions were Cy Ritter with his Tallspin Auto, Hollywood Stunt Aces, ski jumps; Bosco, jungle cat, worked by Mrs. Ruth Yost; Hazel McCurt and the Torrance Sisters, trick and fancy riding; Howard Essex with his trained Brahma bull, very good; Roy Seward Calgary Red, trick roper; Earl Batterson, rope spinner, and Dell and Fonda, Indian club hurlers.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Clam Cove, Fla.,
March 21, 1942.

Dear Editor:

Show's plan of posting opposition paper to lead patrons to believe that two shows would day and date each other, altho only Won, Horse & Upp would appear, has its good and bad points. Our opposition advance wagon was posting London Bros.' Silver Mascot Circus, but also carried some Won, Horse paper to throw up when no natives were present. A painter, who was working on the town's water tank, 150 feet in the air, looked down and caught them in the act. With the aid of 20 passes, our advance manager soon convinced him that we had a fifth columnist in the opposition's ranks and that he was only doing his duty.

Both advance wagons appeared in Coral Beach, Fla., over different roads to make their appearance a surprise in the eyes of the natives. Finding the towners disinterested in the coming of any circus, the billers decided to stage a real opposition war and rehearsed the fight in a palmetto patch a mile out of town. It was staged like a fixed wrestling match. Then both crews squared for a 24-sheet daub on the side of the city hall and, to make it look good, both insisted on having the same space. The mayor suspended the fines when both crews agreed to paper all sides of the hall to hold out wind and rain.

Due to our dates being so close together the bosses thought the natives

might get hep to the same two-title-billing and switched to Chariot & Tableau Five-Ring Circus in Clam Cove, Fla. Natives, sensing that the five-ringer would be the bigger of the two, threw all their daubs to that billing crew. Knowing that only one circus would appear and that the phony opposition title would draw as big as the Won, Horse, the billers threw out passes by the handful.

Everglade Belle, owner-manager of the Wild West and circus bearing her name, wanting revenge for getting turned around by this show a few weeks ago, decided to day and date us in Clam Cove and come in on our Chariot & Tableau paper. Manager Upp prepared to battle her by fair means or foul, but when he learned that there were 10,000 Chariot & Tableau passes out and that Belle's seating capacity was only 700, he encouraged the opposition. Matinee gave her a packed house of dead wood and we turned them away. At night she tried to add a 25-cent service charge to all comps but, due to our show having bought horse feed with opposition passes, the town marshal demanded that she either accept them at face value of close. She chose the later and soon the village limb of the law was back with a 30-dollar feed bill.

To dodge a feed bill which her show didn't owe Belle confessed to the hamlet's squire that she did not have the Chariot & Tableau Circus and had merely heeled in to get even with the

"Keep Circus on Road Thru War," Declares McNutt

CINCINNATI, March 21.—The following letter was received by W. L. (Bill) Montague, West Hartford, Conn., publicity director of the Circus Fans' Association, from Paul V. McNutt, administrator of the Federal Security Agency in Washington, in regard to the movement of circuses for the duration:

"Your letter to Senator Maloney, relative to keeping the circuses moving during these critical days, has been referred to this office. I hear of your organization frequently.

"Most of America, whether or not in uniform, is working under the heavy compulsions of war. Without much doubt, those psychological and physical tensions will increase because of a variety of reasons. Thus, I strongly feel that the healthy diversions which tend for even brief periods to divert us from the pressures of reality should be maintained.

"As part of our program to promote maximum wartime efficiency of the people, we have recognized the importance of wholesome recreation. Accordingly, I feel assured that it should be possible to keep the circus on the road in this war, as we did during those equally critical days 25 years ago.

"With kindest regards and every good wish, I am

"Very cordially yours,

"PAUL V. MCNUTT, Administrator."

Record Time Made By Atlanta Receiver In Case of Circus

CINCINNATI, March 21.—Writing from Atlanta on March 19, Vernon L. McReavy stated: "I came here as agent for the Interstate Life & Accident Company to see that a ticket block sale, similar to that in Chattanooga, was handled in a satisfactory manner. This deal was even larger than the one in Chattanooga in that the insurance company sponsored 6,500 colored underprivileged children at a special matinee of the Pan-American Circus and Hippodrome (not Polack Bros. Circus) in City Auditorium on the afternoon of March 17 at a cost of \$1,825. This was final date of the circus here, which ended in a 'hoorah' because of mismanagement. (See ATLANTA RECEIVER on page 37)

Mills Purchase Horses; Grandstand Seats Added

PAINESVILLE, O., March 21.—Jake and Jack Mills, executives of Mills Bros. Circus, arrived in quarters here this week with a six-horse Liberty act and menage horses recently purchased from Ray Rogers, of Wallace Bros. Circus at York, S. C. Due to a snowstorm during their return trip, they were forced to lay over in Bland, Va., for three days.

Johnny Wall, superintendent, and crew are pushing work at a lively rate. Newly purchased grandstand seats and side show canvas arrived. Mills brothers recently visited Jack Patterson's indoor circus while playing a school auditorium at Gallon, O. Show is slated to open late in April.

Seasoned Men on CB Press

LOUISVILLE, March 21.—J. D. Newman, general agent, announced that the press department personnel of Cole Bros. Circus will include Ora O. Parks, staff member since 1935, A. E. Waltrip, Harry Chipman and C. S. Primrose, who will be contracting agent. This will be Waltrip's second season with the show and the first for Chipman, who was formerly with Al G. Barnes Circus. Altho the press staff has received no official call, it is quite probable that they will assemble here soon after April 1. Advertising car, again under management of Vern Williams, is expected to leave about the middle of April.

Won, Horse show. She was then arrested and charged with accepting passes under false pretenses and, as we drove out of town, we saw her legal adjuster hurrying to the hoosegow.

With the Circus Fans

By THE RINGMASTER

CFA

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Editor WALTER HOHENADEL
"The White Tops," care Holcandel Printing Company, Rochelle, Ill.

ROCHELLE, Ill., March 21.—Hubert Castle Tent No. 35 held its regular monthly dinner meeting on March 11 at Jack and Andy Restaurant, New Hartford, N. Y. Arrangements were made by General Manager Bruce Souter and went off with a bang from the start. Following members were present: Howard Wells, Bruce Souter, Charles Baker, Stuart Davies, Waldo Griffiths, George Fisher and William Inglis.

Souter gave an interesting talk on circus folks during the winter months. Baker explained in detail his experience of his trip to Florida visiting winter quarters of the Big Show. Frederic Roedel, a Utica business man, was elected a member of the tent. Moving pictures in color were shown by Baker and Davies, of the Big Show, taken at Worcester, Mass.; Hartford, Conn., and its quarters in Sarasota. Baker is an ardent moving (See CIRCUS FANS on page 42)

Notes From Stanley Dawson

HOT SPRINGS, March 21.—Many circus people who were wintering here have left for various shows. Chandler Miller went to Sarasota, Bernie Head to New York, Nate Leon to Dalley Bros.' Circus. Before leaving for New York Frank Miller, concessionaire of Ringling-Barnum circus, was host to a dinner for the circus boys at the Arlington Hotel. Thomas Renaud and dog China expect to leave any day. Paul Wenger and Mr. Slebert, Peru, Ind., are daily attendants at the race track. Dutch Wise is working at the track for Turf Catering Company.

Gus Schwab is operating his hotel in Bethel, O., and waiting for the season to open. Judge Palmer is busy repairing his home at Owensboro, Ky. Freddie Murry writes from Pocahontas, Va.: "Have the finest son in the world." Mr. and Mrs. Joe Troxy, her daughter Jill and Mike Healy are giving up their home at Jacksonville Beach, Fla., and leaving for Plainfield, N. J. Joe and Mike will be with Frank Miller on Ringling-Barnum circus this season. Joe Wallace will not troupe this season. He will raise stock on his farm near Belleville, Ark.

Willie Moon has been here since the racing season started. One-Eyed Connelly is a daily track visitor. Saw John (Parson) White at a distance. Red Reader's place still a mecca for showfolk. Jack Burleson and Al Moss are on their way east to do some trouping this season. Andy Kelley's accident a shock to showmen here. Tom Lovett is marking time in Georgia waiting for the season to open. Yellow Burnett and Curly Stewart are doing a wonderful job of painting on Cole show equipment. Charles Edwards is wintering in St. Petersburg, Fla. Harry Lambert, Johnny Couts and Harley Morrison are in Miami. They will start north April 1. Ed Dolan has made Miami his permanent home.

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S. P. Shrine Plays Host To Underprivileged Kiddies

CINCINNATI, March 21.—The following pertaining to St. Paul Shrine Circus was omitted from last week's issue.

Shriners worked out a scientific ticket-selling program and members sold many duets for the twice-daily performances. Because of an epidemic of measles and mumps, the annual tie-up with the St. Paul public schools was somewhat hampered. However, the Shrine played host to hundreds of underprivileged children and old folks.

Tickets were 55 cents general admission; 85 cents and \$1.10, reserved seats; 30 cents for children. Shows at 2 p.m. and 8 p.m.

The circus committee, in addition to Schilling, included Charles Fletcher, general vice-chairman; J. O. Francis, auditing and finance, with J. S. Heffer, finance subchairman, and Henry Ivey, auditing subchairman; Russell Swenson, insurance; W. H. Snyder, program; Roy Westphalinger, banners and ticket ads; Ernest S. Powell, publicity and promotion; Arnold O. Vinje, ticket promotion; Ben Wilson, school tickets; Ed Dochterman, railway transportation; Ted Egelund, truck transportation; James Nankivill, fellowship chairman; Allen Nye, out-of-city ticket promotion; W. O. Howatt, school police; Al Trudeau, concessions; Charles Fletcher, floor and ring; Howard Comstock, music; Russell Chapple, grand entry; L. M. Quillan, doors and ushers; Leo Ernst, lobby director; Ed Nystrom, lost and found; Mrs. Harry Swanson, nurse; Gus Barfuss, public safety; Dr. Carl A. Ingerson, first-aid chairman, with Dr. F. J. Plondke, associate chairman; Irving C. Pearce, office manager.

The Program

Program follows: Concert by Osman Temple band; opening tournament parade participated in by all units; Dolly Jacobs and riding lion; LaSalle Trio and Black Brothers, comedy acrobats; Terrell Jacobs's wild animal act; Aerial Rooney's, high wire; pony drill; Ray Goody, slide-for-life; Miss Zeffa, bareback somersaults; Joe Belevocky and Leo Hamilton's seals; Alf Loyal's dogs; John Smith's high school horses featuring Silver Cloud; Gregoresko, the man who hangs himself, aerial sensation; Emil Pallenberg's trained bears; Don Francisco, Ray Goody, Webber Brothers and Chatitta, slack and tight-wire artists; Loyal Repensky Riders, equestrian show featuring Justine, somersault star; Dianne Lovett's elephants; Darling Waldorfs, high altitude motorcycle thriller; the Braddocks and the Danwills, acrobatic troupe; John Smith's Liberty horses; Harold Volse Troupe, fliers.

Under the Marquee

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

FIRST call
BILLY BAILEY, clown, has signed with Cole Bros.' Circus.
CUBAN MACK will be Side-Show manager on Lewis Bros.' Circus.
L. CLAUDE MEYERS has signed as band leader on King Bros.' Circus.
SEASON has begun to bubble

ALLEN KING, owner of King Bros.' Circus, was a Chicago visitor last week.

JERRY FLANNIGAN is now head rigger and property boss of Larry Sunbrook's show.

WHITEY HARRIS, clown, will play the Olympia Circus in the Chicago Stadium next month.

SOME nit-wit once called this a lazy man's life.

EDDIE LEWIS, last season grab stand operator on Lewis Bros.' Circus, is working in a defense plant at Canton, O.

ORRIN DAVENPORT spent last week at his home in Chicago following his successful Shrine circus in St. Paul.

JACK GRADY has been engaged as advance car manager of Wallace Bros.' Circus. Show signed a union agreement.

FACING emergencies is old business to circus managers.

EARL SHIPLEY, former circus clown,

Circus Model Builders and Owners' Association

By **RUSS T. WARNER**
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., March 21.—Maurice Allaire, CMB, Portland, Me., has completed two new models for his Allaire and Newall Combined Wild Animal Circus. The two latest additions are Two Hemisphere band wagon and the famous Bell or Chimes wagon. These two reproductions of the old-timers and quite a bit of color to his parade.

Mike Duffy, Mount Carmel, Pa., has several wagons going thru the paint shops and a new canvas banner line for the Side Show is fast nearing completion.

William Donahue, Williamatic, Conn., reports three new Pullmans rolled out of his car shops. These, together with a new advance car, give Bill a 15-car show.

Stan Woodward, Enfield, Conn., is now displaying his new Ringling type big top side pole wagon which took 263 hours to build.

Plans for the first national convention of Circus Model Builders and Owners are now about completed and it looks like the gathering will be one of the largest get-togethers that has been held in quite a few years. Details for the varied program have been worked out. Tours of the various old winter quarters around Peru (Ind.) are included as well as memorial services at the graves of several old troupers and circus folk. The banquet will be held at the Bearss Hotel, April 3. All friends of the CMBOA as well as all circus fans have been invited to drop around and visit. A display of circus models, pictures and other circustiana will be on view during the convention.

Once more the annual circus season is drawing near and, as usual, the members of this organization are already making plans for activities on the lots when the rolling wagons hit their town. Ed Smith, of Baltimore, has arranged for a showing of his small circus during the week that the Big One hits his city and George Hubler, of Miami University, Oxford, O., has called a regional meeting to be held in Detroit, May 30-31. Hobby Shows are still going strong and the followers of the circus are kept busy placing their displays in these places in order to get the public circus minded for the coming season.

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The Circus Goes Modernistic

By P. M. SILLOWAY, CFA

WELCOME the coming, speed the parting guest, says an adage quite applicable to current conditions in circusdom. At our portals comes the modernized circus, while with regretful adieux we watch the departure of a beloved friend of the past. Some circus fans and the public cannot quite get the idea animating John Ringling North, Henry Ringling North and other showmen in introducing innovations seemingly making the current circus ultra-modernistic, presenting changes in equipment and arenic program apparently in violation of all circus traditions. However, a careful survey of the modernized circus from front door to backyard clearly shows that all the essential features of the great American institution we love and seek to foster are still to be seen in the fundamentals of the modernized circus, plus much that is in harmony with the spirit of the forward-looking present.

The streamlined big top is the natural creation of the progressive trend of American business today. On two separate occasions last summer it was my lot to be served with a box seat in the central section of the grandstand of each of the two major circuses. On each occasion the base of a big pole was directly in front of my shoulder, and the seat next to me was occupied by a feminine patron who evidently was not a circus fan. The woman complained almost continuously during the per-

formance because her view was partially eclipsed by the big pole and attached rigging. I can easily imagine that what John and Henry North, Norman Bel Geddes and other sponsors of the modernistic circus have in mind is to make such transformations in the style of the big top as will create for all patrons an unobstructed view wherever possible. Therefore, I shall welcome the restyled and modernized tents.

Colored Tents

In this connection, I suggest a vital reason underlying the change of color and texture of the big top. We all know that attempts to spotlight stellar acts in the matinee performance, with the traditional translucent canvas, are seldom successful. When I was a boy I always begged my father to take me to the night show in preference to the matinee, for to me the bespangled costumes of the performers appeared handsomer and showier under the night lighting. Now, when I enter the restyled big top, I first feel that the circus interior is somewhat depressing, the light too dim; but when the spotlights begin to play upon the stellar acts of the matinee performance, I realize that John North, Henry North, Norman Bel Geddes and Zack Terrell are doing their best to make the daylight performance as attractive and appealing as the night shows.

As time progresses, the circus must necessarily change its dress and paraphernalia. The circus is a living thing, and of necessity it is governed by the unyielding law of life, the survival of the fittest. The best features of the circus have come down to us as circus traditions, and the unfit features are passing away. The circus must necessarily go modernistic or perish.

Circus Today Is New

A venturesome commentator, writing for *Liberty* magazine last summer, criticized the modernistic circus as the same old thing revamped and restyled, with scarcely anything new and not greatly different from the circus of 10 to 20 years ago. Having seen under favorable conditions last summer the two major circuses and two representative motorized shows, I am forced to disagree with the critic in question. True, there are certain equestrian, acrobatic and aerial acts which are fundamentally alike, and wherever seen they show a marked family resemblance. Even the most biased critic must admit, however, that these acts, as presented in the restyled and modernized circus, have a new artistry, a finer finish and unexpected turns of presentation which make them seem new as compared with former offerings of similar kind. Both of the major circuses of 1941 were almost new creations, different altogether from anything of five years ago.

The sincere critic is forced to admit that the menagerie of the modernized circus is vastly more inviting and attractive in its decorative features than has been seen before, presenting artistic effects as the background of the animal cages, thus making the dens appear more like real living quarters rather than mere iron-barred pens of confinement. No one saw these desirable innovations in a menagerie prior to a year ago.

Artistry and Beauty Growing

No one is a capable critic of the modernized circus who cannot sense the increasing tendency toward artistry and beauty in equipment and arenic presentations as seen in the modernized circus. This tendency was manifest in the spectacular pageant, *Old King Cole and Mother Goose*, as offered in the regular program of the Big Show last year. This was not a mere spec, but the story of the Mother Goose rhymes visually depicted, just as the historical pageants of today are staged for entertainment and education. The theme is old, but as the basis for a pageant in the circus program it was unique and novel, and utilized the resources of the circus in an offering of unusual appeal. And what an appropriate setting for one of America's beloved favorite clowns, Felix Adler, and other stars of the Big One!

Beauty of presentation and artistry of showmanship rendered possible by the modernized circus were noticeable in

the beautiful act demonstrated by Ely Ardely of the Ringling show last season. This act was splendidly lighted in a high trapeze above the center ring. It was not the performance that commanded the admiration of the spectator, nor did the act offer an unusual thrill, for other artists in circusdom sometimes present the same routine. In fact, another artist in one of the end rings did the head-balance in a lower level while Miss Ardely was doing hers; but due to the beauty of presentation and the leisurely poise, grace and unique showmanship, the act was new as a stellar attraction of the program. No circus critic can claim that he has seen the same act in circuses in former years, for the same setting and method of performance could not have been arranged in the traditional big top.

Animal Acts Changed

In the department of the circus program devoted to wild animal acts, change and novelty of presentation have gone forward by leaps and bounds in the last five years, so much so that it is safe to say that all such acts as shown last season were practically new. Naturally the large jungle cats form the basic elements of these offerings, but the mixed groups have grown rapidly into public favor. Lions and tigers working together in the steel arena composed the wild animal performances five years ago, but now there are seen groups of cats, bears, dogs, etc., commingling together in presenting stunts more entertaining and spectacular than have been on any circus program prior to the last two years.

Moreover, the motif of the animal acts has changed in harmony with modernistic ideas. Formerly, the trainer, armed with a pistol and a sharp-pointed rod, thrilled the spectators by cowering the snarling beasts into subjection to his will. Now the prevailing purpose of the wild animal acts is chiefly to demonstrate what the beasts can do with intelligent comprehension of the trainer's commands. Who can witness a session of the Alfred Court animal school, with leopards, black and spotted pumas, jaguars and panthers, assembled from various climes, posing and pyramiding, even sitting up together and waving their paws in self-applause at the direction of the teacher using only a sharp-cracking whip and a blunt prod—who can say that this is not a new thing done in a new way?

Critic Doesn't Know His Circus

It appears that our drowsy critic is bored with circus offerings and performances to an extent that he can derive no thrill whatever from the exhibition of Gargantua and his mate. He displays sad ignorance in stating that Barnum publicized a big chimp as a gorilla, for everyone versed in circus lore knows that in Barnum's time no gorilla was exhibited either in circus menageries or in city zoos. Doubtless the critic expected to see a howling, roaring monster and was disappointed in seeing a playful, adolent creature in de luxe living quarters. Millions of circusgoers, however, are thrilled to see this new thing in a traveling amusement enterprise. And, furthermore, the critic fails to glimpse the most significant meaning of the exhibition of Gargantua and his mate, for he does not recognize that John Ringling North is affording the American public a visual demonstration in scientific methods of caring for and exhibiting representatives of the largest manlike apes.

It is painfully evident that the critic of the 1941 arenic performance knows not his circus. Having eyes, he sees not; and having ears, he hears not. Or else he chooses to ignore the many progressive features of the modernized circus, and dwell only upon certain items which seem to give him ground for adverse criticism. This critic does not speak of the numerous beautiful acts, the basic elements of rhythm and grace and obvious beauty of the human and animal forms in physical action which as never before characterized the circus last season.

Notable Change in Music

Furthermore, the critic might have mentioned a new style and method in the music as offered by the bands of the

modernized circus. Not so long ago circus music was chiefly arranged for outdoor parades and adapted mostly to accompany the performances in the arena. But how about it now? The bands of the modernistic circus are record-making organizations and their music is heard in numberless American homes. Truly the circus has gone modernistic in the quality and character of the music dispensed from the bandstand, or in the daily concerts under the big top prior to the ring performance. This notable feature of the modernistic circus was delightfully demonstrated last season in the classic accompaniment to the radio singing of Florence Tennyson of the Cole show. Circus fans and music critics must take off their hats in acknowledgment of the notable change in circus music in recent years under the leadership of Merle Evans, Victor Robbins and other maestra of the sawdust bandstands.

Another fact seldom taken into consideration by critics of the modernized circus is that all the novelty and freshness of the restyled and transformed circus, with obvious touches of artistry at every turn, the streamlining, air-conditioning, Gargantua, etc., have been added to the traditional circus, not by eliminating any of the fundamentals, but by producing a transformation without displacing a single thing of value. In making the circus more modern, more attractive, more appealing to all grades of patrons, the North brothers, Zack Terrell and Norman Bel Geddes have not discarded a single feature of value of the traditional circus, but have given the general public vastly more for its money than ever before in circus history.

Basic Acts Best Ever

Drop the air-conditioning equipment, and a splendid circus in every detail remains. Retain the translucent tent, and still have a performance admittedly better than that of five years ago. Use animal cages without the modern decorative effects, and a splendid menagerie still offers itself for the edification of young and old. Yes, send back Mr. and Mrs. Gargantua to their jungle environment, and still the major circuses carry the greatest of traveling zoos. Cling to the old-style methods of lighting, and the show goes on with many modernistic features. As a matter of note, both of the railroad circuses in 1941 offered programs running from about 2:15 p.m. to about 5:15. Whatever the nature of the innovations, the fact remains that the modernized circus in acrobatic, aerial, gymnastics, equestrian and animal acts admittedly surpasses those of any former circus offerings, with added beauty and artistry. The trampoline, the teeterboard, the tall unicycle, the flying return equipment, the group equestrian performances and similar items have helped to make the modernized circus new and notable, and we find all of them still a part of the restyled and transformed circus, together with all the added effects possible only in this modern day.

Prior to the first World War it was traditional with the circus as an institution to install equipment and exhibit the most striking of whatever was new, strange and novel of the current times. The first demonstration of moving pictures I ever saw was in an annex of the Barnum circus, in a small tent of heavy texture, and the subject was an enlarged picture of McKinley. Doubtless many circus fans recall the season or more when the John Robinson circus exhibited a life-size working model of the biplane then recently invented. Circus history goes to show that venturesome innovations, rather than lagging conservatism, has always characterized the American circus.

Due to the depression subsequent to the great war, circus business received a jolt which rendered showmen cautious and over-conservative, and the circus languished. The general impression prevailed that the circus was dying. Indeed, many stout-hearted fans began to sing requiems over a departing friend. Notwithstanding, about that time I offered in *The Billboard* an article maintaining that as an institution the circus was not slipping. And now, due to the enterprising showmanship of John Ringling North, Zack Terrell and showmen of similar vision, comes the modernistic circus, with a wealth of enriched beauty and embellishments, on its way to create a new era in circus history.



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Want Acts doing two or more: High Pole and Flying Act, High Wire, Wild and Domestic Animals, Riding Act, Novelty and Thrill Acts strong enough to feature. State lowest in your first letter. Tickets or gas and oil advance if I know you. A. D. VAN DYKE, Chairman, American Legion Circus, Mezzanine Floor, Cocur d'Alone Hotel, Spokane, Wash.

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Big Show Acts of all kinds, Jody Acts especially. Clowns with wardrobe and ability, comic workers given preference. Man to work Horse and Pony Acts. Welby, write in or come on. Side Show, Freaks and working Novelty Acts; Hawaiian Troupe of Singers, Dancers and Musicians. Luana and Lee Bradley, write. Musicians on all instruments, Calliope Player for street and band. Advance. Brigade Agent; Mike Pine, write. Combination Billers, truck drivers given preference. Show opens April 27th. Write full particulars and lowest salary in first letter.

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Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

We have been asked at what figure we value a Wallace & Company's International Railroad Circus herald 10 by 28 inches, printed on both sides, with numerous woodcuts. Any herald of the 80's should be worth from \$3 to \$3.50. Unfortunately, many heralds do not bear the year of showing. They give the day and date but not the year. This was done because they were usually printed in huge quantities and used from year to year. One can easily identify these heralds if he is familiar with the years during which the circus existed. Usually dealers when they have to fix a year cover themselves with the letters "ca" or "ci," a Latin word meaning circa or "about." For instance, "CI 1880" would mean "about 1880." Before this are generally the letters "n. d.," meaning "no date."

A. Morton Smith, one of the main spirits of the Gainesville (Tex.) Community Circus and editor of the local daily paper, is forging ahead with his circus collection, one that is requiring much time, patience and money to assemble. Tops in Smith's collection of Circusiana are his valuable circus advertisements, filling four huge scrap-books. The oldest advertisement he has appeared in *The Pennsylvania Packet and Daily Advertiser*, Philadelphia, Saturday, August 27, 1785. It advertises "Mr. Pool's Equestrian Feats of Horsemanship." Was that eight years before the first circus was supposed to have exhibited in America? The oldest advertisement using the word "circus" appeared in *The Porcupine Gazette*, Philadelphia, July 10, 1797, and relates to Lallson's Circus. Smith has 229 circus and Wild West shows represented by their various titles in his collection. R. M. Harvey, general agent for Dailey Bros.' Circus, who visited Smith recently, writes that he found his hobby extremely interesting and suggests that all collectors and showmen interested in Circusiana should try to visit Smith, who is a very congenial person, and inspect his fine collections.

JAMES M. COLE circus will close its indoor season on March 24. Outdoor season will open at Penn Yan, N. Y., May 5. Acts under contract to date are Six Avalons, wire and teeterboard; Barton Family, riders; Marguerette, single traps and web; Billy Barton, cloud swing, and Rudy's elephant, camel, dogs and ponies. C. S. Brooks has been contracted as bandmaster. Plan to carry a side show and a pit show.

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Pony Size. Band Wagons, Parade Wagons, Chariots and Animal Cago Wagons.

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DOG, PONY TRAINER WANTED

Man or Woman. Must be competent to work and care for same. Address:

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Extra clear, post card size, interesting subjects, 1920 Sells-Photo, old B. & B. Bridgeport, Wintterquarters and 40 Horse Team, 1924-1941 Ringling Barnum and 1938 Scranton Strike, 1934 Hagenbeck Parade, 1935-36 Cole Bros.' Parade, '36 Tom Mix Circus, '38 Robbins Bros. Parade, etc. Satisfaction guaranteed. Send 20c for samples or stamp for complete lists. **ROBERT D. GOOD, 1809 Turner St., Allentown, Pa.**

The Corral

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

MONTE WALLACE, trick roper and whipcracker, closed a successful tour of New England night spots with a good engagement at the Bohemian Gardens, Newport, R. I.

BEN, Rodeo Tailor, is making his annual tour of the West. After visiting the Fat Stock Show and Exposition at Fort Worth, Tex., he will go to Palm Springs, Calif.

BOB ROUNTREE, former carnival talker and rodeo announcer, is in University Hospital, Baltimore, suffering with a crushed foot sustained when he attempted to stop a runaway gondola of sheet steel at Bay View Yards of the Baltimore Division of the B. & O. Railroad Company. He is recuperating rapidly and expects to be released soon.

HOOT GIBSON, Western movie star, after working in outdoor picture takes at the Tucson and Phoenix (Ariz.) rodeos, planned to Washington, where he and Fog Horn Clancy are doing some effective preliminary work for Col. Jim Eskew's JE Ranch Rodeo, which opens in Riverside Stadium there next month. Gibson will be the guest star at the show, which is offering \$4,000 in prize money. Other features in the Eskew line-up include Junior Eskew, Col. Cy Compton, Anvil Gilliam and a group of Mexican Charros in the trick and fancy roping division; Jeff Reavis and his wonder horse, Danger; Ted Allen, champion horseshoe pitcher; Marvin Hoover's bucking Ford; Young Chief Onelda's American Indian Band, Curly McCall and his Roman-style auto jumping team; Mildred Mix Horner, cowgirl bronk rider; Georgia Sweet, trick rider, and Brahma Rogers, with his trick mule, Pork Chops. Following the Washington stand, Esked will stage a nine-day purse event in Hartford (Conn.) Sportsmen's Arena.

COWBOY STANDINGS in the race for the Rodeo Association of America championship as released by Secretary Fred S. McCargar March 1, follow: Homer Pettigrew, 1,350; Louis Brooks, 760; Dick Griffith, 638; Hank Mills, 613; Everett Bowman, 612; Bill McMackin, 553; Bob Estes, 520; Fritz Truan, 510; Nick Knight, 460; Toots Mansfield, 456; Ken Roberts, 450; Roy Mathews, 410; Gene Pruitt, 400; Mitch Owens and Smokey Snyder, 376; Charles Colbert and Cecil Henley, 360; Jess Goodspeed, 333; Bud Linderman, 327; Pete Grubb, 319; Jackie Cooper, 305; Vic Schwarz, 300; Bart Clennon, 290; Buck Killough, 253; Clay Carr, 250; Bob Williamson, 240; Earl Blevins, 238; Howard McCrorey, 222; Nub Martin, 220; Joe Bassett, 218; Mickey McCrorey, 212; Asbury Schell, 209; Clarence Darnell, 206; Buck Davis, Royce Sewalt, Frank Marshall and Hubert Taylor Jr., 200; Bud Spillsbury, 194; Doff Aber, 173; Buck Jones, 168; Jack Skipworth, 166; Eddie Curtis, Lem Reeves, Bruce Ross, Sam Sessions and Jake Williams, 160; Chet McCarty, 155. Bronk Riding—Nick Knight, Gene Pruitt, Bill McMackin, Bud Linderman. Bull Riding—Dick Griffith, Bob Estes, Ken Roberts, Mitch Owens. Barrel Riding—Hank Mills, Louis Brooks, Nub Martin, Cecil Henley. Calf Roping—Homer Pettigrew, 530; Toots Mansfield, Roy Mathews, Jess Goodspeed. Steer Wrestling—Homer Pettigrew, Everett Bowman, Fritz Truan, Earl Blevins. Team Roping—Asbury Schell, Joe Bassett, Gordon Davis, John Oline. Single Roping—Dick Robbins, Carl Arnold, Clay Carr, Ike Rude. Team Tying—Clarence Darnell, Fred Darnell, Roy Boss, Joe Bassett.

ATLANTA RECEIVER

(Continued from page 34)

agement thru the promoter and 'taking it on the lam,' leaving the sponsoring organization, Atlanta Woman's Club, holding the bag with over \$3,600 worth of unpaid bills which, I understand, it is going to assume.

"The club used exceptionally good judgment in arranging, thru its attorney and Dolly Lee Butler, to ask that the event be placed in the hands of a receiver, and the court appointed Attorney Hughes Roberts as receiver. He was very fair and did everything possible to get as much money as he could for the acts so that they would not be stranded here, and as a result they have all been able to leave town without financial embarrassment, which they might have incurred. I understand that the Woman's Club is going to arrange some plan whereby it will assume all outstanding

financial obligations, but finally all claims will be paid in full."

According to newspaper clippings, Roberts turned in the following report: Receipts, \$684.08; disbursements, \$642.62; balance, \$41.46. Uncle Sam was the only claimant who came out on top—he walked away with \$198 in federal amusement taxes. Smallest payments went to six ushers—\$1 each for 12 performances. Other funds were prorated among performers, while, from the \$41.46 balance, \$17 went for court costs, and remainder to the fee of the receiver. Roberts said he had been presented claims totaling more than \$2,500, but that his duties ended when he had disbursed the total receipts on hand. The 32-act circus received wide acclaim from critics, but less than 200 persons attended each of the 12 performances, except on Tuesday afternoon, when an insurance firm "bought out the house."

CINCINNATI, March 21.—Polack Bros.' Circus engagement in Chattanooga, auspices of Alhambra Shrine Temple, was very satisfactory, reported Vernon L. McReavy, Polack promotional director, adding that the show had the largest ticket pro rata for its membership that it ever had. Attendance was between 45,000 and 48,000 paid admissions.

WB APRIL OPENING

(Continued from page 34)

Irna Ward; Ray Goody, wire artist; Harry Pickard's Frisco seals; Flying Hartzells; Brownlee Brothers, comedy bars; Arley and Arley, perch and head-balancing traps. Ed Raymond, producing clown, is working on new stunts. Baron Nowak, midget, has been re-engaged as a concert feature.

Personnel to date includes R. W. Rogers, general manager; Dory E. Miller, general agent; Julien West, secretary-treasurer; O. C. Cox, legal adjuster; Jack Fox, concession superintendent; W. R. (Bill) Tumber, side-show manager; Mike Guy, big show band leader; Ed Raymond, producing clown; Charley Arley, equestrian director; Al Dean, steward; Gordon Bandy, assistant steward; A. A. (Shorty) Gelston, boss canvasman; Jack Neville, assistant boss canvasman; Edward Clark, boss propertyman; Ted Lewis, horse trainer; Mack McDonald, superintendent of elephants; Alec D. McIntosh, chief mechanic; Davy McIntosh, superintendent of transportation; Thomas McMahan, assistant master of transportation; George E. Foster, pit show manager, and Jones Belle, side-show band leader.



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AERIALISTS WANTED

High Aerial Gymnasts. Long season in New England, short jumps, starting in May. Topnotch Cradle Bearer doing breakaways, giant dislocations, handstand perch or other stunts. Other Useful Man Gymnasts with clever routines needed. Good Aerial Contortionist. Trapeze Head Balancers who can work high. Man-Woman combo up in outstanding routines, high swaying handstand perch, aldo-for-life, etc. Several Girl Gymnasts up in fast traps, rings tooth or neck loop swivel, muscle grind, perch, foot revolve, cloud swing or other such routines. New acts forming now. Everyone send full details first letter; photo if possible.

CRASH DUNIGAN

297 OSGOOD AVENUE

NEW BRITAIN, CONN.

OPS PLAN AS USUAL

Coney in Cincy Sets Previews

Equipment intact and new ride is being installed, says President Schott

CINCINNATI, March 21.—Coney Island here will operate this season much as usual. Priorities will have very little effect on plans, said Edward L. Schott, president and general manager.

"No raw materials are needed by us in the manufacture of fun," he said. "Our amusement devices will be intact and in full operation." He called attention to the fact that President Roosevelt has put his stamp of approval on recreation "as a means of building up body and mind with the chief thought that this will help win the war."

Season will open on May 23. There will be preview days on the two preceding week-ends, May 9 and 10, and May 16 and 17. Moonlight boatrips season of the Steamer Island Queen will start on the night of April 4 and continue thru May 3.

Skilled workmen are on the job in the park, overhauling devices and making necessary changes for safety and attractiveness. A Moon Rocket, purchased after the close of last season in September, is being installed. A chute is being added to the water ride, Lost River.

The fact that the Island Queen, operated by Coney Island, Inc., makes moonlight excursion trips beyond the Ohio boundaries on the river does not place the company within jurisdiction of the Interstate Commerce Commission, officials argued at a hearing in the Federal Building. The examiner forwarded testimony to Washington for a ruling as to whether the company is subject to regulations of the ICC. President and General Manager Schott, of Coney Island, and R. A. Ellison, specialist in ICC legal matters, spoke for the company.

Seaside, Va., Readying; Millions Due for 8 Items

VIRGINIA BEACH, Va., March 21.—General Manager Frank D. Shean of Seaside Park has been playing host to numerous visitors and prospective concessionaires, with spot preparing itself for opening on May 29. Ben Willis presented plans for a "Magazine Covers" and three other concessions. Harry A. Illions is mulling three more rides with Shean, giving him eight ride units, the other five having been installed last year. Al McKee, Palisades Park, N. J., was a visitor and looked over location for Giant Circle Swing. McKee also chatted with Art Lewis, Art Lewis Shows, in Norfolk quarters.

Zimmy, "world's champion legless swimmer," may get nod as swim pool director, with plans under way to offer free instructions to men in the armed forces. William F. Larkin, park's designer, was off on a New York trip. Horace Bluford, Arcade op. is out of hospital after a long illness and has crew working on improvements to his concessions.

Fansher Has Not Retired; In Ohio at Son's Wedding

CINCINNATI, March 21.—Fred Fansher, head of Fansher Amusements, New York, was here on business on Thursday and, during a call at offices of *The Billboard*, denied a statement in the AREA column of R. S. Uzzell in the issue of March 21 to the effect that he had retired from business.

Fansher declared that he would soon be back in New York, preparing for a season's business. He left his Florida tourist camp on Lake Kathryn, near Orlando, where he spends winters, to attend the wedding of his son, Fred Jr., in Dayton, O. The younger Fansher expects to be in the army soon.

HANOVER, Pa.—Forest Park here has scheduled an early opening, probably on April 11. Prospects are reported excellent in view of the number of picnics and reunions already booked.



WALTER D. (MACK) MCGINNIS, beginning his fifth season as manager of Beech Bend Park, Bowling Green, Ky., is preparing the spot for a busy summer. He has spent many years in amusement business, having tramped with Campbell Bros., Orton Bros., Patterson, Gollmar Bros., Sells-Floto and Hagenbeck-Wallace circuses, Beckmann & Gerety Shows, Dubinsky's rep show and McCord Stock Company.

Safety of Coastal Areas Emphasized By Mayor of AC

ATLANTIC CITY, March 21.—Declaring that communities in coastal areas are confronted with a serious problem in the present emergency, Mayor Thomas D. Taggart Jr., called upon Atlantic City residents to work as a unit in making it (See *AC Mayor Talks Safety on page 42*)

Houston Opener Pulls Big

HOUSTON, March 21.—Thousands were out on a warm and partly cloudy day to witness reopening of Playland Park, Main Street, here on March 13. Equipment added includes Merry-Go-Round, Skooter, Whip, Ferris Wheel, Spitfire, Rocket and Penny Arcade, 50 by 100 feet. Concessions have been built along a 200-foot boardwalk. Additions to Kiddieland are miniature train, Chair-o-Plane and Air-o-Plane. Several free acts have been booked for later. In a tie-up with merchants, the park is entitling holders of special tickets to 10 free rides.

Amusement Parks and the War

By C. D. (CY) BOND

At the last gathering of amusement park operators before opening of the 1942 season in the Manger Hotel, Boston, on March 25, it was expected there would be a large gathering to discuss in the New England open-forum style some of the problems that confront the industry at this time. Some of the most important are transportation situation, gasoline, rubber and food shortages, blackouts and restricted night lighting and how best to co-operate with authorities in these restricted regulations.

Every amusement park owner and operator wants to do his part in helping to win this war and will co-operate with the government in any way possible. The slogan of the National Association of Parks, Pools and Beaches, "Recreation for the Nation," can be forgotten for the time being and "Co-Operation with the Nation" substituted.

Amusement parks can and will play a vital part in local defense work and, as most parks are some distance from congested sections, they lend themselves with their physical facilities as very admirable locations for emergency evacuations. With their large buildings, modern sanitation, gas, electricity and water supply, together with picnic grounds and

AC Is Tuning Up for Easter

Movement is started for continued week-end operation till Decoration Day

ATLANTIC CITY, March 21.—Amusements here are tuning up for the Easter holiday. Steel Pier's bill for the holiday week-end will be headed by Jimmy Dorsey's orchestra and the Four Ink Spots. It is expected that Hamid's Million-Dollar Pier will also open for Easter with a gala bill. However, instead of the piers and amusement centers closing after the holiday until Decoration Day week-end, a movement is afoot here to keep the spots open all thru the spring weeks.

City leaders point out that entertainers and shows are being sent to army camps "when the boys can't come to us," but to the even greater army of civilian workers within a radius of 100 miles, the resort offers nothing, altho their earnings are good and that they must rest at least one day in seven. "At this time," said a spokesman, "all our piers and closed theaters should be open, providing entertainment if only on week-ends at first. Word would soon spread that a good time could be had here now and at reasonable cost."

Suggestion was made that an amusement (See *AC Tunes for Easter on page 42*)

Dayton Lakeside Will Bow Early; Forest in Mid-May

DAYTON, O., March 21.—Lakeside Park, which for more than 50 years has pioneered in opening its season, will get under way on April 4 when Art Jarrett will play that night in the ballroom and Tony Pastor on the following Sunday night. All attractions will be open on week-ends until Decoration Day, when the park will open full time.

Forest Park will not open until the middle of May and then on full-time basis. Both managers say they will introduce no radical changes, due to inability to secure new rides, but that they have spare parts on hand and expect to be able to keep all devices open thru-out summer.

Lakeside will change its Pretzel to Laugh-in-the-Dark, and other attractions will include Merry-Go-Round, Hilarity Hall, Cuddle-Up, Paddle-About, Octopus, Scooter, Rolloplane, Wild Cat and Flying Scooter, as well as a dozen or more concessions.

outdoor accommodations for cooking, there is a possibility for well-regulated and orderly conducted evacuation camps.

Industry thruout the country has had to give up the idea of "Business As Usual" and re-equip plants for war production, either with or without profit, and the War Production Board is not only requesting but demanding more and greater production every day. Amusement parks can and will meet this challenge and the first thing to do is to offer to local administrators of Civilian Defense the facilities that we have. They can then make surveys as to the best possible use our parks can be put to. Here are some of the possibilities:

Cots and medical supplies can be stored in some of our buildings.

Home Guards can drill and train on our athletic fields.

The Red Cross can train in our ballrooms or skating rinks.

Certain canned goods could be stored for emergencies.

Sections of communities can be brought to parks for instructions in outdoor cooking and living en masse.

Moving pictures can be shown to large crowds and daily programs on how to (See *PARKS AND THE WAR on page 42*)

Park List

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

Full Blackouts At Beaches Not Asked by Army

RICHMOND, Va., March 21.—Don Seiwel, managing director of Virginia Beach Chamber of Commerce, reported that at a conference with Brig. Gen. Kenneth P. Lord, chief of staff, First Army, on March 16 he was advised that complete blackouts of coastal areas was not intended by the army's request for lighting control of ocean fronts. In a memorandum filed at the office of Governor Darden, Seiwel said that "partial screening of existing lights and reduction of community illumination" is all that is requested.

"The army's request for lighting control on the ocean front resulted from a study of illumination and the role it plays in contributing to sinkings in coastal waters, particularly with reference to the silhouetting of ships," he reported. "Control of lighting, or screening of existing lights was the object of the request; no complete blackouts were (See *No Entire Blackouts on page 42*)

NAAPPB Risk Plan Is Advocated by Alexander

CHICAGO, March 21.—Drive of the National Association of Amusement Parks, Pools and Beaches to bring the entire amusement park industry under the public liability insurance plan sponsored by the association is being vigorously pushed. N. S. Alexander, chairman of the insurance committee, says that while a majority of large operators and many small operators are already insured under the plan, the association will not be satisfied until 90 per cent of the men in the industry join in the plan.

"Nothing can better illustrate the satisfaction the plan has afforded," said Alexander, "than the fact that practically all who joined the plan in 1936 are still insured under it and have joined with the association in materially increasing the list of policyholders."

The insurance committee met in New York recently with officials of the Associated Indemnity Corporation to work out detailed rates for 1942, together with some other far-reaching plans, details of which will be announced later.

Cedar Point To Make Bid To Area's Defense Workers

CEDAR POINT, O., March 21.—Laying out its summer program to meet wartime travel and vacation restrictions, Cedar Point-on-Lake Erie is readying for stand-out attractions and other features for its 44th season, starting on June 13 and running thru Labor Day. Successful policy of presenting the name radio bands from the ballroom weekly will be continued. Management believes that war industry activity in the Great Lakes region will bring employment and pay rolls to an all-time high and that workers will have little time to take long vacation trips.

Situated between Detroit and Cleveland on the south shore of Lake Erie, Cedar Point is served by de luxe lake liners. Bus and rail connections from all cities and towns in this area to Sandusky, across the bay from "the Point," should insure maximum crowds despite possible curtailment of private auto use, the managers declare. Travel editors in this section and automobile club officials foresee a bumper vacation season. Plans for intensive advertising coverage within a 350-mile radius thru newspapers, outdoor display, radio and magazines will soon be released.

Concessions and new rides are being booked while workmen are beautifying parkways and gardens for the opening.

AKRON.—Clyde Beatty is due early in April to confer with officials of Summit Beach, Inc., operator of Summit Beach Park here, on the transfer of his Jungle Zoo in Fort Lauderdale, Fla., to the park for the summer. Zoo will be on the site of the Proske Zoo last season, with additional space allotted. Opening has been tentatively set for May 23.

WANTED
by responsible concessionaire—
LOCATION FOR
A First-Class Outfit of
X-RAY
POKER GAMES
Straight Rental or Percentage Basis
BOX D-186
Care The Billboard, Cincinnati, O.

A. B. T.
RIFLE SPORTS
LEGAL
EVERYWHERE
MIKE MUNVES CORP.
520 W. 43rd ST., NEW YORK
Distributor for A. B. T. Mfg. Co.
SEE OUR AD IN COIN MACHINE SECTION FOR BUYS!

For Immediate Sale and Delivery
7—NEW GASOLINE PARK SCOOTERS
\$1950.00, Cash With Order
Folder on request—can be seen at factory
Custer Specialty Co., Inc.
Dayton, Ohio

FOR QUICK SALE
KENTUCKY DERBY
24 UNIT GROUP GAME
An excellent opportunity to buy this most profitable of Group Games. Write for details today. Shipment from New York.
International Muloscope Reel Co., Inc.
44-01 Eleventh St., L. I. City, New York

FOR SALE
OCTOPUS
Eight Arms—Single Cars.
First-Class Mechanical Condition.
WOODSIDE PARK
Philadelphia, Pa.

WANTED!!
LOCATION FOR PENNY ARCADE!
BOX NO. 315, Care of The Billboard, 1564 Broadway, New York City.

BRAND NEW RIDES
2 DeLuxe Kiddie Aeroplanes @\$1500
1 Fleet Electric Scoota-Boats @ 450
USED RIDES
What Do You Want? List Yours With Us.
R. S. UZZELL CORP.
130 West 42nd St. N. Y. C.

CAMDEN PARK
HUNTINGTON, W. VA.
WANTED: Two Rides which do not conflict with Rides I have. Want Concessions. Most all open. Immediate contracts. Season opening May. Good man for booking plenties.
Address BOX 767, Huntington, W. Va.

DO YOU NEED
GOOD USED RIDES
Or Have You Any To Sell?
BERTHA GREENBURG
Hotel Kimberly, 74th St. & Broadway, New York

American Recreational Equipment Association

By R. S. UZZELL

NEW YORK, March 21.—In seeking the priority granted to the amusement park industry for repair parts and material the committee never faltered in its efforts, altho baffled when the OPM work was all reorganized, making an entirely new set-up necessary. For repair and maintenance get form P. D.-1a. at any local War Production Board offices or Federal Reserve bank. "They will be promptly processed if marked to the attention of Amusement Section, 3:E."

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

NE Not Dodging Issues

Next important number on the calendar is the meeting of the New England park men in the Manger Hotel, Boston, on March 26. They are dodging no issues but facing them squarely. The war operating problems that we must meet are on the calendar. The combined wisdom of the convention can and will be called into action on any operating problem of these perplexing times. Every man at the meeting should contribute of his experience toward the combined effort to discover the best procedure for 1942 operation. They will have some fun, as they always do, but business comes first. Following the meeting they have a good dinner and an excellent show. George A. Hamid gives them some of his best acts that can be staged indoors with a low ceiling.

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

Aid in Army Morale

The present armed force is the cleanest and healthiest ever assembled. Much effort is being exerted to keep it as such. Never before has there been such scientific effort to curb diseases. The percentage of infection is far below the last World War army. Amusement parks can help by insisting on clean shows and wholesome surroundings. Make it hot for the undesirables. Treat the men in the service as if they were your own sons.

Early openings continue to show that patrons have and will spend money. The past week-end was a disappointment because of unfavorable weather. Coasters and the Bobsled were tuned up ready for last Saturday. They were crimped by rain all afternoon and evening.

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

David Stone, of Paragon Park, Boston, is still in Miami. He deserves a good rest but could hardly be away from the park so long were it not for his son, Joseph, who has been brought up in the park. He is not only a park manager of ability but is an all-round mechanic—a valuable asset to any amusement park. Then the Palm Garden is a de luxe eating place, with all its highly specialized technique, no small part of which is the entertainment. Food, with its preservation and preparation, is a hotel job in itself.

ATLANTIC CITY.—City officials of Brigantine plan to dismantle its Boardwalk. The wooden way is now considered a menace, metal railings and pilings being condemned as dangerous to swimmers. Survey showed it would take \$40,000 to repair the Walk, while it would cost only \$8,000 to dismantle it. Officials then plan to provide the resort with an improved bathing beach. Boardwalk has never been redecked in the 16 years since it was built and citizens have voted to dismantle it. Iron railings and girders will go into the nation's scrap pile.

Get the Drop on Competition

This flasher display - animated so that bugs appear to pass before you - will be on sale at nearly every retailer's. Your summer evening patrons will expect freedom from insects. For Pavilions - Concessions - Carnivals - Pools - Marquees - Cafes - Road-side Stands - anywhere people meet outdoors.


Beat your competition to this boon to summer show business. Insect Repellent Lamps will bring YOU added patronage.



INSECT REPELLENT LAMPS
Repel Insects - Attract People

ACT NOW - See Your Jobber or Write
SAVE ELECTRIC CORP. of TOLEDO, O.

CEDAR POINT-ON-LAKE ERIE
MORE BEAUTIFUL THAN EVER!
SEASON OPENS JUNE 13TH THROUGH LABOR DAY
Hotel Breakers with 1,000 rooms . . . Dancing nightly in beautiful ballroom to America's best radio bands . . . Popular amusement section . . . Finest bathing beach on the Great Lakes . . . Fine location for roller rink . . . Bridle path concession and horoscope concession also open.
THE G. A. BOECKLING COMPANY, SANDUSKY, O.
Owners and Operators of Cedar Point-on-Lake Erie

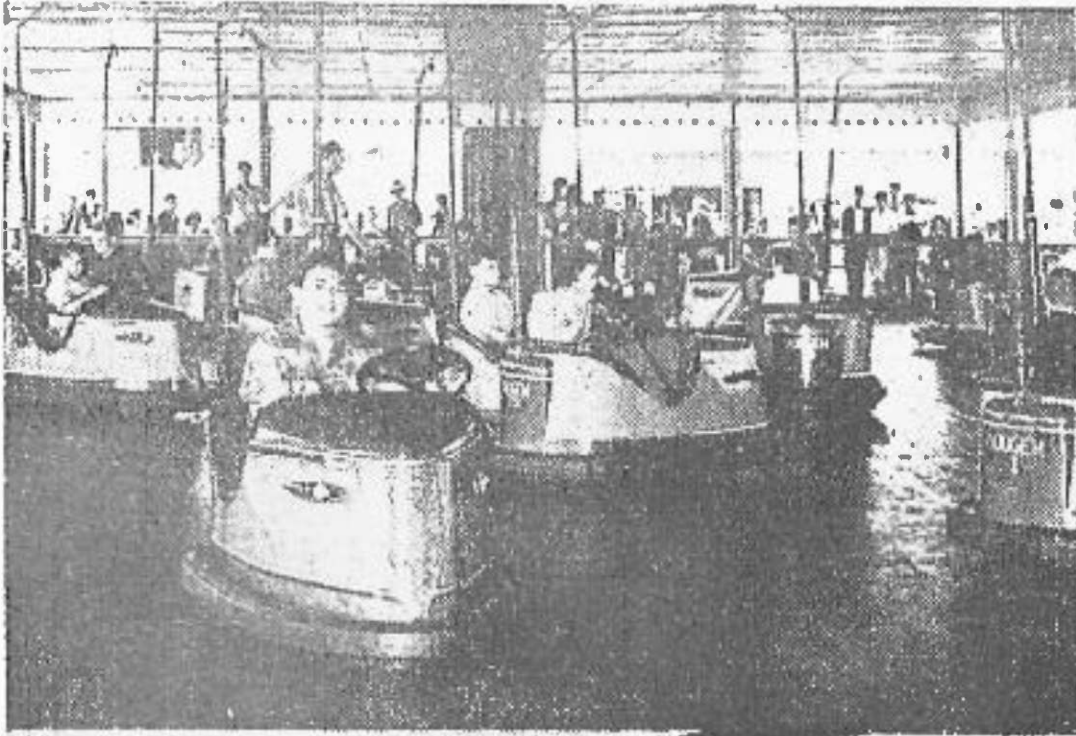


LUSSE AUTO-SKOOTERS
Keep 'Em Riding!—Keep 'Em Happy!
AT THE TOP OF THE EARNING LIST AT
PARKS RESORTS CARNIVALS
LUSSE BROS., INC. 2809 N. FAIRHILL ST. PHILADELPHIA, PA.
Lusse Bros., Ltd., 52 Lincoln's Inn Fields, London W. C. 2, Eng.

MERRY-GO-ROUNDS
1 beautiful, modern stream-lined 3-Abreast Park Machine. Will sacrifice for quick sale. Ready for immediate delivery. Also on hand: Stirrup straps, hand-carved wooden horse tails and other accessories.
JOS. G. FERARI CAROUSEL WORKS
Port Richmond, N. Y. Telephone: Gibraltar 2-1400

HURWOOD'S PENNY BLITZ — A TIMELY WINNER!
FOR PARKS AND BEACHES
LIMITED SUPPLY FOR PROMPT SHIPMENT
HURWOOD ENTERPRISES
234 EAST MAIN STREET NORFOLK, VIRGINIA

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.



We are in a position to handle a few new installations—First come—First served

On the Amusement Front
DODGEM always has had
— STILL GETS —
The MOST ACTION!

★ ★ ★ ★ ★
DODGEM CORPORATION
IOKA THEATRE BLDG. — EXETER, NEW HAMPSHIRE

The Pool Whirl

By NAT A. TOR

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

Help To Help You

Secretary of the Treasury Henry Morgenthau has asked the co-operation of the pool and beach industry. First of all, everyone should buy stamps and bonds to his utmost and the bigger plunges and beach estabs should put into effect the pay-roll savings plan for purchase of these stamps. A way of participating further is for indoor tanks to install immediately a booth for sale of stamps to patrons and employees and for outdoor ops to start making plans now to do so when season gets under way. Still another way to chip in is to use Defense Stamps exclusively as prizes on certain games and for swim contests.

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

For example, right now it is doing everything possible to see that there are a sufficient number of trained lifeguards for pools and beaches. Then, too, the Red Cross is helping pool men get all-important sanitary supplies. So without further ado—be sure to help them help you!

Via the Mails

Richard Roffman, of a New York law firm and who also doubles as scribe for *The New York Journal-American*, writes: "I frequently read your column on activities in the swimming world. I thought you might be interested in knowing whereabouts and activities of two gentlemen who have been celebrities in swimming thru the years. One, Samuel Ungerleider Jr., who was a super de luxe star in swimming at Brown University up to several years ago and who was featured in the Florida East-West matches at Fort Lauderdale in conjunction with the coaches' convention, is now a private in U. S. Army in the information office. The other is Marvin Nelson, whom I have always considered one of the world's greatest long-distance swimmers. Nelson, who ranked very high in all those Toronto marathon meets for years, is now living in New York City, training regularly at the London Terrace indoor pool. He is with a real estate firm and is still interested in some day doing something spectacular, like swimming around Manhattan Island or swimming back and forth across the English Channel. It is startling these cold winter days to see him walking along Broadway without hat or overcoat as if it were a balmy spring afternoon."

Dots and Dashes

Peggie Diehl, Miami Beach swim instructor, got herself a mess of publicity by teaching Larry Allen, ace A. P. war correspondent how to swim. Larry, 'twill be recalled, has had three ships torpedoed under him, experienced 30 dive-bomber attacks and last December slid feet first from the sinking British cruiser Galatea into night-blackened waters of the Mediterranean—without knowing a stroke but to live to tell the tale. He's not taking any more chances. . . . The \$300 tariff for broadcast of the Yale-Michigan swimming meet at Ann Arbor on February 21 was paid for by *The Yale Daily News*, student publication, Phil Buxbaur Jr. did splash-by-splash commentary. . . . Bill Claybrook, known as a "human cork" for his ability to stay afloat for hours (or should I say days, Bill?), writes from Rochester, Minn., that thru an item in this column he has made a contact with Charles Norellus, vet swim coach, and may perform for him at Greenbrier Pool, White Sulphur Springs, W. Va. . . . Office of Civilian Defense sends greetings to Nat A. Tor, thru Sam Ingram, and, among other things, states: "The increased stature of swimming is evident. Swimming is a strong offensive weapon in this war. Swimming has and will save many lives on the seven seas. Swimming as a health builder as well as a means of relaxation is more needed than ever before." Amen, brother! . . . Aside to Reader G. Harwood, Ozone Park, Long Island, N. Y.: Pardon my error! Thanks for correction. . . . Column's old friend Chauncey Hyatt, of Chicago Board of Health, has this to say in the bulletin of the National Association of Amusement Parks, Pools and Beaches: "Pleced

springboards are now replacing one-piece type and divers like 'em better. Bathing-suit people are anticipating wool and cotton shortages and may make suits out of milk or glass. Nylon, made from coal and water, will no doubt replace silk with our racing champions. Palmetto fiber, many believe, will take the place of Siberian bristles in deck and other brushes used to keep pool floors clean. And so we improvise, and our prediction is that many of us will never go back to old methods and materials because we'll like substitutes better!" Amen again, brother!

Millions Is To Add Rides for Belmont, Seaside and Dallas

MONTREAL, March 21.—Harry A. Illions, operator of novelty rides, who was here to confer with Belmont Park management, said he would have an added new ride here this season, would install a new Crystal Maze and change some other devices. Park Manager Rex D. Billings has rearranged the concession area, all old buildings having been razed and new ones being erected, including a shooting gallery.

Lieut. Col. J. R. Gauvreau, vice-president of the park company, has been notified that his son, Capt. Guy Gauvreau, who has been associated with him in business, has been appointed aide-de-camp to General Montgomery in England, first time during this war, it is said, that a French-Canadian has been appointed to such a post.

Illions said he would go to Seaside Park, Virginia Beach, Va., to confer with General Manager Frank D. Shean on placing some more rides there, including a Ride-O, Whip and probably an Auto Scooter. Illions said he had reserved space thru Secretary Roy Rupard for the 1942 State Fair of Texas, Dallas, on which to install rides he will take there from the Canadian National Exhibition, Toronto.

Better Transport to Sylvan

ST. LOUIS, March 21.—L. W. Peters, manager of Sylvan Beach Amusement Park, Kirkwood, Mo., said the season will open on May 3. He expects big business, because of the abundance of defense work in St. Louis County and the fact that this will be the first year that the park has had direct bus transportation to its gates. Improvements are being made and new rides and other attractions are being added.

Haney Rides at Meyers Lake

CANTON, O., March 21.—R. E. Haney, well-known ride operator, has contracted with management of Meyers Lake Park here, according to Carl Sinclair, general manager, to install a Flying Scooter and a Tilt-a-Whirl, to be ready for operation by May 1.

With the Zoos

SAN DIEGO, Calif.—Mbongo, one of two gorillas presented to San Diego Zoo in 1930 by Martin and Osa Johnson, died on March 17. He was said to be one of the only two mountain gorillas in captivity. Ngagi, Mbongo's mate, survives.

CHICAGO.—Lady Spearmint, two-ton hippo which has been an attraction in Lincoln Park Zoo since 1920, is dead. She was a gift from the late William Wrigley Jr., chewing gum magnate, who purchased her from Memphis Zoo. Floyd S. Young, zoo director, said there will be no immediate successor because he does not know of any hippos on the market.

COLUMBUS, O.—Membership drive of 300 business men and women, civic officials and others interested in Columbus Zoo is progressing satisfactorily, said Elmer E. Schatz, campaign chairman. Workers are selling \$1 memberships to Columbus Zoological Society, sponsor of the municipal zoo. Holders are entitled to free parking at the zoo. Receipts from the drive will go to purchase new animals and to the building-expansion program. Near-by towns are co-operating.

PHILADELPHIA.—A Bactrian camel has been born in Philadelphia Zoo. New-comers include two prong-horned antelopes from the private collection of Hans Ehmler, Hoosick Falls, N. Y.

THIS SEASON STOP STEALING!

Get ALL your cash receipts —use MONEY-METERS

There is a type of Money-Meter for every cash transaction,—all concessions, rides and admissions. In fact, wherever a cash transaction takes place a Money-Meter will protect you.

Write for Illustrated Bulletin A. E.

We also have a few copies left of the booklet containing startling facts and valuable information entitled, "How to Stop the Leaks and Plug the Holes in the Amusement and Recreation Field." This booklet sent free only to operators and concessionaires. Please request on your letterhead.

MONEY-METERS, INC. Warren Street, Providence, R. I.

Take that QUESTION MARK

out of tomorrow

See—
*OUTDOOR
ATTRACTIONS
SECTION
*This issue



FOR SALE

USED PHILADELPHIA TOBOGGAN THREE-ABREAST MERRY-GO-ROUND. GOOD CONDITION. PRICE REASONABLE.

NATIONAL AMUSEMENT DEVICE COMPANY

DAYTON, OHIO

This does the Trick
DANCE HALLS! PROTECT YOUR PROFITS
Our Patented Dance Check fits through button-hole. Cannot be removed and passed to another without destroying. Guards your profits. Priced low, \$11.50 a Thousand. Ass'd. colors, without printing. Samples on request. Order today. Made in U. S. A.



LETHERT'S NON-TRANSFERABLE DANCE CHECK
WESTERN BADGE & NOVELTY CO. 402 N. Exchange Street ST. PAUL, MINN.

Results of Streamlined Advertising

By ROY STATON

IN SERIOUSLY considering the vital subject of advertising, we are quite definitely persuaded that very few, if any, who bear the enormous costs are entirely satisfied with results. Or if they can to any degree of satisfaction determine what portion or element is profitable. In the discussion of "Results of Streamlined Advertising," we wish to serve notice that we do not propose to solve all the difficult advertising problems. We only hope to analyze the subject and suggest a program which we have effectively used in recent years that has proved not only very gratifying as to results but has actually cost less money and has elevated and dignified our institution. To approach this subject with a feeling of general understanding, we believe that it is best that we first discuss the streamlined park with a streamlined program.

ROY STATON, a native of Illinois, went with his parents to Enid, Okla., in 1900 and established an investment business in Oklahoma City in 1910, where he has since remained and continues to operate the investment business. His family consists of his wife and one son, Marvin Staton, who is married and associated with him in operation of Springlake Amusement Park, which was established in 1926, and of which he is owner-operator of all concessions. He is identified with a number of social and civic enterprises, member of a number of Masonic bodies, including the Shrine; a Rotarian and a member of the Chamber of Commerce.

designed to meet the modern trend. Our greatest inspiration has no doubt come from our observation of the stupendous and glamorous modernistic national exhibitions; to them we feel that we owe a great deal. Of course, there was a time when many amusement park operators felt that the exhibitions were of great damage to them, and no doubt they were for a season. However, they were the impelling force which amplified a picture and rushed to completion the program of modernistic design that is reflected in the amusement park of today.

We must first acquaint ourselves with a streamlined park before we are qualified to exploit it in that short-cut, making - every - word - count medium known as streamlined advertising. We are nearing the place where we can begin to unfold the program of advertising which parallels the construction and growth of the amusement park. Such a program should reflect in plan and color the dominating and highlight influence that your modern park conveys to its patrons when they see it at its best.

We have observed that even tho our capital investment is enormous and our amusement parks beautiful and public at large generous in their complimentary remarks, many times bringing their guests and explaining the detail of our premises, as tho they were capital investors, yet we observe that a very ordinary program, but one that is spectacular and unusual, which is being shown in some other portion of our community, will attract and draw our crowds away. Altho the patrons subject themselves to many inconveniences, such as poor facilities, etc., they attend the special event. The answer to this is quite obvious. It's a new and spectacular show and the people think that they will miss a real opportunity if they do not attend. On the other hand, they feel that the amusement park is staple and that they can attend it at their convenience when there is no unusual and outstanding competitive attraction. These phases are material to be worked into our advertising program.

Old Hit-and-Miss Program

As we approach the final analysis of the subject, let us refer to the transformation in the last 20 years, when the park first begun to change its dress from the varying types of architecture and in many cases the lack of any plan to what at this time has resulted in the modern, streamlined amusement park. We recall that our advertising plan was just about as much a hit-and-miss program as our parks themselves. We would start out with an announcement in our large daily papers that the park would open on a certain date, spending a great deal of money on the opening announcement, which bore very little if any relation to the future season's publicity program. In addition we would place display ads in all our county-seat papers thruout our trade territory, possibly within a radius of 50 to 75 miles of our amusement park; also in annual school papers. These ads were placed without much consideration as to the effect they might have on the public, usually just bold black-faced type with possibly some "stock cut" forced in, which represented the entire art make-up of our opening program. Further, we would usually place paper ranging from 1-sheets to 24-sheets in snipe locations and stick up window cards wherever we could place them, not only in the windows, but on fence posts and tacked to lath stuck along the parkways. But still no serious thought was given to the real picture they presented of our amusement park. A little later, when the first real spurt of opening publicity had passed, we observed the tattered paper hanging from these snipe boards, which usually remained thruout the season. This naturally gave the impression that the



Roy Staton

park had about "done its do," whereas it should have been handled in such a way as to create a continued interest.

One definite result that we always obtained from this plan of advertising was that we attracted the interest of every individual that had any type of advertising medium to sell. From the opening date on, we were constantly annoyed by representatives of these miscellaneous mediums of publicity. Feeling that each, with his little paper or program, represented a definite group of individuals, in some cases of no small importance, we thought we should advertise with them. And so we did, frankly, because we felt that, as above stated, it was at least of some value to us. But more deeply seated was a feeling that if we did not do so these advertising mediums might boycott us or in some cases publish adverse or unfavorable stories. This theory has since been proved a weakness on the part of the park management, due to its having failed to give the subject of publicity due and proper consideration.

This seemed to be an inexpensive way of getting the job done, as it cost only a few dollars to advertise in each paper, and the park was getting along pretty well anyway. However, when several hundred similar publications were employed, the result was the expenditure of several thousand dollars annually. The average manager felt that this was about as good as he could do, for the park was paying all the bills and making a little money. But, after all, by this haphazard way of presenting the park to the public it was becoming recognized as an institution of rather low or questionable character and not a place where men would take their families with the expectation of enjoying a program of educational or character-building qualities.

Transformation Favors Parks

In the early days little thought was given to the value of wholesome outdoor exercise and of the splendid health-building qualities of the sun's rays. It was not considered an unusual privilege to plunge and splash in the crystal waters of a sanitary modern swimming pool, supported by large areas of playground fully equipped with modern play facilities. Nor did the dancing public look to the amusement park for high-class ballroom dancing wherein every modern quality and appointment was considered and where the nation's outstanding orchestras were employed for their entertainment. By the transformation that has come about in the modern club ballroom women are encouraged to dress in the most fashionable manner, displaying lovely evening gowns and, altho it is by no means the policy, yet it is very appropriate for gentlemen to appear in tuxedos. This new stream-

lined dance program will bring teeming beves of beautiful co-eds and pretty senior high school girls with their dates to your ballroom. Of course, in so doing you sacrifice your stum clement.

Many other programs have been inaugurated where supervised play beckons and impels youngsters to meet in joyous frolic. A funhouse has been constructed and operated, not only as a house of surprises and tricks, but where under proper supervision large groups, ranging from small children to seniors, may be assigned to participate in a program involving hours of wholesome rollicking entertainment that sends groups homeward with joyous chatter of the fun they have had and carrying mouth-to-mouth publicity thruout their community.

This type of streamlined advertising is accomplished by the employment of trained personnel. In the early park days little thought was given to the education or background of employees or to the effect that trained help might have in putting a park on a higher plane as an institution of worth. Streamlined advertising is by no means a program of strict commercial publicity. It is not all a matter of placing advertisements in newspapers, etc., but it is conducting and maintaining a program so adaptable and pleasing to the public that they just keep telling their friends about it. In this way attendance is greatly increased and obviously so are receipts.

Budget To Guide Program

However, when it comes to newspaper publicity, radio and billboard advertising, the program calls for a set-up about as follows:

First, the executive department should

WOULD NOT TRADE

Sim Speer installed a No. 16 Wheel in his Park at Houston, Texas, last year. He writes: "It is not a sensation to be killed in a few years by something else. This Wheel will always be bread and butter for me. I would not trade it for any ride manufactured. Put your money in a BIG ELI Wheel for long-term profit-taking."

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Ave., Jacksonville, Ill.

WANTED

Rides and Concessions on Percentage. Also have for rent a Merry-Go-Round, Shooting Gallery and Skating Rink.

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

OPENING MAY 16
ROCK POINT PARK
"Ellwood City's Original"

Want Rides, Concessions, Skating Rink, Arcade, Miniature Train or what have you. Worry and moving expenses eliminated; make more money here. Booming industrial city working every day and night on defense orders, and craving for recreation.

RAYMOND DAELLENBACH
R. D. No. 2, Ellwood City, Pa.

WANTED

TO BUY FOR CASH

Ferris Wheel and Kiddie Rides. Must be in first class condition and ready to run.

JOSEPH FIGARI
Rocky Springs Park, Lancaster, Penna.

FOR SALE

DODGEM WATER RIDE

Only \$2,000.00 full price. First-class condition. Good opportunity to get into one of the best parks in the country. Location Ohio. BOX D-189, care The Billboard, Cincinnati, O.

determine definitely how much money it wishes to spend for the season's publicity and it should also provide for a small variation. With the budget problem settled, you bring together your publicity heads and, with the knowledge of the amount of money to spend before them, you allocate the same to meet the proportionate amount for your opening costs, with stated sums for a continuous daily program, providing larger sums to cover holidays and special events. Abundance of art, representing photographs prepared during the preceding year's operation, is brought into play, and your display-ad writer prepares layouts, using this art in the most attractive fashion and with carefully prepared copy which results in an advertisement that is conspicuous and outstanding.

Meeting with you at this time are representatives of the community's largest and most popular broadcasting company, for which continuity will be prepared well in advance of daily broadcasts. This material must be rehearsed so that programs can be presented with grace and ease and with a smoothness and enthusiasm that is convincing and impelling. Of course, no worth-while radio program can be prepared unless you have something worth while selling. Our radio program is one of daily performance which emanates from our ballroom. In addition to presentation of fine music the announcer is constantly plugging approaching events, not only the coming of new nationally known ballroom attractions but approaching events at the swimming pool, in the play areas and general spectacular attractions.

In the billboard phase of our program we contract with a large bulletin company and maintain 12-months-a-year service. We are dropping all small road signs or billboards and all forms of paper and window cards, and the dropping of these numerous expensive items automatically releases a large fund for our streamlined billboards. We employ only one medium, a 12 by 45-foot streamlined lighted billboard, placed at the most favorable locations obtainable at or near approaches of main arteries of travel thruout our trade territory. These are all smooth metal-surfaced boards, decorated by the best scenic artists we can obtain, and they use an abundance of art in expressive-action poses. We never use a small board because it suggests a small park. We prefer all forms of advertising to be of sufficient size and beauty to within themselves impress the public of the importance and permanency of our amusement institution.

Eliminating Small Mediums

When we first inaugurated this program we encountered a great many rather embarrassing situations, inasmuch as representatives of the various small mediums of advertising were persistent in their solicitation. We handled it in this way. As they approached us we sat down and had a friendly chat, explained briefly how we had done in the past, that we had discovered the park was not making adequate progress, that we did not have sufficient funds to go around and therefore were forced

to ask their tolerance, and for them not to expect any more advertising. As soon as it was definitely understood that we had a policy outlined, that we were showing no discrimination among smaller advertising mediums and that they had nothing to offer comparable to the type of advertising we were employing, further solicitation ceased. We did not experience any adverse reaction. As this new program swung into action we felt our pride rising. The beautiful streamlined billboards produced favorable comment. Our large and attractive display ads in the big dailies were being constantly complimented. Our phones were buzzing with inquiries with reference to our general program.

Our radio was making special appeals to pupils of consolidated schools and high schools thruout the State to come in their school busses, which in most cases are new streamlined coaches, to visit the park and to establish headquarters for their lunch period and program in our modern, fully equipped picnic building, which has a kitchen and adequate stage for use of their bands or any other type of entertainment that they might wish to present and where adequate play area is provided for soft ball, horseshoe rings and shuffle boards. This is a sample of the numerous radio programs where properly prepared continuity is absolutely necessary.

With an advertising program confined entirely to your cosmopolitan press and the largest and most outstanding radio station you will discover that you have placed yourself in a very desirable position. Your large daily increase in inch display consumption, which has been made possible by diverting funds formerly used in a reckless program of expenditure in miscellaneous advertising mediums, endears you to the large newspapers and radio stations. This in itself gives you an easy entree, where reams and reams of type will be exhausted in your behalf. Abundance of art will appear in the daily papers, and in the radio log will be photographs of your band leaders, singers and other entertainers. In the sports sections will be worlds of art and stories concerning every sport event that you exploit. It has been our experience that, after all, full co-operation with large daily papers is always much appreciated by them.

But there must always be something outstanding to advertise. Merely stating that the park is open and to come and play, etc., will not get the job done. We must keep something new before the people and throw in big modern park facilities for good measure. When you have done this you will find that spectacular competitive attractions, as heretofore referred to, will not reveal an impressive influence in keeping the public away. When outstanding competitive events are approaching, prepare a special program and, if it is something akin to the competitive proposition, so much the better. But with your budget reserve for these occasions you will give your event unusual publicity and be gratified with the results, not only that you succeeded in putting the event over but in feeling that it builds in you a power to win.

Thru 1940 we decreased our total advertising from 1939 expenditures 10 per cent and increased our gross receipts 27½ per cent. In 1941 we decreased our advertising from 1939 15 per cent and increased our gross receipts 35 per cent. We are sure that our institution's progress

has been increased at least 50 per cent, and the management and personnel of our organization have been improved until they are far better qualified and able to carry on than ever before. With this record we obviously expect a continued growing and progressive business.

PARKS AND THE WAR

(Continued from page 38)

live under war conditions can be arranged.

Boy Scouts, Girl Scouts, Campfire Girls and other institutions can be brought together for instructions and the whole work of Civilian Defense can be co-ordinated in amusement parks of the country.

With all this activity going on in your park, there will still be time and room for your recreational features. Your rides will be busy, your buildings, games and refreshment stands will be taken advantage of by all those attending your park for war activities, and park owners and operators will have the satisfaction of knowing that they are playing a vital part in the war situation. This is war and the all-out has been sounded, so, like good Americans, let us fall into line, salute our flag and make the resolution that, with all our might, strength and the facilities we have at hand, we will fight and win this war. There is a place for the amusement park in winning this war.

AC MAYOR TALKS SAFETY

(Continued from page 38)

safe and attractive for visitors. "This resort, being dependent entirely upon visitors, the only way to bring them here," he said, "is to show them that our people are doing everything possible to make it safe and attractive for them and their children."

In view of the "dim-out" order issued last week, he revealed that all lights on the Boardwalk and in other parts of the city can be darkened in less than 30 seconds by pulling four master switches. He said all vital utilities have been under strong police guard "since two hours after the treacherous attack by Japan on Pearl Harbor."

City's task of reducing its coast line glare for ships at sea was begun last Saturday when crews attacked Boardwalk light globes with black paint, mixed with aluminum, to comply with provisions of the State Defense Council's "dim-out" edict. Paint is applied only to the ocean side of the lights. Aluminum is added to prevent the black paint from absorbing heat and cracking globes. One side of Convention Hall has been made ready for a blackout. All windows have been coated on the inside with a black paint which will not permit light to penetrate but which will wash off with ordinary methods. The entire building will soon be all set for blackout.

At Ventnor all Boardwalk lights were blacked out on the oceanward side. Illumination is still provided for Boardwalk promenaders but no light is visible from the ocean. All illumination by neon signs has been banned. The "dim-out" was an old story at Margate. Two months ago illumination on its Boardwalk ceased, as an experimental measure for both Civilian Defense and economy.

AC TUNES FOR EASTER

(Continued from page 38)

ment fund be raised to underwrite various entertainments. Even if it should fall in crowding the resort, it is argued that the investment in civic pride and national publicity would pay dividends in time. Such an enterprise, undertaken by resort amusement men, is seen as the "necessary shot in the arm."

WILDWOOD, N. J.—Plans for an early season opening are being advanced by resort officials. First to be offered will be the annual Easter egg hunt. Others in the season's program will be the annual national marbles tournament, sailing boat races with a possibility of reviving the speedboat regatta, baby parade, Fourth of July Celebration, with a Marine Pageant, and casting and tennis tournament in addition to Eastern States golf tourney.

CINCINNATI—Pools here will be open as usual this year because a government order restricting use of chlorine does not apply to pools used by the public, said Ms. Louise Phillips, pool operator. Pools have the same priority rating as waterworks, she said. She also pointed out that the restriction was caused by shortage of special tanks rather than a shortage of gas.

NO ENTIRE BLACKOUTS

(Continued from page 38)

intended. The army has no desire—nor does it now see the need—to close ocean-front resorts, nor to interfere seriously with existing routines and programs.

Boardwalk To Be Lighted

"The suggestion that neon signs be eliminated for the duration was accepted as practical and desirable, but no general order will be issued at this time to enforce such screening. Boardwalk lights may continue to be used—the suggestion was made that the lights be opaque on the ocean side and that non-diffusing lights be substituted for the usual bulbs.

The same practice might well be extended to street lighting in the immediate vicinity of the ocean front. Lights in shop windows should be dimmed, and lighting in public rooms of ocean-front hotels should be modified or used with heavy shades that eliminate strong reflection. All lights, as was requested in an earlier order, should be subject to instant control.

Up to Admiral Simons

"The final authority on the matter of what constitutes adequate screening and light control rests in the Virginia area with Admiral Simons, commandant of the Fifth Naval District. It was suggested that Governor Darden call a conference of resort interests and the admiral and agree upon specific restrictions, such as are herewith suggested. The commanding general of the First Army, Lieut. Gen. H. A. Drum, has expressed himself as entirely satisfied with this arrangement and has approved such action.

Beach clubs and other ocean-front facilities may continue to operate, after having satisfied Admiral Simons, or his representative, that such lights as are used do not contribute to the silhouetting of ships."

CIRCUS FANS

(Continued from page 35)

picture fan as well as a CFA, and his pictures show his ability.

Burt L. Wilson, of Chicago, drove to Peru, Ind., recently. He was accompanied by F. A. Boudinot and Harry Bert, who joined the Big Show advance crew for their trip to New York. Wilson spent a day visiting old friends at quarters.

Mr. and Mrs. James B. Tomlinson have been at the John Ringling Hotel, Sarasota, Fla., since February 1 and have made almost daily visits to quarters. They plan to see its opening in Madison Square Garden while en route home to Portland, Me.

At recent meeting of the Pat Valdo Tent in home of G. H. Barlow, Ed Thompson, of Syracuse, took pictures of the Barlow & Bailey miniature circus quarters. He shot scenes of railroad cars, wagons, animals in training, ring barns, human figures, caterpillar tractors at work and several medium-sized tents that were pitched on the lot. It should turn out to be very colorful and interesting.

Private L. Wilson Poarch Jr., formerly of Petersburg, Va., now with the armed forces in Mobile, Ala., is an ardent circus fan and never misses an opportunity to get in a plug for the circus and the CFA. According to report, his buddies now call him Big Top Poarch. Just previous to his transfer to Mobile, Wilson was located at Drew Field, Tampa, where he saw some color movies of the Big One taken by Col. Melvin Asp, commander of Drew Field, Tampa, who is an ardent circus fan.

Annual meeting of Emil Pallenberg Tent was held in New London, Conn., March 12. Officers elected were John T. Sullivan, president; James N. Nilsson, vice-president; George E. Fisher, treasurer; Frank B. O'Connor, secretary; Herman Kohnken, sergeant at arms; Charles R. Stoll, lot superintendent, and H. Fremont Alderson, ringmaster.

James B. Tomlinson, CFA No. 740 and national director, and Mrs. Tomlinson spent February and March at the John Ringling Hotel, Sarasota, making frequent visits at quarters of the Ringling show. On their return home to Portland, Me., they will see the opening of the Big One in New York.

PRINCESS RED WING, last season with Mills Bros. Circus, returned to Canton, O., after visiting Private Samuel Cohen at Fort Ethan Allen and George Kellas at Bloomsburg, Pa.

FINDLAY, OHIO
Bids will be opened April 14, 1942, on Concessions for
RIVERSIDE PARK
for the coming season on Rides, Dance Hall, Bowling Alley, Confectionery and various Games.

PENNY ARCADE MEN
ONLY A LIMITED NUMBER
OF MACHINES LEFT
FOR DELIVERY THIS SEASON
FIRST COME - FIRST SERVED — BETTER WRITE TODAY!
INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

IA. AND VA. ARE LINED UP

Richmond Has Okay for '42

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

This training school for officer candidates may be established on the fair grounds, it was learned, following introduction in the board of aldermen of a petition by the War Department asking (See Okay for Richmond on page 92)

War Use Calls Off Ohio State

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

Fair List

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

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

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

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

Admission Taxes

These apply whenever and wherever a price is charged for admission regardless

of the nature of services or entertainment offered in exchange for the admission charge. The tax imposed shall be paid by the person paying for admission. The rate amounts to 1 cent for each 10 cents or fraction thereof of the amount paid for admission to any place, including admission by season ticket or subscription. However, no tax shall be imposed on the amount paid for the admission of a child under 12 years of age if the amount paid is less than 10 cents. Few other exceptions are allowed but those special cases will be explained under pertinent subheads. Under the terms of the Internal Revenue Code it is necessary that persons charging admissions to their place of business must issue printed tickets bearing the price of admission and the amount of the tax; or to maintain some kind of mechanical device or other method which will register the number of persons entering. If a mechanical device such as a turn- (See Admission Tax Summary page 99)

Contracts Let In Des Moines

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

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

Board signed contracts with Barnes-Carruthers for grandstand attractions, to be billed as the Iowa State Fair review, *On to Victory*. As usual, eight night shows will be given. There will be harness and running races on three after- (See Des Moines Contracts on page 92)

Pomona Wants Daylight Show

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

Plant of ESE Not Needed by Military; Normal Plans Made

SPRINGFIELD, Mass., March 21.—General Manager Charles A. Nash, Eastern States Exposition here, said a 1942 fair would be held on a normal scale altho the plant had been surveyed by the War Department as a possible site for housing troops. "We have had no indication that we will be taken over by the War Department in any way," he declared, "and informed sources have confirmed this."

Col. Ulysses G. Jones, commanding officer at neighboring Westover Field, said he knew of no plans for taking the location by the army. He denied knowledge of any plans by which the grounds would be taken over for a quartermaster (See ESE Plant Not Needed on page 47)



LEONARD TRAUBE



J. C. McCAFFERY



IRISH HORAN



CARL J. SEDLMAYR



A. R. COREY



FRANK P. DUFFIELD



FRANK H. KINGMAN

AMONG THE MEN ACTIVE in completing organization of the Outdoor Amusement Congress in Chicago on March 6 and 7 were President Carl J. Sedlmayr, president of the Showmen's League of America and general manager of Royal American Shows; A. R. Corey, executive vice-president, who for 30 years was secretary of Iowa State Fair, Des Moines; Frank P. Duffield, chairman of the ways and means committee and head of Thearle-Duffield Fireworks Company; Secretary Frank H. Kingman, also secretary of the IAFE and of Brockton (Mass.) Fair; Leonard Traube, associate outdoor editor of The Billboard, New York, who is credited with having conceived the OAC idea; J. C. McCaffery, member of the executive council and general manager of the Amusement Corporation of America, who is chairman of the new Outdoor Amusement Committee of the Amusement and Recreation Division of the Chicago Commission on National Defense to raise funds for the Red Cross; J. F. (Irish) Horan, executive director, who is Eastern chief of the Jimmie Lynch Death Dodgers and was the first person in the amusement industry to take the lead in launching the OAC.

NOW BOOKING
Fairs—Parks—Celebrations
Polack Bros.' Circus
America's Greatest Organized Circus
Now Playing for Shrine Temples.
Available as a
Complete Grand Stand Show
or
Free Attraction
Address: I. J. POLLACK
Care Shrine Circus, El Paso, Texas,
April 7 to 13.
Permanent Address:
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WANT!
CONCESSIONS
Decatur Free Street Fair
and 4-H Club Exhibit
Date
AUGUST 17 TO 22, Inclusive
Robert Helm, Concession Chairman
Care Chamber of Commerce,
Decatur, Ind.

WANTED
CONCESSIONS
FOR
INGHAM COUNTY FAIR
Mason—Aug. 11-15—Mich.
Wheels, Rolldowns, Razzle-Dazzle
and other Flat Stores do not apply.
JOY O. DAVIS, Sec.

WANTED
PULASKI COUNTY 4-H
AND COMMUNITY FAIR
AUGUST 13-14-15
Independent Midway—All Legitimate—No
Grift, Concessions and Rides.
Write DONALD L. CRISE
Winamac, Indiana

WANTED FOR
DEARBORN COUNTY FAIR
Aug. 24-29, Inclusive, Lawranceburg, Ind.
Clean Stock Concessions only. Absolutely
no grift. Also Cook House. George Koot-
termeyer, Supt. of Concessions.

WANTED
For Wyndmoor Firemen's Fair
JUNE 5-13
1/2 Mile From Chestnut Hill, Philadelphia, Pa.
All Concessions open except Bingo and Kitchen.
Grind Stores that will work for 10c. Positively
no flat stores. Positively no Girl or Sex Shows.
All persons here last year please acknowledge
this "ad."
CHARLES W. CONYERS, Chairman
912 E. Willow Grove Ave. Wyndmoor, Pa.

Wanted For
LUCAS COUNTY FAIR
SHOWS - GAMES - CONCESSIONS
Must Be Licensed by the State of Ohio.
Midway Managed by the
Board of Directors of the Fair
Dates: Sept. 17-20, Inclusive
Address CHARLES GLANN, Secy.
411 Michigan St., Toledo, Ohio

Training at Atlanta Plant To Aid Annual

ATLANTA, March 21.—Southeastern Fair Association here has agreed to allow use of one of its exhibit buildings, Hall of Commerce, with 35,000 square feet of space, for training of employees for Bell Aircraft's Cobb County bomber plant, which is to begin operations early next fall, it was announced by Mike Benton, fair president, and Dr. H. Reid Hunter, superintendent in charge of Atlanta High Schools.

Training of classes will begin early in April, with 600 students in eight-hour shifts, three shifts per day. It is planned to turn out between 2,000 and 4,000 trained employees every seven to ten weeks and the goal is 20,000 to be trained by October and, within 12 to 18 months, a total of 40,000, contemplated employment capacity of the plant. The school also will be allowed use of ground floor of the Hall of States, 20,000 square feet, for storage of materials and equipment, and, following the 1942 Southeastern Fair, another section of the school plans to move into the National Livestock Show Building, 35,000 square feet, and occupy it until July or August, 1943, giving a total of 80,000 square feet of floor space to the project.

Both fair and government officials agree that it is highly important that fairs continue their work of encouraging production of livestock, poultry and other food for prosecution of the war. So it was agreed that the fair should plan to stage the National Livestock Show and the National Poultry Show, and the top floor of the Hall of States will be used for the exhibits of youth organizations, Southeastern States exhibits, agriculture and home economics.

School as Fair Exhibit

President Benton, school authorities and army officials in charge of the bomber plant employees' training school on the grounds say they will hold open house during the fair, allowing the public to go thru the building and watch students at work. Major Leonard Kline, U. S. Army, in charge of organizing the schools and working directly under Donald Nelson, said the building will not be open to the public at any other period except during the fair, and it is his opinion that 60,000 visitors will go thru the building during the ten days. Major Kline said about \$680,000 worth of equipment and material would be sent to the grounds under the government's plan of furnishing these facilities to city and county boards of education, who are providing instructors and conducting the training school.

The light fair buildings are readily adaptable to needs of the training school and decision of the officials to dedicate use of the space to help expedite the nation's war effort was reached at a conference between the fair committee, composed of Ivan Allen, chairman of the board; Judge Walter C. Hendrix, vice-chairman; President Benton; John N. Armour, vice-president; Virgil Moigs, secretary, and Major Leonard Kline, detailed from the army to the WPB; Dr. Hunter; T. W. Clift, Atlanta board of education, and Jera A. Wells, superintendent of Fulton County schools. Members representing schools and government praised the fair officials for donating without compensation the building for the training school. They were also unanimous in declaring that the 1942 Southeastern Fair should be held as scheduled, with all essential features which contribute greatly to wartime effort and the upholding of public morale, and promised unstinted support to the fair board.

Auglaize Books Varied Bill

WAPAKONETA, O., March 21.—Auglaize County Fair here, using a different show every night, has completed bookings. Among features will be Lewis Bros.' Circus, a Barnes-Carruthers revue, band festival featuring eight high-school bands, WLW Boone County Jamboree, WLW Radio All Stars, Pine Ridge Folks and an all-star revue booked by Norman Kendall, Cleveland. Fireworks will be presented two nights, with harness racing three days. New admission prices will jump the gate from 25 to 35 cents, same holding good for grandstand. Secretary Harry Kahn expects the rubber situation to increase attendance.



J. ARDAGH SCYTHES, who has been elected president of the Canadian National Exhibition, Toronto, for 1942 by the board of directors, succeeding John Millar. Encouraged by the best year in its history in 1941, the CNE plans to carry on bigger than ever this year. Col. K. R. Marshall was elected vice-president and T. Frank Matthews second vice-president. With the martial spirit dominant, the exhibition will again have hearty approval of the federal government and active co-operation of the Department of National Defense. While emphasis will be placed on Canada's war efforts at the fair, now in its 64th consecutive year, diversity of attractions and features of normal times will be as usual. Gas rationing, now in effect in Canada, will not materially reduce tourist travel, officials say.

CSRA Has Extended Schedule for Season

DAYTON, O., March 21.—Combined Central States and Consolidated States Racing Association-sanctioned auto races will be presented at many major 1942 fairs, said Norman Witte, executive secretary.

In East and South, under management of Ralph A. Hankinson, such State and sectional fairs as those of New York, Syracuse; Rutland, Vt.; Harrington, Del.; Springfield, Mass.; Richmond, Va.; Trenton, N. J.; Raleigh, N. C., and Columbia, S. C., will present CSRA speed kings plus other important fairs, including those in Reading, Allentown and Bloomsburg, Pa.; Flemington, N. J.; Altamont and Batavia, N. Y.; Greensboro and Shelby, N. C.; Spartanburg, S. C., and Charlotte, N. C.

In Midwest and West, National Speedways, thru Gaylord White and Al Sweeney, has an enlarged association schedule, latest to be added being Belleville, Kan., for two dates, the first time that Belleville will present national championship and recognized racing. Other key fairs on the CSRA-National Speedways list are Spencer, Ia.; Huron and Sioux Falls, S. D.; Albert Lea, Minn.; Marshalltown and Sac City, Ia.; Hutchinson, Minn.; Blytheville, Ark.; Kasson, Minn.; Phoenix, Ariz., and Bloomsburg, Ia.

With the season's operations embracing 36 States, over 600 CSRA members will follow the speed trail, which promises to offer one of the highest total purses in a score of years for fair racing plus extended seasonal meets at Williams Grove and Langhorne, Pa.; Greenville, O.; Rochester, N. Y., and Milwaukee.

Barnes Gets Iowa Contract

CHICAGO, March 21.—Barnes-Carruthers Fair Booking Association has been awarded the contract for the entire afternoon and night grandstand shows for the 1942 Iowa State Fair, Des Moines, it was announced by M. H. Barnes.

DETROIT.—Henry Lueders, head of United Booking Office, will start building scenery for two revues on Milford (Mich.) Fair grounds, where he has winter quarters, on April 1. Larger unit, *On to Victory*, will carry 50 people, including eight acts, and the smaller show, *Liberty Bells*, will carry 35. Imlay City (Mich.) Fair has been set for the *On to Victory* unit. Bookings for fairs to date are about equal to those a year ago, he said, with some 20 fairs in Michigan and Ohio signed.

Mich. Guarded Against Deficit

**Detroit Convention Bureau
to underwrite State Fair—
grounds as refuge site**

LANSING, Mich., March 21.—That Michigan State Fair grounds, Detroit, may be utilized as a refuge center in case of air raids was one of the possibilities discussed here on Wednesday as the board of managers made plans for a 1942 fair.

For needed repairs to buildings, an appropriation of \$64,339 from Michigan's "war fund" was fixed as the required figure. A committee named to parley with the State administration to secure the sum is composed of Leo V. Card, State commissioner of agriculture; A. C. Carton, director of fairs; Lester R. Schrader, member of the fair board, and Bernard J. Youngblood, fair manager. Glenn C. Richards, co-ordinator of the Detroit metropolitan defense area, is in agreement with the plan to use the fair site as a refuge for Detroiters who might be left homeless by bombs, Manager Youngblood said.

"Farming for Freedom" campaign will be continued, it was decided, as members commented upon the necessity of staging the fair to promote this cause. A provision was added, however, that grounds would be turned over to the government and fair plans abandoned if it becomes necessary.

Detroit Convention Bureau has offered to make up any deficit which the fair may incur during the year, the commissioner of agriculture revealed. He said the board will make an effort to secure return of \$75,000 which, he said, was due the fair's racing fund for track rental during the 30-day extended season of 1941. Sum of \$134,680 will be required to make repairs recommended by the fire marshal's division of Michigan State Police, Director Card reported.

DELAWARE, O.—Night entertainment has been scheduled for the 1942 Delaware County Fair here, said P. Beverly Kelley, entertainment chairman. Boone County Jamboree will be presented one night, to be followed for two nights by a revue, *Let Freedom Swing*, set by Gus Sun Booking Agency. On the final night Renfro Valley Barn Dance troupe will appear.

WANT CARNIVAL
ANNUAL FAIR, AUGUST 27-30
SWIFT COUNTY FAIR
J. G. ANDERSON, Secy.
Appleton, Minnesota

J. C. MICHAELS ATTRACTIONS
Fair Bookers — Established 31 Years
ACTS — REVUES — THRILL SHOWS
GRAND STAND CIRCUSES
Chicago Offices
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WANTED
Thrill Rides and Legitimate Concessions
REHOBOTH FAIR MIDWAY
Sept. 9-10-11-12
Address: FRANCIS C. PIMENTO, 18 Kilmer Ave.,
Taunton, Mass.

15th Annual Event
**LINTON INDEPENDENT
COMMUNITY FAIR**
Aug. 24-29, 1942
First call. Want independent Rides, Shows, Con-
cessions and Free Acts.
LEXIE SMITH, Sec. & Promoter
P. O. Box 45 Linton, Ind.

DOUGLAS COUNTY FAIR
ALEXANDRIA, MINNESOTA
August 25th, 26th, 27th and 28th
Independent Midway—Bigger and Better Than Ever.
R. S. THORNTON, Secretary, Alexandria, Minn.

The Big Stone County Fair
AT CLINTON, MINNESOTA
Wants Rides or Carnival, and Concessions.
Dates — August 28th, 29th and 30th
Write ROBERT WELL, Secretary
Clinton, Minnesota

WMFA Expects Full Schedule

SPRINGFIELD, Mass., March 21.—Altho the 100 members of Western Massachusetts Fairs' Association at the annual meeting on Wednesday in the Hampden County Improvement Building on grounds of Eastern States Exposition, West Springfield, realize the problems confronting them, due primarily to the gas and tire situation, not one speaker indicated that any of the association fairs would not be held, and all expressed belief they would be successful. Howard Stanton, Chesterfield, was named president; vice-president, Leon A. Stevens, Cummington; secretary, L. B. Boston, managing director of Hampden County Improvement League; executive committee, Mrs. Carl Larson, Hampden, retiring president of the association; George H. Bean, Northampton, and Fred C. Knittel, Blandford. Program committee includes officers and Mrs. John Camp, Montgomery; Willard A. Pease, Leon J. Kelso, Chester; L. N. Mason, Blandford; Mrs. Lela Gushco, Ludlow; Mrs. Florence Heiman, Southwick; William T. Townsend Sr., Westfield, and Mrs. Leroy Sabin, Northampton.

War Operation Seen

The 14th annual forum centered on *How Are We Going To Meet the Future?* Problems discussed thoroly were tire rationing and gas restriction, the fact that many people will be working holidays and nights on defense orders and unable to attend the fairs, and the new admission tax to be levied this year. Mrs. Larson, retiring president, said the fairs would go on in 1942 and, unless the emergency became very grave, would undoubtedly continue during the war.

Secretary Boston said a few fairs might possibly feel the pinch of the times and not be held, but that from early indications he seemed reasonably assured that there would be fully as many fairs held this year as there were last year. He said there would be some decrease in exhibits. Last year, he stated in his report, the best attendance in the history marked the association.

Part of the morning program was devoted to a Grange exhibit. Entertainment at noon was provided by Harold Howatt, magician; Bean, and Mrs. Marie L. Gloss, demonstration agent for the home department of Eastern State Farmers' Exchange. Panel discussion led by Robert P. Trask, manager of Topsfield Fair, was participated in by Pease, Mrs. Gushco, Mrs. Larson and Mrs. Heiman.

Worry About Exhibitors

On tire and gas limitations the group reached two conclusions: It will affect both attendance and exhibitors. Chief worry seemed to be in behalf of exhibitors. It was pointed out that an exhibitor must make at least two trips to a fair, one to bring his exhibit and the other to take it away. There probably will be no increases in premiums and this may act as a lack of incentive to exhibitors. In small communities outside of town limits, speakers appeared to anticipate increased attendance, believing the people who formerly went to outside fairs would attend their home fairs and, for the same reason, they anticipated an increase in exhibits. Small-fair spokesmen were concerned about the tax on complimentary tickets, while large-fair spokesmen were chiefly concerned with bookkeeping these taxes would entail. It was pointed out that several small fairs had eliminated ad-

mission fees and that one fair had done well by setting up a box for contributions. Possibility of elimination of admission fees by small fairs was regarded with considerable favor.

N. C. '41 Figures Take General Rise

RALEIGH, N. C., March 21.—North Carolina's 1941 State Fair here made cash profit of \$13,808.62, exclusive of \$4,500 in improvements, Dr. J. S. Dorton, fair manager of the Department of Agriculture, has reported. Profit in 1940 was \$10,433.

General admission and auto parking revenue was \$41,235, nearly \$8,000 above the 1940 total, with increases above 1940 being reported for each of the five days except Friday. Grandstand and bleacher admissions totaled \$19,412, as compared with \$14,839 in 1940.

Fair paid \$7,859 in federal admission taxes, plus an assessment of \$1,950 on admissions to Lucky Teter Shows in 1939 and 1940. Premiums paid totaled \$18,775, as compared with \$17,254 in 1940. Administrative expenses were \$6,920, up \$208, and total cost of fair operation was \$61,297, up \$5,080. Dr. Dorton said about 235,000, a record, attended in 1941.

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

FORT WORTH, March 21.—Attendance at annual Southwestern Exposition and Fat Stock Show and Rodeo, which opened here on the night of March 13, has been only slightly less than last year's record gate.

Sellouts were reported at the rodeo for Friday, Saturday, Sunday, Monday, Tuesday and Wednesday nights, seating capacity being 4,000 and standing room 2,000. Average price for tickets, including admittance to grounds, was \$2.50. Matinee crowds were less satisfactory. In 1941 375,000 were admitted to grounds during the 10-day show and 100,000 saw the rodeo. Livestock entries both years totaled 6,000. Auction sales were stronger in '42, more money being bid than last year.

John B. Davis, secretary-manager, said he was pleased with attendance, having anticipated the effect of tire rationing. The usual pick-up in crowds on the last four days was predicted.

Around the Grounds

FRANKLIN, Ind.—After discussing a proposal to hold a 10-day fair here this year, Johnson County Fair directors voted to continue the usual five-day schedule.

ELKHORN, Wis.—The 1942 Walworth County Fair here will run four days instead of five as in the past two years, said Secretary F. M. Porter. The 100th anniversary of the fair society will be observed during the fair.

DAYTON, O. — Montgomery County Fair Board here voted unanimously to take \$6,700 from its reserve fund to purchase Defense Bonds.

ASHTABULA, O. — Ashtabula County Farm Bureau has joined with 12 other county organizations to oppose pari-mutuel betting on harness races at the 1942 Ashtabula County Fair. Fair directors have sanctioned mutuels.

JEFFERSON CITY, Mo. — Missouri State Fair grounds in Sedalia will not be used for housing aliens, and the 1942 State Fair will be held as scheduled, it was announced here by Governor Donnell.

LITTLE ROCK.—Fifth annual Arkansas Livestock Show was set at a special meeting of directors, State Senator Clyde E. Byrd, secretary-manager, said. Show will follow the National Dairy Show, Memphis, and will be a week earlier than a year ago. It will be continued despite a recent agreement that it would be impossible to replace buildings that burned a few hours after the 1941 event.

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All Attendance Records Broken for the Past Three Years

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1940 — 1,116,447

1941 — 1,252,527

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The National Aberdeen-Angus Show

And Many Other Large Livestock and Agricultural Meetings

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Fairs and Expositions Will Help Win the War

By HAROLD F. DE PUE

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

Food also figures largely in our immediate war problems. The entire democratic world is looking to the United States to provide the food to support those nations battling the totalitarian aggressors. Another pressing problem is, of course, the production of planes and tanks and guns and ships. This, President Roosevelt says, we can and must do.

HAROLD F. DePUE, president of the International Association of Fairs and Expositions and manager of Grand National Livestock Exposition, "Cow Palace," San Francisco, was born in Spencer, W. Va., in 1897 and was graduated from the agricultural college of the University of West Virginia in livestock. Served in the army in World War I as first sergeant, Medical Corps. After discharge from the army he went to Montana as extension agent for Richland County in 1920 and served in that capacity 11 years. In 1924 also took over management of Richland County Fair, Sidney, building attendance from 1,900 in 1924 to 40,021 in 1930. His record in Richland County induced the board of the North Montana State Fair at Great Falls in 1931 to offer him the post of secretary-manager of the fair, then opening. Under his management at Great Falls, North Montana State Fair won national attention from standpoint of attendance and attractions among six-day fairs in the United States and Canada. Attendance increased from 129,631 in 1931 to more than 275,000 in 1941. He was State commander of the Montana American Legion in 1929-'30, president of Montana County Agents' Association in 1928, president of Rocky Mountain Association of Fairs in 1929 and served one term as president of the Chamber of Commerce at Sidney. After several years as a director and vice-president of the International Association of Fairs and Expositions he was elected president in 1941. He was formerly vice-president of the Rodeo Association of America. He was adopted by the Fort Peck Indians at Poplar, Mont., in 1930 and given the name "Running Eagle." He is married and father of two children, Foster and Jane.

NOTE: Since preparing the accompanying article, DePue resigned the San Francisco post after the board decided to hold no shows during the war. He will leave the position on May 31.

There is a third factor which enters into the successful conclusion of this war. It is the preservation of morale. War-weary minds must have surcease occasionally, however brief it is. There must be opportunity for our citizens occasionally, however brief it is. There the suffering and the sacrifice of war to other and lighter things.

That is the reason why blitzed Britain, valiant Russia and even Mr. Shickelgruber insist that the theater, the opera and every entertainment possible continue. That is why fairs and livestock expositions are so vital a part of winning this war. For not only do they provide entertainment; they gird the sinews of agriculture thru encouraging the vital increase in production which our government has demanded.

Annual Fairs and Baseball

In a recent letter to Judge Kenesaw Mountain Landis, grand old man of baseball, President Roosevelt recommended the continuation of the national sport for the duration of the war. Why? Because, during the coming season, based upon an average over the years, baseball will attract 20,000,000 citizens to a brief respite from their war activities. Baseball will bolster morale thru entertainment.

Yet, during the same period, approximately 65,000,000 people will attend fairs and expositions unless by some unfortunate circumstances they are not permitted to operate as usual. And those 65,000,000 not only will have an opportunity to obtain a little relaxation in the form of America's traditional fair and exposition entertainment; they will have an opportunity of serving their country further thru the development and encouragement of agriculture and the livestock industry; of increasing the nation's food supply. For, while baseball truly is the first sport of the city dweller, the county fair, the State fair and the livestock shows are the national sport of our rural population.

There are those who clamor for the shutdown of fairs and expositions because "they draw large crowds together subject to high mortality in the event of bomb attacks." These people also claim that such attractions are apt to congest highways necessary for the military in the event of invasion or evacuation.

One answer to such persons is President Roosevelt's recommendation that baseball be continued, particularly night baseball. Naturally, if hostile planes were in the vicinity—and with the perfection of our air-raid spotting system, we are likely to have ample notice—there would be no baseball game, no fair, no exposition. But to cancel all forms of entertainment, of relaxation and of instruction merely because we are in a state of war would be disastrous indeed to the morale of the country. I would like to quote Elwood A. Hughes, general manager of the Canadian National Exposition, of Toronto, in a recent address. He said:

"Our first encouragement, and best, for carrying on comes from the Department of National Defense. Tho the suggestion of suspending fairs has been brought up many times, never has a word been said against them by the Department of National Defense. On the contrary, we and the Department are in the closest co-operation."

And Canada has had more than two years of war. Not only has the Dominion government encouraged the Canadian National to greater effort, but it has backed all other large fairs and livestock expositions in expanding their facilities and shows. The Canadian government realizes the importance of fairs and expositions, not only from an entertainment standpoint but of the vital necessity of increasing the Empire's food supply thru bringing home to farmers the latest technique in raising crops, in making available better seed stock for their flocks and herds, in encouraging the farm youth to greater and more scientific effort and for presenting illustrations and demonstrations to farm wives on how they can better serve in the valiant task they are doing.

It takes no more hay, grain or grass to feed a good beef steer, dairy cow or hog than it does a poor one. Yet a good animal will produce a much greater amount of beef, pork, fats, milk and butterfat. It is self-evident then that the increase in these products demanded of the farmers by our government can best be obtained by increasing the quality of the farmers' herds than by a numerical increase in inferior animal units. How, then, can the farmer bring about this increase in quality? Only by procuring better breeding stock.

Vital Role of Expositions

And right there is where the fairs and the livestock expositions play a vital role. Here, gathered all in one place, are the best examples of seed stock in his vicinity. Here he may observe and obtain the breeding animals which will fit his particular needs. The average farmer does not have the time or money to travel to all the various pre-bred stock ranches to make this selection. The fair and the livestock exposition constitute the answer to his problem, more urgent in wartime than ever.

I mentioned heretofore the value of fairs and expositions to farm youth. If this is to be a long war, and we have been assured it may be, the encouragement of our farm boys and girls to better and more productive agriculture is important. The county fair, the State fair or the livestock exposition is the annual goal of virtually all of the members of the 4-H Clubs, the Future Farmers and like organizations. Here they display their prize animals or other agricultural products which they have so zealously reared. Here they may observe and learn of the methods of others. It is part of their education.

Another factor which makes fairs and expositions valuable is that it draws the farmer and the city dweller together for mutual entertainment and education. Let me cite an example of this. It was the first annual Grand National Livestock Exposition held last November in San Francisco. Now, altho San Francisco is the logical service and export center for livestock in the Far West, it never had had anything like a stock show except at its world's fairs. There these livestock shows were only a part of the huge plant devoted as well to all other industries and resources.

Realizing the value of a big livestock show both to San Francisco and to California agriculture, a group of citizens many years ago launched the construction of a great livestock pavilion. This construction dragged on thru the years until it became derisively known as the "Cow Palace." But these far-seeing citizens persisted and the building was completed—a great steel and concrete structure which seats 12,500 people in the arena.

Success of Grand National

Then the Grand National was launched. Many derided the idea, believing that a livestock exposition would not begin to fill this huge building for eight days of the scheduled run, particularly when the bulk of the attendance must come from the highly urban San Francisco Bay area. It was with some trepidation that I left my position as manager of North Montana State Fair to take over the helm of the Grand National. With the enthusiastic support of the State of California, the city and county of San Francisco and our board of directors, we planned a great combination livestock exposition, horse show and rodeo.

The result was sensational. Thruout eight days and nights of the exposition thousands of California farm people mingled with tens of thousands city dwellers. Many city people realized for the first time the importance of the West's livestock industry. The farm people learned that city people were pretty good people after all. And one more big show had been launched, where farmers could obtain better seed stock to increase fair farm production.

Summed up, our fairs and expositions in America do these things:

1—They help sustain the public's morale thru entertainment, particularly in our agricultural communities.

2—They are a vital factor in maintaining and increasing our food supply.

3—They are of great educational value to farm wives, boys and girls.

Of course, out here on the West Coast there may be a few big fairs and expositions. See Fairs to Help Win War on opp. page.



Harold F. DePue

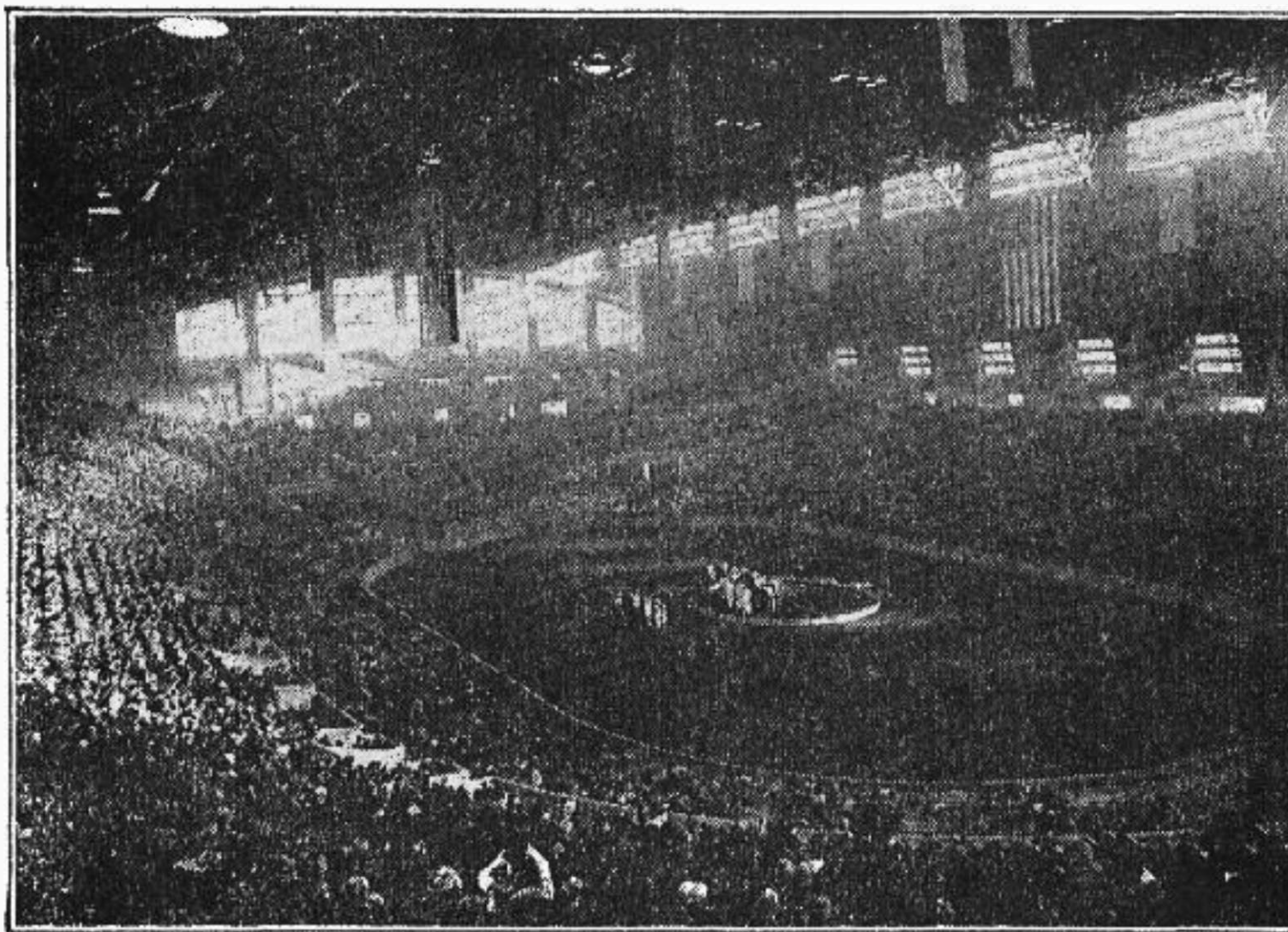
Canadian Viewpoint Approved

That our own government is inclined to agree with the Canadian viewpoint is indicated in a recent communication from Secretary Wickard to Kenneth Hammaker, secretary-manager of California State Fair, Sacramento. Declaring that fairs and expositions can be "a powerful force in carrying to the general public the facts and needs of America's war effort," the secretary went on to say:

"Because fairs and expositions serve so useful a purpose, I hope the members of your association will be encouraged to proceed with your plans for 1942. There may be areas where for military reasons it will be unwise to encourage large gatherings, but such areas will be relatively few and in any case can be determined simply by consultation with the appropriate corps area commander of the United States Army."

To the average farmer there is little question as to the value of fairs and expositions to him and his family. But many city dwellers might wonder how these events can increase our farm production, particularly in meats, fats and dairy products, of which there is a desperate world shortage. Here is the answer:

It takes no more hay, grain or grass to feed a good beef steer, dairy cow or hog than it does a poor one. Yet a good animal will produce a much greater amount of beef, pork, fats, milk and butterfat. It is self-evident then that the increase in these products demanded of the farmers by our government can best be obtained by increasing the quality of the farmers' herds than by a numerical increase in inferior animal units. How, then, can the farmer bring about this increase in quality? Only by procuring better breeding stock.



VIEW OF ONE OF THE OPENING-DAY CROWDS at the first annual Grand National Livestock Exposition, San Francisco, November 15-22, 1941, of which Harold F. DePue, president of the International Association of Fairs and Expositions, was general manager, credited with much success at the initial event.

Fair Elections

BOGALUSA, La.—Delos R. Johnson was re-elected president of Washington Parish Fair Association. Others named are Vertruss Young, executive vice-president; W. J. Willoughby, vice-president and general manager; D. T. Cushing, J. B. Linsley, J. W. Ford, L. H. Mullins, Mrs. Delos R. Johnson, W. J. Richardson, Walter Green, vice-presidents; W. O. Burris, treasurer; L. R. Mills, secretary.

SHELBY, Miss.—W. J. Toler was re-elected president of Mississippi Delta Fair Association; H. B. Crosby, vice-president; A. S. Welsing, secretary-treasurer.

MUNCIE, Ind.—Earl J. McCarel, head of Anderson Free Fair, was elected president of Eastern Indiana Fair Association at a meeting in the Delaware Hotel here. President McCarel succeeds A. G. Norrick, secretary of Muncie Fair, who has been named a director of Indiana Association of County and District Fairs. Orin Holsapple, Portland, was named secretary of the EIFA.

OHIO STATE CALLED OFF

(Continued from page 43)
fairgrounds' facilities would be needed for assembly of airplane parts and equipment. Patterson's telegram read: "Entire facilities of State fairgrounds, Columbus, urgently requested by air force command for handling airplane parts and equipment. No other premises suitable for the purpose have been located. Will appreciate your making property available by lease. Regret such action will prevent holding fair there this year. Prior co-operation of State in providing other sites has been of material assistance in present emergency."

The governor said that the State would do everything possible to encourage county and local fairs, particularly to emphasize junior fairs. This will be the first break in Ohio's chain of 92 annual State fairs.

DAY FAIR FOR POMONA?

(Continued from page 43)
the committee and supervisors hope to convince military authorities, would not endanger public safety.

Following the conference Jessup said that he hoped to persuade Lieut. Gen. J. L. DeWitt, head of the Western Command, to permit the holding of a curtailed fair. Military authorities have ruled against large public gatherings in the area that might congest strategic highways.

Rumors have been that the Pomona Fair had been canceled, but Secretary Afferbaugh said he had received no official notice as yet to this effect. Last year the fair drew more than 800,000 during its 17-day run.

ESE PLANT NOT NEEDED

(Continued from page 43)
supply depot and possible assignment of 10,000 troops.

Nash said the four-State building commission already had signified its intention of establishing exhibits during the season, and that industrial exhibits are being prepared. Boys' and girls' groups are being lined up and contracts have been signed for many concessions.

FAIRS TO HELP WIN WAR

(Continued from opposite page)
tions called off at the last moment if they are scheduled for target areas which are believed to be in danger this summer, but we hope they will be few. Because, as all of us in the business know, fairs and expositions will help win the war.

BOSTON.—Al Martin has contracted with A. W. Ellis, chairman of attractions committee of Tunbridge (Vt.) Fair to produce the grandstand show this year. Contract calls for more acts, stronger attractions and a larger budget than ever before.

UNDER THE MARQUEE

(Continued from page 35)
from Sacramento, Calif., "Business" for our coast dates looks very promising and anticipate a banner year for our show out here."

CHARLES AND MAMIE BAKER, pantomime clowns, recently played Hamid-Morton dates at Milwaukee and Kansas City, Mo., and will play St. Louis Police Circus for Ernie Young. They will later

play fairs with their comdey bareback riding act.

ALLEN KING returned to King Bros.' Circus headquarters in Detroit with complete canvas for the new show, which opens May 1 at Plymouth, Mich.

A. M. (LITTLE RED) HAFARDS advises that he has been wintering in Springfield, Mass., and will again troupe with Mills Bros.' Circus this season.

"VARIETY is the spice of life," but how large a variety one can take this season is the question.

PRINCESS WHITE CLOUD, last season on Mills Bros.' Circus, is recovering from a recent operation in Autman Hospital, Canton, O.

COLE BROS.' Circus is booked in Dayton, O., for May 6-7 on the fairground location. This will mark the first two-day stand for any circus to make that city in late years.

F. A. (BABE) BOUDINOT and Bernie Head visited Duke Drukenbrod and Rex McConnell in Canton, O., while en route to New York to start billing Ringling-Barnum circus for Madison Square Garden.

BILLY CORNELL, comedian, advises from Baltimore that he has signed with P. G. Lowery's Band on Cole Bros.' Side Show. Others who signed were Marion Ford, Alberta Snowden and Catherino Harold.

EARL ATCHISON, billposter, last season with Cole Bros.' Circus, was recently released from Herrin (Ill.) Hospital where he underwent an operation. He will remain under doctor's care for another month.

PATRON who had to listen to a side-show lecturer make a 15-minute magic pitch referred to him as a "conversational pest."

PATTERSON BROS.' Indoor circus played to good houses recently in Gallon and Mansfield, O. Acts included Pinky and Bessie Hollis, Fandow & Gladys, Tom Oliver, Art Hill, Larry Daune, John Kramer and Banard's animal act.

WIN PARTIELLO, projectionist at McKinley Theater, Canton, O., plans to return to Cole Bros.' Circus concession department. He will work the Cleveland opera season before he and his wife, Helen, report to winter quarters in Louisville.

E. L. MURPHY advises from Butler, Pa., that J. S. Ramsey, last season in the office of Russell Bros.' Circus, was taken to Butler County Memorial Hospital suffering with a nervous breakdown caused by worry over the illness of his wife and oldest son.

LEN HUMPHRIES advises from Rochester, N. Y., that Bob Morton was tendered a dinner party there by the Hamid-Morton Circus personnel who also presented him with a wardrobe trunk. Joe Basile made the presentation with a suitable speech. There were 105 members present.

DESTRUCTION of the Eiffel Tower reminds us of the early days when some circuses exhibited an airship in the kid show and used lithographs depicting an airship circling that famed tower.

MR. AND MRS. BERT COLE recently visited Mr. and Mrs. Jack Senter in their beautiful Miami home. Senter is vice-president of musicians' union there. Mrs. Senter was formerly Nettie Carrol of the Nettie Carrol troupe of wire walkers with all big circuses and on Keith-Orpheum vaudeville circuits. Bert was announcer and banner salesman with Hagenbeck-Wallace Circus for 28 years. Mrs. Cole, Juanita, was Tiny, in Tango Shoes act in vaudeville 1915-29. The Coles have retired and are living in their palatial Tottenville (N. Y.) home.

THAT peculiar "Rook! Rook!" noise made by sunburst wheels passing over cobblestone streets is music to a showman.

LESTER (PEANUTS) RODGERS sends the following from Steubenville, O., regarding Jim Crawford, who died March 2: "Jim's family and I appreciate those wonderful letters. He was a great guy and the most ardent circus fan I ever knew. He really loved a circus and show people. He loved to visit on Cole Bros.' Circus where he was always made welcome. Many a time when the show was late or short of help I have seen him help put it up and take it down. He had one of the largest funerals ever held in

Fair Secretaries!

**EASY TO WIN CASH PRIZES
FOR YOUR FAIR**

*in the Big Sixth Anniversary Jubilee
Program of the Nation-Wide*

CROCHET CONTEST

Here is your opportunity to triple needlework interest.

- \$50.00** in cash goes to each Fair represented by one of the ten national first-prize winners.
- \$5.00** in premium money goes to all cooperating Fairs.
- \$1,450.00** in cash goes to

the winning contestants. There's a Special Division for 4-H Club members.

The cooperating State Fairs are listed below; in addition, there are hundreds of county and local fairs cooperating in this giant nation-wide promotion:

- | | | |
|-----------------------|---------------------------|--------------------------|
| Arizona State Fair * | Minnesota State Fair | Oklahoma Free State Fair |
| California State Fair | Mississippi State Fair | Oregon State Fair |
| Colorado State Fair | Missouri State Fair | Rhode Island State Fair |
| Georgia State Fair | Nebraska State Fair | Rutland State Fair |
| Illinois State Fair | New Jersey State Fair | South Dakota State Fair |
| Indiana State Fair | New York State Fair | Tennessee State Fair |
| Kansas State Fair | North Carolina State Fair | Utah State Fair |
| Kentucky State Fair | North Dakota State Fair | Virginia State Fair |
| Maryland State Fair | Ohio State Fair | Wisconsin State Fair |
| Michigan State Fair | | Wyoming State Fair |

The Nation-Wide Crochet Contest is the best of all attendance builders. It can bring national publicity to your Fair. You can help one of your patrons to become 1942 Crochet Champion, and win \$50.00 for your Fair. Write for details.

National Needlecraft Bureau

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GEORGE BALL ATTRACTIONS

CALIFORNIA'S LEADING OUTDOOR AGENCY

AERIAL ACTS ★ REVUES ★ FREE ACTS

7904 SANTA MONICA BLVD.

HOLLYWOOD, CALIF.

this community. Jim was always a friend to show people and he was my close friend for many years."

BETTE LEONARD writes from Wichita, Kan.: "Mr. and Mrs. C. A. Cachel and nephew, Whitewater, Wis., attended Hamid-Morton Circus in Milwaukee. Dr. E. N. Olzendan, Manchester, N. H., spends his week-ends at a local riding academy getting in practice for the time when his tires wear out. Major Gordon W. Lillie (Pawnee Bill) willed his home, buffalos and ponies to Boy Scouts of America, Pawnee, Okla. He also provided for Mexican Joe who had been with him since his circus days. Burt Wilson is working on his circulsana collection while waiting to go on a spring trip. He recently entertained Pape & Conchita during their Chicago engagement. The Lerches were called home due to the death of Mrs. Lerches' mother who passed away in a Cleveland hospital March 3. Burial in family plot, Painesville, O."

ATTRACTION of a circus unloading and setting up continues to act as a drawing magnet that few men or kids can resist.

BILLY PAPE says: I get a kick out of Charlie Steglist still going strong. . . . Everything Emmett Kelly does. . . . Art Concello's somersault to the catch trap. . . . Harold Volse telling of the weight he's lost. . . . Gus Bell in a poker game. . . . Rose and Clayton Behee's letter—they'll always remember Pearl Harbor. . . . Charlie and Bob Eugene's perseverance. . . . Bob Morton leading a spectacle. . . . Hubert Castle's drunk impersonation. . . . Adele Nelson refereeing the ball game her elephants perform. . . . Burt L. Wilson's zealous love of the circus. . . . Captain Tebor's muscle-grind seal. . . . Mr. Barlow's circus room in Binghamton. . . . Circusdom's capable and only woman equestrain director,

Mrs. Edna Dee Curtis. . . . Harold Ward's round-off, flip-flap back. . . . Joe Basile's endless repertoire of jokes. . . . Wom, Horse, and Opp Combined Circus. . . . George Hanneford's two-by-four Victory garden by his ring barn. . . . Clyde Beatty's new circus book. . . . The writer having the mumps, at 32! **HARRY MORRIS**, formerly with Ringling-Barnum circus, has signed as assistant Side-Show manager on Cole Bros.' Circus.

Circus Historical Society

FARMINGTON, Mich., March 21.—Walter Tyson, CHS, Guelph, Ont., just obtained a photo view card, showing a circus blowdown at Niagara Falls, N. Y., on July 12, 1913. Does anyone know the name of the show in this picture? Sig Sautelle Wagon Show played Westley, R. I., on July 20, 1911. Don Smith, CHS, has just added a new cage and a baggage wagon to his model circus. Additional cages and an air cal-elope are now under construction. H. H. Conley, CHS, Park Ridge, Ill., has written an authoritative article on the Pawnee Bill Historic Wild West for *The Model Builders Bulletin*. Tom Parkinson has written an article on the same show for *The Bandwagon*. Reported by Don Smith.

CONCESSIONS WANTED

Must be legitimate and clean.

RIPLEY COUNTY FREE FAIR

AUG. 4-5-6-7-8

ALSO FOR 4TH JULY CELEBRATION

OSGOOD, IND.

H. L. JENKINS, Secy.

RSROA Is Out Of ASU Ranks; Quit or Ousted?

DETROIT, March 21.—The Roller Skating Rink Operators' Association of the United States is no longer affiliated with the Amateur Skating Union of the United States. That the split is the result of mutual action is indicated by the fact that the ASU regards the RSROA as having been automatically suspended and the RSROA declares that it has resigned from the ASU.

As a result of exchange of telegrams between Pete Miller, Chicago, president of the ASU, and Fred A. Martin, Detroit, secretary-treasurer of the RSROA, the following letter was sent on March 16 to Miller by Martin:

"In answer to your wire of March 13, sent at 9:29 p.m. and received at the national office at midnight, same date, which we quote as follows: 'The Amateur Skating Union of the United States hereby notifies you that the Roller Skating Rink Operators' Association is automatically suspended for failure to adopt provisions demanded by AAU convention in Philadelphia four months previously.' it is needless to advise you, as you no doubt are aware, that it was a privilege of the RSROA, after full consideration of the unfair tactics used by the AAU, to discontinue its affiliation with the ASU by resignation.

No Hearing Is Protested

"This was done Friday, March 13, at 2:48 p.m., by Western Union wire direct to your office. This wire read: 'The Roller Skating Rink Operators' Association of the United States refuses to comply with the unreasonable demands of the AAU. The ASU and the AAU had

Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

the opportunity of official action at the annual meetings, which privilege was denied this body. Their action in finding the RSROA guilty of any charges without any hearing is contrary to American justice. We therefore tender our resignation, effective immediately, from the ASU as an affiliate member and will continue to function as the governing body over all roller skating in the United States, as we have done in the past five years. Full written explanation of this action will follow within a few days. The fact that the RSROA had until March 15 as the deadline to act on the demands made by the AAU does not conform with your wire to this office on March 13, stating that we were automatically suspended. Therefore, I wish to notify you in behalf of the RSROA that this association will vigorously contest any such discrepancy, which we feel is entirely out of order.

"It has been the policy of the RSROA board of control, its chairman and national secretary to do everything within their power to deal fairly and honorably and to take into consideration many of the demands as put forth by the AAU.

"I regret to state that even the last appeal by our chairman direct to Daniel J. Ferris, national secretary of the AAU, in his office in New York City at 11 a.m. on March 12, for an extension of time so that we might be able to put such demands before our own convention, which will be held in Philadelphia on April 15-18, received no courtesy. Such request for an extension of time was no more than proper, as we felt that each and every member of the RSROA was entitled to know what was going on. After making every effort to straighten out a matter which we felt should have been done with the proper co-operation of the AAU and the ASU, there was no other alternative for the officers of this body to take, outside of resigning from our affiliation with the ASU.

Would Continue To Govern

"We wish to make it known that it is the intention of the officers and members of the RSROA to continue to govern all branches of the amateur roller skating sport on its march of progress, and also to notify you that this organization will not recognize any roller skating activities other than those officially sanctioned under the RSROA.

"It is regrettable that after so many years of good will and effort on the part of the RSROA its affiliation with the ASU had to terminate so abruptly. However, this very unpleasant condition was not brought about by the RSROA and

in due time I am sure we will fully vindicate ourselves. Please remember that we will do everything within our power to continue the progress of the amateur skater under the guidance and sanction of the RSROA."

Permit Is Granted in S. F.

SAN FRANCISCO, March 21.—Granting of a building permit gave Leo A. Seltzer a go-ahead signal for remodeling of a Market Street Railway car barn into a roller rink. Proposal has been before various city departments and boards for two years. A permit was granted over protests of Mrs. Ethel Jean Kibbe, a previous applicant, who obtained permission to rebuild the car barn into a rink last August and then lost the right when she submitted revised plans. She told the board she had spent \$12,000 in attempting to promote the enterprise, but her option to purchase the property expired. Board of permit appeals again approved the venture upon submission of new structural plans by Seltzer.

Biscayne Ready To Open

MIAMI, March 21.—Under management of Murray Rosenblatt, Biscayne Roller Skating Palace is ready for opening. Building, valued at \$90,000, has been converted into one of the South's most modern rinks. Air conditioning has been installed, a terrazzo floor has been laid and all walls are paneled. Color scheme is in patriotic effects, with American and Pan-American flags draped on all walls. Special nights for servicemen will be featured, on which army and navy officials are to co-operate. Opening date has been set for March 28.

Va. Opening Set by May 15

NEWPORT NEWS, Va., March 21.—A roller rink and recreation center in the new Stuart Gardens' development is being built by G. C. and W. A. Shepherd, who expect to have it in operation by May 15, at a total cost of \$21,000. Emphasis is on the rink, with an octagonal floating floor insulated on concrete. Building is to be one story, 120 by 80 feet, and of brick. Dancing and other facilities are contemplated.

REVIVAL of roller skating in Fair Park, Dallas, interrupted for several weeks by fire which destroyed the automobile building, is promised with announcement of plans for construction of two new rinks in that area. Sam Bert, operator of the former park rink, said he is ready to start \$50,000 plant between Cotton Bowl Casino and Cotton Bowl. Douglas Cassidy, Denton, Tex., has applied to city council for permission to move the rink in Denton near the park on Grand Avenue. Bert will install an electric organ.

AMERICA-ON-WHEELS made special arrangements with USO headquarters in Asbury, N. J., whereby uniformed men from Fort Monmouth and Fort Hancock will be admitted free four days each week. Same arrangements are also in effect with USO branch, Perth Amboy, N. J., and America-on-Wheels rink there. Capitol Arena, Trenton, has initiated a series of Monday free nights for soldiers from Fort Dix. In response from boys in Air Observation squadron for used records, America-on-Wheels presented them with about 100 and replaced their old-fashioned portable phono with used turntable, speaker, amplifier, etc.

RIGADON ROLLER RINK, Sioux City, Ia., was recently reopened under management of W. F. Jolliffe and Chuck Brown, who are also owners of Majestic Rink, Arnolds Park, Ia. New owners re-finished the floor and bought a new stock of skates. Special attention will be given to beginners in a room for them.

FRED (BRIGHT STAR) MURREE, 81-year-old Pawnee Indian, who has been roller skating 62 years, writes from Philadelphia, "Am getting as much work as I can take care of and I am in good form. Rinks here are doing well. Plan to make this my home for some time."

FOREST PARK Roller Rink, Hanover, Pa., has been operating three nights a week and on Sunday afternoons, and booking of skating parties for the coming season is reported heavy.

New Amateur Org Formed by Clubs

NEWARK, N. J., March 21.—At a meeting on the night of March 12 in the Hotel Douglas here, representatives of several well-known skating clubs in the East formed a national amateur roller skating organization with the aim of governing amateur roller activities. Constitution and by-laws were adopted. Name of the new organization is the Amateur Roller Skating Association of America. No rink operators or pros are connected with this group, it was announced.

National offices are in the Wurlitzer Building, New York. Officers elected are Ozzie Nelson, Mincola, N. Y., president; Forrest McCaffrey, Boston, vice-president; Barbara Killip, Mincola, secretary; Edwin Roberts, Mt. Vernon, N. Y., treasurer; executive board, Joseph Haas, Perth Amboy, N. J.; Alfred McCullagh and Thomas Egan, Fordham, N. Y.; Mrs. Doris Kimberle, Elizabeth, N. J.; Ernest Graham, Paramus, N. J.; Roberts, Miss Killip and Nelson.

Membership is declared to be open to all amateur roller skaters and roller clubs, regardless of rink affiliations. Present officers and board members are to hold office for a year. Then new officers will be elected at a national convention.

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Importance of Good Rink Music

By FRED and MARY BERGIN

IN NOVEMBER, 1936, we opened Skateland in Cleveland. Until then we had not been aware that skating had much appeal for the general public, having spent the previous years playing for dancers in hotels, ballrooms and restaurants. It wasn't long before the enthusiasm for roller skating got us and we began to wonder where our previous experience could be put to use to advance our new business. It was alarmingly evident that the skaters were not music conscious, for very few of them bothered to skate in time and we wondered what could be the cause.

It didn't take long to find out that music suitable for ballroom dancing is generally unsuitable for skating and that most rinks were serving ballroom music to the skaters and letting it go at that.

FRED BERGIN, chairman of the dance committee of the Roller Skating Rink Operators' Association of the United States, a native of Michigan, has been in amusement business 22 of his 38 years. He left the University of Michigan in his junior year to join the late Henry Theis's orchestra as pianist and was continuously in the orchestra field until 1936, when he became associated with Charles Horvath in roller skating business in Cleveland. Bergin also was pianist with the Jean Goldkette band for a number of years and had a great part in organization of the Casa Loma orchestra. Bergin left Goldkette in 1930 to lead his own band. During an engagement of the Bergin band at Riverview Ballroom, Boston, he met Fred H. Freeman, present president of the RSROA, who suggested that he locate in New England in the amusement field. Seven years later Bergin finally became associated with Freeman in their present rink, Bal-a-Rouc, Medford, a suburb of Boston.

Bergin is credited with having produced more skating champions on rollers in figure and dance skating than any other teacher in the country except Bob Martin, Detroit, who has produced an equal number. Bergin was appointed chairman of the dance committee in 1939 by Rodney Peters, then president of the RSROA, and has held the post continuously since. With the help of Perry B. Rawson, dancing on rollers assumed popularity and importance which amazed even Bergin and Rawson. Altho Bergin is not a great skater in his own right, he is considered one of the outstanding teaching authorities.

This applied to those who were then using organs as well as those who were using records, for there was no standard set of tempi as there is today and each organist played to suit himself and let the skaters worry about getting in time.

There is no doubt that at first a skater would try to get in time but as soon as he found out that it was nearly impossible, he would close his ears to the music and try to enjoy his skating without any assistance from the music. In most cases it would have been better not to have had the music, for the skaters were led into habits which were often difficult to overcome and this condition was directly attributable to the operator, altho we know of nothing he could have done about it at that time. Having just left the ballroom field at the height of the "jitterbug" craze and having seen the disastrous effect the "big apple" had on the box offices of the ballrooms, we determined to do our bit to save skating if there was any way to do it.

Basic Rule as Guide

We spent considerable time working out tempi and rhythms that would al-



Fred Bergin

low the skater to stroke naturally and gracefully to the music without having to accent a lot of miscellaneous beats with body gyrations and found a basic rule which has guided the entire dance set-up of the RSROA since: Accent only the beats that the skater strokes.

Any other accents are not only superfluous but also absolutely disastrous. The surest way to start skaters "jitter-bugging" is to accent beats which he cannot stroke. He will then find some silly body movement that has nothing to do with skating to make use of the beat which is called to his attention. He may just throw his free foot out to the side to start but soon he will be trying to outdo his rival by kicking himself in the back of the head or kicking the other customers in the shins. Unfortunately, there are a great many operators who don't mind even that. Some of them even seem to enjoy some of the silly movements, but they are short-

sighted. Even if the operator likes it in most cases he is more fond of his box office, and there is where real trouble can happen.

The majority of mothers and fathers, ministers and priests, schoolteachers, principals and superintendents are against anything that resembles a "spectacle," especially if the performer is a relative, parish member or pupil, and there we came to our second rule: Without the confidence of the parents, the schools and the churches, roller skating cannot operate on a profitable basis permanently.

It was, therefore, necessary to make the environment of the rink appeal to parents, schools and churches and it couldn't be done as long as we had jitter-bugging. We not only discouraged jitter-bugging but gave the skaters a brand of music that also discouraged it. The only accented beats were those that the skater stroked and these even were accented by volume (with the swell pedal) instead of the usual staccato and heavy bass note. Needless to say, it worked, and in rinks that have used this method you will find a smooth brand of skating that is in good taste and which is even more enjoyable to the skater since he works on his skating and not on his ability to kick higher than his rival.



Mary Bergin

Agreement on Best Method

As soon as these facts became evident, the dance committee set about standardizing the tempi for the various dances to the exact beat on the metronome. Previously the method had been to name two settings not too far apart and let the organist choose his own metronome timing in that span. Mr. Rawson and Miss Harrigan worked on the problem in New Jersey while we tackled it in Dayton, O. After two months of research we compared notes and found that our ideas coincided in every detail. We were then ready to pass our finding on to the dance committee for final approval, which also turned out to be unanimous. It was

then only necessary to publish these tempi in the next edition of the Test Book.

Convincing Record Makers

Our next job was to get the record manufacturers to co-operate and here we had considerable difficulty, for each part of the country still had its own dances and each operator had his own ideas of not only the dances but the kind of music that they should be skated to. It was difficult to convince the record companies that their only hope of a continuous and substantial sale was to help us to standardize dancing all over the country. Before we could do that, however, we had to make some changes for their benefit. We had, at that time, six different varieties of waltz tempi: 92, 108, 112, 120, 138 and 168. Obviously this was too many, so we cut out the 112 and 120. We found that there were a good many commercial recordings at 138 so that the record companies only had to concentrate on three to cover the whole field. The same sit-

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- 220-1—YOU MIGHT'VE BELONGED TO ANOTHER CLARINET POLKA
- 222-3—IT WAS WONDERFUL THEN CHICKEN REEL
- 224-5—AN OLD TIME MELODY YOUR SUNSHINE OF MY HEART
- 226-7—LOVE CAME CALLING CONCERT TO THE STARS

APRIL RELEASE:

- 228-9—I FORGIVE BUT CAN'T FORGET WALTZ OF THE PAST
- 230-1—RAINBOW RENDEZVOUS MARINE HYMN (148)
- 232-3—LOST IN A DREAM I WISH I HAD A SWEETHEART
- 234-5—LOVE'S RHAPSODY KEEP 'EM FLYING
- 236-7—IT'S YOU AGAIN BLUES MY NAUGHTY SWEETHEART GAVE TO ME
- 238-8—I'LL KEEP ON LOVING YOU MY DREAM (W108)
- 240-1—DARLING, I LOVE YOU DEEP IN THE HEART OF TEXAS

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 - 242-3—MOONLIGHT COCKTAIL PRETTY LITTLE BUSYBODY
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MARY T. BERGIN, organist at Bal-a-Rouc Rollerway, Medford, Mass., is a native of Missouri but started her professional career in Detroit. Teamed with the late Charlotte Meyers under her maiden name of Mary Tudor, she enjoyed popularity in the Motor City in vaudeville and on the air from 1925 until Miss Meyers' death in 1931. The following year Miss Tudor joined Fred Bergin's band as singer and pianist. In 1935 she became Mrs. Bergin and has worked with her husband in the roller-skating field. She has made a study of music as best applied to skating and is outstanding as an organist in roller skating.

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- RS-327 Hi Neighbor I Think of You
- RS-328 Mandy is Two You Made Me Love You
- RS-329 Papa Nicolini The Lamp of Memory
- *RS-330 Our Last Good Night Karantina
- *RS-331 He's 1-A in the Army and He's A-1 in My Heart Deep in the Heart of Texas
- RS-332 I Don't Want to Walk Without You Everything I Love

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Showmen Aid Service Men's Center in Chi

CHICAGO, March 21.—Local outdoor showmen are taking an active part in civilian war work here, not only thru their contributions to the Red Cross and the purchase of Defense Bonds, but also by contributing their time and efforts to the Service Men's Center, which provides recreation and various services for men in Uncle Sam's armed forces. Extent of the work being done by the Service Men's Center is not generally known. As a matter of fact it has assumed astonishing proportions. On week-ends more than 15,000 soldiers and sailors are guests of the center, and other thousands come and go during the rest of the week.

The work contributed by outdoor showmen is centered in the Outdoor Committee of the Amusement and Recreation Division of the Chicago Commission on National Defense. J. C. McCaffery is chairman, and other members are M. H. Barnes, M. J. Doolan, Frank P. Duffield, A. R. Hodge and Phil Shepard. Social activities of the armed forces stationed in and around Chicago are focused at the center, which is located in the heart of the Loop. Here in a seven-story building the men find an entire floor devoted to billiards, pool and other recreational games; spacious lounging rooms, two floors of dormitories, a floor where shows are presented daily, lunch-rooms where food and soft drinks are

(See *SHOWMEN AID* on page 61)

Waco Good Starter For World of Today

WACO, Tex., March 21.—World of Today Shows, under management of Denny Pugh and Joe Murphy, got off to a good start on their 1942 tour here last Saturday and Sunday. Attendance the initial two nights was far beyond expectations, but patrons came out late. Midway was well illuminated and attractive in appearance. Local papers were liberal with space.

For the local stand a few rides and two shows were not set up. They are in Dallas, where shows formally open their season Monday (23). On the midway here were Hawaiian, Circus Side Show, Capt. Bruce Chester's Martindale, Malayan Snake show, Crime and Deep Sea exhibit.

Rides included Ferris Wheel, Ride-o-Skooter, Tilt-a-Whirl, Spitfire, Baby Rides, Streak and Merry-Go-Round. Visitors Saturday and Sunday included Mr. and Mrs. Phil Little, Jack Ruback and party from San Antonio; Ira Burdick and party from Burdick's All-Texas Shows; Homer Casey, Harrison B. Waite, Joe Doran, Police Chief C. C. Maxey, William B. Naylor, J. S. Scholibo, Ray Belew and Dick Crawford.

King Reid Acquires Blotner Equipment

DORSET, Vt., March 21.—Management of King Reid Shows this week announced the purchase of the equipment of Blotner Model Shows from Samuel Blotner. Transaction included all rides, concessions and shows, and paraphernalia will be moved immediately from Blotner's quarters in Maine.

Equipment is expected to arrive in time for opening of Reid's 1942 tour. No purchase price was announced, but it is understood that the Blotner title was not included in the sale.

Ted Kelly Re-Engaged by Potter's Buffalo Shows

BUFFALO, March 21.—Ted R. Kelly, general superintendent of Buffalo Shows last season, has been re-engaged in that capacity for shows' 1942 tour of Western New York and Pennsylvania, Howard Potter, manager, said today.

Kelly has spent the greater portion of his life in outdoor show business, having been with the ride and concession departments of a number of well-known carnivals in the South and Middle West. Last season was his first on an Eastern midway. Kelly plans to leave for the North soon to help ready equipment for an early May opening.



SCENE OF THE SUCCESSFUL 22d Anniversary Dinner of the Ladies' Auxiliary, Heart of America Showmen's Club, in the Continental Hotel, Kansas City, Mo., February 27. Featuring a wartime theme, the table was arranged in the form of a red cross and the centerpiece represented a miniature United States airplane carrier ship loaded with soldiers, planes, Red Cross nurses and guns.

Civilian Defense Unit Formed From Prell's Personnel

LUMBERTON, N. C., March 21.—Management of Sam Prell's World's Fair Shows announced on its arrival here this week to prepare for organization's spring opening at the fairgrounds Monday (23) that the show's personnel will be organized into a Civilian Defense Crew and will offer its services to local authorities in the towns to be played. Owner Prell said that he will purchase a special siren to be used in air-raid warnings.

Prell directed the movement of equipment in here and officials declared that the rubber supply is adequate. Dad Ward has been appointed mail man and *The Billboard* sales agent, and Norman D. Brown, who will manage the French Casino for Cash Miller, reports the attraction will feature a neon-illuminated stage this season.

Foremen who are applying finishing touches to their rides include Ben Cheek, Ride-o; John Vaday, Rolloplane; Joe Hollander, Speedway; George Burns, Merry-go-Round; Stacey Knott, Ferris Wheel; Ray Collins, Chairplane; Steve Lague, Moon Rocket; Harry Fox, Whip, and Al Wescott, Octopus. Matt Crown, builder, has finished the new front entrance as well as three new show fronts. Frank Sheppard, electrician, finished rewiring all shows and fronts.

Tommy Rice will be special agent again and is remodeling his office trailer. All trucks were conditioned at Rice's service station here by Ben Fowler, transportation master. Edmondo Zucchini, cannon act, advised he will arrive in time for opening with his Penny Arcade.

Large Ready for Opener

CHRISTOPHER, Ill., March 21.—Returning here this week from a lengthy and successful booking trip, H. P. Large, owner-manager shows bearing his name, said the organization will be ready to take to the road April 25 with 5 shows, 5 rides and 25 concessions. Sam Collins, assistant manager and secretary, reported from Pittsburgh that he will arrive about five days ahead of opening. Robert Rainey is in charge of quarters work.

Arthur Host to PCSA Folk At Showmen's Day on Coast

LOS ANGELES, March 21.—Members of the Pacific Coast Showmen's Association and Ladies' Auxiliary were guests of Martin E. Arthur's Mighty American Shows as the initial Showmen's Day of 1942 was observed at Inglewood, Calif., Sunday (15), where shows are playing a two-week engagement under auspices of the Inglewood Scouts. Visitors were given a free rein of the midway and took in all the shows. After the afternoon circus performance, visitors gathered in front of the shows for a picture. A PCSA banner was presented to Arthur by Sam Dolman, chairman of club's membership committee.

In attendance were Mr. and Mrs. Ralph Losey, Mr. and Mrs. Harry Sucker,

Clark's San Diego Debut Date Clicks Despite Weather

SAN DIEGO, Calif., March 21.—Clark's Greater Shows concluded a successful 25-day debut engagement at the foot of Market Street, under American Legion Post auspices, March 15. Varied weather prevailed thruout, but business, to a 10-cent gate, was good. Night play was fair, while Saturday and Sunday matinees produced large crowds of good spenders. Attendance on several days was held down because of rain.

Shows' staff has Archie Clark, owner-manager; Mrs. Archie Clark, secretary-treasurer; Maxwell Charles, general agent; Jack Hensley, electrician; Victor LeTulle, scenic artist, and Mrs. R. W. McAdams, front gate tickets, mail man and *The Billboard* sales agent. Among the 30 concessionaires are Babe and Moxie Miller, with six stores and these agents: Sunny Coomas, George Edwards, Harry Phillips, Irish Whalen, Earl Payton, Murray Bennett, James (Alabam) Scuggs, Jimmy Smith and Walter (Hollywood) Towers. Sam Brown has ham and bacon, and A. C. Van Horn and Jerry Scott have the nail and bottle games; Harry Horowitz, milk bottle game; Harold Webber, bottle game; Mrs. J. Miller, hoop-la; J. Miller, bingo; R. B. Slover, lead gallery; Jack Goosman, scales; L. R. Churchill, three stores; Mel Wiler, photo gallery; Johnny Miller, cookhouse and grab stand, with Jack Beams in charge of the grab layout; Paul Beady and

(See *Clark's San Diego Bow* on page 66)

Ross Manning Adds One

NEW YORK, March 21.—Ross Manning, Ross Manning Shows, announced contract for Whitney Point (N. Y.) Fair, added to those previously reported.

Buck Signs Wm. Howland

TRENTON, N. J., March 21.—William Howland, last season manager of Gangler's Circus on O. C. Buck Shows, has been signed as secretary of the Buck combo for 1942. Howland, vet showman, has already assumed his duties.

Howard, Phillips in Big Deal for Water Show With Conklin

BRANTFORD, Ont., March 21.—From his winter-quarters offices here J. W. (Patty) Conklin, head of Conklin Shows, reported "an elaborate arrangement" has been completed for continuing the water show which scored such a success on the Conklin midway last year. Deal has been closed with Sam Howard, billed as "world's champion professional trick and fancy diver," and Alfred (Aisle) Phillips, "undefeated British Empire champion" for the last 10 years, for them to resume handling the aqua layout. These top-flight divers will be surrounded by a production and performers consisting of a pair of clowns and eight girls, in addition to four other femmes who will make up a "Bathing Fashion Show," Conklin said.

Holt Signs, Illion on Way?

Bill Holt spent several days in quarters and came out of huddles with Patty and Frank Conklin armed with a contract to produce a Hawaiian Show, opening on May 8 at Hamilton, former quarters. Harry A. Illions, prominent ride operator, visited for two days and conferred with Conklin "on a project entirely new to the show business," and discussions are continuing thru the mails. Conklin said that no deal had been consummated, as project hinges on certain scarce materials. Attraction is figured to come thru, if at all, after the still-date tour.

Pop Ludwig Quits PCSA Exec Post

LOS ANGELES, March 21.—H. A. (Pop) Ludwig, first vice-president Pacific Coast Showmen's Association, has resigned that post with Roy E. Ludington, second vice-president, replacing him. Earl O. Douglas, third vice-president, and Charles Nelson, fourth vice-president, automatically became second and third vice-presidents, respectively. A fourth vice-president is expected to be named at the March 23 meeting.

Ludwig, general manager of Virginia Park in Long Beach, was named first vice-president late last year. In 1941 he served as secretary and chaplain. In submitting his resignation from the vice-presidency to the PCSA board of governors, he asked to be relieved of the duties because of the pressure of personal business.

Spalinger Enlarges Evergreen Combo; Skeds April Debut

SPOKANE, March 21.—Vernon L. Spalinger, owner Evergreen Shows, quartered here, reports he is doubling the size of his carnival in expectation of a banner year. He has had a force working all winter repairing and rebuilding rides and rolling stock. Arthur Brown, artist, designed the new scenic effects.

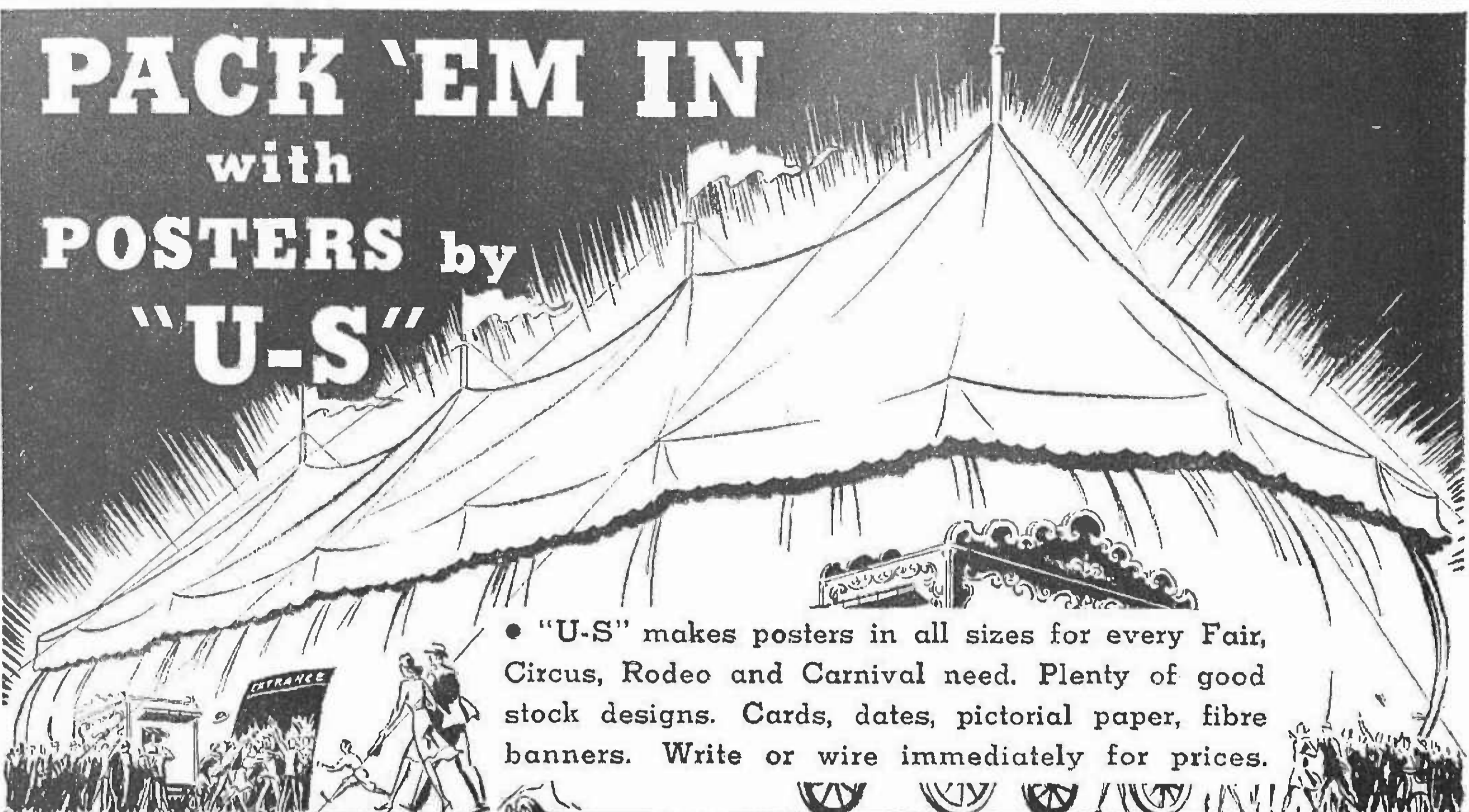
Shows plan to carry 11 rides, as compared with six last season. They include three Ferris Wheels, Baby Merry-go-Round, dual Loop-o-Plane, Merry Mix-Up, Kiddie Auto ride, Seaplane, Boat Ride and new Airplane ride. Spalinger said he expects a good year and predicts patrons will have more money to spend. Shows will open the last week in April and play Eastern Washington, Oregon and Northern Idaho.

Macon Engagement Is Good For Pan-American Seatrain

MACON, Ga., March 21.—Pan-American Seatrain Show, whale unit managed by B. E. Banks, played a four-day stand here last week, including Sunday, to excellent business. Show was the first of its type here in two years and weather was ideal. Car was located near the Terminal Station and it obtained steady play from noon until midnight. Banks said business exceeded expectations.

Unit opened late in January and played Florida to varied business results before entering South Georgia. Business was good whenever weather permitted, Banks said. There was no opposition to the Sunday showing. City had banned all Sunday shows until movies were opened for soldiers a few months ago. Don Archer is show's agent.

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762 Broadway, Albany, N. Y.

Tulare Good for Patrick; Staff, Line-Up Announced

TULARE, Calif., March 21.—Patrick's Greater Shows concluded a profitable three-day engagement here last week, with Friday's matinee said to be the largest in the city's history from an attendance standpoint. Organization came in following a successful week's stand in Bakersfield, Calif. Town was well billed by Harry Chipman, and county and city newspapers were liberal with space. Chipman also promoted a number of merchant tie-ups.
Staff includes W. R. Patrick, owner; Elmer Hanscom, manager; Harry Chipman, publicity; Hort Campbell, general agent; Moe Eisenman, public relations; Mrs. W. R. Patrick, secretary-treasurer; Dale Petross, billposter; T. H. Bailey, lot superintendent; Ervin Robertson, mechanic; Mrs. Peggy Bailey, mail and *The Billboard* sales agent; front gate, James Kelley, tickets; E. C. Kneeland, ticket taker.
Rides: Wonder Wheel, Nick Fabulla, foreman; John Woroneck, second man. Merry-Go-Round, W. M. Hutchins, foreman; Al Enright, second man. L. H. Williams's Ride, Mrs. Williams, tickets; Harry Lee DeLong, second man. Octopus, J. H. Howard; Mrs. Howard, tickets. Baby Autos, Mr. and Mrs. R. D. Utke.

Shows
T. H. Bailey Enterprises, Parisian Girl Revue, Victor Gaut, talker; Babe Holland, Vivie Darrin and Peggy Bailey, dancers; J. P. Eakes, canvasser. Crime and Dope, Henry (Wimpy) James, talker; Ethel James, inside lecturer. Girl in (See Patrick Tulare Stand on page 73)

FOR SALE
ENTIRE CARNIVAL EQUIPMENT
'36 Model Tilt with '41 P12 Int. power unit, \$3,500.00; No. 12 Big Ell, with power unit, \$1,800.00; 2 - Abreast Merry-Go-Round, \$1,200.00; late model Loop, \$500.00; Chair-plane, 20 seat, \$350.00; Kiddie Auto, \$250.00; Kiddie Wheel, \$150.00; Maloney Transformer, used 10 weeks, 50-KW, \$950.00. Two Tops and other Show Equipment. Mechanical Farm Show, mounted on '31 Chev., \$500.00; 10 Trucks, mostly Chev, good tires. Terms: Cash.
FREDERICK AMUSEMENT CO., Lexington, Neb.

KEEP 'EM FLYING
FLYING SCOOTERS
BISCH-ROCCO AMUSEMENT CO.
5441 COTTAGE GROVE AVE., CHICAGO

LET'S GO! U.S.A. KEEP 'EM FLYING!
TAKE GOOD CARE OF YOUR **TILT-A-WHIRL**
KEEP 'EM WHIRLING!
Ask for our latest Parts Book
SELLNER MFG. CO. Faribault, Minn.

Wanted to Buy
ONE PORTABLE AUTO SKOOTER
Address: **HARRY A. ILLIONS**
SEASIDE PARK, VIRGINIA BEACH, VA.

Canada **SIMS' GREATER SHOWS** Canada
13th Annual Tour—Canada's Finest Midway—13th Annual Tour
SHOW OPENS MAY 1ST AT WELLAND, ONTARIO
Have opening for a few more Concessions that work for stock. Also want two Grind Shows. Will supply tents and wiring for same. Let us know what you have. Betty Kind wants Acts for her two Shows, namely the Side Show and the Artist Model Revue. Acts for those two Shows write to Betty King, care of the Show. Want Ride Boys for the following Rides, namely: Merry-Go-Round, Auto Ride, Ferris Wheel, Caterpillar, Tilt-a-Whirl and the Ridee-O. Line up with a Show that has never missed a pay week since its conception. Apply to
FRED W. SIMS, Sole Owner, P. O. Box 85, Toronto, Ontario



PENNY PITCH GAMES
 Size 48x48". Price \$25.00.
 Size 48x48". With 1 Jack Pot, \$35.00.
 Size 48x48", with 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS
 30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price \$12.00

BINGO GAMES
 75-Player Complete \$5.00
 100-Player Complete 7.25

1/3 Deposit on All Orders.
 SEND FOR CATALOGUE
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Cans, etc.

SLACK MFG. CO.
 124-126 W. Lake St. Chicago, Ill.

Midway Confab

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

BLUEBIRDS due.

LUCIAN HART, giant, recently signed with Ray Cramer's Side Show on Dodson's World's Fair Shows.

KIDDIE RIDE OPERATOR Fred Thomas is wintering in Jacksonville, Fla., as is Hogan Edgars, of corn game note.

MANAGERS' DREAD: Becoming wallflowers at fair meetings.

BILLY HYNDs, Scottish bag piper, recently signed with Milo Anthony's Side Show for the coming tour.

JOHN COUSINS is in charge of the four-man advertising crew on Dodson's World's Fair Shows.

SOME midgets like to act big and some big people act little.

GEORGE CHANDLER, magician, joined World of Today Shows at their opening in Waco, Tex., after playing school dates for four months.

MRS. EVELYN CANTRELL, former trouper, has retired from the road and is living in Los Angeles.

Florida to Los Angeles, where he plans to remain for the spring and summer.

LOUIS BERGER, general agent Max Goodman's Wonder Shows of America, is in St. Louis, executing railroad contracts for shows' spring tour.

SHOWMEN are still writing about their purchases of new cars. Let me in on the secret. How do you get them?—Cousin Pelc.

BOOKING their photo gallery on Elite Exposition Shows recently were Mr. and Mrs. Frank Carter, Don Foltz reports from Arma, Kan.

JAMES HORTON, knife rack operator on Elite Exposition Shows, recently completed work on his new house trailer at quarters in Arma, Kan.

DUE to the cloth shortage, all future mentalists will be born without veils.—Prof. Duke Mittinski.

MRS. MILO ANTHONY is in Boston recuperating from a recent operation, Ted Marks, assistant manager Anthony's Side Show, reports.

OLIN CLAUDE CARTER, formerly with Turner Bros.' Concessions, advises that he has been appointed a deputy sheriff of La Salle County, Illinois, and will not return to the road this season.

AN OLD-TIMER is one who can remember way back when you had to wait for someone to die to get a job on a show.

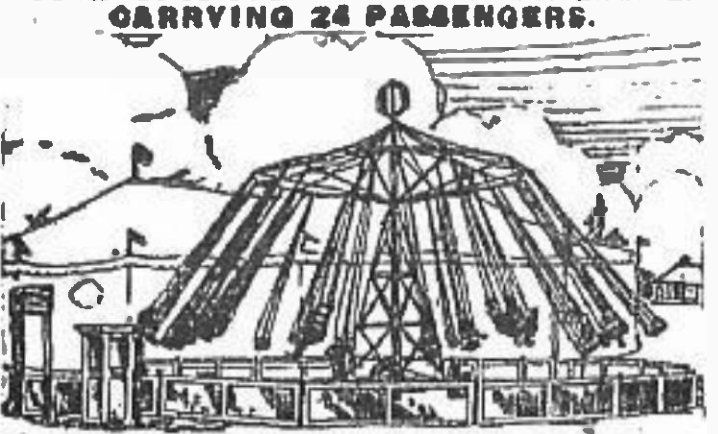
HARRY L. STACY, mail man and *The Billboard* sales agent on Dixie Belle

GOOD PROPERTY
 Experienced Ride Men choose a BIG ELI Wheel because of its proven record. It does more than just pay its way. Often the profit from the BIG ELI is what keeps the show moving. For resale there is always a buyer at a good price. No ride man ever considers his BIG ELI Wheel a liability.

ELI BRIDGE COMPANY
 Builders of Dependable Products
 800 Cass Ave., Jacksonville, Ill.



THE IMPROVED CHAIRPLANE
 CARRYING 24 PASSENGERS.



The Chairplane can be had in two heights with 18 ft. and 22 ft. covers, making the entire heights 36 ft. and 40 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description.
SMITH & SMITH, Springville, Erie Co., N. Y.

ASTRO FORECASTS AND ANALYSES
 1942 ASTRO READINGS ALL COMPLETE
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
 Analysis, 3-p., with Blue Cover. Each .08
 Analysis, 8-p., with White Cover. Each .15
 Forecast and Analysis, 10-p., Fancy Covers. Ea. .06

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, Oiljs Boards, etc.

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Polioy.
 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 78 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
 Signs Cards, Illustrated, Pack of 36 .15c
 Graphology Charts, 9x17. Sam. 5c, per 1000 \$6.00
MENTAL TELEPATHY. Booklet, 21 P. .25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10c.
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO
 Instant Delivery. Send for Wholesale Prices.

POPCORN—PEANUTS
 Seasoning, Cones, Bags, Ctns. and complete line Popcorn and Peanut Supplies. New and Reconditioned Equipment bought and sold.
 Phila. Pa. **MOSS BROS. NUT CO.**, Pitts., Pa.

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, New Jersey

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
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POPPING CORN
SKY-HIGH Brand MID-HYBRID 341 Dwarf Hill-less, a GENUINE HYBRID produced by us, assures you maximum returns. We also stock top quality South American, Yellow Pearl and Standard Dwarf Hill-less. Complete line of Popping Supplies, also Salted in the Shell and Fresh Roasted Peanuts. Popcorn Machines, Champion Portables, Advance and Crestora lines. Write for latest price list.
MIDLAND POP CORN CO., Minneapolis, Minn.

WE PAINT BANNERS FOR CARNIVALS & CIRCUS
MILLARD & BULSTERBAUM
 2894 West 8th St., Coney Island, N. Y.

CALLIOPE PHONOGRAPH RECORDS
 Skatin' Toons, Box 264, Malverne, New York



MR. AND MRS. W. R. PATRICK, owner and secretary-treasurer respectively of Patrick's Greater Shows, with the floral horseshoe tendered them at the successful opening of shows' 1942 tour in Bakersfield, Calif..

ANNUAL TREAT: Meeting the gang in the cookhouse for the season's first dinner.

WILLIAM L. (BILL) COLLINS, well-known carnivalite, has his Deep Sea Diving and Octopus shows with World of Today Shows.

LAST SEASON with Pryor's All-State Shows, R. E. Mooney is operating his photo gallery at Buckeye Ordnance Plant, South Point, O.

THIS season will prove or disprove whether carnivals can be carried in suitcases.

WARD CALDWELL, calliope and piano player, has rejoined Rubin & Cherry Exposition, making his 16th season with that organization.

BOOKING their pea ball and photo gallery with Hartsock Bros.' Shows recently were Mr. and Mrs. Harry Smelpher, of Hannibal, Mo.

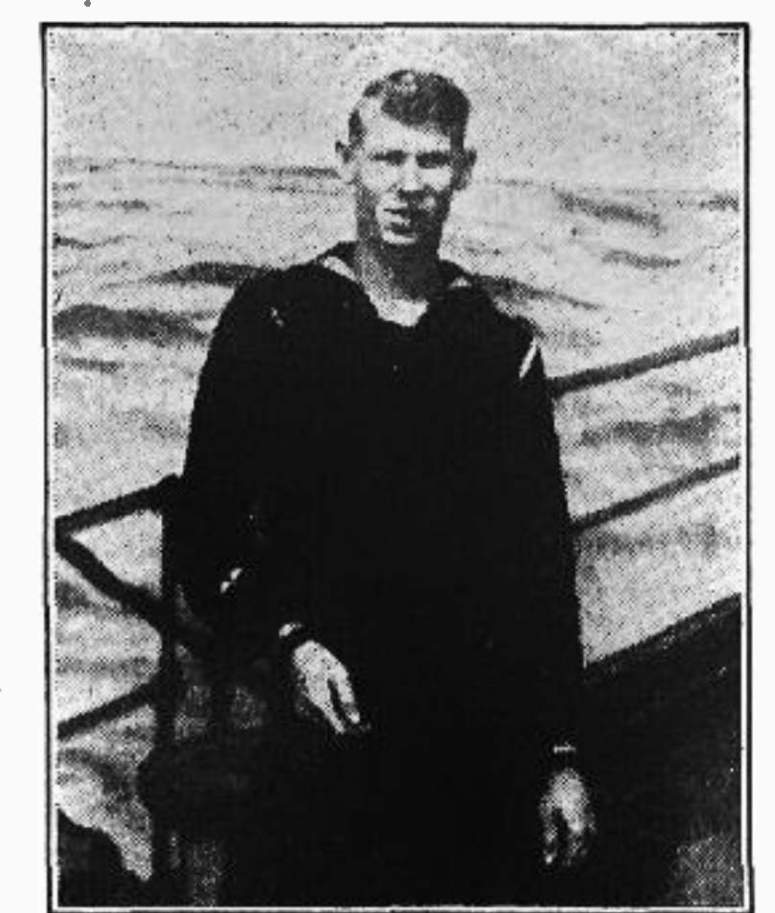
ONLY things on midways that won't kick over the traces are Merry-Go-Round horses.

RECENT visitors to Pioneer Shows' Waverly (N. Y.) quarters included Phil O'Neill, concessionaire, and Anthony Percell and Harry Martone.

DR. E. T. PARTELLO, formerly with Hagenbeck-Wallace and Cole Bros.' circuses, has signed as show physician with Art Lewis Shows.

REMEMBER when we used to worry about rain? Nowadays it is the smallest item in our worry book.

TOM (FUZZY) HUGHES passed thru St. Louis last week while en route from



FORMER concession agent, James Oliver (Dickey) Coons, who recently concluded his term in the Aviation Machinist Mates School at Pensacola (Fla.) Naval Air Training Station, has been assigned to service at Pearl Harbor. Coons has been with Scott Bros., Blue Ribbon and Royal Palm shows and is well known as a juvenile rider and trick roper.

Shows, was released from City Hospital, St. Louis, last week. He was confined there for 80 days, during which period he underwent three operations.

J. BERTHA-BERT HANNIGAN is vacationing in Cincinnati, where many showfolk, including Fred and Marie Guthrie, Albert Miller, Jack Baker, Mona Brown and Frankie Wilhite, are wintering.

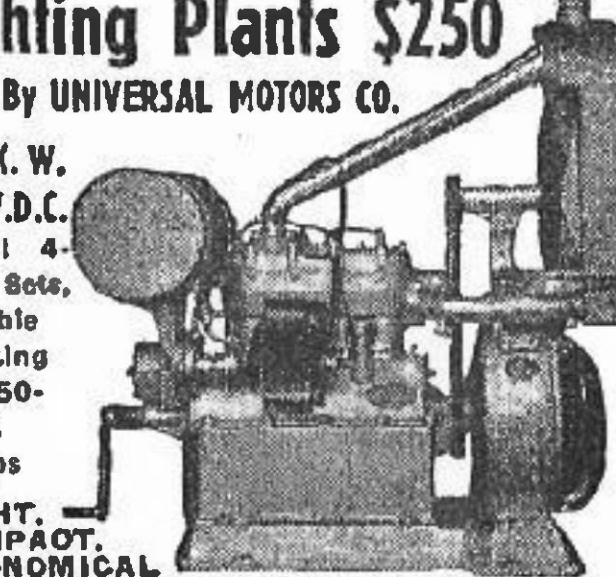
PECULIAR how hard it is for jackpot cutters to remember dates and towns in which their stories happened when pinned down for facts.

TIGER HALE letters from Belding, Mich., that he and members of his Gold Medal Concert Band will leave there soon to join Oscar Bloom's Gold Medal Shows for their opening in Columbus, Miss., April 4.

WILL BOOK cookhouse that can serve food that is not foreign to our people. Hamburger Ivan, let us hear from you.—Gate & Banner Shows.

FORMERLY with Crowley's United Shows, H. D. (Danny) Conley, private, first class, has been graduated from the

Lighting Plants \$250
 Mfg. By UNIVERSAL MOTORS CO.
 4-5 K. W. 110V.D.C.
 Small 4-Cyl. Sets, Capable Lighting 100 50-Watt Lamps
LIGHT. COMPACT. ECONOMICAL



EDW. SAMARA, Inc., 37 South St., New York

POPCORN
 Large South American Popcorn, \$8.50—100 lbs. (N. Y.) Corn Syrup, Bradshaw's Popcorn Seasoning (artificial coloring), Bags and Boxes. All shipments collect F. O. B. New York, deposit with all orders.
Everything in Popcorn Supplies!
BRADSHAW COMPANY, Inc.
 31 Jay Street NEW YORK CITY

KWIKUP CONCESSION STANDS
 MANY SIZES, Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its flashy Orange and Black Stripes stops the crowds. Circular and canvas examples free.
THE MONROE CO., 25 Bridge St., COLFAX, IA.



Low POPCORN prices
 8.5A.—\$7.15 cwt. Boxes 5c.—\$4.35M; 10c Size, \$5.50M; Seasoning, 19c lb. WRITE for complete list and lowest prices.

ROYALE POPCORN CO.
 1020 Woodland Ave., Cleveland, O.
 (Everything From One Single Source Supply)

BUDDHA — FUTURE PHOTOS — HOROSCOPES
 1941-42 ASTRO DAILY, HOURLY FORECASTS
 Buddha Papers, Horoscopes in 14 styles, Display Charts, Apparatus for Mindreaders, Magic, Spirit Effects, Milt Camp, Graphology, Palmistry, Books, Crystals. 164-Page Illustrated Catalogue, 30c.

NELSON ENTERPRISES
 336 So. High Street, COLUMBUS, O.

—POP CORN—
 Hoosier Pride Pop Corn and Seasoning is a combination hard to equal. Also Boxes, Bags, Cones, Salt. We ship everywhere. Buy direct from Indiana's largest growers.

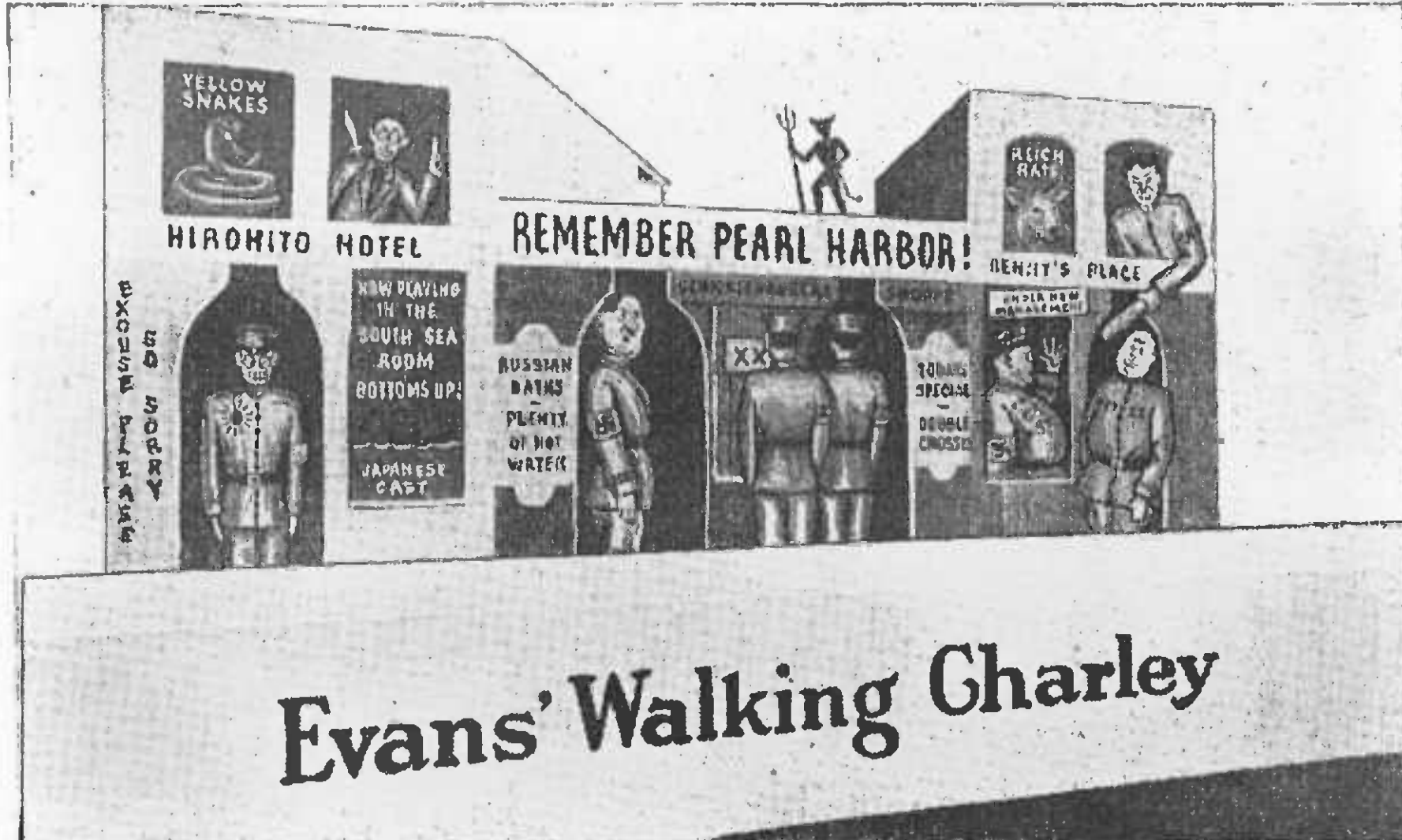
Indiana Pop Corn Co.
 MUNCIE, IND.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.



TOP MONEY-MAKERS FOR '42!

Make 1942 the greatest of all seasons with Evans' Equipment! For 50 years Evans' Attractions have proved first in flashy appeal, first in trouble-free performance and first in money-making power! That's because Evans knows how to make what you need for profitable operation! Get the details now . . . order early to insure prompt delivery . . . then get yourself a big new poke to hold the flood of profits! Act now . . . Today!

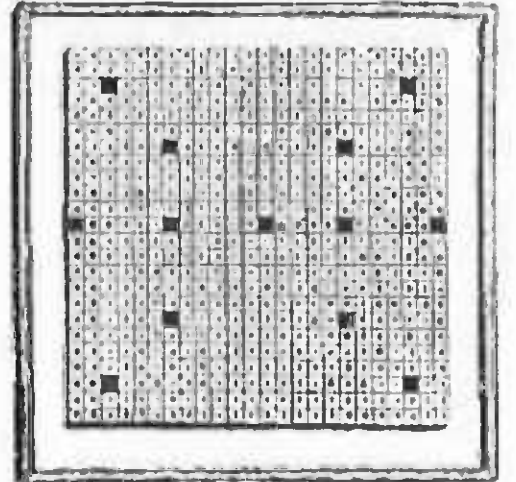


Evans' Walking Charley

EVANS' WALKING CHARLEY The All-Time Favorite Goes Modern!

Here's timely, up-to-the-minute "Sock the Jap and Smash Hitler" appeal that doubles and triples the popularity of the greatest of all ball throwing games! The clever new background and Jap-Nazi character figures will stop 'em in their tracks and keep 'em throwing until the last light is doused on the Midway! The indestructible life-size figures and fool-proof mechanism are built to take it! Get this sensational new treatment of an old favorite on location, and you'll see bigger profits than ever before! Get all dope on Evans' Walking Charley for '42, best bet in any Park, on any Midway!

- EVANS' 1941 WINNERS!**
- BINGO
 - DART GAMES
 - HIGH STRIKER
 - MONKEY SPEEDWAY
 - BALL THROWING GAMES



EVANS' FLAT PENNY PITCH

Another Evans' money-maker, again slated for big profits this season! Available in 3 different styles for various locations. Contains 576 squares numbered in the proportion that insures good percentage. Can be furnished with one or with five jackpots. Solidly constructed of non-warping kiln-dried lumber and flashily painted. Write!

EVANS' ARCADE MACHINES

- TEN STRIKE** 2c slot
 - SKI-BALL** 2c slot
- A sensational money maker! Fully automatic, realistic bowling by manikin figure, controlled by player. Pins knocked off alley automatically re-set. Automatic scoreboard. Get details!
- Fully automatic Ski-Ball bowling. Manikin figure, completely controlled by player, rolls ball for high score. Automatic scoreboard. Fast play . . . big profits! Write for the details today!

PLAY BALL—2c slot

A phenomenal new automatic baseball game that earns amazingly big profits! Animated manikins actually play baseball! Scoreboard calls balls, strikes, hits, runs! A legal skill game that you can operate anywhere! Simple, fool-proof mechanism. Write today!

SUPER BOMBER—2c slot TOMMY GUN—2c slot

Up-to-the-minute, "Bomb a Jap" action! A great war game, showing U. S. Bombers sinking Jap warships. Profits are big on this Evans' thriller. Send for details!

Top appeal to defense-minded Americans. Compact, all-in-one anti-aircraft machine gun and target, with gripping battle action on target! It's a sensational attraction! Write now for details!



FREE CATALOG

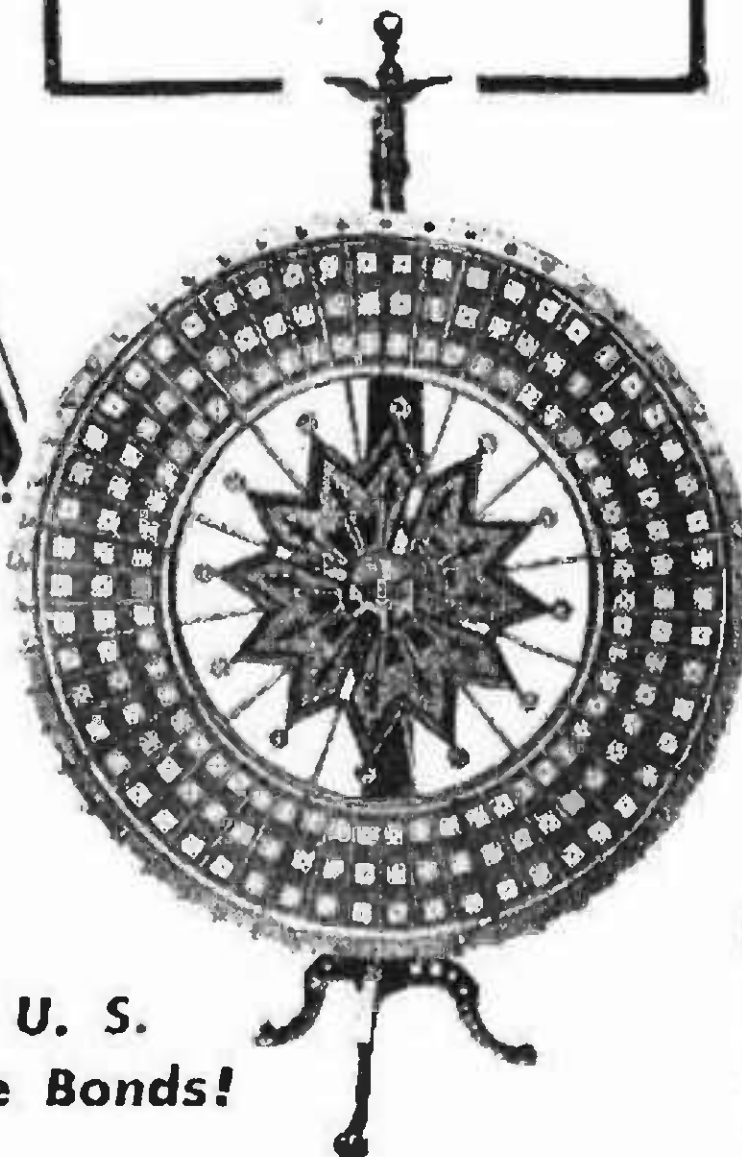
Evans' big new PARK and CARNIVAL CATALOG contains 84 pages chock-full of information on the world's finest complete line of money-making equipment for the Midway! Concessionaires can top all profit records at Parks, Carnivals, Beaches, Fairs, Picnics, etc. with Evans' Wheels, Grind Stores, Skill Games, Shooting Galleries and other Evans' Winners. The catalog is yours for the asking . . . write for it TODAY!

EVANS' SHOOTING GALLERY

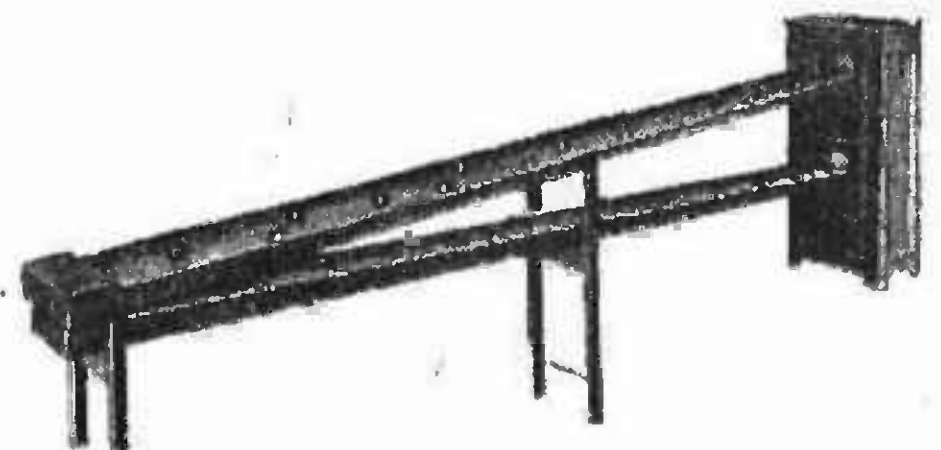
All America practices shooting for Defense! That means BIGGER profits for '42 when you operate Evans' Shooting Galleries! Bigger profits because Evans' gives you a complete line in all sizes and styles, with every type of target and accessory, so you can operate anywhere! Bigger profits because Evans' famous construction eliminates costly wear and replacement! Bigger profits because Evans' Shooting Galleries provide top flash and appeal! Put the fully-tested, trouble-free Evans' equipment at the top of your "must" list for '42 and write today for the complete catalog of Galleries, Parts and Supplies!

EVANS' JUMBO DICE WHEEL

A time-tested, profit-proven favorite is this flashy wheel! Offers Chuck Luck in its most popular form and gives the operator a highly satisfactory percentage. Precision built, perfectly balanced and brilliantly finished with glass-covered face and gleaming ornaments. Available in 60" diameter or the junior 32" diameter. Evans offers a wide variety of other popular wheels. Write for catalog.

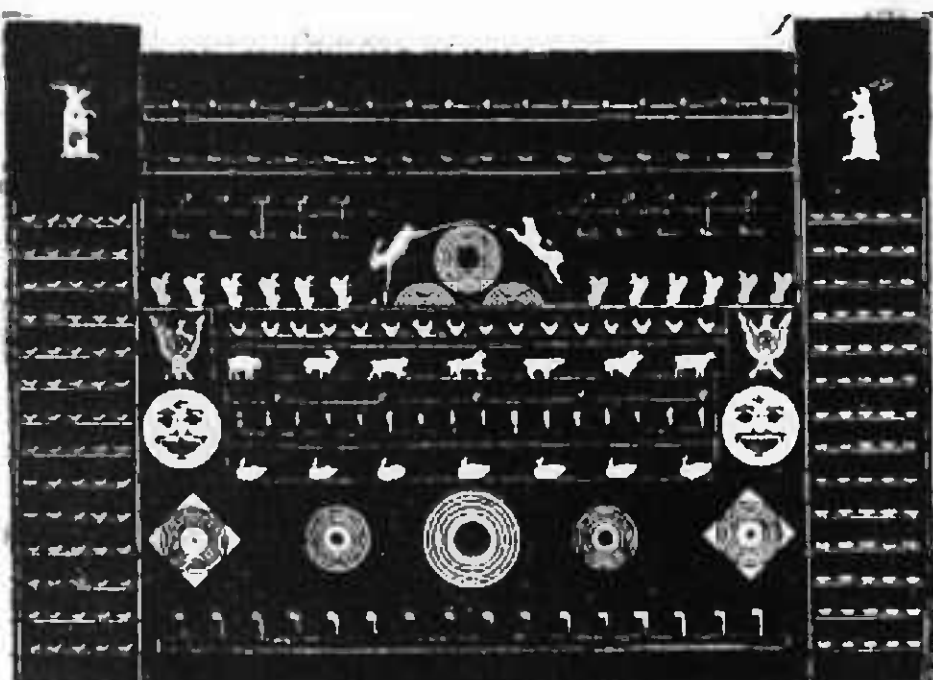


Buy U. S. Defense Bonds!



EVANS' AUTOMATIC DEVIL'S BOWLING ALLEY

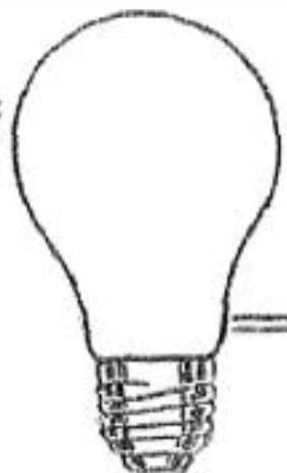
Evans' Automatic Devil's Bowling Alley, when used with the coupon system, makes players out of lookers! Regulation portable 16 ft. outfit includes 100 two-way push-up balls. Finest construction throughout. Available for AC or DC operation. Write for complete information now!



LEADING MANUFACTURERS OF AMUSEMENT DEVICES SINCE 1892

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

LIGHT BULB SERVICE



for Carnivals

Nationally recognized for years as the outstanding reliable supplier of electric bulbs and equipment for showmen, Brighton Lamp Co. continues to offer a complete service at lowest direct prices. A complete line of electric light bulbs guaranteed for 1,000 burning hours, the special popular carnival lamp guaranteed for 2,000 hours, and every type of fluorescent fixture.

TAX-FREE PRICES CARNIVAL LAMPS

Street Railway Type
Designed for 2000 hour life under heavy duty.
36 Watt Inside Frosted . . . Ea. 11½c

STANDARDS
10-60 Watt Frosted Ea. 7c
75 Watt Clear or Inside
Frosted Ea. 8½c
100 Watt Clear or Inside
Frosted Ea. 9c
Larger Sizes Up to 1500 Watt Also Available.

MILL TYPE
25 Watt or 50 Watt Clear . . Ea. 10c
ROUGH SERVICE
50 Watt Frosted Ea. 18c

Wire, Cable, Fuses, Sockets, Taps—all priced at market at time of shipment.

All types of FLUORESCENT fixtures at Low Prices.

25% deposit with order, balance O. O. D. Express or freight paid to your door. Write for catalog and information.

BRIGHTON LAMP CO.
18 Hudson Place, Hoboken, N. J.

CUT POP CORN COSTS INCREASE PROFITS!



World's finest pop corn, salt, seasoning, cartons, sacks cost you less here! Also, prompt delivery from nearest branch costs less. Write for prices today.

World's Largest Pop Corn Producers
AMERICAN POP CORN CO., SIOUX CITY, IOWA

TENTS—BANNERS

Remember! When our present supply is gone—there won't be any more.

Charles Driver—Bernie Mendelson.
O. Henry Tent & Awning Co.
4862 North Clark Street CHICAGO, ILL.

"PLASTER"!!

WE ARE READY TO SERVE YOU AGAIN WITH THE BEST PLASTER MADE.
YOURS,

Cleveland Statuary Mfrs.
A. Nutt, Mgr.
3921-27-33 Payne Ave. Cleveland, Ohio

W. S. CURL SHOWS WANT

Shows and Concessions, Fun House, Glass House and Penny Arcade.
Opening on or about May 1st.
Address: W. S. CURL
Box 27 London, Ohio

SACRIFICE

Fill Ferris Wheel #5 with Ell Power Unit, \$1,885.00. Over 1200 ft. of No. 2 rubber-covered all-weather Cable Wire. 4x124 Rink Tent. Replies to

JOHN GALLAGAN
BOX 1270 KNOXVILLE, TENN.

Army Air Corps Technical School, Lowry Field, Colo., and is now stationed at the Lexington Air Base, Columbia, S. C.

SIGNING with Bright Lights Exposition for the coming tour recently were Madam Burleston's Dallas Steppers' Minstrel Show and A. H. Herrman with five concessions. Shows are scheduled to open in South Hill, Va., April 18.

DORIS LaBAR, well known to Midwestern showfolk, returned to Kansas City, Mo., where she is recovering from injuries sustained in an accident four weeks ago in Miami, where she vacationed.

STORE SHOW business is a business that one must know. Wonder what happened to the 14 that went out last fall.—Road Map Johnson.

CHARLES DeKREKO left his St. Louis home March 18 for Dallas, where he will ready his funhouses for shipment to the Conklin Shows in Canada. Jean DeKreko, his brother, is in Louisville recovering from a serious illness.

GOOD OLD DAYS: Way back when a carnival owner sawed the heads and legs off of new Merry-Go-Round horses to make them load closer in a box car. His alibi was, "Patrons don't ride on the heads or legs."

RIDE SUPERINTENDENT on Parada Shows for a number of years, Earl D. McReynolds has been inducted into the army and is stationed with Company A, Jefferson Barracks, Mo. McReynolds also operated Midget Autos and a number of concessions on the shows.

MY AD in Help Wanted classified section of a farm journal brought a cornhucker who couldn't sleep on anything but a feather bed, a plow hand who stayed homesick for woodchucks and gophers, and three milkmaids who soon realized my show wasn't Hollywood.—Up & Down Awning Shows.

WHILE en route to Mullins (S. C.) quarters of James E. Strates Shows, Mr. and Mrs. Schuyler Putnam stopped off in Savannah, Ga., for a few days to visit friends. Mrs. Putnam is secretary of the shows, while Putnam is the mail man and *The Billboard* sales agent.

LOUD-SPEAKER orators should use a little "sound judgment" this year. With so many different alarms already arranged in cities, sirens are other midway pests that can be discarded.

The First Run

By HEAVY EDWARDS

With winter quarters humming, getting set the show to spring. From the forges sparks are flying and anvils gaily ring; The show train brightly painted and lettered all in gold, Proclaiming to the universe its title, brave and bold.

With work at quarters finished, using skill, brawn and brain, The wagons are all loaded and go rolling to the train; Old hands are at the runways to pole them up and chock, While polers take them down the flats as they sway and rock.

When this day of days rolls round at last and you are loading out, It makes you feel like leaping up and giving a lusty shout; Those lumbering, swaying wagons go thundering up the runs, And you impatiently count them as they roll on one by one.

At last the train crew signals that everything's okay, There's a jerk as the engine takes up slack, then you're under way; The old gang is there with you, all together once more, With dreams of red ones to play that are sure to be in store.

The gang is in the pic car cutting jackies by the score, The place is jammed to the ceiling, with more squeezing thru the door; In the G car they are wooing Lady Luck, intent on ivories and cards, Their expressions would be an education for our cleverest bards.

You'll swear never again will they catch you out here, Where the rain drowns you out and you bake in the sun; But brother, you'll be there next spring you can bet, When the engine backs in and we start our first run.

Bank Night

AT CLOSING TIME two concession agents were comparing notes. The idea of the check-up was to make sure that one didn't turn in more money than the other. Said agent 1, "I'm turning in \$70. What are you giving up?" "Why \$70?" asked agent 2. "I'm turning in \$60. Bought my wife a sawbuck pair of shoes." "Come to think of it, my wife needs kicks and a new pair won't hurt my feet. That cuts my turn-in another double sawbuck and \$50 for the boss," figured agent 1. "Yeh! Yeh!" started agent 2. "I'll get a pair, too. Figure the wife will want new hose to go with the shoes. I'll just take another ten spot for a half dozen. That cuts my turn-in to 40 smackers. Better balance your turn-in to jibe with mine." "Sure, sure," cracked agent 1. "What's good enough for your old lady is good enough for mine. I'll just get mine a half dozen pair, and, while I'm shopping, might as well get myself a dozen. That brings the turn-in down to \$30." "I'm with you, right or wrong," said agent 2. "I'll go first class for Sox and a sawbuck hat; that leaves a \$20 turn-in. Better balance with mine." "Check!" yelled agent 1. "I'll spring for a hat, and, to save going shopping twice, there are some swell bags downtown for 10 simoleons. Why not get one with me?" "That makes the turn-in nil and the day a blank. Hadn't we better crack for a fin to eat on so the boss won't get hep?" suggested agent 2.

AFTER WINTERING in Key West, Fla., Bob and June Coleman headed north for Johnson City, Tenn., for a few weeks' visit with the latter's parents. They plan to leave there April 15 for Hoosick Falls, N. Y., to open with O. J. Bach Shows with their bingo and other concessions.

BERT ROBERTS cards from Fort Worth, Tex., that Ramona-Rac, annex attraction, worked the Pat Stock Show and Exposition there with Joe Darpel's Side Show on Bill Hames Shows. Roberts says they will join Johnny J. Bejan's Side Show on World of Today Shows soon.

CAN PLACE doctor for pleasant and profitable tour. Diploma and experience unnecessary. One who has some knowledge of blacksmithing preferred. Bring blanket and straw-tick; we furnish berth.—Duke & Shilling Odorless Midway.

NOTES from Lachman Amusement Company's Washington quarters by Emil Lachman: Crew is repainting and recovering the seats on a number of rides, all of which have been overhauled. Showfolk have been here for three weeks and we're about ready to take the road the latter part of April.

ALLEN BRYANT, painter for the last 10 years with Andy Bros., Sol's Liberty, World of Mirth, Dodson's World's Fair, Blue Ribbon and United American shows, is in the Naval Reserve with a painter, first class, rating and stationed at Norfolk. He says he expects to be assigned to service outside the country soon.

MAP SLAPPY WILSON, general agent of Stretch Bros.' On-the-Bounce Shows, advises that his show is booked solid for the season, with all railroad contracts made and moves paid. Show will make a 48-week tour and cover 45,000 miles.

VALLEY SHOWS' quarters notes by George Cabbell from Floresville, Tex.: Building and repairing program is moving fast, and canvas for the new cook-house and Merry-Go-Round arrived recently. Manager Ed Stritch recently purchased a Ferris Wheel, bringing the ride total to six. Shows will remain in the Rio Grande Valley until May 15 and then head north.

LIBERTY UNITED SHOWS' notes from Columbia, S. C., by Ted C. Taylor: Stand here was good, with E. W. Burr's new Fly-o-Plane topping the rides, and Johnny Riddick's Deep South Revue leading shows. Mark Williams' Side Show arrived here. Del Tufo's rides closed and were replaced by Hunting's new rides. Concessionaires with it are Paul Prell, 3; George Harms, 2; Mr. and Mrs. Chase, 2, and Paul Mago, 1.

TIME WAS: When shows paid off with brass or meal tickets, illusions were not sold as freaks, managers wore non-claw watch fobs, major carnivals played at least 10 major

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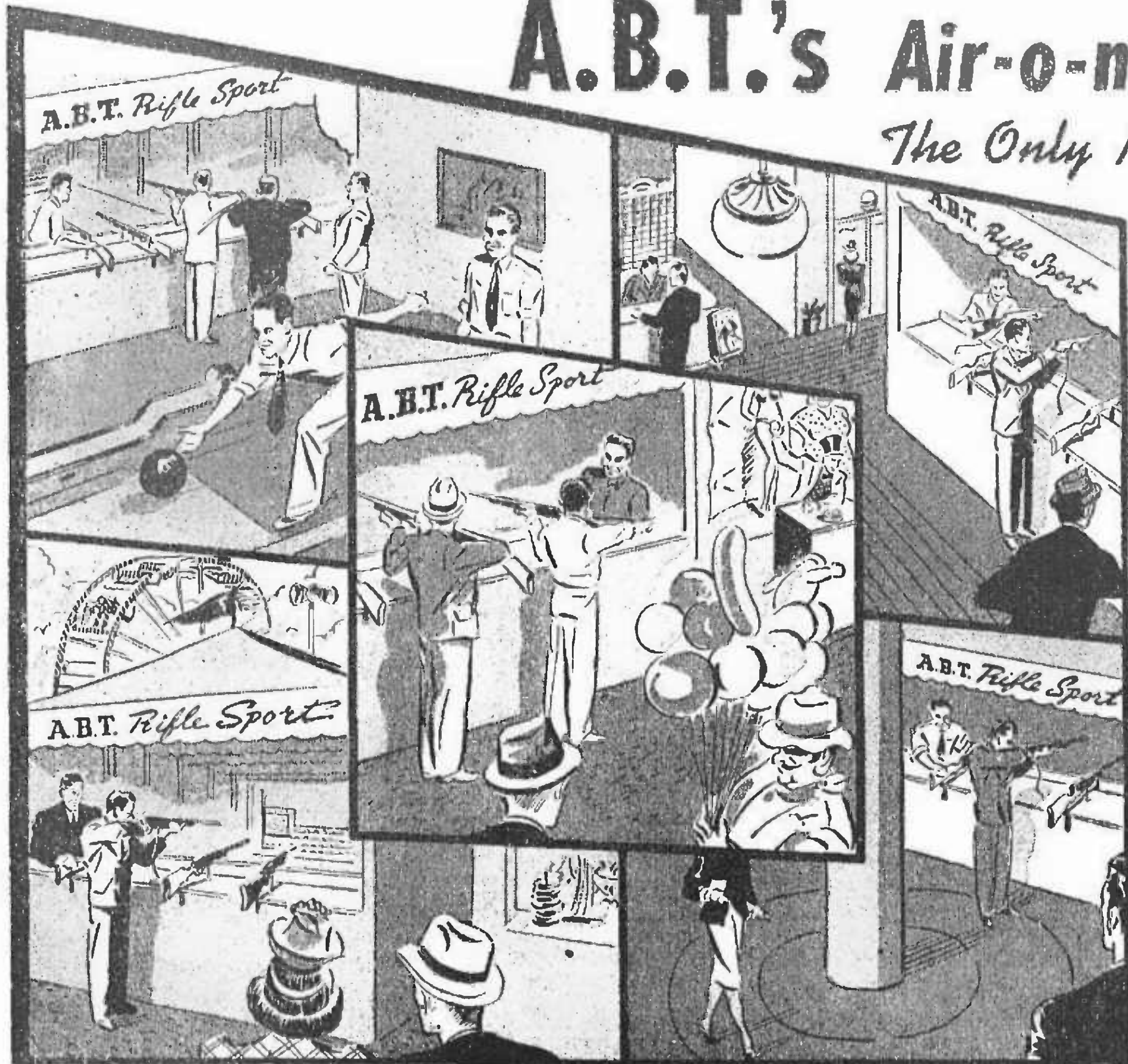
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LaMANCE, 782 Marlon, S. E., Atlanta, Georgia

fairs, a C note was a dream and only managers could afford quill toothpicks.

ROY E. LUDINGTON, general manager Crafts Enterprises, is sporting a diploma awarding him top position in a Liar's Contest staged by the 45th District Agricultural Association at Imperial (Calif.) County Fair, which got under way March 15. He now holds the title of "World's Best Liar Below Sea Level." Ludington won over a group of contestants which included fair men, horsemen, army men, policemen, 10 married men and one single man. C. E. Pitzer, president, and D. V. Stewart, secretary, made the award for the association.

LOBBYISTS in the Hotel Sherman, Chicago, were thrown into a state of confusion March 9 by the actions of Al E. (Red) Cohn, who observers stated went temporarily berserk following word that he had become a father. According to Al Rossman, an eyewitness, Cohn attempted a diaper change on Lou Leonard and forced Walter Hale to drink milk, a fiendish torture in itself, from a soft-drink bottle to which Cohn had attached a nipple. Following his diabolical spree, Cohn passed out numerous cigars which were not loaded.

King's English

AS WAS HIS CUSTOM, a carnival manager was making his daily round of the midway on more or less of a fault-finding tour. Stopping to listen to a side-show talker's opening, he was surprised to hear him say, "If you're a lot of broken bums and ain't got the admission price of this show in your pockets, then scam home and don't be out here taking up our time." Returning to his office, the manager pondered over the remark and grew hot under the collar. With his secretary, he returned to the side show to listen in to learn whether his ears had deceived him, but again the talker used, "If you're a lot of broken bums and ain't got the admission price to this show in your pockets, etc." Again going to his office, the manager sent for the talker. "Johnson," he yelled, "I was on the lot listening to your opening. I find that your crude way of expressing yourself is hurting business. Won't you ever learn that 'ain't got' isn't correct English?"

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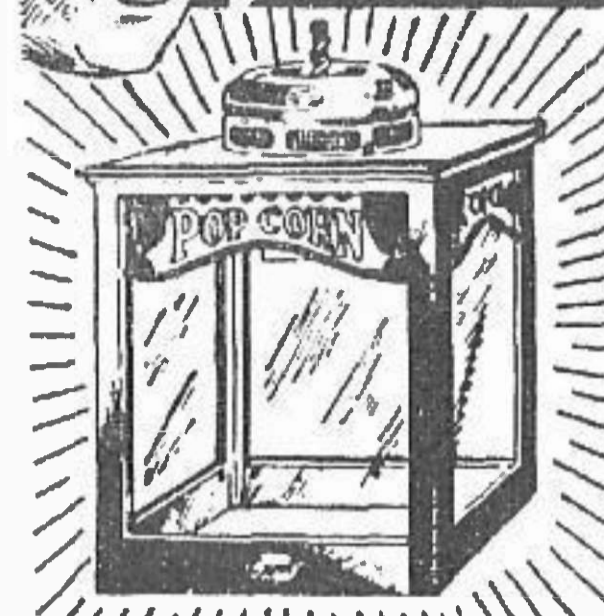
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Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Art Lewis

NORFOLK, Va., March 21.—Dr. Garfield signed his show and has a crew working on his equipment in local quarters. The Carlston Sisters are building a new show, and the Paul Kadukes have their ride repaired and painted. New neon front for the Vanities is finished, and Al and Virginia Macy have their new Pollies Show in rehearsal. E. Erikson is overhauling his rides, and Mr. and Mrs. Clint Meyers have their Kiddie Rides ready. Amanda and Rosita Diaz signed their Hawalla Village and new front and stage is being built for the attraction. Manager Charles Lewis took delivery on a custard truck and machine. General Superintendent Howard Ingram planned to New York to purchase and ship new equipment here. Jimmie Rafferty, formerly of John H. Marks Shows, visited. Mr. and Mrs. Del Crouch arrived from Texas and are painting their Motor-drome. Dolly Ferris has been signed to ride again this season. Jerry Jackson and Minstrel Show troupe are expected soon. Trainmaster Frank Selgar has the flats ready and is redecking the other cars. Strings Cohn is building four ball games. Roy Jones, press agent, is expected soon.

RAY PERRY.

Gold Medal

COLUMBUS, Miss., March 21.—New arrivals include Mr. and Mrs. Sam Caldwell, who will have the peanut and popcorn concessions; Mr. and Mrs. Ben Michaud, Al Green, Dave Dixon, Luke Adkins, Cookhouse Whitey, Thelma Frenzel and Pauline Dunn. Earl Parks has his new cookhouse finished and truck and ride motors have been overhauled by Chief Mechanic Wetring and assistants. Mr. and Mrs. Bull Martin visited, as did Clyde Mayhall. Mrs. Oscar Bloom and son, John Oscar, accompanied by Alma Richards, left for Chattanooga for a week's vacation with Mrs. Bloom's mother. Red Miller's parents are recovering from their recent illnesses. Miller's Battlefield has been remodeled. All trucks will be repainted red, white and blue. Show will open April 4. Glenn Edwards, billposter, arrived with new designs for paper. J. F. Murphy, who has the Rolloplane, is expected soon.

HARRY E. WILSON.

Al Baysinger

POPLAR BLUFF, Mo., March 21.—Quarters' work is progressing and a crew of about 10 is doing carpenter and paint work. All rides are being overhauled and repainted. Trucks are being given the once over and mechanics are working night and day to prepare them for a long season. Roy Rohn, artist, is busy planning and painting the organization in a combination of red, white and blue. Alton Pierson and crew have the lot looking like a good-sized midway. All concession frames are set up and being painted. The neon plant is busy under direction of Owner Baysinger. Cookhouse is the most popular spot in quarters. Those in quarters at present are Mr. and Mrs. Al Baysinger, Mr. and Mrs. Alton Pierson, Marshal Healy, George H. Liger, Mr. and Mrs. Jack Kelly, Mr. and Mrs. Charles Havens, Mr. and Mrs. Charles M. Van, Roy Rohn, Cell Cummings, Walter Johnson, Karl Doss, Mr. and Mrs. Doug Greag, Tom Madden and the writer.

FRANK DELMAINE.

Dodson's World's Fair

JACKSONVILLE, Fla., March 21.—With only four weeks remaining before opening, local department has been working overtime to get shows ready. Crew totals 42, but more will be added. New canvas will house the Musical, Minstrel, Hawaiian and Front Page People shows. Additional canvas for the Wild Animal Circus, Ray Cramer's Side Show, Midget Show and Congress of Fat People is expected April 1. President M. G. Dodson has been under a doctor's care for the last two weeks, but he is a daily visitor to quarters. Supervision of the building program is under direction of General Manager Al C. Bradley. Roy B. Jones and the writer will handle the press ahead of the shows, while Doc Arlington will handle it back with it. Clifton Fancher will handle the radio exploitation ahead, and T. Roger Kurtz, of Sta-

tion WMBR, Jacksonville, will handle those chores back on the shows. Curtis L. Bockus again will be with the advance department. Col. E. J. McKnight, well-known circus fan, was a recent visitor. Maurice Miller and Harold Lucas are daily visitors to quarters. Marianne Edwards's Havana Nites Revue has been signed by President Dodson. Francis Biggs arrived and is at work on one of the new rides. Wallace Turner is here with Ray Cramer's Side Show. Billie Shannon has charge of quarters dining room. Robert Gladden will have charge of the Caterpillar again. Barney Brown, one of the tractor drivers, is overhauling the Caterpillar tractors, under supervision of Henry (Pat) McCauley. Howard Hughes, new electrician, is getting his department in shape. Mr. and Mrs. Elmer Day have started rebuilding and revamping the corn game. Charles Clark, bandmaster, is lining up his personnel. F. C. (Jo-Jo) Lyles, master painter, is directing the paint crew.

ROBERT GOODRICH.

Bullock Amusement

SUMTER, S. C., March 21.—Work is progressing under supervision of Master Mechanic M. H. Baker, who has had a crew at work since January 1. All equipment has been overhauled and repainted. All necessary tires and equipment were purchased last fall. Concessionaires in quarters are Mr. and Mrs. J. C. King, cookhouse; Mr. and Mrs. Clifford Smith, long-range gallery; Mr. and Mrs. Earl Miller, pan joint; Mr. and Mrs. Harry Clark, corn game and penny pitch; K. E. Lambert, photos; Mrs. Charles Clark, popcorn. Charles Clark will have charge of the Merry-Go-Round again. Others in quarters are Mr. and Mrs. Bob Kelly, Mickey Baker and John Forrest. Recent visitors were J. Cliff Brown, Jimmie Rafferty, Norris Rowland and Barney Allen, who is now in the army. M. H. Baker, electrician and mechanic, has just received the master degree of Masonry. Show is scheduled to open last week in March.

J. S. BULLOCK.



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O. J. BACH, Box 282, Ormond, Fla.

Bunting

LADD, Ill., March 21.—Quarters have been open for a month and all motors have been put in good shape by Mechanic Fred Glick. Ted Martin is in charge. The writer repainted the Ferris Wheel seats. Owner Earl H. Bunting is constantly on the jump advancing the shows. Otto Buckholz is Octopus foreman and mechanic. Jimmie Crafton, Swing foreman, has his ride ready. R. Herman, former Kiddie Ride operator, has two concessions booked. Mrs. Anna Tilley, former owner, is wintering in Hot Springs. She will have the corn game and lead gallery on the shows. The writer will be mail man and *The Billboard* sales agent. **GEORGE E. MOON.**

West Bros.

EL DORADO, Ark., March 21.—Owner Jimmie Laughlin reports final preparations are being made for opening here. Robert Laughlin, quarters foreman, has a crew of 20 carpenters, painters and mechanics. Trucks are in good condition and carpenters are completing new fronts for the Girl Revue and Sunny Sharp's Minstrel Show. Paint crew is applying final touches. Predominating color of concession and show tops will be blue with white fringe trim. Sam Golden arrived with his Side Show. Among other arrivals were Shorty Robinson, concession manager; Don True-

blood, secretary, and wife and daughter. Donna May, and Joey and Mae LaPalma, concessionaires. Personnel enjoyed a visit with Slim Johnson, of Midwest Merchandise Company, recently. Mr. and Mrs. Don Trueblood, Curly Clark and the writer were guests of Mr. and Mrs. Harry Beach in their house trailer. Virginia Laughlin is greatly improved and enjoying visits with showfolks.
TRIXIE CLARK.

J. R. Edwards

WOOSTER, O., March 21.—Work is progressing here and rides have been painted. Ferris Wheel seats have been given the once-over. Owner Edwards reports that most of the concessions that were here last year will be back this season. He has purchased a new ride, making a total of six rides. Shows also booked a Penny Arcade and photo gallery from Pittsburgh.
WILLIAM BAME.

Roger & Powell

YAZOO CITY, Miss., March 21.—Rides have been overhauled, and Mr. and Mrs. Jack Miller have their stands ready. Mr. and Mrs. M. J. Western took delivery on a house trailer and have remodeled their photo gallery. Shows will open soon in Fayette, Miss., with 4 rides, 3 shows and about 20 concessions.
M. J. WESTERN.

Parada

CANEY, Kan., March 21.—Owner-Manager H. C. Swisher returned to quarters after an extensive booking trip and reported the contracting of several good spots. All trucks have been painted and rides and shows are being repaired and painted. Mrs. Swisher has a new top for her corn game and advises her hotel here is doing well. Shows plan to carry 5 rides, 5 shows and about 30 concessions. Recent visitors included Henry Jenkins, Kenneth Smith, Jackie Dale, Woodie Accuff and Frank Arnold. M. M. Warwick returned and will start work on the Merry-Go-Round. This season is Wawick's 11th here. Reported by an executive of the shows.

Latlip

CHARLESTON, W. Va., March 21.—Shows are quartered in a large building at the rear of the Latlip residence here. A crew of 7 is overhauling motors, painting and building larger bodies for trailers. Captain Latlip has not fully recovered from a stomach ulcer operation. New tents for the Merry-Go-Round, String Show and Glass House arrived. Owner Latlip plans to play the mining territory of West Virginia. Opening has been set for April 15. The four Latlip Sisters will provide the free act.
J. J. LLOYD.

Virginia Greater

SUFFOLK, Va., March 21.—With ideal weather much work has been accomplished. Arthur Gibson, mechanic, is overhauling the ride engines and tuning up other mechanical equipment. A crew of painters is busy on all rides. Two trucks purchased by Manager Rocco Masucci arrived and one is being made into a transformer truck under supervision of Scotty Johnston, chief electrician. Tom Gibson is repainting and repairing the Merry-Go-Round. Jimmy Monroe rejoined the ride staff. John (Dutch) Myers is readying his Jungland Show. Local visitors are seen constantly around quarters. Recent ones included Henry Barton and Harry Taylor. Mr. and Mrs. Bull Martin, Athletic Arena managers, are expected soon. Harry Biggs will be in soon to ready his concessions. Manager Masucci and General Agent Murray visited Art Lewis Shows' quarters at Norfolk. New banners were ordered for the Circus Side Show, Jungland and Minstrel shows. All show fronts, banner and tent poles are being repainted. Reported by an executive of the shows.

Baker's United

SHERIDAN, Ind., March 21.—Announcement of the signing of several new contracts for celebrations and fairs was announced this week by General Manager Tom L. Baker, and quarters' work is under way in preparation for the May 2 opening. Shows have signed Miller Amusement Enterprises rides. Concessionaires include Bill Bernauer, high striker, basketball and sound equipment; ball games, Marjorie Geren; popcorn, Theodore Pappas; cigarette gallery and penny pitch, Bud Martin; pan store and sno-cone, Ernest Sherrill.
BILL BERNAUER.

Frisk Greater

HOT SPRINGS, March 21.—Work on rides and show fronts is rapidly nearing completion and everything will be ready when shows hit the trail soon. Mrs. Grace Frisk, manager, and Assistant Manager Glenn Jackson returned from an extended booking trip with General Agent Murphy. Concessionaires are arriving daily. Neal Langan, chief electrician, has resumed his duties. This year is his seventh with the shows. Clarence Davis will have three conces-

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ONLY \$140.00

Wire or mail deposit of \$40.00 and show will go out within two days, remainder collect. Weight about 100 lbs. Or write for information. If ordered now you will receive FREE over \$25.00 worth of new material service as new things happen, mailed you free and prepaid wherever you are till end of season, November 1, 1942.

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THEY ARE NEW, FLASHY—TIMELY
SUPER SAM (Large Size), \$2.20 Per Doz. UNCLE SAM (Large Size), \$2.20 Per Doz.
ALL DOLLS, VASES, SHIPS, DOGS, CATS, WINDMILLS, CRUCIFIXES, ST. THERESA, SCOTTIE, CIRCUS HORSES\$2.00 PER DOZ.
OUR SMALL ASSORTMENT IS A DANDY
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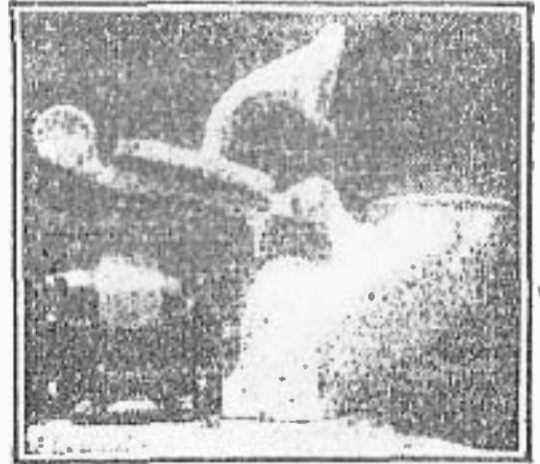
slons, and Paul Seremager is expected soon with his concessions. Frank Schlimnouski, who has the bingo, wired from Milwaukee that he is being detained there because of illness, but will arrive in time to open. Ale Pitchett came in from Wisconsin and signed several concessions. Recent visitors included Mr. and Mrs. Frank Stanley, Benny Nelson, Mr. and Mrs. Cook and Mrs. Sam Fidler, Fidler's United Shows. The writer will again be *The Billboard* sales agent and mailman. **JAMES CARLEY.**

Ross Manning

WESTBURY, L. I., N. Y., March 21.—Work is going ahead in local quarters. New fronts are being painted and delivery has been made on four trucks and trailers. Chief Lakeside is getting Miss America and Beauty on Parade shows ready, and neon lights will be featured on both fronts. Fitz Winters writes he is en route from Miami. Joe Harris, concessionaire, is readying his equipment. John Pantas wired he is on his way from Miami with plans for a large cookhouse. Rides and trucks are being repainted. Transformer truck has been delivered. Among visitors were Oscar C. Buck, Max Linderman and Art Lewis. The writer joined as secretary. **AL YOUNG.**

Hartsock Bros.

BRASHEAR, Mo., March 21.—Ferris Wheel has been painted and all boxes overhauled and painted. George Jarvis is applying the finishing touches to the Merry-Go-Round. Mr. Garrett writes he has his corn game and truck painted and will be on hand for opening. Ed Fletcher has his Kiddie Ride ready. Mr. and Mrs. Barb Rose are getting their show ready. Kit Carson returned from a successful booking tour. Shows plan to open May 1 in Illinois. Mr. and Mrs. Wise are in Kirksville, Mo., visiting his brother for a few days before coming to quarters to paint fronts on his Hillbilly and Girl shows. Manager Walter Hartsock is pleased with the work that's been accomplished. Romaine Hartsock, electrician, has the ground cable and switch boxes in good shape, and Mrs. Walter Hartsock, secretary, purchased a new top for her penny pitch. Gertrude Hartsock has a new frame and top for her popcorn machine. Harry Nester, with two percentage stands, is expected next month. Mr. and Mrs. Johnnie Hague will have the penny pitch. Odean Boone finished his screening for the grab stand. **KIT CARSON.**



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4 slightly used Tents, one 30x100 and three 20x30, complete with 7 ft. Sidewalls, Poles and Stakes. Priced to sell. Write
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Tilt and Ferris Wheel Foreman; also other Ride Help. Have some Concessions and Shows still open. Address MORRILTON, ARK.

SHOWMEN

THE SHRUNKEN MIDGET, fifteen inches long in black casket, the wonder reproduction of the age. Crowds will marvel. Real show itself. The attraction of the day. Special for thirty days, fifteen dollar's postpaid. Photo for dime
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Opening in Somerset County, May 6th. Four Rides booked for the season. Good proposition for Shows with own outfit. Many concessions still open. Rates reasonable. Playing Firemen and Legion celebrations in Southwestern Pennsylvania. No collect wires.
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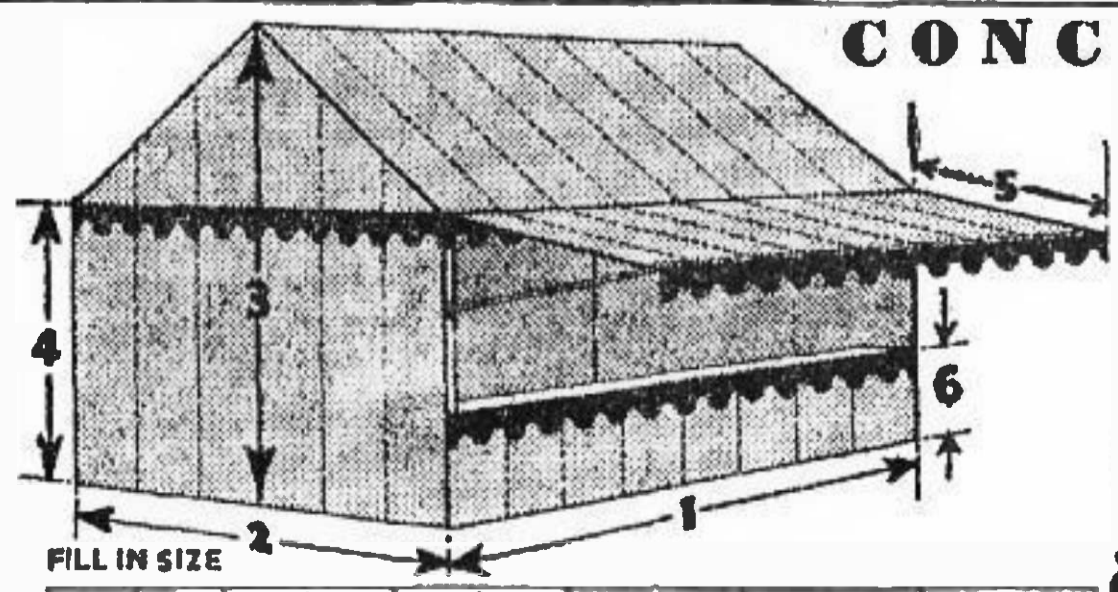
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40 DIFFERENT POST CARD SERIES for EXHIBIT POPULAR CARD VENDERS Now Ready!

John H. Marks

FLORENCE, S. C., March 21.—Opening date has been set for April 2 and shows move out of here March 29 for the opening stand. Quarters' work is progressing favorably. Theo Parker, mechanic, has the semis ready to roll, and J. D. Plouff, scenic artist, is putting finishing touches on show fronts. Graves H. Perry, assistant manager, arrived by plane, and H. E. (Doc) Stahler has been signed as contracting agent. L. D. (Duke) Jeannette and wife, Marion, came in from Miami and are readying their Circus Side Show. They were accompanied by Mr. and Mrs. Teddy Blank. C. Jack Shafer, Penny Arcade operator, motored in from Maine. Doc and Evelyn Redding Anderson are expected soon from Columbia, S. C. Recent arrivals include Al Palmer, Lammon Morgan, Jimmy Anderson, Tommy and Ruby Wilson and M. Latier. Morris and Boots Chestnut, World's Fair Shows, were guests of George T. Chestnut. Mr. and Mrs. Jack Potts, Ideal Exposition Shows, also visited. WALTER D. NEALAND.

Los Angeles

LOS ANGELES, March 21.—Opening of West Coast Circus Shows and Golden State Shows last week caused an exodus of the few remaining showfolk here. Reports from shows already opened are that business is good despite bad weather. Cool nights and anticipated blackouts have cut down attendances some. John Burke joined the Arthur's Mighty American Shows, now in their second week in Inglewood, Calif. After attending the Showmen's Day on the Arthur midway, Lucille King left to join Joyland Shows in Stockton, Calif. Hort Campbell, who is out ahead of Patrick's Greater Shows, was in town.

Moe Levine and Chris Olson will join Monte Young's Shows soon. Cal and Betty Lipes closed with Clark's Greater Shows in San Diego, Calif., and joined West Coast Circus Shows in Oakland. Charles Nelson returned from Utah, but left for Denver. Whitey Claro returned from Honolulu but left for Yakima to visit his mother. . . . Mary Reagan, of San Francisco, a member of the Pacific Coast Showmen's Association, paid her first visit to the clubrooms recently.

Mrs. Mary Taylor has recovered from a recent illness that kept her in the Santa Monica Hospital for some time. Albert (Shorty) Montie and Hunter Farmer left last week to get ready to go out with the Krokos West Coast Circus Shows. Jack Joyce will have a unit on Fiesta Shows. Mike Krekos, Charlie Walpert, Danny Lamar and Cookhouse Shorty visited H. A. (Pop) Ludwig at Virginia Park, Long Beach, and Mike reports that Pop turned the keys of the park over to them and that they all had a swell time.

Bill Groff is taking out a show which opens in Hawthorne, Calif., March 17. Ruth and Buddy Kelly will be with it. Russell Faulkner soon will be reporting for duty in the army. Larry (Bozo) Valli is working at MGM and Chief Sky Eagle is at 20th Century-Fox. His daughter, Princess Sunbeam, recently completed *Song of the Islands*. Al Onken is manipulating two walking canes now. Dan Stover is still hobbling, but reports he'll soon be rid of the plaster casts. Ed and Inez Walsh are back in the town after a visit to the beaches. Jerry Jackson declares that he will go out with a show in April. Harry Phillips was in town from Clark's Greater Shows in San Diego.

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ALL MAKES—\$50 TO \$200

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MERIT SHOWS

Playing New England Territory

Opening, Fall River, Mass., April 17.

Can place legitimate Concessions; no grift. One or two clean Shows with own outfit. Ride Help capable of driving semis and stay sober.

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GOLDEN WEST SHOWS

WANT Cook House, Kiddie Ride, Penny Arcade, Corn Game, Cork Gallery, Fish Pond, String Game, Pitch Till You Win, Hoops. Other legitimate Concessions open. Have tops and fronts for Mechanical Show, Fat Lady, Midgots, or what have you? Ton-in-One Show open. Can place Ride that won't conflict. Want reliable Electrician and Ride Help. Opening May 15th. Good route of Fairs and Celebrations, mostly Minnesota. Address all mail to

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14 RIDES 2 FREE ACTS

OPENING APRIL 17TH IN NEW JERSEY

WANT Motordrome, Monkey Circus, Glass House, Novelty Shows or any other Show that does not conflict.

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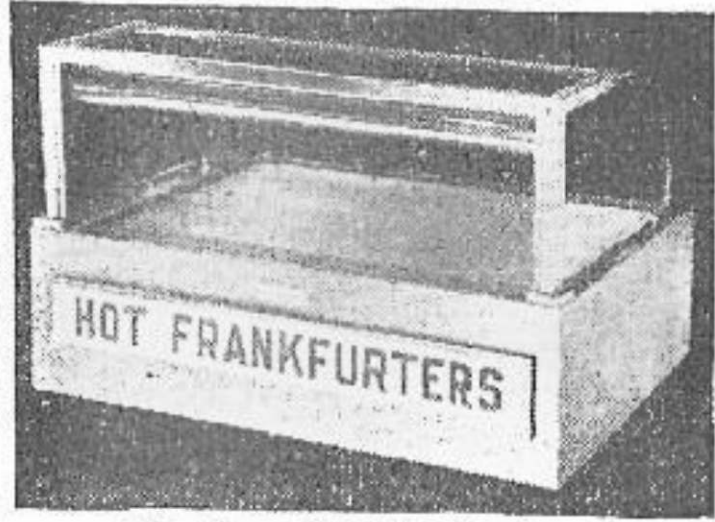
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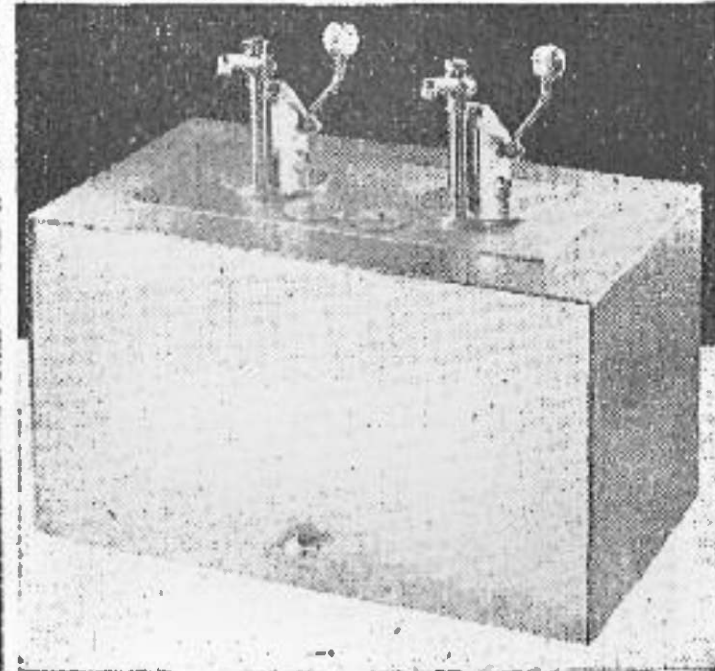
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Write for folder illustrating additional new equipment.

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Club Activities

**Showmen's League
of America**



Sherman Hotel
Chicago

CHICAGO, March 21.—Mail and subscribers' plaques will be sent to all members on the directory and charity drive committees soon. Report on the directory listings shows President Carl J. Sedlmayr with 14; Vice-President Harry W. Hennies, 7; Treasurer William Carsky, 7; R. L. (Bob) Lohmar-Sam Ward, 2; Conklin Shows, 18; Aut Swenson-Rube Liebman, 11; Sam Gluskin, 37; Past President Sam Levy, 4; L. L. Hall, 1; Lou Leonard, 1; Fitzie Brown, 6; J. Ed Brown, 1; Ned Torti, 2; M. Ohren, 2; M. Hannauer, 3; Ida E. Cohen, 23; A. L. Rossman, 11. Many members have listings that have not been forwarded. It is urgent that these be sent in as received.

Jack Sweeney came in from St. Louis and visited Jack Benjamin and L. S. (Larry) Hogan at local hospitals. Tom Rankine, Harry Mamsch, Jack Lydick, James Murphy and Tom Volmer are recuperating. Sam Wilner left to be inducted into the army, and William Shulman visited and advised he would leave March 24. Al Butler, Howard Y. Bary and Jack Grimes came in for the roast pig feast last Saturday. Dinner was tendered by Brother John Dehner. Paul Delaney, Frank Perry and Ray Oakes are here.

Club secretary has a supply of Defense Stamps and applications for Defense Bonds and the members are giving good patronage. Past President J. C. McCaffery is formulating plans for the Red Cross War Relief Drive. Brother C. O. Odom underwent another operation recently. Dues have been coming in from a few delinquent members. Are you among those who have neglected theirs?

Ladies' Auxiliary

Club held its bi-weekly meeting March 12 in the Sherman Hotel, with President Mrs. Joseph L. Strelbich presiding. Seated with her were Mrs. Edward A. Hock, first vice-president pro tem; Mrs. Henry Belden, second vice-president pro tem; Mrs. Edna O'Shea, third vice-president; Mrs. Jeannette Wall, secretary, and Mrs. Rose Page, treasurer. Letters were received from Peg Humphreys, Carmen Bishop and Leila Papan, Ladies' Auxiliary, Pacific Coast Showmen's Association. Mrs. George Rollo reported Mrs. Al. Wagner ill upon receipt of news from Rose Page. Mrs. Lillian Woods is recuperating at home after an auto accident. Mrs. Nellie Mater thanked members for flowers received during her recent illness.

A rising vote of thanks was given Past President Mrs. Al Lato and Hattie Lato for their successful bunco party. Mrs. Henry Belden is making plans for the bazaar to be held next fall. Mrs. Bert Clinton attended the February 26 meeting after a lengthy absence. First Vice-President Phoebe Carsky is still in Miami, and weekly \$1 award went to Elsie Miller. After adjournment cake and coffee were served.

On March 14 a large card and bunco party was held in the West Room of the Sherman Hotel for the benefit of the American Hospital Linen Fund, with Mrs. Nan Rankine as chairman. Members assisted thruout the evening. Numerous door and other prizes were awarded. A large crowd attended.

(Shorty) Brown is out of the hospital after a major operation. We regret to announce the passing of Charles McKeon, brother of Eddie (Red) McKeon. Deceased was a World War veteran. Assistant Secretary Al Young is taking to the road next month with Ross Manning Shows. Birthday congratulations to George W. Latimore, Edwardo Sacchini, Gus Signer, March 27; Aaron Hymes, Clifford S. Karn, Judd Goldman, Claude West, 28; William J. Wynne, Ralph Sanatagelo, 30; George Hanneford, James W. McHugh, 31.

Ladies' Auxiliary

At Wednesday's meeting Entertainment Chairman Lillian Brooks suggested that books be donated to the committee collecting them for libraries in army camps. This resulted in a drive among members to donate books. Bess Hamid addressed the floor on behalf of Midge Cohen Orphans and Poor Kiddies' Fund, thereby officially opening campaign for 1942. Dorothy Packman asked that she be relieved as the custodian of this fund, due to the pressure of business, and a vote of thanks was given for her fine work. Treasurer Anna Halpin offered to take this work over. Following distribution of the penny bags, refreshments were served. Sisters Dolly McCormick, Jeanne Grey and Leah Greenspoon were present for the first time since their return from the South. Sick committee reported that Sister Ray Glaser is ill at the Cony Island Hospital and that Sister Josephine Dunfield is confined to her home. Remember the Strawberry Festival, April 9.

**Heart of America
Showmen's Club**



Reid Hotel
Kansas City

KANSAS CITY, Mo., March 21.—Regular weekly meeting called to order by Third Vice-President Clay J. Weber, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also in attendance. Cards of thanks were received from Mrs. Peggy Chapman and Mrs. Joe Murphy for floral offerings. A letter from J. C. McCaffery, Showmen's League of America, pertaining to the Red Cross Drive which was inaugurated by League, was read. Brother John Castle suggested that all carnival owners attach a reader to all passes issued calling for the payment of 5 cents to go to the Red Cross Drive. Money derived from the passes and the collection of a weekly donation from members on each carnival would be sent to the club, and the shows would receive credit for the amount sent in for the Red Cross.

On motion by Brother Harry Altshuler, the club secretary was instructed to write all HASCO members who hold Gold Cards to pay not less than \$1 and more, if possible, to the Red Cross Fund. Members also voted to give all members in the armed forces paid-up cards for the duration and to place a service flag in the club rooms with a star for each member who is in the armed forces.

After the meeting a luncheon was served by the members of the Ladies' Auxiliary. It was furnished by Brother and Mrs. Chester I. Levin. Brother Fred Flood, who was released from a local hospital recently, is able to make daily visits to the club. Brother W. Frank Delmaine left this week to join Al Baysinger Shows. Brother H. F. Smith was a welcome visitor after a long absence. Brother Sam Benjamin left to join the World of Today Shows. Brother Percy Jones was here, coming in from Oklahoma.

A. M. Hansen, formerly with Landes Shows, was in the city on business. Brother George R. Warren, concessionaire with Snapp Greater Shows, and daughter visited this week. Brother Mel Vaught is here on business. Mr. and Mrs. Buck Jones are in the city, and Edwin Clapp, owner Clapp Shows, came in from Fort Smith, Ark., on business. Brother Balderson, Melvin's United Shows, also visited. Banquet and Ball Committee is looking over several locations for the annual event, which will be held on New Year's eve.

Ladies' Auxiliary

Social meeting on March 14 saw Ruth Ann Levin, Helen Holmes, Letty White

**Pacific Coast
Showmen's Assn**

623 1/2 South Grand Ave., at Wilshire,
Los Angeles

LOS ANGELES, March 21.—Reports from member shows in the vicinity were read at Monday night's meeting. Good business was reported by all. On the rostrum at the meeting were Dr. Ralph E. Smith, past president, who presided in the absence of President Mike Krekos; Vice-Presidents Theo Forstall, J. Ed Brown, Joe Glacy, S. L. Cronin and Harry Pink, and Ralph Losey, secretary. Communications, including a letter from Monroe Elsenman, in which he reported that Patrick's Greater Shows are 100 per cent for the club, were read. Elsenman requested more applications.

On the sick list are Bro. Ed Kennedy, George Rehn and Charlie Guberman. Lew Hoffman was reinstated, being sponsored by Harry Hargrave and Eddie Tait. Club meets March 23 and 30 and then goes on a summer schedule of meetings each second and fourth Monday of the month.

**Michigan
Showmen's Assn.**



156 Temple Street
Detroit

DETROIT, March 21.—Monday's meeting was presided over by President Harry Stahl. Assisting were Vice-President Manny Brown and Secretary Robbins. Weekly Defense Bond award went to Ora (Pop) Baker and Frenchy Williams. The recently organized Service Committee, with A. Frayne as chairman, reported that a good start has been made in establishing the fund with which it will operate. Proceeds of the St. Patrick's Day Dance are expected to swell the fund, and contributions are expected from members.

On the sick list are Vice-President Pop Baker, Past Presidents Harry Ross and Leo Lippa, Johnny Fox, Joe Vernick and Nate Golden. Since the season is about to get under way, visitors have been numerous. Recent ones were Ray Meyers, Eddie Carton, Vic Edwards, Sam Goldstein, Reid McDonald and Glenn Hockett.

and Margaret Pennington win the card prizes. Night's award went to Toots Riley. Harriett Calhoun and Boots Marr celebrated their birthdays by making good contributions in the penny box. After the men's meeting adjourned, members were invited to a luncheon tendered them by Mr. and Mrs. Chester I. Levin.

Entertainment Committee chairman announced that the Pot Luck Dinner would be held March 28.

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.

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), 1.25 per 1,000
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 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M. 1.50
Box of 25,000 Black Strip Card Markers . . 1.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

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

SECOND-HAND SHOW PROPERTY FOR SALE

Forchener Guess Weight Chair Scale. Cheap.
\$7.50 Flashy Suits. Hat, Coat, Pants and Cap.
For floorman in Skating Rink or Usher.
Electric Candy Floss Machine with recipe. Cheap.
\$1.50 Pair. Handcuffs or Leg Irons.
We buy Evans Big Wheels, Chicago Rink Skates.
WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia, Pa.

FOR SALE

2-Abrast Portable Merry-Go-Round, \$1,000; Single Loop-o-Plane, \$350; 10-place Kiddie Acroplane Ride, \$100; 25-ft. Semi with rack sides and Reo Tractor, \$500. Misc. Wire, Switch Boxes, Arcade Machines, Joints, etc. All prices cash.
CHAS. A. KEENE
3012 Pine Street, Paso Robles, Calif.

SHOW PRINTING

WORK UP TO 12"x18"
Heralds, Window Cards, Passes, Etc. Equipment New, Up-to-Date. Send Us Your Requirements.
BLACK SHOW PRINT CO.
THAYER, MISSOURI

**National
Showmen's Assn.**



Palace Theater Building
New York

President Art Lewis, Past President Max Linderman and Vice-President Oscar C. Buck have gone to winter quarters. Jack Linderman is well again and a visitor in the rooms. Next regular meeting will be held on March 25. Tickets are going fast for the old-fashioned barn dance on March 28. When Brother Louis Aarons became manager of Park Casino, Linden, N. J., many of his friends celebrated the event. Brother Aleck

FOR SALE OR TRADE

Two very effective, best sound, show advertising cars; one a factory built Zappell mounted on 1937 Ford, complete cost, \$2,600; will sell \$400. One 40 & 8 Locomotive mounted on Nash, cost \$1,000.00; sell for \$200, or trade for large factory built camp trailer. One Artizan Band Organ, about 25 rolls music, will sell \$125.

FRED ALLEN
107 OBERST ST., SYRACUSE, N. Y.

CARNIVAL BOOTHS AND RIDES

Will rent complete unit consisting of Ferris Wheel, Chairplane, Merry-Go-Round, 12 booths with canvas 9x12, including Bingo, Ball Games, Refreshment Stand, Wheels, Electrical Equipment, decorations. Will set up, take down and haul carnival wheels, games and concessions. Free act. HARRY YEAGER, 4218 Chester Ave., Philadelphia, Pa. Phone Baring 8106. P. S.: Will buy Big Six and Big Horse Wheel.

**RIDES WANTED
FOR BIG ANNUAL CARNIVAL**

JULY 1-2-3-4, ROLLA, MO.
Auspices of Rolla Lions' Club. NO CONCESSIONS WANTED. Address:
A. L. JOHNS, SEC., ROLLA, MO.

Plenty
Flashy
PLASTER For
Carnivals
Still Going Strong
ILLINOIS PLASTIC PRODUCTS
2132-34 Gravel Ave., ST. LOUIS, MO.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 21.—Much information of interest to member shows is being received at this office. Within the last few days additional restrictions have been announced on the availability of gasoline. What these restrictions will be cannot be determined as yet, nor can it be ascertained in what manner and to what extent the industry will be affected. However, a bright spot appears with the announcement by the Department of Commerce that the production of gasoline has been increased.

The War Production Board has also announced further limitation orders in connection with motor vehicles. Manufacture of automobiles has ended as far as civilian use is concerned, altho the production of medium and heavy motor trucks and trailers, as well as passenger cars, has been continued thru March 31. Under existing regulations the manufacture of replacement parts will be continued until June 30. Copies of all orders affecting the industry and which have been referred to in this column are on file in the association's office and are available to members upon request.

Buckeye State Chalks Win At Getaway Date in Laurel

LAUREL, Miss., March 21.—Altho hampered by daily rains and a muddy lot, Buckeye State Shows' getaway stand at Jefferson Street and 10th Avenue, under Veterans of Foreign War auspices, resulted in good business. Several tons of sawdust were dumped on the lot, but crew was never able to get it in good condition. It didn't seem to deter the crowds, however.

With the aid of a tractor all trucks were off the lot last Sunday noon and shows opened at Biloxi, Miss., Monday night. Captain Willander's Animal Circus is sporting a new front, and ticket boxes and canvas are new. Kack Harrison's new cookhouse was popular. Octopus ride took top money, with the Ferris Wheel and Rolloplane next in line. Curdle's Cotton Club Revue, Doc Chan's Circus Side Show and Sammy George's Hot Spot Revue led shows. Mrs. Evelyn Finley's two kiddie rides clicked.

Kiddies' Streamlined Train also did well. Ben Braunstein, former special agent with Bantley's All-American Shows, visited and put on a concession for the week. Mrs. Walter B. Fox, wife of the well-known agent, joined with her penny pitch. R. K. Booth, former secretary South Mississippi Fair, here, visited, as did Mr. Whitaker, present secretary-manager of the fair. Frank Gaskins, former special agent, and Barney Lamb, Station WML and *The Laurel Leader-Cull* cooperated.

Crystal Expo Augments Crew at Camden Barn

CAMDEN, S. C., March 21.—Crystal Exposition Shows' work crew was increased with the arrival of Manager W. E. Bunts in local quarters. All equipment will be overhauled and reconditioned before shows' opening early in April. Minstrel Show will go into rehearsals two weeks before opening, and the other tented attractions will be organized and completed by the end of March.

Weather has been good, and season's route is about completed. B. H. Nye, general agent, is out on a two weeks' good-will tour of the territory booked, and will return to quarters before opening and will remain with the shows in an executive capacity. Messrs. W. E. and John Bunts, who are handling the organization this season, look forward to a successful tour. Shows will be motorized.

Colley Showfolk Prep for Inaugural in Hugo, Okla.

HUGO, Okla., March 21.—Members of J. J. Colley Shows made final preparations in quarters this week for their opening here today. Casey Smith is in charge of operations and reports that everything will be ready on time. Gene and Rusty Woods, who will have the Girl Show this year, arrived last week from Iowa.

Management plans to carry 9 shows and 8 rides. John Grady, circus man, is a frequent visitor.

Carnival Trolling, Or a "Grand Salami"

By MAX GOODMAN

LITTLE ROCK, March 21.—During our recent Florida vacation Mrs. Goodman and I embarked upon a fishing jaunt with Mr. and Mrs. J. C. McCaffery, Harry W. Hennis and W. R. Hirsch, secretary-manager Louisiana State Fair. After a rather strenuous Saturday night we breakfasted together in Miami at 7 a.m., purchased a huge supply of lunch and refreshments and then began an 82-mile trek by car to a spot where a chartered boat awaited us.

Altho seaworthy, the boat was a far cry from a palatial yacht, having accommodations for only three people and there were six in our party. Of course, the cabin afforded a resting place, but since we all wanted some Florida sunshine, some of us were seated while others made the best of it on deck. As we began our quest of the finny tribe there was some question raised as to what we intended to do with all the refreshments since the boat was equipped to fry the fish after we landed them.

However, since there were a few Arabians, including Mrs. Goodman, Hirsch and I, in the party, we thought salami and such food were in order. After trolling about two hours without a nibble, the party became uneasy and hungry and Hennis shot a glance at the ship's captain, and, in the masterly language of the carnivalite, inquired: "Where the hell are those fish that there are supposed to be so many of?"

"All you need is bait and our fishing is remarkable," the captain replied. This brought a rise from friend McCaffery, who said, "You are supposed to have everything on this ship to make a fishing trip comfortable, aren't you?" The captain stuffed him off with, "Oh, well, you'll get some fish, anyhow." After fishing a while longer without the sign of a fish, the party became famished and began eating in shifts. Partaking of the food early were Hirsch, Mrs. McCaffery and Mrs. Goodman, while Hennis, McCaffery and I did the trolling.

As we started to eat, Mrs. Goodman arose with a surprising question. "How," she inquired, "do you expect to catch fish without bait? It's bad enough to expect to fool them with bait and hook, but how can you fool them with only a hook? Why not bait the hook with something? We have lots of food, such as corned beef, smoked salmon, cheese and salami." She was answered with guffaws from the party and when I asked what she intended to use on the hook, she replied, "Why, a piece of salami, of course," and continued fishing until she landed a beauty! Taking the cue, all used the sausage as bait and when the trek was completed there was plenty of sea food for all.

and kiddie ride; Mr. and Mrs. Carlyle Scott, clothes-pin pitch; Mr. and Mrs. Harry Hoffman, two concessions; Mr. and Mrs. Harry Finler, jewelry; Mr. and Mrs. Warren Murphy, merchandise games; Joe (Shoes), Ross, cigarette stand; William Hurley, scales; Joe Tulley, candy apples; Mr. and Mrs. Shank, novelties; James Buccini, palmistry booth.

Trucks are being repainted and being overhauled in local quarters, and a number of new show fronts are being erected. Jack Arnott is doing a good job, and John T. O'Mahoney and B. E. Lockwood are checking up equipment and getting it in shape.

from the women who attend the bingo games operated by M. J. Doolan. Doolan also has received pledges from men attending the games to donate cigarettes to the center. Chairman McCaffery and other members of the committee have been instrumental in obtaining many donations and they are helping the center in many ways.

Late this spring a war show will be held at the Coliseum to provide funds for war efforts. Proceeds will be divided, 50 per cent to the Service Men's Center, 25 per cent to Navy Relief and 25 per cent to Army Relief.

SHOWMEN AID

(Continued from page 50)

served, and various other service features. The Outdoor Committee has been instrumental in obtaining many substantial donations for the center. As an instance, 500 home-baked cakes will be delivered to the center today as donations

MAKE \$50.00 A DAY ON CANDY FLOSS
Now as never before you need a business of your own. Although sugar is rationed to candy makers, they can still keep going. Get on early start by buying a Candy Floss Machine now. **ELECTRIC CANDY FLOSS MACHINE COMPANY**, 202 Twelfth Ave., So., Nashville, Tenn.



NEW WATER FALL COUPON BLOWERS
BAKER'S GAME SHOP



Wheels and Posts
Buckets and Bottles
Skillos and Big Dice
Roll Downs
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Penny Pitches
New Revolving Color Game
Bingo Blowers
Bingo Master Boards
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Bingo Cards

Complete Line of Games of Every Kind. Large Stock. Immediate Shipment. Catalog If You Mention Your Business.

2907 W. Warren
Detroit, Mich.

Sunburst Expo Reveals Staff, Personnel List

AUGUSTA, Ga., March 21.—Management of Sunburst Exposition Shows announced the following staff and line-up for 1942 here this week. Gerald Barker and Thomas J. Hooter, owners-managers; James B. Kelleher, general agent; Al Beresoff, advertising and publicity; John T. O'Mahoney, traffic manager; Bertram E. Lockwood, general superintendent; Jack Arnott, scenic artist; Leo Grandé, electrical department; Capt. Frank X. Vogt, free act.

Rides include Ferris Wheel, Merry-Go-Round, Chairplane, Tilt-a-Whirl, Goose Ride, Kiddie Autos, Swan and new War Tank. Shows: Ten-in-One, Major Saturday; Paris Revue, Mrs. Sue Rogers; Joe Ricco, two shows; Snake, Mrs. Jack Arnott; X-Ray, Al Beresoff and James Buccini, and Australian Wonder Horse, Welby Cooke.

Concessions: Mrs. Clara Barker, cookhouse; Mr. and Mrs. Myron Colgrove, three ball games; Mrs. E. Barker, popcorn and peanuts; Messrs. Hooter and Barker, bingo, Ralph Colgrove, manager; Bob Strobe, Penny Arcade; Mr. and Mrs. Jack Johnston, photos and high striker; Mr. and Mrs. Roy Barnes, long-range shooting gallery; Mr. and Mrs. Daniel Corr, penny pitch, duck pond, pan game and pitch-till-you-win; Mr. and Mrs. Carl Phew, penny pitch; Mr. and Mrs. Benny Kling, skee-ball alleys; Mrs. Beatrice Swain, cane rack, cigarette gallery; B. Swain, frozen custard.

Mr. and Mrs. Al Beresoff, penny pitch

Prell's WORLD'S FAIR SHOWS, INC.

Wanted at Once:

Manager and Riders for Motordrome; all complete, including Motorcycles. Good proposition. Bowers, Penley, Earl Katring, H. Spencer, wire at once.

Also want Octopus Foreman, capable Ride Men, Workmen in all departments. Those capable of driving semis preferred.

Can use Concessions of all kinds. Will book and finance new and novel attractions. All address Lumberton, N. C., this week.

FAYETTEVILLE, N. C., With 50,000 Soldiers' pay day next, followed by Camp Lee, Hopewell, Va.

General Manager S. E. PRELL

ROBERT "BOBBY" MANSFIELD WANTS GIRLS — GIRLS — GIRLS

FOR GIRL SHOW, HAWAIIAN SHOW AND POSING SHOW
Strip Tease, Hawaiian, Oriental, Rhumba, Fans, Blues Singers. Also Musicians, Comedians, Talkers and Canvasmen. Salary sure every week. Long season.
SHOW OPENS IN VICINITY OF NEW YORK CITY, APRIL 16th.
Address: ROBERT MANSFIELD, P. O. BOX 233, RIVERHEAD, L. I., N. Y.

WANT MOTORDROME RIDERS AND USEFUL MOTORDROME

Help in All Departments. Address EARL KETTERING.
WANT Man or Couple to Manage Dining Car. Best equipped car on road. Would like to hear from GUS WOODALL. Address:

JOHNNY J. JONES EXPOSITION

BOX 544, Do Land, Fla., until March 31; Augusta, Ga., April 2 to 11.

Carnival Publicity and the War

By BILL SNYDER

TO SAY that the writer felt highly complimented when offered the opportunity to write an article for the Spring Special Number of *The Billboard* would be putting it mildly. To say that the writer elected to write on carnival publicity in relation to the war and national defense probably would be expected.

War, national defense, Defense Bonds and Stamps, Red Cross drives—these and scores of other kindred modern subject matter may be just so many words to the average layman—but to the tub thumpers, the lowly press agents or the dignified publicity directors who make their livings by publicizing the carnival company of their choice, they are more

than mere words and phrases. They are omens on the horizon of the 1942 carnival season—omens that portray the countless impending changes from the old order of things—changes that will have to be carefully studied and rapidly made if present-day carnivals are to live and succeed amidst changed surroundings.

Rapid Changeover Necessary

Doubtlessly, if and when carnival companies, gleaming with fresh coats of brilliant paint, take to the road this spring they will be heading toward full

inviting the newsboys to a free show, giving a bicycle away on Friday night or offering reduced-rate ride tickets to the kids was all that was needed to win the heart and generosity of the hard-boiled city editor.

Today war news is bulging the columns of every daily newspaper. It is indeed tough to gain free publicity space unless the material submitted contains all of the essential angles of spot news and is closely related to the preparation for a continued war. Nevertheless, free space in abundance awaits the plans and deeds of all patriotic or charitable moves which are coupled in some manner or other with zealous local drives.

Royal Welcome

And there, I believe, is your answer and solution for tasting success in the



Bill Snyder

success—financial and otherwise—if and when the wise owners have made rapid changes while preparing their shows to appear before a changed public. And changed it is!

Already business men are wrinkling troubled brows over ever-increasing rationing which eventually will deeply affect their own ventures and bank accounts. Mothers, fathers, sisters and brothers too are finding their deepest mental concern when expected letters fail to arrive from brother Willie, who was drafted by the army. Little boys on the back lots have abandoned their interest in baseball and football and instead are playing soldier. Newsboys are selling Defense Stamps to their route customers. "Remember Pearl Harbor!" is the sign that greets you when you visit the corner drugstore to purchase a 3-cent stamp. We are at war and changes in our daily thoughts and mode of living have been brought about almost as rapidly and quietly as this country declared war against our enemies.

In order to meet these changes, carnivals must change too! From the front to the back end, changes embracing this wartime and defense era will have to be accomplished rapidly and efficiently if the carnival is to survive.

Streamlined Ideas Needed

Publicity departments will naturally have to change too. Old dyed-in-the-wool publicity gags, favorites of former years, will have to be discarded for original and streamlined ideas of wartime. If the shows' tub thumper expects to gain his requirements in free newspaper space he will have to go on a wartime basis and forget about the days when

BILL SNYDER, native Ohio newspaperman, entered the Southern newspaper field in St. Petersburg, Fla., in 1934 and since has been police and Coast Guard reporter and feature writer for that city's newspapers. After closing the 1941 tour with Hennes Bros. Shows, where he was press representative, he joined the editorial staff of *The Evening Independent* there.

In 1934 Snyder handled publicity for National Airlines as a sideline, and in the spring of 1939 he was selected to handle publicity for Altoona (Pa.) Speedway after obtaining a leave of absence from his paper. The next year he was in charge of publicity for Hugo and Bruno Zaccini's cannon acts. He later was with Lawrence Greater Shows.

"Each fall," Snyder says, "I swear by all that's good and holy that I will never again go out on the road. But the shavings must have sifted into my shoes early in the game, for each spring finds me counting the days until I leave a newspaper desk to follow a carnival hither and yon." Snyder is married and has a young son and daughter.

FIDLER'S UNITED SHOWS

Fair Secretaries and Celebration Committees; Investigate this show before you engage your carnival for this year. We have many new presentations to offer . . . attractions that will help you to draw large crowds every day of your fair. Our large, new, modern, insured midway, with its fast mobile fleet of insured transports are at your disposal. We own all our major rides and carry our own mammoth Caterpillar Diesel Electric Generating Plants.

Want show people in all lines for one of the best routes in its history. Will play many industrial towns in Illinois and Michigan where steel mills and factories are working to capacity shifts on defense projects.

SHOWS: Will furnish outfits for people who have something worth while putting in. Want Manager for flashy 120 feet Side Show, Nood Dope Show, Monkey Circus, Glass and Fun House, and other Grind Shows that do not conflict.

CONCESSIONS: Will book stock concessions of all kinds that work for 10¢. Want Agents for Ball Games and Grind Shows.

Address all communications to SAMUEL FIDLER, 4217 No. FLORISSANT AVE., ST. LOUIS, MO.

BAKER'S UNITED ATTRACTIONS

Opening May 2nd in Indianapolis district for season of bona fide Celebrations and Fairs in Indiana War Production Centers. All under strong auspices, with plenty of the right kind of publicity and free entertainment. WANT legitimate Concessions not conflicting. Must be well framed and attractive. Photo, Short Range, Hoop-La, Pitch-Till-U-Win, Cigarette Gallery, Dart Game, String Game, American Palms, Custard, Candy Flats and Apples, Sno-Cone, Bumper, Pan and Mouse Games. COOK HOUSE—Have real proposition for clean Cook House that will cater to Show People. PENNY ARCADE, MOTOR DROME, FUN HOUSE. This is proven territory, can offer best of terms.

SHOWS—The ideal set-up for Independent Shows with own outfits. Short jumps, fair treatment and reasonable terms. Want Monkey Show, Snake, Illusion, Minstrel, Crime, Revue, Posing or Dancing. WILL FEATURE GOOD SIDE SHOW. FREE ACTS—Want one more sensational act for early dates. Want Acts for fairs. CONCESSION AGENTS—Want Ball Game and Percentage Agents. SECRETARY—Want Male Secretary for show. Must know show business and furnish references. RIDES BOOKED for season. All people with me last year given preference. Address all communications to

TOM L. BAKER — BAKER'S UNITED ATTRACTIONS
211 E. 5TH STREET SHERIDAN, INDIANA

BUNTING SHOWS WANT

(Formerly Tilley Shows)

Shows with or without own outfits. Especially want Snake, Mechanical, Illusion or any money-getting attraction. Can place flashy Live Pony Ride. Concessions—Few more legitimate Merchandise Concessions. Will give X on Scales and Guess Your Age. Can use Second and Third Men on Rides. Banners and chasers, save your stamps.

ADDRESS: BOX 297, LADD, ILLINOIS

CENTRAL AMUSEMENT CO. WANTS

For opening Beaufort, S. C., March 28th to April 4th—Two Saturdays. Always a red one. Then Leesville, S. C., April 6th to 11th, and balance of season. Concessions that work for stock and not over 10¢. Also Bingo, Cookhouse or Grub, Ball Game Lead Gallery, Rat or Pan, Pea Pool, or any Stock or Percentage that can grind. (No racket.) Any Shows worth while except Girl. Have outfit for Hillbilly or Minstrel Show. Can use Ride Help that can drive Semis. Light Plants for sale—One 2 K.W., \$200.00; also one 5 K.W., \$300.00. These plants newly overhauled and in good condition. All contact SHERMAN HUSTED, Mgr., Central Amusement Co., Beaufort, S. C.

H. P. LARGE SHOWS

Opening April 25th, Christopher, Illinois. I have 14 weeks of Celebrations and Fairs booked. Can place any Kiddie Rides. Will sell X on Cook House, Erie Diggers, Photo Gallery, Custard, Ball Game, Rat Joint, Pan Joint, American Palmistry. Deposit required on above Concessions. Want Man and Wife to take charge of Corn Game. Will book legitimate Concessions of all kinds. No Flat Joins. Want legitimate Concession Agents. Will book any Show with own outfit. Can place Penny Arcade. Can place good Ride Help. Will buy Wurlitzer Organ.

Celebrations and Fairs start at Alamosa, Ill., July 4th. All communications: H. P. LARGE, 1401 Garden Road, Elizabethton, Tenn., until April 20; then Christopher, Ill.

WANT—ELITE EXPOSITION SHOWS—CALL

Want GRIND SHOWS with or without outfits and transportation. What have you? Dave Reese wants Agents for Legitimate Concessions. Write him care of show. Jack Starling wants Acts for Side Show.

Those contracted please acknowledge this call. Show opens April 4th. For Sale—Single Loop, good motor, new chain. Also Three U-Drive-It Cars, cheap.

CHAS. ROTOLO, Mgr., ARMA, KANSAS

JOHNNY J. DENTON SHOWS LAST CALL

OPENING ON THE STREETS MARCH 28TH, TWO SATURDAYS, SAVANNAH, TENN.

All people contracted, come on. Few more concessions open. Diggers, Lead Gallery, Cig. Gallery, Pitch-Till You Win, Pan Game, Mitt Camps, Cotton Candy, Fish Pond. Book or buy Kiddie Ride. Want shows with or without own outfits. Have outfits for Athletic Show, Girl Show, Snake Show. Gable Ride Help. Want Corn Game Caller. Also Special Agent that can post paper and sell banners. JOHN DENTON, Savannah, Tenn.

BINGO and CONCESSION OPERATORS

LOUD SPEAKER SYSTEMS FOR \$57.50

For the phenomenally low price of only \$57.50 you can now purchase the above illustrated loud speaker system complete with tubes and shield, latest type crystal microphone, floor stand, and either one of the illustrated dynamic speakers in beautiful baffles. Extra speakers at \$12.50 each. Each amplifier will handle six speakers and carries a full guarantee against defects in material or workmanship. We sell direct—factory to you.

LIMITED SUPPLY
Rush Your Order in Today

10 day free trial period. All merchandise F. O. B., C. O. D., Chicago.

CHICAGO SOUND SYSTEMS CO.
2124 S. Michigan Blvd. CHICAGO, ILL.

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 10¢ cash or stamps to cover handling expense.

THE DYKEM COMPANY 2901 N. 11th St. ST. LOUIS, MO.

GOLD MEDAL SHOWS

NOW BOOKING
SHOWS AND CONCESSIONS
For Season of 1942
Address: P. O. BOX 863, Columbus, Miss.

GREATEST ILLUSION

To Feature or Bally. Levitation. Complete \$37.50. Details, catalogue free.

ABBOTT'S—Colon, Michigan
World's largest Illusion Builders

SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS
FOR 1942 SEASON
Address: P. O. BOX 223, Garthursville, Mo.

FOR SALE

STRING JOINT COMPLETE (10x12 Top), like new, with Stock, \$100.00. PEERLESS POPCORN MACHINE, with 9 quart Kettle, like new, \$40.00. HOME-MADE HOUSE CAR, 12 ft. long, 2 wheels, with 2 spare tires; rubber all good, \$100.00.

E. J. DONNELLY, 2801 S. 18th St., ST. LOUIS, MO.

LITTLE ROCK BRANCH has PLASTER, CANES, DOLLS, PICTURE FRAMES, GLASSWARE, BALL-GAME AND BINGO SUPPLIES. Write for April Price List. MIDWEST MERCHANDISE CO. 116 MAIN, LITTLE ROCK, ARK. 1008 BROADWAY, KANSAS CITY, MO.

ORDER NOW WHILE STOCK IS COMPLETE

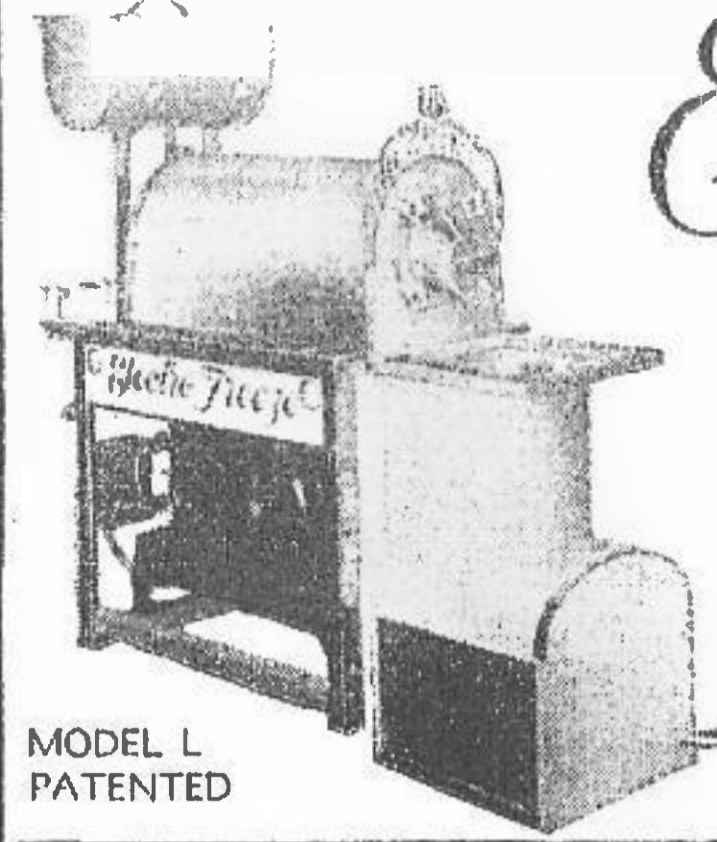
carnival business during 1942. Carnivals will doubtlessly receive royal welcomes from a war-weary nation wherever they appear under the auspices of strong patriotic organizations. Hard-boiled city editors, practically thru compulsion, will will and handle free carnival publicity so long as it concerns localized aid to wartime charitable organizations, bandages for wounded sailors, free cigaretttes for the members of the second AEF or what have you!

Free Defense Bonds instead of free bicycles—reduced rates to men in uniform rather than to kids wearing knee britches—cutting a substantial percentage with flag-waving members of patriotic organizations instead of with the Chamber of Commerce—a public tribute on the midway to the local soldier or sailor hero instead of a public wedding—these changes, all of them, will be necessary if carnivals are to succeed and prosper this season.

The whole world has already faced daring changes. Show people, too, must make changes that will encourage the attendance and spending on their midways that will be available from the flowing fountains of money from defense sources. Carnivals have their greatest patriotic duty in history before them. It is within their power to make a war-tired nation forget. Thru the medium of carefree midways, shows chock-full of talent, well-groomed sensational rides, versatile free acts and a well-defined wartime policy, the patriotic duty will be performed.

What's more, the duty will be performed with record-breaking financial success if the show managers have but stopped to heed the startling changes which have occurred so rapidly in a war-clouded world.

War or no war, the show must and will go on!



Electro Freeze

BY ACTUAL PERFORMANCE THE LEADER
of all

FROZEN CUSTARD MACHINES

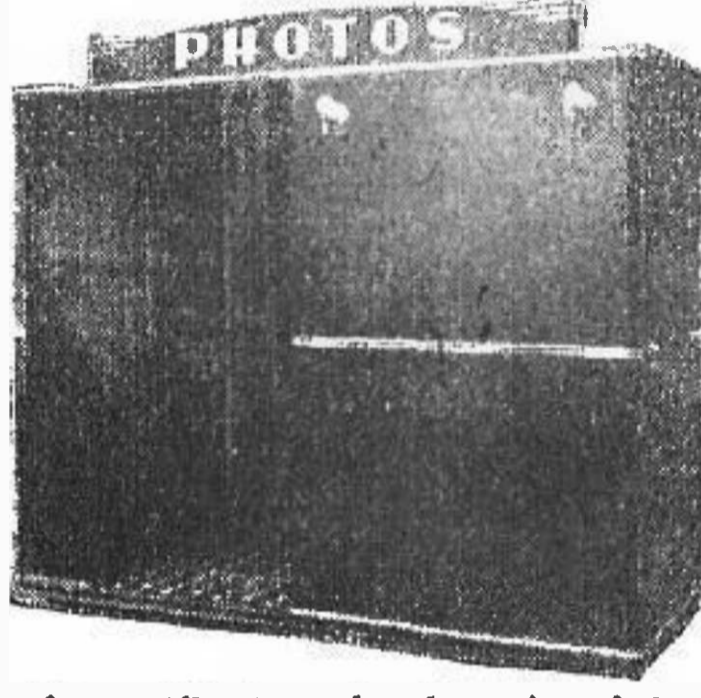
Capacity 30 gallons per hour—50% to 60% overrun. ELECTRO-FREEZE is easy to keep clean because it is constructed of STAINLESS STEEL. Cleaned and Sterilized in 5 minutes. Passes the most rigid health inspection in all States.

ALL ELECTRIC AIR-COOLED COMPRESSOR

MODEL A — JUNIOR SIZE ELECTRO FREEZE
Has all the features of the larger model with a capacity of 10 gal. per hour. Its low operating cost makes this the ideal Freezer for locations requiring less capacity.

Order now for early guaranteed delivery
PORT MORRIS MACHINE & TOOL WORKS
712 EAST 135TH STREET NEW YORK, N. Y.

IMPROVED CRESCENT DOUBLE OUTFIT
MAKES FULL LENGTH AND CLOSE-UPS



Now Heavy Duty Self Cocking Trouble Proof Shutter.
New Trouble Proof Mechanism.
New Special Super Speed Lens. Best Money Can Buy.

\$189.00 Plus Federal Tax

Why waste time with an out of date outfit when you can get over twice the money with these new outfits?

FAST, EASY WORKING AND TROUBLE FREE

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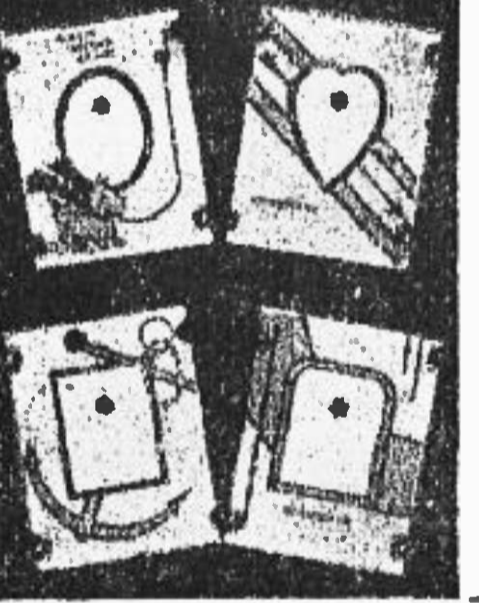
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Roll-a-Plane, Octopus or other Novelty Rides not conflicting with own transportation, to join at Forest, Mississippi, Live Stock Show, week April 6th, and balance of season. Can place Independent Shows with own transportation to join immediately. Will place exclusive Popcorn Concession, \$30. Can place few legitimate Grind Concessions, Want Ferris Wheel Foreman, salary \$20 week to start. Want experienced Carnival Working Men. Address:
JOE GALLER, Mgr.
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RIDE FOREMEN WANTED
Foreman for Wheel, also Foreman for practically new Tilt-a-Whirl. Good salary and paid weekly. Walter Thompson, Powell and others with me before, write.
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RIDES: Rocket, Wheel, Pony Ride. SHOWS: Life, Crime, Fun House, 10-in-1. Few more Concessions that work for 10¢. Ride Help in all departments. Address: North Little Rock, Ark., March 20-28; Paragould, Ark., Mar. 30 to April 4.

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Will book or lease Tilt-a-Whirl, Roll-a-Plane, Slider; consider buying. Want two more Shows, 25%. Have Pit and 20x30 Top for Snake Show, 50-50. Concessions all open except Photos and Ball Games (no racket). Bingo, \$40.00; Cookhouse, \$30.00; Diggers, \$20.00; Arcade, \$30.00; all others, \$15.00 and \$20.00. Playing Minnesota and adjoining States. Opening April 20th in Twin Cities.
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GREETINGS
All Outdoor Showmen. We will continue to serve you this year as always until Gas and Rubber are all out.
Write for info on Organ and Calliope Bargains.
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CONCESSIONS: COOKHOUSE, privilege in tickets. BALL GAMES, all open or will make exclusive deal. PHOTOS, PAN GAME and PALMISTRY exclusives open. Want Load Gallery, Fish Pond, Cigarette Gallery, Dart Game, Bowling Alley and Pitch-Til-U-Win. RIDES: Want KID AIRPLANE, PONY RIDE, DRIVE YOURSELF OARS. SHOWS: Want MECHANICAL, FUN HOUSE, MONKEY or ANIMAL SHOWS. Want ATHLETIC SHOW Manager (no Missouri after opening); also capable GEEK SHOW Manager. JOE TURNER, write. HELP: For OCTOPUS, FERRIS, TILT, OPERATOR for TANGLEY CALLIOPE. Address until March 31, Danville, Ill.; after that, Excelsior Springs, Mo.
WANTED: People for Dope Show, Dancing Girls for Girl Show, Talkers for both shows. Ticket Seller that can double canvas. People with me before contact me. EARL BURKE, Dexter, Mo.

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

Lengthy Registration List For PCSA's Hi-Jinx Party

LOS ANGELES, March 21.—Pacific Coast Showmen's Association's successful Spring Festival and Hi-Jinx in the clubrooms recently under chairmanship of Al (Moxie) Miller, drew a lengthy registration list. In attendance were Walton de Pellaton, Arthur's Mighty American Shows; Frank Murphy, Foley & Burk Shows; Mrs. L. Creno, W. J. Swenson, Louis Creno, H. A. Groves, Mrs. Eloise Hobart, Senorita Susana del Ramnez, George E. King, Senorita Dolores Anita de Fernandez, Mrs. Patricia Flores, Bill Koehler; Mrs. Amy May, Royal American Shows; Harry B. Chipman; Grace Smith; Ace Cain, Ace Cain's night club; Eve Nightingale; E. H. Cald-

well, Caldwell Studio; Tony Brill, Brill Theatrical Agency; Mrs. M. Awlatus and Eugene Gabelhouse, United Tent & Awning Company; Charles Marshall, Mrs. Alice Borin, Arthur's Mighty American Shows; Bill and Jewel Hobday, E. S. Fitzgerald, Mrs. T. C. Charlton, Mrs. T. Briggs, Thomas C. Charlton, H. W. Rieger, Georgia Lee Mott, Harry Wallace, William H. Scott; Joe Bronstein and Frank J. Brown, Sportland Arcade; C. Wrightsman, Wrightsman Shows.

Tony Tumbas, Crafts 20 Big Shows; Frances Marquise, Katherine Colicchio; Lawrence B. Jones, Ship Cafe; Mrs. K. O'Gara; Vivian Rosard Horton, Lenora Fayo, Elsie D. Allison, Marcella Noel Buck, Mrs. Christy McInnis; Bob Lee, West Coast Shows; Norman Schue, R. O. (Brownie) Smith, Jolly Josephine; C. W. Gibbs and family, Mr. and Mrs. Archie

Greene, Orlys Tumbas, Adele Mongeon, Billy and Slin Alexander; Seymour M. Levin, Rubin & Cherry Exposition; Donna Day, Betty Escalante, Josephine Helbing, Ringling circus; R. B. Dibble, Florence Darling Baldwin; Mrs. Hort Campbell, Hort Campbell Shows; Mrs. G. P. Lizer, Patrick Savage, Robert Meyers, Rose Rosard, Betty Vance, Joe Glacy, R. D. May, Mr. and Mrs. Al Sands, Mr. and Mrs. Edw. L. Wheeler, Allerita Loomis; Louis Pittman, Crafts 20 Big Shows; Hobart E. (Chief) Carter, Mrs. Joe Nichols, Mrs. J. E. Peplin, Mr. and Mrs. Charles Adams, Belle J. Aguilair; Carl C. McAdams, Clark's Greater Shows; Mr. and Mrs. C. W. Gibbs; Rose Anna Denos, Crafts Shows; Walter and Berta Terry, Tait Shows; Vivian P. Gorman, Charles McHaney; Ethel Marston, Mr. and Mrs. Red McAdams, Eddie Warner and Mrs. Bette Wales, Clark's Greater Shows; Harry Frankel, Charles A. Greiner; Alfred Barnes; Bell-Thazer Trio; Betty Cowl, P. J. Jones, Marian Werner; Hazel (Grappo) Anderson, Sweeney Shows; Frank Messina.

Jane Kissinger; Mrs. Dot Black, Rubin & Cherry Exposition; Edith M. Lenzner, Juanita Hughes, Al Onken, Mrs. J. Kaplan, H. B. Yates, Mr. and Mrs. Chris Olsen; Ruth McMahon, Golden State Shows; Bill and Gladys Dill, Crash Inn; Chuck Gammon, Cole Bros. Circus; Maybelle Henderson, Hazelden Eickstedt, F. L. Pieper, Mrs. David Pennington, Brownie Carson, Al Flores, Mrs. Winneth, Betty Sperring, Mrs. Claudia C. McHaney, Mr. and Mrs. Joe Mettler, F. L. Yagla, Wes Walker, Estelle Enger; Joe Matney, Clark's Greater Show; Shel Barrett, Foley & Burk Shows; Alligator (Tex) Hartsell, Zack Hargis; Clem H. Korte, Crest Amusement Company; M. A. Wiler; Clyde Gooding, Browning Shows; Eddie Trees; Mabel Stark; Mrs. Charles H. Pounds, Mighty Shoessley Midway; Charles M. Dowling, Tom King, Asa E. Stroud, Jack Glassman; Bob Murdock, Coast Novelty Company; Bill Webster, Roy W. Scott; Joe and Ethel Krug, Rubin & Cherry Exposition; Mr. and Mrs. L. Hucher and daughter; Joe Horowitz, Ralph Hansen, Ragland & Korte Concessions; A. L. Gands; Mrs. Charles Smith; James Whitaker, Crafts 20 Big Shows; Frances M. Dunn, Frank Chicarella, Jimmie Bratokas, Mrs. Charles Ford; Laura Scott, Louise Berry, Mrs. Hester Ford, Harry B. Levine, Ray Rosard, Martha Lovine, Harry Hargrave, Peggy Marlowe, Nick Saad, Rosemarie Redding, E. W. (Slim) Wells, G. C. Crowley, Steve Bernard and Mr. and Mrs. S. L. Cronin.

Charles A. Farmer, Mabel (Smithy) Becker, Rose Westlake, Dr. Ralph E. Smith, Harry Lipman; Bob Perry, Patrick's Greater Shows; Otto Lagleber; Mr. and Mrs. Monroe Eisenman, Patrick's Greater Shows; Moe Levine, Monte Young Shows; Mr. and Mrs. Ben Goldfarb, Mrs. C. H. Fowler, Mrs. P. J. Darling Jr., W. D. Newcomb Jr., Davis Morris, A. Fabricant, Louise Berry, Betty Cronel, P. J. Jones, Mr. and Mrs. John M. Miller, Dan Stover, W. F. Dungan, Ernest McCarthy; H. M. Dorr, Foley & Burk Shows; Harry Lewis; James Dunn, Foley & Burk; Jennie Riegel, Mora Bagby, Ed and Inez Walsh, Al and Babe Miller; Mrs. Everett W. Coe, Arthur's Mighty American Shows; Mrs. Chris Olsen, Dan J. Meggs, J. W. Hearn, Mrs. M. O'Hara; Barney Fishman, Sportland Arcade; Capt. W. D. Ament, Margaret Farmer, Ross W. Ogilvie, David Cavanaro, George Emerson, Lester A. Hart; Louis Leos, West Coast Amusement Company; J. Miller; Finis A. Coggin, Crafts 20 Big Shows; Cole Smith, Goebel's Lion Farm; Stella R. Linton; Louis Wald, Zeiger United Shows; J. T. Chaplin, P. H. McDavid, Jim Gallagher; Albert Montie, West Coast Shows; Alex Stewart, American Amusement Enterprise; John Kernsley, Foley & Burk Shows; Ben Beno, Hollywood Towers, Mr. and Mrs. H. L. Usher; Lucille King, Bowen's Joyland Shows; Vivian R. Horton, Jerry J. Jackson, Mabelle Chipman Bennett, Russell W. Faulkner, Isah Delno; Sam Brown, Clark's Greater Shows; Mr. and Mrs. William Messina; George Lauerman, Mario LeFors, Ray Johnson, and Cal Lipes, West Coast Shows.

Minnie Fisher; Theo Forstall, Ringling circus; J. Ed Brown; Jack Joyce, Joyce's Indoor Circus; Spot Ragland, Crafts 20 Big Shows; John T. Backman, Blossom Robinson, Roy M. Barnett; Alex Bendixen, Tivoli Exposition Shows; Sam and Lucille Dolman; Virgil D. Grovenburg, Crafts Golden State; Betty Lipes, West Coast Shows; Jenny Perry, Patrick's Greater Shows; Mrs. B. Houghtaling, Alta Johnson, Mrs. Josephine Foley, Mr. and Mrs. Al Elsass; Whitey Bahr, Crafts 20 Big Shows; Mae Stewart, Arthur's Mighty American; John F. Houghtaling, Art Johnson, Mr. and Mrs. Jack Helfrick, Mrs. V. K. Bestor, Rhoda Smith, John

Crossar, Mrs. J. B. Valdemar, Marianne Miller, Cynthia Scats, Mrs. Marie Tait, L. H. (Bill) William; Lee Alton Hahn, West Coast Shows; B. J. Martin, Maude Meader, Carrie O. Leary, Josephine Thomas, Jessie Hall, Von Valdemar, Jack E. Lewis, Keith Bestor, Mrs. Anna B. Stewart, Virginia Davis, William L. Davis, T. O. Peet, Amor Davis; Marie Michaels, Martin's United Shows.

Beatrice Itnes, Laura DeCard and Norma L. Thorpe, Martin's United Shows; James L. LeGate, Thomas Esque, Mrs. Norma Burke, Mrs. H. E. Leonard, Pat O'Brien, Lillie Palmateer, William Lowney, Harry Taylor; Nina Rodgers, Monte Young Shows; Helen DeGarro, Ethel Houghtaling; Mr. and Mrs. Mike Krekos, West Coast Circus Shows; Matthew Herman, George Bryant, Marie Forrest; Joe and Anna Metcalfe, Goebels Lion Farm; Georgia Torgesen, Julie Davis, W. A. Davis, J. L. Corley; J. C. Beames, Rubin & Cherry Exposition; Mr. and Mrs. Johnnie R. Miller and Robert D. Rigby, Ferris Greater Shows; Fred and Clara Mortensen, Mrs. Charles Herrin, Leo Mortensen, Crafts 20 Big Shows; Frank (Buck) Stockton, Jack Schaller Attractions; Dwight S. Baker, Harold L. Cope-land; Georgia Torgenson, Golden State Shows; Marosa Herman and Billie Bryant, West Coast Shows; Mr. and Mrs. J. E. La Monte, Flying La Montes; C. A. White, Ferris Greater Shows; Mr. and Mrs. Jack Schaller, Jack Schaller Attractions; Alyce Perle Jones, Ted and Mildred Levitt, Jerome Rose; Laura Crafts Sears, Crafts 20 Big Shows; C. Stissen, George L. Cole; Virginia Massel, Arthur's Mighty American Shows; Harry DeGarro and Mr. and Mrs. C. H. Alton.

Grace DeGarro, Lou and Earl King, Lillian Nichols, Mr. and Mrs. Myles G. Nelson; R. C. Lewis, West Coast Shows; Fred W. (Red) Wilson, H. F. McLaughlin; Mr. and Mrs. W. R. Patrick, Estelle and Elmer Hanscom, Patrick Greater Shows; Frank L. Bennett, Mr. and Mrs. Maddy Kelly, Mrs. C. Stisser; Raymond Massel, Arthur's Mighty American Shows; Arthur Price; Bill Johannsen, Hill & Johannsen; H. G. Farner, West Coast Circus Shows; James D. Smith, Sam Shapshran, Mr. and Mrs. Frank Redmond; H. J. Webber, Clark's Greater Shows; Mr. and Mrs. Harry Phillips; Jack Cardwell, Huggins Model Shows; Joe Blash Sr., I. B. McCoy, William A. Sherwin; Mrs. H. J. Webber, Clark's Greater Shows; Gus Rousseau, Dale Crowl, Louis Korte, Vivian Jorgenson, Mr. and Mrs. Platten, Mrs. Roy Guebler, Mr. and Mrs. Jack Beach, Ellis L. Zeman-sky, Robert Mitchell, Billie Knowles, Francis Barth, Olga Celeste, Julia Smith, Topsy Gooding, William McCloskey, Ralph Losey; Allerita Foster and Greta Knapp, Zeiger's United Shows; Mrs. G. C. Loomis, Wrightsman Shows; Dorothy Collins, Zeiger Shows; Bud Collins, Mike Collins; J. E. Clark, Zeiger Shows; Victor Johnson, Edwin E. Tait, Tait Shows; Jack Gordon, Henry Brown and M. L. Stewart, Arthur's Mighty American Shows.

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Real Living Always—Wherever You Go

Now you can have all the conveniences and comforts—a living room, 2 bedrooms—to sleep four, dinette, kitchen and lavatory, 100% insulated, with hot air floor. NO MORE WORRIED ABOUT HOTEL ACCOMMODATIONS—OR RENT TO PAY.

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

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Men—This is DYNAMITE! New revolutionary ROTOCRILL 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.



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OPENING APRIL 18, DOWNTOWN, MINNEAPOLIS, Minn.

CONCESSIONS (NO RACKET)—Penny Pitch, Percentage, Strings, Fish Pond, Diggers, Scales, Hoop-La, Bowling Alley, Cigarette Gallery, Coke Bottles, Hit or Miss, Long Range Gallery. SHOWS—Manager for office-owned 10-in-1 and Athletic Show. Will place Drome, Mechanical Farm, Funhouse with own outfits and transportation. CALL—Following people contact at once: Tex Rollins, Gus Litz, Matt Gordon, Cliff Patton, Mac the Painter, Johnnie Ciaburri, Alton Davis, Al Fisher, Dolly Guyer, Joe Moore. HELP—Jack Gallippo wants Cook House Men. Reply to 120 Grove St., North Plainfield, N. J. Foreman for Dual Loop-o-Plane and Second Man on Wheel. All replies to **DWIGHT J. BAZINET, Gen. Mgr., 4025 York, North, Minneapolis, Minn.**

PRYOR'S ALL STATE SHOW

OPENING APR. 23RD, MONTGOMERY, W. VA.

Want Cook House, privilege in meal tickets. Want worth-while Shows with or without own outfit. Can place a few legitimate Concessions: Cork Gallery, String Game, Devil's Bowling Alley, Lead Gallery or any Pitch Till You Win that works for ten cents. Good proportion to Penny Arcade. All other Concessions already booked. Want first-class Ride Help, top salaries paid. No boozers. This show plays West Virginia exclusively; have all the best fairs booked.

ALL ADDRESS: JACOB PRYOR, WEST UNION, O.

Always the Latest and Best in Trailers.

BE WISE - TRAILERIZE



1041 Palace Concession Trailer, complete with living quarters, neon signs with case. Propane gas cooking with electric refrigeration. Must be seen, cost over \$1600; our price \$950 with showman's terms. No finance. New Elec. Pop Corn Machine, \$145. New 28 ft. Vagabond, 8HP Dolly, 13 New 1942 Almas, just received, \$845 plus tax, complete with brakes. Used Alma, \$450. Covered Wagon Deluxe, \$595. 25 Others, \$39.50 and up.

SELLHORN'S
Phone 2-1103 No Finance 6%
EAST LANSING, MICH.

WRITE SIOUX TIRE & BATTERY CO.

SIOUX FALLS, S. D.
Buy on Our Easy Terms.



WANTED

Ride Men for Whip, Octopus, Roll-a-Plane. Concessions also.

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1417 Grattan St. ST. LOUIS, MO.

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

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Gaff Springs Spa, Tex.
Week ended March 21, 1942.

Dear Editor:

There isn't anything like playing healthy territory, providing your show can get well. When General Agent Lem Trucklow learned that this town is the health resort and playground of many of the nation's uppercrusters, whose mugs and copy are spread over the snob sections of every paper, he immediately booked the spot. Office boasts of this being the first and only show to play here. As Lem put it, "It is better to have six millionaires with big dough in their kicks on the lot than 200 with short money."

When Trucklow applied for a permit the mayor cracked as to whether it was a carnival or an educational exhibit. Being alert and having six mental bulletins of stock answers alphabetically filed in the back of his head, Lem referred to Section 74, Paragraph 107, which, if printed, would read: "At no time should our show be referred to as a carnival when questioner has blood in his eye. Under such conditions negative and evasive answers should be given." It took some time to explain that he had an astrological, mineralogical, zoological, equine exhibition and health center that was off of the gold standard. He further stated that the exhibition company carried a troupe of modern and ancient gold beaters and Yaqui blanket weavers, whose wares were liberally handed out as antiques on slum spindles and blanket wheels. The mode of dispensing the merchandise was far different from that used by traveling street fairs. He agreed to back up his statements after opening.

On Monday the mayor was escorted around the midway to gaze upon the astrological booths, mineralogical rides, \$15 zoological ape and equine Merry-Go-Round. By that time he was so heavily loaded with antique hams, hand-woven blankets, radios and hand-patterned earthenware dishes off of the bingo stand that he could hardly walk. Lem accompanied the mayor to his home and stayed there until the show closed for the night. Before leaving the grounds Pete Ballyhoo had insisted on His Honor accompanying him on a two-day fishing trip.

Show's coaches were spotted on a sidewalk that fronted the leading resort hotel and made it possible for the idle rich, who were convalescing on broad verandas, to see how our people retained their health. One said that he preferred dying on the porch.

Tuesday night several servants came into the lot but had to rush home to care for the idle sick. Our health re-

mained at par. Tuesday was a total blank, resulting in the bosses getting sick and trying to crash the resort with a Broadstreet & Dum bad-health certificate. Thursday found the entire troupe crashing an unfenced health spring at the edge of town. Due to the noise, our travelling health center was under fire by the dyspeptic money bags who agreed to donate \$10,000 if we would tear down and leave. Show tore down immediately, but left a small unit under another title on the lot. It was loud enough, yet small enough to show a 75 per cent profit on a five-grand chased-out-of-town grass. There is nothing like traveling for your health.
MAJOR PRIVILEGE.

Philadelphia

PHILADELPHIA, March 21.—This city should have plenty of carnivals again this year. Three shows already have arranged to play local lots all summer. Max Gruberg announced he will again open locally, and Matthew J. Riley, who operated here successfully last year, arrived from Florida this week. Hymie Jacobson, secretary of Prell's World's Fair Shows for several years, will be a newcomer in the field, having announced the formation of a show to play the lots. Sam Tassell is getting ready to operate several units, and Mike Zeigler, who winters here, reports complete bookings for the season. World of Mirth Shows will open here again. W. C. Owens, after wintering in the city, joined O. C. Buck Shows in Trenton, N. J., and Goldie Fitts left to join the same shows. Endy Bros.' Shows will play Eddystone, a suburb of Chester. Almost every factory in the city is working on war orders, and plenty of money is in circulation.

Sponsored Events

Veteran, Lodge and Other Organisation Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

Minn. Sportsmen's Program Arranged; Home Show Starts

MINNEAPOLIS, March 21.—Attractions for the annual Northwest Sportsmen's Show at the Auditorium here under direction of of General Shows, was announced this week by F. W. (Nick) Kahler.

Acts already signed include Carl Rupert, indoor parachute jumper; Nip Silver Nip, high school horse, presented by Joseph B. Atkinson; Walter Jenniers' sea lions; indoor ski jumps by Anders Haugen, Bob Jackson and Stan Zoberski; dog retrieving by Orrin Benson; Mickey King, acro-rope act, and three Royal Mounties of Song.

MINNEAPOLIS, March 21.—Program for the annual Northwest Builders, Home and Flower Show has been completed. H. H. Cory, show manager, announced, Event, which opened today, was headlined by Don McNeil and His Breakfast Clubbers for one-day afternoon and evening performances.

Bill for the rest of the week includes Gold Dust Twins, comics; Rink Wright duo, trapeze; Hayshakers Quartet; Three Wayne Sisters, acro-ballet, and Great Fillmore, juggler. Leo Semb will emcee. Sev Olsen's ork has been retained. Julie Miller's Northwest Amusement Company handled the bookings.

Des Moines Sports Show Clicks; Repeats in '43

DES MOINES, March 21.—Second annual Iowa Sports Show in the Coliseum here March 7-15 played to over 30,000 paid admissions for the nine days. Altho attendance was slightly under the 1941 show's figure, the \$12,500 gross was ahead. Admission prices this year were boosted from 35 to 50 cents, with children being admitted for 10 cents. Martin Kelly, Minneapolis promoter, disclosed that he had signed contracts with Greater Des Moines Committee and Chamber of Commerce, sponsors, to stage the show again next year.

Acts line-up included Billy Girards, log roller and canoe tilter; Russell Smith, bait caster; the Daltons, gun act; Earl Denison, duck and crow caller; Pat Willcox, trick golfer; Ted Allen, champion horseshoe pitcher; Larry Whiffer and Bill Corgen, archers; Grant Iising and Walter Warren, trap and skeet shooting; Clarence Hamwellen and his retrieving dogs, and Stephens Brothers and Big Boy, bear.

Bill Brown, sports announcer for Station WHO, handled the announcing chores. A beauty contest to select a sports queen was a nightly feature.

WANTED
RIDES AND CONCESSIONS
For
FIREMEN'S CELEBRATION
WEEK OF AUGUST 3-8
Location: Between Akron-Ravenna Arsenal.
Write STOW VOL. FIRE DEPT., Stow, Ohio

MORRIS HANNUM
CARNIVAL UNITS
Opening season April 10th Eastern Penna. Will book same Side Show in Kimberton last season. Have about ten good Celebrations. Four Major Rides. Will book Kiddie Autos, Want Ball Games, Long Range Gallery, any Stock Concessions, Small Grab. Everything else sold. Ferris Wheel Foreman, other Ride Men, Hob Young, Hank Hadley, write.
232 E. UNION ST., BETHLEHEM, PA.

CARNIVAL WANTED
OPEN DATE
Firemen's Convention
Industrial Valley of \$3,000. Steel Mills Booming. Write to SECRETARY of Wheatland Vol. Fire Dept., Wheatland, Pa.

WANTED
FOR OLD SETTLERS' DAY
Columbia City, Ind.
Thursday, August 20
Acts and Shows Concessions
M. R. Lorber A. R. Luckenbill

WANT
CONCESSIONS, SHOWS, ENTERTAINMENT
AMERICAN LEGION REUNION
AND HOMECOMING
JULY 23, 24, 25, 26, CRAIG, MO.
FRANK B. NEELY, Sec.

CARNIVAL WANTED
American Legion 4th of July Celebration
The Big One of the Southwest
W. A. OGLESBY, Adjutant, Aurora, Mo.

Minnesota, Wisconsin, Iowa
Event Committees, Look
6 Rides, Free Acts, Concessions, 4 Shows, Contests, Amateur Show, Sound Car, What are your dates? Want to book or try Tilt or other Flat Ride. Concessions wanted.
E. J. MCARDILL MIDWAY OF FUN
2013 Bryant Ave., So. Minneapolis, Minn.

WANT FREE ACT
FOR
BYESVILLE HOME-COMING
JULY 28-29-30-31-AUGUST 1
Write MARTIN F. NAGEL, Secretary
Byesville, Ohio

WANTED
FOR
12TH ANNUAL JULY 1-4 CELEBRATION
ACTS, CONCESSIONS, SHOWS, RIDES
Independent — No Carnival
Write EDGAR BURNETT, Secy.
Boswell, Ind.

CARNIVAL WANTED
Trinity Valley Exposition
LIBERTY, TEXAS
OCTOBER 21 THRU 24, 1942
Covers Liberty, Chambers and Hardin Counties
VERNON POOLE, Secretary-Manager,
Liberty, Texas

CONCESSIONS WANTED
FIREMEN'S CARNIVAL
JULY 11TH-18TH
Call or Write
CLOYD MCFARLAND, Everett, Pa.

PROVIDENCE SHRINE CIRCUS
JUNE 15 TO 20
NARRAGANSETT RACE TRACK
Ask anyone who has been there
IT'S THE BIGGEST
CAN USE FOR EXPOSITION MIDWAY
Five Demonstrating Pitchmen and Three Novelty Stands
(Not Souvenirs). Good Caricature Artist, Pottery Makers.
Must Have References.
Address: WILLIAM S. KNIGHT, Supt. Exposition Midway,
Shrine Circus Headquarters, 48 Weybosset St., Providence, R. I.
P.S.: Fourteen weeks in the larger New England Cities to follow.

RIDES . . . RIDES . . . RIDES
AVAILABLE FOR FIREMEN, LEGIONS, FAIRS OR SPONSORED EVENTS
Want Help for Eli Wheel, Merry-Go-Round (Little Beauty), Chairplane and Kids' Rides. Write
THOMPSON BROS. 2906 FOURTH AVENUE,
ALTOONA, PA.
P.S.: Help with drivers' licenses preferred.

CELEBRATIONS---CELEBRATIONS---CELEBRATIONS
A full season of COMMUNITY SPONSORED EVENTS has been booked for my 14th season. Events will be handled in accordance with war conditions. Open May 2—close November. Can offer especially good season to shows catering to family trade. Popcorn, Ball Games booked, ALL OTHER CONCESSIONS OPEN. Book with BEAM and play the best—never a paid gate.
Write or Wire M. A. BEAM, Windber, Pa.

Claude Ellis's

The Editor's Desk

CINCINNATI

OWNERS of outdoor shows who open the season with their organizations fully geared to work with local directors of Civilian Defense will be several jumps ahead of those who do not. These local OCD directors will have more to say regarding show operations than many managers appear to realize. Shows that have crews trained for blackouts and other emergency measures will have easier sledding and will receive much more consideration than those that travel along the line of least resistance and thus require special attention that perhaps cannot or will not be given. There is much that troupers can do in creating good will. Showmen and townsmen are in the armed forces, fighting side by side. "Make our town your town, make our show your show. Let's mix and mingle and get better acquainted, as we have a common cause." Women's clubs formed on shows could co-operate with such local clubs in doing things for servicemen. This would lead to better understanding of the lives and thoughts of women troupers and of feminine towners and would help prove that amusement enterprises have other aims than that of chasing the dollar. It would bring home to townfolk that those in the profession also have given fathers, brothers, husbands and friends to America's fighting phalanx. Let there be a fuller recognition of the fact by every housewife or stenographer or store clerk that show people are fighting in this conflict as capably and willingly as those to whom the "road" is a vague and frequently misrepresented segment of the American scene.

MANAGERS always feel relieved when they have headaches in their craniums instead of on their lots.

FROM Wisconsin comes an agonized beef about the new strictly enforced set-up of the workmen's compensation insurance law. Several managers of small carnivals in the Badger State declare that they will not be able to operate under its terms.

"Last year we paid \$13 per week for each show-owned ride and show and \$6.38 for each booked show and ride, with the provision that if fewer rides or shows were carried the minimum would be \$100," writes a carnival owner. "This year the rating bureau has announced that the premium will be \$1.75 per day for each ride and each show. In other words, an organization with 10 rides and 10 shows must pay \$35 per day or \$210 per week. Besides this there is required a \$100 State license that cannot be obtained until an owner presents a policy showing that he is covered under the compensation law. It is easy to see what a hardship this will be on shows in this State. I understand that owners who have complained that they could not pay the new rates have been told to get out of business if they could not conform." The same carnival owner declares that he has tried to get managers and owners together to discuss ways and means of presenting their case to authorities but that no spirit of co-operation among the showmen is evident.

Here it is again! It would be interesting to know whether Wisconsin carnival men and ride and show operators knew anything about the rates now being enforced until after the provision had been passed. Legislatures and their committees are always available for hearings on such measures at which citizens interested can speak their pieces and let their solons know their opinions and wishes. Wisconsin is a pioneer in compensation laws and, so far as the writer can ascertain, no opposition to their enactment or provisions has ever been made to legislators by traveling showmen. If carnival owners have finally awakened to their interests and intend to seek relief they undoubtedly will find that amendment or repeal of existing laws comes much harder than killing off what they believe to be obnoxious bills before they are enacted into law.

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

THE NIGHT WATCHMAN will be a most valued employee this season. He must be a man who can be trusted, perhaps one who can furnish a bond, and he must already have proved his loyalty. Truck tires must be guarded as carefully as the office safe. The day of just parking unloaded trucks in any spot behind the tops is gone. They should be corralled on one location under good lights.

HE HAD so little opposition this spring that Jake J. Disch, well-known showman, did not even have to run in the primary election for alderman in the city of Cudahy, Wis. But he'll be stepping at the general election on April 7. Two years ago he pulled the biggest vote ever cast for aldermen in his ward. . . . A letter written in New York by Almon R. Shaffer to the writer stated, in part, "I am starting on an event here to be held in Grand Central Palace." Two days later he died. . . . Midway creative genius won't lack propositions this year. . . . Midway lingo has a different meaning to ears of natives, so be careful as to use of too much foreign-sounding pig Latin. . . . Don't worry about sugar rationing; just dunk a candy apple in the coffee. . . . Music goes round and round, and on its last round winds up in some ride organs and arcade music boxes. . . . Managers' answer to any question about the future: "Problematical." . . . Hope is considered a great asset, but it is one thing upon which a loan broker won't advance any dough. . . . The showman who longs for next week to arrive usually is playing a blank this week. . . . Inflated jackpots are but gusts of wind. . . . Speaking of a pitchman, a local declared, "He is a real gentleman, courteous and affable, but whenever I stop at his place he always tries to sell me something."

SHOW business: The agent on an opposition show that we knock the hardest for his prac-

tices during one season is the agent that we hire the next season.

SMARTENED UP: Two special agents who knew nothing of copy, spelling, writing, editing or even of proof sheets decided to start a night club paper and, in the capable, high-pressure methods they used in getting banners, to sell advertising in it. All other copy was taken from newspapers and magazines and rewritten by them to cover up the pirating. A proof of the first issue was sent to their hotel by the printer. They immediately sent a boy to bring back 10 more copies, which they mailed to friends. After waiting two days for the proofs to be returned, the printer phoned them to learn what the hold-up was. "Proofs, you say!" yelled one agent. "Hell! We thought they were sample copies."

CLARK'S SAN DIEGO BOW

(Continued from page 50)

George Bird, waiters, and Nick Giles, chef.

Rides

Ferris Wheel, Dan Gilbert, foreman; Mrs. Betty Wales, tickets. Tilt-a-Whirl, Joe Walker, foreman; Tex Coleman, assistant. Scooter, Carl McAdams, foreman; Guy Marston, assistant. Merry-Go-Round, E. L. Wilson; Octopus, Curly Van Dyke; Kiddie Autos, Harry Little, and Kid Speed Boats, Gene Judson.

Ted Metz has the Circus Side Show, line-up of which includes Lucky Ball, sword swallower; Vic Lopez, lecturer and magic; Jolly Lee Harvey, fat girl; Mrs. Grace Metz, blade box and annex; Schlitz, pinhead; Dode and George Surretees and William Lowrey, front; Cal and Betty Lipos have the Flea Circus and Snake, Birth of Twins and Midget Wild Horse shows. Edith McDonald Marston, who operates the Dope Exposure Show, was stricken ill and rushed to Los Angeles General Hospital, where his condition is reported as favorable.

Visitors included Tom and Betty Van Cack, Mr. and Mrs. Whitey Perry, Eddy Desrukes, Harry Wooding, Frank McMahan, Frank Redman, T. L. (Red) O'Farrell, Harry Hargraves, Chuck Gammun, Joe Gacey and Harry Farmer.

Nat Green's

The Crossroads

CHICAGO

WILLY NECKER, well known on fair circuits for his marvelously trained Doberman Pinschers, will have an exhibition at the International Kennel Club Show here next week his prize-winning Tiger of Ponchartraln, which recently was awarded *The Country Life* trophy for the highest average score made in obedience tests during 1941. Necker's dogs are a feature attraction at leading State fairs. . . . Nick Carter, former circus man, has sent out cards announcing he's a candidate for sheriff of Miami County, Indiana. Carter's home is in Peru. . . . Art Briese, just back from Florida, reports tourist business off from 28 to 30 per cent. . . . Lee Warner, of the Minnesota State Fair board, stopped off in Chi for a day on his way home from a trip to New York. . . . Riverview Rink here has an impressive finale to its nightly roller-skating sessions. As closing time draws near the lights are dimmed and a battery of spots plays on a group of U. S. flags. As the organ plays *The Star-Spangled Banner* all skaters stop, face the flag and come to attention.

OUTDOOR show biz is going right along in Hawaii despite the war. Clarence L. and Blanche Rivers, who had their liquid air show at Ripley's Bellevue or Not Odditorium at Golden Gate Exposition, San Francisco, are now in Honolulu, and Clarence writes: "Just a line to say we surely are keeping on the move here with the USO, many weeks playing four shows a day, Sunday to Sunday. Starting March 1 (letter was written February 28 and received March 14) we go back with the E. K. Fernandez show for two weeks, then back to the USO. We are the last of the troupers who came in here with the E. K. show from the mainland October 1, 1940. Things are sure on the move here 24 hours a day. Surely have met many of

the showfolks in my travels here in the camps. All seem to be happy."

C. D. (DAN) ODOM, who has established some sort of a record for being in and out of hospitals during the last three years, is again a guest in Washington Boulevard Hospital here. He recently underwent a major operation, the doctor removing a large gallstone. Dan came thru the ordeal nicely and is steadily improving. . . . National Flower and Garden Show at the International Amphitheater last week would have been an ideal spot for pitchmen and subscription agents, but the show is strictly a flower show—no concessions. On opening day over 21,000 people passed thru the gates (*Chi Tribune*, which had a war garden at the show, reported 40,000, but we'll take the building management's figure). Walter Brown, of Boston, head of the Arena Managers' Association, came in to look over the *Ice-Capades* at the Chi Arena. . . . Birthday greetings to G. J. (Jerry) Kohn, of Fulton Bag, widely known among showfolks. Monday (23) was Jerry's natal day. . . . Burt Wilson just returned from a trip to Peru, Ind., and reports that only a few of the buildings at the old circus winter quarters have been razed. Grounds have been cleaned up and now present a neat appearance, he says. Wilson also visited Terrell and Dolly Jacobs at their quarters and found them making preparations to put on another Easter show. Last year's show drew heavy attendance from miles around. . . . In the March issue of *Hobbies* there is an interesting story about the elephant collections of W. R. (Bill) Hirsch, manager of Louisiana State Fair, Shreveport. Many showfolks have seen Bill's array of more than 900 elephants, for which he has provided a special room. . . . Sign in a Chicago shooting gallery: "We aim to please. You aim, too, please!"

TODAY'S OPPORTUNITIES

(Continued from page 32)

ful entertainment offered by scratched film, frequent breaks in the film, fluttering screens without anchor, dirty projectors, unshaven operators. I mean real entertainment by men who know enough to ask reasonable pay for their services and know enough to get contracts signed by responsible merchants to pay expenses and profits. There is need for the showing of defense film. Our own operators will be asked to co-operate in showing defense films if we serve them. We must all do our part in the national emergency.

What opportunity is offered to the roadshowman today in the merchant-sponsored field? Let us see. These shows are supported by merchants, paid for by them, sponsored by them, usually in towns without theaters. These towns generally are a few miles from county seats and often many miles from big cities. Your argument, the most sincere argument you ever made, is this:

"Your town people and the farmers in your community are hit by tire and gasoline shortages. They must save their automobiles. No telling when they will get replacements. What are you going to do about it? The answer is simple: Give them the entertainment here at home. Put on your shows here. Give good ones. Spend a few dollars extra for real entertainment. The people do not want to make long drives, but they get tired of being cooped up in their homes. They want to get out; to visit their neighbors. Give them that outing here. Bring in their neighbors. Make this their home town, their haven and source of pleasure. It will give them the habit and they will keep coming to your stores years hence. We will give them a good program running not more than an hour and a quarter. They will have time to buy after and before the shows. Now is your opportunity to build your town, an opportunity you never had before. In the last World War people did not travel so much by automobiles."

Will not a small town benefit by a crowd of buyers? Will not those buyers drive a short distance rather than a long one when they know they cannot replace their tires? Now that we have settled that in the affirmative, there is just one other important point that I would like to stress. The success or failure of merchant-sponsored shows rests with the ability of the operator to furnish (1) a program that will appeal to the people in out-of-the-way communities and (2) his business judgment in looking out after the interests of the men who sponsor his shows. In other words, the sponsored show—should not run more than a feature and a comedy. The reason for this is obvious—it gives the audience a chance to trade and gives the merchants a chance to make some money.

The most serious mistake that the operator who wants to be successful in this field can make is to run a feature, a two-reel serial, a comedy and perhaps a travel reel or cartoon. A program of this type is overheavy and takes up too much time. The people get tired, are not in a mood to do any shopping, and the sponsoring merchants get little or nothing for their investment. Simple, isn't it? Somebody is going to go to town with 1942 merchant-sponsored shows. Will it be you?

NEW RELEASES

(Continued from page 33)

well in the end. Running time, 10 minutes.

RELIGIOUS FILMS, released by Astor Pictures Corporation. A series of three three-reel pictures. *A Saviour Is Born* presents reverently the story of the Nativity. *My Beloved Son* offers the words and wisdom of Jesus in natural surroundings. *Suffer My Children* is the third subject. All are Kodachrome sound prints. Running time for each, 30 minutes.

KRAZI-INVENTIONS, released by Post Pictures Corporation. A one-reel record of loony inventions actually registered in the U. S. Patent Office. Commentary is by the well-known wit Senator Ford. Running time, 10 minutes.

GLORIOUS VAMP, released by Nu-Art Films, Inc. A one-reeler unreeling the story of a man deploring the passing of time and longing for the past. In his imagination he is taken back to the days of Cleopatra, Delliha, Lucrezia Borgia, and Carmen. An interesting film with appropriate musical score for each character. Running time, 10 minutes.

1942 FAIR DATES

Alabama

Alexander City—East Ala. Fair Assn. Oct. 13-17. L. B. Dean.

Arkansas

Blytheville—Mississippi Co. Fair Assn. Sept. 22-27. J. Mell Brooks.

California

Anderson—27th Dist. Agrl. Assn. Aug. 27-30. Dudley V. Saeltzer, Redding, Calif.

Colorado

Akron—Washington Co. Fair. Aug. 10-21. Robt. W. Vance.

Connecticut

Avon—Hartford Co. 4-H Fair Assn. Sept. 4-5. Helen Reed, Bristol, Conn.

Danbury—Danbury Fair. Oct. 4-11. George M. Nevins.

Delaware

Harrington—Kent & Sussex Co. Fair. July 28-Aug. 1. Ernest Raughley.

Florida

Helle Glade—Everglades Fair Assn. April 1-10. J. Friedhelm.

Georgia

Americus—Sumter Co. Fair Assn. Week of Oct. 12. O. C. Johnson.

Idaho

Blackfoot—Eastern Idaho State Fair. Sept. 21-25. Eric Sundquist.

Illinois

Aledo—Mercer Co. Agrl. Soc. Aug. 25-28. John W. McHard.

Indiana

Anderson—Anderson Free Fair. June 29-July 4. Earl J. McCarel.

Ackley—Four-County Fair. Nov. 23-25. Joe W. Coble.

Iowa

Ackley—Four-County Fair. Nov. 23-25. Joe W. Coble.

Donnellson—Lee Co. Fair Assn. Aug. 4-7. John W. Penn.



JOHNNY J. JONES EXPOSITION

PRESENTING CLYDE BEATTY

WORLD'S GREATEST - WILD - ANIMAL TRAINER

CALL --- CALL

OPENING AUGUSTA, GA. APRIL 4

All persons engaged please acknowledge this call.

Can place one more Grind Show of real merit and in keeping with our standard. Will buy or book CATER-PILLAR RIDE.

Have limited number of openings for Legitimate Concessions, including Pop Corn and Peanuts. Would like to hear from meritorious SIDE SHOW and ILLUSION SHOW.

NEON BENDER wanted and NEON Maintenance Men. Good salaries. OUR FAIRS INCLUDE CHIPPEWA FALLS, WIS.; Superior, Wis.; La Porte, Ind.; INDIANA STATE FAIR, KENTUCKY STATE FAIR, TENNESSEE STATE FAIR; Memphis, Tenn.; Meridian, Miss.; Tupelo, Miss., and Dothan, Ala.

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P. O. Box 544 De Land, Fla. Augusta, Ga., April 2 to 11

ELECTRIC PENCIL

Favorite of the 5 and 10s, pitchmen, insurance companies, libraries, etc. Great money maker for you wherever crowds appear.

| | | | |
|--|---|--|---|
| Harlan—Shelby Co. Fair Assn. Aug. 10-14. Fred Lous Jr. | Wetmore—Nemaha Co. Free Fair Assn. Aug. 20-22. Howard Bixby. | Harrison—Clare Co. Fair Assn. Aug. 27-29. John W. Heil, Clare, Mich. | St. James—Watonwan Co. Agri. Assn. Aug. 28-30. E. C. Veltum. |
| Humboldt—Humboldt Co. Fair. Aug. 24-27. Walter Crissey. | Kentucky | Harri—Oceana Co. Agri. Assn. Sept. 9-12. W. H. Churchill, New Era, Mich. | St. Paul—Minnesota State Fair. Aug. 29-Sept. 7. Raymond A. Lee. |
| Ida Grove—Ida Co. Agri. Soc. Aug. 11-13. C. A. Van Griethuysen. | Alexandria—Alexandria Fair. Sept. 5-7. J. W. Shaw, Newport, Ky. | Hartford—Van Buren Co. Agri. Soc. Oct. 5-10. Paul F. Richter. | St. Peter—Nicollet Co. Agri. Soc. Aug. 27-30. H. E. Miller. |
| Independence—Buchanan Co. Fair Assn. Aug. 18-21. B. O. Gates. | Bowling Green—Warren Co. Fair Assn. Sept. 8-12. W. H. Richeson. | Hastings—Barrick Co. Fair. Aug. 11-15. Chas. W. Sherwood. | Sauk Centre—Stearns Co. Agri. Soc. Aug. 13-16. J. A. Schoenhoff. |
| Indianola—Warren Co. Fair. Aug. 3-6. E. H. Felton. | Broadhead—Broadhead Fair. Aug. 12-15. W. O. Yaden. | Hillsdale—Hillsdale Co. Agri. Soc. Sept. 27-Oct. 3. H. B. Kelley. | Thief River Falls—Pennington Co. Fair Assn. July 29-Aug. 1. A. P. Berge. |
| Keosauqua—Van Buren Co. Fair. Aug. 5-7. A. J. Secor. | Falmouth—Falmouth Fair. Aug. 6-8. D. Barnett Casey. | Imlay City—Lapeer Co. Agri. Soc. Aug. 11-15. James Dunn. | Two Harbors—Lake Co. Agri. Soc. Sept. 1-4. Fred D. W. Thias. |
| Knoxville—Marion Co. Fair Assn. Aug. 12-16. A. C. Milner. | Germantown—Germantown Fair. Aug. 13-15. C. D. Asbury, Augusta, Ky. | Ionia—Ionia Free Fair. Aug. 17-22. Rose Serlo. | Tyler—Lincoln Co. Fair Assn. Aug. 20-23. Jens S. Bollesen. |
| Leon—Decatur Co. Fair Assn. Aug. 24-26. W. B. Halstead. | Harrodsburg—Mercer Co. Fair. July 28-Aug. 2. John S. Buster. | Ironwood—Gogebic Co. Fair. Aug. 17-19. W. B. Pahl, Bessemer, Mich. | Waconia—Farmers Co-Op. Agri. Soc. Aug. 10-12. W. J. Scharmer. |
| Lorimer—Lorimer Agri. Fair. Aug. 17-20. W. L. Means. | Lawrenceburg—Lawrenceburg Fair, Am. Legion. July 22-25. J. Leslie Shelburne. | Jackson—Jackson Co. Fair Assn. Sept. 1-5. E. P. Hively. | Warren—Marshall Co. Agri. Assn. July 16-18. O. M. Mattson. |
| Malvern—Mills Co. Fair Assn. Aug. 11-13. D. M. Kline. | Lebanon—American Legion Fair. Aug. 19-22. B. G. Spalding. | Ludington—Western Mich. Fair Assn. Aug. 25-28. Irving Pratt, Scottsville, Mich. | Waseca—Waseca Co. Agri. Soc. Aug. 14-16. E. H. Smith. |
| Manchester—Delaware Co. Fair. Aug. 11-14. E. W. Williams. | Louisville—Kentucky State Fair. Sept. 12-10. Robert E. Jewell. | Marne—Berlin Fair. Sept. 1-4. Richard M. Osseward, R. 1. Coopersville, Mich. | Wheaton—Traverse Co. Agri. Assn. Sept. 10-13. A. W. Vye. |
| Manson—Calloway Co. Fair. Sept. 3-6. Sara S. Klotz. | Paducah—West Kentucky Fair. Aug. 25-28. Clay Kidd. | Marshall—Calloway Co. Fair Assn. Aug. 25-29. H. D. Carpenter. | White Bear Lake—Ramsey Co. Agri. Soc. Aug. 13-16. Robt. Freeman, Court House, St. Paul. |
| Marshalltown—Central Iowa Fair. Sept. 22-25. W. A. Buchanan. | Russell Springs—Russell Co. Fair Assn. Aug. 5-8. W. W. Owens. | Mason—Ingham Co. Fair. Aug. 11-15. Joy O. Davis. | Willmar—Kandiyohi Co. Fair Assn. Sept. 16-19. Wm. O. Johnson. |
| Mason City—North Iowa Fair Assn. Sept. 3-7. R. V. Wilkinson, Rock Falls, Ia. | Somerset—Pulaski Co. Fair Assn. Aug. 25-29. Robt. J. Smith. | Midland—Midland Farm & Youth Fair. Sept. 3-5. H. D. Parish. | Worthington—Nobles Co. Fair Assn. Aug. 24-26. W. W. Brammer. |
| Missouri Valley—Harrison Co. Fair Assn. Sept. 1-4. Frank C. Burke. | Springfield—Washington Co. Fair Assn. Aug. 27-29. Joseph Polin. | Northville—Northville Wayne Co. Fair Assn. Aug. 19-23. Wm. E. Forney. | Zumbrota—Goodhue Co. Fair Assn. Aug. 13-16. George W. Freeman. |
| Monticello—Jones Co. Fair. Aug. 25-28. Harry I. Rodman. | Louisiana | Norway—Dickinson Co. Fair Assn. Sept. 4-7. Art Lonsdorf, Iron Mountain, Mich. | |
| Mount Ayr—Ringgold Co. Fair. Aug. 12-15. Milton Henderson. | Alexandria—Rapides Parish Fair. Oct. 8-10. B. W. Baker. | Peek—Peck Agri. Soc. Oct. 1-2. Louis Reuter. | Mississippi |
| Mount Pleasant—Henry Co. Fair. Aug. 24-26. Nashum—Big 4 Fair Assn. Aug. 24-28. Norton Bloom. | Coushatta—Red River Parish Fair Assn. Sept. 22-26. W. H. Tyler. | Pelotuskey—Emmet Co. Fair. Sept. 15-18. Wilson J. McDonald. | Jackson—Mississippi State Fair. Oct. 12-17. Mabel L. Stiro. |
| National—Clayton Co. Agri. Soc. Aug. 31-Sept. 3. F. L. Lau, Garberville, Ia. | De Ridder—Beauregard Parish Fair Assn. Oct. 13-17. C. J. Ledoux. | Saginaw—Saginaw Co. Agri. Soc. Sept. 13-19. Clarence Harnden. | Laurel—South Miss. Fair. Sept. 28-Oct. 3. Hurdis Whitaker. |
| Nevada—Story Co. 4-H Fair Assn. Aug. 11-17. Glenn Z. Randau, R. F. D. 3, Ames, Ia. | Donaldsonville—South La. State Fair. Oct. 4-11. R. S. Vickers. | Sandusky—Sanilac Co. 4-H Agri. Soc. Aug. 27-29. Clarence E. Prentice. | Louisville—Winston Co. Fair Assn. Oct. 5-10. Mrs. R. W. Boydston. |
| Northwood—Worth Co. Fair Soc. Aug. 17-19. Courtney Sawyer, Manly, Ia. | Eunice—Tri-Parish Fair Assn. Oct. 15-18. Mrs. R. S. Parrot. | Saint Clair Shores—S. Macomb Co. Fair. July 23-26. D. C. Wood, Port Huron, Mich. | Meridian—Mississippi Fair & Dairy Show. Oct. 9-14. Hillman Taylor. |
| Onawa—Monona Co. Fair Assn. Aug. 11-14. Harold J. McNeill. | Franklin—Washington Parish Fair Assn. Oct. 14-17. L. Ray Mills, Bogalusa, La. | Sault Ste. Marie—Chippewa Co. Agri. Soc. Sept. 4-7. C. G. Walker. | Tupelo—Mississippi-Alabama Fair. Sept. 29-Oct. 3. James M. Savery. |
| Orange City—Sioux Co. Agri. Assn. Aug. 17-20. Gerrit Van Stryland. | Greensburg—St. Helena Parish Free Fair Assn. Oct. 15-17. L. M. Quin Jr. | Traverse City—Northwestern Mich. Fair Assn. Sept. 1-4. Arnel Engstrom. | Yazoo City—Yazoo Co. Fair Assn. Sept. 21-26. J. N. Ballard. |
| Osage—Mitchell Co. Agri. Soc. Aug. 21-23. C. E. Juhl. | Hahnville—St. Charles Parish Fair. Sept. 25-28. W. E. Simmons. | Ulica—Ulta Free Fair. Aug. 15-22. | Yazoo City—Yazoo Negro Fair Assn. Oct. 13-17. R. J. Pierce. |
| Oskaloosa—Southern Iowa Fair Assn. Aug. 10-13. Clyde A. Hanna, New Sharon, Ia. | Jennings—Jefferson Davis Parish Fair Assn. Oct. 29-Nov. 1. J. C. Barman. | West Branch—Ogemaw Agri. Soc. Aug. 26-28. R. D. Coulter. | |
| Postville—Big 4 Fair. Sept. 4-7. A. S. Burdick. | Leesville—Vernon Parish Fair. Oct. 6-10. M. N. Oakes. | | Missouri |
| Pringhar—O'Brien Co. 4-H Show. Aug. 20-22. M. G. Birlingmair. | Lutcher—St. James Parish Fair. April 17-20. E. L. Roussel. | Minnesota | Ava—Douglas Co. Fair Assn. Sept. 10-12. J. E. Curry. |
| Rock Rapids—Lyon Co. Fair. Sept. 1-4. John T. Prior. | Mansfield—De Solo Parish Fair. Oct. 5-10. Mrs. Margaret B. Holcomb. | Aitkin—Aitkin Co. Agri. Soc. Aug. 20-22. T. H. Arens. | Bethany—Bethany Fair. Sept. 7-12. T. R. Nickerson. |
| Rockwell City—Rockwell City 4-H Fair. Aug. 12-14. D. E. Hardling. | Monterey—Concordia Parish Fair Assn. Oct. 16-17. Julius H. Scott. | Albert Lea—Freeborn Co. Fair. Aug. 24-28. Andrew G. Hanson. | Brunswick—Brunswick Fair. Sept. 17-19. Harold Boucher. |
| Sioux City—Sac Co. Fair. Sept. 7-9. Ray Delbert. | New Roads—Pointe Coupee Parish Fair Assn. Oct. 2-4. J. Wade LeBeau. | Alexandria—Douglas Co. Agri. Assn. Aug. 25-28. R. S. Thornton. | California—Montenu Co. Agri. Soc. Sept. 1-4. Toby Lademann. |
| Sibley—Osceola Co. Livestock Show. Sept. 8-11. Sam D. Robinson. | Shreveport—State Fair of La. Oct. 24-Nov. 2. W. R. Hirsch. | Appleton—Swift Co. Fair Assn. Aug. 27-30. J. G. Anderson. | Kahoka—Clark Co. Agri. Assn. July 28-31. Lynne Gregory. |
| Spencer—Clay Co. Fair. Sept. 14-19. J. H. Peterson. | Shreveport—Caddo Parish 4-H Show. Oct. 22-23. Neal Dry. | Arlington—Sibley Co. Agri. Assn. Aug. 7-9. Louis Kill. | Mansfield—Ozark Summit Expo. Aug. 3-8. W. C. Coday. |
| Spirit Lake—Dickinson Co. 4-H Club Congress. Sept. 10-12. L. E. Hendricks. | Tululah—Louisiana Delta Fair. Oct. 6-9. P. O. Benjamin. | Bagley—Clearwater Co. Agri. Soc. Aug. 13-16. P. L. Reune. | Mexico—Audrain Co. Fair Assn. Aug. 18-21. Ross C. Ewing. |
| Tipton—Cedar Co. Fair Assn. Sept. 1-4. C. S. Miller. | Maine | Barnesville—Clay Co. Fair Assn. July 9-11. P. O. Soltau. | Mound City—Holt Co. Fair. Aug. 18-20. P. R. Black. |
| Vinton—Benton Co. Fair. Aug. 4-7. W. J. Campbell, Jesup, Ia. | Blue Hill—Blue Hill Fair. Sept. 7-9. Edward G. Williams. | Barnum—Carleton Co. Agri. Assn. Aug. 21-23. A. H. Dalbe. | Prairie Home—Prairie Home Fair. Aug. 5-6. Dr. A. L. Meredith. |
| Waterloo—Dairy Cattle Congress. Sept. 28-Oct. 4. E. S. Estel. | Cornish—Cornish Agri. Assn. Sept. 20-Oct. 3. Leon M. Ayer. | Blue Earth—Faribault Co. Agri. Soc. Sept. 9-11. L. B. Erdahl, Frost, Minn. | Sedalia—Missouri State Fair. Aug. 23-30. Ernest W. Baker. |
| Waukon—Allamakee Co. Fair. Sept. 8-11. E. M. Philipps. | Dover—Foxcroft—Piscataquis Valley Fair. Aug. 29. Frank A. Pierce. | Brainerd—Crow Wing Co. Fair Assn. Aug. 12-15. B. C. Wilkins. | Springfield—Ozark Empire District Fair. Sept. 1-7. G. B. Boyd. |
| Webster City—Hamilton Co. Fair. Sept. 7-10. L. L. Lytic. | Farmington—Franklin Co. Agri. Soc. Sept. 22-24. Frank E. Knowlton. | Caledonia—Houston Co. Agri. Soc. Sept. 2-5. Ed Zimmerman. | Montana |
| West Liberty—West Liberty Fair. Aug. 24-27. Jay L. Duncan. | Leeds—Leeds Agri. Assn. Oct. 8. Mrs. Beatrice M. Salford, R. F. D. 1, North Leeds. | Cambridge—Isanti Co. Agri. Soc. Sept. 9-12. L. O. Carlson. | Baker—Fallon Co. Fair. Aug. 29-31. George S. Severson. |
| West Union—Payette Co. Fair. Aug. 24-28. Ed Bauder. | North New Portland—New Portland Lions' Fair. Sept. 26. Warren B. Clark. | Canby—Yellow Medicine Co. Fair Assn. Aug. 31-Sept. 2. J. L. Thiessen. | Billings—Midland Empire Fair & Rodeo. Aug. 10-15. H. L. Flitton. |
| What Cheer—Keokuk Co. Fair. Aug. 22-25. E. P. Lally. | Froque Isle—Northern Maine Fair. Aug. 31-Sept. 3. Clayton H. Steele. | Cannon Falls—Cannon Valley Agri. Assn. July 2-4. R. J. Goodwin. | Chinook—Blaine Co. Fair. Sept. 6-7. Floyd Bowen. |
| Kansas | Skowhegan—Skowhegan Fair. Aug. 16-23. George M. Davis. | Detroit Lakes—Becker Co. Fair. Aug. 5-8. George W. Peoples. | Forsyth—Rosebud Co. Fair Assn. Aug. 26-28. H. L. Dusenberry. |
| Anthony—Anthony Fair Assn. July 14-18. O. F. Morrison. | South Paris—Oxford Co. Agri. Soc. Sept. 15-19. Ehnore C. Edmunds. | Farmington—Dakota Co. Agri. Soc. Aug. 17-19. A. H. Ehlers. | Glendive—Dawson Co. Fair Assn. Sept. 6-8. Claude Utterback. |
| Barnes—Washington Co. Fair. Sept. 23-25. D. Linn Livers. | Springfield—North Penobscot Agri. Soc. Sept. 7-9. L. A. Averill, Prentiss, Me. | Fergus Falls—Otter Tail Co. Fair Assn. Sept. 2-5. Kruite Hanson. | Great Falls—North Montana State Fair. Aug. 3-8. Dan P. Thurber. |
| Belleville—North Central Kansas Free Fair. Aug. 31-Sept. 4. Homer Alkire. | Topsham—Sagadahoc Agri. Soc. Oct. 13-16. Samuel Woodward, RFD 2, Brunswick, Me. | Fertile—Polk Co. Fair Assn. July 13-15. Joe Kesseland. | Hamilton—Ravalli Co. Fair. Sept. 2-4. Mary R. Hieronymus. |
| Beloit—Mitchell Co. Free Fair Assn. Sept. 1-5. Frank L. Hill. | Maryland | Fosston—N. W. Minn. Agri. Assn. July 30-Aug. 2. H. Algaard. | Havre—Hill Co. Fair. Aug. 18-20. Earl J. Bronson. |
| Burlington—Coffee Co. Fair. Aug. 3-7. John Redmond. | Cumberland—Cumberland Fair Assn. Aug. 10-15. Harry A. Manley. | Garden City—Blue Earth Co. Agri. Soc. Aug. 24-26. A. D. McCormack. | Lewistown—Central Montana Fair. Sept. 3-5. Hall Clement. |
| Chanute—Neosho Co. Fair Assn. Aug. 18-21. R. Karl Baker. | Frederick—Frederick Fair. Oct. 6-9. Guy K. Motter. | Grand Marais—Cook Co. Agri. Soc. Sept. 16-18. Olga Soderberg. | Miles City—Eastern Montana Fair. Sept. 6-8. J. H. Bohling. |
| Coffeeville—Interstate Fair. Aug. 3-7. Elton Weeks. | Hagerstown—Hagerstown Fair. Sept. 22-26. C. W. Wolf. | Grand Rapids—Itasca Co. Agri. Assn. Aug. 20-23. Allen J. Doran. | Shelby—Marias Fair. Aug. 14-16. Gladys Dahl. |
| Colby—Thomas Co. Free Fair. Aug. 18-21. J. B. Kuska. | Timonium—Maryland State Fair. Aug. 30-Sept. 10. Matt L. Dalger, Pimlico Race Course, Baltimore. | Hallock—Kittson Co. Agri. Soc. July 2-5. Duffie Larson. | Sidney—Richland Co. Fair. Sept. 3-5. W. H. Stewart. |
| Delphos—Ottawa Co. Fair Assn. Aug. 25-28. J. F. Olds. | Massachusetts | Herman—Grant Co. Agri. Assn. Aug. 20-23. G. I. Haney. | Nebraska |
| Girard—Crawford Co. Fair Assn. Aug. 17-21. Ion Hartong. | Danforth—Union Agri. Soc. Sept. 7-8. C. R. Ripley. | Howard Lake—Wright Co. Agri. Soc. Aug. 14-17. R. H. Gallup. | Albion—Boone Co. Agri. Assn. Sept. 11-13. E. J. Millie. |
| Glasco—Cloud Co. Fair. Sept. 8-11. R. M. Sawhill. | Bridgewater—Plymouth Co. Agri. Soc. Oct. 12. Elisha Ellis. | Hutchinson—McLeod Co. Agri. Assn. Sept. 21-24. Everett Oleson. | Arlington—Washington Co. Agri. Soc. Sept. 22-25. H. C. McClellan. |
| Goodland—Northwest Kan. Dist. Free Fair Assn. Aug. 25-28. H. R. Shinnell. | Brocton—Brocton Agri. Soc. Sept. 13-19. Frank H. Kingman. | Jackson—Jackson Co. Fair Assn. Aug. 27-30. Anton C. Geiger. | Aurora—Hamilton Co. Agri. Soc. Aug. 31-Sept. 3. H. E. Tool. |
| Harper—Harper Co. Fair Assn. Sept. 29-Oct. 2. R. E. Dresser. | Great Barrington—Barrington Fair Assn. Sept. 28-Oct. 3. Paul W. Foster. | Jordan—Scott Co. Good Seed Assn. Sept. 17-19. Herbert G. Straut. | Barlett—Wheeler Co. Fair Assn. July 30-Aug. 2. C. L. Bishop. |
| Hillsboro—Marion Co. Fair. Oct. 6-9. Dr. G. S. Klassen. | Greenfield—Franklin Co. Agri. Soc. Sept. 11-18. Whitman B. Wells. | Le Center—LeSueur Co. Fair Assn. Aug. 14-16. W. J. Baker. | Bladen—Webster Co. Agri. Assn. Aug. 19-21. J. R. Andrews. |
| Horton—Tri-Co. Fair Assn. Sept. 9-11. F. J. Henney. | Littleville—Littleville Community Fair. Oct. 2-3. Elmer O. Olds, Huntington, Miss. | Long Prairie—Todd Co. Fair. Aug. 10-13. Logan O. Scow. | Bloomfield—Knox Co. Fair Assn. Aug. 10-18. P. E. Stepp. |
| Hutchinson—Kansas State Fair. Sept. 10-25. S. M. Mitchell. | Marshfield—Marshfield Agri. Soc. Sept. 1-7. Horace C. Keene. | Luverne—Rock Co. Agri. Soc. Aug. 13-15. Albert J. Christensen. | Bridgeport—Morrill Co. Fair Assn. Sept. 7-9. J. Cedric Conover. |
| Inman—Inman Community Fair. Oct. 15-17. Wm. J. Braun. | Northampton—Hampshire, Franklin & Hampden Agri. Soc. Sept. 9-13. John L. Banner. | Madison—Lac qui Parle Co. Agri. Soc. Sept. 10-13. Olaf T. Mork. | Broken Bow—Custer Co. Fair. Aug. 11-15. P. G. Richardson. |
| Iola—Allen Co. Fair Assn. Week of Aug. 31. N. C. Korr. | Rehoboth—Rehoboth Fair. Sept. 9-12. Mrs. D. Lee Johnson, RFD 1, Attleboro, Mass. | Mahnomen—Mahnomen Co. Agri. Soc. July 24-26. E. A. Rumlach. | Chambers—Holt Co. Fair. Sept. 8-11. E. A. Farrier. |
| Lindsborg—Lindsborg District Fair Assn. Oct. 14-15. H. E. Dahlsten. | Spencer—Spencer Fair. Sept. 5-7. R. F. Kittredge. | Marshall—Lyon Co. Fair. Sept. 8-11. Roy W. Williams. | Columbus—Platte Co. Agri. Soc. Aug. 28-28. Joe B. Meyer. |
| Lyons—Rice Co. 4-H Fair. Probably Aug. 20-22. Thorpe Menn. | Springfield—Eastern States Expo. Sept. 20-26. Chas. A. Nash. | Montevideo—Chippewa Co. Fair Assn. Sept. 21-23. Carl Engstrom. | David City—Butler Co. Agri. Assn. Aug. 30-Sept. 2. Edgar V. Thomas. |
| Minneapolis—Ottawa Co. Fair Assn. Aug. 26-28. Willis Hogarty. | Tonshill—Essex Co. Fair. Sept. 9-13. Robt. P. Trask. | Mora—Kanabec Co. Agri. Soc. Aug. 6-8. Victor Blifstrum. | Deshler—Thayer Co. Agri. Soc. Aug. 17-20. E. J. Grupe, Byron, Neb. |
| Norton—Norton Co. Agri. Assn. Sept. 7-11. W. W. Isaac. | Michigan | Morris—Stevens Co. Fair Assn. Sept. 4-7. E. E. Grace, Donnelly, Minn. | Elwood—Cosper Co. Agri. Soc. Sept. 16-18. M. R. Morgan. |
| Osage City—Osage Co. 4-H Fair Assn. Aug. 28-29. W. E. Noller. | Adrian—Lenawee Co. Fair. Sept. 21-26. F. A. Bradish. | Nevis—Hubbard Co. Agri. Assn. Sept. 10-12. Mrs. John Avenson, Park Rapids, Minn. | Fairbury—Jefferson Co. Fair. Sept. 16-18. C. B. Callaway. |
| Oswego—Lafayette Co. Free Fair. Aug. 24-29. Joe A. Carpenter. | Allegan—Allegan Co. Agri. Soc. Sept. 21-26. E. W. DeLano. | New Ulm—Brown Co. Agri. Soc. Aug. 20-23. Wm. A. Lindemann. | Fremont—Northeast Neb. 4-H Club Fair. Aug. 12-14. C. W. Motter. |
| Richmond—Richmond Free Fair Assn. Aug. 19-21. John H. Roekers. | Ann Arbor—Washtenaw Co. Fair Soc. Aug. 4-7. F. W. McLane, Ypsilanti, Mich. | Northome—Koochiching Co. Agri. Soc. Aug. 10-12. C. W. Bray. | Fullerton—Nance Co. Fair Assn. Aug. 18-21. E. M. Black. |
| Rush Center—Rush Co. Fair Assn. Aug. 31-Sept. 3. Roy Peterson. | Cadillac—Northern Dist. Fair Assn. Sept. 15-18. P. R. Biebesheimer. | Owatonna—Steele Co. Free Fair. Aug. 18-23. C. A. Tischer. | Grant—Perkins Co. Fair Assn. Aug. 26-28. W. E. Canaday, Madrid, Neb. |
| Salina—Saline Co. 4-H Club Fair. Sept. 2-4. H. N. Eller. | Caro—Caro Fair. Aug. 24-29. Carl F. Mantey. | Perham—Perham Agri. Soc. Aug. 2-4. C. W. Lotterer. | Harrison—Sioux Co. Agri. Assn. Aug. 27-29. V. E. Marsteller. |
| Smith Center—Smith Co. Fair Assn. Sept. 23-25. Melvin A. Collier. | Cassopolis—Cass Co. Fair Assn. Sept. 8-12. Harry Ibbotson, Dowagiac, Mich. | Pine City—Pine Co. Agri. Soc. Aug. 20-22. Frank P. Gottry. | Hartington—Cedar Co. Agri. Soc. Sept. 5-8. Edgar M. Hoar. |
| Stafford—Stafford Co. Fair Assn. Sept. 1-4. E. B. Weir. | Centerville—St. Joseph Co. Fair Assn. Sept. 21-26. Lester R. Schrader. | Pine River—Cass Co. Fair Assn. Aug. 17-29. G. P. Roghile. | Hastings—Adams Co. Agri. Soc. Aug. 11-14. Henry R. Fausch. |
| Stockton—Rooks Co. Free Fair. Sept. 1-4. W. McCaslin. | Charlotte—Eaton Co. 4-H Agri. Soc. Sept. 1-5. Hans Kerdell. | Preston—Fillmore Co. Agri. Soc. Aug. 27-30. Chas. H. Utley. | Holdrege—Phelps Co. Junior Fair. Aug. 26-28. A. F. Johnson, Funk, Neb. |
| Thayer—Thayer Picnic & Fair Assn. Sept. 2-4. H. M. Minnich. | Coldwater—Branch Co. 4-H Fair. Sept. 16-19. Gordon R. Schulubatis. | Princeton—Mille Lacs Co. Agri. Soc. Aug. 27-30. R. C. Angstman. | Kimball—Kimball Co. Fair. Aug. 26-28. Vert B. Cargill. |
| Topeka—Kansas Free Fair. Sept. 13-19. Maurice W. Jencka. | Croswell—Croswell Agri. Soc. Sept. 1-4. Paul Helm. | Proctor—St. Louis Co. Fair. Aug. 13-16. A. J. Sundquist. | Lewellen—Garden Co. Agri. Soc. Sept. 10-12. Paul Temple. |
| Uniontown—Bourbon Co. Fair Assn. Aug. 25-28. W. A. Stroud. | Detroit—Michigan State Fair. Sept. 2-13. Bernard J. Youngblood. | Redwood Falls—Redwood Co. Agri. Soc. Sept. 17-19. W. A. Hauck. | Lincoln—Nebraska State Fair & Expo. Sept. 6-11. E. J. Millie. |
| Wakeeney—Trego Co. Free Fair. Aug. 26-28. Lew H. Galloway. | East Jordan—Charlevoix Co. Agri. Soc. Sept. 9-12. Lorence O. Isaman, Ellsworth, Mich. | Roseau—Roseau Co. Agri. Soc. July 20-22. Chas. Christianson. | Mitchell—Scottsbluff Co. Agri. Assn. Sept. 15-19. Harold Ledingham. |
| Washington—Washington Co. Fair Assn. Sept. 17-19. A. C. Fuhrken. | Escanaba—Upper Peninsula State Fair. Sept. 3-7. H. P. Lindsay. | Rush City—Chisago Co. Agri. Soc. Aug. 12-15. George W. Larson, North Branch, Minn. | Nelson—Nuckolls Co. Fair Assn. Last week in Aug. Wm. A. McHenry. |
| | Fowlerville—Fowlerville Agri. Soc. Aug. 6-8. O. L. Lepard. | St. Charles—Winona Co. Agri. Assn. Aug. 21-23. L. M. Dixon. | North Platte—Lincoln Co. Agri. Assn. Aug. 31-Sept. 2. Mrs. O. H. Covell. |
| | | St. Cloud—Sauk Rapids—Benton Co. Agri. Soc. Aug. 20-23. C. H. Varner, St. Cloud. | Oakland—Burt Co. Fair. Aug. 16-19. C. H. Walton, Lyons, Neb. |

Ogallala—Keith Co. Fair Assn. Aug. 19-22. F. J. Sibal.
 Omaha—Ak-Sar-Ben Livestock & Horse Show. Oct. 4-10. J. J. Isaacson.
 Osceola—Polk Co. Fair Assn. Aug. 10-14. L. A. Hasburt, Shelby, Neb.
 Pierce—Pierce Co. Agr. Soc. Aug. 22-25. E. G. Schellpeper.
 Seward—Seward Co. Agr. Soc. Aug. 27-29. Clyde A. Hardin.
 Spencer—Boyd Co. Agr. Soc. Sept. 16-18 (tentative). Louis W. Klasna.
 Stanton—Stanton Co. Fair. Aug. 23-25. Ervine E. Pont.
 Stapleton—Logan Co. Agr. Soc. Aug. 28-30. R. R. Brown.
 Syracuse—Otce Co. Agr. Assn. Aug. 25-27. Robt. L. McKissick, Dunbar, Neb.
 Valentine—Cherry Co. Agr. Soc. Sept. 7-9. R. E. Bricklely.
 Walthill—Thurston Co. Fair. Sept. 2-5. Alfred D. Raun.
 Waterloo—Douglas Co. Fair. Sept. 16-19. Robt. D. Herrington.
 West Point—Cumling Co. Fair. Aug. 30-Sept. 3. Ed M. Baumann.

New Hampshire

Cannan—Mascoma Valley Fair. Sept. 8-10. Wm. A. Shepard.
 Center Sandwich—Sandwich Fair Assn. Oct. 12. W. Leroy White.
 Plymouth—Union Grange Fair Assn. Sept. 15-17. W. J. Neal, Meredith, N. H.
 Rochester—Rochester Fair. Sept. 23-24. Ralph E. Cane.

New Jersey

Trenton—New Jersey State Fair. Sept. 27-Oct. 3. Harry E. LaBrique.
 Troy Hills—Morris Co. Fair Assn. Aug. 25-29. Kenneth E. Kostenbader, Morristown, N. J.

New Mexico

Albuquerque—New Mexico State Fair. Sept. 27-Oct. 4. Leon H. Harms.
 Fortales—Roosevelt Co. Fair Assn. Sept. 30-Oct. 3 (tentative). W. G. Vincent.
 Willard—Torrance Co. Fair Assn. Oct. 1-5. Leo P. Padilla.

New York

Afton—Afton Agr. Assn. Aug. 18-22. Harry G. Horton.
 Altamont—Albany-Schenectady Co. Fair. Aug. 10-15. Roy F. Feugh.
 Avon—Genesee Valley Breeders' Assn. Sept. 4-6. John Steele.
 Ballston Spa—Saratoga Co. Agr. Soc. Aug. 25-26. A. M. Garrison.
 Batavia—Genesee Co. Agr. Soc. Aug. 10-15. Glen W. Grinnell.
 Bath—Steuben Co. Agr. Soc. Sept. 15-19. J. Victor Faucett.
 Boonville—Boonville Fair Assn. Aug. 3-8. E. R. Hargrave.
 Brookfield—Madison Co. Fair. Sept. 7-10. C. G. Craine.
 Caledonia—Caledonia Fair. Aug. 4-8. G. H. Cullings.
 Cambridge—Cambridge Valley Agr. Soc. Aug. 19-23. P. J. Houlton, Hoosick Falls.
 Chatham—Columbia Co. Agr. Soc. Sept. 5-9. Wm. A. Durdess.
 Cobleskill—Cobleskill Agr. Soc. Sept. 21-26. Wm. H. Golding.
 Cortland—Cortland Co. Agr. Soc. Week of Aug. 24. Harry B. Tanner.
 Dunkirk—Chautauqua Co. Agr. Corp. Sept. 7-12. C. C. Cain.
 Fonda—Montgomery Co. Agr. Soc. Sept. 5-9. Edward Rothmeyer, Tribes Hill, N. Y.
 Gouverneur—Gouverneur Fair. Aug. 11-15. Bligh A. Dodds.
 Hamburg—Erie Co. Agr. Soc. Aug. 24-30. J. C. Newton.
 Hemlock—Hemlock Lake Union Agr. Soc. Sept. 9-12. Glenn C. McNinch, Conesus, N. Y.
 Ithaca—Tompkins Co. Agr. Soc. Aug. 17-22. Leon C. Rothermich.
 Little Valley—Cattaraugus Co. Agr. Soc. Aug. 19-22. J. W. Watson.
 Malone—Franklin Co. Agr. Soc. Aug. 24-29. H. B. Kelley.
 Middletown—Orange Co. Fair. Aug. 17-22. Alan O. Madden.
 Mineola, L. I.—Mineola Fair. Sept. 15-19. Fred D. Baldwin.
 Norwich—Chenango Co. Fair. Aug. 11-14. F. B. Littlefair.
 Riverhead—Suffolk Co. Agr. Soc. Sept. 7-12. Cort R. Hincken.
 Schaghticoke—Schaghticoke Fair. Sept. 7-10. Carl W. Lohnes.
 Syracuse—New York State Fair. Aug. 30-Sept. 7. Paul Smith.
 Vernon—Vernon Agr. Soc. Sept. 15-19. Chas. Warren, Sherrill, N. Y.
 Waterloo—Seneca Co. Agr. Soc. Aug. 11-14. Mrs. Nellie Douglass.
 Watkins Glen—Schuyler Co. Agr. Soc. Sept. 8-11. Milo Hitchcock, Odessa, N. Y.
 Walton—Delaware Co. Fair. Aug. 25-28. Paul G. Williams.
 Westport—Essex Co. Agr. Soc. Aug. 26-29. L. H. Laddell, Wadswams, N. Y.
 Whitney Point—Broome Co. Agr. Soc. Aug. 4-7. C. R. Johnson.

North Carolina

Albemarle—Stanly Co. Fair Assn. Oct. 5-10. C. A. Skidmore.
 Apex—Apex & Fuquay Five-Co. Fair. Sept. 21-26. Dr. S. H. Baldwin.
 Asheboro—Randolph Co. Fair. Sept. 21-26. Waldo O. Cheek.
 Asheville—Buncombe Co. District Fair. Aug. 24-29. E. W. Pearson.
 Carthage—Moore Co. Fair Assn. Week of Sept. 29. Paul H. Waddill.
 Cherokee—Cherokee Indian Fair. Oct. 6-10. J. L. Walters.
 Durham—Durham Co. Fair & Tobacco Festival. Last week in Oct. Mel J. Thompson.
 Gastonia—Gaston Co. Fair. Oct. 12-17. F. A. Whiteside.
 Greensboro—Greensboro Fair. Sept. 28-Oct. 3. Norman Y. Chambliss, Rocky Mount.
 Henderson—Golden Belt Fair. Oct. 5-10. O. M. Hight.
 Hickory—Oatawha Fair Assn. Oct. 6-10. John W. Robinson.
 High Point—High Point Fair. Sept. 21-26. A. C. Ingram.
 Leaksville—Rockingham Co. Fair Assn. Aug. 31-Sept. 5. S. M. Harris.
 Littleton—Littleton Tri-Co. Fair. Oct. 26-31. T. R. Walker.
 Lumberton—Robeson Co. Fair Assn. Sept. 23-25. R. A. Hedgpeth.
 Mount Airy—American Legion Fair. Sept. 21-26. W. L. Sydnor.
 North Wilkesboro—Great Northwestern Fair. Sept. 15-19. W. A. McNeil.

Raleigh—North Carolina State Fair. Oct. 13-17. Dr. J. S. Dorton.
 Reidsville—Reidsville Fair Assn. Sept. 28-Oct. 3. Aaron Weinstein.
 Rocky Mount—Rocky Mount Fair. Oct. 4-10. Mrs. Norman Y. Chambliss.
 Rutherford—Rutherford Co. Fair. Sept. 21-26. F. E. Patton.
 Spring Hope—Nash Co. Fair. Sept. 21-26. Hobart Brantley.
 Spruce Pine—Toe River Fair Assn. Sept. 8-12. W. M. Wiseman.
 Troutman—Iredell Co. Agr. Fair. Sept. 28-Oct. 3. G. O. Hadley, Statesville, N. C.
 Warsaw—Duplin Co. Agr. Fair. Nov. 9-14. R. D. Johnson.
 Wilson—Wilson Co. Fair. Oct. 19-24. W. H. Dunn.
 Woodland—Roanoke-Chowan Fair. Oct. 12-17. T. R. Walker, Littleton, N. C.

North Dakota

Bottineau—Bottineau Co. Agr. Soc. Sept. 23-24. Dr. J. C. Jirikovic.
 Fargo—Rod River Valley Fair. Aug. 31-Sept. 5. A. D. Scott.
 Fessenden—Wells Co. Free Fair. July 7-10. E. W. Vancura.
 Hamilton—Pembina Co. Fair Assn. July 16-18. Franklin Page.
 Jamestown—Stutsman Co. Fair Assn. July 2-4. Dr. G. A. Ottlinger.
 Langdon—Cavalier Co. Fair Assn. July 13-15. Dick Forkner.
 Minot—North Dakota State Fair. June 30-July 5. H. L. Fluke.
 Mott—Mottinger Co. Fair Assn. Sept. 11-13. Mrs. Thilma Olson.

Ohio

Andover—Andover Fair. Sept. 11-12. E. G. Haas.
 Ashland—Ashland Co. Agr. Soc. Sept. 23-26. James S. Atterholt.
 Ashley—Ashley Ind. Agr. Soc. July 15-18. Harry S. Wigton.
 Athens—Athens Co. Agr. Soc. Aug. 24-27. L. C. Baker.
 Atica—Atica Fair. Sept. 30-Oct. 2. Carl B. Carpenter.
 Barlow—Barlow Agr. Assn. Sept. 24-25. C. E. Lawton.
 Bellefontaine—Logan Co. Agr. Soc. Sept. 22-25. Carl C. Kirk.
 Bellville—Bellville Ind. Agr. Soc. Sept. 16-18. E. O. Kochheiser.
 Berea—Cuyahoga Co. Agr. Soc. Aug. 19-23. William H. Kroesen.
 Bluffton—Bluffton Agr. Soc. Dec. 9-11. Harry F. Barnes.
 Burton—Geauga Co. Agr. Soc. Sept. 4-7. Charles A. Riley.
 Cadiz—Harrison Co. Agr. Assn. Oct. 7-9. Lance H. Berger.
 Caldwell—Noble Co. Agr. Soc. Sept. 2-4. O. J. Lorenz.
 Canfield—Mahoning Co. Agr. Soc. Sept. 5-7. E. R. Zieger, Youngstown, O.
 Canton—Stark Co. Agr. Soc. Sept. 7-10. Ed S. Wilson.
 Carrollton—Carroll Co. Agr. Soc. Sept. 30-Oct. 3. Leonard George, Harlem Springs, O.
 Carthage—Cincinnati—Hamilton Co. Agr. Soc. Sept. 16-19. D. R. Van Atta, 410 Court-house, Cincinnati.
 Celina—Mercer Co. Agr. Soc. Aug. 16-21. W. P. Archer.
 Circleville—Pickaway Co. Agr. Soc. (Pumpkin Show). Oct. 7-10. Mack D. Parrett.
 Columbus—Ohio State Fair. Aug. 29-Sept. 4. Win H. Kinan.
 Columbus Grove—Putnam-Allen Co.'s Ind. Agr. Soc. Dec. 16-18. Amos L. Goodwin.
 Coshocton—Coshocton Co. Agr. Soc. Oct. 6-10. C. V. Gray, Dresden, O.
 Croton—Hartford Ind. Agr. Soc. Sept. 9-12. Clell H. Sinkey, Centerburg, O.
 Dayton—Montgomery Co. Fair. Sept. 7-10. R. C. Haines.
 Delaware—Delaware Co. Agr. Soc. Sept. 22-25. John Wagner.
 Delphos—Allen Co. Agr. Soc. Aug. 25-29. Art O. Wulffhorst.
 Dover—Tuscarawas Co. Agr. Soc. Sept. 23-26. S. O. Mase.
 Eaton—Proble Co. Agr. Soc. Sept. 15-18. Wm. B. Fryor.
 Findlay—Hancock Co. Agr. Soc. Sept. 9-12. Orvell Crates, Jenera, O.
 Fredericktown—Fredericktown Comm. Agr. Soc. Sept. 17-19. Irl Willis.
 Fremont—Sandusky Co. Agr. Soc. Sept. 8-11. Russell S. Hull.
 Gallipolis—Gallia Co. Agr. Soc. Sept. 23-26. Dorothy L. White.
 Georgetown—Brown Co. Fair. Oct. 7-9. William M. Warner.
 Greenville—Darke Co. Fair. Aug. 23-28. Frank Hiestand, Rossburg, O.
 Hamilton—Butler Co. Agr. Soc. Sept. 27-Oct. 3. John W. Cochran, Sevenville, O.
 Hicksville—Defiance Co. Agr. Soc. Aug. 25-28. E. Mentzer.
 Hilliards—Franklin Co. Agr. Soc. Aug. 18-20. Arch A. Alder.
 Jefferson—Ashabula Co. Agr. Soc. Aug. 18-21. E. W. Lampson.
 Kenton—Hardin Co. Agr. Soc. Sept. 30-Oct. 3. Charles R. Fulton.
 Lancaster—Fairfield Co. Agr. Soc. Oct. 14-17. Russell W. Ait, R. 1, Baltimore, O.
 Lebanon—Warren Co. Agr. Soc. Sept. 22-25. John T. Gorman.
 Lisbon—Columbiana Co. Agr. Soc. Sept. 15-18. J. H. Sinclair, Hanoverton, O.
 Logan—Hocking Co. Agr. Assn. Sept. 16-19. D. Melvin Heft.
 London—Madison Co. Agr. Soc. Aug. 23-27. Fred M. Guy, Irwin, O.
 Loudonville—Loudonville Agr. Soc. Oct. 6-8. Charles Bernhard Jr.
 Lucasville—Scioto Co. Agr. Soc. Aug. 4-7. H. T. Caldwell, Portsmouth, O.
 McConnellsville—Morgan Co. Agr. Soc. Sept. 16-18. Ray G. Smith.
 Mansfield—Richland Co. Agr. Soc. Aug. 25-28. R. D. Hale.
 Marietta—Washington Co. Agr. Assn. Sept. 7-9. L. E. Apple.
 Marlon—Marion Co. Agr. Soc. Aug. 25-28. William K. Davis.
 Marysville—Union Co. Agr. Soc. Oct. 6-9. Harry A. Taylor.
 Medina—Medina Co. Agr. Soc. Sept. 10-12. Jay V. Einhart.
 Middleport—Meigs Co. Fair. Sept. 16-18. Charles Radford Jr., Minersville, O.
 Millersburg—Holmes Co. Fair. Sept. 8-11. H. C. Logsdon.
 Montpelier—Williams Co. Agr. Soc. Sept. 15-19. G. V. Lockhart.
 Mount Gilead—Morrow Co. Agr. Soc. Sept. 10-12. A. A. Broffier.
 Mount Vernon—Knox Co. Agr. Soc. Oct. 14-17. Henry G. Richards.

Napoleon—Henry Co. Agr. Soc. Sept. 2-5. James D. Murray.
 Newark—Licking Co. Agr. Soc. Oct. 1-3. D. E. Ebbout.
 Norwalk—Huron Co. Agr. Soc. Sept. 15-18. Mrs. Elfreda Crayton.
 Old Washington—Guernsey Co. Agr. Soc. Sept. 18-18. J. P. St. Clair.
 Ottawa—Putnam Co. Agr. Soc. Oct. 6-10. Jos. L. Brickner.
 Owensville—Clermont Co. Agr. Soc. Aug. 18-21. J. W. Evans.
 Palmsville—Lae Co. Agr. Soc. Aug. 25-28. Mrs. Eva S. Merrill.
 Paulding—Paulding Co. Agr. Soc. Sept. 22-25. O. C. Lehman, Payne, O.
 Picketon—Pike Co. Agr. Soc. Aug. 11-14. Frank B. Cooper.
 Plain City—Plain Oty Ind. Agr. Soc. Aug. 6-9. H. S. Foust.
 Proctorville—Lawrence Co. Agr. Assn. Aug. 19-21. D. E. Lewis, Ironton, O.
 Randolph—Randolph Agr. Soc. Sept. 18-19. R. P. Hamilton.
 Richwood—Richwood Tri-Co. Fair. July 21-24. Ralph B. Vestal.
 St. Clairsville—Belmont Co. Agr. Soc. Sept. 9-12. William R. Butcher Jr.
 Shelby—Shelby Comm. Street Fair Assn. Sept. 9-12. Carl L. Wentz.
 Sidney—Shelby Co. Agr. Soc. Sept. 15-18. Ben O. Harman, Anna, O.
 Smithfield—Jefferson Co. Agr. Soc. Sept. 23-25. W. E. Rose, R. 1, Rayland, O.
 Smyrna—Tri-Co. Ind. Agr. Soc. Sept. 24-26. H. M. Fitch, Moorefield, O.
 Tiffin—Seneca Co. Agr. Soc. Aug. 25-28. C. B. Baker.
 Toledo—Lucas Co. Agr. Soc. Sept. 17-20. Charles Glann, 411 Michigan St.
 Troy—Miami Co. Agr. Soc. Aug. 18-21. E. O. Ritter.
 Upper Sandusky—Wyandot Co. Agr. Soc. Sept. 15-18. H. A. Hudson.
 Urbana—Champaign Co. Agr. Soc. Aug. 10-14. John W. Yoder.
 Van Wert—Van Wert Co. Agr. Soc. Sept. 7-11. N. E. Stuckey.
 Wapakoneta—Auglaize Co. Agr. Soc. Aug. 30-Sept. 4. Harry Kahn.
 Warren—Trumbull Co. Agr. Soc. Aug. 10-15. Donald R. Baker.
 Washington Co. H.—Wayette Co. Agr. Soc. July 28-Aug. 1. George L. Gossard.
 Wauseon—Fulton Co. Agr. Soc. Sept. 7-10. C. C. Ackerman.
 Wellington—Lorain Co. Agr. Soc. Aug. 25-27. Clair L. Hill.
 Wellston—Jackson Co. Agr. Soc. Aug. 18-20. Charles N. Gaskill.
 West Union—Adams Co. Agr. Assn. Aug. 18-21. Charles S. Kirker.
 Wilmington—Clinton Co. Agr. Soc. Aug. 10-14. Gertrude Hanks.
 Woodsville—Monroe Co. Fair. Sept. 9-11. Ralph Schumacher.
 Wooster—Wayne Co. Agr. Soc. Sept. 15-19. W. J. Bus.
 Xenia—Greene Co. Agr. Soc. Aug. 4-7. Mrs. J. Robert Bryson.
 Zanesville—Muskingum Co. Agr. Soc. Aug. 18-21. Perl D. Elliott, New Concord, O.

Oklahoma

Anadarko—Caddo Co. Free Fair. Sept. 16-19. E. T. Cook.
 Beaver—Beaver Co. Free Fair Assn. Sept. 16-19. Mrs. Letha Howe.
 Blackwell—Kay Co. Free Fair Assn. Second week in Sept. W. R. Hulsehon, Newkirk.
 Chandler—Lincoln Co. Free Fair. Sept. 16-19. A. M. Jarvis.
 Cushing—Cushing District Fair. Sept. 10-12. D. H. Fisher.
 Dewey—Washington Co. Free Fair. Sept. 8-10. V. Long.
 Duncan—Stephens Co. Fair Assn. Sept. 9-12. Tom Divine.
 Enid—Garfield Co. Free Fair Assn. Oct. 26-30. J. B. Hurst.
 Hennessey—Hennessey Free Fair. Sept. 1-3. Art Walters.
 Hydro—Hydro District Fair. Sept. 3-5. Grace R. Felton.
 Miami—Ottawa Co. Free Fair. Sept. 7-13. George H. Merriam.
 Muskogee—Oklahoma Free State Fair. Oct. 4-11. Ethel Murray Simonds.
 Oklahoma City—Oklahoma State Fair & Expo. Sept. 28-Oct. 3. Ralph T. Hemphill.
 Pauls Valley—Garvin Co. Free Fair. Sept. 10-12. Russell Pierson.
 Pawhuska—Osage Co. Free Fair Assn. Sept. 14-17. Fred Ahrberg.
 Potomac—Le Flore Co. Free Fair Assn. Sept. 15-19. Harold V. Yerby.
 Purcell—McClain Co. Free Fair. Sept. 10-12. Forrest Nelson.
 Tulsa—Tulsa State Fair. Sept. 6-11. Wm. B. Way.

Oregon

Fossil—Wheeler Co. Fair. Sept. 11-13. Arnold C. Ebert.
 Gresham—Multnomah Co. Fair Assn. Aug. 24-30. A. H. Lea, 310 Oregon Bldg., Portland.
 Hillsboro—Washington Co. Fair. Sept. 3-5. Mrs. Leon E. Davis.
 Hood River—Hood River Co. 4-H Club Fair. Aug. 26-27. A. L. Marble.
 La Grande—Union Co. Fair Assn. Latter part of Sept. W. R. Gekeler.
 Lakeview—Lake Co. Fair. Sept. 5-7. E. A. Fettsch.
 Monmouth—Polk Co. Fair. Aug. 28-29. Josiah Wills, Dallas, Ore.
 Newport—Lincoln Co. Fair. Aug. 27-29. H. G. Smith, Toledo, Ore.
 Ontario—Malheur Co. Fair & Rodeo. Aug. 30-Sept. 1. Thadens Osborn, Nyssa, Ore.
 Portland—Pacific Internat'l Livestock Expo. Oct. 3-10. O. M. Plummer, 308 Wilcox Bldg.
 Tygh Valley—Wasco Co. Fair. Sept. 25-27. Floyd Kelly, Maupin, Ore.

Pennsylvania

Allentown—Allentown Fair. Sept. 22-26. M. H. Beary.
 Bedford—Bedford Fair Assn. Aug. 26-29. A. C. Brice.
 Bloomsburg—Bloomsburg Fair. Sept. 28-Oct. 3. Harry B. Correll.
 Butler—Butler Fair & Expo. Aug. 11-14. C. M. Miller.
 Conneautville—Conneautville Community Fair Assn. Sept. 10-12. Kenneth Mowry.
 Conshohocken—Spring Mill Fair. July 8-18. Samuel M. Glass.
 Cookport—Green Township Community Fair Assn. Sept. 17-19. F. P. Walker, Commodore, Pa.
 Doylestown—Doylestown Fair. Aug. 25-29. J. Allen Gady.
 Edinboro—Edinboro Community Fair. Sept. 17-19. Norman P. Mannors.

Fawn Grove—Fawn Grove Improvement Assn. Aug. 5-8. L. M. Brown, Bridgeton, Pa.
 Forksville—Sullivan Co. Agr. Soc. Sept. 2-5. J. E. Whiteley.
 Greensburg—Harrold Community Fair. Aug. 20-23. J. H. Silvis Jr.
 Hanover—Forest Park Free Fair. Sept. 8-13. A. F. Karst.
 Harford—Harford Agr. Soc. Sept. 0-11. J. A. Williams.
 Hatfield—Montgomery Co. Fair. Sept. 7-12. Alton F. Kinsey.
 Huntingdon—Huntingdon Co. Fair Assn. Aug. 31-Sept. 5. Kermit L. Lancy.
 Indiana—Indiana Co. Fair Assn. Aug. 24-27. B. H. Lichteberger.
 Kutztown—Kutztown Fair. Aug. 17-23. Claude L. Bordner.
 Lehighton—Lehighton Fair. Sept. 7-12. Frank R. Diehl.
 Manheim—Manheim Community Farm Show. Oct. 1-3. E. Allan Auld.
 Meyersdale—Somerset Co. Fair Assn. Aug. 18-21. Clarence F. Rowe.
 Newfoundland—Greene-Dreher Fair Assn. Sept. 3-5. Henry C. Botjer, Greentown, Pa.
 Selingsgrove—Selingsgrove Night Fair. Week of July 30. Roland E. Fisher.
 Stoneboro—Stoneboro Fair. Sept. 2-7. Walter B. Parker.
 Sugar Grove—Sugar Grove Fair. Sept. 10-12. T. R. Sponser.
 Tioga Junction—Tioga Valley Fair Assn. Aug. 6-9. Carl H. Forrest, Lawrenceville, Pa.
 Troy—Troy Agr. Soc. Aug. 18-23. H. D. Holcombe.
 Turbotville—Turbotville Fair Assn. Oct. 7-10. Calvin W. Menges, R. D. 8, Watsonstown, Pa.
 Waterford—Waterford Community Fair Assn. Sept. 9-12. Ray J. Salmon.
 Wattsburg—Wattsburg Agr. Soc. Sept. 1-6. H. M. Burrows.
 Wind Ridge—Jacktown Fair. Aug. 25-27. O. I. Dillie.
 York—York Interstate Fair. Sept. 15-19. John H. Rutter.

South Carolina

Anderson—Anderson Fair. Nov. 2-7. J. A. Mitchell.
 Brunson—Hampton Co. Fair Assn. Nov. 23-28. W. P. Hogarth.
 Columbia—South Carolina State Fair. Oct. 19-24. Paul V. Moore.
 Dillon—Dillon Co. Fair Assn. Week of Oct. 19. L. B. Rogers.
 Greenwood—Greenwood Co. Fair. Oct. 19-24. E. B. Henderson.
 Newberry—Newberry Co. Fair Assn. Oct. 26-30. H. T. Cannon.
 Orangeburg—Orangeburg Co. Fair Assn. Oct. 27-31. J. M. Hughes.
 Orangeburg—Orangeburg Co. Colorod Fair Assn. Oct. 13-16. W. C. Lewis.
 Owings—Mt. Carmel Fair. Oct. 14-17. A. N. Saxon.
 Rock Hill—York Co. Fair Assn. Week of Oct. 12. Miss F. M. Fewell.
 Spartanburg—Spartanburg Co. Fair Assn. Oct. 5-10. D. C. Todd.
 Sumter—Sumter Co. Fair. Oct. 13-17. J. Cliff Brown.

South Dakota

Clear Lake—Deuel Co. Fair Assn. Sept. 16-18. Fred Seeger.
 Gettysburg—Potter Co. Fair. Aug. 21-22. James J. O'Connell.
 Huron—South Dakota State Fair. Sept. 7-12. C. B. Hansen.
 Mitchell—Corn Palace Festival. Sept. 21-26. E. A. Kirkpatrick.
 Murdo—Jones Co. Fair. Aug. 27-29. M. E. Sanderson.
 Nisland—Butte Co. Fair. Aug. 27-29. Beyer Aune, Newell, S. D.
 Parker—Turner Co. Fair. Aug. 17-19. J. C. Jensen.
 Pine Ridge—Oglala Sioux Fair & Festival. Aug. 30-22. M. G. Ripke.

Tennessee

Alexandria—De Kalb Co. Fair. Sept. 2-5. Rob Roy.
 Ashland City—Cheatham Co. Fair Assn. Oct. 1-3. Ewell Ferry.
 Bolivar—Hardeman Co. Colored Fair Assn. Oct. 8-10. W. B. Hunt, Box 42, Grand Junction.
 Camden—Benton Co. Fair Assn. Sept. 16-19. R. L. Davis.
 Carthage—Carthage Agr. Assn. Aug. 19-22. W. B. Robinson.
 Clarksville—Montgomery Co. Colored 4-H Fair. Oct. 2-3. James A. Belle.
 Columbia—Middle Tenn. Fair. Week of Aug. 24. George L. Buchannan.
 Cookeville—Putnam Co. Fair. Sept. 10-12. O. D. Massa.
 Erlin—Houston Co. Fair. Sept. 24-26. W. B. Price.
 Gainesboro—Jackson Co. Fair Assn. Oct. 1-3. S. J. McFall.
 Gallatin—Sumner Co. Colored Fair. Aug. 27-29. Edw. V. Anthony.
 Huntingdon—Carroll Co. Fair Assn. Sept. 29-Oct. 3. J. F. Walters.
 Jackson—Madison Co. Colored Fair. Sept. 22-26. J. E. McNeely.
 Knoxville—Tennessee Valley Fair. Sept. 28-Oct. 3. Charles A. Brakebill.
 Lebanon—Wilson Co. Fair. Sept. 16-19. A. W. McCartney.
 Memphis—Mid-South Fair. Oct. 10-17. Henry W. Beaudoin.
 Murfreesboro—Mid-State Colored Fair. Aug. 19-22. Dr. James R. Patterson.
 Nashville—Tennessee State Fair. Sept. 21-26. Phil C. Travis.
 Oneida—Scott Co. Fair. Sept. 10-12. E. O. Terry.
 Pikeville—Bledsoe Co. Fair Assn. Sept. 24-26 (tentative). Roy Cooper.
 Santa Fe—Santa Fe Fair Assn. Sept. 10-12. J. D. Fitzgerald.
 Tracy City—Grunddy Co. Fair Assn. Aug. 20-22. Victor Gross.
 Winchester—Franklin Co. Fair Assn. Aug. 28-29. Floyd Anderson.
 Woodbury—Cannon Co. Fair Assn. Sept. 17-19. Mrs. J. H. Cummings.

Texas

Angleton—Brazoria Co. Fair Assn. Sept. 29-Oct. 3. J. S. Hostetter.
 Bellville—Austin Co. Fair Assn. Oct. 8-10. Albert Sander Jr.
 Boerne—Kendall Co. Fair Assn. Aug. 28-30. A. McD. Gilliat.
 Bowie—Bowie Fair Assn. First week in Oct. Henry Moore.
 Center—Shelby Co. Fair Assn. Oct. 6-10. Guy Cowser.
 Conroe—Montgomery Co. Fair. Oct. 19-24. Oscar B. Jones.

Corsicana—Corsicana Dist. Fair & Rodeo. Sept. 29-Oct. 3. R. W. Knight.
 Crockett—Houston Co. Fair. Oct. 12-17. J. J. Reinicke.
 Dallas—State Fair of Texas. Oct. 10-25. Roy Rupard.
 Eastland—Eastland Co. Fair Assn. Sept. 24-26. H. J. Tanner.
 Franklin—Robertson Co. Fair Assn. Sept. 30-Oct. 3. V. M. Harris.
 Gonzales—Gonzales Co. Fair Assn. Oct. 20-24. E. C. Mueller.
 Graham—Pottsum Kingdom Fair & Rodeo. Sept. 15-19. Melvin Blak.
 Greenville—Hunt Co. Fair. Aug. 24-29. C. A. Duck.
 Jasper—Jasper Co. Fair Assn. Oct. 13-17. J. Paul Hardin.
 Jefferson—Marion Co. Fair. Sept. 15-19. C. R. Heaton.
 LaGrange—Payette Co. Fair Assn. Oct. 2-4. Marshall H. Holloway.
 Leonard—Leonard Fair Assn. Sept. 22-26. Clay Dodson.
 Liberty—Trinity Valley Expo. Oct. 22-24. Milton Sipes.
 Linden—Cass Co. Fair. Sept. 22-26. W. D. Berry.
 Lubbock—Panhandle South Plains Fair Assn. Oct. 5-10. A. B. Davis.
 Lusk—Texas Forest Festival. Oct. 5-10. W. R. Beaumier.
 Nacogdoches—Nacogdoches Co. Fair. Oct. 13-17. Joe L. Mock.
 New Braunfels—Comal Co. Fair Assn. Sept. 25-27. H. H. Wittenborn.
 Orange—Orange Co. Fair. Oct. 26-31. T. O. Lundrum.
 Palestine—Anderson Co. Fair. Oct. 5-10. C. O. Miller Jr.
 Rising Star—Rising Star Free Fair. Sept. 16-18. J. P. Robertson.
 San Augustine—San Augustine Co. Fair Assn. Sept. 22-26. J. J. Mitchell.
 Seminole—Gaines Co. Fair. Oct. 30-31. Roy K. Shifflett.
 Snyder—Scurry Co. Products Show. Oct. 7-10. Robt. G. Dillard.
 Tyler—East Texas Fair Assn. Sept. 14-19. V. F. Fitzhugh.
 Wharton—Wharton Co. & Gulf Coast Expo. Oct. 13-17. H. O. Copenlaver.
 Yoakum—Agr. & Livestock Show. First week in June.
 Yorktown—Yorktown Fair Assn. Oct. 14-17. Paul A. Schmidt.

Utah

Coalville—Summit Co. Fair. Sept. 14-16. K. B. Hixon.
 Fillmore—Millard Co. Fair. Sept. 3-5. Juno Gordon.
 Logan—Cache Co. Fair & Rodeo. Sept. 15-17. N. J. Crookston.
 Murray—Salt Lake Co. Fair. Sept. 2-5. Chester G. Bello, Magna, Utah.

Vermont

Burlington—Canaan Co. Fair. Aug. 20-22. F. O. Brown.
 Essex Junction—Champlain Valley Expo. Aug. 30-Sept. 5. H. K. Drury.
 Lyndonville—Caledonia Co. Fair Assn. Aug. 27-29. A. E. Donahue.
 Morrisville—Lamoille Valley Fair. Aug. 5-8. Erwin H. Olmstead.
 Rutland—Rutland Fair. Sept. 7-12.
 Tunbridge—Union Agr. Assn. Sept. 22-24. Edw. R. Flint.

Virginia

Berryville—Clarke Co. Horse & Coll Show Assn. Aug. 20-21. A. B. Hummer.
 Clintwood—Farmers' Fair Assn. Sept. 3-5. W. H. McCoy.
 Covington—Alleghany Co. Fair Assn. Sept. 7-13. Thomas B. McCaleb.
 Danville—Danville Fair Assn. Oct. 6-9. C. L. Booth.
 Duncannon—Scott Co. Fair Assn. Sept. 9-12. Charles W. Compton, Wood, Va.
 Galax—Galax Fair. Sept. 7-12. G. P. Carr.
 Keller—Eastern Shore Fair Assn. Aug. 18-22. J. Milton Muson.
 Luray—Page Co. Fair. Aug. 24-29. Amos Cuvé.
 Manassas—Manassas Fair Assn. Sept. 7-8. James M. Baucum.
 Martinsville—Henry Co. Fair Assn. Sept. 14-19. O. B. Hensley.
 Martinsville—Martinsville Colored Fair. Aug. 24-29. D. O. Baldwin.
 Richmond—Virginia State Fair. Sept. 28-Oct. 3. Charles A. Somma.
 Roanoke—Roanoke Fair. Aug. 24-29. Lester Hutson.
 South Boston—Halifax Co. Fair. Oct. 13-17. W. W. Wilkins.
 Staunton—Staunton Fair. Sept. 14-19. C. B. Ralston.
 Wise—Wise Co. Fair Assn. Aug. 27-29. B. F. Gilliam.
 Woodstock—Shenandoah Co. Fair Assn. Sept. 15-18. Frank M. Favel.

Washington

Chehalis—Centralia—Southwest Wash. Fair Assn. Aug. 28-30. Thomas E. Wood, Chehalis.
 Cheney—Cheney Community Fair. Sept. 17-19. Mainie Ottomier.
 Davenport—Lincoln Co. Fair Assn. Sept. 13-19. Edward Heimemann.
 Langley—Island Co. Fair. Sept. 11-12. E. E. Nobel.
 Lynden—Northwest Wash. District Fair. Sept. 3-5. Dr. A. E. Rusco.
 Olympia—Thurston Co. Fair. Approx. Aug. 25-26. Mary Ann Paletto.
 Port Angeles—Clallam Co. Fair Assn. Sept. 10-13. W. C. Geller.
 Rivetville—Adams Co. Junior Fair Assn. Sept. 11-12. Mrs. Walter Meyer.
 Skamokawa—Wahkiakum Co. Fair Assn. Sept. 10-12. R. E. Roffler, Cathlamet, Wash.
 Walla Walla—Southeastern Wash. Fair Assn. Sept. 3-5. Leslie L. Stewart.
 Waterville—Douglas Co. Fair. Sept. 11-13. William Volz.
 Yakima—Central Wash. Fair Assn. Sept. 17-20. J. Hugh King.

West Virginia

Clay—Clay Co. Fair Assn. Sept. 10-19. O. W. Thorniley.
 Elizabeth—Wirt Co. 4-H Fair. Aug. 19-21. Paul M. Hess.
 Glenville—Glacier Co. Fair. Aug. 19-22. Delbert Stalnaker.
 Helvetia—Helvetia Community Fair Assn. Sept. 10-12. Mrs. James McNeal.
 Lewisburg—West Virginia State Fair. Sept. 14-19. W. L. Tabscott.
 Mannington—Mannington Dist. Fair Assn. Sept. 9-12. Goffe H. Sturm.

Marlinton—Pocahontas Co. Fair. Aug. 24-29. Fred C. Allen.
 New Hope—New Hope Fair. Aug. 27-29. C. P. Hylton, R. 1, Box 78, Princeton, W. Va.
 Ripley—Jackson Co. Fair. Aug. 11-14. Chas. Rhodes and Blaine A. Beeghly.
 Weston—Jackson's Mill 4-H Fair Assn. Sept. 22-24 (tentative). C. H. Hartley.

Wisconsin

Beaver Dam—Dodge Co. Fair Assn. June 30-July 5. J. F. Malone.
 Black River Falls—Jackson Co. Fair Assn. Sept. 12-15. Douglas J. Curran.
 Chilton—Calumet Co. Agr. Assn. Sept. 4-7. T. Henry Weeks.
 Chippewa Falls—Northern Wis. District Fair. Aug. 4-9. A. L. Putnam.
 Crandon—Forest Co. Agr. Assn. Aug. 25-28. R. M. Ritter, Argonne, Wis.
 De Pere—Brown Co. Fair. Aug. 25-30. W. S. Klaus.
 Eau Claire—Eau Claire Co. Junior Fair. Aug. 11-13. S. S. Mathisen.
 Elkhorn—Walworth Co. Agr. Soc. Sept. 4-8. F. M. Porter.
 Galveston—Trempealeau Co. Fair. Sept. 4-7. F. M. Smith.
 Gays Mills—Crawford Co. Fair. Sept. 10-13. Leonore M. Feldmann, Prairie du Chien, Wis.
 Iron River—Bayfield Co. Fair. Aug. 28-30. R. J. Holvenstot, Washburn, Wis.
 Janesville—Rock Co. 4-H Junior Fair. Aug. 17-20. R. T. Glasco.
 Luxemburg—Kewaunee Co. Fair. Sept. 4-7. Julius Cahn.
 Manitowoc—Manitowoc Co. Fair. Aug. 20-23. George W. Kiel.
 Marshfield—Central Wis. State Fair Assn. Sept. 6-10. R. R. Williams.
 Merrill—Lincoln Co. Free 4-H Fair. Aug. 10-13. Harold Edmunds, Irma, Wis.
 Milwaukee—Wisconsin State Fair. Aug. 22-23. Ralph E. Ammon.
 Mineral Point—Southwestern Wis. Fair Assn. Sept. 4-7. C. L. Wilm.
 Oshkosh—Winnebago Co. Fair & Expo. Sept. 1-4. Taylor G. Brown.
 Phillips—Price Co. Agr. Soc. Aug. 27-30. Karl Mess.
 Platteville—Badger State Fair. July 3-5. W. G. Pitts.
 Plymouth—Sheboygan Co. Agr. Assn. Sept. 4-7. W. H. Eldridge.
 Portage—Columbia Co. Free Fair. Aug. 6-9. W. Horace Johnston.
 Rice Lake—Barron Co. Fair. Aug. 15-19. S. O. Haugen.
 Shawano—Shawano Co. Fair. Sept. 8-11. Louis W. Cattaueau.
 Stoughton—Dane Co. Jr. Fair. Aug. 8-9. Carl W. Thompson.
 Sturgeon Bay—Door Co. Fair Assn. Aug. 27-30. John H. Miles.
 Superior—Tri-State Fair Assn. Aug. 10-18. Max H. Layvine.
 Wausau—Marathon Co. Agr. Soc. Aug. 15-20. H. A. Kiefer.
 Wausaukee—Marquette Co. Fair Assn. Sept. 11-13. Charles B. Drewry, Marinette, Wis.
 Waubesa—Waushara Co. Fair Assn. Aug. 20-23. Elmer Wandrey.
 Webster—Central Burnett Co. Fair. Sept. 3-5. R. E. Krause.

Wyoming

Douglas—Wyoming State Fair. Sept. 5-7. Lem Carmah.
 Powell—Big Horn Basin Fair. Aug. 26-29. R. A. Roney.
 Sheridan—Sheridan Co. Fair. Aug. 31-Sept. 2. W. L. Wright.
 Torrington—Goshen Co. Fair. Sept. 1-3. E. P. Perry.
 Worland—Washakie Co. Fair. Aug. 21-23. P. F. McClure.

Canada

ALBERTA
 Calgary—Calgary Exhn. & Stampede. July 6-11. J. Chas. Yule.
 Edmonton—Edmonton Exhn. Assn. July 13-18. P. W. Abbott.
 Lacombe—Lacombe Agr. Soc. July 29-30. J. Stewart Fraser.
 Red Deer—Red Deer Agr. Soc. Aug. 6-8. D. W. Robertson.
 Vegreville—Vegreville Exhn. Assn. Aug. 3-5. J. Fitzallen.
 Vermilion—Vermilion Exhn. July 30-Aug. 1. S. C. Heckbert.
BRITISH COLUMBIA
 Abbotsford—Central Fraser Valley Fair. Sept. 18-19. L. J. Kettle.
 Agassiz—Agassiz Agr. Assn. Sept. 16. Kathleen M. Harris.
 Armstrong—Interior Provincial Exhn. Sept. 22-24. Mat Hassen.
 Chilliwack—Chilliwack Agr. Assn. Sept. 22-24. E. H. Barton.
 Coombs—Coombs Fall Fair. Sept. 7. A. T. Altenborough, Parksville.
 Haney—Haney Agr. Soc. Sept. 16-17. F. Fairbrother.
 Invermere—Windermere Dist. Agr. Assn. Sept. 4-5. N. M. Marples.
 Ladysmith—Ladysmith Agr. Assn. Sept. 16-17. Rev. C. McDiarmid.
 Langley (Milver)—Langley Agr. Assn. Sept. 8-9. W. L. Denoe, Milner.
 Lasquet Island—Lasquet Island Agr. Assn. Sept. 8. T. A. Millcheap.
 McBride—McBride Agr. Assn. Sept. 4-5. G. T. Holdway.
 Mission City—Mission City Agr. Assn. Sept. 10. Mrs. Victor Ogle.
 Nanaimo—Nanaimo Fall Fair. Aug. 20-22. Hugh Wilson.
 Port Moody—Port Moody Agr. Soc. Sept. 9. J. D. Spence, Ioca, B. C.
 Prince George—Prince George Agr. Assn. Sept. 5-8. J. M. Skinner.
 South Burnaby—S. Burnaby Agr. Assn. Sept. 21-22. E. Diffner, Burnaby.
 Surrey—Surrey Dist. Agr. Assn. Sept. 16. T. W. Currie, R. 3, New Westminster.
 Vancouver—Canada Pacific Exhn. Aug. 31-Sept. 7. S. C. McLellan.
 Victoria—R. C. Agr. Assn. (Provincial Exhn.). Sept. 12-19. W. H. Mearns.
MANITOBA
 Brandon—Provincial Exhn. of Man. June 29-July 3. Miss E. M. Benson.
 Carman—Dufferin Agr. Soc. June 29-July 1. Gordon Peck.
 Dauphin—Dauphin Agr. Soc. July 16-18. Jessie A. McGuirk.
 Gilbert Plains—Gilbert Plains Agr. Soc. July 22-23. E. P. Brown.
 Portage la Prairie—Portage Indust. Exhn. Assn. July 13-15. Keith Stewart.
 Russell—Russell Agr. Soc. July 1. H. Ren- ton Barry.

NOVA SCOTIA
 Windsor—Windsor Exhn. Sept. 22-25. M. O. Hanson.
ONTARIO
 Alliston—Alliston Agr. Soc. Sept. 17-18. G. M. Lawrence.
 Avonmore—Roxborough Agr. Soc. Sept. 24-25. E. R. McMillan.
 Beachburg—North Renfrew Agr. Soc. Sept. 22-23. B. H. Brown.
 Belleville—Belleville Agr. Soc. Sept. 21-23. E. S. Denyes.
 Carp—Carp Agr. Soc. Sept. 25-28. A. E. Cavanagh.
 Dresden—Camden Agr. Soc. Sept. 15-17. H. J. French.
 Durham—Durham Agr. Soc. Sept. 10-11. Walter G. Bayley.
 Elmville—Elmville Fair. Sept. 21-23. Thomas E. Smith.
 Emo—Rainy River Valley Agr. Soc. Aug. 24-26. W. A. Smith.
 Fort William—Port Arthur—Canadian Lakehead Exhn. Aug. 8-14. W. Walker, Port William.
 Harrow—Colchester South Agr. Soc. Sept. 24-26. L. Capstick.
 Kenora—Kenora Agr. Soc. Aug. 20-21. E. L. Carter.
 Leamington—Leamington Dist. Agr. Soc. Sept. 28-Oct. 3. Miss E. Atkins.
 Markham—Markham Fair. Oct. 1-3. R. H. Crosby.
 Meaford—Meaford & St. Vincent Agr. Soc. Oct. 1-3. Walter H. Chapple.
 Middleville—Lanark Township Agr. Soc. Sept. 18. Agnes Yull.
 Midland—Tny & Tay Agr. Soc. Sept. 10-12. R. G. Nesbitt.
 Orangeville—Orangeville Fall Fair. Sept. 15-16. Jos. E. Cooney.
 Oshawa—South Ontario Agr. Soc. Sept. 14-16. R. B. Faith.
 Ottawa—Central Canada Exhn. Assn. Aug. 17-22. H. H. McElroy.
 Owen Sound—Owen Sound Agr. Soc. Sept. 26-30. Otto Johann.
 Perth—South Lanark Agr. Soc. Sept. 4-5. M. J. Donohoe.
 Ridgetown—Ridgetown Agr. Soc. Sept. 21-23. J. D. Brien.
 Simcoe—Norfolk Agr. Soc. Oct. 6-8. Graham Misner.
 Springfield—South Dorchester Agr. Soc. Sept. 17-18. Elmer E. Ward.
 Stratford—Stratford Agr. Soc. Sept. 21-23. J. A. Lumden.
 Strathroy—Strathroy Agr. Soc. Sept. 14-16. J. W. Ratcliffe.
 Thorold—Thorold Agr. Soc. Sept. 15-16. T. A. Thompson, Box 3, Merriton, Ont.

Tillsonburg—Tillsonburg & Dereham Agr. Soc. Sept. 15-17. M. Ostrander.
 Toronto—Canadian National Exhn. Aug. 28-Sept. 12. Elwood A. Hughes.
 Vankleek Hill—Vankleek Hill Agr. Soc. Sept. 10-12. W. R. Hall.
 Warren—Warren Agr. Soc. Sept. 16-17. Leona Daoust.
 Welland—Welland Co. Agr. Soc. Sept. 17-19. A. A. Marshall.
PRINCE EDWARD ISLAND
 Charlottetown—Charlottetown Driving Park & Provincial Exhn. Assn. Aug. 10-14. J. W. Boulter.

QUEBEC

Ayers Cliff—Stanstead Co. Agr. Soc. Aug. 27-29. Homer G. Curtis, Stanstead, Que.
 Cookshire—Compton Co. Agr. Soc. No. 1. Aug. 24-26. J. A. Bourgault.
 Francols-du-Lac—Rive Sud (South Shore) Agr. Soc. Aug. 11-12. A. Trudeau.
 Gentilly—DeNicolet Agr. Soc., Div. B. Aug. 11-12. Achille Turcotte, Nicolet, Que.
 Granby—Granby Hort. Soc. Sept. 10-13. J. J. B. Payne.
 Lachute—Lachute Spring Fair. June 11-13. Alex. Bothwell.
 Maniwaki—Gatineau Co. Agr. Soc., Div. B. Sept. 14-16. Palma Joanis.
 Quebec City—Quebec Provincial Expo. Sept. 4-11. Emery Boucher.
 Richmond—Richmond Co. Agr. Soc. Aug. 20-22. Wm. R. Stevens.
 Roberval—Roberval Fair. Aug. 24-29. J. Ed Bolly.
 Shawville—Pontiac Co. Agr. Soc. (Shawville Fair). Sept. 17-19. R. W. Hodgins.
 Sherbrooke—Eastern Township Agr. Assn. Aug. 29-Sept. 5. Norrey W. Price.
 Waterloo—Shefford Co. Agr. Soc. Aug. 13-15. R. R. Bachand.

SASKATCHEWAN

Estevan—Estevan Industrial Exhn. July 2-4. Irwin Dean.
 Lloydminster—Lloydminster Agr. Exhn. Assn. July 27-29. Gordon M. Cook.
 Melfort—Melfort Agr. Soc. July 23-25. Wm. Rodger.
 Moose Jaw—Moose Jaw Exchn. July 8-11. George D. Mackie, E. Moose Jaw.
 North Battleford—North Battleford Agr. Soc. Aug. 10-12. F. Wright.
 Prince Albert—Prince Albert Agr. Soc. Aug. 13-15. John P. Curror.
 Regina—Provincial Exhn. July 27-Aug. 1. Dan T. Elderkin.
 Saskatoon—Saskatoon Industrial Exhn. July 20-25. Sid W. Johns.
 Weyburn—Weyburn Agr. Soc. July 6-7. Fred C. Zabel.
 Yorkton—Yorkton Agr. Exhn. Assn. July 20-22. Antoinette Draffenza.

AMUSEMENT PARKS

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.

Arizona
 Phoenix—Coney Island Amusement Park, J. Water and W. F. Geis, owners-mgrs.; has four rides, concession games.

Arkansas
 Hot Springs—Fountain Lake Park, Dr. H. D. Ferguson, owner-mgr.; has one concession game, pool, penny arcade, coin machines; books orchestras.
 Little Rock—Willow Springs Park, J. A. Jacobs, mgr.; has concession games, pool, rink, penny arcade; books orchestras and attractions.

California
 Balboa—Balboa Fun Zone, Al Anderson, mgr.; has three rides, 15 concession games, penny arcade, coin machines.
 Guerneville—Guerneville Village, Barnett & Weeks, owners; W. B. Noble, mgr.; has one ride, 12 concession games, rink, coin machines; books pay and 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. O. Marlette, mgr.; has one ride, 11 concession games, pool, penny arcade; books pay and free attractions.
 Los Angeles—Sunland Amusement Park, W. D. Corey, mgr.; has seven rides, two concession games, penny arcade.
 Ocean Park—Ocean Park Amusement Pier, Ocean Park Pier Amusement Corp., owners; Jefferson W. Asher, mgr.; has 14 rides, 50 concession games, penny arcade, coin machines; books pay and free attractions.
 Pismo Beach—Pismo Fun House, C. T. Johnson, mgr.; has two rides, three concession games, rink, penny arcade, coin machines.
 San Francisco—Playland-at-the-Beach, George K. Whitney, owner-mgr.; has 23 rides, 29 concession games, penny arcade, coin machines.
 Santa Cruz—Santa Cruz Seaside Co. at the Beach, James R. Williamson, pres.; has 10 rides, 20 concession games, pool, penny arcade; books orchestras in conjunction with hotel, pay and free attractions.
 Santa Monica—Santa Monica Amusement Pier, W. D. Newcomb Jr., owner-mgr.; has three rides, five concession games, penny arcade.
 Venice—Venice Pier and Plunge, Abbott Kinney Co., owners; E. A. Gerety Jr., mgr.; has 20 rides, 50 concession games, pool, penny arcade, coin machines; books orchestras, free acts.

Colorado
 Colorado Springs—Buffalo Park, C. J. Burkhardt, owner-mgr.; has six rides, rink, penny arcade, coin machines; books pay attractions.
 Denver—Ellitch's Gardens, Arnold B. Gurtler, mgr.; has nine rides, five concession games, penny arcade, coin machines; books orchestras, free acts.

Denver—Lakeside Park, Benjamin Krasner, mgr.; has 15 rides, six concession games, pool, penny arcade; books orchestras, pay and 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, two 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.
 South Norwalk—Rolon Point Park, Harry Von Dwingelo, mgr.; has five rides, 10 concession games, rink, penny arcade; books orchestras.
 Waterbury—Lakewood Amusement Park, owned by city; James J. Curtin, mgr.; has two rides, three concession games, rink; books acts.

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
 New Castle—Lincoln Park, Joseph Formus, owner-mgr.; has two rides, 12 concession games, pool, coin machines; books orchestras.
 New Castle—Deemer Beach (Colored) Park, John R. Farrell, owner-mgr.; has 10 rides, 30 concession games, rink, penny arcade, coin machines; books orchestras, pay attractions.
 Wilmington—Cousin Lee's Radio Park, eight miles from Wilmington, Arley B. Ellsworth, owner-mgr.; has four rides, 25 concession games, coin machines; books orchestras, free attractions.

District of Columbia
 Washington—Glen Echo (Md.) Park, Leonard B. Schloss, gen. mgr.; has nine rides, pool, penny arcade.

Florida
 Jacksonville Beach—Griffen Amusement Park, F. A. Griffen, mgr.; has six rides, six concession games, penny arcade, coin machines.
 Jacksonville Beach—Mile Boardwalk (write to Chamber of Commerce); has 11 rides, 20 concession games, pool, penny arcade, coin machines.
 Miami—Funland Amusement Park, Eddy Bros., mgrs.
 Sulphur Springs—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.

Idaho

Dolso-White City Park, R. L. Hull, mgr.; has four rides, six concession games, penny arcade.

Illinois

Aurora-Exposition Park, Frank Thieten, owner-mgr.; has seven rides, 10 concession games, pool, rink, penny arcade; books pay, free attractions occasionally.

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.

Iowa

Arnolds Park-Bent's Amusement Park, E. M. Becht, owner-mgr.; has 10 rides, 30 concessions, rink, penny arcade; books pay and free attractions.

Kansas

Bonner Springs-Lakewood Park, L. D. Wlard, owner-mgr.; has four rides, 13 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.

Louisiana

Forest Hill-Camp Claiborne Park, Ralph R. Miller, owner-mgr.; has five rides, 32 concession games, penny arcade, coin machines.

Maine

Carmel-Auto Rest Park, Leo M. Wise, owner-mgr.; has three rides, four concession games, rink, penny arcade, coin machines; books orchestras and free attractions.

Maryland

Baltimore-Bay Shore Park, Charles P. Keller Jr., mgr.; has 12 rides, nine concession games, beach, rink, penny arcade, coin machines; books pay attractions.

Massachusetts

Auburndale-Norumbega Park, Norumbega Park Co., owners; Roy Gill, mgr.; has 14 rides, 20 concession games, penny arcade; books orchestras, acts.

Michigan

Bay City-Wenona Beach, O. D. Colbert, mgr.; has eight rides, 11 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Minnesota

Excelsior, near Minneapolis-Excelsior Park, the Fred W. Pearce Corp., owners; Fred W. Clapp, mgr.; has eight rides, four concession games, penny arcade, coin machines; books orchestras, free attractions.

Mississippi

Gulfport-Amusement Park between Gulfport-Biloxi, Fred Schaefer, mgr.; has eight rides, concession games, penny arcade; books acts.

Missouri

Excelsior Springs-Lake Maurer Park, Maurer Bros., owners-mgrs.; has two rides, pool, rink, penny arcade; books orchestras, free attractions.

Nebraska

Crete-Tuxedo Park, Frank J. Kobes, mgr.; has lake; books orchestras, pay and free attractions.

New Hampshire

Lochmere-Gardner's Grove, Silver Lake, Molle C. Lambert, owner-mgr.; has one ride, 10 concession games, lake, rink, penny arcade; books orchestras, pay and free attractions.

New Jersey

Atlantic City-Hamild's Million-Dollar Pier, George A. Hamild, lessee and president; B. W. Gumpertz, gen. mgr.; has six rides, 10 concession games, rink, penny arcade, coin machines; books orchestras, free attractions.

New York

Auburn-Enna Jettick Park, Cayuga Amusement Co., Inc., owners; W. B. Haeffner, mgr.; has seven rides, 16 concession games, penny arcade, coin machines; books orchestras, free acts.

North Carolina

Asheville-Recreation Park, owned by city; R. E. James, mgr.; has five rides, three concession games, pool, rink; books pay and free attractions.

Ohio

Akron-Sandy Beach Park, W. I. Warensford, mgr.; has three rides, seven concession games, lake, penny arcade, coin machines; books free attractions.

Oregon

Portland-Worldway Park, Worldway Amusement Co., owners; J. W. Bayes, mgr.; has 11 rides, 17 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.

Pennsylvania

Philadelphia-Strawbridge Park, Strawbridge Park Co., owners; Harry J. Ball, mgr.; has nine rides, 17 concession games, penny arcade, coin machines; books attractions.

Rhode Island

Providence-Edgewood Park, Charles E. Rose Enterprises, owners; Rex D. Billings Jr., mgr.; has 18 rides, 17 concession games, rink, penny arcade; books pay and free attractions.

Tennessee

Memphis-Edgewater Park, Charles E. Rose Enterprises, owners; Rex D. Billings Jr., mgr.; has 18 rides, 17 concession games, rink, penny arcade; books pay and free attractions.

Texas

Fort Worth-Frisco Park, Frisco Park Co., owners; J. W. Bayes, mgr.; has 11 rides, 17 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.

Vermont

St. Albans-Silver Lake Park, Silver Lake, Molle C. Lambert, owner-mgr.; has one ride, 10 concession games, lake, rink, penny arcade; books orchestras, pay and free attractions.

Virginia

Richmond-Edgewood Park, Charles E. Rose Enterprises, owners; Rex D. Billings Jr., mgr.; has 18 rides, 17 concession games, rink, penny arcade; books pay and free attractions.

Washington

Seattle-Edgewater Park, Charles E. Rose Enterprises, owners; Rex D. Billings Jr., mgr.; has 18 rides, 17 concession games, rink, penny arcade; books pay and free attractions.

Wisconsin

Green Bay-Lake Park, Lake Park Co., owners; J. Eugene Pearce, mgr.; has 13 rides, six concession games, beach, rink, penny arcade.

Wildwood-Playland Park, Cedar-Schellenger Corp., owner; Robert J. Kay, mgr.; has 10 rides.

New York

Auburn-Enna Jettick Park, Cayuga Amusement Co., Inc., owners; W. B. Haeffner, mgr.; has seven rides, 16 concession games, penny arcade, coin machines; books orchestras, free acts.

Coney Island-Steppichase Park, Steppichase 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; has 32 rides, concession games, pool, rink, penny arcade; books orchestras, free attractions.

Cuba-Olivercrest Park, J. F. Olive, owner-mgr.; has three rides, lake, rink, coin machines; books orchestras, free attractions.

Jamestown-Coron Park, J. G. Campbell, mgr.; has 26 rides, 10 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Manlius, near Syracuse-Suburban Park, F. W. Searle, mgr.; has six rides, six concession games, penny arcade, coin machines; 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.

Niagara Falls-Cocanut Grove Beach, LaSalle Am. Corp., owners; Joseph F. Paness, mgr.; has three rides, 10 concession games; books orchestras, pay and free attractions.

Rockaway Beach-Rockaways' Playland, Playland Holding Corp., owners; has 15 rides, 20 concession games, penny arcade.

Rye-Playland, H. P. O'Malley, director; has 25 major and 10 kiddie rides, 22 concession games, pool, ice rink, penny arcade, coin machines; books free attractions.

Seneca Falls-Lakeside Amusement Park, Win. E. Cross, owner-mgr.; has four rides, 12 concession games, beach; books free acts.

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; books pay and free attractions.

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 three rides, two concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Ohio

Akron-Sandy Beach Park, W. I. Warensford, mgr.; has three rides, seven concession games, lake, penny arcade, coin machines; books free attractions.

Akron-Summit Beach Park, Summit Beach, Inc., owners; W. L. Gunn, 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, three concession games, lake, rink.

Basom-Meadowbrook Park, H. L. Walter, mgr.; has four rides, three concession games, pool, coin machines; books orchestras and free attractions.

Brady Lake-Brady Lake Park, H. R. Loomis, owner; Charles Ruff, mgr.; has 10 rides, 30 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Bucyrus-Seacalum Park, R. A. Jolly, mgr.; has 28 rides, four concession games, pool, penny arcade, coin machines; books orchestras, pay and free 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.

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 one ride, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, free 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 G. Hacheln, mgrs.; has nine rides, rink, penny arcade.

Coshocton—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; Aurora Amusement Co., operator; 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, 10 concession games, rink, penny arcade, coin machines; books orchestras, free attractions.

Haskins—Vollmar's Park, Mrs. Ella Vollmar, owner; G. C. Rodbusch, mgr.; has four rides, eight concession games, penny arcade; books orchestras, pay and free attractions.

Middletown—Le Sourdville Lake, Don Dazay, mgr.; has 11 rides, four concession games, pool, penny arcade; books orchestras, pay and free attractions.

Russells Point—Sandy Beach Park, Lou W. Greiner, owner; Mitt E. Tarloff, 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, 20 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay attractions.

Sandusky—Cedar Point on Lake Erie, G. A. Boeckling Co., owners; Edw. A. Smith, mgr.; has 20 rides, 30 concession games, penny arcade; books radio bands.

Toledo—Walbridge Park, H. P. Covode, mgr.; has eight rides, concessions, penny arcade.

Vermilion—Crystal Beach Park, Mrs. J. L. Blanchat, owner-mgr.; has 10 rides, 35 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Youngstown—Idora Park, Charles Deibel, mgr.; has 14 rides, 7 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.

Zanesville—Mohohala Park, Tim Nolan, owner-mgr.; has six rides, 10 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Oklahoma

Cache—Craterville Park, Mrs. Frank Rush and son, owners-mgrs.; has three rides, pool, rink; books free attractions.

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 Stalon, mgrs.; has 13 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras, free acts occasionally.

Tulsa—Crystal City Park, John C. Mullins, mgr.; has nine rides, nine concession games, pool, rink, penny arcade; books orchestras, pay and free attractions at times.

Oregon

Portland—Oaks Amusement Park, United Am. Co., owners; E. H. Bollinger, mgr.; has 10 rides, nine concession games, rink, penny arcade; books acts, orchestras.

Portland—Jantzen Beach Park, Hayden Island Amusement Co., owners; Paul H. Huodpohl, mgr.; has 18 rides, 10 concession games, four pools, penny arcade, coin machines; books orchestras, pay and free attractions.

Pennsylvania

Allentown—Dorney Park, R. L. Plarr, mgr.; has 10 rides, concessions, pool, rink, penny arcade; books orchestras, acts.

Allentown—Central Park, Lehigh Valley Realty Co., owners; A. G. Nahhan, mgr.; has 12 rides, 12 concession games, penny arcade; books orchestras, pay and free attractions.

Altoona—Lakemont Park, Samuel B. Taylor, mgr.; has 10 rides, pool, rink, penny arcade, coin machines.

Barnesville—Lakeside Park, J. Tomat, mgr.; has eight rides, nine concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Bellefonte—Hecla Park, A. P. Hockman, owner-mgr.; has two rides, six concession games, pool, rink, penny arcade; books orchestras, free acts.

Carbonate—Newton Lake Park, F. B. Wagner, owner-mgr.; has six rides, concession games; books orchestras, free attractions.

Chalfont—Forest Park, Forest Park Co., owners; Richard F. Lusse, mgr.; has eight rides, four concession games, pool, penny arcade; books pay and free attractions.

Connell Lake Park—Connell Lake Park, Hotel Connaut, Inc., owners; T. C. Foley, mgr.; has 18 rides, 52 concession games, rink, penny arcade; books orchestras.

Dallas—Fernbrook Park, Leo Insalco (Pittston, Pa.), owner-mgr.; has five rides, six concession games, rink, penny arcade, coin machines; books orchestras, acts.

Easton—Willow Park, Shelbo Bros., owners-mgrs.; has two rides, five concession games, pool, penny arcade; books pay and free attractions.

Elysburg—Knoebel's Groves, L. L. Knoebel, mgr.; has four rides, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions occasionally.

Erie—Waldameer Beach Park, P. W. A. Moeller, owner-mgr.; has 10 rides, 10 concession games, penny arcade; books orchestras, pay and free acts.

Halifax—Tourist Park, F. 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—Hazel Park, E. J. and Caleb Williams, mgrs.; has four rides, three concession games, rink, penny arcade, coin machines.

Hershey—Hershey Park, Hershey Estates; owners; J. B. Sollenberger, mgr.; has 15 rides, pool, rink, penny arcade; books orchestras and free attractions.

Johnstown—Ideal Park, Milan Diklich, owner-mgr.; has two rides, four concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Lake Ariel, Scranton—Lake Ariel Park & Beach, F. B. Derby, mgr.; has 11 rides, 10 concession games, penny arcade; books pay and free attractions.

Lancaster—Maple Grove Park, Ralph W. Coho Jr., mgr.; has five rides, concessions; pool, rink, penny arcade; books orchestras.

Lancaster—Rocky Springs Park, James Figarl, mgr.; has seven rides, four concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Lemont Furnace, near Uniontown—Shady Grove Park, Tony Renzl, mgr.; has five rides, six concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Lewistown—Kishinoquillas 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.

McKeessport—Olympia Park, B. E. Atkinson, owner; H. E. Hampe, mgr.; has 18 rides, four concession games, pool, rink, penny arcade; books orchestras.

Mahanoy City—Lakewood Park, R. Guinan, owner; Howard Hobbs, mgr.; has 28 rides, 60 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free 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.

Meosic, near Scranton—Rocky Glen Park, Benj. Sterling Jr., owner-mgr.; has 15 rides, concession games, pool, penny arcade, coin machines; books orchestras, pay and free 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, 11 concessions, pool; books orchestras.

Perkasie—Menlo Park, Henry S. Wilson, owner-mgr.; has three rides, pool, rink, penny arcade; books free attractions.

Philadelphia (Willow Grove)—Willow Grove Park, Willow Grove Park Co., owners; E. E. Foehl, mgr.; has 20 rides, six concession games, rink, penny arcade; books vaudeville acts.

Philadelphia—Woodside Park, N. S. Alexander, lessee; has 19 rides, four concession games, pool, rink, penny arcade.

Pittsburgh—West View Park, O. L. Beares Jr., mgr.; has 23 rides, 14 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, Kennywood Park Corp., owners; A. E. McSwigan, pres.; has 35 rides, 10 concession games, pool, penny arcade; books orchestras, free acts.

Reading—Garrison Park, Joseph Sigg, mgr.; has eight rides, concessions, pool, rink, penny arcade; books orchestras, acts.

Shamokin—Edgewood Park, George H. Jones, mgr.; has six rides, nine concession games, pool, rink, penny arcade, coin machines; books pay and free attractions.

Sunbury—Rolling Green Park, R. M. Spangler, owner-mgr.; has 11 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras, acts.

Wilkes-Barre—Sans Souci Park; has 10 rides, 11 concessions, pool, rink, penny arcade, coin machines; books orchestras occasionally.

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; P. E. Ogiatti, mgr.; has eight rides, 15 concession games, pool, rink; books free acts occasionally.

Chattanooga—Lake Winnepesaukee (P. O. Rossville, Ga.), Mrs. Minette Dixon, owner-mgr.; has four rides, seven concession games, pool, rink, penny arcade; books free acts occasionally.

Columbia—101 Tavern on Route 3, George L. Buchman, mgr.; has rink; books orchestras, free acts, rodeos and circuses.

Knoxville—Chilhowee Park, owned by city; Charles A. Brakebill, mgr.; has eight rides, 10 concession games, rink.

Memphis—Fairgrounds Amusement Park, Mid-South Park, Inc., owners; Henry W. Beaudoin, mgr.; has 10 rides, two concession games, 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—Fair Park, State Fair of Texas, owners; Roy Rupard, secy.; has 10 rides, 15 concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Dallas—Kidd Springs Park, Carl Steinman, mgr.; has two rides, eight concession games, pool.

El Paso—Washington Park, G. W. Wilson, mgr.; has four rides, pool, rink, penny arcade, coin machines.

Fort Worth—Forest Park, owned by City Park Dept., Harry J. Adams, supt.; has five rides.

Galveston—Beach Amusement Park, Beach Am. Park, Inc., owners; Sam Serio, mgr.; has seven rides, five concession games, penny arcade, coin machines.

Houston—Playland Amusement Park on South Main St., John E. Williams, secy.

Houston—Speer Park, Slim 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.

Utah

Salt Lake City—Saltair Beach, Thomas M. Wheeler, mgr.; has four rides, eight concession games, lake, penny arcade; books orchestras, free attractions.

Virginia

Buckroe Beach—Buckroe Beach Park, Va. Public Service Co., owners; T. M. McComb, mgr.; has seven rides, seven concession games, penny arcade; books orchestras, free acts.

Danville—Luna Lake Park, J. K. Witcher, pres.; W. H. Vidal, mgr.; has three rides, 10 concession games, pool; books orchestras, pay and free attractions.

Norfolk—Ocean View Park, Ocean View, Inc., owners; Cecil T. Duffee, mgr.; has 20 rides, 19 concession games, penny arcade; books orchestras, 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, Seapines Improvement Co., owners; Thomas P. Thompson, pres.; Frank D. Shean, consultant manager; has five major and four kiddie rides, 40 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay, free attractions occasionally.

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. Belts, owner-mgr.; has three rides, eight concession games, rink, penny arcade, coin machines.

Seattle—Playland Park, Carl E. Phare, mgr.; has 12 rides, eight concession games, rink, penny arcade, coin machines; books free attractions.

Spokane—Natalorium Park, Lloyd Vogel, mgr.; has 10 rides, four concession games, pool, penny arcade; books orchestras.

West Virginia

Chester—Rock Springs Park, G. C. Macdonald, owner; R. L. Hand, mgr.; has 10 rides, four concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Supplementary List

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

Alabama

Florence—Fair Park, North Ala. Fair & Park Assn., owners; C. H. Jackson, mgr.; has pool; books pay and free attractions.

Tuscumbia—American Legion Park, Robert B. Harris, mgr.; has pool, rink; books attractions.

Arizona

Phoenix—Riverside Park, H. L. Nace, owner; John P. Hutchens, mgr.; has pool, penny arcade; books orchestras, pay and free attractions.

Colorado

Estes Park—Riverside Amusement Park, T. O. Jelsama, owner-mgr.; has 10 concession games, pool; books orchestras.

Connecticut

Killingly—Wildwood Park, P. J. Sheridan, owner-mgr.; has lake, rink, coin machines; books orchestras, free attractions.

Waterbury—Hamilton Park, owned by city; James J. Curtin, supt.; has pool, rink; books orchestras.

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. C. 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, Gottlieb Bros., owners; Joe Gottlieb, 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.

Savannah—Cocoanut Grove Casino and Park; has pool; books orchestras, cabaret acts, floorshows.

Illinois

Havana—Riverside Park, L. A. England, mgr.; has three concession games, rink; books orchestras, pay and free attractions.

Huntington—Camden Park, E. G. Via, owner-mgr.; has eight rides, nine concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Morgantown—Sunset Beach, Albert Paulino and William DiNardo, mgrs.

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 two rides, three 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. Boshardt, 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.

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 18 rides, 17 concession games, penny arcade; books free attractions.

Port Dalhousie, Ont.—Lakeside Park, Canadian Natl. Railways, owners; S. H. Brookson, mgr.; has eight rides, 20 concession games; books free attractions.

Port Stanley, Ont.—Port Stanley Amusement Park, Mr. Broderick, mgr.; has two rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, pay acts.

Toronto, Ont.—Hanlan's Memorial Park, owned by city; R. Reid, mgr.; has four rides, 38 concession games, beach, rink, penny arcade; books attractions.

Toronto, Ont.—Sunnyside Beach, The Toronto Harbour Commissioners, owners; has eight rides, 18 concession games, pool, rink, coin machines; books acts.

Vancouver, B. C.—Exhibition Park, Vancouver Exhn. 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; Marlon M. Ross, mgr.; has 15 rides, 20 concession games, rink, penny arcade, coin machines; books free attractions.

Winnipeg, Man.—Winnipeg Beach Amusements, Ltd., Equitable Trust Co., owners; H. A. Gault, mgr.; has six rides, seven concession games, penny arcade, coin machines.

Winnipeg, Man.—River Park, River Park Am. Co., owners; N. Passalis, mgr.; has five rides, 10 concession games, penny arcade; books attractions.

Round Lake—Avon Park, George P. Renchan, owner-mgr.; has three concession games, pool, rink.

Streator—Indian Acres Park, Andrew F. Brix, mgr.; books orchestras, pay and free attractions.

Indiana

Evansville—Mesker Park & Zoo, Metrey Ya-broudy, mgr.; has four rides, penny arcade.

Hamilton—Circle Park, H. G. Waterhouse, owner; D. B. Waterhouse, mgr.; has two rides, lake, concession games, rink, penny arcade; books orchestras, pay and free attractions.

La Fayette—Maple Point Park, E. C. Dennis, mgr.; has rink, coin machines.

Montpelier—Blue Water Park, H. L. Kelley, mgr.; has two concession games, pool, rink.

Vincennes—Lake Lawrence Park, Mrs. Minta Meskimen, owner-mgr.; has five concession games, pool; books orchestras.

Iowa

Fort Dodge—Exposition Park, Mrs. L. E. Armstrong, owner; Jay Longstaff, mgr.; has pool, rink; books pay attractions.

Montrose—Bluff Park, Walter Phillips, owner-mgr.; has beach, rink.

Oelwein—Wildwood Park, J. O. Brownell, owner; LaVern T. Luther, mgr.; has coin machines; books orchestras.

Kansas

Wichita—Sandy Beach, Norris B. Stauffer, owner-mgr.; has six concession games, pool, rink, coin machines; books pay and free attractions.

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.

Maryland

Mayo—Reverley Beach, Edgar S. Kalb, mgr.; has penny arcade, coin machines.

Massachusetts

Bridgewater—Pilgrim Park, E. C. Hayden, owner-mgr.; has lake, rink; books free acts.

New Bedford—Lincoln Park & Fort Phoenix Bathing Beach, Union Street Railway Co., owners; Chester P. Rexford, mgr.; has penny arcade, coin machines.

Newburyport—Plum Island Beach, J. M. Kelleher, mgr.; has concessions; books orchestras, acts.
Salem—Salem Willows Park, owned by city, direction of Park Dept.; has pool; books orchestras, free attractions.

Michigan

Benton Harbor—House of David Park, Chic Bell, mgr.; has pool, penny arcade; books free attractions.
Detroit—Estral Beach, W. J. Suyland, mgr.; has five concessions, penny arcade, coin machines; books free acts.
Detroit (P. O. Sans Souci)—Tashmoor Park, Wm. C. Harm, mgr.; has one ride, one concession, pool, coin machines.
Grand Haven—Hyland Gardens, George H. Cain, owner; H. W. Haynes, mgr.; has four concession games, rink, penny arcade, coin machines; books orchestras, freaks.

Minnesota

Fairmont—Hand's Park, E. R. Hand, owner-mgr.; has beach; books orchestras, attractions.
Lynd—Lyndwood Park, D. J. Lamphere, owner-mgr.; has pool, rink, coin machines; books orchestras, pay and free attractions.
Sherburn—Fox Lake Park, K. A. Nelson, mgr.; has rink; books orchestras, free attractions.

Missouri

Hannibal—Indian Mound Park, S. Osterhout, owner; Harry Hickman, mgr.; has pool, rink.

Nebraska

Alma—Alma Park, C. G. Battin, owner; Blair S. Page, mgr.; has pool, rink; books orchestras.
Beatrice—Riverside Park, owned by city; has pool, rink; books orchestras, pay and free attractions.
Beaver City—Horton's Park, D. G. Oxford, owner-mgr.; has pool, rink; books orchestras.
Omaha—Lakeview Park, H. F. Munchhoff, mgr.; has four concession games, rink, penny arcade; books orchestras, pay and free attractions.
Venus—Oak View Park, John Pospeshil, owner; Albert Pospeshil, mgr.; has pool, rink.

New Hampshire

Dover—Central Park, L. E. Lynde, owner-mgr.; has penny arcade, coin machines; books orchestras, free acts.
North Swansey—Wilson Recreation Park, C. L. Wyman, owner-mgr.; has rink, coin machines; books pay attractions.
Spofford—Ware's Grove Recreation Park, William R. Manch, owner-mgr.; has three 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

Angola—Lalle's Park near Buffalo.
Irving—Sunset Bay Park, William Burghardt, owner-mgr.; has one ride, coin machines.
Geneseo—Long Point Park, Harry W. Berry, owner-mgr.; has eight concession games, lake, penny arcade, coin machines; books orchestras; pay, free attractions occasionally.
New York—Starlight Amusement Park, Bill Dellevie, gen. mgr.; has pool, sports coliseum.
Richfield Springs—Onnadarago Park, Joe Magee, owner-mgr.; has lake, rink; books orchestras, free acts.
Rochester—Ontario Beach Park; has rink and amusements.
Saratoga Springs—Kaydeross Park, E. A. Walker, owner-mgr.; has one ride, 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.
Seneca Falls—Gayuga Lake State Park, owned by State; has pool, rink.
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. Polek, mgr.; has concession games, 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.
Wilmington—Lumina, Wrightsville Beach, P. R. Smith, mgr.; has concessions; books orchestras.

Ohio

Arcadia—Midway Park on Route 12, Henry Mareches, owner-mgr.; has pool, rink; books orchestras, free attractions.
Canal Winchester—Edgewater Park, Chas E. Gerling, owner-mgr.; has five concession games, coin machines.
Cleveland—Brookside Park and Zoo, Capt. Curley Wilson, supt.; has concessions, pool.
Dupont—Franconia Park, W. S. Myers, owner-mgr.; has three concession games; books acts.
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.
Millersport—Summerland Beach, Millersport Bank, owners; has pool, rink; books acts.
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; W. E. Geiser, mgr.; has pool, rink, penny arcade; books free acts.
North Benton—Paradise Park, Earl E. Santee, owner-mgr.; has four concession games, pool, penny arcade, coin machines; books tent shows.

Urichsville—Riverside Park, Eddie Francis, mgr.; has rink; books orchestras, pay and free 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.

Pennsylvania

Berwick—West Side Park, C. A. Raseley, owner; H. V. Raseley, mgr.; books orchestras, pay and free attractions.
Bloomsburg—Columbia Park, Elmira Stetler, owner-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.
Feasterville—Fifty Acres Park, Vernon D. Platt, owner-mgr.; has concession games, pool, coin machines.
Hanover—Willow Beach Park, D. M. Witmer, mgr.; has pool, rink; books pay and free attractions.
Indiana—Dreamland Park, J. J. Cicero, owner-mgr.; has pool, rink; books orchestras, pay and free attractions.
Norrstown—Spring Mount Park, 14 miles northwest, Roy Huber, mgr.
Northumberland—Sandy Beach, W. D. Mantz, owner; W. D. Yarger, mgr.; has 10 concession games.
St. Marys—Elk Casino Park, Cyril Van Lander, owner; has concession games, coin machines; books orchestras.
Somerton, Philadelphia—Somerton Springs Park, Robert M. Platt, owner; Vernon D. Platt, mgr.; has one concession game, pool, penny arcade, coin machines; books orchestras occasionally; pay and free attractions.
Sunbury—Island Park, A. J. Chamberlain, mgr.; has pool, rink; books attractions.
Trevose—Penn Valley Park, M. L. Walsh, owner; George J. Walsh, mgr.; has rides, concession games, pool, penny arcade; books orchestras, attractions.
Union City—Marcesan Beach Park, E. P. Lee, owner; C. Max Lee, mgr.; has two rides, three concession games, pool, penny arcade, coin machines; books pay attractions.
Williamsport—Sunset Park, Baumgart Sisters, owners; Henrietta Baumgart, mgr.; has rink, coin machines; books orchestras.
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 Schindadressl, mgr.; has two rides, 12 concession games, penny arcade; books orchestras.

South Dakota

Sioux Falls—Neptune Park, Archer Ballroom Co., owners; Benn R. Abel, mgr.; books orchestras; free attractions and floor shows occasionally.

Tennessee

Memphis—East End Park, Harris Scheuner, owner; has pool, rink.
Memphis—Rainbow Lake, E. Bellanti, owner-mgr.; has pool, rink; books orchestras, pay attractions occasionally.

Texas

Cisco—Lake Cisco Park, P. G. Berry, mgr.; has one ride, pool, rink; books orchestras, pay and free attractions.
Port Arthur—Pleasure Pier, F. M. McFalls, mgr.
Vickery—Vickery Park, Dr. H. T. Huguley, owner; W. H. Anderson, mgr.; has pool, penny arcade; books orchestras.

Utah

Farmington—Lagoon Park, Julian M. Bamberger, mgr.; has pool, penny arcade.

Virginia

Virginia Beach—Playland, A. W. Szalkay, mgr.; has pool, penny arcade, coin machines; books orchestras, acts.

West Virginia

Beloit—Waverly Beach, W. H. Munger, owner-mgr.; has four concession games, rink; books orchestras, pay and free attractions.
Maidsville—Riverside Park, S. C. Reynolds, owner-mgr.; has three concession games, pool, coin machines; books orchestras, pay and free attractions.
Martinsburg—Hillsdale Lake Park, H. M. Pritts, owner-mgr.; has pool, rink; books free acts.
New Cumberland—Mineral Springs Park, C. B. Pease, mgr.; has two concession games, pool, rink, penny arcade, coin machines.
Princeton—Lake Shawnee Park, C. T. Snidow, mgr.; has concessions, pool; books orchestras, acts.
Rachio—Beachland Park, Reg. Freeman, mgr.; has lake and beach, rink, penny arcade, coin machines; books orchestras.

Wisconsin

Bloomer—Pines Park; has airplane rides, rink; books orchestras, pay and free attractions.
Chippewa Falls—Lake Hallie Park on Route 4, B. F. Stetzer, 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.
St. Croix Falls—Tipperary Park, Thomas Pratt, owner-mgr.; has rink; books orchestras, pay and free attractions.
Wild Rose—Silver Lake Resort, E. E. and H. H. Parker, owners; H. H. Parker, mgr.; has beach, penny arcade; books attractions.

Canada

Raynes Beach, N. E.—Dominion Park, Bud Tippet, owner-mgr.
Timmins, Ont.—Riverside Park, W. P. Wilson, mgr.; has pool; books orchestras, midway shows.

Dog Shows

These Dates Are for a Five-Week Period

- Alabama**
Birmingham—April 12. Mrs. Jerry Bryan, 728 Nluth Ave., W.
- Arizona**
Tucson—March 28-29. Mrs. W. C. Nixon, Box 2622.
Phoenix—March 25-26. S. E. Wolcott.
- California**
San Bernardino—April 12. Mrs. H. V. Sousa, 1371 Lugo St.
- Colorado**
Denver—April 10-11. Wm. M. Berger, 1696 S. Federal Boulevard.
- Georgia**
Atlanta—April 9-10. Mrs. T. C. Kelley, Box 38, Smyrna, Ga.
Macon—April 14. Mrs. K. E. Steinmetz, Box 1935, Knoxville, Tenn.
- Illinois**
Chicago—March 28-29. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.
Rock Island—April 25-26. Mrs. S. J. Delarue, 1229 Scott St., Davenport, Ia.
- Maryland**
Pikesville—April 26. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.
- Massachusetts**
Springfield—April 4. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.
- New Jersey**
Atlantic City—March 28. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.
- New Mexico**
Albuquerque—April 3-4. Mrs. Jerome Alexander, 200 S. Hermosa St.
Santa Fe—April 6-7. Stanley A. Stubbs, Box 1727.
- North Carolina**
Asheville—April 18. Virginia Selver, Langren Hotel.
- Ohio**
Toledo—April 11-12. A. W. Bow, 2606 12th St., Detroit, Mich.
- South Carolina**
Greenville—April 16. K. B. Miles, 2010 Augusta Road.
- Tennessee**
Chattanooga—April 6-7. Mrs. John B. Thompson, 411 Sioux Trail.
Kingsport—March 31. Edgar A. Moss, Greensboro, N. C.
Knoxville—April 1-2. Mrs. K. E. Steinmetz, Box 1935.
Nashville—April 3-4. Mrs. Horman Lawrence, 1914 Church St.
- Texas**
Beaumont—April 19. Coyo Gillespie, 1296 North St.
Dallas—April 11. Mrs. E. Berry, 138 W. La. St.
El Paso—March 31-April 1. Tony B. Phillips, 3820 Wilson St.
Fort Worth—April 12. Dwight Dobson, R. 3, Box 277.
- Virginia**
Alexandria—April 25. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.
Lynchburg—April 22. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.
Richmond—April 24. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.
Roanoke—April 20. Edgar A. Moss, 808 Summit Ave., Greensboro, N. C.
- Washington**
Seattle—April 18-19. Mrs. Hamlin C. Grier, Box 338-A, R. 4.
- West Virginia**
Wheeling—April 19. Wm. C. Gugeril, Auburn, Ind.

Illinois
Chicago—Boat & Sports Show, April 4-12. H. I. Erickson, Navy Pier, Chicago.
Chicago—Great Olympia Circus in Stadium, April 17-May 3.

Indiana
Evansville—Home Show, March 24-26. Jerry F. Burton, care Courier-Press.
Evansville—Food Show, April 28-30. Jerry F. Burton, care Courier-Press.
Indianapolis—Home Show, April 17-25. J. F. Cantwell, 308 C. of C. Bldg.
Indianapolis—Sportsmen's & Boat Show, March 21-29. A. G. Rau, 926 Park Sq. Bldg., Boston.

Louisiana
Delhi—Pat Stock Show, March 30-April 4.

Michigan
Lansing—Lansing Commandery Hospitaller Circus, March 23-28. E. A. Mackey.

Minnesota
Minneapolis—Home Beautiful Expo, March 21-28. H. H. Cory, 205 Tribune Annex.
Minneapolis—N. W. Sportsmen's Show, April 4-12. F. W. Kahler, 805 LaSalle Ave.
St. Paul—Sports & Travel Show in Municipal Auditorium, March 21-28. Martin P. Kelly, E-1024 First Natl. Bk. Bldg.

Mississippi
Como—N. W. Miss. Livestock Show, April 16-18. S. R. Morrison.
Forest—S. E. Miss. Livestock Show, April 6-8. R. L. Goodwin.
Hattiesburg—Livestock Show, April 2-4.

Missouri
St. Louis—Police Circus, April 15-28. Thomas Molloy, 1200 Clark Ave.

New York
Buffalo—Food Show, April 20-23. Fred J. Scames, 33 E. Ferry St.
Buffalo—Shrine Circus, Week of April 6.

North Carolina
Raleigh—150th Anniversary Celebration, Week of April 28. Lester Rose, care Chamber of Commerce.

Ohio
Chardon—Maple Festival, April 9-12. Paul E. Denton.
Cleveland—Rodeo, Amer. Legion Club, April 8-14. George Millburn, 3717 Euclid Ave.
Cleveland—American & Canadian Sportsmen's Show in Public Auditorium, March 21-29. M. C. Portman, 236 Public Hall.

Oklahoma
Enid—Band Festival, April 15-18. Millburn E. Carey.
Guthrie—89er Celebration, Am. Legion, April 21-22. Alvin Kindel.
Oklahoma City—Okla. 4-II & F. P. A. Livestock Show, March 23-27. G. W. Eller.

Pennsylvania
Philadelphia—Gift Show, March 23-27. George F. Little, 200 Fifth Ave., New York, N. Y.
Philadelphia—Home Builders' Show, March 20-28. Carroll Shelton, 1708 Market St. Natl. Bank Bldg.
Pittsburgh—Rodeo, April 10-22. John H. Harris.

South Carolina
Florence—Pat Stock Show, April 7-8.

Tennessee
Columbia—Mule Day Rodeo, April 4-7. George L. Buchnau.
Nashville—Iris Festival, April 20-25.

Texas
Dallas—Gardens of Americas, March 21-29. Herbert Carpenter, 1107 Santa Fe Bldg.
Dublin—Dublin Rodeo, April 24-26. Lawrence Keller.
Mercedes—Livestock Show, April 16-18. Carl A. Blasig.
Plainview—Dairy Show, April 28-May 2. Raymond Lee Johns.

PATRICK TULARE STAND

(Continued from page 51)
Fish Bowl, Chick Altide, talker; Betty Altide, inside. Artists and Models, R. L. Bishop, talker; Mrs. Bishop and Rose Darby, inside. Flea Circus, John Roul; Funhouse, James Hill and Georgia Thayer.

Concessions

Penny Arcade, Elmer Hanscom and G. O. Williams. Penny pitch, Frenchie LaMonte; Mrs. LaMonte, box office; Mr. and Mrs. K. May. Penny hoop-la, William R. Stoltz; diggers, Jack Dyke, Pat Patterson, Cliff Cox; blower, Art Anderson, Red Baker, Joe White, Sam Shaffer; grind store, Art Anderson, Steve Bernard, Frankie Desnos, Moe Moss; penny pitch, Mrs. Art Anderson; slum spindle, Pete Hershey; short range and doll rack, L. A. Segrest; spindle, N. R. Robinson, Blackie Koehler; ball game, Joe Demaro; ham and bacon, Mr. Mulligan; cookhouse, Mr. and Mrs. Dutch Schue, Les Smith; popcorn, Dad Bond; cat rack, Buck Delmaro; swinging ball, George Stern and R. J. Pussell.
Photo gallery, Mr. and Mrs. R. H. Pusell; nail store, Swede Olsen, Tim Revce; long-range gallery, Mr. and Mrs. Myles Nelson; grind store, Vic Davis, Ralph Balcome, Frank Marrow; balloon store, Mrs. Betty Harris; ham and bacon, Scotty Clarke, Monty Stevens, Pappy Miller; pan game, Jockey Moore, Jack Shafter; hoop-la, Mrs. Curley Chatfield; cigarette penny pitch, Mrs. Moe Eisenman; palmistry booth, the Delmores, and privilege car, B. A. (Slim) Melton.
Circus free act includes Anna and Joe Metcalf with Willie, elephant, and the Vilardie Troupe and Elenore.

Coming Events

These dates are for a five-week period.

- Alabama**
Attalla—Legion Carnival, April 11-18. F. U. Logsdon.
Montgomery—Fat Cattle Show, April 7-8. F. E. Thompson, Box 772.
- California**
Oakland—Garden Show, April 28-May 3.
Sacramento—Horse Show, April 25-26. Floyd B. Hart.
San Diego—Spring Fair of Modern Home Ideas, April 10-24. J. C. Chamberlain.
Saugus—Newhall Rodeo, April 25-26. Arthur C. Miller, Box 518, Newhall.
- District of Columbia**
Washington—National Folk Festival, April 29-May 2. M. J. Pickering, 820 18th St., N. W.
- Florida**
Miami—Moose Indoor Show, March 28-April 4. B. Boswell, 2113 N. W. 62d St.
St. Petersburg—Festival of States, April 5-11. Burwell Neal, Box 1371.
Wauchula—Cucumber Festival, April 6-11.
- Georgia**
Atlanta—Fat Cattle Show, April 14-15. W. R. Ulrich.
Augusta—Livestock Show, March 30-31.
Dublin—Livestock Show, April 2-3.
Rome—Livestock Show, April 21-22.
Swainsboro—Livestock Show, March 25-28.
- Idaho**
Sun Valley—Sun Valley Snow-Spring Sports Meet, April 16-19. W. P. Rogers.

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati

(25 Opera Place)

Thursday for Following Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

AGENTS, CARNIVAL WORKERS — SELL OIL paintings, make 100 to 150%. Cost you 50c and 75c. Unique novelty. Jewelry made from Garfish Scales. Stamp brings list. DISSELL, 4667 Rockwood Road, Cleveland, O.

AGENTS - DISTRIBUTORS, JOBBERS — ROCK bottom prices. 250 necessities housewives must buy every day. Catalogue free. ROYCE PRODUCTS, 329 South Wood, Chicago. x

AGENTS—SELL \$1.00 PACKAGE LAXTONIC. (Makes one pint). Dozen, \$2.00; Gross, \$18.00. Sample, 25c postpaid. VERIBEST PRODUCTS, 4250 Easton, St. Louis, Mo.

AGENTS—NOVELTY STORES, NEWSSTANDS, etc. Sell Novelty Fun Card and Fun Business Card Sets. Cost 3c and sells for 10c. Sample free to dealers only. Write today. NATIONAL SUPPLY, Box 301, Cincinnati, O.

AMERICA'S FASTEST SELLERS — TRICKS, jokes and all kinds of Novelties. LA FRANCE NOVELTY CO., 59 Hanover St., Boston, Mass. ap18

BARGAIN CATALOG FREE — COSMETICS, toiletries, Barber Supplies, Flavoring Extracts, Polishes, Specialties, Concentrates. Private Labels. LAPURA LABORATORIES, 799 Summit, Toledo, O.

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Easiest thing today. Free samples. If you sell printing and advertising specialties we have an excellent sideline featuring Decalcomania Name Plates in small quantities. "RALCO," 727 Atlantic Ave., Boston, Mass. x

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Sales Equipment Free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. x

"BLAST JAPAN TO HELL!" 10c AUTO STICK- ers!—Sweeping America like wildfire! 50, \$1.00. Samples, 10c. SOUTHWEST SALES, 909 Wall, Beaumont, Texas.

BOOKS, PHOTOS, NOVELTIES — LARGE AS- sortment, \$1.00. Lists, 10c. Cartoon Books, \$3 hundred; \$12 thousand. BONAGURA, 547 Bushwick Ave., Brooklyn, N. Y.

FASTEST SELLING PATRIOTIC ITEMS IN America. New! Different! Big profits. Small investment. Wonderful selling plan. KELLY COMPANY, 1428-T Willow Avenue, Hoboken, N. J. x

FOOD-ACCESSORY ITEM, HEALTH BOOK Deal. No investment; receipts free. FLORADEX CO., P. O. Box 973, Columbus, O. ap11x

FUN CARDS—ENVELOPE, 12 DIFFERENT; Patriotic, etc. Sell for 10c. Twenty packs prepaid, \$1.00. Liberal samples, dime. PRINT SHOP, 1004 Washington, Charleston, W. Va.

GET A NEW NOVELTY FOR YOUR BATH- room for only a quarter postpaid in United States. Agents wanted. BLUE ASH CRAFT MILL, Blue Ash, O.

GREETING CARD PEOPLE! CONTACT US for the most sensational everyday greeting card deal ever offered! Real money-maker! VISIBLES CO., 2543 So. Avers Ave., Chicago.

HITLER'S WILL NOW READY—SELLS LIKE wild fire for 10c. Everybody a prospect. Men or women. Chance for real money. It's new. Cost \$4.00 a 100 postpaid, cash or money order. Single copies, 10c. E. C. VOGL & CO., 109 Broad Street, New York City.

HOLLYWOOD STARS NECKLACES — NEW, fast sellers for salesmen, jobbers. Big profits. Particulars free. MISSION, 2328 W. Pico, Los Angeles, Calif. ap25x

HUSTLERS WITH CAR—FAST SELLER! MEN'S Sportswear, camel style. Large profits. Sample box containing two, \$1.75. METROPOLITAN, 864 Broadway, New York, N. Y.

HUSTLERS! WORK BOWLING ALLEYS! SELL new, clever, Comic Bowling League Membership Certificate. Sample 10c. KANT, 323-B Third Avenue, Pittsburgh, Pa. ap4

I CAN MAKE \$60.00 UPWARD WEEKLY with my Patriotic Advertising Plan. So can you with my instructions. Get them. No canvassing. Stamp please. SHEPARD SERVICE, Lebanon, N. H.

JOBBERS, DISTRIBUTORS, OPERATORS! — OUR new price lists, just off the press. Listing the country's most outstanding Coupon and Salesboard Designs. Write Dept. R-3, GAY GAMES, INC., Muncie, Ind. mh28x

JOBBERS—VITAMIN B CEREAL, SMALL package. Long profit. Repeats. 50c package and information or write WHE-GE, 910 Cherry, Green Bay, Wisconsin.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security Plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. ap18x

MAIL ORDER DIGEST — BEST SOURCE FOR agents, salesmen, mail order plans; deals galore. 10c copy. MAKO, 5226 Tennessee, St. Louis, Mo.

MERCHANTS WALL SIGNS, PATRIOTIC, HU- morous, etc. Good paying side line. Samples, etc., 15c. RICHARDS, 127-B East New York St., Indianapolis, Ind. ap4

MEXIHOT BARBECUE HAMBURGER MACHINE It's a hit. \$28.50, commission \$8.00. Prospects waiting. DICKERSON MANUFACTURING CO., Dept. 2, Springfield, Mo. x

OIL PAINTINGS ON CARDBOARD, CANVAS, etc. Popular prices. Big sellers. Also lessons in oil painting. ENTERPRISE-R, 2321 N. 36th, Milwaukee.

RESURRECTION PLANT—UNIQUE NOVELTY. Miracle of Nature. Costs under 2c, sells for 25c. Sample, 10c. C. E. LOCKE, 7 Rio St., Mesilla, New Mexico. x

RESURRECTION PLANTS (COMES BACK TO life)—A brown mummified plant that when roots are placed in water will open up, turn green and start to grow in about 20 minutes. This rare and curious plant is found in the desert region of West Texas. Wholesale price, \$10.00 per 1,000 plants. Send 10c for sample. TEXAS CACTUS GARDEN, Van Horn, Texas.

SALESMEN, AGENTS, TO SELL SERVICE FLAGS and other patriotic flags. Fast sellers, big profit. Sample 25c. METROPOLITAN, 2443 65th St., Brooklyn, N. Y.

SEND 10c STAMPS FOR ILLUSTRATED CATA- log on hard-to-find merchandise. All items selected by experts for utility, value and profits. GOLDSHIELD PRODUCTS, Dept. B, 350 Greenwich St., New York. x

SENSATIONAL HOUSEHOLD TOOL FOR MAK- ing money. Sells for only fifty cents. Sample, Thirty-five cents, postpaid. GIRARD COMPANY, Washingtonville, Ohio.

SENSATIONAL NEW PROCESS NAME PLATES and Metal Identification Tags. Large profits. Send 10c for Display Cards, Samples. WALKER'S, 30 Church, New York.

SELL ORIGINAL, IMPROVED, BEAUTIFUL Religious; Snappy Patriotic; Changeables; Merchant's Signs for every type store. Write KOEHLER'S, 335 Goetz, Lemay, Mo. mh28x

SELL SIMPLIFIED TAX RECORDS—UNPRE- cedented need and demand. Exclusive territory to producers. Leads furnished. RECORDS COMPANY., 2626 N. Irving, Minneapolis, Minn. x

SELL LUMINOUS PAINT—SHINES IN THE dark. Sample, instructions, 25 cents. MOHR PAINTS, Box 662, Rockingham, N. C. ap11x

SELL RELIGIOUS AND PATRIOTIC CARDS— Cost 1c up, sell 10c. Information free. Samples 25c. Selling Kit, \$1.00. TAYLOR PRINTERY, Olney, Ill.

SIDELINE, SELL BOTH DIRECT AND STORES. Send 10c for 25c samples, order blanks; start now. AMOGEN CO., San Antonio, Texas.

SPRING JEWELRY—BEAUTIFUL 14-KT. GOLD Finished Cross with brilliant Rhinestone. Resembles \$5.00 number. Special, \$3.00 Dozen. PHILADELPHIA-MERCHANDISE CO., 2106 S. 6th St., Philadelphia, Pa. Sample 35c.

THE AMERICAN SWEET HEART CHARM sells to girls in factory, schools, stores. Sample 25c. REMO CO., Box 527, Bridgeport, Conn.

THRILLING NOVELTIES, PHOTOS, BOOKS — Big assortment, \$1.00. Catalog, 10c. E. G. SPECIALTIES, Dept. P, Carnegie, Pa. x

TIRES AUTOCOP WILL WATCH THEM DAY and night. Wonderful demonstrator, makes big noise. Sample, \$1.75 prepaid. AUTOCOP, 20030 Russell, Detroit, Mich.

WANTED — MEN AND WOMEN SOLICITORS by old reliable firm. Unlimited opportunities. Write for territory and samples. Send 25c with stamped self-addressed envelope. AKRON RUG COMPANY, 5 N. Adams St., Akron, Ohio. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. mh28x

WINDOW SIGN LETTERS — NEW "ROMAN" style. Large sizes, penny each; absolutely beautiful. Free Samples, new catalogue. ATLAS, 7941-L Halsted, Chicago. ap18x

YOU WANT TO TRAVEL AND MAKE MONEY —New spicy set up offers you 400% profit. County Wholesale Distribution Agencies open. Send 25 cents for 10 different samples and information. WILLIAM COLEMAN, 5387 Seminole St., Detroit, Mich.

SALESMEN WANTED

MAGAZINE SALES PEOPLE AND CREW MAN- agers. Big money if eligible. 905 SHELL BLDG., St. Louis, Mo.

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Tags, Pricing Sets. Lowest prices. 40% commission. Experience unnecessary. Free deals. Sales portfolio free. WILLENS, 2130 Gladys, Dept. 53, Chicago. x

SELL ATTRACTIVE EVERYDAY GREETING Cards! Liquidating 3,000,000. Profitable Sellers! Bulletin Free! Large Sample Box, 25c. ELFCO, 438 North Wells, Chicago. ap18x

TELEPHONE AND PERSONAL CONTACT Salesman for advertising and tickets for Police Journal and show. 25% commission, three months' work. JOHNNY DUCETT, General Delivery, Elmsford, N. Y. ap4

WILSON "WALKIES"—THE SELF-WALKING Miniatures. Fastest selling toys out. Twelve characters: Penguin, Mammy, Elephant, Donkey, etc. Be our distributor. Fast numbers for carnival, fair and exposition workers. Boys at defense camps literally eat 'em up. Send \$1.00 for sample set of four (postpaid) as above, or \$2.35 for full dozen (postpaid), one of each character. WILSON "WALKIES," 2144-SS Madison Ave., Toledo, Ohio. x

FORMULAS & PLANS

CAR OWNERS, ATTENTION! CONSERVE gas and rubber. Formula for gas saver product, formula for puncture proofing inner tubes and formula for stopping leaks in tires and tubes. All three for only \$1.00. Address TIP TOP PRODUCTS, P. O. Box 751, Elyria, O.

GUARANTEED FORMULAS — ICE CREAM, Lollypops, Chop Suey, Chili Con Carne, Hungarian Goulash, 25c each, 3 for 50c. BOX 120-B, Arkansas, Wis.

PITCHMEN'S NEW 924 PAGE MONEY-MAK- ing Bible containing 10,000 Formulas, Recipes, Secrets for easily making fast sellers and bigger profits. \$1.50 postpaid or C. O. D. ADAMS BROWNS COMPANY, Chestnut Hill, Mass. x

PLEASANT PROFITS FOR YOU—START A LET- ter Club. Details, 10c, refundable. Almost no capital required. Operate from home. BERTEE, Box 1436, Long Beach, Calif.

BUSINESS OPPORTUNITIES

ARCHERY RANGES EARN BIG PROFITS— Last summer I averaged \$100 week with commercial range. Plans, full details for setting up, operating. STANLEY JOHNSON, Salamanca, N. Y.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE—LAKE COVERING 7 ACRES, AND 60 Acres Land Adjoining. Ideal for swimming, boating, fishing, picnics and summer cottages. On paved road, close to town. R. T. RUSSELL, care Hamilton National Bank, Chattanooga, Tennessee.

FOR SALE—MAIL ORDER BUSINESS, HERB Laxative, good repeat business. Household Cleaner for 1,000 uses. Great bargain. YOU BUILDERS CO., Box 25, Dyker Heights Station, Brooklyn, N. Y.

INVESTING? INVESTIGATE PROMPTLY— Plastics Putty Tool delivers continuous, uniform strip. Exploit patent with advancing plastics development. T. PASANEN, Franklin Mine, Mich.

KNIFE RACKS AND SUPPLIES, RUBBER Molds to cast your own plaster, sell to others. Catalog 10c. A. W. DOWNS, Marshall, Mich.

MAKE MONEY IN YOUR OWN HOME— Operate Mail Order Business. For interesting details drop postal to BERTEE, Box 1436, Long Beach, Calif.

MOVIE SHORTS—"OYSTER FLEET," PRO- ducer will sell world rights, \$300. Consider selling State rights. PROVENZA, 1 Light St., Baltimore, Maryland.

OPERATE PROFITABLY EVERYWHERE TAK- ing-finishing 25c photos, two minutes—giving new "photogenic" character analysis with each. SIG ESTIE, 3525 E. 153d, Cleveland, Ohio.

REGISTERED AMUSEMENT PARK FOR RENT. With full permission of Concessions and Eats. Apply or write to PLEASANT HILL PARK, R. F. D. 2, Route 24, Red Lion, Pa.

START MAIL ORDER BUSINESS! — PLENTY of mail selling, local opportunities. Ask for opportunities big mail. KATZ, 4254 No. Kimball, Chicago.

WIN WITH "SCHEMER" SCHEMES, TIPS, Opportunities, Formulas. Six Magazines, 264 pages, just 30c. (44th year). LEWIS PATTERSON, Publisher, Alliance, Ohio.

\$\$\$—"NATURAL \$\$ MONEY \$\$ MAKERS" Five amazing simple Trade Secrets, 25c. F. C. SCHULTZ, Noel, Missouri.

SO SIMPLE, SUCCESSFUL SECRET—LOVELY Luxurious Hair, 25c. Coin-stamps, Dept. B-1. ARTS, 202 E. 57th St., New York, N. Y.

INSTRUCTIONS BOOKS & CARTOONS

BOOK BARGAINS! FREE CATALOGUES! OUT- of-Print Books supplied, lowest prices. Write OLD PROF'S BOOK SHOP, 916 Arcadia Ct., Pontiac, Mich. ap25x

BOOKS, JOKES, CARTOONS, NOVELTIES— Large assortment, \$1.00. Catalog sent sealed, 10c. Postals ignored. M. BONAGURA, 545 Bushwick Ave., Brooklyn, N. Y. x

BOOKS AT 2 1/2c UP FOR CRIME, NARCOTIC, Health, Magic, Astrology, Boxing, Wrestling, Jiu Jitsu, Minstrel, Fun, Snake and other shows. Stock and special editions. Write your requirements. 30 different samples, \$1.00 postpaid. STEIN PUBLISHING HOUSE, 521 South State St., Chicago, Ill.

CURRENT COPIES BUSINESS, VOCATIONAL Diversion Magazines. Choice 350 different publications. Price list free. COMMERCIAL ENGRAVING PUBLISHING COMPANY, 34H North Ritter, Indianapolis, Ind. x

FIRST AID FOR VENTRILOQUISTS—FOUR- teen Vent Dialogues in printed booklet form. Practical material. Price, \$2.00 postpaid. PAUL STADELMAN, 920 Stanley St., Apt. B, Hopkinsville, Ky.

FOUR MASSIVE DIVISIOCATALOGS RAREST Oriental Success Secrets. Secrets all men burn to know. Unobtainable elsewhere. Psychology, Hypnotism, Occultism, Magic. Nothing free. \$1.00 cash (deductible). SOCIETY TRANSCENDENT SCIENCE, BOX 37, Chicago. Greatest Name in Psychology for 25 years.

"MANUAL OF SHOW STUNTS"—COMPLETE self-instructor in Juggling, Acrobatics, Lariat, Baton Twirling, Etc. Modern - illustrated. Mailed, only \$1.00. Or send 10c for Booklet of first tricks on above subjects. FLOYD BROTHERS, 30 W. Washington, Chicago, Ill. x

NEW MECHANICAL LETTERING SYSTEM— Paint expert signs any size without experience. Send 50c for library indorsed copyrighted instructions. Get them today—paint signs tomorrow. HAINES SIGN SERVICE, Sabina, Ohio.

POW WOW BOOKS, SKIN PARCHMENT, Seals, Amulets, Magnetic Loadstone, Dream Books. Catalogue B free. ARCH BOOK CO., Camden, N. J.

PRETTY GIRL PHOTOS, CARTOON BOOKS, Den Pictures, Clever Novelty Cards, big assortment, \$1.00. List 10c. STRACO, 1017 Mulberry, Springfield, O.

SEND STAMP FOR MY LIST OF TOPICAL, Patriotic Monologues, Ventriloquial Dialogues, Spicy Songs, etc. TIZZARD, 104 W. 71st Street, N. Y.

THRILLING PHOTOGRAPHS, SNAPPY BOOK- lets and Novelties. Sample assortment with catalog, 25c. Mammoth assortment, \$1. BELLPRINTS, 202 Madison, San Antonio, Tex.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. ap4x

"YOU WROTE IT YOURSELF"—HERE'S YOUR chance to learn secret of Handwriting Analysis. You can learn to analyze handwriting thereby starting a useful and fascinating hobby. This remarkable book sent postpaid for One Dollar including free analysis your own handwriting by the famous author himself. Money back guarantee. JAMES WEST, Box 1345, St. Louis, Mo.

MISCELLANEOUS

ATTENTION WIRE ARTIST—GET OUR WHITE Abalone Pearl Plates and other Abalone Pearl findings of iridescent colors now being used exclusively by many Wire Artists. Make your own rings with our beautiful Abalone Pearl Red Top Ring Sets. A complete line of exclusive design Abalone Pearl jewelry that matches any wearing apparel. Send \$1.00 for sample lot. J. H. KITCHIN STUDIOS, Art Pearl Exclusive Designers and Manufacturers, Est. 1920, Redondo Beach, Calif. x

ELECTRICAL EQUIPMENT, ENGINE GENERA- tor Sets, Generators, Motors, Transformers. Modern rebuilt machinery. Ready to ship. M. R. LEVY, 316 Melwood, Pittsburgh, Penna.

GET THESE SONGS—"VICTORY," A SNAPPY march tune just off the press; "When It's Blossom Time in Old Carolina," featured in Fitzpatrick's Traveltalk of North Carolina, just released by MGM; "A Throne for Love"; "I'm Headin' Back South"; from your music dealer or publisher at 35c per copy postpaid. JOHN B. MOORE MUSIC CO., Murphy, N. Car.

LYRIC WRITER DESIRES CONTACT COM- poser capable of placing songs. BOX 326, care Billboard, 1564 Broadway, New York City.

LYRIC WRITERS—MELODIES COMPOSED, 8 inch vocal recording of completed song supplied. \$6.00 with order. BARO, Billboard, New York City.

"MANUAL OF SHOW STUNTS"—COMPLETE self-instructor in Acrobatics, Juggling, Baton Twirling, Lariat, Ventriloquism. Mailed, only \$1.00. Booklet, beginning tricks, above subjects, only 10c. FLOYD BROTHERS, 30 W. Washington, Chicago, Ill.

NAME-IN-HEADLINES NEWSPAPERS, \$7.00 per thousand. We do retail work, 25c each. Send wording. KRIMM, 1609 N. Broad, Philadelphia, Pa.

OSTRICH FANS FOR FAN DANCERS—40 inches long, 60 inch spread when open, \$15.00; 24 inches long, 30 inch spread when open, \$4.50. Will ship privilege to examine on receipt of \$1.00. COSTUME HEADQUARTERS, 1218 Dryades St., New Orleans, La. x

SLEW JEWELRY GIVE-AWAYS AND FLASH for games. Send for bargain price lists. SAMUEL POCKAR, 131 Washington St., Providence, R. I.

"TRY OUR DANCE WAX ONCE," YOU'LL BE sold forever like many others. Special 10lb, \$2.50; 25lb, \$5.00. "Permanent Roach Cure," once and for all, you can't fail. \$1.85. C. O. D. postpaid by us. Guaranteed. OLD COLONY WAX, Davenport, Iowa.

WANTED — CONCESSIONS AND RIDES. "Dodgem" preferred. OLCOTT BEACH AMUSEMENT PARK, Olcott, N. Y.

PRINTING

EXCELLENT SPECIAL PRINTED ROLL TICKETS, 1"x2", 20,000, \$6.10; 100,000, \$14.90. KANSAS CITY TICKET CO., Dept. C, 1819 Central, Kansas City, Mo. ap11x

HAMMERMILL LETTERHEADS, ANY COLOR paper, ink; 300 8 1/2 x 11, \$1.58 postpaid. 32 styles type. Free particulars. WOODRUFFS, 217-R Lewis, Duluth, Minn. x

LET US SAVE YOU \$\$\$ THIS SEASON! Flashy nonbending window cards, 14x22, new 3-color designs. Carnivals, tent shows, magicians, minstrels, outdoor movies. \$3.50 per 100. Cash with order. Samples free. TRIBUNE PRESS, Fowler, Indiana.

LETTERHEADS, ENVELOPES, BUSINESS CARDS, Pamphlets, Labels. Personal attention to small show printing. Samples, quotations free. ATLANTIC, Box 653-W, Rock Hill, S. C.

NEARGRAVURE LETTERHEADS — ORCHESTRAS, magicians, carnival, circus, aerial acts. Complete samples—prices 10c. You'll be surprised. State profession, SOLLIDAYS, Knox, Ind.

WINDOW CARDS—14x22 TWO COLORS, \$3.00 hundred; 500 Two Color Letterheads, \$3.75. Route Book Free. HUBBARD SHOP-PRINT, Mountain Grove, Mo. mh28

WINDOW CARDS—14x22, ONE COLOR, 100 \$2.75. 50% deposit, balance C.O.D., plus shipping charges. THE BELL PRESS, Winton, Penna.

100 8 1/2 x 11 BOND LETTERHEADS, 100 ENVELOPES, both postpaid, \$1.00; or 225 both, \$2.00. EVANS PRINT, 44B North Tenth, Reading, Pa. x

200 8 1/2 x 11 LETTERHEADS, 200 6 3/4 ENVELOPES, 200 business cards; four lines; all \$2.75. F. C. CRAMER, Box 993, Chicago, Ill. 1,000 VELLUM BUSINESS CARDS, 85c; 500 Letterheads and Envelopes, both \$3.25; 100 Formal Wedding Invitations, \$2.75. F. O. B. MAGIC PRESS, 5214 Walnut St., Philadelphia, Pa.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

ABOUT 150 VENDEX, SEL-MOR, PEANUT Venders, \$2.00; Hershey 1c, 5c Candy Bar; Hot Popcorn Venders; Razor Blade Venders, \$1.50. NORTHSIDE CO., Indianola, Iowa. ap18

AIR RAIDERS, \$135; PIKES PEAKS, \$14.50; Buckley Digger, \$75. Ready for locations. H. & H. NOVELTY CO., Pontiac, Illinois.

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-ap11x

AUTOMATICS—BARGAINS IN 1 BALL BALLY Paytables, Cash and Ticket Payouts. 1 Longshot, \$100.00; 2 Grand Nationals, \$60.00 each; 1 Grand Stand, \$50.00; 1 Sport Page, \$30.00; 1 Stables, \$17.50; 1 Arlington, \$15.00; 1 Stoner Turf Champ, \$8.00. All in very good condition. Also 50 Free Play Games. Write for list. WOLF VENDING CO., 287 Governor St., Paterson, N. J.

BAGATELLE GAMES, WILL SACRIFICE, MAKE offer; Mascot, Vacation, Speed Demon, Punch, Formation, Commodore, Crossline, Blondie, 3 Score, Scoreline, Mr. Chips. TURKEL, 151 Rhode Island Ave., E. Orange, N. J. x

BARGAINS IN RECONDITIONED PEANUT and Ball Gum Venders that look and operate like new. M. T. DANIELS, 1027 B. University, Wichita, Kansas.

BELOW MARKET PRICE! WURLITZER 24-A Packard Keyboard Selector, \$94.50; Gabel 18 Record Charm Marbled, \$34.50; 12 Record Elite, \$24.50; Capehart 1938 20 Selector Illuminated Grill, \$29.50; Packard Keyboards for Wurlitzer 24, \$12.50. Games: Hold Over, \$12.50; Jumper, \$10.00; Nippy, \$10.00; Pomatic 24-A, \$12.50; 110 DC Convertors, \$17.50. Trade for Drive Mobiles, Basket Ball Hi-Ball, Blow Ball, Bombers. All machines good condition. ACE MUSIC CO., Waukon, Iowa. x

BEST CASH OFFER TAKES 10 FREE PLAY Late Model Pin Balls. All A-1 shape. Separately or all. Will trade or buy late model Tommy Guns. Inquire GILLES CANDY CO., Osage, Iowa.

CIGARETTE MACHINES, EIGHT COLUMNS, Stainless Steel, Good Appearance, \$17.50. TURKEL, 151 Rhode Island Ave., E. Orange, N. J.

COIN OPERATED POOL TABLES MAKE MORE money. All sizes, easy terms. Want Bowling Balls, Pins, Baseball games; Western Scientific Drivemobiles. MASSENGILLS, Kinston, N. C. ap18

CONSOLE BARGAINS—JENNINGS F. P. Totalizers, last ones made, used a few days, \$159.50. 1/3 deposit, balance C. O. D. C. B. RHODES, 919 Pemberton, Fort Wayne, Ind.

EXHIBIT ROTARY'S \$95.00; DE LUXE ELECTRO Hoists, \$45.00; Call-o-Scopes, \$35.00. Will sell or trade for any kind of Shooting Machines. ERWIN BALDRIDGE, 11232 Mack Ave., Detroit, Mich.

FLIPPERS (LIKE NEW), \$7.00; PIKES PEAK, \$8.50; Challenger, \$15.00; P-Nut Machines, \$2.50; Pop Corn Machine, \$7.50; Rola Score, \$12.50; Mills Tylon Scale, \$42.50; Chicken Sam, Phonographs, and miscellaneous Arcade Equipment. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif.

FOR SALE—40 NICKEL HERSHEY VENDORS, \$100.00 takes all; 48 Mason Mint-Gum Machines, \$7.75 each. PLOUS, 713 S. Broadway, Green Bay, Wis.

FOR SALE—100 SLIGHTLY USED HOLLY GRIPPERS, perfect condition, \$7.50 each. C. B. BRADY & CO., Durham, N. C.

FOR SALE—2 ARCADE EQUIPMENTS. ARCADE AMUSEMENT CO., 103 First Avenue, North, Minneapolis, Minn.

FREE PLAY TABLES—BIG SIX, MIAMI, Lotta-Fun, Golden Gate, Pot Shot, Arrow Head, \$12.50 each; Congo, \$15.00; Paramount, as is, \$5.00; Bally Bell Console, \$25.00; Groetchen Columbia G. A. Late, \$55.00; 3-Stoners Turf Champs, Ticket Units, \$10.00 each. DENISON SALES CO., Denison, Texas.

IN-A-BAG VENDERS, \$5.00; 1c SUPREME, \$2.50; 1c Hershey Bar, \$2.00; Calvert Venders, \$3.00; Silver Kings or 1c Northwestern, \$3.50; Snacks, \$4.50; Monarch, \$4.00; Northwestern Trisectors, \$10.00; 1c and 5c Stewart and McGuire, \$3.00; Hitler Guns, \$8.00; Stands, \$1.50. A. J. HOFF, 1920 N. Rose, Baltimore, Md.

KEENEY AIR RAIDER, \$124.50; BALLY Basket Ball, \$69.50; Keeneey Texas Leaguer, 2c slot, \$33.00; Keeneey Anti-Aircraft, Brown Cabinet, \$59.50; Coledrinx Coca-Cola Vendor (practically new, original cost, \$700.00), \$350.00; Photomatic (latest model), \$750.00. One-third deposit, balance C. O. D. CENTURY PRODUCTS CO., Box 263, Tullahoma, Tenn.

LARGEST AND BEST ARCADE ON THE ROAD for sale. Two Large Semis, \$2,000.00; Stock, Cards, Gum, Candy. Booked with large carnival. VAN AULT'S ARCADE, Box 1045, Petersburg, Va.

MAKE OFFER ON 6 PRACTICALLY NEW 1942 Victor Model V Vendors. Also two practically, new Wings and 6 Imps. Will trade all above for late Free Play Games. MUSIC MACHINE CO., Augusta, Ga.

MAKE OFFER, SELL TO HIGHEST BIDDER—Two Sky Fighters, 1 Rapid Fire, 4 Black Keeneey Machine Guns, 2 Chicken Sams, 1 Ace Bomber, 2 1939 Mills 123, 3 Bally Triumphs, 2 Fleetwoods, 2 Caroms, 2 Skee Balls, no high score. Want Photomatic, 700 and 800, 850 Wurlitzers, 41 Derbys. ROBERTSON MUSIC CO., 2215 27th Street, Lubbock, Texas.

METERMOVIE SOUND PICTURE MACHINE, good as new, \$695; Seeburg Select-o-Matic Wall Boxes, \$12.50; 11 like new Penny Phonettes, \$12.95 each; slightly used Phonettes, \$9.95. R. E. TANNER, 1246 Sanborn Ave., Los Angeles.

MILLS BLUE FRONTS, 5c, 10c, 25c, REBUILT same as new, \$119.50; ship subject inspection. Chrome Bells, \$150.00; Penny Q. T.'s \$35.00; Mills Three Bells, used one week, not a scratch, \$475.00. Latest model Menna Heavy Steel Seven Bolt Cabinets, Triples, \$145.00; Doubles, \$110.00. H. R. HORN, 137 E. Market St., Akron, Ohio. ap4x

MILLS VEST POCKET 5c PLAY, GREEN, Excellent condition, \$17.50. EARL L. CAMPBELL, 942 Vermont Street, Oakland, Calif.

PIN TABLE-PHONO MECHANIC DESIRES position, prefer N. C. or Va. Will go anywhere. Draft exempt. Sober, honest, reference. BOX C-362 Billboard, Cincinnati, O.

PIN BALLS, PAY TABLES, CONSOLES, SLOT Machines. Will trade for Anti-Aircraft Guns. SMITH'S NOVELTY HOUSE, Box 172, Hayward, Wis.

ROCK-OLA 10-UNIT TELEPHONE MUSIC System, 10 Master Walnuts Mechanism, almost unused, 20 Wall Boxes, 1,400 Selection Record Library. Everything on location, good condition, new last summer. Good reason selling. Wurlitzer 600 Rotary, Mills Throne, Texas Leaguers, Pikes Peaks, Ten Strike, Sky Pilot. Situated Southeast. Make offer, all or part. Write C-367, Billboard, Cincinnati, O.

SELLING OUT—ALL MACHINES GUARANTEED. Advance 4-Column Cig. Machine, \$7.00; Advance 2-Column Cig. Machine, \$4.00; Stands, \$2.00. Penny Cig. Machines, 2-Column, \$2.50. 1c Snax 3-Column, \$4.50. 1c 39 Bell Northwestern, \$4.00. Penny or Penny-Nickel Masters, \$3.00. 1c Stewart McGuire 6-Column Adams Gum, \$5.00. Northwestern Peanuts, 5-Lb. Capacity, Model No. 33, \$4.00. Brittle Peanuts or Candy, 5-Lb. Capacity, \$1.25. Snax Tab C'm Machine, \$3.00. Stands, \$1.50 each. BETTY'S VENDING MACHINES, 159 Emmett St., Newark, N. J.

SEVEN IRON CLAW DIGGERS, ONE ADLEE Digger. Sell or trade for Arcade Machines. PENNYLAND, Flat River, Mo.

"SPECIAL"—25 1c GOTTLIEB CRIPPERS, \$6.95; 25 1c 5-Column Variety Shops, \$13.50; 25 1c Advance No. 11 Nut, \$2.50; 25 2-Column Robbins Vender, \$3.50; 25 Baseball Games, \$7.50. Wanted: Counter Games-Challenger Guns. CAMEO VENDING, 432 West 42d, New York.

WANTED TO BUY — ALL TYPES OF LEGAL Equipment; any kind of Ray Guns. ARCADE EXCHANGE, 1705 W. Pico, Los Angeles. mh28

WANTED TO BUY — ALL TYPES OF LEGAL and Arcade Equipment and late model Phonographs and Wall Boxes. State your lowest price. BADGER NOVELTY CO., 2546 N. 30th, Milwaukee, Wis. ap11x

WANTED—CHICKEN SAM, JAILBIRD, ALL types of Rayolite Guns. Also Seeburg Wireless Wall-o-Matics, used Phonographs and late Pin Games. W. B. NOVELTY CO., 1903 Washington Ave., St. Louis, Mo.

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City. ttn

WANTED — CHICKEN SAMS, JAIL-BIRDS, Bally Rapid-Fires and other arcade equipment. Describe condition and give lowest cash price. METROPOLITAN ENTERPRISES, 5 Ludlow Street, Yonkers, New York.

WANTED TO TRADE—TWO THOUSAND Free Play Pin Games for Phonographs, Slot Machines, Used Records, Consoles, Guns and Arcade Equipment. See our display ad in Amusement Machines Section, NORTHWESTERN MUSIC COMPANY, Sterling, Ill., or MISSISSIPPI VENDING COMPANY, Philadelphia, Pa. my2

WANTED TO BUY—MUTOSCOPE REELS, Stereo-Views, Photo-strip Camera. J. CLANCY, Collingwood, Ontario, Canada.

WE BUY AND SELL PENNY ARCADE MACHINES since 1912. We have any machine you want and can furnish complete Penny Arcade. Complete assortment of Pin Game and Penny Arcade machine parts including "Doors, Mouldings, Time Clocks, Coils, Contacts, Punching Bag Bladders, Coin Chutes, etc. Cards for all types of Card Venders. MIKE MUNVES, 520 West 43d St., New York. x

WESTERN BASEBALL NOVELTY, \$65.00; Evans Ten Strike, \$69.00; Rock-Ola Master Walnut \$195.00; Master Rockolite, \$205.00; Rock-Ola Wall Boxes, \$20.00; Rock-Ola Standard, \$145.00; Seeburg Playboy, \$49.00; Wurlitzer 61, Metal Stand, \$89.00. ELGIN MUSIC AND NOVELTY, 724 Lincoln Court, Elgin, Ill.

WURLITZER 616s REMODELED WITH SIDE Cuts and Illuminated Grills. Perfect condition, \$59.50; Seeburg Gems, \$109.50; Royals, \$119.50. 1/3 deposit. Write for prices on any make of phonographs. E. C. DELONG, Dade City, Fla.

2 BLUE CABINET ABT MODEL F, \$17.50 each; 9 Yellow Cabinet, \$6.00 each. RICHARD INGE, 161 Glenwood, Mobile, Ala.

7 BALLY BABYS AND SIX PENNY PACKS, \$5.50 each. Assorted Counter Games, \$3.50. Write for list. VARIETY VENDING, 4172 W. Montrose Ave., Chicago, Ill.

15 PACE SCALES PRICED FOR QUICK SALE, \$14.50 each. Wurlitzer Model 71 with De Luxe Illuminated Cabinet Stand, \$125. E. O. LIKENS, Bethesda, Maryland.

25 5c 41-BAR DU GRENIER CANDY MACHINES. 10 Selective 1c 4-Column Shipman; brand new, original carton. WINTER, 129 Troup, Rochester, N. Y.

28 ARCADE MACHINES, EXCELLENT CONDITION, including Madam Zita, Prize Fighter, 3 Mutoscopes, 3 Leaded Glass Drop Picture Machines. Other popular arcade machines. Complete list upon request. GRACE KAMPF, Spy Hill, Beacon, N. Y.

30 1c HERSHEY VENDERS, 2 COLUMN, LIKE new, \$5 each, or all for \$110. One-third deposit, balance C. O. D. CHAS. RICHARDS, 1401 5th Ave., Sterling, Ill.

100 LATEST MODEL JENNINGS CIGAROLAS, with optional feature. Slug proof coin heads. Cannot be told from new. Original crates. Write for prices. GENERAL NOVELTY COMPANY, 521 N. 16th St., Milwaukee, Wis. mh28x

100 MILLS 25c PLAY SLOT MACHINES, serial nos. 117027, perfect shape. Will take \$500.00 for the lot. BEN FLECK, Warren, O.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE Quart Popping Kettle, \$14.50. All Electric Popper, \$45.00. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF, Twelve-Quart Popping Kettles, \$12.50; Eight-Quart, \$6.50; Portable Gasoline Poppers, All-Electrics, Burners, Tanks, Repairs. NORTHSIDE CO., Indianola, Iowa. my30x

CHEVROLET LIVING (BUS) TRUCK IN TWO Compartments, Rear end for baggage. TAN ARAKI, 4034 Dyre Avenue, Bronx, N. Y.

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. ma30x

CORK SHOOTING GALLERY THAT'S DIFFERENT. Duck Pond, both new. Also my new Lucky Star Penny Pitch Game, a flashy money getter. Send stamp for details. FRANK WELCH, 735 East Main St., Rochester, N. Y.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 31 for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE—SINGLE HEAD NATIONAL FLOSS Machine, \$50; Rotary Popcorn Machine, Peanut Roaster, Malted Milk Mixer, each \$10. BOX 1, Dupont, O.

FOR SALE—THREE POPCORN MACHINES, one Full Electric, two Gasoline. One Snow Machine with Motor. GREENS BROS. STORAGE, Clearwater, Fla.

LARGE PORTABLE SKATING RINK COMPLETE; 50x135 Feet; Tent Three Months Old. Priced to sell. CHARLES MUFFLER, Morris, Ill.

PENNY ROLLER WITH LORD'S PRAYER AND three other dies for sale. The first \$20.00 gets it. C. JACK, 6210 Cheve, Detroit, Mich.

POPCORN CRISPETTE MACHINE, CAMEL Outfit. Wet and Dry Poppers, Potato Chip Machine, LONG EAKINS, 1976 High St., Springfield, O. my9x

PORTABLE ROLLER RINK—40 BY 90, NEW, last year's Skates, Music, Floor Tent. Account illness Mr. Davis, sacrifice, \$1,400.00 cash. MRS. E. W. DAVIS, 220 S. W. 7th St., Galva, Ill.

PORTABLE DANCE FLOOR—USED ONE YEAR, good condition; 4'x16' sections, approximately 1,500 sq. ft. \$350.00 cash. EDWIN BLIEMEISTER, Marilla, N. Y.

PORTABLE ROLLER RINK—BEEN OUT 3 summers. Lafayette Amplifier, 4 12" Utah Speakers, Maple Floor 50'x120' and Blocking, Campbell Tent, Push Pole. 175 Pairs of Chicago Skates; good condition. BOX C-370, Billboard, Cincinnati.

PORTABLE RINK, 40x100; TENT, FLOOR, 100 Pairs Skates, P. A. System, good condition. First \$1,000 takes it. BOX C-366, Billboard, Cincinnati, Ohio.

PORTABLE RINK BUILDING — FOURTEEN Hundred Dollars or will consider partner. HODGES BROS., 6310 Easton, St. Louis, Mo.

SIGN AND PICTURE PROJECTOR MAKES YOU an artist instantly. Used by scenic artists, sign painters and showmen. Enlarges prints, sketches, photos. No negatives required. Send for bargain list. SIGN PUBLISHING CO., 2325 Cass, St. Louis, Mo.

WATCHES—FIVE USED RUNNING POCKET and Wrist Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 311, St. Louis, Mo. x

WILL SACRIFICE 105 PAIRS CHICAGO Skates. Wheels excellent. No rust on skates. Metal shines. Late Model Address System. It's a beauty. Looks like new, \$350. Cash. 226 A AVENUE, N. W., Cedar Rapids, Iowa.

16 SEAT CHAIRPLANE, KID AEROPLANE Ride, Kid Auto Ride, Military Band Organ, Four Duck Pin Alleys. RAY YARHAM, Newton, Iowa.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 COMPLETE UNBORN SHOW, \$150.00. Crime Wax Show, \$125.00. Complete Headless Woman Illusion, \$50.00. Other bargains. WALLACE, 2416 No. Halsted, Chicago, Ill.

BARGAINS—FOUR EVANS ELECTRIC POKER Roll Downs, cost \$50.00 each, all for \$50.00. Two Trap Door String Games, complete, cost \$60.00, sell both \$20.00; Heavy Duty Floor Sander, plenty paper, cost \$265.00, also never used Electric Floor Edger and Polisher, cost \$70.00, entire outfit for \$150.00. Talbot Trunk model Sugar Puff Waffle Machine, used three weeks, complete for \$50.00; Parks wood working plant, eight full sized tools in one machine, 5 h.p. AC Electric Motor, cost over \$800.00, sell complete, \$375.00. GROVER KORTONIC, 4353 Warner Road, Cleveland, O. x

BEST OFFER OF RELICS, CURIOS TAKES MY Magic. Value \$120. Fire-Eating Equipment with Instructions, \$5. LEONARD MILLER, Coon Rapids, Iowa.

BULLET RIDE, 9 ERIE DIGGERS, PECCARY, 8 Girl Show Banners, 60 Watt P. A., Show Fronts, Semi-Trailers, Seat Jacks. H. L. WYSE, Wayland, Iowa.

CARROUSEL 50 FT. DENTZEL, LAST MODEL made. Opportunity to buy modern machine at low price. PAUL, 3122 N. Park Ave., Philadelphia, Pa.

CARTOONS, SERIALS, FEATURES, NEW AND like new, \$1 reel up. Midnight shows, recent issues, 35MM. Free bargain list. BOX 422, Cincinnati, O.

CHAIR-O-PLANE—16 PASSENGER, ADULT, cheap, almost new; or trade for Penny Arcade Machines. W. YABROUDY, 1327 Fulton Ave., Evansville, Ind.

COMPLETE BALL GAME WITH CATS, BALLS, Top and Frame, \$45.00. Penny Pitch Board, \$7.50. WICKESSER, 159 Main St., Holyoke, Mass.

COMPLETE TENT SHOW, NEW WHITE TOP 30x60, 8 Foot Wall, used; Marquee, Poles, Stakes, Seats, Stage, Wiring, Props, Platforms, Piano, good ton and a half Chevrolet Truck, new body, good tires, spare. Everything painted. Show in good territory. Reason sale, sickness. First \$500.00. ART GILBERT, Davant, La.

COMPLETE EQUIPMENT FOR "DUMP THE Lady." Works mechanically. Easily portable. Big bargain for quick sale! CHARLES WHITE, 188 York St., New Haven, Conn.

CONCESSION TENT, THREE PIECE, RED AND White, 9x12x15, good condition, \$35.00. Act quick. WILLIAMS, 368 Rider Avenue, Bronx, N. Y.

DEVILS BOWLING ALLEY, COMPLETE, GOOD condition, \$75.00, or best offer. Selling account defense work in Washington. SAM SWAIN, Box 44, Brentwood, Md.

DEVRY SILENT PROJECTOR AND FOURTEEN Reels Good Film, \$75.00. Ship, allow examination. JANITOR, 186 West Chippewa St., Buffalo, New York.

DRAMATIC TENT, 50x100, 9-FT SIDEWALL. Complete, good condition. Price reasonable. Write EDGAR MARTIN, Bourbonnais, Ill., R. 2. Extra Seats, Wiring, etc.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE—COMPLETE PIT SHOW; ANIMALS and New Banners. Reasonable. JIM CONLEY, 3716 Portland Ave., Cincinnati, Ohio. mh28

FOR SALE—SINGLE AND DOUBLE TRAPEZE Rigging, Delco Light Plant, Milo Bar Bell Set, Hand Balancing Act, Theater Spot Lights; three Illusions, Sawing the Lady in Half, Levitation, and Burning the Lady Alive; Trunks, all sizes; Rigging Trunks. A. E. SELDEN, Billboard, Cincinnati, O. mh28

FOR SALE—ONE CHAIR-O-PLANE; EXCELLENT condition. One Coat Ride, complete except for goats; excellent condition. Both priced very low. GEO. GREASER, Dorchester, Wis.

FOR SALE—ONE TENT, 14x28, WITH SIDE Wall, good condition, no poles, \$35.00. JACK LEWIS, Franchys Tavern, Woodriver, Ill.

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago. ap1x

FOR SALE—50 FT. STATIONARY PARK Merry-Go-Round, complete with Organ and Motor. Wanted—Several Laughing Mirrors. A. KARST, Forest Park, Hanover, Pa.

FOR SALE ACCOUNT DRAFT—SIX RIDES including two Eli Wheels, eight Trucks, six Semi-Trailers, good rubber; Show Tops, Fronts, Banners, Heavy Cable, Transformer. Six fairs booked. Sacrifice for \$7,500.00 if sold within 30 days. Write BOX ST. L.-13, Billboard, St. Louis, Mo.

FOR SALE — ARCADE MACHINES, LONG Range Shooting Gallery. WM. J. DYCKES, 225 Grace St., Corry, Pa.

FOR SALE—ENTIRE CARNIVAL EQUIPMENT. '36 Model Tilt with '41 P12 Int. Power Unit, \$3,500. No. 12 Big Eli, with Power Unit, \$1,800. 2-Abreast Merry-Go-Round, \$1,200. Late model Loop, \$500. Chair Plane, 20 seat, \$350. Kiddie Auto, \$250. Kiddie Wheel, \$150. Maloney Transformer, used 10 weeks, 50KW, \$350. Tops, Fronts and other Show Equipment, Mechanical Farm Show mounted on '31 Chev., \$500; 10 Trucks, mostly Chev., good tires. Terms, cash. FREDERICK AMUSEMENT CO., Lexington, Nebraska.

FOR CASH — TENT ACCESSORIES, BOOTH Equipment, 4 Devry Projectors, 2 People Canvas Seats, 500 Leather Backs-Bottoms for Seats, 50 Features (35MM.) including advertising, \$3 per Reel. Canvas Patching, Poles, Stakes, Pyramid Tent, Switchboard, Wiring, Cable, etc., etc. No lists. State your requirements to BYRON GOSH, Chilhowie, Va.

FOURTEEN FOOT CORK GALLERY, COMPLETE with Ten Guns. Ten Foot Ball Game, Cats and Bottles. Fourteen Foot Top and Frame. HELEN GARN, Boliver, Mo.

KIDDIE AUTO RIDE, KIDDIE AIRPLANE Swing, \$250.00 for both. BEN HERALD, 7708 So. Aberdeen St., Chicago, Ill.

KIDDIE AUTO RIDE, TEN CARS, NEWLY painted, \$300. Mechanical Farm Show, small figures. Make offer. Wanted: House Trailer. PHILIP BEHM, Howard, So. Dakota.

LATE MODEL TILT-A-WHIRL—SELL EQUITY or trade for small Merry-Go-Round, or what have you. BOX C-369, Billboard, Cincinnati.

LIFE SHOW—200 SUBJECTS. KEYHOLE IN Door, Peep Show. Other shows. Good, cheap. N. Y. OTELLE, 519 W. 9th, Sioux Falls, S. D.

LIKE NEW LATE MODEL PORTABLE EIGHT-Car Whip Platform, with Six Cars. Le Roi power. H. E. WATSON, Arnolds Park, Iowa. MAKE YOUR OWN PLASTER NOVELTIES—Rubber Molds, 5 for \$5.00, 12 for \$10.00. Easy to make. W. WOOLEY, Peoria, Ill.

MERRY-GO-ROUND TOP, 42 FEET, IN FAIR condition. Sixty Dollars, including chafing bag. F. L. FLACK, Coldwater, Mich.

ONE SPILLMAN AUTO RIDE, ONE KIDDIE Aeroplane Ride, 2 Ton Truck, nearly new tires, price \$1,500, A-1 condition. M. KINSEL, Route 1, Box 100, Brookville, Fla.

ONE NEW MODEL 6-71 GENERAL MOTORS Diesel Engine with 70 k.w. 220-110 Generator mounted on solid base; complete, ready to run. FRED SCHAEFER, Route 4, Box 6505, Beaumont, Tex.

PARKER BABY Q MERRY-GO-ROUND, LARGE Glider, Gasoline Midget Autos, Wurlitzer Band Organs, Tangley Calliaphones, Large Mechanical Show. COLLINS, Box 77, Kearney, Nebr.

ROYAL 35MM. PROJECTOR, \$15. DAGGER Chest Illusion, \$10. Engraving Machine, \$3. Key Check Stamping outfit, \$3. Stencil Duplicator, \$6. ROACH, Box 424, Rolla, Mo.

SHOOT THE JAPS, HITLER AND MUSSOLINI Short Range Targets; 12 kinds; free samples. FINE ARTS PRESS, 612 Charlton, Peoria, Ill.

SKEE BALL ALLEYS, 6, LARGE SIZE, SET UP, like new. Sacrifice for quick sale. WIGHTMAN'S, Mt. Kemble Park, Morrilstown, N. J.

TENT, FORTY BY SEVENTY, KHAKI, ROUND Ends. Bale Rings, Eight Foot Sides. Nearly new, sacrifice. G. W. DE LOZIER, Lowery City, Mo. x

STREAMLINED BURLINGTON ZEPHYR TRAIN, 14 Gauge, Gasoline, 30 Feet Long, Hauls 24, Carries Adults, excellent condition, complete with Track, \$650.00. ED COKAL, 164 Lombard Ave., Lombard, Illinois.

TILT-A-WHIRL, FERRIS WHEEL, CHAIR-Plane, Merry-Go-Round, Kiddie Ride, Light Plant, Tops, Fronts, some Concessions, Trucks, Semis, good tires. Fair Contracts Missouri, Iowa. BOX C-369, Billboard, Cincinnati.

USED CARDBOARD MUSIC—25c PER YARD. Incl. 275 yards of 65 Key, 200 yards of 67 Key, 1 Ring Rack for Carousel, \$5.00 1 Spillman Car Tire with Rim, like new, 16x400, \$8.00. LOUIS GLOBNIK, 418 Richmond Ave., Point Pleasant, N. J.

ZIPPER HEAVY CANVAS TICKET AND CASH Bag, 7x15", Two Handles, 60c. HUTCHINSON AWNING CO., 801 Winson Ave., Elmira, N. Y.

2 AUTOMATIC DUCK PIN ALLEYS, 10c SLOT, regulation 45 ft. demonstrators, like new, crated, complete, both \$750.00; 3 Dodger Cars, \$45 each; 12 Merry-Go-Round Horses, perfect, \$25 each. 1/3 with shipping instructions, balance C. O. D. RIVERVIEW GARDENS, R. F. D. 3, Dubuque, Iowa.

16x24 SQUARE END HIPROOF WATERPROOF Heavy Duck, Two Pushpole Style Tent, used one season, cost \$110.00, excellent condition, \$50.00. CAPT. COLEMAN, 427 Main St., Norfolk, Va.

15 USED CONCESSION TENTS—GOOD CONDITION, khaki, to sell, 10x14, 10x15, \$39.50 each. Also 1,000 ft. Bally Cloth, 25c per running ft. MAIN AWNING AND TENT COMPANY, 230 Main St., Cincinnati, O.

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. B81, Rochester, N. Y. mh28x

DEAL WITH ORIGINATOR—FORMER CARNIVAL Roadman. Leatherette Folders for 1 1/2x2. Price with free sample. C. GAMEISER, 146 Park Row, New York.

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. mh28x

DIRECT POSITIVE SUPPLIES AND EQUIPMENT—Lowest wholesale prices. Complete line. Backgrounds. Shutter repairs. Free catalog. HANLEY'S PHOTO CO., 1207 Holmes St., Kansas City, Mo. ap18x

ECLIPSE NO. 160 ENLARGER, \$14.95. TITLERS for Bell and Howell Eastman Revere 8MM. Cameras, \$1.95. GARY CAMERA CO., 619 Washington, Gary, Indiana. x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see Index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

LOWEST PRICES ON ALL DIRECT POSITIVE Machines — New and used, all types of Cameras and Lenses. "MINUTE STUDIOS," Neodesha, Kan.

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. mh28x

PHOTO MACHINES—MOST COMPLETE LINE of Professional Direct Positive Equipment in America. Write for information on Single, Double and Full-Figure Models, Enlargers and Visualizers. A-SMILE A-MINUTE PHOTO CO., Salina, Kansas. ap4

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMMER'S STUDIO, Unionville, Mo. ap4x

WABASH CAMERA, 1 1/2x2, USED 3 MONTHS, \$22.50. Ilex 3 General Shutter, new, \$10. S. ROSKE, 2016 No. 24th St., Omaha, Neb.

100 PHOTOSTAMPS, \$1.00; PHOTO CARDS, 100 for \$3.50. Enlargements, Photo Calendars, Cuts, Mats. WILLIAM FILLINE, 3027 N. Kostner, Chicago, Ill. x

MAGICAL APPARATUS

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Mack, Lapondia
Mack Show, Mabel
MAHAY, OPHAS V.
Mahon, Bob
MAJOR, ABBEY RUSSELL
Malone, Queta
Mallon, James
Mammoth Marina
MANGLEY, MICHAEL A.
Manna, Jos. B.
Manning, Eddie
Mansion, Francis
Manville, C. F.
Marangor, Edmond J.
March, Ed.
Mark, Ted
Marshand, Capt. Oscar
Marshette, Robert
Marta, Madame
Martin, Carl
Martin, Claude
Martin, Dolly
Martin, Edward C.
Martin, Fat
Martin, H. P.
Martin, Mickey B.
Martin, Terry
Martin, Wm. C.
Mason, Billie
Mason, Evelyn
Mason, Geo.
Massey, Harvey
Maston, Lee
Mathews, Clarieta
MATTHEWS, CLIFFORD R.
Matthews, J. J.
Mattle, Paul
Maxine & Rojah
Maxwell, Earl
May, Elsie
Mayes, Prof. Livingston
Maynard, Buck
MEDLEY, THOMAS
Meek, Daniel
Meek, Frank
Meinbehaus, C. H.
MEISS, RAYMOND T.
Meisterman, Jack
Melton, Jack
Melville, Bert
Melzer, John & Pauline
MEPORE, MATTIO JOS.
Merritt, Raymond
Nix, Bill
Nixon, Carl
NOLEN, ELMER HOLLEEN
Normandin, Gerrad
North Coast Shows
North, Mrs. Katherine
NORTON, RALPH JAS.
Nungersen, LeoVerne
O'Brien, Miss Pat
O'Brien, Talor Jack
O'Brien, Eddie
O'Brien, Jimmy
O'BRIEN, MICHAEL
O'Hagan, Patty
O'Hara, Joe
O'Neil, Frank J.

MILANOVICH, LOUIS
MILANOVICH, SAM
Miller, Alice
Miller, Brown E.
Miller, Craah
Miller, Dixie
Miller, E. D. F. L.
Miller, E. L.
Miller, Eli
Miller, Elizabeth
Miller, Mau
Miller, Harry G.
Miller, Jack
Miller, Jerry
Miller, John
Miller, Meric
Miller, Paul & Ethel
Miller, Peter
MILLER, RICHARD RALPH
MILLER, ROBT. CHAS.
Miller, Robt. Wallace
Miller, Taylor
Miller, W. W.
Mills, J. M.
MILLS, JOHN LINCOLN
MINNEAR, CARL THOS.
Minsky, Morris
Miskovitz, John J.
Mitchell, Bill
Mitchell, Black Panther
Mitchell, Bub
Mitchell, Ohil
Mitchell, Frank C.
Mitchell, Fred D.
Mitchell, John C.
Mitchell, John H.
Mitchell, Larry C.
Mitchell Sr., I.
Mitchell, Margie
Mitchell, Millard J.
Mitchell, Ruby
Mitchell, S. E.
Mitchell, Tenuis
Mitchell, Tom
MOBERLY, GLENN
Moberly, Low
MOELLER, GLELAND E.
Mollison, Henry
Monnett, Oth
MONROE, ELMER
Monroe, Tex
MONTELELO, JAS. THOS.
Montgomery Grover
MOORE, ARTHUR RALPH
Moore, Bill
MOORE, EARL EDW.
Moore, E. P.
MOORE, ELIAH CLARK
MOORE, GLENN GORDON
MOORE, JOHN DAVID
Moore, Myrtle
Moore, Patrick H.
Moore Jr., Rector
Moore, Thomas
Morales, Pedro
Moran, James
Morano, Louis
Morgan, Gus
Morquarit, Hugo
Morrow, Tom & Alice
MOSLEY, WILLIE LAWSON
Moss, Clontine & Leo
Moss, Joe & Babo
Mullford, C. A.
MULLINS, GEO. MURPHY, D. G.
Murphy, Henry
Murphy, Mike (Talker)
Murphy, Verla
Murphy, Walter
Murphy, Wm. Moreland
Murray, Ginger
Murray, George
Murray, John W.
Must, Mark
Myers Jr., Earl
Myers, John Dutch
Nansen, Jean
NAUGLE, MICHAEL ANDY
Neiter, Tex
Nelson, Albert
Nelson, Art
Nelson, Mrs. James N.
Nelson, Katherine
Nelson, Little Bob
Nelson, Morris
Nelson, Vick O.
Nelson, Vivian
Newton, Dauny
Newton, Bill
Newton, Mrs. Vera
NICKEL, LAWRENCE EDW.
Nickerson, S. W.
NIEBUHR, GILBERT HOWARD
Nix, Bill
Nixon, Carl
NOLEN, ELMER HOLLEEN
Normandin, Gerrad
North Coast Shows
North, Mrs. Katherine
NORTON, RALPH JAS.
Nungersen, LeoVerne
O'Brien, Miss Pat
O'Brien, Talor Jack
O'Brien, Eddie
O'Brien, Jimmy
O'BRIEN, MICHAEL
O'Hagan, Patty
O'Hara, Joe
O'Neil, Frank J.

O'Mally, James
O'Neil, Sally
ODAS, JOS. FRANCIS
Olerkirk, C. J.
Ogle, Joe
Ogliore, John
Olga, Madame
Oliver, Mrs. Amelia
OLLIVIN, EDWIN H.
Onyx the Clown
Orman, Frank A.
Ortagus, Leonard
Osborne, Billy
Osborne, James I.
Ostenbaugh, Louis
Osteen, Poppy
OU, Karl
OWENS, CHAS. H.
OWENS, GER-ALD RUFUS
Page, Al
Page, George
Page, Mrs. Ida Belle
PAGE, PAUL EDWARD
Paine, Doris May
Painter, Al
PALMER, CHESTER C.
Palmer, Dorothy
Paradis, Geo.
Pardieu, Jack
Pargia, Princess Cleo D.
Pargia, Mrs. Josephine H.
PARK, GEORGE
Parker, Bob E.
Parker, Slat
Parrow, Mrs.
Partello, Dr. E. F.
Pasci, Johnny
PATRICK, ROBT. WILSON
Patnaude, Arthur
Patnaude, Jos. A.
PATRICK, RYAN
Patterson, Harry
Patterson, Judge
PATTISON, JAS. RUDOLPH
PATTON, ERNEST
PATTON, JAS. GUMFORT
Paul & Quita
Pauli, Albert
Pauli, Mazie
PAYETTE, RAYMOND
Payne, James Thos.
Peaght, C. Clifford
Pearl & Griffin
Pearman, Mike
Peggelli, H.
Penn, Fred
PENNINGAN, THOS. P.
Peoples, Wilbern
Peppers, Billie
Permenter, Joe
PERRY, GENE
PERRY, ROBERT
Pena, Fred
PETERSON, GLENN F.
Petrella, Louis
Peterson, L. W.
PEYTON, WM. ALFRED
Phillips, Harold H.
Phillips, Ernest
Phillips, Evelyn
PHILLIPS, RAYMOND R.
Placentine, Frances
Plaint, Alexander
Pickering, Valero
Pickert, Rolly & Verna
Piedlato, Joseph
Pierce, Mrs. G. H.
Pieros, Ross
Piercy, Ralph J.
Pierson, Oscar
Pike, Blackie
Plinkston, J. W.
Pias, Stanley
POEL, MARVIN H.
POMPONEN, ANTHONY
Pontius, Mrs. Catherine
PONTIUS, KENNETH WM.
Pool, Forest
POO'RE, ROSCOE
Porlin, Chas. M.
Porky
Porter, Baby John
Porter, Ernest & Bernice
Postir, J.
Powers, Bernadette
PRESNELL, ALEXANDER
Preveau, Mona
Price, Bruce
Priehard, Mrs. Helen
Priddy, F. M.
PRITCHETTE, CLYDE A.
Pritchette, Lyle
Pugh, Gettus
Pugh, Sidney
PURCELL, WALTER ROBT.
Qualle, Harold
QUINN, CYRIL E.
Quinn, J. P.
Rain-In-Face, Chief
RANA, BILL RAPER.
ARNOLD
Rasmussen, Leroy
Rawles, Mrs. Wm.
Ray, Arthur
Ray, Kay Miss
Ray, R. E.
Rayo, Joey
RAYBURN, HAROLD MARGUS
Read, Russell Roy
REAVES JR., JESSE D.
Reactor, Richard
Reed, Toronto
Reed, Gabe
REDD, WM. ROBERT
Reedinger, Buddy
Reed, Carolyn
Reed, Danny
Reed, James H.
Reed Jr., Wm. H.
Rees, Matthew A.
Reese, C. I.
Reese, P. M.
Reese, Shanghai
Reeves, Mrs. Edw.
Reeves, H. N.
REEVES, JAS. LELAND
Reeves, L. R.
Reeves, Mrs. Katie
Reid, Fred
Reid, Laura
Remosta, Chester
Renfro, James Herbert
Renfro, Toby
Reno, Maxine
Renshaw, Orrville
Reuben, Ben
Reynolds, Fitzle
Reynolds, Ray A.
Reynolds, Tommy
Rhoades, Dusty
Rhodus, Dude
Rice, Ala. Dan
Rich, Betty
Rich, Ernie
Rich, Marlyn
Richards, R. W.
Richards, Vicky
Rickett, Raymond
RIFFEY, ALLEN WALKER
Riggs, John Luther
Riley, P. J.
Riley, Frank
Riley, Harry
Riley, Mike
Rinehart, Jack
RIPLEY SHOWS
Ristick, James
Ristow, Otto
RITCHEY, VEINON DEAN
Rives, Harry
Roark, Mrs. Chas.
Robbins, Brownie
Roberts, B. C.
Roberts, C. Bob
Roberts, Chas.
Roberts, Dorothy
Roberts, Fats
Roberts, G. S.
ROBERTS, GERALD H.
Roberts, Gurdle
Roberts, J. H.
Roberts, Kermit
Roberts, Paul A.
Robinson, Alma
ROBINSON, ANDREW
Robinson, Noah
Robinson, Ralph J.
Robson, James C.
Rohy, Will
Rocco, Mrs. Hazel
Rocco, Phil
Rockhold, Blaine
ROGERS, CLIFTON REED
Rogers, Morvin
Rollet & Dorothea
Rooks, Allen
Roone, Nelson
Rope, Godfrey
Roper, Fred
Rose, Martin R.
Rose, Tex
Rosen, H. B.
Rose, C. D.
ROSENTHAL, SAMMY
Ross, Chas. Automobile
Ross, Geraldine
Ross, Hal J.
Ross, James C.
Ross, Little Stanley
ROTH, CLARK H.
Rowe, Marie
Rowland, Oliver A.
Royal, Mrs. R. G.
BUCKER, JOHN H.
Ruddy, George
RUDER, CLEVE
Rugel, Yvette
Rule, Craddock
Russ, Vera Marie
Russell, James Rusty
Russell, Jerry
RUSSELL, ROBT. CLAYTON
Ryan, Ed
Rutter, Mrs. Buddie May
Ryan, E. Jimmy
RYAN, JOE JOHN
RYAN, PATRICK
Ryders, Max
Rymer, Rubin
SADLER, ELLIS D.
Sammons, Floyd
Samuels, Leroy & Roberts
Sanders, Geo.
Sandmann, Mrs. Kay
Sapp, Francis H.
Saulnier, Ste
Saylor, John T.
Schaefer, Pat
SCHALASKY JR., JOE
Schlating, Jack
SCHMITZ, FERDINAND C.
Schofield, Ed
Schrader, Carl
Schultz, Mrs. Frances
SCHULTZ, STANLEY NORMAN
Schworm, Oliver
Seabrook, Ed
SEABROOK, THAD
Sechrist, Joe
Sells, Bobby
Sells, Jackie
Selzer, Mrs. Lizzie
Sephenson, Ted
Sewell, Dave
Seymour, Doc
Shand, Kenzie
Shand, Terry
Shanks, James D.
Shanks, Mrs. Marie
SHAPIRO, HAROLD H.
Shardella, C. Edw.
Sharkey, Russell
Sharkey, T. H.
Sharp, Curtis
Sharp, Max
Sharpless, Gladstone
SHAW, FRANK WEST
Shaw, Jack
Sheffield the Magician
Shelton, Pearl
Sherman, Bo
Sherman Jr., Carl L.
SHERWIN, HARRY LAWRENCE
Shew, Carl
Shields, Perl
Shingledcker, Tom
Shipley, Claude
Shirley, Marion C.
Shope, Nig
Short, J. E.
Shrouse, Robt. J.
Shuffin Sam
Shultz, Charley
Shumake, Mrs. Raymond
Shurmon, Oddis
Sickels, Ma
Sietz, Bruce
Silverlake, Mrs. Bernice
Silverlake, Mrs. Billie
Sima, Joe
SIME JR., GORDON PRUD
Simmons, Al
Simmons, Sailor
Simon, Al P.
Simon, Jack
Simon, Leo
Simon, Willie
Simons, Homer H.
SIMONS, LEON J.
Simpson, Mrs. M. Sullivan
Sink, F. J.
Sisco, Mrs. Mildred
Skyles, Herbert E.
Skyrockets, The Three
Slidden, F. E.
Slate, O. R.
SLOAN, MURL CARROW
Slower, Wm.
SMALES, ARTHUR L.
Smith, Babe
SMITH, BARNETT K.
Smith, Billie Russ
Smith, Bud
Smith, C. M. Chris.
SMITH, ED ANDER
Smith, Eva Lee
Smith, Faith
SMITH, FRANK CARL
Smith, Fred H.
Smith, Geo. L.
SMITH, GLEN EDW.
Smith, Gordon
Smith, John
Smith, Joseph
SMITH, LEVILLE AUSTIN
Smith, Margaret
Smith, Paul
Smith, Pearl
Smith, Provost
SMITH, ROLLA OTIS
Smith, Reginald
Smith, Robt. Guy
Smith, Roy & Shirley
Smith, Sidney S.
SMITH, URAL CHESTER
Smuckler, Berny
SNELL, B.
SNELL, LAWRENCE R.
Snyder, Leon
SOBEL, HAROLD
Sobren, Georgia
Spain, E. J.
SPAIN, OREN M.
SPARKS, CHAS. ADDISON
Sparks, Elaine
Sparks, M. E.
Spencer, Jack
Sprague, Marlice
Sprague, Paul D.
SPURLOCK, JAS. O.
STACK, PORTER GRAY
STALLARD, CHAS. FAYETTE
STAMEY, JACK DURAND
Stanczak, Frances G.
Stanford, Walt
Stanley, Wm. T.
Troxel, Bill
Troxel, Syd
Tropiano, Rocco
Tubbs, Walter S.
Tucker, Tommy
TURNER, JAMES H.
TURNER, WALLIE
Tyski, Walter
Tyson, Thos. Leroy
Underhill, Mrs. Amy
VANDELINER, LAWRENCE A.
VanSickle, Roy J.
Vactor, Van
Vago, Milo
Vail, Frank
Valentine, Howard R.
Vanco, Louis
VanderKoor, H. E.
Vann, Mrs. Dan
VARELLA, ARMAND
Vest, Graham L.

Stevens, J. R. Ironman
Stevens, Johnnie F.
Stevens, Wallie
Stevens, Marge
STEVENS, LLOYD T.
Stevens, W. C.
Stewart, Mrs. Maud
STEWART, THEODORE R. VINCENT
Sticker, Carleen L.
Stine, Lee
Stinson, Billy
Stirk, Mrs. Cleo
STOCKTON, FRED TAYLOR
Stoiber, John R.
Stone, Geo. B.
Storer, James
STRATTON, WM. H. LOUIS
Stratton, Louis
Strauss, Moses
Stringberg, Mrs. Florence S.
Stringfellow, Kyle & Mazie
Strom, Peter
Struble, Mary S.
Stuart, John H.
Stults, Thomas
Suggs, Richard
Sullivan, Billy
Sullivan, Kokomo
Sullivan, Mrs. Rosalind
Sunbrook, Larry
Sunderstrom, John E.
Sutherland, Clara
Sutherland, W. M.
SUTTON, KENNETH
SUTTON, WILLIE W.
SWAIN, SAM LEE
SWEAT, FERMAN ANCEL
Sweet, Joseph
SWISHER, GERALD E.
Swor, Bert
SWORD, BOOTS W.
SYLOW, JAMES
Symons, Bert
Taber, Harry B.
Tahshoff, Sol
Talbot, George
Tally, Happy & Murdie
TARA, WM. JOHN E.
TARNOWSKI, JOHN E.
Tarr, Ernest
TAUBER, SIDNEY
Taylor, Carl H.
Taylor, Charles A.
Taylor, Charles
Taylor, C. M. Chris.
SMITH, ED ANDER
Taylor, Eva Lee
Taylor, Faith
SMITH, FRANK CARL
Taylor, Fred H.
Taylor, Geo. L.
SMITH, GLEN EDW.
Taylor, Gordon
Taylor, John
Taylor, John & Joe
Taylor, Rosemary
Taylor, Russell R.
Taylor, W. A.
Telford, Ted
TEMPLE, MARVIN ALVA
Tennis, Frank
TERRY, CHESTER
Tezzano, Frank
Thots, Beverly L.
Thomas, Wit
THOMAS, JAMES
Thomas, L. I.
Thompson, Mrs. M.
Thompson, Wm. T.
Thompkins, Richard D.
Thompson, Earl
Thompson, Capt. Geo.
Thompson, Pete
Thompson, Col. Tommie
Thright, Jene
Thorne, Mrs. Kay
Thunder-Cloud, Chief
TIDMORE, NAT CLARK
Tinsch, Frankie
TIPTON, GRO. EDW.
Tompkins, Eddie
TORNOWSKI, JOHN E.
Tottler, Joe
TOWNSEND, LEROY CLIFFORD
Townsend, Capt. Ted
Trayko, Mrs. Irene
Trout, Paul
TRIGONES, NICHOLAS O.
TRIMUAR, WM. HOWARD
Troxel, Wm. T.
Troxel, Bill
Troxel, Syd
Brooks, Kathryn
Brunner, Hugo
Burke, Carl & Co.
Burns, Stanley
Cannon, Frank G.
Carden, G. L.
Carroll, Adrene
Cassanova, The
Casey, Jack Thomas
Chrysler, Max
Clomens, John & Peggy
Coutte, Betty
Cordero & Ellsworth
Cory, Ralph
CORTEZ, GENE
Couture, Marion L.
Cunningham, Kay
Daley, Joe
Davis, James C.
DE NAPOLI, MICHAEL A.
DEPIER, BERNY
Deane, Doris
Dean, Jay
Decker, Steve
Delassio, Pete
DeLroy & Felicia
Donaldson, Robert
Drake, Lynn
ESTROWITZ, THEODORE
Evelyn & Lew
Faneuel Bros.
Flaming, Max
Foster & LaSalle
Foster & Smith
Fournier, Joseph A.
Fussner, Will
Gardner, Avon
Gardner, Hazel
Geddis, George
Gerard, Barney
Gladmore, Johnny
Gordon, Bill
Grant, Mary
Greene, Harry A.
GUTHRIE, JOHN J.
Hamilton, G. Starr
Harbin, Howard
Hearn, John
Hess, Yana
Hill, Herman
Holloway, Chubk
HORN, JAMES OTI
HURD, JAMES M.
Hurd, James M.
Jacks, Two
Jackson, Andrew
Jackson, Benny
Wicks, Dorothy
Wies, Mrs. Kay
WIGGIN, JAS. EDGAR
Willard, Chl
WILLARD, FRANK DAVID
WILLARD, VIERNE CLYDE
Wilhelm, Bud
Williams, Barney
Williams, Electrician
Williams, Earl
Williams, Harry
Williams, Helen
Williams, Jack
WILLIAMS, JAMES
Williams, Johnnie
WILLIAMS, JOSEPH WARD
Williams, Max
Williams, Mark
Williams, Walter
Williams, Harold
Wills, F. M.
Wills, Joe
Wills, John
WILSON, ALFRED JONES
Wilson, Blackie
Wilson, Carolyn
Wilson, Clifford
Wilson, Dione
Wilson, Dutch
WILSON, FRED
Wilson, Mrs. G. E.
WILSON, HARRY JNO.
Wilson, Jim
Wilson, Mrs. Max
Wilson, Mrs. May
Wilson, Ray
Wilson, Mrs. Wm. M.
WIMMER, RUDOLPH
Winkler, Carlton
Wingfield, Harry
Winnie & Dolly (Ice Act)
Withers, Sally
WIPF, ROBT. D.
Wise, B. R.
Wise, Frank
Wiseman, Lynn
Withers, Howard
Wolf, Verne
Wolfe, H.
Wolfe, Naida
WOLLARD, ROBT. LEE
Wong, Jay
Woodin, Jesse
Woodley, P. J.
Woods, Mrs. Burt
WOODARD, RAY
Woods, Mrs. Nell
Woods, L. S.
Woody, W. H.
Wright, Dick
Wright, Mrs. Henry
Wright, James
Wright, Jimmy
Wright, Virgil
WYATT, THOS. EARLE
YAGER, GLEN CHRISTOPHER
Yelvestar, Jimmy
Young, Mrs. Bob
Young, David A.
YOUNG, DONALD W.
Young, Roger
Youngblood, Zeku
Zarlington, Mrs. Bonnie
Zarlington, Tinybelle
Zeibert, Dave
Zeno, Mrs. Joan
Zeno, Joe
ZIMINSKI, BERNARD A.
Zoury, E. J.
ZUCKER, MORTIMER

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Adorables, Three
ALLEN, JAMES
Babbitt, James & Styles
Bergals, Two
Bergan Sisters
BERRY, KENNETH C.
Blaise, Fanny
Blair, Mr.
Blanc, Al
Bower, Nan
Bradley, Phillp
Broadbent, Betty
Brotsky, Syd
Brooks, Kathryn
Brunner, Hugo
Burke, Carl & Co.
Burns, Stanley
Cannon, Frank G.
Carden, G. L.
Carroll, Adrene
Cassanova, The
Casey, Jack Thomas
Chrysler, Max
Clomens, John & Peggy
Coutte, Betty
Cordero & Ellsworth
Cory, Ralph
CORTEZ, GENE
Couture, Marion L.
Cunningham, Kay
Daley, Joe
Davis, James C.
DE NAPOLI, MICHAEL A.
DEPIER, BERNY
Deane, Doris
Dean, Jay
Decker, Steve
Delassio, Pete
DeLroy & Felicia
Donaldson, Robert
Drake, Lynn
ESTROWITZ, THEODORE
Evelyn & Lew
Faneuel Bros.
Flaming, Max
Foster & LaSalle
Foster & Smith
Fournier, Joseph A.
Fussner, Will
Gardner, Avon
Gardner, Hazel
Geddis, George
Gerard, Barney
Gladmore, Johnny
Gordon, Bill
Grant, Mary
Greene, Harry A.
GUTHRIE, JOHN J.
Hamilton, G. Starr
Harbin, Howard
Hearn, John
Hess, Yana
Hill, Herman
Holloway, Chubk
HORN, JAMES OTI
HURD, JAMES M.
Hurd, James M.
Jacks, Two
Jackson, Andrew
Jackson, Benny

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Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

BINGO BUSINESS

By JOHN CARY

AS THE SPRING SEASON gets under way it is apparent that the bingo field will have a busy time of it in the months that lie ahead. Operators have been quietly preparing for the anticipated heavy business and are now set to present bigger and better games to keep audiences entertained and, incidentally, to increase their own profits.

According to scattered reports from outlying sections of the country, it is evident that bingo operators are doing more promotional work this year than ever before to stimulate even greater interest in the game, so that attendance figures may pyramid. In one of the most recent cases of intelligent tie-in with the news of the day an up-State New York operator has issued a special leaflet presenting the argument that in wartime relaxation and play are important because the worker must keep well mentally and physically so that he can do the job he has to do well.

It would be foolish to say that all will be peaches and cream in the bingo field. Like every other industry or business enterprise, bingo will have its share of ups and downs in the months that lie ahead and in the years of war that are in prospect. But the bingo field and the men in it have had their full share of ups and downs in the past—and the noticeable fact has been that they have been able to meet and cope with every situation as it arose.

For the present, the picture shaping up is one that can give heart to all members of the bingo field. Even from Canada word comes from our correspondent that bingo games are going strong, with their popularity ever on the increase. Remember, too, that we are referring to merchandise bingo games. Little by little merchandise bingo operators are breaking down anti-bingo attacks by pointing out that the game, aside from its entertainment value, has performed definite, valuable community service. There is no need to dwell here on the importance of bingo as a fund-producing medium for worth-while charities.

Steadily, and as a result of the pressure of citizens who do not see why there should be any objection to the game, laws are being made which differentiate between cash bingo and merchandise bingo. The latter are just as popular and do not have the grief and headaches that are attached to cash games. Legislators are becoming more educated to the fact that merchandise bingo is a harmless diversion and does not constitute any violation of anti-lottery laws.

There have been scattered moves in towns throughout the country for tax legislation in connection with bingo games. Operators have no objection to any moves in this direction, as it would tend to put the field on a solid foundation—a foundation on which it would be possible to build a bigger and better future. Operators of bingo games fully realize their part in the national war picture—to supply amusement and entertainment. That is why they have been working on the overhauling of their old equipment and have been adding new equipment to make certain that their games will function smoothly. Greater stress is being made on additional entertainment features so that the players will have a greater value than ever before for their money. And, most important of all, operators are featuring the type of merchandise demanded by the public. Their display stands are crowded with merchandise that is worthwhile and useful. That is why the year 1942 will be a banner year pledged to the furtherance of merchandise bingo.

Spring Sales Season Is The Opener for the New 1942 Merchandise Year

NEW YORK, March 21.—It's spring again and activity in the merchandise field from now on will step up in tempo and continue at a whirlwind pace until late in the fall. Spring is always the season of promise, of hope and encouragement, and of renewed enterprise. This, tho, is a momentous spring. It finds the country at war, and the people and the resources of the nation are becoming unified into a striking force that will spell ultimate defeat for the challengers.

The war will reach out and affect everyone. Already families, individuals, small businesses and major industries—all have been touched by the war, and even greater sacrifices must be made in the future to assure the final victory. The merchandise field, naturally enough, has also felt the effects of restrictions and priorities imposed by the war. It would be stupid and senseless to adopt an ostrich-like view of the situation. But it is also stupid and senseless to be over-pessimistic.

There are certain calamity howlers in the merchandise field who go about saying that business is doomed—that the war has ruined everything. Nothing could be further from the truth. Admittedly priorities have and will affect certain types of merchandise, but this does not mean that the industry will collapse—or that the workers in it need suffer. Look at the problem objectively. The merchandise field caters to carnivals, outdoor shows, concessionaires at shore and mountain resorts and the operators allied with this field, including bingo and salesboard operators, pitchmen, demonstrators, store workers and agents. And it is as inevitable as the fact that day follows night that people will continue to seek amusement—and they will seek it more strenuously now that the nation is at war.

With pay rolls at record-breaking levels and war production constantly mounting, workers will have plenty of dollars to spend for amusements and entertainment. All the signs point to the fact that 1942 will be even a bigger year than '41. Statistics pouring into Washington from all sections of the country show that more money is being spent for amusements and the golden flow of dollars will reach peak proportions this spring and summer. Therefore, the workers in the merchandise field should have nothing to worry about.

The viewers-with-alarm say that merchandise will not be available. But officials of New York supply houses deny that there will be a material shortage this season. No one knows what the future may hold, but it is certain that there is enough stock on hand to last for the present. Therefore, it is ridiculous for certain elements in the field to cry "wolf." They are seeing the materializations of the shadow of coming events before the shadow is even there!

Americans and American industry have shown time and again that they possess native ingenuity enough to overcome any obstacle that might come to pass. Priorities in the merchandise field is only a fearsome word to those who let it scare them. It is already apparent that manufacturers are experimenting with ways and means to see that production continues. In time, of course, certain lines will have to be discontinued, but they will be replaced with other items made with non-essential materials. In this connection the toy and novelty industries have already done some good work and they are continuing to co-operate in every way possible by simplification of their product. Experiments are also being made with reclaimed rubber, which at present is unrestricted.

The merchandise picture is not as black as it is being made out. Sacrifices will have to be made, but the fact remains that from every angle operators stand to make bigger and better profits this season.

40th Annual Toy Show Features Wartime Toys

NEW YORK, March 21.—The 40th annual American Toy Fair, presented at Hotel McAlpin under the auspices of U. S. toy manufacturers and featuring wartime toys, showed that American ingenuity has not let itself be stumped by conditions that have come about as a result of the war. Altho it is true that orders for toys are only being accepted on a "when and if" basis, it was interesting to see that most of the basic toys, games and hobby equipment designed to bring joy to the hearts of children were adequately represented at the show.

From an observation of the exhibits it was apparent that the producers of toys have been able to cope with the problem of priorities efficiently. It appears that they will be in a position to supply the demand for play essentials without heavy inroads into essential materials for war. The show was well attended and the manufacturers reported that toy buyers and others present were pleased to see that basic games and toys vital to the normal physical and mental development of youngsters were well represented.

There was evidence that the industry has done all it possibly can to co-operate with the government defense program. Chief contributions and concessions

made were the simplification of lines and reduction of approximately 50 per cent in individual items. Wherever possible non-essential materials were substituted for materials required by the war effort. Lighter weight construction and simplification in the packaging of various items were other steps taken to save both time and materials, according to representatives of leading toy manufacturers.

The wartime theme was at once apparent in all types of toys, with red-white-and-blue motifs apparent in such items as dolls, stuffed toys, games, etc. Dolls blossomed out in costumes of nurses and other women's auxiliary outfits, and the traditional teddy bear has not escaped the war influence, as he now comes out in patriotic dress and colors.

Stuffed toys and novelties were well represented at the show, and concessionaires and other users of this type of merchandise will find these items available, it is reported. As a final note, it is interesting to note that the military trend has also invaded the Easter field. The old stand-by, the Easter Bunny, appeared at the show as the Drum Major Easter Rabbit.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

One of the answers as to what operators may work this spring may have been given by Paul Lewis, of World Wide Service, with the introduction of his Lucayan Princess Love Shells, a four-piece costume jewelry set. Item has flash, apparent consumer appeal and may take hold to enjoy the run once given to pearls when necklaces were top producers on cards and boards. Set consists of necklace, cluster pin, bracelet and a pair of Flamingo-Tongue ear clips, with gold-plated chains and mountings.

There is an interesting story behind the creation of this shell combination. Lewis was a ship's captain and owner of a fleet of fruit boats sailing out of New York and Florida harbors to the British West Indies. It was while he was conducting this business that he became acquainted with the Lucayan Princess Love shells. And lucky for him that he learned of their existence. Some years ago he lost every ship he had in a big blow off the Indies without 5 cents' worth of insurance on any of them, and if it hadn't been for these very same shells Lewis would have been left high and dry. As it was, he decided that others would appreciate the beauty of the Lucayan shells as much as he did, and he went about developing a process which would enable him to offer these attractive accessories to delight milady. The present four-piece set was the result.

We will never understand why some operators insist on flim-flamming the public. Tricky promises and double talk in sales literature will always invite trouble, and innocent operators suffer with the guilty when trouble comes. Therefore it is to the selfish interest of each one of us to do what we can to expose the phony whenever we run into one. As a group, salesboard operators are as honest and above-board in their dealings with the public as any other group of business men you could mention. If anything, they are more so, for by the very nature of the business they must keep everyone happy or else face an unhealthy crackdown. And then again there is no profitable percentage in anything but a straight-forward, on the up and up promotion. Give John Public and his wife good quality merchandise, see to it that this merchandise is delivered as soon as a card is completed, and you develop the location confidence which is an absolute must for repeaters and a successful operation.

Mr. Manufacturer, we are more than willing to do our share in spreading the word on new merchandise if you will co-operate by dropping us a line when you have something to offer. Each item illustrated on a salescard receives some of the finest publicity obtainable. And it doesn't cost you a cent.

We understand there will be quite a few scarf and chubby deals working thru the spring and summer. Furs have definitely developed into an all-year-round staple and have become one of the bread-and-butter giveaways.

When conditions permit, an operator should test every new deal that comes along. He doesn't stand to lose much doing this... perhaps a couple of bucks and his time. But in testing all possibilities the chances of missing out on a big deal will be cut to practically nil. It certainly is good insurance against squawks later on.

New! P.D.Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker!



Takes and Finishes Beautiful Black and White or Sepia Photographs in one minute—Day or Night—Inside or Outside

SPECIAL FEATURES of the P D Q Model "G" Automatic

- Weighs only 8 pounds.
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- About \$60 starts you with complete outfit.

The boys are makin' \$\$\$

Joseph Hoy, Ark., wrote: "I grossed \$39.20 worth of photos and frames Saturday. My wife can operate the machine as good as I can. I rigged up a little booth with lights and I do more business at night than I do in the daytime."

Ray Zeller, Mass., says: "I did \$20.00 Sunday with my P.D.Q." Seymour, Penn., wrote: "I operate Saturdays and Sundays only and run about 400 photos in 2 days."

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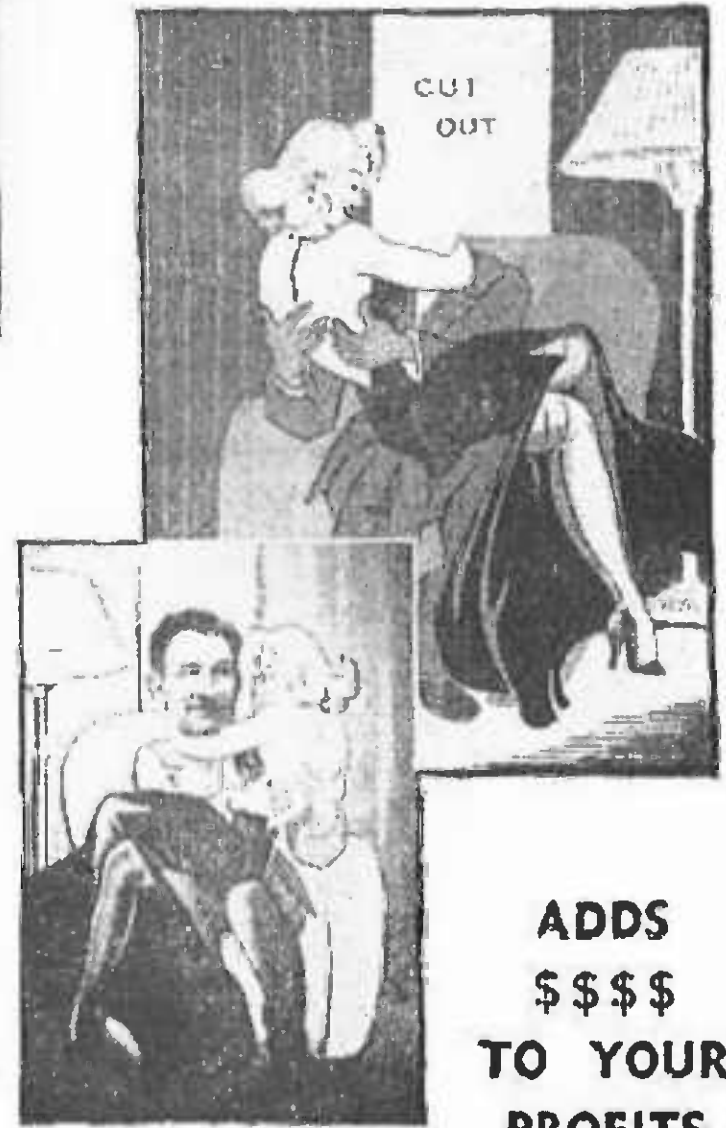
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7 "HOT" numbers in comic billboards that pack a real punch. Customers get a "kick" posing in them. Size 36x48 inches. Every "Mugger" needs one or more to keep the cash register jingling overtime. Write for details.



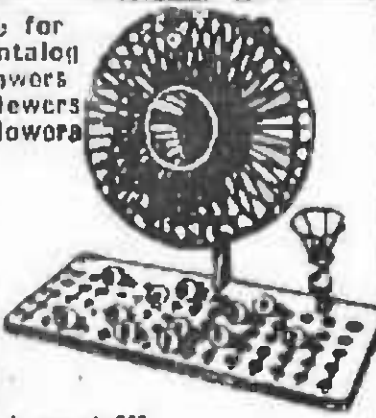
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Spring Novelties Stress Is on War And Comic Items

NEW YORK, March 21.—A review of the novelty items offered for the spring and summer seasons shows that red-white-and-blue merchandise is still in the No. 1 position. In this group are classified all the patriotic and military items of the pre-war days plus the many new additions that have been added since this country went to war.

The biggest hit since the United States entered the war was, of course, the Remember Pearl Harbor novelties that appeared soon after the dastardly attack on Honolulu. Banners, pennants, posters, buttons, pins and beautifully colored patriotic pictures were well received by the public. Sales were made to homes, offices, stores, factories, bars and many other locations.

At this time there is a strong swing to service banners and American flags. A few General MacArthur items, including banners and buttons, have appeared, and there are reports that additional merchandise featuring the likeness of the general is being planned. It is too early to predict whether these items foretell a trend.

Second only to patriotic novelty items is the demand for comic novelties. The most successful numbers of this type are the ones that have a timely tie-in. There are fold-ups and novelties poking fun at the Axis and at the Japs, and it is said that the latter items are going very well. Many other comic numbers are being planned and will be ready in time for the heavy summer season trade at resorts and parks, according to reports.

In addition, traditional resort novelties such as balloons, hats, canes and whips have been revamped with a red-white-and-blue motif, and it is expected that they will sell readily. This merchandise is unaffected by priorities and has always been popular with resort visitors.

Here is the Biggest Money-Making Deal Ever Offered



This is our patriotic item you cannot miss even if you have the finest store—the finest exhibit—or canvass in the most exclusive territories. This is an item you can be proud to show and sell. If you were to see 1,000 pictures, you could never know the value. To appreciate the true value, we give you the opportunity of buying several dozen banners with the guarantee that if you don't find them selling as fast as you want, we'll gladly refund your money.

- 12x10 Banner, as illustrated, in 8 colors, \$1.10 Doz.; \$12.00 Gross.
- 12x8 "Victory" Banner in 3 colors (Red, White, Blue), \$1.00 Doz.; \$12.00 Gross.
- 10x6 "We Answered the Call" Banner in 2 colors (Red and White or Blue and White), 1, 2 and 3 raised stars and borderline, 85¢ Doz.; \$9.00 Gross.
- 12x10 "Liberty" Banner in 4 colors (Red, White, Blue and Brown), "In God We Trust To Save America for Liberty," \$1.50 Doz.; \$18.50 Gross.

25% With Order; Balance C.O.D., F.O.R. New York. Distributors Wanted! REITER NOVELTY COMPANY, 1123 Broadway, Dept. J, New York, N. Y.

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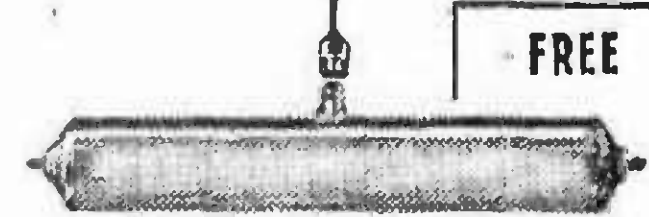
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Screw them in, or plug them in, at any socket—just like changing a bulb. Light them at once. No wonder these simplified Fluorecents have swept the market. Each is sold complete WITH Lamp, at a price so low it makes people buy on sight. Orders for three, five, and even ten, to one place not unusual.



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Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Tropical Fruit Drinks

A spring campaign to introduce its tropical fruit drinks has been started by Helco Products, Inc. The firm is offering its products to drink stands everywhere. One of the highlights of the drinks is that the special formula provided includes sugar; therefore concessionaires and others will have no sugar problem. The firm features the following tropical fruit flavors: Pina colada, papaya, grape and coconut champagne. It is claimed that top money-making juice stands on Coney Island, Broadway, at army camps and other locations thruout the country are featuring these tropical drinks. The profits on the drinks are large, according to the firm. In addition to the formulas,

the firm will give every co-operation to operators. The dispensing equipment includes a standard model 10-gallon tank which is fully portable, chip-proof, and comes in red or green colors. It is insulated with a stainless interior and comes furnished with one chromium dripless faucet, The G. E. motor has a stainless shaft and agitators. Diameter of the tank is 18 inches and 23 inches high.

Bond Buyer's Badge

An item that has strong public appeal and ties in with the government's stamp and bond selling drive has been introduced by A. Mason and Robert E. Wright, of the Art Plaque Company. The item, in the form of a badge, has a picture of a dive bomber on each side of an American Eagle pictured with the traditional American Emblem. Across the bottom, boldly displayed, is the slogan: Bond Buyer's Badge of Civilian Service. An added attractiveness has been achieved thru the use of red, white, blue and gold colors. Mason and Wright state that the item was put into production so that bond buyers can show that they are doing their bit as civilians in the national emergency.

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World-Globe Victory Lamp

With the war involving almost every country in the world, the public more than ever is referring to maps to locate scenes of war action as described in the daily newspapers and the radio, according to executives of the Crown Novelty Company, Chicago, which has just placed on the market a combination adjustable world-globe and tilt-top reading lamp, which, it is claimed, is meeting with heavy sales. With the convenient atlas globe at your elbow to give the exact point of war action, and with a bright, cheerful light radiated from the tilt-top reading lamp, any newspaper, magazine or book immediately becomes more enjoyable and interesting. Crown officials say. They describe the globe and lamp

ATTENTION, CARNIVAL MEN! SWAGGER CANES AND BATONS— Lowest Priced Line in the Country #2—WOODEN HEAD SWAGGER CANES, Gross \$5.50 #18—BALL-HEAD, Red, White and Blue, Gross 6.00 #8—SILVER TINSELED HEAD BATONS, Gross 8.50 #9—SAME AS #8 WITH BELL, Gross 9.75 #10—RED, WHITE, BLUE SILVER HEAD BATONS, Gross 10.50 #11—SAME AS #10 WITH BELL, Gross 12.50 #12—JUMBO BATON, Silver Head, Gross 15.50 #13—SAME AS #12 WITH BELL, Gross 17.50 #1—FINE QUALITY MAPLE PARADE CANE, Gross 19.50 #100—CHINESE SNAKE ON STICK, Gross 1.25 #200—JUMBO CHINESE SNAKE ON STICK, Gross 3.75 #300—QUALITY SLUM NOVELTIES, Made in U. S. A., Gross 1.00 #400—NOVELTY CHARMS, Plastic, Made in U. S. A., Gross .50 #401—HAWAIIAN LEIS, Made in U. S. A., Gross 3.50 Orders Shipped the Same Day Received. 25% Deposit Must Accompany Order.

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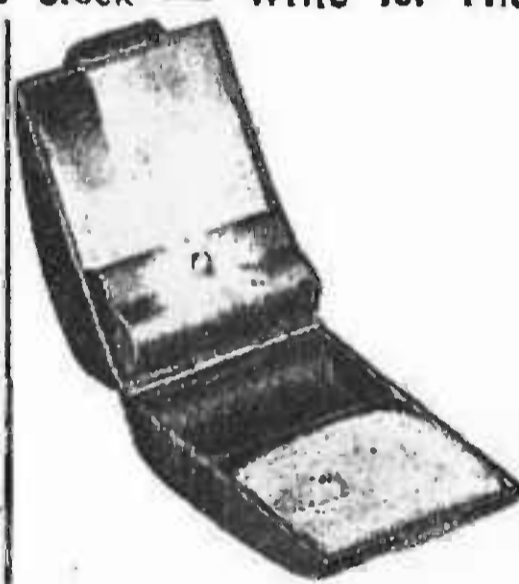
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ELGIN - GRUEN \$2.95
BULOVA Start at

Take advantage of these re-
conditioned nationally-adver-
tised watches in new '41-'42
cases. Each is smartly styled
and guaranteed as good as
new! FREE CATALOG, illus-
trated with the latest numbers.

STAR WATCH CO.
Wholesale Jewelers
124 S. 8th STREET, PHILA., PA.

as ideal for either a premium or straight-
sale item. Height is 21 1/2 inches overall;
shade is a 13 1/2-inch parchment on a tilt-
top harp globe, with six-inch revolving
world atlas and a crystal glass base.
Lamp is wired for one light.

Service-Star Plaque & Frame

Ehlbert Products, Chicago, has two
new patriotic items in its Service-Star
plaques and frames. The
plaques, of washable
leatherette covering and
embossed with the offi-
cial Service Flag pat-
tern, are made to be
hung in the window or
on a wall to designate
that some member of the
household or office staff
is in the armed forces
of his country. The

photo frames are made of durable,
washable leatherette. On the left side is
a richly embossed panel with the official
Service Flag design, and at the right is
a frame to hold a photo of the relative
or friend in the service. Both the plaques
and frames come in two sizes, 9 by 11
inches and 7 by 9 inches. Newspaper
mats of both items are available free
with quantity orders, the firm reports.

Pen, Pencil Set

A five-piece pen and pencil set all con-
tained in a leatherette folding purse is
featured by J. C. Margolis. Included in
the folding purse is a lady's pen and
pencil set, a memo book and a comb.
Each set is attractively boxed in gift
style. It looks like a good concession
item.

Good-Luck Charm

The patriotic four-leaf clover good-luck
charm is one of the newest and most
timely novelties, according to the manu-
facturers. It is made of transparent,
everlasting plastic. On one side is a gen-
uine four-leaf clover, and on the other
an American Flag shield in patriotic
colors with the motto: "I Am Lucky—I

ATTENTION ALL JOBBERS!



NEW DELUXE
MODEL
BINGO BLOWER
★ New position of
master board.
★ Increased visibility.
★ Write for catalog.

GET OUR
CATALOG
OF

BINGO
SUPPLIES
WITH YOUR NAME
PRINTED
ON IT!

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

QUICK, FAST PROFITS SELLING HIGH GRADE PERFUMES

An eye-appealing dram size bottle with lacy 22 karat gold-plated
filigree decoration containing Wetherhoffs finest oil perfumes in
choice of five distinctive odours: (#1) Bollo (carnation), (#2)
Shala (spicy), (#3) Tweet (woody), (#4) Knight of Armor
(floral), (#5) Victory (Oriental). Glass applicator in each
bottle. Repeat sales are good, each sale makes another. A quality
perfume appropriately packaged at the right price.

Per Dozen \$6.95
By the Gross, Per Gross \$80.00

B100—Sample asst. of 4 bottles asst. odours sent postpaid for \$2.50.
Also available in attractive 1-oz. bottles. \$8.75 per oz. and in
delicately scented cologne (4-oz. bottles) at \$8.00 per dozen.
Terms: 2% for cash. 25% deposit required on C. O. D. orders.

Distributed and Recommended by

JOSEPH HAGN COMPANY

217-223 W. Madison St.

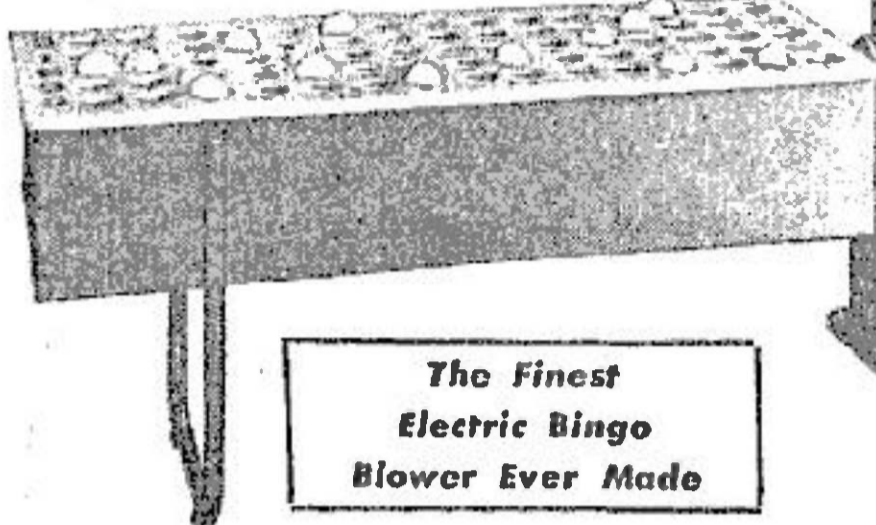
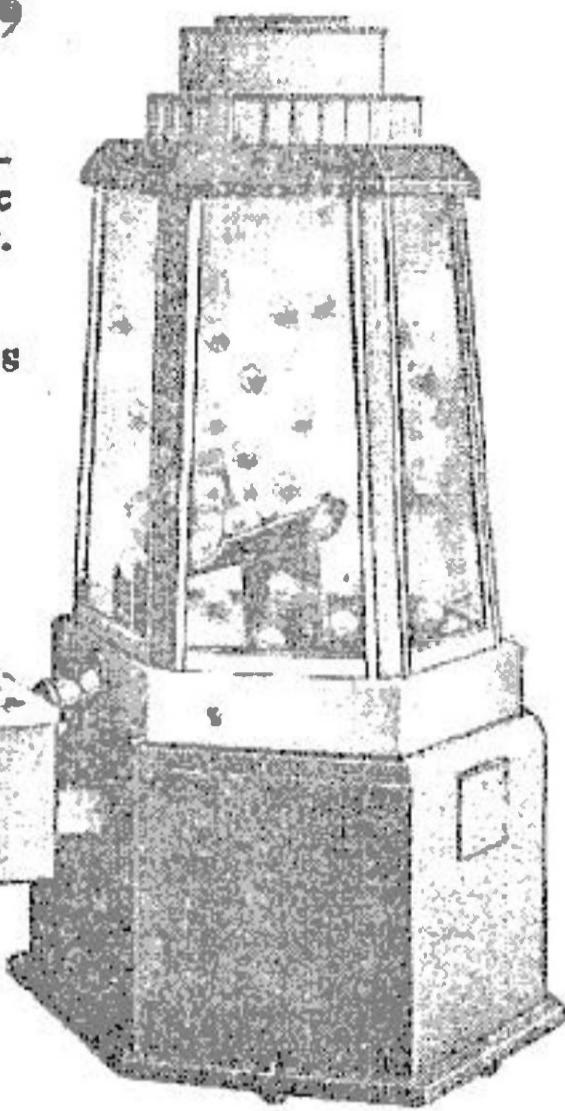
Chicago

THE "CAPITOL"

METRO'S NEW BINGO BLOWER

Designed to answer the needs of every operator! It is recognized as the **FINEST** Electric Bingo Blower ever to be put on the market. Some of the outstanding features:—

- Unconditionally guaranteed for a full year.
- Balls are mixed thoroughly by new re-circulating device.
- The last balls come out as fast as the first.
- Swivel-type ball catcher.
- Changeable lighting effects.
- Trimmed with beautiful colored Plastics.
- Automatic Ball Return.
- Air-cooled, self-lubricating motor.
- Compact—portable size (42" high by 22" wide).



"IF IT IS BINGO EQUIPMENT OR SUPPLIES—METRO MUST HAVE IT!"

JUST OFF THE PRESS:—

THE MOST COMPLETE CATALOG IS READY—Write for it today!

METRO MFG. CO.

127 WEST 25TH ST.

NEW YORK CITY

Am an American." This artistic charm may be worn on necklace, watch chain, key ring, or carried as a pocket piece. The Patriotic Clover Leaf Sales Company reports that the boys in the service and the folks back home are buying the charms as souvenirs and gifts.

Service Fob

Badgeboard workers and novelty stores at beaches and other spots are finding a big demand for the new service fob, Zill Products reports. Fobs are made of plastic and are designed in attractive colors with the insignia of the service. Fobs are available for the army, navy and marines. Some of the color combinations available include blue lettering on a white background, gold lettering on a red background, and gold on blue. Fobs have eye and sales appeal. Designed to be worn on the lapel, fobs come with cards and look most attractive when mounted. Item is also claiming large sales at army posts and novelty stores in the vicinity of camps, it is reported.

MacArthur Banner

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

Pillow Tops

Since the attack on Pearl Harbor, demand for pillow tops with army, navy, Marine Corps and Air Corps designs and insignia has been increasingly heavy, according to Military Promotions, a firm specializing in the manufacture of this type of pillow top. Orders are also beginning to come in from men who work resorts, fairs, carnivals and other outdoor locations. Pillow tops offered by the firm are velvet embossed, rayon front and back, with a two-inch fringe, and are available in all colors.

Defense Bond Album

An item that has current appeal is the Defense Bond album offered by Frank Bonomo. The public is responding heavily to the government's drive to sell more Defense Bonds and Stamps. The purchasers require some means of protecting the bonds and stamps and the album offered by the firm solves this problem. The album also keeps postal savings stamps, alien registration books, rationing cards and other forms clean. Item is nominally priced and a window makes it possible to see what is inside the album without withdrawing the contents.

Cork Guns, Each \$4.80
 Corks, Thousand 1.75
 Darts, Gross 3.00
 Balloons for Dart Game—
 (At Market Price)
 Hoops, Dozen75
 Rings for Knife or Cane
 Racks, Hundred 2.00

Write for Price List of
 Slum and Intermediates.

KARL GUGGENHEIM, INC.
 33 UNION SQUARE, N. Y. CITY

FLAGS — BANNERS — PENNANTS

SPECIAL BANNER & FLAGS FOR FAIRS, CARNIVALS, CIRCUSES, etc. Souvenir Pennants on felt or cloth. Gas Station Pennants. **SILK SCREEN PAINTING A SPECIALTY.**

SERVICE FLAGS OR U. S. FLAGS
 9x12" Rayon Silk with crossbar and gold cord and tassels.
 Regular Style \$1.75 Doz.
 Gold Fringed 3 Sides 2.75 Doz.

SHOWMEN! Write for prices on large Service Flags for your midway.

ADVERTISING FLAG CO.
 538 So. Dearborn St. CHICAGO, ILL.

COMIC BOOKS
 Same comic books as sold on newsstands—84 pages in complete color. All assorted popular numbers, such as **MAGNO, SKYMAN, JOE PALOOKA, LIGHTNING, Etc.**

100 Assorted Books, \$1.95; 1000, \$19.00
 For Immediate Delivery Write DEPT. CB

BENGOR PRODUCTS CO.
 878 BROADWAY NEW YORK CITY

HAMILTON WALTHAM ILLINOIS BULOVA ELGIN for Men & Women

ONE CENT
 Is all it costs when you send a post-card for our latest Watch and Diamond Catalog of dozens of bargains. Write now!

WATCHES & DIAMONDS AT LOWEST PRICES
 Your Order Filled by Return Mail

QUAKER CITY JEWELRY CO.
 8th & Walnut Sts., Philadelphia, Pa. EST. 29 YEARS

A WORD TO THE WISE IS SUFFICIENT

NOW IS THE TIME TO PLACE YOUR ORDER FOR MERCHANDISE TO BE SURE YOU HAVE STOCK WHEN THE SEASON OPENS AND ALSO TO CARRY YOU THRU.

We now have plenty of stock on hand. **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. Goods shipped same day as ordered or held for future shipment, providing substantial deposit accompanies order. Get the goods now—while the getting is good.

M. K. BRODY
 1116 So. Halsted St., Chicago.
 30 Years in Business in Chicago

CONCESSIONAIRES & PREMIUM USERS

5 Pc. PEN-PENCIL SET 35c
 In Dozen Lots—Each ...

Lady's size Pen and Pencil, Memo Book and Comb. All in attractive Leatherette Folding Purse. Assorted green and red colors and each in handsome display box. (Resale value \$1.00.) Made in U. S. A.

Send 50c for sample set. 25% deposit with all orders. No catalog.

J. C. MARGOLIS, 812-20 Broadway NEW YORK CITY

Make More Money

U. S. DEFENSE BOND ALBUM
 Scits on Sight!
 Protects Postal Saving Stamps, Alien Registration Books, Rationing Cards, etc. Sample 10¢—\$8.00 per 100, **FRANK BONOMO, 208 Melrose St., Brooklyn, N. Y.**

OUR NEW 1942 CATALOG WILL BE READY ABOUT APRIL 25th SEND FOR YOUR FREE COPY TO-DAY

Again we present to you our new 1942 General Catalog. A catalog jammed with the "cream" of the World's Merchandise Mart. Popular Concession and Novelty Creations! Premium merchandise and specialties of all kinds! You'll find what you want in our new 1942 General Catalog. Send for your **FREE COPY** today!

GELLMAN BROS. MINNEAPOLIS, MINN. 119 NORTH 4th STREET

SERVICE-STAR PHOTO FRAMES AND PLAQUES

Today's biggest seller to families and girl-friends of men in service. Frame folds flat and is made like a fine book, with rich, washable simulated leather covering; unbreakable transparent protector for photo. Service-Star Panel embossed and hand-colored in red, white and blue. Official design.

Large Frame for 8" x 10" photo \$7.80 Dz. Sample, postpaid.. \$1.00
 Small Frame for 5" x 7" photo \$6.80 Dz. Sample, postpaid.. 90c
 Plaque for wall or window \$3.80 Dz. Sample, postpaid.. 50c

Send 25% deposit with order. Stamps acceptable for samples.

EHLBERT PRODUCTS, 850 WEST ADAMS, CHICAGO, ILL.

Spring-Summer Neckwear

Supplying Jobbers over 20 Years - - Better Values—Always

No. 2700 Men's Art Craft (50c Label Ties) @ \$18.00 Per Gr.
 No. 3900 Men's Silk-Ray (55c Label Ties) @ 21.00
 No. 6500 Men's Hand Made (\$1.00 Label Ties) @ 33.00
 No. 7700 Men's Hand Made (Gold Label Ties) @ 36.00

No Priorities—100% Profit Assured
 10% with Order—Balance C. O. D. Money Back Guaranteed

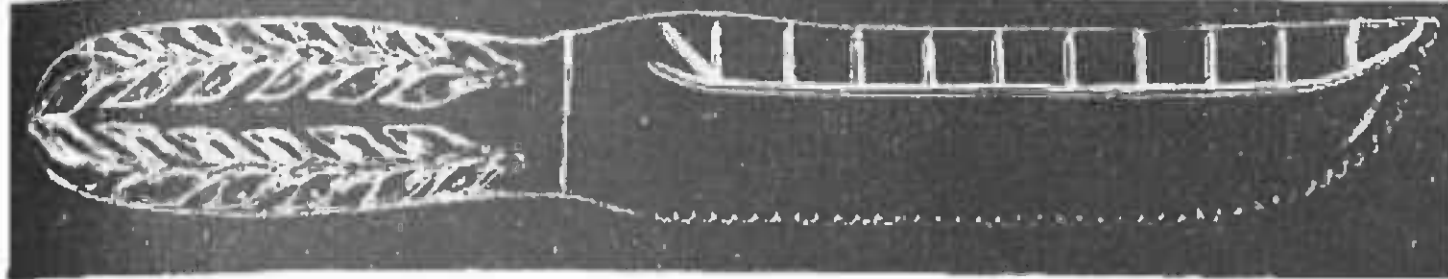
KEYSTONE MFG. CO. Atlanta, Ga.

★ PATRIOTIC and Novelty Brooches, Lapel Buttons, Insignias, Metal Booster Auto Plates. Send \$1 for Sample Assortment.

★ **PEARL HARBOR STICKERS**—per 100—\$1.50.
 ★ **FLAG SETS FOR AUTO, BICYCLE, WINDOW**—With Suction Cup, 3 Flags, \$1.80 Doz. Sets. 3 Flags with Metal Holder, \$2 Doz. Sets. With 5 Flags, \$2.50 Doz. Sets.
 ★ **PATRIOTIC BROOCHES & BUTTONS**—Big Variety—80¢ per Dozen.
 ★ **PENCIL FLASH LITE**—\$2 doz. Include Deposit & Postage.
 ★ **SUN GLASSES—MOTH CAKES**—Now Spring Items for Wagon Jobbers, House Canvasers, Premium & Salesboard Operators. Free Catalog. Write.

CHAMPION SPECIALTY CO., 814-M CENTRAL STREET, KANSAS CITY, MO.

U. S. FLAGS
 Gift Spear Head
 6"x4" Doz. 40¢
 18"x12" Dz. \$1.00
 30"x18" Dz. \$2.75
 36"x24" Dz. \$3.60



Moccasins

Nashua Slipper Company announces that its new line of camp moccasins, Moc-Abouts, are ready for the market.

Sundries

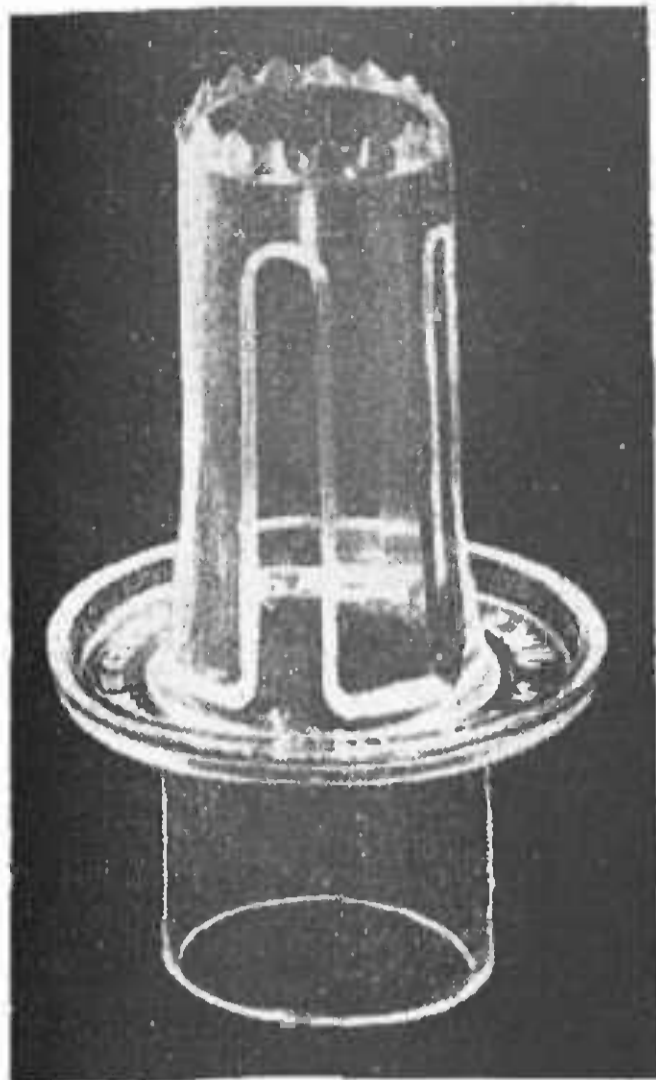
With the spring season under way, specialty workers and agents are expected to do well with household sundries and notions.

Flag Banners

Flags are one of the best selling numbers at the present time and workers are out to place one in every home.

Dinnerware

A special close-out of dinnerware has been announced by Joseph Hagn Company.



ATTENTION!!

PLASTIC KNIFE — JUICER GADGET WORKERS

Read this ad—Act Quick—Put Dollars in your pocket.

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

For next 30 days our FULL SIZE Plastic Knife with a NEW RAZOR SHARP BLADE — Sold until now at \$18.00 gross.

The LARGE SIZE Juicer —big enough around to ACTUALLY CORE APPLES. Don't confuse this with smaller juicers now on the market.

SAMPLES OF BOTH ITEMS 25c

ACTUAL SIZE

Orders shipped day received. 25% deposit with order, balance C. O. D.

NU-DELL MFG. CO. 511 W. HURON ST. CHICAGO, ILL.

ANYONE CAN SELL NEW KIND OF FLUORESCENT

PLUG SCREWS INTO SOCKET

RING FITS INTO CEILING RING

SCREWS INTO SOCKET JUST LIKE A BULB!

NO MORE Extra Equipment. No More Special Wiring—Anyone can install in few minutes!

SALESMEN!

Once expensive—once costly to install—out of the reach of most people. Fluorescent Lights sold only a million in 1930. In 1940 sales jumped to EIGHT MILLION—Now with invention of fixture that screws in like an ordinary light bulb, a fixture that can be installed in an instant, a fixture that sells complete with tubes for less than \$5.00—the most spectacular sales opportunity of the decade has been opened up for salesman and distributors.

FREE

If earnings of \$5,000 \$10,000 and \$15,000 a year don't scare you, rush your name by fastest way for sensational facts—sales plans—amazing records being made by others, complete line with pictures and prices. This is the hottest item in direct selling today. Even if you don't answer another ad in this paper—rush your name on this one—right now.

SAVES HALF ON LIGHT BILLS

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

GENERAL DOUGLAS MacARTHUR LAPEL BUTTONS



Red, White and Blue in color with a beautiful picture of our country's hero in center of button. ALL BUTTONS \$11.00 PER THOUSAND KING OF WAR SLOGAN BUTTONS LARGEST SELECTION IN THE COUNTRY ALWAYS FIRST WITH THE LATEST WAR SLOGANS Buttons Sold in Thousand Lots Only. Full Cash or M. O. with all orders. No C. O. D.'s. Samples 50c. Always include postage

BUD AND COMPANY

Office and Factory: 1008 CAPITAL ST. HARRISBURG, PA.

NEW! MYSTERY TRICK KNIFE FOR IMMEDIATE DELIVERY

It AMAZES and BAFFLES . . . it STUMPS the best of them in solving the secret of this new MYSTERY TRICK KNIFE . . . There's no end to its NOVELTY and FUN. Secret printed INSTRUCTIONS with every knife. Handsomely made with kleepearl handle. Information regarding prices sent on request. For sample of the MYSTERY TRICK KNIFE send 25c in coin or stamps today to

LOU FOX ENTERPRISES

220 S. State St., Chicago, Ill. Originators Since 1910



BUY NOW FOR SPRING AND EASTER STYLES



ELGIN, WALTHAM, BULOVA

Renowned Guaranteed MEN'S WRIST AND POCKET WATCHES STARTS AT \$3.95

Wholesale Jeweler Since 1914 SEND FOR FREE CATALOG LOUIS PERLOFF 729 Walnut St. PHILADELPHIA, PA.

WATERMAN INK PEN & PENCIL SET



JAPANESE HUNTING LICENSE

Comic—Patriotic—Attractive Size 8"x10" Selling Big at 10c Retail 1000—\$8.50 500—\$6.50 100—\$2.00 POSTPAID TO YOU. Sample 10c. Cash with order or 1/3 deposit, balance C. O. D. We do not pay shipping charges on C. O. D.'s. California Novelties 1810 E. 14th, Dept. 4, OAKLAND, CALIF.

STOCK UP ON THESE TIMELY ITEMS AT EXCEPTIONALLY LOW PRICES



Yellow plated 2-picture looker with 18" chain. Set with black & white cameo. Individually carded. Ill. actual size. No. B31J272—Per Doz. \$3.75.



Illuminated electric display. Transparent portrait of soldier, sailor and marine imposed on waving flag illuminated by a light. Size 10x9x3/2". Complete with 30-watt Mazda lamp, socket, 8 ft. cord and plug. Ship. wt. 3 lbs. No. B10E305—Ea. \$1.65. As above with portrait of President Roosevelt imposed on flag. No. B10E396—Ea. \$1.65.



Three-way all-metal patriotic display. Three different patriotic signs appear in full color as the passerby reaches three points of perspective. Size 8x11". Ship. wt. each 3 lbs. No. B42X13—Sample Postpaid \$1.50. Per Doz. F. O. B. Chicago, \$13.50. As above with Gen. MacArthur picture in center, Statue of Liberty and waving flag. No. B42X14—Sample Postpaid \$1.50. Per Doz. F. O. B. Chicago, \$13.50.



Closeout Foil Top Cigarette Box of maple finished wood. Holds 20 cigarettes. Size 4 1/2 x 3 1/2 x 2". (Without feet.) No. B38A14—Per. Doz. \$1.25.

Fast Selling LAPEL PINS

Victory Pin. Gold finished wings on either side of red enameled "V" insignia. Illus. actual size. 12 on card. No. B36J388—Per Doz. 85c; Per Gr. \$9.00. Democracy Pin. Yellow finished with red, white and blue shield. Illus. actual size. 12 on card. No. B36J398—Per Doz. 85c; Per Gr. \$9.00. V for Victory Lapel Buttons. Yellow gold plated. Size approx. 3/8". Ind. carded. No. B38J388—Per Doz. 70c. V for Victory Ladies' Lapel Pins. Yellow gold plated. Size 1 1/8". Ind. carded. No. B38J389—Per Doz. 75c.



Sterling Silver Ident. Brooch. Length 7 1/4". Ind. carded. No. B28J388—Obl. Heart, \$3.25 Doz. No. B28J389—Oval, \$3.25 Doz. No. B28J387—Obl. long, \$3.50 Doz. No. B28J386—8mm Oval, \$3.50 Doz.

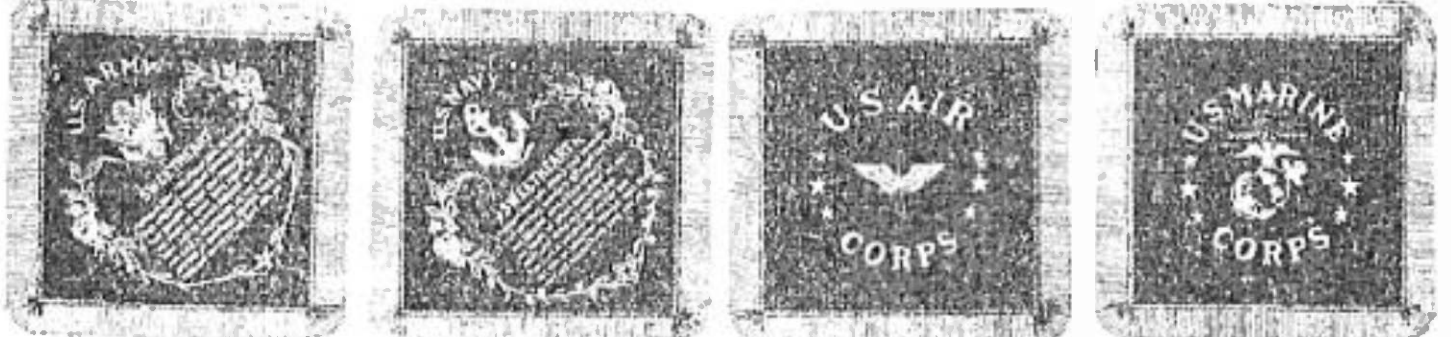
FAST MOVING SPECIALS

Asst. Snuff Box Type Compacts. Size 2 1/2" sq. by 9/16". No. B29J442—Per Doz. \$3.75. Extra heavy Crystal Glass Ash Trays. Size 4 1/4"x4 1/4". Packed 8 dozen in shipping cart. Ship. wt. 85 lbs. No. B45G4—Per Doz. 65c; Per Gross \$7.50. As above, Size 5 3/4"x5 3/4". Ship. wt. per doz. No. B45G5—Per Doz. \$1.80. Imported Cotton Luncheon Cloths. Waffle weave design. Size 45x45". Colors: Blue or green with white check. No. B13T18—Per Doz. \$4.25, 3 Doz. Lots, Per Doz. \$3.95. Imported Guest Towels. Cotton and rayon combinations. Two designs. Colors: Gold, Ivory, Green, Peach. No. B16T21—Per Doz. \$1.65. Key Chain Specials: Gift Finish Non-Kinking Bead Chain. Novel catalin ornament, 24 on display card. #B41K15—"Remember Pearl Harbor." Per Cd., 85c; Per Gr. (8 Cds.) \$4.75 #B41K2 Sooty cd., 78c; Per gr. (8cds) 4.25 #B41K3 Asst. cd., 78c; Per gr. (8cds) 4.25 #B41K4 Bowling Pin cd., 78c; Per gr. (8cds) 4.25 #B41K6 Golfball cd., 78c; per gr. (8cds.) 4.25 Patriotic Mirror Plaque, a timely decoration, 14x18" Mirror with American Flag gracefully painted on top. Available with heading or plain. B31N3 "Long May It Wave" B31N4 "My Son is Sorrow His Country" B31N5 Plain Flag Assortment of three for \$2.25; Per Doz., \$8.50. F. O. B. Chicago. 25% deposit required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail. Write for our catalog

JOSEPH HAGN CO. Wholesale Distributors Since 1917 217-223 W. MADISON ST., CHICAGO

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

Velvet Embossed PILLOW TOPS Rayon-Safin Front and Back FOR ARMY CAMPS, RESORTS, FAIRS, ETC.



U. S. Army U. S. Navy U. S. Air Corps U. S. Marine Corps
 Greatest selection of fast selling Pillow Tops for all promotions; Army, Navy, Marine and Air Corps camp names and insignias; Resorts, Fairs, etc. Velvet embossed, rayon front and back, two inch fringe, in assorted colors.
\$4.00 Per Doz. F. O. B., N. Y. Sample 50c
 STOCK PILLOW TOP PATTERNS (as Illustrated—each Pillow Top in Individual Mailing Box) Send 1/3 With Order. Bal. C. O. D.
 Special Designs and Insignias Created To Order On Gross Lots.
FOR A BIG SEASON ORDER TODAY
MILITARY PROMOTIONS 1133 Broadway, New York

FLAG AND SERVICE BANNERS "ONE IN EVERY HOME"



We have the best selling numbers at the lowest prices
 U. S. Rayon Flag Banners. Imprinted Red, White and Blue. Have gold fringe on bottom. Double spear point stick through top and cord for hanging. Made in 3 sizes.

| No. | Size | Dozen |
|-------|--------------|--------|
| 48N55 | 9 x 12-Inch | \$2.00 |
| 48N56 | 12 x 17-Inch | 4.00 |
| 48N29 | 17 x 25-Inch | 6.00 |

 9x12-Inch R. W. B. Rayon Remember Pearl Harbor Banner. With Eagle and Globe—No. 48N46. Per Gross - \$19.00 Per Dozen - \$1.65
 7x9-Inch Rayon Answered the Call Banner. With printed Blue Star in center—No. 48N47. Per Gross - \$16.50 Per Dozen - \$1.50
 "Let's Go, Americans" Banners—showing Uncle Sam, The Army and Navy.
 48N53—Size, 5x7". Per Gross \$ 7.20
 48N54—Size, 11x14". Per Gross 18.00
 We have a large and complete line of Costume, Patriotic and Military Jewelry. Also jewelry for engraving. Send us your orders.
N. SHURE CO., 200 West Adams Street, Chicago, Ill.

Attention Salesboard and Bingo Operators

CUSTOMERS ARE LURED BY THE NEW LUCAYAN PRINCESS LOVE SHELL COSTUME JEWELRY SET
 Here is the most sensational prize item ever offered. Made of rare gold and flamingo tongue shells gathered from the farthest reaches of the West Indies, this exceptional set depicts the beautiful romance of tropical shores. Complete set consists of Necklace, Bracelet, Cluster Pin and Ear Clips worth every bit of \$17.50. Shells are not painted or polished. They have retained a natural, high lustre down through the ages and are mounted on genuine gold plating. We are not offering a cheap, flash item, but rather one that cannot be duplicated in the open market.
OUR PRICE: Sample \$2.75 Complete Set; Dozen Lots at \$2.25 Complete Set.
WRITE OR WIRE TODAY!
 1/3 Deposit, Balance C. O. D.
WORLD WIDE SERVICE Dep't B, 1452 Broadway, N. Y. C.

MAN'S WRIST WATCH

American made in 6/0 time size. Chromium plated case, Curved back. Silvered dial. Unbreakable crystal. Leather strap or link bracelet.
BB705—Each Singly \$2.05
 In Lots of 50—Each \$1.95
 Send for New Catalog.
ROHDE-SPENCER CO.
 223 W. MADISON CHICAGO, ILL.

HOUSEHOLD BOMBER EMERGENCY FIRST AID KIT

Packed in a sturdy, yet light weight container which can be hung on the wall and removed at any time and carried about in the event of an emergency—each kit contains a set of First Aid Instructions together with the following articles:
 Bottle Mercurochrome, Spirits Ammonia Aromatic, Steripads for Dressings, 2-Inch Gauze Bandage, 1-Inch Gauze Bandage, Jar Carbulated Vaseline, Tube Unguentine for Burns, 5-Yard Roll Adhesive Plaster, Band-Aids Adhesive Bandage, Roll Absorbent Cotton, 1-Yard Roll Antiseptic Gauze, Applicator Sticks and Small Splint Sticks.
\$2.50 VALUE \$1.49 Send \$1.49 for Sample and Quantity Prices.
All for \$1.49
MARTHAM CO.
 8018 Frankford Ave. PHILA., PA.

APRIL FOOL'EM JOKES

Ex. Book Matches, .25 per doz.
 Cigarette Plugs, .30 per doz.
 Bitter Clp. Powder, .30 per doz.
 Loaded Cigars with spring 1.10 per 25
 Berpont Egg Matches, .30 per doz.
 Hot Seat (and HOW), .50 per doz.
 Snapping Gum, .50 doz.
 Dribble Wine, 1.10 doz.
 Glass, large, .35 doz.
 Sticks, .35 doz.
 Snake Jam Jar, best, 1.65 doz.
GARLIC CHOCB. .75 doz.
 3 in bag, .75 doz.
 Write for Free April Fool Price List or send \$2.00 for 50 samples. JOEKERR NOVELTIES, 138 Park Row, N. Y. C.

TINSEL BATONS HAWAIIAN LEIS

Pear Shaped Tinsel Head Batons; tinsel will not peel off. Tinsel Head Swagger Games for Ball Games, \$5.50 per 100. Hawaiian Leis, all widths, \$2.50 per gross and up. Felt Pennants Made to Order, Flags of All Nations.
UNGER SUPPLY CO.
 567 HARRISON ST., CHICAGO, ILL.

and bingo games. In addition to the above the firm is also offering pottery dinnerware in assorted designs, including bread and butter plates, saucers and fruit dishes.

Blackout Lamps

Blackout lamps or bulbs are being offered to agents for resale by the Masterlite Lamp Company. The company states that the color and current consumption meet the requirements of official specifications. Colors are translucent orange and opaque black. There seems to be a wide market for blackout items as many localities thruout the country contemplate test blackouts.

Indian Hat

A colorful Indian hat for concessionaires at carnivals, circuses, beaches and parks has been placed on the market by Cohen Bros. The hat is made of seven large light feathers and an attractive colorful band. The hat is made in the United States. Because of the low price, concessionaires are certain of good profits.

Love Shell Jewelry

Salesboard and bingo operators, concessionaires and specialty salesmen are offered a new four-piece costume jewelry set made of Lucayan Princess Love Shells by World-Wide Service. It is claimed that the shells come from the islands inhabited by the Lucayan tribe. The jewelry set consists of a necklace, a cluster pin, a bracelet and a pair of flamingo-tongue ear clips, complete with gold-plated chains and mountings. The set has plenty of flash appeal and is reported to be a fast number in the low-price range.

Bingo Operators Prepare Timely Promotion Piece

UTICA, N. Y., March 21.—Always ready to fully exploit any timely news that can be adapted for bingo promotional purposes, the operators of Treasureland, Sylvan Beach, New York, have prepared a simple, yet effective exploitation piece that has created considerable favorable comment. The operators of the concession, William P. Donlon & Company, local bingo outfitters, have printed and distributed a large quantity of the leaflets in connection with the May opening of their Sylvan Beach spot.
 The simple message, designed to draw crowds, is headed simply, "Chins Up! Let's Work and Play." The copy reads as follows:
 In wartime we are subject to war nerves. When upset and nervous we can't do a job well.
 As a cure for this condition try to relax. Bingo will provide this necessary relaxation.
 You meet and visit with friendly neighbors.
 A couple of hours of fun and enjoyment. You'll sleep better for it.
 Possibly you will experience the thrill of winning a prize.
 But prize or no prize, you will get your money's worth.
 It's an opportunity to meet and talk with friends.
 Their troubles will always be greater than yours.
 It's clean fun. And best of all you will relax!
 Mayor George W. Welch, of Grand Rapids, Mich., realizing the importance of relaxation, has this to say:
 "There is one job all of us can do. Have you planned an evening out? Take it.
 Is there a vacation due? Take it.
 If a concert beckons, hear it.
 If a book invites, read it.
 If a movie appeals, see it.
 If it's a game you like, play it.
 If you feel a song coming on, sing it.
 If it's a lodge or club that meets, attend it.
 And church? Don't miss it.—Stay normal. Chins up. Let's work and play.
 That's the job all can do." Relax.

TO ALL CONCESSIONERS!!!

The man of the hour—one of our many NEW PATRIOTIC items. Start the season out right. For a bright, snappy, up-to-the-minute, ALL-AMERICAN stock, stop in at TURIDDI'S.
 The best stock, lowest prices and friendliest service as always.
 ★ SEND FOR CATALOG ★

"Defend America" 16" High
TURIDDI ART PRODUCTS
 2420 N. 3d St., Milwaukee, Wisconsin
 Concord 7670

SILVER FOXES

Dyed Thibetins Direct From the Manufacturer
\$7.00 Each
 Here is the fastest seller! Every woman wants one! Reproduction is 100% genuine—a "natural" for promotional purposes. Order today. Immediate delivery. 1/3 dep., balance C. O. D.
J & I FURRIERS, Inc.
 Mfg. Furriers
 Dept. B, 236 W. 27th St., New York City

ROLL TICKETS

Flat • Folded • Book • Coupon
COAT ROOM CHECKS
PRIZE DRAWING (RAFFLE) BOOKS
RESTAURANT CHECKS
CASHIER CHECK PADS
SALESBOOKS, ETC., ETC.
 Millions in stock for Prompt Delivery.
AMERICAN TICKET CO.
 515 GREENE AVE. BROOKLYN, N. Y.

IF IT'S WATCHES

Remember at every Special Issue we have something special to offer. This time it is for the boys in the service. Watches repaired and guaranteed against breakage for \$1.00 year! For all your watch problems address
ZUSSMAN'S
 207 W. Girard Ave. PHILADELPHIA, PA.

INTRODUCTORY OFFER

Attractive Genuine Leather Cigarette Case — Gross \$8.50
 2-Pocket Change Purse, Gun, Leather, \$7.80 Gro. Jackknife 2-Post Key Case, Gun, Cowhide, \$6.40 Gro. Also many other Leather Novelties. Military Insignias, Advertising Copy, etc., imprinted, \$1.00 extra per gross. 20% with order, balance C. O. D.
SUPREME LEATHER PROD. CO.
 170 Fifth Ave. New York, N. Y.

PATRIOTIC PENGUINS

A burlesque imitation with the most solemn and serious purpose—namely the sale and promotion of DEFENSE STAMPS and BONDS. Every man, woman and child will gladly join. Make up to a thousand dollar bond a month. A self-walking dollar bond and all necessary blanks, cards, etc., sent postpaid for only 50c. Also see our advertisement in this issue under "Salesmen Wanted."
WILSON "WALKIES"
 2144-88 Madison Ave. TOLEDO, OHIO

Lenten Season Bingo in Canada Hitting New High

ST. JOHN, N. B., March 21.—The 1942 Lenten period will be recorded as one of the best in bingo history in the maritime provinces, it is reported. This, altho Catholic organizations have suspended activities during Lent. Other sponsors have not only continued but in many instances have enlarged their bingo affiliations. In some cases sponsors have increased the number of their weekly bingo parties. With the popularity of bingo steadily increasing everywhere, this means greater profits for Canadian operators.

In St. John bingo is prevailing thru Lent every night at Lucky Hall in the North End. This was once a large retail store and was converted into a bingo house exclusively six years ago. There is a different sponsor every night. Bingo is available from two to four nights a week at Yellow Lantern, Orange Hall in the city proper, Orange Hall in the North End, Oddfellows' Hall in the West End, Prentice Boys' Hall in the West End and Orange Hall, Fairville. When the Catholic groups resume functioning there will be bingo once a week at the Cathedral C. Y. O., St. John the Baptist Parish Hall, Holy Trinity Parish Hall and St. Peter's Recreational Center.

Merchandise orders have been favored as the prizes for bingo here. The orders are on various local stores. There are also individual prizes in merchandise already available and displayed before and during the games. In quest of mental relaxation and a chance to win something worth while, more men and women have

been turning to the bingo in these war times and varying the monotony of the films. The values of the prizes have been increased thus creating a further incentive.

Coney Island Set For New Season

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

Stand operators in the resort, many of them old-timers in the concession business, are familiar with all the angles needed to draw patronage and increase profits. The stress at all the spots is courtesy to patrons and it is evident that this policy pays dividends for the concessionaires who follow it religiously. There's nothing like gaining and securing the good will of the customer.

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

Glassware and dinner ware is replacing many of the items made of metal. Sheets, pillow cases, bath sets, fruit dishes, sugar bowls, berry and ice-cream sets, bedspreads, etc., are some of the items featured. Then, too, of course, there is the very wide range of novelties, including post cards and folders, souvenir items, stuffed toys and dolls, Kewpie Dolls, etc.

In the higher priced ranges are kitchen clocks, thermos bottles, blankets, scatter rugs, wrist watches, fancy bedroom clocks, fancy dolls, pen and pencil sets and chip racks. The idea behind all merchandise displays is the fact that visitors to the resort want to get their money's worth.

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

Mdse. Picture Is Bright in Pennsy

PHILADELPHIA, March 21.—Contrary to popular belief, the merchandise houses have been assured that Philadelphia will play host to more conventions this year than in 1941. The prediction comes from Daniel Crawford Jr., chairman of the Philadelphia Convention and Tourists' Bureau. War conditions, Crawford said, will add stimulus to the convention business here.

Last year 185 conventions were held in Philadelphia, with more than 150,000 visitors attracted. During their stay, according to Crawford, they spent \$7,749,000 here. "Gathering in convention is an outstanding phase of the American way of life," Crawford declared, "and conventions will continue to be held despite the troubled times. There will be plenty of conventions this year and many important ones will be held in Philadelphia."

Also encouraging to the merchandise houses, fearful that a light summer resort business might keep items from moving from their shelves, are the reports emanating from the upstate regions. Territory is heavily dotted with amusement parks and early reports indicate that the parks are preparing to keep the folks at home entertained. Especially encouraging are the reports from Lancaster, Pa., in the heart of the Eastern Pennsylvania area. Lancaster is even now enjoying a mild boom. With a new plant soon to employ 1,800 persons, and a rubber and gas shortage most likely to keep folks at home this spring and summer, it looks as tho the golden age is about to dawn in that territory.

GO PLASTIC THIS SEASON!

Display these flashy, colorful, sparkling, eye-catchers and find that you'll really draw them to your concession! . . . for these modern plastic novelties are new as 1942!

The Most Attractive NOVELTIES seen in many a day!

Colorful, Modern PLASTIC TOAST RACK



Holds 6 slices of toast . . . keeps them dry and crisp and serves them smartly. Gay "Riviera" color combinations give table a festive air. Rack is cleverly designed and executed in non-inflammable, durable, modern plastics. Styled in 12 sparkling, bright fadeproof color combinations. Each rack packed in gift box. Packed 1 doz. asst. color combs. to a ctin.

\$7.20 Doz. Sample 75c.

SMART, COLORFUL FOUNTAIN PEN DESK SET



Here's a smart, modern design, flashy fountain pen desk set that will get a big PLAY! Designed in rich looking, colorful, modern plastics. Looks and performs like a high-priced desk set. Fitted with a high-grade, gold-trimmed lever filler, fountain pen having a 14K gold plate point, giving smooth writing performance. Individually boxed.

\$5.50 Per Doz. Sample 75c.

SMART, MODERNE ASHTRAY PEN DESK SET



For real "FLASH" you can't beat this 7" "he-man" size dual utility Bakelite Ashtray for home or office. Black with contrasting color. Fitted with a guaranteed lever filler, 14K gold-plated point, fountain pen. Adds distinction to any desk. Individually boxed.

\$8.50 Per Doz. Sample \$1.00
1/3 Deposit, Balance C.O.D., F.O.B. Chicago.

Write for folder of our line

PLASTICRAFT SPECIALTIES
MODERN PLASTIC NOVELTIES ★ DESIGNERS • FABRICATORS
3222 W. CERMAK ROAD ★ CHICAGO, ILL.

MAGNETIC LAUGH HITS



Off the market a long while due to lack of materials. Limited quantity of Alnico magnets just received—and that will be all for the "duration."

No. 889
TRICKY DOGS
Dogs made of plastic, mounted on magnets.
PER DOZ. \$1.65
SETS
Trial Doz. Only—Postpaid, \$2.00.



No. 743
"The Goose That Failed"
A scream! She knocks his hat off in the nick of time. Plastic figures mounted on magnets. It's hot!
PER DOZ. \$1.65 TRIAL DOZ. ONLY, POSTPAID, \$2.00
SETS
Prices F. O. B. Chicago

H. Fishlove & Co.
714 N. Franklin St., CHICAGO

BINGO CARDS

COMBINATIONS UP TO 5000
NO 2 CARDS ALIKE
AER-O-MIX BLOWERS
WRITE FOR BULLETIN

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

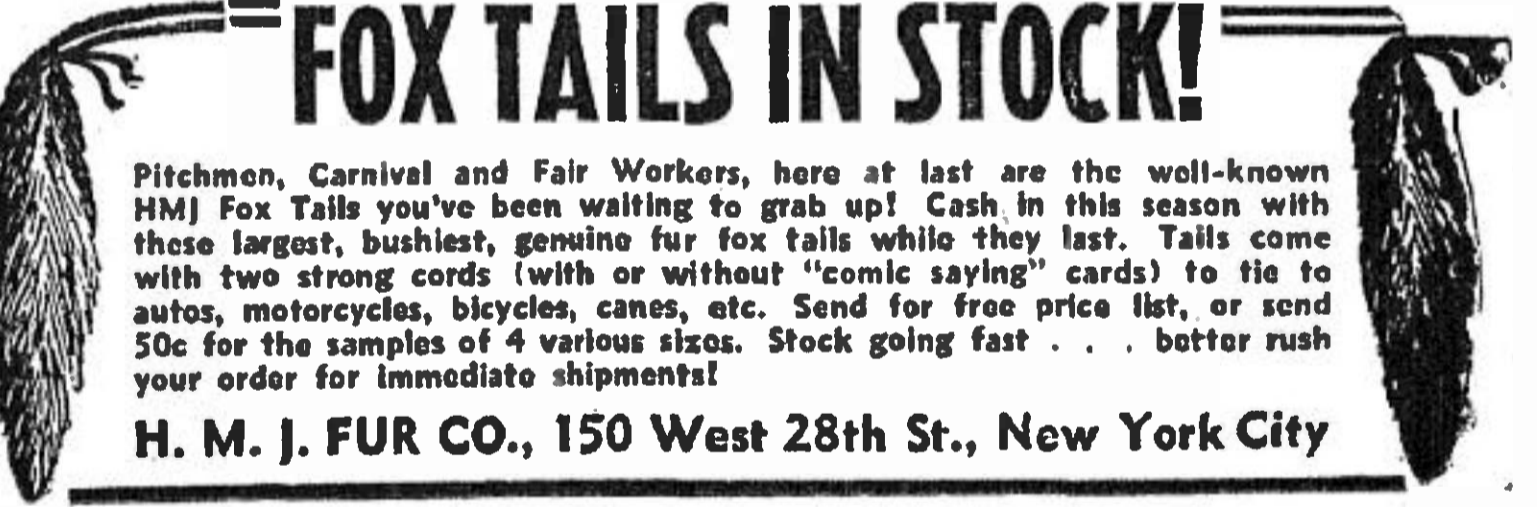
SERVICE LAPEL FOBS \$1

for
ARMY—NAVY—MARINES sample order

With insignia. Assorted colors. \$1.075 Gr. Girl's Name Pins, Mother Pins, 60¢ doz.

ZILL PRODUCTS
1833 Hyperion, Hollywood, Calif.

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 shipment!

H. M. J. FUR CO., 150 West 28th St., New York City

MOCCASINS

For Men and Boys.
Chocolate Retan Elk Leather Uppers.
Goodyear Rubber Soles.
Price \$1.50 Per Pair. Samples \$2.00.

NASHUA SLIPPER CO., Lowell, Mass.

BULOVA—ELGIN WALTHAM—HAMILTON

GUARANTEED LIKE NEW
SEND FOR 1942 CATALOG

BERMAN GREEN CO.
809 Sansom St. Philadelphia, Pa.
Diamonds Bought and Sold

TIES Pre-War Prices in Neckwear

Acetates and Others. \$1.50 per Doz. Sample Doz. \$2.00 prepaid. Better acetates, jacquards, figures and solid colors. \$2.00 per Doz. Sample Doz. \$2.50 prepaid. Expensive faille prints, jacquards and satins. \$3.50 per Doz. Sample Doz. \$4.00. CATALOG AND SWATCHES FREE. 25¢ With Order. Balance C. O. D.

HERCULES NECKWEAR MFG. CO., Dept. B-1
772 Vermont St. BROOKLYN, N. Y.

MIDGET BIBLE

(Over 200 pages, size of postage stamp, completely legible)

And 10c & 25c Paper Covered Books on HYPNOTISM, JU JITSU, LUCKY NUMBERS, MAGIC, DANCING, WINNING CONTESTS, PALMISTRY, VENTRILOQUISM, MIMICRY & IMITATIONS, etc., etc. Over 100 books on unusual subjects. For premium and big-profit selling. 400% profit. Write for prices. Add this profitable side line!

JOHNSON SMITH & CO., Detroit, Michigan

COME A'RUNNIN'

for one of the finest



Lines of **EASTER Goods** Ever Assembled!

Dandy assortment of Plush Rabbits, Pull Toys, Chicks, Egg Dye, Cards, Napkins and Novelties. Write for Illustrated Circular of Complete Line.

KIPP BROTHERS CO.
Wholesalers Since 1880
117 South Meridian St.
INDIANAPOLIS • INDIANA

Your original investment in Defense Savings Bonds, Series E, will increase **33 1/3%** in 10 years.

Big Merchandise Season Looms, Experts Report

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

NEW YORK, March 21.—The signs all point one way for business at parks, resorts and other outdoor amusement spots this season. Concessionaires, novelty and souvenir workers, bingo and salesboard operators and all other premium users have cleared the decks for action—and the action will come hot and heavy, according to observers, once the season gets under way. Experts in the field say that 1942 will witness one of the biggest upswings in business, due to the fact that money is more than plentiful and is being spent. On every side it can be seen that these predictions are not merely idle chatter. The crowds are in good humor everywhere, with money in their pockets and the urge to spend it. Carnival and fair workers are looking forward to an active season as a result of the increased spending.

BINGO

Complete line of SPECIALS - Light and Heavy weight Bingo Cards-Lap Boards - Movie Bingo - Paper Clips
Master Charts - Pencils - Certificates - Stage Money
RED AND BLACK PERFORATED MARKERS
A full line **ADMISSION AND COUPON TICKETS**
Attractive colors For leading wheels
SERIAL PAPER PADDLES
—WRITE—WIRE—CALL—
SCHULMAN PTC CO. 11 E. 19th ST. NEW YORK
Manufacturers of Printed Novelties—since 1904

SEND FOR FREE
BARGAIN CATALOG

Reconditioned Watches
BULOVA - ELGIN - GRUEN-Etc.
Diamonds, Jewelry, Luggage, Etc.
Exceptionally Low Priced.

MIDWEST WATCH CO.
5 S. WABASH CHICAGO

IT STARTS YOU IN BUSINESS-SELL TIES

Sell complete line latest Spring-Summer Ties—Beachtone Mohairs, Foulard Prints, Non-Crushables, Polka Dots, Knitted Ties, Bows, Tie and Kerchief Sets, etc.

Self-Lined Ties, Sample 15¢. Gross \$15. Doz. \$1.35
Slide-On Ties, Sample 25¢. Doz. 2.70
100% Wool-Lined Ties, Sample 40¢. Doz. 4.20
Victory Ties, Sample 20¢. Doz. 2.10
25% deposit, balance C. O. D. Write for FREE wholesale catalog and FREE swatch book of actual materials. PHILIP'S NECKWEAR, 20 West 22nd St., Dept. B-34, New York.

ARTIFICIAL FLOWERS—CARNATIONS AND ROSEBUDS FOR MOTHERS' DAY

Best Quality Cloth Carnations in Red and White

| | |
|---|--|
| No. 51—Cloth Carnation | Doz. \$25.00 per 1,000; \$2.75 per 100 |
| No. 42—Rosebuds in Red and White | Doz. 15.00 per 1,000; 1.75 per 100 |
| Prepared Green Fern for Carnations and Rosebuds | Per Bunch 25¢ |
| Two Bunches Fern required for 100 Flowers | |
| No. 70—Waxed Easter Lily | \$32.50 per 1,000; \$3.50 per 100 |
| No. 85—Waxed Calla Lily | 32.50 per 1,000; 3.50 per 100 |
| No. 18—Waxed Jonquil | 32.50 per 1,000; 3.50 per 100 |
| No. 7—Waxed Dahlia | 32.50 per 1,000; 3.50 per 100 |
| No. 8—Waxed Georgine | 27.50 per 1,000; 3.00 per 100 |
| No. 12—Waxed Largo Rose | 25.00 per 1,000; 2.75 per 100 |
| No. 15—Waxed Medium Rose | 20.00 per 1,000; 2.25 per 100 |

Mountain Laurel, 15¢ lb. 25% Deposit, Balance C. O. D.

FRANK GALLO, Importer & Manufacturer
1429 Locust St., St. Louis, Mo.

— ENGRAVERS —

STERLING SILVER IDENTIFICATIONS

SPECIAL:—Low priced all Sterling Bracelets, \$2.40 dz. to \$3.33 dz.
—Retails 59c to 79c—Send \$2.00 for 9 samples and circular.

SPECIAL:—High quality all Sterling Bracelets, Anklets and Necklaces, with either Rhodium or Gold Electroplate, \$3.78 dz. to \$18.00 dz.
—Retails 89c to \$5.00—Samples and circulars sent on request.

Quantity discounts of 10% less than dozen prices allowed if 1/2 gr. or more of a number is purchased.

Soldiers, Sailors, War Workers, School Children and Civilians want Sterling Identifications.

'NUFF SAID! ALWAYS SOMETHING NEW AT

EDW. H. MORSE & COMPANY, ATTLEBORO, MASS.
WE LEAD—OTHERS FOLLOW

PIPES

FOR PITCHMEN BY BILL BAKER
Communications to 25 Opera Place, Cincinnati, Ohio.

SPRING IS HERE! Up and at 'em.

BECAUSE OF A SHORTAGE . . . of bottles, George D. Powers has given up the polish and is now working a pot and pan cleaner to good takes at one of downtown Cincinnati's best pitch locations.

CHARLEY COURTEAUX . . . is reported to be purveying his wares around the Pittsburgh district to successful turns.

THIS WILL be a good year if—

WHAT EVER BECAME . . . of Ben Runkin, Mae Forbes Gould, Tommy Burns Jr., Harold (Tommy) Thompson, Eddie Gillespie, Fred McFadden, Paul Austin, Eddie Jamison, Ralph Caplan, Herman and John Rosenfeld, Lyle P. Shaffer, Richard Barnhart and William Tartar, K. Max Smith, Jay Ross, Ray Herbers, Chip Decker and R. Ral- phie?

"SOME OF THE BOYS . . . could learn a lesson from the J. C. L. working med at the Crowley Milner Base here," pencils L. B. Moore from Detroit. "Whoever he is, he's really gathering in the long green like an old-timer. They say he is showing figures that are unbelievable. He is a smooth worker and a clean-cut youth. The med game could stand more like him."

SUCCESSFUL pitchmen are business men and women, not mere tourists.

JOHN PAUL MURRAY . . . better known as Jack Murray, is gathering the geedus with his herb layout in the H. L. Green Store, Columbia, S. C.

DENIS J. ORONIN . . . tells from New Orleans that he has been clicking off some good takes down there. He adds that conditions in that sector are fair, but that street corners in the town are being closed to pitchmen.

OPTIMISM isn't running so rampant in pitch circles this spring.

KNIFE SHARPENER . . . exponents, Mr. and Mrs. Dave Hallstrom are working New Orleans to some good takes.

GUY PETERSON . . . rambled into Galena, Kan., last week from Neosho, Mo., which he says is closed to the pitch fraternity. Guy reports that some of the American Legion boys out of Muskogee, Okla., have signed up with the government and are investigators for that territory. They include Elmer Kane, Whitey Johnson and Rusty Rustmeyer. He says he'd like to read pipes from some of the old-timers, including O. Rogers and Ed St. Matthews.

SELF PRAISE is never a recommendation. It's always the empty kettle that makes the most noise.

MED WORKER . . . Joe Mann is purveying that item to successful business in the McLellan Store in Columbia, S. C.

LAWRENCE T. LEVY . . . LaRenz Company, comes thru with the following from Cleveland: "Have just received a letter from Edward Murray, well-known pitchman, who writes that he'd like to read pipes from his former friends and associates. Murray says he was denied a release on a hearing last January and he's now practicing for the ball team, where he says they have the finest equipment money can buy. He says he'd especially like to hear from Freddie Schaeffer and Harry Bernstein."

A GOOD SPOT and the necessary amount of energy is the best solution to a pitchman's troubles.

HAROLD A. PORTER . . . made the Midwest Beauty Shows in the Sherman Hotel, Chicago, with two booths on the beauty trade journal for which he is circulation director. The date, he says, proved exceptionally good and he met a number of old friends in outdoor show business around the Sherman. He also visited the club rooms of the Showmen's League of America. From Chicago he made a flying trip to Cedar Rapids,

OAK-HYTEX BALLOONS

The Oak factory and jobbers who handle OAK-HYTEX balloons are cooperating to make present stocks go as far as possible. Safest procedure if you want to be sure of balloons for the 1942 season is to order from your jobber at once.

The OAK RUBBER CO. RAVENNA, OHIO.

NEWEST, FAST SELLING JEWELRY

FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, Etc. Send \$3.00 for samples. Immediate delivery.

MAJESTIC BEAD & NOV. CO.
307 Fifth Avenue New York, N. Y.

MEDICINE MEN

Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices. If you are paying more you are paying too much.

The HOUSE OF DEPENDABILITY

If you buy from us your goods will always be shipped promptly. **PRODUCTS LIABILITY INSURANCE CARRIED.**

CELTONSA MEDICINE CO.
M. F. GUYER, Sales Mgr., CINCINNATI, O.

STOP TIRE THEFTS!

World's Greatest Pitch!

AUTOMATIC TIRE COP yells for help when anyone touches car. Installs in 15 minutes—any car. Work this item in stations—around factories—anywhere and get some real coin. \$1.00 brings demonstrator and wholesale prices—**5 DAY MONEY-BACK GUARANTEE.**

TIRE COP CO., Dept. G-18, Madras, Ohio.

FOUNTAIN PENS

NOW! New Winchester Inc. Push-Button, Lever-Fill Combinations. Ideal for pitchmen and **DEMONSTRATORS.** Write for new **PRICE LIST.**

STARR PEN COMPANY, Dept. C
500 N. Dearborn, Chicago

HOTTEST ITEM OUT!

STERLING IDENTIFICATION BRACELETS

Sweeping the country! Emergency protection as well as a handsome novelty for every man, woman and child. Also various styles in sterling, white and gold finish. Immediate deliveries. Send \$2.00 for complete samples.

JACK ROSEMAN CO. 307 Fifth Ave.
New York City

CHewing GUM 26 BOX

RETAILS FOR \$1.00

Each box holds 20 Cellophaned 5c Packs Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (unpaid).

GREAT FIELD FOR AGENTS. Write
AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave., Newark, N. J.

MEDICINE MEN

Write today for new wholesale catalog of 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 U. S. Defense Savings Bonds and Stamps

NOW is the time to **BUY BALLOONS!**
 WE ARE WELL STOCKED AND CAN MAKE PROMPT SHIPMENTS
 Concessionaires and other quantity buyers can feel assured of deliveries by arranging for season's supply NOW.
 Our balloons are freshly manufactured, colorings and designs are up-to-the-minute. Patriotic Prints, War Slogans, Modernistic Circus Prints.
 Complete gas equipment for inflating balloons.
WRITE FOR PRICES AND STATE YOUR REQUIREMENTS
TOY BALLOON COMPANY, 202 E. 38th St., New York

The Man of the Hour—Gen. Douglas MacArthur
 "America's Hero"
A FOUR-STAR GENERAL
A FOUR-STAR 8x10 PICTURE
A FOUR-STAR MONEY MAKER
 Pitchmen-Routemen-Salesmen—
 No limit on this one
 Our latest MASTERPIECE created by artist "Don Shepherd." Reproduced on 30 point etching stock, in color, with hanging tab on the back. Every RED BLOODED AMERICAN now wants a picture of GEN. DOUGLAS MACARTHUR. A great piece which does full justice to a GREAT SOLDIER.
YOU CAN MAKE 200% PROFIT AND OVER \$1.00 a dozen—\$7.50 a 100 (prepaid)
 The fastest, hottest 25-cent getter you ever had your hands on. Nobody says no. We have SIX BEAUTIFUL AND FAST SELLING PATRIOTIC NUMBERS. With our line you can call on homes, taverns, barbershops, restaurants, banks, stores and, in fact, everyone. Every stop is a sale of one or more numbers.
Samples of Our Six 25-Cent Items
 Prepaid for 50c.
 No C. O. D.'s less than \$5.00—One-third deposit. WE ARE NOT JOBBERS. EVERY ITEM IN OUR LINE IS CREATED AND PRODUCED IN OUR PLANT. WRITE OR WIRE.
J. & G. PROMOTIONS Dept. B-10, 449 Main St., St. Paul, Minn.

DEMONSTRATORS—ENGRAVERS—FAIRWORKERS
 STOCK FOR IMMEDIATE DELIVERY . . . SAME DAY SERVICE
STERLING IDENTIFICATIONS
 Necks — Bracelets — Anklets
ENGRAVING MACHINES — ALL STYLES — ALL PRICES
 MILITARY AND PATRIOTIC JEWELRY Rings — Pins — Locketts — Compacts — Billfolds, etc.
 PEARL WIRE JEWELRY COMPLETE LINE OF ENGRAVING JEWELRY. SPECIALTY ITEMS FOR RODEOS AND FAIRS
WRITE FOR CATALOG—NOW!!!
BIELER-LEVINE, INC., 37 South Wabash Ave., Chicago, Illinois

GEN. MacARTHUR BANNER
 Miracle Man ★ Miracle Money Maker
 It's Sensational Will Sell Any Place
 Beautiful attractive Satin Banner . . . Cords, Tassels, Fringe, Stick and Spears; expertly processed in technicolor.
TWO SIZES
 9" x 12" — DOZ., \$2.00 — GROSS \$20.00
 12" x 18" — DOZ., 3.00 — GROSS 30.00
 First Come—first served
 Samples 25c and 50c sent prepaid
Best line of Banners in America. Circular and Price List.
"A" BANNER CO., 105 RIVINGTON ST., NEW YORK CITY

4 FOR 10c STRIP PHOTO STUDIOS AND ONE MINUTE PICTURE MEN
1942 Is the Year for Big Money
 Complete line of Direct Positive Paper for Strip Machines and Post Card Mounts, Mirrors, Frames, Midget Folders and Photo Memo Mirror Frames and Latest Designed Post Card Mounts, specially designed by us. Our Victor Minute Cameras are the best and most compact for traveling on market today. They produce brighter and better pictures with our improved Black Back Cards than any other camera made. Our mounts and folders are so attractive you can easily get more money. NEW! PATRIOTIC MOUNTS, FOLDERS AND GLASS FRAMES. BIGGEST OPPORTUNITY EVER! Get a Victor No. 3 and you are sure to make 1942 your big success. No other business offers such good opportunity on such small investment as quick finishing photography. We have the most complete and up-to-date stock of minute cameras and supplies for minute photographers at lowest prices.
Our Motto—SERVICE and QUALITY
 All orders shipped the same day received. Send your next orders to us and be convinced. Catalogues sent on request.
BENSON CAMERA CO., 166 Bowery N. Y. City
 Largest Manufacturers and Distributors of One Minute Photo Products in the World

Ja., for a brief visit home, his first in over a year. From there he went to Des Moines for the Iowa State convention at Hotel Fort Des Moines. After covering the International Beauty Shop Owners' Exhibition at Hotel Pennsylvania, New York, he will return for some work thru Illinois and Indiana and Michigan.

THE BOYS who are on the bandwagon of success will likely remain there, for they have found that success is a habit and have acquired it.

FRED X. WILLIAMS . . . wigwags the following effusion from Atlanta: "After finishing my Florida circuit of dog shows, I made the Tampa and Orlando (Fla.) fairs, and both proved total blanks. Stopped here en route north and met my old friend Sammy Blustein, who had contracted to work novelties at the Pan-American Circus in City Auditorium. Cowboy and Sunshine Marks also worked the event and I had programs at the entrance. Business was poor, however. I'm now en route to Knoxville, where I start my spring circuit of dog shows."

DENIS COFFMAN . . . with run menders, is garnering some good results at spots in New Orleans.

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

"WHILE IN EARLE, ARK. . . recently I saw George A. Sauerwein, that cyclone of action, roll into town and go into action," J. W. Mikles, of the tent show bearing his name, letters from Arkadelphia, Ark.: "I have never observed such a scene in my life, and I think it deserves recording. This man in 1 1/2 time had the town by the ears. He held them spellbound and goggle-eyed, and when the denouement came two hours later I saw one of the largest passouts ever made by an individual. The local druggist who sponsored him said it was the largest massed sale ever made in the town. I've heard of him for years and I know now that he's never been overrated. I rank him as the foremost pitchman in America today. Where the med shows can't get it, he can. After

APEX TOOLS

MOWER SHARPENER
 Fifteen years in the manufacture of Knife and Scissor Sharpeners, Metal and Wooden Handles. More Apex Glass Cutters and Lawn Mower Sharpeners being sold than ever. Large supply of stock available on all items. 25¢ for samples.
 Manufactured by
APEX NOVELTY CO.
 1948 W. Adams St. CHICAGO, ILL.

MAKE MONEY
 Get Into the Street Camera Business—We will start you in this Big Paying, all year Business.
 Street Cameras and Supplies. Write for List.
FREEDMAN CAMERA CO. 227 E. 119TH ST. NEW YORK

SUBSCRIPTION MEN
 Openings for good Producers in Utah, Nevada, Arizona and Montana. Write us when in these States and get the best known agricultural paper in the West. Make yourself more money than you ever have. Can furnish latest world and war map. Get in on Utah's million-dollar payroll. Give experience and name of last publication worked for.
R. Shavlik
 The Western Farm Life
 Denver, Colorado

FILL-O-MATIC
 The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS.
 Backed by ARGO'S Reputation for Quality Since 1928.
ARGO PEN-PENCIL CO., Inc.
 220 Broadway New York, N. Y.

AMERICA'S LATEST CRAZE
YOUR NAME
 In Raised Coral Colored Letters on a Genuine Tropical
SEA-SHELL BROOCH
 Flash—Color—Plus Name Appeal. California Redwood was big. Shell Name Brooches are Tremendous. Beautiful Sun Sea Shell, rousing a gamut of colors, and Coral Letters. Knock them cold! Truly Nature's most gorgeous creation. The fastest selling novelty in years. Costs 3¢ complete with printed brooch card. Easy to assemble with Duco cement—takes half a minute. Getting a very fast 25¢ at Fairs, Conventions, Celebrations, Carnivals, and by Independent demonstrators at Grant, Kroger, Kress and McCree Stores. Hustlers! Demonstrators! Pitchmen! Novelty Workers! Act now while it's NEW.
PRICE LIST:
 Sun Set Shells \$2.25
 Jeweler's Brooch Pins 2.25
 Printed Brooch Cards80
 Gross \$13.00
 Thousand \$18.00
 4.00
 Coral Colored Letters, 50¢ a Pound.
 Samples, postpaid, 15¢. 50% deposit with order, balance C. O. D. Use Air Mail, Special Delivery or Western Union for fast One-Day Service.

- Fast Selling SEA-SHELL JEWELRY**
- #104 Dove Shell Necklace, 20 in. Doz. \$2.00
 - #107 Bubblo Shell Necklace, 20 in. Doz. 2.00
 - #109 Horn Shell Necklace, 20 in. Doz. 2.00
 - #111 Peanut Shell Necklace, 20 in. Doz. 2.00
 - #117 Bleeding Tooth Shell Necklace, 20 in. Doz. 2.00
 - #131 Helmet Shell Necklace, 20 in. Doz. 2.00
- Above numbers in 5 colors, on Plastic Crystal Chain.
- #101x Gold Shell Necklaces, 30 in. Solid; no chain. Doz. 6.00
 - #101 Gold Shell Necklace, 30 in. On chain. Doz. 5.40
 - #102 Bracelets to match 101 and 101x. Doz. 1.80
 - #119 Gold Shell Necklaces, 20 in. On Plastic Chain. Doz. 3.00
 - #300 Cuban Ld, 32 in., assorted colors (Dove, Helmet, Horn Shells). Doz. 4.50
 - #301 Same as 300 in Natural White. Doz. 4.00
 - #304 Same as 300 with 20 in. of Shells and 10 in. of Plastic Chain, assorted colors and natural white. Doz. 3.80
 - #501 Three Strand and Dove or Horn Necklace, braided in three colors, 22 in., on Plastic Crystal Chain. Doz. 6.00
 - #701 Three Strand Dove or Horn Necklace, braided in three colors, 30 in. solid shell lds. A 1.95 fast seller. Doz. 9.00
- Bracelets to Match above numbers:
 Single strand, Doz. 1.50
 Double strand, Doz. 3.00
- #113B Sun Shell Butterfly Bracelets. Doz. 4.20
 - #113N Sun Shell Butterfly Necklaces, 20 in. Doz. 6.00
 - #302 Bamboo and Tropical Berry Necklace, 20 in. Doz. 3.00
 - #303 Bamboo and Tropical Berry Bracelets, Doz. 1.80

- Best Selling SEA-SHELL NOVELTIES**
- #402 KEEP-EM-FLYING Aeroplane, made entirely of Sea Shells, 7 in. Doz. \$2.40
 - #403 Swan What-Not, 8 in. Fast \$1.00 seller. Doz. 6.00
 - #402W Ass. What-Not — Birds, Frogs, Pelicans, etc. Doz. .80
 - #404 Ass. Ash Trays, made with Tropical Shells. Doz. .80
 - #408 Coconut Carved Faces, whole coconuts. Doz. 2.00
 - #410 Lucky Bleeding Tooth Shell Pocket Piece. Doz. .12

SEA SHELL AND COCONUT LAMPS

- #11 Coconut Lamp. Doz. \$10.80
- #14 Other styles from \$12.00 to doz. 48.00
- #11B Pink Conck Lamp, hand-painted scenes. Doz. 7.80
- #12B Fisher Boy Lamp. Doz. 6.00
- #290 Swan Lamp, natural white, 8 in. Doz. 9.60

36 other styles from \$5.40 to \$38.00 doz.

- #OB01 Heart Shell Double Ash Tray. Doz. 1.80
- #OB02 Pearl Shell Ash Tray. Doz. 2.00
- Others from \$2.64 to \$4.80 per doz.
- #750 Shells for Slum, assorted for Ash Trays, Vases, What Nots, Pocket Pieces. Gross. 1.44

If it is Tropical you have it: Cuban Maracas, Charm Strings, Sea Fans, Sea Plumes, Coral, Sponges, Star Fish, Shells from the seven seas, Sombroero Hats, Shell Wall Plaques, Baby Alligators.
 Price List of complete line on request. All goods packed for price stated. All orders shipped same day received. 50% cash with all orders, balance C. O. D. Sample Ass. of our Best Sellers, Jewelry \$5.00, Novelties \$7.50, Lamps, \$12.00. Returnable. Samples, figure 1/12 of a doz. plus postage.
J. A. WHYTE & SON
LITTLE RIVER, MIAMI, FLA.
 Manufacturers and Direct Importers of West Indies Novelties, Jewelry, Shell and Coconut Lamps. It's Tropical we have it. Price list on request.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

ENGRAVERS

OLD AND NEW CUSTOMERS

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

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

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

Thanks and Best of Luck

AMERICAN JEWELRY MFG. CO.

19 WASHINGTON ST., PLAINVILLE, MASS.



seeing this genius work, I can truthfully say the med game is not dead. He has everything it takes and more. My hat is off to this master pitcher, and if ever anyone deserves the accolade he certainly does."

TRIPOD OPININGS: "Why pass up a town because someone else made it with the same item you are working? Why worry about how many are ahead of you? Think of those coming behind."

TOM A. RHODES . . . vet pitcher, is working on a defense job in New Boston, Tex., he reports.

"HAVE BEEN HERE . . . for a week and still managing to corral some hermsans with a new layout for service men only," Ted Travis pens from Hattiesburg, Miss. "Town is open and gets a good play from the 75,000 soldiers stationed at near-by Camp Shelby. Can't seem to catch up with Bob Posey. Was in Jackson, Miss., and it's n.g. unless you work the service men and then you must work at the air base. Would like to see pipes from Fred Krause, Paul Miller, Phil Kraft, H. Dempsey and Eddie Reid. Haven't seen a sheetie in this section."

THE SUCCESSFUL pitcher is never lucky. Success comes mostly from one's efforts. When a fellow finds something or wins something, that's luck. To acquire anything means energy and effort. Persons who accuse others of being lucky usually are lax in their efforts and even go so far as to refuse Lady Luck an opportunity to pay them a visit.

"SAW THAT . . . ace pitcher, George A. Sauerwein, open the town of Cleburne, Tex., last month on the trade day there and make what the local druggist he worked thru termed the largest massed sale ever made in the city," Jimmy Castleberry, wire worker of note, letters from Brownwood, Tex. "The druggist was so amazed that he's still recounting the exploit to anyone and everybody. He says he can't figure it out. To make the feat even more inexplicable, he drove them into the store for their purchases. So many jammed in, it required four clerks to wait on the mob. I saw Sauerwein score three successive sellouts at McKinney, Tex., on

Lowest Prices

Sterling Identification Jewelry

Bracelets Necklaces Anklets

Engravers!—These lower prices mean more business for you on Sterling Silver Identification Jewelry by featuring bigger values! A complete line featuring 9 styles in Bracelets, also Necklaces and Anklets, at remarkably low prices! Write or wire for special "Engraver's Identification Circular" today.

BIG MILITARY JEWELRY LINE!
For a complete line of Military Jewelry—Rings, Lockets, Compacts, etc.—write for Catalog M42 Today!

HARRY PAKULA & COMPANY
5 N. Wabash Ave. - Chicago, Ill.

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 1880)

235 Main Street CINCINNATI, O.

THEY'RE STILL FLYING

As never before our new model airplanes 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.

Come in and see our new showroom

GOLDFARB NOVELTY CO.

33-37 EAST 17TH ST., NEW YORK CITY

Look over our big stock of

CIRCUS, FAIR, AND CARNIVAL MERCHANDISE

Military and Patriotic Specialties
Large Variety, Prices Right, Delivery Guaranteed

ATTENTION! HERE IT IS

Camp Hustlers, Poddlers, Banner Peddlers, Canvassers, Crew Managers, Pitchmen, 4 for 10¢ Photo Studios, Bingo Bands, Premium Users. **IT'S HERE: THE BURE-FIRE JOINT.**

VICTORY PHOTO FRAMES

FOR THE PICTURE OF THE MAN IN THE SERVICE

Glass Frames, Red, White and Blue with the Eagle, Capitol, Flag, Thumbs Up, Liberty Torch and the V . . . for VICTORY.

FLASHY—BEAUTIFUL—NOTHING LIKE IT

GET IT NOW. IT'S HOT. SEND \$1.00 FOR SAMPLES AND PRICES. The \$1.00 will be credited on first order or will be refunded on return of samples.

VICTORY FRAME CO.

35 ALLENDALE ROAD, BINGHAMTON, N. Y.

MILLIONS

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

Sell patriotism NOW! Order at once—\$15.00 per hundred. 1/3 With Order, Bal. C. O. D.

ZEPHYR AMERICAN Corporation

31 W. 47th St., N. Y. C.

RED, WHITE & BLUE

GEN. MacARTHUR PICTURE BUTTONS

1 1/4" — 100 - \$1.10
1,000 - \$10.00

★ SERVICE BANNERS ★

Rayon Satin, 7" x 9", Gilt Spear Tips & Tassels
Doz., \$1.35

PATRIOTIC AND SLOGAN BUTTONS

50 different sayings. Send for Button and Badge-board price list. Select your own numbers and know what you are getting.
Sample Assortment of 75 Buttons, \$1.00 prepaid

BRAND NEW . . . FAST SELLER

GLASS WALL PLACQUES

Size 8 1/2" diameter, 4 patriotic subjects—Pres. Roosevelt, Gen. MacArthur, Remember Pearl Harbor and Keep 'Em Flying.
Dozen \$2.00
Sample 25c
25% Deposit With Order. Bal. C.O.D.

EPSTEIN NOV. CO.

116 PARK ROW, NEW YORK

DOUBLE ACTION PLUNGER PENS

Black, \$18.00 Gross; Pearl Colors, \$21.00 Gross (Filled with Durlum Points). Mechanical Penolds—Black, \$14.00; Pearl, \$15.00
Prompt Delivery. Send 50¢ for 3 Ass'd Samples
BUY FROM THE MANUFACTURER

ASSOCIATED PEN CO.

45 East 20th St., N. Y. C.

PAINT YOUR OWN SIGNS

WITH LETTER PATTERNS

AVOID SLOPPY WORK and WASTED TIME. NO EXPERIENCE NEEDED for EXPERT WORK. WRITE FOR FREE INTERESTING SAMPLE.

JOHN T. RAHN-N1330 CENTRAL AVE-CHICAGO

Lady's Razor

Card Workers

It's new. Some are making \$50 per week. Sells at Drug, Dress, Beauty and Barber Shops.

WALLENBECK

Sandwich, Ill.

E. Z. WAY AUTOMATIC STROPPER

RAZOR STROPS

W. M. MFG. COMPANY,
Sandwich, Ill. Sample 35c

SUBSCRIPTION MEN

Make more money selling this flashy, specialized Farm Magazine. Attractive \$1.00 deal. Sells fast at farm sales, carnivals, shows and on rural routes. Experienced men wanted anywhere north or east of Missouri River. Last publications previously worked and territory not exact to cover. Write H. M. CURLEY, Manager of Agents, Room 311, Sandstone Bldg., Mount Morris, Ill.

Medicine Men, Sell Our

DECLARATION OF INDEPENDENCE

Authentic facsimile of the original document (24"x36"), beautifully printed on simulated parchment paper. 100, \$10.00; Dozen, \$2.00. Also smaller size (12"x18"): 100, \$5.00; Dozen, \$1.00. Samples of both items, 25¢. Deposit with quantity orders. Stores, Business Houses, Professional Men, etc., are ready buyers.

FINLEY LABORATORIES, INC.

4205 OLIVE ST. ST. LOUIS, MO.

the trade days in October, November and December. He had to turn them away and has hung up records like these all over Texas. He has discarded his Oriental garb and gone completely Western. For my money he's one of the most outstanding exponents of pitchdom."

THINGS WE NEVER HEAD: "Our shallow-thinking merchants always are ready to beef at the slightest provocation. Let's give looser rein to the pitchmen making our towns and I think all will be better off."—Local mayor.

BUDDA, ACE EXPONENT . . . of the pitch, tells from Washington: "Rambled in here last week and the city is prosperous. Well-dressed people, some in evening clothes and top hats, stroll

by, and there are seven women to every man in town, but not a single pitchman did I see working on the streets. I was informed that it is difficult to work local lots, but the one at Ninth and E Street can be made. Rooms here are as scarce as hen's teeth."

DAN KAUFMAN . . . is working Atlanta with run menders to good business, according to reports hitting the pipes desk from that sector.

BETTY RUYZ . . . is coining the lettuce with run menders in Murphy's Store, Washington. Our scouts tell us the spot is one of the best pitch locations in the country for a good demonstrator.

W. F. ANDERSON . . . with car gaps, is reported to be playing Atlanta and surrounding territories to click returns.

DR. BEEBE . . . is knocking 'em dead with orange squeezers in Murphy's Store, Washington, while Beatrice Reiser is clicking off some good takes with her Kornx demonstration in the same spot.

THE VET PITCHMAN who doesn't believe in going modern and who is forever talking about "way back when" oftentimes is most popular when he keeps his mouth shut.

Rolled Gold Plated Wire. Made out of precious metals. 14-Kt. Solid Gold on Sterling Silver, CC925 (fine), \$1.00 per ounce. A Special Price for 100 and over. White Shell Pearl Plate Small Oak Leaves, \$6.00 gr; larger size, \$7.00 per gr. Wire workers, send samples of your work. Bracelets, Rings, Pins. If satisfactory, will supply you with work. AMERICAN JEWELRY NOV. MFG. CO. 51 Empire St., PROVIDENCE, R. I.

DIRECT POSITIVE STUDIO MANAGER. Novelty Photo Clip gets fast, extra dime. Holds picture in mount without glue. Also used with glass frames. "Buddies," "To My Mother," "Always Thinking of You" and ten other wordings. Six dozen assorted clips and display card, \$1.00 postpaid. Order Today. MILLER SUPPLIES 1535 Franklin Ave. ST. LOUIS, MO.

WHY PAY MORE when we sell it for LESS? SEND FOR OUR FREE CATALOG of Sundries, Notions, Dishes, Cotton Goods, Combs, Soaps, Aspirin, Patriotic Specialties, etc. JAY-ARR SPECIALTY CO. 26 Beaver St. BROOKLYN, N. Y.

ELGIN & WALTHAM REBUILT WATCHES \$1.75 Wholesale Only. 7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back If Not Satisfied. CRESCENT CITY WATCH MATERIAL CO. 118 N. Broadway St. Louis, Mo.

REAL PROPOSITION Selling High-Grade Medicines. Write for catalog, discount quantity lots. We pay freight. The Quaker Medicine Co. 220 George St. Cincinnati, Ohio

ZIRCON RINGS Ladies & Gents \$4.00 to \$8 SOLID GOLD. 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.

PENS • PENCILS • COMBOS PUSH, LEVER AND PLUNGER FILLERS JOHN F. SULLIVAN 458 Broadway (East Service Sully) N. Y. City

RUN MENDERS With rubber handles and illustrated directions. Stock up now while they are available. 54 Gauge—Sample, 6¢; Doz., 38¢; Gross, \$2.75; 1000, \$15.00. Chiffon Special—Sample, 50¢; Doz., \$2.40; 50 or more, 10¢ each. Shortest latch and finest mender made; Sample, 50¢; Doz., \$2.40; 50 or more, 10¢ each. Special prices on large quantities. RUN MENDER WORKS, Dept. B-3, Waukesha, Wis.

SENSATIONAL SERVICE MEN'S MAGAZINE Special official insignia stickers for all who grant favors and welcome Service Men. Also, Service Joke Books, Flag Respects, Fifth Column Exposed, Pearl Harbor Special. New issue monthly. Sample 10 cents. U. S. Supreme Court decision protecting sales everywhere—Free. SERVICE MEN'S AND VETERANS' SERVICE MAGAZINE, 189 Duane St., New York.

PHOTO MOUNTS Direct from manufacturer. Folders, 3x4, 3x4 1/2, 3x5, \$20.00 per 1,000; \$2.50 per 100. Cover 2-color American Flag. Mounts, Folders for 4 for 10¢ Pictures, One-Minute Pictures. H. GERSHOFF 189 Pacific St. Brooklyn, N. Y., U. S. A.

House To House By E. F. HANNAN

A HOUSE-TO-HOUSE sale of almost any article is a different proposition than when the same article is sold by the lecture method. In fact there are many items that lend themselves well to one method, which do not work out as well with the other. Much of this difference is because of the fact that women are almost sole buyers from canvassers, while both sexes are prospects when a sale is by lecture. For instance, med is only a fair proposition when worked house-to-house unless there is local tie-up of some kind, and even then it is almost essential that coupons be depended upon to pull sales, either in the nature of giveaway coupons or those that represent part of the purchase price that are sold as part payment on the remedy.

There are a few exceptions in the med field, such as soap and cosmetics, which women buy exclusively, but these exceptions are not great in number. The coupon method has been used with good results with soap, creams, polish and cleaner, as these items blend well with the premium proposition, and women go strong for premium bargains. A med concern had good success with what is known as the treatment proposition, the price being \$5 for several med items that all blended into the treatment. This requires some time, however, as the prospects have to come from one to another or be picked up from acquaintances made by selling some lower priced article.

In other words, a calling list of prospects for the larger priced treatment must be acquired. This treatment idea has been overlooked by med shows in late years, but back in the old days it was pushed vigorously by many of the shows. It is the mail-order med treatment sales idea carried into house-to-house promotion. Of all the things handled by house canvassers, gadgets, which find use in the kitchen, still top the list of best sellers.

Pitchdom Five Years Ago

Herman E. Levering, coupon deal worker and med-show lecturer, was working on street corners in Kentucky towns. . . Chief Deerfoot was playing Indiana halls and schools to good results with his Deerfoot Fun Show. . . Ethel Hart left Chattanooga for the South. . . Tom Forrest, of soap pitch and escape artist fame, was holding down a good position with an automobile company in Atlanta. . . Dr. Burt Roberts, mineral water purveyor of note, was in his sixth week in Gainesville, Ga., with that item and going strong. . . Jim Ferdon (Great Pizarro) was wintering in Galveston, Tex. . . Marcus Lilly, escape artist, was working Chattanooga with buckeye paintings to good business. . . Joe Clark, of serpentine garter fame, and Keyes Milton, well-known Southern Illinois med worker, were going to town at the farm sales in Illinois. . . Alfred Brown, working out of Birmingham with song hits, was enhancing his sales vol-

Pitchmen!! Demonstrators!! Medicine Men!! Men are cleaning up everywhere on this sure-fire "Dollar Item." Customers Buy Two and Three at a time. MEDICATED FOOT GLOVES!! New patented discovery (not a medicine) guaranteed to give relief. Nothing Like It Ever on the Market Before. Sold by the Pair. Practically 100% "takers" in every crowd because thousands of defense workers, farmers, etc., on their feet all day suffer itching, burning feet, blisters, athlete's foot, corns and other miserable foot ailments. Greatest relief ever discovered. Rush letter for Big Profit Details. Send 25c for sample pair. . . WILSON INDUSTRIES, Inc. Dept. B.B.4 545 W. LAKE ST. CHICAGO, ILLINOIS

YOUR ASSURANCE FOR A PROSPEROUS NEW YEAR — SWITCH TO CANDY — NO PRICE INCREASE—NO SHORTAGE—NO DELAYS 1c up Write for FREE Illustrated Circular! Attractively boxed—and priced to fit your needs. Ideal for Corn Games, Stock Wheels, Ball Games, Guess Your Weight, Shooting Galleries, or "what have you?" Humidor Packed, Cellophane Wrapped, Conform With Pure Food & Drug Act. CASEY CONCESSION COMPANY 1132 South Wabash Avenue Chicago, Illinois

ENGRAVING and WIRE WORKERS — PEARLS Defense has taken metal out of jewelry lines. Pearl is much more attractive and can be as easily engraved. Due to shortage of imported pearl we now have domestic as well as imported shells. We carry pearl in White Ocean, Ocean Snail, Ocean Tahiti (Black), Fresh-water White and Orchid Shell. Send \$1.00 for wire - work plate assortment, 15 pieces. Send \$2.00 for jewelry assortment, 15 pieces. MURRAY SIMON 109 South 5th St. Brooklyn, N. Y.

FAST SELLERS

| | |
|--|--------|
| LATEST WAR SLOGAN BUTTONS, big variety, assembled, 100 Buttons | \$1.05 |
| PATRIOTIC LABEL INSIGNIA, red, white and blue, mounted on attractive display card, special, 100 Cards... | .65 |
| PENNANTS, latest war slogans, 8x27 inches, Dozen | 1.20 |
| ARMY RINGS, gold or silver finish, fast sellers, Dozen | .90 |
| JEWELRY ASSORTMENT, Military Motif, Gross | 8.45 |
| 16-PAGE BOOK 2-Color SERVICE GUIDE, retails 25¢, 100 Books... | 3.00 |
| 80 PAGE BOOK, Story of the Unknown Soldier, A 25¢ Pass-Out, Limited Quantity, 100 Books... | 3.00 |
| SET OF 8 BOOKS, Etiquette and Charm, \$1.00 Value, Limited Quantity, 100 Sets | 6.00 |
| SET OF 7 BOOKS, On Finance, \$1.00 Value, Quantity Limited, 100 Sets | 6.00 |

All orders must be accompanied by deposit or full payment. 25 years of value giving in Novelties, Notions, Gifts, Premiums and Sideline Merchandise. 192-page catalog sent with shipment.

MILLS SALES CO.
Our Only Mailing Address OF NEW YORK, INC.
901 BROADWAY New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

AMERICA'S NO. 1 HERO GEN. MacARTHUR on a PICTURE DISPLAY

10"x13", Red, White & Blue, on heavy stock. Every store and home will want to honor our famous general.

DOZ. - \$1.20 100 - \$9.00

Sample 15c

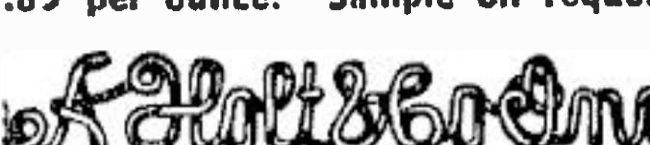
Be the first in your territory!

1/3 dep. with order, bal. O. O. D. More than 20 other patriotic banners and pennants. Write for circular.

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

IMPORTANT WIRE WORKERS

Our "Victory" Rolled Gold Plated Wire is ready. Made entirely of precious metals, 14-Kt. Solid Gold on Sterling Silver (.925 fine), \$1.00 per ounce. 100 ounces and over .89 per ounce. Sample on request.



227 Eddy St., Providence, R. I.

NEW AUTO FLAG-HOLDER
Suction-Cup



For Automobiles, Homes, Windows, Fairs, Celebrations, etc. Complete with 3 American Flags. Sensational seller. Sells for 25¢ to 50¢ each. Sample 15¢.

Adjustable, Used in Horizontal or Vertical Position

Doz. \$1.40
Gro. \$15.00
25% Deposit with order.

SERVICE BANNER, satin fringe effect, 9"x12". Doz. \$1.90. Gross \$19.75.

We have a full line of Patriotic Specialties.

GORDON MFG. CO.
110 E. 23d St., Dept. FC9, N. Y. C.

SELL ACE BLADES

MILLIONS SOLD

Ace Blade prices reduced. Flashy display cards. Each blade honed in oil to hair-splitting sharpness. Buy at factory prices—pocket middle man's profits. Blades free for sampling your trade. We pay shipping. Rush names for free blade, factory prices.

ACE BLADE CO.
Dept. 527-A Buffalo, N. Y.
68 E. Eagle St.

GET IN THE BIG MONEY! WALKIESNAP CAMERAS

for Stillwalk Photos, complete with Card Recording Equipment, \$89.50. Ready to go.

BASS CAMERA COMPANY
Dept. BL
179 West Madison St. CHICAGO

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

time by wholesaling to drugstores. . . . Rudy Evans was clicking in Birmingham on serpentine balloons. . . . Doc Kay Wallace was coralling lucrative takes on the med in Thomasville, Ga. . . . Tom Sigourney, after a long stay in Chicago, was working eucalyptus oil in a Moline (Ill.) chain store. . . . Earle Crumley was working Bristol, Conn., with the powder-perfume deal in department stores. . . . George Whitelaw was working northward from Texas and clicking off good business with the sun lamps. . . . Verlin Joe Chandler, Arkansas flash, was working LaFollette, Tenn., with a swell window and coupon flash. . . . Charley Gow, of Toronto, was putting on a nifty cement demonstration in Kresge's, Cleveland, to outstanding results. . . . Kansas territory was proving lucrative pickings for Pearl Loffer with curlers. . . . Red Burns was hustling song sheets in St. Louis to good business. . . . That's all.

GOOD RINK MUSIC

(Continued from page 49)

uation was found in the tangos, marches, etc., and all were worked out the same way until today three waltzes, two fox trots, one tango, one march and one two-step cover the entire Bronze and Silver Test Dances as well as all-skates, grand marches and anything that can be found necessary in the average rink program.

To our notion, a rink operator has five things to sell the public: (1) A good skating surface, (2) service from the manager to the skate boy, (3) cleanliness, (4) environment, (5) music. It is probable that music is not the most important of the five but certainly a good floor is wasted without proper music and it is hard to maintain a friendly and pleasant environment without the aid of good music.

A good many operators have been under the illusion that the moment they put in an organ and hire an organist their music problems are solved. Unfortunately, this is far from a fact, for many times the music is worse than that of the records. We still run across organists who are so sure that their timing is correct and that their tempo is perfect that they frown on the use of a metronome. We will give them the benefit of the doubt and say that once the tempo is set up they are able to hold the time perfectly, still they have only solved half the problem. It is still difficult for an organist to know when he is using exactly 108 beats to the minute. A good skater can find the music dragging or pulling him if the tempo is so much as four beats per minute off. Therefore, we can't advise too strongly that operators purchase a metronome and insist that the organist use it.

Records Constantly Improved

To those who use records, the supply available today is of very high quality in comparison with that available two years or even a year ago. The records made especially for skating are being improved constantly not only from a standpoint of adaptability for the dances but also from the listeners' standpoint. These records are recorded at 78 revolutions per minute and should be played at the same speed. Quite often a turntable will have a speed regulator which will have a 78-revolution marking. Even these markings are not accurate and we advise that the operator himself time the number of revolutions of the turntable with the minute hand of his watch or with a stroboscope to insure that the reproduction is the same speed as the original recordings.

In going back over the five essentials of good rink operation, it is not difficult to have a carpenter come in to fix the floor. By constant vigilance an operator can assure his customers a high type of service from the members of his staff. Environment can be created by expelling undesirables and demanding moderation in conduct, dress and skating. Cleanliness, altho elusive, is being attained by use of vacuum cleaners, various new cleaning agents and lots of "elbow grease." None of the above can be taken for granted, and so it is with music. Constant thought and effort on the part of the organist or record-machine operator is necessary to give the skater a well-rounded musical program. The operator should keep these persons alert at

Corey Establishes Official Office of OAC in Des Moines

DES MOINES, March 21.—Official office of the Outdoor Amusement Congress has been established at 203 Masonic Temple by A. R. Corey, executive vice-president. Location is central, one block north of Fort Des Moines Hotel, and present facilities include office equipment and stenographic help. A flood of material which has been reaching Corey since the OAC meeting in Chicago March 7 forced him to provide a larger office. He had been working out of his residence until now.

Literature, including broadsides and "pledge" blanks, has come off the press and Corey is engaged in a national mailing campaign. Objectives of the congress are set forth in a separate mailing piece. Personnel of the membership committee, which is headed by Corey as co-ordinator, is being sent enrollment blanks and other matter.

Corey announced that he has had conversations with the State Director of Priority Boards, to whom the OAC objectives were outlined, and the director expressed his interest, saying it was a commendable undertaking and that he would be glad to co-operate.

Corey stated that he had received a formal report of the Chicago meeting from Frank H. Kingman, Brockton, Mass., OAC secretary. Report was in the form of minutes.

OKAY FOR RICHMOND

(Continued from page 43)

for use of the entire tract. Fair grounds are owned by the city of Richmond and leased to Virginia State Fair Association. A number of officer candidates at Camp Lee now far exceeds available training facilities. Some 700 would be sent here. If the fair grounds are turned over to the War Department for temporary use, the government will construct any necessary buildings for housing the men and install all needed facilities, it is reported.

DES MOINES CONTRACTS

(Continued from page 43)

noons and Thrill Days on Saturday and Thursday. Auto racing was undecided and no action was taken on holding a rodeo in connection with afternoon races. A contract was signed with Beckmann & Gerety Shows for the midway. Question of signing name bands was also left unsettled, altho \$3,500 had been allotted for the dance pavilion. Possibility was seen that if the machinery hall space is not sold, the vacant space could be used for night dancing. Board rejected a proposal to cut the number of days in 1942 and planned to stay with the original 10-day schedule. It was pointed out that livestock judging and other events would require 10 days. No change will be made in admission prices.

all times to this necessity.

We hasten to call attention to the fact that no organist living nor any record yet made can please the public in its entirety and we advise against firing an organist or throwing all the records out of the window because of one complaint or even a few complaints. We advise in these cases to try to please these people some time during the program by playing their requests. However, if the complaints are general it is just like having a bad board in the floor, a discourteous employee, an unruly patron or a dirty building, and quick correction should be made.

Rinks that are well operated are not competition to other well-operated rinks, for in a broad analysis both will interest more people in skating and either one will benefit from the other's operation. Poorly run rinks are a menace to the entire skating industry, for they disgust possible patrons with the sport and in consequence not only damage their own business but also reflect on the business of the better operated rinks. On taking inventory of what you have to sell to the public and what you have to interest and keep them interested in skating, don't overlook the importance of good rink music.

Heth in Successful Birmingham Starter

NORTH BIRMINGHAM, March 21.—L. J. Heth Shows attracted 3,000 at their opening on Vanderbilt Road here March 14, under American Legion Post auspices. Good weather prevailed and money in this defense project sector seemed plentiful, George Spaulding reported.

Midway was attractive and line-up includes L. J. Heth, owner-manager; Alfred Kunz, general representative; Tressie G. McDaniels, special agent; George Spaulding, mail man, *The Billboard* sales agent and front gate tickets; Slim Reynolds, lot superintendent; Jimmie Davidson, concessions superintendent; Johnnie Walker, electrician; Bill Bozeman, rides superintendent; James R. Phillips, boss canvasman; Bill Reynolds, office; R. L. McWorth, night watchman.

Shows include Jimmy Wise Jr., Motor-drome; Tandem Florence and Buddy Gentry, riders; Prof. Herb Mooney and Gus Maldon, clowns; Fred Golbert, tickets; Eddie Dolan, talker. Brown's Minstrels, H. C. Ross, talker; Pee Wee Whitaker, trombone; Percy Reeners and Arnold Tucker, trumpets; Fred Evans, trombone; James Reese, guitar; Olliver Hoffman, drums; Earl Bradley, tuba; Billy Rose Hoffman, Stella Walker, Blanche King, Lillian Auston, Pee Wee King, R. B. Williams, Jessie Lockett, Phillips Leon and M. R. Brown. Girl Revue, Madeline Paquin, Bob Paquin, Ola Lee Hanks, Margie Johnson, Francis Jablonsky and Pat Patterson. Side Show, Hedy Jo Star, Edward McCue, Francis Berry, Dorothy Keen, Edward Marshana and Jack Leroy, Midgot City, Capt. Elton Denham and Paul Wombly. Pearl Harbor, Harvey Charles, manager.

H. Thomas has the Penny Arcade and long-range shooting gallery. Jimmie Davidson is concession manager, assisted by Bobbie Bloom; Mr. and Mrs. Art Walker have the cookhouse, with Tommy Murray, R. C. McDonald, Jim Bailey and George Curley; ball games, Miss Pat O'Brien, Sidney Alsop, Mrs. Harvey Charles; Henry Heth's three concessions are operated by Claude Dulton, Ralph Gilley, Bob White, Paul Trent, Johnnie Pumpatoney and W. T. Kennedy; Mrs. J. F. Murphy has the palmistry booth, assisted by Mrs. Zola Wise; Sam Weimer, darts; H. P. Camp, cigarette gallery; John Reed, two concessions, assisted by Charlie Reilly and Caroline Simmons.

Mrs. Berry has the photo gallery; Mr. and Mrs. Jimmie Giffin, popcorn and roll-downs; Al and Helen Brodsky, penny pitches; Mr. and Mrs. J. Scott, roll-downs; Joe Slickman, darts; Tommy Heller, fish pond; Graham Davis, pitch-till-you-win. Jimmie Davidson's concessions are operated by George Ames, Mr. and Mrs. Mack Hoge, Betty Duncan, Thomas Burke and Christian Wolfe.

J. F. Murphy has the Rolloplane, assisted by Charlie Hartley, foreman, and Edwin Reilly, Alda Clements, Joe Strickman; Jimmie Cox, Octopus; J. H. Hilton, second man; Robert Dye, Cleone Duncan, tickets. Twn Ferris Wheels, Ray Jones, D. C. Dykes, Joe Stroetsy and George Skoen; Chairplane, H. A. Pittman and Curley Fear; Merry-Go-Round, Kate Davis, tickets; Bob Martin, foreman; Smoky Price and John Sloan. Tilt-a-Whirl, Houston Trenton, foreman, and Barney Ross and Ralph Wade, seconds; Kiddle Rides, Henry Heyn and Robert Duncan. Free act is presented by the original Four Flying Valentines.



REAL U.S. BULLETS

Unserviceable (empty) Rejects

Highly Polished and Lacquered. Two-Tone Effect Gold and Copper.

GENUINE CARTRIDGES — Most Outstanding of All War Souvenirs.

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| 50 CAL. | \$3.60 Doz. | \$36.00 Gross |
| 30 CAL. | \$10.00 Doz. | \$10.00 Gross |
| 45 CAL. | \$7.00 Doz. | \$7.00 Gross |

Special Prices on Quantity Orders. M. & G. Specialty Co., 593 B'way, N. Y. City

Pitchdom's Future

By PROF. JACK SCHARDING

THIS year is one of the most vital that we along with our country have ever been called upon to face. The peace of this great nation has been shattered and there's no time for dreaming and wishful thinking any more. We must face reality. Our nation is engaged in defending our rights to survive as an independent society and no sacrifice on our part can be too great. The outcome of the struggle will be determined by the spirit and eagerness with which each of us makes our contribution. Today we are at war! Uncle Sam now has the greatest show on earth. He needs millions of actors and all of us must take a part.

Millions will find service in the armed forces, while countless thousands will take their places at the work bench, in factories or on the great assembly lines of industry. Huge amounts of money will be needed to make victory possible, but the fight must and will be won. Each should determine in what spot he can best fit his talents, physical ability and endurance. No matter what the future demands, we shall, I know, face it with the utmost faith in our country and its cause. No matter what happens, the show must go on. So, too, must pitchmen, demonstrators and salesmen go on.

More Effort Needed

Already many members of our profession are in the service or defense plants. Those of us who are too old or not physically fit can help by working harder, longer hours. Put more effort into whatever you are selling, thereby earning more money, not for our own selfish ends, but to contribute in Defense Bonds and Stamps. We must help win this great battle for freedom or we are doomed. Manufacturers whose products you handle will continue as long as they can without impeding national aims. They, too, want to keep their businesses operating to permit their employees to help gain victory by purchasing the stamps and bonds.

Uncle Sam has been trying to determine some way to keep the small manufacturers going, and here is where the pitchman comes in. Sell their products and keep them operating. I believe there are millions of Americans who, like me, feel that the way has been too easy, that to a great extent liberty had become a license. That is why I believe that as we emerge from the fiery furnace of war we shall emerge stronger and dedicated to greater service to the nation and our fellow men.

Selling More Difficult

With the public's mind so intense upon the war and increased taxes, it can scarcely be interested in anything else, therefore making it much harder to sell. My advice to you is: Don't lose your temper and insult your tip! Get cranky with a sour face and you are certain to fail. We must change with changing conditions and meet upsets with new methods. I have learned during my 35 years in the profession to always work with a smile, even if it hurts. Try to entertain with jokes. Now more than ever it is necessary to get a laugh, to help build and retain morale during these trying times. Pitchmen can do it if they try. The need of skill-



Prof. Jack Scharding

ful selling will increase as the war continues. There will be fewer products to sell. There is and will be rationing and some restrictions, and shortages in some products will result in those products being sold with little effort. By all means stop handling inferior goods and useless or fake items, for you will not get by with them for long.

PROF. JACK SCHARDING, a native of Kenosha, Wis., is well known in Pitchdom as a lecturer of outstanding ability. His tenure in the field has been varied and now at 61 he can still lecture eight hours daily, nonstop. The father of two sons in their '20s, Scharding has never used liquor or tobacco.

For a number of years he owned and operated his own carnival and during his lengthy connection with the pitch game has sold collar buttons, soap, horoscopes, sharpeners, glass cutters, can openers, fountain pens, slum jewelry and white-slave books. For the last 15 years he has purveyed health books and horoscopes.

He works a string of fairs in the Middle States and California or Florida in winter. Well liked by those who know him, he has been working single-o since 1926.

A good angle to use in obtaining the public's confidence and respect is to remark somewhere in your pitch that you registered for defense work and are ready and glad to go any time you are called. Point out that you are helping as best you can by buying Defense Stamps. It's a good idea to have at least one stamp album on hand to show you are doing your part. I am doing that very thing myself.

I have heard business men say they feared another depression when the war is over. Others believe a depression will be avoided because the world will need goods of every description. They would have us believe that industrial and commercial conditions will usher in an era of prosperity. That, too, I predict will not happen, and some formidable obstacles to that appear on the horizon. First of all, this war has to be paid for and its cost will go beyond human imagination. But we must pay and that means work. Wealth cannot be created out of thin air, and when the war is over we will not return to the old methods of business or living.

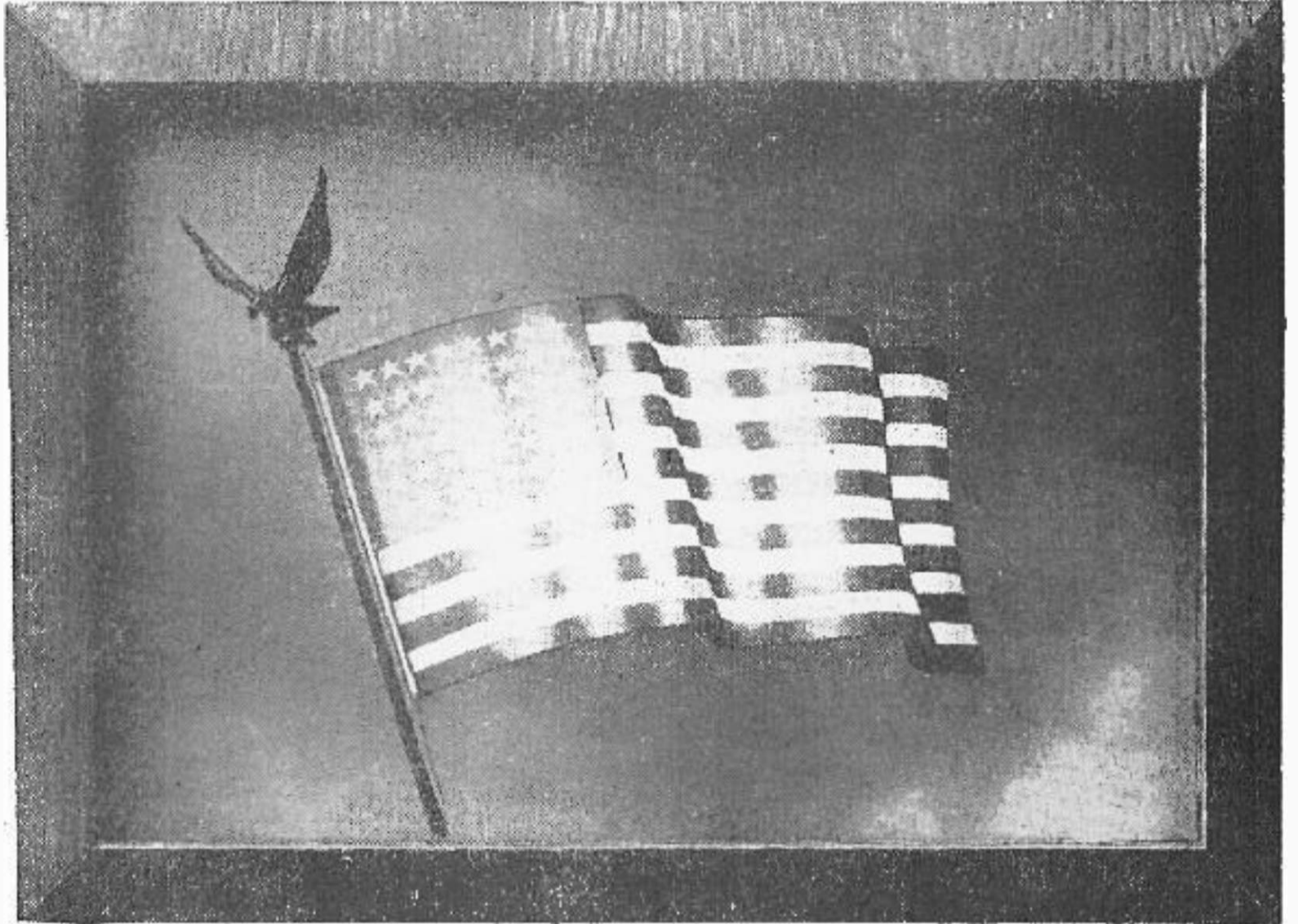
Lend Helping Hand

We will not go back to the system of dog eat dog, which invariably ends up in a fight. We shall insist that business become what it should be, the tool and servant of man and not his master. How it will be accomplished no one can say, but I believe it will be done. That was one of the points set out in the Atlantic Charter, a statement of human rights. I believe the time will come when the little man, whether he be a merchant, pitchman, salesman or worker, will have the same chance as the big fellow, and a new world will be born. Our way of living will be changed. My father once said that some day we would return to the horse-and-buggy days, and people will lend a helping hand to each other instead of trying to throw a stone in their path.

When that time comes the pitchman may again get the treatment he did a decade ago, when he was welcome and could work on the corners in most towns for \$1 per day or free. Those were the happy days. Boys, we may as well start the change right now. We must be friendly and work together as we should and stop selling items of no value. I have always contended that every dishonest dollar you get will never stay with you. You can't name one, no matter how much he made in that way, who didn't die a pauper. Think it over and get wise to yourself.

I suppose many enter the pitch game because they think it's an easy and lazy way to make a living, but they are wrong to a certain degree. If you are working at a job you must deliver a full quota of work or you are fired. What a fool a man is to cheat himself. If it is worth doing, it is worth doing right. Necessary qualifications for success in selling are truthfulness, kindness, courtesy, sincerity and honesty. Personally, I love pitching and am sorry I wasted a number of

At Last -- The AMERICAN FLAG In ALL Its GLORY



A Lighted American Flag Waving Against a Sky Background. PLENTY OF ACTION—APPEAL—ATTENTION. In realistic colors, weighs only 3 lbs., complete with 60-watt MAZDA bulb, 5-foot cord all ready to plug in and set up. INDIVIDUALLY PACKED WITH INSTRUCTIONS. Size: 16¾" x 12½" x 8". Underwriters approved. Cardboard Shadow Box with imitation walnut grain frame.

ONLY
\$3.50

Ea. in Doz. Lots

A SURE FIRE WINNER

TERMS: 25% DEP. WITH ORDER, BAL. C. O. D.

● WRITE — WIRE ●

SAMPLE
\$3.75

ALCO Mercantile Co.
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years before I got into it. You're your own boss, it keeps you young in mind and spirit, and a pitchman need never be out of a job or be a drain on a nation or community. Boys, the President knows about us, because when I filed my income tax papers and told the man what my business was, he said: "Put down Pitchman." It surprised me.

Buy Bonds, Stamps

Remember when *The Billboard* started the Pitchmen's Pipes? You were all enthused over it and anxious to read about each other each week and many times were tipped off to an open town or a good spot. Of late the column has been getting smaller. Why don't you old-timers pipe in now and then, and let's send in real facts and news of help to each other, such as open towns, readers, locations and conditions, where you are and what you are selling. Cut out the nonsense and cutting up of jackpots and bank rolls you never got. Be truthful and you will have more friends. Continue to use those spare quarters, halves or dollars to buy Defense Stamps. We must win this war. Let's do our duty!

- TEX.—Dallas. Gardens of America, 21-29. Sweetwater. Livestock Show, 23-25.
- March 30-April 4
- FLA.—Miami. Moose Indoor Show, 28-April 4.
- GA.—Dublin. Livestock Show, 2-3.
- IND.—Hammond. Sportsmen Show, 20-31.
- LA.—Delhi. Fat Stock Show, 30-April 4.
- MASS.—Springfield. Dog Show, 4.
- MISS.—Hattiesburg. Livestock Show, 2-4.
- N. M.—Albuquerque. Dog Show, 3-4.
- TENN.—Knoxville. Dog Show, 1-2.
- Kingsport. Dog Show, 31.
- Nashville. Dog Show, 3-4.
- TEX.—El Paso. Dog Show, 31-April 1.

TRADE SERVICE FEATURE
Billboard

Events for Two Weeks

- March 23-28
- ARIZ.—Phoenix. Dog Show, 25-26. Tucson. Dog Show, 28-29.
 - GA.—Swainsboro. Livestock Show, 25-26.
 - ILL.—Chicago. Dog Show, 28-29.
 - IND.—Evansville. Home Show, 24-26. Indianapolis. Sportsmen's Show, 21-29.
 - MICH.—Lansing. Hospitaler Circus, 23-28.
 - MINN.—Minneapolis. Sports Show, 21-28. St. Paul. Sports Show, 21-28.
 - N. J.—Atlantic City. Dog Show, 28.
 - N. Y.—Binghamton. Rotary Charities Circus, 23-29.
 - O.—Cleveland. Sportsmen's Show, 21-29.
 - OKLA.—Oklahoma City. Livestock Show, 23-27.
 - PA.—Philadelphia. Gift Show, 23-27. Home Builders' Show, 20-28.

Lists

A list of coming events and other dates will be found in the List Section of this issue.

BLACKOUT LAMPS

Translucent Orange & Opaque Black

THE ENTIRE COUNTRY IS YOUR MARKET

Quick, ready sales at a nice profit. Color and current consumption in accordance with official specifications.

Write for Wholesale Prices to Agents.

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SPARK PLUGS \$1
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Opportunity for profit selling CHAMPION, A.O. Auto-Lite, etc., reconditioned spark plugs to gas stations, garages, etc. Guaranteed 10,000 miles. Send only 25c for sample dozen. Balance C. O. D., plus postage. Satisfaction guaranteed.

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Ideal Art Embroidery Needle. Also Patterns, Eyes, Frames, Brushes, etc. Fast demonstrators. Special quantity prices. Write HOME ART & NOV. CO., 1160 Farwell, Chicago

FUZZELL UNITED SHOWS

WANT GENERAL AGENT
(Must have car and know Middle West).
ALSO SPECIAL AGENT
With car or sound truck.
WANT TILT-A-WHIRL FOREMAN AND SECOND MAN, CAPABLE OF HANDLING SEMIS. ALSO TRUCK MECHANIC AND OTHER RIDE HELP.
OPENING APRIL 1ST.
Address: ROUTE #3, BOX 471, NORTH LITTLE ROCK, ARK.

Manager For Cook House

Due to disappointment. Want Manager and Wife for large, modern Cook House. Must do own cooking. Fifty-fifty basis. Also Cook House Help. Counter Men for Corn Game, Wheel, Grind Store, Ball Game and Ten-Cent Store Agents. Address:

ALTON PIERSON
Poplar Bluff, Mo.

JACKSON AMUSEMENT CO.

Opening April 3 through 11. Two Saturdays. McCall, S. C.; Maxton, Red Springs, N. C.; Bennettsville, Cheraw, S. C., to follow. All mills running seven days a week. Large Air Port in Bennettsville. Cheraw hasn't had a show in three years. Uptown location.
MURRAY JACKSON, Mgr.
Bennettsville, S. C.

PALMETTO STATE SHOWS

WANT
Shows, Rides and Concessions for Charleston, S. C., March 30 to April 26. Four locations. Biggest boom town in the South. Address: PALMETTO STATE SHOWS, St. Stephens, So. Car., this week; Charleston to follow.
P.S.: Want Sound Car and Free Act.

Hughey & Gentsch Shows

WANT
Talker for Minstrel Show (Scotty Sullivan, answer again). Also good Grindler for Turn-Over Fun House. Want several Second Men to help on all Rides. Come on, will place you. Biloxi, Miss., this week.

CENTRAL STATES SHOWS

WANT Ath. Showman. Girl Show and Pit Show People; good proposition to Grind Shows with or without own equipment. Want Fish Pond, Pitch-Till-U-Win, String Game or any Stock Pitches working for 10¢. Ride Help. Foreman or Second Men. State your ability and wages.
MGR. W. W. MOSER, Lake City, Kan.

WANT RIDES

3rd ANNUAL ROTARY CLUB CARNIVAL
JUNE 1 TO 6
Write CHAS. E. BROWN, Lebanon, Mo.

FOR SALE

1 G. M. O. Truck, 1937, dual wheels, enclosed steel body, 12x7 1/2x8. Cook House, complete, 10x25. Sell on account of sickness.
A. F. VERSCHOORE
Sulphur Fair Grounds Sulphur, La.

RAY WHELOCK WANTS

Wrestlers and boxers for Athletic Show. Would like capable men to handle front of Athletic Show. Johnnie Hines, Cowboy Sheets, Mitchell or Tobe, come on. Can also place Spillo, Nail Store, Swinger Agents. Eddie Hook, Red Keyes, come on. RAY WHELOCK, care Breimer Shows, De Queen, Ark., March 21th to March 28th. Then as per route.

AGENT WANTED

For Popcorn Stand. Must be able to take complete change. Have Rotary Popper for sale equipped with motor, cheap for cash. Address all replies to
MRS. HARRY KAHN
Pioneer Hotel, Springfield, Mass.

RIDE HELP

Foreman and Second Man for Merry—Wheel—Plane. Good man to act as Supt. of Rides. Griddle Man to take charge of Grab. Assistant Electrician familiar with light plant. We play city tots. Home every night. JACK DAVERIN, 5301 32nd Ave., Woodside, L. I., N. Y. Phone Astoria 8-0787.

LETTER LIST

(Continued from page 79)
Janis, Madeline
Johnson, Kathleen
JOSWIAK, WALTER WILLIAM
Kellum, Corky
Kelly, J.
Kelsey, Alan Henry
King, "Shackles"
Knight, Don
LaFleur, Arthur
LaMarr, Jackie
LaRose, Rose
LaVerne, Robert J.
LAND, CHARLES
Langendorfer, Helen
Lasher, Hazard
Lloyd, J. W.
Lyon, Doris
Lucann, Jimmie
LUKAS, GEORGE
McKee, Jack
McLean, Eleanor
McGary, Kirby Call
Mack, Libby
Madison, Herman
Malone, Margaret
Marchant, Bob
Marlowe, Don
Marshall, Regis
Marston, Kathleen
MASILEK, PHILIP
MAYNARD, F. O.
Miller, C.
Murphy, William
O'Dell, Larry
O'Sullivan, Burns
Overbeck, Cornelia
Paine, Doris May
Paterson, Robert B.
Petrovics, Fred J.
Pickford, Murry
Plybon, Ann
POLO, EDDIE

RAVELLI, DON ANTHONY
Redmond, May C.
REDMOND, WM. H.
Reese, Marian
Rhoades, June
Ring, Joe
Rogers, Hurley
ROMANO, ERNEST (DE TROTTO & MIMI)
Roth, Harry
Roy, Vilma
Rushin & Norman
Russell, Bessie
St. Claire, Irene
SAREAULT, ANATOLE
Sarawit, S.
Sarawit, Tex
Savage, Jean
Sears, Flora
Sheridan, David
Sherman, Bernard
Simon, Al P.
Smith, Henry
Smythe, Bill
Storling, Edith
Stewart, Gus
Talley, Leah
Leonova
Teppe, Daisy
Thompson, Charles
Thompson, James
Townsend, Frieda
Van Wagener, Tex
VANGI, VINCENZO
Volino, P. G.
Walsb, Billy
Ward, George
Watts, Charles
Wells, Burt
Woodbury, Hugh
ZERA, JOSEPH J.

Layne, Burt
Lee, Bob
LEE JR., HARRY
Lee, Rex
Lifton, Abe
Littlejohn, Frank
Lofton, Carey
Lyons, James
McAarty, Harry
McBee, Beas
McKee, Lloyd
McCarthy, Hazel
McGrail, John F.
McKIDDIE, JASPER
Mack, Gus
Marchand, Tom
Morgan, Robert
Mason, Charles
Owings
Mathews, Whitley
MATHISON, CHARLES ALLEN
Metropolitan
Mosely, Herman
Murphy, Louis
Muro, Frances
Myles, Phyllis
Nanderl, Bob
North, Vera
Norton, Al
O'Connell, Thomas
O'Hara, Eddie
Osborne, S. P.
Owens, Tom
Parry, Tom
Potts, W. W.
Robbins, Gale
Robinson, Ralph
Rogers, Brownie

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Parcel Post
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CHICAGO OFFICE
12th Floor Ashland Bldg.,
155 No. Clark St.,

Allen, Mrs. E. E.
Anderson, Mickey
Arden, Bea
Burnett, Chester
BENDICK, JOHN C.
Bengaman, Mrs. Viola (Carlton)
RINGAMAN, CLARENCE PAUL
Birch, Thomas
BLACKWELL, HUBERT
Bogart, Jack
(Great Jaxon)
Bowers, Joe
Brenner, Roy
Brown, Buddy
Burke, Ed.
Burns, Hazel
Caldwell, Lucille
Campbell, Bruce
Carey, Dan
Carroll, Rob
Carroll, Miss
Carter, E. J.
CARTER, THOMAS
Chaney & Harley
Chester, Bruce
Clairo, Rosita & Hans
Coleman, Mrs. Lena
Copas, Lloyd
Corley, Mr.
Cortez, Dick
(Flying Eagle)
Darnell, Hank
Daniels, B. A.
Day, Ruth
Delaney, J. D.
Demares, Buck
Dickeu, A. K.
DOERING, HERBERT
Douglas, Thomas
Dyra, Tony
Easse, Dick
Evans, Miss
Chickie
Felida, Miss Gabby
FINGLESON, Francois
FREDERICK B. FRICHOT JR.
FRITZ CHARLES
FUNDERBURG, QUINTON
Gubbard, Rusty
Garrett, Sam
Geraghty, William P.
Gomez, Angie
Good, Dan
Goodnight, Miss
Leola
GREENE, KENNETH A.
Griffin, John
Grist, Pinkey
Hager, Miss D.
Hagaar, Carl
Haggerman, Art
Hakey, Hill
HARRISON, ELBERT
Harford, Larry
Harford, Norman
Hawallan, Joe
Henderson, Hank
Holley, Tex
Hulstead, Jim
Jameson, Neal
Jones, Mrs. Bobby
Kozak, Walter
Kruman, R. H.
Kula, Paul

Rosen, Herbert
Ross, Benny
Rosa, Lanny
Ryan, Dick D.
Sadowski, Irene
SALYER, HENDERSON
Simmons, Chic
Simpson, Harry
Smith, Jack
Sounay, John
Spinks, H. G.
Stams, Harry
Steel, Gene
Stewart, H. A.
SUTTON, WILLIE
WILSON
State, Bill
Tayton, Robert
Teeter, Jacqueline
Terry, E. L.
Thomas, F. G.
Tyler, Ken
Valentine & Mrs. Roy
Wagner, Clarence
Wallin, Chet
Waterbury, Ted T.
Waters, William
Wayne, Ann
Weyler, Ann
Whentley, Arthur
Wilbur, Whitey
WILCOX, LAWRENCE
William, Marvin
Wilson, James H.
Wingfield, Harry
Zoltman, Hilda

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380 Arcade Bldg.

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Auler, Joe
ANGELL, HOWARD
Bacon, Miss Phil
BACON, WILIAM W.
Beem, Johnny
"Ringlock"
Berry, Jack
Bills, E. F.
Bing, Bernice
Blake, Ken
Doudreau, Adrien A.
Boyles, Johnny
Brady, Mrs. Ruth
BRANNOCK, JOHN W.
Brooks, Johnny
Bryer, Mrs. Lillian
BURNS, WILLIAM JOS.
CARPENTER, CLIFFORD ROY
Carpenter, Clifford
Carter, William
CATHERWOOD, SAMUEL G.
CASSIDY, PATRICK
Cawthorne, Wild
Bill
CHASTAIN, WALTER
CHAVANNE, Mrs. James
CLARK, CHARLES J.
Cole, Buford
Cooper, Ed
CRIST, ROBERT
ARMSTRONG
CROWELL, HARRY
OLD W.
Crowell, Mrs. Johanna C.
Curley, Frank P.
Cutler, Mrs. Rosa
Darling, Happy
JACK
DAVIDSON, GEORGE E.
Davis, Clyde
DeLaWozelz, Miss Zeleka
DIXON, JACK
DOLAN, CLAUD
LIAM K.
DUNN, JEFF
Dutcher, Miss
DUTTY, PLEASANT
Dwinello, George
ELLENWEIN, CARU A.
Ferguson, Pete
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Flaker, A. H.
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FRID, ROLAND
EDWARD
EUBANKS, JOHN M.
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Gerlach, Roy
Gills, Oleanore
Gold, Charles
Golden, Miss
GOLDSTEIN, ABRAHAM
Gonyer, Marlan A.
Green, Chas. D.
GREGG, FRANK
MELVIN
HALL, ERNEST
ORIN
HALL, EDWARD
THOMAS
Halstead, William L.
Hammons, Cherokee
HANNON DANIEL ROSS
HARRIS, DON-ALD CHUTISS
Harris, Melvin
Harris, W. R.
Hogan, Wm. J.
HOWARD, FLOYD T.
HUMPHREY, CHARLES H.

Hook, Eddie
Jackson, Fred
Khan, Ramon AH
Knight, Richard J.
KRESSLEY, ERNEST J.
Krons, F. H.
Kyle, Miss Bee
Lane, C. E.
LA BLUE, WILLIAM O.
LAVALL, ARTHUR D.
LUCAS, EARL
CECIL
MARJAH, DR.
Marquette, Alfred
Martin, Mrs. Lu
Martin, Lon
Martin, Terry
MEADOWS, JERRY
Merritt, Bennett
MILKIN, ROBERT LEE
Miller, Lefty
Mitchell, Earl S.
Mitchell, George J.
Mtro, Steve
Morah, Ernest
MOYLAN, ROGER P.
Novak, Anderson
O'Bayard, Pat H.
O'Brien, Robt. L.
O'Steen, J. L.
Obely, Lawrence
Albert
Pearl, Walter J.
Pearce, Harry
"Pop"
PETTY, ROY
BRADLEY
Ray, Ralph (Ky)
REDMAN, ACE
REED, ALBERT
LAWRENCE
Rice, Thomas W.
ROBIN, THEO.
DORE W.
ROSE NEWBILL
EUGENE
Rose, Ray R.
Rubels, Frank
(Cowboy)
SKEENE, LLOYD
SMITH, DAVID
ANDREW
Smotts, Lee Roy
STARK, MIKE
Steele, R. B.
STELL, EDGAR
Stevens, Johnnie
STILWELL, CIL GLENN
STOLTZ, LLOYD
FOSTER
STRAHL, JOHN
EDWARD
SUNDSTRUM, JOHN E.
Swain, Robert
Tatum, Cecil
"Joe Myers"
TESKA, ADAM
Thomas, Mrs. Mildred
Thomas, Ray
Told, Adam H.
Treadway, Aubry
N.
Tucker, W. J.
TYLER, FINIS
DAVID
VELLE, GORDON
Walker, Ralph
WARMOUTH, ALFRED T.
Warrlock, Marvin
(Butch)
Washburn, Nelson
Wooker, W. B.
WELLS, BERNIE
Wheeler, Buddy &
Jimmie
WHITE, EAGLE
EDWARD
Wilson, Margaret
WILSON, ROY O.
Wilson, Mrs. Sylvia
WILSON, WILLIAM MAX
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Bee

Great Sutton Shows

Open Saturday, April 11th
Can place Cookhouse, Penny Arcade, Roll-o-Plane, People for 10-in-1, Ride Help that can drive trucks. Want Sound Truck. Wally Banks, answer.
BOX 304, OSCEOLA, ARK.

SIDE SHOW WANTED

Have complete outfit, new top, ten new banners and transportation. Proposition, sixty per cent and inside. Can place Concessions that work for ten cents. Ride Help and Circus Acts wanted. Wire or write Escondido, Calif.

SIEBRAND BROS.' CIRCUS & CARNIVAL

!!Dicks Paramount Shows!!

WANT
FREAKS AND WORKING ACTS for SIDE SHOW. Can use Impalement Act, Sword Swallower, any GOOD Freak or clean, interesting Acts; Girls for Illusions, Girl with Snakes. Following people contact me at once: Tommy Thompson, Impalement Act; Chas. Payton, John Schremmer, Shorty Logsdon. All addresses:
H. H. HALL
Care DICK'S PARAMOUNT SHOWS
Box 233 Riverhead, L. I., N. Y.

WANT

Talker, Lecturer, Froaks to feature, Magician, Juggler, Working Acts of all kinds. Twisto and those here before, wire.
DICK BEST
Royal American Shows, Tampa, Fla.

WANT

Foreman for Scooter, salary \$40.00.
Foreman for Hey-Dey; salary, \$40.00.
Experienced Arcade Help.
ARTHUR WALSH
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DELUXE SOUND SYSTEM

35 watt peak, A.O. or battery operated, only \$69.50. Complete with turntable, fine mike and two big speakers. Ideal for Sound Truck.
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ALSO TRUCK DRIVER AND STOCKMAN.
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MRS. MILDRED LAIRD
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WANTED

Girl Show People, Dancers, Talkers, Grinders. Also Dope and Illusion Show People. Salary guaranteed.
Address:
T. H. BAILEY
Patrick's Greater Shows, Salinas, Calif., March 23 to 28; Monterey, Calif., March 30 to April 5.

One Miniature Circus

Built by Gifford at Denver, Colo.
Complete, built on Ford truck. Can be seen at Central and Ohio Sts., Wichita, Kansas. Priced to sell, or address: BOX 1895, Wichita, Kansas.

D. S. DUDLEY SHOWS WANT

Concessions that can work for 10¢. Want Show People and Ride Help. Must be capable and sober. Open April 1st at Brownwood, Texas. Spots in defense area to follow.
D. S. DUDLEY, Box 71, Mankins, Texas

F. R. HETH SHOWS

WANT
Concessions of all kind. Also 2 steady Men for Rides now.
F. R. HETH, Thomson, Ga.

B. & V. SHOWS

OPENING GARFIELD, N. J. APRIL 16TH
J. VAN VLIET, Mgr. SAM BURGDORF, Ga. Agent

WANT: COOKHOUSE, BINGO, GRIND STORES AND PENNY ARCADE. MUG JOINT. SHOWS: SIDE SHOW, MONKEY, ILLUSION, FREAK ANIMAL, MOTORCROME AND GRIND SHOWS WITH OWN OUTFIT, 20% OF GROSS. RIDES: No. 5 ELI FOR DUAL WHEELS, OCTOPUS, TILT, WHIP and any FLAT RIDE with own transportation; also KIDDIE RIDES. RIDE HELP THAT DRIVES SEMIS, AND BALL GAME AGENTS.
5 WESTMINSTER, PL., GARFIELD, N. J.

BULLOCK AMUSEMENT CO.

OPENING MARCH 28 IN SUMTER, S. C.

Wants reliable Ride Help that can drive trucks and trailers to join at once. Can place following legitimate Concessions: Fish Pond, Hoop-La, Bowling Alley, Cigarette Gallery, Pitch-Till-You-Win, Watch-La, Country Store or any other Concession not conflicting. We carry only one of a kind. No racket and no gate. Can place small Animal or Pit Show with own outfit. We have all new equipment and have our own Diesel Light Plants. This is the only show to play inside city limits in Sumter this spring. Have for sale late model Single Loop-o-Planes. Guaranteed good as new. Complete in every way. Price \$300 cash. For Sale—One 12x16 Concession Tent and Cypress Frame, in good condition, Fulton green, price \$80.00. J. S. BULLOCK.

CRYSTAL EXPOSITION SHOWS

Opening early in April at Camden, S. C., with route of still dates in the best pay-roll spots and long season of recognized fair dates. Want Manager to handle Side Show, one who will put in good acts; liberal proposition; we furnish complete outfit. Want Manager for Monkey Show. Will place legitimate Concessions of all kinds except Cookhouse and Popcorn. Want Ride Foreman and Ride Help in all departments. Want Minstrel Show Performers. Winter quarters now open. Alta May Bunts wants Agents for Ball Game. Roy Parker, wire.
Address All Mail: W. E. BUNTS, CAMDEN, S. C.

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

BIZ IN WAR GEAR

(Continued from page 3)

ing use of fairgrounds wherever and whenever it is deemed essential in the war effort. Few fairs have been canceled and, while more plants may be taken over by the government this summer, the only major fairs to be called off in 1942 so far are Illinois State Fair, Springfield, which may be held in another city; Ohio State Fair, Columbus, and California State Fair, Sacramento.

World War I Parallel?

That most fairs in sound financial condition will operate is the verdict of executives who went thru the seasons of 1916-'18 during World War I when the annuals made an exceptional showing. Secretary-Manager Harry L. Pitton, Midland Empire Fair and Rodeo, Billings, Mont., compiled these figures to convince himself and others that conditions probably will be about parallel this time:

Midland Empire Fair, Billings, Mont.: Gate admissions, 1916, \$2,016.90; 1917, \$13,520.50; 1918, \$13,954.22. Grandstand, 1916, \$4,000.00; 1917, \$6,036.00; 1918, \$5,921.75. Nebraska State Fair, Lincoln: Admissions, 1916, \$58,404.00; 1917, \$61,720.00; 1918, \$55,137.00. Grandstand, 1916, \$15,165.00; 1917, \$21,483.00; 1918, \$17,654.00. Wisconsin State Fair, Milwaukee: Attendance, 1916, 172,620; 1917, 188,887; 1918, 188,592; gate admissions, 1916, \$49,324.85; 1917, \$46,094.68; 1918, \$40,761.20; grandstand, 1916, \$7,856.25; 1917, \$12,803.20; 1918, \$14,175.50. Iowa State Fair, Des Moines: Attendance, 1916, 291,972; 1917, 349,398; 1918, 324,377; gate admissions, 1916, \$92,649.50; 1917, \$13,853.00; 1918, \$106,293.25; grandstand, 1916, \$42,377.00; 1917, \$56,268.25; 1918, \$59,225.25. Minnesota State Fair, St. Paul: Attendance, 1916, 314,104; 1917, 377,199; 1918, 443,365; gate admissions and grandstand and bleachers (combined ticket sales), 1916, \$202,657.00; 1917, \$315,164.00; 1918, \$359,740.00.

Canada—Canadian National Exhibition, Toronto: Attendance, 1916, 910,000; 1917, 917,000; 1918, 948,400. Calgary Exhibition: Attendance, 1916, 103,725; 1917, 110,026; 1918, 115,665. Gate admissions, 1916, \$16,649.35; 1917, \$20,261.00; 1918, \$20,548.30. Grandstand, 1916, \$12,450.25; 1917, \$15,691.75; 1918, \$14,292.50. Edmonton Exhibition: Attendance, 1916, 67,619; 1917, 78,425; 1918, 98,131. Gate admissions, 1916, \$15,627.90; 1917, \$22,298.80; 1918, \$23,353.64. Grandstand, 1916, \$7,719.30; 1917, \$11,004.55; 1918, \$11,768.40. Regina Exhibition: Attendance, 1916, 41,330; 1917, 56,563; 1918, 65,253. Gate admissions, 1916, \$17,286.90; 1917, \$23,505.80; 1918, \$26,644.32. Grandstand, 1916, \$9,441.10; 1917, \$11,243.47; 1918, \$18,586.85. An influenza epidemic was somewhat severe in the States and Canada during 1918.

Parks Plan Stronger Pull

Operators of parks and beaches, with the exception of some that are located in especially exposed spots on the coasts, are preparing for pre-openings as usual before Decoration Day and believe that an excellent season is in store. Threatened blackouts of coastal resorts have so far resulted in only "dim-out" orders, with which managers say they can comply without serious disruption of plans. Lighting will be allowed on the land side but lighting toward the oceans or arms of them must be so dimmed that the illumination will not silhouette ships that may be passing. Special paint applied to one side of light globes takes care of this requirement.

Special bids for servicemen and defense workers will be made and advertising will be largely confined to adjacent territory on the theory that people will not drive cars long distances. Free-act budgets will be about equal to those of '41. It is argued that loss of revenue thru transportation difficulties can be made up by intensive promotional work in new fields. An early ruling from Washington was that park operators will be granted priorities for materials for maintenance and repairs but not for new construction.

WANTED

Male and Female Riders for Lion Drome. Following persons please write or wire: Bo Sherman, Johnny Paulorso, Fresno Kid, Iris Taylor, Eddie Filmore. Good salary, fine treatment and long season's work. Address

E. EDW. McSHAIN

Care Nighty Sheesley Midway, Anniston, Ala.

WANT

Ride Foremen and Second Men for Merry-Go-Round, Whip, Ferris Wheel, Chairplane. Top salary. Salary paid in winter quarters. If married, can use wives as agents. Al Nicholson, writes. ISLAND MANOR SHOWS, L. Tamargo, Gen. Manager, 128 Franklin St., Elmont, L. I., N. Y.

Big Circus Winter Cited

During the entire winter season indoor circuses and other sponsored shows reported attendances smashed and all-time high-gross records established. These reports from all parts of the country seemed to prove that people were amusement hungry and had money to spend in many areas. By many this is taken as a criterion that circuses are in for a big summer. True, indoor shows are generally sold long before the troupes arrive in town. Many of them have profitable stands, whether or not they play to crowds. Supporting such shows by many club members is considered a duty. Not only do they consider such dates as worth-while entertainment, but means of raising money for different causes.

Under-canvas circuses depend on downtown sales and those from wagons on lots. Big-top vets guess that circuses will have a profitable season regardless of many stumbling blocks. It has been proven thru time, they say, that shows get more money from busy people who work tirelessly for long hours than from people in time of depression who generally lack a desire for amusement.

Letters from circus managers are filled with optimism. They look forward to prosperous times flavored with a few headaches to make tours interesting. Some have already arranged for a few cures by cutting down moves and remaining longer in key cities. This is considered good showmanship because all defense-industry cities show an increase in population and money.

Carnivals Routing Carefully

Carnival operators know that the extent to which priority rulings and labor shortages will affect outdoor show business can be determined only by what transpires in Washington. But their optimism is little shaken as they gird themselves for a season which is beclouded with numerous ifs and ands. Since it has already been intimated that the amusement industry will be considered an ordinary civilian activity when questions of allocating critical materials are to be settled, thinking carnival men are at work devising ways and means to operate under existing conditions. They have been keeping a sharp watch on the war and how it may affect the various outdoor shows and there has been some alarm over losing some fair contracts as a direct result of the conflict.

Many feel, however, that they can overcome cancellations of spring festivals and fairs by re-arranging their routes. They point out that spending in night clubs, theaters and other similar places of amusement is in greater volume than for a number of years and believe that this condition will be reflected in the business of the shows when the season gets under way. Feeling for the most part is to the effect that business in many communities where defense industries are located will be better than in spots where festivals had been held.

Noticeable is the maximum amount of discrimination most managements are exercising in selection of their engagements. Most winter quarters are carrying out their shows' previously announced plans to enlarge their midways wherever possible under priority rulings and to present to their 1942 patrons programs which not only will meet with their approval, but merit business which should result from strong spending power among workers in defense plants.

Sponsors Hesitant on Events

Cancellation of several major celebrations and sponsored events has not greatly discouraged promoters of smaller events that are held annually by the hundred. It is pointed out that some of the canceled events have not been successful in recent years and that backers were waiting for some excuse to bow out gracefully. It is said that in other instances of calling off large celebrations the men and women who have done most of the work connected with them are now busy in wartime activities.

In many small communities it is reported that annual sponsored events will be continued and tied in with patriotic causes. "I have signed up to handle a full season of events," writes a well-known promoter, "and I am going ahead with plans and hoping for the best. Most of the events are in communities where the celebrations are highlights of the summer and the people want to proceed with them but are still a trifle hesitant because of fear that they might do something counter to the desires of the government. So far there has been no statement of policy from authorities in Washington as to their attitude on community-sponsored events that are staged to raise money for civic causes."

TROPICAL FRUIT DRINKS

PINA COLADA • PAPAYA • GRAPE
\$2.00 PER GAL.—MAKES 6 GAL. DRINK
ACCORDING TO OUR FORMULA. SAMPLE
CAL. \$2.50 F. O. B. NEW YORK.

NO SUGAR IS NEEDED IN THESE DRINKS

COCOANUT CHAMPAGNE

85¢ PER POUND, 100 LB. DRUMS
95¢ PER POUND, 50 LB. DRUMS

Sample Coconut \$1.25 Per Lb. F. O. B. New York.

Formulas Free With Order

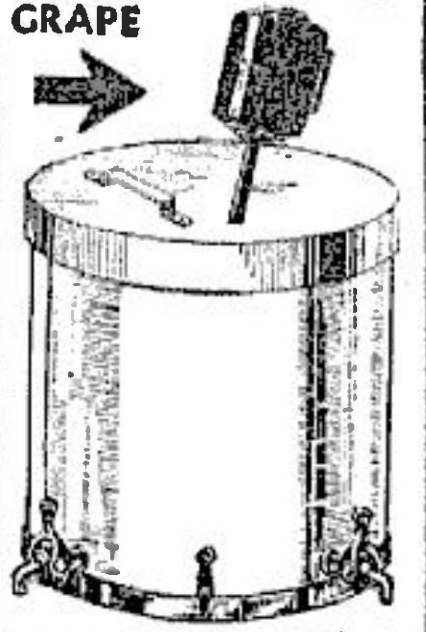
Top money-making Juice Joints at Coney Island, on Broadway, at Army Camps and throughout the country are those featuring Tropical Fruit Drinks. Set up one of these stands for QUICK MONEY! 500% PROFIT on Papaya and Pina Colada at 5¢ price. 800% on Coconut Champagne at 10¢. We Supply Complete Equipment, Decorations and Products.

HELCO PRODUCTS, INC.

STANDARD MODEL

10 Gallons Fully portable, a beautiful, attractive tank, chip-proof, red or green, insulated. Stainless Interior. One Chromium Dripless Faucet. G. E. Motor with Stainless Shaft and Agitators. Diam. 18". Height 22".

\$90



The juices used in our Tropical Fruit Drinks show a large profit, as you actually serve five ounces of juice in every 8 ounce glass.

111 HUDSON STREET, NEW YORK
Phone Worth 4-8446

WANTED

BINGO AGENTS

Can use Mike Men, Cashiers, Checkers, and have very good proposition for several capable Managers with top; salary and percentage. Route—Includes 30 weeks in the East playing the best Fairs and Celebrations. Can offer reliable parties year-round employment at one of our permanent locations.

ANSWER BOX D-193

CARE THE BILLBOARD

CINCINNATI, OHIO

OPEN APRIL 11TH—3 SATURDAYS—2 SUNDAYS—DEFENSE AREA IN N. J.

CALL--HELLER'S ACME SHOWS, INC.--CALL

Want Cook House. Guarantee double amount of tickets, then rent exclusive. No Grab Joints. All Concessions open except Custard and Pop Corn. Will give exclusive Corn Game, Rat or Mouse Game, Long Range Shooting Gallery, Hoop-La, Cigarette Gallery, Best Dealer, Over and Under, Photos, Bowling Alley, Blowers, Pitch-Till-You-Win, Want Billposter and Electrician; Foreman for Whip, Loop-Plane, Chair-o-Plane, Kiddie Rides and Spitfire Ride—new 1942. Help in all departments, Artist, Painter for fronts. Season's work. Roy, write. Want Free Acts—Talkers, Grinders, Canvasman, Girls for Posting Show. Write Harvey Potts, 808 Duke Street, Norfolk, Va. Want Shows—Small Grand Shows, Arcades, Jungle Show, Fun House, Glass House. Have complete Athletic Show, want manager for same. Will buy monkeys for Monkey Show. Expert Organ Repairing done here by Carl Nyden. We have 5 acres of ground and 10 buildings and big dormitory now open for workmen, so come right on, 6 miles from Paterson, N. J., at Campaw, N. J. All address Harry Heller, General Manager, 50 Harrison Ave., West Orange, N. J. Phone Orange 4-5447. Winter quarters phone Wycoff 421. Frank Vogdt, Roy Stone, Cliff Carter, Henry Annam, Joe Liberty, Billy Bordeaux; Mr. Johnson, illusion man, all write. Want someone to share a car from Salem, Oregon, anywhere East, or I will take a load on 28-ft. trailer to West Coast. Will take Spitfire Planes back to be changed—anyone desiring same. P. S.—HAVE CONTRACTED SMITH'S DIVING PONIES FOR FREE ATTRACTION, BUT CAN USE ONE MORE ACT.

CETLIN & WILSON SHOWS

OPEN APRIL 11, PETERSBURG, VA.

Want Cookhouse and Grab. Want Chorus Girls for Paradise Revue. Julie English, Peggy Whitman, answer. Want Workingmen all departments. Can place Fun House, Rolloplane, Octopus and Tilt-a-Whirl. All answer Petersburg, Virginia.

PAN-AMERICAN SHOWS

Opening Saturday, April 4th, Anna, Ill. Good Route Through Govt. Pay Roll Industrial Section Illinois and Indiana. Want Shows. Will book Slide Show, Minstrel, Monkey Circus, Mechanical, Geek or Dope Show with own equipment and transportation for 25 per cent. Billy Bacon wants Girls for Hula Show. Will furnish outfits for Snake and any other Show that can use 20x40 top. Rides: Will book Octopus with own transportation. Want Foreman for Ell, Tilt, Loop and Mixup; also Second Men on Rides. Can place Mechanic and Electrician. Want Painter that can do sign work. Concessions: Want Penny Arcade, Mitt Camp, Custard and any Concessions that work for stock and don't conflict with Bingo, Photos, Ball Games, Pop-Corn, which are sold ex. Want Manager for Office Bingo. Girls for Ball Games, Hoop-La, Penny Pitch. ADDRESS: P. O. BOX 68, ANNA, ILL.

W. C. KAUS SHOWS, INC.

Want for Our Spring Opening at New Bern, N. C.

We also list the following Fairs: Booneville, N. Y.; Roanoke Rapids, N. C.; Galax, Va.; Martinville, Va.; High Point, N. C.; Reidsville, N. C.; Shelby, N. C. (Colored); Winston-Salem, N. C. (Colored); Dillon, S. C. (White); Columbia, S. C. (State Colored); Charleston, S. C., and Warsaw (N. C.) Celebration. There are a few others pending. Want for season Octopus or other Flat Ride. Gus Eisner, write. Shows with or without own outfits. William (Brownie) Morton, write. Legitimate concessions all open for our early opening, except Bingo. Want Bingo Caller. Ride Help in all departments, write. Address all communications RUSSELL C. OWENS, Manager, 4 Dunn Street, New Bern, N. C.

Franks Booked for 20 Wks. Under Macon Police Auspices

MACON, Ga., March 21.—Macon, which for years was a difficult city for carnivals to play, this week found itself in a new position—actually sponsoring a show, and the recipient of the unusual hospitality is Frank's Greater Shows.

Attending the final meeting, which marked the end of several weeks of negotiations, were Manager W. E. Franks, his attorney, Paul M. Conaway; Mayor Charles L. Bowden, Police Chief Robert L. Miller and Aldermen John L. Owings, Taylor T. Carstarphen, C. E. Odom, Harry Stewart and H. D. Chapman.

First spot to be played will be the Foundry lot, where the engagement will run thru April 11. Contract period will end in August when shows leave for their fairs.

Revue, Little Joe Miller's concession and George Evitts's concessions. Jack Murphy and family arrived. He will be in charge of Over-the-Falls mechanical funhouse.

ROUTES

(Continued from page 23)

- Shadrach Boys (Queen Mary) NYC, re. Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc. Southern Seters (Palace) Cleveland, t. Spencer & Forman (RKO Keith) Boston, t. Spencer, Kenneth (Cafe Society Downtown) NYC, nc. Spivack, El (Russian Ketchma) NYC, nc. Stanley, Irene (Le Poissonier) NYC, nc.

VOCAL-INSTRUMENTAL QUARTETTE THE STYLISTS

Featuring MARJORIE HYAMS currently Doc's Cocktail Lounge, Baltimore, Md. Pers. Repr.: Allan Rupert, 1697 B'way, N. Y. C.

- Stauder, Meta (Book-Ondillac) Detroit, h. Stoker, Bill (Bill Murphy's) Flushing, L. I., N. Y., nc.

- Tarasova, Nina (Casino Russe) NYC, nc. Therrien, Henri (Latin Quarter) Miami Beach, Fla., nc. Thomas, Danny (6100 Club) Ohi., nc. Thomas, Shiril (Cafe Bagatelle) NYC, nc. Thornton, Hal (Cafe Howard) Bridgeport, Conn., nc. Thurston, Rose (Frontier Ranch) Detroit, nc. (Alicia) Detroit 29-April 4, nc. Topp, Two (Leon & Eddie's) NYC, nc. Towne & Knott (Village Barn) NYC, nc. Toy & Whitt (Brown) Louisville, Ky., Trio Mexico (El Chico) NYC, nc. Trio Tuchiteco (Havana-Madrid) NYC, nc. Tufts, Sonny (Queen Mary) NYC, re.

- Upp, Odessa (YWCA) Danville, Ill.; (WDAN) Danville 30-April 11.

- Vallee, Edeo (Jimmie Dwyer's Sawdust Trail) NYC, nc. Vallet, Ted & Flo (Chicago) Chi, t. Valley & Lyne (Capitol) Portland, Ore., t; (Clover) Portland April 30-April 11, nc. Various & Veda (Beachcomber) NYC, nc. Vaughn, Virginia (Village Barn) NYC, nc. Venezia, Chiquita (Queen Mary) NYC, re.

- Wade, Bill & Betty (New Yorker) NYC, h. Wade, Stuart (Waldorf-Astoria) NYC, h. Wahl, Walter Dara (Oriental) Chi, t. Walker, Buddy (Latin Quarter) Miami Beach, nc. Wallace, Joe (Lido Club) San Francisco, nc. Walzer, Oscar (Fifth Avenue) NYC, h. Waters, Ethel (Stanley) Pittsburgh, t. Watson, Billy "Beef Trust" (Howard) Boston, t; (Colonial) Utica, N. Y., 29-April 4, t. Stone, Al (Band Box) Hollywood, nc. Stovanovsky, Arcadi (Russian Ketchma) NYC, nc. Street, Christeen (Marletta Cocktail Lounge), Bixoxi, Miss, nc. Sullivan, Maxine (Ruban Bleu) NYC, nc. Sullivan, Joe (Cafe Society Uptown) NYC, nc. Sumner, Helen (Ivanhoe) Chi, re. Suns, Three (Piccadilly) NYC, h. Swan, Lyda (Russian Ketchma) NYC, nc.

- Tamiris, Helen (Rainbow Room) NYC, nc. Tanya (Jimmy Kelly's) NYC, nc. Wayne, Iris (Ball) Phila, nc. Wayne, Frances (Kelly's Stable) NYC, nc. Wenees (Olympia) Miami 26-29, t. Wesson Bros. (Rumba Casino) Ohi., nc. West, Everett (Royale) Detroit, nc. White, Jack (18 Club) NYC, nc. White, Jerry (Bill's Gay '90s) NYC, nc. Whyte, Una (Ben Marden's Riviera) Fort Lee, N. J., nc. Williams, Bob (Paramount) Cleveland, t. Williamson, Herb (Log Cabin) Sault Ste. Marie, Mich., c. Wilson, Buddy (Belvidere) Houma, La., nc. Wood, Kirk (Leon & Eddie's) NYC, nc. Woodard, Napua (Lexington) NYC, h. Wyse, Ross (Diamond Horseshoe) NYC, nc.

- Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc. Yost's, Ben, 6 Mime Men (Glenn Rendezvous) Newport, Ky., nc. Young, Helen (Palace) Cleveland, t. Youngman, Henny (State) NYC, t.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- All American Expo.: New Orleans, La. Arthur's American: San Fernando, Calif., 24-29. B. & H.: Bowman, S. C. Blue Ribbon: Columbus, Ga., 27-April 4. Bowen's Joyland: Stockton, Calif., 28-April 4. Bremer's De Queen, Ark. Buckeye State: Meridian, Miss.; Port Gibson 30-April 4. Bullock Am. Co.: Sumter, S. C., 28-April 4. Central Am. Co.: Beaufort, S. C., 28-April 4. Convention: Newberry, S. C.; Gaffney 30-April 4. Cotton States: Hickman, Ky., 28-April 4. Crafts Fiesta: Indio, Calif. Crafts 20 Big: San Diego, Calif., 23-29. Denton, Johnny J.: Savannah, Tenn., 28-April 4. Elite Expo.: Arma, Kan. Evangeline: Mansura, La., 23-April 4. Fidler United: (14th & Branch sts.) St. Louis, Mo. Four Star Expo.: Texarkana, Ark. Franks Greater: Macon, Ga., 28-April 4. Frisk Greater: North Little Rock, Ark.; Paragould 30-April 4. Fuzzell's United: North Little Rock, Ark., 30-April 4. Golden Arrow: Rosboro, Ark. Great Lakes Expo.: Sheffield, Ala., 28-April 4. Greater United: Austin, Tex. Heth, F. R.: Augusta, Ga. Heth, L. J.: Homewood, Ala. Hughey & Gentsch: Bixoxi, Miss. Jackson Shows of Canada: Immokalee, Fla. Lang, Doc: Kilgore, Tex.; Texarkana, Ark., 30-April 4. Liberty United: Columbia, S. C. Marks: Florence, S. C. Mighty Monarch: Hinesville, Ga., 28-April 4. Nelli, C. W.: Delah, La., 30-April 4. Palmetto State: St. Stephen, S. C.; Charleston 30-April 4. Patrick's Greater: Salinas, Calif., 23-29; Montorey 30-April 5. Prell's World's Fair: Lumberton, N. C.; Fayetteville 30-April 4. Reynolds & Wells: Paris, Tex. Rogers Greater: Helena, Ark., 1-4. Rogers & Powell: Fayette, Miss. Santa Fe Expo.: Harlingen, Tex.; Mercedes 30-April 4. Scott Expo.: Atlanta, Ga., 26-April 4. Sheesley Midway: Anniston, Ala., 28-April 4. Southern: Fayette, Miss. Sparks, J. F.: Ensley, Ala., 30-April 4. Stritch, Ed: Mercedes, Tex. Texas Kidd: Bastrop, Tex. Tidwell, T. J.: Sweetwater, Tex. Tower Am.: Union, S. C. Victory United: Pryor, Okla., 23-April 5. Wallace Bros.: Corinth, Miss., 28-April 4. West Bros.: Eldorado, Ark. West Coast: Oakland, Calif. Wolfe Am. Co.: Toccoa, Ga., 28-April 4. World of Fun: Spartanburg, S. C., 23-April 4.

World of Today: Dallas, Tex. Wright's United: Great Falls, S. C. Zeiger, O. P., United: Ajo, Ariz., 24-20.

CIRCUS

Davenport, Orrin: Lansing, Mich., 23-28. Russell Bros.: Alhambra, Calif., 26-27; San Bernardino 28-29; Redlands 30; Riverside 31-April 1; Pomona 2; Los Angeles 3-12.

MISCELLANEOUS

Birch, Magician: Mexia, Tex., 25; Teague 26; Hearne 27; College Station 30; Madisonville 31; Conroe April 1; Lufkin 2. Burke & Gordon: Eugene, Mo., 23-28. Campbell, Loring, Magician: Plumville, Pa., 25; Knox 26; Duke Center 27; Loysville 28; Lewistown 30; Columbia 31; West Chester April 1; Phila, 2-3. DeClea, Harry, Magician: Marysville, O., 23-28. Green, Magician: Coleman, Alta., Can., 28-28. Henry, Art & Marie (Merchants Show) Newton, Kan., 23-28. Lady Crystal, Mentalist (Hotel Anderson) Anderson, Ind., 23-April 5. Lucy, Thos. Elmore: Atlanta, Ga., 25; Charlotte, N. C., 28; Lancaster, S. C., 27; Jamestown, N. C., 30. Miller's, Irvin C., Brown Skin Models (Grand) Chattanooga, Tenn., 25; Knoxville 26; (Palace) Memphis 29-April 4. Myres Entertainers: Altamont, Kan., 23-28. Neff, Magician, & Wonder Workers: Phila 25-27; Atlantic City 28. Ricton's Dogs (school show): Cornelia, Ga., until April 15. Ray-Mond, Magician: (Potomac Edison Co.) Frederick, Md., 30. Slout, L. Verne, Theater Workshop: London, Ky., 25; Jasper, Ala., 26; Knoxville, Tenn., 27; Madisonville 28; Carrollton, Ga., 30; Dahlonge 31; Samson, Ala., April 1.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Fern, Pearl, & Eddie (Moose Club) Johnstown, Pa., 23-28. Gallagher, Jim & June (Joyland) Tullahoma, Tenn., 23-28. Gray, Gary (Tom's Night Club) Pittsburgh, 23-28. Malloy, Ullaine (Alpine Village) Cleveland 23-April 5. Maurilio (Nebeolo's Club) Detroit 23-28. Stirling & Rubia (Ritz Club) Columbus, O., 23-28. Victory Entertainers: Elkville, Ill., 24. Woolridge, Magician (Cameo) San Antonio, Tex., 26; (City High School Aud.) Del Rio 27.

PLASTER



Latest Designs in Novelties, Dolls and Animals. Highly finished in lacquer, decorated with silver tinsel, also our Numbers with Chromium Finish. We also carry a nice assortment of New Numbers at \$3.50 and \$5.00 per 100 pieces.

Lowest Prices—Send for Catalog. FLORENTINE ART STATUARY CO. 414-18 E. 15th St., KANSAS CITY, MO. Phone: Grand 8892

POPCORN

MAMMOTH YELLOW, SUPER-JAP HULLESS, GOLDEN FLAKE, Etc., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, Etc.

A Penny Postal Card to us will bring you our 16-Page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO. 620 N. Second St., ST. LOUIS, MO. "Over Sixty Years Distributing Popcorn"

INSURANCE CHARLES A. LENZ "The Showman's Insurance Man" 7738 Insurance Exchange, Chicago

MOLLY'S GREATER SHOWS

Now booking for season 1942. All Concessions open except Ball Games. JAMES YORK 37 Lancaster St., Portland, Me.

GOLDEN GATE SHOWS

Will open about the middle of April. Want Cook House, Mug Gallery, Pop Corn, Bingo, Ball Games, Stock and Grind Joints, Mitt Camp, John Miller, wire. Have outfit for Jig Show, Girl Show; also Athletic Show, Geek Show. Want Grind Shows with your outfit. Want Concession Agents, Ride Men that can drive trucks. FRANK OWENS, Mgr., Pembroke, Ky.

FLAGSHIP SENSATIONAL CANDY PKG. 13 inches long, 3 inches high, 4 colors. Filled with a full cargo of candy chews. Packed 100 to Carton. 100 Pkgs. \$4.50. Includes illustrations of various candy packages like Salt Water Taffy, Sunset Crushed Cherries, Tangerine Orange Slices, etc.

CONCESSIONAIRES—WRITE NOW— For New 1942 Spring Flyer and Price List. We still have—at present—plenty of Lamps, Clocks, Smoking Stands, Stools, Blankets and other leading Bingo articles. CANES—PLASTER—BALLOONS—SLUM and FLASH items. BRUSH POTTERY LAMP No. 6806B Comes in assorted designs and colors. Height 14 inches. PER DOZ. \$6.75 (No less sold) 822 NORTH THIRD STREET MILWAUKEE, WIS.

FRANKS GREATER SHOWS 20 Weeks on Macon Lots Under Police Auspices. 10 Fairs and 5 Mammoth Celebrations to Follow. Will place Merchandise Concessions of all kinds. Sell exclusive on Bingo and Diggers. Grind Shows. Exceptional opportunity for Penny Arcade. Will book or lease Ferris Wheel and Tilt-a-Whirl. MACON BOOMING GREATER THAN EVER. THIS WILL POSITIVELY BE THE ONLY SHOW IN THIS SPRING AND SUMMER. All lots inside city. March 28-April 11, Foundry Lot. All wires BILL FRANKS, MACON, GA.

SCOTT EXPOSITION SHOWS 25th SEASON Opens Atlanta, Ga., Monday, March 30th. Can place Octopus or any new Novelty Ride for season, good proposition. Want manager with boxers and wrestlers for Athledo Show (new outfit). Grind Shows with or without outfits, legitimate Concessions, capable Secretary, Ride Help and Semi Drivers. Come on; top salary. Long season—14 fairs. Have for sale Loop-o-Planes, good condition, now motor, \$250.00. Address C. D. SCOTT, Fair Grounds or Box 737, Atlanta, Ga.

Keystone Modern Shows WANT Electrician and Sound Man, Cook House and Ride Help. Join on wire by Western Union, Atlanta Fair Grounds. ADDRESS: P. O. BOX 1923, ATLANTA, GEORGIA

KAUS EXPOSITION SHOWS, INC., WANTS Roll-o-Plane, Spitfire and 8-Car Whip. Legitimate Concessions of all kind, Penny Arcade, Palmistry and a few choice Wheelies open. Long Range Shooting Gallery wanted. Can place rollable Glass House and Snake Show Operators. Ride Help in all departments. Those with us last summer report to quarters now. J. J. Burns wants experienced Kiddie Auto Ride Man. Want sensational Flying Return Act only. Melzarat, write. Want Operator for complete Monkey Show; Claude Woods, write. Address: A. J. KAUS, Mgr., 202 George Street, New Bern, N. C.

Convention Debuts Okay in Batesburg

BATESBURG, S. C., March 21.—Convention Shows scored satisfactory business at their opening here last week despite rain and cold weather. Two days before the scheduled bow, a 24-hour rain inundated the lot and left the loaded trucks mired to the bodies. City caterpillars and winches were necessary to get them out. Strong winds and sun which followed left the lot high and dry in time for Monday's opening and while the prevailing wind and soft ground made it impossible to enact the shows, all rides and concessions were ready for opening. Cold weather affected the rides, but all concessions chalked a satisfactory week. Rising temperatures throught the week resulted in good business.

Johnny Rea has recovered from a recent operation, came in with his three shows, accompanied by his brother and Mrs. Rea. Frank and Winnie Woznick are here with their concessions. Mrs. Al Beck is convalescing slowly at her home in Cleveland. Shows will play to a free gate the first two weeks. However a free act program, with an outstanding list of free acts, will be inaugurated after that. Silver Jackson returned from a successful booking trip.

Many showfolk from neighboring shows visited with the management during the week. Among them were Mr. and Mrs. Tommy Carson, Johnny Tinsley, Bob McLenore, Mr. and Mrs. Tommy Farrand, Mr. and Mrs. George Gray and George Jackson. Mayor Quarles and City Treasurer Hite and their families were guests of Manager Silver Jackson Saturday. Marty Smith added several new attractions to his Side Show and Eddie Peden is readying a new grind show. Another light plant was purchased, necessitated by the refusal of the Duke Power Company to provide lights for carnivals.

Percival in Philly Hospital

PHILADELPHIA, March 21.—Tom Percival, for the last four years with Kaus Exposition Shows, is in St. Joseph's Hospital here suffering with heart complications. George Whitehead and Jack Perry, both of the Kaus combo, visited him while passing thru the city last week. Percival also has been with Mighty Sheesley Midway and Eudy Bros.' Shows.

REP RIPPLES

Continued from page 28)

folk visitors recently and that all are looking forward to a big season. The Owenses haven't decided whether to troupe this season or remain at home and plant their little farm. . . . CHARLES WORTHAN is reported clicking 'em off to good results on his Oklahoma circle. . . . ROE NERO is preparing his canvas theater outfit for an early April opening. . . . MARION RAYMOND, former character woman with the Harry Owens rep, is now operating a rooming house in California. . . . E. G. DOUGLAS, formerly a partner to Harry Owens, is reported to be doing well with his magazine and novelty shop in Anderson, Ind.

BISHOP WANTS SALARY

(Continued from page 28)

managers on various occasions. Does that sound like I'm not for the managers. Of course, I'm just one actor out of possibly a million, therefore I'm not starting a one-man battle for higher salaries. I only offered a suggestion in my former article. I was not directing my article at one show in particular, but if you hit a kid with a stone he will holler.

JOHNNIE BISHOP.

BIRTHS

(Continued from page 29)

Father was night club booker and operator last summer at Paradise Cafe, Atlantic City.

A daughter to Mr. and Mrs. Tom Osborne February 18 in Philadelphia. Father is a magician.

A son to Mr. and Mrs. George Putman February 22 in Philadelphia. Father is news commentator on Station KYW there, and mother is radio singer known as Ruth Carhart.

A daughter, Susan Louise, to Mr. and Mrs. Howard Gilbert February 28 at Osteopathic Hospital, Philadelphia. Father is in charge of radio publicity for RCA-Victor, Camden, N. J.

A son, Thomas Frank, to Mr. and Mrs. Frank Goodale Jr. February 20 at Denham Springs, La. Father is ride foreman on John R. Ward Shows.

A daughter, Victoria Ann, to Mr. and Mrs. Wallace Richards in Methodist Hospital, Peoria, Ill., March 7. Parents are photo operators, last season with Wolfe Amusement Company.

A daughter, Maria Ellen, to Mr. and Mrs. Fritz Huber February 25 in Jackson Memorial Hospital, Miami. Parents are the Sensational Kays, high-wire act. Mrs. Kay is daughter of Mr. and Mrs. William Ketrow, owners of Kay Bros.' Circus.

A daughter to Mr. and Mrs. Ros Metzger at St. Luke's Hospital, Chicago, March 2. Father is radio director of Ruthrauff & Ryan Agency there.

A son, Michael John, to Mr. and Mrs. John Gordon February 24 in Detroit. Father is program director at Station CKLW there.

A daughter, Marjorie Ellen, to Mr. and Mrs. Ervin J. Kattus in Good Samaritan Hospital, Cincinnati, February 24. Father is in advertising department of the Cincinnati office of *The Billboard*.

A daughter, Lydia, to Mr. and Mrs. Ramon Ramos in Chicago February 20. Father is band leader.

A son, Peter, to Mr. and Mrs. Horace Hagedorn March 14 at French Hospital, New York. Father is a salesman with Station WEAF, New York.

Divorces

Anthony Fustanio, concessionaire formerly with Cetlin & Wilson and Marks shows, from Pearl Fustanio recently in Florida.

Nancy Kelly, movie actress, from Edmund O'Brien, screen actor, in Los Angeles February 2.

William Marlborough Addison, lecturer and radio speaker, from Mrs. Roslyn Wells Addison, former singer and *Ziegfeld Follies* girl, January 30 in Philadelphia.

Doris Meyer Byers from Robert (Sailor) Byers January 16 at New Haven, Conn. They were married while with John Marks Shows in 1938.

June Lytton, dancer known as Shangri-la, from Harry Zerkowitz, known as Harry Brown, recently.

Alta (Rusnell) Natalini from Alfonso Guerina Natalini, musician at Turner Park night club, East Longmeadow, Mass., in Springfield, Mass., recently.

Alma Louis Downing (Louise Williams), tattooed lady, from Green R. Downing in St. Louis February 3.



Print Cards

Name Cards at fairs, carnivals, stores, cars, Stationery, photo postcard and movie titles. **Print Your Own, Save Money.** Portable; take it anywhere. Lowest price outfit made, \$16.55 complete. **Ralsod Printing** like Engraving Co. Sold direct from factory only. Simple rules sent. Write for catalog and details. Kelsey, Inc., 899 Meriden, Connecticut

ROGERS GREATER SHOWS

Opening Helena, Arkansas, April 1

WANT

Ride Help, Shows all kinds, Cookhouse and other legitimate Concessions. No graft. Address P. O. BOX 184, Helena, Arkansas.

ATTENTION, HULA DANCERS

SILVER SPARKLING CELLOPHANE HULA SKIRTS

Introductory offer on Silver Cellophane Hula Skirts in a good medium weight

SPECIAL PRICE . . . \$5.00 EACH


Also all other colors in Cellophane Skirts in three weights. Write for new prices.

SOUTHERN IMPORTERS & EXPORTERS

200 FANNIN BUILDING HOUSTON, TEXAS

ARE YOU A MEMBER?

HAVE YOU PLEDGED YOUR SUPPORT?



A Word About the

OUTDOOR AMUSEMENT CONGRESS

THE OUTDOOR AMUSEMENT CONGRESS is the all-inclusive organization which takes in every single type of Outdoor Operation, large and small.

Its 10-Point Program, acclaimed by a temporary assembly at Tampa, Fla., February 6 and adopted as the Official Platform by the permanent Executive Council at Chicago on March 7, is based on (1) helping America to win the war, and (2) helping Americans to continue their livelihood. It is the most idealistic movement in the glorious history of the outdoor show business—but it is also practical. If you have any suggestions to further the aims of the Amusement Congress and are really interested in the future and welfare of the industry of which you are a part, communicate your thoughts to the EXECUTIVE VICE-PRESIDENT.

DO IT NOW!

This is YOUR war! And YOUR industry! Let's protect ourselves against uncertainty. Let's make certain there will be an industry to come back to when the war is won. And it will be won if other industries in the land pitch in to help freedom continue.

OUTDOOR AMUSEMENT CONGRESS

CARL J. SEDLMAYR, President
Sherman Hotel, Chicago, Ill.

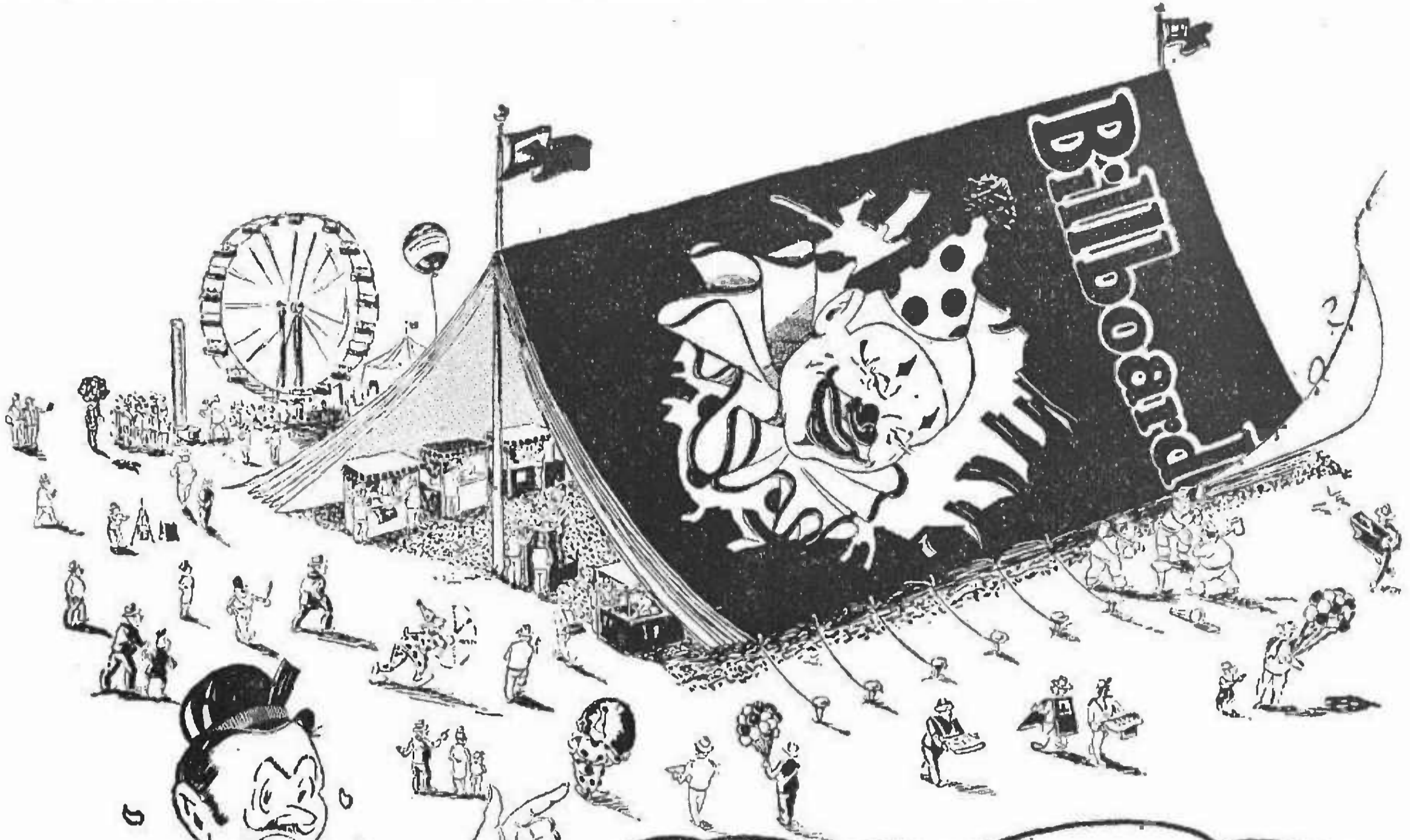
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(This advertisement prepared by the OAC and contributed by The Billboard Publishing Company as its "Donation to Democracy")



THE "GREATEST SHOW" ON EARTH... ALL UNDER ONE COVER--FIRST--COMPLETE--BEST.

World's Biggest Value in News and Views of Amusement Field
SEE SPECIAL OFFER ON COUPON BELOW

The ALL-INCLUSIVE Medium

The Billboard ALONE "covers" all branches of the amusement business. Like Music, which is an integral part of almost every form of professional entertainment, The Billboard news coverage includes the activities in every important branch of amusements—written from the performer or showman's angle.

For complete news "coverage" of the outdoor season in show business read The Billboard. Let us send the folks back home a copy of The Billboard each week. It costs less than mailing a route card—gives more news than writing a letter.

THIS OFFER EXPIRES MIDNIGHT, APRIL 11

Subscription copies must be mailed to a permanent address—no transient subscriptions at this rate—cash with order. Billboard readers on circuses and carnivals, patronize The Billboard agent on your show.



THIS SPECIAL 10-DAY OFFER BRINGS YOU 13 COPIES AT LESS THAN 8c EACH

The Billboard 25 Opera Place, Cincinnati, Ohio. \$5
 Your bargain offer surely hits the bull's-eye with me. Here's my dollar—now you send me the 13 copies that would cost me \$1.95 at newsstands.

Name

Address

City State

Regular rates one year, \$5; single copy 15c
 New Renew Occupation

YOU PAY
 Less Than
HALF PRICE

Regular Rates:
 One Year \$5
 Single Copy 15c
 SPRING SPECIAL 25c

MAIL THIS COUPON WITH \$1.00--DO IT NOW!

ADMISSION TAX SUMMARY

(Continued from page 43)

stiles is employed it must have a tamper-proof counter which can go as high as 99,999 admissions, and then the only change possible must be the returning to "0."

Additional Charges

If other additional charges are made after a general admission has been paid these, too, must also bear an admission tax at the same rate of 1 cent for each 10 cents or fraction thereof. This applies to fairs charging a general admission and then selling separate tickets to a grandstand or to midway attractions, or to circus operators when additional charges are made for concert performances.

Beaches and Pools

If the renting of a suit or towels is required for entrance to beaches and pools, then the total price is considered the price of admission and taxed accordingly. However, if persons may bring their own suits and towels and are not required to pay for the use of pool suits and towels there is no tax upon the rentals over and above the admission charged for use of beach or pool.

Concessions

If there is no admission charge there is no tax. Each enterprise charging admission must keep its records. Note: Operation of a miniature bowling alley is subject to \$10 stamp tax for each alley (Bowling Alley Tax). Wheel games operating in midways or carnivals are not gaming devices as they are defined by the coin-operated gaming device provisions of internal revenue.

Concert Performances

If charge is made for performances, consult "Additional Charges" subhead.

Grandstands

See "Additional Charges"

Midways

Each and every unit charging a separate admission must collect the tax. This includes rides, funhouses, freak shows and any other type of attraction requiring a separate admission. Care must be exercised in type of tickets; if charge is 10 cents the ticket must show 10-cent charge and 1-cent tax for a total of 11 cents, or, if it seems desirable for only a 10-cent total cost to the customer, the ticket must show 9-cent admission price and 1-cent tax for a total of 10 cents.

Penalties

Willful failure to make a return, pay the tax or keep such records as are necessary by law subjects the violator

upon conviction to a \$10,000 fine or one year in prison or both, together with the costs of prosecution. In addition willful failure to collect the tax or attempts to evade or defeat these taxes shall be liable upon conviction to a \$10,000 fine or five-year imprisonment or both. Delinquency in payments shall cause the addition of interest at the rate of 6 per cent per annum from the time the tax is due until paid. Fraudulent returns shall be punished by addition to the tax of 50 per cent of its amount besides any other penalties deemed necessary. Failure to file a return on time is penalized by addition of 25 per cent of the tax amount.

Records

Daily records must be kept of admissions of all classes, including free or complimentary tickets or reduced rates, even in some cases where there are exemptions. The record must show all figures and other information necessary to determine the amount of tax due for the day. The proprietor or his agent, who is responsible in the amount of the proceeds, must certify, over his signature, the correctness of the daily record.

Reductions, Including Passes

Persons enjoying a reduced-admission charge must pay the tax due on admissions normally charged for such performances. For example, ball parks allowing reduced admissions for women on "Ladies' Day" must collect the tax on the normal admission charged adults. Complimentary tickets or other forms of passes must bear collection of the normal admission tax from the pass holder. Parks having dance halls must remember that women must pay the tax on regular admission, even the park policy permits them to enter at reduced prices or without charge. Exceptions: Children under 12 years of age, uniformed members of the United States military or naval forces or the Civilian Conservation Corps are required to pay the admission tax on the reduced price.

Registration

All traveling shows, circuses, etc., that maintain control over sale of their tickets must file registration with the collector of internal revenue for the district in which the show maintains its headquarters. If there is no established headquarters then the application for registry must be made in the district where the proprietor or manager lives. The certificate of registry, the daily tax record and a copy of each monthly return must be carried with the show and exhibited upon request to collectors of other districts or to internal revenue agents. This requirement does not apply to companies playing theaters or places where local persons have charge of sale of tickets and are charged with the collections of the tax.

Returns

Each month returns from the daily record of admissions must be made in duplicate on Form 729 of the Internal Revenue Bureau. Each monthly return must be made under oath unless the amount of the tax is \$10 or less, in which case it may be signed or acknowledged before two witnesses instead of under oath. The return and the amount due under the tax must be in the hands of the proper district collector before the last day of the month following that for which the return is made.

Automotive Use Tax

Each truck and automobile of a show must display on its windshield a tax stamp indicating that tax has been paid at the rate of \$5 per year for each vehicle. Stamps may be purchased at any post office, and stamp of initial issue which expires June 30, 1942, costs \$2.09.

Undoubtedly there will be changes in or additions to these taxes when Congress writes the 1942 Revenue Act. It is believed, however, that the provisions listed will hold during the taxable year and that any new taxes will not alter conditions of payment or interpretations of rulings. At the proper time *The Billboard* will print tax changes so that readers may clip and add to the information given at this time.

MARKS SHOWS

OPENS APRIL 1 — TEN DAYS' ENGAGEMENT AT NEWPORT NEWS, VIRGINIA

In the Heart of the City. Location—Builders' Stadium Grounds. Auspices of Community Athletic Association. To be followed by Richmond, Va., West Broad Street locations and five more weeks in the Defense Centers of Virginia. Legitimate Concessions only will be considered. Address all communications to

JOHN H. MARKS, MARKS SHOWS

P. O. Box 771, at Richmond, Virginia.

Lawrence Greater Shows

—CALL—

All People Contracted, Answer This Call. Opens April 11, Hagerstown, Md. 30,000 People Employed in Defense Work.

—CAN PLACE—

Octopus, Roll-o-Plane, any new Ride, Fun-on-the-Farm, Glass House, Cook House, Penny Arcade, Ball Games, Studio Lead Gallery. All 10c Grind Stores. Ride Help for all Rides that can drive semis. Canvasmen Help in all departments. Have complete show for Dude Ranch or Hillbilly. Girls for Posing and Girl Show. Paid from office. Experienced Talker for Girl Show. Address Chester, S. C.

Buy Your Defense Bonds and Stamps.

?

**Take that
QUESTION MARK
out of tomorrow**

See—
***OUTDOOR
ATTRACTIONS
SECTION
*This issue**



GARDEN STATE SHOWS
WANT—OPENING APRIL 25th—WANT

CONCESSIONS—Custard, Corn Game, Dart and String Game, Long and Short Range Lead Gallery, American Palmistry, Over and Under, Rat and Color Games, Two Wheels.

SHOWS—Circus Side Show, Snake or Jungle Show, Plant Show, will furnish complete outfit for same; Grind Shows.

RIDES—One more Flat Ride. Will book or buy Tilt and Little Beauty.

HELP—Ride Help, Canvasmen, Help in all departments. Address GARDEN STATE SHOWS, 181 Chamber St., Phillipsburg, N. J.

ANDY SIMS

Please Contact

Pete Cortez or B. S. Gerety, care Beckmann & Gerety Shows, San Antonio, Texas.

—VERY IMPORTANT—

Anyone knowing Sims, please contact the above parties.

COUNTER MEN WANTED

FOR CORN GAME, MUST BE SINGLE.

Address:
SAM LIEBERWITZ
Care Reynolds & Wells Shows PARIS, TEX.

FAT PEOPLE WANTED

Entertainers preferred. State all in first letter. Send photo. Long, pleasant season. Address:
JOE PONTICO
Care Royal American Shows TAMPA, FLA.

Greater United Shows

WANT Side Show, Girl Revue or Hawaiian Show, Organized Minstrel Show. Can place Merry-Go-Round Foreman. Have Duo Loopplanes for sale. Long season of forty weeks. Showing mostly Defense Projects and Army Camps until the Fairs. Address:
J. GEORGE LOOS, Mgr., Austin, Tex., week March 23.

WANTED—ILLUSION SHOW HELP

McAskill and Don Nelson, wire. Address
WM. SALISBURY
Care Beckmann & Gerety Shows, 700 El Paso Street, San Antonio, Texas.

WANTED TO HEAR FROM

Experienced Scooter Ride Foreman. State Experience and references in first letter. Address
BECKMANN & GERETY SHOWS
700 El Paso Street San Antonio, Texas

RIDE HELP WANTED

Experienced Only

Foreman on Merry-Go-Round, Ferris Wheel, Whip, Octopus, Ride-o, Tilt-a-Whirl. WANTED: Grab Joint. Also Grind Concessions of All Kinds.
OPENING APRIL 4th IN NEW YORK
Address: **CHARLES GERARD**
1545 Broadway, Room 404, NEW YORK CITY



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.

Our Marching Orders

The coin machine manufacturing industry had been expecting for some time that orders would eventually be issued by the government to cease the manufacturing of practically all types of coin machines. On March 16 the War Production Board issued an order (L-21-a) to cease the manufacture of phonographs (automatic), weighing machines and amusement and gaming devices on May 1, 1942. The order to cease the manufacture of practically all types of vending machines was issued on March 17. The stoppage of vending machine manufacture is to take effect April 30.

Thus, May 1 will become a historic date in the manufacturing industry. Many adjustments will have to be made by manufacturers in the interim, and also distributors for the manufacturers will have their problems.

The first major problem of the industry now becomes that of getting as many manufacturing plants as possible in the business of producing war materials as quickly as possible.

The press releases given out by the War Department and the War Production Board were favorable to the coin machine industry. They especially complimented the inventive talent which the industry has. It is understood that the WPB wants the full benefit of the skilled help in the coin machine plants as quickly as possible.

The press releases said there were approximately 30 companies affected by the order on juke boxes, games, scales, etc., and that 11 of these firms were already producing parts for war machines. The release on vending machines said about 70 firms were affected, that 35 per cent of these can be turned over to war work, that 10 per cent are already in direct war production and another 10 per cent are in the process of conversion.

The manufacturing industry has long since expressed its willingness to co-operate in the production of war materials. That many of the plants are or soon will be a part of the vast production machinery of the war program now is a certainty.

There has been some impatience about the seeming slowness in getting war work for the coin machine plants. Like many other small industries, the government program seemed mighty slow in getting around to them. Such impatience, however, will not help to win the war.

Americans who grow impatient should remember that the American people were bitterly divided until Pearl Harbor and fighting among themselves more than they were fighting Hitler. The rush and confusion since December 7 has been terrific. If the majority of the people had taken the war seriously in time, the United States would have been busy thru the whole of 1940 and 1941. In fact, if the majority had been thinking we would have been hurrying up in 1939. But that is water over the dam. The best way to help the coin machine industry now is to help the nation win the war as soon as possible.

The second major problem of the industry from now on is to maintain the operating business at as high a state of efficiency as possible.

Already it is becoming evident more and more every day that the operator will have many problems of shortages other than that of new machines. The operator is deeply concerned about the rationing of trucks, cars, tires, gas and many other things necessary to the business of being an operator. Even in the fields where rationing does not apply there are already shortages that directly affect the operator. These shortages include many items from the light bulbs he uses in his machines to bigger and more vital items. Such shortages

are likely to become more serious as time goes on.

The WPB orders just issued on stopping the manufacture of machines are not clear as to the future supply of parts for machines. Already we have received many inquiries on this point. The custom of the WPB is to issue a basic order and a later supplementary order is issued to clarify certain points, and especially that relating to parts and repairs. The coin machine industry may expect that later explanatory orders will be issued on certain points. The order L-21-a will place a ban on repair parts for gaming devices; repair parts for other types of machines will apparently be provided for.

Increasing interest will now center in the operator and how he will be able to adjust himself to changing conditions. The coming months will be eventful for the coin machine industry. The industry will do the best it can under the circumstances and also its bit to help lick the enemy.



MORE AND MORE PRODUCTION is the order that reaches every industry and every American citizen from now on till victory is won. (Cartoon from *The Los Angeles Times*.)

WPB ISSUES ORDERS

Machine Manufacture To Stop On or Before May 1

Manufacturers continue efforts to get war orders as soon as possible

CHICAGO, March 21.—The week of March 16 opened with momentous news from Washington for the coin machine industry. The War Production Board issued two orders to bring a stoppage in the manufacture of coin machines—orders that had been anticipated by the industry for many weeks. The order L-21-a calls for a stoppage of the manufacture of automatic phonographs, weighing, amusement and gaming machines May 1, 1942. Order L-27-a was issued March 17 and calls for the manufacture of most types of vending machines to cease April 30. The orders were accompanied by press releases to newspapers which were complimentary to the industry.

The news releases said that most of the manufacturing plants in the industry would eventually be engaged in producing war materials, or are already at work on such orders.

The future supply of parts is mentioned in the orders, but all points are not clear. Fabrication of parts for gaming devices will be banned after May 1. The vending order goes into more detail about parts and repairs, referring specifically to future supplies of parts for repairs. The usual custom of the WPB is to issue a basic order, then inquiries for explanations are received. The board then issues a supplemental order covering certain points, usually mentioning details about parts for repairs.

The press releases and also the official orders are reprinted for reference purposes:

Press Releases

RELEASE ON ORDER AFFECTING PHONOGRAPHS, GAMES, ETC., for publication in newspapers March 17:

A shutdown of the manufacture of automatic phonographs (juke boxes), weighing and amusement machines May 1 was ordered today by the War Production Board.

Between March 1 and April 30 the manufacturers of such equipment may produce three times their February quota—that is, three months' production in two months. However, these new units must be manufactured or assembled largely out of present inventory.

In L-21-a, issued today, the following prohibitions are effective at once:

1. No manufacturer may cut, stamp or otherwise shape or change the physical form of any copper, copper base alloy, nickel or stainless steel in the production of equipment or parts.
2. No repair parts may be fabricated for gaming machines. Their manufacture was discontinued previously.
3. No manufacturer may receive or accept delivery of any raw materials, semi-processed materials or finished parts not fully completed at the time of issuance of this order.
4. No manufacturer may sell, transfer or deliver any part of his inventory except to other manufacturers for use in accordance with the order, to the Defense Supplies Corporation or Metal Reserve Company, or upon direction of the WPB.

The industry affected by today's order consists of about 30 companies which did a business in 1941 of between \$75,000,000 and \$100,000,000. It employed approximately 10,000 persons.

The industry used substantial quantities of critical metals, including copper, aluminum, nickel and stainless steel.

About a dozen of the 30 companies are already engaged in the production of war materials, including parts for bomb sights, 40, 75 and 105-millimeter shells, parts for gun turrets on aircraft and bomb carriers.

It was estimated that if the entire industry is converted to war production,

that its annual production will be approximately \$150,000,000 worth of war materials.

In the original order automatic phonographs were defined as phonographs customarily coin operated.

Weighing and amusement machines were defined as devices customarily coin operated, including but not limited to pinball machines.

Gaming machines were defined as devices customarily coin operated, including but not limited to pinball machines.

Vending Machines

RELEASE ON ORDER AFFECTING VENDING MACHINES, for publication in newspapers March 18:

The manufacture of popular-type vending machines, which dispense beverages, cigarettes, food, candy, nuts and chewing gum, will be discontinued April 30 under a War Production Board Order (L-27-a) issued today.

They had been operating on a curtailed basis since January 1 under the original order, L-27.

The original order did not include U. S. postage stamp vending machines or automatic restaurants (so-called automats) in its definition of vending machines. These exceptions are continued in today's supplementary order. Vending machines used to dispense sanitary napkins for women are also exempt from the stop order, but the use of iron and steel for such machines is cut in half, the use of zinc is cut to one-fourth, and the use of more critical metals, such as copper and aluminum, is entirely prohibited. The cuts are based on the amounts of such materials used in the production of vending machines for sanitary napkins during the year ended June 30, 1941.

Manufacture of other vending machines between March 1 and the stoppage date remains at the level set in the original order. That is, only half as much iron and steel may be used as was used during the base year (12 months ended June 30, 1941), only a quarter as much zinc, and none of the "prohibited metals" may be used, except limited amounts for such purposes as the conduction of electricity or for refrigeration units. "Prohibited metals" include

New Percentage

CHICAGO, March 21.—The order issued by the War Production Board calling for a cessation of the production of automatic phonographs, weighing, amusement and gaming machines created a flurry of excitement when it was first reported here.

In the new production percentage for the period from March 16 to May 1 the expression "three times 25 per cent" was used. Some said this meant a 75 per cent ratio. But when the mathematicians got thru figuring they said the new percentage was 37½%. This ratio may be taken by manufacturers in a short period or spread over the period until May 1. A new production ratio was also given in the vending machine order.

aluminum, stainless steel, chromium, copper, lead, nickel, tin and copper base alloys.

Today's order does not affect the manufacture of replacement or repair parts other than to limit them to a rate of production equal to their production during the base period ended June 30, 1941.

About 70 vending machine plants are affected by today's order. In 1941 they did a business of approximately \$10,000,000.

Some 10 per cent of them are already converted to direct war production and another 10 per cent are partially converted. The WPB estimated that in all about 35 per cent of them will be engaged in direct war production, such as the manufacture of shells, shot and airplane parts.

The order will result in a saving of substantial quantities of steel, copper, aluminum, chrome, nickel and zinc.

Official Order L-21-a

TITLE 32—NATIONAL DEFENSE—CHAPTER B—DIVISION OF INDUSTRY OPERATIONS.

PART 1020—AUTOMATIC PHONOGRAPHS AND WEIGHING, AMUSEMENT AND GAMING MACHINES—SUPPLEMENTARY GENERAL LIMITATION ORDER L-21-a.



BRIEFS OF THE WEEK

Deaths

Steve King, 50, of Johnson & King, Los Angeles Music operators, from injuries received in an automobile accident in Los Angeles March 7.

Marriages

Abe (General) Fish to Goldy Sinick March 1 in Hartford, Conn.

Births

A son, Ira Arthur, to Mr. and Mrs. Maurice Rukel. Father is assistant office manager of Modern Vending Company, New York.

A daughter to Mr. and Mrs. C. P. Knapp, Niagara Falls, Ont., recently. Father is service manager of Supreme Vending Company, Hamilton, Ont.

In Military Service

John Barns, Wellcome Music Company, Spokane, to the army.

Tommy Loosmore, Fred Lavell & Company, Spokane, to the army.

Thomas (Barry) Beauregard, Los Angeles operator, to the army at Camp Roberts.

Thomas Withers, of Withers Amusement Company, Los Angeles, to the air corps.

Sam Oser, Los Angeles operator, to the army medical corps.

Ed McCamish, formerly collector for A. J. Fox, San Diego, Calif., to the army.

Bob Jordan, formerly serviceman for

A. J. Fox, San Diego, Calif., to the navy.

Joe Cromwell, formerly of A. J. Fox Company, to the navy.

Tom Jones, formerly collector for A. J. Fox, San Diego, Calif., to the army.

New Firms

Badger Sales Company, 1612 West Pico Boulevard, Los Angeles.

Show-Time Candles, Max Newman, 917 S. Second Street, Philadelphia.

Dave Lear, president Universal Vending Sales Corporation, 175-15 Jamaica Avenue, Jamaica, L. I.

Firm Changes

Pixley Electric Supply Company, Columbus, O., is now distributor for Elite Records.

In Chicago

H. F. Moseley, Moseley Vending Machine Exchange, Richmond, Va.

J. D. Lazar, J. D. Lazar & Company, Pittsburgh.

Carl Hoelzel, United Amusement Company, Kansas City, Mo.

Bob Hunter, Dixie Sales Company, Memphis.

Robert W. (Bob) Hunter, Dixie Sales Company, Memphis.

In New York

Bob Kalinsky and Dave Singer, of Superior Products, Chicago.

Harry Block, Philadelphia.

Dick Parina, West Coast distrib for DuGrenier.

MENTARY GENERAL LIMITATION ORDER L-21-a.

In accordance with the provisions of Section 1020.1 (General Limitation Order L-21) which the following order supplements:

Section 1020.2 — SUPPLEMENTARY GENERAL LIMITATION ORDER No. L-21-a. (a) Further Restrictions.

(1) During the period beginning March 1, 1942, and ending April 30, 1942, no manufacturer of automatic phonographs and no manufacturer of weighing or amusement machines shall produce any type of such equipment in any amount greater than three times 25 per cent of the monthly average of such type equipment produced by him during the 12 months ended June 30, 1941. Effective May 1, 1942, no manufacturer of automatic phonographs and no manufacturer of weighing or amusement machines shall produce or assemble any such type equipment, or process, fabricate, work on or assemble any material or parts for use in the production of such equipment. The foregoing provisions shall supersede the provisions contained in the last sentence of subparagraph (b) (1) of Limitation Order L-21 for the period after February 28, 1942.

(2) From the effective date of this order.

(i) no manufacturer of automatic phonographs or weighing, amusement or gaming machines shall cut, stamp or otherwise shape or change the physical form of any copper, copper base alloy, nickel or stainless steel in the production of any such equipment or of any parts therefor;

(ii) no person shall commence the fabrication of any repair parts for gaming machines;

(iii) no manufacturer of automatic phonographs or weighing, amusement or gaming machines shall receive or accept delivery of any raw materials, semi-processed materials or finished parts not fully completed on the effective date of this order for use in the production of any such equipment or of parts therefor;

(iv) no manufacturer of automatic phonographs or weighing, amusement or gaming machines shall sell, transfer or deliver any part of his inventory of raw materials, semi-processed parts or finished parts which he holds for use in the production of such equipment except

(a) in connection with the manufacture or sale of such equipment to the extent that such manufacture or sale is not prohibited by the terms of this order, of Order L-21, or of any other order issued by the Director of Industry Operations or by the Director of Priorities, or to be issued hereafter by the Director. (See WPB ISSUES ORDERS on page 105)

ILLUMINATED PLASTIC BUMPER COMPLETE WITH ALL FITTINGS AND LIGHT SOCKET

SAM MAY & CO.
801 Main Avenue San Antonio, Texas

WRITE FOR OUR LATEST PRICE LIST No. A-212 WE BUY, SELL AND EXCHANGE

3147 Locust St. ST. LOUIS, MO. **MR. CALL NOVELTY CO.**

OPERATORS, ATTENTION For Quick Sale

One brand-new Cherry Bell, drill proof, 5¢ play, serial No. 480,800. Three 5¢ Blue Fronts, serial No. over 325,000. One Cherry Bell, 5¢, serial No. over 400,000. One 10¢ Brown Front, serial No. over 400,000. Two 25¢ Blue Fronts, serial No. over 350,000. Slightly used Safe Stands for each machine. Will sell individually or \$600.00 for entire lot if sold at once. One-third deposit with order. Reference: Mills Novelty Co.

MERCHANTS TRUST & SAVINGS CO.
MUNCIE, INDIANA

BADGER'S SPECIAL BARGAINS

GUARANTEED RECONDITIONED PHONOGRAPHS

Due to market fluctuation, we are not listing prices. A card or letter to either office will immediately bring our latest price quotations.

| SEEBURG | WURLITZER | ROCK-OLA |
|--------------------------|-------------------------------------|-----------------------------|
| 2 Seeburg 9800 R.C. | 2 Wurlitzer Model 850 | 5 Rock-Ola Spectravox |
| 2 Seeburg 9800 E.C. | 3 Wurlitzer Model 750 | 2 Rock-Ola Glamour |
| 1 Seeburg 8800 R.C. | 1 Wurlitzer Model 750 E. | 5 Rock-Ola Universals |
| 1 Seeburg 8800 E.C. | 2 Wurlitzer Model 800 | 5 Rock-Ola Playmasters |
| 2 Seeburg Colonial R.C. | 5 Wurlitzer Model 700 | 2 Super-Rockolite; Adapters |
| 1 Seeburg Major R.C. | 2 Wurlitzer Model 700 with Adapters | 3 Super Rockolites |
| 1 Seeburg Commander E.C. | 3 Wurlitzer Model 500 | 2 Super Walnuts |
| 1 Seeburg Classic R.C. | 2 Wurlitzer Model 600 | 3 Master Rockolites |
| 2 Seeburg Classic | 2 Wurlitzer Model 24 | 2 Master Walnuts |
| 2 Seeburg Vogues | 5 Wurlitzer Model 616, | 4 Rock-Ola De-Luxes |
| 1 Seeburg Plaza | Illum. Grille | 2 Rock-Ola Standards |
| 2 Seeburg Crown | 4 Mills Empress | 2 Rock-Ola Monarchs |
| 3 Seeburg Regals | 2 Throne of Music | 5 Rock-Ola Imperials |
| 5 Seeburg Gems. | | 3 Rock-Ola Masters |

WRITE TO THE NEAREST OFFICE FOR OUR COMPLETE, LATEST PRICE LIST OF TWIN 12's, IN STEEL CABINETS, ADAPTERS, RECONDITIONED WALL AND BAR-BOXES. ALL MAKES.

BADGER SALES CO.

1612 WEST PICO BLVD.
LOS ANGELES, CALIF.

BADGER NOVELTY CO.

2546 NORTH 30TH STREET
MILWAUKEE, WISCONSIN

BY POPULAR DEMAND CONTINUING OUR

ALL EQUIPPED WITH FREE PLAY ATTACHMENT!

LUCKY "7" SALE!

ALL PACKED AND READY TO ROLL!

| | | | |
|--|--|--|---|
| \$87.50 Air Circus \$77.50 EACH | \$47.50 EACH Argentine Bola Way Legionnaire South Paw Star Attract. Morocco Show Boat Texas Mustang Spot Pool | \$37.50 EACH Ten Spot A.B.C. Bowler Do-Re-Mi HI-Hat Zig Zag Sky Blazer Snappy '41 Super Chubbie | \$27.50 EACH Seven Up Silver Skates Ropacater Saluto Sluggo All American Big Chief Double Play |
| \$67.50 Spot-a-Card Monicker | \$17.50 EACH OR 3 FOR \$50.00 | Powerhouse; Formation; Play Ball; Yacht Club; Bandwagon; Big Chief; Zombie; Double Feature; Stratoliner; Sunbeam; League Leader; Hi Stepper; Flicker; Commodore. | TERMS 1/3 Cash, Balance C. O. D. Cash for Arcade Equipment! Write! Wire! Phone Your Orders Quick! |
| \$57.50 EACH Capt. Kidd Bosco Jungle | | | |

BELL COIN MACHINE EXCH.

641 HUNTERDON ST.,
NEWARK, N. J.
Tel. Bigelow 2-9274

THESE ARE REALLY BARGAINS!

Every Game Completely Equipped With Free Play Attachment! All Crated—Ready to Ship! Will Trade These or Buy for Cash Legal Equipment! Send Us Your List!

| | | | | | |
|---------------------|---------|-------------------|---------|---------------------------|---------|
| A.B.C. Bowler | \$41.50 | Ten Spot | \$32.50 | Star Attract. | \$47.50 |
| All American | 19.50 | Jungle | 57.50 | Do-Re-Mi | 37.50 |
| Argentine | 45.50 | Legionnaire | 45.50 | Seven Up | 25.00 |
| Monicker | 64.50 | Majors '41 | 34.50 | Sluggo | 35.50 |
| Silver Skates | 27.00 | Big Parade | 77.50 | | |
| Sky Blazer | 42.50 | Five & Ten | 77.50 | | |
| Snappy '41 | 41.50 | Knockout | 77.50 | TERMS: 1/3 Cash, Bal. | |
| South Paw | 44.50 | Victory | 77.50 | C.O.D. Give 2nd | |
| Ziz Zag | 36.50 | Bosco | 57.50 | and 3rd Choice. Write for | |
| Hi-Hat | 36.50 | Bola Way | 47.50 | Complete List! | |

AMBOY VENDORS

269 McCLELLAN ST., PERTH AMBOY, N. J.
All Phones: PERTH AMBOY 4-3221

MACHINE CLOSE-OUTS

| | | | |
|---|----------|--|----------|
| 8 Drive Mobiles | \$189.50 | 4 Photomatics (7 mo. old) . | \$750.00 |
| 14 Batting Practice | 119.50 | 3 Photomatics (12 mo. old) . | 695.00 |
| 1 Photomatic D. P. Series (Refinished and Reconditioned) | 395.00 | 7 EVANS' DUCK PIN Alleys (Latest Improvements) | 395.00 |

SLOTS

| | | | |
|--|----------|--|---------|
| 2 Mills' F. P. Slots | \$ 79.50 | 2 Pace Comets (Blue Fronts), 50c Play | \$39.50 |
| 1 Mills 25c Golf Ball Vender | 109.50 | 1 Pace Comet (Blue Front) 25c Play | 37.50 |
| 3 Roll-a-Top | 35.00 | 2 Mills Sphinx 25c Play .. | 22.50 |
| 1 Jennings Golf Ball Vender | 24.50 | 1 Caille 5c Play | 22.50 |
| 1 Caille Console 25c Play | 75.00 | 3 Slots (Reconditioned). Ea. | 19.50 |
| 9 Pace Comets (Blue Fronts), 10c Play | 34.50 | | |

ROBINSON SALES COMPANY

3100 Grand River
Detroit, Michigan

IMPORTANT ANNOUNCEMENT

We have purchased the entire coin machine division of Caille Bros. Company, Detroit, and are prepared to render 100% service on rebuilding jobs and repair parts. When conditions warrant we shall resume the manufacture of a machine of the Caille type with many refinements. Our staff of mechanics is one of the best in the industry and is especially experienced and efficient on Caille products. Will quote you on rebuilding Caille Cadets, Commanders or Knockouts. Our stock of repair parts for Caille machines is the ONLY one in the United States and our prices are reasonable. All repairs and parts strictly C. O. D.

PENINSULAR CANDY CO.

PORT CLINTON, OHIO

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

Parkoff's Radio Promotion

While Nat Cohn was sunning himself in Miami, Meyer Parkoff, manager of the Modern office, was able to pull a phonograph promotion on the air on a Coast-to-Coast hook-up. The staff was at the office late one night on a party celebrating the arrival of a baby to the Maurice Rubels when a wild-eyed individual burst in asking if he could borrow a juke box. The Go-Getter Program (Station WOR—Mutual network) had assigned him to get one back to the studio. Thru the help of a strange truckman the machine was transported to the studio. "Parky" went along as escort and when he was interviewed insisted strongly that the machine was not a juke box but an automatic phonograph.

Fish in Gold(y) Fishbowl

Abe (General) Fish, of Hartford, Conn., has been captured and thrown in the Gold(y) fishbowl. On March 1 Abe and Goldy Sinick were the headliners at a reception and wedding ceremony at the Rockledge Country Club, West Hartford, Conn. The couple will set up housekeeping in a swanky apartment in Hartford. Prior to the wedding Abe's friends threw a stag party in his honor at the Bond Hotel. In addition to many local column and celebrities, a few out-of-town visitors turned up, including Bernie Sossens, Dave Bond, Ben Palasantant and Fred Iverson.

New Blood

Alec (Flash) Gold, who at times lays claim to being a scenario artist, has entered the music machine business and is doing very nicely, according to reports.

Slick Music Promotion

Al Botkin, music operator, has placed signs over his phonographs, staggering them from week to week, reading: Entire proceeds of this machine for this week will be turned into Defense Bonds. Other operators are said to be following this plan.

Iverson Recuperating

Fred Iverson, who returned to the city last week, is still recuperating from punishment handed out by Jack Ravreby, of Owl in Boston. Jack had Fred running from one night spot to another, the high spots of the adventure taking place at the Mayfair, Villa Casino and the Latin Quarter.

Degutis Remodels Again

We understand that Tony Degutis has remodeled his Dursell offices again, and it is claimed that they compare favorably with any in the coin machine business.

Speed Demon

Maxie (Baron) Putterman gets a terrific kick driving up and down the main street of his town. There has been some mention of one drive costing 50 clams.

Mitchell's Biz Up

Irving Mitchell has developed a substantial business in counter vending and amusement machines, he reports. Irv buys and sells this equipment thruout the country and has an enviable reputation in the trade.

Coming and Going

Nat Cohn returned to New York this week after a short vacation in Miami. Nat was bubbling over about the party Abe Lyman threw for him at the Royal Palm.

Dick Parina, West Coast distributor for DuGrenier, visited his friends in the big city this week.

"Blip" Glassgold, sales manager of Arthur H. DuGrenier, after an important conference in New York with Dick Parina, West Coast distributor, left for the company's Haverhill plant and then on to the Massachusetts CMA banquet with other firm executives.

Lear Forms New Firm

Dave Lear, popular thruout the coin machine industry, is now actively in

Letter List

Continuation Appears on Page 94.

business under the name of Universal Vending Sales Corporation and is handling distribution, reconditioning and refinishing on used cigarette vendors.

Here and There

Earle C. Backe, of National Novelty, is clued with the strong reception being given to Rotor Tables in swank spots, according to reports from operators. The combination game and table has succeeded in opening spots that never used games heretofore, it is said.

Operators report to Miss Strong, of G. V. Corporation, that they are pleased with the firm's policy of doing whatever it can to overcome their problems of operation in the gum vending field.

Suggestions and ideas from operators, jobbers and distributors thruout the country regarding application of Singing Picture auxiliary speakers as a means of opening up quality spots have flooded into the offices of Tri-Way Products Company, according to firm executives.

Louis Costa, Keyport (N. J.) operator, asks the trade to keep its weather eye peeled for 66 pinball games, 12 Triple Entry consoles, 4 Track Times and 1 Galloping Domino stolen from his garage.

Arcade Activity

Speaking of arcades, Earl Winters, in charge of the arcade division at International Mutoscope, has been rushed these past weeks forwarding complete units and answering the many questions popped at him thru the mails and verbally on how to get the most money out of arcade operation.

BUY DEFENSE BONDS AND STAMPS



40 DIFFERENT POST CARD SERIES NOW READY!
for
EXHIBIT'S POPULAR POST CARD VENDERS

NO LOCATION TAX ON THESE MACHINES

JUST RELEASED

DAFFY DIPLOMAS... ARMY AND NAVY COMICS... HUMOROUS TELEGRAMS... MILES OF SMILES. LOONY LYRICS... BLIND DATES... ARTISTS MODELS... LIMBS OF FAMILY TREE... WITTY PERMITS. GLAMOUR GIRL MANNEQUINS.

WRITE for BIG ILLUSTRATED CIRCULAR

EXHIBIT SUPPLY COMPANY
4222-30 W. LAKE ST. - CHICAGO

ALSO 45 DIFFERENT PENNY ARCADE MACHINES

WILL PAY

Highest Cash Prices For:

Wurlitzer Skee-Balls
12 Ft. Rock-a-Balls
Chicago Coin Roll-a-Scores
Genco Bank Rolls

State Quantity and Condition

ROBINSON SALES CO.

3100 Grand River, DETROIT, MICH.

TRADE SERVICE FEATURE Billboard

Industry Mentions

Magazines -- Newspapers -- Radio

At the Midwest Hotel Show at the Stevens Hotel, Chicago, March 16-22, three exhibit booths used automatic music machines.

"What Makes a Pinball Machine Tick" was the title of a feature article in The Philadelphia Record March 11.

The newspaper stated: "The pinball game is a sophisticated off-shoot of the innocent pastime of bagatelle and its appeal to cosmopolitans is attested by the fact that George H. Earle, former Minister to Bulgaria, did not think it beneath him to lug one halfway around the world."

"Historians in the business say that bagatelle dates back to the days of ancient soothsayers who used to throw rocks up steep hills, basing their predictions on where the rocks stopped rolling."

Speaking from his pulpit in the Holy Trinity Episcopal Church at Collingswood, suburb of Camden, N. J., Rev. J. Daniel Stover censured high courts of the State for approving a local race track and horse race gambling while frowning on pinball game play.

A UP release says that London is taking the American troops to its heart, but there is still considerable uncertainty in the pubs as to what the doughboys mean when they ask if they could play Chattanooga Choo Choo on the juke box.

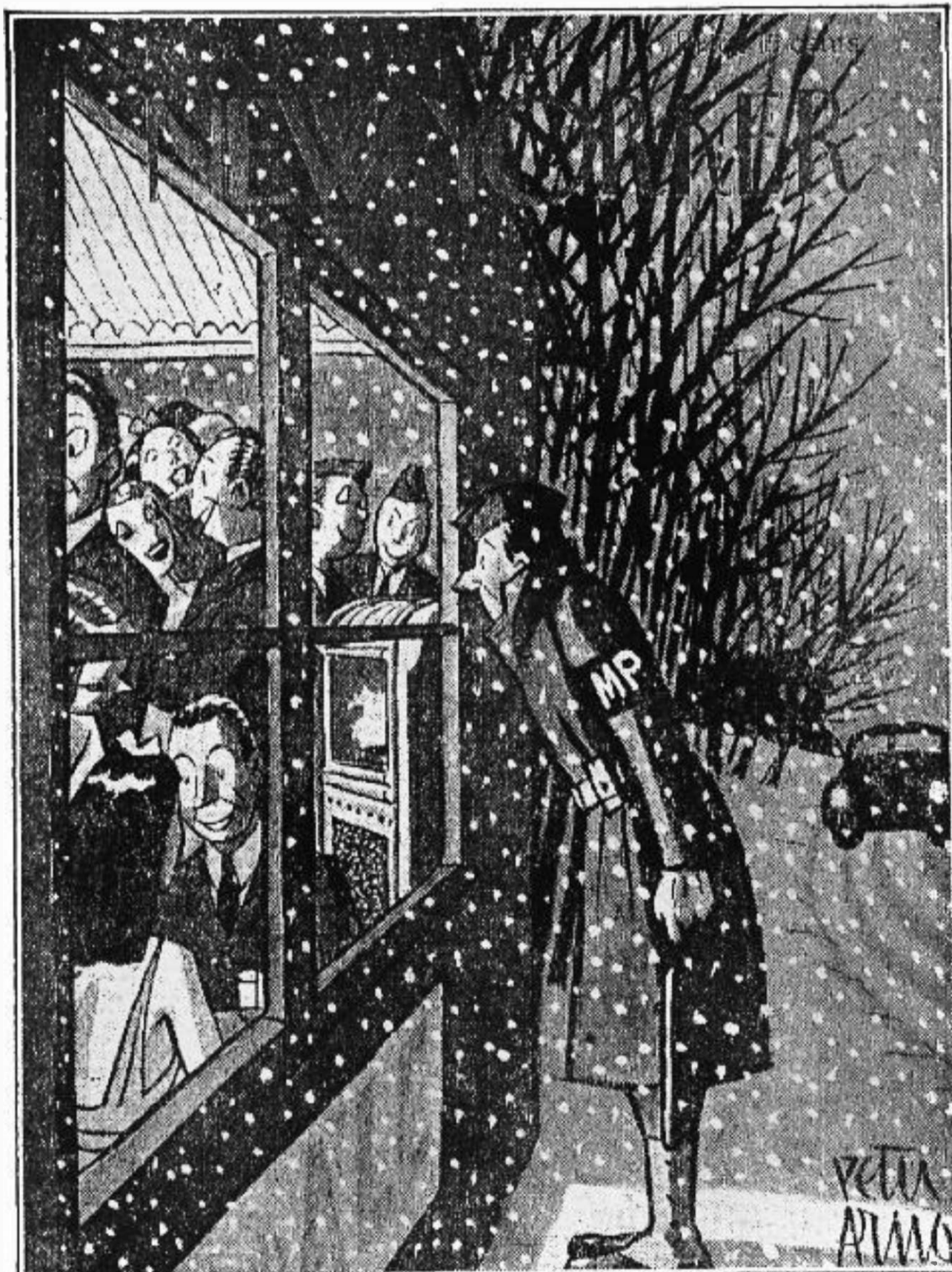
The story of an Akron man who counterfeited nickels and quarters to play the slot machines was carried in newspapers thru an AP release. Police found crude molds for making counterfeit coins in his apartment.

Another UP release, from State College, Pa., carries an industry mention when it tells of students at Pennsylvania State College who celebrate on Saturday nights at the Drydock, a dry night club on the campus.

The Chicago Sun, March 15.—Writing in a whimsical vein, a reporter gives an account of a difference of opinion about selections of records on a music box in a Brooklyn bar.

The comic strip "Texas Slim and Dirty Dalton," by Ferd Johnson, continues to use a telephone music box in its serial story. Texas loves a girl who works for Telephone Juke Company, Inc., and for weeks he has been shown talking with her thru the telephone music box.

In the column "U. S. at War," Time, March 9, an analysis of Britons' opinions on the United States, covering our form of government, our entry into the war, Pearl Harbor and the 50 destroyers we sent Britain, contains a tribute to pinball popularity: "... the receivers of Bundles for Britain thought Americans the most generous people in the world."

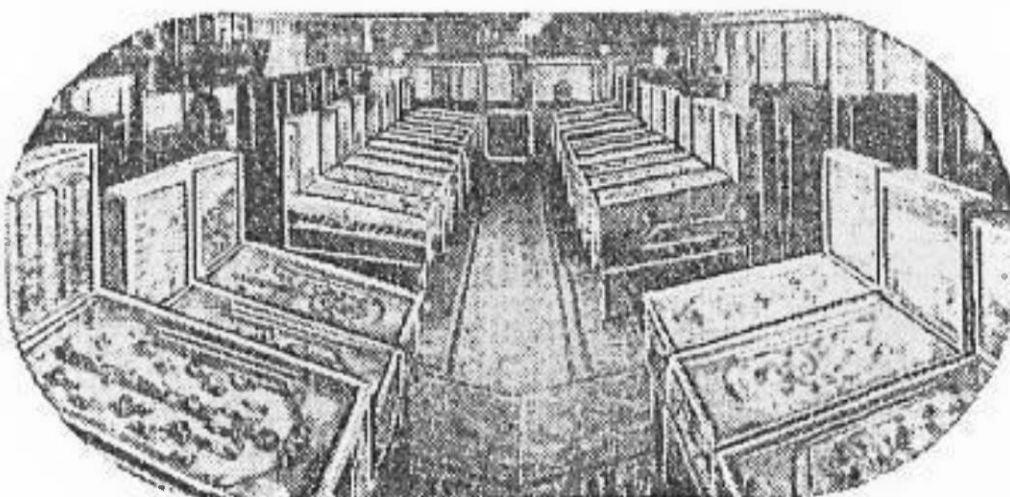


Reproduction of cover of THE NEW YORKER, March 7. Peter Arno, artist.

JOBBER-DISTRIBUTORS

STOCK UP NOW! IT'S LIKE HANDING YOU \$10 AND \$20 BILLS ON A SILVER PLATTER! OUR GAMES ARE WORTH DOUBLE THE PRICE! NO WONDER WE ARE SHIPPING THEM OUT BY THE TRUCK LOADS DAILY! ARE YOU GETTING YOURS?

ONE OF OUR DISPLAY ROOMS



ESTABLISHED 1932

PETE HAGEDOORN, OWNER

ALL FREE GAMES--CRATED AND READY TO GO!

- Price lists for various games: \$15.00 Each (Playmate, Dudo Ranch, etc.), \$20.00 Each (Big Chief, Duplex, etc.), \$25.00 Each (Seven Up, Broadcast, etc.), \$30.00 Each (Silver Skates, Pan American, etc.), \$35.00 Each (Ten Spot, Majors, etc.), \$40.00 Each (Argentine, Horoscope, etc.), \$50.00 Each (Gun Club, Tex. Mustang, etc.), \$60.00 Each (Jungle, Clover, etc.), \$75.00 Each (Spot-A-Card, Five & Ten), \$100.00 Each (Air Circus).

CONSOLES AND 1-BALLS

- 7 SANTA ANITAS, Cash P. O. ... \$100.00 Ea. GRAND STAND ... \$75.00 Ea.
1 LONGHAMPS ... 100.00 SPORT PAGE ... 50.00 Ea.
GRAND NATIONALS ... 75.00 Ea. ARLINGTON ... 40.00 Ea.

NEW JERSEY OPERATORS: We will buy your Pin Games--Cash Waiting! COMPLETE LINE OF NEW AND USED CIGARETTE MACHINES!

Terms: 1/3 Deposit, Balance C. O. D., Give 2nd and 3rd Choice. Full Cash Orders for \$20.00 or less.

JERSEY SPECIALTY CO. ROUTE 23, NEWARK-POMPTON TURNPIKE, SINGAC, N. J. Phone: Little Falls 4-0784.

CENTRAL OHIO QUALITY BUYS

WANTED

- ABC Bowler ... \$85.00
Argentine ... 79.50
Boontown ... 47.50
Big Chief ... 37.50
Capt. Kidd ... 74.50
Crossline ... 37.50
Cadillac ... 22.50
Duplex ... 54.50
Do Re Mi ... 64.50

FOR CASH

- Champs ... \$89.50
Formation ... 27.50
Gun Club ... 89.50
5-10-20 ... 109.50
Hi-Hat ... 57.50
Knockout ... 95.00
Leader ... 32.50
New Champs ... 89.50
Mystic ... 42.50
Monicker ... \$79.50
Pan American ... 59.50
Sky Blazer ... 64.50
Sea Hawk ... 49.50
Super Chubbie ... 59.50
Short Stop ... 22.50
Star Attraction ... 74.50
South Paw ... 62.50
Seven Up ... 47.50

CONSOLES

Write Us for Complete Information on Scientific's New BASEBALL and BASKETBALL GAMES--now on display. Half Deposit Required on All Orders--Balance C. O. D.

Central Ohio Coin Mach. Exchange, Inc., Phone Adams 7949, 491 S. High St., Columbus, Ohio

Kelly Automatic Music Co. advertisement listing various music machines and prices. Includes: COMMANDER, R. C. E. S. \$249.00; ENVOY, E. S. \$239.50; CLASSIC MAR'GLO, E. S. 179.50; WALL-O-MATIC 25.00; COLONEL, R. C. E. S. 289.50; 800 319.50; COLONEL, E. S. 249.50; 600 149.50; CADET, E. S. 219.50; 71 INCL. MAT. STND. 129.50; MAJOR, R. C. E. S. 269.50; 41 INCL. MAT. STND. 99.50; MAJOR, E. S. 239.50; RHYTHM MASTER, 16. REC. (Life-Up Grill) 65.00; ENVOY, R. C. E. S. 279.50. Terms: 1/3 Down Payment, Balance C. O. D. 502 4TH AVE. JOLIET, ILLINOIS

RECONDITIONED FREE PLAY GAMES--WHILE THEY LAST. List of games and prices: Blondie \$24.50, Brito Spot 26.00, Big Show 18.50, Cadillac (Bakelite Bumpers) 24.50, Conquest 17.50, Champion 19.50, Double Feature 22.50, Doughboy 18.50, Drum Major 29.50, Fox Hunt \$35.00, Merry-Go-Round 29.50, Ocean Park 17.50, Jumper 15.00, Polo (Bakelite Bumpers) 25.00, Power House (Bakelite Bumpers) 27.50, Rebound 17.50, Roller Derby 23.50, Sports Parade \$55.00, Sports 29.50, Short Stop 20.50, Scoreline 22.50, Stoner Baseball 19.50, Thriller 15.00, Wings 31.50, Carom (P. O. Table) 10.00, Classic (P. O. Table) 10.00. Terms: 1/3 Deposit, Balance C. O. D. State Method of Shipment Preferred. NATIONAL SALES & DISTRIBUTING CO. 1601-07 EAST 39TH STREET KANSAS CITY, MO.

JOBBER-DISTRIBUTORS
WRITE FOR SPECIAL PRICES ON THE FOLLOWING BRAND NEW MACHINES— ALL IN ORIGINAL FACTORY SEALED CRATES!

NEW CONSOLES
KEENEY SUPER BELLS
BALLY CLUB BELLS
MILLS JUMBO Combination
BALLY HIGH HANDS
BALLY SUN RAY

Used Consoles: BALLY HIGH HAND, BALLY BIG TOP

NOVELTY GAMES

Genco's VICTORY Gottlieb's FIVE & TEN
Genco's DEFENSE Gottlieb's KEEP 'EM FLYING
Gottlieb's TEXAS MUSTANG

**HUNDREDS OF USED F. P. GAMES IN STOCK!
QUICK — WRITE FOR PRICE LIST!**

B. D. LAZAR COMPANY
1635 FIFTH AVE., PITTSBURGH, PA. • 1425 N. BROAD ST., PHILADELPHIA, PA.

De Witt Eaton Visits Buckley Music Plant

CHICAGO, March 21 (MR).—De Witt (Doc) Eaton, Eastern district manager for Buckley Music Systems, recently spent a week in the Buckley factory in Chicago. Commenting on conditions today in the music business, Eaton says: "During the past two years some Buckley distributors thought I was overloading them with stock, but they have since found I did them a favor. With a large stock confronting them, they had to sell the music system idea to operators. "Result was that many more operators became acquainted with the music system and were convinced of its permanent place in the music field. Many operators tell me that the earnings from a music system average just as much today as it did when originally installed. "Today's conditions make it necessary for an operator to use equipment that will stand up, give him good service and steady returns. Location owners are interested in the same principles, and Buckley Music Systems satisfy both of them.

"Operators, on the whole, feel they are in a fortunate position and they are devoting their time to making their business as satisfactory and profitable as possible in order to assure permanency and something that will be worth while for a long time. Operators are assisting in every way they can with the nation's defense plans.

"My trip to the Buckley factory was to secure up-to-date information about developments and future plans in the music field so that I may properly advise music system operators."

Mass. Amusement Merchants To Meet

BOSTON, March 21.—Announcement was made this week that amusement operators would meet April 2 at Smith House in Cambridge, Mass., at 7:30 p.m. Dinner will be served.

Urges Advertising As War Benefit

CHICAGO, March 21.—The continuing value of advertising as a medium for furthering the war effort was emphasized by Undersecretary of Commerce Wayne Chatfield Taylor in an address before a regional meeting of the National Industrial Advertisers' Association.

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

"We hope to see even more of it in the future. We hope to see you broadcasting useful information even if you might hold a brief competitive advantage by not publishing it.

"There is no competition now as we have known it. The one customer we all have is our country's existence, and it will help to meet its demands if you use the space you buy to pass along information that will help your industry do a better job—news of improved methods, of saving in time and man-hours, as well as news of new devices which apply only to your variety of product."

President William Donald Murphy of the association told the gathering that advertising, "like the B-1 energy vitamin, does not carry on indefinitely by its own momentum. Its energy is constantly used up and must be constantly renewed."

He urged an active continuation of advertising schedules publicizing "the war use of your product, its availability, its operation and how to conserve and maintain it."

Industry, he said, should move to convert voluntarily to essential production "before conscription," asserting "the time for volunteering is very nearly past."

Atlas Closes Omaha Branch for Duration

CHICAGO, March 21 (DR).—The Omaha branch of the Atlas Novelty Company has been closed for the duration of the war. Existing conditions brought about this move.

Atlas customers will be serviced effectively and promptly from the main office in Chicago. The Omaha stock of phonographs, pin games and other equipment has been transferred to the firm's Chicago warehouses.

Eddie and Morrie Ginsburg, officials of Atlas Novelty Company, anticipated production restrictions and long ago started their representatives scouring markets so that now the firm is prepared for the future with an inventory of thousands of games.

To customers who had been served by the Omaha branch, Atlas promises immediate delivery from its Chicago office at the right prices as long as stock is available.

Dixie Sales Sends Hunter for Games

MEMPHIS, March 21 (DR).—Robert W. (Bob) Hunter, Dixie Sales Company, spent the past week in Chicago arranging for shipments of consoles and free-play games.

"The situation we of the coin machine business are facing makes quick action imperative and we at Dixie Sales are getting set to shoot the final salute in big-league style," said Hunter. "When the curtain is drawn and manufacturers have stopped production, operators will still receive good dependable trading service at Dixie."

Hunter says he shopped around and found and bought a large quantity of equipment.

Dick Parina in New York

NEW YORK, March 21 (MR).—Dick Parina, head of R. A. Parina & Company, San Francisco and Los Angeles distributor for Arthur H. DuGreiner, Inc., visited the company's New York offices this week for conferences with "Bip" Glassgold, sales manager.

"We sold more Champion cigarette merchandisers and Candy Man 5-cent candy bar machines last year than ever before," Parina stated. "Glassgold and I are trying to dope out some equitable method of supplying the greatest number of West Coast operators with as large a percentage as possible of the terrific demand they've indicated for DuGreiner equipment.

Rotor Tables Hit In Club Spots

MERRICK, L. L. March 21 (MR).—Earle C. Backe, of National Novelty Company and Rotor Table Games, Inc., reports he is experiencing success in selling Rotor Tables to clubs thru local operators. He points out that the popularity in clubs is due to the fact the equipment is not only a game but an excellent table on which drinks and food may be served without interfering with patrons seated at the table and playing the game.

"The game has a ready entree everywhere, being entirely legal," Earle states. "Some operators prefer to operate the tables themselves, placing them in a few choice swank spots that will use no other types of games. Altho sales of games direct to locations by operators is not generally good practice, this game is different. Clubs feel they have more to gain from having people sit around these tables ordering a round of drinks from time to time than from the number of nickels collected in the game itself."

| | | | |
|---|---|------------------------|------------------------|
| Attention... \$39.50 | Follies... \$18.50 | Monicker... \$94.50 | Ten Spot... \$59.50 |
| Anabel... 24.50 | Four Diamonds... 54.50 | Pan American... 49.50 | Sky Blazer... 69.50 |
| Argentine... 79.50 | Flicker... 30.50 | Play Mate... 19.50 | Twin Six... 57.50 |
| A. B. C. Bowler... 69.50 | Gun Club... 72.50 | Polo... 27.50 | Wild Fire... 34.50 |
| Barrage... 39.50 | Gold Star... 34.50 | Power House... 22.50 | Wop... 47.50 |
| Big League... 14.50 | Glamour... 24.50 | Repeater... 29.50 | West Wind... 34.50 |
| Big Chief... 37.50 | Headliner... 14.50 | Super Charger... 14.50 | Victory... 89.50 |
| Boom Town... 34.50 | Horoscope... 54.50 | Sporty... 14.50 | Zombie... 38.50 |
| Broadcast... 39.50 | Hi Hat... 59.50 | Sparky... 29.50 | Zig Zag... 59.50 |
| Big Parade... 99.50 | Knockout... 99.50 | Sky Line... 31.50 | 5 & Ten... 99.50 |
| Clover, F.S... 34.50 | League Leader... 32.50 | Stratoliner... 44.50 | Texas Mustang... 72.50 |
| Crossline... 34.50 | Leader... 32.50 | Sea Hawk... 49.50 | Solway... 32.50 |
| Captain Kidd... 47.50 | Mascot... 17.50 | Hi Dive... 59.50 | Topic... 99.50 |
| Dough Boy... 18.50 | Mr. Chips... 17.50 | South Paw... 64.50 | Majors '41... 52.50 |
| Dude Ranch... 32.50 | Metro... 39.50 | Snappy... 69.50 | Duplex... 41.50 |
| Dixie... 31.50 | New Champ... 69.50 | Salute... 38.50 | Sky Ray... 54.50 |
| Do-Re-Mi... 69.50 | Mystic... 39.50 | Sun Beam... 47.50 | |
| ARCADE EQUIPMENT | | | |
| Gretchen Metal Typers... 75.00 | 1 Magic Heart... \$189.50 | | |
| Battling Practice... 139.50 | 6 Cockeyed Circus, with Stands, at... 39.50 | | |
| Texas League... 29.50 | Sky Fighter... 189.50 | | |
| 3-Way Grippers... 17.50 | Drive Mobile... 189.50 | | |
| 10 Exhib. Card Vendors, Cards and Stands... 32.50 | Anti-Aircraft... 42.50 | | |
| 2 Speed Bicycles... 135.00 | Exhibit Diggers... 49.50 | | |
| Punching Bag... 135.00 | Holly Grippers... 9.50 | | |
| Radio Rifles... 80.50 | Ten Strikes... 49.50 | | |
| Ramses... 140.00 | Exhib. Chinning Mach... 159.50 | | |
| SLOTS — Over 400,000 | | | |
| Cherry Bells... \$105.00 | Sport Special... \$ 94.50 | | |
| Indian Bells... 110.00 | Record Time... 104.50 | | |
| Bonus Bells... 125.00 | Dark Horse... 129.50 | | |
| Wellington Releatop... 52.50 | Blue Grass... 159.50 | | |
| Columbia Jack-Pot... 44.50 | Mills Owl... 97.50 | | |
| ONE-THIRD Deposit With Order, Balance C. O. D. | | | |

CLEAN UP ON THIS CLEANOUT

| | | |
|--------------------------|--------------------------|------------------------|
| Alr Force... \$44.50 | Home Run, '42... \$79.50 | Sluggo... \$24.50 |
| A. B. C. Bowler... 44.50 | Hi-Hat... 34.50 | Showboat... 44.50 |
| Argentine... 44.50 | Jungle... 54.50 | Stars... 19.50 |
| All American... 17.50 | Legionnaires... 39.50 | Silver Skates... 29.50 |
| Blonde... 17.50 | Miami Beach... 42.50 | Snappy, '41... 44.50 |
| Big Chief... 24.50 | Metro... 15.50 | Sun Beam... 22.50 |
| Dixie... 17.50 | Powerhouse... 15.50 | Ten Spot... 34.50 |
| Duplex... 29.50 | Pan American... 24.50 | Twin Six... 39.50 |
| Double Play... 29.50 | Roxy... 9.50 | Tex. Mustang... 49.50 |
| Flicker... 24.50 | Repeater... 29.50 | Towers... 59.50 |
| Fleet... 19.50 | Sky Blazer... 44.50 | Velvet... 19.50 |
| Five & Ten... 79.50 | Spot Pool... 49.50 | Venus... 64.50 |
| Horoscope... 39.50 | Stratoliner... 19.50 | West Wind... 34.50 |

1/3 Cash, Balance C. O. D. Give 2nd and 3rd Chco.
ATLANTIC VENDING CO., 659 ATLANTIC AVENUE, BROOKLYN, N. Y.
 Phone: NEVing 8-1055

PRICED FOR QUICK SALE!

| | | |
|----------------------------|-----------------------|--|
| A. B. C. Bowler... \$37.50 | Knockout... \$68.50 | SPECIAL! 20 Bally HIGH HAND, combination F.P. and P.O., \$157.50 each. 2 Brand New Jennings 25¢ Golf Ball Vendors, \$195.00 each. |
| Star Attrac... 34.50 | Majors '41... 89.50 | |
| Argentine... 37.50 | Monicker... 64.50 | |
| Big Parade... 65.00 | Show Boat... 34.50 | |
| Bosco... 49.50 | Snappy '41... 34.50 | |
| Bola Way... 39.50 | Sky Blazer... 37.50 | |
| Capt. Kidd... 39.50 | South Paw... 34.50 | |
| Cadillac... 12.50 | Spot Pool... 44.50 | |
| New Champ... 42.50 | Sport Parade... 17.50 | |
| Clover... 57.50 | Stratoliner... 17.50 | |
| Duplex... 19.50 | Ten Spot... 32.50 | |
| Five & Ten... 69.50 | Victory... 67.50 | |
| Gun Club... 37.50 | Venus... 59.50 | |
| Hi-Hat... 32.50 | Zig Zag... 29.50 | |

Will Pay Cash for Any Legal Equipment
 References: Any Bank in Elizabeth or Chicago Mfrs.
NEW AMERICAN SALES CO.
 409 N. Broad St., Elizabeth, N. J. (Tel.: Elizabeth 3-1776)

CATCH THE PENNIES - - - ONLY \$9.85
 TAX FREE
PENNY COUNTER AND BOOTH BOX
 Averages 4 to 8 Cents a Record. Pays for Itself First Week
 Complete With Connections and Ten Feet of Wire
 1/3 Deposit, Balance C. O. D.
MID-WEST MFG. CO.
 215 S. WASH., HUTCHINSON, KANSAS

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

Pa. Prelate Defends Games, Attacks Racing

CAMDEN, N. J., March 21.—Pinball machines, defended by the local *Courier-Post* newspaper in its editorial page and columns, for the first time finds the church coming to its defense. From the pulpit of the Holy Trinity Episcopal Church at suburban Collingswood, on March 8, Rev. J. Daniel Stover, rector of the church, asked: "How can the higher courts of the State approve a million-dollar take from race tracks and frown on the five-cent play of pinball machines?"

Rev. Stover asked the question in his pulpit in support of a recent editorial in

the *Courier-Post*. He has been a consistent opponent to the race track being constructed here. "How is it possible for a race track to be built here when the materials for that purpose are so badly needed for national defense?" he asked. "Hundreds of thousands of dollars are being spent for these materials which the government needs for building of homes for defense workers and other necessities."

In attacking the race track, he pointed out to the folly of the courts permitting horse race gambling, where so many dollars are involved, as being legal, and in the same breath, frowns on a harmless amusement that costs only five-cents. As the newspaper pointed out in its editorial, Rev. Stover reiterated that one never hears of homes being broken up or anyone losing his week's wages or life's saving by playing the pinball machines.

"I, for one," he said, "demand sincerity and honesty on the part of some of our politicians."

WPB ISSUES ORDERS

(Continued from page 101)

rector of Industry Operations, limiting the use of any materials;

(b) to Defense Supplies Corporation, Metals Reserve Company or any other corporation organized under Section 5 (d) of the Reconstruction Finance Corporation Act as amended, or any person acting as agent for such corporation;

(c) pursuant to specific authorization of the Director of Industry Operations. (c) Reports. Each manufacturer of automatic phonographs or weighing, amusement or gaming machines shall file with the War Production Board within 21 days of the effective date of this order, his inventory as of the effective date of this order, or raw materials, semi-processed parts and finished parts for use in the production of such equipment.

(d) Effective date. This order is to take effect on the date of its issuance and shall continue in effect until revoked.

Issued this 16th day of March, 1942.
J. S. KNOWLSON,
Director of Industry Operations.

Official Order L-27-a

TITLE 32—NATIONAL DEFENSE—CHAPTER IX—WAR PRODUCTION BOARD.

Subchapter B—DIVISION OF INDUSTRY OPERATIONS—PART 1040—VENDING MACHINES—SUPPLEMENTARY LIMITATION ORDER L-27-a.

In accordance with the provisions of Section 1040.1 (General Limitation Order L-27) which the following order supplements.

Section 1040.2—SUPPLEMENTARY LIMITATION ORDER L-27-a. (a) Restrictions after April 30, 1942.

(1) Except as provided in subparagraphs (a)(2) and (a)(4), no manufac-

turer of vending machines shall, after April 30, 1942, process, fabricate, work on or assemble any materials for use in the manufacture of vending machines, nor shall any manufacturer of vending machines manufacture or assemble any vending machines after that date.

(2) The restrictions contained in subparagraph (a)(1) shall not apply to the manufacture of vending machines which are used to vend sanitary napkins for women. During the three months' period beginning May 1, 1942, and ending July 31, 1942, and for each three months' period thereafter, each manufacturer of vending machines may use in the manufacture of such vending machines used to vend sanitary napkins for women.

(1) Three times 50% of the monthly average of iron and steel used by him in the manufacture of such vending machines used to vend sanitary napkins for women during the twelve months ended June 30, 1941, and

(ii) Three times 25% of the monthly average of metals other than iron, steel, or prohibited metals used by him in the manufacture of such vending machines used to vend sanitary napkins during the twelve months ending June 30, 1941.

(3) No manufacturer of vending machines shall use any prohibited metals or alloy magnets in the manufacture of any vending machines pursuant to subparagraph (a)(2) after April 30, 1942.

(4) The restrictions contained in subparagraphs (a)(1), (a)(2) and (a)(3) shall not apply to the manufacture of repair and replacement parts for vending machines. During the three months' period beginning May 1, 1942, and ending July 31, 1942, and for each three months' period thereafter, each manufacturer of vending machines may use in the manufacture of repair and replacement parts for vending machines three times 100% of the monthly average of iron, steel, prohibited metals and other metals used by him in the manufacture of such repair and replacement parts for vending machines during the twelve months ended June 30, 1941. For the purpose of this subparagraph, "repair and replacement parts" shall mean such parts as are essentially required for the restoration of vending machines to a sound operating condition when such equipment has been rendered unfit or unsafe for use through wear, tear, damage or destruction of parts or other similar causes. It shall not include the substitution of equipment of greater capacity than the equipment which is replaced.

(b) Acceleration of April 1942, Quotas. From the effective date of this order, the restrictions contained in subparagraph (b)(2) of Limitation Order L-27 shall not prevent any manufacturer of vending machines from accelerating his rate of production during the month of March, 1942, in order to produce all or any part of the quota of vending machines that he is permitted to produce during the month of April, 1942, in lieu of producing such vending machines during the month of April, 1942.

(c) Communications. All appeals and other communications concerning this order shall be addressed to the War Production Board, Washington, D. C., Ref.: L-27-a.

(d) Effective Date. This order shall take effect immediately.
Issued this 17th day of March, 1942.
J. S. KNOWLSON,
Director of Industry Operations.

ROLL-O-DOUGH



2280 Tickets Take In... \$114.00

Average Pay Out. 74.00

Average Profit. \$ 40.00

Sample \$3.96

Jar—25c Extra.

Jobbers, write for quantity discounts.

We manufacture a complete line of Tickets, Jar Deals, Tips, Base Ball Dailys-Series, and Sales Boards.

MUNCIE NOVELTY CO.

P.O. Box 823, 2704 S. Walnut St., Muncie, Ind.

RARE BARGAIN

178 New Pin Ball Cabinets

Complete with light box, playboard and legs. Some painted; others unpainted. Cabinet 42 1/8 x 22 x 13. Playboard 30 11/16 by 20 1/8 by 1/2. Call or Write

ROCK-OLA MFG. CORP.

A. A. Silberman

800 North Kedzie Ave. CHICAGO, ILL.

FOR SALE

Penny Arcade Machines (used), Fortune Tellers, Base Ball, Diggers, Punching Bags, Strength Testers, Muto, Picture Machines, Drop Picture, Roovers Lady and Puss Mystic Mirror, Mystic Ray, Cabinet and many others.

JOYLAND AMUSEMENT CO., INC.

201 First Ave. ASBURY PARK, N. J.

18 Model F Target, Blue Cabinet \$17.50 Ea.
5 Big Game Hunters 22.50 Ea.

IRVIN NOVELTY CO.

125 E. Main St. DANVILLE, ILL.

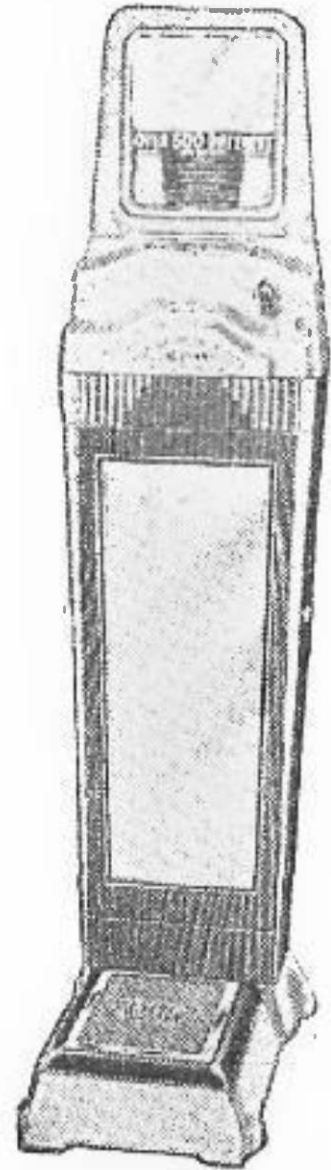
FOR QUICK SALE

Keeney Super Bells; Mills Blue Fronts, Brown Fronts; Jennings Silver Moon Chiefs, Silver Chiefs, Pace Comets, Watling and Caille J.P. Bells. Also Keeney Skill Times, Evans Galloping/Dominos, Jumbo Parades. Quantity of Mills and Jennings Slot Parts. Wanted: Arcade Equipment.
SOUTHWEST AMUSEMENT CO.,
1712 Field Street, Dallas, Texas



JOE ABRAHAM, J. M. NOVELTY COMPANY, Youngstown, O., after Exhibit's newest release, Sky Chief, was demonstrated by John Chrest, sales manager, added his approval to that of other Exhibit Supply Company distributors. (MR.)

IMPROVED SCALE



Operates Automatically No Springs--Balance Weight

30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.

4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

FOR SALE

NEW AND USED CONSOLES AND SLOTS

Mills Three Bells, 8U.
Mills Four Bells, Straight 5c, 8U.
Mills Four Bells, three 5c, one 25c Play, F8.
Keeney Super Track Time, same as new.
Evans Royal Lucres, Bang Tails, Dominos, Lucky Lucres, Lato.

Jennings Fast Time, CP.
Mills Jumbos, CP, New and Used.
Mills Jumbo, Cash & Free Play Combination, Never Unrated.

Bally High Hand Combination, Keeney's Super Bell Combination, Keeney's 4-Way Super Bell, two 5c, two 25c Pl. Baker's Paces, Dally Double Model, 30 to 1 Pay, Same as New.

Paces Races, JP Models & Reg. Models, Brown Cab., Both 30 to 1 and 20 to 1 Pay.
Mills Square Belle.
Bally Santa Anita and Sport Kings.

Mills 1-2-3, Cash Pay.
Columbia Bells, Rear Payout GA, Used and Also New, Never Unpacked.
Mills Blue Fronts, Repainted, Rebuffed, Re-nickled, Perfect Mechanical Condition.

Bonus Bells, Milton Bells, Watling Gooseneck, Roll-a-Top, Jennings Chief, 5c, 10c, 25c Play, AC, Seven Jack Pot, 5c Play.

All Equipment Perfect Condition, Thoroughly Reconditioned. Write or Wire for Prices.
JONES SALES COMPANY
TRADE AVE., HICKORY N. C. Tel. 107.

24 factory reconditioned Blue Fronts, like new. They have the non-stop reels, drill proof club handles and the crackle. Each finish paint \$124.50

10 Jennings Chiefs, Brown Fronts and Chrome Bells 124.50
2 Grand Nationals 99.50
3 Sport Pages 54.50
3 Grand Stands 69.50
1 Long Shot 122.50
1 Spinning Reels 94.50
1 1038 Track Time Console 99.50
1 Super Track Time Console 139.50
1 Jennings Skillod Time Console 119.50
1 Mills Phonograph (Throne of Music) 124.50

10 1c American Eagles 9.95
4 Mills Vest Pockets 24.50
12 Peanut Machines (Snacks) 5.95
20 Zephyrs 1c Cigarette Machines ... 5.95
5 Yankee 1c Cigarette Machines ... 9.95

HUDSON MUSIC CO. Benton, Ky.

OLD SLOTS FOR SALE

15 Old Slots, all in playing condition, complete with parts, most of them repainted, assorted 1c, 5c, 10c and 25c play, at \$15.00 each or \$150.00 for the lot. They are worth the money for the parts alone. First deposit check gets the lot.

SPARKS SPECIALTY CO.
SOPERTON, GA.

FOR SALE

Two Robonids, one Bally Royal, one Up-Up, one Cowboy, two Bally Champs, one 1-2-3, free play, all \$100.00. Two Saratogas, \$75.00 each; one Paces Races, brown cabinet, 20-1, \$90.00. Slot Machines, \$20.00 up. All ready for location. One-third with order, balance C. O. D. **DAVID UNDERWOOD, 44 Valley St., Asheville, N. C.**

FOR DEFENSE GO AHEAD, ORDER! WE'VE GOT 'EM!



BUY UNITED STATES WEAPONS FOR DEFENSE
NEW GAMES FOR IMMEDIATE SHIPMENT
Bally Longacre, \$309.50—Plimlico, \$309.50—Torpado, \$279.50—Hi-Hand, \$249.50—Gottlieb Keep 'Em Flying, \$164.50—Five & Ten, \$139.50—Exhibit Sky Chief, \$164.50—Air Circus, \$139.50—Dance Defense, \$164.50—Victory, \$129.50—Chicago Coin Yank, \$164.50—Home Run of '42, \$129.50—Mills Jumbo Parade, Free Play, \$147.50—Chrome Bells, \$238.50—Bonus Bells, \$195.00—Original Chrome Bells, \$195.00—Vest Pocket Bells, \$47.50—Brown Front Bells, \$175.00—Glitter Q.T., \$84.50—Jennings Bobtalls, Free Play, \$179.50—Keeney Super Bell, \$299.50—Keeney Four Way Bell, \$485.00.

ONE BALL FREE PLAY GAMES
Bally '41 Derby . . . \$229.50 Bally Club Trophy \$219.50 Bally Blue Grass . . \$134.50
Bally Dark Horse . . 120.00 Bally Record Time . . 125.00 Bally Sport Event . . 99.50
Bally Gold Cup . . . 49.50 Bally Victory . . . 44.50 Bally Eureka . . . 37.50
Mills 1941 1-2-3 . . 99.50 Mills 1939 1-2-3 . . 49.50 Gottlieb Track Rec. . 84.50
Exhibit Rotary Merchandiser—Reconditioned . . . \$189.50
International Microscope Drive-Mobile . . . 210.00
Scientific Batting Practice—Reconditioned . . . 145.00
Exhibit Merchantmen Digger . . . 69.50

AUTOMATIC PAYOUT CONSOLES
Banker Pacer, Daily Double & Jackpot, Serial 7416 . . \$249.50
Jennings Good Luck . 49.50
Jennings Fasttime . . 79.50
Exhibit Tanforan . . 39.50
Mills Four Bells, Serials over 1,000 . . . \$289.50
Pace '41 Saratoga, Slug-proof, Chrome Rails 149.50
Exhibit Longchamp . 49.50
Mills Track King . . . 29.50
Keeney Triple Entry \$175.00
Evans Lucky Lucro 175.00
Mills Square Bell . . 79.50
Evans '39 Dominoes 104.50
Paces Races, Walnut 135.00
Bally Bells 39.50

PHONOGRAPHS
Wurl. Model 500 \$179.50 Wurlitzer Counter Model 61 . . . \$ 89.50 Rock-Ola Monarch . . . \$ 99.50
Rock-Ola '30 DeLuxe . . . 165.00 Wurlitzer Counter Model 71, with Stand to Match . . 129.50 Wurlitzer 616 . . . 69.50
Rock-Ola Rhythm Master 49.50 Wurlitzer 600 . . . 159.50

FREE PLAY CONSOLES
Watling Big Game \$114.50 Mills Jumbo Parade \$ 99.50 Jennings Bobtall Totalizer . . . \$139.50
Bally Hi-Hand . . . 209.50 Keeney Super Bell 239.50 Jennings Fasttime . . 104.50
Pace '41 Saratoga, 179.50 Bally Big Top . . . 179.50 Evans Jungo Camp . 84.50
WRITE FOR COMPLETE PRICE LIST, NEW AND USED GAMES
TERMS: 1/3 Deposit, Balance Sight Draft or C. O. D.

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.



DISCUSSION ON BEACH PENNY ARCADES was recessed at Mission Beach, San Diego, Calif., recently, while Paul Blair, representative of Exhibit Supply Company; Carl G. Gustafson, arcade operator, and Mrs. Pearl Slade, cashier, posed for a photograph. Gustafson has been a Penny Arcade operator since 1915, having started in at Long Beach, Calif.

General MacArthur CAN HOLD OUT—We Can't—SURRENDERING AT SACRIFICE!!

- | | | | |
|-----------------------|----------------------|-------------------------|-----------------------|
| ABC Bowler \$42.00 | Duplex . . . \$20.00 | Play Ball . . . \$19.50 | West Wind . . \$42.00 |
| All American . 18.00 | Filoker . . . 20.00 | Pursuit . . . 36.00 | Zig Zag . . . 40.00 |
| Anabel . . . 17.50 | 4 Diamonds . 38.50 | Sea Hawk . . . 22.50 | Zorn'le . . . 18.50 |
| Attention . . 22.50 | Four Roses . 21.50 | Sport Parade . 25.00 | |
| Argentine . . 37.50 | Five & Ten . 77.50 | Stars . . . 22.50 | |
| Bola Way . . . 37.50 | Gold Star . . 19.50 | Stratoliner . . 22.50 | |
| Big Chief . . . 19.50 | Hi-Hat . . . 30.50 | Sun Bown . . . 27.50 | |
| Bandwagon . . 19.00 | Hi-Stepper . . 26.50 | Spot Pool . . . 48.50 | |
| Belle Hep . . . 37.50 | Horsoscope . . 37.50 | Sky Blazer . . . 46.50 | |
| Broadcast . . . 22.50 | Leader . . . 19.00 | Sluggo . . . 22.50 | |
| Big Parade . . 62.50 | Lineup . . . 22.00 | Star Attraction 37.50 | |
| Bosco 57.50 | Legionnaire . 47.00 | Spot-a-Card . . 58.50 | |
| Cadillac . . . 20.00 | Jungle . . . 57.50 | Teple 72.50 | |
| Capt. Kidd . . 45.00 | Knock Out . . 62.50 | Towers 60.00 | |
| Cluck 52.50 | Majors '41 . . 32.50 | Ten Spot . . . 33.00 | |
| Drum Major . . 20.00 | Miami Beach . 36.50 | Texas Mustang 47.50 | |
| Dixie 18.00 | Monicker . . . 37.50 | Victory 57.50 | |
| Do-De-Mi . . . 34.50 | New Champ . . 56.60 | Velvet 19.00 | |
| Double Play . . 32.50 | Pan American . 27.50 | Venus 62.50 | |
| Dude Ranch . . 20.00 | Polo 22.00 | Wild Fire . . . 24.50 | |

ACE VENDING, INC., 69 THOMAS ST., NEWARK, N. J.

PHONOGRAPH SPECIAL \$19.50
WURLITZER 412
Also Wurlitzer 616 and 24,
Write for Prices!
TERMS: 1/3 Cash, Balance C. O. D. Full Cash Orders \$25 or Less, Give 2nd and 3rd Choice!

Packard Announces Wartime Program

INDIANAPOLIS, March 21.—Signed by President Homer E. Capehart of the Packard Manufacturing Corporation, the following letter has gone forward to all Packard customers:

"We have been anticipating for some time now that the War Production Board would stop the manufacture of all coin machine equipment, including phonographs, wall boxes, etc., and this fact happened as you no doubt read in your newspaper.

"The War Production Board issued an order stopping the coin machine industry, effective as of May 1, for the duration of the war.

"We anticipated this order some 90 days ago and for that reason we are now practically out of merchandise.

"We are in the process of converting our plant 100 per cent into war production and have a tremendous amount of war orders on hand.

"For this purpose, as you know, we purchased a new factory building and many thousand dollars' worth of new machinery which will place your company in a position when the war is over to be one of the largest manufacturers of our type equipment.

"We are going to do the very, very best we possibly can to keep you supplied with repair and replacement parts for the duration of the war, and to this end have set up a special department here in our factory for this purpose.

"We have, likewise, set up a department in our organization here to assist all members of the coin machine industry in the purchase of used equipment.

"By this, we simply mean that if you have any used merchandise you wish to sell, or if there is any merchandise you would like to purchase—and will write us—we will be very happy to notify all of our customers exactly what you wish to purchase or exactly what you wish to sell.

"The point is that we will act as a clearing house (at no expense to the purchaser or seller) for the disposal of either new or used merchandise by putting you in contact with all other distributors and jobbers in the United States.

"All such transactions, of course, will be made direct between you and the prospective purchaser, and we will have absolutely nothing to do with the transaction other than acting as a contact source.

"However, we anticipate that no one will have anything for sale because now that the War Production Board has closed this industry (for the duration of the war) all operators, distributors and jobbers will, of course, need more merchandise than they have at the moment regardless of what it may be.

"We appreciate very much the fine co-operation and business you have given us and full credit must go to you for having made our company so successful.

"We wish there were something we could do to assist you.
"We want you to consistently keep in touch with us and, of course, we want

you to visit us when in and near Indianapolis. The latchstring is always out.

"The war will be over some day, at which time we will all be together again. However, in the meantime there is only one thing for all of us to do and that is to do whatever is necessary, regardless of the sacrifice, to win this war.

"That is exactly what we are going to do here and I know that is what you are going to do.

"Don't forget to keep in touch with me and come in and see me whenever you are in or near Indianapolis."

IMMEDIATE SHIPMENT GUARANTEED!

RUSH! WIRE! WRITE!

- | | |
|----------------------|-----------------------|
| ABC Bowler \$42.50 | Landslide . . \$12.50 |
| All American 21.50 | League Leader 14.50 |
| Anabel . . . 14.50 | Metro 17.50 |
| Boloway . . . 47.50 | Rotation . . . 12.50 |
| Big Chief . . 17.50 | Sea Hawk . . . 24.50 |
| Brite Spot . . 14.50 | Stars 17.50 |
| Broadcast . . 17.50 | Stratoliner . . 19.50 |
| Capt. Kidd. . 42.50 | Ten Spot . . . 29.50 |
| Formation . . 12.50 | Three Up . . . 14.50 |
| Flicker . . . 19.50 | Velvet 17.50 |
| Gold Star . . 14.50 | Wild Fire . . . 27.50 |
| Hi-Hat . . . 32.50 | Zig Zag 17.50 |
| Horsoscope . 32.50 | Zombie 17.50 |
| Leader 17.50 | |

1/3 Cash, Bal. C. O. D. Give 2nd Choice Orders Below \$25 Full Cash

STAMFORD NOVELTY CO.
1437 NELSON AVE., NEW YORK, N. Y.

WANTED—CUP DRINK VENDING MACHINES WILL PAY CASH

Bally Stewart-McGuire and all others—any condition. Write, stating price and quantity in first letter.
BOX 327, The Billboard, 1564 Broadway, New York City

FOR SALE

14 (Bowl-a-Game) Skee Ball Alleys. In exceptionally good shape. Product of Microscope Reel Co. Must be sold at once to make room. Contact

ERNEST C. MESLE NAUTICAL AMUSEMENT CO.

160 Boulevard, Revere Beach, Mass. P.S.: Also Want All Around Arcade Mechanic

WANTED

A ROUTE OF GAMES OR MUSIC

State price, income, miles of territory covered, type of games and quantity. Also amount of license fee paid,
BOX D-172, Care The Billboard, Cincinnati, O.

ROTOR TABLE Modern High Score Pinball Game, Bumpers, Lights, etc.

ROTOR TABLES \$69.50 up RECONDITIONED

ALL PERFECT CONDITION CAREFULLY PACKED

- | | |
|------------------------|-----------------------|
| FREE PLAY | COUNTER GAME |
| Air Circus . . \$89.50 | Groetchen Imps \$5.00 |
| ABC Bowler . 49.50 | |
| Bosco 70.00 | PHONOGRAPHS |
| Belle Hop . . 44.50 | Rockola Super |
| Bola Way . . 59.50 | Rocklito . \$229.50 |
| Clover 69.50 | Wurlitzer |
| Click 69.50 | 24 . . . \$119.50 |
| Five & Ten . 83.50 | Wurlitzer |
| Horsoscope . 43.00 | 616 A . . \$79.50 |
| Home Run | Wurlitzer 61 |
| '42 72.50 | Counter . . \$84.50 |
| South Paw . 43.00 | MISCELLANEOUS |
| Spot Pool . . 62.00 | Drive |
| Turf Champs 29.50 | Mobile . . \$210.00 |
| Victory 77.00 | Sky Fighter 184.50 |
| Zig Zag . . . 39.50 | |

Send for COMPLETE List Many Unusual Values!

"America's Phonograph Trading Center"

NATIONAL NOVELTY COMPANY

183 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320

ALL MACHINES JUST OFF LOCATIONS — FREE PLAY

- | | | | |
|---|--|---|--|
| \$15.00 EACH | \$24.00 EACH | \$49.00 EACH | \$34.00 EACH |
| Drum Major Formation Leader | Broadcast Four Roses Filoker Metro Seven Up All American | A. B. O. Bowler Bowl-Away Horsoscope South Paw Star Attraction Towers | Double Play Sky Blazer Target Skill Ten Spot Super Chubbie \$36.50 |
| \$20.00 EACH | Fox Hunt . . . \$25.00 Sport Parade . . 27.50 | \$29.00 EACH | \$39.00 EACH |
| Big Chief Play Ball Schooldays Stars Zombie | \$48.00 EACH | Belle Hop Four Diamonds Attention Sea Hawk Sunbeam | Gold Star Miami Beach |
| Attention . . \$22.50 | Gun Club Texas Mustang | Zig Zag . . . \$42.00 Captain Kidd. 45.00 Legionnaire . . 47.50 | |

ONE-THIRD CASH WITH ORDER, BALANCE C. O. D.

LIBBY'S DISTRIBUTING CO. 175 PASSAIC STREET GARFIELD, N. J.

THERE IS ALWAYS A GOOD BUY AT THE LEHIGH

- | | | |
|---------------------------|----------------------------|---------------------------|
| Anabols . . . \$19.50 | Target Skill . . . \$20.50 | Three Score . . . \$24.50 |
| Super Chubbie . 29.50 | Jungo 49.50 | Sea Hawk 29.50 |
| Argentine . . . 39.50 | Four Diamonds . 39.50 | Snappy 35.00 |
| Do-De-Mi . . . 49.50 | Star Attraction . 45.00 | Yacht Club 9.50 |
| Champ 49.50 | Speed Ball 20.50 | Blonde 9.50 |
| Red, White & Blue . 19.50 | Play Ball 25.00 | Punch 9.50 |
| Hi Stepper . . . 28.50 | Big Time 25.00 | Double Feature . . 9.50 |
| Texas Mustang . 49.50 | | |

All Games Packed in Brand-New Cartons. Send Order and 1/3 Deposit. Mention 2nd Choice.

LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.

MEN & MACHINES

Conducted by C. H. STARK
Communications to 155 North Clark Street, Chicago

Thought for the Week

We can at least be thankful that the Office of Civilian Defense didn't establish a co-ordinator for pinball or a co-ordinator for other coin machines. Newspapers all over the country have been ragging the OCD for its horse-shoes, howling and other sports programs—it hasn't done these sports any good to have the adverse publicity.

Information on the Double

The long-awaited War Production Board order to cease the manufacture of coin machines was issued during the past week. It is reprinted in this issue together with the press releases accompanying the order. *The Billboard*, as a part of its special service to readers and advertisers, secured a copy of this order, mimeographed it and sent it out to all manufacturers and some distributors in order that conflicting rumors, hearsay and misinformation might be cleared. Within a very short time from its issuance the order was in the hands of persons who needed it to completely understand its provisions. *The Billboard* shall continue to render quick service on such information in the future.

Historic Issue

This is a historic issue. The War Production Board Order, vitally changing the entire outlook for the industry, is printed herein. Columns who have kept files on the vital information published in *The Billboard* will have a complete record—an invaluable one—of how the war has affected the industry. Those who have analyzed such information as published in this publication will have prepared as well as is possible for the present industry standing. If you haven't clipped important data from *The Billboard* in the past, start today by clipping the WPB order. Place it in your files under the heading of "Industry Data From *The Billboard*."

Halls Hurd's Editorial

A wire received from Mac Churvis, Grand National Sales Company, Chicago, follows:

WALTER W. HURD,
THE BILLBOARD, ASHLAND BLDG.,
155 N. CLARK, CHICAGO.

YOUR EDITORIAL HOW TO WIN THE WAR IN MARCH 21 ISSUE IS POWERFUL, CONSTRUCTIVE AND TIMELY. SUGGEST YOU MAKE REPRINT AND MAIL TO ALL SO-CALLED NEWS COM-

MENTATORS AND CRITICS OF NATIONAL POLICY.

MAG CHURVIS.

Communication on The Billboard's Association Award Plaque

"I am herewith taking the opportunity to thank you on behalf of our association for the plaque you sent to us for the work the Cleveland Phonograph Merchants' Association has done in the public relations field this past year.

"We feel deeply honored that you have seen fit to bestow this honor upon us."—Peter Lukich, president.

Add Letter Closings

Peter Lukich, president of the Cleveland Phonograph Merchants' Association, uses as a letter closing the motto of the Air Corps: "Keep 'Em Flying."

Genco Play Ball Well Received

CHICAGO, March 31 (MR).—Genco's new legal game, Play Ball, a roll-down baseball machine, has met with enthusiastic optimism on the part of operators who have seen and played it, according to Meyer Gensburg, Genco official.

"The general feeling is that Play Ball has started a new trend," declared Gensburg. "The game has met with approval wherever it has been located. The players like it, for they can exercise their skill to a greater degree on Play Ball.

"Other features that appeal to the operators are the legality of the game, the beauty of the large cabinet, the prominent scoreboard and the play-until-three-outs action.

"Leading coinmen say that Play Ball is the outstanding game of the year. It has all the features that the players want. Coming to the market just as the baseball season gets started, it meets with the average man's feelings for a game of this type and there is no doubt that the play will be heavy wherever the game is located.

"Other acclaim is also reaching the factory. Our New York distributor, Bert Lane of Seaboard Sales, advises us: 'Just keep on shipping Play Balls to me as fast as you possibly can. The demand here continues to grow every day. Since it has met with official approval the trade recognizes Play Ball as the outstanding game today.'

Industry Talent Praised . . .

WASHINGTON, March 21.—A news release here March 9 stated that manufacturers of pinball machines and music boxes will switch to the production of important parts for Army Signal Corps radio sets, under procurement plans announced by the War Department.

The announcement paid a compliment to the coin machine industry by saying that it had important inventive talent.

The devices made by the coin machine industry, it was pointed out, have been affected considerably by priorities. The manufacturing facilities, raw materials and inventive talent that went into the highly ornamented pinball games and phonographs will henceforth be converted to the production of communication equipment for the armed forces.

Sullivan-Nolan Gives New Service

CHICAGO, March 31 (MR).—A new type of service is being offered by the Sullivan-Nolan Advertising Company, Chicago, for the refurbishing and re-newing of old games. Outstanding feature of the new service, say officials, is the application of new glass and play-board design as well as reaming of the game.

Listed as services by the firm are the following: New cabinet designs with all metal parts visible to the player's eye refinished like new; new molding around all glass and legs refinished like new; new name, new glass and play-board panel; all old paint and old design removed from glass and play-board panel; cabinet insert, reconditioned and tested; playing features changed when necessary; back glass insert reconditioned and tested; new bumpers to replace old bumpers, and play-board panels primed up and then the entire mechanism tested.

Tom Sullivan, official, declared: "With the production of games nearing an end our service becomes more important than ever. Our service is designed to help the operator keep his machines in operating condition and interesting to players.

"For the past five years we have supplied coin machine manufacturers with the playing fields, back-boards and other items prepared by silk screening. We know the coin machine field and, realizing that the operators were at cross-

roads in their business, we devised our new service to keep the operator in his usual position. The reaming and complete change on old games will produce machines entirely new in appeal to patrons. Distributors in your territory will send your old games to us—see them today.

"We are now running thru and can give one-week delivery on the old games whose names follow: Flicker, Red, White and Blue, Zombie, Fleet, Metro, Leader, Chevron, Triumph, Four Roses, Majors."

G. V. Co-Operates With Customers

NEW YORK, March 21 (MR).—The G. V. Corporation, distributor of Adams Gum and Adams Gum Venders, has always done all it could to iron out difficulties encountered by its customers, according to Miss Strong.

"We are always willing to lend assistance to customers and they show their appreciation thru increased purchases of gum and vendors," Miss Strong reports. "I take a personal interest in all customers and I am particularly proud of the record of our firm in fair dealing and good customer relations.

"Numerous letters have come to me in which the policy and competence of the firm are acclaimed. Today, while production has been slowed in most industries, we have been able to furnish our customers with all supplies they need. In return customers are making this a big year for us in gum sales."



NORMAN B. COLLINS, of the U. S. Treasury Department, addresses 1,000 Seeburg employees and praises them for co-operation in signing up 96 per cent strong for pay-roll deductions for Defense Bonds. (MR)

Chicken Sam Operators "HIT THE DIRTY JAP" Change Over Unit Now Ready For Delivery

Unit consists of entirely new molded Jap figures. (This is not a remolded or cardboard figure.) Flashy new scenery processed on heavy cardboard furnished with each unit. Your present Chicken Sam or Jailboard may be changed over in few minutes.

This Is Red Hot—Order Now and Cash In

\$15.00 Complete F. O. B. San Antonio, Texas. Terms: 50% with Order, Balance C. O. D. (Payment in full with order will save C. O. D. fee.)

Samples Sold With Money Back Guarantee If Not Satisfied

BONA FIDE DISTRIBUTORS, WRITE

Manufactured Exclusively By

HAROLD W. THOMPSON

(Seeburg Phonograph Distributor)

415 CAROLINA ST. SAN ANTONIO, TEX.

ATTENTION OPERATORS—IMMEDIATE DELIVERY

| BRAND NEW MACHINES IN ORIGINAL CRATES | | | |
|--|------------------------|-------------------|--------------------|
| Mills Four Bells | Bally Pimlico | Columbia Bell | Mills Counter Club |
| Mills Conv. Jumbo | Baker's Races | Mills Chrome Bell | Bell |
| Parade | Keeney Super Bell | Mills Brown Front | Scien. Basketball |
| Bally Club Bell | (All Models) | Mills Q. T. | Scien. Baseball |
| MACHINES OPERATED LESS THAN SIXTY DAYS | | | |
| Mills Square Bell | Mills Ind. Futuro Play | "21" Blackjack | Speedway |
| Mills Conv. & Cash | Liberty Bell | Lucky Strike | Mills 1-2-3 |
| Jumbo Parade | Mercury | Univ. Gripper | Twinkle |
| Bally Kentucky | Keeney Super Bell | Vest Pocket Bell | Horoscope |
| Pacific Jackpot/Console | Sparks | Key Vendor | Bang |
| Evans Lucky Lucra | Imps | Flip Skill | Clonus |
| Mills Blue & RedFront | Columbia Bell | View-a-Scope | Flash |
| Mills Melon | Yankee | Targetskill | Sea Hawk |
| Mills Free Play Mint | Zephyr | Red Hot | Ace Bomber |
| Vendor | Tommy Gun | Roxy | Night Bomber |
| | | | Batting Practice |

Wurlitzer 24, 412, 71, 61, 51 and 1940 Model Rock-Ola Super Rock-O-Lite.
All machines are offered subject to prior sale. Terms: 1/3 Deposit, Balance C. O. D. On orders of \$10.00 or less we require cash.
ROANOKE VENDING MACHINE EXCHANGE, INC.
533 CENTER AVENUE, N. W. ROANOKE, VIRGINIA

MUSIC MERCHANDISING

See Phonographs as Prime Exploitation Outlet for Pix

Reasons are greater number of musical films, decrease in radio song plugs and program interruptions by news and blackouts

NEW YORK, March 21.—That the music machine will become an increasingly important exploitation outlet for motion pictures as the war continues, is the feeling voiced by several film-publicity moguls here.

Opinion arises from the established fact that musical films rise in public popularity during wartime periods; hence, say the publicists, every outlet for the exploitation of songs from a given picture must be more attentively regarded by the tie-up experts working for the producing company. Proof of this contention, they add, lies in the reshaped production schedules of the major film firms, who have no less than 10 song-filled flickers slated for April release.

Further factors hiking up the importance of the automatic phonograph to films are the difficulties now confronting those filers who would have their musical scores aired over the networks. Air time for song plugs has steadily decreased as more and more newscasters and commentators crowd into the program listings. Many a good selection, moreover, once cleared for broadcasting, has been ruined by an interrupting last-minute flash, or a cut-in blackout signal. Resultantly, the film companies turn more readily to the music machine whereby the customers get music on records easily and uninterruptedly.

Paramount Okays the Phonos

Nor has the influence of previous success with experiments in music machine exploitation been deemed negligible by such film companies as Paramount and 20th Century-Fox. Paramount, one of the first to cultivate the coin machine as a publicity medium under the direction of Alec Moss, aimed a huge campaign on *Birth of the Blues* at the coinmen some weeks ago. How satisfactory were the results is seen in the current invitation Paramount has extended via advertisement and direct mail for operators to spot recordings of tunes from *The Fleet's In*, starring Dorothy Lamour and Jimmy Dorsey's orchestra. Tradesmen who know the workings of Paramount's advertising budget insist that there would have been no repeat performance if the first attempt had flopped.

Twentieth Century-Fox was another to use the machines in boosting its musicals. Rich in tunes that had been recorded, *Sun Valley Serenade* was profitably enlisted in a playdate drive which saw operators working in conjunction with exhibitors to plug the film. In Jacksonville, Fla., and in Cleveland, O., machine distributors featured Glenn Miller recordings of *Sun Valley* tunes coincident with the showing of the picture in their territory, coupled these with strips and placards praising both the records and the film, and promoted a heyday at the theater box office. On their just-released *Song of the Islands* Fox passed on the local idea to exhibitors all over the country via its press book, citing within it the number of recordings of *Islands* tunes and the opportunity these provided for "jukebox displays and song-plugging handouts in all spots handling machines."

Co-Operation Pays

Operator reward for co-operation with the national offices of each film firm, as well as local exhibitors, has been bountiful. The Hirsh Coin Machine Company in Washington, which helped promote *Birth of the Blues*, reported according to operator Hirsh de la Vlez, "The stickers and cards contributed much to the play my machines received;" the Roth Novelty Company worked with *Sun Valley Serenade* recordings and displays and reaped a rich nickel harvest, and the

Jacksonville operators mentioned above reported two weeks after their co-operative campaign that the intake had been phenomenal. Set-up is ideal for the picture companies, for it gets them the desired publicity without pulling teeth, and at little extra cost.

Detroit Assn. Sponsors New Songs

DETROIT, March 21.—Members of the United Music Operators celebrated doubly this past week with the launching of a new patriotic record tie-up that continues the succession of original new ideas developed by this organization.

Present move is given added strength by being closely tied in with the servicemen and smaller operators who are members of the UERMWA local and their affiliated UAW-CIO organization, which is probably the most active or best publicized labor organization in the metropolitan area.

Four new songs were selected in a contest and adopted for promotion thru this organization. Recordings are being made this week by Peter Uryga and His Motor City Band. The tunes are *Miss Victory*, by Marguerite Kolbert; *Voice of CIO*, by Roy E. Schneider; *We Love Democracy*, by Frances Sanderson, and *Sweethearts of CIO*, by C. W. Chylinski. Numbers will be sold at retail as well as placed on UMO boxes here.

Preview was held Friday night (20) at the Detroit Room of the Detroit-Leland Hotel, chiefly for the younger groups who are taking an active interest in direct song promotion. Party for operators, their families and employees was staged by the UAW-CIO on Tuesday (17) as a St. Patrick's Day affair in the Jade Room of the same hotel, with Uryga's band furnishing music.

Miss Kolbert and her manager, Robert Bloink, were guests of the group, and the composer performed her own number.

Promotion program is in charge of C. W. Chylinski, another contest winner, who was for many years with the Temple and Palace theater orchestras here.



ASSEMBLED AT THE HANKIN DISTRIBUTING COMPANY, Wurlitzer distributor of Atlanta, the following music merchants got their first look at the Wurlitzer Victory Model: Walter Weibel, Morris Hankin, Art Weinberg, Ed Heath, Ray Payne, Jerry Merlin and L. D. Smith. (MR)

Elect Delegates for Ohio Phono Convention

CLEVELAND, March 21.—The regular monthly meeting of the Cleveland Phonograph Merchants' Association was held on Thursday (12) at Hotel Cleveland with Peter Lukich presiding. Art Jarrett, band leader, currently playing at the Bronze Room of the Hotel Cleveland, was a visitor.

The following were elected delegates from the Cleveland Chapter to the third annual convention of the Ohio State Association which takes place on Monday, April 27, at Hotel Statler: Bob Pinn, James Ross, James Burko and Hank Ig.

A highlight of the meeting was a talk given by Ralph Borden, a member, on the importance of good will between operator and location, which he illustrated with a series of sketches.

The Warren-Youngstown Chapter notified the association that Jos. Sakor will be its delegate to the State convention.

Cleveland Phonograph Association Honored on Store's Radio Program

CLEVELAND, March 21.—Cleveland Phonograph Merchants' Day, as Burt's Sunday broadcast was called, dedicated to the association, was very successful. The two-hour amateur program was broadcast by station WCLE and many amateurs competed. The singing of 'Tis Autumn by Elaine Betty, 17-year-old Cleveland girl, won her a trip to Chicago, where she will make a recording with Sammy Kaye's band.

Leo Dixon, association secretary, appeared on the program in a springy monologue with Mendel Jones, the announcer, which brought out interesting facts about the association.

Disks Being Used To Make Blackout Paint for Windows

"NECESSITY is the mother of invention," and no truer a statement could be applied to the development of a new blackout paint made from phonograph records. Experts find that the record paint not only does an excellent job, is easy to apply and saves paints needed for war production, but also that it is a mixture so black that no light can possibly seep thru it.

All that is necessary to manufacture

the blackout paint—and anyone can do it—is to smash an old record into tiny fragments. The broken pieces are placed in a tin can, glass jar or other container and then a solvent, commercial denatured alcohol, is poured over the bits of the record. The container is loosely covered and the broken bits are allowed to soak for a day or a day-and-a-half. After the soaking period has been completed, the record pieces will be found to have decomposed into a black paste. After thinning to the consistency of paint by added more denatured alcohol, the blackout paint is finished, ready to apply. The paint is applied in a normal manner with a paint brush. Usually, a second coat is required. Because the paint dries very fast, the second coat may be applied immediately. By putting on this double blackout, the user may be sure that he has completely covered his windows so that no light will be seen in the event of raids, etc.

Credit for the discovery is given to Samuel G. Gordon, curator of minerals, Philadelphia Academy of Natural Sciences.

The experts advise those trying this blackout solution to restrain themselves in the matter of breaking up their records. One record, they say, is sufficient to cover several windows. An album will cover every window in the house.

Advantages attributed to the disk paint are many. One of the most valuable is the ease with which the blackout paint may be removed. The solvent, denatured alcohol, may be applied to the blacked-out windows, completely removing all vestiges of the paint. Also advantageous is the fact that rain or water will not remove the paint.

An outstanding advantage of the disk paint is that it provides a cheap window coating and eliminates the use of commercial paints which are now in full demand by wartime industry.



MILWAUKEE COIN MACHINE COMPANY officials and wives at the firm's showing of the new 1942 Seeburg line. Sam London, head of the firm, is seated at center. (MR)

Decca, NAPA Fail To Agree On Use of Waring Recordings

Recording firm says it's okay to use Waring disks in phonos, but NAPA says nix—operators wary of being caught in the middle

NEW YORK, March 21.—Operators who hailed Fred Waring's return to the records three months ago when he inked a contract with Decca are now debating whether or not to put the maestro's disks on their machines. Indecision stems from the fact that Decca legal experts and those of the National Asso-

ciation of Performing Artists do not agree as to whether or not Fred Waring's new contract allows his disks to be used by coin phonograph operators or radio stations without a NAPA license.

Decca said this week that there was nothing in the contract at present which would prevent Waring's disks being used by coin phono operators or radio platter jockeys. Maurice J. Spelser, NAPA attorney, claims that Decca is wrong, because, he says, he drew up the questionable clause and it definitely calls for a NAPA licensing of Waring's recordings when used for other than home consumption.

When NAPA was originally organized by Waring some few years ago, the org's chief purpose was to collect a license fee for its members when their recordings were used commercially. NAPA still has a test suit pending in Philadelphia and, according to Spelser, is readying a proposed amendment to the Federal Copyright Act.

Waring's signing with Decca three months ago started the first waxing the leader had done in 10 years. The present legal gymnastics were brought to light here this week when it was learned that Decca would soon release a Waring recording of *The Marines' Hymn*. Patriotic number has been particularly popular in automatic phonos recently with other bands and singers. When Decca was asked if Waring's version would be available to phono operators, the disk outfit stated it did not see why not.

Decca's legal division takes the stand that the contractual clause pertaining to NAPA does nothing more than recognize the "status quo." In other words if NAPA should win its suit or get a change in the Copyright Act, Decca would recognize it as part of the contract with Waring. However, Decca is of the opinion that there is nothing in the contract under existing laws which would compel commercial users to get a license from NAPA before using Waring's disks now.

Spelser admits that there is nothing

NAPA can do to prevent Decca from selling Waring's disks to whomever it wants. "But should Decca sell these records to a coin phono operator we have every right to take action if the operator plays them in his locations," Spelser said. He added that pending legislation had no bearing on the clause in the Waring-Decca contract.

That NAPA will be watching for "in-

fringements" seems to be a logical conclusion, and coin phono operators particularly will no doubt look upon the Waring disks as hot potatoes, preferring to leave them alone until there is some sort of clarification.

Of trade interest, too, is whether or not the Waring contract will set a precedent which will start a series of such agreements between bands and diskers, with the former joining NAPA.

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| | |
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"Do You Miss Your Sweetheart?"
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JAN SAVITT

"Tomorrow's Sunrise"
"Me and My Melinda"—No. 27822

RUDY VALLEE

"A Letter From London"
"I Just Couldn't Say It Before"
No. 27823



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Remember Pearl Harbor*
Sammy Kaye—27738

*Vocal Refrain



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RECORD BUYING GUIDE--PART I



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

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

GOING STRONG

| | |
|---|---|
| ROSE O'DAY (9th week) | FREDDY MARTIN (Eddie Stone-Chorus) Bluebird 11286 KATE SMITH Columbia 36448 KING SISTERS Bluebird 11349 MERRY MACS Decca 4023 |
| BLUES IN THE NIGHT... (7th week) | WOODY HERMAN (Woody Herman)... Decca 4030 DINAH SHORE Bluebird 11436 JIMMIE LUNCEFORD (Ensemble)... Decca 4125 CAB CALLOWAY (Cab Calloway-Palmer Brothers) Okeh 6422 |
| DEEP IN THE HEART OF TEXAS (4th week) | ALVINO REY (Bill Schallen-Skeets Hertel) Bluebird 11391 BING CROSBY (Woody Herman-Muriel Lane) Decca 4163 HORACE HEIDT (Ensemble) Columbia 36525 |
| I DON'T WANT TO WALK WITHOUT YOU... | HARRY JAMES (Helen Forrest) Columbia 36478 DINAH SHORE Bluebird 11423 BING CROSBY Decca 4184 CUY LOMBARDO (Carmen Lombardo) Decca 4104 |
| MOONLIGHT COCKTAIL... (2d week) | GLENN MILLER (Ray Eberle-Morganaires) Bluebird 11401 TOMMY TUCKER (Don Brown-Voices Three) Okeh 6526 |
| A STRING OF PEARLS... (2d week) | GLENN MILLER (No Vocal) Bluebird 11382 |

COMING UP

| | |
|---|--|
| SOMEBODY ELSE IS TAKING MY PLACE..... | HENNY GOODMAN (Peggy Lee) Okeh 6497 RUSS MORGAN (Morganaires) Decca 4098 VAUGHN MONROE (Vaughn Monroe) Bluebird 11454 |
| A ZOOT SUIT..... | KAY KYSER (Sully-Trudy-Jack-Max) Columbia 36517 BOB CROSBY (Mappy Lamare) Decca 4169 ANDREWS SISTERS Decca 4182 |
| HOW ABOUT YOU? | TOMMY DORSEY (Frank Sinatra) Victor 27749 EDDY DUCHIN (June Robbins-Johnny Drake) Columbia 36501 |
| EVERYTHING I LOVE... .. | GLENN MILLER (Ray Eberle) Bluebird 11365 |
| I SAID NO! | ALVINO REY (Yvonne King) Bluebird 11391 JIMMY DORSEY (Bob Eberly-Helen O'Connell) Decca 4102 |
| THIS IS NO LAUGHING MATTER (8th week) | CHARLIE SPIVAK (Stardusters) Okeh 6458 GLENN MILLER (Ray Eberle) Bluebird 11369 JIMMY DORSEY (Bob Eberly) Decca 4102 DINAH SHORE Bluebird 11357 |

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

NEW

BLUEBIRD RECORDS

that belong now in your coinograph



Teamed together on one super record—

Dinah SHORE and Freddy MARTIN

"I Look at Heaven When I Look at You"

These two stars teamed together on one record lend words and music to the popular theme of Grieg's Piano Concerto. It's one great record that will make a mint of money on your coinographs. Lose no time in getting it on each of your machines. The other side's a coin catcher, too.

"I Can't Give You Anything But Love, Baby"—B-11487



VAUGHN MONROE
"My Little Cousin"
"Commodore Clipper"—B-11488

BOB CHESTER
"What To Do?"
"As We Walk Into the Sunset"
B-11489

SHEP FIELDS
"Long May We Love"
(Based on theme from Tschalkowsky's Fifth Symphony)
"Jersey Bounce"—B-11490

LINA MAE CARLISLE
"I'm Tryin'"
"Don't Tetch It!"—B-11491

THE FOUR CLEFFS
"Take It and Git"
"You're My Secret Desire"—B-11492
*Vocal Refrain



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(American Patrol)

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HOUR OF CHARM ALL-GIRL ORCHESTRA**



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Minneapolis-St. Paul

MINNEAPOLIS, March 21.—Distributors report that they are continuing to sell considerable merchandise, with operators still buying up everything they can get. The stream of operators coming to the Twin Cities to buy equipment continues to grow.

LaBeau Novelty Company, St. Paul, has been moving a good deal of its equipment to operators' headquarters as the demand on the part of the coinmen for machines has steadily increased.

Business at the Hy-G Amusement Company, reports Sid Levin, comptroller, has been holding up in fair shape. Machines are coming in on an allotted basis and are being sold just as quickly as they arrive.

Jimmy Chacos, mechanic for Jim Karussis's J. A. K. Sales Company, carried the hopes of the coin machine industry of Minneapolis into the ring with him when he entered the annual Golden Gloves boxing tournament here. Fighting in the light heavyweight division, Jimmy went into the final round in his weight before being eliminated.

At Coin-a-Matic Amusement Company the war has hit hard, Jessie Dvorak reports. Paul Sestrand, one of the crew, was called to the Navy Shipyards in Philadelphia. Paul Anderson was taken on to replace him. Then he was called to the Radio Signal Corps of the navy. Meanwhile, Allan Jude, another service man for the firm, enlisted in the Army Air Corps and is now stationed at the Radio Ground School, Scott Field. Roger Brustad has been hired to replace Anderson and Sestrand, while David Burbank takes Jude's place.

Another army recruit is Eli Rozofsky, Mayflower Novelty Company, who was inducted at Fort Snelling here.

Charles Thour, Minneapolis operator, has taken his army examination.

J. C. Webber, Blue Earth (Minn.) operator, is busy adding new phonographs to his Southern Minnesota route.

Congratulations are in order for Clyde Newell, salesman for Mayflower Novelty Company, and Mrs. Newell, who gave birth to a son February 25. The youngster is the fourth child for the Newells.

Chickie Berman, operator, after an unsuccessful attempt to get into the same tank division with his brother, Dave, who

joined up with the Canadian Expeditionary Force, has enlisted with the United States Army Air Corps and is already on active duty.

Morris Roisner, of Mayflower Novelty Company, back from a business trip to Chicago, plans to journey to Winnipeg, where he will visit with Dave Berman, member of the Canadian Expeditionary Force.

Harry Lerner, of H. & L. Novelty Company, participated in the 40th anniversary celebration of the Jewish National Fund here recently at which United States Senate Majority Leader Alben W. Barkley was principal speaker.

Silent Sales Company has been kept busy these days with many operators dropping in from Northwest communities, reports Ben Friedman, one of the firm executives.

At the LaBeau Novelty Company, headed by Archie LaBeau, business has been stepping along in good shape. Merchandise is selling fast.

Jonas Bessler, at Hy-G Amusement Company, said his firm is moving its allotted Seeburg phonographs at a good rate. Operators are anxious to get as much new equipment as they can and are coming in from all sections of the State.

Arcade equipment is selling fast these days. Jobbers say that arcade men are hoping for one of the best seasons in many years. As a result ray guns and other arcade equipment are getting an especially strong play for this period of the year.

Business at Hy-G Amusement Company, reports Sid Levin, firm comptroller, is good. Arcade equipment has been selling at an ever-increasing pace. Ray guns are going good. Pinball machines are moving at a fine rate, while Seeburg phonographs are getting a good share of business.

Leo Landsberger, in charge of music machine operations for Doc Berenson's Minnesota Automatic Machines Com-

pany, reports that business has been fair. Leo, altho married, has received his physical examination for the army and has been classified 1-A. He expects to be inducted by April 1.

Fred Nassauer, Pioneer Distributing Company serviceman, has been examined by draft physicians and placed in 1-A. He will be called to the service within the next month.

Percy Villa, widely known former boxer and boxing writer for the local newspapers, has entered the operating business here with his brother, Joe Perkins.

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featuring

BOB EBERLY and HELEN O'CONNELL on DECCA records

4262-'TAINT NO GOOD—Part I and Part II

4263—ME AND MY MELINDA
ABSENT MINDED MOON

4197—TOMORROW'S SUNRISE
I'M GLAD THERE'S YOU

Personal Management Bill Burton
Director
General Amusement Corporation

on the RECORDS

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 14)

DICK JURGENS (Okeh 6611)
Yankee Doodle Ain't Doodlin' Now—FT; VC. *She'll Always Remember*—FT; VC.

One of the newer patriotic ditties is introduced by Jurgens on the A side, and the association with *Yankee Doodle* is a tipoff on the type of song spirit it contains. Band takes it at a lively tempo, and Buddy Moreno supplies a rousing ring to the bright lyrics for the opening and closing choruses, the band also polishing it off brightly for the middle refrain. To make sure it doesn't miss the intended mark, band reprise for the tall-end windings is a fade-out finish for the traditional *Yankee Doodle* strain. Plattermate is the mother and son war ballad. Band is full and harmonious, in the slow ballad tempo. It's the singing of Harry Cool from the edge and for the finish of the second chorus.

Having the added advantage of the "Yankee Doodle" association and carrying the stamp as a "Fitch Bandwagon" special, the A side shows most promise for patriotic play in the music boxes.

JOE REICHMAN (Victor 27810)
Moonlight Cocktail—FT. *Lullaby to a Sweet Papoose*—FT.

The scintillating octave piano style of maestro Reichman is showcased most strikingly for the musical *Cocktail*. It's a perfect blend, and Reichman makes the most of it for the two choruses. Takes it in a moderately slow tempo, with the band soft and subdued in favor of the Steinway flourishes. Flipover is an original of the maestro's. Taken at a fast tempo, with the band and piano sharing alike, it's a tongue-in-cheek stomper with Hiawatha embellishments.

The lead some of the other records may have piled up on "Moonlight Cocktail" matters none. Reichman's piano treatment gives it added distinction and, since it is so admirably suited to his style, it comes as a most welcome version for the music boxes.

CAB CALLOWAY (Okeh 6616)
Tain't No Good—FT; VC. *I Want To Rock*—FT; VC.

One of the better riff tunes is introduced by Cab in *Tain't No Good*. It's Harlem-type tune, and the band's playing is steeped in that swing tradition. Trombones in unison kick out the riff with sharp staccato notes for the first chorus. Calloway chants the five lyrics for a second refrain, and it's all-out for the band to rock the out-chorus. It's a catchy riff with lyrics to match, and Cab gives it all a terrific bounce. Plattermate is the same type of tune, but not as effective. The Caballiers, vocal

troupe within the band, take it from edge. Calloway joins them for a second chorus in his cast style, and the trumpet opens the band's out-chorus.

"Tain't No Good" will go far in relieving the preponderance of slow ballads. Cab Calloway is first on the tune, and his entry is strong enough to bring in the coins.

VAUGHN MONROE (Bluebird 11483)
Me and My Melinda—FT; VC. *Tom Thumb*—FT.

Irving Berlin has dashed off a rhythm pop that Monroe makes bright on the A side. Taking it at a lively tempo, the band lays down the chorus for the opener and Johnny Turnbull vocals. Trumpet picks it up at the bridge and the band joins in to take it out. *Tom Thumb* is strictly instrumental, band giving it a rhythmic boot thruout. Item is by Count Basie's saxophonist, Earl Warren, and it's styled in the rocking rhythm manner of the Count. Band gets in four choruses, one split between piano and trumpet.

On the strength of Irving Berlin, "Me and My Melinda" is sure to get heavy plugs from the band boys. Since Monroe is first on the tune and has styled it for the phonos, his version should get a nice play.

TONY MARTIN (Decca 4250)
The Angelus Rings Again—FT; V. *Sleepy Lagoon*—FT; V.

Pleasantly warm and vocally charming are these two new ballads introduced by Tony Martin. Both are far above the mill-run output of love songs, approximating the quality of standards. The A side tells a story of memory lane lighting up again for the troubadour when the angelus rings again. David Rose conducts. Of greater commercial appeal is the haunting *Sleepy Lagoon*, a love serenade. Victor Young creates the musical atmosphere.

Phono fans have always flocked to a Tony Martin vocal of a song that impresses, the singer grabbing off as many coins as the band versions. He's sure to repeat if "Sleepy Lagoon" reaps the hit harvest it deserves.

AL DONAHUE (Okeh 6617)
My Heart's on Fire—FT; VC. *Candles in the Wind*—FT; VC.

If the song world is set for another *Set the World on Fire*, Al Donahue has a double candidate in this couplet. Both are highly commercial "fire" ballads and both are given soft and smooth settings. Phil Brito's lyric delivery builds the stories big, his warm vocals dominating each side. Of the two entries

Candles in the Wind is the more striking.

"Candles in the Wind" is a soft ballad that carries plenty of commercial appeal. If the song makes any impression, Al Donahue's introductory platter should prove a most impressive one.

POPULAR ALBUMS

Mexicana (Victor S-40). Representative Mexican music by popular Mexican singers makes up the eight sides for this album. Each side was issued originally on the Standard label for Victor's international catalog. This re-issue, in package form, comes at the request of Vice-President Henry A. Wallace. In connection with NBC's *Down Mexico Way* network show. Apart from cementing Pan-American relationships, the four records provide authentic renditions of Mexican songs that are "musts" for every lover of Latin music. Artists are topped by Juan Arvizu and Tito Guizar, and titles include such outstanders as *Perfidia*, *La Golondrina* and *El Rancho Grande*. Another unusual twist on the album is the accompanying program pamphlet, which contains the Spanish lyrics, their phonetic pronunciation and the English translation for each of the eight songs.

Irish Eyes Are Smiling (Victor P-89). A collection of nine favorite Irish songs, sung by the Victor Male Chorus, directed

"Be Happy"



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AND HIS ORCHESTRA

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JERSEY BOUNCE
Introduced by Louis Prima. Backed by
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NO GOOD
BECAUSE IT
IS GOOD

A Bob Chester recording
VICTOR-BUEBIRD
RECORD NO. 11428

Watch for Record Release
of
"Sweet Is the Hour"



Exec. Offices — Carnegie Hall, Cleveland, O.

by Emile Cote. The Irish classics run the gamut from *My Wild Irish Rose* to *Where the River Shannon Flows*.

Forward March (Columbia C-86). The Goldman Band, Edwin Franko Goldman conducting, offers a most timely packaging of military music. Eight sides feature the national anthem and the military tunes of the navy, marines and the field artillery. The mated sides include march numbers played in the best military band tradition.

Novelties on Parade (Victor P-112). Offering Lew White at the organ, with xylophone, piano and a mixed vocal quartet that lends itself to unusual musical effects, album brings an array of familiar melodies ranging from pops to classics. Enjoyable listening. Titles include *Peter and the Wolf*, *On the Trail*, *The Whistler and His Dog*, *Dance Macabre*, *March of the Toys*, *Down South* and *The Wedding of the Painted Doll*.

The Boswell Sisters (Columbia C-82). Unquestionably the Boswells influenced all modern rhythm singing, and their stylings hold up as well today as ever. Moreover, six of the eight sides are crammed with solo passages by such musical greats as Tommy and Jimmy Dorsey, Bunny Berigan, Joe Venuti, Eddie Lang, Maie Klein, Babe Rusin, Artie Bernstein and many others identified with the jazz hot. Shuffle rhythm is marked in *Down Among the Sheltering Palms*. Other sides with the swing masters include *Everybody Loves My Baby*, *Hand Me Down My Walkin' Cane*, *There'll Be Some Changes Made*, *Mood Indigo* and *Sentimental Gentleman From Georgia*. The remaining two sides—*Rock and Roll* and *The Object of My Affection*—were made with Jimmie Grier's orchestra when the girls were in California.

Waller on the Ivories (Victor P-109). Going back to 1937 and earlier, Victor revives eight Waller solos for this package. While his ivory massaging is not always Waller at his best or as best liked, the album is a worthy addition to any hot jazz library that missed out on the original releases. Best of the eight sides is his own *Handful of Keys*, which is of 1929 origin. Other sides include *Viper's Drag*, *Keepin' Out of Mischief Now*, *Basin Street Blues*, *I Ain't Got Nobody*, *Tea for Two*, *Georgia on My Mind* and *Rockin' Chair*.

Native Brazilian Music (Columbia C-83 and C-84). When Leopold Stokowski took his All-American Youth Orchestra to South America he sought out native singers and instrumentalists to record typical examples of their art. His collections, recorded under his own supervision, are on eight records in two albums. The result is a superb collection of authentic Brazilian dances and songs. The selections are of an extremely varied nature, including several macumbas and a carnival song, done by village choruses to the accompaniment of hand clapping and percussion; some emboladas or folk ballads in the tradition of our Casey Jones or *Frankie and Johnnie*; sambas in many different styles; selections featuring the flute of Pixinguinha, a 250-pound Negro flutist famous thruout South America; the rarely heard E-flat clarinet (about 15 inches long) of Louis Americano, and finally a group of mystic and eerie native chants arranged by Heitor Villa-Lobos, Brazil's world-famous composer, and sung by a group

International and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

INTERNATIONAL RECORDINGS: When Manuel Shakes His Maracas, Cuckoo Waltz, Lo-Lo-Lita (The Girl Friend of the Army), Who Do You Think You Are?, In Case of an Air Raid.

FOREIGN RECORDINGS: German, Lustige Leute!, Froehliche Volkslieder; Bohemian, Pohadky, Dzuleida; Croatian, San' Ljubavi, Marijana; Polish, Rum, Cium, Cium, Ktoz Tu Tancuje, Poczkai, Powiem Mamie, Juz Trabka Zagrala; Scandinavian, En Sang Vid Brasan, Vardshussang; Swedish, Jugnman Jansson, Glittrande Vag; Italian, Vela Sorrentina; Jewish, Mein Yiddische Mame, Misirlou; Greek, Koroido Mousolini, Misirlou.

of Brazilian Indians. Taking two sides, the Villa-Lobos numbers are by far the most entrancing and intriguing of the recordings.

POLKAS

For recordings packing an international flavor, and of special interest to music machine operators, Standard label comes forward with two polka platters that are sure-fire to liven up any location—especially tap and tavern spots. Paced by the maestro's own musette accordion, Henri Rene Musette Orchestra radiates plenty of happiness in the polka rhythm for *Happiness for Two* and is just as gay on *Naughty Goblins* (T-2047). The same musical effect is as effectively created by Bernie Wyte for a lively and tuneful *Tin Lizzie Polka*, automobile sound effects added, as well as for *In the Doghouse* (T-2032). The Decca label has the Polka Dot Four (accordion, violin, bass and guitar) pairing *Tip Top Polka* and *Tickling the Accordion* (4260). However, the limited instrumentation and stilted melodies miss out.

New Orleans

NEW ORLEANS, March 21.—Business as usual continues in coin machine row, with plenty of equipment available for operating but parts becoming scarcer. Patronage remains good in the business areas of the city on all types of games, but the induction of more young men into services is beginning to be felt. Equipment needs for the moment appear to be secondary to fears of increased taxations and threat of a tire shortage. Record sales remain big, according to all big disk distributors, with

all sending out letters to phonograph operators asking for patience on deliveries.

Outright purchase of franchises and operations of the Louisiana Amusement Company, former State subsidiary of Stelle & Horton, to Melvin Mallory, local manager, is announced this week by Mallory. The firm will continue to distribute Rock-Ola products in the State. No change in personnel or firm policy is indicated at this moment. The firm is located at 823 Carondelet street.

The New Orleans Coin Machine Exchange has moved its business to 940 Poydras Street from Dunaline Street. Alex Merhige, head of the firm, reports operations good.

In town on a periodical visit, Robert Pampee, Atlanta, Southeastern district sales manager for Columbia-Okeh records, reports business as very good, altho the firm is still a bit behind on deliveries. The trend has been toward patriotic numbers. Pampee credits large disk sales to increasing need for music to uphold morale, while home use increases as families conserve autos.

Back from an extensive trip thru Mississippi, J. W. Smalley, manager of the Southern Music Sales Company, J. P. Seeburg distributor, reports sales of over a dozen new machines and much equipment. Smalley looks forward to a visit soon to New Orleans by Ed Lynch, president of Electro Ball, Dallas.

Charles Snyder, Chicago, sales staff of Mills Novelty Company, spent a few days in town last week, calling on the Dixie Coin Machine Company, pin and novelty game distributing house. Sam Yaras,

Dallas coin machine distributor, accompanied Snyder here.

Amor North, Southern Coin Machine Exchange, is reported seriously ill at a local hospital.

Detroit

DETROIT, March 21.—Leslie L. Ellis, Oriole Music Company, manufacturing remote speakers and cabinets, reports that the company is bringing out a new model.

Manfred M. Linick, Detroit Automatic Exhibit Company, was in Columbus, O., the past week on a business tour.

L. V. Rohr, president of the Greater Detroit Vending Machine Operators' Association, is heading a campaign for increased member hip.

Stanley Hellbrommar and Charles Ray Orlich have formed a new partnership at 14895 Mark Twain, with the timely title of the Victory Music Company.

William Raack, Williams Specialty Company, is expanding his music business, with an order for additional Seeburg remote consoles and Betty Teletone music.

George Corbetta is also adding a number of Seeburg's remote consoles to his route.

Erwin P. Baldrige, who operates the arcade at Island Lake Amusement Park in the summer, has an arcade on Mack Avenue, on Detroit's East Side, which he is running successfully this winter, one of the few local neighborhood spots in town.

VITAMIN BG

BENNY GOODMAN

for Your Machines

BG1--MY LITTLE COUSIN

OKEH 6606

BG2--JERSEY BOUNCE

OKEH 6590

BG3--SOMEBODY ELSE IS TAKING MY PLACE

OKEH 6497

Feed these BG'S to Your Machines and Watch Their Appetites Grow!



THE OLD GLORY SINGING PICTURE illuminated auxiliary speaker appeals to another of New York's famous models as she listens with amazement and pleasure to the tune of her favorite song radiating thru the picture. Tri-Way Products reports continued plaudits from operators, the public and location owners. (MR)



THE FLEETS IN

and how!

BILLBOARD (March 14th) SAYS:
 "For the sake of increased operator profits, we repeat the contention that Paramount's THE FLEETS IN is one musical film that cannot be overlooked by columnists interested in lucrative tie-ups. The number of recorded tunes plus the extensive exploitation via radio and newspapers to be launched soon by Paramount make it mandatory for the business-wise operator to cash in on the publicity."

BE WISE—YOU'RE IN for greater profits if you get these tunes in your machines NOW. You can't miss with this Broadside of Melody recorded by the nation's favorites:

TANGERINE

- Hal McIntyre —(Vic.)
- Vaughn Monroe —(Bl.)
- Orrin Tucker —(Col.)
- Tommy Tucker —(Okeh)
- Jimmy Dorsey —(Dec.)
- Dick Todd —(Bl.)
- Jan Garber —(Elite)

I REMEMBER YOU

- Freddie Martin —(Bl.)
- Jimmy Dorsey —(Dec.)
- Jan Savitt —(Vic.)
- Harry James —(Col.)
- Charlie Spivak —(Okeh)

NOT MINE

- Benny Goodman —(Okeh)
- Jimmy Dorsey —(Dec.)
- Artie Shaw —(Vic.)
- Tony Pastor —(Bl.)
- Dinah Shore —(Bl.)

IF YOU BUILD A BETTER MOUSETRAP

- Freddie Martin —(Bl.)
- Benny Goodman —(Okeh)
- Jimmy Dorsey —(Dec.)
- Artie Shaw —(Vic.)
- Red Norvo —(Col.)

ARTHUR MURRAY TAUGHT ME DANCING IN A HURRY

- Jimmy Dorsey —(Dec.)
- Vaughn Monroe —(Bl.)
- King Sisters —(Bl.)
- Benny Goodman —(Okeh)
- Red Norvo and Mildred Bailey —(Col.)
- Jan Garber —(Elite)

Paramount is now going Full Speed Ahead with this campaign. Get these recordings and take advantage of this tremendous exploitation. You'll Hit The Mark With These Hits. Contact your local Paramount theatre for play-dates and full co-operation.

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.

WE MUST BE VIGILANT, PHIL SPITALNY (Ensemble)..... Columbia 36550
 Here is an item that promises to be the answer to all of those prayers for a really top war song. Spitalny and his all-girl band have made a special arrangement of the number, which has been taken from "The American Patrol" song. The lyrics and instrumentalizing pack a wallop which has not been beaten musically by any other patriotic produced yet. The operators should hop onto this one fast, because it won't take this number long to put the other war songs in the shade.

ME AND MY MELINDA, JIMMY DORSEY (Phil Washburn).... Decca 4263
VAUGHN MONROE (John Turnbull).... Bluebird 11483
 A cute little ditty has been penned here by the prolific Irving Berlin, and the two disks of it listed above are almost sure to attract a flock of nickels into the coin phonographs. Tune has already had a good measure of plugging over the air lanes, which will give the disks a ready-made audience on the music machine network. Melody offers a peppy relief, too, to the ballad diet.

WHEN JOHNNY COMES MARCHING HOME, GLENN MILLER (Marion Hutton-Tex Bencke-Modernaires)..... Bluebird 11480
 This old novel war song gets a fancy, swingy new dress here by maestro Miller, and it's all to the good. Miller's name plus the familiar title of the song will go a long way in attracting the phonograph patrons, and the repeat business after they've heard it once should be good, too. A smart piece of merchandise for the machines. *On the Old Assembly Line* is the mate.

DON'T SIT UNDER THE APPLE TREE, GLENN MILLER (Marion Hutton-Tex Bencke-Modernaires)..... Bluebird 11474
 Worth a repeat from last week's listing because of the bright novelty treatment. It also fits into the war theme of things, but gets away from the grim side of it. Lyrics tell the story of a soldier admonishing his gal not to "Sit Under the Apple Tree" with anyone else while he is gone. Melody is zippy and makes for a good dance tempo, too. Several other artists are soon to be released on this one, but until they are Miller's is plenty capable of carrying the load.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

LAMPLIGHTER'S SERENADE, BING CROSBY..... Decca 4249
 Hoagy Carmichael has brought back a once familiar neighborhood character in this tune, and now that everybody is thinking in terms of black-outs, the old lamplighter becomes a vivid citizen again. Carmichael's composition drips with nostalgia, and Crosby's treatment gives it just the kind of sympathy that should help boost it on the phones. Plattermate also brings Crosby at his best on *Mandy Is Two*, a fine kiddie song written by Johnny Mercer, another consistent hit producer.

EASTER PARADE, HARRY JAMES (No Vocal)..... Columbia 36545
 Irving Berlin's perennial about the fineries of the Easter promenade is revived in an extra sweet setting by Harry James. Taking it at a slow tempo, featuring the violins and his own trumpet, he paints a very pretty picture. And with the parade just around the corner, this re-issue reaches the boxes in time for peak play. Even after Easter is over the flipover is good for the phones. It's also an instrumental, a jump version of the favorite oldie, *Crazy Rhythm*.

MY BUDDY, SAMMY KAYE (Tommy Ryan-Choir)..... Victor 27811
 This famous buddy song of the last war is brought back by Sammy Kaye and goes far in filling the need for better war ballads today. Kaye gives it a modern touch, making it sound brand new again. He takes it at a moderate tempo, plays it brightly, and for Tommy Ryan's vocal uses the backing of swing ensemble singing by the band boys. Plattermate is also timely, being *Easter Parade*. Odet sings it in smooth glee club fashion.

LAMPLIGHTER'S SERENADE, WOODY HERMAN (Woody Herman-Ensemble)..... Decca 4253
 Just as impressive as Crosby's entry is Herman's band version of this fine ballad. Slow and quiet, with a fine vocal job by the maestro, it shapes up fine.

YANKEE DOODLE AIN'T DOODLIN' NOW, DICK JURGENS (Buddy Moreno)..... Okeh 6611
 One of the newest of the patriotic fight songs. Title is the up-off us to the ditty's spirit, and both Buddy Moreno and the band go to town on it. For the finish the band flashes with the traditional "Yankee Doodle" strain. In addition to the attractive title, disk carries the stamp of the Pitch Bandwagon Special. Jurgens is first one out with it.

MOONLIGHT COCKTAIL, JOE REICHMAN (No Vocal)..... Victor 27810
 Reichman's piano style is perfect for this musical "cocktail." Taken at a slow tempo by the band, tune is well treated by Reichman's piano flourishes and emerges as a perfect blend. In spite of being a bit late, Reichman should be welcome on the boxes because of his distinctive treatment.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are going Strong and Coming Up in Music Machines appears on another page in this department.

EVERY MACHINE MUST HAVE THIS RECORD

SQUEEZE THE BOTTLE

by the WILL GLAHÉ MUSETTE ORCH.

VICTOR INTERNATIONAL RECORD V-806

SORRY we were out of stock on the Much-Demanded **STANDARD RECORDS** listed below **BUT NOW** we have shipped THOUSANDS to our Jobbers thruout the nation to fill your orders.

T-2007
LO-LO-LITA GREETINGS (The Girl Friend of the Army) Harold Grant and his Orch. Vocals by Brad Reynolds

T-2030
CUCKOO WALTZ TAKE IT OR LEAVE IT Rene Musette Orch. Colonial Orch.

T-2042
WHEN MANUEL SHAKES HIS MARACAS PUT A LIGHT IN THE WINDOW "The Good-Fellows" W. Grant's Orch.

T-2048
WHO DO YOU THINK YOU ARE? Betty Bradley with Harold Grant's Orchestra (Reverse Side)

STARS WILL FADE Bill Darnell with Harold Grant's Orchestra

ORDER FROM YOUR LOCAL JOBBER

STANDARD PHONO CO.
 168 W. 23RD STREET
 NEW YORK, N. Y.

NO.

AUTOMATIC PHONOGRAPH NEEDLE



Whenever leading operators get together and discuss phonograph needles they praise the MAESTRO POINT.

This needle is different. It's been fashioned to meet specifications set down by operators themselves. Try it and discover for yourself just why this MAESTRO POINT cannot be duplicated—why it is so widely used.

THE ELDEEN CO.
504 NO. WATER STREET
MILWAUKEE, WIS.

AMERICAN FOLK RECORDS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column designed to help operators select money making recordings of folk tunes. Address all communications to Folk Records Editor, The Billboard, 1674 Broadway, New York City.

News Notes

Gene Autry has just wound up one film for Republic, is starting another, and will then hit the road for in-person appearances with his rodeo show. Picture just completed is *Home in Whomping*; that on which work is beginning is *Beyond the Great Divide*. The personal appearances start in Cleveland April 8, and the tour, which will last two months, will take in stops at Pittsburgh, Philadelphia, Washington, New Haven and Providence. Operators in those localities can probably arrange profitable tie-ups with his disks. . . . Among recent Bluebird releases showing activity is the Carlisle Brothers' recording of *I Believe I'm Entitled to You*, Song, written by Chester Rice, Mel Force and Cliff Carlisle, is in the Blackhawk Valley Boys' folio, published by Joe McDaniel Music Company. . . . Victor has put out an album of Montana Slim's recordings (Victor P-114), containing eight sides all new to records. Has nice variety in choice of numbers and, who designed primarily for home use, has a couple of tunes that might gather nice play in locations where Montana Slim is a favorite.

Week's Best Releases

John (Dusty) King and His Range Busters (Bluebird B-8952)

Deep in the Heart of Texas and Promise To Be True While I'm Away

The pop sensation on the A side is given terrific treatment by King's soft, rich baritone and his top-notch crew. It's a rhythmic and excellent rendition, with the fine vocals alternating with swell hot fiddle, accordion and ocarina. Band boys join in for last vocal, creating sound effects and ensemble singing for a nice climax. Stacks up favorably with any recordings yet made—a straight and immensely effective job. B side is similarly well delivered. More on the ballad type, it also gets top treatment from King and his boys, and its sentiment, based on the draft, has obvious appeal. A top-notch disk either way.

Denver Darling and His Texas Cowhands (Decca 6027)

We're Gonna Have To Slap the Dirty Little Jap and Get Your Gun and Come Along

Straight rendition of a couple of war songs with strong patriotic sentiment. Vocals carry both sides, and the heavy play is upon the words themselves. Where rousing war stuff is in demand, these should satisfy handily. Solo voice and chorus take both of them, with a straight rendition of the pop on the A side and similar emphasis on clear and excellent delivery of the words for the B, an equally patriotic number with a catchy country tune reminiscent of *The Bum Song*.

Circulation Is Put At \$11,484,091,310

WASHINGTON, March 21.—Money in circulation in the United States reached an all-time high of \$11,484,091,310 in February, which was an increase of \$304,000,000 over the amount of money in circulation in January and an increase of almost \$3,800,000,000 over February, 1941, the Treasury reports.

Per capita circulation of money as of February 28 amounted to \$85.67 as compared with \$83.43 on January 31 and \$86.13 on February 28, 1941. Prior to the entry of the United States into the first World War, in 1917, per capita circulation of money was \$40.23 and \$53.21 on October 31, 1920, after hostilities had been ended for almost a year.

Bill Monroe and His Blue Grass Boys (B-8953)

Shake My Mother's Hand for Me and Were You There?

A couple of spirituals given excellent rendition by Monroe and his crew, with wonderful guitar work and nice harmony featuring both sides. *Were You There?* shapes up as probably the more popular tune, but rendition is equally fine for both. There has a nice high tenor featured on some of the phrasings. Should definitely satisfy in spots where spirituals get a play.

Riley Puckett (Bluebird B-8954)

Tuck Me to Sleep in My Old Kentucky Home and When It's Peach Pickin' Time in Georgia

Tin Pan Alley oldie on the A side is an always popular number, and its delivery is in Puckett's familiar and popular style. B side has a cute and catchy special featuring a bouncy tune and amusing words that play up the names of Southern States. Puckett fans should like it.

Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of The Billboard's Music Department.

"HAPPY HOBO": Bee Gee Tavern Band (Okeh 16024): A gay and spirited polka given terrific treatment in an unusual arrangement by an excellent crew. Also carries an unbilled vocal with whistling obligato. Released only last week, but already shows some signs of activity. Should do well in the many locations where polkas are now in favor.

Letter Box

Dow B. Summers, of Unionville, Mo., reports that heaviest play in his area is scored by Benny Moten's *South*. Pulling plenty of nickels in beer parlors, he says, are *Be Honest With Me*, Roy Acuff's *Wabash Cannonball*, Bob Wills's *New San Antonio Rose*, *Won't You Come Home, Bill Bailey?* and *Walking the Floor Over You*. He also says that a new one, Bob Wills's *Cherokee Maiden*, looks like a comer. And he also reports that the only war song that has shown any activity for him is Carson Robison's version of *We're Gonna Have To Slap the Dirty Little Jap*. That, however, did plenty, ending up, he says, as his No. 1 record last week.

from **The Billboard**

RECORD BUYING GUIDE--PART 1

March 21, 1942



GOING STRONG



MOONLIGHT COCKTAIL

This week the titling novelty moved up here without any trouble and, altho it is already one of the strongest of the strong, it is still on the upgrade. Miller is away ahead of all other versions, with Tucker doing pretty well. One or two other disks might gain mention later on, but right now it's all Miller and Tucker. Tune, of course, is a former "Possibility."

RECORDED BY:

- GLENN MILLER *Bluebird 11401*
- TOMMY TUCKER *Okeh 6526*
- GLEN GRAY *Decca 4114*
- BING CROSBY *Decca 4184*
- HORACE HEIDT *Columbia 36512*
- JOE REICHMAN *Victor 27810*
- DOLLY DAWN *Elite 5017*

"America's Outstanding Guitarist"



ALVINO REY AND HIS ORCHESTRA

The Band That INTRODUCED and Gave You Your FIRST RECORD OF

DEEP IN THE HEART OF TEXAS

● Bluebird 11391

backed by I SAID NO

Personal Management JACK EGAN
Direction MUSIC CORP. OF AMERICA

SOLDIERS ★ SAILORS ★ MARINES

Ask your friends to send The Billboard to you at the new HALF-PRICE subscription rate for the armed forces. One year, 52 copies, ONLY \$2.50; averages LESS THAN 5¢ A COPY.

The Billboard
25 Opera Place, Cin'tl, O.

Support your Government in this national emergency. Build a wall of Bonds and Stamps.

Get THIS Sensational Song Hit

ON TOP THAT RECORDS



PADDY CALLAHAN HAS JOINED THE ARMY

List Price 50c Plus Tax

Write for our catalog of other hits—**INDEPENDENT RECORD CO.**
1650 BROADWAY NEW YORK

Jewel MUSIC PUBLISHERS
1674 BROADWAY, NEW YORK

TRADE SERVICE FEATURE of Billboard
PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

"Shores of Tripoli"

Tie-up of the week for operators is presented by 20th Century-Fox's *Shores of Tripoli*. Film, soon to be released nationally, features the famous *Marines' Hymn*, which, in its newly recorded versions, shows great promise for the machines.

Columbia Records has already blanketed the music field with publicity on the Kate Smith waxing of the leatherneck ballad and expects to distribute at least 200,000 program cards for use in automatic phonographs. RCA Victor has set up similar exploitation for Tyrone

Power's recording, *The Ballad of the Leatherneck Corps*.

Fox publicists suggest that operators contact their local theater exhibitors, who, with a great and gratis ad service at their command, will be eager to arrange coin machine tie-ups. Operator's part in the bargain would be to spot one or more of the *Marines' Hymn* recordings on his machines, augmenting this activity possibly with a poster announcing the "near-by showing of *Shores of Tripoli* in which the *Marines' Hymn* (No. ? on this machine) is heard."

Line-up on *Marines' Hymn* waxings stands as follows: Kate Smith (Columbia), Gene Krupa (Okeh), Richard Himber (Victor), Victor Military Band (Victor), Tony Pastor (Bluebird).

"The Fleet's In"

At a special screening of *The Fleet's In* at Paramount's film exchange in Philadelphia, Max Kendricks, Philly representative for Paramount and Famous music publishers, invited all the local band leaders, radio studio directors and musicians, radio and band singers, MUSIC MACHINE OPERATORS and music dealers. Kendricks wound up the showing with a slide, "Don't forget the drive on *Tangerine*."

"Ship Ahoy"

Next of the filmicals to get extensive exploitation on the machines will be MGM's *Ship Ahoy*, in which Tommy Dorsey's orchestra is starred. Three of the tunes from the picture have already been recorded. They are: *Poor You*, Tommy Dorsey (Victor), Dick Jurgens (Okeh); *Last Call for Love*, Tommy Dorsey (Victor), Freddy Martin (Victor), and *I'll Take Tallulah*, Tommy Dorsey (Victor).

Look for further dope on *Ship Ahoy* in next week's column.

Record Round-Up

Rio Rita from MGM's new film of the same name has been re-issued by Ted Flo Rito for Decca.

The title tune from Warner's *Always in My Heart* has been waxed by Jun Savitt (Victor).

Deep in the Heart of Texas, featured in Republic's *Heart of the Rio Grande*, has been newly recorded by Wayne King (Victor).

Easter Parade, the old favorite to be heard soon in Paramount's *Holiday Inn*, has been given fresh treatments by Sammy Kaye (Victor) and Harry James (Columbia).

Complete information on picture releases, recordings of film tunes and all coin machine-motion picture exploitation is presented to operators in Picture Tie-Ups.

Suggestions for improved service will be gratefully received. Send them to Picture Tie-Ups Editor, The Billboard, 1564 Broadway, New York.

Baltimore

BALTIMORE, March 21.—Ernest E. Waldrop, of the Hub Enterprises, left Sunday (15) for Hot Springs, Ark., where he will remain a month.

General Vending Service Company is doing well they report on Singing Pictures, product of the Tri-Way Products, Inc., New York.

J. Goodman, Interstate Amusement Company, who formerly was in business in New York City under the name of the Interstate Novelty Company, has opened for business at 707 North Howard Street, Baltimore.

Mississippi

NATCHEZ, Miss., March 21.—Coin machine business is picking up in this section with the return of bells in several localities. New industries and other factors contribute to make business in general show a great improvement.

Thomas Piazza has been named manager of the Service Novelty Company. Piazza was formerly employed by the Armstrong Tire & Rubber Company.

Dan Gremillon, of Ferriday, La., has installed a number of bell machines in his territory. He purchased some of the machines from Alex Ourse, of Ferriday, who is leaving the coin machine business.

Philadelphia

PHILADELPHIA, March 21.—In the *On the Square* column, in *The Philadelphia Dispatch*, the scribbler observes the last word in 'teen-age fashions. The Abington crowd, he says, "wouldn't think of treating their gals to a combination banana split or a coke at the smart local drugstore right in their neighborhood. Ironclad convention requires that they pedal their dates in their chugging jeps 15 miles or more over to some place like The Pike in Narberth, for the necessary refreshments and a round of rug-cutting to juke-box tunes."

Max Newman, Camden, N. J., has entered the local field as operator of candy vending machines. Taking showrooms and offices at 917 S. Second Street, Newman has established Show-Time Candies Company for his operations.

The Cambria Athletic Club is turning away customers for the boxing bouts since the widely known sports writer, Lou Jaffe, became its manager. Acquisition of Jaffe is credited to Lou Lalli, a partner in the boxing club's management. Lalli is also a partner in the Mutual Music Machine Company, one of the largest music machine operators in the territory.

Mort Locker, Raymond Rosen Company, became the father of a daughter, Miriam Faith, February 22.

In spite of the uncertainty of the coming summer season and the restric-

tion placed on some amusement games, local operators who ran amusement arcades at the Southern New Jersey resorts last year, all plan to be back again this year.


Music machines received another generous plug in the local newspapers in reporting the opening of the Navy Officers' Club here.

Irwin Newman, head of Modern Music Company in the Logan section of the city, is planning to increase his music business.

With two drink venders in front of the house, Earle Theater has placed still a third drink machine backstage for the benefit of the vaudeville show performers and guests.

Jack Beresin, head of Berlo Vending Company, adds to his philanthropic activities by being named head of the annual Philadelphia maintenance drive of the Deborah Jewish Tuberculosis Society.

The one and only **KATE SMITH**



now introducing
Columbia Record 36540
 The **MARINES' HYMN**
 backed by **THIS TIME**

The Billboard's Record Buying Guide, March 21, 1942, issue, says: **"WEEK'S BEST RELEASE!"**

THE MARINES' HYMN... KATE SMITH (Kate Smith Singers). Columbia 36540. Along with songs best associated with the army and navy is this stirring dedication to the marines. Kate Smith strikes a patriotic pitch in making it a rousing marching song, her full, rich voice making it all ring out and resound. Plattermate is also an excellent marching song. "This Time, Irving Berlin's contribution to the list of fighting war songs.

and
Columbia Record 36534
BLUES IN THE NIGHT
 A sensationally different arrangement in socko New Orleans style.
 backed by
How Do I Know It's Real?

Kate Smith on the Air—CBS every Friday, 8-8:55 p.m. Eastern Time, sponsored by Grape Nuts and Grape Nuts Flakes. Re-broadcast for Pacific Coast: 12 Midnight, Eastern Time.

Personal Management
TED COLLINS



MANAGER IRV SANDLER, of Mayflower Distributing Company's Des Moines office, reports to Sam Taran, Mayflower general manager, that things Wurlitzer-wise are humming in Iowa. Standing between them is M. H. Rosenberg, Wurlitzer district manager, whose report from Sam Taran is that the same conditions prevail in the Buffalo, Pittsburgh and Minneapolis offices. (MR)

Operators!
 You can't afford to **MISS YOU**
 this MONEY MAKER!
 should be PREPARED for the demand to hear THE MOST REQUESTED SONG IN THE COUNTRY!

Read what THE BILLBOARD says (ON THE RECORDS) MAR. 21, 1942, about BING CROSBY'S-DECCA recording of MISS YOU!

BING CROSBY (Decca 4183)
 "Miss You"—E.P. V. "Blues in the Night"—E.P. V.

Here is a strong pairing for Crosby, sure to gain attention. The "Miss You" revival is tailor-made for the Crosby pipes, slow, melodious and properly schmaltzy. Almost the whole side is Crosby, taking plenty of time to sell the words and selling them perfectly, with expert aid from John Scott Trotter's violins. Only instrumental break in a few bars of fine trombone, after which Bing comes back to whip up the second chorus. A real winner. Crosby's entry in the "Blues in the Night" sweepstakes is important because it is Crosby. The parts handled by him are characteristically fine, but portions are weakened by switching the vocalizing to the Maudie Maudie.

"Miss You" is on its way to hitdom on the boxes. The Crosby side will hasten its rise. Hard to figure how it can miss. The flipover has stiff competition.

and

MISS YOU

is in popular demand on these top recordings

CARL HOFF—Okeh
EDDY HOWARD—Columbia
SAMMY KAYE—Victor
FREDDY MARTIN—Bluebird
DINAH SHORE—Bluebird
HARRY SOSNIK—Decca
CLAUDE THORNHILL—Columbia

Order this HIT-NOW!

SANTLY-JOY-SELECT 1819 B'way, N. Y. C.

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By HAROLD HUMPHREY

News Notes

Freddy Martin and Dinah Shore have been teamed by Bluebird for a recording of "I Look at Heaven When I Look at You." Dinah is on the same bill with the Martin band at the Waldorf-Astoria, New York, which probably gave the disk outfit the idea. . . . Erskine Butterfield, the swing pianist and blues singer, has had his Decca contract renewed at more money. He plans to enlarge his recording band. . . . Sonny Skyler, ex-Vincent Lopez singer, is now rehearsing his own band. Jeanne D'Arcy will be the gal vocalist. She left Johnny Messner for the new job. No recording contract has been signed yet but one is being angled for now. . . . Jan Garber has signed with Eli Oberstein's Elite label and cut his first disks in Chicago last week. . . . Dolly Dawn has broken up her band to do a single act as a singer. She recently signed to cut records for the Elite label. . . . Al Donahue is in Hollywood shooting filmage for Universal. . . . Broadway columnists were reporting last week that Benny Goodman was getting himself married somewhere in Nevada. . . . Xavier Cugat may get a role in the next Fred Astaire-Rita Hayworth picture. . . . Ac-

ording to latest reports, the MGM disk talk is cold again—at least for the present. . . . Gertrude Niesen and Libby Holman have both been set for disk dates by Decca. Miss Niesen is doing some pop stuff and Miss Holman will make an album of tunes she has made famous. . . . Singer Bill Darnell, formerly of the Bob Chester band, is now on the committee in charge of entertainment and morale at Fort Slocum, N. Y. . . . Juanita Juarez, South American singer from the night club field, has signed with Decca and will specialize in Latin numbers. . . . Decca has also signed Frank Marti and his band, another dispenser of Latin ditties. His first disk will be released as an album.

Release Previews

Benny Goodman's latest Okeh session had the clarinet artist and his band doing *Shortage of Love*, *The Tale of Peter and the Wolf*, *I Threw a Kiss Into the Ocean* and *Rachmaninoff Concerto*. . . . Bluebird's most recent studio meeting of the Vaughn Monroe band was given over to *Coming Out Party*, *Sleepy Lagoon*; *Be Brave, Beloved*, and *Three Little Sisters*. . . . Count Basie (Okeh), Harry James (Columbia) and Woody Herman (Decca) are all set to record the jump tune, *Flo-Flo*. . . . Charlie Spivak has finally recorded his version of *Elegie* on Okeh's label. . . . Jerry Abbott, who recently signed with the Standard label, has waxed *Get a Move On*, *Cowboy* and *Tend to Your Knitting* for that disk company. Both are patriotic tunes. . . . Shop Fields's latest Bluebird cutting was for *The Tale of Peter and the Wolf* and *I Threw a Kiss Into the Ocean*. . . . Tommy Dorsey has recorded *Poor You*, *Last Call for Love* and *I'll Take Tallulah on Victor*. All are from the film *Ship Ahoy*. . . . Dick Jurgens has waxed *Poor You* on Okeh. . . . *Last Call for Love* has been cut by Freddy Martin on Bluebird. . . . *Shortage of Love*, *Taint No Good*, *If You Were But a Dream* and *All These Wonderful Years* have been cut by Teddy Powell for Bluebird. . . . Another Bluebird waxing session last week had Mitchell Ayres doing *On Echo Hill* and *Oh, How I Miss You Tonight*. . . . Barry Sisters and Harold Grant's band have cut *Take Me Home* and *Landlord, Oh Landlord* for Standard.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites in addition to the national leaders listed in the Record Buying Guide:

DETROIT:

By the Light of the Silv'ry Moon. Ray Noble.

This old, old song got a revival in the movie *Birth of the Blues* and now Ray Noble's new recording of it is rated by operators here as a top phonograph item. As it should be, the disk is taken up mostly with a vocal treatment of the lyrics, and the nostalgic memories given off by the melody no doubt have plenty to do with its current popularity here.

SAN FRANCISCO:

Mussolini's Letter to Hitler. Carson Robison.

A vocal novelty which is catching on big not only in this West Coast city but in many other sections. Title alone is a strong puller for coin phonograph patrons. It's one of the first novelty numbers with a war base and, judging from the territorial reports, it's going to enjoy a fair amount of success.

OTTAWA:

When There's a Breeze on Lake Louise. Freddy Martin.

A lovely waltz which maestro Martin played in his RKO film, *The Mayor of 44th Street*. The disk is already a hot item in this Canadian city. Fact that Lake Louise is a beauty spot in Canada makes this number a natural here, too. However, this is no reason why this waltz won't be a big number in the U. S., too—especially with Martin doing the job.

BURLINGTON, VT.:

Hey, Zeke! McFarland Twins.

Another war song, this one is also along novelty lines and the McFarland



WURLITZER SCORES A HIT DEEP IN THE HEART OF TEXAS. "Dallas went big for the new Wurlitzer Victory Model." That was the word to Wurlitzer from Ray Williams, of the Commercial Music Company, and the above picture testifies to the interest displayed. (MR)

Twins' band does a good job of it. Operators here report glowing action with it in their machines. With such a rush of war tunes it's difficult for the operators to pick the ones that may hit the top, but this one evidently shouldn't be overlooked.

John Barnes, chief serviceman at Wellcome Music Company, goes into radio work with the army. He holds an amateur radio license.

Tommy Loosmore recently left Fred Lavell & Company for the Army Air Signal Corps. His place was taken by serviceman Tom Smith.

Richmond, Va.

RICHMOND, Va., March 21.—In town this week was Sid Blume, of Favorite Manufacturing Company. Sid reports that, due to the new curtailment on manufacture of phonos, his firm will concentrate on parts, records and a new long-play needle.

Several coin machine robberies, notably Joe Starr's, which has been broken into several times recently; Chlocca and Sons and Moriconi's Restaurant, have been solved. Police took into custody a 17-year-old boy who confessed to the robberies, according to police.

SPokane, March 21.—Mr. and Mrs. E. M. Perry, owners of Interstate Novelty Company, have purchased a Chris-Craft launch to go with their new summer home at Diamond Lake.

Clayton Ballard, Portland, district manager for Packard Manufacturing Company, recently visited the Perrys, who are Pla-Mor distributors for this territory.

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MOVIE MACHINE REVIEWS

Program 1058

Produced by RCM and Minoco Productions, Inc. Released by Soundies Distributing Corporation of America. Release date, March 9.

A better-than-average program that offers patrons plenty of variety. *The Shrine of St. Cecilia* and *Zoot Suit* bits are well-done novelty numbers that will please. It is evident that more production pains were taken with this assortment.

DOROTHY DANDRIDGE AND PAUL WHITE, talented colored team, sock across the novelty *Zoot Suit* with plenty of showmanship. Pert Dorothy is a cute contrast to White's mugging antics. Song is currently getting plenty of plugs which should also help boost this short's popularity. (RCM)

MARC PLANT AND LINA BASQUETTE, star of silent film days, appear in a well-produced bit, *Who Calls*. Plant is a Royal Mounty singing in excellent voice to his Indian princess who appears to him in montage shots. Basquette as the princess does a dance number aided by three lovely Indian lassies in the background. (RCM)

CHARLIE SPIVAK and his band do *Even Thirty Saturday Night* in a so-so short which musically is okay but shows signs of strain as Minoco strives for a new way to put across a band short. Spivak again fails to toot a note, a fac-

tor that is sure to disappoint his many followers. (Minoco)

ROBERT MITCHELL BOY CHOIR in *The Shrine of St. Cecilia* contribute one of the most interesting three minutes released by Soundies to date. It's well produced, unusual and a pleasing contrast to other subjects on the reel. Boys are cast as war refugees about the Shrine of St. Cecilia singing this plaintive melody. Several war shots are interspersed. How well it will take in tavern spots will have to be seen, but from a talent and production standpoint it's tops. (RCM)

JAN GARDNER and his orchestra in *I Wanna Fooj on a Fife* contribute a different type band short that is good entertainment. Scene is a house party with Nick Cochrane going to town on his fife. Incongruous note, however, is injection of Cochrane and the Mercer brothers in "Spirit of '76" mufti. Dance bit allotted to the Mercer brothers does not give them a chance to show their true talents and would have been better eliminated.

TUT MACE AND GARY LEON, talented dance team, are standouts in an excellently produced number, *Tonight in Dreamtime*. Phil Hanna does the off-stage singing while Mace and Leon meet in their dreams to contribute a graceful routine of well-executed lifts and spins. Should definitely please. (RCM)

TONY PASTOR and his orchestra don army togs to do their own version of *Good Morning, Mr. Zip, Zip, Zip*. Singers Johnny McAfee and Jeanie Baird with Pastor chiming in sell parodies of this folk song entertainingly, and the stand-out drumming bit by Paraddie Joe in the final chorus will get many a repeat play from the j-bugs. (Minoco)

CLAUDE THORNHILL'S orchestra appears just enough in *America, I Love You* to make customers realize the musical excellence of this crew, but the short as a whole suffers from too many scenes being jumbled together in disconnected fashion. More judicious editing would have helped this one. (Minoco)

Program 1059

Produced by Minoco and RCM Productions, Inc. Released by Soundies Distributing Corporation of America, Inc. Release date, March 16.

All but two of the eight subjects have been made by Minoco and the result is something less than satisfactory. Little advantage is taken of the most exploitative talents possessed by the performers on hand, and the production ideas, striving for novelty, are not always successful.

BARRY WOOD starts off the reel in *Any Bonds Today?* which cannot miss because of the subject's timeliness and Wood's name in association with the tune he originally introduced. This is the second Soundie using this song, produced primarily to help the sale of bonds. Patriotic backgrounds dress up this short.

TOMMY REYNOLDS and his orchestra and Sunnie O'Dea, blond tapper, are paired for the interpretation of a standard song, *Smiles*. Not one flash is seen of Miss O'Dea's stepping feet, which are her forte. Reynolds plays the tune okay and the general production is not bad either. Miss O'Dea is currently featured in the New York show, *Let's Face It*.

ANITA BOYER is dressed as a co-ed in *I Said No*, a novelty whose lyrics are no longer novel. Action takes place in a sorority house, with the boys on the outside singing in. The sweater girls will probably catch the eyes of the customers, and that's about all.

SHEP FIELDS and his new all-reed orchestra are wasting their time in a meaningless version of *The Whistler's Mother-in-Law*. The opportunities with the new band are ignored all together, and most of the footage is given over to a group of bathing beauties and a fisherman making eyes at them. No name band was needed for this idea.

MARVEL MAXWELL, pretty brunette and a good singer, does a good job with *Tea on the Terrace*. She sings to Buddy Rogers' picture on a billboard on the street advertising a coming engagement of his band. Plenty of bathing-suit beauties here, too. (RCM)

WILL BRADLEY and band, plus his two singers, pretty Lynn Gardner and



CEREMONIES MARK THE RAISING of the Treasury Department Minute-Man Flag presented to Seeburg employees in recognition of their 96 per cent perfect participation in the pay-roll allotment for Defense Bonds plan. The flag now flies below Old Glory on the flag-staff atop the Seeburg factory roof. (MR)

manly Terry Allen, do all right on the music of *Jack and Jill*. The production laid against a funhouse in an amusement park lacks convincing direction.

BILL ROBINSON, as personable as ever and as light on his feet as he has been for the last quarter of a century, acts out a cute routine to *By an Old Southern River*. Surrounded by good-looking colored girls who pop in and out of the picture, Robinson is now touring theaters in the Midwest.

JOHNNY JOHNSTON AND ANN CARMICHAEL are the featured singers in *Sail Bout in the Sky* which stands out as the best production short. It misses being the best all-round subject because of a casting error. Miss Carmichael looks too artificial and is too weak a singer to be paired with the more talented Johnston. The sky shots are clever. (RCM)

"After Defense Work Operators Come First," Says Permo Products

CHICAGO, March 21.—An official announcement from the Permo Products has been released and is reprinted here: "Over 10,000 persons, owners, operators, mechanics, office employees and their families are directly dependent upon the coin phonograph operating industry for a livelihood and many other thousands are indirectly dependent thereon. Therefore the orderly continuance of the industry is of the highest importance.

"Permo has enjoyed the confidence and support of the coin phonograph operators since its very inception 13 years ago. Consequently, the management of Permo feels keenly its responsibility and duty to continue its service to the operators in furnishing the industry with the best coin phonograph needle obtainable.

"These phonographs contribute much to the building of the general morale, as a large percentage of the public and the hundreds of thousands of the country's fighting forces depend on them for their public entertainment.

"For several years the engineers of Permo have been testing and experimenting with Permometal for parts used in delicate instruments. These developments now fit into war production work to which a substantial portion of its production activities is being devoted. Permo willingly and anxiously accepts this condition as its patriotic duty and shall not complain of the extent to which this activity may grow, notwithstanding the growing demand for Permo long-life needles.

"Permo's production for civilian consumption, the same as that of all other manufacturing concerns, must be subjugated to the demands upon its capacity for war production. Therefore it is not at all improbable that at some future time there may be a curtailment of needle production. Realizing the possi-

Singing Pies and Panoram Hook-Up

PAYETTEVILLE, N. C., March 21 (MR).—Joe Calcult, the Vending Machine Company, reports that his firm is now using Singing Picture, illuminated auxiliary speaker, in a hook-up with the Panoram movie machine.

"We tried this out with one of the large size Old Glory Singing Pictures hooked up with a Panoram. The test was conducted in a building 74 feet in length. Reproduction of tone was perfect. It not only carried the sound clearly and uniformly but resulted in increased collections in the location. "We believe that the Singing Picture has all the features necessary to expand the tone so that the public from one end of the location to the other can hear the sound with ease and clarity. It is true that Panoram sound is perfect when closer to the machine, but when almost 74 feet divide the public from the machine at the other end of the place an auxiliary of perfection and beauty is needed to carry the sound."

bility of curtailment, Permo takes this opportunity of assuring the coin phonograph operators that should such a situation arise the curtailment will be applied against other lines of long-life needles and not to Permo Points for operators' use. So long as Permo is permitted to utilize its equipment for needle production, the Permo Point needs of the operators shall be its paramount concern.

"This article has been written in answer to numerous inquiries as to how the supply of Permo Points will be affected by the war production program." (MR)

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The Billboard
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PHILADELPHIA... History of industry here is typical American saga of stick-to-itiveness and courage of handful of men with vision of bright future

Editor's Note: This article was written before the anti-pinball crusade spread from New York to Philadelphia. Because of its historical value, however, it is printed here despite present conditions.

PHILADELPHIA, March 21.—About a dozen years ago the amusement machine industry started taking root on local soil. At first it was a day of penny games, with A.B.T. Targets and Peo Whirlwinds setting the pace. And then, with the country on the whole in the throes of a depression, there appeared Bingo and Baffle Ball, two games which were the forerunners of the modern pinball table.

The hurly-burly condition that characterized the country as a whole at the start of the turbulent '30s was also true of the amusement industry. In fact, it could hardly be called an industry then. Many of the operators still on the scene today, in recalling those early years a decade ago, observed that in more respects than one it was a veritable wild-cat industry. From the choked arteries of a depression-stricken metropolis, new blood started flowing into this new industry. And it was not all what might be termed good blood. In fact, machine operators in those days represented a most motley crew. Many without scruples endeavored to conduct their business in unprincipled fashion with the result that a constant turnover of operators followed.

Such deans of the local industry as Jack Brandt, Samuel Klein, Sam Pinkowitz and Irving Newman were able to withstand the difficulties of those early years and lay down the foundations for an industry that's both substantial and prosperous today.

It was a tough road to travel in those early days. One problem after another

arose. But one threat in the end accomplished more to establish stability and fair-trade practices among this loosely knit industry than anything else.

Trade Organizes

A racketeering element, a residue of bootlegging days, entered the scene. A toll was demanded of the operator, or the alternative of having his machines mutilated or destroyed. Quick to foresee the need for a united front to fight this menace and other impending difficulties, those who had faith in the industry, as few as they were, determined to keep the business clean and sell that gospel to others.

It was then that the Philadelphia Coin Machine Operators' Association became a symbol of both strength and unity in the industry. To be exact, it was Saturday, October 27, 1928, that a group of ten men, seven of whom were operators and three manufacturers' representatives, met in a room at the Benjamin Franklin Hotel and formed the association. The membership tripled virtually overnight. A committee working in co-operation with the city's Public Safety Department scotched the racket before it had grown to serious proportions.

The industry had arrived. With the weeding out of the bad element, the operators now had an opportunity to approach the fundamental problems facing them and a code of ethics was established. It was an arduous task to convert men drawn from the streams of varied commercial enterprises and get them to agree on policies to govern business methods in this new industry. But persistent effort by the handful of men, many of whom still figure prominently on the scene today, brought order slowly from the chaos that formerly existed.

Operators for the first time could visualize some sort of future for this "baby" of the depression. However, no person associated with the industry, in his wildest flight of imagination, foresaw the tremendous impetus the business was to receive in the days when the Bingo and Baffle Ball machines were tops.

It took Gottlieb's Five-Star Pinball and Bally's Bully-Blow, only 10 years ago, in 1932 to be exact, to add further momentum to the ever-increasing demand for games. The next few years saw an evolution in the pin game in novelty and player appeal that truly made it "the national pastime."

Music Machines Enter

It was about the same time, with the pinball machine striking a new high in public popularity, that the music machine became part and parcel of the industry. Soon the pinball and music machines became truly "big business." Neither one was a sideline operation for the other. And while most of the operators carried both types of machines, ever-expanding business made for new problems and it was too much for the Philadelphia Coin Machine Operators' Association to cope with both branches.

The late thirties saw two associations spring up. The PCMOA, dedicated to the pinball machine industry, became the Philadelphia Amusement Machines Association. And under the leadership of Martin Mitnick for the past half dozen years it has become the greatest single factor in the stability of the industry.

To meet the needs of the music machine operations, the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey was organized. And until he left late in 1941 to enter the operations field it was guided by Frank Hammond, who originally came to Philadelphia as a factory representative. Music machine operators were soon welded together more firmly for the good of the industry.

Philly Coinmen Prepared for '42

With such a record of progress behind them, there is little wonder that the industry here is ready to meet every emergency. True enough, there will be many dropping out of the field. Already the closing months of 1941 have seen a tendency to consolidate both pinball and music machine routes. As a result, it will make for a smaller but unquestionably stronger group of operators. Once this epidemic of war infection is over, the industry is certain to emerge bigger than ever.

1941 Big Year

The year 1941 will remain a memorable

one. The biggest factor, unquestionably, was the super-abundance of national defense orders placed in the Philadelphia metropolitan area. More than one-seventh of the total defense production load of the entire country is centered here.

What this industrial boom has meant to the amusement machine industry is fairly obvious. Every type of machine has found its way into locations. With the ray guns from the previous year taking their proportionate place in pinball and music machine operations, 1941 saw vending machines coming into their own with the biggest emphasis on drink and candy venders, especially in industrial locations. Arcades also mushroomed to meet the ever-increasing amusement needs of the people. With defense orders stepping up work at the factories to three and four shifts a day, the arcades became big business.

As a result of all these factors operators face the new year in one respect in a better position than in any other year. More new machines and equipment were purchased by the operators in the first three months of 1941 than during the entire 1940. As a result, they are all better equipped to face the emergency. That the business will be there is obvious, and regardless of what future years may bring the operators are at the moment better stocked to take care of that increased business than in any other year. Little wonder then that the local industry doesn't have to strain



GENE KRUPA VISITED CHARM MUSIC CABINET COMPANY and comments with delight upon the beauty and showmanship of Charm cabinets. Anita O'Day, songstress with Krupa, and Ben Boldt make up the trio who listened with interest to "Skylark" as recorded by Krupa, and as sung by Miss O'Day. (MR).

its eyes to see that sun behind the proverbial dark clouds.



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★ Over 10,000 persons, owners, operators, mechanics, office employees and their families are directly dependent upon the coin phonograph operating industry for a livelihood and many other thousands are indirectly dependent thereon. Therefore, the orderly continuance of the industry is of the highest importance.

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These phonographs contribute much to the building of the general morale, as a large percentage of the public and the hundreds of thousands of the country's fighting forces depend on them for their public entertainment.

For several years, the engineers of PERMO have been testing and experimenting with PERMOMETAL for parts used in delicate instruments. These developments now fit into war production work to which a substantial portion of its production activities is being devoted. PERMO willingly and anxiously accepts this condition as its patriotic duty and shall not complain of the extent to which this activity may grow, notwithstanding the growing demand for PERMO long life needles.

PERMO'S production for civilian consumption, the same as that of all other manufacturing concerns, must be subjugated to the demands upon its capacity for war production. Therefore, it is not at all improbable that at some future time there may be a curtailment of needle production. Realizing the possibility of curtailment, PERMO takes this opportunity of assuring the coin phonograph operators that should such a situation arise the curtailment will be applied against other lines of long-life needles and not to PERMO POINTS for operators' use. So long as PERMO is permitted to utilize its equipment for needle production, the PERMO POINT needs of the operators shall be its paramount concern.

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This article has been written in answer to numerous inquiries as to how the supply of PERMO POINTS will be affected by the war production program.

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Tax-Free Vending Machines Would Aid in War Effort

By WILLIAM B. HOUSER, City Councilman, Wilkes-Barre, Pa.

Few people realize the vital role merchandise vending machines are playing in our great war effort. However, I do, and that is one of the main reasons why I opposed an ordinance introduced at City Hall here to place an annual tax on the machines.

Being in charge of the Department of Health and Public Safety, I have a chance to get first-hand data on just how the machines are helping the community in a healthful sense, as well as in several other ways.

America is at war and if conditions during the last World War prove anything, war sometimes breeds disease, even after the conflict is over. Among the silent helpers of Uncle Sam should be listed vending machines. In all my inspections in this city I have yet to find a machine which was not kept sanitary and in good condition. It may not seem important, but it is, for when merchandise is sanitary, wrapped in cellophane or other substances, chances for disease are practically nil.

But that is not all the help vending machines are giving. In practically all factories, munitions and otherwise, there are many nickel candy vending machines and cigarette machines. They are handy, convenient and an accommodation to workers who like a chance to munch on a piece of candy as a sort of pick-me-up during their work.

Save Time and Trouble

Vending machines make it possible for workers to purchase with little loss of time. Plants do not have to bother with servicing the machines nor with running a store or concession counter. Many plants are doing work which must be kept so secret that vending machines are the only answer to the refreshment problem because the plant superintendent can refill the machines himself, thus doing away with outsiders going thru the plant to deliver milk, ice cream and other products to workers. One man can make deliveries to replenish all machines—the man who owns the machines—instead of several men delivering their products to the plant. If a machine needs servicing, it can be brought out, repaired and returned. Another important feature is that vendors occupy very little space, can take a lot of punishment and require little attention.

Those are the thoughts which have occurred to me since we got into this war. However, there are many other features of the machines which warrant a tax-free existence, in my opinion.

Cigarette machines, for example. They are valuable to merchants in both small and large business places. The storekeeper's profit on a pack of cigarettes is small. Add to that the fact that in neighborhood stores steady customers sometimes come in for cigarettes, and they are without money and promise to pay next time. Occasionally they forget, or the proprietor forgets. If the cus-

tomer forgets, the owner does not like to call it to his attention—so he loses some of his profit. More profit is lost when the owner or his employees take packs of cigarettes for their personal use and do not put any cash in the till for them. Cigarette vending machines require cash on the line, assuring a profit on each pack sold.

The same is true of candy and gum and nut machines, which are especially suitable for theaters, stores, bus and railroad stations, clubs and anywhere that people pass or congregate.

Today time is more valuable than ever before. Consider the time store owners must spend leaving important work to walk up front to deliver one pack of cigarettes, one pack of gum, one stamp or a piece of candy. He makes dozens of such trips daily in his store. A row of vending machines could take care of all of these items.

Thinks Tax Illegal

Getting back to the local tax on the machines, I frankly think it is illegal, for the location owner is merely selling something just as if he had it in a showcase. In Pennsylvania the merchant has to pay a mercantile levy and it appears to me that the machine tax would be a double levy, and in the case of cigarettes, State and federal taxes, already are paid on them.

Vending machine profits are not large, but they help pay the telephone and electric bills, besides the wear and tear and time saved by not using any person's time to serve small items to the public.

The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., March 21.—In the past six or eight uncertain weeks it has been the general impression that farmers in the Southeastern States had sold out all of their peanuts with the exception of enough to use for planting, and in some cases even seed peanuts had been sold by the growers with the expectation that they would take care of their needs in the spring by buying back peanuts from a miller. In the past week, however, it has developed that farmers owned quite a few lots of peanuts held in storage in Southeastern shelling plants. Fully 600 tons of Farmers Stock Spanish owned by the growers are reported to have been sold during the past seven days at \$165 per ton, the highest price paid this season for Southeastern Spanish.

During the past week the market for Farmers Stock peanuts has continued its upward trend and many lots of Farmers Stock Virginias have left the farm at a price of 7½ cents per pound f.o.b. country points. Stocks are rapidly lessening and estimates by the trade indicate that not more than 250,000 bags of Farmers Stock Virginias still remain in growers' hands. Millers are accustomed to talk of a "brush crop" of peanuts that materialize late in the season after practically all peanuts have been marketed. No doubt some additional product will come to light tucked away in barns and warehouses that no one at the present time knows about.

The market for cleaned and shelled peanuts is firm to strong, following the curtailment of Farmers Stock goods in the Southeast and Southwest for seed purposes. As prices advance for both peanuts and peanut products, however, buyers are finding a lessening of demand at the higher levels.

NOW YOU CAN DISTRIBUTE BOOK MATCHES At A Profit!



Vends 2 books for 1c. Two carton (100 books) capacity. Loads direct from carton. Two-ton brown hammerloid finish. Sturdy, dependable and extremely low priced. Box Match Vendor also available. Write for details!

NORTHWESTERN, MORRIS, ILL.

BALL GUM

5/8" -- 13,000 Balls \$15.75
1/2" -- 15,500 Balls

Full Cash With Order, Freight Paid. Price Subject to Change Without Notice.

ADDITIONAL INCOME



5 Lb. "SILVER KING," \$7.95
10 at \$7.50

FREE View - a - Scope or Cat. & Instructions, Write today for terms. "Peep Show" only \$24.50 each. 10 pennies from most players. 1¢ per Photo graph, 10 Pictures.

TORR 2047 A - SO. 68 PHILA., PA.

Rebuilt by Operators . . . FOR OPERATORS

6 COL. U-NEED-A-PAK "E"



- Reconditioned and Refinished Like New!
- Slug Proof and Fool Proof!
- 15c and 20c Coin Combinations!
- Capacity . . . 168 Packs!
- Complete with Floor Stand!

\$31.75

1/3 Dep., Bal. C. O. D. F.O.B. N. Y.

UNIVERSAL VENDING SALES CORP.
175-15 Jamaica Ave., Jamaica, N. Y.

A-1 BUYS

Pick-a-Pak, \$6.00; Texas Leaguers, \$32.50; Buref, 3-column, \$8.95; Victor Special, \$3.95; Roll-a-Pak, \$7.95. WANTED — Challengers, Binges, Criss-Cross. State quantity, condition and price in letter.

LINCOLN 501 West 41st NEW YORK CITY

CRANE, DIGGER, CLAW MACHINES

8 Buckley Treasure Island, removable base, \$49.50
12 Exhibit Merchantman, mirror back, roll chute, dome light. These are rebuilt machines, completely reconditioned, ready for operation . . . 69.50
Will Trade for Rotaries, Rotary Diggers or Arcade Equipment.

Mt. Royal Novelty, Inc.

308 E. Baltimore St. BALTIMORE, MD.

GOOD NEWS FOR OPERATORS.

A new discovery! A new product for your vending machines! It's crispy, crunchy, healthy and delicious; test locations prove that it will be a great success; it's a fast seller and very profitable. Write for details!
VICTOR VENDING CORP.
5711 Grand Ave. Chicago, Ill.

BUY U. S. Defense Savings Bonds and Stamps

RECONDITIONED CIGARETTE MACHINES



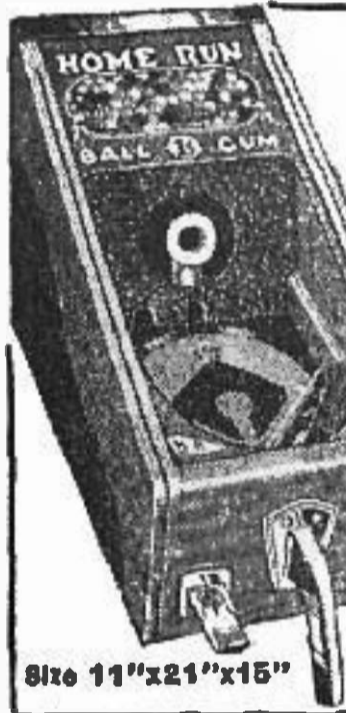
NATIONAL 6-30, as illustrated, complete with cabinet stand . . . \$19.95

7-COLUMN STEWART & McGUIRE (Model 81), complete with cabinet stand . . . 35.00

LOTS OF 5—10 Discount.

To operate 15¢ or 20¢ coin slots. All Machines perfectly reconditioned. 1/3 Deposit, Balance C. O. D.

HERALD VENDING CORP.
355 Grand St. BROOKLYN, N. Y.



HOME RUN (Tax Free)

The New Outstanding Ball Gum Vendor—with the fascinating amusement feature that **BATS THE BALL THRU THE AIR.**
1 Home Run (with 25 lb. carton Ball Gum—includes winners) complete only . . . \$24.50.

Terms: 1/3 Certified Deposit, Balance C. O. D.

VICTOR VENDING CORP.
5711 W. Grand Ave. CHICAGO



It's the 1942 Wonder! VICTOR MODEL V VENDOR

Complete deal ready for business **\$13.50**

1/3 Dep., Bal. C. O. D.

EASTERN 350 Mulberry St. NEWARK, N. J.

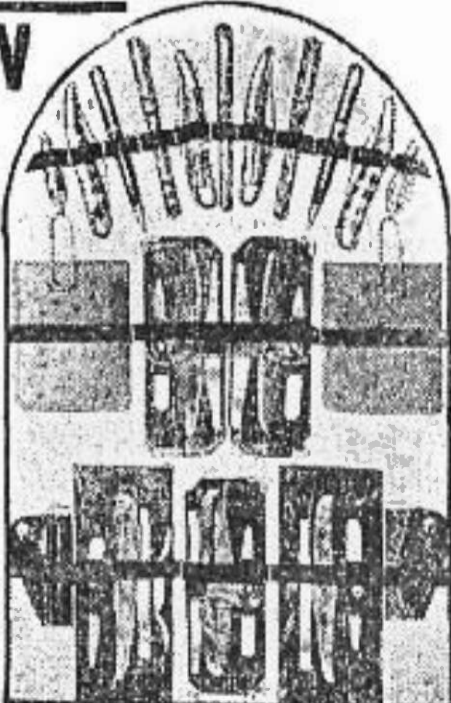


TAX FREE VICTOR'S MODEL V

MODEL V PREMIUM DEAL COMPLETE CONSISTS OF THE FOLLOWING:
1 Model V Vendor, Standard Finish . . . \$8.50
1 Insert in Machine50
1 Premium Display Board with 20 Attractive Premiums 3.50
Machine Filled with 1100 Balls of Gum, including 20 Striped Balls. . 1.00

Complete Deal Ready To Set on Location. All for Only . . . \$13.50
Machine takes in \$11.00, pay location 25% or \$2.75. Your net return is \$3.25.
Order one or more deals today, place them on location and see the money roll in.
Terms: 1/3 Cash With Order, Balance C. O. D., or Send Full Amount and Save C. O. D. Cost.

25 Lb. Carton Ball Gum (Approx. 5000 Balls) only \$4.50.
VICTOR VENDING CORP.
5711 W. Grand Ave. CHICAGO, ILL.



VENDER SUPPLY NOTES

The War Production Board will handle the registration of industrial users of sugar. There are approximately 12,000 such users and the registration, while simultaneous with that of sugar consumers, will be done at the field offices of the Social Security Board. By industrial users the WPB means confectioners, bottlers, bakers, etc.

If ice-cream manufacturers are subject to no more than a 20 per cent cut in sugar use from 1941 takings, production of that product should suffer no material decline from the preceding year. For some time corn sugar and corn sirup have been used in the production of ice cream, and larger supplies of these two sweetening agents are being made available. Most important savings in the use of sugar, however, will be obtained by reducing the quantity used in making ice cream. It is believed that the percentage of sugar can be cut from 15 per cent to 12 per cent of total weight without endangering consumer acceptance. While a more severe rationing would react unfavorably upon the industry, such a step is not anticipated unless the shortage of supplies becomes far more acute than at present.

The order freezing cigarette prices at current levels would be modified, it is believed, if the excise tax rate is raised, J. W. Andrews, president of the Liggett & Myers Tobacco Company, told stockholders at the annual meeting held recently in Jersey City.

New tax proposals would increase the present federal levy from \$3.25 to \$4 per thousand on popularly priced brands, and the traditional custom is for manufacturers to pass the new levy on to consumers.

The federal ice-cream standards hearing March 12 adjourned until April 9, with the industry having put in all of its testimony and the government scheduled for rebuttal on that date.

Testimony on the contents and how to label the contents of ice cream was given by leaders in the industry. Flavoring companies and frozen desserts in general were represented. The butterfat content of ice cream is an issue. Vanilla in ice cream, to replace vanilla, which is hard to obtain, is under discussion.

Domestic production of many of the imported essential oils required in the flavoring of candy and ice cream but no longer available because of the war would be entirely feasible. This was brought out by witnesses before the House Committee on Agriculture, which began initial hearings on a bill to provide for the "discovery, introduction, breeding and testing of agricultural crops for utilization in industry and manufacturing and for replacement of surplus crops."

A new brand of cigarettes will soon be manufactured by Cannon & Waller, Inc., a tobacco leaf import and cigarette man-

OPERATORS BE PREPARED

Now that lists of locations are being made public due to the Federal tax, get acquainted with your local newspaper. Cultivate the good will of its editor. Our special bulletin "EDITORIAL PIONEERS" is a good opener. It tells what some of the biggest newspapers in the country have said about the usefulness of amusement machines.

FILL IN AND MAIL THIS COUPON TODAY

The Billboard Publishing Company
25 Opera Place, Cincinnati, Ohio

Please send me your free bulletin "EDITORIAL PIONEERS." I understand there is no obligation.

Name

Address

City State

ufacturing firm, which has been incorporated in Columbus, O.

Markets in Brief

NEW YORK, March 19.—Peppermint oil (dollars per lb.): Natural, \$5.30 to \$5.35; United States pharmaceutical, \$5.80 to \$6.

NUTS

CHICAGO SPOT MARKET

PEANUTS

Virginia and North Carolina

| | Cents per lb. in bags |
|----------------|-----------------------|
| Jumbos | 9.75 @ 10.00 |
| Fancies | 9.50 |
| Extra large | 14.00 @ 14.25 |
| Mediums | 14.00 @ 14.25 |
| No. 1 Virginia | 13.75 @ 14.00 |
| No. 2 Virginia | 12.00 @ 12.50 |
| Southeast | |
| No. 1 Spanish | 13.75 @ 14.00 |
| No. 2 Spanish | 13.00 @ 13.50 |
| No. 1 runner | 13.00 @ 13.50 |
| No. 2 runner | 12.25 @ 12.50 |
| Texas | |
| No. 1 Spanish | |

Cigarette Prices Are Fair; Increase Denied

WASHINGTON, March 21.—Leon Henderson, federal price administrator, on February 27 said cigarette prices set in a temporary price schedule issued December 30 are "fair and equitable" and ordered the schedule continued. It was reported cigarette companies had asked the OPA to grant an increase in prices charged to dealers. The December 30 order froze prices at levels which prevailed December 26.

Cleveland

CLEVELAND, March 21.—Ohio State Automatic Electric Owners' Association will hold its annual convention on Monday, April 27, at Hotel Statler. The business session will be held at 2 p.m. and the banquet will be served at 6:30 p.m. Alvino Rey and the King Sisters will be the featured artists on the floorshow.

Lester Bieber is out of the hospital following an operation and getting around again.

Benny Tettelbaum is recuperating these days after having undergone an operation.

Louie Silver is back from a midwinter vacation spent at Hot Springs, Ark.

March 8 was designated as Cleveland Phonograph Merchants' Day by Burt's record department, with a two-hour broadcast over Station WOLE featuring their Amateur Show.

Joe Valenti, Ace Phonograph Company, is doing his bit for the Red Cross drive to collect worn and broken records. He uses a station wagon in covering his route and has a banner on each side of it which reads: "Donate all your used and broken records to the Red Cross."

At the regular monthly meeting of the Ohio State Phonograph Merchants' Association there was a discussion of the forthcoming third annual convention and banquet, and a tentative date of April 28 was set.

Victorett's Favored By Vending Men

CHICAGO, March 21 (MR).—"Good news for you, Mr. Operator," says Harold Schaefer, head of the Victor Vending Corporation, Chicago, "for we have a new product—Salty Victorett's. We have tested this new merchandise on locations and find it to be the fastest moving product we have ever known. This means that it is well liked by the public, a fact which is highly important to you. "A generous portion of 35 to 40 pieces may be vended for 1 cent, which will return 75 cents per pound. This is a far higher return than can be obtained in vending other items. In addition to this, our experience indicates that Victorett's will sell immediately. Any machine which will vend peanuts will vend Victorett's. Our Model V Vender holds three pounds."

Dave Lear Handling Renewed Cig Venders

JAMAICA, L. I., N. Y., March 21.—Dave Lear, well known in the coin machine field, announces the formation of Universal Vending Sales Corporation to handle distribution of reconditioned and re-finished cigarette machines. Showrooms and a complete machine shop have been set up at 175-15 Jamaica Avenue. "I will handle only top-line machines," Lear states, "and our shop is fully equipped to turn out an excellent reconditioned merchandiser. Operators today must take care of present equipment and that is where we fit into the picture. We will offer used equipment and, although we haven't established any definite trade-in price due to existing conditions, we expect to make this an integral part of our business."

Lear was operating director of a Coast-to-Coast chain of 56 nationally known shoe stores before he entered the vending field in New York as an operator. He built his operation to its present total of 800 cigarette venders, and his popularity in the field resulted in his election as president of the Coin Machine Industries Joint Council of New York.

Pittsburgh

PITTSBURGH, March 21.—Used coin machines and phonographs are in great demand, and service problems are becoming greater, distributors report.

Alfred Cerminara, associated with his sister, Ange Berglass, as an operator until he joined the army last year, was home for several days on furlough from Camp Edwards, Mass.

Manager Jackie Fields, Mayflower Distributing Company, was host to a number of operators at the recent Fritzie Zivic fight.

Sonny Lomborg, brother-in-law of Sam Taran and formerly a mechanic at Mayflower Distributing Company, has joined the Army Air Corps.

A consensus of operators' reports show that taverns are by far the most profitable sites for coin phonographs, followed by restaurants and drugstores.

THIS WEEK'S BARGAIN

TAX FREE SKILL GAMES NEW

| | | |
|-------------------|-------|---------|
| Scooters | | \$19.50 |
| Pike's Peak | | 17.50 |
| Electric Shockers | | 13.50 |
| Kicker & Catcher | | 27.50 |

USED

| | | |
|------------------------|-------|---------|
| A. B. T. Model F | | \$17.50 |
| Hole-In-One Gum Vndrs. | | 10.00 |
| Baseball Gum Vndrs. | | 10.00 |

1/2 cash with order, bal. C. O. D. Write for complete bargain list of excellent merchandise and amusement machines!

I. L. MITCHELL & CO
MACHINES AND SUPPLIES
1141 DE KALB AVE. B'KLYN, N.Y.

Vending-Arcade Machines

TAX FREE Leading money makers for Candy, Nuts, Gum, \$4.75 up

ARCADE SUPPLIES

Films — Photos — 8mm., 16mm. Movies.

4 NEW "Nudo-Art" Films for VIEW A SCOPE just released. Nos. 1, 2, 3, 4, 75c each.

400 NEW 2x2 Slides for PEEK SHOW. Ten for \$1.50.

Large Selection 8 x 10 Arcade Photos, 8 for \$2.00.

Ten View 5c PEEK SHOW, \$25.50.

Ten Selection 1c PEEK SHOW, \$24.50

1c or 5c VIEW A SCOPE, \$24.50.

ELECTRIC GUN Shocker, NEW LOW price, \$24.50.

8mm., 16mm. Movies — Black and White — Kodachrome.

Glamour Shots of World's Most Beautiful Models—Broadway Dancers—Stage Stars — \$3.75 to \$14.00.

SEND FOR CATALOG

AUTOMATIC

2422 Fullerton Chicago, Ill.




RECONDITIONED CIGARETTE MACHINES

| | | |
|---------------------------------|-------|---------|
| Model B-50, King Size, National | | \$89.50 |
| Model 9-50, Regular, National | | 74.50 |
| Model 9-30, Special, National | | 62.50 |
| Model 9-30, National | | 54.50 |
| Model 7-50, Regular, National | | 62.50 |
| Model 7-50, King Size, National | | 77.50 |
| Model "S," DuGrenier | | 39.50 |
| "V" Dual, DuGrenier, 7 column | | 62.50 |
| "W" Dual, DuGrenier, 9 column | | 69.50 |
| "V" DuGrenier, 7 column | | 52.50 |
| "W" DuGrenier, 9 column | | 59.50 |

Also National 6-18 and 9-18 Candy Machines. Write for prices.

All machines complete with stands. Many walnut grained in excellent shape. All others repainted. All in excellent mechanical condition and ready for location.

All Machines Subject to Prior Sale

TERMS: 1/3 Cash With Order, Balance C. O. D.

LOUIS H. CANTOR CO.
250 W. 54th St., New York City
Phone: Circle 6-3285

CIGARETTE VENDING MACHINES

U-Need-a-Pak 6 Col. Cigarette Machines with FloorStd. \$32.50 As Illustrated. Capacity, 170 packs. Sturdy proof. 15¢ or 20¢ Models. Reconditioned like new. Terms: 1/3 with order, balance C. O. D. Write for complete catalog of cigarette and 5¢ candy bar machines.

D. ROBBINS & CO.
303 W. 41st St. NEW YORK CITY



Stewart & McGuire
8 COLUMN "DUALWAY"

CIGARETTE MACHINES

Completely Rebuilt—Better Than New!!


FORMER PRICE \$91.50

NOW ONLY \$35.

1/3 With Order, Bal. C. O. D.

These rebuilt machines are with the new, improved mechanisms which insure long lasting service. Do not confuse with others not having the new, improved mechanism.

HERALD VENDING CORP.
355 Grand Street Brooklyn, N. Y.



LOS ANGELES, March 21.—With the advent of warm weather, business in this section centered around arcade equipment. The demand for used machines as well as available new machines soared to new heights. A local dealer of used equipment reported that his business has been very good with the indications that sales would continue to come in as more operators got set to get into the field this summer. Not only are Penny Arcades hitting it off at beaches but several have set new records in downtown Los Angeles. Arcades in the vicinity of army camps are doing good business also.

Badger To Open

Badger Sales Company, a division of the Badger Novelty Company, Milwaukee, will soon open here. William R. Happel Jr., is here and is directing carpenters in their work. On the staff will be William E. Happel, head serviceman; Earl Martin, assistant serviceman, and Lawrence Taylor, office manager. Firm will handle reconditioned phonographs. Announcement of a formal opening of the new spot will soon be forthcoming. . . . Bud Parr, of General Music Company, is making frequent trips to San Francisco on business. Bud will soon take time out for his fishing trips. . . . A. Alexis, popular Bakersfield operator, was in town to look over equipment and placed an order with Fred Gaunt, Trojan Novelty Company. . . . Bill Wulf, of Modern Coin Exchange, is back at his desk following a trip to San Diego. Bill reports that plants are humming in

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

San Diego. . . . Walter Gaunt, of 20 Palms Music Company, returned Wednesday to Pains Springs. Gaunt is adding cigarette machines and took several back with him to put on locations. . . . George Kelly, popular Pasadena operator, is expanding his activities. . . . Walter Hillig, of Virginia Park Penny Arcade, was in town to pick up some arcade equipment. Hillig reported that things are booming at the beach. A report from there is that Virginia Park is \$2,500 ahead of this period last year and a very bright and profitable season is predicted. . . . Earl Fraser, formerly serviceman with Southwestern Vending Machine Company, reports that army life is agreeing with him. He is at Will Rogers Field in Oklahoma City.

San Diego Notes

Ed McGamish, formerly collector for A. J. Fox, has returned to Texas to join the army. . . . Bob Jordan, A. J. Fox serviceman, is in the U. S. Navy, as is Joe Cromwell. Tom Jones, Fox collector, is in the army. . . . Al Gilmartin is holding down the fort as serviceman in charge of games with the Fox firm. . . . Maurice Rumalis is handling the service calls on phonographs. . . . Boss over all is Pop Laret, who directs things for Gus

Los Angeles. . . . Carl Gustafson recently added a Keeney Submarine to his Mission Beach Penny Arcade. . . . Jack Lipps and Henry Lorenz report that their arcade at Camp Elliott is becoming more popular each day. . . . Art Dawes made a recent trip to Los Angeles for a look-see at the display rooms. . . . Bill Boyd, Bluebird recording artist, is in town for a stretch at a picture studio. . . . C. H. Presher, music operator, made a trip to Los Angeles to visit the music machine distributors to see what was doing.

Movie Machine Notes

Olly Trevillian, of Santa Barbara, has purchased a number of Panorams for locations near army camps. . . . Harry Snodgrass, of the Wilshire Amusement Company, recently added 10 Panoram combos to his stock. . . . Cal Brown, of the local Mills Sales, reports that Panoram operators are taking in increased receipts and that new film subjects are credited with doing a good job. . . . Panoram at the It Cafe in Hollywood is now in its 19th month. This was one of the first spots to have Panoram entertainment. . . . Spike Jones recently completed a couple of Soundies. He appeared with his well-known City Slickers. . . . Mrs. Marie Castagnaro, well known in the movie machine film business, is contemplating a two months' trek eastward in the interest of Techni-process and other films distributed by Associated Producers Distributing. . . . Office at the A. J. Fox firm in San Diego is guided by Gaye Keefer, Alice Burge, Greta Fritschmann and Isola Burdette. . . . Mrs. Arthur Salde is cashier at the Penny Arcade at Mission Beach near San Diego.

Mohr Plans Trips

Mac Mohr, who represents Baker, Daval and Evans lines on the West Coast, is back from a swing around the territory. Reports that things are booming in the territory. . . . Associated Operators of Los Angeles County, thru its hard-working managing director, Curley Robinson, presented Battery D, 121st CA Bn. (AA) (Sep), stationed in this area, with two pinball machines, two volley ball nets, two ping-pong sets, a badminton set, 12 checker boards, 12 checker sets and 12 sets of cards. Gift was acknowledged by Grant H. Smith Jr., commanding officer. . . . Recreation room equipment was also donated by AOLAC to the California State Guard. . . . AOLAC is selling Defense Stamps and keeps a good supply on hand. . . . Mollie Simon, secretary to Curley Robinson, had a busy first-of-the-week with her notary public stamp. She notarized income tax forms for the members. . . . Herb McClellan is back at his desk following a few days' absence. . . . Harry Kaplan, of Southwestern Vending Machine Company, recently returned from a business trip to San Francisco. . . . Paul Blair and Mrs. Blair recently made a combination business and pleasure trip to the area east of San Diego. . . . Mac Sanders is a true patriot. While Mrs. Sanders was away from home, the rose bushes mysteriously disappeared but a Victory garden took its place. Mrs. Sanders says that she can't explain it, and Mac says he won't. . . . Texas Jim Lewis and His Lone Star Cowboys recently recorded *Big Bad Bill From The Badlands* for Decca. This orchestra, well known to coin machine men, will soon appear in San Francisco at the Golden Gate Theater. . . . Harold L. Sharkey reports that Penny Arcade equipment business is strong.

Kraut on the Go

Max Kraut, local Unneed-A-Pak distributor, has been busy with his business and that of serving with a draft board. . . . Leon (Hi-Ho) Silver, vending machine operator, is getting fan mail on the strength of his recent article in *The Billboard*. . . . Victor Ralston, of Standard Phono, is contemplating another trip to the Northwest for a look-see into the coin machine record business. . . . E. H. Thiede, of Mape Music Company, is in town for a few days. He will soon hit the road again in the interest of Seeburg machines. . . . Paul and Lucille Laymon were among those who attended the preview of the Kozlinsky Bros.' film, *Klondike Fury*. Picture made a big hit and has received many good notices. This is the third flicker by Maurice and Franklin Kozlinsky. Others were *Paper Bullets* and *I Killed That*

Man. . . . Irving Rich, of Consolidated Novelty Company, presided over the passes for the special showing.

San Francisco

SAN FRANCISCO, March 21.—More than 300 California music merchants were the guests at a reception in honor of Horace Heidt March 9 in the show-rooms of General Music Company. William Corcoran and Ernie Brennan played the roles of host, introducing Horace and his pianist, Frankie Carle, who played for the assemblage. A complete line of Buckley Music System products was displayed by Ernie, and Horace discussed music merchandising problems with various operators.

Rex Vending Company held an open house in its display rooms on Larkin Street recently. The new Rock-Ola line for 1942 was displayed.

Operators' Exchange, local distributor, has moved from coin machine row to new and more spacious quarters at 621 Van Ness Avenue. Joe and Carl Noto welcome all their old and new friends.

Rex Vending Company, Rock-Ola distributor, has again scored by placing a Glamour Tone Column in the lobby of the Golden Gate Theater.

Servicemen in this area are beginning to earn their salaries. Certain parts easily obtainable heretofore are scarce, and the boys are having to rewind coils, relays and overhaul parts which they have been in the habit of discarding.

Soldiers, sailors and marines quartered here are giving music operators a lot of welcome business. Several barracks and recreation rooms have phono installations, and the boys are whiling away many pleasant hours listening to the strains of recordings.

Globe Execs Meet Operators

NEW YORK, March 21 (MR).—In line with its policy of inviting suggestions from operators as to the types of boards they would like to see created, Globe Printing Company executives held a meeting with operators in their offices last week. It is reported that 18 operators from many sections of the country were present at the session and the management feels that a good deal was accomplished by the interchange of ideas. The entire meeting was devoted to a round-table discussion of board ideas for the new season. Operators offered many suggestions and ideas as to the types of boards they believed would go well in the months ahead and Globe intends to follow these suggestions to the letter, the firm reports. "The firm has added more operator customers in the past year than in several previous years combined," explained Al Tubakoff, president of the salesboard manufacturing firm. "Business has never been better and with the addition of new equipment in our plant we have every reason to expect the biggest volume of business on our die-cut boards we've ever had."



JACK LIPPS and HENRY LORENZ own and operate the Recreation Center Penny Arcade at Camp Elliott, Calif.

HERE'S 'V' THE TAX FREE COUNTER GAME SENSATION

Full of suspense-action; hair-raising thrills; hour after hour play for big, steady profits!! The finest tax free counter game ever built with amazing, new, 100% cheat-proof tilting device—and—ten different ways to score! "V" is the counter game you've been waiting for! It's got everything! Order a sample today, convince yourself, you'll order dozens tomorrow!! Be first in your territory with "V"!!

DISTRIBUTORS!!!

Other Territories Open! Act Quick!

ONLY \$21.50 EACH



WRITE, WIRE, PHONE YOUR NEAREST DISTRIBUTOR!

- Roy McGinnis, Baltimore, Md.
- Mike Munves Corp., New York City
- Owl Mint Machine Co., Boston, Mass.
- B. D. Lazar Co., Philadelphia, Pa.
- B. D. Lazar Co., Pittsburgh, Pa.
- C. N. Vending Co., Columbus, O.
- Central Ohio Coin Machine Co., Columbus, O.
- Banner Specialty Co., Pittsburgh, Pa.
- Southern Automatic Music Co., Nashville, Tenn.
- Ohio Specialty Co., Louisville, Ky.
- J. E. Cobb Distributing Co., Louisville, Ky.
- Miami Equipment Co., Cincinnati, O.
- Northwestern Sales & Service, Boston, Mass.
- American Cigarette Machine Co., Pittsburgh, Pa.
- Milwaukee Coin Machine Co., Milwaukee, Wis.
- J. H. Winfield Co., Buffalo, N. Y.
- I. L. Mitchell & Co., Brooklyn, N. Y.
- H. Z. Vending & Sales Co., Omaha, Neb.

- Bogin Sales Co., Newark, N. J.
- Yale Amuse. Co., New Haven, Conn.
- Arco Sales Co., Philadelphia, Pa.
- Rubin Sales Co., Utica, N. Y.
- Pioneer Vending Co., Brooklyn, N. Y.
- Carl A. Hooper, Louisville, Ky.
- John Goodbody, Rochester, N. Y.
- Rex Amusement Co., Syracuse, N. Y.
- Supreme Vending Co., Bellmore, L. I., N. Y.
- Northwestern Sales & Service, Brooklyn, N. Y.
- Automatic Coin Machine Co., Springfield, Mass.
- Friedman Amusement Co., Atlanta, Ga.
- E. I. Woodfin Co., Atlanta, Ga.
- Miami Coin Machine Exchange, Miami, Fla.
- Roy Torr, Philadelphia, Pa.
- Badger Novelty Co., Milwaukee, Wis.
- General Coin Machine Co., Buffalo, N. Y.
- Angott Sales Co., Detroit, Mich.

PLANET MFG. CO. 3460 JOS. CAMPAU AVENUE, DETROIT, MICH. All Phones: FITZROY 3260

IT'S SMART TO BUY NOW
A-1 RECONDITIONED EQUIPMENT READY FOR LOCATION

| PHONOGRAPHS | PIN GAMES |
|---|---------------------------------|
| MILLS 1939 THRONE \$145.00 | CHIEF \$12.50 |
| MILLS SWING KING 32.50 | CIRCUS 12.50 |
| ROCKOLA STANDARD 1939 150.00 | CLIPPER 12.50 |
| ROCKOLA MASTER 1940 190.00 | COWMODORE 22.50 |
| SEEBURG MODEL A 40.50 | FLASH 12.50 |
| SEEBURG MODEL B 49.50 | BLONDIE 22.50 |
| SEEBURG MODEL D 49.50 | LUCKY 15.00 |
| SEEBURG CASINO, Remote Control and Electric Selector 250.00 | HOME RUN (1040) 15.00 |
| SEEBURG HI-TONE REMOTE CONTROL; never been used 425.00 | LEAGUE LEADER 39.50 |
| WURLITZER 61 and Stand 85.00 | ROXY 22.50 |
| WURLITZER 616 67.50 | SHOW BOAT 65.00 |
| WURLITZER 800 325.00 | SNOOKS 12.50 |
| WURLITZER TWIN TWELVE WITH Buckley Adaptor 100.00 | SUPER CHARGER 12.50 |
| | TRIUMPH 14.00 |
| | SEA HAWK 50.00 |
| | A. B. C. BOWLER 69.50 |

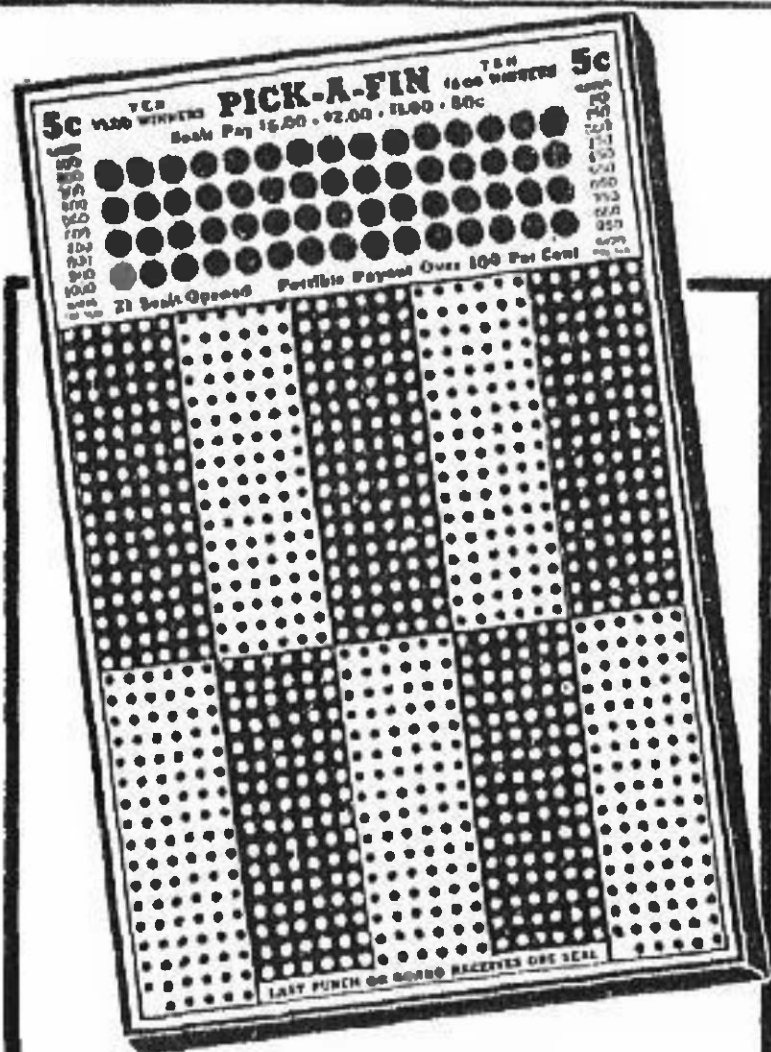
Terms: 1/3 with Order, Balance C. O. D.
W. B. NOVELTY COMPANY, INC. 917 Broadway, Kansas City, Mo.

Modern Vending's Record Sales Show Increase

NEW YORK, March 21 (DR).—The sales of records to operators thru the record department of Modern Vending Company has been on the upgrade since its inception, according to Nat Cohn.

"Altho 1941 was considered tremendous," Nat claims, "the operators have been buying more records since the first of the year than ever before. Lillian Schoenberger and Sylvia Herman are so expert and have such fine judgment of operators' needs that many of our customers leave the selection to them.

"Since the department carries complete stock of all labels, it is possible for operators to get anything they desire. Miss Schoenberger is considered one of the finest judges of songs and recordings in the coin-operated field and operators come from hundreds of miles to pick up their records."



PICK-A-FIN steals the play from all other boards, barring none. Operated CONSISTENTLY in hundreds of spots for over eight months.

★ ★ ★

Board size 12 13/16 inch by 18 15/16 inch. Has JUMBO holes (8 1/4 holes to square inch). Circular sewed gold foil seals, PROTECTED numbers, hand stamped winners. Ticket size—2 inch by 1 13/32 inch.

★ ★ ★

80 seal board of which 21 seals are opened. Seals pay as follows: 10 seals @ \$5.00, 1 seal @ \$2.00, 1 seal @ \$1.00 and 48 seals @ 50¢. Average per seal \$1.28 1/2.

1000 holes take in....\$50.00
Average payout 26.95
Average profit 23.05
Maximum profit..... 39.50
Pick-a-Fin is also made with 64 seals—average profit....\$24.07

Same Style Board In 10¢ and 25¢ Play.

Immediate Delivery

PROFIT NOVELTY CO. FRANKFORT, INDIANA

OLIVE'S SPECIALS FOR THIS WEEK FREE PLAYS

JUMBO PARADE\$119.50
JUMBO PARADE (factory rebuilt) 142.50
SILVER MOON (Totalizer).... 142.50
RECORD TIME (1 Ball) 97.50
ONE-TWO-THREE 1940 90.00

PAYOUTS

JUMBO PARADE\$112.50
JUMBO PARADE (factory rebuilt) 132.50
SQUARE BELL 57.50
GOOD LUCK 30.00
TRACK TIME 1938 97.50
TRACK TIME 1937 (rebuilt)... 42.50
BANG TAILS 1938 72.50
SUGAR KING (used 8 weeks).. 75.00

WRITE FOR COMPLETE LIST OF SLOT MACHINES AND FREE PLAY PIN GAMES. "THERE IS NO SHORTAGE HERE." WE HAVE A LARGE VARIETY OF MACHINES. LET US KNOW WHAT YOU NEED. IF YOU ARE NOT COMPLETELY SATISFIED WITH OUR EQUIPMENT WE WILL REFUND YOUR PURCHASE PRICE IF THE EQUIPMENT IS RETURNED WITHIN 10 DAYS FROM THE TIME YOU RECEIVE IT.

Terms: 1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO. 2625 LUCAS AVE. ST. LOUIS, MO. (Phone: Franklin 3620)



COMING EVENTS

- April 2—Boston Amusement Operators, at Cambridge, Mass. (Story in this issue).
April 27—Ohio State Automatic Electric Phonograph Owners' Association annual convention and banquet. Hotel Statler, Cleveland. Business session begins at 2 p.m. Banquet dinner at 6:30 p.m.
May 4-8—National Premium Exposition, Palmer House, Chicago.
June 8-11—Confectionery Industries Exposition, New York.
September 14-16—Advertising Specialty National Association, Chicago.
November 9-13—American Bottlers of Carbonated Beverages Convention, New York.

Re-Elect Officers of San Francisco Assn.; Sid Mackin, President

SAN FRANCISCO, March 21.—Sidney Mackin was re-elected president of the Amusement Merchants' Association, Inc., San Francisco, at the general election held at the annual business meeting February 26. Also re-elected was John Ruggiero as association treasurer. Miss F. G. Bowman, who has served as acting secretary since the inception of the association, was officially elected to fill the position.

The nominating committee, appointed at a previous meeting, consisted of Gerry Barron, Myron Jacobson and Joseph Noto. It was their recommendation that the following be nominated for reelection to the board of directors: Alexander Armos, Golden Gate Novelty Company; Sidney Mackin; Vance Macp, Mape Music Company; Wolf Relwitz, Wolf Sales Company; John Ruggiero, Jack R. Moore Company; Monte Thomson, Crown Specialty Company, and Louis Wolcher, Advance Automatic Sales Company. They further recommended that Irving Goldblatt, Hirschfeld Sales Company, be nominated to fill the vacancy left by Alexander Carr, no longer active with the same firm. They also nominated two new members to the board: Warren Taylor, Mills Sales Company, and Philip E. Scott, P. E. Scott Company. Their recommendations were put to vote and carried out by the membership.

Association Co-Operative

An official association statement declared: "The care and good judgment shown by the nominating committee was proclaimed by the membership, which accepted the nominations and proceeded to unanimously elect the officers and directors as nominated. Altho the election was not what one would call a heated one, it was very gratifying inasmuch as it indicated the splendid cooperation and recognition of the high degree of unselfishness demonstrated by the leaders in the industry in this area."

President Mackin then appointed Capt. Roy N. Francis, Favor Sales Company, to the office of sergeant at arms. Captain Francis has acted in this capacity at various meetings thruout the past year.

The annual certified audit of the association's books and records was presented in detail and received the approval of members by unanimous vote. A summarized report of the many activities and accomplishments of the association for its first full year of operation proved conclusively and beyond a doubt the necessity for sound organization in this field. This thought was expressed wholeheartedly by many members present.

Amusement Merchants' Association, Inc., was the recipient of a special award in the 1941 competition for The Billboard's Annual Association Awards. (As reported in the March 14 issue.) The plaque has been received and is now on display at the association's offices.

WANTED

Mills Chrome, Cherry and Vest Pocket Bells. Also Mills 1940 1-2-3 Free Play Machines. State condition of machines, serial numbers and your best price. Also will buy any lots of Salesboards you may have. State name, number of holes.

BORDER CITY NOVELTY CO.

P. O. Box 523 Sault Ste. Marie, Mich.

Can't Recover Fees, Scranton Declares

SCRANTON, March 21.—Operators of free play machines with "take-off buttons" will not be able to recover any of the annual license fee paid to the city, City Solicitor Jerome I. Myers ruled in an opinion forwarded to Fred A. Westpfahl, director of public safety.

Myers declared that if the pinball ma-

chines do not have the objectionable features set forth in the Superior Court decision they are not gambling devices. If the devices do have such gadgets they are gambling machines, Myers added.

Up to Police To Check

Under this provision it will be up to the police to determine if the pinball machines are gambling devices or games of skill and act accordingly in individual check-ups.

Myers pointed out that the ordinance defines a pinball machine "which is not a gambling machine, but is a coin controlled amusement device, used for recreation or amusement purposes and not for giving prizes, rewards, merchandise or money."

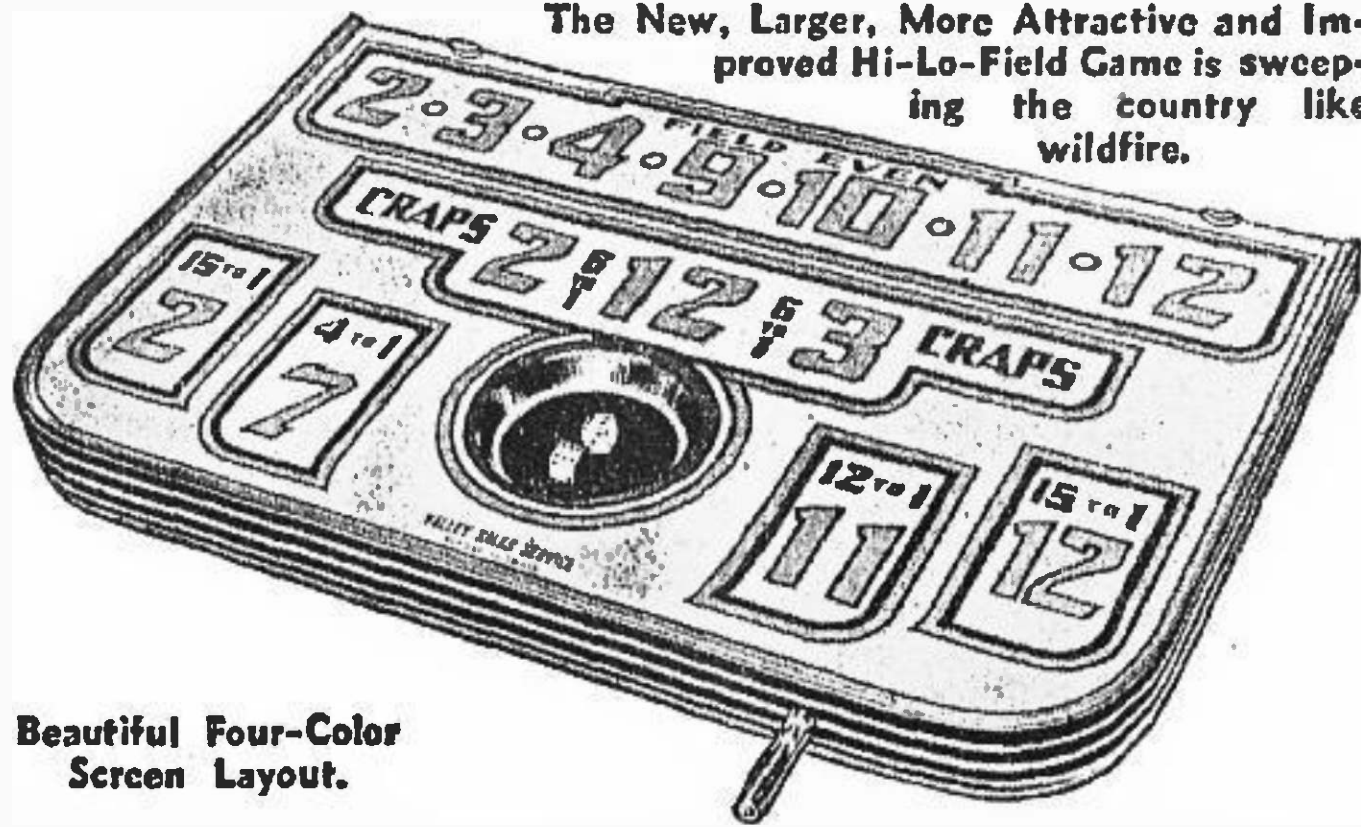
"It will be noticed that the pinball machine as described in the ordinance of the city of Scranton is to be used solely for amusement purposes and is not to be in any way a gambling device," he said.

In conclusion, Myers advised Westpfahl that owners of pinball machines cannot recover any portion of the license fees from the city, "irrespective of whether the machine is a gambling device or not."

There are approximately 335 games paying the annual license fee here.

MAKE YOUR COUNTER SPACE EARN MORE WITH THE NEW HI-LO-FIELD FLIP-DICE GAME

The New, Larger, More Attractive and Improved Hi-Lo-Field Game is sweeping the country like wildfire.



Beautiful Four-Color Screen Layout.

Earnings from \$50.00 to \$100.00 daily in ordinary spots. Hi-Lo-Field is helping thousands of 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. Portable—quickly and easily removed from counter. Ideal for closed territories. Overall-size 13x20. Fool proof construction. The new federal amusement tax does not apply on this type of equipment. (Non-Coin Operated.) FOR A LIMITED TIME ONLY WE WILL INCLUDE AN INTERCHANGEABLE TOP FOR NUMBER ROLL DICE GAME (giving you two games in one), BOTH FOR \$27.50. Order your games today. Present market condition of raw materials make it absolutely imperative that you place your order at once. Buy now for your own protection. 1/2 DEPOSIT WITH ORDER, BALANCE C. O. D. PRICES SUBJECT TO CHANGE WITHOUT NOTICE. MONEY REFUNDED IF YOU ARE NOT SATISFIED AFTER A FIVE-DAY TRIAL.

VALLEY SALES SERVICE

31 NORTH BROADWAY, AURORA, ILLINOIS

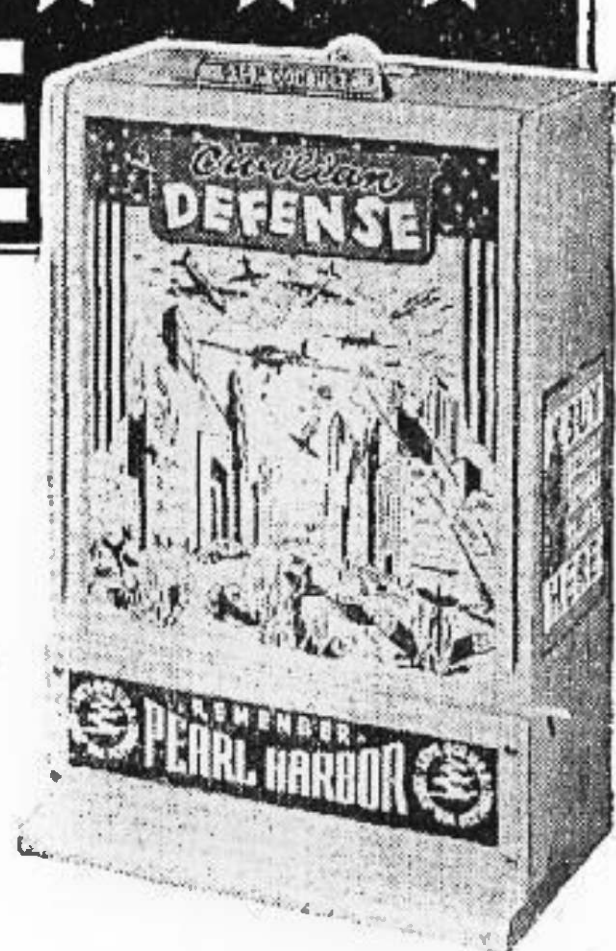
Civilian DEFENSE

PATRIOTIC! NEW! NO TAX! "HELP SELL DEFENSE STAMPS"

NEW JITTER PIN ARRANGEMENT \$13.50 AUTOMATIC TILT-WINNERS RECORDED EACH F.O.B. Cleveland

WRITE TODAY YOUR DISTRIBUTOR OR FACTORY "SEND FOR CIVILIAN OPERATION'S PLAN"

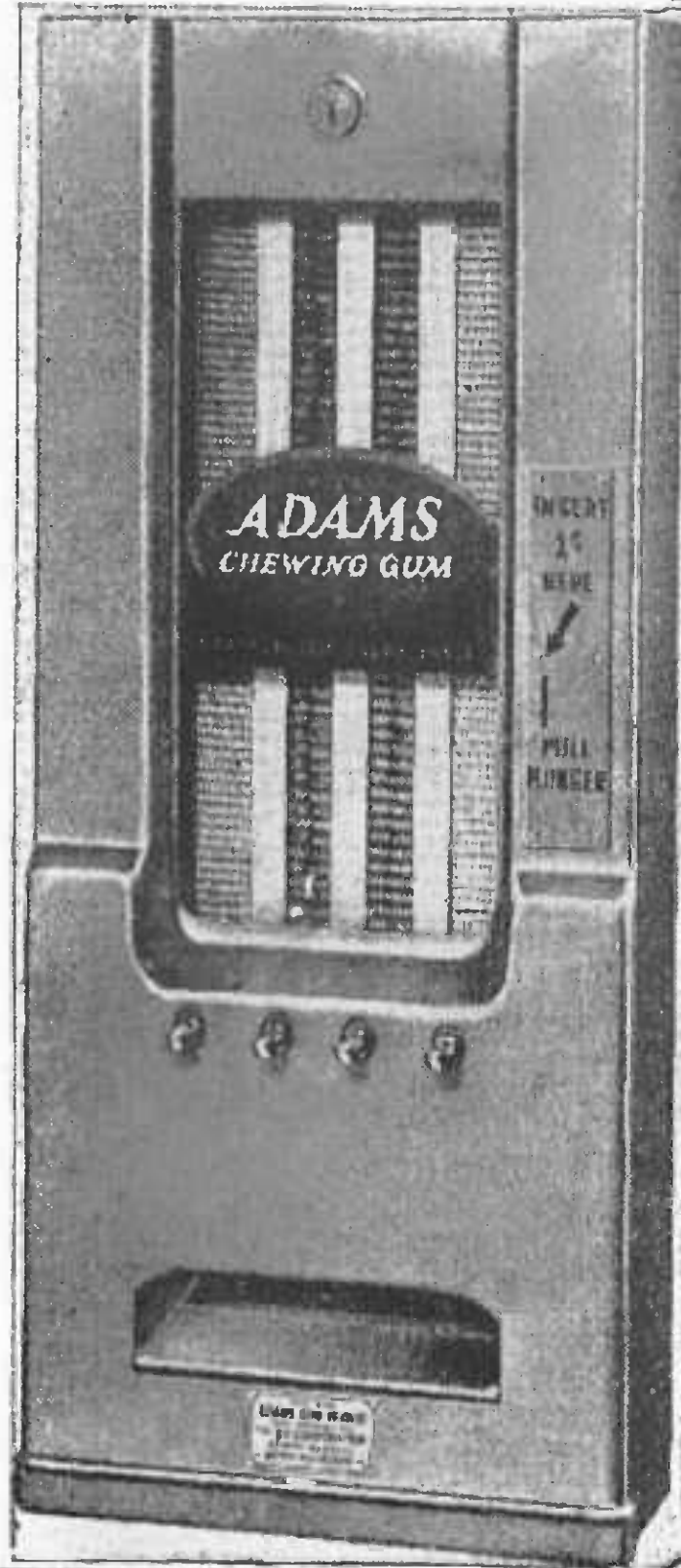
MFG BY ATLAS GAMES 6121 LORAIN AVE., CLEVELAND, OHIO



The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

TODAY YOU NEED THE STEADY INCOME OF THE Du GRENIER ADAMS GUM VENDOR

Acclaimed by the overwhelming majority as "America's Finest Selective Gum Vendor" Du Grenier ADAMS GUM VENDOR . . . tried and proven the world's finest INCOME INSURANCE week after week through the years! A symbol of supremacy in its field . . . it's the same type of machine now making more money in Subways and on "El" platforms in New York, Chicago, Philadelphia, Boston and many other cities. **PROVEN . . .** the one fully selective gum vendor that meets **EVERY OPERATING REQUIREMENT! EASY TO LOCATE! EASIER TO BUY!! EASIEST TO OPERATE! PAYS FOR ITSELF FAST! ADAMS GUM VENDORS HAVE PROVEN BEST BY EVERY TEST!!**



WRITE . . . WIRE . . . PHONE . . . TODAY for complete details. Liberal terms . . . 1942 will set new high records for gum sales . . . **Got Started Today the ADAMS WAY!!**

G.V. CORP 33 WEST 46TH ST., N.Y.

Pitts Officials Hold Up Games Ban

PITTSBURGH, Feb. 21.—Reporting that \$140,400 has been paid to the city in taxes by coin machine operators so far this year, officials are debating action that might be taken to sanction the machines in the face of the recent decision of the State Superior Court.

City Solicitor William Alvah Stewart to date has stated that in complying with the court's ruling the city will do no more than stop issuing licenses, at least until the situation is clarified. Stating that in his opinion "the court ruling has outlawed 'take-off' buttons," he hoped "that the mere removal of them—a simple operation—would make machines legal." More conferences between Stewart; Assistant City Treasurer Al Tronzo, who has handled the operators' licensing, and other city officials are planned.

The morning *Post-Gazette*, usually a foe of coin machines, editorialized, "It is a dilemma, sure enough. If the Superior Court ruling cannot be blinked, neither can that \$130,000 in revenue be sneezed at. And without the free game button there is serious doubt as to whether the operators would be interested in continuing. . . . Pity the poor solicitors scratching their heads over that problem."

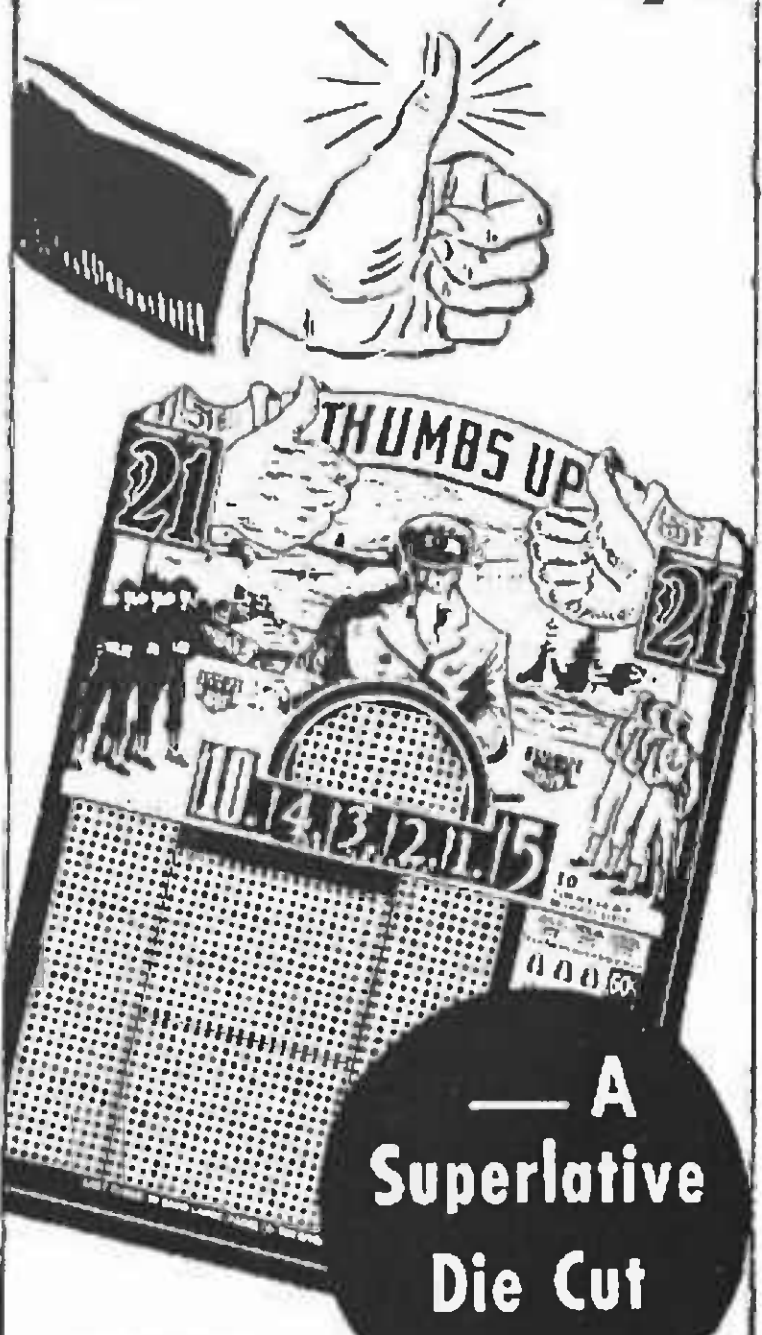
The paper also posed the questions, " . . . what about the machines . . . operating daily under a city license, although according to the Superior Court they are gambling devices? If they are seized, is the city, having licensed them, morally obligated to return ten-twelfths of the fee? Or is it permitted to keep both fees and machines on the legal ground that their operators concealed the fact that they could be used for gambling?"

McKeesport Tax Shelved

In near-by McKeesport, council's plan to double the annual license fee on coin games and music boxes has been postponed until next year. Presented as a means of helping the city's budget, the machine tax proposal was shelved when Councilman Ben Rosenberg pointed out that former Mayor George H. Lyse had issued a majority of the 1942 licenses before retiring from office the first of this year.

In suburban Bridgeville, council returned coin game machines to their original locations after they had been seized on order of Burgess John H. Graham. Then, after the burgess refused to exercise his authority to issue licenses, the solons met in special session to authorize the borough treasurer to distribute the permits, and later passed an amendment to the licensing ordinance giving the treasurer power to act.

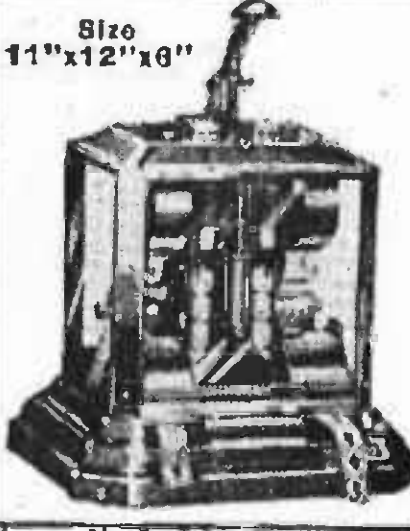
Operators Say:



— A Superlative Die Cut

THUMBS UP . . . Leading operators everywhere vote **THUMBS UP** an outstanding money-maker for the big spring season. . . . 1200 RE. Holes . . . 5¢ per sale . . . Total average payout \$30.76 . . . Total average profit (including RE Arrangement) \$33.24 . . . **THICK DIE-CUT BOARD.**

SUPERIOR PRODUCTS
14 N. PEORIA ST.
CHICAGO, ILL.



ARCADE EQUIPMENT

| | |
|--|----------|
| Western Baseballs, Blue; de luxe Backboard Glass; F.P. & P.O. | \$ 80.50 |
| Western Baseballs, Brown; de luxe Backboard Glass; F.P. & P.O. | 104.50 |
| Western Baseballs, Major 1941, Free Play & P.O. | 149.50 |
| Scientific Batting Practice | \$149.50 |
| Seeburg Chicken Sams | 69.50 |
| Seeburg Jailburg | 84.50 |
| Seeburg Shoot the Chutes | 99.50 |
| Bally Rapid Fires | 134.50 |
| Bally Defenders | 134.50 |
| Bally Shoot the Bull | 64.50 |
| Bang a Deers | 124.50 |
| Kooney's Air Raiders | 139.50 |
| Exhibit Vitalizers | 69.50 |
| Rockola Ten Pins | 69.50 |
| Evans' Ten Strikes | 74.50 |
| Evans' Ten Strikes F.P. | 84.50 |
| Gottlieb's Skeeballies | 54.50 |
| Mills Modern Scales | 49.50 |

CONSOLES—SLOTS

| | | |
|---------------------|---------|-----------------------|
| Jennings Derby Day | | Pace's Slot 25¢ Comet |
| Flat Top | \$29.50 | Mint Vendor |
| Bally's Ray's Track | | |
| Serial No. 3781 | 79.50 | Mills Slot 1¢ Q.T. |
| | | |
| | | 29.50 |

All Machines Thoroughly Reconditioned Ready To Operate
WILL BUY—TRADE OR SELL

PARTS—ALL TYPES Priced Below COIN MANUFACTURERS' PRICES. WHAT ARE YOUR REQUIREMENTS?

DISTRIBUTORS—JOBBER—ALL TYPES COIN OPERATED MACHINES
PHONE BITTERSWEET 0007 ALL DEPTS

Addison Novelty Co. 925 BELMONT AVENUE CHICAGO • ILLINOIS

"UNIVERSAL SPECIALS FOR SPRING"

Clean Condition and Good Mechanically

| | |
|--------------------------|------------------------------------|
| Bowling Alley \$10.00 | All American \$32.50 |
| Playmates . . . 15.00 | Knock Out . . . 80.00 |
| Scoop . . . 12.00 | Sport Parade. 32.50 |
| Scoreline . . . 15.00 | Polo . . . 22.00 |
| Variety . . . 10.00 | Gold Star . . . 30.00 |
| Seven Up . . . 37.50 | Zig Zag . . . 60.00 |
| Zeta Console . . . 12.00 | Cadillac . . . 22.00 |
| Spot Pool . . . 67.50 | Stars . . . 32.50 |
| Big Chief . . . 25.00 | Air Circus . . . 117.50 |
| Play Ball . . . 35.00 | '42 Home Run 97.00 |
| Stratoliner . . . 32.50 | Kentucky Club 37.50 |
| Ten Spot . . . 47.00 | '38 Track Time 82.50 |
| Home Run . . . 19.00 | Sky Fighter 162.50 |
| Legionnaire . . . 62.00 | Keeney Aircraft 30.00 |
| Big Show . . . 12.00 | Keeney Aircraft, Brown . . . 40.00 |
| Attention . . . 32.50 | Evans Tommy Gun, Fl. Sam. 107.50 |
| Cross Line . . . 25.00 | |
| Limelight . . . 22.00 | |
| Lead-Off . . . 17.00 | |

1/3 Deposit, Balance C. O. D. Subject to Prior Sale.

Universal Amusement Co.
3317 South Avenue YOUNGSTOWN, OHIO

WANT TEXAS LEAGUERS

Also 9 FL. Bowling Games, Rock-Ola World Series, ABT Rifle Range, and All Kinds of Arcade Machines

S & W COIN MACHINE EXCHANGE
2416 Grand River Ave., DETROIT, MICH.

Jennings Silver Moon Consoles & Mint Vendors; Jennings Bobtail Consoles & Jennings Goffa-Rolas 10¢ Play. These machines in perfect condition mechanically and look as good as new. Make an offer in your first letter for one (1) or more.

OPERATOR
826 Penn Ave., WILKINSBURG, PA.

THE HUB ENTERPRISES

406 W. FRANKLIN STREET, BALTIMORE, MD.
Phone: Vernon 8111

ATTENTION!

OUR EQUIPMENT IS READY FOR LOCATION OR YOUR MONEY REFUNDED!!

| | |
|--|----------|
| 4 PACE SARATOGA, Combination F.P. and P.O. | \$139.50 |
| 3 PACE REEL, Combination F.P. and P.O. | 149.50 |
| 6 JUMBO PARADE, F.P. | 79.50 |
| 8 SILVER MOON, F.P. | 134.50 |
| 3 HIGH HAND, F.P. and P.O. | 179.50 |
| 4 Bally DARK HORSE, 1-Ball F.P. | 125.00 |
| 20 New Daval LUCKY SMOKES. | 15.00 |
| 15 New Daval RACES | 15.00 |

1/3 With Orders, Balance C. O. D.

BIG STOCK

(new and used, no junk)

Phonographs, Arcade Equipment, Bells, Consoles, Diggers, Guns, Vendors (Candy, Card, Nut), Amusement Machines, etc. Lowest market prices good merchandise.

DENVER DISTRIBUTING CO.
1856 Arapahoe Denver, Colo.

Phone: CHerry 4800

6 FLOORS OF PHONOGRAPHS AND PERFECT MACHINE BARGAINS

| PHONOGRAPHS | SKILL GAMES | 1-BALL FREE PLAYS |
|---------------------------------|--|---------------------------------|
| SEEBURG | Keeney Air C., Br. Cab. \$ 45.00 | Mills '39, 1-2-3 . . . \$ 35.00 |
| Gems \$120.00 | Drive Mobile . . . 185.00 | Mills '41, 1-2-3 . . . 75.00 |
| Regals 135.00 | Sky Fighter 175.00 | Bally Sport Special. 190.00 |
| Casinos 125.00 | Super Bomber . . . 150.00 | Bally Blue Grass. . 110.00 |
| Mayfairs 150.00 | Ten Strike 55.00 | Bally Club Trophy. 175.00 |
| Vogues 165.00 | Barrel Roll 75.00 | Bally '41 Derby. . . 200.00 |
| Classics 180.00 | Ski-Ball 65.00 | Bally Pimlico . . . 235.00 |
| Cadet, R. C. 225.00 | Skee-Ball-Elte . . . 65.00 | |
| Commander, R. C. . . 245.00 | Chicken Sam 60.00 | |
| Envoy, R. C. 265.00 | Jail Bird 70.00 | |
| Major, R. C. 275.00 | Shoot-the-Chutes . . 80.00 | |
| Colonel, R. C. 285.00 | A.B.T. Red, Wh., Blue 13.00 | |
| | A.B.T. Challenger. . 15.00 | |
| WURLITZER | | |
| 24 Record \$ 95.00 | | |
| 500 Keyboard 170.00 | | |
| 600 Keyboard 160.00 | | |
| ROCKOLA | | |
| '39 Standard \$130.00 | | |
| '39 De Luxe 150.00 | | |
| '40 Master 195.00 | | |

OVER 300
5-Ball Free Play Games in A-1 Condition at Bargain Prices. Write for Free List of Other Good Buys!

GORMAN NOVELTY CO. 85 GENESSEE ST., UTICA, NEW YORK

TERMS: 1/3 CASH WITH ORDER, BALANCE C. O. D. Give 2nd and 3rd Choice.

FROM THE NEW YORK WORLD-TELEGRAM—

Mechanical Genius of the Pinball Machine Eager To Give Japs the Time of Your Life

By ED WALLACE

From the Issue of March 5, 1942

John B. Firestone, of Brooklyn, mechanical genius of the pinball machine, today offered to put his talents into a secret weapon.

Mr. Firestone said his inventions had made the public screwy and probably could do as much for the Japs. If pinball machines had lasted a few more months in New York, he explained, the inventors would have come out with a ball that talked.

The aggregate genius of America's pinball inventors should not be allowed to lie fallow, Mr. Firestone says.

Got a Lot of Knowledge

"In making these complicated games we gained a lot of knowledge about circuits, relay work, transformers, power packs and set-up relays. Just this week

I completed a testing device for two Columbia professors. I think it is to be used in recording the reactions of airplane pilots. They didn't explain that to me. They only explained what they wanted made."

Mr. Firestone says he was the first man to put lights in a pin board, this notable event in 1934 when manufacturers told him it was too complicated. This first electrification of the grand old sport was a simple thing indeed, compared to the marvels of this day, he says.

He's a Bad Player

He also invented the low-boy type penny scales, the Drive-Mobile, an electric palm-reading machine, dozens of toy games, and a pinball machine which flashed lights, rang bells, waved flags, buzzed buzzers, tripped trap-doors and finally released a pen-and-pencil set as premium when the high score was made.

"I would build one of these things, then call the boys over and lose my shirt," Mr. Firestone said. "I'm the worst pinball player in the world."

He also developed the tilting device which keeps a player from cheating the machine.

"I've had so darned many ideas, and built so many things I can't remember them," Mr. Firestone said. "Some I didn't even bother to work out. For instance, I decided radios should be tuned with punch buttons. I thought of the motorcycle stand now in use, and a device to prevent cars from rolling back when they stall on a hill. I see ideas everywhere. Just got one from the Eight Avenue subway door."

Mr. Firestone, a small, slender man, dressed in good taste, says the un-mourned and unsung victims of priorities are pinball mechanics.

Should Use Talent

"There are many of those fellows, tossed out of work by priorities and the recent pin machine clean-up in New York. There should be something they could do with their knowledge of remote controls and intricate wiring."

Mr. Firestone's latest device is the Drive Mobile, a game where the player holds a steering wheel and attempts to drive from New York to California without going into the ditch. This, he says, is a novelty game and not a game of chance.

"But I must go to court and explain that this week," he said. "The cops, out picking up pinball games, got one of my Drive Mobiles."

"They don't know what they're picking up. All games are the same to them. I understand one cop brought in a haul of automatic nickel-in-the-slot locks. The kind you find in pay toilets."

Doehler in News

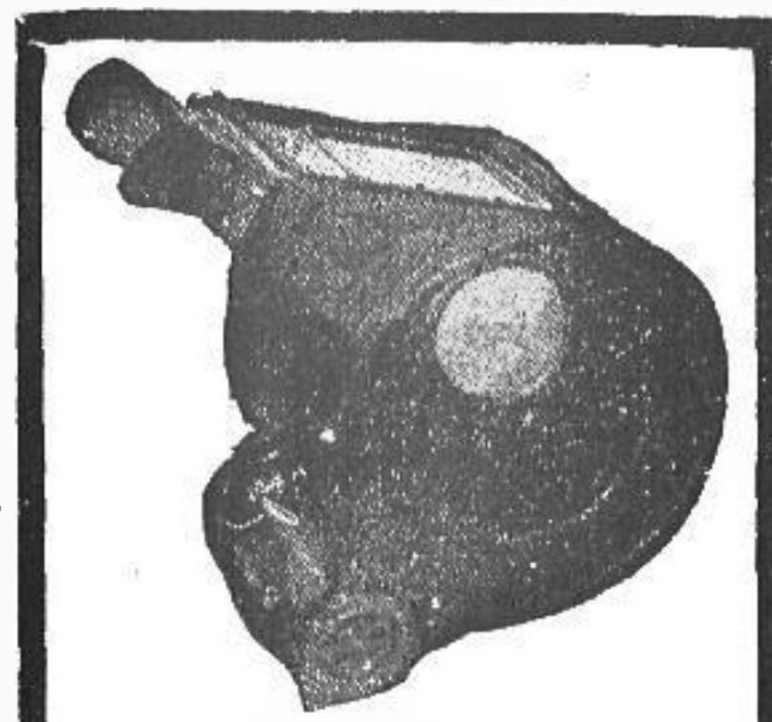
NEW YORK, March 21.—Doehler Die Casting Company, a name once prominent in vending machine circles, reported net profit of \$1,297,707, equal to \$4.63 a share on the 280,426 shares of stock outstanding before a 6 per cent stock dividend in December and to \$4.37 share on the stock outstanding after the dividend.

In 1940 net profit was \$1,032,504, or \$3.69 a share, on 280,426 shares.

Provision for federal income and excess profits taxes in 1941 amounted to \$2,340,000, comparing with \$825,000 in 1940.

Atlas Claims New Game Going Well

CLEVELAND, March 21.—W. A. Jenkins, head of Atlas Games here, announces the firm's new game, Civilian Defense, is creating a big stir on locations. Response from jobbers and operators is said to be keeping the factory on a 24-hour basis. The idea of giving U. S. Defense Stamps as prizes is meeting with instantaneous approval everywhere, Jenkins claims.



ABSOLUTELY LEGAL

Coin-operated Picture Machine. Exhibits pictures in third dimension. 6 different shows in each machine. Hundreds of extra pictures FREE. Opens new spots. Holds spots open in closed territory. Easily located anywhere. ALL PROFIT. FAST MONEY MAKER FOR SHOWS, PARKS, FAIRS, ARCADES. Write for information.

L. B. KLUGH COMPANY

715 Arch St., Zanesville, Ohio

FREE PLAY EQUIPMENT

Table listing various free play equipment such as Air Circus, Sunbeam, Leader, Four Roses, Pan American, Dudo Ranch, Sky Line, Double Play, Speedway, Super Charger, Score-a-Line, Big Show, Air Port, Bally Champion, Red Hot, Exhibit's Congo Stars.

CONSOLES, TABLES, SLOTS, ETC.

Table listing consoles and tables such as Mills Four Bells, Mills Jumbo Parade, Mills 6 1/2 Blue Front, Mills Brown Front, Mills Chrome Bells, Mills 2 1/2 Blue Front, Mills 1 1/2 Blue Front, Mills Q. T.'s Penny Play, Mills Square Bells, Bally Fairground, Automatic Pay Table, Double and Single Slot Safes.

ARCADE EQUIPMENT

Table listing arcade equipment such as Smiling Sam, 1940 Exhibit Card Vendors, 1940 Exhibit Happy Feet, Vitalizers, 1940 Exhibit Whatzis, 1940 Love Meters, 1940 Western Baseball, 1940 Mutoscope Card Vendors, Gottlieb 3-Way Grip, Gypsy Card Reader, Operators.

WAYNE SERVICE COMPANY

1530-32 W. Third St. DAYTON, OHIO

NEW! LEGAL!

Manufacturer offers a limited number of brand-new, deluxe floor-model, LEGAL, tax-free, nickel-operated AMUSEMENT MACHINES. This is a \$100 value. While they last the price is only \$25 each. Write for details!

BOX 285 MINNEAPOLIS, MINN.

CLOSING OUT

1 BALL PAY OUTS

Table listing closing out items such as Grand Stands, Thistledowns, Hawthornes, Sport Pages, Dead Heat.

COUNTER GAMES, 1c PLAY

Marvels, \$20.00; American Eagles, \$17.50; Mercurys, \$10.00; Sparks, \$15.00; Ginger, \$9.00; Lucky Smokes, \$10.00; Zephyr, \$8.50; Keeney Spinner Winner, \$10.00; Heads or Tails, \$8.00; Penny Packs, \$5.00; Penny Smokes, \$4.00. 1/3 deposit required.

AUTOMATIC SALES CO.

1308 Sylvania Ave., Toledo, Ohio

WANTED FOR CASH

Drivemobiles, Rapid Fires, Defenders, Ah Raiders, Sky Fighters. All kind of Arcade Machines. State best price.

PATERSON COIN MACH. EXCHANGE

209 Market Street Paterson, N. J.

WANTED TO BUY FOR CASH

Arcade Games of all kinds and Arcade Equipment. MAC SANDERS 2837 W. Pico Blvd. Los Angeles, Calif.

Advertisement for Gardner's Old Oaken Bucket A. Features a large illustration of the bucket with a slot machine board and text: 'A BUCKET FULL OF PROFITS', 'JUMBO DIE CUT!', 'Colorful slot symbols! Surprise tickets! \$15 top award! 75 Winners! Single Step-up Jackpot! Hurry. Order Now!', 'No. 1000 OLD OAKEN BUCKET "A"', 'AVERAGE PROFIT \$26.21'.

GARDNER 2301 ARCHER AVE. CHICAGO, ILL.

SEVEN GRAND--

The Everlasting Counter Game. Seven spot dice takes in pennies, nickels, dimes and quarters. Positive coin divider puts three out of every four coins into location owner's box, from which he takes care of all expenses, retaining balance for himself. Fourth coin goes to operator. Send in your order right now—don't wait until they are all gone. PRICE \$36.50. F. O. B. Chicago.

1/3 Deposit Must Accompany All Orders. KOPLO SALES & SUPPLY CO. 3118 Milwaukee Ave., Chicago, Ill. Tel. Avenue 8058

DECALCOMANIA--

TRANSFER NAME PLATES

Replace the old business card and sticker on all your equipment with a beautiful and lasting decal. Adds distinction and identification. Can be had in small quantities. Send for illustrated circular of stock designs and prices. Get our prices on Title Strips, Tubular Coin Wrappers, Melody Point 4000 Play Needles, Collection Books.

Advertisement for Harry Marcus Co. featuring the slogan 'EVERYONE IS DOING IT!' and 'REBUILD'. Text includes: 'YOUR OLD GAMES JUST LIKE NEW', 'WRITE FOR OUR NEW PRICE LIST ON PLASTIC BUMPERS', 'SEND FOR OUR 1942 ILLUSTRATED CATALOGUE', 'HARRY MARCUS CO. 1035 NO. PULASKI ROAD CHICAGO, ILL.'

BARGAINS

Table listing bargain items such as 10 Four Bells, 1 Bally Club Bell, 10 Paces Races, Br. Cab., 10 Jumbo Paredes, 8 Fast Times, 5 Saratogas, 2 Jungle Camps, 2 Big Games, 3 Bobtails.

OHIO SPECIALTY COMPANY 539 S. SECOND LOUISVILLE, KY

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

**You Can't Get
Something for Nothing!**

By MAC CHURVIS

Grand National Sales Company, Chicago

WHILE the war is teaching us a lot of new things, it is also reminding us of many almost forgotten truths. Foremost among such facts is this: "You can't get something for nothing!"

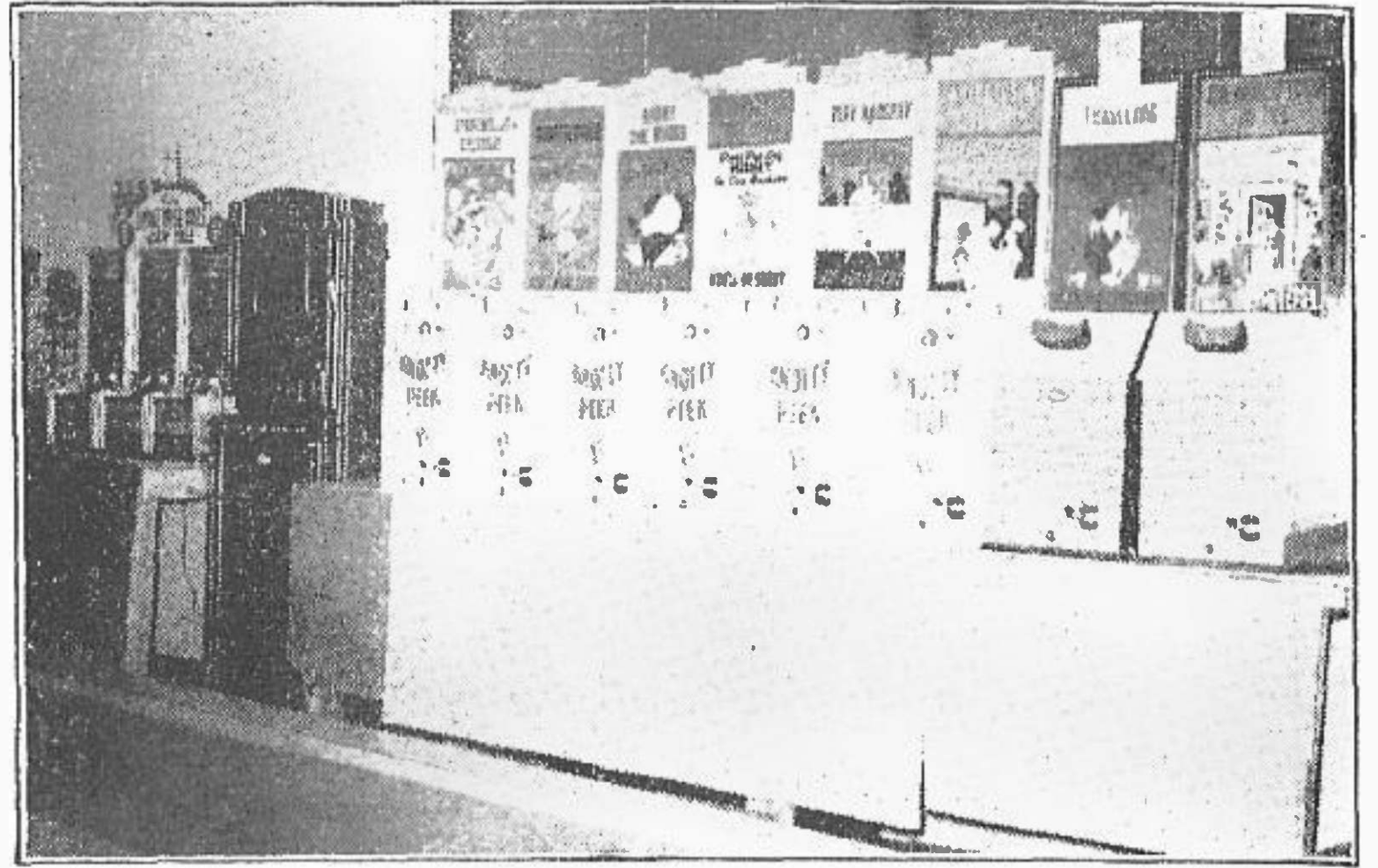
That applies to almost anything you can think of and especially to a host of things we are used to taking for granted. Let's go right to the most vital point. We can't just "have" freedom without working for it any more than we can have gasoline without working to drill wells and refine crude oil.

Freedom, like petroleum, is one of our great national resources. It must be de-

veloped in order to be enjoyed, and it must be guarded against attack. Intolerance and bigotry are saboteurs of freedom of conscience. Unethical and unfair business dealing sabotages our system of free competition. The man who abuses his right of free expression is a saboteur of your freedom of speech and mine.

When our freedom is attacked from without, as it is being attacked now, we can see the danger and fight it accordingly. Fifth-column sabotage of our freedom from within is less noticeable and consequently more difficult to eradicate. Yet we must ward off those attacks or suffer the consequences.

That puts it squarely up to you and me. If we want to keep our free institutions, we must go to work to support them—because "we can't get something for nothing."



CARL TRIPPE SAYS: "We are really knocking them dead with Exhibit Supply Company's penny amusement machines in our new Washington Arcade in St. Louis. The picture shows a battery of Exhibit penny machines. An exterior view, showing the modern appearance of the arcade, appears with an arcade article in this issue. (MR)"

BALLYHOO JUMBO BUMPER FAIRGROUNDS
ROCKET GRANDSTAND SPOTTEM
AIRWAY FLEET HIGH-HAND

As in the glamorous PAST
and the perilous PRESENT
the history-making games
of the glorious FUTURE
will be built by BALLY

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

RAPID-FIRE CLUB-BELLS BALLY RESERVE PREAKNESS

SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!
BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO - ILLINOIS

**Robbins Recalls a
Warning to Coinmen**

NEW YORK, March 21 (MR).—Dave Robbins, head of D. Robbins & Company, recalls that several months ago he predicted that government limitation of cigarette and candy machine manufacturing would cause an increase in prices of reconditioned machines. "This is now the case," says Dave Robbins. "Many operators who should have placed orders for this type of equipment missed the boat and now are forced to pay higher prices."

"However," he said, "we have a large quantity of cigarette as well as 5-cent candy bar machines and are in a position to make shipments at reasonable prices."

"As conditions change from day to day," says Robbins, "and we must pay more for machines, it will be necessary for us to increase our prices."

**Reading D. A.
For Pin Games**

READING, Pa., Feb. 21.—On the front page of *The Reading Eagle* District Attorney James F. Marx of Berks County waxed poetic in defense of pin games. "As an amusement device," said Marx, "I have nothing against these machines operated legally. I have seen lawyers, doctors, business men, women—yes, even reporters, playing pinball machines."

When asked if he played pinball machines himself, the district attorney replied: "That's a military secret, but I have observed that most people play it." And then the district attorney waxed poetically, and this was extemporaneous:

"Purely to see the ball
Go round and round
A process in which much
Pleasure is found . . .
Expressions of joy,
Remarks of dismay
As the balls fail to go
In the proper way
Made me enjoy
Seeing them play . . ."

The district attorney paused, then looked surprised. "Say!" he said, "that wasn't bad, was it? I didn't know I had it in me. Must be spring."

Marx disclosed that there are approximately 500 pinball machines in operation in the city of Reading and an additional 900 machines throughout the rest of Berks County. And that annually the federal, state and city governments collect in taxes from these devices \$65,100.

The district attorney added: "I do not propose to place a ban on the proper operation of five-ball games provided the games are operated for amusement only. I do not desire to deprive the city of between \$5,000 and \$6,000 it receives annually in revenues collected as taxes on these machines. I do not desire to deprive the county government of \$21.50 collected annually by the county mercantile tax appraiser as a tax on each machine, or deprive the federal government from collecting an annual \$10 tax on each machine."

"So you can see," explained Marx, "why I would dislike to have to place a

ban on pinball games. Besides, it's a normal, healthy, fascinating pastime, providing the gaming element is kept out."

In spite of an adverse court decision, the district attorney handed down a temporary ruling placing the "okay" stamp on pinball machines, and then again waxed poetically:

"Meanwhile, you may . . .
Watch the ball go round and round
But fail to hit the pin
That gives you all your nickel's worth
And lets you play again."

★ ★ ★ ATTENTION ★ ★ ★
PHONOGRAPHS

| | |
|-----------------------------------|----------|
| ROCK-OLA | |
| 1941 Super Rockolite (Brand New) | \$333.00 |
| 1941 Master Rockolite (Brand New) | 308.00 |
| 1940 Super Rockolite | 224.50 |
| 1940 Super Walnut | 214.50 |
| 1940 Master Rockolite | 187.50 |
| 1938 Standard | 139.50 |
| 1937 Imperial, Fully Illuminated | 79.50 |
| 1937 Imperial "20" | 69.50 |
| 1937 Rhythm Master with Grill | 59.50 |
| 1936 Regular 12 Record | 37.50 |
| SEEBURG | |
| Classic | \$189.50 |
| Plaza | 149.50 |
| Crown | 139.50 |
| Playboy | 35.00 |
| WURLITZER | |
| 800 Keyboard | \$164.50 |
| 616 18 Record | 59.50 |
| 616 Ill. Sides and Grill | 69.50 |
| 412 12 Record | 37.50 |
| P12 12 Record—Grill | 37.50 |

PIN GAMES

| | | | |
|-----------|---------|--------------|---------|
| Anabel | \$24.50 | Mystic | \$32.50 |
| Barrage | 38.50 | New Champ | 69.50 |
| Bandwagon | 39.50 | Formation | 27.50 |
| Big Chief | 37.50 | Skyline | 37.50 |
| Big Time | 32.50 | Sport Parade | 44.50 |
| Broadcast | 37.50 | Zombie | 37.50 |
| Blondie | 27.50 | Dixie | 28.50 |
| Pylon | 26.50 | Sparky | 27.50 |
| Vacation | 18.50 | Deughboy | 22.50 |
| Velvet | 44.50 | Polo | 27.50 |
| Congo | 18.50 | Jolly | 24.50 |
| Conquest | 14.50 | ABC Bowler | 69.50 |

BRAND NEW
Chicago Coin Home Run, \$132.50

WE ARE ROCK-OLA DISTRIBUTORS FOR WESTERN MICHIGAN
1942 ROCK-OLA PRESIDENT AND PREMIER—WE CAN DELIVER
KING PIN GAMES COMPANY
826 MILLS STREET, KALAMAZOO, MICH.

THE NEW NUMBER ROLL DICE GAME
WILL MAKE YOUR COUNTER SPACE EARN THE LIMIT

The NEW, LARGER, MORE ATTRACTIVE and IMPROVED NUMBER ROLL DICE GAMES are sweeping the country like wildfire. Earnings from \$50.00 to \$100.00 daily in ordinary spots. NUMBER ROLL 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. PORTABLE—quickly and easily removed from counter. Ideal for closed territories. Over-all size 13x20. Fool-proof construction throughout. Beautiful three-color screen layout. The federal amusement tax does not apply on this type of equipment. (Non-Coin Operated.)

PRICE \$17.50

Order your machine today, or better still—place a dozen NUMBER ROLL DICE GAMES in good locations and get in the money. 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. PRICES SUBJECT TO CHANGE WITHOUT NOTICE. MONEY REFUNDED IF YOU ARE NOT SATISFIED AFTER A FIVE-DAY TRIAL.

CENTRAL AMUSEMENT CO., 4117 Guad. St., P. O. B. 546, AUSTIN, TEX.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

BID for PROFITS

WITH HIGH BIDDER

Rich coloring and design pull players right to it on any counter. Harlich's exclusive cartoon tickets keep player interest high. Get HIGH BIDDER working for you now!

No. 11642 5c Play 1152 Holes
Takes in \$57.60
Average Payout 26.37
Average Gross Profit \$31.23
WRITE FOR NEW CIRCULAR

HARLICH MFG. CO.
1413 West Jackson Boulevard, Chicago, Ill.

A NEW KEY PURSE

Genuine leather-zippered, 50 numbered key tabs. Snap off—snap on. Write for prices.

KELLEY-MENNES MFG. CO.
Rockford, Illinois

BIG ARCADE YEAR AHEAD

Expect 1941 Gains To Be Eclipsed At Parks, Camps, Defense Spots

CHICAGO, March 21.—Spurred on by defense spending and the general need for wholesome low-cost amusement, arcade operators are looking forward to what they expect will be the biggest season they've ever had. While tire and gasoline restrictions may affect the play of equipment at some out-of-the-way resort and seaside spots, boom in arcades near military training camps and huge defense plants which began last year is expected to more than offset the expected drops elsewhere.

Already reports from the West Coast are a taste of what is to come. Los Angeles distributors reported three weeks ago that arcade operators were doing their buying 10 weeks early this year in anticipation of a big season. Beach-front operators reported their business for 1942 already far ahead of 1941, especially from a per capita spending standpoint. In fact, the popularity of arcades on the West Coast has become such that they now operate on a year-round basis.

Parks, Carnivals Prepare

Arcade operators at parks and on carnivals began weeks ago refurbishing equipment and making plans to accommodate banner crowds this year. Many carnivals are opening one to two weeks earlier than usual in an effort to be "first in" in many defense towns.

Arcades that sprang up last year around army camps and naval bases report universally good business thruout the winter. Army boys have found in the arcade the perfect answer to their crying need—a chance to have some fun for a small outlay of cash.

Popularity of arcades in the vicinity of the Philadelphia shipyards is but one example of the manner

in which this form of amusement fits into the national defense picture. Arcades in this section operate on a round-the-clock basis, and for many workers, especially those on the early-morning shifts, they afford the only form of amusement available.

Plenty more spots will open, it is felt, and fortunately there appears to be plenty of equipment available.

Don Leary Asks That We Get Tough Over War; Up Spirit

"To the Editor: I've got something on my chest. Do you mind letting me spout for a moment or two?"

"With all of the good work that you have done lining up defense stories, starting campaigns to buy bonds, helping to put over such slogans as 'Keep 'Em Flying,' etc., I can't help feeling that the time is here for us all to change our tactics a lot and become aggressive! The coin machine industry with its hundreds of thousands of phonographs should be given an opportunity to get in a fighting mood. This war is no plaything, it's a damn serious business, and the men in the coin machine business are better equipped to wake up the rest of their fellow Americans than any other group of Americans. These men are fighters, they never have asked to be spared bad news, they never have run away from a lost battle, but have stayed to fight on and win the next one!

"America needs to be put in a fighting spirit. We've got to quit being proud that we can 'take it.' We've got to want to dish it out. We've got to quit thinking our enemies are comic characters, we've got to hate them! This is war, and war means to kill, annihilate, conquer or go down in defeat. We don't want to be defeated, so we've got to conquer, and you can't do that if you're going to worry about Communism or Hitlerism. This is no time to be comparing the lesser of two evils. We've got to think, act and fight for Americanism! We've got to be tough. Fifth columns only furnish an excuse for the man with the string-of-spaghetti backbone to holler 'appeasement.' A fighting nation has no time for thoughts about fifth columns. The trouble with us is that we just aren't in fighting temper yet.

"Listen to our songs. I mean our new so-called patriotic songs. Where's the fight in 'Goodbye, Mama, I'm Off to Yokohama'; 'Dear Mom,' 'Yankee Doodle Ain't Doodlin' Now' and all of the other ditties they're dishing out for a nation that hasn't lost a war. We want war music, good strong lusty stuff that makes the red blood roar thru your veins. We've got to quit fiddlin' and fight.

"Sure, I'm buying Defense Bonds, but if I remember well the last time we didn't call them Defense Bonds—they were Liberty Bonds. Why don't you suggest that they be called Victory Bonds? Let's make that eagle give out a war cry that our enemies will hear till their ears ache.

"Another thing—why don't we have parades with bands and cheering mobs when our boys leave? Maybe there's a reason—I hope so;

Arcades Help Reduce Juvenile Delinquency

LOS ANGELES, March 21.—Penny Arcades are playing a great part in the reduction of juvenile delinquency on the West Coast, and leaders of organizations are high in their praise of the arcades for helping them attain a goal. Municipalities, also realizing the value of the arcades, have made regulations and set license fees that tend to establish more of these stands thruout California.

A civic leader, Mrs. Mary Calumet, of Santa Barbara, is high in her praise of Penny Arcades for the part they have played in reducing juvenile delinquency in her community. Recently she told *The Billboard*: "Penny arcades afford good clean relaxation for juveniles they sorely need in these trying days of war, and I'm sure that if there were more places of good clean recreation such as Penny Arcades, there would be a definite and permanent decline in juvenile delinquency. I make these statements from past experiences in dealing with juvenile delinquencies."

Mrs. Calumet's experience with civic projects goes back several years and she is an untiring worker against juvenile delinquency. She heads several organizations in the Santa Barbara area.

I don't like to see them leaving this way. I'd rather have them hear us hollering for them to send us home a stuffed Jap—dead.

"Let's talk about conquering the world instead of just defending our shores. Let's quit quibbling and listening to the hammerheads that try to tell us that we are fighting England's battles. We're fighting our own, and the rest better get on our side and fight, too, or be wiped out. Let's bash in the mouths of any that suggest racial prejudice within our country.

"We don't need anyone to tell us who our enemies are. We know. And we're going to bathe them in their own blood and crush them under our feet. Let's quit thinking there are two sides to this argument. There's only one side—ours—and we'll prove it before we're done.—Don Leary, Automatic Sales Company, Minneapolis."

St. Louis Has New Arcades; Owner Plans To Open More

ST. LOUIS, March 21.—Arcades have been very successful in the St. Louis area as is testified to by those now in operation and those now in construction. Most recent announcement of construction of a new arcade was made by Carl F. Trippe, head of the Ideal Roller Rink & Amusement Company, also head of the Ideal Novelty Company, coin machine distributor. His new arcade is under construction at the Chain of Rocks Park and, according to the announcement, will be most modern and up-to-date building of its type anywhere. Trippe reports the building will cost \$10,000 to build, will measure 82 by 128 feet and that it will open May 1.

The new arcade will be decorated with pictures symbolizing nursery rhymes and fairy tales. Building supporting posts will be painted to resemble peppermint sticks, while the cashier's cage will appear like the candy house of fairy-tale fame. Lighting will be fluorescent and will consist of red, white and blue tubes, forming patriotic designs. At the entrance will be a huge Laughing Sal—an animated comical figure.

Trippe's newest arcade opened in February of this year and is known as the Washington Arcade. This arcade occupies a fine location which had just been remodeled, interior and exterior, by a former tenant. It is brilliantly lighted and is located on a main downtown street. Many machines, including some

of the very latest, are constantly patronized in the location.

During the winter months Trippe has nine arcades in operation. The number rises to 12 during the summer when amusement parks are open. He declares that he takes the greatest pride in the four arcades located in U. S. O. centers. In these arcades, devoted to amusement of uniformed men, all of the latest equipment is maintained for soldiers,

★ The ★

REVOLUTIONARY SPIN-N-WIN!

WATCH FOR
**OUR
NEWEST
ORIGINAL
CREATION:
SPIN
.N.
WIN
GAMES**

**TO BE DISPLAYED
IN THE APRIL 11TH
ISSUE OF
THE BILLBOARD**

ALL SALES BOARD AND FORMER JAR DEAL OPERATORS, WRITE AT ONCE!

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS NOW!

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana

SALESBOARDS ♦ BASEBALL TALLY CARDS

E-Z PICKIN' JAR GAMES ♦ COUPON GAMES

ROUTE FOR SALE

All In First Class Condition
PHONOGRAPHS ON LOCATION

- 1940 Master, walnut, Rock-Ola with adapter, cable and accessories with 16 Rock-Ola Wall Boxes and one extra Speaker.
- 1941 RC-8800 Hitone Seeburg Symphonola-Marblets with 6 wireless boxes and one 5-10-25 Bar-O-Matic wireless.
- 1940 Super Rockite Rock-Ola and 1 extra Speaker.
- 1940 Master Rockite Rock-Ola.
- 1939 Deluxe Rock-Ola, walnut and 4 extra Speakers.
- 1939 Standard Rock-Ola, walnut and 2 extra Speakers.

PIN GAMES, ON LOCATION

| | |
|-----------------------|-------------|
| 2 Victory (late ones) | 1 Leader |
| 1 Bosco | 1 High Dive |
| 1 A-B-O Bowler | 1 Mustang |

Not on Location

- 1940 Super Rockite Rock-Ola.
- 1940 Major Rockite Rock-Ola.
- 1939 Counter Rock-Ola and Speakers.
- Horoscope
- 1 Home Run (Tax Free) Counter Game.
- Extra P. M. Speakers.
- Rock-Ola Motors for 1939 and 1940 Models.
- Extra Parts and Nearly 3,000 Records.

Owner has entered the Army. Must sell immediately. Make your very best offer.
BOX D-192, care The Billboard, Cincinnati, O.

ARCADE MACHINES WANTED

Will pay cash for ALL TYPES Penny Arcade Machines if prices are right. Send complete list immediately, giving condition and lowdown.

FRANK SWAN
146-39 60th Ave., Flushing, L. I.

Penny Arcade Equipment OFFERED FOR QUICK CASH SALE

Khaki Tent, 20x40', 7' walls. Used 46 weeks. Very good condition \$100.00
 Set of 3 Exhibit Love Motors, new 1940 . . . 57.50
 Set of 3 Exhibit What Is My Weakness, now 1940 57.50
 1 Odd Exhibit What Is My Weakness, now 1940 17.50
 5 Exhibit Diggers (counter models to play), each 32.50
 1 Mills Punching Bag 80.00
 1 Exhibit Football Kicker 50.00
 1 Bally Basket Ball Game 47.50
 2 Chester Pollard Soccer Games, each . . . 67.50
 1 Simplex Metal Typewriter (with 3 rolls tape) 37.50
 2 Evans Ten Strikes, each 42.50
 1 Exhibit 12 Slot Astrology Fortune Card Machine 37.50
 1 Exhibit 12 Slot Horoscope Fortune Card Machine 37.50
 1 Exhibit 12 Slot Color of Eyes Fortune Card Machine 37.50
 1 Exhibit 12 Slot Color of Hair Fortune Card Machine 37.50
 1 Pacific Playball Baseball Game 25.00
 1 Striking Clock 27.50
 1 Exhibit Hi Ball Game 32.50
 2 Bingo Counter Games, each 5.00
 1 Genco Hoops Game 12.50
 1 Counter Bingo Game 10.00
 3 Holly Grippers, each 5.00

Will properly crate and ship upon receipt of cash in full, subject to prior sale.

A. N. RICE
Shirkmere Apt., Apt. No. 401,
WICHITA, KANSAS

LANE JASPER

Or anyone knowing his present address or whereabouts. Please contact:

McCALL NOVELTY CO.
3147 Locust St. ST. LOUIS, MO.
(Phone: Jefferson 1844)

sailors and marines at a maximum of one-cent play. Half of the receipts is turned back to the U. S. O. fund.

Says Trippe: "I make it a point to have at least one of each new machine released by International Mutoscope Reel Company and the Exhibit Supply Company in each arcade. I believe that this season will be a big one for the arcade business as the trend is toward that type amusement. People are seeking diversion from war-torn nerves and have more money to spend than in former years. I believe that arcades may be operated profitably in all business districts and do a booming business."

Tips on Arcades From an Old-Timer

LOS ANGELES, March 21.—Careful selection of machines and the maintaining of them in top-top shape account for the success of any Penny Arcade, Louis Sallee, grand old man of Penny Arcades, told the Pacific Coast Showmen's Association at a recent meeting. He has operated Penny Arcades for 40 years and has been on the Pike in Long Beach since 1923.

Sallee gets the date of his venture into the Penny Arcade business by timing it with the shooting of President McKinley. At that time Sallee went into the field with #46 and had four Kaleidoscopes working on daylight or batteries. He also had a Mickey Finn, a tug-o-war number, which he still has and operates. Another of his original machines in operation today is the Polo Boy, a strength-

tester, which Sallee believes is the only one in operation today in the nation. He also had a tape machine made by Hoover and the large model of this device is still in use and making money.

Today's investment amounts to approximately \$40,000 and Sallee is recognized by West Coast operators as the outstanding person in the field. He has seen the business go up and down and has not always been on top himself. When the earthquake struck Long Beach in 1933 his place was destroyed. When he rebuilt, he put up an up-to-date place.

Sallee's advice to operators entering this field is that they run respectable places and settle all arguments with the least amount of talking. When a question arises about a machine not working, Sallee's advice is to return the money to the patron and let him or her try again. His men are instructed to do this and it has paid big dividends.

"I've been in arcades when a patron has complained about a machine not working," said Sallee, "The operator or some of his employees have walked over to the machine and given the man a third degree as to whether he put in a nickel or not. Since the amount of money involved is only 5 cents, I think it much better to return this amount and then investigate the machine."

In addition to the careful selection of machines, Sallee prides his arcade on the condition of machines. He keeps an efficient staff of service men working all the time to keep the devices in working shape.

"If a machine is well displayed and in good working order it will get the play—and without argument," Sallee said.

Arcades Boom In Southwest

Many new locations opened—public reaction assures their success

FORT WORTH, March 21.—During the past year the arcade has shown a comeback in the Southwest area and those who have ventured out in this line of business and staked their investments thereon are now enjoying the fruits of their labors.

All over the Southwest arcades are springing up. In Houston, San Antonio, El Paso, Dallas, Fort Worth, Galveston, Corpus Christi, Brownwood and many other hubs of the great State of Texas one can find one or more of these attractive centers of pleasure. In New Orleans, on Canal Street, is located one of the largest arcades to be seen anywhere. On the amusement beach in Galveston, that famous arcade executive, "Dinty" Moore, operates a high-class arcade. He is now busy making plans to open other arcades in the Southwest, one of which will be located at Corpus Christi. Only recently two well-known coinmen, Sam Frankrich and Jack Schloss, of Fort Worth, opened an arcade on Houston Street in the heart of downtown Fort Worth.

New Style Arcades

The new Penny Arcade of today that's making its appearance here is as different from the old arcades of the gay '20s and even the gay '30s as the auto from the one-horse shay. The arcade of today is an amusement center that is a credit to the coin machine industry. The interiors are artfully decorated, walls are either papered or painted with bright designs and the lighting is of the latest fluorescent type with attractive neon gracing the outside fronts.

Instead of the accustomed "come on" girl pushing high percentage deals among the customers, a polite cashier gives change to the players and the "high-pressure" deals are not to be found. The arcade of today is an amusement center which parents have no objections to their children attending. In fact, various youth clubs in the Southwest sponsor Penny Arcade parties. Youthful hosts, too, are now entertaining their guests at the arcade.

Popular With Servicemen

The young men in service find that much needed recreation at the Penny Arcade. One seldom visits an arcade without noticing many uniformed boys having the time of their lives shooting down planes, playing the baseball games or swinging on the punching bag machines.

In another section a party of youths are ringing the walls with their laughter over the various fortunes being delivered by the fortune-telling machines. One will notice a stout lady weighing herself on a penny scale while another group matches their skill on the basketball machines. Others will be seen viewing the different pictures shown on the mutoscope machines and the youngsters are seen thrilling over the post cards they secure from the post card vendors. Every machine an amusement device that is approved by the authorities. Everyone playing and having a grand time without expecting any sort of a "payoff" except in good, clean amusement. Such a place of entertainment has an important spot in the life of America.

Promotion Helps

These fun centers open early and stay late and the revenue that is being produced is attractive. With such enterprises showmanship can be unleashed in many different ways. The Fort Worth arcade started off by offering a cash prize of \$25 for a suitable name for the amusement center. This was announced in the daily newspapers and hundreds of names were submitted.

From time to time various attractions can be offered by a Penny Arcade manager. A free magical show, staged every hour during the day, will always bring in a huge crowd to keep the machines going. Piano musical selections at varied periods of the day and even an acrobatic team performing from an elevated stage will pull in the folks. One can find no end to the various and high-class promotion ideas for the arcade.

Real showmanship can certainly be given vent in the operation of an arcade.

No Gambling Devices

The gambling type of machines have no place in a Penny Arcade and unless they are kept out, the arcade, as recognized place of wholesome amusement, will die a quick death. Only strictly legal machines should be used. On most of the arcade equipment there is no federal tax. In some States and cities there is a machine tax on amusement devices, but in most cases the tax problem does not exist for the arcade manager.

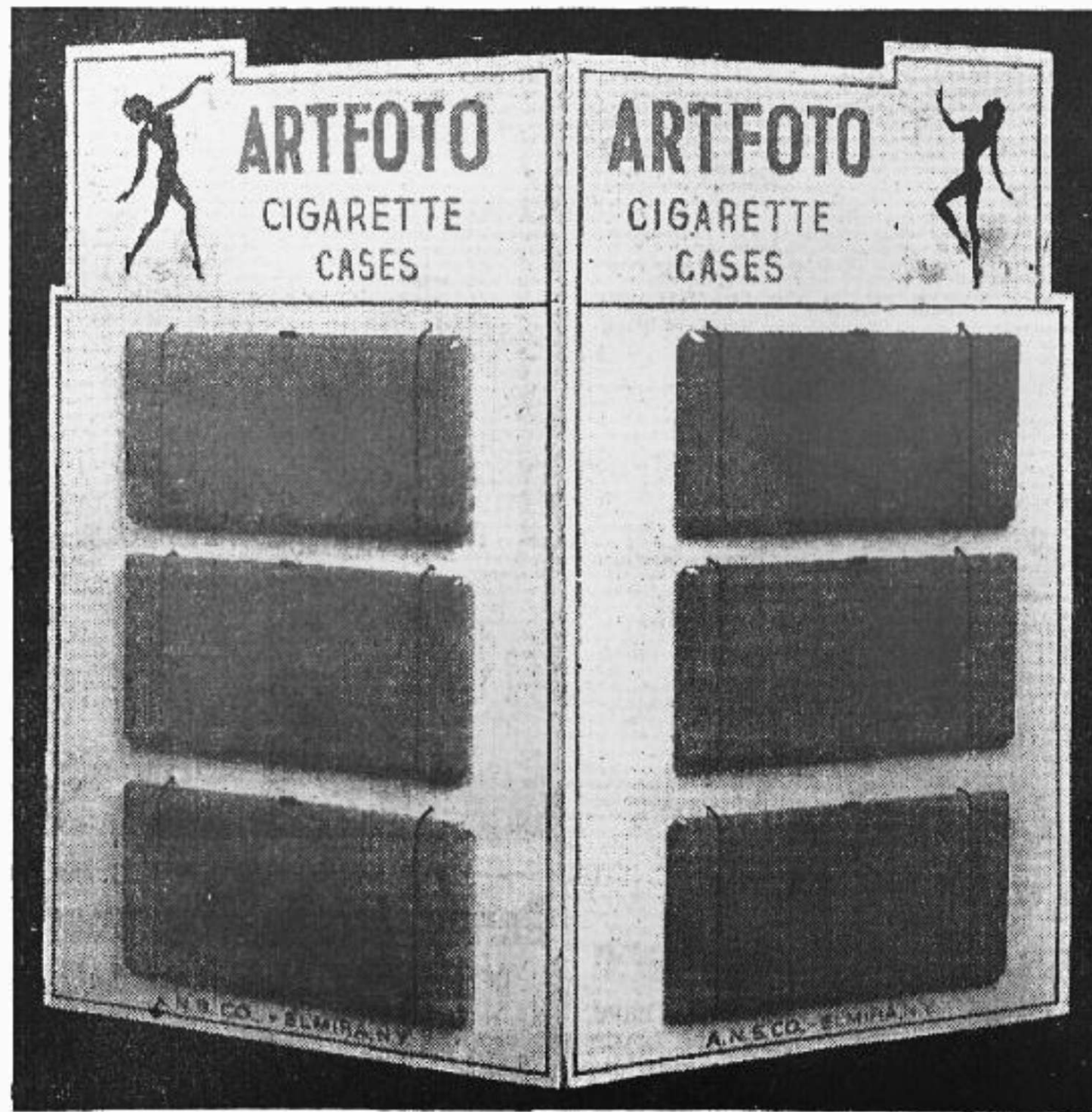
It is a profitable business for the wide-awake coinman who has a little showmanship running thru his blood and who is not afraid to invest his money. A successful arcade can not be started and pushed to a success on a "shoe-string" and one need not try it. It requires a reasonable investment and business management. Here in the great Southwest coinmen expect to see many of these amusement palaces established during 1942, and with the many army camp activities now in evidence, and everybody working and making money, the success of such enterprises is assured.

5c Mills Silent Bell, J.P., \$105; 1c Mills Blue Front Mystery Bell, 459085, \$105; 1c Columbia, \$40.00; 1c Groetchen Horseplay, \$7.50; Mills Chrome Tickette, \$7.50; Numbers Game, \$12.50; 50c Blue Front Mystery Handload, 445323, \$21.00; Mills Q. T. Safe Stand, \$9.50; Mills Regular Safe Stand, \$10; 25c Caille J. P. Bell, \$30; 10c Jennings J. P. Bell, \$30; 10c Watling J. P. Bell, \$30; 25c Watling J. P. Bell, \$30; 25c Pace J. P. Bell, \$30; 1c Jennings Little Duke, \$17.50; 25c Caille Roulette Bell, \$60; 5c Evans Ten Strike with Totalizer, \$57.50; 1c Viewscope, new, \$19.50; 1c Groetchen Pike's Peak, new, \$15.00. 1/2 with shipping instructions, balance C. O. D.

McGUIRE SALES CO.
270 Wartburg, Dubuque, Iowa

YOU CAN MAKE A LOT OF MONEY

Selling our deals to your locations on the installment plan. Merely add a nice profit to your cost. No holes to count. No shortage. No ill feeling.



Deal #198—Artfoto Enameled Cigarette Cases and Cigarettes. 1000 Holes, 3c. Take-In Is \$30.00. Gives out Six Cases and Thirty-Two Packs Cigarettes. Cases come in 6 attractive colors. Wafer thin, size 3 1/2" by 6 3/4". Holds Twenty Cigarettes. Put up on a Beautiful Card as shown.

LOTS OF 12 DEALS OR MORE.....\$4.65 Each
" " 6 " 5.15
LESS THAN 6 " 5.65
25% Deposit or Full Remittance With All Orders.

A. N. S. CO.

312 CARROLL ST.

ELMIRA, N. Y.

FOR PERFECT USED GAMES "SEE AL FIRST"

300 Free Play Games in Stock . . . Ready for Immediate Delivery . . .

EVERY GAME GUARANTEED PERFECT! WRITE! WIRE! PHONE! GET OUR PRICE LIST QUICK!

SPECIAL! One Slightly Used RIFLE SPORTS for sale! Suitable for Arcades, Parks, Etc. Act Quick!

Al. Rodstein

ARCO SALES CO. 802 NORTH BROAD ST. PHILA. PA.

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WE BUY SELL

COIN MACHINE ROUTES IN U. S. A.

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WILL BE GIVEN TO ANYONE HELPING US RECOVER THE FOLLOWING **STOLEN MACHINES**

66 Pin Games
12 Triple Entries
4 1938 Track Times
1 1940 Galloping Dominoes

All these have my own card right under the glass. Equipped with master key and Ace locks. Consoles have two separate locks. Write, wire or phone me quick if you have any information!

LOUIS COSTA
KEYPORT, N. J. (Phones: 1391 or 480)

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3147 Locust St., ST. LOUIS, MO. **CALL NOVELTY CO.**

MILLS 4 BELLS \$300.00

KEYSTONE NOVELTY & MFG. CO.

28th & Huntingdon Sts., Philadelphia, Pa.
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631 W. North Ave., Baltimore, Md.

Fifteen Important DON'TS For Arcade Operators

By A. W. BLENDOW

IN THE Penny Arcade field, just like in any other well-regulated business, there are certain basic "do's" and "don'ts" that must be followed to assure success. The "don'ts" are equally as important as the "do's" for they point out the pitfalls that an operator must avoid. Penny Arcade men who violate certain standard business practices eventually find that their receipts show a steady downward trend. When this happens the wise operator makes a careful check to pin down and eliminate the reason for declining receipts.

The paragraphs below list most of the more important basic "don'ts" that apply to the arcade field. These comments are the result of my personal experience in managing two of the largest Penny Arcades placed into operation at the World's Fair in 1939 and 1940. They also incorporate the experiences of our customers scattered thruout the 48 States of the Union.

Good Fronts Important

DON'T expect the public to patronize an arcade that does not have an attractive front, properly laid out to invite the public to come in and play. It is a well-known fact that a well-designed front (and it need not be spectacular or too expensive) is a powerful force in drawing people into an arcade. Many modern fronts have appeared in the last few years that are highly effective.

DON'T overlook the importance of good lighting, well-decorated and painted walls and clean floors. An arcade that pays attention to these details has an inviting appearance. Dark corners should be avoided.

DON'T block the entrance of your arcade. The view of the interior should not be obstructed. If tall and large machines are set up in the front, they make it impossible for passers-by to see the interior of the arcade and have their curiosity aroused by the activity inside. Low and smaller machines in the front have always proved to be the best set-up.

DO all that you can to win the confidence of your patrons. If the front advertises a Penny Arcade don't place 5-cent machines in the entrance, but have penny machines prominently displayed there. This is smart operation, for the patrons will come to know that the sign "Penny Arcade" is no misnomer. The higher-priced equipment should always be placed well inside the arcade.

Cleanliness and Courtesy

DON'T have your attendants parade around in sloppy, dirty uniforms. Keep them clean. This is a very important point and cleanliness, for obvious reasons, should be drilled into all workers in the arcade.

DON'T, under any circumstances, permit attendants to be discourteous to the public. In fact, they should be trained to help the public in the selection of machines to be played. They should also have sufficient command of language to be able to explain simply the manner in which machines should be properly played.

DON'T permit attendants to short-

change the public. One such offense might drive hundreds of customers from your establishment. The arcade offers amusement, relaxation and entertainment for the patrons and the operator should always stress cleanliness, courtesy, honesty and common-sense treatment of any disputes that might arise. Adherence to this procedure will mean satisfied patrons who will make it a regular habit to visit your establishment.

DON'T underestimate the importance of keeping your machines clean. They should be repainted often to keep them looking up to date and flashy. Don't have machines out of order any longer than is absolutely necessary. A machine with a potential income of \$3 an hour will reduce your income that much less every hour that it is out of order.

Good Machines and Mechanics

DON'T have a mechanic who does not know his business. It stands to reason that it is better to pay a good salary to a good man than a low salary to a man who can do more harm to your machines than good. An expert mechanic will keep all machines in good functioning order with a minimum loss of time.

DON'T have too many machines of the same type. They say that "variety is the spice of life" and a diversified selection of machines will hold the interest of the patrons. An assortment of machines can truly be said to be the life of trade for a Penny Arcade.

DON'T overlook attractive signs on each machine and attractive signs on the walls of the arcade calling the attention of patrons to what you have to sell. Experience has shown that by placing proper signs on machines those that had been considered to be "dead heads" turned out to be quite profitable money-makers.

DON'T buy a machine just because it is cheap. The operator who makes his purchase on this premise invites disaster. It is easy to see that 10 of the improper type, or troublesome type of machines (even though they may seem attractive at the price), will bring in less than one right machine at \$100.

DON'T condemn a machine for not doing enough business without giving it every opportunity to prove itself. Experience has shown that by moving a machine as little as three feet it is possible to double and triple its income. Experiments of this order are always good practice for they can add to gross receipts.

DON'T overlook the value of automatic photographic equipment, which in many arcades enjoys as high as 25 per cent of the gross receipts.

Cater To Family Trade

DON'T overlook the ladies and the family trade. Some operators have gone out of their way to cater to women and children. It is a fact that with proper management as high as 50 per cent of your business can come from this type of patronage. All that is necessary to make the arcade attractive to ladies and the family trade is the exercise of ordinary common sense in the selection of machines.

DON'T try to operate a penny arcade of any size without using a change booth in the center of the floor. The booth should be prominently advertised by means of arrows, signs and proper lighting.

Tips To Newcomers

A listing of don'ts for the trade would



A. W. BLENDOW, manager of the Penny Arcade Division of International Mutoscope Reel Company, Inc., and well known in the coin machine field, has an exceptionally strong background of experience in the industry. He knows the business from all angles.

Blendow has been in the business since 1917, with time out for service in the armed forces in World War I. (He now has a son serving in the Navy). Blendow joined International Mutoscope Reel Company four years ago and contributed materially to the success of the firm's arcades at the New York World's Fair in 1939 and 1940.

not be complete if it did not touch on a few pertinent facts for new operators. With the war stimulating business, arcades in industrial areas are doing well and some new blood is being attracted to the field. However, some newcomers seem to have the wrong idea about the Penny Arcade business.

Like every other legitimate business venture, the operation of a Penny Arcade involves long hours, plenty of hard work, intelligent planning and the use of good business judgment. Without these essentials no business can flourish. The Penny Arcade will not produce an easy income for a man who is unwilling to work for it.

There are only two principal don'ts that apply to those who are considering entering the Penny Arcade business. Don't be under the impression that you can enter this business with a few hundred dollars. For example, I had one customer write me that he wanted to trade a piece of property worth \$250 to go into the Penny Arcade field. Without sufficient capital it is impossible to establish a profitable arcade.

DON'T be under the impression that Penny Arcades run themselves simply because the machines operate mechanically. It is not as easy as that as every experienced operator knows.

"Beach Arcades Are Best," San Diego Operator Maintains

SAN DIEGO, Calif., March 21.—With 27 successful years in the arcade business behind him, Carl G. Gustafson, operator of the arcade at Mission Beach here, swears by the Penny Arcade business and is a staunch upholder of the superiority of a beach location to an inland spot. Having operated arcades in both type locations, Gustafson explains his preference for beach locations because there is more activity.

"Here at Mission Beach," he stated, "visitors run into the thousands. Crowds are constantly milling around and the same machines get good play year after year. Beach-front arcades get a class of people that are out for fun. When a crowd from San Diego comes out here for a good time, they plan to take in everything on the beach-walk. This, naturally includes the arcade, and since it costs so little to have a big time here, they frequently tarry longer and give the machine a bigger play than they intended to when they first walked in. At the inland arcades I've had, the turnover of patrons never seemed fast enough to keep the machines going like they do here."

While there may be many successful operators of inland arcades who will not agree with Gustafson's preference for beach arcades, the success he has made of his operation here demonstrates what

SUPER SPECIALS

- F.P. Units Comp.—Rails and Legs Refinished
- | | |
|---------------------------------------|----------|
| 1-BALL FREE PLAY | \$ 89.50 |
| 9-BALLY SPORT SPECIAL | 89.50 |
| 1-BALLY SPORT EVENT | 89.50 |
| 7-BALLY DARK HORSE | 117.50 |
| 5-BALLY BLUE GRASS | 129.50 |
| 3-BALLY PIMLICO | 239.50 |
| 4-BALLY PIMLICO (Br. New Orig. Cris.) | 259.50 |

5-BALL FREE PLAY

(State 2nd and 3rd Choice on These)

- | | | | |
|----------------|---------|-------------------|---------|
| Anabel | \$18.50 | Nippy | \$17.50 |
| Argentina | 47.50 | Ocean Park | 14.50 |
| All Amer. | 22.50 | Oh Boy | 17.50 |
| Band Wagon | 19.50 | Pan Amer. | 32.50 |
| Bello Hop | 39.50 | Play Ball | 23.50 |
| Big Chief | 21.50 | Polo | 21.50 |
| Big League | 17.50 | Powerhouse | 15.00 |
| Big Parade | 79.50 | Punch | 14.00 |
| Big Show | 16.50 | Pursuit | 36.50 |
| Big Time | 26.50 | Pylon | 17.50 |
| Blondie | 17.50 | Repeater | 29.50 |
| Bola Way | 49.50 | Red, White & Blue | 24.50 |
| Boom Town | 28.50 | Roxy | 17.50 |
| Bosco | 62.50 | Salute | 39.50 |
| ABC Bowler | 47.50 | School Days | 32.50 |
| Box Score | 13.50 | Score Card | 16.50 |
| Bowl Alley | 17.50 | Sea Hawk | 29.50 |
| Cadillac | 16.50 | Sovon Up | 27.50 |
| Champ | 49.50 | Show Boat | 44.50 |
| Capt. Kidd | 47.50 | Show Skates | 26.50 |
| Click | 54.50 | Silly Spray | 49.50 |
| Convention | 19.50 | Sky Blazer | 39.50 |
| Dixie | 17.50 | Sky Ray | 29.50 |
| De Ra Mi | 34.50 | Sky Line | 22.50 |
| Double Play | 29.50 | Sluggo | 29.50 |
| Doughboy | 17.50 | Snappy | 41.50 |
| Dude Ranch | 19.50 | South Paw | 41.50 |
| Duplex | 26.50 | Speed Ball | 41.50 |
| Entry | 29.50 | Sport Parade | 27.50 |
| Fantasy | 12.50 | Sporty | 17.50 |
| 5th Inning | 14.50 | Spot Card | 54.50 |
| Five & Ten | 84.50 | Spot Pool | 49.50 |
| Flash | 14.50 | Sports | 15.50 |
| Fleet | 17.50 | Star Alt. | 43.50 |
| Flicker | 24.50 | Stratoliner | 26.50 |
| Formation | 19.50 | Stop & Go | 12.50 |
| 4 Diamonds | 34.50 | Super Chubbie | 39.50 |
| Four Roses | 26.50 | Summertime | 24.50 |
| Fox Hunt | 21.50 | Target Skill | 31.50 |
| Gun Club | 47.50 | Ten Spot | 32.50 |
| High Dive | 38.50 | Ten Mustang | 49.50 |
| Hi Hat | 38.50 | Three Score | 18.50 |
| Hi Stepper | 29.50 | Topper | 13.50 |
| Homo Run '42 | 77.50 | Towers | 61.50 |
| Horoscopa | 39.50 | Twin Six | 37.50 |
| Jolly | 16.50 | Ump | 29.50 |
| Jungle | 57.50 | Vacation | 19.50 |
| Knock Out | 69.50 | Velvet | 24.50 |
| Landslide | 16.50 | Venus | 67.50 |
| Legionnaire | 45.00 | Victory | 78.50 |
| Lots of Fun | 14.50 | West Wind | 42.50 |
| Lucky | 13.50 | Wildfire | 29.50 |
| Lky Strike | 14.50 | Wings | 18.50 |
| Major | 14.50 | Wow | 39.50 |
| Major's '41 | 34.50 | Yacht Club | 17.50 |
| Masoot | 15.00 | Zig Zag | 34.50 |
| Merry-Go-Round | 17.50 | | |
| Metro | 21.50 | | |
| Monicker | 59.50 | | |
| Miami Beach | 39.50 | | |
| Midway | 14.50 | | |
| Mr. Chips | 16.50 | | |
| New Champs | 64.50 | | |

COUNTER GAMES

- (If wanted "NON-COIN OPERATED" add \$1.00 ea. per machine)
- | | | | |
|----------------|---------|------------------|---------|
| Amer. Eagles | \$ 9.50 | Rox | \$ 8.50 |
| Ace | 3.50 | Rolla Pack | 7.50 |
| Amer. Flag | 8.50 | Spin Winner | 7.50 |
| Oub | 3.50 | Twins Win. | 4.50 |
| Daval 21 | 8.50 | Flippor | 8.50 |
| Exray (Tok.) | 12.50 | Skillette | 19.50 |
| Jigger | 7.50 | Challenger | 17.50 |
| Lky. Smokes | 8.50 | A.B.T. Target | |
| Liberty (Tok.) | 12.50 | Skill | 17.50 |
| Pick-a-Pack | 2.50 | Kicker & Katcher | 19.50 |
| Piker Peak | 14.00 | Stands (all) | 2.00 |

SLOTS

- | | | |
|--|-------------|---------|
| 1-5¢ Mills Blue Front | #403,549 | \$79.50 |
| 1-5¢ Mills Blue Front D.J.P. | | 69.50 |
| 4-5¢ Mills Melon Bell | #421,000 | 99.50 |
| 2-10¢ Mills Melon Bell | #421,000 | 99.50 |
| 1-5¢ Mills Extraordinary | #360,542 | 69.50 |
| 1-1¢ Mills O.T., like new | #11,204 | 49.50 |
| 1-5¢ & 5¢ Bally Bell | (like new) | 79.50 |
| 3-Columbia (Rear Pay) | #7327 Up | 44.50 |
| 1-10¢ Walling Rotapop, Cream and Red, like new | #50,171 | 69.50 |
| 8-1¢ Walling D.J.P. | #52,000 Up | 37.50 |
| 9-5¢ Jennings S.J.P. | #74,000 Up | 39.50 |
| 7-5¢ Jennings D.J.P. | #70,000 Up | 39.50 |
| 5-10¢ Jennings S.J.P. | #71,000 Up | 37.50 |
| 5-5¢ Mills S.J.P. | #120,000 Up | 39.50 |
| 4-10¢ Mills D.J.P. | #233,000 Up | 39.50 |
| 3-10¢ Pace Silent | #56,000 Up | 49.50 |
| 1-5¢ Caille De Luxe, like new | #92,055 | 49.50 |
| Single and Double Safes | | Write |

WANTED! Golf Ball Vender Slot Machines

CONSOLES

- | | |
|--|----------|
| 5-Mills Jumbo Parade F.P. | \$ 97.50 |
| 4-Bally High Hand (Conv. F.P. & Osh) | 179.50 |
| 9-Jenn. Bobtail Totalizers F.P. | 117.50 |
| 7-Jenn. Silver Moon Totalizers F.P. | 117.50 |
| 6-Super Bell (Conv. F.P. & Osh) | 219.50 |
| 3-Mills Four Bells (Fruit Sym.) | 292.50 |
| 3-Mills Three Bells (5-10-25¢) | 395.00 |
| 1-Koeney Pastime (9 Coin Head) | 164.50 |
| 2-Jenn. Good Luck (Slug Fr.-Osh P.O.) | 42.50 |
| 1-Lincoln Field 7 Coin Head | 79.50 |
| 1-25¢ Mills Square Bell | 79.50 |
| 4-Bally Club Bell (Brand new in factory sealed crates) | \$34.50 |

ARCADE AND LEGAL

- | | |
|--|----------|
| 1-Koeney Air Raider | \$192.50 |
| 1-Evans Super Bomber | 179.50 |
| 1-Jailbird (Convict) & Base | 84.50 |
| 2-Kirk Night Bomber | 179.50 |
| 3-Seaburg Ray-o-Lites (revamped, new scenery & targets, F.P., etc.) | 49.50 |
| 5-Int. Mutoscope Sky Fighters | 184.50 |
| 3-Evans Tommy Gun (Tracer Bull.) | 89.50 |
| 1-Scientific Batting Practice | 132.50 |
| 1-Exhibit Love Meters (3 on Base Floor Sample) | 89.50 |
| 1-Gypsy Girl (Fl. Mod.; used 2 Mo.) | 59.50 |
| 2-DeLuxe Muto. Post Card Venders (Fl. Mod.; Litcup Tops; used 2 Mo.) | 32.50 |
| 5-Muto. Moving Picture Mach (Fl. Mod.; Roofs & Frames; lightweight Mod.) | 32.50 |
| 2-Photomatics (PDK & P&K Series; Refinished & Roon, 2 Mo. Ago) | 595.00 |
| 1-Punching Bag (Muto.; used 2 Mo.) | 172.50 |
| 1-Question Girl (Used 2 Mo.) | 39.50 |
| 1-Astro-Scope (Used 2 Mo.; Fl. Mod.) | 89.50 |
| 4-Large Neon Penny Arcade Signs—White A-1 Cond. Quer. 1/3 Dep. Bal. O. O. D. | |

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SILENT SALES

635 "D" ST., N. W., WASHINGTON, D. C.

Star Attraction, Gun Club, Bosco, \$69; Knockout, Venus, Victory, Big Parade, \$89; Horoscopa, Ten Spot, Pan American, \$49.

PLENTY OTHERS—WRITE.

PASTIME AMUS.

100 Bolton, Dayton, Ohio. Tel.: Ra. 4681

MILLS THE GREATEST NAME IN COIN-OPERATED MACHINES

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

MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

plenty of experience, hard work, and love for the business can do.

Mission Beach Arcade

Gustafson entered the arcade field in 1915 in Long Beach. He has been here since 1936 and his arcade is one of the most popular spots at the beach.

Here he has a spot 78x22 feet with the entire length glassed in on one side. There are two entrances and he has arranged his machines to allow a free clockwise movement of the crowds. During the six years he has operated this spot he has tried to get the crowds to enter thru one door and go out thru another but admits this system hasn't been perfected. Since a number of people enter by the same door time after time, however, he has trained some of his public to patronize the machines in the manner that he has worked out.

Gustafson has grouped his equipment so that all the adult machines are at one end of his building. Machines that appeal to youngsters are at another end. As a result, patrons don't have youngsters trampling over them—or vice versa.

No Rough Stuff

"Not only does this arrangement get more money, but it prevents rough stuff," Gustafson said. "I had to work for a couple of years to get the public to make this a regular stop on their visits to the beach and I've got the spot running so that there is no rough stuff. Rough stuff will kill an arcade just about as quick as anything that I know. When older people want to patronize these

machines they don't want to have a bunch of kids running over them. The kids don't want the older people interfering with them, either. This method of separating the machines works both ways."

The most popular machines in the spot are Exhibit Racer and Western Baseball. Gustafson explains that these games offer plenty of action and relaxation. Mutoscope's Sky Fighter is a popular 5-cent buy and the gun is always busy. Gustafson said. Since the war a number of soldiers have been stationed here and these men go for the Sky Fighter in a big way. Recently Gustafson added a Keeney Submarine and it is doing a good business, too.

Basic Rules

While the arcade doesn't face the ocean, there is plenty of sea breeze there. Well lighted and ventilated, the Gustafson arcade is one that is known by nearly everyone in the neighborhood. It is known for well-serviced machines and the treatment afforded customers is tops. Unlike many operators, Gustafson takes an interest in civic affairs and makes himself known to San Diego people as one working for the good of the section. He is an air raid warden and stands ready to serve whenever needed.

No smutty pictures are vended in the machines, no ruff stuff is permitted, and the machines are kept varnished, clean and in tip-top working shape.

"No matter whether the arcade is at a beach or an inland spot, these requirements apply," he maintains.



CARL TRIPPE, OF IDEAL NOVELTY COMPANY, just opened this new arcade at 811 Washington Avenue, St. Louis.

**YOUR OLD PIN GAMES FACTORY REBUILT
"LIKE BRAND NEW"
OPERATORS--DISTRIBUTORS
NOTE THESE FEATURES**

- | | |
|---|---|
| 1. All old paint removed. | 5. All metal parts refinished. All legs refinished. |
| 2. Cabinets redesigned and refinished. | 6. New style bumpers added. Playfield panel repinned. |
| 3. New design on backglass and playfield. | 7. Both inserts tested and reconditioned. |
| 4. New names. New moulding around glass. | 8. Machine tested for percentage. |

WE ARE NOW RUNNING THROUGH

ZOMBIE . . . VACATION . . . HOME RUN . . . LEADER . . . DOUBLE
PLAY . . . RED, WHITE & BLUE . . . SUNBEAM . . . WEST WIND . . .
MAJORS . . . CHEVRON . . . FLICKER . . . METRO . . . FLEET . . .
FOUR ROSES . . . STARS . . . TRIUMPH

You will be amazed at our low price and expert workmanship.

OPERATORS! Deal Through Your Authorized Distributors.

SULLIVAN-NOLAN ADV. CO. 527 W. Chicago Ave.
Chicago, U. S. A.

The largest suppliers and designers of backglass, playing fields and cabinets for the coin machine industry.

Evans' Bowling Alley Announcement

CHICAGO, March 21.—(MR)—R. W. (Dick) Hood, head of H. C. Evans & Company, has announced the release of Evans' Automatic Duck Pin Bowling Alley for distribution in the coin machine field.

"From the time we first presented regulation Automatic Duck Pin Bowling Alley to a restricted group of operators, the game was an outstanding success," he stated. "That was approximately three years ago. Since that time it has proved itself a stable, consistent money-maker. In more than 350 locations, the Automatic Alley has forged its way to a point where it demands consideration by every operator of equipment in arcades, parks, picnic groves, recreation centers and similar places of amusement."

Hood describes Evans' Automatic Bowling Alley as a game that is flawless. "Mechanically, and from the standpoint of appeal, this game is truly unique," he declared. "It provides real duck-pin bowling on a regulation 60-foot alley, complete with all regulation equipment. In addition to that, the patented Automatic Pin Boy not only clears the alley of knocked-down pins, but also resets them after the frame is rolled and automatically returns the ball to the player. Other features that add to the interest of Automatic Duck Pin Bowling are spotlight illumination on the pins and an illuminated register which indicates the number and position of the pins knocked down by the player.

"There are no bugs in the alley," Hood said. "The unceasing performance of those many units which have been operating for several years is ample proof of the ability of this game to take it under any and all operating conditions. The sturdy construction of the alley itself and the perfection of the automatic mechanical parts are guarantees of low-cost maintenance and operating which we claim for the game. An additional saving in the placing and operation of Automatic Duck Pin Bowling is afforded by the fact that transportation and installation require no special equipment or labor. Sectional construction enables an operator to move the Alley on an ordinary truck when necessary, while leveling adjusters permit installation on any floor without the need of special foundations. Because it is movable, the operator who desires to set up a regular Automatic Duck Pin Bowling Parlor need not worry about special building or long-term leases.

"From the West Coast, the Mac Mohr Company, Los Angeles, factory sales representative, reports that the game has achieved popularity among operators and players thruout the entire area."

As a game in itself and as an adjunct to regular bowling, Automatic Duck Pin Bowling offers a double appeal to men, women and children, Mohr said. "This

fact is being demonstrated 24 hours a day in the locations featuring the game and I fully expect its popularity to grow to the same great heights that it has already achieved in the rest of the nation, where it was first introduced.

"Reasonably prompt delivery can be expected," Mohr advised. "Evans' Automatic Duck Pin Bowling Alley is also available for coin-controlled operation, and sizes other than the regulation 60-foot model can be built to order. Free consultation on the placement and operation of the equipment is afforded by our organization."

Military Enjoys L. A. Arcades; Ordinances

LOS ANGELES, March 21.—Soldiers and sailors on leave and visiting Los Angeles are finding the needed relaxation in Penny Arcades. The city has regulations and welcomes Penny Arcades. The city code has this to say regarding the licensing of arcades: "For every person engaged in the business of operating or exhibiting any kinoscope, biograph, projector or any other instrument or machine of like character or exhibiting, showing or letting the use of any microscope, lung tester, muscle tester, galvanic battery, automatic photograph machine, or any machine or instrument of like character, the sum of \$20 per year, or fractional part thereof, for each machine or instrument, provided, that any person operating a business commonly known as an arcade wherein five or more such machines are operated or maintained may in lieu of paying the fee measured by each of such machines pay a total sum of \$100 per year, or fractional part thereof, for an arcade license."

Bakersfield, Calif.

Bakersfield Ordinance No. 600, new series, provides for arcades thusly: "For every person, firm, or corporation conducting, managing or carrying on an arcade the sum of \$60 per year, payable annually in advance on the first day of January of each year, which license fee may be prorated for a fraction of a year, but in no event shall the license fee paid be less than the sum of \$20. For the purpose of this section an arcade is defined to be one general enclosure in which is conducted the business of operating or exhibiting any phonograph, graphophone, talking machine, kinoscope, biography, projectoscope, or any other instrument or machine of like character and exhibiting, showing or letting the use of any microscope, lung-tester, muscle-tester, galvanic battery, weighing machine, or machine of like character."

Sacramento, Calif.

The city of Sacramento repeats, practically, the definition of an arcade as set down by Bakersfield and the only (See L. A. ARCADES on page 136)

HEADQUARTERS FOR THE BEST

| | | |
|---|---------------------------------------|---|
| ARCADE EQUIPMENT | 4 1/2 Mills Q. T. . . . \$42.50 | 1 BALL FREE PLAY |
| 1 Western Baseball . . . \$75.00 | 1 1/2 Mills Q. T. Giltier . . . 55.00 | Sport Special \$79.50 |
| 1 Rapid Fire 135.00 | 1 Open Season 55.00 | Record Time 89.50 |
| 5 Anti-Aircraft 59.50 | 1 Metro Air Defense 75.00 | Dark Horse 89.50 |
| 2 Tommy Guns 115.00 | 11 Drop Picture Match 39.50 | VENDING MACHINES |
| 3 Keeney Air Raiders 135.00 | 1 Holly Gripper 10.00 | 100 Columbus Nut, Porc. Finish \$4.50 |
| 4 Battling Practices 135.00 | 1 View-a-Scooper 20.00 | 100 Northwestern #33 Nut & Gum 4.50 |
| 2 Dival Bumper 35.00 | 2 Magic Fingers 95.00 | 50 Silver Kings 4.50 |
| 1 Bowling 35.00 | 8 Pikea Peak 17.50 | 5 1938 Track Times . . . \$ 95.00 |
| 1 Bally Alley 39.50 | 10 Buckle Diggers 79.50 | 2 Kentucky Clubs 89.50 |
| 1 Brown Anti-Aircraft . . . 69.50 | 1 Texas League 35.00 | 1 Royal Flush, 10¢ 75.00 |
| 2 Seeburg Rayolite 89.50 | 1 Blow Ball 85.00 | 2 Tanforans 29.50 |
| Remod. 89.50 | 3 Mills Be Smoker Bells . . . 45.00 | 2 Jennings Derby Days . . 29.50 |
| SLOTS | 2 Blue & Gold V.P. . . . 37.50 | 1 Jennings Multiple . . . 65.00 |
| 2 5¢ Blue Fronts \$85.00 | 2 Columbus 45.00 | 1 Royal Draw 130.00 |
| 1 5¢ B. F. Slugproof . . . 85.00 | 1 V Model Cigarola 85.00 | 2 Lucky Lucre 195.00 |
| 2 5¢ Galle 37.50 | CONSOLES | 1 Jungle Camp 89.50 |
| 2 5¢ Pace Comets 55.00 | 1 Sugar King \$85.00 | 3 Jack in the Box, all 100.00 |
| 2 10¢ Pace Comets 55.00 | 4 Jumbo Parades F.P. . . 98.50 | |
| 1 25¢ Pace Comet 55.00 | 4 Mills Square Bells . . . 69.50 | |
| 1 25¢ Mills Q. T. F. S. 55.00 | 2 Fast Times, F.P. . . . 89.50 | |
| 1 Holke & Hoke Corn Popper and Peanut Roaster, in excellent condition . . . \$150.00. | | |

CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect Ave., Cleveland, O. Prospect 6316-7



AT THE RECREATION CENTER, Camp Elliott, Calif., soldiers and marines give the machines a big play. Above, a group are gathered 'round the Western Baseball and ABT Challengers. Below, soldiers test their marksmanship on the guns.

Arcades Score With Soldiers

Camp Elliott operators report venture a success—give tips on operation

CAMP ELLIOTT, Calif., March 21.—Along with all America joining in to win the war, the Penny Arcade is doing its share. No one expects an arcade to pick up arms and fight, but the arcade here is doing much to give the marines and soldiers stationed here needed relaxation. Each night a large percentage of the 10,000 men in arms stationed here trek across the road from the main entrance to the camp to enjoy an evening's fun for only a few cents.

The Recreation Center here is typical of Penny Arcades located near army camps. It is operated by Jack Lipps and Henry Lorenz, formerly of Michigan, where Lipps was in the coin machine business. These men visualized the recreation needs of the men in training and set up their arcade and selected their machines accordingly.

Their tips to others who intend operating arcades near camps are of interest. First thing is to have a good location, they point out. The one here is ideal in that it is directly across the street from the camp entrance and between the shoe repair shop and cafe. When the servicemen are off they congregate in this section.

The arcade adjusts its hours to coincide with the free time of the soldiers and marines. Opening at 1 p.m. during the week the Monday thru Friday schedule is until 1 or 2 a.m. On Saturday and Sunday the opening hours are from 9 a.m. to 1 or 2 a.m. the next day.

In building the Camp Elliott arcade Lipps and Lorenz saw to it that it would be the most imposing building on the street. The arcade is 75x25 feet with the entire front opening on the highway. Two rows of fluorescent lighting run the length of the building. The arcade is constructed to receive and utilize maximum daylight. The floor is of concrete and is kept spotless.

Rotaries Most Popular

Since they opened here in June, 1941, Lipps and Lorenz have come to know many of the servicemen personally, and consult them frequently as to which machines are most popular. In this manner they keep close tab on taste trends in arcade equipment. At this time the most popular items are the three rotary merchandisers. Two are stocked with cigarettes and the third with watches, razors, pocket knives and similar items. Anything that will shoot also stands high in popularity with the servicemen. The Ray Guns, grouped in the rear of the building, are always busy. Lipps and Lorenz also have four Vamco's Corporal guns in the center near the entrance and they, too, are popular. Two Skill Balls and a Magic Roll near the guns in the rear of the building get plenty play. Select-A-Vue, with its pictures of glamorous beauties, goes strong and the two on hand get continuous play at 2 cents a play.

Grouping of machines here has proved profitable just as it has in other arcades. These operators have the Challengers and Target Skill games grouped near the entrance and to one side to allow the boys to group around them without blocking the other games. Athletic equipment is also grouped and the servicemen, despite the fact that they are drilling all day, come in for a swing at the punching bag and to try out the lifts.

Visitor Play Big

From Monday to Friday the arcade gets nearly all of its business from men stationed in the near-by camp. On weekends, however, when visitors come up from San Diego and other near-by cities, civilian patronage is heavy.

The Camp Elliott arcade is a family affair with Lipps and Lorenz dividing their time on the shifts and Mrs. Lipps and Mrs. Lorenz handling the change booth. Lipps and Lorenz have good equipment and readily admit that a lot of their success is due to the fact that their machines are kept in top mechanical condition.

Machines are attractively arranged and grouped to allow a continuous movement of the crowds. Where popular games such as the merchandisers, Western Baseball, World Series and Shoot the Bull are located, ample space has been left for the congregation of crowds. The servicemen not only like to play these games but like to stand by to watch others play.

AL TABAKOF SAYS:



GET IN ON BIGGER TAKES WITH GLOBE'S LATEST MONEY-MAKING, DIE-CUT PROFIT BOARDS!

"SLAP THE JAP"

The newest, fastest, most up-to-the-minute Globe board—a real hot number! Everyone wants a slap at the Jap . . . and that means more profits for you. It's as timely as MacArthur in Australia—and just as exciting! Over 80 winners. Hara-Kiri Jackpot pays out \$1 to \$15. FEATURES: Die-cut, Slot-machine symbols, new style metal easels, protected winners.

1290 Holes — 5c a Play
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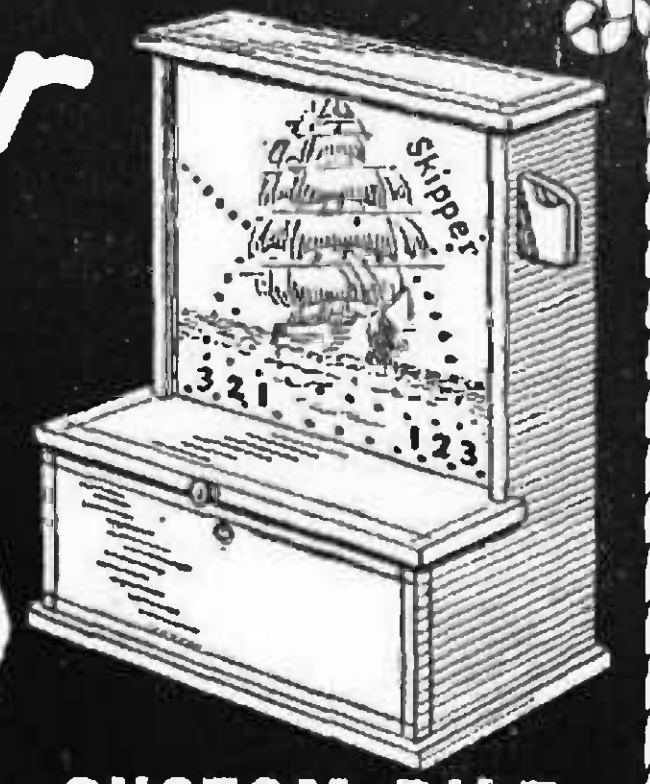
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SEPARATE COMPARTMENT FOR EACH PAY OUT

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LET US QUOTE YOU FIRST! BUY FROM A DEPENDABLE SOURCE!

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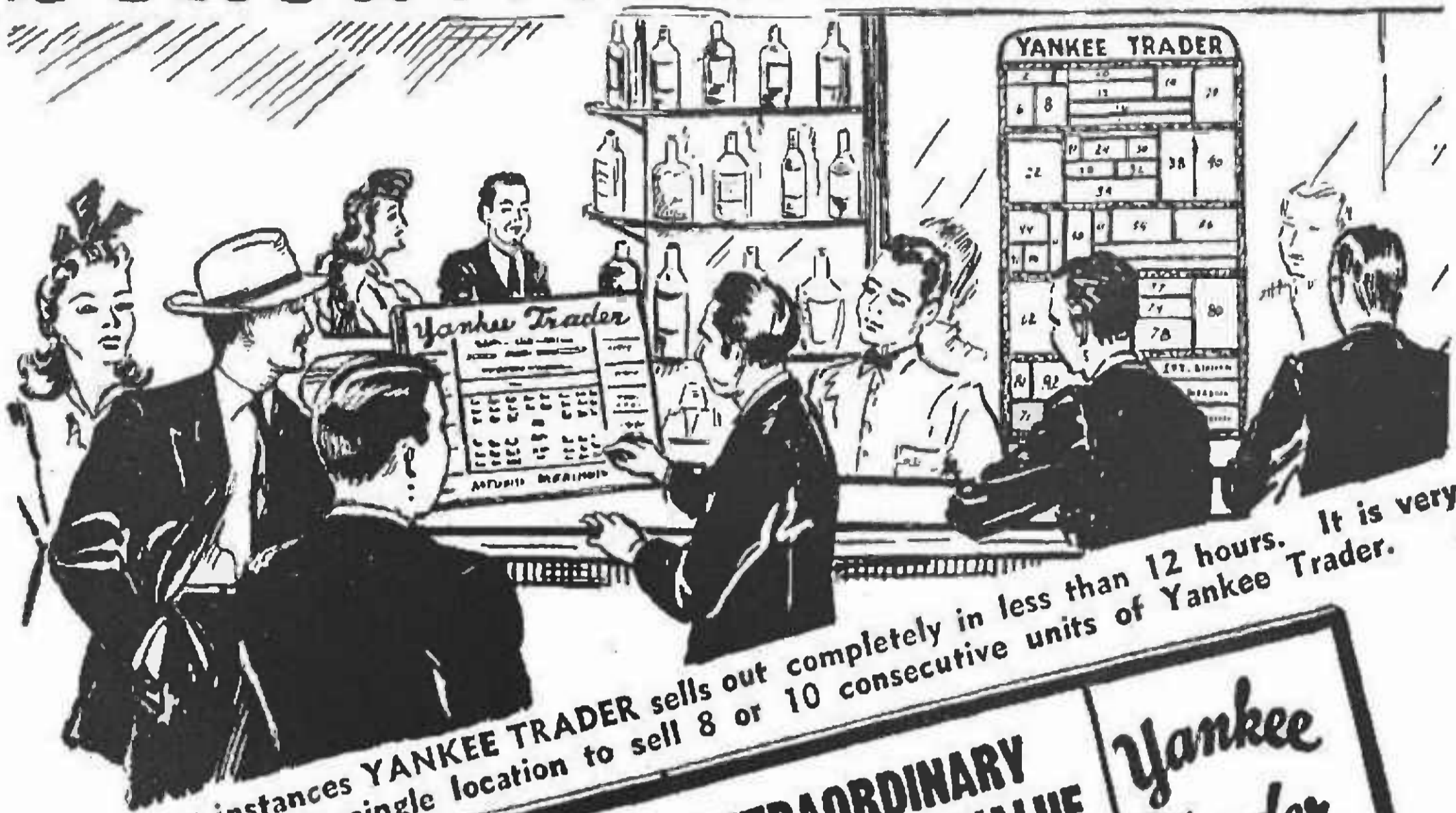
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YANKEE TRADER

Sensational New Sales Unit!



In most instances YANKEE TRADER sells out completely in less than 12 hours. It is very usual for a single location to sell 8 or 10 consecutive units of Yankee Trader.

There Is A Triple Thrill For The Consumer In Yankee Trader!

1. The thrill of unknown price — he may pay only a few cents.
2. The thrill of winning when he pulls an even number (his chance of winning is 1 out of 2—but he gets the same thrill in winning that he would were his chance 1 out of 100).
3. The thrill of opening his sealed package with number corresponding to winning tab and receiving an article of merchandise which, in every instance, is tremendous value for amount expended.

Yankee Trader

- Pocket Toilet Kits
- Cigarette Cases
- Perfumes and Cosmetics
- Silk Handkerchiefs
- Safety Razors
- Cigar Lighters
- Ladies Costume Jewelry
- Valuable Gift Novelties

UNIQUE AND EXTRAORDINARY ARTICLES OF TREMENDOUS VALUE FOR JUST A FEW CENTS!

The Number You Pull Is the Number of the Article You Receive

ALL EVEN NUMBERS WIN

YOU PAY SAME AMOUNT AS NUMBER YOU PULL **1c to 30c** ALL NUMBERS OVER 30 PAY 30c

SPECIAL PRIZE FOR EACH OF LAST THREE PULLS!

ALL EVEN NUMBERS WIN!

LAST PULL PRIZES ARE IN ADDITION TO EVEN NUMBER AWARDS

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Yankee Trader

- Pocket Knives
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 MAPLE PLYWOOD CONSTRUCTION
 BOUND IN RED LEATHERETTE
 EASEL BACK
 SIZE—14" x 18"

OPERATORS CAN PLACE 10 TO 20 UNITS YANKEE TRADER PER DAY—PROFIT \$50.00 TO \$100.00 PER DAY. YANKEE TRADER REPEATS MANY TIMES IN EACH LOCATION.

UNIT OF YANKEE TRADER
 Leatherette Bound Yankee Trader Salesboard (100 Pull-Tabs Numbered from 1 to 100)
 Outstanding Leatherette Covered Display Cabinet Packed with 53 Individually Sealed and Numbered Packages.
Each Containing an Article of Extraordinary Value

Coin Machine Operators
 You can add some thousands of dollars to your income in a minimum length of time by placing Yankee Trader in your regular locations. You will be astounded by the tremendous results achieved!

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 Here's a proposition that you can place in every tavern and cafe in your territory. The turnover is almost immediate and the profits enormous — NOW WHEN YOU NEED PROFITS.

WE GUARANTEE THE SALE OF YANKEE TRADER
 EITHER COMPLETE OR PARTIAL UNITS ACCEPTED
 BACK AT ANY TIME FOR FULL REFUND
 INSTANTANEOUS SHIPMENTS!!
 20% DEPOSIT REQUIRED WITH ORDERS, BALANCE C. O. D.

PER UNIT \$13.50

EXPRESS PREPAID

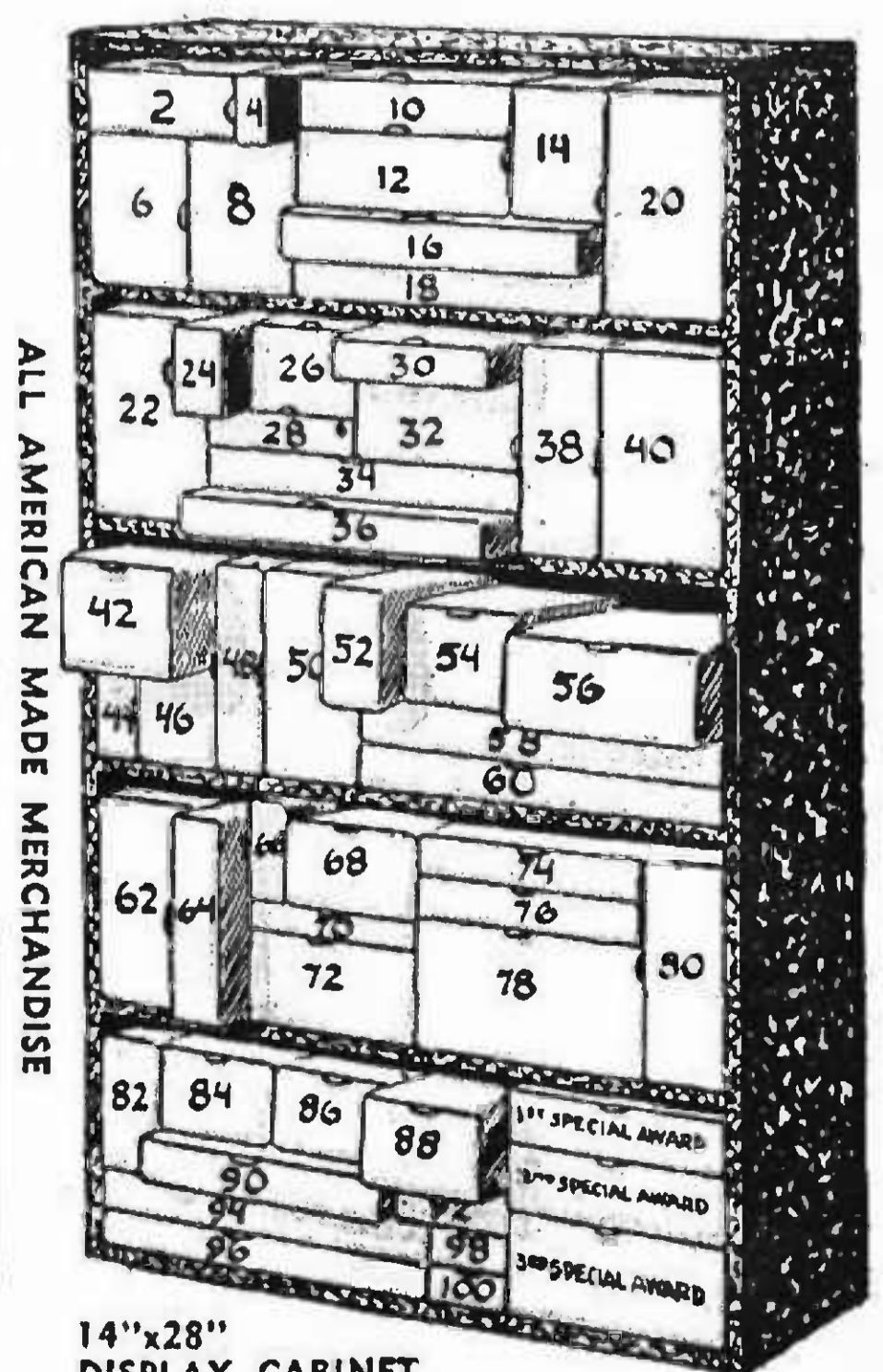
50 WINNERS PLUS 3 SPECIAL PRIZES FOR LAST 3 PULLS
ALL EVEN NUMBERS WIN ARTICLES OF GREAT VALUE
53 DIFFERENT ARTICLES IN EACH UNIT
 (No Two Articles Alike)

YANKEE TRADER salesboard has 100 pulls — numbered from 1 to 100. On numbers 1 to 30 consumer pays retailer same amount as number he pulls. On numbers 31 to 100 consumer pays retailer 30c.

1-UNIT YANKEE TRADER

| | |
|------------------------------|----------------|
| Retailer Takes in..... | \$25.65 |
| Operator's Price to Retailer | 18.50 |
| RETAILER'S PROFIT.. | \$ 7.15 |
| Operator's Cost.... | \$13.50 |
| OPERATOR'S PROFIT | \$ 5.00 |

53 ARTICLES OF GREAT VALUE. EACH IN SEALED AND NUMBERED CARTON.



ALL AMERICAN MADE MERCHANDISE

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14"x28" DISPLAY CABINET RED LEATHERETTE COVERED

Free Play Ruling Hurts Cities Licensing Games; Decision Hazy; Enforcement Muddled

HARRISBURG, Pa., March 21.—The recent decision handed down by the Superior Court of Pennsylvania against free play pin games is causing many a city solicitor in the State sleepless nights. How to raise the money that pin games have dumped into the city coffers so painlessly is the reason—and with federal taxes and living costs mounting, where to find a substitute for revenue that has been supplied by games is a tough job. Pittsburgh, for instance, has been obtaining \$200,000 a year from

games: Reading, \$14,000; Scranton, York, Philadelphia, as well as the State itself, collected healthy sums from games which now will have to come from other sources as a result of the ruling. Decision as handed down by the Superior Court is itself far from clear-cut and shows that the court was not certain of all the angles involved. As a result the city clerks in some cities were trying to find out just what the meaning of the decision is before issuing more licenses or stopping their sale entirely from now on.

The Opinion

The opinion rules that machines equipped with buttons for canceling free games are gambling devices and can be confiscated by police. But the court also says: "If the 'free games' feature had not been added, it is evident no attempt would have made by the police department to confiscate. . . . And even if the 'free games' feature had been so restricted that the player could get nothing more it is at least doubtful whether the machine would have been seized."

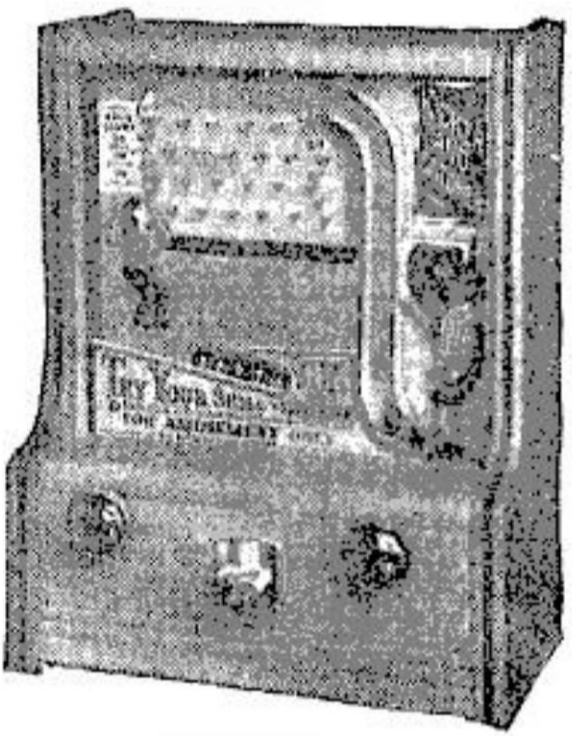
Debatable Question

It is a debatable question, the court said, whether the mere privilege of continuing to play without depositing another nickel is a "valuable thing." The lower court held that it was. But the higher court ruled: "In our opinion, it is not necessary to go that far in order to make a proper judicial disposition of this case." Decision was written by Judge Jesse E. B. Cunningham, affirming a ruling in the Philadelphia Common Pleas Court.

Enforcement Varies

Actual enforcement of the decree varied in different localities thruout the Commonwealth. Cities where machines were licensed were prone to take things easy and await further clarification of the ruling. In the Dauphin County area surrounding Harrisburg, District Attorney Carl Shelley declared machines could not be legally taken by police unless they could determine whether such machines had a device to cancel free games registered as the result of high scores. In Lancaster County, District Attorney K. L. Shirk declared free game machines as gambling devices "per se," and operators pulled equipment immediately to avoid seizure. City authorities in York, Pa., where games have long been licensed, ordered that free plays be removed, but admitted it was a "painful task." The D. A. for York County gave operators a 48-hour warning to remove such equipment. In Adams County, District Attorney J. Francis Yake Jr. ordered State police in his district to remove machines coming within the scope of the high court ruling.

TAX FREE COUNTER SENSATION!



KICKER and CATCHER

100% MECHANICAL
100% LEGAL! 100% SKILL!
The all-time all-skill counter hit!
Service-free mechanism—no batteries . . . no wires!

NO TAX TO OPERATE

Penny Play \$29.75 E.E.
F. O. B. Chicago

BAKER NOVELTY CO., Inc.
1700 Washington Blvd. CHICAGO

MORE GOOD BUYS!

- 16 Mills 5c Brown Fronts, Club Handle, Light Cabinet, Like New . . . \$114.50
- 5 Mills 5c Cherry Bells, Club Handle, Light Cabinet, 3-10 Payout . . . 114.50
- 5 5c Jennings Silver Chiefs . . . 94.50
- 1 Jennings 5c Silver Chief, Slugproof . . . 114.50
- 2 Orig. 5c Ch. Bell, Pays 2 on Cherry . . . 159.50
- 3 Mills 10c and 3 25c Brown Fronts . . . 117.50
- 3 Mills Melon Bells, 5c, 1 25c Melon Bell . . . 89.50
- 8 Mills 5c Blue Fronts, Club Handle . . . 89.50
- 3 1c Vest Pockets, Meter, B. & G. . . . 29.50
- 10 5c Green Vest Pockets . . . 27.50
- 5 5c Blue & Gold Vest Pockets . . . 37.50
- 3 Mills 4 Bells, Ash Trays & High Serial . . . 279.50
- 1 Mills 3 Bell, Like New, High Serial . . . 425.00
- 1 New Mills 3 Bell . . . 595.00
- 1 Evans 5c Lucky Lucro . . . 159.50
- 4 Mills F. P. Jumbo Parades, New Head . . . 99.50
- 1 Mills Jumbo Parade, Cash, Now Head . . . 99.50
- 4 Jennings Good Lucke . . . 34.50
- 2 Paces Races, Brown Cabinet . . . 99.50
- 10 Paces Blue Front Comets, 5-10-25c . . . 49.50
- 5 Jennings Cigs-Rolls, 5c & 10c Play . . . 89.50
- 3 Keeney Super Bells . . . 249.50
- 5 5c Saratoga, Cash . . . 49.50
- 2 Paces Races Red Arrow . . . 199.00
- 2 Baker's Paces, Like New, J.P. . . . 235.00
- 1 Keeney Ky. Club, 7 Coin . . . 39.50
- 1 Sky Fighter . . . 199.50
- 1 Seeburg Chicken Sam . . . 59.50

MILLS & NEW MACHINES

In Stock for Immediate Delivery:

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| MILLS 3 BELLS | BROWN MYSTERY |
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If what you want is not listed, write us your needs.
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| Cadillac . . . 12.50 | Strat-o-Liner . . . 34.50 |
| Captain Kidd . . . 69.50 | Seven Up . . . 39.50 |
| Duplex . . . 32.50 | Spot-a-Card . . . 82.50 |
| Do-Re-Mi . . . 52.50 | Sports Parade . . . 42.50 |
| Five & Ten . . . 89.50 | Summer Time . . . 22.50 |
| Formation . . . 19.50 | Sluuger . . . 45.50 |
| Fox Hunt . . . 29.50 | Sea Hawk . . . 44.50 |
| Four Roses . . . 33.50 | South Paw . . . 59.50 |
| Flicker . . . 33.50 | Snappy . . . 83.50 |
| Glamour . . . 24.50 | Sky Blazer . . . 67.50 |
| Gold Star . . . 27.50 | Sky Ray . . . 37.50 |
| Gun Club . . . 72.50 | Show Boat . . . 72.50 |
| Home Run, 1940 . . . 24.50 | Spot Pool . . . 75.00 |
| Horoscope . . . 69.50 | Sun Beam . . . 29.50 |
| Hi-Hat . . . 49.50 | Super Chubby . . . 54.50 |
| Home Run, 1942 . . . 100.00 | Ten Spot . . . 52.50 |
| Jolly . . . 16.50 | Texas Mustang . . . 74.50 |
| Jungle . . . 74.50 | Trailways . . . 36.50 |
| Knock Out . . . 82.50 | Ump . . . 25.00 |
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| Legionnaire . . . 72.50 | West Wind . . . 99.50 |
| Majors, 1941 . . . 49.50 | Zig Zag . . . 67.50 |
| Zombie . . . 31.50 | |
- Prices furnished upon request for Exhibit Air Circus, Hooky and Chicago Coin Vank. Defense in Carbons.
2 Keeney's Aircraft Guns, Bwn. Cab. @ \$40.00.
Above Machines in Excellent Mechanical Condition, Just Like New. 50c Allowance on Cartons, complete.
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IMMEDIATE DELIVERY

BRAND NEW MACHINES IN ORIGINAL CRATES

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| Bally Club Bell | Groetchen Columbia Bell | Mills Brown Fronts |
| Bally High Hand | Baker's & Paces Races | Mills O.T. |
| Bally Long Acres | Evans Jackpot Domino | Mills Vest Pockets |
| Chicago Coin Hockey | Mills Four Bells | Mills Jumbo Parade |
| Keeney's Super Bells | Mills Three Bells | Mills Safe Stands |
| All Models | | |

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Write or Wire for Your Quantity Price. All Prices on Both New and Used Machines Are Subject To Change Without Notice.

Floor Samples Used Less Than Ten Days

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| Keeney Super Bells, 5c \$229.50 | Watling Big Game, Cash Pay, Animal Reels \$110.00 |
| Keeney Super Bells, 25c Play, Single Slot 239.50 | Groetchen Columbia Rear Pay 57.50 |
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The Following Machines Are Used and Are Offered Subject to Prior Sale.

FIVE BALL FREE PLAY

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| 1 Chicago Coin Commodore 27.50 | 1 Paces Race Jr., 1c Play 29.50 |
| 2 Chicago Coin Sport Parade 42.50 | |
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| 1 Keeney '41 Repeater 34.50 | |
| 1 Keeney Red Cap 27.50 | |
| 1 Stoner Annabel 37.50 | |
| 1 Stoner Ump 37.50 | |
| 2 Gottlieb Sea Hawks 45.00 | |

ONE BALL

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| 1 Chicago Coin Hockey, Floor Sample . \$275.00 | |
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COUNTER GAMES

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| 9 Groetchen Yankee \$ 7.50 | |
| 30 Groetchen Mercury 11.50 | |
| 10 Groetchen Liberty 11.50 | |
| 1 Groetchen Ginger 11.50 | |
| 1 Daval Cub 6.50 | |
| 1 Mills O.T. Light Cabinet, 5c Play, Like New 35.00 | |

CONSOLES

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| 1 Bally Royal Draw \$ 57.50 | |
| 1 Evans '37 Reg. Domino, #2521 99.50 | |
| 1 Evans '38 Reg. Domino, #2655 99.50 | |
| 1 Evans '39 Reg. Domino, #2871 125.00 | |
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| 1 Keeney '38 Skill Time 117.50 | |
| 2 Keeney Triple Entry, #332-589 149.50 | |
| 4 Keeney '38 Kentucky, Slant Head 125.00 | |
| 1 Mills Jumbo Parade, CP, #8644 109.50 | |
| 1 Mills Jumbo Parade, CP, #3050 99.50 | |
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| 2 Mills Four Bell, Straight 5c, F8 475.00 | |
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| 1 Mills Four Bell, Straight 5c, #2307 445.00 | |
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SPECIALS

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| 10 Keeney Super Bells, 5c Play, Like New \$209.50 | 2 Jennings Bob Talls, CP, Perfect . . . \$ 79.50 |
| 1 Mills Owl, Like New 125.00 | 5 Mills Jumbo Parade, CP, Latest Model, Perfect 119.50 |
| 1 Bally Blue Grass 132.50 | 5 Watling Big Games, CP 99.50 |
| 14 Bally Grand Stands, Perfect 79.50 | 2 Mills Square Bells, CP 89.50 |
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| 5 Mills Jumbo Parades, Cash Pay, Brand New 125.00 | |

"We have a quantity of Nickel, Dime and Quarter Chrome Bells, used only a few days. Write us for Prices."
"1/3 Cash Deposit Must Accompany Order, Balance O. O. D. Write and ask to be put on our mailing list. Above prices effective March 28, 1942."

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PULL TAB SHEETS

Each sheet contains numbers concealed under the pull-offs and they run from one up according to the size, thoroughly mixed. The players select the names they desire which are on the sheet and pull the tab off, recording their names in the spaces provided for this purpose. After all tabs are pulled, the seal at the top of the sheet is opened and the winning name revealed.

Sizes in stock for immediate delivery are as follows:

| |
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| 80 No. Yellow 9"x6 3/4" \$48.60 Per 1000 |
| 85 No. Red 8"x7 1/4" 42.95 Per 1000 |
| 100 No. Yellow 9"x8" 57.75 Per 1000 |
| 120 No. Red 8"x9 1/2" 55.88 Per 1000 |

When necessary you can make up booklets for fund raising campaigns by adding one or more pages.

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 HARVARD AVE. CHICAGO, U. S. A.

FREE PLAY CONSOLES

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|----------------------------------|-------------------------------------|--|
| 1 Bally High Hand . . . \$174.50 | 1 Jennings Free Play . . . \$ 60.50 | 1 Bally Big Top . . . \$119.50 |
| 3 Jennings Silver Moon . . . | 50 Mills Free Play . . . 79.50 | 2 Watling Big Games with Totalizer, Brand New 139.50 |
| Totalizers 149.50 | Mint Venders . . . 239.50 | 1 Watling Big Game . . . 119.50 |
| 12 Jumbo Parades . . . 89.50 | 4 Super Bells | 2 Super Bell, Brand New 209.00 |

USED FREE PLAY GAMES

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| \$14.95 EACH | \$24.95 EACH | \$39.95 EACH | 2 Hi Stepper | 5 West Wind |
| 1 Circus | 2 Mr. Chips | 2 Big Chief | 1 Line Up | 5 Ten Spot |
| 2 Topper | 1 Big Show | 1 Dixie | 2 Mysto | |
| 1 Up & Up | 1 Score Card | 1 1899 1-2-3 | 4 Silver Ball | |
| 1 Nippy | 1 Doughtboy | 1 Ump | 2 Silver Skates | \$69.95 EACH |
| 2 Commodore | 3 Short Stops | 1 Paratide | 1 Leader | 1 1941 Major |
| 1 Four-Five Six | 1 Playmator | 1 Volvot | | 2 Showboat |
| 2 Triumph | 1 Big League | | | 1 Legionnaire |
| 1 Pick 'Em | 1 Defense | | | |
| | 1 Flicker | | | |

Deposit Required, Balance O. O. D. and F. O. B. Nashville

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BUY NOW!

TO PROTECT YOUR FUTURE INCOME!

Here ARE THE WORLD'S Greatest MONEY MAKERS!

KEENEY'S SUPER BELL Console
3-way convertible—free play, cash or check payout. 5c chute, 25c at extra cost. Also available with mint vender at additional cost.

2 WAY SUPER BELL
Convertible—free play, cash or check payout. 5c chutes, 25c chutes at small additional cost.

4 WAY SUPER BELL
Greatest of all consoles, 4 chutes, 4 can play. 1, 2 or all 3 row appeal. Order yours today.

ALL CONSOLES AVAILABLE WITH SKILL FIELD AT EXTRA COST
Keeney's Sensational **SUBMARINE GUN**
Actually shoots ball-bearing bullets in rapid fire action.
GET YOURS NOW!
Immediate Delivery

J. H. KEENEY & CO. NOT INC.
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BUY U. S. DEFENSE BONDS and STAMPS!

Mills Plant Honored For Participation in Defense Bond Plan

CHICAGO, March 21.—Chicago's first formal ceremony involving the presentation of the Treasury Department's New Minuteman Flag took place Friday (6) at Mills Novelty Company factory.

Mills's 2,050 employees bought \$250,000 worth of bonds, one or more to each employee, and over 90 per cent subscribed to the pay roll allotment plan. Several hundred Chicago firms are entitled to the new flag which will be furnished by Washington.

The Mills flag has been made specially for this occasion and is the third flag to be presented anywhere in the nation, the other two having gone to Chrysler and Great Lakes Steel in Detroit. The flag, to be presented to Fred Mills, president of Mills Novelty Company, by Harford Powel of the Defense Savings staff of Washington, is sealed in the largest standard size, 5x10 feet, with field of navy blue on which is superimposed a life-sized minuteman with musket and plow silhouetted in white, with the 13 white stars of the original colonies encircling the figure.

Prominent officials of the treasury, army and navy will participate. Band leaders, radio and movie stars will also attend. There will be a showing of latest national movies and other entertainment.

Wilkes-Barre Gives Up Ordinance Plans

WILKES-BARRE, March 21.—Proposed ordinance before the city council here to license pin games has been given up because of the Superior Court decision outlawing free play games with take-off features.

Mayor Charles N. Loveland spiked rumors earlier in the week that police had been ordered to raid all establishments where pinball machines permitting free plays were operating. Mayor stated no such order had been given and none would be issued until council had determined what action should be taken in the matter.

Operators here were putting signs on machines that they were to be played for "amusement only." Some already had removed the free play mechanisms.

Mayor Loveland issued a decree to stop all bingo games effective March 13.

HIT THE PAY DIRT

With An Early Winning Sreak!
Crash "The Scoreboard" on Every Location!!

UNIVERSAL'S ORIGINAL "THE SCOREBOARD" IN LATEST BOX-O'-DO CANDY BOX STYLE. A PROVEN WINNER WHEREVER SHOWN!! SPECIAL BASEBALL SYMBOL TICKETS!!

109 WINNERS FOR SPEEDED PLAY—FASTER PROFITS!!



Takes in 1260 Tickets @ 5c ...\$63.00
Pays Out (Average) 33.98
Profit (Average)\$29.02

"DEFEND FREEDOM"

Our Greatest Heritage!!
All Prizes Payable in U. S. Defense Bonds and Savings Stamps!
A PATRIOTIC DEAL THAT WILL OUTSHINE AND OUTSELL THE BEST!!
Especially Recommended for Closed Territory



Takes in 1,260 Tickets at 5c...\$63.00
Pays Out (Average) 34.72
Profit (Average)\$28.28

Send For Our 1942 Catalog Of—"World Famous Jar-O-Do Brand Products!"

DON'T DELAY . . . WRITE TODAY!
UNIVERSAL MANUFACTURING CO., Inc.
Dept. BB47
405 E. 8th St., Kansas City, Mo.
"WE MANUFACTURE ONLY"

BUY THESE GAMES—PUT MONEY IN THE BANK

EVERY PONSER GAME IS ALL-WAYS PERFECTLY RENEWED! EVERY ONE WITH F. P. ATTACHMENTS! YOU CAN BUY THESE WITH COMPLETE CONFIDENCE! PRE-CHECKED—LIKE NEW!!

| | | | | | |
|-------------------|---------|-------------------|---------|-----------------------|---------|
| Air Force | \$64.50 | Hi-Stepper | \$42.50 | Stratoliner | \$34.50 |
| Belle Hop | 47.50 | Horsoscope | 47.50 | Sports Parade | 32.50 |
| Big Chief | 27.50 | Hi-Hat | 42.50 | Spot Pool | 62.50 |
| Big Parade | 84.50 | Jungle | 62.50 | Star Attraction | 49.50 |
| Champs | 59.50 | Miami Beach | 39.50 | Ten Spot | 47.50 |
| Capt. Kidd | 54.50 | Play Ball | 34.50 | Texas Mustang | 57.50 |
| Clover | 57.50 | Stars | 32.50 | Victory | 84.50 |
| Duplex | 34.50 | Seven Up | 32.50 | Velvet | 39.50 |
| Double Play | 34.50 | Sea Hawk | 34.50 | Venus | 69.50 |
| Four Roses | 37.50 | South Paw | 49.50 | Wild Fire | 44.50 |
| 4 Diamonds | 42.50 | Sky Blazer | 49.50 | Zig Zag | 52.50 |
| Gun Club | 59.50 | | | | |

1/3 With Orders, Balance C. O. D. Write for Anything You Don't See.

GEORGE PONSER CO. 11-15 EAST RUNYON ST.
NEWARK, NEW JERSEY

LIKE NEW—JENNINGS TOTALIZERS—

| | | | | |
|-----------------|---------------|-----------------|---------------|--------------|
| Kentukys | Flashers | Seven Finishers | High Hands | Mills Q.T.'s |
| Santa Anita | Track Records | Sport Events | Jumbo Parades | Sugar Kings |
| Sport Kings | Pimlicos | Bally Victors | Parlays | War Eagles |
| Grand Nationals | 41 Derbys | Gold Cups | Paces Races | Columbias |
| Grand Stands | Club Trophys | One-Two-Threes | Square Balls | Vest Pockets |
| Thistledowns | Blue Grasses | Club Bells | Saratogas | and |
| Hawthornes | Mills Owl | Rollers | Dark Horses | MANY OTHERS |
| Sport Pages | Record Times | Big Tops | Blue Fronts | |

Immediate Delivery: Fairmonts—Longacres—Club Bells—Defense—Sky Chief—Keep 'Em Flying. Wire, phone or write for our complete list.

GRAND NATIONAL SALES CO.
2300 ARMITAGE AVENUE (All Phones: Humboldt 3420) CHICAGO, ILL.

SAVE!!

REPLAY PIN GAMES

\$19.50

EACH

| | |
|-----------|--------------|
| Crossline | Blondie |
| Glamour | Summertime |
| Beauty | Three Score |
| Playmate | Score-a-Line |
| Wings | Drum Major |
| Landslide | Rotation |
| Formation | Score Champ |

| | | | |
|-----------------|---------|-----------------|---------|
| Line Up | \$24.50 | Bandwagon .. | \$34.50 |
| Dixie | 24.50 | Big Chief | 39.50 |
| Progress | 24.50 | Ump | 39.50 |
| Polo | 24.50 | 50 Grand | 39.50 |
| Dude Ranch .. | 24.50 | Barrage | 39.50 |
| Wow | 29.50 | Red, White, Bl. | 39.50 |
| Gold Star | 34.50 | Paradise | 44.50 |

Write for Our Latest Price List.

TO AVOID DELAY, GIVE SECOND CHOICE
1/3 Deposit, Balance C.O.D.

MILWAUKEE COIN MACHINE CO.

3130 W. Lisbon Ave., Milwaukee, Wis.



WE ARE REMODELING

the following obsolete games into streamlined versions, with new plastic bumpers and new backboard glasses: Power House, Blondie, Big Town, Mr. Chips, Follies, Drum Major, Home Run, Commodore, Triumph, Roxy, Bowling Alley, Cadillac, Stars, Leader, O'Boy and Turi Champs. Write for our prices and details.

GLICKMAN INDUSTRIES

4458-80 Griscom St. PHILADELPHIA, PA.

REEL BARGAINS

In Used Automatics and Free Play Games
Save Money! Get Our Latest Complete Low Price List, Before Buying Elsewhere.

REEL DISTRIBUTING CO.

4935 Fountain Ave. ST. LOUIS, MO.

MILLS PHONOGRAPHS

THRONE OF MUSIC\$149.50
EMPRESS 179.50

WANTED—One-Ball Free Plays.

ROY MCGINNIS COMPANY

2011 MARYLAND AVENUE
BALTIMORE, MD.

WANTED FOR CASH

Chicken Sams, Rock-Ola World Series, Sky Fighters, Ace Bombers, Air Raiders, Hockeys and everything in Arcade Machines. Write, wire to get quick action!!

GIVE BEST CASH PRICE!

LOUIS NELSON

2041 63RD ST. BROOKLYN, N. Y.

PENNY ARCADES

BETTER-EQUIPPED BY MUTOSCOPE*



* No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY . . . IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895

INTERNATIONAL MUTOSCOPE REEL CO., Inc.
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

THE "PENNY ARCADE KING" OFFERS

PENNY ARCADE AND OTHER MACHINES

NEW COUNTER SIZE

| | |
|----------------------|---------|
| Electric Defense Gun | \$32.50 |
| Electric Shocker | 14.95 |
| Hu-La | 16.50 |
| Kicker & Catcher | 29.75 |
| Pike's Peak | 22.50 |
| Scooter | 19.50 |
| Skill-a-Rette | 32.50 |
| Skill Jump | 69.50 |
| U. S. Stamp Vendor | |
| Single Column | 25.00 |
| Double Column | 37.50 |
| Super Grip | 69.50 |
| VIEW-A-SCOPE | |
| VISTA SCOPE | |

NEW FLOOR SIZE

| | |
|------------------|----------|
| Kirk Scale | \$142.50 |
| Mountain Climber | 225.00 |
| Batting Practice | |
| Mystic Pen | 125.00 |
| Keeney Submarine | |

FULL LINE OF NEW EXHIBIT
ARCADE MACHINES ON HAND

Radiogram Station; Three Wise Owls; Magic Eye; Naughty Pecks; Ramases; Love Nests; Screen Test; Magic Heart; Pike's Peak Bike Ride; Smiling Sam; Bag Punching; Chinning Machine; Fist Striker; Cockeyed Circus; Kiss-o-Meter; Three Wheels of Love; The Great Whatsis; Post Card Vendors; Foot Vitalizer; Etc., Etc.

ALL PROVEN MONEY MAKERS!
(No Location Tax on These Machines)

FACTORY RECONDITIONED MACHINES REMODELED - REPAINTED - MODERNIZED - LOOK LIKE NEW!!

GUNS
Air Raiders; Authored Machine Guns; Anti-Aircraft Machine Guns; Big Game Hunter; Pistol Range; Radio Rifle; Shoot-a-Matic; Sky Fighter; Sportsman; Etc.

BASEBALLS
De Luxe Baseball; Batting Practice; Major League; Rockola World Series; Texas League; Western Baseball '38 and '39; Etc., Etc.

ATHLETIC
Aviation Striker; Ball Grip; Basket Ball (all makes); Bicycle Racer; Dial Striker; Mills Dumb Bell Grip; Electric Eye; Electric Shockers; Fist Striker; Football (all makes); Golf (all makes); Grip & Lift; Grandfather Clock; High Striker; Hammer Striker; K. O. Puncher; Lighthouse; Pistol Range; Star Striker; Striking Clock; Tiger Tail Pull; Punching Bags; Etc.

FORTUNE TELLERS
Astrology (12 slot); Card Machines; Color of Hair (12 slots); Color of Eyes (12 slot); Crystal Gazers; Cupid's Arrow; Doraidda (Grandmother type); Egyptian Seers; GOLD MINE; 10; Grandmother Astrology; Great Whatsis; Gypsy Palmist; Gypsy Card Reader; Horoscope (12 slot); Human Analysis; Happy Home; Love Letter Post Office; Love Meter; Mirror of Fortune; Mystic Mirror; Mystic Ray; Palmistry; Push-in-Boots; Solar Horoscope; Talking Horoscope; Televisograph; Etc.

MISCELLANEOUS
Cigarette Machines, \$15 and up; Cranes and Diggers; Dancing Doll; Drop Pictures (all makes); Drivemobile; Evans' Ten Strike; Gum Vendors; Loboy and Other Scales; Mountain Climbers; Mutoscopes; Peanut Vendors; Pike's Peak; Rockola Ten Pins; Scooters; Spitfires; Snacks; View-a-Scope; Vistascope, Etc.

FULL LINE OF PENNY ARCADE AND PIN GAME PARTS
And Supplies, Including:—Punch Bags, All Types of Cards, Bumpers, Bulbs, Chutes, Contacts, Clocks, Doors, Front Mouldings, Locks, Rectifiers, Etc., Etc.

WRITE FOR PRICE LIST QUICK!
MIKE MUNVES CORP.

520 WEST 43rd ST., NEW YORK (All Phones: BRyant 9-6677)
30 YEARS' EXPERIENCE

At Your Service Free of Charge to Help You Set Up an Entire Arcade or Even Just One Machine!

HERE ARE THE REAL BUYS!

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

| | | | | | |
|---------------|---------|-------------|---------|-----------------|---------|
| A.B.C. Bowler | \$44.50 | Hi-Hat | \$38.50 | Star Attraction | \$39.50 |
| Anabel | 17.50 | Horoscope | 37.50 | South Paw | 39.50 |
| Argentine | 44.50 | Jungle | 89.50 | Show Boat | 39.50 |
| Broadcast | 23.50 | Knock Out | 69.50 | Spot Pool | 52.50 |
| Big Parade | 74.50 | Legionnaire | 39.50 | Sun Beam | 26.50 |
| Bosco | 59.50 | Miami Beach | 38.50 | Super Chubbie | 39.50 |
| New Champ | 49.50 | Majors '41 | 30.50 | Trailways | 27.50 |
| Capt. Kidd | 44.50 | Paradise | 21.50 | Target Skill | 29.50 |
| Clover | 64.50 | Play Ball | 22.50 | Venus | 64.50 |
| De-Ro-Mi | 36.50 | Sea Hawk | 29.50 | Victory | 69.50 |
| Four Roses | 24.50 | Snappy '41 | 44.50 | Zig Zag | 39.50 |
| 4 Diamonds | 29.50 | Seven Up | 27.50 | Zombie | 18.50 |
| Gun Club | 44.50 | Sky Blazer | 39.50 | | |

1/3 Deposit, Balance C. O. D. Give 2nd and 3rd Choice!

JACK KAY, 61 Parkhurst St., Newark, N. J. ALL PHONES BI-2-9435

IMMEDIATE DELIVERY FROM MEMPHIS STOCK

Keeney's Super Bull, New
Keeney's Submarine Gun,
New
Jennings' Bobtail, F.P., New
Genco's Victory, New
Genco's Defente, New
Gottlieb's Spot-a-Card, New
Chi Coin's Home Run of
'42, New
Exhibit's Air Circus, New
Exhibit's Sky Chief, New

WRITE
FOR
PRICES

FREE PLAY PIN GAMES

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|---------------|---------|
| Score Champ | \$34.50 |
| Rotation | 27.50 |
| Majors of '41 | 54.50 |
| Beauty | 24.50 |
| Pyramid | 19.50 |
| Super Six | 17.50 |

The following Free Play Pin Games \$12.50 each or three for \$30.00. Please give second and third choice.

Fifth Inning, Spottlem, Triumph, Chevron, Conquest, Lot-o-Fun, Bang, Dandy.

DIXIE SALES COMPANY 883 UNION AVE. MEMPHIS, TENN.

USED CONSOLES AND SLOTS

| | |
|------------------------------------|----------|
| 15 Mills Jumbo Parade, F.P. | \$104.50 |
| 7 Mills Jumbo Parade, C.P. | 114.50 |
| 1 Jennings Skiltime, C.P. | 89.50 |
| 1 Jennings Fasttime, F.P. | 94.50 |
| 5 Jennings Cigarolas, St. 5¢ Play | 84.50 |
| 1 Mills Track King, O.P. | 37.50 |
| 1 Mills Brown Front, 25¢ Play, New | 159.50 |
| 1 Mills Blue Front, 5¢ Play, D.J. | 74.50 |
| 1 Mills Blue Front, 10¢ Play, S.J. | 70.50 |
| 2 Watling Rotator, 5¢ Play | 64.50 |
| 1 Jennings Century, D.J., 5¢ Play | 31.50 |
| 1 Jennings Little Duke, 5¢ Play | 29.50 |
| 1 Baker's Pacers (Used 6 Months) | 219.50 |

ARCANE EQUIPMENT
8 Regular Texas Leaguers \$ 27.50
1 Scientific Batting Practice 154.50
2 Keeney's Anti Aircraft Gun 34.50

TERMS: One-Third Certified Deposit, Balance C. O. D.

YEARS OF BIG PROFITS-

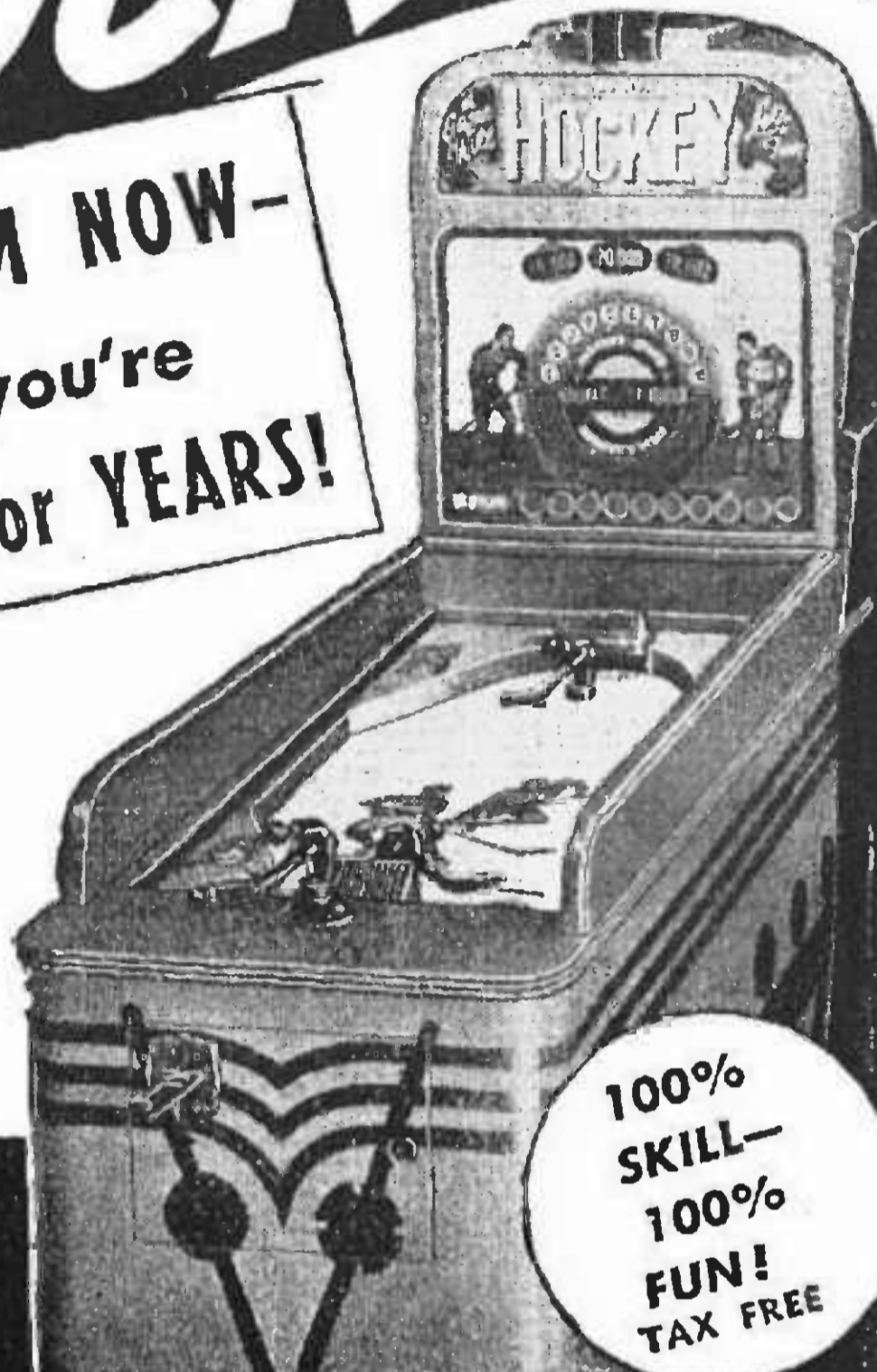
WITH
Chicago Coin's
HOCKEY

ALL STAR

GET 'EM NOW—
and you're
ALL SET for YEARS!

100% SKILL—
TAX FREE!
BUY STAMPS
AND BONDS!

CHICAGO COIN
MACHINE CO. NOT INC.
1725 W. DIVERSEY
CHICAGO



100% SKILL—
100% FUN!
TAX FREE

STILL DELIVERING Chicago Coin's ALL STAR HOCKEY SPECIALS FOR THIS WEEK!

| | | | | | |
|------------|---------|--------------|---------|--------------|---------|
| BOLA WAY | \$54.50 | MAJORS '41 | \$37.50 | SPORT PARADE | \$22.50 |
| DBLE. PLAY | 34.50 | STAR ATTRAC. | 64.50 | SKY BLAZER | 57.50 |
| FOUR ROSES | 24.50 | STRATOLINER | 22.50 | SNAPPY '41 | 64.50 |

1/3 Deposit, Balance C. O. D. Write for Complete List of Other Used Games.

SAVOY VENDING CO., 651 Atlantic Ave., Brooklyn, N. Y.

SPRING SPECIAL BUYS

| PHONOGRAPHS | | MISCELLANEOUS | |
|---|----------|------------------------|----------|
| Mills Empress | \$139.50 | Batting Practice | \$134.50 |
| Seeburg Classic | 174.50 | Mills Owl | 99.50 |
| Seeburg Marbelized Classic | 189.50 | Schooldays | 49.50 |
| Wurlitzer 24 Record Cabinet (Metal) | 144.50 | Bally Rapid Fire | 119.50 |
| Wurlitzer 24 Record Wood Cabinet Marbelized | 134.50 | Gottlieb's School Days | 44.50 |

READY FOR IMMEDIATE DELIVERY—Bally Longacre, Pimlico, Torpedo, King Pin and Exhibit Air Circus and Sky Chief.

Our Terms: One-half deposit with the order, balance C. O. D.

AJAX NOVELTY COMPANY 4848 Mt. Elliott Ave., DETROIT, MICHIGAN

QUALITY SPEAKS FOR ITSELF

| PAYOUTS | | ONE BALL FREE PLAY | | FIVE BALL FREE PLAY | |
|----------------------|----------|--------------------|----------|---------------------|---------|
| Four Bells | \$349.50 | Club Trophy | \$149.50 | Commander | \$14.00 |
| Big Top | 117.50 | Dark Horse | 114.50 | Spottem | 14.00 |
| Paces Reels, 5¢ | 117.50 | Record Time | 104.50 | Supercrasher | 14.00 |
| Paces Reels, 25¢ | 117.50 | Sport Special | 94.50 | Lucky | 14.00 |
| Jumbo Parades | 109.50 | Grandstand | 89.50 | Topper | 14.00 |
| 1938 Tracktime | 89.50 | 1940 Mills 1-2-3 | 89.50 | O'Boy | 14.00 |
| Paces Races, Brown | 149.50 | 1939 Mills 1-2-3 | 44.50 | Pickem | 14.00 |
| Paces Races, Black | 79.50 | Sport Page | 44.50 | Follies | 14.00 |
| Derby Day, Blast Top | 34.50 | Gold Cup | 44.50 | Punch | 14.00 |
| Derby Day, Flat Top | 29.50 | Victory | 37.50 | Voguo | 14.00 |
| 1938 Kentucky Club | 47.50 | Praxness | 22.50 | Chevron | 14.00 |
| Hawthornes | 47.50 | 1938 Mills 1-2-3 | 22.50 | Scoop | 14.00 |

1/3 Deposit With Order—Balance C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVENUE CLEVELAND, OHIO

LAZAR...HOME OF AMERICA'S FINEST BUYS

| | | | | | |
|---------------|---------|---------------|---------|-----------------|---------|
| Attention | \$25.00 | Five & Ten | \$99.50 | Playball | \$25.00 |
| ABC Bowler | 65.00 | Gun Club | 37.50 | Star Attraction | 37.50 |
| Argentine | 44.50 | Horoscope | 42.50 | South Paw | 49.50 |
| Big Parade | 84.50 | Hi Hat | 42.50 | Sky Blazer | 49.50 |
| Boomtown | 27.50 | Knockout | 79.50 | Spot Pool | 62.50 |
| Bolaway | 75.00 | Jungle | 67.50 | Show Boat | 52.50 |
| Bosco | 75.00 | Monicker | 99.50 | Sun Beam | 29.50 |
| Anti-Aircraft | 49.50 | Texas Mustang | 57.50 | Ump | 19.50 |
| Capt. Kidd | 59.50 | New Champ | 59.50 | Victory | 84.50 |

B. D. LAZAR CO. 1/3 With Orders, Balance C. O. D. Write for Complete List.
1425 N. Broad Street, Philadelphia, Pa. Stevenson 4320

IMPORTANT!
NOTICE! PINBALL OPERATORS

We are prepared to eliminate your new game problem. (Government conversion to war use of vending machine industry effective May 1st.)
We can rebuild your old games. New plastic bumpers, now name on backboard glass, redesigned playing field, redesigned outer case. \$45.00 complete.
Send us your old game plus \$10.00 deposit. (Balance C. O. D.)

ENTERPRISE VENDING CO. 285 So. 60th St. PHILADELPHIA, PA.

THE ANSWER TO YOUR PRAYERS!

GENCO'S

NEW, LEGAL, TIMELY GAME PLAY BALL

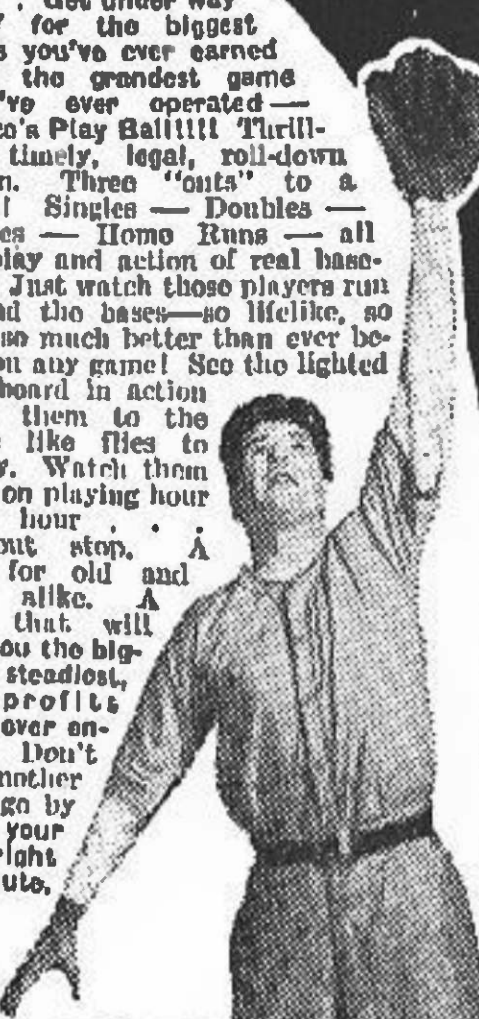


22 inches WIDE
72 inches LONG
30 inches HIGH

Most perfect sized roll-down action game ever built! Beautiful! Thrilling! Fascinating! Timely! A N D LEGAL EVERYWHERE!!

Be first in your territory with Genco's greatest, grandest, legal, lifelike game—Play Ball!!!

Here's the game of the hour! Right now... as the Big League baseball season gets under way... Get under way yourself for the biggest profits you've ever earned with the grandest game you've ever operated—Genco's Play Ball!!! Thrilling, timely, legal, roll-down action. Three "outs" to a game! Singles—Doubles—Triples—Home Runs—all the play and action of real baseball! Just watch those players run around the bases—so lifelike, so real, so much better than ever before on any game! See the lighted scoreboard in action draw them to the game like flies to honey. Watch them keep on playing hour after hour without stop. A game for old and young alike. A game that will bring you the biggest, steady, easiest profits you've ever enjoyed! Don't let another second go by—push your order right this minute.



Badger Novelty Company Opens Los Angeles Branch

LOS ANGELES, March 21.—Badger Novelty Company, Milwaukee, has opened spacious and attractive show and sales-rooms at 1612 West Pico Boulevard here to serve its West Coast patrons. Local firm will be known as Badger Sales Company and headed by William R. Happel Jr. The Milwaukee firm will be managed by Carl Happel, with William R. Happel spending some time there.

Speaking of the new firm, William R. Happel, who now makes his home on the West Coast, said: "It is the purpose of Badger to serve the operators on the West Coast. We will carry a complete line of reconditioned machines, cabinets and speakers."

Badger is well known in coin machine circles and has established a reputation for prompt and efficient service. Staff members are keenly aware of the progress and daily changes in the coin machine field and keep abreast of conditions.

The Happels are well known to coin machine operators thruout the country. A formal opening is soon to be held at Badger headquarters here.

Peninsular Acquires Caille

PORT CLINTON, O., March 21.—M. Allen Clemons, head of Peninsular Candy Company here, announces his firm has taken over entire coin machine division of Caille Bros. Company, including all tools, dies, patterns and raw and finished material. Everything has been moved to Peninsular headquarters, Clemons says.

L. A. ARCADE

(Continued from page 130) difference is the license, which is \$24 per quarter.

Santa Ana, Calif. In Santa Ana, near Los Angeles, the ordinance calls for a license fee of \$150 per annum with the provision "that any place of business owning and operating more than 150 coin-operated machines are herein defined, shall pay the sum of \$1 per annum for each machine in excess of 150 machines, in addition to the said sum of \$150." Santa Ana defines a Penny Arcade as "any place of business or amusement where mechanical devices, machines or equipment are made available to the public or the public is permitted to operate the same, which machines are operated by placing a coin or slug in a slot provided for the purpose, thereby releasing the mechanism of said machine, device or equipment so that other parts thereof will operate or allow the player to operate same, whether or not the result of the operation of said machine is dependent upon skill or chance, and provided that said machine can be operated by coins having a maximum value of 1 cent, and provided there shall be located in said arcade or other place of amusement at least 75 of said machines; and, provided further, that such machines do not nor do any of them in any manner provide for the return of any coin, slug

or other thing of value which may be used to again operate said machine; and, provided further, that nothing in this section shall be deemed to license any machine, contrivance or equipment which is so arranged so as to permit or allow any slugs, coins or other token of value to be removed from said machine; and, provided further, the licensee of any Penny Arcade shall not permit any machine to be operated by coins of greater value than 1 cent in said place of business. Machines operated by two pennies may be permitted in such Penny Arcades."

The regulations cited here are typical of those employed by numerous California municipalities. Not only are arcades welcomed to afford the necessary relaxation for youngsters but arcades in the vicinities of army camps and naval stations report good business.

BERT LANE Says:

THIS IS YOUR LAST CHANCE TO GET BACK IN ACTION NOW . . . WITH GENCO'S **PLAY BALL** IT'S THE 100% LEGAL BASEBALL MONEYMAKER YOU NEED! NOW DELIVERING!

SEABOARD SALES, INC.
619 10th Ave., N. Y. Wisconsin 7-5888

GENCO MFG. CO. 2621-27 No. Ashland Ave. CHICAGO · ILL.

| | | | |
|-------------------------|-------------------------|------------------------|-------------------------|
| Big Chief . . . \$35.50 | Gun Club . . . \$74.50 | Tox. Mustang \$77.50 | South Paw . . \$66.50 |
| ABC Bowler . . 72.50 | Horoscope . . . 62.50 | Pan American 52.50 | Sea Hawk . . . 46.50 |
| Bosco 85.50 | Hi-Dive 52.50 | Rotation 24.50 | Zig Zag 54.50 |
| Captain Kidd . 77.00 | Hi-Hat 62.50 | Sevon Up 45.50 | Jonn. Cigarola 200.00 |
| Double Play . . 58.50 | Major '41 52.50 | School Days . . 41.50 | Bally Big Top 95.00 |
| Four Roses . . 47.50 | | | |

WANTED TO BUY—SKEEBALLS.

A. P. SAUVE CO.
3002 GRAND RIVER AVE., DETROIT, MICH.

REMEMBER PEARL HARBOR SMASHING PRICES BEST BUYS

| | | |
|-----------------------------|----------------------------|-----------------------------|
| USED GAMES | STOCK LIMITED | NEW IN CASES |
| 2 Victors \$89.50 | 1 Zombie \$19.50 | 1 Jungles 5 59.50 |
| 1 Venus 74.50 | 1 Sara Suzy 24.50 | 13 High Hands . . . 184.50 |
| 1 Sea Hawk 54.50 | 1 Bally Beauty . . . 12.50 | 2 Big Tops 95.00 |
| 2 Now Champs . . . 59.50 | 2 Big Parade 70.50 | 2 Club Bells, Push |
| 1 Towers 49.50 | 2 Knock Out 79.50 | Buxton 290.50 |
| 1 Miami Beach . . . 44.50 | 2 Air Circus 99.50 | |
| | 1 Sky Blazer 49.50 | |

WIRE—PHONE—WRITE.

WILLIAMSPORT AMUSEMENT CO.
323 HEPBURN ST., WILLIAMSPORT, PA. PHONE 3326.

WRITE! WIRE! PHONE!

CLOSEOUT! 200 FREE PLAY GAMES All Packed and Ready To Be Shipped.

ALL GAMES THOROLY CHECKED, SCRAPPED, SHELLACKED AND LOOK LIKE NEW! DEAL WITH A FIRM OF 25 YEARS' EXPERIENCE! "A BUDIN BUY IS A WISE BUY!"

| | | |
|----------------------------|-----------------------------|----------------------------|
| Five & Ten \$79.50 | Knock Out \$75.00 | Big Parade \$75.00 |
| Spot-a-Card 59.50 | Victory 75.00 | Argentine 45.00 |
| Jungle 55.00 | Capt. Kidd 42.50 | Texas Mustang . . . 49.50 |
| Now Champ 52.50 | Spot Pool 47.50 | South Paw 42.50 |
| Homo Run, '42 . . . 72.50 | Legionnaire 42.50 | Show Boat 42.50 |
| Star Attrac. 42.50 | Towers 59.50 | Silver Spray 35.00 |
| Twin Six 42.50 | Wild Fire 37.50 | Horoscope 35.00 |
| Target Skill 42.50 | Hi-Hat 37.50 | Belle Hop 35.00 |
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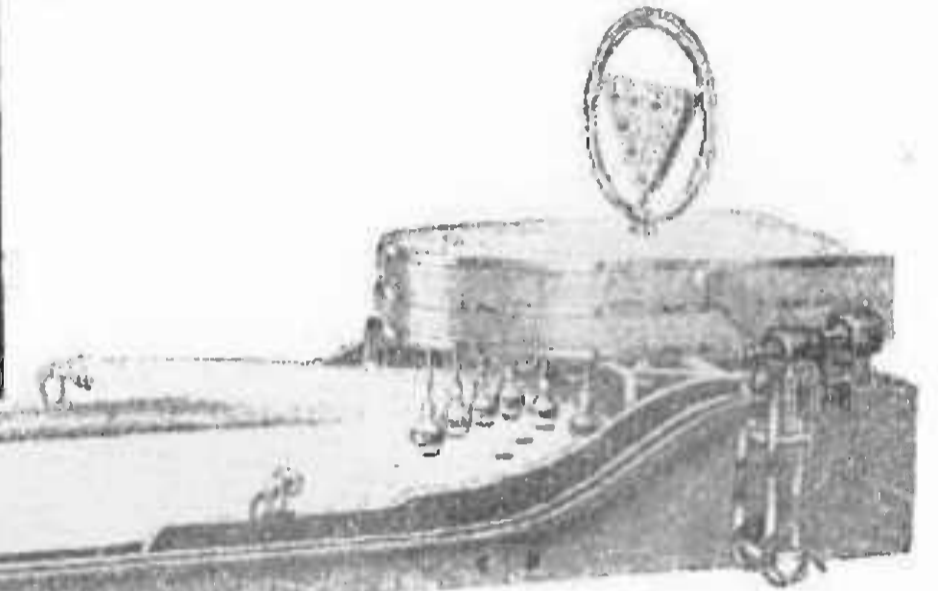
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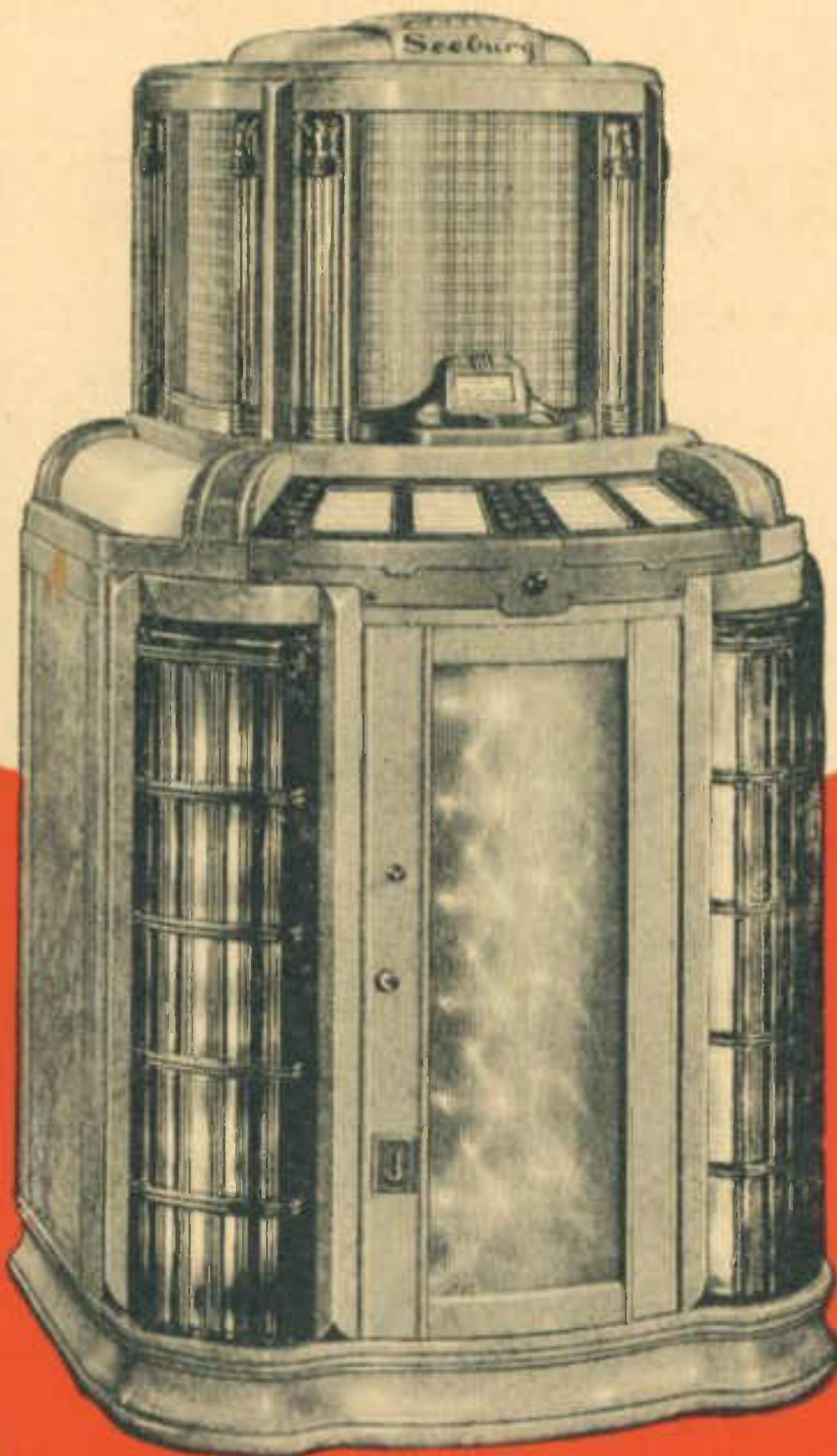
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