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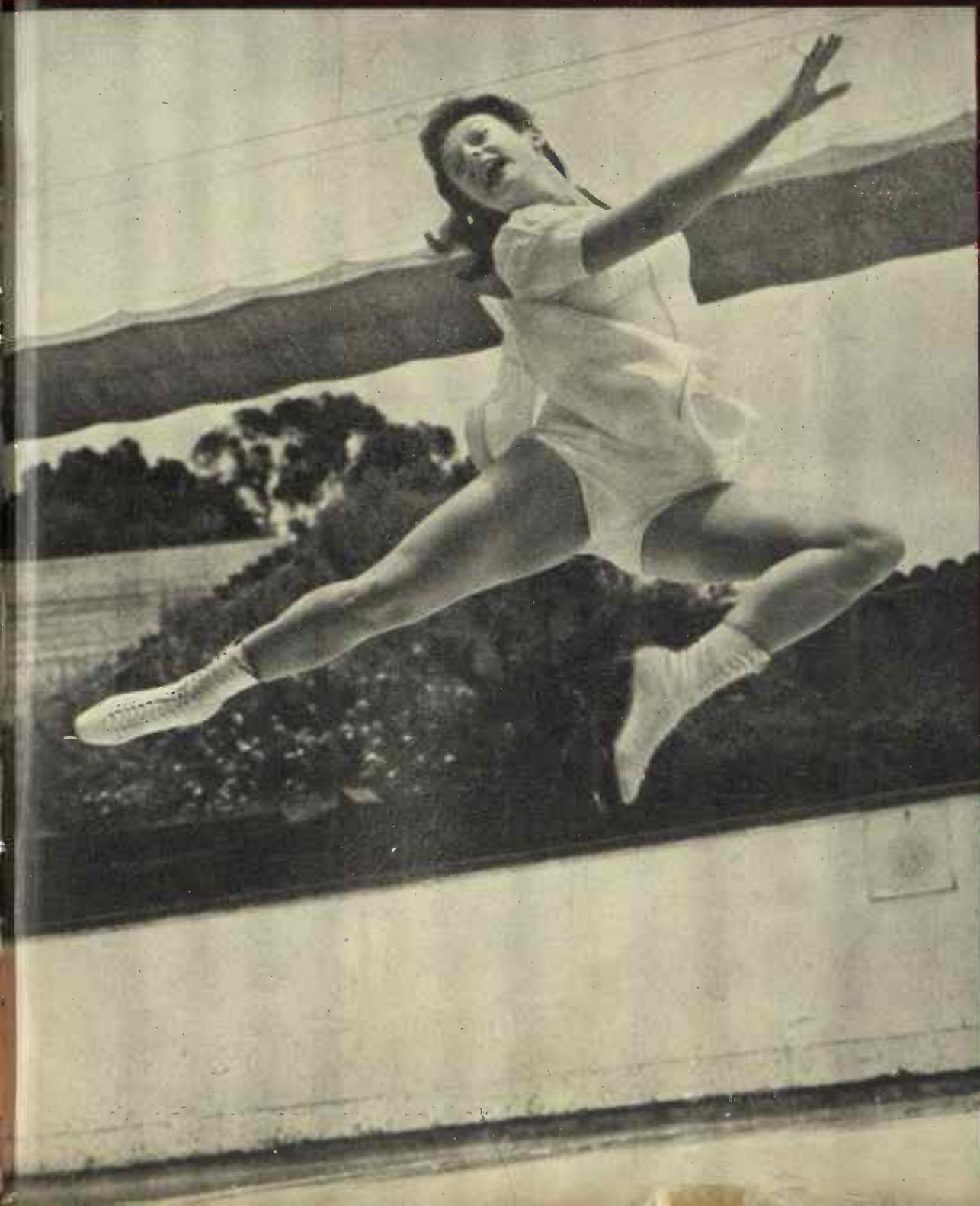
The Billboard

The World's Foremost Amusement Weekly

NOVEMBER 1, 1941

15 Cents

Vol. 53. No. 44



**DONNA
ATWOOD**

Newest Star of ICE
CAPADES OF 1942

For Its 45-Week Trans-
continental Tour of United
States and Canada

Management: ICE CAPADES, INC.



FREDDY MARTIN
AND HIS
ORCHESTRA

offer Thanks to

**MAESTRO
MUSIC
Company**

WHO GAVE US OUR
GREAT HITS!



"PIANO CONCERTO"

"TO-NIGHT WE LOVE"

"WHERE IN THE WORLD"

"CARMEN CARMELA"



**TOP-RANKING
VICTOR-BLUEBIRD
ARTIST**

WILL SELL OVER 1,000,000
RECORDS IN 1941

**RECENTLY COMPLETED 10 MONTH ENGAGEMENT AT THE
FAMOUS COCOANUT GROVE - RETURNING SOON**

EXCLUSIVE MANAGEMENT: MUSIC CORPORATION OF AMERICA

MORE LIVE RADIO TIME

EDITORIAL

Indoor Circus Opportunities

A review of circuses in the years of 1938 and 1939 reveals information that circus promoters should be able to use profitably. These years are cited because there was a great contrast between the business done by outdoor and indoor circuses during that time.

The season of 1938 was one of the worst ever experienced by outdoor circuses. Many early closings took place that year. But during the 1938-'39 season nearly every major indoor circus did good business. Some even did the best business in their history. The Hamid-Morton Shrine show at Philadelphia, for example, was the most financially successful indoor show ever held there, and the St. Louis Police Circus was declared the best in its history.

The close of the 1939 tenting season found the circus still down for the count. With few exceptions, most shows were forced into an early closing. But again during the season of 1939-'40 indoor shows enjoyed good business.

In fact, not only did indoor circuses enjoy good business in the winter following each of the tenters' hard years of 1938 and 1939, but last winter, after a good 1940 canvas season, business held up nicely for indoor shows.

There are possibly a number of reasons to explain the consistent good business of indoor shows, but one seems obvious: Most indoor circuses were under auspices.

Pointing this out is not to suggest that outdoor circuses strive to play under auspices, but it should suggest to circus promoters an opportunity for more indoor circuses.

In view of the fact that there are only three organized traveling indoor circuses and hundreds of organizations as prospective sponsors of indoor shows, the opportunity in the indoor circus field appears promising.

Intensive exploitation of the many organizations that are prospective sponsors for indoor shows should do wonders for the circus business. Shrine temples are the chief sponsors of indoor shows, but not all the 159 temples in the country are utilized. There could be many police shows. Except for the St. Louis and Miami police shows, there are only a few that sponsor indoor circuses and they are small ones. There are unquestionably opportunities for many more fireman shows, too. Besides these groups, one may, with just a little thought, think of several possible organizations for exploitation, such as the American Legion and the Veterans of Foreign Wars.

There are a few indoor circuses presented independently—without auspices. In the hard years mentioned at the outset these circuses, too, did all right. So, with or without auspices, there are opportunities for more indoor circuses.

Most N. Y. Stations Using Fewer Waxes and Raising Talent Budget; Phila. Disks Now Up to 50 Pct.

NEW YORK, Oct. 25.—Comparative figures on the number of live and recorded program hours weekly carried on New York stations indicate an encouraging increase in live broadcasting over last year. Chain outlets, WJAP, WJZ, WABC and WOR, as usual, use very little recorded material. Among the independents, however, upward trend in live talent is noticeable, and in the case of two stations, WHN and WINS, very sharp. Both WHN and WINS are set to jump their power to 50,000 watts, and both stations report that the increased talent budget mirrors the stations' hyped live talent policy in preparation for the increased wattage. WINS' current operating at the increased power in about a week.

with WINS set to begin about the first of the year.

WMCA and WNEW show no important changes in the number of live hours carried currently as against last year, but both stations have upped talent budgets—WNEW using through the year a number of names and semi-names, as John B. Kennedy and Bob Conditino, and WMCA embarking on a more lavish production schedule since the station changed its management.

Breakdown of hours on WQXR, which jumps to 10,900 watts November 1, shows a small increase in the number of live hours weekly, but station says its policy. (See N. Y. Live Time Increase on page 7)

Musicians and Theater Cirks Fail In Effort To Iron S. S. Dispute; Orks May Complete Current Runs

NEW YORK, Oct. 25.—Conferees between musicians' union officials and theater circuit executives yesterday over the union's demand that theaters accept liability for Social Security taxes for traveling band musicians failed to provide a solution. The union's October 27 deadline stands, the only exception being the completion of bands' current runs in theaters. That means the Strand and Paramount will be able to continue Phil Spitznagel and Johnny Long, respectively. The Spitznagel bill is slated to run at least until November 6, and Long at least until November 11.

Meanwhile band offices in lining up vaude dates are not using the AFM's Form B—Employment Contract form. Instead they are exchanging letters with the theaters and booking offices and filing carbons of the letters with the union instead of the union contract form. In this way neither the theater nor the band commits itself on liability

for Social Security taxes, pending final disposition of the problem.

A report that the Strand here would drop band shows November 20, when the Woody Herman band is slated to open, could not be confirmed today.

Vaude performers were hoping this week that stalemate would continue, as they hope to get more work if traveling bands are no longer booked into theaters. Altho apparently pit bands will not be pulled out by the union, there will remain a pit problem. Ruby Keewling's pit crew at the State, for example, takes off every seventh week because of the union's six-day week rule. Music on this seventh week is usually taken care (See S. S. DISPUTE on page 25)

Interned Performer Wants Jar of Hair Straightener

On January 4 Buster Bernard wrote The Billboard from Germany that he was an interned artist and asked that his whereabouts be made known to certain colored entertainers in this country.

Last week he wrote again from Germany:

"Thanks for inserting my letter in The Billboard, but sorry to say I have so far not heard from any of the folk. Too bad, as I have one or two things still necessary. Most important is a jar of hair straightener. I'm writing this letter to you to ask if you'd be so good as to send me a large jar of Negro Hair Straightener on credit. My hair is beginning to look like a bush. I will refund the cost of same as soon as possible.

"By the way, mail for internees is post-free or by American Red Cross. "Hoping you will oblige and do this favor for an old professional."

Hub Legit's 100G Weeks

BOSTON, Oct. 25.—If bookings for the Hub's legit business continue as in the past three weeks, a new gross record will be chalked up. With another \$109,000 pouring into six theaters this week, indications are that a complete season of bookings, comparable to last season, will result in a total gross of well over \$1,000,000. Last season's total was \$1,300,000.

Every indication is that the season will continue strong until Christmas at least.

This week's grosses included: Let's Face It (Colonial, 1244 seats) (See HUB'S 1893 LEGITS on page 29)

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Fair Men Discuss Co-Op Alliance

CHICAGO, Oct. 25.—Possibility of a new co-operative alliance between a number of large Midwestern fairs loomed this week when representatives of several fairs met here yesterday and discussed management problems. Call for the meeting was sent out by William V. (Zack) Ward, manager Illinois State Fair, Springfield. It had been hoped to have representatives of about 10 fairs present, but several sent word they would be unable to attend.

At the meeting were William V. Ward, manager, and Harold Robinson, accounting department, Illinois State Fair; John P. Miller, president, and L. B. Cunningham, secretary Iowa State Fair, Des Moines; Bernard J. Youngblood, manager Michigan State Fair, Detroit; and Ernest Baker, manager Missouri State Fair, Sedalia. General fair problems were discussed and the possibility of standardizing rates for concession and exhibit space, cost of various services, etc., was considered.

Because of the small number of representatives present it was thought best to defer any definite action to a later date. It was agreed that a meeting will be held two days before the start of the outdoor conventions the week of November 20, when a further discussion will take place and the possibility of a co-operative agreement will be considered.

Sumbrock Seeks Accounting From Ferguson, Bergen

CHICAGO, Oct. 25.—Larry Sumbrock, rodeo and thrill show promoter, has filed a petition thru his attorneys, Blum & Jacobson, in the United States District Court here, charging George Ferguson and Richard P. Bergen, doing business as the WLS Artists' Bureau, with failure to give him an accounting on the rodeo and thrill show staged at Soldier Field last August 31 and September 1. Petition alleges that the figure of \$92,553.83 claimed to have been received from advance and gate ticket sales is far less than the actual sum taken in for the show, and that the tentative accounting given by the WLS Artists' Bureau is false and fraudulent.

Sumbrock requests the District Court to compel an accounting with Ferguson and Bergen, and to enter an order turning over to the clerk of the court all moneys belonging to him. Prior to filing the petition, Sumbrock had entered into an arrangement whereby a settlement was to be effected with his creditors, contingent upon securing the money due him from the Chicago show. The failure to secure the funds has resulted in canceling all settlement agreements, Sumbrock stated.

Sumbrock alleges he has an arrear of \$20,000 due from Ferguson and Bergen, plus a benefit of \$2,500 if receipts of the show were over \$60,000. He proposes to effect an arrangement with all of his creditors, under Chapter XI of the Chandler Act, in the pending proceedings here.

LEGIT MANAGERS GET PACTS

League of New York Theaters Holds Basic Agreements With Nine of Eleven Unions in Field

NEW YORK, Oct. 26.—With the conclusion of basic agreements with the Dramatists' Guild and Actors' Equity Association (the latter pact being still in the hands of attorneys), the League of New York Theaters now has basic agreements with 9 of the 11 unions in the legit field. Two unions lacking overall working codes with the producers'

organization are the Scenic Artists' Union and the American Federation of Musicians.

Agreements, their expiration dates and minimums are as follows:
Dramatists' Guild, March, 1940; 5, 7½ and 10 per cent minimum royalties.
Press Agents, September, 1942; \$100.
(See Equity, Guild Pacts on page 16)

ALL NEW! GRAND NEW!

"ICE-CAPADES OF 1942"

TOP ICE MUSICAL OF THE CENTURY

SCHEDULE 1941-'42

Nov. 3-Nov. 9	MUNICIPAL AUDITORIUM Buffalo, N. Y.	Jan. 14-Jan. 25	ULINE ARENA Washington, D. C.
" 10 " 18	GARDEN Pittsburgh, Pa.	" 26 " 31	GARDEN (repeal) Pittsburgh, Pa.
" 19 " 26	ARENA New Haven, Conn.	Feb. 3-Feb. 14	SPORTS ARENA Hershey, Pa.
" 27-Dec. 4	COLISEUM Springfield, Mass.	" 15 " 22	ARENA Cleveland, Ohio
Dec. 5 " 9	FORUM Montreal, Canada	" 23-Mar. 4	ARENA Philadelphia, Pa.
" 10 " 11	AUDITORIUM Ottawa, Canada	Mar. 6 " 7	UNIV. ICE RINK Champaign, Ill.
" 12 " 13	ARENA Quebec, Canada	" 9 " 17	PLA-MOR ICE PALACE Kansas City, Mo.
" 25-Jan. 4	GARDENS Boston, Mass.	" 18 " 25	ICE PALACE Wichita, Kan.
Jan. 5 " 13	AUDITORIUM Providence, R. I.	" 28-Apr. 11	ICE ARENA Dallas, Texas
		Apr. 24-May 24	PAN-PACIFIC AUDITORIUM Los Angeles, Cal.

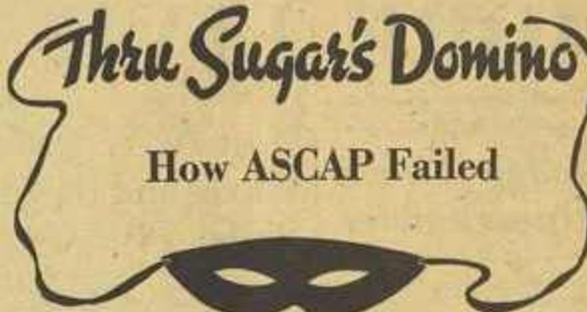
Season closes June 1st, 1942, for 6 weeks' rest

Reopens Atlantic City Auditorium
FOR ENTIRE SUMMER
Middle of July

Exclusively booked by
ARENA MANAGERS' ASSOCIATION, INC.

1915 RKO Building

Radiu City, New York, N. Y.



BUT for the shouting on the one side and the moaning on the other the zero-comic battle between the networks and ASCAP is over. ASCAP is not exactly out but it is definitely down. Our hard heart goes out to the publishers, song-writers and band leaders who have suffered financially or have been inconvenienced both by the war-pact and its results. We sympathize greatly with the individuals who have bitten the dust, not with ASCAP.

ASCAP could have been breathing along like a streamlined train today if its leadership had been farseeing, astute and less greedy. It was probably foredoomed that there should have been some trouble between ASCAP and the broadcasters in the winter of 1940, but if the situation had been handled deftly by ASCAP this would not have been catastrophic. It would have ironed itself out just as smoothly as the previous tiffs with those

who are required to pay for the privilege of using ASCAP music.

ASCAP had a good deal with the networks. It should have recognized that. We wouldn't have blamed ASCAP if it made reasonable efforts to raise the ante. That's to be expected in relations between a buyer and seller—in this case between the seller of copyrighted music and its best customer, radio. ASCAP quite evidently lost sight of the fact that radio is, and will have to continue to be, its best customer. When one bargains across a counter with a valuable customer one should be the epitome of graciousness and reason. On most counts ASCAP was neither gracious nor reasonable. NAB represents a confederation of human beings, not merely the symbolization of National Association of Broadcasters. When ASCAP began to get huffy, when it began to shoot torpedoes of satire at Ed Klauber, CBS president, and his colleagues it displayed its poor grasp of human nature. In plain language ASCAP rubbed the broad-casters the wrong way, and broadcasters, like lusty cats, don't like to be rubbed the wrong way.

"Ice Follies" Hits Capacity in Chi

CHICAGO, Oct. 26.—The Shipstad and Johnson Ice Follies has been doing capacity business at the Arena since its opening last Wednesday (16). The normal seating capacity has been increased from 3,500 to 4,700, with the admission scale fixed at \$1 to \$2.50 plus tax. Only a small number of \$2 tickets were available this week for the three concluding performances. Several hundred standing room tickets were also sold. Estimated gross for 11 performances ending tonight tops the \$50,000 mark.

This show has always been a big favorite here. The papers have been generous with space, and the play was particularly big on the sports page. Follies moves to St. Louis Thursday (20) for four performances at the Arena and from there will head for Washington to open a 13-day date at the Riverside Stadium November 4.

"Vanties" Tryout Fair in Okla.; Local Gal Nixes Job

OKLAHOMA CITY, Oct. 26.—The two-in-one edition of Earl Carroll's Vanties pulled \$9,380 as its performance in the Municipal Auditorium here October 21. Show was combination of Carroll's Hollywood troupe and the Vanties that had 16-day run at Texas State Fair in Dallas.

Papers here gave performance good publicity, particularly stunt of picking local girl for tryout with Vanties. From about 35 applicants, Dale Taylor, local dancer, was selected, but after seeing show and her walk-on part she gave it back to Carroll and returned to her place in Kathryn Duffy productions.

Show had fair reception, Elato Brothers, Weire Brothers and Al Norman taking most of the cheers. Admish ranged from 50 cents to \$2.80.

So the drawn-out fight began. ASCAP embarked on an expensive and expansive publicity venture. It tried to organize press and public opinion. It started off on the wrong foot by spending a small fortune with one trade paper in the promotion of a special letter, thus antagonizing all the other papers. To a cinch, that's unthinkable. To the realist in the radio business it is stupid handling of press relations. ASCAP guessed wrong again when it figured that with ASCAP music off the air the public would squawk about its deprival of good musical entertainment. It thought radio advertisers would become alarmed when commercial show ratings in the various recognized surveys

(See SUGAR'S DOMINO on page 25)

DONNA ATWOOD
(This Week's Cover Subject)

ONE of the most promising young stars of the ice reverts and the latest addition to the star-studded cast of "Ice-Capades" is Donna Atwood, a pleasant young miss from Hollywood who has come to the front in leaps and bounds.

Seating her skating career in Hollywood only three years ago, after she had taken dancing lessons for a number of years, Donna captured the Pacific Coast Junior title after five months of skating. The following year she captured the Pacific Coast Junior title and continued her climb to the top by winning the National Junior title in Boston this year. She also paired with Gene Turner to win the pairs title of the United States.

Before turning professional to join "Ice-Capades" in Atlantic City a few weeks ago her only public appearances were made in amateur ice carnivals in New York, Boston, Ottawa, Washington, and Lake Placid, New York.

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"ADVENTURES ON ICE"

featuring

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BOB DUFFY

and those four ★ ★ ★ ★ skating starlets

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BERNICE STEWART • LUCILLE LA MARR

Starring in
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'ICE-CAPADES'

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Pa. EMA Plans To Fight License Law

PHILADELPHIA, Oct. 29.—New State law regulating the licensing and activities of theatrical agencies, plugged by local agents, is now proving a thorn in their sides. Agitation against the law, which was advocated by the promoters for almost four years, is so great that a movement is now afoot to attack the constitutionality of the legislation.

Proponents claim the intended curb on unlicensed out-of-town booking agents has not been realized, and instead they find themselves under stricter regulations that threatens to strangle their business. Action to repeal the law will be taken up by the Entertainers' Management Association. First step will be for the EMA to petition the State for a charter as a non-profit organization. After being chartered, EMA will be in the position to bring a test suit on the constitutionality of the law, which went into effect September 1.

Vaude Maybe For Portland

PORTLAND, Me., Oct. 28.—Civic Theater may soon add presentations along with pictures. Influx of defense workers, sailors and added personnel at military installations in Greater Portland are demanding fresh entertainment. City at present has no film houses.

Boating alleys are getting their biggest late summer and early fall business in history. Localites believe burlesque in reasonably restricted form would go over, but nobody in town dares try it. Civic Theater, ex-Keth house, is best equipped for vaudeville, bands, etc. but Strand and State could also handle them.

"Father" 11G in Prov.

PROVIDENCE, Oct. 28.—First of promised series of stagewalks to be brought into RKO-Albee here this season. *Life With Father* bump up the SBO sign three days before the two-day three-performance engagement. Except for *Matinee* (10), says House Manager George French, show registered complete sellout, and there were few empty seats at matinee. Gross for engagement about \$11,000.

Wilmington Concerts Set

WILMINGTON, Del., Oct. 25.—Four dates for community concerts were announced this week by the association officials, the first scheduled for October 27, presenting Anna Kangas, contralto. As in the past, the concert will be held in the Playhouse. Other dates are: January 14, Anatol Kaminsky, violinist; February 11, Littlefield Ballet; March 12, Baccarat! opera group.

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 income 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 RADIO

JO STAFFORD—Gemma member of the Pied Pipers, vocal emcee which performs with the Tommy Dorsey band. She has a rich, full voice, excellent diction and a refreshingly unaffected delivery. Also, she's that rarely among present-day pop warblers, a singer who can sell a number without having to resort to vocal tricks. Definitely ready for a solo spot on a commercial. Also, a legit musical.

For LEGIT MUSICAL

CERNY TWINS—young ballroom pair currently dubbing from the Hotel Pennsylvania into La Martinique, New York. They have an attention-holding catalog of applause-getting routines, which they perform with outstanding ability. Their spins are tops. Altho extremely youthful, the duo performs with the ease and authority of veterans. They rate a spot in a legit revue.

For LEGIT DRAMATIC

FRED OVERMAN—young actor caught some weeks ago in a semi-professional troupe of a semi-trade play at the upper, *Flac House des Artistes*, New York, in which he gave an outstanding performance. Has a pleasant voice, veteran poise and knows how to create a highly effective characterization. Rates a chance in a Broadway show.

GEORGE SPELVIN Patrols the BROADWAY BEAT

ANYBODY venturing anywhere near Local 803 of the AFM these days runs the risk of being snared to serve on one of the many committees plugging Jack Rosenberg for city councilman in the coming elections. You're lucky if you can get away merely tagged by a campaign button. . . . This can hardly come under the heading of news any more, but it's an interesting sidelight: The last word that Curcio recorded for the photograph was "Addio!" (good-by). His last record was the tenor aria from *Cavalleria*, and that's the way it ends. . . . Sometimes the people who make movies are more than mildly resentful. Take MGM, which is coming up with a feature called *The Chocolate Soldier*. Don't wish, ha, that MCM's *Chocolate Soldier* is the same *Chocolate Soldier* that millions of people, including millions of moviegoers, have come to know and love. The original Oscar Straus operetta was based on Shaw's *Arms and the Man*. The MGM version will have music and lyrics from the Straus operetta—but, according to press releases, it will be based on *Mulinary The Guardsman*. To cap the climax, MGM has just commissioned Oscar Straus to write new music for a projected filming of *Arms and the Man*. . . . Harry Manner, who was CBS correspondent in Berlin, is back in New York, and says it's a pleasure to be able to eat real food again. He took plenty of weight while covering the German capital. . . . Maybe it's the start of a trend or a profound comment on modern show business or something, but anyhow, performers are going for vitamin pills in a big way. Some of them even chip in to buy the more expensive bottles of them.

SHOW-MUST-GO-ON DEPT.: Jimmy Coy, announcer on John B. Kennedy's program over WNEW, had his neck broken in an accident about four weeks ago. But he's continued broadcasting some the less—with his neck, head and chest strapped up and in a cast. . . . Two members of *The Billboard's* New York staff showed up in a single week with their first pairs of eyeglasses. Are those days getting to be harder on the eyes? . . . Attention Dick Watts Jr.: There'll be a harp competition in Manhattan Center on Election Eve, with all the top bands of the area participating. The information was gleaned at a rehearsal of the Lovett Praeger Pipers, one of the best outfits in the country, who not only don't let their pipe-loving intruders from their rehearsal, but actually welcome them with enthusiastic sympathy. (The rehearsals are held Monday nights in a building on Lexington Avenue.) . . . Incidentally, if you wonder where new tartans and kilts and even the pipes themselves are obtained, most in this area come from an outfit called Highland House, located in, of all places, Elizabeth, N. J. Its representative, a Mr. MacKinley, is a charming, kindly gentleman, filled to the brim with Scottish lore.

ACTORS will do a lot of things to get jobs, but Stan Gould, now out with *Johnny Belinda* on tour, did the impossible. He'd been in *Wintered* and the *Oliver Twist* but not much since, so, when asked if he could play the fiddler in *Belinda*, he gulped and said yes. He'd never played a note in his life—as a matter of fact, he couldn't even read music. Then, to his horror, he was told that rehearsals for the road company started in five days. So he and his wife spent five of their last six dollars for a secondhand fiddle, and he frantically called musician friends, all of whom told him the thing was impossible. Finally one, with much headbanging, agreed to do what he could. So he marked the violin stem with pieces for the finger to rest, and drew a diagram for each note in *The Irish Washerwoman*, which, fortunately, was the only tune demanded. And for five days Gould sat in the seat (to which he was driven by male neighbors) madly playing them over and over and over again—16 hours a day. He didn't even know how to hold the bow; and to make it worse, he's left-handed. But on the first day of rehearsal he played *The Irish Washerwoman* well enough to keep the job, and he's still playing it in the show. (Note: One of the fiddle strings wasn't needed in the piece, and it got in his way—so he took it off. He's probably the only living three-stringed fiddler who regularly plays in public.)

PAUL HAAKON has just completed his 85 hours of solo flying, and now has a private pilot's license. He operates a Fairchild 44, and plans to make a visit when he returns from the show business. . . . The recently revived *Greenwich Club*, along with Charles Wisner, who helped to revive it, and the *Radio Rogues*, is planning a new play for the first of its series of Revue's, to be held early next month. . . . There's a colored lad who works in the kitchen at One & Andy's, 47th Street spot, who sometimes, during the late hours, emerges at his own request to do an impromptu song—and he's vocally amazing, a potentially terrific performer. . . . Eddie Cantor did an article on amperé (the show business variety) for the November issue of *Coronet*. . . . DOMIANO, male half of the ballroom team of that name, started on the stage as a young kid with a family act. That was 21 years ago—and now he complains that his long career makes most people think he's doddering. They don't believe his age until they see him in person.

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WANTS
WANTED

Ads. of all types are wanted in all these branches of the show business. In how many of them have you worked in the past year? Do you want to get into any you've never worked before? Increase your working weeks? There's one quick, sure, inexpensive way to do it.

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N. Y. LIVE TIME INCREASE

But Phila. Wax Now Up to 50 Pet. of Total

(Continued from page 3)
even after the change to increased power, will remain essentially the same.

WJAZ, too, has increased its live programming and is now carrying about 10 per cent more live hours than it did at this time last year.

Comparative Figures

Figures given below represent a breakdown of a recent sample week, as compared with a similar sample week a year ago.

WJAZ is now broadcasting between 80 and 85 hours of live as against 40 to 45 hours of canned shows weekly. Last year's comparative figures approximated 62 hours live and 62 hours canned. Station spent about \$220,000 on its new transmitter, and is keeping about the same budget. It recently added three stations, and more are in the works.

WINS, week of October 19-25, aired 59 1/2 hours live as against 19 1/2 hours canned, compared to 42 1/2 live and 45 canned during a similar week last year. Differences in the total hours during each sample week is attributable to station's hour of operation being less this year, owing to the new allocation and an earlier sign-off.

WMCA, figuring on the basis of the first week in November, estimates its schedule as 67 hours and 40 minutes live and 60 hours and 5 minutes canned, as against 65 live and slightly over 60 canned during a week in 1940. Station claims, however, that special events often cut into the canned schedule, chopping it down by as much as three and four hours a week.

WJWB's schedule shows little change, sample week of October 13, 1941, showing 32 1/2 hours live and 11 1/2 hours canned weekly, essentially the same as last year. WJWB has increased its live hours a bit. Figures based on programming of the first week in November, show 23 hours and 50 minutes live as against 10 hours and 50 minutes live during similar week the year before.

WJAZ, estimating its schedule as of the last week in October, says its total programming comes to 105 1/2 hours weekly, of which 48 1/2 live and 57 1/2 canned. According to program manager Frank Johnson, this is about 10 per cent above last year in the matter of live hours, despite fact that WJAZ sold more commercial time this year and the commercial time usually comes under the head of canned programs.

Chain Outlets—WOR Policy

The only one of the chain outlets using an appreciable number of wax hours weekly is WOR, whose practice has its commendable side. Figuring up its last week, WOR estimates 124 hours and 25 minutes live, and 16 hours and 50 minutes canned. This compares with 114 hours and 16 minutes of live and 27 hours and 5 minutes canned in 1940.

The percentage of recorded material fell from 19 per cent to 12. Percentage is not only small, but the station argues that its canned programs are not stock stuff, but off-the-air shows which could not be carried at the original time of broadcast. This includes special events, overseas speeches and certain Mutual broadcasts. In this sense, WOR has been a pioneer in commendable and limited use of recordings.

WEAF (NBC-Red), for a week in Octo-

The Bitter Truth

PHILADELPHIA, Oct. 25.—Bob Scherberg, local radio actor, now knows how it feels to come down to earth. He was smothered on WCAU, winding up Flying Cadets, in which he played the leading role. Last stanza called for the biggest day of his make-believe career, getting his commission as an officer in the first combat program at 4 hours and 52 minutes. Such honors, there was a telephone call from his mother awaiting him at the studio. Still feeling as shipley as a colonel, he rushed to the phone—only to be told that his local draft board had sent word to the house that he be ready the following month to report for draft duty as a lovely private.

ber, estimated his live programs as totaling 115 hours and 5 minutes; semi-live at 8 hours and 5 minutes; and time-canned programs at 4 hours and 52 minutes. This compares with 1940 figures of 115 hours and 10 minutes live; 2 hours and 42 minutes semi-live; and 7 hours and 15 minutes time-canned.

WJZ (NBC-Blue), for the same week in 1941, totaled 117 hours and 52 minutes live; 8 hours and 18 minutes semi-live; and 1 hour and 57 minutes time-canned. Figures for 1940 totaled 115 hours and 52 minutes live; 7 hours and 15 minutes semi-live; and 2 hours and 2 minutes time-canned.

PHILADELPHIA, Oct. 25.—Waxes are being used in bigger doses here than the percentage of recorded shows this year having increased from 30 to 39 per cent compared with last year.

Estimated averages show that on the two 50,000-watt stations, WCAU (CBS) and KYW (NBC-Red), recordings have increased from 10-15 per cent last year to 20-30 per cent this year. Percentages around town run up to 80-90 per cent for the part-time stations—WBG, WCAU, WJAZ and WJWB—total representing a 10 per cent increase over last year. Inde full-timers, WDAS and WFEN, are also using more wax. WDAS jumped from 40 to 65-70 per cent, with even greater increase at WFEN.

In spite of its affiliation with Mutual, recordings still monopolize WIP. Balance is about the same as last year, waxes representing more than half of the program listing. Station airs 24 hours daily, with solid block of recorded shows from the late evening to the early morning hours. Waxes also monopolize the morning schedules. And at WFIL (NBC-Blue), use of wax has doubled over last year, last month adding recordings each night from 11 to 2 p.m.

Major factor in increased use of recordings is WFEN's inability to take care of all the advertisers clamoring for spots. As a result, spot advertisers, especially local accounts, have found it easier to buy quarter-hour periods. Such advertisers, interested solely in getting their commercials on the air, find it most expedient to split platters between their plugs. Another factor is the package plugs offered advertisers for the late evening hours, sponsors buying one and two hours nightly. Time is cheap and use of platters even cheaper. Such trend is reaching out even to the network stations, last month WFIL selling an hour to P. B. White, men's clothes, and following immediately with two more hours of recordings, from midnight on, for Seven-Up, soft drink.

Aside from the commercial angles, program directors point out that increased use of records is in keeping with the times. Record business is at boom levels, and public interest is higher than ever before in the waxes. Moreover, the musical qualities of the wax are ever being improved.

NLRB Rests WOV Case

NEW YORK, Oct. 25.—The National Labor Relations Board has rested its case against the Greater New York Broadcasting Corporation, operator of Station WOV, on trial for violation of the National Labor Relations Act. The board rested as of October 20 and immediately the defendant, WOV, requested an adjournment until October 27.

Hearings will be resumed October 27, when the defendant will present his case.

ET Producers Try To Beat AFRA Code; Outfoxed by ASCAP Trouble

NEW YORK, Oct. 25.—Some of the smartest transcription producers in the business have come to the conclusion that they have outsmarted themselves in their attempt to beat the Transcription Code of the American Federation of Radio Artists. And the situation that turned the trick has been the deadlock between the radio industry and the American Society of Composers, Authors and Publishers.

Wax producers, while the Transcription Code was in the talking stage, embarked on a heavy schedule of production in order to lay up a stock of shows, with sellers working for cheap rates. The producers, unfortunately, used ASCAP music for these shows. They saw the radio-music trouble brewing, but like most other people, figured it would be settled within a short space of time.

Fast is that, as of this writing, action is not settled, and music used on those shows is dated, according to producers. Wax programs therefore have been on the shelf all this time and may stay on the shelves forever, with producers losing a lot of money.

Only methods of getting back some of the investments involve re-making the programs with new music—an expensive venture—or trying to sell the programs to small advertisers in out-of-the-way spots, where they might not know the difference. No big sponsor or agency, according to the producers, will touch the stuff in New York.

Producers also opine there is another way out—albeit this might be wishful thinking. This is the possibility that

ASCAP publishers will make an effort to revise some of the tunes that were popular when the disks were made—such as *A Nightingale Sang in Berkeley Square*.

Certain wax programs, tho, are largely unaffected by dated music, owing to fact that their music is standard material. Example is Harry S. Goodman's *The Good Old Days*, a show fashioned for breweries. Goodman says the older the music, the better.

Pitts Heavy News Sked; 47 Programs

PITTSBURGH, Oct. 25.—Forty-seven newscasts are aired daily by the city's five stations since reworking of program schedules following the shift of network affiliations October 1. Most news broadcasts are by WCAK, affiliate of The Sun-Telegraph Station, which lost NBC-Red to KDKA and uses Mutual exclusively now, carries 13 news programs between 7 a.m. and 11:15 p.m.

Fewest newscasts, seven, are carried by WJAZ, Columbia outlet, and WWWW, only non-wax station. NBC-Blue in web juggling, and KDKA, each carry 10 news broadcasts.

In city with one morning and two afternoon papers, bulk of newscasts occur after 6 p.m. Twenty-one of the shows follow dinner time, 17 of them are before noon, only nine in the afternoon.

Advertisers, Agencies, Stations

NEW YORK:

NBC-Blue network has set up a separate sales-service department under the management of Charles E. Bond, Best Hopkins has retained Milton Griger as scripter with Claire MacMurray on the NBC-Red show, *Living Diary*, sponsored by Vick's Chemical Company.

Henrick Franck Sons, Inc., has signed a 53-week contract with WJAZ for station break announcements for Frank Chicory.

NBC-Blue network has signed two new contracts. P. Lorillard & Sons, for Old Gold, signed for Monday night period, 7-7:30 p.m., for a program with Bert Wheeler, Hank Ladd and the Merry Maes. J. Walter Thompson set the deal. Second part was inked by J. D. Trencher agency for Smith Brothers, deal calling for 21 weeks of a newscast, Friday nights, 9:35-10 p.m., starting November 7.

Maurice G. Dreiser, WJWB commentator, will give a course in radio speech at the Dramatic Workshop of the New School for Social Research, starting October 31.

Heida Kopper's Columbia program, *Uncle a week at 8:15-6:30 p.m.*, has been renewed over 38 CBS stations by the California Fruit Growers' Exchange.

Lessons in *Loveless*, sponsored by Dressma, Inc., renewed on WABC thru Elaine-Thompson, Inc.

CHICAGO:

FRITZ SLOCKI, producer, has returned from a four-week stay in Hollywood.

Opening of WATV-Leno studios has been postponed, due to difficulty in getting construction materials.

Walgreen Company added two more news broadcasts over WJWB, making a total of 14 shows a week. Sponsor also has 14 news shows over WGN each week.

Lincoln Robson, of Russell M. Seeds Agency, switched to New York. Agency in the meantime picked up L. J. Marshall as copywriter. He resigned as head of the WJWB-CBS continuity department to accept the post.

William A. McGuire, sales manager of WGN, reports that the station has no less than 104 sponsored news broadcasts per week this fall.

Frank J. Dronak is the new assistant to Miles Lamphier, Mutual's office manager here.

Two writers have been added to P.M.'s WJWB staff: Ruth Barry and Paul Dempsey.

PHILADELPHIA:

MURRAY ARNOLD, WIP program director, back for a milk stint in the guise of "Jackson" for Adams Clothing, with Musquety.

Harold M. Coitler, formerly with WKMG, Cincinnati, appointed KJWB sales promotion chief, succeeding Lambert B. Beevies, who left making for Detroit's WXXE.

Joe O'Neil and Joe Connolly writing and producing new defense series on WCAU, *Our New Army and Navy*, employing large cast of professional dramatic talent and Joey Kearns's studio crew.

Edward Melding, formerly with WFEN and WIP, now WFIL announcer.

William H. Ornditch, Philbo vice-presy, appointed to a similar post with Hamilton Service Corporation, New York.

LOS ANGELES:

DOWNTOWN Businessmen's Association handled a deal directly with KEDA for 50 quarter-hour programs, five-a-week, at 4:30 p.m., *Cinnamon East* in the interest of downtown Los Angeles stores.

Deal runs from October 19 to December 24.

Don Gilman, vice-president in charge of the Western Division of NBC, left here Wednesday for White Sulphur Springs, W. Va. He is attending the NBC executive department heads' conference there.

Deal for 200 one-minute ET's over KHL, October 28, 1941 to October 26, 1942, has been set between the station and Carter Production, Inc. in the interest of Carter's Little Liver Pills. Deal was handled by Small & Seiffer, Inc.

Fame

NEW YORK, Oct. 25.—Lester Gottlieb, Mutual's press chief, recently went to assistant, Margie Kennedy, to the public library to scout up some information on the Maxine Elliott Theater, which will house Mutual's Coca-Cola program and be the Mutual Playhouse, beginning November 3. Gottlieb recalled that the Maxine Elliott housed Keim, with Jeanne Eagels, in 1922—but the library listing for the year 1922 contained only this notation:

"Three nondescript plays."

Frank Fay

Reviewed Thursday, 10:30-11 p.m.
Style—Variety. Sponsor—Lewis-Howe.
Agency—Stack-Coble. Station—WEAF
(New York, NBC-Red network).

Frank Fay has been away from big-time show business for some years. His comedy talent is definite, his style unique—and the only item that can keep him from slipping very well on this new program peddling funny but poor material. His material was poor on opening night.

There was Fay, with that fine delivery and social inflection, getting the most out of a script that rarely hit a good laugh level and at times lugged down to ridiculously low depths. Script edited lowest when a couple of stanzas came to the mike to outline a play for Frank Fay, three stanzas passing as another. He and his wife learn: It was supposed to be a non-verbal comedy but would up a complete verse, absorbing a good portion of Fay's time. Luckily, Fay's opening spiel, without the stanzas, allowed he can do good radio comedy, but if the producers feed him a couple more scripts like that phony play outline the program will not last. Fay has the stuff, but that script is murder.

Mistake: Program has Harry Miller conducting the band, warbler Bob Hanson and a chorus called Beverly and Her Boy Friends. Miller very capable, and Hanson slicked with an appealing, melodic voice. Chorus group fair.

Program has what is called a "public understanding," a gem who reads Fay, introduces the different phases of the program, etc. A fair but not essential touch. Also, a "public understanding" twist on the quiz line—Fay having a few people ask him questions instead of vice versa. Fair comedy here.

Paul Ackerman.

Met. Opera Auditions

Reviewed Sunday, 5-5:30 p.m. Style—Singing. Sponsor—Sherwin-Williams. Agency—Warwick & Lagler. Station—WEAF (New York, NBC-Red network).

Met Opera Auditions began its seventh season Sunday (10). Program is essentially the same in structure, presenting rising young singers of possible operatic caliber. Edward Johnson, manager of the Met, is chairman of the committee of judges who pass on the qualifications of the warblers. For the opening program Johnson came on about midway to announce the opening of the seventh season, and to tell of accomplishments and whereabouts of recent winners.

Program, of course, varies weekly according to the ability of its singers, but it always has and probably will continue to maintain a dignified level. Operatic Sunday presented Rachel Carley and Maria Bertini in excerpts from Tosca. Each did a solo, followed by a duet. This was up to the operatic material. Excerpts were from L'eter, You, sung by Miss Carley, and Moore's I Love Three Colors, by Bertini. At end of program they worked a duet, *Love's Roundelay*, a comparatively light piece by Oscar Strauss.

Neither of the singers was very impressive as possible operatic material. Miss Carley has been appearing on the Manhattan Merry-Go-Round commercial on NBC a long time.

Commercially speaking, the singing of the opera artist handled very well by Marie Cross. Commercial copy stressed a Sherwin-Williams Style Guide showing different room decoration schemes, and an offer to win a \$1,000 Defense Bond or secure a reprinting of your home for the best letter on which decorative scheme in the Guide is tops.

Paul Ackerman.

American Melody Hour

Reviewed Wednesday, 10-10:30 p.m. Style—Music, singing and instrumental. Sponsor—Bayer's Aspirin. Agency—Blackett-Sampson-Hummert. Station—WJZ (New York, NBC-Blue network).

Melody Hour, with stages Franklyn Grant Thibault and Vivian Della Chiesa, plus an orchestra directed by Frank Black, is a half hour of good musical entertainment. Music is traditional American material. Tunes are excellent, but the repertoire is light enough to have a wide appeal.

Openers included *Overture to American*, sung by Muzin and Thibault; *Tonight We Love* and a medley including *In the Gloaming*, *Just a Step or Two* and others, sung by all three voices; *Aye Aye*, by Miss Della Chiesa, and a group of songs of the South.

Notes on this program are very con-

public, particularly Miss Chiesa's warm lyric soprano. Frank Black's accompaniment is up to par—which is very good.

Andre Baruch announces, and fortis, notably the sponsors don't go overboard on the plugs.

This layout should have no trouble in attracting a large audience.

Paul Ackerman.

"Monday Merry-Go-Round"

Reviewed Monday, 10-10:30 p.m. Style—Musical. Sponsor—Dr. Lyons Tooth Powder. Agency—Blackett-Sampson-Hummert. Station—WJZ (New York, NBC-Blue network).

Modestly titled "The Super Dance Program of the Air," this show debuted with a flock of singers headed by Ben Wein and an orchestra directed by Victor Arden. Program was supposed to have been chosen by various night club notables and band leaders, each notifying the sponsor by telegram as to the most popular song of the hour in whatever town notable or maestro happened to be. Result was the usual hit parade type of broadcast, strictly paced, the song following another in rapid order and all managing somehow to sound the same in the simple, forthright treatment given by the Arden band.

Singing, which was heard on all but two of the 11 pop numbers played, was of the kind usually associated with programs of this type—as simple, unadorned and undisturbed as possible. Phil Dwyer, harpist, did most of the work, handling four songs in competent style. Miss Wein, of course, was outstanding, with her selections, *Jim and I Guess I'll Have to Dress the Best*, did not allow her much opportunity for real display. Other warbling was done by Allen Holt, Evelyn McGrager, Mary McManus and a chorus.

Commercials were short, snappy at midway and end of show. Fred Sund announced.

Richard Carter.

Happy Clarks

Reviewed Monday, 1-1:15 p.m. Style—Hymn singing. Sponsor—Little Crow Milling Company, Wessau, Ind. Agency—Rogers & Smith, Chicago. Station—KYW (Philadelphia).

Usually reserved for the early morning hours, the Happy Clarks (Mr. and Mrs.) bring their cheerful and restful hymnal chants in a midday spot in the interests of Good-Wheats, a new cereal. Product apparently better for the rocking chair heads rather than the youngsters. Program started pleasantly in that pattern, and the individuals and collective efforts of the Clarks, to their own piano accomps, can hardly miss. Pepper the devout ditties with devout readings. Each effort commemorates either a 70th birthday of a listener or a 50th wedding anniversary.

Announcer John Fella, handling the commercial copy, emphasizes a 177th birthday away. Authored by the Clarks, it recalls the a buck, but free if accompanied by box top of product. Clarks have been on local air lanes for some time and sponsors gets ready-made audience.

Marie Orosdenker.

"Luncheon at the Warwick"

Reviewed Friday, 1:15-2 p.m. Style—Interviews and music. Sponsor—Warwick Hotel, Philadelphia. Agency—Al Paul Laffon Company, Inc., Philadelphia. Station—KYW (Philadelphia).

Undoubtedly a by-product of the national defense boom in this area, this weekly pick-up from the exclusive Embassy Room of the fashionable Warwick hotelery here marks a new program trend. Program is strictly for the "in-crowd," at least the class that can talk about the folks whose blood runs blue.

Highlight of program is an interview of "three ladies of the season," Rosemond Hanson, social director for the town's social set, conducting the program, asks the girls to tell what they are doing on the "serious" side of life. Exhibit A, a mike ringer for Kate Hepburn, evaded the issue most diplomatically. She's interested in art but will have no time for such "stuffy" year and such "serious" venture will

be postponed until next year. Exhibit B qualifies to the listener that her "serious" interests involve the operation of a "dirt" farm, but next week she's going to start taking music lessons. Exhibit C has planned a full life for the coming season. She's taking piano lessons and plans to add horse-back riding to her activity. And to prove that it's really strenuous living, she'll also do some sailing.

Since the hotelery is a society fish here, Miss Hanson is always sure of prominent guests for air introductions. To offset the enlightenments regarding a debbie's career, Miss Hanson will be the president of Crampa Shipyard go thru the usual interview routine. Also called upon Victor Moore and William Oaxton to take bows. In town with *Constantin Purohose*, stage stars plugged their show. Moore even worked in a plug for the scale of prices at the box office—and not the balcony seats. Did manage to get a song out of William Egg, appearing with Johnny Heald, dramatic show in town. Music of Leo Dwyer, "our maestro and our orchestra," rounds out the luncheon session.

Announcer Jim McManus handles the remote open and shut shows. Stanzas is on a strict commercial basis, save for the absence of commercial copy. Coming on after a host of serial strip shows, lack of an invitation to the luncheon at the Warwick may not be considered a crime in some listening circles. Closest Miss Hanson comes to the present plug is in thanking "all of these wonderful people" for coming up to the mike.

If nothing else, program did bring sense of social shame to this reviewer. It made him put on his shoes. Another listen and he might even wear socks.

Merrie Orosdenker.

"Interlude"

Reviewed Tuesday, 6-15-7 p.m. Style—Songs, organiques. Sustaining over WCAE (Pittsburgh).

For listeners who don't like Lowell Thomas, program's chief competition as this hour, Betty Ellen Morris and Johnny Mitchell may appeal with their selection of popular, semi-classical and operatic compositions.

Miss Morris is a pleasing soprano. Mr. Mitchell a top-notch organist. Together, they produce music for the average family's taste.

She sings, he plays, she sings, he plays, she sings. Their numbers are lined up like a quintet of soldiers, and the arrangements could be less ordinary. But the individual abilities, particularly Mitchell's are there.

Announcer Bill Leyden stands out with craftsmanlike introductions.

Frank

Sigmund Spaeth

Reviewed Sunday, 2-3 p.m. Style—Music, talk. Station—Sustaining over WQXR (New York).

Program, a definitely cultural one given under the auspices of the National Association for American Composers and Conductors, includes use of recordings, talks by emcee Sigmund Spaeth and appearances by guest artists. General angle is to point up American music of varying types.

On opening program, Spaeth (president of the NAACG) used records of distinct American composers such as Edward MacDowell and recordings of folk and ballad music made by John and Lucy Allison, including such items as *The Bombardment of Bristol, A. I., The White Cockade, The Constitution and the Discoverer*, etc. Very interesting stuff, of solid personal interest, and repeated satisfactorily by Spaeth from both the musical and historical viewpoints.

Guest speaker was Howard Hanson, director of the Sherman School of Music. Hanson could not appear in the flesh for this program, but recorded his speech on transcription. Discomms was an intelligent one on the importance of simplicity and emotion in music, and an analysis of his own composition, *The Romantic Symphony*.

Very enjoyable hour, suited for WQXR's type of audience.

Paul Ackerman.

Tony Wons

Reviewed Sunday, 4:15-4:30 p.m. CDST. Style—Poetry and songs. Sponsor—Hall Printing Company. Agency—Henri, Hurst & McDonald. Station—WMAQ (NBC-Red).

Tony (Are You Lavinia?) Wons, the dreamy-voiced philosopher, in black against peedling poems and selling Hallmark greeting cards. Three times a week (he is also heard Tuesdays and Thursdays at 1:15 p.m. CDST) he recites appropriate verses, distasteful by discarding cheer and at the same time to associate them with some occasion for mailing a Hallmark card. Wons is an expert at this sort of thing and he handles the commercialism diplomatically.

Program also features the voice of Vera Lahn, Larry Larson's organ music in the background building up a good atmosphere for Wons's patter.

Hansberg.

Linda Marsh

Reviewed Friday, 9-9:30 p.m. Style—Singing. Sustaining over WIOD (Miami).

Linda Marsh, who was a featured vocalist with Xavier Cugat's orchestra and during the past winter season did all right for herself at the Deauvoir Club, introduces a new half-hour show on WIOD called *It's Your World*.

Her program features pop American and Latin rhythms. Theme of the show is a new song, *Music From Miami Shores*, written by WIOD staffer Ernie Putney.

Miss Marsh sells her songs with rock appeal, and program should find a sponsor with little difficulty. Clark First, singer, and the WIOD orchestra, leave nothing to be desired in putting the program across.

Harry B. Kind.

Gerhard Schacher

Reviewed Wednesday, 8:45-9 p.m. CDST. Style—News analysis. Sponsor—Eric Clothing Company. Agency—Gourlain-Cobb. Station—WIND (Chicago).

Schacher, a European newspaperman with a wide historical background of the warring countries, is making good as a radio commentator. He started on this small station as a sustaining feature, and a total novice to radio and has now acquired a sponsor and boasts an average of 800 requests a day for his talks in leaflet form.

While talking with a sharp Czechoslovakian accent, he is easily understood, and his logical analysis of current developments in Europe makes him an interesting speaker.

The commercials are pinned on at the beginning and wind-up of the show.

Sam Montenegro.

"Your Personality"

Reviewed Wednesday, 4:30-4:45 p.m. Style—Interviews. Sustaining over WEEI (Boston).

Indeed, do you want to acquire personality? It's really simple. Edna B. Smith, "personality expert," will tell you all about it.

Miss Smith, who drops milk and honey and has no radio personality anyway, conducts a homey little program wherein she interviews celebrities and analyzes personalities by listing some poor gal down to the studio.

At show tonight she had Mrs. Betty Allen, who, after what she called a successful business career, wants to become an actress. She's 40, she has been "fortunate enough" to appear in the stage productions of her various social organizations. Mrs. Allen, according to the personality expert, should do okay. Actually, she's really like a 3-year-old rearing *Jirrems* at the bridge.

Miss Smith herself has a mediocre radio voice, coupled with a laugh that sounds like an audible snirk. As a personality expert she fails to impress. As an interviewer—her subject on this show caught was Laura Hope Crews—she falls too.

Without the presence of Miss Crews, whose brilliant reading of *Dingy* (she raised this show from nothing to some semblance of a program, the entire program would easily have been thrown into the wastebasket. Stuart Novins does a good job with his mail announcing chores.

If you're still interested in acquiring personality, however, send a penny postcard with your name and address and receive Miss Smith's helpful little booklet, *You Keys to a Successful Personality*.

Mike Kaplan.

Radio Talent New York

By JERRY LESSER

THAT chap DON GAUTHIER, who was on the Quaker Oats program last season, and who, this column predicted, was going places, is really starting. He is signed for the new Olsen and Johnson show. . . . IVY SCOTT, singer, has been signed for the new Hammerstein musical, *Swing Along*. . . . WEDDELL HOLMES, who plays the role of Dr. Bailey on Young Dr. Malone, has written a new radio series that CBS is handling. Called *Jack From The Bier*, it will be a five-act weekly, based on farm life. Cast will include JOSEPHINE FOX, LOIS JERSON, BLAINE GORDNER, JACK ORRISON, LARRY ROBINSON, TOM DILLON, MARTIN RUDY, MARJORIE QUAY and ROBERT HELLMAN, with WEDDELL playing a character based on his own grandfather.

LEW LAURIA, publisher of National Radio Artists Directory, got his idea in a strange way. He approached SANDY HARNETT for a job on the Lux show. SANDY asked him for a picture, explaining he found it hard to recall faces from names alone. This was the beginning. LEW got the support of several top-notch artists and went to work. His first edition produced 15 books. His current one has 600 circulation. . . . BEATRICE MILLER is doing a grand job as the vicious Alma on *Mystery Men*. . . . Radio has a woman who does good sounds on the air, and they aren't all females, either. Her name is BESS FLAMMIG, and she portrays the jumpy Jug, on *Portia Blake*, and Nona on *Martha Webster*. . . . MADEIRINE LEE recently auditioned for the role of a two-year-old youngster and after three different voice levels landed the

job. . . . The LANDT TRIO, heard five times weekly over CBS, is a great bet for recordings. . . . FRANCIA WHITTE new penitence is next door to FRANK PARKER, and they can hear each other rehearse. . . . RICHARD STARK is the new announcer of *The O'Keefe*. . . . TED STRATTON is scoring for harmony groups to appear on the KATE SMITH hour.

BEN SMITH, currently in the title role of *The Virginian*, aside on administrative front of British War Relief and does promotion on a book, *The Strain*. This England, a collection of British sketches by SAMUEL CHAMBERLAIN. . . . NBC's maestro PAUL LAVAL, who just finished making a short at the 20th Century-Fox studios, has signed for six more and is being eyed and eyed by Hollywood moguls, with a Coast bid in the offing. . . . The *What's My Name?* show will be signed, sealed and delivered to a new sponsor in January (*Fincherman's Year*). . . . JOE BELL, NBC producer, is nursing a broken vase—the result of a fall from a curbstone.

WE HEAR THAT VIRGINIA DWYER, ingenue on *Front Page Farrell*, and announcer JAMES FLEMING are planning a December merger. . . . that TEDDY BESIGMAN will give up most of his radio assignments to do the role of *Survive*, the cable, in the forthcoming play *Hope For Harriet*, starring the FRED, RIG MARCHES, that MARGUERITE JAMES, the niece of band leader TEDDY POWELL, has written a new song, *Amour*, but the first recording will be by a rival—GENE KRUPA.

Chicago

By SAM HONIGBERG

THE TOM, DICK AND HARRY Show (WGN, Monday 9:30-10 p.m.) is being offered for \$2,000. Three good prospects were lined up last week, but no definite sale yet. . . . PAUL LAHMER, writer, in his own best audience. He goes into conclusions when he hears his stuff. . . . MICHAEL BARTLETT, who joined the Civic Opera Company this season, is planning to double over local airwaves. . . . JOEL DOUGLAS, sponsor, is the narrator in the three-act technicolor movie produced by the Chicago Board of Education to dramatize the role of local schools in national defense. . . . JIM SAVAGE is the father of a second son, born here Wednesday (23). . . . Two of the most productive shows on WMAQ, from a job angle, are *Author's Playhouse* and *Hot Copy*. Both are comparative newcomers. . . . DOBOTHY JANET DAVIS becomes Jeanette on the *Breakfast Club* and *Club Matinee* shows starting Monday (27). The *Matinee* show, incidentally, is now backing the new WGN weekly program, *An Hour With Elms and Stars*. . . . DOBOTHY WINTER is now handling auditions for WBBM.

THE CARNATION HOUR is shopping around for a soprano. . . . JANKET LOOAN is spending a two-month vacation in Hollywood before taking up her permanent acting berth in New York. . . . Knickerbocker Playhouse is attracting an average of 50 scripts a week. . . . NORMAN BARRY is set for another 30 weeks of Monday thru Friday noon news broadcasts, his sponsor, Manhattan Soap Company, having renewed his contract. . . . TRUMAN BRADLEY, former NBC announcer here, will commute from Hollywood with his own plane this season to broadcast a few football games in this area. . . . IRVING BONDONG will be a guest artist at the *Art Arties* here next Friday (7). . . . EDDIE AND FANNIE CAVANAGH will be back on WGN November 3 after an absence of three months for *Sally* at Circuit Company. . . . LOUIS SCOFFIELD sold his *Ray Rogers* from *Gracie* to Knickerbocker Playhouse and will be aired Saturday (1). . . . TODD HUNTER celebrated his 2,000th broadcast last week.

Hollywood

By SAM ABBOTT

BOBBY BEERS, formerly heard over WHO, Des Moines, has been signed by Republic. . . . GINNY SIMMS recently made an Honorary Colonel of 64 American Legion posts in the Los Angeles district. . . . HEEDA HOPPER recently inaugurated her own feature, *Inside Hollywood*. . . . MAURENE O'CONNOR is replacing Helen O'Connell with Jimmy Dorsey's orchestra. Miss O'Connell recently underwent an appendectomy. . . . PAUL FRANKEL, contributor to the EDWARD G. ROBINSON *Big Town* show, is writing a screen play from 40,000 lines, an original story which will probably be heard on the radio program (due in November). . . . BOCHESTER (Biddle Anderson) recently purchased two race homes at Saratoga Springs and will race them on Western tracks. . . . DENNIS DAY, Jack Benny's vocalist, was selected to join the annual Vaudeville Ride, a week's barn-burner around Palm Court and mountains in the Palm Springs. . . . MRS. BLANC, who portrays Pedro Ortega on the NBC *Signal* Curri-

ent, has just finished a *Porky Pig* cartoon for the Schlingner studios. . . . BERNICE BERWIN, based in Carlin & Moore's *One Man's Family*, is taking golf lessons at the Brentwood Country Club. . . . UNA MERCEL will make her first regular radio series debut November 4 in *Nancy Baron Reporting*. . . . HARLOW WILCOX recently moved into his new home in the San Fernando Valley.

Belliz's WEEI Post

BOSTON, Oct. 25.—Frank Belliz, ex-director and arranger, has been selected as musical director of WEEI, CBS outlet in Boston. Belliz succeeds Charles E. Hector. Belliz has assisted in organizing such name bands as Milt Hallett, Bert Lowe, Henry Mills and Ruby Newman. He was connected with *Palm Court* for many years as arranger of the musical show at the Metropolitan Theater here. . . . He is planning several new musical programs to get under way shortly.

NBC, Changing Beer Policy, Gets Ballantine Program From Mutual

NEW YORK, Oct. 25.—Ballantine's *Three-Aging Time*, the most lavish show the Mutual network has ever carried, switches to the NBC-Blue Network November 7 with the same cast, including Charlie Laughton, Milton Berle, Bob Crosby's orchestra, Shirley Ross and Hill Goodwin. Contract, which was set for 52 weeks by NBC and the agency, J. Walter Thompson, implies a radical change in NBC policy, revealing the network's policy of most carrying beer accounts on the chain, altho such accounts have been carried locally. Ban against beer

had been in effect some five or six years, having been instituted under the presidency of Lenox Lehr, former NBC chief.

At press time, Mutual would make no statement on the loss of the program, but trade execs expressed belief that Mutual would not take it "laying down."

Reported reasons for the switch on the part of the sponsor were that NBC had recaptured option time on about 30 of the stations carrying the Mutual program, that these stations had to receive the show via transcriptions, a situation aggravating to the sponsor; also, change in NBC policy on beer programs is felt to have swayed sponsor to the belief that NBC could do a better selling job, despite fact that the program will be opposite Kate Smith on CBS and *Information Please* on the NBC-Nat.

Personnel Switches Continue in Pitts

PITTSBURGH, Oct. 25.—More staff switches, some as result of recent network station outlet changes, Claude Morris, former production manager, has rejoined KDKA, replacing Don Dixon, who has shifted to WCAE. . . . Billy Leach has resigned from the KDKA talent staff to become singer with Raymond Scott's orchestra. He leaves two commercial shows on KDKA. . . . Dave Olsen, production manager at WCAE, will leave November 3 to join WJR, Detroit, in a similar capacity. He has acted in and produced many sustaining and commercial shows, some of them network, since joining WCAE in 1929. . . . New additions to the staff of WFTV, Stenoenville, are Stanley Schmitz and George Schultz, announcers.

"Met Auditions" to S. A. Via NBC Short Wave

NEW YORK, Oct. 25.—Sherwin-Williams, sponsor of *Metropolitan Auditions of the Air*, has inked contract with National Broadcasting Company for short-waveing the *Met Auditions* show to South America. Contract covers 52 weeks, starting immediately. . . . Short-wave broadcast will occur simultaneously with the regular broadcast over the Red network Sunday, 5-5:30 p.m. Announcer De Oliveira will have a Spanish script. . . . Deal inked by Harry Oerthing, of Sherwin-Williams, Warwick-Legier is the agency.

WBYN-II Progresso Deal on Italian Shows

NEW YORK, Oct. 25.—Griffith B. Thompson, vice-president of WBYN, Brooklyn, has concluded a deal with II Progresso Broadcasting Service whereby the latter organization will handle all Italian programs on the station. Italian hours on the station are in a block from 12 noon to 6 p.m. daily, including Sunday. . . . Nyla Kizmetas, formerly general manager of WOV, will be in charge of Italian programs and sales.

Boswell Asks Release

HOLLYWOOD, Oct. 25.—Connie Boswell, singing star of the Kraft Music Hall program, has requested release from her contract for the Thursday night *Sing Crosby* air show. A release or a leave of absence will be given at an early date. . . . Show is handled thru J. Walter Thompson Agency.

The Ballantine's is getting out of MBS without finishing up the 13-week contract, it is understood that MBS will be paid in full for 13 weeks' time.

NBC-Blue Network which will carry the Ballantine show will not include station in the Southwest, Texas and Oklahoma, where the product has a distribution.

Grombach-Waring Suit Is Dismissed

NEW YORK, Oct. 25.—Judge Morris Eder, in Supreme Court, on Wednesday dismissed the case of Grombach Productions versus Fred Waring. Grombach, the plaintiff, alleged plagiarism and sued for \$50,000, claiming that Waring had used a song-dramatization idea of Grombach's on a network program sponsored by Grove Laboratories in 1939.

Justice Eder, in dismissing the case after hearing testimony for four days, made the point that, altho a script may be copyrighted, the holder of the copyright has no property right in the idea, despite the fact that the individual script is protected. Attorney for plaintiff centered his case around this point. As no point in the testimony, however, did Waring admit that he had stolen Grombach's idea.

Attorney for Waring was A. Walter Boswell, author of *The Law of Radio Broadcasting*. Attorney for Grombach Productions was Stanley M. Lassar.

BENJAMIN BUTTERFIELD and His Blue Chasers are making a series of transcriptions for Philco. It was erroneously stated last week that Erikias Hawkins had been contracted for the job.

The Reaction!

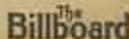
PHILADELPHIA, Oct. 25.—Herb Ringgold, radio director of Philip Klein ad agency here, promises to revolutionize the E. T. spot production business. Ringgold had been racking his brain for an original note in preparing a schedule calling for 255 transcribed spots for agency's Atlas Wine account. Finally hit.

"These spots will really be a novelty," piped Ringgold. "It will be something never done before—at least, not in a long time. *My Modern Design*, no train or boat whistles. I'm going to re-record an announcer and have him merely read a 100-word commercial announcement — if he hasn't forgotten how."



When you advertise in a trade paper be sure you know its circulation. **The Billboard** has the largest circulation of any show-business trade paper . . . a circulation checked and guaranteed by the Audit Bureau of Circulations, the organization of the country's largest advertisers; consult for accurate circulation figures.

Remember! The only show-business trade paper that reaches all the talent buyers in all the fields you want to work in . . .



CRISIS NEAR ASCAP

Net Chiefs Promise Action by Wednesday; ASCAP May Seek Aid of Government Unless Webs Deliver

NEW YORK, Oct. 25.—As the current week went into limbo the ASCAP-radio issue took on a new gravity, and a definite crisis appeared ready to break by Wednesday of next week (28). It would mean ASCAP either going back on the air or taking its case to Washington, according to inside observers. Bill Klautner, CBS' man, and Mark Woods, of NBC, met with the ASCAP board Thursday (25) and the latter informed the radio chiefs that a yes or no decision had to be made. Web execs told ASCAP that they felt sure that they would have all of their affiliates signed up by Wednesday (29) and would be talking turkey with ASCAP at that time.

Meanwhile, feeling was running high among the ASCAP pubs, and the steering committee decided it would have to take drastic action to prevent the Society crumbling and pubs making their own deals with the air chains under the constant decree. Society figures the only way to save itself now, should the webs fail to deliver Wednesday, is to take the entire matter up with Washington. This step had already been discussed, because ASCAP felt that the government itself had not wanted this much of a delay.

Jack Robbins, a member of the ASCAP board, said after the meeting that he expected ASCAP to back on NBC by Wednesday, and that CBS would be signing ASCAP within one week after that. He said, however, that even that prospect was nothing to be relied upon. Robbins estimated that the radio deal, when consummated, will cost the pubs between 50 and 75 million dollars for the period of 18 years. (Web-ASCAP pact covers nine years, with an option for nine more). Robbins based his figures on the difference between the 15 per cent which ASCAP originally had asked for and the 2 1/2 per cent they are now willing to settle on.

ASCAP was reported this week ready to go to bat with a batch of terrific songs as soon as it gets back with the charts. Besides many production songs and film-tunes, Society is planning some "constructive work." It is completing a survey conducted with American Composers' Alliance on serious music, and

will shortly come forth with a flock of statistics on what is available, who publishes it, etc. General idea will be to encourage the American composer of serious music. In the past ASCAP did not license performances of serious music on the ground that cultural groups would squawk, but it may seek legislation permitting it now.

BMI was laying low this week but will begin peddling long-term contracts as soon as ASCAP back. BMI spokesman said this week that ASCAP pubs and writers were still trying to join BMI, but that BMI was not doing anything about it, since it does not want to be accused of trying to loose up the coming peace, if any.

T. D. Signs for Pic; Theater Tour Is Out

NEW YORK, Oct. 25.—Tommy Dorsey signed a Metro-Goldwyn-Mayer contract yesterday and will appear with his band in the Reg Skelton-Banner Powell flicker, *711 Lake Marlin*.

Shooting on the film starts December 1, with the Dorsey crew scheduled for four weeks' labor beginning that day. T. D. has been given a hefty guarantee for the job, and the bandmen also will be well rewarded.

In order to accept the pic commitment, Dorsey had to cancel his theater tour, including dates at the Strand, Brooklyn; State, Hartford, and Michigan, Detroit.

Leonard Warnson, Dorsey's manager, will go to the Coast Saturday (1) and, upon arrival, may complete negotiations to book to play at the Palladium, Los Angeles, after studio start is finished. Band will remain on the Coast about three and one-half months.

Izzy Grove Pours Heart to 802; Says He's a Wronged Character

NEW YORK, Oct. 25.—Dance promotions in lower-income brackets came up for an overhauling Thursday (25) before the trial board of Local 802, musicians' union here, chiefly to check up on alleged undermarking of musicians' prices, and secondly to remind promoters that, with the start of the winter dance season, they had better new to the line of union rules on the question of money, "phony names" and misleading advertisements.

Union sent out a call to local promoters and leaders paying those jobs to present themselves to the trial board, which Max L. Aron is chairman, but only a few showed up for the first hearing. Among the few was Izzy Grove, expurgated turned promoter, who has been before the board on three different occasions. He kept protesting his innocence for everyone on the board, saying, "What can I do to get on the right side of you fellows?" ("Keep paying the musicians scale," was the answer.)

Grove's tangled entanglement, however, summed up the week-end dance promotion business in New York.

"We have to run the ballroom two weeks in advance," said Grove. "Then the other 22 characters in the business start throwing around left books and undermining our promotions, then we hire the band and then on the night of the dance it rains. It always rains for Izzy," he pleaded.

Union, too, was interested in finding out why promoters run ads on their dance readings. "Guy Lombardo presents" or "Ira the courtesy of Tommy Dorsey, Ben Bernie, etc." in a size of type that outshadows the name of the

Dig, Dig, Dig!

NEW YORK, Oct. 25.—New slant in the band-booking business occurred last week when Herb Gordon, of Gordon & Williamson, booked a band for a cemetery state last Sunday.

Occasion was the unweaving of a monument, and payroll came when MCA was called for the job and thought it was a gag. Friend of a friend then said, "Call Herb Gordon, he'll get you anything." He got the 17th Regiment Army band, in full uniform.

Cemetery scale is \$5 for two hours.

Oberstein Bobs Up With Cut-Rate Disks

NEW YORK, Oct. 25.—El Oberstein announced this week that he is taking another fling into the disk biz. First since the folding of U. S. Records, New firm will bear the tag of Imperial Record Company and, according to Oberstein, is backed by "a big individual in the music business." Oberstein said he preferred that his angel divulge his own identity.

Oberstein will produce both classical and pop stuff, and all distribution will be done direct with the retailers and music machine operators. Oberstein says this will enable him to sell his disks from 4 to 5 cents less than the other disks sell their 35-cent records. He says he doesn't care what the retailer charges. Music, he says, will get a straight 10 1/2-cent price on pop stuff.

Plans on pop records are to have hits waded back-to-back, giving the operators a two-in-one shot when they buy Imperial disks. Platters will be cut at the Mizak and World studios. Scranton Record Company will press them. Oberstein says he hopes to have his first disks out by November 15.

AMES, Ia., Oct. 25.—Amson Weeks packed 'em into the Iowa State College Armory at Hume-Cooming, October 17, with 4,500 paying a buxer sell for the event. It is the largest dance crowd ever to assemble on the Ames campus.

Philly Filling Up on Fem Orks

PHILADELPHIA, Oct. 25.—Female booters, formerly shunned by loud nitty ops, are for the first time coming into their own here. However, it's been a matter of necessity rather than desire. With increased wage scales this season making it more profitable for some of the bands and sidemen working the smaller spots to turn to club-dating field, girl bands found open spots. Bandmen find three one-lighters a week will equal many a nitery pay check for an entire week.

At present eight girl bands are holding down localities. Harriet Hale and Her Rhythmites got the call at Johnny McGee's Club 15 in the central city zone. Also downtown, Max Behman brought in Marie Manette for the opening of the Blue Room, of his Lancers Club, and Frankie Palmira has Rose Club, and Frankie Palmira has Rose Club, and Frankie Palmira has Rose Club, niece of swing fiddler Joe Venuti, fashioning the afternoon syndac at the New 30th Century Tavern. Venuti gals are holding down two stands, denting in the evening at Frank Canoy's Transatlantic Lounge.

Spotted around the town, Violet Klains has the call at the Open Door Cafe, Jerry Delmar at College Inn, Dolores King at Murray's Rhythm Bar, Betty Fay at Minnie Tavern and Gert Taylor at Scott's Cafe.

Oddly enough sex factor does not enter in grabbing of the jobs. Nitery ops depend entirely on Gorchow for such appeal. Lid had been down on the girl gangs for long time because of popular belief that the femmes made for a poor brand of music and could hardly be expected to play for a show. However, that belief is fast being broken down.

Shaw Southwest Tour Is a Dilly

OKLAHOMA CITY, Oct. 25.—Artie Shaw and his new 25-piece band crowded 3,210 persons into Municipal Auditorium here October 18 for largest crowd since Glenn Miller attracted 4,100 on weekend of July 4 to set all-time record.

Of this total for Shaw, 1,700 paid \$1.25 advance admitt, 378 were spectators at \$1.10 and rest tucked \$1.88 into the till at the door. Gross was \$2,259.72, including taxes. Bookers were Sam Avoy and G. M. White, who recently broad promotion of dances in suit. Best attraction is Chuck Foster, shedded for tonight.

As added feature, Shaw took the beach off his Swing Eight, the augmented Gramercy Five, and gave out with 20 minutes of unadorned jams to delight the hearts and feet of jitterbugs. It was first time group had performed on tour, Shaw said.

Band also drew well at other stops in swing tour Southwest. At Memorial Hall in Joplin, Mo., 2,521 persons paid \$2.35-734 on night of October 18, despite heavy rain that drove away uncounted others. Admitt scale was \$1.25 advance. Drawing 1,211; \$1.88 at door, 747, and 55 cents for spectators, 253.

Date at Tulsa (Okla.) Coliseum was October 17, when band drew approximately 2,000 for gross of \$2,787. Again rain was disturbing factor. Also Joe Follies had just closed entertainment deck October 15. Admitt scale was same as in Oklahoma City and Joplin, with 1,210 getting in on advance sale and 653 paying at door.

J. Dorsey Sets L. A. Mark

HOLLYWOOD, Oct. 25.—Jimmy Dorsey set a new all-time record at the Hollywood Palladium Saturday (18) when 4,500 dancers paced thru the turnstiles. He came back the next day to set a new Sunday record of 4,255. Dorsey closes Monday and moves to the Orpheum in Minneapolis.

HOLLYWOOD, Oct. 25.—Lud Dobson has been named assistant director of RCM Productions, the Jimmy Roosevelt Soundies project. Sam Coslow is president of the outfit.

Chi Palladium Cuts To Four-Day Policy

CHICAGO, Oct. 25.—The Palladium, liquorless ballroom opened by Bill Stearns six weeks ago, has retouched to a four-day-a-week policy (Thursday, Friday, Saturday, Sunday) to cut down expenses. His has not been good since the postponed start, and a number of changes have been made to keep the place running. The price scale of 33 cents (\$1.10 week-end) has been sliced to 50 (Tuesday), 75 (Friday, Sunday) and 90 (Saturday).

Will Osborne is the current attraction. He okayed the four-day schedule, even tho his original contract calls for a full week. Ballroom is still operating at a loss. Last week's gross was \$2,700. Weekly expenses run about \$3,100.

Philly Names Only

PHILADELPHIA, Oct. 25.—Jimmy Martin, promoting name bands Thursdays at Brookline Country Club, is convinced that only top name booters will bring dancers out.

Last Thursday (19) Van Alexander closed the new booter. Scaled at 10 cents for all, masses pulled in scant 125 dancers for a negligible gross of \$180. Hudson-DeLuca band held forth following Thursday (16). Carl F. Bruback, booking the ballroom, has lined up big names to follow, bringing in Charlie Spivak for his first local appearance, Woody Herman, Charlie Barnett and Gene Krupa on successive Thursdays.

On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both. Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines.

Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.
By M. H. ORODNER

TOMMY DORSEY (Victor 27621)

The Strain Song—FT, VC. (Parts 1 and 2)

THE LONG-HERALDED lullaby about the lowly but so fragrant animal makes a most delightful novelty disk. And Tommy's tomfoolery, on both sides, indicates a popularity boom for this Marve Fisher-Matt Dennis comedy ditty. With the vocalizing Pied Pipers supporting, the gravel-grated pipes of Chuck Peterson dominate the first side. Catching the spirit of the song, he sniffs and snorts from one set of comedy lyrics to another, set to a simple melody, complaining that nobody loves him. Carries his complaints over to the B side, the maestro himself then taking over to tell the "strains" how even he can win friends.

It's a wafled for music box handling and operators should play the platter in the machines. Using Part 1 is an invitation to play Part 2. The double play means double pay. Apart from that fact that Dorsey is the first with the ditty, his treatment is highly individualistic and makes it tough to top for any others that might come along—and undoubtedly will.

TOMMY TUCKER (Okeh 6429)

Super Daddy—FT, VC. Some Sunny Day—FT, VC.

THERE IS A high-flavored feasibility that maestro Tommy will turn what has long been considered in Tin Pan Alley an impossible trick. Super Daddy, which Tucker also had a hand in writing, along with his brother, Lige McKelvey, is an obvious sequel to the Daddy ditty. Here is an afterpiece that stacks up just as strong as the original piece. While the title might imply another demure ditty making renewed demands for limousines and diamond rings, the song story takes a twist. As Amy Arnell tells it, she doesn't want a sugar daddy after all. Instead, it tells of a girl who wants a man she can love. A spirited ditty, with gay lyrics to a bright and bouncy tempo. Miss Arnell gets excellent instrumental and ensemble vocal support. Composition piece, taken at the same tempo and with Miss Arnell chanting, makes no pretense at greatness. It's the conventional spread for Irving Berlin's not-so-familiar style.

The "Sugar Daddy" is strong enough to pick up the slack that has set in for the long run of "Daddy." And with maestro Tucker still expressing the music box attention with his "World on Fire" ballad, there's a ready crowd of coins to essay this side. Not only should it give them their money's worth, but have them coming back for more.

WOODY HERMAN (Decca 4030)

This Time the Dream's on Me—FT, VC. Blues in the Night—FT, VC.

WOODY is in a strong sentimental mood for the Dream ballad, taken from the *Blues in the Night* Slicker. This song completes the couplet and Woody's treatment exceeds the inherent properties of the two picture tunes. Maestro is in full romantic voice for *Dream*. Band boys lay down their horns, and in a slow and romantic tempo, make for a choir support for Herman's two choruses. Long identified as the band that plays the blues, the Woodmen are much at home with the Blues pattern for the B side, going low down with their horns and Woody giving an authentic slow blues touch to the words.

Some degree of interest is bound to be manifest in the "Dream" ballad because of its picture parentage. But even without such backing, Herman's all-vocal treatment makes the tune a dandy. Operators should find this side the most promising for the song.

FREDDY MARTIN (Bluebird 11320)

Tonight We Love—FT, VC. Goddess Carmela—FT, VC.

FRANKIE and delectably so, have already been heard on Maestro Martin's adaptation of the Tchaikovsky's Piano Concerto. Already a well-established record name, Martin has re-recorded it to add a vocal chorus. The original disk, carrying the Concerto title, was an instrumental. For the repeat performance, Clyde Rogers gives reverent voice to the matching Tonight We Love lyrics. Arrangement has also been revised, but still predominating in back of the piano chords are the slow harmonies of muted strings and subsonic clarinets to paint a beautiful tonal picture. Couplet's Carmela is another south-of-the-border ballad that's a beaut, colorfully scored by the maestro, with Clyde Rogers arranging the accompaniment.

Martin's "Piano Concerto" already leads the field for this classical adaptation, and this re-recording with a vocal refrain, is an added tonic for the record. And with the talk on this side of the better good-will record, the Latin lullaby packs plenty of appeal for piano play. And Martin's music makes it all the more appealing.

HORACE HEIDT (Columbia 36403)

Let's Waltz or We Say Goodnight—W, VC. Don't Just Stand There—FT, VC.

IT HAS BEEN many a year since a goodnight waltz climbed the hit ladder. Here is a likely contender. Striking a melodic vein, Heidt fashions it as a slow and dreamy waltz in a style that is pulsating and relaxing. Charles Goodman starts the serenade, and after a hand chorus, it nicely assisted by Donna and Her Don Juan. Flipover is a modest rhythm ditty, taken at a bright tempo and features flutes of Frankie Carle's piano fingerings. Donna Wood sings from the opening scratches, given way to a hand chorus and takes it out with another refrain. However, her singing fails to stand up, trying ob-scurd to take off on the Bonnie Baker style of singing and bringing only negative results. Gives a stamp of mediocrity to the tune's inherent commonplaceness.

From here to there, there are indications that the waltz is staging a comeback. The important thing is that it has always been with us and is here to stay. For those who missed the three-quarter time, Heidt's entry is readily accessible. Others will find it just as inviting. A well-rounded selection for the machines calls for the inclusion of at least one waltz, and Heidt's side is handily that one.

DICK ROBERTSON (Decca 4031)

Wedding Bells Are Breaking Up That Old Gang of Mine—FT, V. Tell Me Next Again—FT, V.

Set to a moderate rhythmic pattern, Robertson gives a rousing vocal ring to these two evergreens. Disk obviously designed to hurry music box favor.

It's a must-have for operators serving top and tavern locations. A clock to catch the coin, especially the "Tell Me Next Again" classic, which calls for a top tenor or a community sing. And it's the same nostalgic note that "Wedding Bells" brings.

(See ON THE RECORDS on page 43)

On the Stand

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

Clyde Lucas and His California Dons

(Reviewed at Benjamin Franklin Hotel, Garden Terrace, Philadelphia)

FOR the supper room brand of rhythms, providing equal appeal to diners and dancers, the Lucas leads score heavily. Maestro, still sliding his trombone from the front position, has been around the country for many years. With the emphasis now on more youthful bounce rhythm, band should win a new generation of fans. Orchestral arrangements are designed for modern consumption, and Lucas has even torn down the traditional barrier in bringing in a female voice to the aggregation in Savins. Gal, Latin on looks, provides sultry chanting of rhythm ditties.

Also for the first time brother Lyn Lucas, saxophonist, shares the vocal chores with Teddy Martin, also out of the sax section, for romantic ballads in the bary register. Clyde adds voice, especially for the colorful novelty selections, all of which are standouts.

Instrumentation takes in three trumpets and two trombones, which means plenty of body for the ballroom brand of blowing four saxes and two fiddles. Saxes all double on strings to make a "Stringing Strings" combo with the band, led by concertmaster Johnny de Vooght. The marimba troupe within the band is still a standout for Latin lullabies, woodpile hammering being paced by pianist Al de Crecenot.

Band selections take in every type of outpouring, from the current pop cage to the evergreen musical comedy favorites to all-important for supper club clientele. Generously peppered with the Viennese waltzes, giving the fiddlers full play, and stompers for the brass emphasis.

Orodner.

Billy Hughes

(Reviewed at Promar Ballroom, Des Moines)

NEWEST out to hit the Midwest, this youthful combo, billed as "The Band of Tomorrow," is a promising, ambitious outfit playing sweet and rhythmic music in a very entertaining manner and with a real solid bounce for the teppers.

Style is fashioned after Hal Leonard, who recently left the territory class on his way up. The band has a nice change of pace with super-slow or fast flow for the oldsters or the collegiate dancers. Lately the band has been playing for quite a few college dances.

Working only since last April after jamming together in high school at Mason City, Ia., the combo is already the most talked about territory band in this area. The boys could well claim the title of youngest band, with average age of only 19 and only one player over 25.

Feature of the band is the showmanship of the leader, Hughes, who can out-jump most front men and handles the vocals in good style, altho at times he works too close to the mike.

Instrumentation is three-three-and-three, with the boys getting a five-second effect sometimes from two of the trombones. Rollie Morehouse handles the

table-offs with the sax in excellent style. Morris Inlay, trombone, handles the arrangements.

Red Fisher, who makes the drums drip, also does vocals, and entire outfit joins in with vocals on some numbers. Weber.

Hal Saunders

(Reviewed at the St. Regis Hotel's Iridium Room, New York)

THIS is Saunders' second year in this dazzling, upper-crust room, also having done two summers in the hotel's roof garden.

The band is definitely in the groove for the kind of music the snooty crowd likes—light, bouncy rhythms without fancy variations or changes in tempo, and including Viennese waltzes, slow rumbas and a lot of show tunes and standards. The basic tempo is always "swanky style" and, even tho it becomes monotonous for listening, it apparently is just what the aristocrats love.

Saunders is an immaculate, tall, thin, fishy fellow who plays a sweet fiddle and has the proper reserved, genteel air so important to this spot. The arrangements feature strings, and the band has the same men and instrumentation it started with here two years ago. Arrangements are special, and instrumentation includes Bill Dreskin, drums; Tom Griffo, string bass; Eddie Patrowson, trumpet; Freddie Pfaffler, Lora Kaye, Al Formacella and Henry Noel on sax; Tommy Alange, violin; Charles Macey, guitar, and Buddy Dufault, piano and arranger.

Appearance of the men is neat and sedate. Apparently they have adjusted their personalities successfully to the demands of the hotel's character. Coordination and musicianship is okay in every way. Denis.

Oliver Todd

(Reviewed at Casa Fiesta, Kansas City, Mo.)

THIS is a versatile septa combo, which, the small, turns out a volume of music comparable to larger aggregations. Been cranking plenty of both jitterbug and sweet swing trade to Frankie George's Casa Fiesta.

The outfit is seven strong, including one trumpet, two alto and a tenor sax, piano, drums and bass. Todd plays a torrid trumpet and occasionally takes over vocals. Ed Arnold, pianist, is featured champion of pop ballads, and his 28 solo call for more. The band's arrangements of boogie-woogie numbers are solid. On jump tunes Ben Kynard sounds convincing on alto solo, along with Henry Board tooting the tenor. All in all, their swingaboogie definitely lives.

To this reviewer's ears, this outfit is a corner. Their arrangements of sweet swing numbers are enough to add tremendously to their drawing power. Kern.

BRIDGEPORT, Conn., Oct. 28.—Oak Grove Casino, a summer dance hall situated on the water front at Myrtle Beach, Milford, Conn., was destroyed by fire the past week. Loss was estimated at between \$5,000 and \$10,000 by the owner, The Milford Trust Company. Policy of the spot was name bands. It was operated by Al Levinson.

On the Air

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

By DICK CARTER

Guy Lombardo
(Roosevelt Hotel, New York, NBC-Blue Network, Monday 7:00, 11:30-12 midnight)

Lombardo handles his own arrangements and could give lessons to many of the hocus-freaks ladders who spin for NBC, CBS and Mutual.

Whole show was impeccable, in the Lombardo tradition. Smooth, discreet and restful, the program was above reproach.

Pops predominated, a couple of standards tossed in along with a Lombardo-tanned rumba. Kenny Gardner, whose voice would seem to have been designed expressly for the Lombardo outfit, did the best-staging, with Curran Lombardo

pitching a couple of numbers in his usual fashion. Also heard was the Lombardo Trio, who have stood the test of time and sound as politely frazzle as ever.

The air-waves can use bands of the Lombardo stamp, especially during the late hours, when the wilder stuff is not nearly as infectious to the home listener as it is to the actual patrons of the jump-joints.

• • •
Lou Breco

(Chestnut Place, Chicago, NBC-Blue Network, Monday 7:00, 11:00-11:30 p.m.)

THE entertainment value of a band broadcast can be judged only on the

quality of entertainments dispensed by the band itself. This should be obvious, and probably is, except to many of the people who produce remote shots. To them, no band airing has any caliber unless cluttered up by the witless verbal antics of an announcer. The more inane the patter, the better the shot, seems to be the opinion of these thinkers.

Taking the Breco remote as an example, we find a fairly well programmed shot, tho'roly mised up by the hater of the speller-in-chief. To be fair about it, we must point out that these particular announcements, while corny, were not unusually so; almost all the boys are doing it these days.

Program consisted of pops, a swing classic and a couple of novelties, handled well. Singing of Harry Warren and Bep Moore was very listening. Everything was okay—but preserve us from that pallid patter.



The Billboard

MUSIC POPULARITY CHART

WEEK ENDING
OCTOBER 24, 1941

SONGS WITH MOST RADIO PLUGGS

Following are the 15 songs with the most plugs on MBS and on NBC and CBS. Due to the MBS-ABC contract, Accurate Reporting Service, source previously for all plug data, now lists only WOP plugs, having temporarily dropped NBC and CBS from its recognition. "S" listings below, therefore, are supplied not only by Accurate's daily reports, taking in songs between 8 a.m.-1 a.m. for week ending Friday, October 24, but also by installations furnished by the MBS plug. NBC-CBS totals are furnished by the office of Research-Radio Division, College of the City of New York, including broadcast data from 8 a.m.-1 a.m. daily for week ending Friday, October 24.

For duration of this situation, which can be considered temporary until such time as MBS and CBS sign with ABCAP, "independent" songs (WOP, WMO, WNET) will not be listed. "S" works New York unless used for this report are WOP (MBS), WCAP, WJZ (CBS) and WASO (CBS). Film titles are designated by "F." musical production numbers as "M."

MBS PLUGS

Position	Title	Artist	Plugs
1	1. I DON'T WANT TO SET THE WORLD ON FIRE	Cherie	26
2	2. WHY DON'T WE DO THIS MORE OFTEN?	EVC	25
3	2. YOU AND I	Wilson	22
4	4. CONCERTO FOR TWO	Shapiro-Bernstein	21
5	5. ELMER'S TUNE	Robbins	17
6	6. FRABY CAT	Waylay	15
7	6. JIM	Keyser	15
8	6. TIME WAS	Southern	15
9	5. YES, INDEED	Embury	15
10	7. DO YOU CARE?	Campbell	12
11	8. I GUESS I'LL HAVE TO DREAM THE REST	Black	11
12	8. SHEPHERD SERENADE	Sheppard	11
13	9. CHATTANOOGA CHOO CHOO	Foltz	10
14	10. GREEN EYES	Southern	9
15	10. WASN'T IT YOU?	BMI	9

NBC-CBS PLUGS

2	1. I DON'T WANT TO SET THE WORLD ON FIRE	Cherie	39
3	2. I SET A MILLION PEOPLE	Radio Times	29
4	2. YOU AND I	Wilson	29
11	2. WASN'T IT YOU?	BMI	28
9	4. JIM	Keyser	27
5	5. DELIAH	BMI	25
6	8. I GUESS I'LL HAVE TO DREAM THE REST	Black	24
7	7. BELLS OF SAN RAFAEL	Southern	22
11	7. I FOUND YOU IN THE RAIN	Fergie	22
7	8. DO YOU CARE?	Campbell	20
10	8. SHEPHERD SERENADE	Sheppard	20
12	9. BLUE CHAMPAGNE	Encore	18
6	9. CITY CALLED HEAVEN	Warren	18
3	9. YOURS	E. B. Marks	18
1	10. TIME WAS	Southern	17

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: New York City: Centric Music Store; Liberty Music Shop; Salsky Music Shop; Babcock's Music Shop; R. H. Macy & Co.; Avalon & Strauss, Inc.; Redgepost, Conn.; Rowland Dry Goods Co.; Whiting Radio Service; Olinson Music Store; Boston: Ruston Music Co.; The Melody Shop; Mather Music Co., Inc.; Buffalo: Whitman Song Shop; Broadway: Ruston Music Shop; Avenue Record Shop; Pittsburgh: Yalowitz Music, Inc.; Philadelphia: Wamsutter's Department Store; Downtown Record Shop; Ann A. Gelfin, Denver; The May Co.; The Record Shop; Charles E. Wells Music Co.; Salt Lake City: C. M. S. Record Dept.; Portland, Ore.: Meier & Frank Co.; J. H. Gill Co.; Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Walker's Music City; San Francisco: Schwabacher-Frey; Chicago: Best, Goodrich Co.; Marshall Field; Waukegan: Lyon & Healy; Cincinnati: King Shop; Willis Music Co.; Nashville: Wurlitzer Co.; St. Louis: J. C. Hoffman Music Shop; Milwaukee: Schaefer's Broadway House of Music; J. R. Bradford Piano Co.; Des Moines: Des Moines Music House; Davenport Co.: Wurlitzer's Original Store; Kansas City, Mo.: Music Box; St. Louis: Anolin Co.; St. Paul: Music & More; Minneapolis: Mayday Music Co.; Birmingham: Goler's Radio Service Shop; E. E. Forbes & Son; Missouri: Salsky Co.; Louisiana: Louisiana Dry Goods Co.; Atlanta: Cox Prescription Shop; Raleigh, N. C.: James E. Thomas; D. H. Stephenson Music Co.; Miami: Richards Store Co.; Hartford, Conn.: New Grassroots; Louis: Greenwald Co., Inc.; O. Schirmer, Inc.; Fort Worth, Tex.: McCarty's; Knoxville, Tenn.: Nashville Music Co.; San Antonio: Adams Piano Co.; San Antonio Music Co.; Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc.

NATIONAL

POSITION	LAST THRU	WL. WL.	Title	Artist
1	1	1	1. PIANO CONCERTO	FREDDY MARTIN
2	2	2	2. CHATTANOOGA CHOO CHOO	GLENN MILLER
3	2	3	3. I DON'T WANT TO SET THE WORLD ON FIRE	TOMMY TUCKER
4	3	4	3. I DON'T WANT TO SET THE WORLD ON FIRE	HORACE HEIDT
5	4	5	4. I DON'T WANT TO SET THE WORLD ON FIRE	INK SPOTS
6	5	6	5. JIM	JIMMY DORSEY
7	4	7	4. I DON'T WANT TO SET THE WORLD ON FIRE	TOMMY TUCKER
8	5	8	3. THE LOVE OF MINE	TOMMY DORSEY
9	5	9	5. YOU MADE ME LOVE YOU	HARRY JAMES
10	5	10	5. YOU AND I	BING CROSBY
11	5	11	5. JIM	DINAH SHORE

EAST

POSITION	LAST THRU	WL. WL.	Title	Artist
1	1	1	1. Piano Concerto	Freddy Martin
2	1	2	2. Chattanooga Choo Choo	Glenn Miller
3	1	3	3. I Don't Want To Set the World on Fire	Tommy Tucker
4	1	4	3. I Don't Want To Set the World on Fire	Tommy Tucker
5	1	5	3. I Don't Want To Set the World on Fire	Tommy Tucker
6	1	6	3. I Don't Want To Set the World on Fire	Tommy Tucker
7	1	7	3. I Don't Want To Set the World on Fire	Tommy Tucker
8	1	8	3. I Don't Want To Set the World on Fire	Tommy Tucker
9	1	9	3. I Don't Want To Set the World on Fire	Tommy Tucker
10	1	10	3. I Don't Want To Set the World on Fire	Tommy Tucker

SOUTH

POSITION	LAST THRU	WL. WL.	Title	Artist
1	1	1	1. Piano Concerto	Freddy Martin
2	1	2	2. Chattanooga Choo Choo	Glenn Miller
3	1	3	3. I Don't Want To Set the World on Fire	Tommy Tucker
4	1	4	3. I Don't Want To Set the World on Fire	Tommy Tucker
5	1	5	3. I Don't Want To Set the World on Fire	Tommy Tucker
6	1	6	3. I Don't Want To Set the World on Fire	Tommy Tucker
7	1	7	3. I Don't Want To Set the World on Fire	Tommy Tucker
8	1	8	3. I Don't Want To Set the World on Fire	Tommy Tucker
9	1	9	3. I Don't Want To Set the World on Fire	Tommy Tucker
10	1	10	3. I Don't Want To Set the World on Fire	Tommy Tucker

MIDWEST

1	1	1	1. Piano Concerto	Freddy Martin
2	1	2	2. I Don't Want To Set the World on Fire	Horace Heidt
3	1	3	3. I Don't Want To Set the World on Fire	Tommy Tucker
4	1	4	3. I Don't Want To Set the World on Fire	Tommy Tucker
5	1	5	3. I Don't Want To Set the World on Fire	Tommy Tucker
6	1	6	3. I Don't Want To Set the World on Fire	Tommy Tucker
7	1	7	3. I Don't Want To Set the World on Fire	Tommy Tucker
8	1	8	3. I Don't Want To Set the World on Fire	Tommy Tucker
9	1	9	3. I Don't Want To Set the World on Fire	Tommy Tucker
10	1	10	3. I Don't Want To Set the World on Fire	Tommy Tucker

WEST COAST

1	1	1	1. Piano Concerto	Freddy Martin
2	1	2	2. Chattanooga Choo Choo	Glenn Miller
3	1	3	3. I Don't Want To Set the World on Fire	Tommy Tucker
4	1	4	3. I Don't Want To Set the World on Fire	Tommy Tucker
5	1	5	3. I Don't Want To Set the World on Fire	Tommy Tucker
6	1	6	3. I Don't Want To Set the World on Fire	Tommy Tucker
7	1	7	3. I Don't Want To Set the World on Fire	Tommy Tucker
8	1	8	3. I Don't Want To Set the World on Fire	Tommy Tucker
9	1	9	3. I Don't Want To Set the World on Fire	Tommy Tucker
10	1	10	3. I Don't Want To Set the World on Fire	Tommy Tucker

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week: New York City: Music Dealers Service, Inc.; Ashby Music Company Co.; Pittsburgh: Yalowitz Music Shop; San Francisco: Pacific Coast; Portland, Ore.: Salsky Music Co.; Chicago: Lyon & Healy; Nashville: Wurlitzer, Inc.; Omaha: Hinged Music Co.; A. O. McHenry; St. Louis: St. Louis Music Supply Co.; Kansas City, Mo.: Jimmie Music Co.; Detroit: Orland Brothers; San Antonio: Southern Music Co.; New Orleans: O. Schirmer of Louisiana; Atlanta: Gable Piano Co.; Phoenix, Ariz.: Dawson Music Co.

NATIONAL

POSITION	LAST THRU	WL. WL.	Title	Artist
1	1	1	1. I DON'T WANT TO SET THE WORLD ON FIRE	Cherie
2	2	2	2. YOU AND I	Wilson
3	3	3	3. JIM	Keyser
4	4	4	4. 'TIL REVELLE	Robbins
5	5	5	5. PIANO CONCERTO	Shapiro-Bernstein
6	6	6	6. YOURS	Encore
7	7	7	7. DO YOU CARE?	Campbell
8	8	8	8. TIME WAS	Southern
9	9	9	9. I GUESS I'LL HAVE TO DREAM THE REST	Black
10	10	10	10. TONIGHT WE LOVE	Embury
11	11	11	11. ELMER'S TUNE	Robbins
12	12	12	12. THE LOVE OF MINE	Waylay
13	13	13	13. CHATTANOOGA CHOO CHOO	Foltz
14	14	14	14. CITY CALLED HEAVEN	Warren
15	15	15	15. GREEN EYES	Southern

EAST

1	1	1	1. I Don't Want To Set the World on Fire	Cherie
2	2	2	2. You and I	Wilson
3	3	3	3. Tonight We Love	Embury
4	4	4	4. Jim	Keyser
5	5	5	5. I Guess I'll Have To Dream the Rest	Black
6	6	6	6. Do You Care?	Campbell
7	7	7	7. 'Til Reveille	Robbins
8	8	8	8. This Love of Mine	Waylay
9	9	9	9. Time Was	Southern
10	10	10	10. City Called Heaven	Warren
11	11	11	11. Yours	Encore
12	12	12	12. Shepherd Serenade	Sheppard
13	13	13	13. Blue Champagne	Encore
14	14	14	14. Two in Love	Warren
15	15	15	15. Chattanooga Choo Choo	Foltz

WEST COAST

1	1	1	1. I Don't Want To Set the World on Fire	Cherie
2	2	2	2. You and I	Wilson
3	3	3	3. Jim	Keyser
4	4	4	4. Yours	Encore
5	5	5	5. Piano Concerto	Shapiro-Bernstein
6	6	6	6. Time Was	Southern
7	7	7	7. 'Til Reveille	Robbins
8	8	8	8. Tonight We Love	Embury
9	9	9	9. Chattanooga Choo Choo	Foltz
10	10	10	10. Green Eyes	Southern
11	11	11	11. Do You Care?	Campbell
12	12	12	12. You Are My Sunshine	Warren
13	13	13	13. Blue Champagne	Encore
14	14	14	14. Why Don't We Do This More Often?	Embury
15	15	15	15. Maria Elena	Warren

MIDWEST

1	1	1	1. I Don't Want To Set the World on Fire	Cherie
2	2	2	2. You and I	Wilson
3	3	3	3. Jim	Keyser
4	4	4	4. Elmer's Tune	Robbins
5	5	5	5. 'Til Reveille	Robbins
6	6	6	6. Piano Concerto	Shapiro-Bernstein
7	7	7	7. Yours	Encore
8	8	8	8. Tonight We Love	Embury
9	9	9	9. I Guess I'll Have To Dream the Rest	Black
10	10	10	10. Time Was	Southern
11	11	11	11. Do You Care?	Campbell
12	12	12	12. Concerto for Two	Shapiro-Bernstein
13	13	13	13. Be Honest With Me	Warren
14	14	14	14. Two Are My Sunshine	Warren
15	15	15	15. Maria Elena	Warren

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the outcome of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 29 most important phonograph operating centers in the country. Number of weeks recordings have appeared in "Going Strong" is indicated in parentheses following titles in last column.

GOING STRONG

'TIL REVELLE. (13th Week) Kay Kyser, Bing Crosby.
YOU AND I. (11th Week) Glenn Miller, Bing Crosby, Kay Kyser.
BLUE CHAMPAGNE. (7th Week) Jimmy Dorsey.
I DON'T WANT TO SET THE WORLD ON FIRE. (6th Week) Horace Heidt, Tommy Tucker, Ink Spots.
JIM. (5th Week) Jimmy Dorsey, Dinah Shore.
I GUESS I'LL HAVE TO DREAM THE REST. (4th Week) Glenn Miller, Tommy Dorsey.
CHATTANOOGA CHOO CHOO. (2d Week) Glenn Miller.

COMING UP

ELMER'S TUNE. Glenn Miller, Dick Jurgens.
PIANO CONCERTO. Freddy Martin.
WHY DON'T WE DO THIS MORE OFTEN? Kay Kyser, Freddy Martin, Andrews Sisters.
ST-I-ET. Horace Heidt.
WHISTLER'S MOTHER-IN-LAW. Bing Crosby.
TIME WAS. Jimmy Dorsey.
YES, INDEED. Tommy Dorsey.

Orchestra Notes

Of Maestri and Men

STAN KERTON, OAC's West Coast sensation, makes his New York bandstand debut November 20 when he opens at the Famous Door, succeeding Henry Hemo. . . . **HORACE HEIDT**, on his way to the Coast, is playing a week at the Metropolitan Theater, Houston. . . . **DUKE ELLINGTON** set for 12-week engagement at the Mayfair, 1666 Angkor, Mayfair is the old Trocadero. . . . **BOB ESTOR** ork holding forth at Nu-Ton Ballroom, Youngstown, O. . . . **BON BON** back at his old stand singing with Jan Savitt. . . . **BABBY LEWIS** and his eight-piece colored ork are being listened to by some of the bigger booking offices. Band is at the Savoy, Boston. . . . **MARK WAINOW** signed for Victor records, using Mt. Parade ork and chorus. . . . **BILL SCOTT** at Hotel Pierre, New York, opening October 31. . . . **LES BROWN** set for an additional four weeks at Black-White, Chicago. . . . **TOMMY DORSEY** has lost Ed Weiss, bop player, to Benny Goodman. . . . **LOUIS ARMSTRONG**, who opens at Grand Terrace, Chicago, October 31, has replaced drummer O'Neill Spencer with Sidney Catlett, recently with Goodman, Spencer is ill. . . . **MEL MARVIN** has signed a new male vocalist, Billy Lowe. . . . **EVELYN TYNER**, concert pianist, now leading dance band in the Lounge Restaurant of the Waldorf-Astoria, New York. . . . **FRANKIE MARSTE** now hosts a five-man brass section, having added trumpeter Bobby Geyer, formerly with Tony Pastor. . . . **EDDIE BAILEFIELD** has replaced Teddy McCrae with the Edia Fitzgerald band. Eddie plays clarinet, arranges and helps run the band. . . . **JOE VENUTI** is featuring Mary Faye, gai guitarist, at the Chamblotte, Baltimore. . . . **DAIRYLL HARPA** now under contract to William Morris Agency. . . . **TOMMY REYNOLDS** will not open at Chatterbox, Mountaintops, N. J., until November 20. Lee Title holds over the bandstand, meanwhile Tony Pastor follows Reynolds on New Year's Day. . . . **FRED LOWERY** became the father of a boy October 8. . . . **LAYTON BAILEY** held over indefinitely at Wardman Park Hotel, Washington.

Atlantic Whisperings

CHARLIE BARNET, leaving the Quintones on the Coast, using Al Lane, former member of the Vocal Trumps, as his male voice, with Hazel Brown sipping until he selects a female singer. . . . **FRANCOS PETILLO'S** International Orchestra gets opening call at Geneva Restaurant, Trenton, N. J. . . . **CARL MILLER** at Queen Hotel, York, Pa. . . . **MARTY KENT** takes the bandstand at Highland Garden, near Camden, N. J. . . . **VICTOR HUGO** draws the assignment for the actors' union charity ball in the Broadwood Hotel, Philadelphia, December 4. . . . **BOLEGION** brings his Black Hawks Band to Griffin's Tavern near Borden-town, N. J. . . . **CHUCK GORDON**, Philadelphia maestro, loses trombonist Byron Nichols to Uncle Sam, with Edgie Johnston coming from Milt Britton's band as replacement. . . . **SAMMY BURNS** gets the nod for the opening of Nicholson Tavern, Gloucester Heights, N. J. . . . **CHAVEZ** draws 26-week holdover at Jack Lynch's Walton Roof, Philadelphia. . . . **FRED WHOLEY** at Lee Cabin Inn, Washington Crossing, N. J. . . . **NICK VARGALLO** takes over at Venice Cafe, Philadelphia. . . . **GEORGE ALTMILLER** set for the winter at Moriarty's Grill, Upper Darby, Pa. . . . **SI NOEL** at Conesago Hotel, York, Pa. . . . **HARRIET HALE** and her Rhythmatix set at McCre's Club 13, Philadelphia. . . . **WILES OLSON** at the new Cat and Fiddle Inn, Atco, N. J. . . . **CHARLES SOLOMON**, prominent Philadelphia sideman, has set his horn aside to become a G-man.

Coast Cacophony

JACK BOGG, after 18 months at Eddie's in San Diego, has moved to the Garden of Ash, Seal Beach, Calif. . . . **ALVINO KEY** opens at the Hollywood Palladium Tuesday for four weeks, with an option of two more. . . . **TED WERMS'** holdover at Cafe Manana sets him until December 11. . . . **BOB CROSBY** due back in town after one-nighters for a stay at Jimmy Contratto's Tyrosh. . . . **JIMMY WALSH** is doing one-nighters. . . . **CLYDE KNIGHT** is due on the Coast November 1. . . . **DIPLOMATS OF RHYTHM** have moved into the Showboat in San Diego. . . . **GARWOOD VAN** is at Shadowland in San Antonio. . . . **EDDIE FITZPATRICK** in on one-nighters in the North-west. . . . **CHUCK DIETS** has been held over at Antlers Hotel, Colorado Springs, Colo. . . . **PAUL FENDARVIS** is set for a one-nighter here of the Northwest. . . . **HARRY OWENS** opens Rosevelt Hotel, Hollywood, November 12. . . . **HAL GRAYSON** has opened at Casino Gardens in Ocean Springs, Calif. . . . **STERLING YOUNG** going big in San Diego. . . . **CLYDE MCCOT** to play the Glendale Civic Auditorium. . . . **BOB LAINE** followed **AL GOLDEN** at Cafe Society in Hollywood. . . . **RED STANLEY**, current at Charley Fox's, has been signed for films for movie machines.

Maestros Kick In After Union Exposes Undersealing on Disks

NEW YORK, Oct. 31.—Local 802's investigation of band leaders paying musicians usual rehearsal scales for recording rehearsals, instead of the full recording scale of \$10 an hour, brought a check from Victor records for \$1,390 as the difference in scales for a recording session of Raymond Paige's All-American Youth Orchestra. It also brought a long-distance call from Ben Bernie, in Chicago, saying he would pay the difference, amounting to \$200.

Meanwhile Meyer Davis was called before the trial board. Davis had recorded an album for Columbia last month and conducted recording rehearsals a day previous to the waxing. These were outside the Columbia studios at \$3 an hour. Union called a foul, saying recording rehearsals are not recognized and full recording scale must be paid. There wasn't any such ruling when Davis conducted the date, but board has since inserted by-law providing a rehearsal scale at recording rates.

Pubs Mull Contract With Song Pluggers

NEW YORK, Oct. 31.—Renewal of its contracts with music publishers is being sought by Music Publishers' Contract Employees' Union. Renewal forms on the contracts, which expire December 11 and which have been in effect for two years, have already been sent out for consideration by publishers.

New clauses in the proposed contract are that nonunion men get a minimum of \$20 weekly; also severance pay for discharged employees and pluggers leaving to be drafted.

Negotiations will be carried out by the Music Publishers' Protective Association. Meetings will start early next month. According to Bob Miller, MPCE president, delay in getting started on new contracts was occasioned by the current ABCAP struggle.

Martin To Tour Theaters

NEW YORK, Oct. 31.—Proddy Martin is being booked by Music Corporation of America for a theater tour to start in November.

Martin rose to national prominence with a recording of the Tschakowsky Piano Concerto, thus joining the ranks of bands catapulted to big money thru one disk.

Heating brought out that name bands escape rehearsal costs by conducting warm-ups on locations and in ballrooms. Union hinted that the investigation will give birth to a special name-band rate for recording rehearsals.

Davis said he was paid "considerably over scale" for the job, but spent \$1,000 on arrangements and wound up a loser. Decision on the case will be rendered next week.

Union charged that Bernie paid his men \$5 an hour for rehearsal. Bernie, however, said over the long-distance phone that it was all a mistake and that difference would be paid.

Difference between symphonic rehearsal scale and the \$10 an hour scale, 1930, was paid Artie Shaw's men, as reported in The Billboard last week.

One of the more spots of recording pay-offs, according to the union, is the alleged practice of paying symphonic scale (\$5 an hour for a maximum of two and a half hours) on all 12-inch records. These charges were made against Raymond Paige, who is supposed to have paid symphonic scale to his Youth Orchestra for recordings of Donkey Senesale and Let Me Call You Sweetheart. Victor's \$1,800 check to the union covers the difference.

Exec of the investigating committee said Charles O'Connell, talent executive of Victor, would be summoned to adjust the 12-inch situation. Union is also preparing to summon all Local 802 recording band leaders and musicians for further hearings.

PHOTOS, 3x10, 4 1/2x6

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Management Delbridge & Gorrell Orchestras, Fox Theater Bldg., Detroit, Mich.

Leaders Deeper in Govt. Tax Mess With Dept. of Int. Rev.; Welk's Ork Paycheck Held Up in Chicago

CHICAGO, Oct. 25.—The Department of Internal Revenue here resumed the efforts to collect social security and unemployment insurance taxes from band leaders here this week by trying to pressure Welk's pay check at the Tremont Ballroom. The government is after \$7,750 from Welk, the amount covering taxes dating back to 1930. Neither Welk nor any of his men can collect salaries as long as that sum remains unpaid, according to the order.

The matter was turned over to David Katz, attorney for Local 16, American Federation of Musicians, who is meeting with Welk's personal attorney, Harold Skodod, of Pittsburgh, to devise a course of action. Katz pointed out that these taxes are demanded on old contracts between leader and establishment, since all AFM contract forms today specifically designate the establishment as the employer, making it liable for all SS and unemployment insurance fees.

Katz planned to file a complaint in district court today (25) against this action. He plans to argue the point that the government levy prohibits Welk from paying his men, endangering the life of the organization, if the judge refuses to see the Department. Katz may instruct Welk to pay under protest and file for a refund.

Similar action was taken by Grif Williams earlier this year. He paid \$538.04 (and interest) and sued for a refund. The case was heard in the Federal District Court here and was decided in the leader's favor. The government took the matter to the Circuit Court of Appeals, where it will come up in January. Due to the large sum of money involved in the Welk case, however, the AFM would prefer another channel of action.

The local Internal Revenue office has on hand some 200 warrants against band leaders who have not been paying their taxes. They are not expected to be served

in the immediate future, however, the IR boys preferring to await results of single tax cases.

At the end of 1938, when Welk dissolved his corporation, a deputy commissioner in Omaha designated the outfit as a non-union band. The Internal Revenue office, however, reversed the decision. Employees of non-union orks have been liable for the taxes from the start.

PHILADELPHIA, Oct. 25.—The Pennsylvania State Superior Court has been called upon to decide whether night club and hotel proprietors who hire orchestras are responsible for unemployment compensation taxes.

The Pennsylvania Compensation Board holds the night club and hotel proprietors responsible, even tho they have no contractual relation with the individual members of the orchestra. This was promulgated as a rule, only exception being where a "name band" was employed.

Frank Palumbo, operator of the New 20th Century Club and Palumbo's Cafe here, is appealing, and the appeal is listed in the calendar of the State Superior Court to be argued some time in December. If a decision favorable to the music buyers is made, they will, of course, not be responsible for past contributions which they failed to pay. If they have failed to pay the tax in the past and the decision is against them, night club and hotel owners will also become liable for interest and penalties.

CHICAGO, Oct. 27.—Harry Skodod, Lawrence Welk's personal attorney, retained attorneys Charles O. Rundall and Monroe A. Young to fight the leader's Social Security battle with the Internal Revenue office. Rundall and Young represented Grif Williams in Federal District Court here, a bill for injunction is being prepared.

He Shouldn't Told His Board

LOS ANGELES, Oct. 25.—Tony Martin, singer and sometimes band leader, would be a member of the U. S. Army today, but for the fact that his draft board was presented with an appeal from his draft classification. Board granted Martin deferment in order to judge the appeal.

Upon arriving here from New York the other day, however, Martin averred that he was "ready and willing" to enter the Army.

Detroit Dance Dates Hurt by War Jobless

DETROIT, Oct. 25.—Latham Jones drew 1,200 people at 50 cents admission for a gross of around \$300 at the first of a series of weekly Saturday night band dates at the Industrial Mutual Auditorium at Flint, Mich., booked by the Mike Falk office. Attendance for Jones was considered average for the stand.

Opening of a similar series at Baginax, Mich., had Mike Falk's own band spotted in for the first night, drawing a poor attendance of 400 for a gross of \$200 at 50 cents. Business was off at Baginax largely because of prevailing good work and weather, with prospective patrons taking the opportunity for another week-end outdoors. Predicted automobile unemployment in the up-State industrial cities is also a serious psychological handicap to show business at this time.

Music Items

Publishers and People

THE Modernists, who sing with Glenn Miller's band, introduced their own composition, *Pin-Ball Beat*, on the Kate Smith radio hour the other night. Glenn will record the ditty soon.

Marty Fay has joined the Chicago professional staff of Colonial Music. He used to be with Irving Berlin.

Leo Twist will publish scores of Mickey Rooney-Judy Garland MGM picture, *Rachel and Brandon*. Titles include *Top Dog*, *Hi-De-Ho*, *You and Chin' Tee*, *Cheerful Carry On!*

George Sumner has penned one called *It Was Swell To Be A Kook*. You Ditty was introduced by Harry Smith at the New Barbary Coast, New York.

Joe Davis is getting plugs with his successor to *Night-Night*, called *Pleasant Dreams*.

Sammy Cahn and Saul Chaplin have written the score for Columbia Pictures' "Go West, Young Lady," featuring Penny Singleton, Glenn Ford and Ann Miller. In addition to title tune, there are "Meet Gentleman Don't Preter a Lady," "Doodle Take Your Time," "Somewhere Along the Trail" and "Sine to Arms."

Song and Such

Mother, Dear and *Everything Happens for the Best*, by Al Trace, are being published by M. M. Cole, of Chicago.

Chances Are, a ballad by Jack Meskill and Murray Mencher, will be published by Harry Tunney.

The Devil Sat Down and Cried, by Walter Bishop, will be published by Bishop.

Love Pulled the Strings, Johnny Brudrick's latest, is being featured by Bob Neely at the Panama Door, New York. *Orca*, a European importation, will be published here by Dash, Connolly, Inc. *My Hero and Symphonie*, from the MGM film, *The Chocolate Soldier*, will be released in special film editions by M. Witmark & Sons.

Green Bird, a Knight are publishing a *Constitutional* folks called "Noddy." Tune was written by O. Kellie, a Czech, who met it to Eugene Jelenko, who, in turn, brought it to the publishing house. Bud Cose wrote English lyrics. Mick Arnes recorded it for Bluebird and Tammy Tucker for Clef.

Philly Pickings

Mike Madio is reviving "A Keeping My Love for You," which was written by three localities, May O'Day, Ted Weitz and Al Netting.

Charm Music has taken Johnny Forster's ditty, *Denner of the Fur*, which he fashioned as an interpretative dance for Sally Ganssen, a local hooper.

Jimmy Littlefield, former band leader, joined with Johnny Farrow to produce a novelty tune titled *The Oyster Sandler*.

Scales Up, But Jobs Scarce in Denver Locale

DENVER, Oct. 25.—Effective October 1, scale on all night shift and cocktail lounge jobs under jurisdiction of Local 20, Denver Musicians' Association, was raised 21. Adjustments were also made on ballroom jobs to conform to previously set hourly rate. Scale on interstate and intrastate radio programs was raised to a range from 50 to 100 per cent above local scale.

Mike Muro, president and business manager, reports that while employment of the local's footless is up, it is still not as strong as it should be. For the first time in many years the town's main spot, the Silver Glade of the Casapueblo Hotel, opened with a local outfit, Pete Hynthe, with 13 men. Other spots using local union music include Eddie Ott's Broadmoor with Willie Hurst and his five-piece combo; Bert Hummel and five men at the Chez Paree; Vin Schilling with six men at the Acropolis; Denver Dancing Academy, with nine men regularly; Vernon Beyer, working a five-piece outfit at Falk's; Deaconston Dancing School, using four men twice weekly.

The Embassy Cocktail Lounge has the Antecessors Trio and pianist Deana Shilling; Al Elmer and Billy Kirra are steady at the Senate; Tony Ferraro and Frankie Darrington are going into their 12th week at the Sherry-Sassy Hotel; Happy Logan and Chick Taylor have a one-week spot at Hillcrest Country Club; George Morrison's six-piece colored combo is still holding the stand at the Casa Manana; Tony Ferraro, Joe Mann, Lou Morgan, Happy Logan and Milton Shustack keep fairly busy on casuals.

On the radio front employment is up a bit. KEEL has given a two weeks Stan Koch a half-hour slot weekly; KVOD has six men once a week; KLS has five regular stations, and KOA has seven men on regular duty.

Signs of growing interest in concert attractions in this region is the line-up of talent for the Civic Symphony Society Series. On the evening program first feature was Alexander Klamin October 20. Edwin McArthur will guest November 27, Antonio Briceo January 23 together with Glenn Barry, February 6 with feature, the Lillian Chang, March 6 and March 20 the Lamont Singers, with Briceo as guest conductor. Afternoon concert on October 28 features Marjorie Hornbush; November 23, Carroll Glenn; January 23, Antania Briceo; February 10, Josephine Bert, and a special children's concert on April 19.

Petrillo Gets Icy Treatment From CBC

OTTAWA, Oct. 25.—The general manager of Canadian Broadcasting Company, Major Gladstone Murray, sat on James C. Petrillo and the American Federation of Musicians the other day by announcing that AFM interference in Canadian affairs would not be tolerated. Petrillo was given this information following final settlement of the AFM-CBC dispute concerning use by the net of the Royal Canadian Air Force band for recruiting purposes.

In addition is threatening CBS with removal of all musical programs from the net unless the Air Force band ceased "competing" with union footless. Petrillo had attempted to show CBS \$24,000 for license to transmit network broadcasts for use of Canadian soldiers overseas.

Matter was smoothed out by Air-Minor Power, who conferred with Walter Murdoch, Canadian local union member of AFM. In order to make Canadian attitude quite clear, Major Murray journeyed to New York to speak to Petrillo. During the interview he told the union head, "Canadian musical affairs are to be negotiated and settled on a strictly Canadian basis, without interference from any organization outside the Dominion."

Names for Strand Ballroom

PHILADELPHIA, Oct. 25.—Ready parade of the Negro band names is promised by Hesse DuPree for his Strand Ballroom. The vet race prom promoter has modernized and renovated the dance-erie and opens November 11. Earl Hines does the initial honors. Makes the third local ballroom pursuing mainly one-night stands for traveling names.

First Season for Will Wittig's Open-Air Starlite Dansant Does Okay; S. Kaye the Top Grosser

KANSAS CITY, Mo., Oct. 25.—Sammy Kaye was top grosser for the first season of the new Pils-Mor Open-Air Starlite Ballroom here, according to Will Wittig, manager. Overcoming the obstacle of an exceedingly hot August night, Kaye grossed \$1,475 on a total attendance of 1,275 dancers. Admish was \$1.15 in advance and \$1.35 at the door. Glen Gray and his orchestra netted best, in spite of 108 degree temp, 1,200 people, paying \$1.25, attended. Door admish was \$1 advance and \$1.50 cents.

The only name band, says Wittig, which showed a loss was Ted Weems, whose one-nighter drew only 685 people for \$800. Henry Busse's \$775 night was largely due to a downpour of rain, he added.

Mitchell Ayres, not well known in this territory, opened the season June 21, playing to 1,130 for a gross of \$950. Best long-run gross was Ace Hingode, pulling \$1,190 in a five-day engagement.

The new ballroom, which was built at a cost of over \$20,000, in all ideal set-up. It is on the same level and connected with the indoor room, allowing both band and dancers to move inside in case of rain. Wittig experienced considerable trouble with neighbors when the room first opened. Taking advantage of an 11 p.m. auto noise ordinance here, they had him arrested several times and fines were assessed in police court trials. After appeal to the circuit court, the case was decided in favor of Pils-Mor and fines ordered remitted.

Pils-Mor dance policy includes four nights a week, with an average of nearly one name band a week. Ima Ray Hinton and her all-ende orchestra was first name one-nighter for indoor season, grossing \$710, with 900 attendance.

Gross on other bands for the season are as follows:

June 21: Mitchell Ayres, 1,130 attendance, \$950 gross, advance admish, 70 cents; door, 90 cents.

June 23: Ace Hingode (10a days), 1,300 attendance, \$1,190 gross, advance admish, 50 cents.

July 5: Max Herbach, 1,125 attendance,

\$775 gross, advance admish, 60 cents; door, 75 cents.

July 12: Art Kessel, 1,140 attendance, \$825 gross, advance admish, 65 cents; door, 80 cents.

July 18: Lawrence Welch, 1,075 attendance, \$780 gross, admish, 90 cents (first time here, made a hit).

July 24: Glen Gray, 1,200 attendance, \$1,025 gross, advance admish, 80 cents; door, 81.

July 30: Ted Weems, 686 attendance, \$590 gross, advance admish, 60 cents; door, 41.

August 7: Sammy Kaye, 1,275 attendance, \$1,475 gross, advance admish, \$1.15; door, \$1.50.

August 17: Henry Busse, 800 attendance, \$775 gross, advance admish, 90 cents; door, \$1.10 (rainy night and Sunday).

August 23: Gus Arnheim, 875 attendance, \$625 gross.

August 30: Nurbie Hobins, 967 attendance, \$400 gross, advance admish, 65 cents; door, 80 cents.

September 6: Lou Brown, 900 attendance, \$225 gross, advance admish, 25 cents; door, 40 cents.

Bottom names gross—October 11: Ima Ray Hinton, 907 attendance, \$710 gross, advance admish, 70 cents; door, 90 cents.

Cafe Society Drops Basic & New Policy

NEW YORK, Oct. 25.—Barney Josephson's Cafe Society Up-town drops Cotini Basic next week and returns to the small combo and featured instrumental set policy, with Eddie South and the Golden Gate Quartet being the first of the lot.

Basic was brought in a couple of months ago as the first big ork for the spot and management planned to follow with Duke Ellington. Josephson says he never was into the Basic engagement, but that it was decided that more could be made on the old policy.

Equity, Guild Pacts Give League Contracts With 9 of 11 Unions

(Continued from page 4)

THEATRE, 1942: \$115-\$130 for tryouts; \$100 for straight roadshows.

Stagehands (Local 1—New York), February, 1942: \$100.

Managers and Treasurers, September, 1942: \$100.

Engineers, December, 1942: \$60.

Wardrobe Workers, September, 1942: \$55-\$60.

Actors, September, 1942: \$50.

Porters and Cleaners, March, 1942: \$22.50-\$25, \$15.75 and \$16.75, according to type of work.

Only controversy going on between any union and the League is with the Stagehands (IATSE—roadshows), *Public-School Artists*. According to James F. Reilly, executive secretary of the League, producers were anxious to get a basic agreement with the scenery men, and sent them a letter to that effect. Artists replied that they would rather do business with individual producers, but would sit down at a table and see what could be done if the League insisted. Scenic Artists later raised the plan. Further action stemming from the meetings was a demand of the Scenic Artists that a man be employed for the run of each show at \$60 per week, to do both-type—also generally keep the scenery looking shipshape. League turned down the demand and notified Scenic Artists that it would go to court on the point, if necessary.

Reilly pointed out that it was "an unreasonable demand," especially for street shows. Even so, incidentally, Reilly claimed, the scenery doesn't demand the attention of a full-time man.

New Dramatists' Guild pact, to run five years, issued last week, gives the author to approve the director (unless he is physically impossible for the author to be on the scene, or unless the play is controlled by an estate), and for one-

third of the minimum royalties to go to adapters of foreign plays. League, however, won the point of accepting plays from foreign language authors who are not members of the Guild. All domestic and English playwrights, plus all adapters and translators of foreign plays, must be DG members. Only other important change was the producer's share in the sale of film rights, which was extended from 10 to 12 years on a diminishing percentage basis.

League attempted negotiations with the musicians' union for a basic agreement four years ago, but they couldn't get together on basic demands. As a consequence, managers have been paying unions scale individually, without an organizational agreement.

Reilly said this week that there has been a "considerable improvement" of feeling between the various unions and the producer groups, and that the League has been getting "wonderful support" from the unions on issues clearly affecting the theater. League's willingness to negotiate demands, without the former persistent stubbornness of certain managements, was cited as the reason.

Figures show that the dramatists are still the highest paid employees in the theater and that the press agents have snatched away the mantle of second best from the stagehands. A further analysis of union minimums dispels the popular impression that actors get the lowest minimum wage in the theater. They don't; the porters and cleaners get even less.

Madison Season Starts

MADISON, Wis., Oct. 23.—This season opens at the Parkway Theater here November 11 with *Valce and Yolanda*. Ed Wynn will bring *Roxie and Gelsy Together* to the house November 17, with *My Sister Helen* appearing December 12 and 13, followed by *Arsenic and Old Lace* January 19.

BROADWAY RUNS

Performances to Oct. 25 include:
Dramatic Opened Perf.

All Men Are Alike (Theat.)	Oct. 6	24
Alf (Theat.)	Oct. 25	24
Arnold and Old Jane (Theat.)	Oct. 25	24
As You Like It (Theat.)	Jan. 14	24
As You Like It (Theat.)	Jan. 14	24
Casino in the Wind (Theat.)	Oct. 22	6
Chorus (Theat.)	Feb. 12	20
Circle in the Square (Theat.)	Nov. 26	24
Cluckin' on the Beach (Theat.)	Sept. 15	47
God (Theat.)	Oct. 21	7
Life With Father (Theat.)	Nov. 8	22
My Sister Helen (Theat.)	Dec. 28	24
Witch on the Throne (Theat.)	Nov. 22	23
Woolsey, The (Theat.)	Sept. 10	54
Best Foot Forward (Theat.)	Oct. 1	29
Let's Be Dumb (Theat.)	Nov. 2	64
New Shakespeare (Theat.)	Oct. 17	74
Palmyra (Theat.)	Sept. 1	64
Patience (Theat.)	Oct. 24	74
Viva O'Brien (Theat.)	Oct. 2	29

"Western" Folds in Chi; Others Okay

CHICAGO, Oct. 25.—The first casualty of the new season here is the *Adriatic*, a Myers production of *Western Union*, which folds tonight (25) at the Studebaker after a week of awful business. Show, starring Charles Butterworth, is also being withdrawn as a Broadway candidate.

Legit activity in the other houses is very bright, however. *Louise*, *Parade*, in its second week at the Embassy, is continuing to draw between \$20,000 and \$25,000 a week, which is capacity. Current plan calls for a run until Christmas.

John Golden's two productions—*Glenda* at the Selwyn and *Theatre at the Hay*—are also doing well. *Glenda*, going into its sixth week at the Embassy, has been averaging \$18,000 a week. *Theatre*, in its fourth week, is still taking in between \$12,000 and \$13,000. *Theatre* will end its run November 8 to move into New York.

OUT-OF-TOWN OPENING

"Western Union, Please"
(Studebaker)
CHICAGO

Three by Francis Goodrich and Albert Hackett. Presented by Aldrich & Myers. Staged by Arthur Sirois, with a setting by Donald Oenslager. Cast including Charles Butterworth, Ruth Weston, Mabel Paige, Philip Faverham, Frances Reid, John Phillip, Otto Lehett, Robert Tompa, Watson White, William H. Collins, Nina Foch and Peggy Van Vleet.

Depending on time-tried situations and familiar, laugh-provoking mix of business, this large, 60-act, grandly staged, albeit not altogether interesting, Theatrical framework is unusually wobbly and, when there's nothing to laugh at, the piece becomes dull. The cast, on the whole, is much better than the play; the principals, thru sheer labor, turn boring spots into bright scenes.

Play may have a chance at \$1 or \$1.50 but doesn't look like a safe bet at the \$2.50 high set for the Chicago date. Story revolves around a peculiar father (Butterworth) who vanishes into thin air for 10 years. When he shows up again, quite unexpectedly, obvious complications pile up. Mother (Miss Weston) has already collected his life insurance from his kidnappers, and is about to sell the house at a loss of \$100,000 to a home-town shoemaker. Needless to say, father straightens out everything, much to the surprise of his wife and his aunt (Miss Paige), and milks out of the local real estate dealer no less than \$20,000.

Butterworth, away from flesh and blood entertainment for 16 years, has trouble projecting his brand of somber-faced comedy. He is ill at ease in a company of stage veterans. His appearance in a Western Union outfit (he became a messenger boy while on his own) is funny, but once the customers get accustomed to that he has to depend on his own efforts. The acting honors belong to Mabel Paige, who contributes an excellent portrayal of the old, frustrated, hard-of-hearing aunt. Ruth Weston is also highly effective as the wife. Frances Reid makes an attractive ingenue, while Philip Faverham is capable as the boy friend. Sam Hamberg,

New Opera Company Adds "Pique Dame"

NEW YORK, Oct. 25.—The New Opera Company, realising almost immediately that to run each item in its repertory for a solid week as planned would place unjustifiable demands upon its singers—on this corner said it would—reverted to its second week to modified repertory, adding Tchaikovsky's *Pique Dame* Wednesday and Verdi's *Macbeth* Friday and then alternating them for two weeks. At present writing, this corner has caught only the former.

Pique Dame (or, more properly, *The Queen of Spades*, since the piece is sung in what is rather quaintly called English) was last done here at the Met a bit more than 30 years ago, which was, before my time. As the New Opera Company reviewer it, it's hard to get the full value of the score—but at any rate, it would have made an infinitely more attractive opener than Mozart's dull and intermittently tinkly *Così fan Tutti*, which was used to lead off. *Pique Dame*, adapted by Tchaikovsky's brother, Modeste, from the Pushkin story, includes spirts, crimes and gambling, un-devoiced passion and romantic love, all in the approved Russian tradition, and offers many opportunities for the tremendous emotional sweep and the magnificent soul-cleansing of Tchaikovsky at his best. As to Eugene Orffing, however, the composer concentrates on his soloists rather than on his singers. When a rise of sweep and power is needed, the singers continue methodically but unexcitingly, while the orchestra is called upon to meet the demand. It is a magnificent score—but recast rather than vocally.

As a result, Herman Adler, the Czech conductor who has yielded a sympathetic but here fast in making his local operatic debut, has the production, which very wisely concentrates on the orchestra—and he and his musicians do a splendid, breath-taking job. With a full and sympathetic understanding of the score, Mr. Adler is not afraid to underscore his many dramatic climaxes and bring out magnificently the surging emotional sweep of the music. He is a superbly able contribution.

His orchestra ably seconds him (except for one unfortunate break in the lower section in the closing scene on second night), but his singers do a good (See New Opera Company on opp. page)

New Plays on Broadway

Reviewed by Eugene Burr

MANSFIELD

Beginning Monday Evening, October 2, 1941

AS YOU LIKE IT

A comedy by William Shakespeare. Directed by Eugene S. Bryden. Settings and costumes designed by Lemuel Ayers. Settings built by T. B. McDonald Construction Company and painted by Triangle Scene Studios. Costumes created by Helene Fox and Evelyn Costume Company. Incidental music by Henry Holt. Company manager, Max Siegel. Press agent, Nat N. Dorfman. Associate press agent, Samuel Merwin. Stage manager, Jess Pitt. Fronted by Ben A. Boyar and Eugene S. Bryden.

Orlando, Son of Sir Rowland de Bois Alfred Drake
Adam, Servant to Oliver and Orlando David Lewis
Oliver, Son of Sir Rowland de Bois Matthew
Arthur L. Sachs
Dennis, Servant to Oliver and Orlando Kenneth Tobey
Charles, a Yeoman Peter Cavanaugh
Celia, Daughter to Frederick Camie Stone
Rosalind, Daughter to the Banished Duke Helen Craig
Le Beau, a Courtier John Brent
Duke Frederick, Brother of the Banished Duke David Leonard
Jaques, of His Dominions Harry Sheppard
Silvius, Shepherd John Phillip
Jacques, Lord Attending on the Banished Duke Philip Bourneau
Amiens, Lord Attending on the Banished Duke Murray Vye
Duke, Living in Banishment David Lewis
A Duke, a Country Wench Valentine Vernon
Sir Oliver Martext, a Vicar James O'Neill
Francine, a Shepherdess Paula Trueman
Celia, a Shepherdess David Lewis
Lords, Pages, Footmen, Attendants: Rosalind, Orlando, Wallace House, Florence, Winthrop, John Lund, Allyn Rice, Ruth Krakowski, Doreen McLean.

SCENE: In the Windsor Court and in the Forest of Arden.
The production of *As You Like It* is offered by Ben A. Boyar and Eugene S. Bryden at the Mansfield Theater Monday night at 8:30. The play is a comedy which seems all the more a pity since it promised on paper to be both exciting and excellent. The recording is Miss Helen Craig, an actress who has given a series of beautiful performances climaxed by

her incomparably lovely work last season in *Johnny Belinda*; the director is Mr. Bryden, who, if memory serves, was billed as Eugen Schultze-Breiden when he did a magnificent directorial job on a greatly underrated play called *Soliloquy*, in which Miss Craig and her husband, John, had prepared several seasons ago. The production at the Mansfield contains a number of excellent performances in featured roles; but they are nullified by the work of the two people of whom most was expected.

As You Like It is at all times a tricky play to whip into shape for a modern audience. It must be played primarily for its lyrical-romantic quality; Mr. Bryden, however, attacks it with a Teutonic heaviness which, while excellent when handling psychological melodrama like *Soliloquy*, is disastrous when trying to find a path thru the magic forest of Arden. All lightness and lyricism, all delicacy and subtlety of overtones are instead, there is a heavy-handed insistence on fancy qualities already in the script, plus many that aren't there at all. Mr. Bryden tries to bring the necessary lightness to the play, but thru magical beauty, but thru directorial blundering which turns almost the entire second half into something you'd expect to see between the acrobatic acts at the circus.

Mr. Bryden's results are obvious—and too numerous to list. For one thing, the delicate emotional pull, so necessary to any real enjoyment of the play, is lost utterly. Rosalind and Orlando are snored under by clowns, and their romance becomes something that might quite conceivably have been played by Mabel Normand and Roscoe Arbuckle. Celia becomes, in the second half at least, a low-comedy figure. And Jacques, like the leading lovers, loses his proper stature and is buried beneath the avalanche of asininity. Despite a really fine performance from Philip Bourneau, his numbers like an incongruous weight thru the magic forest that he should properly dominate.

Not is the effect aided by Lemuel Ayers' settings and costumes. The set, stylized

Porterfield Asks \$15,000 Of Virginia for State Theater

RICHMOND, Va., Oct. 25.—The Virginia State Advisory Commission of the Budget was asked this week for \$15,000 toward starting a State Theater to be supervised by Robert Porterfield, producer and director of the Barber Theater, Abingdon, Va.

Another Virginia commission, the State Conservation, has added this \$15,000 to its budget, according to M. Clarence Smith, chairman, and it is entirely possible that, since the budget has been made up, the money will be granted in time for Porterfield to make plans to establish the new project next spring.

Porterfield, who appeared in behalf of the proposal, said the Barber Theater had brought the State tremendous publicity, which he valued at "more than \$1,000,000." He claims his theater has outgrown "Bob Porterfield and Washington County" and he wants to see it established as a State theater project.

A State theater, operated on a mobile basis to bring to the people some of the best plays, would constitute a "defense against the loss of our culture," Porterfield argued. J. Vaughan Gary, of Richmond, also spoke in behalf of the project and declared that it would be of tremendous publicity value. The spokesman said it was thought that once the theater was established it would soon function on a self-sustaining basis.

and here, is also unmagical; an Arden as romantic as ever deserted, with its little cluster of demure, tree-trunks rising on a bald hemisphere in midstage, it might quite easily pass for the corner of a recent lot in Brooklyn. The costumes, on a whole, are ineffective; some are not much better. That for Rosalind's disguise as a boy is particularly unfortunate; it includes a sort of bonnet with wide ribbons tied in a big bow under the chin—a contraption that's about as boyish-looking as a brassiere.

As for Miss Craig's Rosalind, it is stylized, mannered, starchy and almost entirely ineffective. Her boyhood seems to be youthful and girlish, but it is too stiff to be determinedly girlish even in

the disguise of a boy. Add to it Mr. Ayers' costume, and you have merely an overwhelmingly feminine loss in accents the one point of the play's charm is gone.

But the weakness of the performance goes far beyond the interpretation. Miss Craig over-postures and over-poses; she speaks in gusts and often with almost complete disregard for both the subtle emotional content and the meaning of her own statements, her attempt at being out contrasting values, no care for individual effects. It's a heart-breaking-y disappointing performance.

Yet, despite the direction and the complete distortion of values, there are a number of individual acting jobs that are excellent—no fine, in fact, that they make the inadequacy of the production as a whole all the more a pity. As remarked, Mr. Bourne's Jacques is splendid; I've never heard the "Seven Ages" speech read so well—a thoughtful, bitter, amusing improvisation flowing extemporaneously from the mouth of the speaker. And Alfred Drew's Celso in the first scene is every bit as fine. It catches perfectly the much-needed lyrical-romantic spirit; it is subtly and delicately shaded, and at the same time it is believably human—an amazingly fine acting job. Carol Stone, Fred's youngest daughter, gives a beautiful reading as Celso until she is called upon to hurl the rule toward the end, and Leonard Elliott, within the unfortunate low-comedy limits set by the direction, is an excellent Touchstone. Splendid subsidiary performances are turned in by Harry Sheppard as Corin, Ross Matthew as old Adam, and John Logan as Le Best. As a matter of fact, if you grant the demands of the direction, the only really poor supporting jobs are those offered by David Leonard as the Duke, Arthur L. Sachs as Oliver, and Paula Trueman as Phoebe. Miss Trueman manages to outburlesque even Mr. Byrd's direction.

In the long run, the production of *As You Like It* is only as good as its directing. This one, much as I hate to say it, isn't very good.

WINDSOR

Beginning Tuesday Evening, October 21, 1941

GOOD NEIGHBOR

A play by Jack Levin, Directed by Sinclair Lewis. Settings designed by Frederick Fox. Presented by Sam Byrd.

- Yankel Barron Gustav Shackl
- Hannah Anna Appel
- Heinrich Howard Fisher
- Whitely Edith Jones
- Miss. Kufman Edith Jones
- Mr. Kufman Edith Jones
- Officer Olyvedale Donald Arbary
- Luther Arthur Henderson
- Benja Edna Rae Harris
- John Helen Carter
- Barney Lewis Charles
- Miss Jeffrey Susanne Turner
- Western Union Boy Leslie Barrett
- Doctor Fred Sherwood
- Police Marcella Powers
- Dave Sam Byrd
- Leader of the Cavaliers Winfield Smith
- Second Cavalier John A. Stearns

ACT I—Hannah's Second-Hand Shop in a southern city. Late Afternoon.
ACT II—The Kitchen. That Evening.
ACT III—Scene 1: The Same. Saturday Evening.
Scene 2: The Same. Saturday Evening.
Scene 3: The Same. Early Autumn.

Sam Byrd, producer of Jack Levin's *Good Neighbor*, and Sinclair Lewis, his director and principal backer, had their born confidence in Mr. Levin's play—up to a certain point. They tried it out at a summer theater, ran into objections and difficulties with it, insisted on continuing it, were warned against its Broadway potentialities, put it on anyway, tried it out in Baltimore (Mr. Levin's home town) with discouraging results, and insisted on bringing it to Broadway regardless. Then, for some reason or other, their confidence suddenly stopped; maybe, after all that had happened, it was not possible to have any confidence left. They opened the piece at the Windsor Tuesday night—and Wednesday morning, after reading the notices, they took it off again. It had a total Broadway run of one consecutive performance.

Under the circumstances this reporter, who was scheduled to catch it on second night, will again be forced to depend on the reports of those attending the opening.

According to those, the play had an excellent purpose that was completely nullified by inept writing and direction, the latter coming from Mr. Lewis. That the purpose was excellent there can be no doubt; it was to emphasize the importance of tolerance in those troubled and almost universally intolerant times, and to suggest that bigotry and humaneness could not co-exist, and that the only surmises lines that have been drawn by

the current upheaval. In other words, it tried to say that bigotry against one minority group inevitably leads to bigotry against others; that tolerance extended to one must, if it's to have any meaning, be extended to all. It is a lesson that America badly needs just now.

Mr. Levin's chief character was Hannah Barron, an upstanding Jewish woman who protected a half-breed lad of German extraction, falsely accused by the "Cavaliers" (or *Kis Kius Klan*) of being a Nazi and a murderer. Then, according to the reports, Mr. Levin turned his entire second act into a genre comedy of Jewish family life, of the sort which might go on Second Avenue but hardly on Broadway. And then, returning to his theme in his third act, he showed the "Cavaliers" invading the fine Jewish woman's home and shooting her instead of the so-called Nazi.

It's an excellent object-lesson, and one that's only too sorely needed here and now; but the unanalysis and unequivocal verdict regarding Mr. Levin's ability to present that lesson is something that Mr. Levin would probably just as lief not have reproduced here—or anywhere else. The cast, under Mr. Lewis's generally deplored direction, was rather pitiful that damned. Anna Appel, as Hannah, however, came in for kudos for strength and sincerity of acting that rose above the drawbacks in the staging and the script. Mr. Lewis, it was said, had interrupted the writing of a new book in order to undertake the play's direction; if he follows the boys' advice, his writing will hereafter remain uninterrupted.

SAM S. SHUBERT

Beginning Wednesday Evening, October 22, 1941

CANDLE IN THE WIND

A play by Maxwell Anderson, starring Helen Hayes. Directed by Alfred Lunt. Settings designed by Jo Medeline, constructed by Joseph Pagan. Construction Company, Inc. and painted by Triangle Studios and the Alliance. Company manager, Harry Essex. Press agent, William Fields. Stage Manager, John Haggett. Assistant stage manager, Jacqueline Pagan. Guy Medeline. Presented by the Theater Guild, Inc. and the Playwrights' Company.

- Fargau Philip White
- Henri Benedict MacQuarrie
- Doroce Robert Hardison
- Madeline Leon Roberts
- Marcy Nell Morrison
- Medeline Guehl Helen Hayes
- Maria Tomkins Evelyn Varden
- Ross St. Cloud Louis Borell
- Colonel Caplan Hans Moller
- German Lieutenant Knud Krueger
- Col. Erturt John Wenzel
- Lieut. Zahern Tomio Selwart
- Captain Bahm Mario Garg
- Madame Fawcett Michelle Baragi
- M. Fleury Stanley Isaacs
- First Guard Brian Connaught
- Second Guard Fendi Hoffman
- Scott Lotte Lenya
- Chief of Musician Fred Wiseman
- Third Guard George Andre
- Fourth Guard Guy Monypenny
- Corporal Schultz William Malten
- Captain Bruce Farnold

ACT I—Scene 1: The Garden at Versailles, Early Morning, June 19, 1792. A Pumping Station on the Outskirts of Paris, Now the Office of a Concentration Camp. The following September. ACT II—Scene 1: Madeline's Apartment in the Plaza Athene, Afternoon, October 2, 1938. ACT II—Scene 2: The Concentration Camp, the Next Day. Scene 3: Madeline's Apartment, Afternoon of the Same Day. Scene 4: The Same. A Few Hours Later. ACT III—Scene 1: Gardens at Versailles, Evening, Two Days Later.

Maxwell Anderson may have thought that he was writing an anti-Nazi propaganda play when he wrote *Candle in the Wind*, which came to the Shubert Theater Wednesday night under the somewhat imposing combined auspices of the Theater Guild and the Playwrights' Company—but actually he was doing nothing of the sort. What he really wrote was a typical, by-the-numbers drama, except that he called all the nice Germanstheaters Frenchmen and Americans, and all the nasty Monroviats (or whatever the name of the enemy kingdom was) Nazis. Then he added some hyped-up statements of the Nazi viewpoint and some wind-filled apostrophes to freedom—both of which are as out of place as a speech on political economy in *The Prisoner of Zenda*.

Except for a dullness unusual in the genre, the play might just as well have been called *Severely of Occupied-Great-stark*. It's all there, even to the sudden reformation of one of the very nasty people—a situation that used to bring lumps to my throat many years ago when the character was called Dan Baxter and the opera was titled *The Rover's Hope*. The intrusion of serious, contemplative events with their tragic present overtones into all of this gives much the same effect as the Hitler we

suddenly to appear as a character in *The Student Prince*.

The story is simple—so simple that a hint of the evening's prevailing dullness can be obtained thru the realization that it takes almost three full hours to unfold on the Shubert stage.

Madeline Guehl, an American actress in Paris, falls in love with Raoul St. Cloud, a French journalist serving in the navy. He once wrote an unfavorable—and so far as can be gathered, a thoroughly ill-mannered—review of *Metz Kampf*, so he is put into a concentration camp by the victorious Germans and tricketed for death. Madeline spends a year and all her money in unsuccessful attempts to get him out, only the last of which is shown on the stage—and then the stern young assistant commander of the prison camp reveals his hatred of Nazism, helps Raoul to escape, and goes to face his death. Madeline, meanwhile, is retained as a sort of hostage for Raoul's return; but there seems little doubt about her ultimate escape, particularly since she couldn't very well help them to recapture Raoul even if she would.

All this is told in open pretensions but always undistinguished prose, with motivations for the most part almost nonexistent and with a consistently careless disregard for probabilities and even possibilities. There is some attempt made to show the chafings of even the most rigid of Germans under the galling restrictions of Nazism; and this, if it weren't based on phony writing and plotting, would be a legitimate and excellent point. But the attempt to set off freedom against an explanation of Nazi philosophy falls pretty flat, partly because Mr. Anderson's pretentiously windy generalizations about freedom have little more meaning than a college cheer, and partly because his presentation of the Nazi viewpoint sets up a mere man of straw. The full Nazi philosophy can be knocked down just as easily by logical arguments that have integrity, honesty, knowledge and humanity behind them: so it seems all the more a pity that Mr. Anderson should have chosen to demolish only an obviously fabricated baroque of it.

To leave the impression that he is fighting against a set-up—which is bad propaganda, as well as bad playwrighting.

Helen Hayes, who is starred, offers a somewhat uneven performance as Madeline. Magnificent when called upon to bring an emotion down to poignant intimacy, she lacks the power and sweep to carry the bravura passages in which she offers various merely gaseous. Walking off with the evening's acting honors, really, are four of the supporting players—Evelyn Varden, whose readings as a wise-cracking friend are as perfect as ever; Tomio Selwart, who actually manages to make believable the Nazi who should have been named Dan Baxter; John Wenzel, who splendidly dominates the stage whenever he appears as the commander of the prison camp; and Lotte Lenya, who offers a perfectly charming and right performance in her American debut as Madeline's maid. Louis Borell is a weak and colorless Raoul—so much so that you often find yourself wondering why either the Nazi or Madeline should have gone to all the bother. The others in the large cast have little more than bits.

Alfred Lunt directed adequately. Jo Medeline's settings are excellent.

Car. Playmakers Turning Pro

SALISBURY, N. C., Oct. 25.—After 22 years as amateurs, the Carolina Playmakers, drama group at the University of North Carolina, have turned professional, at least for a short spell.

Singing with the Redpath Bureau of New York and Chicago, a troupe of 18 playmakers, with a smattering of seasoned professional talent, began their first tour October 11. The troupe travels as the Repertory Touring Company, beginning in Lynchburg, Va., October 11 and winding up the Eastern circuit in Northampton, Mass., December 8.

The troupe will play 14 cities and towns, mostly at colleges, presenting Paul Green's *The House of Connelly*.

DETROIT, Oct. 25.—Plans for reopening the Wilson Theater, long dark as a light house, were closed this week with booking of the new Clifford Odets play, *Clash by Night*, to have its first tryout here October 27. Second booking for the Wilson is the Ballet Russe, booked by Fortune Odio to open November 2.

Review Percentages

(Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In giving percentages, "an opinion" vote is counted "one-half yes" and "one-half no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero. At the end of each month of the season the shows and their percentages will be listed, together with a resume of how they fared at the box office, in an effort to determine how much the critical reception affects the financial returns and how closely the critics agree with the decision of their readers.)

"As You Like It"—11%

YES: None.
NO: Atkinson (Times), Seattle (News), Anderson (Journal-American), Brown (World-Telegram), Waldorf (Post), Lockridge (Sun), Kronenberg (PM), NO OPINION: Mirror, Watts (Herald-Tribune).

"Good Neighbor"—0%

YES: None.
NO: Waldorf (Post), Watts (Herald-Tribune), Eagle (News), Anderson (Journal-American), Brown (World-Telegram), Lockridge (Sun), Kronenberg (PM), Atkinson (Times), Coleman (Mirror).
NO OPINION: None.

"Candle in the Wind"—33%

YES: Maule (News), Lockridge (Sun), NO: Atkinson (Times), Watts (Herald-Tribune), Coleman (Mirror), Anderson (Journal-American), Kronenberg (PM), NO OPINION: Brown (World-Telegram), Waldorf (Post).

NEW OPERA COMPANY

(Continued from opposite page)

deal less than that. The cast for *God Save the Queen* was poor: the cast for *Fleur D'Amour* is no better. If after interviewing 800 young American singers, as was reported, Mrs. Lytle Hill and her group can do no better, there'd best give up the whole idea or else find someone who knows how to judge voices.

Dehrman, the tenor role, is called upon to carry almost the entire opera, and it was entrusted to the hands and voice of Hardesty Johnson, who displayed a certain amount of vocal quality in the lighter passages but has nowhere near the power and ability needed to carry the long and demanding dramatic sections. Strained and poorly handled, his voice even shows frequent signs of hoarseness. American Tenor, who substituted for James Kenyon, the soprano, on second night, her plaintive passages were beautiful—but anything above that sounded harsh, shrill and forced. As her best in her lower register, she entirely lacked quality in her top notes and badly flubbed the high C in the second scene of the first act.

Edwina Hattie as the countess, also did beautiful work in the quieter passages, but was much less at ease in the few sections demanding a display of power—an effect perhaps attributable to her years of singing thru a mike at the Radio City Music Hall. Glenn Darwin, the baritone, offered the evening's finest vocal work in his aria at the start of the second act. His rest mean very little, either way.

Singing the opera in English didn't do much to help anybody, either. English is a peculiarly ungrateful language for opera—and the translation, provided by Hoods Research, is appalling: muddled and silly. It would have brought numerous hushes if the customers hadn't been busy feeling sorry for the poor people trying to sing it.

This reporter is never one to insist on acting in an opera. You never get it anyway—and if the singing is good it doesn't matter. But the singing of this isn't very good—and the quality of performance contributed by Mr. Johnson couldn't be condoned under any circumstances. He expresses emotion by stamping and stumbling over the stage like a human Leon Errol, and at times seems as tho he were rebuking to replace one of the Three Stooges.

Dr. Lothar Wallenstein, who will transfer his ministrations to the Met later in the season, did the singing as tho he were preparing the piece for an opery house rather than an opera house. His direction will probably fit in very nicely at the Met.

Eugene Barry

Shortage of Names Forces Chi Clubs To Build Up Local Acts; Carr, Murphy, Shore, Thomas

CHICAGO, Oct. 25.—Faced with the most acute shortage of night club attractions in years, local operators are building their own names, depending in most cases on local acts who have developed followings in this area. Niteries owners find the general market too competitive, and the asking prices for the top draws eliminate all but two or three rooms in town.

The Hi Hat recently switched to a girl-show policy, employing Billy Carr to emcee the bill. Carr developed a rep during a five-year run at the 806 Club, which caters to late trade. Spot originally intended using outside names as well, but deals for several attractions, among them Beatrice Kay, Jimmy Durante and Nick Long Jr., fell thru. Long could not open at the last minute when the management of Louisiana Purchase, in which he is appearing, refused to let him double. All publicity is now concentrated on Carr and the Winnie Fowler line, another local attraction.

Bumba Casino brought in Dean Murphy and is building him to the stars. Murphy, having started around here, has a good rep, and his billing, "President Roosevelt's Favorite Entertainer," is catching on with the trade.

Once Pace and Palmer House still have the attraction market cornered as far as Chicago is concerned, because they have been buying names longer than any other competitor and, in addition, have tied up acts for this area. They will hold Joe E. Lewis until Christmas and may bring in the locally popular Willie Shore in the next show. Palmer House finally set the Hartmanns to headline its November 13 show after a number of negotiations. The team held out for a spot in a Broadway show and wasn't too eager to accept hotel or night club work.

Harry's New Yorker is finding the combination of Ralph (Cookie) Cook and Dolly Kay successful. They are going to

stay for a third show, giving them a total of 15 weeks, along with the Starlets.

Harry Eager found a good bet in Danny Thomas for his 8100 Club. Brought in over a year ago at \$50 per week, he is now earning \$275 per, with commissions for his agent extra.

Drake's Calumet House is still hungrier for good society singers. When anything good comes along it is held as long as possible, saving a new hunt for acts. Eleanor French, now finishing a return date, had her original two-week contract changed to four.

A new spot on Rush Street, Barone's, will open Thursday (30) under management of Dan Barone, former manager of Colosimo's. Acts and line of girls will be used.

The Playhouse was raided last week, due to an off-color "Beauty and the Beast" specialty performed by a stripper.

Colony Club will not reopen this season because it is not able to secure a liquor license until next March.

Pa. Club Owners Beat Sunday Pinch

PHILADELPHIA, Oct. 25.—The Pennsylvania Cabaret-Restaurant Owners' Association has scored its first important victory in a drive to fight the Sunday liquor sales ban. Ops claimed that the State's Sunday blue laws are seldom enforced against retail shops and other places. But when a niterie makes a sale after midnight Saturday night police immediately make raids.

Victory was chalked up when Charles S. Solt, counsel for the association, won a not-guilty verdict on a Sunday-sale charge against one of the members, the Little Bathkeller here.

Jack Doyle Panned For Wanting Money

LONDON, Sept. 25.—Following a severe panning from widely circulated Sunday newspaper, Jack Doyle and his wife, Morvia, today canceled this week's vaude engagement at Kingsway Hall and Golders Green Hippodrome. Paper slammed Doyle for attitude toward Britain's war effort and accused him of demanding £2,500 to fight at boxing show for R.A.P. Benevolent Fund. At the Hall he attended rehearsal and cried off just before the start of matinee curtain.

First show at Phoenix Theater, reopening as London's newest vaude house on Monday, will be Maurice Winnick with Dorethester Polles. Program policy is twice daily, Monday to Friday, with extra show Saturday.

Club's Defense Bond Night Stunt

MINNEAPOLIS, Oct. 23.—Curly's Cafe has inaugurated what it believes to be the first Defense Bond program undertaken by a night club in America.

Curly's features a bond night, distributing tickets to guests, the holder of the winning number receiving a \$25 bond if present at the Tuesday night drawings. If the winner is not in the audience the bond goes into the jackpot and the following week is added to another \$25 bond.

More Detroit Clubs Add Entertainment

DETROIT, Oct. 25.—A spurt of night club activity is evident locally with the introduction of shows at several cafes. Billy Beaumont, local singer, has purchased the Club Stevedorer, and will use seven acts, changing weekly. The Jefferson Club has been redecorated and enlarged and will use 12 acts weekly. Morry's Club reopens October 30 with an eight-act bill. A demand for lines is especially evident in this area.

The increase in night club activity has caused Nite's office agency to add Harry Bruce to its staff.

He Used His Head

CHICAGO, Oct. 25.—Jimmy Shea, the socio-economic, landed himself some good publicity between halves of the Northwestern-Michigan football game here Saturday (18) when he donned a Northwestern cheer leader sweater and performed for several minutes with a fast talking assistant.

Later, the 80,000 customers heard his name announced over the stadium mike.

\$650-a-Week Three Peppers Now Top Local Act in Phila

PHILADELPHIA, Oct. 25.—New high in salary for local acts was garnered by the Three Peppers, septa instrumental-vocal turn. Boys were booked by Jolly Joyce agency to double between Palmbo's Cafe and the New 56th Century Club, headed by Frank Palmbo at a fancy figure of \$650 a week. Peppers will put in three shows at the Century and two at Palmbo's.

Peppers originated in New York and came here several years ago. Trio was taken under the personal management of Joyce and built to highest priced night club act in town. They had the dual booking. Palmbo is distributing 4,000 recordings made by the Peppers for use primarily in music boxes.

AGVA, Musicians Vs. Agent Union

NEW YORK, Oct. 25.—Former union, chiefly the American Federation of Musicians and the American Guild of Variety Artists, are opposing the move of a group of agents in Cleveland who have applied for a trade union charter from the American Federation of Labor, now in its annual convention in Seattle.

As soon as move came within earshot of AGVA officials, Gerald Griffin, national executive secretary, wired other unions to oppose it, "because they don't come within the scope of union labor." Move was also described by Griffin as an attempt on the part of agents to try to beat down the actors by belonging to the same federation.

James C. Petrillo, proxy of AFM, wired Griffin that his union would also attempt to block the move and line up other unions at the Seattle convention. Agents who initiated the move were not dissuaded.

Ice Show for Chi Night Spot

CHICAGO, Oct. 25.—Ceposimo's will become the first local night club to play an ice show when it opens the Lamb-Thomas Ice Revue Thursday (30) for a six-week run. A few seasons ago the Sherman Hotel used an ice revue and later the Drake Hotel tried the idea on synthetic ice.

The booking at Colosimo's marks a complete change in policy and, if it clicks, the revue will be held indefinitely or will be followed by another ice unit. A new band goes in the same night. Hank Lehon replacing Frankie Quartell, who rolled up a three-year run.

KC Mainstreet Leased

KANSAS CITY, Mo., Oct. 25.—The Mainstreet Theater, 2,040 seats, has been leased to a new corporation, Mainstreet Theater, Inc. for 10 years, with option to purchase. Renovations are being contemplated and upon completion house will run on a stageshow policy.

Spot was formerly part of Orpheum and BKO circuits.

More Bridgeport Vaude?

BRIDGEPORT, Conn., Oct. 25.—With vaude playing to capacity crowds Monday nights at the Low-Poll-Globe, according to house manager Harry Rose, the circuit may increase playing time at that house as put in vaude at the Lyric, which is dark altho it was supposed to reopen two weeks ago. Name bands may also open at the Majestic.

However, Low City Manager Matt Saunders is non-committal on the subject, as are Manager Morris Rosenthal of the Majestic and Manager Harry Rose of the Globe.

Corio a Big Draw At Detroit Bowery; Bea Kay Also Big

DETROIT, Oct. 25.—Ann Corio, playing her first night club engagement after her summer legit experience, drew 12,000 at the Bowery last week, according to Manager Frank Barbers, bringing her attendance right up among the half dozen top draws for this spot. Hold over, she is expected to draw about the same figure the second week.

Barbers, seeking to book Miss Corio for a return engagement, was stymied by the fact that she opens in a few weeks in a road town of White Carps.

Importance of the name acts at the Bowery was shown for the two weeks prior to the Corio booking, when top names were booked, and attendance dropped to around 4,000.

Beatrice Kay, who preceded the two weeks of lesser name bookings, drew 12,000 in a return engagement, after drawing 12,000 about three months before, and has been booked for the New Year's Eve show. Carmen Amara is booked for the week of November 2.

Bob Hope, Colonna Forced To Pay Up; SF Nitery in Jam

SAN FRANCISCO, Oct. 25.—AGVA local was busy this week with disputes involving the Club Moderne and opening appearance of Bob Hope and Jerry Colonna at the Auto Show Saturday night.

Nitery closed October 12 owing a reported \$300 to Jack Marshall, Route and Demo, and the Remodelo Club (1100). Union held up scheduled appearance of Hope and Colonna at Auto show 30 minutes because pair were two days delinquent in dues. Both paid up.

Joe Mirevoli, owner of the club, said he planned to reopen the spot as soon as financial affairs had been straightened. These were said to involve federal, state and liquor taxes.

Fight of Joe Tenner to obtain renewal of his permit to operate the Straws at the Stars has been tossed back to the police department by the board of permit appeals.

More Clubs Open In Philadelphia

PHILADELPHIA, Oct. 25.—Frankie Palmbo unshatters his record as Palmbo's Cafe Saturday. His Mullery and Three Peppers set for the show, large cast to be filled by Eddie Russ, booking.

Max Heiman has reopened his Lullimer Club with Marian Bowman, Carl Lind, Joan Sheer, Gloria Miller and Max Heiman's orchestra.

George S. Kovach has returned the Ritz-Carlton Hotel's Raleigh Room to shows with Vincent and Carlo.

Curley Josephs and Marty Verbit have bowed with a Mirror Bar at the Westbury Hotel.

George Levin, former niterie owner, returns as manager of Murray's Rhythm Bar.

Management of Lou's Moravian Inn is readying a companion, Lou's Chancelor Inn; and Barney Zeman, former band leader, plans an early opening for his new Purcell Cafe.

Class Spot Opens In Norfolk Hotel

NORFOLK, Va., Oct. 25.—Starlight 1931, this city's first night spot aiming at the class trade, opened Monday on the seventh floor of the Monticello Hotel.

Club is operated by the hotel corporation, Col. Charles H. Conover, president, and occupies the former grand ballroom. Room is open nightly except Sunday, with Moevy Brennan's rock and Alma Olsen, singer, and Rutherford and Gladys dancers.

Atlanta Back With Mirens

ATLANTA, Oct. 25.—The Roxy Theater (Lubin & Jeshel) opened October 16 after being closed all summer, with the A. E. Marcus show. Jack Hodges is again manager.

GAC Booking Henry Grady H., Atlanta

ATLANTA, Oct. 25.—Booking of the Henry Grady Hotel here has been assigned to General Amusement Corporation by Judd Johnson, manager of the rooms using talent. Harry Kirby, GAC cafe head, will serve the spot.

Already set are Leota Lane, who opens Thursday (21); Rose Marie, November 8, and Three Heat Waves, November 20.

Minn. AGVA Having Trouble With Jobs

MINNEAPOLIS, Oct. 25.—Rumors that Twin City Local 3 of American Guild of Variety Artists was near folding are denied by Ted Brown, club, union's business agent. Aich says he is still at work daily and that he has served a strike notice on the New Gayety Theater, where modified burlesque has been introduced.

Some local performers say AGVA is unable to place its members in jobs throughout the territory. Also that niteries in Minneapolis are either bringing in higher priced acts from Chicago or running amateur vaude to escape working with AGVA here.

Aich denies this.

Atlantic City Fine

ATLANTIC CITY, Oct. 25.—With patronage continuing at summertime standards, Club Noodin has augmented its Broadway. Newcomers are Tiny Kaye, Helen Frances and Leticia Bernard. Holding over are Mary Lynn, Flo Maloney, Patsy (Kinger) Johnstone and Jackie Whalen, emcee.

Beaumont Club Reopens

BEAUMONT, Tex., Oct. 25.—The former Top Hat night club on the 10th Highway has reopened as Tony's. Entire spot has been remodelled, with new dance floor installed. Using a house act on week-ends.

Thanks to the Number One Office
GENERAL AMUSEMENT CORP.

for booking us into these number one spots

Hello,
Harry Kilby

Calling from the GLENN RENDEZVOUS in Newport, Ky. (what they say we're doing a bit of all right), to wish you luck on your 5th successful month in the Club Department of General Amusement Corp. Keep up the good work.

By the way—thanks for making possible that recent halcyon engagement at the St. Morris Hotel in New York.



...pull an abundance of laughs and applause with their ball-room buffoonery.

—The Billboard

THE BLANCHARDS

Gee, thanks, **HARRY KILBY**,
 you've been swell—

and thanks also to The Billboard for these kind words—

Happy Lewis's quick wit and comical actions stamp him as three comedians rolled into one. His stuff is new and different, fast and furious, while he keeps the show running at the same clip and the customers in stitches. Between intros, Lewis sings a comedy number, plays the harmonica and performs a clever magic act with the aid of a photograph. The record furnishes him with the instructions, but his amazement at being able to execute the tricks is humorous to the nth degree.

—The Billboard (Oct. 11, 1941)

"3 COMEDIANS
 ROLLED INTO ONE"

**HAPPY
 LEWIS**



Currently
 Colonial Inn, Singae, N. J.

Success to Act Department of General Amusement Corp.

THE DIGATANOS

"Fashions in Dancing"

Just Concluded
 LOEW'S STATE, N. Y.
 (with Rita Brax.)

Currently
 LA CONGA, N. Y.

Success to Act Department of General Amusement Corp.

CERNEY TWINS

Doublet

HOTEL PENNSYLVANIA and LA MARTINIQUE, N. Y.

Thanks! **HARRY KILBY**, from

RAMONI and his **RUMBA BAND**

14th Street West

HURRICANE, NEW YORK

Wait, forget us, fellows in the band—

FRANK RAMONI
 LOUIS HERRERO

GILL RAMONI
 GUIDO LAURO

DON ALVAREZ
 CARLOS AGOSTA

Success to Act Department of General Amusement Corp.

NINO NANNI

Pianologue and Songs

Now Featured

BRASS RAIL, Chicago

THE KING COLE TRIO

Currently

KELLY'S STABLE

think the Act Dept. of General Amusement Corp.
 are really in the groove

"... that amazing pickpocket"

FRED RONER

Presenting the most unusual act in show business

Currently Paradise Room

HENRY GRADY HOTEL, Atlanta, Ga.

Thanks to Harry Kilby, GENERAL AMUSEMENT CORP.

JOE RARDIN

"Mite of Mirth"

WORKING STEADY

Thanks the Act Department of General Amusement
 Corp.

Success to Harry Kilby,
 Act Department of General Amusement Corp.

SAMMY WALSH

Now

FAMOUS DOOR, N. Y.

Rumba Casino, Chicago

Talent policy: Shows at 8:30, 11:30, 1:30; show and dance band; rumba band; rumba matinee daily. Management: Al Greenwald and Milton Schwartz, operators; Maxine Ross, producer; Fred Joyce, publicity. Prices: Minimum \$2, applied on drinks only (\$2.40 Saturdays).

As a Latin spot, this room has no real competition in town. From the standpoint of talent expenditures, it ranks second only to the Club Three. Standard acts are the rule here and management runs anywhere from four to eight weeks.

New layout by Dean Murphy, Senior Women, the Tanner Sisters and Sunny Rice, with the Pan-American Dancers retained for the production efforts.

Dean Murphy, in the space of four years, has climbed his way to the top as a witty impersonator. His style, crisp and refreshing, and his youthful, clean-cut appearance command attention. The highlight of his turn is still an amazingly accurate carbon of P.M.A. displaying him as a man with a sense of humor and as an earnest President pleading for unity. A hit that can't miss. His other impressions of screen and radio celebs are brief, sharp and amusing.

Senior Women had no trouble earning big hands with his novel manipulation of voices, while inducing the attention of the customers on a doll, whose head is literally in his hand, and on a gruff-witted gentleman in a box. Goes equally well in cafes and theaters.

The Tanner Sisters are three clean-looking kids who harmonize pleasantly enough. They work with more reserve than competitive swing. Stayed out for five special engagements, including Being Low, Sweet Charity, Piano Concerto, Rancho Grande, Hawaiian War Chant and Look Down That Lonesome Road.

Sunny Rice is on early with a couple of striking tap routines, kept out of the stock field with fine spins. The Pan-American Dancers (eight girls and four men) rumba and conga in the opening and closing numbers to Dean Pedro's musical rhythms. Pedro and the boys, incidentally, stay on to dish out show and dance music. Mauchito and Cansy alternate. Sam Hontberg.

Chez Paree, Denver

Talent policy: Dance and show band; floorshows at 11 and 2. Management: Tom Roynold, manager; Harry Harris, host. Prices: A la carte.

History has shown up a good deal the past several weeks and, although this town's top spot still holds its own, it too has suffered. This week's show offers a different twist.

Now in his 35th week, Bert Hardscastle continues to supply the music for both show and dance, and his five-piece combo has proved a solid click.

Show opens with a solid headliner, Nina Nova in a high kick number. Mostly kicks and hand juggling. In town, and gladiators chafed lines and gets nice hand. Judith Johnson works a mental gimmick. First time club has ever presented this type of act, and it sold wild. She and her partner, Hal Langdon, both youthful, keep things moving. Cal Blainfield, identifies some Lashburn points to while passing out audience. As an climax, pair go into a mind-reading stunt that leaves customers amazed. Humor is injected without humor.

Emcee Buddy Bowen, who had a previous four-week engagement at this

Night Club Reviews

spot, is in another four-weeker. Handles the show smoothly. His ditty on The Hermit was followed by a parody on The Man Who Comes Around. Slightly racy, timed and delivered nicely, they sell strong. Dancer Nina Nova comes back for an act routine with a parade lead. Out of the usual acrobatic class. Gets a good hand.

Show has variety and balance. The Johnson routine should prove a good draw. Herb Trachten.

Hotel Stuyvesant, Peter Stuyvesant Room, Buffalo

Talent policy: Dance and show band; continuous entertainment; Saturday cocktail hour. Management: Doris Martin, owner and general manager; Robert Ballman, hotel manager; Joseph O. Klein, maître d'hôtel; Johnnie Paronzo, assistant headliner. Prices: Dinner from \$1; drinks from 45 cents; minimum Saturdays, \$1 per person in cocktail lounge and \$1.50 in stateroom.

Due to the strong trend everywhere now toward smaller bands and musical acts of the better caliber, the Stuyvesant nitery is right in style, without having to change policy. Doris Martin selects entertainment carefully, and when a unit or act goes over it's usually in for a long stay. Usual layout is a four to six-piece band, with vocal as well as terp appeal and a smart musical act for intermissions. Continuous small changes in color scheme, etc., keep away monotony.

Best band draw in spot's history was Roger Stanley's six-piece unit which just bowed out and made it mighty tough for newcomer Frank Victor. This personable musician was recently gutted with the Adrian Rollini Trio. Allowances will have to be made for unit's teamwork; as this is the first important location date. Books carry ballads, Latin rhythms and peppy pops, but are still limited on oldies due to nervousness of outfit. Working at one end of postage-stamp dance floor, band has best foot forward on live numbers and bouncy tunes. Jazzy rendition and guitar standouts are noteworthy. Bunnie Donlin handles bass and does character and novelty work. Frank Bell offers well-varied trumpet work with various mutes, doubling occasionally on cymbals. Peter Sterling, who sports okay baritone pipes, pushes the accordion, while leader Victor plays electric guitar, which includes organ effects operated by foot pedal. Quartet vocals are pleasing.

Grace Patterson, a statuesque brunette, is a vocalist who works in front of Victor hand to good advantage. Selections were limited to ballads and Nones.

At other end of Stuyvesant Room interest centered on the Three Dalton Boys during band lull. Spotting entertainers at opposite ends of nitery is smart stunt. The Daltons are a very pleasing looking, clean-cut bunch and give out vocally in well-trained fashion on requests. Rhythm ditties, harmony ballads, novelties and Latin hits are handled with ease and confidence. Harry Dupree, accompanist, gives them a big boost. Following Dalton Boys October 29 will be Jackie Kerr, "The Man of a Thousand Voices." Eva M. Warner.

Charley Foy's Supper Club, Hollywood

Talent policy: Dance band and floor-shows at 10:30 p.m. and 12:30 a.m. Management: Charley Foy, headliner; Bob Nichols, publicity; Charlotte Rogers, Prices: Dinner, \$2.50; drinks, 50 cents up; minimum, \$1.50 weekdays, \$2 Saturdays.

One place that visitors to Hollywood have to go, as it is a spot that gets a heavy patronage.

Current one-hour show is built around Jerry Lester and augmented by Foy himself, Lorraine Elliott and Red Stanley's orchestra.

Stanley's act steps on Charlie My Boy to introduce Foy, who is on for stories and a few soft-shoe steps. Later, from the audience, handles the boss and the comedy is good.

Miss Elliott sings Rocky Road to Dublin. She's pretty and sells well. With her to fire his comedy act, Lester keeps the crowd in stitches. She changes places with Stanley, and this sort of comedy goes on during the entire program. Lester puts it across. He also tries singing, but this is definitely not his forte.

Music features the hot trumpet of Leonard Swan. He's picky good and just about a one-man show.

Marguerita Padula offers a piano interlude and handles comically singing. Good.

Stanley's combo does a good job for dancing and for the show. Sam Abbott.

Carroll's, Philadelphia

Talent policy: Dance and show band, production floorshows at 8, 11 and 1. Management: Stanley Carroll, proprietor; Frank Donato, manager; Moe Adler, headliner; Sam Bush son, press agent. Prices: Dinners from \$1; drinks from 50 cents; \$1 minimum weekdays, \$1.50 Saturdays and holidays.

Presentation of an authentic burlesque show, introduced here for the first time last season, continues to pay off big dividends. Production follows the burly pattern, with standard variety acts rounding out the run sheet.

Peeling parade is topped by Waimata Bates, Dinah lovely, who still shows plenty reason for her Miss St. Louis title. Julia English pleases with pert peeling.

Show is particularly strong in comedy, particularly because of Red Buttons, making his nitery bow here. A youngster, he has a fine flair for comedy and timing. In a self spot, he proves he doesn't have to resort to blue stuff. Wonderful lacking in material, he should go far once he can strike an original humorous vein. Shows up best in comedy songs.

Sharing the comedy is Harry Ross, burly vet. Ross and Buttons depend heavily on time-tattered burly sketches. Jack Silver straight, as well as emceeing. Chorus gals and strippers serve as the fern folios for the scenes.

Six ponies and as many gals for show adorn the raised platform for three production settings. Ponies slightly above par, both in hoofing and facial qualities, compared to those found on standard burly boards.

Eddie Lang, swing songstress, is socko for the standard specialty.

Charlie Dalnes, septa sextet, still in for show and terp tunes. Maurice Orendorfer.

Hotel Roosevelt, Blue Room, New Orleans

Talent policy: Dance band and floor-show 7:30 and 12:15. Management: Fay Thorne, hotel manager; Dudley Wright, maître d'hôtel; Al Bonaparte, publicity. Prices: Dinner from \$1.50; drinks from 50 cents.

Good things come in little packages, and this latest show at the lone local Class A spot proves it. The two "sons" of Paul Remco provide one of the most entertaining floor acts seen in many a moon. Dance routines, stiff-arm balancing and plenty of smiles by those two midgets make them the hit of a well-balanced show which opens with the Murphy Sisters.

The Murphys (Marjorie, Dorothy and Muriel) are as good a girl trio as there is in the business today. Their rendition of B-J-B fits their voices to a T. Tiny girls with voices that are soft enough to be appreciated in a smaller club. They sing hillbilly stuff well, too.

Maurice and Cordoba, one of the best

dance teams seen here in some time, work hard and come back for more with a smile.

An innovation here is a between-shows piano-singing performance by Muriel Myrd.

Both Patsy returns to New Orleans and clicks best in four tries with Way Down Yonder in New Orleans. With a rich contralto voice, she repeatedly enraptured opening night, October 23. Doris Dupont, pretty, does a fair tap.

Carl Hoff's act plays likable away music and is one of few bands that clicks with the first-timers because it realizes that mixing of brass leaves the nerves relaxed. PAUL MATH.

Bali, Miami

Talent policy: Production floorshows at 8, 11 and 1:30; show and dance band. Management: Winny Grover, manager; director; Brennan Morrow, producer; Steve Harris, publicity; Sam Harris, booker; Morris Harris, headliner. Prices: Dinners from \$1.50; drinks from 50 cents; \$1 minimum weekdays and \$1.50 Saturdays.

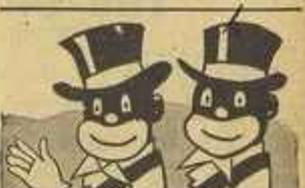
Open year round, the Bali caters to the folks with coats and shoes on, with the finest entertainment possible as this time of the year.

Show opens with Ballettes (3) doing a smart novelty, Reminiscence of Old South. With eye-catching costumes, the girls, pretty and well trained, put it over in sock fashion. Jerry Haddock, Mary Randall and Jackie Leroux are former Broadwayers. The other girls are Chucki Shaw, Doreen Lee, Jane Howard, Anne Bennett and Georgette Lampe, all graceful and talented. Other numbers include A Lei From Hawaii, in which the girls wear sarongs and pass out long garlands of flowers to the guests, and a strong patriotic finale in red, white and blue costumes and red gloves. Fine production and costumes.

Jack Horner manipulates marionettes in entertaining fashion. His clown on trapeze got the biggest hand. One of his dolls does a strip which called for the handling of more than the usual number of strings.

Top billing goes to Doris Weston, personable singer. Miss Weston's choice of material is good, consisting of pop tunes. Did Things I Love, You and I, Time Was. Up to expectations.

Pete Casey emcees like a Rotarian chairman. He is only at his best on the introductions. Pauntiously dressed, he



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makes a smart appearance but little else. Did You Should Be Set to Music and Taking a Chance on Love.

The Men Sisters, shapely twins, had little difficulty scoring with a novelty dance to *Reptin the Reptain*. They have everything they need to go places.

Tommy Nitez (H) dishes out hot rhythms to those who like it that way, and is equally expert on sweet for the more conservative. He has also a good show band. The roller music is supplied by Earl Bar Hansen (4).

Food, service and liquor unusually good. Harry E. Kind.

Hotel Netherland Plaza, Pavilion Caprice, Cincinnati

Talent policy: Dance band and floor-show. Management: Max Schulman, head manager; Peter Mauries, room manager; Richard Elmer, catering manager; Tom LeMare, accountant; Joan DePope, publicity. Prices: Supper from \$1.80; drinks from 60 cents; minimum weekdays, \$1.50; Saturdays, \$2.50.

Last Friday night (24) saw the formal opening of this sumptuous supper club, with a near-capacity crowd laying it on the barrelhead to the tune of \$4 per plate to dine and be entertained by the Joe Morand Latin American orchestra and the Copacabana Revue, both in for a month's stay. The Pavilion remains as the town's only hotel supper-club operating with name bands and shows.

Coincidental with the Pavilion's opening came the announcement that the hotel will henceforth also operate the Patio, formerly Old Vienna, located in the basement of the same building. The old room has just been done over into a classy, popular-priced eatery with a Spanish motif. While the business dining and dance spot has always been an affiliate of the hotel interests, it has always been operated as a separate enterprise. Max Schulman, Netherland Plaza manager, has succeeded Paul Penny as Patio manager. The hotel's Restaurant Continental continues its luncheon and dinner sessions, with music supplied by a local orchestra.

Pavilion's opening show is fair entertainment that suffers from too much sameness. A few production changes made after the first performance should give it a lift, however. Luis Gomez and Hope Minor are easily the standouts, hanging up a show-stop with their ballrooming. They do six routines, ranging from a Viennese waltz to the conga, with Hope Minor also contributing a swell hit of torchball on an interpretative Oriental routine. Have good appearance, class and a smooth way of working, and offer a corking array of lifts, spins and twirls during their running.

Andre Vilon and Nita Orla work singly and as a team, warbling both foreign and English ditties to fair returns. Miss Orla also contributes a few average dance steps. Vilon intes a fine pair of pipes and rates a better spot in the show for a vocal session.

Ciga Costello, Brazilian concert singer and guitarist, is heard in several songs in her native tongue. Plays a good guitar and sets her vocals nicely, although her talents were only partially appreciated by this crowd. The Dix Samba Sisters are an attractive and well-garbed group of dancing girls. Show off well in two numbers.

Joe Morand and his orchestra, comprising four sax, bass, guitar, trumpet, accordion and piano, playing the Latin and American tunes with equal facility. Did well on the show tunes, and clicked handsily with the dancers. Band vocals are ably handled by Hannibal Garrison, Chico Aviles and Adrianna Maxwell. Bill Seck.

Harry Carroll's Tin Pan Alley, Hollywood

Talent policy: Dance band and floor-show at 9 and 11:30 p.m. and 1:30 a.m. Management: Harry and Polly Carroll; Assistant, Manuel Caroboo; publicity, Charlotte Rogers. Prices: Dinner, \$1; drinks, 20 cents up.

Songwriter Harry Carroll, who opened this club about three months ago, has a policy of liberal entertainment; three one-hour shows being given between 9 p.m. and 1:30 a.m.

Polly Carroll, Harry's attractive wife, introduces the show and also vocalizes admirably before You Go. Show is shifted from the dance floor to the stage and back again. First group number puts on five nice-looking girls in the costumes of Russia, France, Spain and United States, designed in red, white and blue. Alice Jane and Yvonne are on the *Waltz Strolling in the Park* One Day. Pleased. Girls return later in *Love*

Fernie, with Polly Carroll doing *A Pretty Girl Is Like a Melody*. The girls' conga gets a big hand.

Sammy Cohen does a pantomime on a fight scene that is good. Robb Orlando handles the "broadest" in good fashion. Others include June Carr, who does a long-up monolog, Ten Girls a Dance, and handles talking parts in some of the sketches.

Feature is the work of Harry and Polly Carroll, with Carroll at the piano and his wife singing standard numbers. She went into a list of his own compositions. Does top piano work with the Dukes of Swing, a three-piece combo. These interludes are plenty entertaining. Alice Jane offers good acrobatic work.

Show has entirely too much in it and could be cut. Spot has sung sheets and Tin Pan Alley scenes along the walls. Patrons would like to have more of the Carrolls. Orlando does fair as emcee, and the work of his partner, June Carr, is outstanding.

Dukes of Swing do a good job accompanying the show. Sam Abbott.

Cafe Donovan, Sacramento, California

Talent policy: Floorshow of 8:30, 12:15 and 2:15. Management: Frank Sebastian; bookings by MCA and thru Florentine Gardens, Los Angeles. Prices: Dinners from \$1.25; drinks from 35 cents.

Frank Sebastian is playing to large crowds with his Duke Ellington Sextet Revue, which includes a line of colored girls billed as out of Ellington's *Jump for Joy* show. The Duke himself is not appearing.

The spot recently played Donald Novis for two weeks and the tenor went over big.

The septa revue features music, dancing and comedy at a terrific tempo. There isn't an act without a moment and show, as a whole, draws plenty of encores.

Opener is a full-cast musical number based on the Ellington hit, *Taking the A Train*. Four girls strut, and Ford, Harris and Jones work in with tap toying.

Jimmy Miller next sings *Chloe* and *Old Man River*. Lot of trying, voice a bit worn from strain, but gets over fairly well.

Four girls in a dance called *Jungle Jump* get over well.

Caroline Beardon, torch songstress, warbles *I Understand* and *I Haven't Auguste*. *To Love* and is one of the brighter and more subtle spots in the show.

Ford, Harris and Jones steal the evening, combining singing and dancing that really puzzled the clientele. Their tag, "Three Maniacs of Rhythm," really expresses their act.

Entire cast in finale, *The Evolution of Dance*.

Paul Putnam's white orchestra dishes out danceable music and worked well with the show.

Sebastian upped bourbon highballs to 40 cents this week, stiffest tariff ever for a drink in this town. Kirk MacBride.

Curly's Cafe, Beachcomber Room, Minneapolis

Talent policy: Dance and show band; floorshows at 8, 10:15 and 12. Management: Jimmy Hegg, manager; James Pottor, headwaiter; Ralph Courner, publicity; William Morris Agency and Goldie Theatrical Exchange, bookers. Prices: Dinners from \$1.25; drinks from 45 cents; no minimum, no cover.

After 14 weeks of Bob Zurke at the piano, one of the funniest acts in America, Roger and Morris, opened here October 17. The management has made no mistake bringing these comics to the city for the first time.

The 45-minute show got under way with the Three Echoes, two men and a gal, in a balance act that show-stopped. The men do some very intricate feet balancing; then the gal gets atop a huge drum which one of the men spins on his feet. Spectacular.

Morna Terry, through, does okay for a local act, with *Blue Champagne* and *Who's Sorry Now?* Jimmy Hegg, who comes in to sing—has been in the business four years—adds to the hilarity with some smart ad libbing.

Danny Rogers and Sammy Morris work all over the room. Open with a Russian number that puzzles them. Then Morris did excellent take-offs on Ted Lewis, Center, Richman and Jobson. Rogers is the perfect foil for Morris and his gags are something. Rogers offers an excellent impersonation of a Harlem member in a draw poker game. Hollywood would

not go far wrong with these two lads.

Music is by Dean Nelson and his four-piece act. Nelson, pianist, late with Red Nichols' act, had a tough time following Zurke, but is doing an excellent job. Best of the crew is made up of trumpet, sax and drums—base fiddle. They hit out well for dancing.

Gloria Cook, piano, performs in the lounge. Jack Weinberg.

Sherman Hotel, Panther Room, Chicago

Talent policy: Swing band; shows at 8:30 and 11:30. Management: Ernest Spedal and Frank Ewing, operators; Harold Meyer, publicity. Prices: Minimum, \$1 (\$2 Saturdays).

The monthly parade of swing bands here marches on, Woody Herman (a repeat date) being the latest candidate to entertain the youngsters for the next four weeks. Following in order will be Jack Teagarden, Bobby Byrne, Tommy Dorsey (tentative) and Gene Krupa.

The accompanying show can thank Dorothy Byton's line of six girls for its entertainment value. Otherwise, it is a poor patchwork of two acts and hand specialties. The freshly costumed girls, changed in personnel since the last show, dance with real spirit and do three strong routines—balloon chain, luminous moonettes (very clever), and a Russian footstep finale.

Herman's two newcomers—Carolyn Grey, vocalist, and Billie Rogers, horn blower and singer, lack professional polish to hold up spots of their own in a show. Miss Grey looks like a high school kid and acts it, and while vocally

she is a fair blues singer, her presentation is unattractive. Miss Rogers is a talented trumpet player but she is in need of showmanship and should learn some angles on appearance.

Wilbur Hall, outside act, is a trick musician, working in a comedy get-up and a chalk-faced make-up. An okay band specialty but falls short as a featured act. John Tio, an Oriental with a trained parrot, fails much better because of the bird's amusing imitation of human expressions. The trainer's spiel, however, does not build the act.

Woody Herman and His "Woodchoppers" pitched in a torrid novelty—*Fun II*—pleasing the j-bugs.

Funniest part of the show is the after-piece—a hat gag in which the males are invited to model their girls' headwear and the guy who appears nuttiest in the minds of the customers gets a free hat for his date. Good for plenty of laughs.

The Herman band is a great attraction for the kids. It plays swing as only the topnotchers play it. The maestro himself is quite an attraction, stinging the blues, playing a clarinet and alto in rhythmic fashion and conducting the proceedings in a hospitable manner.

For intermission entertainment the Celtic Bar's strolling trio, Dolores Donar (accordion), Vera Garret (violin), and Eddie Rice (guitar) furnish good entertainment. And there's still, of course, clown Carl Marx. Sam Hoenigberg.

HOWARD J. BYRNES, part Indian, 39 years old, five feet five inches tall, weight 150 pounds, formerly a stagehand in New York, died recently in Washington. Anyone knowing him should contact the Missing Persons Bureau of the New York Police Department.

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Vaudeville Reviews

Oriental, Chicago, Returns to Stageshows With Circus Revue

The end of the combination policy at the Balaban & Katz State-Lake in Chicago coincided, incidentally enough, with the return of flesh to the Oriental after a four-month fast with subsequent run double bills. The house is now being operated by the Inquiries Management Corporation and is booked by Charles Hagan. Initial announcements indicate that the bills will consist of triple-bills and vaude—and first and second runs of comparatively minor pictures. House is still unable to get top screen product and has to use what its competitors shuff off. Prices are popular enough (40 cents top weekdays, 50 cents high seat—mat) and should draw a mass audience.

It will be up to the stagehands—but definitely not to stimulate box-office interest, and the grade of shows brought in will undoubtedly be responsible for the success or failure of this policy. Talent budget, judging by the first three shows booked in, runs between \$3,500 and \$4,000 a week.

The vaude boys are waiving the Oriental policy with interest, for its failure will doom any possibility of the State-Lake's return to combo bills and its success may encourage additional activity in the flesh field in the Loop.

First show, which opened Friday (34), features Jack Pine's new unit *Jimbo Circus Revue*. A clown (Koko) is cast from bullhooting this 40-minute production which carries out the big tent theme most of the way.

Freddie Stritt, acting as ringmaster, opens the show with a parade of the line-up around the tented stage. A line of Wallace Ames girls (12) set things right with a rhythm number, followed by Ray Goody and his manifold wire-walking display. At this show he missed his final trick, but the audience gave him a good send-off, having proved himself a capable worker in his other efforts.

Coston Humby and Midways, another standard act, are a fast and entertaining routine. The acts, particularly, get a bang out of the trained rascals doing comedy as well as legit tricks.

The girls return for a nasty routine and workout, featuring challenge tricks. Next, Frank's Golden Horse is spotlighted in a series of eight poses which fit nicely in this layout.

The Six Danwells and their circus acrobatics and tumbling give the show a real lift. Turn is fast

and full of hand-getting bits.

Freddie Stritt, on his own, does not have an act that blends into this atmosphere. He is a likable comic but lacks the material to put him across. His partner, Valla Kay, is out to participate in some patter and contribute a couple of zero numbers.

Goody returns for his "slide for life" walking on a rope from the stage to the balcony on his toes and sliding back to a backward position. A good trick, but it slows up the show in this spot.

Lowe, Mite and Stanley are next to closing with their soonology, resulting mostly from their varied heights. Work in three rows—how and the appearance isn't half bad. Act is timed to a tee and runs smoothly.

The girls close the show with a pony number. All back for a final bow to the tune of *The Billboard March*.

On screen, Billy Conn in Republic's *The Pittsburgh Kid*, first-run film, next Friday (31), second run of Universal's *Bob Fosse*, with the Dead End Kids, and Milt Britton's band with Jackie Heller come in. On November 7, Republic's *Escapades* (which had a showing in a neighborhood house) and the stage combination of a Major Bowes Unit and Blackstone's magic show will open for a week.

Business opening afternoon good but not big. Sam Rosenberg.

Paramount, New York

(Reviewed Wednesday Evening, Oct. 22)

A three-week show that got off to strong business today, with the draws being Bob Hope and Paulette Goddard in a dull farce, *Nothing But the Truth*, and Andrews Sisters and Johnny Long's band on stage. Wally Brown and Annette Ames, and Larry Adler round out the stage show.

Andrews Sisters, in their fifth engagement here, prove again they are the top girl singing act in show business. They meet the trend to sweet music broadly by offering two effectively done ballads, *Apple Blossom*, *Time and Sleepy Serenade*. The interesting demand is met with *Aurea and Ropie*, *People People People* in their inimitable rhythm style, and a cute novelty, *Soupy Boy*, provides a punchy closer. Patty again takes the leads expertly, and the trio's harmonizing and arrangements are, as usual, tops.

Preceding them is Larry Adler, originally booked for the Cugat bill but unable to get out of previous commitments. His harmonica mousing of *Begin the Beguine*, a medley of Gershwin tunes, *Beat Me Daddy* and *Chattanooga Choo Choo* takes that instrument out of the top class and makes it a real solo instrument. The shadings and tones he achieves are surprising. Encored twice and could have stayed on.

Only other outside act is Wally Brown and Annette Ames. Brown's unfinished sentence rousing is amusing and his clowning with petite Miss Ames is novel, altho most of it was offered in the act's last appearance here.

Johnny Long does the intro, fronts his 14-man band and does an occasional left-handed fiddle solo. He is a tall, nice-looking yorick, and his band is a good, solid, balanced musical outfit with the conventional set-up of four rhythm, four reeds and five brass. Arrangements are not particularly novel or extreme, but they please nevertheless. The opening band number is a swing tune, *Take It, Jackson*, followed by the pianist soloing well on the popular *Piano Concerto* number, and then, pretty Helen Young singing a novelty version of *Daddy*. Cuts,

but *Daddy* is now too stale. She encored with *Piggly Wiggly*, *Okay*, *Baritone* Bob Houston and *I Don't Want To Set the World on Fire* to big applause, following up with *I Surrender*, *Dear* to equally strong returns. The band gave him excellent accompaniment. Long fiddled and the sax section blew their clarinets and magnifices for a novelty sketch on *Extrude*. Band's last number is their satire on *An Old Shanty Town*, featuring amusing lyrics. Band, generally, is strong on musicianship and adequate on showmanship.

Lighting for the show is excellent. Paul Dennis.

State, New York

(Reviewed Friday Evening, October 24)

This layout will have to depend entirely on stage-show pull. *Pic, Adams of the South Seas*, besides being dull, had a previous run at the Paramount.

Heading the bill is Danton Walker, *New York Daily News* columnist, who is not only proving his worth at the box office, but appears to have better stage presence than most newspapermen who have passed this house. He does an affable number, is at ease, and displays his skill at the rumba with *Margo Sags*, a 1939 Harvest Moon winner.

Aside from his personal appearance, Walker is instrumental in getting a huge list of celebs to guest with him. At show caught he introduced *Renée De Marco*, *Beata Rina*, *Hildegarde*, and *Shiela Barrett*.

Ork has been moved up to the stage, with tables stimulating a night club atmosphere. Show runs an hour and 30 minutes.

Openers are Robinson and Martin displaying nice spins in musical comedy style of dancing. Do nicely in warming up the house.

Lester Cole and His Debutantes (6) provide a load of beauty and nice harmonic effects. Major fault is that of Cole, whose voice does not measure up to those of the females, whose solo artists are fine. Better harmonics could be achieved if Cole remained more in the background. Besides, the girls are prettier, too.

Paul Winchell, doing a quick repeat on Broadway, scores again with his ventriloquy. Got a swell hand and had to be off.

Cynda Glenn and her Impressions do well. The girl's broad satire drew chuckles, and her daffy arm movements studiously got across.

The Guitars, with his guitar, does some sock Latin singing. Did *Green Eyes*, *Touris*, *Rancho Grande* and encored with *Perfidia*. Also had to be off.

Three girls haven't changed a word or a movement since last seen on Broadway. Nevertheless, the trio's juggling is entertaining and seems always fresh. Went over big.

Bottom floor three quarters full at viewing. Joe Cohen.

RKO-Boston, Boston

(Reviewed Friday Evening, October 24)

House will have to do better than the current layout if it expects to keep business steady, what with the Metropolitan going back into stage attractions in two weeks. Bill has a couple of headline acts in *Billy Band* and the Mills Brothers, but supporting acts leave much to be desired.

Opening the show are the Five Herons, 14-trap act, some py thro' thrilling and entertaining routine atop the trapeze and on the ropes. Gals are good and work quickly and efficiently. Four of them do a regular routine, with the fifth coming up from the audience, ostensibly as a patron willing to try the stunt. Climax her routine with a couple spin and ankle catch that lifts the crowd out of its seats. It makes a smash opener.

With Larry Mintz's cork-backing her up from the pit, Sam Ryan comes on for some *Fire in the High C's*. Dal has an idea here, her joshing of opera stars and other singers making a neat impression. Buffers, however, from her material during the first half of the act. Warm-up slowly and finally gets off to a strong finish and had to be off.

In the tray spot is Bob Evans, the harassed young man with a wooden-headed pest of a companion. Evans is one of the most capable ventriloquists ever to appear here. He works easily and with definite polish. His gags are sure-fire and the singing of "Jerry O'Leary" makes a decided hit. Evans scores terrifically with Jerry's impression of Modern Desps.

The Mills Brothers once again come up a notch in the estimation of local

vaude fans. Their reception at show caught left little to be desired. Boys work as easily and efficiently as always and make a nice impression with *Crazy Little Song*, *If It's True*, *Lazy River* and *Sweet Lazy River*. They begged off after taking three bows and could easily have gone on for at least another two numbers.

In next-to-closing, for some unexplained reason, Buster West and Lucille Page, assisted by Jack Goodheart, act opera cold with some corny gags and situations but builds slightly, finally arousing interest with West's eccentric dance routines and the routine he does with Miss Page. Dance routines' slight merit (inasmuch as from audience), but the gags leave them cold. Emphasis on the dancing would get West the attention he deserves.

Billy Band holds down the closing spot and makes a sockeroo finish for the bill. Comes on from atop a flight of stairs amid the backdrop and goes to work on her fan routine. Works slowly for the first few minutes, then sheds her clothes and hastens the routine. Miss Band's routine is simple but, with the fans, highly effective. Ends her number and retires behind the curtain to come back a moment later, to the strains of the *Moonlight Sonata*, with the bubble dance routine. Broke on balloon in the midst of show caught, but carried on smoothly with another one hastily shaved out from the wings. Closed to a sound hand and came out for a front-curtain thank you. Bill at show caught was great. *Fla. News Give a Sucker an Even Break*.

Mike Kaplan.

Music Hall, New York

(Reviewed Thursday Evening, October 23)

Current show is one of the house's strongest layouts in weeks. Picturesque production, along with sock acts strategically spotted, give the show lift and snuff. *Pic*, *Fox's Never Get Rich*, good. Business fair.

Production label, *Up Our Alleys*, is split up into Little Church Around the Corner, *Museum of Natural History*, *Riverside Drive* and *Music Hall*. Continuity comes over the loud-speaker with a slight-seeing bus spiel.

Opener has Joan Dexter and Felix Knight warbling Church Around the Corner, both being vocally strong, followed by the Ballet Corp's sprightly number in bridesmaid's costumes. This particular routine, with no arty pretensions, drew a big hand.

The Lime Trio, working in front of a drop decorated with dinosaurs, do their usual sock routine. This strong novelty drew laughs along with a swell hand.

The Olee Olee and a female chorus, working in the Riverside Drive setting, which has been previously used, offer a medley of numbers, including *Why Don't We Do This More Often?*, *You're Natural*, *Twenty-One Dollars* and *Tell Me That You Love Me*. Tonks, with Knight fronting. The characters in army uniforms, did their vocals capably.

Ray and Geraldine (Hudson Wonders) also worked in this setting, doing a great display of zero work which included some fine spins and turns. Act is flashy and fast. Took a couple of bows.

Finale, tagged *Music Hall*, has an Albert Stidman special lyric, *Rockeries in a Row*, which Robert Landrum sings. The Rocks, of course, are in top-notch form and do an especially good routine designed by Gene Snyder. Joe Cohen.

Earle, Philadelphia

(Reviewed Friday Evening, October 17)

It's back east for the Charlie Barnett band after four months on the West Coast and it's their first time at the house. In Barnett's first theater date in this town, since starting his present band over three years ago. Held in fond affection by followers of its jazz hot, Barnett goes far to please such patronage. Lending a hot swing crew of 18, half of whom blow the brass horns, band takes off with *Take Me A Train*, and all the instrumental selections prominently feature the maestro's tenor and soprano sax players.

Mesley of *Piano Overlord* and My Buddy introduces band's new male voice, Al Lane, member of the Quintones, formerly featured with the band. Gives good bary voice to the *Suffy* ballad. Hazel Bruce, new variety, is more effective for the rhythmic singing of *Excuse Me Yes and I Don't Want To Set the World on Fire*.

Among the instrumental specialists trumpeter Cy Baker improvises hot for the *Honorable Rose* theme; trombonist Ford Leary vocals cut and sultry for the

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Keith **CLARK**

Week of October 31, FAY'S, PROVIDENCE, R. I. Direction MILLS TRALLS

Shoock specialty and *Fifty Million Nickels Can't Be Wrong*, title song of the new Universal picture, based on music books in which the Barnet band is featured, and drummer boy Cliff Lehman shares the spotlight with the maestro's accompanings for an Indian swing suite, a medley of Barnet's super heated recordings. Of all the band's efforts most striking is *Soldiers*, effective lighting being employed to showcase the brass choir.

Supporting and stand-out of the bill is the familiar but every funny knockabout comedy of Lowe, Hite and Stanley, ranging from mild to giant. Boys have been absent from local boards for several seasons and registered continual laughs.

Billy Hayes, who juggles, stunts, dances and impersonates everyone from Gaily Reed to Greta Garbo, was last seen here with the *Scandals*. His comedy patter and deft tricks with three balls drew heavy applause from the well-filled house at the late supper show caught.

Bouncing out the hill is Pinky Tomlin, dropping his hand to step out as a single. Oblivious with a group of comedy songs and originals, all of which draw applause.

Shows runs several minutes beyond the hour stretch. While individual efforts are highly satisfactory, it needs plenty of lightening and a brisker pace to make it build beyond the mill run impression it creates.

Screen shows *Blondie in Society*.

Maurice Oroszker.

Tower Theater, Kansas City, Mo.

(Reviewed Friday Evening, October 24)

Billed as the "Fall Follies," show is entertaining and well rounded, the names carry no particular attraction here. Best play of offstage house has been abandoned, as Tom O'Neil takes over the mike. He's the first flash success Lester Harling left Kaycee for Hollywood. Show runs smoothly along under O'Neil's hand. Herb Sisk's house band opens with a medley of pop tunes including Jim and You and I. Six crew does a workmanlike job.

The Cappa Barrs Boys, Max Burton, Don Rippe and Leon Lafelle, harmonica trio, follow with *The Foot* and the Peanut, featuring Burton in an intricate solo job, which he handles extremely well. Audience reaction is tremendous. With the boys is Shirley Gay, who follows with a semi-act-dance routine fairly well done, the Shirley's personality and prestidigitant account for much of the applause. Trio ends its act with *These Are the Things I Love*, with Lafelle having vocals.

Flaming and Jewell come on next with a music set. Routine is neatly handled and final stunt, in which Flaming makes both canary and cage disappear, draws a big hand. A turnabout angle is used when Jewell performs a few tricks, using Flaming as her stooge. Latter displays appealing showmanship.

Joese Price, local save, doubles from his band leader-drummer assignment at the *Maxine*, her act in a drum solo feature, backed by the house orchestra. He's an excellent drummer.

Kathie Joyce, billed as Bette Davis's double, executes a song and tap routine to *South American Way*, which is fairly well accepted. Emose O'Neil's tap and toe dance follows and he's surprisingly agile for a big man, the dancing is not extraordinary.

Best liked act of show is Harris and Hurd, darkie combo, with Billie Benjamin. Daring is clever and expertly handled and drew well-timed laughs. Hurd does excellent vocal work on *I Don't Want To Set the World on Fire*, accompanying himself on a uke. His violin solo of *Indiana Love Call* was smoothly done and drew a big hand. Benjamin concludes with a dead pan tap to good results.

Title is *Ballads of Dakota*.

Metropolitan, Providence

(Reviewed Friday Afternoon, October 24)

With an act short because of Fred Keating's illness, week-end bill here gave Bobby Byrne's Young Men of Music plenty of opportunity to display their new show. Then to the band, show ran one hour and 15 minutes, the surfeit with melody in consequence.

Byrne, unbelievably youthful to be fronting a 15-piece aggregation and popular with female patrons, has a pleasing manner at the mike, handles a trombone in virtuous style and mixes ten and seven in his program offerings. Opening *Night and Day*, spotlighted brass act and read quintet, with Byrne do-

A Trouper

SALT LAKE CITY, Oct. 25.—Best Rose claims his dog, Saddle, of the canine team of Boots and Saddle, is a real trouper.

Rose, whose act played the Lake Theater here recently, announced proudly that Saddle gave birth backstage to two puppies an hour and a half after finishing her last turn of the night on the stage, then went on again next day.

ing a brief solo bit with trombone. Jimmy Palmer, band's baritone, bowed with *Time Was, This Love of Mine* and did *Smother in Your Eyes* for an encore. Latter best, but all well received.

Allen and Kent Poursome, a young couple of tap dancers and pair of elderly cloggers, do dances of today and yesterday. Youngsters open with clever tap, which they follow, folks step out singly for solo stepping on wood man. Quartet then get together for a brief but entertaining comparison of today's boogie woogie dance with "Bellini the Jack" and other old-time steps, strikingly similar when thus presented.

Band follows with *Music Maker* and an unusual arrangement of *Smiles*, featuring Jerry Albertson, clarinet; Johnny Martelli, trumpet; Byrne and Louis Carter, piano.

Jane Pickens comes on to sing *Say It With Music, I Don't Want To Set the World on Fire, You and I*, and then drafts the band to help her put over a spiritual, *Who Built the Ark?* Closes solidly with Irving Berlin's *Remember*, with a dramatic recitation therein.

In another band number, the No. 1 trumpet man tears off the roof. Then Byrne brings on Dorothy Claire, youthful, baby-faced blond through who, with only an ordinary voice, but pep, smiles, live gestures and winning way, clicks with *Miss the Boys Goodbye* and *Yes, Indeed!* *I Cried for You*, and had the audience stamping for more. Byrne had to beg them to listen to his trombone solo, *Begin the Beguine* (and good), promising to bring Dorothy back thereafter. Which he did with band's male vocalist in *My I-I in the Army*.

Harry Savoy, using his old gags, interrupted conversation style, mugging and bit with a tall blonde, stopped the show and gave it a much needed comedy injection. Savoy is well known to Providence vaude audiences but never fails to put his stuff across—albeit some of it is on the rough side. Band closes with Byrne's recorded *Bobby's Zooming Blues*.

On screen, *Top Sergeant Mulligan*.

Chas. A. Roark/Kus.

Chicago, Chicago

(Reviewed Friday Afternoon, October 24)

Last presentation show until November 21, three bands (Artie Shaw, Jimmy Dorsey and Orrin Tucker) coming in the next three weeks. It is a presentable layout with the 16 Dorothy Hill Girls and four good acts, including Kitty Carlisle, Byrd Bowan, Julian and Marjori, and Harry Reoo. It's the picture, however, that is carrying the box-office load this week—Paramount's *Hold Back the Dawn*, with Charles Boyer, Paulette Goddard and Olivia DeHavilland.

The club opens with a swing arrangement of Yankee Doodle, strutting their stuff in early period costumes. Cute number.

Harry Reoo, eccentric dancer and pantomimist, fared well with his comic impressions. As an act he lacks spontaneity, but the individual bits in themselves are amusing enough.

Kitty Carlisle, exhilarating and eye-to-look-at musical comedy performer, offered an interesting session consisting of a waltz medley, *Intermezzo*, Blou, Gabriel, Blou and an unusually fine arrangement of *Tebe*. Strong act for classy spots.

The girls with a courtly introduction being on Julian and Marjori (formerly Don Julian and Marjori), who start off their deft dance routines with an eye-catching interpretation of *Jules*. Follow scene from *Hold Back the Dawn*. Next with a number in which difficult tricks are emphasized, and close with a gay novelty, *Western Peasant Dance*. Do clean work and make a good appearance.

Byrd Bowman gets better with every performance. She loosened up a cold first-show audience and netted big laughs with material which in the hands of many mimics would hang for a snicker. Opens with a very funny take-off of Carmen Miranda and repeats her own approved, cockney bathing beauty and the dancing Gloria Swanson. In-

cluded Beatrice Lillie and Gracie Fields in her kind-up and the "Mass British girls are comparatively unknown in these parts, she sold them with little trouble thru her projecting personality and showmanship. Omitted Mrs. FDR at this showing.

The girls close with a colorful cap number performed in front of a multi-fighting ring drop. Julian and Marjori return to scopy with their last and final cape turn.

Business good downstairs at end of first show.

Sam Rosenberg.

Correction

The heading State-Lake, Chicago, on the lead vaude review on page 22 last week should have read "Chicago, Chicago."

K. C. Mainstreet Reopens as Combo House November 7

CHICAGO, Oct. 25.—Mainstreet Theater, Kansas City, Mo., former RKO vaude house which has been dark for some four years, will be reopened with a full week combination policy by a group of independent operators November 7. A preview performance will be staged the preceding night.

Shows will be booked by the William Morris Agency here thru Will J. Harris who will act as producer. Harris explained that both units and presentation shows will be used. A Kansas City line of 12 girls will be employed when Harris will do a production show. House has a seating capacity of 3,400 and will cater to family trade with an admission scale of 20 cents matinee and 40 cents evenings. Eddie Mansfield will be house manager.

Only competitor in K. C. is the Tower which is booked by Dick Hoffman here.

Para, New Haven, Resumes With Units

NEW HAVEN, Conn., Oct. 25.—The Paramount will resume stage shows. The first show in years, with a unit headed by Bill Robinson and Jimmy Lunceford's band comes in week of December 5. House may get several other shows afterward on a spot basis.

Booking will be done by Harry Kalchauer, Paramount booker, from New York.

Hazleton Hotel Resumes

HAZLETON, Pa., Oct. 25.—The Hotel Altamont has opened the Altamont Cafe for the season, with Kathleen O'Dea and Clyde Kistinger. Kirby Walker has been booked for the hotel's Oyster Bar.

SUGAR'S DOMINO

(Continued from page 4)

dropped. The advertiser might have been alarmed but they didn't show it. The public was apathetic, except for expressing occasional wonderment as to what the NAB, ASCAP, BMI alphabetical melange was all about. The advertiser failed to become the ally of ASCAP. Quicker advertisers, thought ASCAP. Unrealistic ASCAP, thought everybody else.

Then BMI emerged from its swaddling clothes, thanks to a raspy-voiced lawyer man by the name of Sidney Kaye. BMI proved surprising vitality. It helped prove that the networks can make hit songs that do not carry ASCAP. Together BMI hit the bullseye with its acquisition of catalogs of leading American music, which fitted beautifully into a powerful trend.

ASCAP hoped to get the edge on the broadcasters via the medium of governmental action. Uncle Sam took out his shotgun and went after both ASCAP and the networks. The consent decree signed by the broadcasters was not advertised in ASCAP. The monopoly report had not hit at radio's inclusion into the music business. Uncle Sam forced ASCAP to clean up and liberalize its structure. One angle was of advantage to ASCAP. This was the order to clear chain programs at the source.

So on more counts that can be detailed here ASCAP is licked. ASCAP had always claimed that radio killed music, but it failed to acknowledge in its actions, techniques or in its manufacturing, a better deal that radio in its best customer. ASCAP is now faced with losing about \$1,000,000 annually as against its old contract with the chains, which could have been re-signed without much

trouble or trouble. ASCAP has lost several valuable catalogs. Most important of all, radio and music men know that ASCAP can be licked. Let us forget smaller performance rights societies, which formerly didn't mean a tinker's dam, are now well entrenched in radio. SESAC alone has about 800 station licenses.

ASCAP's troubles will not be over when its music returns to all the chains. The contracts being set at this writing are for chain music only. ASCAP will still find it necessary to peddle local licenses for non-network programs. It will have to contend with a strong competitor, BMI, which the chains have promised to support; as to how long is not known at this writing. ASCAP is tied up for nine years until the contracts that have just been negotiated. Which means that the ASCAP boys will have to behave for an awfully long time.

There is a lesson to be learned from this. Public utilities and railroads learned it a long time ago. But ASCAP's boys were too busy pushing out their chests and showing their medals to benefit from public utility and railroad history. The lesson is that the customer is always right; that no organization can continue to grow so strong that it can safely disregard its opposition or the murrerings of a dissatisfied customer. The public utilities used to say, "The public be damned." They sting another tune now. ASCAP will be singing involuntarily another tune for a long time to come. It will probably be a BMI tune.

ASCAP was deficient in leadership because it did not take the trouble to replenish its manpower with new blood. It decayed from within and weakened its defense—a pushover for a left hook skillfully directed by a viable opposition. ASCAP can now devote itself to building up its leadership. Maybe with acute and far-sighted handling it will eventually succeed in convincing the public, the networks and Uncle Sam that it is actually everything it used to crack itself up to be.

S. S. DISPUTE

(Continued from page 3)

of by a traveling stage band. With traveling bands no longer available, the theater would have to arrange for a new pit band each seventh day or each seventh week.

Circuits have expressed willingness to pay Social Security taxes from now on. However, it is understood that the problem of who is to pay the old taxes was not discussed at yesterday's conference. Jules Stein, head of MCA, is understood to have suggested a compromise that Barney Balaban, of Paramount, favored, but which other circuits opposed. The circuits want additions to the union Form B contract, probably including a guarantee that they are not liable for back taxes.

Richard Himber band, slated for the State October 30, has been canceled due to the tax dispute.

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Vaudefilm Grosses

Para Opens Big; Strand Holds Well; Walker Heads for Good 26G at State

NEW YORK.—Altho holdovers have slowed down the take in Broadway vaudefilm, business is still strong enough.

The Paramount (1,664 seats; \$37,000 house average), with Andrews Sisters, Johnny Long, Larry Adler on stage and Nothing But the Truth on screen, is due for a three-week stay and will probably hit around \$50,000 in its initial session. Last week of bill with Xavier Cugat and Hold Back the Dawn collected \$36,000. Previous two weeks pulled \$40,000 and \$30,000.

The Strand (2,752 seats; \$36,000 house average), now in the second week of the Phil Spitalny all-girl show and film, Serpents 'N' York, is slated to bring around \$38,000. First week gathered a tremendous \$48,000.

The Waxy (3,835 seats; \$30,000 house average), now in its fifth week of Yank in R.A.F. and stagebill with Archie Robinson, Don Arca, Nicholas Brothers and Miss America, is expected to go to \$24,000. This is the first bill to be held over for a fifth week since Alexander's Reptile Show. Last week layout knocked off \$55,000, with preceding weeks getting \$53,000, \$54,000 and \$67,000.

The Music Hall (3,200 seats; \$34,000 house average) opened Thursday (23) with You'll Never Get Rich and stage-show with Lina Tito and Ray and Geraldine. Initial week is expected to come to \$32,000. Last week All That

Money Can Buy got a decent \$32,000.

Loew's State (1,327 seats; \$22,500 house average) opened Thursday (23) with Denton Walker, Tito Guizar, Three Belits, Robinson and Martin, Paul Winchell, Cynthia Glenn and Lester Cole. Pic is *Alma of the South Sea*. Take in heading for \$26,000. Last week, bill with Rita Brothers, De Castano, and Ruth Terry, along with Texas, boomed up to a big \$32,000.

Buffalo Fares Okay With Straight Pix

BUFFALO.—Business at the vaudefilmers has been pretty neat, with juicy grosses piled up by strong film attractions. Current week sees the return of some big-time vaude and houses are hoping for continued success. Colder weather has been a help. Palace Theater, entering a combo-burly-vaude bill, is only main-stem flesh competitor to the Century. The Century (seating capacity, 3,000; average for straight picture bookings, \$7,500) is presenting Count Berni Vici's Pan-American Folies Revue. After being dark most of the summer, house expects to garner a large flock of payees. First day (24) was okay. Manager Robert Pinley expects about \$15,000. Headliners are All-Girl Orchestra, the Dancing Dolls, Smith, Rogers and Kiddy Paul Kirkland and Company, Keating and Arnfield, Gandy Long and Company, Danille and Cuccinas, Mary Pejo and Jack York. Added are Meyer Basman, with Century house band, and Charlotte and Jerry at organ and Novachord. Pic, *The Gay Falcon*, should help.

For run ended October 24 Century did well for straight pic, *No Greater Sin*, drawing \$11,000 for eight days. Second feature was *Spies of Guns*.

Buffalo (seating capacity, 2,300; house average for films only, \$11,800) opened for week of October 24 with double bill, *Bole Starr* and *Great Guns*, with flesh still abounds. Gross for week is estimated at \$12,000.

Armetta Packs Them In at Springfield

SPRINGFIELD, Mass.—Henry Armetta topped the three-day vaudefilm bill that packed them in at the Court Square Theater October 18. Armetta is always a good drawing card in this city, which has a big Italian population. Booked by a strong card, he did better than ever. E. T. Whitford has replaced Fred Marshall as manager of the Court Square.

Also on the stage were Janet Marie, Jerry and Lillian, Rita and Rio, Tomjo and Company and Dell Marquette.

On the screen, *The Black Cat*.

Fischer Unit Okay 21G at Boston RKO

BOSTON.—Clifford Fischer's *Fishes Every Unit*, playing the 2,112-seat RKO-Boston for week ended October 23, pulled in a satisfactory gross of \$21,000. On the screen, *Pharma Conroy*. House scale was 23, 44 and 55 cents. New show, featuring Billy Hand and the Mills Brothers, with Buster West and Lucille Page. Sue Ryan, Five Herings and Bob Evans, opened Friday (24) for a week.

Rivoli Doing Well

SEATTLE.—Packed to the rafters over the week-ends, the Rivoli (900 seats) is running single bills Saturdays now to take care of its overflowing business, as defense workers continue to pour into Seattle. Last week the Rivoli grossed \$2,500, one grand over the weekly average, with Ben Bernado, Orietta, Billie Rivers, Hal Brand, Myra Frycker, Francis Blair and the Rivoli Rockettes. Three screen changes a week.

Chi Oriental Cops Good 16G in First Flesh Week; Boyer Pic, Carlisle 37G

CHICAGO.—First change in the local flesh set-up in several months marks the return of the Oriental Theater to vaude, while the State-Lake yanked stagehouses to continue with straight pictures. Business at the Oriental is fairly encouraging, altho it will take a few weeks to determine the success of the new policy.

Oriental (3,200 seats; \$13,000 house average) started its combo program Friday (24) with Jack Pine's new unit Jumbo Circus Revue and first run of Republic's *Pittsburgh Kid*. No names to pull many customers in, but strength of opening week bellyboo and exploitation of the unit should help the house to a good \$16,000 week.

Chicago (4,000 seats; \$32,000 house average) has a good combination this week (24-30) in *Hold Back the Dawn*, with Charles Boyer, and a presentation bill featuring Kitty Carlisle, Sybil Bowin, Julian and Marjori and Harry Ross. While pic rates most of the box-office

credit, Miss Carlisle's name has drawing value. Gross of \$37,000 in view, following good week-end trade.

State-Lake (3,700 seats; \$15,000 house average) finished its stagehouse circuit Thursday (23) with a healthy \$18,300 gross. Credit: Anton Solmitz's *Heavenly Nights* for this profitable stand-up. Screen had Broadway Limited. House is now playing Warner's *Sergeant York* which is in for an indefinite run.

Week-End Vaude Clicks in Minn.

MINNEAPOLIS.—Two-day week-end vaude has served as a terrific hype at the New Hopkins Theater since its installation two weeks ago, says Gertrude Green, manager of the new \$100,000 house.

Where the week-end average on straight movies was never more than \$50, since addition of vaude it has been half again as much. Gross for October 18-19 was \$784, while the opening week-end gross was \$821. Last week's gross, off to a big start Saturday and early Sunday, was hit late Sunday by a rain-fall. Green has been using local acts.

A feature being offered by the theater is a weekly concert by the Hopkins band now that the weather does not permit it to meet in the Hopkins park.

Stunts, Jump Palomar Biz 1G Over Average

SEATTLE.—In a week crowded with special events, the Palomar (2,000 seats) grossed \$5,300 last week, to go \$1,500 over the weekly average. In its vaude were Catherine Toomer, the Martinigans, Jack Wynne, Lowery and Owens and Collier and Dexter.

Tuesday featured a radio quiz, *Dejasse Divulgence*, from the stage, sponsored by Ben Tipp, jewelry store. The quiz, awarding defense stamps and bonds, is broadcast over KING Wednesday. Jack Wynne had a grand in *Miss'ns' night*. Friday had amateur night.

On screen were *Three Sons of Guns* and *Golden Hoops*.

Talent Agencies

GORDON AND WILLIAMSON, New York, have received an exclusive booking agreement from Stuart's, Albany (N. Y.) city. . . . ARTHUR ARBYNITS, Rochester, N. Y., has signed the Strauss Twins (Hilton Sisters) to a management contract. Also, spotted Juanita's band into the Seneca Hotel and Buddy Harlow Trio into the Sagamore Hotel, both in Rochester.

GORDON KIBBLE, former band salesman with Moe Gale, Inc., and Consolidated Radio Artists, Inc., both of New York, is now with Associated Artists, Inc., Jacksonville, Fla., in a similar capacity.

WALTER J. (WALLY) GLUCK, Buffalo, has booked Gus Van into the Glen Casino, and handles act exclusive at Hotel Edwards, Jamestown, N. Y., and newly reopened Kaufman's Cafe Midway here, besides spot bookings into Chem (See TALENT AGENCIES on page 29)

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Wash. Earle Does \$18,500 With Pic; Capitol Gets 15½G

WASHINGTON.—Warner's Earle for week ending October 23 is showing *Ladies in Retirement* on screen and caplets \$18,500. On stage are Equillo Brothers, Four Samuels, Jackie Miles, Payne and Foster and the Rocoyettes. For week ended October 21 *You'll Never Get Rich* pulled \$18,500.

Loew's Capitol has on the screen for week ended October 20 George Bernard Shaw's *Major Barbara*. Stage revue includes Frank Oak, Belette and the English Brothers, Bob Gately, Capitolians Chorus and the Rhythm Rockets. Expected gross is a low \$15,500. Week ended October 22 with *International Lady* grossed \$15,500.

Fay's, Prov., 61G; Tucker 64C 3 Days

PROVIDENCE.—Fay's here did \$5,700 with assumption of vaude week of October 10, and business built to \$6,100 second week when bill carried Talia dancer, Jack LaVer, Paul LePaul, Ray and Arthur, Billy Wells, and Four Payne, Metropolitan, October 19-21, got \$400 with Tommy Tucker and his orchestra, Honey Youngman, Samuel Brothers and Bayo, and Telma.

'Sweater Girls' Good For 91C in Dayton

DAYTON.—The *Sweater Girl Revue*, featuring a sextet of Hollywood starlets, including June Fessler and Cecilia Parker, pulled a good box office, running up to \$2,000, at the Colonial Theater week ended October 22.

Spokane Down

SPOKANE, Wash.—The Post Street's vaudefilm show dropped \$200 below the \$1,200 average, October 17 to 19. Acts were Three Mack Brothers, Jack Wynne and Company, Catherine Toomer, Dave Jamieson, and Leon and Mace. Films were *Forced Landing* and *Voice in the Night*, a pair of weakies.

The flea's glibulous show was up \$300 to \$750 for the week ended October 10. Lou Varo, exotic dancer, is the current headliner.

Palomar Best Week

SEATTLE.—As defense boom roars on, the theaters in town are feeling the increase in business more and more. Last week the Palomar (1,450 seats) grossed \$6,500, two grand above weekly average. Heading the vaude show were Ted Clairo, Patricia Holton, Dave Monahan, Dawn Sisters and Hazel Staffings. On screen was *Law of the Tropics*.

This is the best week for the Palomar since last August, when Polack Bros.' Circus grossed \$8,000.

The increase of business has been felt in all the theaters with many film houses now having to run single bills over week-ends to take care of the large crowds.

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Great Arnold's COMPLETE MINSTREL SHOW \$10. 80 RED HOT PARODIES \$1. 120 GAGS and 2000 R. 11 48 GAG REPRODUCTION \$1. 20 RIFTS and REACTANTS \$1. 10. FUNNY MONOLOGUE \$1. 10. NO TALKING SKITS \$1. 10. E. L. GAMBLE. Playwright, East Liverpool, O.

BAA's First Meeting Since 1939; Hopes To Organize Out of Town

NEW YORK, Oct. 23.—At the first meeting of the Brother Artists' Association since 1939, members authorized Thomas Phillips to organize out-of-town circuit houses. Approximately 160, constituting nearly all the principals and chorus members of the five local houses, attended the convalescence in Union Church hall.

The BAA, which has been strengthened by its contacts with local theaters, has principals working in the majority of the houses led by the Hirst and Midwest wheels. With the authorization handed Phillips at the meeting the BAA may

again try to spread to other houses.

The meeting also voted to abolish its emergency fund, for which chorus members were taxed 10 cents weekly and principals 25 cents. The fund was created when principals were hired to police work. The surplus was released when the fund gave out; consequently the resolution only confirmed a condition which already existed.

The meeting also discussed the attraction created by the merger of Hirst and Midwest bookings, but no action was taken.

Eastern House Mgrs. To Set Specialties Direct From Now On

PHILADELPHIA, Oct. 23.—Hirst Circuit officials here are basking over Thursday (16) meeting of Eastern House managers, in which they agreed to book direct all vaude acts with burly units. Action hits hard also at the Harry Hirst office here, which has been supplying the Hirst wheel with most of the vaude specialties. Understood that bookers in the various towns on the wheel had been pressuring burly houses to keep the vaude bookings at home.

Movement was led by the Boston and New York managers, who wanted to book vaude specialties thru their own agents. Hirst officials fear that spot booking of vaude acts in each town on the wheel will hurt the production value of the units. They point out that acts booked here were selected to fit the particular needs of the various ballet numbers. Under the new set-up a house manager may book in a cowboy act—which might have to be spotted in a ballet bit with an Oriental setting.

Existing contracts of vaude performers with the wheel will be honored. But after long-run house managers will be on their own.

Phila Troc, Follies In Cancellation Jam

PHILADELPHIA, Oct. 23.—Follies Theater had to put in a hurry call for a headliner. Frisky (17) Olga Tarnova had opened and closed with the first show, with conflicting reasons being given. Nora Ford was raised in to fill.

Three (18) called Romanina ready to head the new show starting Sunday midnight (19), but Eleanor Sheridan was booked in at the last minute. It was reported that the Troc dilemma stems from feud between Izzy Hirst and Stanley Carrull, operating Carrull's burlesquery. Romanina's husband, Ned Butcher, is at Carrull's.

Omni (20) and Carrull's was depending on Crystal Arms to take over the headliner spot. However, she was booked at her hotel, while X-ray experts were trying to ascertain whether the ankle injury she received the day before as she stepped off the train was a fracture or a bad sprain. Romanina then stepped into Miss Ames's shoes.

Magic

By BILL SACHS

MILBOURNE CHRISTOPHER, Baltimore triester, has invented a new rope trick—a visible penetration effect. He demonstrated it last week at Max Hodekin's New York magic shop, when he passed the rope thru one of Max's coats while the latter and Arthur Lloyd looked on. Later he magicked it thru Bert Allerton's brief case for Francis Carlin, Christopher. In a recent feature story in *The Baltimore Sunday Sun* magazine section, told how British magicians are using their tricks to aid the war effort. Following the recent Navy-Cornell football game, Mil entertained the Navy graders with his magic. . . .

RAY-MOND is working banquets for the Jay Raymond office, Philadelphia, for the winter. . . . ROY DOUGLASS, White-stone (L. I.) had, he ditched his magic turn in favor of ventriloquism. He recently played two Brooklyn sisters, is set on some dates in the Buffalo area, and has visions of playing some Florida dates this winter. . . . L. E. (MORRIS) COLLINS and wife, after winding up with the Carlis Shows, carried company, have revamped their *Modern Arabians* Nights mystery attraction for a whirl at schools in Missouri, Arkansas and Illinois this fall and winter. They have purchased a panel truck to transport the outfit. The Ollinses recently visited Harrington, the Magician, and wife at their home in Galveston. . . .

WILLIAM MAGUIRE, now touring Western Pennsylvania, recently attracted a good house at the high school in Meadville, Pa., according to Charles H. Lenheim, local magic enthusiast. In addition to a good program of small magic, Rich featured the *Woods Howl Trick*, *Sliding a Woman in Nails*, a packing box escape, and the disappearing money. Lenheim says. . . . COLUMBUS (O.) MACHO CLUB put on a show at the Masonic Home, Springfield, O., October 24 in honor of George Stock, dean of Cincinnati magicians, who with his wife is now residing there. . . . KIMMET (Sunshine, of New York) has just concluded a two-weeker at the Sulway Club, Columbus, O. . . . HENRY VITTORE, the magic disk was Paul Stratman, ventriloquist of Hopkinsville, Ky., and Sgt. Lee Bates, of the Kentucky State Highway Patrol, magic and ventrilo. . . .

FRED BOWER, "pocket magician," after two weeks at the Henry Gray Hotel, Atlanta, opened Monday (27) at the Roosevelt Hotel, Jacksonville, Fla. . . . VINCENT BUNCK and Frank Starletent, Eastern magi, are displaying their talents in the U. S. Air Corps, both being stationed at Cochran Field, Macon, Ga. . . . JOE BORTNAG, the vital-magical materialist former of Cleveland, is now making his permanent home in Atlanta. Mrs. Sontag formerly worked for Dr. Gentilly, well-known Cleveland magic entertainer. . . . FRANCES HUIEL KIRKMA is readying his magic and speak spy for another swing up and down the West Coast. . . . FRANK GALLAGHER verifies the report carried here recently that he has purchased all of the equipment of the Calvert magic show. Head Gallagher (Jackie Frost) is presenting her "troupe alive in tow" act with the Marquis show. . . .

GEORGE DEMOTT, after winding up on a block of dates in Eastern Pennsylvania with his magic and juggling, opens for an Ohio livestock bureau October 31 for a four-day engagement. . . . JUDITH JOHNSON and Company, mentalist, are being held over this week at the Chas. Pure, Denver. . . . HARRY E. CROUL, of Detroit, "world's worst magician," is recuperating from a severe attack of asthma which has kept him in a hospital and at home the last month and which almost got him a notice in the *Final Curtain* department. . . . DUE TO THE hunting season starting in Ohio November 15, the IMA's annual Back-to-Kenton Party, originally scheduled for the Weaver Hotel, Kenton, O., November 14-16, has been postponed until November 21-23. The big banquet and magic show will be held Saturday night. All those interested in magic, see welcome, regardless of membership status. . . . NIGHT OF MAGIC, New York, will stage a Roundup Night October 30 at 648 Seventh Avenue, New York. Lew Dick will emcee the program, and those who will show their wares are Jack Milon, Herman Makower, Ralph W. Reed and Sam and Phil Zovetto. Proceeds of the affair go to the Cottlow Relief Fund.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MANOIR HART signed for Hirst houses in feature attraction spots. Left Gaiety October 26 and opened the day following at the Hudson Union City, N. J. Then to Baltimore, Washington, Norfolk, Boston and Philadelphia, one week each. After a few weeks at home for the holidays, returns for out-of-town Hirst bookings. . . . HERT CAHR, came, but for the fact that he could not get released in time from a Hirst show, would have been in Al Jolson's *How to Succeed in Business* in place of Sid Martin, who exited in Philadelphia recently. . . . JOYCE KYLER, last season a show girl for Hirst shows, is a strip this season with the Diane Ray unit, in which Billy Stern doubles in straight and as singer.

HILTON ARMATTONO and Sylvia Ogden celebrated their fifth year as entertainers at the Star, Brooklyn. Their new co-workers this season are Dorothy Carroll and Helen Rich. . . . Widow and child of Charles Country received the proceeds of a show given by Detroit performers at the National last week.

MARIAN MILLER, after October 26, Empire, Newark week, leaves burlesque and goes to the 605 Club, Chicago, for an indefinite stay. Her troupe, with Miss BAA and Police, Philadelphia, has not materialized. . . . EDNA AND MAX THEATER, Lillian Garton, Nellie Trap and

Scottie Brewer were some of the entertainers at the wedding reception of Evelyn Dabney, one of the Daisy Twins, and Peter Billwell October 19. Even the twins and the Daisy Becker did turn up.

MANNY HERRITTO, Republic's executive, added still another movie house to the Rayland's already large chain at the reopening of the Empire, Brooklyn, October 16. House used to be a profitable burly link in the Columbia wheel. Among the sponsors, which included a special one-night six-act variety show, were many burly chiefs from other houses. Resident manager is Vincent O'Neil, formerly with Leew.

ACTORS' FUND, thru Tom Phillips and Al Pharr, attended in funeral of Garrett Price, emcee in Fernaliff, N. Y. Fran White (Mrs. Price) returned to Washington. Will receive a Hirst unit. . . . STELLA MILLS went from the City to the Star, Brooklyn, for October 19 week. . . . MANDRA BAKES duobles between the parade line at the Star, Brooklyn, and songwriting. Has completed four ditties. . . . ANNETTE ROOS left the Club Nomad, Atlantic City, after a long run and opened at the Gaiety October 10. . . . FLORINE, a new strip, migrated from Garrick's, Philadelphia, to the Club Nomad, Atlantic City, where she opened last week. . . . YVONNE STARWICK now at the Embassy night, Brooklyn, in a novelty "Victory" routine. HRO.

MIDWEST: ANNY CORIO canceled out of the Mayfair, Dayton, O. this week due to illness. . . . CHUCK GREENGLASS is co-producer of the Rialto, Chicago, shows. His name was inadvertently omitted from last week's review of the house. . . . HEEZY HIRSH, Phil Rosenberg and Jan Hornick came in from the East last week for one of their periodic combats with Mit Schuster and N. S. Banger in Chicago. . . . The show is selling off the road two strippers—Dorothy Wahl (Mrs. Al Hio) and Ann Valentine. Latter is being replaced on the Joe DeRita unit by Joan Bell. . . . VIRGINIA JONES joins the Max Puma show at the Mayfair, Dayton, O. Friday (31). . . . CHARMAINE and Miss Sachs will top the Rialto, Chicago, show Friday (31). . . . BUDDY OHLANDO joined the Rony, Cleveland, stock cast as singer. . . . PRINCIPES RED FAWN opens at the Avenue, Detroit, this week. She follows Miss Jeanne as featured attraction. . . . VAL WILLIAMS and wife filled the spot vacated by Madlyn Lewis at the Grand, Canton, O. this week. Madlyn will return to work at the Globe, Boston, November 2. . . . OLGA ANTON, night club dancer, opens with a Midwest unit at the Casino, Toronto, October 31, replacing Louise La Marr. . . . ANTE LLOYD is new in the "Peanuts" John show, filling the spot vacated by "Boob" McManis.

MIDWEST:

PHILADELPHIA: CRYSTAL AMES will make good her booking into Carrull's after her leg is on the mend. . . . HERT MARJES, comic at Phillips Theater, and his wife have adopted a baby boy. . . . GEORGINA SOTHERN making her annual trip to town, this time at Peys Theater. . . . JOSEPH CAHILL, comic at Phillips, doubling at Moriarty's Grill, and booked into the unitary for the entire 1941-1942 season.

LOS ANGELES: LESTER MONTGOMERY, formerly of the Casino, Toronto, has replaced Jess Mendelson as producer at the Polles in

The greatest value in hotel accommodations offered solely to the profession.

58 Single, \$10 Double, Without Bath
\$10.50 Single, \$12.50 Double, With Bath

CHORUS GIRLS, ATTENTION
\$15.00 per week for 3 in one room

SHOWER—BATH—AND RADIO
Impossible to beat these prices for the largest and most newly and comfortably furnished rooms in Greater New York.

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BROADWAY AND 44TH STREET
In the Heart of Times Square
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WANTED — WRITE AT ONCE!
COMICS, STRAIGHT MEN,
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E. SKOLAK
RESIDENT Theatre — San Francisco

WANTED —
People in all lines. Comedians, Devotee Men that can sing, dance and talk. Girls that can sing, dance, play piano, violin, guitar, harmonica, etc. All. Successful engagements, booked and some girls. Good photographs if possible. It will be returned. Good terms. No advance. No agency. Write to E. Skolak, 115 Broadway, New York 5, N. Y. Phone Laffan, room 4000. CHARLES V. LEVY, Manager, Laffan Theatre, New York City.

CHORUS GIRLS, \$30.00

Experienced choruses, who sing in burlesque, vaudeville, and all other forms of entertainment.

JACK KANE
Grand Theatre, Vancouver, B.C.

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Billy Wehle Leaves Hospital for Show; Natchez Date Good

NATCHEZ, Miss., Oct. 28.—Billy Wehle, owner-manager of Billy's Comedians, recovered from two recent operations at King's Daughters Hospital, Greenville, Miss., rejoined the show in Hazlehurst, Miss., Monday (30). While Wehle was in the hospital show was in charge of Mrs. Wehle and Mrs. James Heffer. They report that business has been good recently.

Billy's Comedians played Natches last Friday (27), coming here from Greenville. Show features Princess Miss Toy, Chinese strip teases. Show played to a near-capacity crowd on the lot at Franklin and Canal streets in downtown Natches. Tent was half filled for the concert.

Billy's show has several new acts. Popular prices prevail and ladies are admitted free when accompanied by paid adult ticket.

In addition to Miss Toy, who is featured in the concert, show also highlights Bob Greer, comedian; Hal and Grace Crider, comedy novelty act; Al Pitschaltly, contortionist; Billy Seebler, dancer; Jack Hutchinson, emcee, and a line of attractive girls. Dixieland Band is under direction of Ralph Herbert.

From Natches show went to Vicksburg, Miss., for last Saturday (18), where it also drew well despite recent visit of Cole and Russell Bros.' circuses. Show is set on Florida dates, November 2 thru November 8.

While here several members of the show renewed acquaintance with "Doc" Deterly, formerly with various reps and now employed at the local mail distributing station.

Bryants Wind Up Cincinnati Stay

CINCINNATI, Oct. 25.—Bryant's Showboat, Billy Bryant, manager, which left its home port of Point Pleasant, W. Va., last March 15 for its annual cruise down the Ohio River and which tied up at the foot of Lawrence Street here June 10 for its 18th consecutive summer, concluded its local run tonight, with the floating theater slated to hit out for its winter quarters tomorrow.

The boat usually remained here until around the middle of November, but as the closing weeks in the past have generally meant slow business, Manager Bryant decided upon the earlier closing. While business for the first month of this season was slow, it picked up rapidly late in July to maintain a profitable pace for the remainder of the season. All in all, it was one of the most successful runs the boat has had in its 18 seasons here.

Billy Bryant has had two offers to take his troupe to New York this winter to play Hamlet, but inasmuch as both offers are more or less vague and offer nothing tangible, Bryant has virtually decided against making the Eastern jaunt. Instead, he plans to make a trip to the West Coast with his family, where he will spend part of his time gathering material for a book on Hollywood as seen by a Midwesterner. His latest writing, a book on the circus, tentatively titled "The Mad Show," is slated for early release.

On the Bryant craft at the closing here were Sam and Violet Bryant, Billy and Josephine Bryant, Betty Bryant, Doug Morris, Gordon Ray and William Quarner.

Wolcott Tent Show Back in Mississippi

NATCHEZ, Miss., Oct. 25.—F. S. Wolcott's Rabbit Foot Minstrel under the same management since 1912, entered its 65th week without a close at Monroe, La., Monday (26), and entered Mississippi here yesterday to play a string of return dates.

Recent additions to the Wolcott tent are Alabama Blossom; Prof. White, ventriloquist, and Frank Keith. White is an added feature in the concert. No closing date has been set for the show.

Rep Ripples

LARRY NOLAN'S recent inquiry here as to Mary Russell is answered by Al Pitschaltly, who advises that she is married and residing in Sarasota, Fla., having been off the road a number of years. Her father, the late Lawrence (Dad) Russell, had Russell's Paramount Players on the road. Pitschaltly says that both Dad and Mom Russell are buried in Manassah Burial Park, Sarasota.

HOWARD B. JOHNSON has left the road to settle in Camden, Ark., where he holds down a good position. He and his parents, Howard and Daisy Johnson, are well known in the rep field. . . . N. M. GIFFORD is reported doing well with his small vaude-picture combo in Lawrence County, New York. . . . KING FELTON, well-known rep-show musician, is readying a new mystery revue to play army camps, theaters and clubs this winter. Hazel Felton, comedienne known as Daisy Mae, will assist King and do her hokum number in the show. . . . MRS. CHARLES PALLES, widow of Charley Pales, veteran tent rep and minstrel man who passed on recently, writes: "My many friends stood nobly by me during my recent hour of bereavement, including Mr. and Mrs. Milton Totman, of tent-show fame, who came from Cortland, N. Y., to Birmingham, N. Y., and drove me to Chittanning, N. Y., where my husband was buried. They remained with me during the funeral and then drove me back to Cortland to their home and drove my car and trailer to Savannah, Ga., from where I went to my home at 8110 Alaska Street, Sulphur Springs, Fla. Also aiding me greatly were the Curtiss family, Harry and Dorothy Teynter; the Gibbons and the Doltons, tent-show people, and Mr. and Mrs. George Welch, who wired flowers from Virginia. I have received many letters of sympathy from show people with whom we have trooped during our long life on the road with our many companies."

Kinseys Buy New Canvas

CANTON, O., Oct. 25.—Harry Graf, business manager of the Madge Kinsey Players, has purchased a new top, 80 by 122, from the O'Henry Tent & Awning Company for delivery in time for the opening of the company's 1942 season at Potosi, O., next May. Mr. and Mrs. Graf (Madge Kinsey) are currently in

Jim Heffner Sets Tent in Dalton

DALTON, Ga., Oct. 25.—Heffner-Vinson Tent Show, recently recognized by Jim Heffner, after being out all season as partner with Billy Wehle in the management of Billy's Comedians, opens here Monday for a three-day stand.

The new Heffner-Vinson troupe, which opened October 2 in Harrodsburg, Ky., has moved rapidly across Kentucky and Tennessee, and Dalton is the show's first stand in this State. Incidentally, it is also Dalton's first rep tent show of the year.

With much construction work going on here and with the excellent bedspread plants in the area running at capacity, show is expected to do well on the local engagement, provided it gets a break in the weather.

Both local papers are giving the Heffner-Vinson open plenty of favorable publicity. Show is expected to head south from here.

Gifford Launches Illinois Circle

SPRINGFIELD, Ill., Oct. 25.—E. G. Gifford, veteran tent and rep show operator, has begun his third winter of circle stock out of Springfield, with seven communities providing outlets. On the Gifford Players' route are Petersburg, Oakford, Raymond, Farmersville, Manito, Palmyra and Chatham.

Gifford, who is concluding his 26th year in the business, recently ended his summer tent tour with the Robertson-Gifford Players at Pekin, Ill., and after a few weeks in this area with his company will trek to Florida for a vacation. In the circle company are Paul Weiss, Grace Wagner, Wayne and Laura Huff, Mr. and Mrs. Jack Campbell, Frank Hill and Mr. and Mrs. Jess Sund.

Gifford reports business good for the circle. He is presenting his shows thru co-operation of merchants in the various communities.

Potosi enjoying their new trailer home, recently purchased. They plan to go to Florida later in the year. Their daughter, Jean, member of the troupe, is attending high school at Potosi.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Pughe's Ft. Dodge Contest Gets Going With 14 Teams

PORT DOGGE, Ia., Oct. 25.—George W. Pughe's Derbyshow got under way at Expo-Park Ballroom here October 18 with the following teams: Betty Barnes and Kid Alexander, Mickey Elliott and Al Abner Park, Charlotte Thompson and Lil Storer, Trudie and Stanley Rock, Margie Thompson and Bob Turner, Margie Cunningham and Phil Rainey, Annie Pruitt and Don Deunison, Harriett Burton and Pete Carrillo, Eddy Bennett and Jimmy Lindley, Marion Lanahan and Bill Bern, Betty Douglas and Jeff Millie, Betty Carpenter and Carl Herzog, Billy and Billie Curtis and Angie Oger and Clyde Hanby.

On the staff are Archie Gayer, Art Wolf and Little Frankie Little, emcees; Mickey Brennan and Ernie Steele, floor judges; Jerry and Sylvia Martone, commentators; George W. Pughe, manager, and Lowell Moseop, night manager. Hal Stewart's orchestra furnishes the melodies. Contest is aired twice daily over Station KYFD. Show is under the local Vottura 65, 40 and 8.

Crowder-Kelly Carry On Despite Legal Tangle

ALBUQUERQUE, N. M., Oct. 25.—The Jack (Dead Pan) Kelly-Johnny Crowder walkathon, which opened here October 17, under auspices of the League United Latin American Citizens, commonly referred to as the Lolacs, continues operation despite the arrest of Johnny Crowder October 19 on a warrant issued by Scott Mayberry, assistant district attorney, who charged violation of the State statute which bans "all continuous physical endurance contests." Crowder posted

a \$500 cash appearance bond and continued with the speed derby. The show here operates only 12 hours a day.

Appearing for a preliminary hearing Thursday (23) in District Court, Crowder claimed "prejudice" against Judge Albert Kool, and the hearing was postponed. Sheriff officials later Thursday again arrested Crowder and 24 contestants. Crowder posted another \$500 bond for himself and \$50 bonds for the contestants. The show will continue while the legal question of the State law is decided. The derbyshow has been playing to packed house.

Before opening the show under a big tent a half mile west of the city limits Crowder secured a license to operate from the county commissioners.

VIRGINIA HILSBERG, Baltimore derbyshow fan, would like to read a line here on Lee and Margie Sullivan.

JACK RAYE posts from Seattle that he's waiting for a hot one to open and may hop into Pontiac, Mich., soon. "What about the Kelly-Crowder show in Albuquerque?" asks Jack. "I couldn't get an answer from them." Raye is anxious to read a line here on Gladys Simpson, Jerry Trast, "Chelle" Loeb, Bob Nelson, Josh Walters, "Snooks" Armstrong and the rest of the gang who were on the Dallas show with him.

CATHERINE COX writes from Chicago that Sid Cohen's Coliseum show got away to a fine start there October 15, with 28 couples answering the starting gun. Outstanding contestants, according to Miss Cox, are Sammy Allen and Patsy Gallagher, Phil and Jo-Jo Arnold, Billy and Ethelie Willis, Luise Meredith and Chad Alvin, Earl Harrine Meredith and Budart, Joe Rock and Jennie Busch, Rocky Rhoads and Gerry Quertin.

TALENT AGENCIES

(Continued from page 28)

Ami and Perk Lane niteries. . . . RAY S. KNEZLAND, Buffalo, now books the Showboat, Waterford, Pa., in addition to seven Erie (Pa.) night clubs and private clubs, in conjunction with Mrs. Little of Little's Entertainment Bureau, Erie, Pa. Also just added the Maple Tree Inn, Portville, N. Y.

JACK KALCHHEIM, of the William Morris Agency, Chicago, reports he is now booking the Trocadero, Detroit, thru the Betty Bryden Agency of that city. He has set Fogs and Loids and Jacks Heller. Spot assigned to a Monday opening October 29.

RAY LITTE, of the Dave O'Malley Office, Chicago, is now booking the O'Connell Gardens in Springfield, Ill.

JOE FABER, manager and booker of the Biltmore Bowl, Los Angeles, is on a two-week trip to Chicago and New York.

SAM ROSEY, San Francisco, is again booking exclusively the 350 Club. To have opened October 18 were Florella and Boyette, magic and mental novelty; Bob Collins and Wanda, dance team. Opening October 21 at Club Moderna is Shirley Deane, 20th Century-Fox feature player, singer.

TONY PHILLIPS, Philadelphia, adds Carmen's Lane Venice, local niterie, to his books. . . . CARL F. HUBBICK reorganizes his Orchestra and Entertainment Agency of Philadelphia, adding Joseph C. Sturmenstein.

HUB'S 100G LEGITS

(Continued from page 2)

\$320 top). Another great \$25,000 week to bow out after two and one-half weeks with a very nice total of \$62,000.

Arsenic and Old Lane (Plymouth, 1,480 seats; \$2.75 top). Another smasheroo \$24,000. Show has done capacity at every performance and has given indications it will ring up a season gross record before its departure.

Blithe Spirit (Wilbur, 1,227 seats; \$2.75 top). Could easily have done better in larger house. Hit \$15,500 this week for a very nice \$30,500 for two weeks.

Mikado (Meyers, 1,667 seats; \$2.20 top). Doing near-capacity big hit and held for one more stanza. This week hit about \$15,000, which ain't hay at these prices.

Six Bits (Opera House, 2,944 seats; \$2.20 top). Steady business for 12 performances. This fall week dragged in about \$15,000. Total for the 12 performances approximately \$29,000.

The Man Who Came to Dinner (Copley, 1,500 seats). Altho house is smallest in town and off the beaten track, this one continues to do steady business. About \$10,000.

Charley Loeb and Hazel Dietrich, Bob Nelson and Norma Jeager, Johnny Hughes, Red Monroe, Buddy Jetties, George Grant and "Schmoozer" Nash, along with various local teams. Miss Cox says the show seems incomplete without Patsy Patterson.

CONTESTANTS

Would you like to make a winner and get out for Xmas? And then go right back in line of five big shows ALREADY BOOKED in 1942!

THE NEXT

SPEED DERBY

Opens

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(Blower Heated Auditorium)

Daily to insure success. All return stamps full value. Two Army Groups still being built. World's largest 10-Million-Dollar Niteclub Plant under construction 3 miles from show. These people are loaded and need their money. Floor money will be hot coal!

Next Show January 5th

Houston, Texas

Teams here given all preference

REMEMBER!

WIN OR LOSE—WE PAY OFF

Ordnance immediately

EARL CLARK—KING BRADY

Korossada Knolls

Joplin, Missouri

The Final Curtain

ARMISTEAD—Eliot, 60, owner of the Ardist cafe and dance hall at Theresia, Wis., for 20 years, in that city October 18. Survived by his widow, daughter, son, brother and two sisters.

BIGLOW—Francis H., founder of White City Park, Worcester, Mass., October 11 in San Juan, Puerto Rico, after suffering a heart attack two weeks previously.

BROWN—Samuel, 51, musician, October 15 at his home in Mount Holly, N. J., after a long illness. He was affiliated with the Mount Holly Fair Association for a number of years. His widow, Emma, survives. Services October 18 were private, with burial in Mount Holly Cemetery.

IN MEMORY OF A BELOVED PAL
HARRY BENTUM CALDER
Who Passed Away Nov. 1, 1940
PAULINE BLACK

CARROLL—Major James Henderson, U. S. Army, 50, brother of Earl Carroll, theatrical producer, and former general manager of Earl Carroll's theaters, October 21 in the Emergency Hospital, Washington, of a cardiac ailment. At the time of his death Carroll was being treated as part of a program for providing entertainment in army camps and posts. In 1935 he was manager of his brother's show, *Sketch Book*, at the Winter Garden Theater, New York. Buried in the Forest Lawn Cemetery, Los Angeles.

IN LOVING MEMORY OF
RUDOLF CARPOS
DIED NOVEMBER 4, 1935
Mrs. Anita Carpos

CEZIMINARA—Nicolo, 50, musician, October 19 at his home in Atlantic City. He was a member of the Musicians' Protective Association, AFM, and for many years played at piers and theaters in Atlantic City. Two sons and three brothers survive. Services October 22, with burial in Pleasantville (N. J.) Cemetery.

CROWHURST—Ernest H., 78, former manager of Woodside Amusement Park, Philadelphia, October 16 in Philadelphia General Hospital. In 1916 he became manager of the park, continuing in that post four years, after which he entered the hotel amusement promotion field, continuing until 1930. Survived by his widow, Kathryn; two daughters; a son and a brother.

DAVIS—Walter Freeman, 60, veteran Canadian showman and theater owner in Mobile, Ala., October 18. He began his career with the Boston Ideal Opera Company and later operated the Capitol Theater, Wintupier, the Capitol, Regens, and the Randolph, Randolph, N. Y. He was also at one time connected with the Famous Players. His widow, Ella, was at his bedside when he died. Also survived by a daughter, Mrs. Mildred Davis Kinnear, New York; three brothers, Arthur D., Charles, Louis and John H.; and two sisters. Burial in Magnolia Cemetery, Mobile, October 19.

FARBELL—Frank, former legit theater treasurer, October 1 in New York. He was with the Eltinge Theater, New York, when it was a legitimate house.

GAINFIELD—Charles, 62, former vaude performer and theater manager, October 15 in New York of a heart attack. He leaves his wife, a daughter, two sisters and two brothers.

GORDON—Walter P., 55, musician, October 11 at his home in Philadelphia following a heart attack. He was a member of the Ferko String Band. His widow, Mary Louise Jones, survives. Services October 14 in Philadelphia, burial there.

HAWLEY—Frank D., Ludington (Mich.) theater owner, in that city October 11. He was a partner in the Hippodrome at McElroy Circus, which built the Lyric and Kopy theaters, Ludington, and went with the Butterfield Circuit when it bought a major interest in the business in 1927. Survived by his widow and daughter, Intornest in Ludington.

HOLMAN—Albert H., 85, violinist and leader of theater orchestras in Joliet, Ill., October 13 in that city after a long illness. Holman played for nearly every standard act in vaude before and after the World War. He leaves his wife, Marjorie, pianist in Balbo Theater orchestra, Joliet; a brother, Joe, former vaude performer; a daughter, Dorothy, formerly connected with chautauqua shows; and a son-in-law, Elmer Brockway, president of the Joliet musicians' union.

JOBE—Richard S., 71, ballad singer who helped popularize *Silver Travels* Among the Gold, at his home in San

Francisco October 20. Born in England, he came to this country as a boy apprentice at the age of 8. He later appeared with the San Francisco and Lew Dockmader minstrel and also appeared for many years in Old Hometown at the Old Academy of Music, San Francisco. Survived by his widow, Theresa.

KRONAU—Arthur T., known in the musical and circus circles as Val Vino, October 19 in Bedford, Va. He was an honorary member of the Pacific Coast Showmen's Association and burial was handled by the Elks' Lodge, Bedford, with burial in Elks' Cemetery, there.

LEANDRO—Don (Julio Zelina Orosio), 50, originator of Mexico's radio amateur contests, often referred to as "Mexico's Major Bowes," October 9 in Mexico City of typhus. For several years he presented contests over Station XHW, Mexico City. He leaves his wife, a daughter, four sisters and three brothers. Burial in Mexico City.

LEWIS—James Norman III, 43, member of the Plays and Players Club, stage group in Philadelphia, and the Philadelphia Operatic Society, September 23 at his home in that city after an illness of two weeks. His mother and a sister survive. Services October 1 in Wilmington, Del., with burial there.

LIPPMAN—Philip, 38, actor and former vaude performer, October 17 at Brooklyn Hospital, Brooklyn, after an operation. He was a member of the Town of Mann (Lippman) and Stone, which toured the country 12 years ago. He later played character parts in several Broadway shows, including *The Cocoanuts*, with the Marx Brothers, and *The American Way*. He also played understudy parts in *The Great Waltz* and *Jubilee*. He leaves his wife, parents, two brothers and a sister.

D. C. (MAC) McDANIEL
In Memory of My Beloved Husband
Died in Spartanburg, S. C.
October 29, 1931
BERTHA (GYP) McDANIEL

McFARLAND—Richard, 73, former legitimate manager, October 19 in Hollywood after a long illness. McFarland handled the Mitzl Hays road tours and was company manager for the late Douglas Fairbanks in the latter's early legit days, and for many years was associated with Louis Werba, Mark Luescher and Charles Killingsham.

McKENICHO—Urban Joseph, professionally known on the dramatic stage as Eddie Mack, October 17 at St. Francis Hospital, Trenton, N. J. His widow, Josephine, survives. Services October 21, with burial in St. John's Cemetery, Trenton.

MARCUS—Tommy, 27, coroner, October 21 at Des Moines Hospital, St. Louis, from burns sustained October 19 when he drove an auto thru a pyramid of flaming barrels at the opening performance of Sunrock's *Redes and Thrill Circus* at St. Louis Arena. Marcus, a third brother for eight years, made his home in Hollywood. Body was sent to Altica, Ind., for burial. Survived by his widow and parents.

MAYS—Mrs. Carmelita (Bobbe Harris), 55, formerly of Harris and Nolan, sister set, in Cleveland October 13 after a cancer operation. She at one time appeared on Station WAVE, Louisiana, and was the niece of Thomas Palms Westendorff, composer of *The Talk* Fox News Agency, *Kalifornia*. Services were private and body was cremated, with the ashes being sent to Oakland, Me., for burial.

MILLEROLLAND—Howard J., 55, chorus director and former program manager for NBC in San Francisco, October 21 in Oakland, Calif. Survived by his widow, Eva Garcia, pianist.

MORENO—Paco, 55, actor and father of Bostita Moreno, stage and screen actress, October 13 in Beverly Hills California.

OLLIVIER—Jessie, 62, vocal instructor and former singer, October 13 at her home in New York. Miss Ollivier sang soprano roles with the Boston Opera Company in the '90s. For the past 20 years she gave instruction in voice to many persons prominent in the theater. Services October 21 by the Actors' Fund of America. Burial in Evergreen Cemetery, Brooklyn.

OSIMINA—Andres, 63, conductor of a Serantoli, Pa., orchestra, October 18 in St. Louis Hospital, Scranton, of injuries sustained when hit by a train. Surviving are his widow and seven children. Interment October 21 in Troop, Pa.

ROONEY—Hugh, 50, father of the noted Rooney circus family, October 17 in Baraboo, Wis. Although not active in any circus himself, Rodney was the father of a son and two daughters who have had circus careers. His son, Edward, and his wife, Jennie, have had top billing with Ringling serials for many years. The daughters are Mrs. Minnie Ehrhard, former Ringling serialist, now traveling with a carnival, and Mrs. Carl Romig, Warren, Mich., a former Ringling light-wire performer who now has a dog act with her husband.

RUSSELL—Harry, English stage comedian and producer, recently in Doncaster, England. He appeared in his own revues and pantomimes.

SCHRAEDER—Oss, 46, auto race driver who was nine times national dirt track champion, October 23 of injuries sustained in a collision while driving at the Louisiana State Fair, Shreveport, La. Known as "King of the dirt tracks," Schraeder had been racing 25 years. Services in Shreveport October 23, after which the body was shipped to Cedar Rapids, Ia., his home town, for additional burial. Burial was in Los Angeles.

STERN—Ferdinand J., 46, violinist, conductor and music teacher, October 23 at home in Long Island City, Queens, N. Y., after a short illness. He founded the Detroit Chamber Music Society, played in the Detroit and Portland (Ore.) Symphonic Orchestras, and formerly was director of the Orpheus Choir, Salt Lake City. He leaves his wife, two daughters, mother and a sister.

STRONBERG—William J., 90, veteran circus man, at his home in Durant, Okla., recently. He went there 26 years ago with Ringling Bros.' Circus as an animal trainer and remained there when the show left. Survived by his widow. Services at Holmes Funeral Home, Durant, with burial in Highland Cemetery there.

STUART—James H., 72, singer and blackface comedian, in Chicago October 18. He was formerly with Beach & Bowers and the J. A. Cohn minstrel; also a member of the Primrose Four quartet. Services October 22, with interment in Ochs Chapel.

SYLVIA—Oda Babo, dancer and musician with James E. Strates Shows, October 18 in Philadelphia General Hospital. She was the wife of William Sylvia, sideshow talker on the Strates shows. Survived by her husband, father and a daughter. Body was cremated in Philadelphia and services were held in Charleston, S. C., October 25.

WENNER—Peter John, 51, arranger and copyist for the Philadelphia Symphony Orchestra, October 3 at his home in Philadelphia. Surviving are his widow, Caroline; a daughter, a son and five sisters.

WHALLEN—James R., former superintendent of carnival for the Ringling Bros. Circus, October 17 at home in Baraboo, Wis., of a heart attack. He retired several years ago after being associated with the show 40 years. He leaves his wife and a daughter.

WILSON—William (Pop), 51, widely known concessionaire, in New Orleans October 8 of a heart attack. Wilson was born in Guthrie, Ia., and in recent years had been with Midget, Euseley, Mayday, Great Lakes Exposition and Greater Exposition Shows. Burial in New Orleans Cemetery. Survived by his widow, Sylvia; two sons, William and Robert; two brothers, Frank and Max; and a sister, Mrs. Jack Sturdy, Tipton, Ia.

WIRTH—George, 74, Australian circus owner, in Sydney October 17. Known as the "Barnum of Australia," he had been a circus promoter 40 years. Wirth's three brothers, John, Hans and Philip, all now dead, were performed in his father's circus as a bareback rider. The Wirth Bros. Circus, founded after the father's death, tours the year round in Australia, New Zealand and Tasmania. Will Rogers at one time appeared with the Wirth show. Survived by his widow, Margaret, and a sister, Mrs. Marcella Will Martin.

Marriages

GREEN-SHERMAN—Aaron Green, radio engineer, and Bluma Sherman, of the sales department of Station WFN, Philadelphia, secretly late in August.

GRILLO-GRILLO—Walter Henzer, New York talent booker, and Sylvia Grillo, secretary to Jimmy Tyson, Philadelphia booker, October 13 in Philadelphia.

HERRIK-PRUITT—George Herrik, sports promoter, and Joyce Pruitt, show-

girl at Hotel Walton Roof, Philadelphia, October 13 in that city.

JOHNSTON-MERKLEY—D. A. (Freddie) Johnston, former ride man on Rubin's Cherry Exposition, and Juan Merley, concession agent with the same show, at Palmyra, Mo., October 15.

LESLIE-STACK—Leo L. Lester, former member of the Coast Highway and Paul Tremaine circuses, and Hilda Y. Stack, Burlington, Ia., in Lewistown, Mont., October 17.

MOTTIS-BAUMGART—Richard H. Mottis, showman, and Beatrice A. Baumgart, co-owner manager of Sunset Park Roller Skink, Williamsport, Pa., October 12.

PADDEN-CASILLO—Gene Padden, member of Bruce Haley orchestra, and Mary Jayne Casillo, showman, in Milford, Conn., October 14.

ROLF-MENUHIN—Private Benjamin Rolf Jr., U. S. Army, and Yaltah Menuhin, sister of famed violinist Yehudi Menuhin, in Reno, Nev., recently.

SHELDON-SUMNER—Wally Sheldon, announcer on Station WCAU, Philadelphia, and Betty Sumner, showman, October 5 in Philadelphia.

EPPLANE-BONNER—Robert Epplane, former film stunt man, and Beth Bonner, screen actress, at Emanuel Presbyterian Church, Los Angeles, October 19.

STILLWELL-DAILEY—Peter Stillwell, showman, and Evelyn Dailey, of the Dailey Twins, former dancers and burlesque performers, October 19 in Sacred Heart Church, New York.

STONE-WALLACE—Franchot Tone and Jean Wallace, film people, October 18 in Yuma, Ariz.

VIEIRA-CHASE—Isidoro Gomes Vieira, showman, and Mary Chase, show girl, in Rio de Janeiro, October 23.

WEIS-DION—John B. Webb Jr., musician, Pittsfield, Mass., and Beatrice Irene Dion, showman, in Pittsfield, October 18.

WILDE-LINDBLOOM—Arthur Wilde, of Warner Bros. publicity staff, and Norma Lindbloom, secretary of Three Ring Circus radio program, in Las Vegas, Nev., October 11.

WYBICK-DUNCAN—Walter Wybick, employee of the Lyric Theater, Frankfort, Ky., and Mrs. Elizabeth T. Duncan, owner of the theater, in that city October 11.

Births

A son to Mr. and Mrs. Roy Nichols September 13 in Santa Monica, Calif. Parents are professional roller skaters.

A daughter to Mr. and Mrs. Paul Henning at Cedar of Lebanon Hospital, Los Angeles, October 2. Father is comedy writer on the *Budy Valley* program.

A son, Donald, Yale, to Mr. and Mrs. Dan Soper, at Methodist Hospital, Los Angeles, September 25. Parents are Stone and Horton, vaude team.

A daughter to Mr. and Mrs. Ted Bliss at Park View Hospital, Los Angeles. Father is Station KSNX producer.

A daughter to Mr. and Mrs. John Boyer September 18 in Mercy Hospital, Pittsburg. Father is Station KDKA announcer.

A daughter, Joyce Ann, to Mr. and Mrs. Richard Johnson, Bredel in Fort Lauderdale, Fla., October 4. Father is drummer and viola harpist with Earl Hoppe orchestra.

A son, Robert James, to Mr. and Mrs. Jimmy Cardova September 25 in Dana, Ind. Parents are members of the Dix Cardovas.

A daughter to Mr. and Mrs. Charles Jaffe September 30 in Philadelphia. Father is violinist with the Curtis String Quartet, Philadelphia.

A daughter, Bala Roberts, to Mr. and Mrs. Lou London at St. Luke's Hospital, Philadelphia, October 2. Father is program director of Station WIPN, Philadelphia.

A daughter to Mr. and Mrs. Louis Vachino September 30 at Misericordia Hospital, Philadelphia. Father is accordionist at the Embassy Club, Philadelphia.

A daughter to Mr. and Mrs. Ted Barrow in Garned Memorial Hospital, Washington, October 2. Father is radio operator of the Motorcycles on O. C. Hunt Shows.

A daughter to Mr. and Mrs. Sam Savits October 7 at the Le Roy Sanitarium, New York. Father is a well-known orchestra leader.

A son to Mr. and Mrs. Dick Lewis at Doctors' Hospital, Los Angeles, October 6. Father is actor, known in circus circles.

A son to Mr. and Mrs. Jack Russell at Hollywood Hospital, Hollywood, October 12. Father is a cameraman.

A daughter, Marilyn Jean, to Mr. and Mrs. Orlin Wilson September 23. Father is former Athletic Show manager.

Hennies Macon Fair Midway Grosses 30% Ahead of 1940 Mark

MACON, Ga., Oct. 25.—Hennies Bros. Shows, playing their first engagement here, topped midway receipts at Georgia State Fair about 30 per cent over last year, officials said. Gross for shows and rides was nearly \$28,000. Engagement was marked by good weather and found Middle Georgia folks in a spending mood. This city is the center of a terrific boom area, caused by defense projects.

Many well-known showmen visited. J. E. McCaffery, general manager, American Corporation of America, arrived with the shows Sunday and remained over until Tuesday. Howard Y. Bary, ACA advertising director, visited Manager Ralph J. Clawson, and Charlie Sparks, former circus owner, was on the lot daily and saw the show train loaded early Sunday morning.

Jack Grimes, showman press agent, came in several days ahead and made good newspaper and radio tie-ups, working with Paul M. Conway, the fair's publicity chief. It was a home-cooking event (See Hennies Up at Macon on page 33)

Texas Showfolk Form New Club At San Antonio

SAN ANTONIO, Oct. 25.—A showmen's organization to be known as the Blue Ribbon Showmen's Club was organized here this week by Ben Block, Jack Huback, Dave Stevens and Charles Chubb. The four were temporarily chosen executives of the club and plan to obtain a charter as soon as possible, when election of officers will be held. A spacious top floor of a building located in the heart of the city has been selected for clubhouse. Alterations are being made and plans call for a modern cocktail lounge, clubroom and other features.

Meetings will be held weekly. Club ties was conceived by Jack Huback and Ben Block in view of the fact that Beckmann & Gerety, Texas Exposition and Alamo Exposition shows make their winter headquarters here in addition to folk from other shows who winter in the city.

Motor City's Jantel Best for Org; Plan Expansion for 1942

DETROIT, Oct. 25.—Vic Horwitz, whose Motor City Show wound up a 24-week tour of Ohio, Michigan and Indiana at Lyons, Ind., recently said here that the season was the best and biggest he has experienced since he undertook operation of a carnival.

Shows have been placed in Toledo quarters and in several weeks a crew will begin painting and renovating rides and building fronts in line with the management's expansion plans for 1942. Manager and Mrs. Horwitz left early in the week on a combined business and pleasure trip in the East.

Capt. Billy Sells' Fighting Lions, free act, have been re-engaged for 1942, and Sells is increasing the number of lions and enlarging his steel arena.

E. H. Bunting Buys Tilley's Equipment

LADD, Ill., Oct. 25.—Mrs. Anna Tilley said here this week that she sold her interests in Tilley's United Shows to Earl H. Bunting, general manager of the shows and a member of the organization since its inception 12 years ago. Bunting, general representative, assumed management upon the death of Joe Tilley in 1929. In future they will be known as the Bunting Shows.

In the 12 years the shows have been on the road they have played Northern Illinois territory for the most part, starting with three shows and rides, organization grew to the point where for three years before Tilley's death two separate units were operated under the Tilley banner. For the last few years, however, shows have carried two titles. Mrs. Tilley said she planned to contribute with the shows, where she will operate a number of concessions.



THE LAST PHOTOGRAPH of Fred Beckmann, dean of carnival executives, who died on October 17 in Shreveport, La., and whose remains were interred in Showmen's Rest, Woodlawn Cemetery, Chicago, on October 21. Picture was taken at the 1941 Oklahoma State Fair and Exposition, Oklahoma City, where Beckmann & Gerety Shows were on the midway. Fair Secretary-Manager Ralph T. Herriford (left) is shown shaking hands with Beckmann's "grand old man" under the office wagon marquee. In the center is Burney E. Gerety, co-operator of the shows.

SLA Nominating Committee Named

CHICAGO, Oct. 25.—At the regular meeting of the Showmen's League of America, Thursday night the board of governors named the nominating committee to select candidates for officers on the regular ticket. Those chosen were G. L. Wright, Bernard Mendelson, Al Beckman, C. R. (Zebble) Fisher, Ned Torti, Al Sweeney and Maurice Hanauer.

Election of 1942 officers will be held at the League clubhouse December 1. Ticket must be presented to the body not later than November 4.

Heth Equipment Damaged

ADAMSVILLE, Ga., Oct. 25.—A train on the A. B. & C. Railroad, with several cars of L. J. Heth Shows' equipment, was wrecked near here early Sunday night. The cars, containing mostly rides, left the tracks but were not demolished. Considerable damage was done to the property, however. No one with the shows was hurt, but the engineer and fireman were seriously injured. Under supervision of Joe J. Fontana, show manager, a crew of workmen transferred the show property from the wrecked cars to other railroad cars pushed to the scene, and the shows opened at Covington (Ga.) Tuesday night.

Last Rites for Fred Beckmann Heavily Attended in Two Cities

CHICAGO, Oct. 25.—The remains of Fred Beckmann, who died in Shreveport, La., October 17, were interred in Showmen's Rest on Tuesday. Impressive services held at the Showmen's League of America plot at 11 a. m. Tuesday were attended by a large number of friends and relatives of the deceased. Services were conducted by Father Tredrea, of the Holy Communion Church, Maywood, Ill., beneath a canopy around which were banded many beautiful floral tributes.

The body of Mr. Beckmann, accompanied by Mrs. Marie Beckmann, Mrs. Peter Korve and J. C. McCaffery, arrived in Chicago late on Monday. To the accompaniment of soft music, Father

Tredrea gave a brief sketch of the life of the deceased and read the beautiful service.

Among those at the service were Mrs. Marie Beckmann, widow of the deceased; Mr. and Mrs. Clarence Beckmann, Hannibal, Mo.; Mrs. Herbert Liles and daughter, Mrs. William Photo, J. C. McCaffery, C. J. Sedlmayr, Frank R. Conklin, Frank P. Duffield, Mrs. Peter Korve, George Johnson, S. L. Jessop, Mrs. George Meyer, Mr. and Mrs. William Gandy, Mr. and Mrs. Joseph E. Streibich, Al Sweeney, Sam J. Levy, C. R. Fisher, Lee Sullivan, J. A. Darnaby, Myron Shapiro, Phil Shapiro, Harry Seber, M. J. Donah, (See Fred Beckmann, Rites on page 33)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Plasmer, In.
Week ended October 23, 1941.

Dear Editor:
Let there be light! There was nothing said about adding the word "plus." For several days "Plus (Plus-the-Lights)" Ballyhoo has been walking in circles muttering "Plus the Lights." Ever since his new light plants arrived he can't figure out enough angles to get them even in one season without slipping down in his own jeans. We agree with the boss that an investment as heavy as 75 O's should come from some other source than from the saving in light bills. (The 75 grand quoted came from our handbills) So as to protect the office from any (and all) show rule and concession contracts were changed to

raise the rate from 1 cent a Kw to 2½ cents. A notice in the cookhouse reads, "Due to the show generating its own current, thus providing brighter illumination far better than before, the price of lights has gone up with other boom-time commodities."

The new made-with-the-homesfolk single didn't go over so well with our trallectics. Flat rate has always been the show's policy, the flatter the better. Having been on the flat rate before the new order went into effect, they were kept still flatter by once and a half the anti-flat scale. The rest of the employees thought they had nothing to worry about until called into the office to sign new employee contracts. The new (See BALLYHOO BROS. on page 33)

Wallace Bros. Barn In Jackson, Miss.; Tour Is Successful

JACKSON, Miss., Oct. 25.—With Ernest E. Farrow Sr. consulting his seventh year as a full-fledged carnival manager, Wallace Bros.' Shows ended their 1941 tour here last Saturday and equipment was stored in Negro State Fair Association buildings. Business for the closing week was good and the season, as a whole, was satisfactory, although several "week sisters" were played during the 22-week tour, which included two Sunday dates, two celebrations and nine fairs. Year still date of 1941 season was Niles, Mich., with \$10,000.00. Ed. Hankin as chief electrician at Humboldt, Tenn., and closed with the show.

Shows' 2,421-mile tour took them thru Tennessee, Indiana, Michigan, Illinois and Mississippi. There was one death, that of John McRaney, who was instantly killed in a truck accident on the last move of the season. A few changes were made in the executive staff. Bob Fox replaced Thomas G. McDaniels as special agent in June, while Walter H. Fox took over the advance after the resignation of A. R. (Babe) Wadley and Fred G. Myers. Secretary Margaret Miller suffered a nervous breakdown at Metropolis, Ill. and managed to finish the season only by sheer grit and determination. J. W. Wilson replaced Earl Hankin as chief electrician at Humboldt, Tenn., and closed with the show.

Final weeks of the season were hampered by an acute shortage of workmen and two rides were left down for that reason. Visitors here included Matt Dawson, A. J. Gentoch and Robert Hughes, Hughes & Gentoch Shows; Joseph Gellier, Buscheye State Shows; Mr. and Mrs. R. L. (Cotton) Briskson, Ira Bennett, Earl W. Brown, John Ford, Thomas J. Hughes, Robert Parker, Edward Brewer, James Laughlin and Charles O. Reed, West Bros. Shows, and Mr. and Mrs. J. W. McKinney, Post Arthur, Tex.

Mr. and Mrs. Farrow will winter in local quarters, while Mr. and Mrs. Frank Sparks, George A. Abbott, Edward Malone, Mr. and Mrs. Roy Hawkins and Charles McFarley went to Hughes & Gentoch Shows. Mr. and Mrs. Robert Fox went to Tupelo, Miss., and Dorothy Tillison to Keytesville, Mo. Mr. and Mrs. Brewer returned to their home in Jackson, Tenn., while Mr. and Mrs. L. S. Miller joined Buscheye State Shows for the rest (See Wallace Tour Success on page 53)

League Memorial Service Nov. 30

CHICAGO, Oct. 25.—Annual memorial service for departed showmen will be held by the Showmen's League of America on November 30, the Sunday preceding opening of the annual outdoor conventions. Services will be held in the Hotel Sherman, and for those who wish to visit Showmen's Rest, transportation will be provided.

Bernard Mendelson is chairman of the Memorial Service Committee. Serving with him are M. J. Doolan, James Campbell, Max B. Brantman, Fred G. Johnson, Charles O. Driver, Charles H. Hall, John Lempert and Frank Eliens.

Elliott Files Show Damage Claim With Canadian Gov't

AMHERST, N. S., Oct. 25.—Frank J. Elliott, owner-manager of Frank Elliott Shows, demolished by about 500 soldiers at Truro, N. S., last summer, has lodged a claim with the Dominion government for compensation. Action is being backed by American Canadian Legion Post, of which Elliott is president. He having served in the first World War with the Canadian army. Local post wired the Ottawa (Ont.) army and department of justice headquarters asking that no delay be made in allowing Elliott for his loss. Everything except the Ferris Wheel was destroyed in the raid and part of the Wheel equipment was damaged.

Elliott was acquitted on a charge of shooting with intent to maim, one of the soldiers, who was grazed slightly on a thigh by a bullet. The shooting, done to drive off a threatening group of soldiers, set off the raid after one soldier had jumped into a booth and scraped money off the board. Elliott Shows, which winter here, were originally known as the Bluebonnet Shows and have toured the maritime provinces and Newfoundland for the last 12 years.

Allen Season Closes Okay; Shows in Syracuse Quarters

SYRACUSE, N. Y., Oct. 25.—Fred Allen Shows have returned to local winter quarters after a successful 16-week season cut short by the help situation, which forced the organization to call it a season in Elton, N. Y., four weeks ahead of schedule. Final week proved a winner, Thomas Mulhoney reported.

Owner and Mrs. Fred Allen returned here after spending a week visiting Mr. and Mrs. William Irvine at their home in Pawling, N. Y., and Denbury (Conn.) Fair. Mr. and Mrs. Gerald Weska purchased a new truck and left for Baltimore, where they plan to winter. Mr. and Mrs. O. W. Beardman also will winter there. Mr. and Mrs. Ray LeFountain, Loop-o-Plains operators, came here, while Mr. and Mrs. Aaa French, who have the Merry-Go-Round, are spending a few weeks at a farm near by.

Plans to enlarge the shows for next year are being worked out, and quarters activities are scheduled to start December 1. Thomas Mulhoney, who will have the front gate again next season, is spending some time visiting friends and relatives in Rochester, N. Y., before returning to quarters. He also will be The Billboard sales agent and mailman in 1942.

Fuzzell Wins in Fordyce; Quarters in Little Rock

LITTLE ROCK, Oct. 25.—Fuzzell's United Shows moved into winter quarters here this week after successfully closing their season with a winning stand at Fordyce (Ark.) Fair and Stock Show. Management reported that good co-operation from personnel, local officials and various fair boards contributed largely toward the satisfactory grosses registered on the track.

Ride, show and concession operators chalked up a pleasant and profitable season. F. W. Pratt, reporting to executive staff and most of the personnel will winter here and in Hot Springs, Ark.

LEWIS L. HOLMAN Says: "NEW TILT-A-WHIRL"

received in good condition—ride is very complete and flashy, bringing us many compliments—quality excellent and runs like a top—add me to list of pleased customers."

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Show Kites To MOTORIZED
Show Drivers Are Sought.
Write
CRAN, T. GOSS Wholesaler
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CAN PLACE

Quick Horse, quick! Every Wheel or Charlatan or Ride not confounding. Will sell or, on Main Street, West Hill, Conn. Can place work. Correspondence. Out all winter in sunny spots. Address: **MANAGER, UNITED GREATER SHOWS, Southfield, Virginia.**

WANTED

High Dimes Ride or good Trolley. Must be neat, safe and take charge of its own affairs. Will be met most of the winter. Will sell or, on Main Street, West Hill, Conn. Can place work. Correspondence. Out all winter in sunny spots. Address: **MANAGER, UNITED GREATER SHOWS, Southfield, Virginia.**

Tolling Fair Bells Mark Passing of Walter White

By STARR DeBELLÉ

Friends and mourners all, everyone a showman or show woman, packed the funeral home of J. P. Hinton & Sons in Memphis at 11 a.m. on October 13 to mourn the passing of Walter A. White. Services were conducted by the Rev. J. J. Walker, pastor of Memphis Christian Church. Officials and workers from all parts of the midway bowed their heads and joined in silent prayer. Walter A. White was a showman of the old school, who thru untiring efforts helped the new Jones organization to forge ahead and, thru co-operative spirit, made its members loyal to the show.

At 11:30 p.m. the body was shipped to his home at Quincy, Ill., where the final rites were held. E. Lawrence Phillips, owner of the Johnny J. Jones Exposition, and Mrs. Hody Jones attended the services there. On October 15, while the services were being held in Quincy, the entire Mid-South Fair, from grandstand to midway, stopped all activities for three minutes as a last tribute to a friend, a showman, a brother.

Thru co-operation of the fair board, loud-speakers on all parts of the grounds announced the time and the reason. Midway patrons joined fair officials and employees and showmen with bowed heads during the moments of silence that began at 11 p.m. Bells tolled and the fair's public-address system a half-minute before the period of silence.

Initial Indoor Spot Gives Lewiston's Show a Winner

DAYTON, O., Oct. 25.—Harry Lewiston's World's Fair Fresh Museum concluded a successful eight-day inaugural indoor stand at 308 North Burdick street here last Saturday. Unit was well publicized in advance and featured daily remote broadcasts over Station WKZO with Harry Lewiston doing the commentary. Show has been rebuilt and redecorated and presents an attractive appearance. Nieman Elman visited and returned to his studio with an order for 14 lobby paintings of the various attractions.

Line-up includes Dick and Stella Flagle and son, Larry, midgets; M. Loretta, man with revolving head; Joe Allen, contortionist; Leonard Perry, pop eye; Charles Porter, stone man; W. D. Jones, stunts; Al Lerman, mechanical rock; Vivian Dunning, neon tube swallower; Kiki and Bobo, pinheads; George Eagle Eye, Indian archer; George Hill, human pin cushion; Dick Dooce, pinch and magic; Johanna Bittley, mentalist; Phyllis Hill, headless illusion; Bob Smith, general utility; Red Phillips, doorman, and James Murray and Gusney Lackey, tickets. Harry and Rose Lewiston are managing the unit, while Paul D. Sprague handles the advance duties.

Teddy, WM Elephant, Killed After Rampage

RALEIGH, N. C., Oct. 25.—Today 7,000-pound work elephant with World of Mirth Shows, was destroyed here on October 17 when Owner Max Linderman decided he constituted a danger thru his frequent breaking away from his stakes. It took 107 bullets to lay the 23-year-old elephant low, with officers shooting at him for 40 minutes, with rifle, revolver and sub-machine gun. Execution took place while the animal was chained to a tree in a pasture two miles from the State fairgrounds, where World of Mirth was playing.

The day before Teddy pulled away from his stakes and pushed around several automobiles, damaging some of the cars and creating a small panic. Linderman said he had gone on similar tours in Lewiston and Waterville, Me. Henry Clay, elephant's Negro trainer, left in tears before the shooting started.

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in The Billboard free of charge. Get into the habit of sending us your routes promptly. Send it to Route Editor, The Billboard, 35-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

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SUPPLYING CARNIVALS FOR TEN YEARS

VIRGINIA GREATER SHOWS

Want for ZEBULON, N. C., Fair, November 3 to 8, legitimate Concessions of all kinds, also want Minstral Show. Have complete outfit. Suffolk, Va., Peanut Exposition, this week.

STARKE, FLORIDA, FAIR

NOVEMBER 2RD TO 8TH, AND ALL FLORIDA FAIRS TO DECEMBER 10TH.

Want Minstral or Carnival Shows, Midget Shows, Snake Shows and any good variety Shows. Want Kluge Ride, legitimate Concessions of all kinds. This is the spot of the season. Want Musicians and Performers for Bluebird Shows, Bird Shows, Snake Shows. Address: This week.

MIGHTY MONARCH SHOWS

LORIE, SOUTH CAROLINA

F. R. HETH SHOWS Want

FOR TO BIG DAYS, OCT. 30 TO NOV. 8, AT AUGUSTA, GA.

Mayan School lot, center of working attraction. Ride not confounding. Shows of all kinds. Concessions of all kinds, including Bingo, Photos, Cookbooks, Popcorn, Dispers, Wholes, etc. Charles Miller needs Agents for Blue Bird Shows, Armistice week new location. Come on. This city is booming. F. R. HETH, AUGUSTA, GA.

HAMILTON AMUSEMENT CO.

Eufaula, Alabama, week of October 27; Aliceville, Alabama, week of November 3; Uniontown, Alabama, Turkey Carnival and Armistice Celebration.

Can place Shows, Rides and Concessions that do not conflict. Good Ride Help always in demand. The Uniontown Celebration is a yearly event, not a promotion. Floats, parade, band concerts, street dances, nationally known speakers.

HAMILTON AMUSEMENT CO., C. L. Hamilton, Gen. Mgr., at per route.

W. C. KAUS SHOWS, INC.

NOW BOOKING FOR CHARLESTON, S. C. (COLORED FAIR), TO BE FOLLOWED BY WARRAW, N. C. ARMISTICE CELEBRATION AND PROBABLY ONE STILL DATE. ALSO BOOKING FOR "BAG" WANT SHOOTING GALLERY (Long Range), SIDE SHOW or any other with good outfit. Good proposition to anyone that can produce. Want for Charleston, S. C., all kinds of Great Shows, Snake Shows, Wholes, etc. Replies to any Editor or Print Editor. Write at Wire All Communications to W. C. KAUS, MGR., COLUMBIA, S. C.

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

PLASTER GALORE!

IMMEDIATE SHIPMENT ON ALL STOCK NUMBERS
SELDOM EQUALED—NEVER SURPASSED



SERVICE QUALITY

S H A W L S

Beacon Blankets

make Warm Friends

S H A W L S

ONE CASE OR CARLOAD



No. 014—Quilts
Height 14 in.
Packed 12 to carton
Per Carton \$2.40

ALL PLASTER FINISHED IN BRIGHT COLORS
DECORATED WITH TINSEL

Complete Line of Precast, Reversible, Sales Booths
Write for Catalog, State Your Business.

No. 18—Dolls
Height 12 in.
Packed 12 to carton
Per Carton \$2.40

WIS. DELUXE CORP. 1902 NO. THIRD STREET MILWAUKEE, WISCONSIN

Strates To Winter In Mullins, S. C.: Two Parties Click

CHARLESTON, S. C., Oct. 26.—General Agent William C. Fleming this week made arrangements to winter the James E. Strates Shows at Mullins, S. C. Local stand is the final of the season and show train leaves here tomorrow for winter-quarters. Fleming leased three large bolicos, alongside showhouses with ample space to house the 70 wagons and plenty of room for shops and building room.

Train will be parked on Seaboard Air Line tracks, adjacent to the warehouses. After a week's rest for mechanics, builders and painters, Manager Strates plans to start building for the 1942 season. Extensive plans have been made to enlarge the shows. Six new wagons, two more light towers and three elaborate fronts are being built. This year's hour proved a winner. Manager Strates honored the personnel a big farewell party tonight.

Last night General Agent Fleming was host to women members and executives of the shows at a banquet in the Art Room of the Francis Marion Hotel here. Third a special arrangement with the hotel management the rooms was elaborately decorated for the event. Impromptu talks were given by Manager and Mrs. James E. Strates, Mrs. Brax Delahate and Fleming.

ROUTES

(Continued from page 33)

Yoga, Ben, Quartz (Diamond Showmen), NYC, 24.

Young, Helen (New Yorker) NYC, 1.

Z

Engfeld, DeLara (New Yorker) NYC, 1.

GRAND-STAND AND FREE ATTRACTIONS

Rosell & Hardin (Fair) Charlotte, N. C.

Coble & Cooke (Fair) Clinton, N. C.

Fisher's 290, Fairless Shows (Fair) Opalton, Ga.

Profess, Harry (Fair) Bainbridge, Ga. (Fair) Quitman 2-4.

Henry, Art & Marie (Fair) Orangeburg, S. C.

(Fair) Charleston, Tenn. 2-1.

Jordan, Great (Fair) Washington, Ga. (Fair) Thomas 2-4.

Marty, Charles Anniston, Ala.

Paasche Sky Haven: Charlotte, N. C.

Hanna, Pylon (Fair) Loris, S. C. (Fair) Burke, Va. 2-4.

Bryan's Ridge, Dogs (Fair) Charlotte, N. C.

Wagner's (Hofman) Oquon, N. J., Nov. 4-12.

Bullora, Four (Fair) Charlotte, N. C.

CIRCUS

Carlin, Atlanta, Ga. 23.

Cole Bros., Sherman, Tex. 23.

Orsleving 20, Jacksonville 21.

Palmetto Nov. 1, Lenoirville 2, season show.

Gov. James M., Inokor, Gilford, N. Y. 23.

Deputat 22, Bayre, Pa., 30.

Whitney Point, N. Y. 21.

Greater American: Fort Wayne, Ind., 25-31.

Huntington Nov. 1, Wabash 2, Oshen 4.

Colwell, Mich. 2, Valenciennes, Ill. 2.

Hummag City 2, La Porte 4.

Kroy, Al G. & Miller Bros.: Tipton, Okla. 20.

Grandfield 20, Temple 20, Apache 21.

Blair Springs Nov. 1, Starvo 1, season show.

Platz, Gus' Indian (City Auditorium) Pueblo, Colo. 21-Nov. 1 (Lair) Hutchinson, Kan. 2-4.

Leading Bros. and Barvick & Bailey: Norfolk, Va. 21.

Hockey, Newark, N. C. 23.

Belash 20, Greenville 21, Danville, Va. 20, 41.

Charlotte, N. C. 2; Greenville, S. C. 4.

Albetta, Ok. 2-4.

Russell Bros., Lubbock, Tex. 22.

Lantern 20, Midland 21.

Osborn Nov. 1.

Watts, Ira M., Simsboro, La. 20.

Quitman 20.

Calhoun 21.

Clarks 21.

Olds Nov. 1.

CARNIVAL

(Routes are given for contact work when no dates are given. In some instances possibly mailing points are listed.)

Allen, Camden, Ala.

D. & H. Am. Co. (Fair) Barrow, S. C. (Festivals) 2-4.

Handy's All American (Fair) Dewberry, S. C.

Harrell, Fred, Prairie, Mo.

Rockman-Corby, Decatur, Tex.

Wine Ribbon (Fair) American, Ga. (Fair) Eastman 2-4.

Shaw's Am. (Fair) South Hill, Va. Kendall, S. C. 2-4.

Brownie Am. Co. Jefferson, S. C.

Barry, Walter (Fair) Belmont, Miss. Fair 2-4.

Belmont Am. Co. Sumter, S. C. (Fair) Bladenboro, N. C. 2-4.

Duke, Frank, D. P. No. 20, Tex.

Boyle, Harry (Fair) Independence, La. (Fair) Concordia 2-4.

Central Am. Co. (Fair) Columbia, N. C.

Central States: Spout, Tex.

Orlin & Wilson (Fair) Clinton, N. C.

Pasterburg 2-4.

Acoustian, Great, S. C.

Clifton Carnival, Portageville, Mo.

Curtis, Stuart, Wadeson, Ark.

Crescent Am. Co. (Fair) Bladenboro, S. C. (Fair) St. George 2-4.

Crestal, Edgar: Waterboro, S. C.; Savannah, Ga. 2-4.

Denton, Johnny A., Savannah, Tenn.

Denton's World's Fair (Fair) Pungent, Ga. (Fair) Jacksonville, Fla. 2-3.

Dwyer, D. S. O'Donnell, Tex. Post 2-4.

Edy Bros., Panama City, Fla. 20-Nov. 1.

Crestview 2-4.

Fleming, Mad Cody (Fair) Dublin, Ga. (Fair) Waverlyville 2-4.

Four Star Expo, Alexandria, La.

Franklin, Charles (Washington & Merion Bldg) Meigs, Ok.

Frank, Orestor: Hot Springs, Ark.

Gray, William, Carroll, Ala. (mail address).

East Tallahassee, Fla.

Geodesy Army: Bradford, Ark.

Golden Hill, Hot Springs, Ark. 21-Nov. 2.

second week.

Grady, Kelle: Shuford, Ala.

Great American: Hopeful, Va.

Great Lakes Expo.: Ocala, Fla.; Pritchard 2-4.

(See ROUTES on page 29)

WANT

For

QUITMAN, GA., FAIR

Moutrich to follow, few more legitimate concessions and Grand Shows.

Like to have 10-in-1. Wire

TOM'S AMUSEMENT CO., INCORPORATED

Bainbridge, Ga., Fair, October 27-28

November 1: Quitman, Ga., Fair, November 3-8.

Mad Cody Fleming Shows WANT

Clean PJ Shows, Clyde Newby, wire; Cigarette Gallery, Pitch TW You Win, Duck Pond for Johnson County Fair, Wrightsville, Ga.; then biggest Armistice Celebration in State, 4 other good spots.

MAD CODY FLEMING, Dublin, Ga.

WORLD'S MUSEUM CONGRESS OF CARTOONED ODDITIES WANTS

Internationally Famous, Working Acts, Unusual Shows, Mental Art and other Unusual Shows. Write A-1 Post for Agents, also Future Dates, Write to: R. L. GURKE, 200 South Parker Street, Dequincy, Louisiana.

BILL-JOY SHOWS

Want for 22 winter months—the Book Shows, Mental and Grand Shows, Skille Bar, Sporting and games, too.

This week, Eutherly, S. C.

MAJESTIC MIDWAY SHOWS

WANT Shows with one person, Middle Hill, 21-22. Legitimate, October 21-22. Show out all winter.

MAJESTIC MIDWAY SHOWS, Marine, Ark.

CIRCUS AND THRILL ACTS WANTED

FOR COLISEUM, COLUMBUS, OHIO, NOV. 17 TO 23 INCL. Feature Circus Acts doing two given preference. Building 100 feet high. Union Band Leader with or without band. Clowns.

RAY GOODY, ARLEYS, WRITE. All address RAY W. ROGERS

123 E. LONG STREET COLUMBUS, OHIO

ORLEANS PARISH FAIR

NEW ORLEANS, LA.

10 Days and Nights 10 — November 7 to 16 Inc.

Heart of the City — First Show in 12 Years

Wanted Sides—Dogs, Streak, Soccer, Spiffins, Flyo-Plane, Tilt-a-Whirl, Rocket or any kids capable of getting money.

Wanted Shows—Dogs, Illusion, Ice, Animal, Monkey, 70' Shows, Midget, Grind, Walk-Through or any not conflicting with what we have.

These bookings given preference for the 1942 season.

ALL Concessions OPEN, including Wheels, Grind, Grab, Photo, etc.

All replies and communication to

WEST'S WORLD'S WONDER SHOWS

Frank West, Gen. Mgr., Gulfport, Miss., this week; then the BIG ONE.

WILMINGTON, NORTH CAROLINA

AUSPICES

JUNIOR CHAMBER OF COMMERCE FALL FESTIVAL

Starting Monday, Nov. 3; and Concluding Thru Nov. 11 (Armistice Night)

DOWN TOWN LOCATION

South's Greatest Defense Project. Shipyard's Here Are Working Day and Night.

BIG PAY DAYS Including 50,000 Soldiers, Sailors and Marines.

CAN PLACE Legitimate Concessions of all kinds for this engagement.

We are now ready to entertain propositions for Season 1942 from Show Owners, Ride Operators and Concessions

JOHN H. MARKS

Marks Shows, This Week, Florence, S. C.

BULLOCK AMUSEMENT CO. WANTS

For Bladen County Fair, Bladenboro, North Car., November 3rd to 8th.

Shows of twenty-five per cent. Legitimate Concessions of all kinds at winter rates, including Bingo, Mug Joint, Mitt Camp, Ball Game Novelties, Fish Pond, Bowling Alley, Pitch-Till-You-Win, Cigarette Gallery or any other legitimate Concession.

This week, Sumter, S. C.; week November 3rd (Fair), Bladenboro, N. C.

BANTLY'S ALL-AMERICAN SHOWS

Can place for American Legion Fall Festival, Coffney, S. C., November 3-8.

Grind Concessions that work for Stock, Lead Gallery, Ball Games, Diggers, Wheels. This week, Newberry, S. C.

WANTED . . . MERRY-GO-ROUND . . . WANTED

Will pay cash for used, two-wheel Merry-Go-Round. Will buy 20 or 25 N.W. Light Plant. Also Signs or Mason's Big Six Wheel. Above equipment must be in A-1 shape and price right for cash. Have for Sale—One Alton Marshall Cincinnati Kiddie Auto Ride, in A-1 condition.

DELUXE AMUSEMENTS
192 WEST MAIN STREET ROCKVILLE, OOHN.

AMERICAN LEGION FALL FESTIVAL

First show in five years, Mobile, Alabama, downtown location. Want Concessions of all kinds, no exceptions. Capable operators for 20th Shows with own outfit. Everybody address

AL WAGNER GREAT LAKES EXPOSITION SHOWS

Cook, Alabama, this week; Pritchard, week of November 3rd. Use Mobile, week of November 10th. P.A.C. Can place High Free Act for week November 10th.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Oct. 25.—President Frank R. Conklin presided at his well-attended meeting October 23. With him at the table were First Vice-President Carl J. Siedmayr, Treasurer William Carzky, Secretary Joe Streibich and Past Presidents Edward A. Hock, C. B. Fisher, Eric A. Young, J. C. McCaffery and Frank P. Duffield. Membership committee reports a total of 364 members in the 1941 drive which closes November 30. Brother Harry Mensch is still confined in the hospital and Tom Hankins and Tom Volzner also are confined. Open houses during convention week will be held from November 30 to December 7. Banquet and Ball committee chairman Jack Duffield reports good co-operation from all sub-committees. Event will be held December 3 in the Grand Ballroom, Hotel Sherman. Tickets are 85 each, plus a federal tax of 90 cents. Past President J. C. McCaffery, chairman of the President's Party November 29, will be assisted by William Carzky, Sam Bloom, George W. Johnson, Fred H. Krossmann, Max B. Brandman, Dave Russell, Charles Owens, Leo Sloan, Albert J. Sweeney and Lou Leonard.

Club asks the support of all on the 1942 edition of the Outdoor Amusement World Directory, published in conjunction with the annual banquet and ball. Rates per listing in the directory is \$10. Self-explanatory forms are available and will be forwarded upon request. Prizes in the contest for the most listings are being awarded by President Conklin. Vice-President Carl J. Siedmayr and Barry W. Henkle and Chairman A. L. Rossman, Edward S. Hartman and Kenneth Blake attended the first meeting.

Ned Torti, Jack Duffield and Lou Leonard returned from the South after a successful season. Dave Russell, Edw. Murphy, Al R. Cohn, A. L. Miller and Randolph Avery are among those in for the early meetings. Past President Edw. A. Hock advises he will visit Woodlawn Cemetery to see that everything is in shape at Showmen's Rest for the Memorial Service. Members were shocked to learn of the death of the beloved Brother Fred Beckmann. Low Keller and Bill Carzky are away on a business trip, as is S. T. Jessup. Harry Bert is back for the winter. Jack Arena and Harold Becker visited, as did Lee A. Sullivan and Jack Tavlin. Judd Goldman again is a regular at the rooms.

Ladies' Auxiliary

Club held its regular meeting October 15 at the Sherman Hotel, with President Mrs. Joseph L. Streibich presiding. Correspondence was received from Chaplain Mrs. Kate Hirsch and Sister Mrs. Bess Hamid lettered thanking members for their cards of condolence in her recent bereavement.

Sister Mrs. Charles T. Goss sent in dues some time ago. This week's dues was received from Ruby Francis, Pauline Meyer, Anne Sleyter, Anne Byrnes, Louise Boko, Alice Hill, Babe Keating, Carmen Bishop, Lillian Lawrence and Anna Roth. Arrangements for open house is being made. Past President Mrs. Edward A. Hock will have charge of the dinner arrangements and Sisters Rose Page and Pearl McOlynn will be chairwomen. Installation dinner will be held December 3. On November 30 another regular bi-weekly meeting will be held. President Streibich is looking forward to a big attendance. First Vice-President Mrs. William Carzky requests that members send in their books on the radio and luggage awards.

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, Oct. 25.—Ebbel Hesse was hostess to members at a dinner at her home on October 16. Night was devoted to the playing of games and Evelyn Hesse won the attendance prize. In attendance were Gertrude Lang, Irene Burke, Peggy Smith, Grace Goss, Nell Allen, Frenche Deane, Clea Jacobson, Florence Parker and Evelyn Hesse.

President Judith Solomon was in the city visiting friends and doing some shopping, preparing for a trip to New York. Secretary Grace Goss reports these

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Oct. 25.—Board of government meeting was held on Wednesday and the regular session later in the evening, with Vice-President Jack Rosenblatt presiding at both. Discussion centered on the banquet to be held November 30. Ladies' Auxiliary attended the regular meeting and said it will furnish the floral decorations at banquet. It looks as if a large proportion of the table reservations will soon be disposed of.

Birthday congratulations to Hamie Bern, Lester Mack, Charles Young, C. D. Odum, Jack A. Montagna, A. E. Reynolds, Sam Holzman, Albert Wilber, Henry Dress and Isaac Goodman. New members taken in were Theodore A. Becker, sponsored by Lew Lange; Carl H. Barlow, by Sam Lawrence; Albert Purley, by Lew Lange; Morris Glass, by Casper Sargent; Curley Graham, by Sam Lawrence; Sydney A. Herbert, by D. D. Simmons; Albert Hoffman, by John McCormick; Max Himmelf, by D. D. Simmons, and Alexander Jampol, by Edward Elkins.

Among members visiting the rooms are Dick Glasoff, Art Lewis, Frank Miller, Adolph Schwartz, Harry Shepard, Jack and Irving Rosenthal, George A. Diefenbach, Mr. and Mrs. Ross Manning, Charles Lawrence, Cy Aurilio, Casper Sargent, Lazarus Pink, Phil Cook, Hilly Glorid, J. J. Carr, Sam Cohen, D. D. Simmons, Red Faber, Paul and Murray Spitzer, Mingo H. L. Capra, George Restor, Duve White.

Ladies' Auxiliary

Regular meeting was held at the rooms and was attended by about 30 members. President Midge Cohen welcomed a number of members paying their first visit of the season. Letters were read from Sisters Dolly Udowitz, Edna Riley, Shirley Lawrence, Irene Falson and "Sunshine" Bess Hamid. A number of penny bags were turned in, and many paid dues, which is, by the way, a must if members are to participate in the nominations which are to be held at the next meeting, November 12. Sick Committee reported that the mother of Magnolia Hamid is in Methodist Hospital, Brooklyn, result of a fall, and Sister Frances Gair is on the sick list. "Sunshine" was extended to Sister Molly Milgram on the death of her husband. At conclusion of business the floor was turned over to Entertainment Committee and officers, the latter being hostesses of the evening. A surprise was the presentation of a large birthday cake to President Midge Cohen and also a lovely corsage in the club colors.

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., Oct. 25.—Painters, decorators and cleaners have about finished their work on the clubhouse. Club officers ask that all members make a special effort to attend all meetings this year. Ladies' Auxiliary opened its fall meetings October 17 with a birthday party in honor of President Ruth Martone.

Spotted around the club recently were Slim Wadsworth, now operating a cafe at Puyallup, Mo., who came in for the American Royal Stock Show, and Brothers Weber, Duncan, Walters, Schrieber, George Elmer, Jim Pennington, Pat Duncan and L. K. Carter. Brother Lester Rowell is wintering here after closing with P. M. Jones Greater Shows. Several club members were employed at the American Royal, and Secretary G. C. McElhinis again was in charge.

Banquet and Ball Committee, under

members sent in their dues: Ann Roth, Lynette Connors, Bertha Murphy, Evelyn Heider, Anne Neal, Georgetteina England, Josie Solomon, Ann Berry and Mabel and Dora Pearson. The first fall meeting will be held October 30.

Chairman Brother Art Brainerd, is putting forth every effort to make this year's event draw capacity attendance. It will be held on New Year's Eve at the Hotel Continental. Special Events Committee is co-operating with banquet officials and expect to have a large delegation of fair secretaries, manufacturers, jobbers and showmen here the week preceding the ball.

Have you sent in your petition? Each member is on the membership committee, so let's have it soon. The sad news of Brother Fred Beckmann's death at Shreveport, La., was received with sorrow here. He was a long-time member of the club and his death will be mourned by all. It's a great loss to show business.

Ladies' Auxiliary

Mrs. Ruth Martone, president, entertained friends and club members on her birthday and received many attractive gifts, including a brown handbag from club members. Ice cream and cake were served with the assistance of Nellie Weber, entertainment committee chairman, and her committee. Cards were enjoyed by all and table prizes went to Edw. Brainerd, Gertrude Allen, Billie Houston and May Wilson.

President Martone asked that all awards books be sent in, and announced that dues are due and payable. Favorable comment was received about the newly decorated clubrooms, and members are looking forward to a pleasant and profitable year. Nellie Weber announced the next social night would be held October 31 and will honor Treasurer Helen Brainerd Smith. In attendance at the party were President Martone, Helen Smith, Harriett Calhoun, Toots Riley, Nellie Weber, Mollie Ross, Tillie Johnson, Catherine Ward, Ruth Ann Levin, Burt Brainerd, Louise Parker, Gertrude Allen, Martha Walters, May Wilson, Gertrude Freeman, Billie Houston, Nora Sargent, Katherine Boyd, Jess Nathan, Irene Lemmons, Rosemary Mikaelson, Ann Carter, Lovetta Ryan, Myrtle Duncan and Lesty White.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Oct. 25.—With President Joe Glazy, Past President Orville N. Crafts, Vice-Presidents Mike Krokos and Roy E. Lindington and Secretary H. A. Pop Ludwig on the rostrum, Monday night's meeting paid tribute to departed showmen Dan Stathatos and Fred Beckmann. Brother Ludwig read communications, including one from Theo Perlati that he would return soon. Reinstatement and new members were Roy H. LaBriere, Glen E. Ray, Leon Blouin, Henry L. Wright, Leon Trotter, Pat Mosco, Frank Burke, E. J. Kennedy, Jesse Santos, Abraham Fabricant, Joe Brownstein, Frank Brown, Maurice Rosenbaum, Norman F. Hudson, Sidney Chodlin, B. P. (Hap) Young and George DeChlorino. All were welcomed by Brother Ludwig and presented with a copy of club's by-laws and constitution.

Committee reports came from Brother Crafts, finance; Brother Ed Walsh, house; Jimmy Dunn and Jim Gallagher, on the conditions of Burt Warren, Frank Redman, Jimmy McClaren and Charlie Guberman; Sammy Dolman, who has 88 members to his credit, membership committee; Charles Walpert, ways and means; and Ted LeFoco, entertainment. Walton de Pellaton and Harry Chipman were members of the publicity committee present. Ralph Levey asked closer co-operation in getting the souvenir edition to press in about 10 days.

Lloyd Nay, banquet and ball auditor, reported that ticket sales are mounting, and a ticket was presented Capt. David (Doc) Barnett with the compliments of Charles Nelson. Captain Barnett also received a ticket to the Show Within a Show on the Rubin & Cherry Exposition from Brother Dolman, who also presented Brother Gallagher with one.

Brother Crafts presented President Glazy with a check for \$550 for 50 tickets to the banquet and ball, and also a check for a picnic at the Crafts Show staged. Check was for \$230.58, bringing the cemetery fund to \$1,177.15. Brother Nelson presented the same fund with (See PACIFIC COAST on page 48)

DON'T
MISS THIS
BIG ISSUE!



Christmas Special

(Outdoor Convention Number)

and the

"Cavalcade of Fairs"

Section



Distribution at the Chicago Meetings! Special Complimentary copies mailed to every Fair Secretary!... Complete Coverage for Carnivals, Acts and Attractions, Printers, Equipment and Supply Firms! Unusual editorial material and the fair directory insure longer, more lasting life for this edition. Repeated attention for all advertisers' messages throughout 1942.

Don't wait—act now! Send copy and cuts today

The Billboard, Cincinnati, Ohio

Midway Confab

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

SEASON waiting and first wearing.

EASTERN concessionaire, M. Pimental reports he has returned to New York following a successful summer tour.

PROF. WILLIE J. BERNARD, manager of the office-owned Monkey Show, on Molly's Greer Shows, reports he closed a successful season in South Liberty, Mo.

JAMES H. DREW JR. cards from Winston-Salem, N. C., that he played the fair there with his concession to good business.

EVERY new showman is wiser after the season is over.

CARNIVAL and circus trouper for the last five years, Pvt. Howard A. Stuebelfield is now a private with Company B, 60th C.G.C., Port Milla, Philippine Islands.

FRANK H. WOOD has returned to his home in Little Rock, Ark., for the winter after a good season on Fidler's United Shows.

CLOSING with O. G. Buck Shows at Warrenton, N. C., were Master Shells

IGNORANCE is no excuse. Some showmen should learn how to display the American flag.

MR. AND MRS. AL BRUESOFF card that they have been visiting friends on various carnivals since closing a profitable season with their sound truck and Kiddie Ride.

CLOSING with Cotton Blossom Showboat, Johnnie Williams made a long jump into North Carolina and joined Crystal Kappeton Shows in Carthage. He's playing the drums with Jack Doster's Rhythm Cats.

FOLLOWING a successful season with her Girl, Crime and Money shows in Maine, Bunny Venus, physical culturist and interpretative dancer, is visiting her sister, Mae, and brothers, Jess and Jack, in Philadelphia.

"SAY, boy, I want to write a recommendation for you. How do you spell busy?"

VISITING in St. Louis after closing with So's Liberty Shows on October 12 at Faragold, Ark., is Ray Johnson. From there he will go to Muscatine, Ia., to visit his children and then will head for Miami for the winter.

LEO CLAUDE, concessionaire with Art Lewis Shows, who has been in and out of the hospital for the past several weeks, is back at work again on the shows, much improved in health, Roy B. Jones reports.

AFTER a good season with Dick Best's World's Fair Freaks on Royal American Shows, George (WAXO) Thomkins was

Coincidence

"THE REASON that I come over to this show to play rummy," said one showman to another, "is that if I play with my own people they ask for money to play with." "Quite a coincidence," replied the other. "For the same reason I never ask my men if they want to go to dinner while we are putting up the top."

and courtesies from friends in the business during his illness.

MANY an agent's friends on fair boards change as often as do political offices after an election—Colonel Patch.

MR. AND MRS. JOHNNIE BULLOCK, Bullock's Amusement Company, are mourning loss of Jerry, their English bulldog pet, who died October 14 while shows were playing Hamberg's S. C. Old Pella, as he was also known, was 15 years old and was show's mascot, having trooped with the organization the biggest part of his life.

W. J. (HIGH POCKETS) LINDSAY, now finishing his fifth season as secretary of the Reynolds & Wells Shows, has been re-engaged in that capacity for 1943. Having started out with Reynolds and Wells when the shows were organized, Lindsay has seen the organization grow from a three-ride show to one comprising 10 rides and 10 shows.

TOMMY MARTIN, cookhouse operator on Rubin & Cherry Exposition the last two years, sold his eating emporium during show's stand in San Diego, Calif. During a visit to State Fair of Louisiana, Shreveport, he reported a big season and said he plans to build a new streamlined cookhouse which he will book with one of the larger carnivals next season.

THE new mystery story, "The G-String Murder," could happen. But murders of the pure stunts have been committed by many showmen more frequently.

HARRY PROBOSS, free act, writes from Colquitt, Ga., that "after a hectic 20-week run thru the booming New England States, where everybody is in a great hurry to get nowhere all the time, it's a pleasant contrast to be back in the dreamy South, playing the Southwest Georgia Fair route with Tom's Amusement Company."

FRANK J. LEE advises from Big Springs, Tex., that he is stepping along ahead of T. J. Tidwell Shows, now in their 18th tour of the Southwest. Lee, who started the season as general agent and press representative of A. (Booby) Obadi's Texas Exposition Shows, will handle the Tidwell company's advance for the rest of the season. He joined Tidwell at Eastern New Mexico State Fair, Roswell.

BECAUSE of severe injuries sustained while in Hinesville, Ga., Capt. and Mrs. Jack Lathovick report they have opened a photo gallery and novelty show in Weycross, Ga. Lathovick's wife was known as Miss Georgia and they presented their high act on a number of carnivals. They plan to return to the road next season with concessions, as the captain has sold his high dive equipment.

IN the mind of the lowliest employe a good idea is often born, but the opportunist is whom he credited got the credit for it—Oscar the Man.

GEORGE AND HATTIE HOWE operated their Buss concessions at the State fairs of Texas and Louisiana. George opened October 17 in Shreveport, while Hattie remained in Dallas that day. On October 18 Hattie took the plane to Shreveport to

PENNY PITCH GAMES
 Size 4888", Price \$20.00. Size 4842", Price \$15.00. Size 4828", Price \$10.00. Size 4814", Price \$5.00. Size 4800", Price \$2.50. Size 4786", Price \$1.00. Size 4772", Price \$0.50. Size 4758", Price \$0.25. Size 4744", Price \$0.10. Size 4730", Price \$0.05. Size 4716", Price \$0.02. Size 4702", Price \$0.01.

PARK SPECIAL WHEELS
 20" in Diameter, Beautifully Painted, We carry in stock 100-125, 125-30, 30-50, 50-60, 60-70, 70-80, 80-90, 90-100. Price \$1.00.

BINGO GAMES
 75-Player Complete \$2.00
 100-Player Complete 2.25

SEND FOR CATALOGUE
 Full of New Games, Blackboards, Dolls, Lanes, Amusement Mfgs. Co., etc.

SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

1942 ASTRO READINGS ALL COMPLETE
 Single Shows, 8 1/2 x 11 1/2. Typewritten. Per Hr. \$5.00. Analysis, 2 pgs. with Blue Cards, Each \$1.00. Analysis, 2 pgs. with White Cards, Each .75. Forecast and Analysis, 10 pgs. Fancy Covers, .50. Samples of One & Numerous, Four for \$2.50.

No. 1, 28-Pgs. Gold and Silver Covers, Each .75. Most Complete, Heavy Paper, size 2 1/2 x 3 1/2. Each 1.00. Heavy Covers, Each .75. Each .50.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clipping and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample 18c.

HOW TO WIN AT ANY KIND OF SPECULATION. 24c. With Bonus. Four for \$2.00.

PACK OF 75 EGYPTIAN F. T. CARDS. Assorted All Questions, Lucky Numbers, etc., 35c.

150 Questions, Illustrated, Price .75.

Grubology Charts, 9x17. Each 5c, per 1000 \$5.00.

MENTAL TELEPATHY. Sample, 21 C., \$24.

"WHAT IS WRITTEN IN THE STARS." Fantasy Booklet, 12 P., 21c. Booklets all 12 Samples, Very Well Written, \$1.50 per 100; Sample 10c.

Grubology. Make up a Day. Outlines. Today Your Luck. No charges outside U. S. D. 25c. Deposit. This book is all on subjects in your immediate vicinity. Samples 5c. 10c. 20c. 50c. 1.00. P. F. ELLIS.

SIMMONS & CO.
 19 West Jackson Blvd., CHICAGO
 Instant Delivery. Send for Wholesale Prices.

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 223 W. 43d Street, NEW YORK CITY.
 WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES
 State agents and all details in first letter. Open All Year Round. SCHORR & SCHAFFER

Sanja Fe Exposition Shows

For 3-day Amusement and Entertainment Celebration, starting Nov. 8th to Nov. 10th, Indiana, convenes in San Tom, Texas.
 Daily opening for Concessions, Big Jamb, Booths, Fishpond, Animal Show, Mechanical or any other money-making show. Kalamazoo, Texas, until Nov. 8th. Then in Dallas. Address all mail to BESS HARRIS as per reply.

FOR SALE

1 Moon Beach Ride, 1 year old, standard rental. Also new 1/2-Car Steamroller With 4th wheel. 1 Super Roll-a-Move, 2nd season. Also 80 lbs. in A-M, 1 medium. Car to see in operation on the Dallas show.

Jacksonville, Fla., Oct. 27th-Nov. 1st, Jacksonville, Fla., Nov. 3rd-10th.

J. C. WEER

BRIGHT LIGHTS EXPOSITION SHOWS
 Reading Shows, Kites, Concessions and Free Act to season 1942. Show will open early in April in Florida. Have 25 Exhibitors, Concessions and Free Act. Located in Jacksonville, Fla. Write to Mr. JOHN GEORGE, Room 1020 Murray Bldg., Pittsburgh, Pa. P.O. Want to book Murray-George or vice versa.

GREAT SOUTHERN SHOWS

Waco, Tex., this week; Elberton, Ga., Nov. 3-5. Oct. 10th starts; acts in Dallas about 5 weeks in November; then West Hillman, Ga. Concessions only. Want Fernie Wood with concessions. Write to Mrs. A. H. MURPHY.

LONG RANGE SHOOTING GALLERY

Wanted for sale, 10, 12 or 14 ft. Gunline to shoot 2 ft. can be secured. Will bar if price is satisfactory and West Hillman, Ga. Concessions only. A. A. BROOKE, General Delivery, Madison, Ill.

RIDES FOR SALE

Engineered, Strainless and Ample. Both in excellent condition. Located Atlantic Park, Iowa. Business for sale. Terms to suitable parties.

BAZINET SHOWS, INC.
 4222 York, No. Minneapolis, Minn.



STAN F. REED, who closed a successful season with Penn Premier Shows in Strasburg, Pa., October 16, has been asked for the same position in 1942. He plans to start work soon on a couple of indoor promotions he has lined up for the winter.

and Harry King, who left for the East to join Burkhardt's Museum.

WITH most concession a stitch in time is quite a surplus.

PHOTO GALLERY operators, Mr. and Mrs. James Barker, who closed with Wallace Bros' Shows at Union City, Tenn., are on a vacation tour of the South.

FOREMAN of the Tilt-a-Whirl on F. R. Beth and Wallace Bros' shows this season, Tex. Sutherland now is working at a market in Lexington, Ky., and will return to the road next year.

KAY SISTERS, Dexter, Ia., closed their summer tour with Art E. Thomas Shows at Lennox, E. D., and joined Max Oliver Show, which opened its season at Stone Falls, S. D.

MANY a charming smile fronts for a poor talented gal show.

"WHILE playing here with Dodson's World's Fair Shows I enjoyed a visit from Bertha Bert, Mighty Sheesley Midway," Lou Lonette Davis tells from Alexander City, Ala. "Business here wasn't so hot."

EDDIE VIERA, manager of the Four Shows, free act on Art Lewis Shows for the last four years, was forced to cancel several fall dates and leave for his home on the West Coast because of illness.

OPERATORS of the Animal Show on Art Lewis Shows, Mr. and Mrs. Fred Munz added another zimp to their line-up, making two such attractions. Both will be trained to work as a team in 1942.



BUSINESS MANAGER of Penn Premier Shows since closing last July with Gruberg's World's Famous Shows, Tommy Cronin has been re-engaged in that capacity for 1942 by Manager Lloyd Searles. Albert Lyndark, ride superintendent, also will handle those chores in 1942, Searles reported.

forced to close at Jackson, Miss., because of illness. While on route to his home he stopped in Memphis to visit the Johnny J. Jones Exposition.

ONE democratic thing about the midway business is that anybody can get into it.

"HAVE returned to Orchard Lake, Mich., after visiting my mother in Union City, Tenn.," scribbles Woodrow (Mac-Joe) Arnold. "En route here I visited with Clara Carlett at Evansville, Ind., and she reported a successful season on Blue Ribbon Shows."

J. ED BROWN, Frank Zambrino and Kate Miller, West Coast showmen, visited the State Fair of Texas, Dallas, for several days. From there they rushed to Shreveport, La., to attend funeral services for Fred Beckmann and remained several days to visit the State Fair of Louisiana.

MR. AND MRS. E. B. BRADEN, Art Lewis Shows, and Emma Braden, wife of the well-known Jim Braden, concessionaire, who was confined in Raleigh Hospital, Beckley, W. Va., for nine weeks, advise Jim received many cards, letters

LOOK AHEAD TO '42

Build NOW
 1. Set 1 or 2 sets to make plans for next year.
 2. Set 2 or 3 sets to make plans for next year.
 3. Set 3 or 4 sets to make plans for next year.
 4. Set 4 or 5 sets to make plans for next year.
 5. Set 5 or 6 sets to make plans for next year.
 6. Set 6 or 7 sets to make plans for next year.
 7. Set 7 or 8 sets to make plans for next year.
 8. Set 8 or 9 sets to make plans for next year.
 9. Set 9 or 10 sets to make plans for next year.
 10. Set 10 or 11 sets to make plans for next year.

Write for information.

ELI BRIDGE COMPANY
 Builders of Dependable Products
 8, West Street, Jacksonville, Illinois

made the concessions, while George returned to Dallas via auto to complete the last two days of the State Fair of Texas.

"WHILE visiting in city I met three old-time trouper, who are now operating a grocery store, meat market and service station here," letters F. G. Miller from Lake Wales, Fla. "They are Mr. and Mrs. E. L. Gilligan and Ben West. Gilligan and West are former concessionaires, while Mrs. Gilligan is the former Anita Decker, Motordrome rider with various shows. They reported that Blanche Miller and family wintered with them last year."

AFTER looking over all of the front talkers on a midway I was just wondering whether there was a government priority order on neckties.—Coslin Peleg.

MINIATURE SHOW staff on Great Lakes Exposition Shows includes Guy Smuck, ticket seller; Russ Ewing, talker; Levy Payne, band leader; Slim Jones, Rufus Tate, Cleveland Mays, John Webb, T. R. Montgomery, trumpets; Elmer Payne, clarinet; J. C. Hutchinson, trombone; Cecil Tomkins, melophone; Calvin White, tuba; Willie Harper, drummer; Pee Wee Chesham, dancer, and William (Sparkplug) Goodman, comic.

FOUR FLYING NELSON BROTHERS, who closed their season at Golden Jubilee Fair, Simpsonville, S. C. have been signed by Rod Heaton for his Rubin's Great Circus, which he will launch next spring. They report they will winter in Charleston, S. C. and add that many of their friends, including Paul Boone, Mary Klupp, Chick and Dot Jones, and Bruce Heaton, president Heaton's Exposition Shows, visited them at Simpsonville.

NOW that opera-lengths have passed out with the Prince Albert-coated front talkers, show gals don't have to worry about any silk shortages.—Side Show Sal.

"BELLE BROS." SHOWS came in here from Union, S. C. to play Golden Jubilee Fair, October 29-31, pencils Doc Roberts from Simpsonville, S. C. "Comprising 2 shows, 2 rides, 20 concessions and Four Flying Nelson Brothers shows worked to good business, with Sally Handman's Girl Revue and Slide show getting top results. Whip, Ferris Wheel and Loop-o-Planes were best among rides. Claude Mays visited."

SPEEDY BABBS and wife, Miss Alverna, with their Blodrome, closed one of their most successful seasons in a number of years at the Waynesburg (O.) Bremen's Frolic on October 18. They left the Ohio city on October 20 for Dallas to pick up a new trailer and a special midjet car for Alverna, well-known legless dramatic rider. This year marked the fifth in which Alverna has ridden in the drama. It's Babbs' 15th in that capacity.

ALL a midway showman has to do to borrow trouble is to turn up his lead-speaker high enough to drown out a brother talker across the way.—Dime Jim Johnson.

JOSEPH J. JESSOP, candy and popcorn concessionaire, who has followed fair circuits for nearly 50 years, is in Fayette Memorial Hospital, Connersville, Ind., recovering from chest and head injuries sustained in an auto accident near his farm, four miles east of Connersville. Jessop had just concluded his annual tour of the Michigan fair circuit and was vacationing at home for a few weeks before leaving for other fairs in the South.

WHEN Bright Lights Exposition closed its season at Shenandoah, Va., October 18, William and Gladys Koford returned to Jameswood, N. Y. For this winter, and George Hill's bongo, Furvia's rides and Girl Show joined Boswell Amusement Company. Pat Davis returned to Thurston, O. and Clyde Butler joined Boswell Amusement with two concessions. P. A. Norton joined Hill's bongo crew, but will return to the Bright Lights combo in 1942 as The Billboard sales agent and mail man.

Huddle

THERE are so many petty grievances on the Duke & Shilling Coney Island Midway that whenever an employee asks about a job for next season a straw vote is taken among the run-to-the-office stooges to settle the question.—SIDE BOY.

Midway Melancholia

HEARING a concessionaire in a downcast mood, one agent asked another what was wrong with the morning one. "Nothing, nothing," was the reply. "He has had a bit emotion, his h. r. is fast, he has perfect health, just paid cash for a new car and everything is lovely." "Why, then, does he feel and act so depressed?" asked Agent No. 1. "That's it, that's it," came back Agent No. 2. "His h. r. hasn't got anything to squawk about!"

THEY have to be most valued employees to be able to live in the dressing rooms under the grandstands of many of these fairground winter quarters.—Egbert Insubderer.

FORMER trouper, William A. (Buddy) Bagwell, in the Naval Reserve as a hospital attendant, first class on October 8 and will leave La Junta, Colo., soon for San Francisco to report to the receiving ship for active duty. Bagwell has been with Rubin & Cherry Exposition and last season worked for the Carlson Sisters on Bentley's All-American Shows. He also was with Pete Korte's World's Fair Museum in Phoenix, Ariz., and several spots on the Coast last winter.

FURLAND SHOWS notes from Columbia, S. C. by Ted C. Taylor: Good weather and business were registered by shows as their focal stand under ICCO's auspices. Mr. and Mrs. Archer joined with their attractive photo gallery, color pan game and high striker, Helioplane topped rides. Whitey Davis, new ride superintendent, is getting them in top condition. Dr. Robinson, Miniature Show operator, visited, and Mrs. Al Beth's bongo led concessions. Assistant Manager Spitt's new cigarette pitch is doing well. Paul's Penny Arcade joined here from B. & B. Shows.

THREE more good seasons in a row and concessionaires in the business will wonder what you are talking about when you mention "paying off in brass."—Smackover Slim.

NOTES from Scott Exposition Shows by Jessie Campbell from Dalton, Ga.: No. 1 unit opened to good weather and business here, and Three Aces, free act, proved popular. Manager Scott visited briefly and then returned to the No. 2 show in Centre, Ala. A. C. Scott rejoined after playing independent with his grab stand at Virginia and North Carolina fairs. Mr. and Mrs. C. D. Scott purchased a new Tilt-a-Whirl. Mike and Virginia Pearson, of the No. 2 unit, purchased a new car. Lon Chaney is on the front gate of the No. 1 show, with Harry Harris, lot superintendent; H. J. Cunningham, chief mechanic, and A. C. Eargle Sr., ride superintendent.

NOTES from Johnny J. Denton Shows by Sunshine Lewis from Tullahoma, Tenn.: Shows moved in here from South Pittsburg, Tenn., in good time and set up at Camp Forester, where they worked to good weather and business. Organization obtained good play from the 48,000 soldiers stationed here. Shows, rides and concessions worked to near capacity business on several days and city, county and government officials gave good co-operation. Several concessions and two shows joined. Owner-Manager Johnny Denton returned from a business trip on which he took delivery on a new semi-trailer. Sarah Lou Dailly returned to her home in Lexington, Ky., after a brief visit with her sister, Mrs. Irene Denton.

AS a bonus for faithful service, Maxine Schmidt, operator of our Dizzy Lizzy Show, gave each of the girls one of her last season's evening gowns to hith-hike home.—Cat Rack Annie.

ONE of the highlights of the social season on Dodeon's World's Fair Shows was the marriage of Calvin Deussen to Dora Lee Brown on October 14 in Rock Hill, S. C. Deussen is operating a popcorn and candy apple concession on the show this season, while his bride formerly was a rider with Olive Bager's Wall of Death. Deussen had Melvin Dodson Jr. as his best man, while Mrs. Harold English, wife of show's treasurer, was the matron of honor. After the wedding a supper was served in Mr. and Mrs. Eddie Madigan's Midway Cafe. In attendance were Mr. and Mrs. Melvin Dodson Sr., Mrs. Jessie Clark, Mrs. Dewitt Hudson, Mrs. Cecil Hudson, Mr. and Mrs. Melvin Dodson Jr., Senator Thomas Hingley, president, and P. M. Sealey, secretary York County Fair Association.

JESSIE JEAN WARD, daughter of John R. Ward, owner of shows bearing his name, is in Our Lady of the Lake Sanitarium, Baton Rouge, La., suffering from severe gashes about the face and two broken fingers sustained early October 16 at the hands of an unknown man who entered her bedroom in the family residence on Evergreen Drive, Delphine Place. Miss Ward was alone in the home with two small sisters. When she was awakened she ran screaming from the house and the other girls were awakened and began to shout, frightening the man away. Miss Ward is well known as a dancer and singer at Louisiana State University, where she is a student. Sheriff Newman H. DeBretton offered \$100 reward for information leading to the arrest of the man. A similar reward was offered by Ward.

FLORIDA is already publicizing the arrival of hundreds of house trailers bearing foreign plates in that sunny haven. Maybe it hasn't reckoned on the closing of many shows or perhaps showfolks act and lock more the tourists with moods in their kicks.—Road Map Johnson.

"INCLEMENT weather resulted in poor business for Pickard & Arnold Shows here," letters Roy H. Taylor from Sutherlin, Ore. "Shows play one more stand in Oregon before returning to California. Arlin Davis is building a new office wagon, and Pickard bought a new desk and safe for the office. A birthday party was tendered June Pickard here. She received many attractive gifts, including a camera from the personnel. Mickey Hogan was emcee and he, Bobby Irwin and Addison Ames provided the entertainment. In attendance were Mr. and Mrs. Pickard, Gordon Pickard, Milton Arnold, Orrin Roberts, Mr. and Mrs. Ames, Mr. and Mrs. Abe Smith, Bob Smith, Mr. and Mrs. Yapp, Mrs. Evans, Virginia and Paul Evans, Mrs. Mabel Davis, Leonard Clifton, Joe Galt, Al Beazart, Sandy Weaver, Bob Richardson and Mr. and Mrs. Roy Taylor."

OFFICE WAGON on Arthur's Mighty American Shows held open house all week during show's stand at Okemdale. (See MIDWAY CONFAB on page 53.)



FLYING

Loop-o-Plane — Octopus — Rollo-o-Plane and Now NEW FOR 1941 THE FLYOPLANE

The money maker on Orbits 25 Big Shows, Ultra modern, Greatest performance. Another Capital money maker.
EYERLY AIRCRAFT CO. SALIM, ORE.

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EARL H. BUNTING, MGR. TILLEY SHOWS,

Announces that he has purchased the Tilley Shows

Will go out in 1942 under the name of BUNTING SHOWS.

Now booking Shows and Concessions for season 1942.

All people associated with me the past year on the Tilley Shows, kindly contact me.

Am interested in hearing from Shows with own outfits, and Merchandise Concessions of all kinds. Can use sober, experienced Ride Help who can drive semi-trailers.

Address EARL H. BUNTING, Mgr., Bunting Shows, Box 297, Ladd, Ill.

ART LEWIS SHOWS

INC.

"World's Finest Midway"

NOVEMBER 3-8 INC.

TOBACCO FALL FESTIVAL

ponsored by CHAMBER OF COMMERCE and BASEBALL CLUB
GAM PLACE, legitimate Concessions. Will sell exclusive Amusement and Games. FOR SALE—10 International Midwaycombos BY FIGHTERS, Late Models, Also OCTOPUS. Address: ART LEWIS, 221 N. W. 11th St., ELIZABETH CITY, N. C.
P.S.: New booking illustrations for 1942.

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Monticello, Va.
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The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

3000 BINGO

No. 1 Cash, heavy white, 27". No duplicate cards. The most teachers, prizes 2 million, printed talk cards in all sets of—
 20 cards, \$2.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.00; 200 cards, \$11.00; 250 cards, \$13.75; 500 cards, \$18.00. Remaining 2700 cards \$5 per 100 for cash only—makers or tally made.
 No. 2 Cash—Heavy, Green, Yellow, Red—Any 45 of 52 or 100 cards, per card \$2.

3000 KENO

Made in 20 sets of 100 cards each. Played in 25 areas across the country—on air and down. Light-weight card. Per set of 100 cards, tally made, 4000 markers, \$2.25.
 All Rings and Lotto sets complete with wood markers, tally and direction cards. All cards are 2 1/2" x 3 1/2" in size, plastic card markers. Can be printed or duplicated. 3,000 sets \$7.75 per 100. \$1.25 in lots of 1,000. \$1 per 100. Calling matters, extra, 50c.
 Automobile Ring Shows, Red Cross \$12.50 per 1,000. Red Cross, 50c. 1000, \$1 per 100. 1,500 \$1.25 per 100. 2,000 \$1.50 per 100. 2,500 \$1.75 per 100. 3,000 \$2.00 per 100. 3,500 \$2.25 per 100. 4,000 \$2.50 per 100. 4,500 \$2.75 per 100. 5,000 \$3.00 per 100. 5,500 \$3.25 per 100. 6,000 \$3.50 per 100. 6,500 \$3.75 per 100. 7,000 \$4.00 per 100. 7,500 \$4.25 per 100. 8,000 \$4.50 per 100. 8,500 \$4.75 per 100. 9,000 \$5.00 per 100. 9,500 \$5.25 per 100. 10,000 \$5.50 per 100. 10,500 \$5.75 per 100. 11,000 \$6.00 per 100. 11,500 \$6.25 per 100. 12,000 \$6.50 per 100. 12,500 \$6.75 per 100. 13,000 \$7.00 per 100. 13,500 \$7.25 per 100. 14,000 \$7.50 per 100. 14,500 \$7.75 per 100. 15,000 \$8.00 per 100. 15,500 \$8.25 per 100. 16,000 \$8.50 per 100. 16,500 \$8.75 per 100. 17,000 \$9.00 per 100. 17,500 \$9.25 per 100. 18,000 \$9.50 per 100. 18,500 \$9.75 per 100. 19,000 \$10.00 per 100. 19,500 \$10.25 per 100. 20,000 \$10.50 per 100. 20,500 \$10.75 per 100. 21,000 \$11.00 per 100. 21,500 \$11.25 per 100. 22,000 \$11.50 per 100. 22,500 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dropped dead of a stroke in the cook-house Friday afternoon.

Louisburg, N. C. Week ended October 11. Location, fairgrounds. Business, good. Weather, excellent.

All rides and shows were ready Monday noon and opening that night gave a good play. Farmers' Day, Thursday, drew 5,000, and on Thursday, Kiddies' Day, over 7,800 passed thru the gates. Friday was the big day and on Saturday, Colored Day, the midway was jammed until 12 midnight. Lew Alt's Ten-in-One Show continued as top money-getter. Tilt-a-Whirl led rides, with Loop-o-Plains second. Carmen Wax joined Jack Montague's Dreama-Girla Revue. Benjie Lewis's Plantation Show came on here.

BENNY RYS.

T. J. Tidwell

Tumwater, N. W. Week ended October 11. Asuspice, Quay County Fair, business, excellent. Weather, good.

After a 50-mile trip over the mountains, all equipment was up and ready for Tuesday's opening. Located on Main Street, shows midway proved a big attraction, and Suicide Stimon, free act, kept the crowds on the lot late each

night. Queenie, trained elephant, also was popular. The writer, now in charge of publicity, obtained stories and pictures daily in *The Post-Courier Daily News*. Staff includes T. J. (Tommy) Tidwell, owner-manager; Roy Edsall, superintendent; William Reed, secretary; Everett Morris, chief mechanic; Jimmy Luken, electrician; Harry Craig, concession manager; Allan Schamacher, billposter, and C. L. Johnson, special agent.

Roussel, N. M. Week ended October 4. Asuspice, Eastern New Mexico State Fair, business, fair. Weather, fair.

Because of floods in this region, shows operated the last three days and nights only. Shows came in from Wichita Falls (La.) Park Fair, where business was big every night. T. C. (Doc) Ellington left here to join Beckmann & Gerety Shows.

FRANK J. LEE.

Four Star Exposition

Mary, La. Week ended October 11. Asuspice, Sabine Parish Fair, business, none. Weather, bad.

Move from Leesville was made in an hour and Manager Vernon had everything spotted, but it rained for two (See Direct From the Lots on page 33)

Sponsored Events

Veteran, Lodge and Other Organisation Festivities

Conducted by CLAUDE R. ELLIS

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

10,000 at O. Event In Rain; Free Acts, Big Midway Are Set

UTICA, O., Oct. 25.—Despite three days of rain, Home-Coming and Centennial under auspices of business men here on October 2-4 drew over 10,000, officials reported. Event was held on the main street and was financed thru donations and privilege fees from rides and concessions.

Stewart Anderson, president of Madison County Fair, London, O., was general manager. Aiding him were Elmer Doomy, assistant general manager; George Evans and A. K. Alsdorf, finance; H. B. Brinkerhoff, publicity; Frank Hite, legal advisor; Mayor W. F. Babo, police and traffic; and James Cress, Harold Hiley and Robert Friel.

Numerous special events were planned because of rain, but the committee succeeded in staging a contest among merchants for store windows decorated in the centennial theme, school parade and treasure hunts for adults and children. Music was furnished by the high school band, which staged a tag day on Saturday to raise money to buy new instruments. Featured was a flower show staged by the Utica Garden Club.

Free act program included Three Aerial Skyrockets; Hodgkin Brothers and Sister,

serialists; Corda Smith, "The Sky High Girl," booked thru Gus Sun office; Carl H. Clark's Animal Revue, and Crockett Hodgkin, aerial cloud swing. Public-address system and midway, in charge of A. D. Smith and supplied by F. E. Gooding, was the largest ever presented here. It included Tilt-a-Whirl, Merry-Go-Round, Ferris Wheel, Kiddie Autos and Aeroplanes; James Keller, four ball games; Peter Breitzel, popcorn, candy apples and floss; A. Cecil, novelty; Bud Palen, photos; Albert Ernst, high striker; P. H. Weisman, short-range gallery, ball game and guess your age; June Judd, peanuts; W. H. Whitmore, jewelry; Lovetta Miller, cane rack; Harry Day, duckpond and the game, and James Ritchey, hot dogs.

Minn. Aqua Group Elects

MINNEAPOLIS, Oct. 25.—Five new directors were elected recently by the Minneapolis Aquatennial organization, said Tom Hastings, retiring president and new admiral of the 1942 festival. New directors are John Burgess, K. O. Wilson, Edward Anderson, Ray Jenkins and Perry Snyder, named for two-year periods. Re-elected were Earl Gammons, D. W. Onak, J. C. Cornelius, Tom von Kueter and Herbert Ward. Holdovers for another year are Hastings, W. R. Stephens, Neil Messick, Pat Carr, George H. Adams, Alfred D. Lindley, Walter Quist, Arthur Handall, Basil L. Walters and Henry Baker. Election of a president, vice-president, secretary, treasurer and five more directors will be held on October 30. Hastings said that the group plans a campaign to enlist 3,000 members at \$10 each and 200 business firms at \$100 each. Button drive will be conducted again in 1942, he said, and pointed out that in addition to sponsoring the eight-day summer show the group is a year-round organization interested in sponsorship of varied activities.

Ohio Street Fair Nets \$326

WAYNESBURG, O., Oct. 25.—Waynesburg Volunteer Firemen's Street Fair on October 9-11 was hit by rain the first two nights, but good weather and crowds on closing night resulted in the sponsor netting \$326, reported Secretary Herbert B. Betts. On the midway were Lucy Fallon's seven concessions, including floss; Mrs. R. H. Wagner's Ferris Wheel; Tilt-a-Whirl and Kiddie Auto ride; Speedy Babbs' Motordrome; T. D. Rieck, lead gallery and high striker, and R. E. Wagner's Penny Arcade.

8,000 at Mich. Home-Coming

FRONTCENTING, Mich., Oct. 25.—Home-Coming and Street Fair here on September 26 and 27 drew an estimated 8,000, an increase of 35 per cent over 1940 (See Mich. Home-Coming on page 32)

IT'S YOUR NIGHT AND YOUR SHOW!!!

29th Annual

BANQUET and BALL Showmen's League of America

Make Your Reservation Now For

WEDNESDAY NIGHT, DECEMBER 3, 1941

Grand Ballroom, Hotel Sherman, Chicago

TICKETS \$5.00 PER PLATE

Music, Dancing, Entertainment

For reservations write

Banquet Committee, Showmen's League of America
Hotel Sherman, Chicago, Ill.

V. F. W. Celebration & Home Coming for the Soldiers

FAYETTEVILLE, N. C., TWO WEEKS, STARTING NOVEMBER 3 TO 15, INCL.

LOCATION—FT. BRAGG ROAD AT CITY LINE

Want legitimate Merchandise Game, Concessions and Eating and Drinking Stands. This show expecting to stay out until the middle of December.

NOTICE—We have arranged a very extensive building program to enlarge for next season, consequently will finance any new Attractions. Progressive Showmen, what have you? All joining now or during the winter will get free winter quarters at the Fairgrounds in Petersburg, Va. To open early in April.

All Address

CETLIN & WILSON SHOWS, INC.

This Week, Clinton, N. C., Fair.

LOOK FOR STARTLING ANNOUNCEMENT TO BE MADE AT CHICAGO CONVENTION

CONCESSIONS ARIZONA STATE FAIR

PHOENIX

Limited space left at Phoenix and Civic Celebration at Tucson to follow. See representative on Fairgrounds in Phoenix, or communicate with RUBIN & CHERRY EXPOSITION, San Bernardino, Calif., October 28 to November 5.

WANTED FOR

SUMTER COUNTY LEGION FAIR AND RODEO

BUSHNELL, FLA., NOV. 4 TO NOV. 11

Legitimate Concessions of all kinds: Shows, Picnic, Tea Room, Dart Game, High Strike, etc. Positive no Pig Stays. Any good Rides or Ball Shows with own outfit. This is one of the biggest Amusement Organizations in the South, a real opportunity to make your bank roll. Address all communications to WILLIAM E. DOORSE, Chairman, S. C., week of Oct. 27; then Bushnell, Fla.

CHESTER, S. C.

Legion Fall Festival

NOVEMBER 3-5

100,000 SOLDIERS IN CHESTER, AND WE CATCH THE PAY DAYS

CAN PLACE—Merchandise, Concessions, Shows, Game Your Rep. Photo Studio.

GLASS HOUSE—GIRL SHOWS.

LAWRENCE GREATER SHOWS

UNION, S. C. FAIR THIS WEEK

ANDERSON, S. C.

Colored Fair

NOVEMBER 10-15

WANT

WANT

WANT

LIONS' CHRISTMAS CHARITY FUND FESTIVAL

NOVEMBER 225 THRU 27th. 10c GATE.

Want Independent Rides and Shows with own equipment. Concessions of all kinds, Wheel, Grand Stairs all items. Get your winter B. R. hats, \$250,000 pay roll; all income working. Also big defense program. Wonderful location. Will consider large untrained girls. All acts contracted.

Write CHAIRMAN, LIONS' CHARITY FESTIVAL, YOCODA, GA.

THANK YOU

To the fine spirit and cooperation given us by the J. E. Gering Company, Williamson Entertainment Bureau, Miss Kalla, Steve D. Collins and the City of Batesville, Minn. and all Concessionaires.

THE BATESVILLE JUNIOR CHAMBER OF COMMERCE, Batesville, Minn.

Russell Receives New Big Top; Rings, Seating Being Enlarged

AMARILLO, Tex., Oct. 29.—With the arrival of a gleaming 130-foot white big top, with three 30-foot masts and two rows of quarter poles, Russell Bros. Circus, now exhibiting in Texas, is equipped with all new canvas for its current tour to the Pacific Coast.

The new top, manufactured by Baker & Lockwood, was hoisted for the first time in Lawton, Okla., where it secured special mention in The Lawton Daily Constitution and was a brilliant attraction for circus patrons.

Additional grandstand and blue seats were trucked out of winter quarters at Delta, Mo., and taken to the show at Seminole, Okla., to fill the additional space provided by the new tent. Workmen are enlarging the three rings, hanging new masts, and revamping the big top lighting system.

New menagerie, side show, and cocking tops were purchased and delivered to the show the week following the blow-down at Richmond, Va., August 12. All tops are white with the exception of the cocking top, which is khaki in color.

Entering Oklahoma at Durant, the show completed 19 Oklahoma stands, namely, Durant, Ardmore, Ada, Holdenville, Okmulgee, Shawnee, Seminole, Chickasha, Clinton, Hobart, Altus, and Lawton. It enters Texas again at Vernon and will be in the Lone Star State for several stands. Approximately 10,000 miles have already been covered this season.

Rodeo Deans Join

The Rodeo Deans, Frank and Bernice, joined at Ada, Okla., and are being featured in the concert with the Omaha Indians, Tex and Irene Orton, and other Western entertainers. The Deans are presenting trick roping and riding acts, culminating their offering with Frank cutting a piece of paper from his own hand with a 100-foot whip. The latter is carried around the hippodrome track and displayed by four property men during the second concert announcement.

Two Pinto horses brought in the show by the Deans are attracting considerable attention in the menagerie. Before joining, the Deans completed fair and rodeo engagements.

Among those sporting new trailer coaches on the show lot are Claude and Pauline Webb, Bob and Irene Orton, Frank Coleman, Tex and Grace Orton, and Walter and Ethel Jenner. Representing the latest designs in automobile coaches, the trailers are attracting more than usual attention as they pull on the show lots.

Betty Ascareo, who dislocated a shoulder in a fall during her wire act in Ketchikan, Mass., left the circus at Clinton for hospitalization in Los Angeles. She will be unable to work again this season. The Ascareo acts are presented by Alex and Aurora Ascareo and their son, Bob, who alone the wire presentation with a jump through a papered hoop.

New attractions in Bill DeBarrie's side show include Jolly Clara, fat girl, who joined at Greenwood, Mass. Clara and her husband, John, were formerly with the Hughes-Gentech Carnival.

The big show band is led by Lee Hinkley who assumed his new duties at Durant. Lee is also handling the mail.

George King Named Exec

George King has been named menagerie superintendent and purchasing agent for the show. He and Mrs. King and their son, "Corky," joined at Annapolis, Md.

Juvenile birthdays celebrated this season were those of Bobby Orton, 2 July 5, Montpelier, Vt., and Jo Ann, 20 October 11, Shawnee, Okla. Birthday cakes and an abundance of gifts marked the occasions. Jo Ann took home with her mother in the center ring.

When the show Sundayed at Seminole

several visited the Bud Anderson Circus which gave a matinee only that day at Madill, Okla., after being rained out the day before. Among those visiting the Anderson show were Mr. and Mrs. C. W. Webb, Bill and Edna Antea, Justus Edwards, Bob and Irene Orton, Mr. and Mrs. Walter Jenner and daughter, Jo Ann Josephine Rogers, Joe and Helen Ford and Anna and Alex Brock.

"Ernie" Clarke celebrated her 50th birthday October 27 at Lawton. She was presented with flowers at the matinee, after which she shared her birthday cake with friends.

Mr. and Mrs. Frank Stuart, Oklahoma City, were guests of the Clarke family when the show exhibited in Shawnee. Frank is a former circus press agent.

A chicken feast prepared by Charles Oliver, head chef, and Bowers, table favors and an abundance of attractive gifts presented in the cookhouse at Vernon, Tex., marked the birthday celebration of Pauline Webb.

Recent arrivals include Jack Ryan and Skinny Dawson, side show ticket sellers; Norman Carroll, big show announcer and a number of new technicians.

Columbus Indoor Show Under Blind Auspices

COLUMBUS, O., Oct. 25.—First indoor circus here in five years has been set for the Coliseum for seven days under auspices of the Blind Association here. Preliminary details have been completed and promotional work is well under way.

Kelley-Miller Closing

CINCINNATI, Oct. 25.—The season of the Al O. Kelley-Miller Bros. Circus will be brought to a close at Mariow, Okla., on November 2.

Under the Marquee

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

THE LERCHES have purchased a new car for their winter dates.

JOE SHORT, midgest clown, is still at the Detroit Zoo Park.

THOMAS C. RILEY, talker, writes that he will be in the Windy City for the winter.

HARRY MACK, press agent, is still at Smith's Hospital, Corbin, Ky., and improving very slowly.

HERMAN JOSEPH says he will visit the Big Show when it plays Rocky Mount and Raleigh, N. C.

FLYING ROMAS have been contracted to furnish their flying return act at the Macon (Ga.) Al Sibah Temple Shrine Circus.

MYLES M. BENNETT, after leaving the Big Show in New Orleans, became connected with the Cotton Bowl Athletic Association, Dallas.

KING BAILE, former side-show manager on the Sells-Sterling Circus, is working for the State of Missouri at Jefferson City.

EDRIS HULL, formerly with the Al G. Barnes and the Ringling shows, is a model in Los Angeles and Hollywood at the movie studios.

JIM MORAN, formerly with Sells-Floto, Sparks, Cole Bros., Hunt Bros. and other circuses in various capacities, has taken a position with a grocery chain organization and is located at Canton, O.

TOM AND BETTY WAITERS, tight wire and perch artists, have finished several weeks of falls and celebrations for G. A. Klein and have returned to their home in Dayton, O.

JAMES THOMPSON, circus clown and stilt walker, is laid up with compound fractures of his right leg at the Oak Forest Infirmary, Oak Forest, Ill. He expects to be back on the job soon.

HUGH MCGILL and other West Coast



GEORGE WIRTH, who founded Wirth Bros. Circus with his brothers, John, Harry and Philip, 54 years ago, died in Sydney October 17. He was known as the "Baron of Australia" and had been a circus proprietor for more than 40 years. George was born in Sydney 24 years ago, a son of the late John Wirth. Further details in the Final Curtain.

Cole Closes November 2 At Longview, Texas

CHICAGO, Oct. 25.—The Cole Bros. Circus will close its season November 2 at Longview, Tex. Total mileage will be 15,000. Show has encountered considerable rain during the last two weeks, but has had excellent business when weather was favorable.

J. D. Newman, general agent, left Chicago Friday for Louisville to prepare the winter quarters at the Kentucky State Fairgrounds.

Under the Marquee

circus fans attended the Rubin & Cherry Exposition October 23, and Hugh caught the Yankee-Patterson Circus at Redondo Beach, Calif., on the 23d.

EARL BARR, former bandmaster, and wife caught the matinee of the Ringling show when it played Little Rock and visited with Marie Evans. Earl trouped with Evans many years ago with Murphy's Comedians.

If Russell Bros. Circus plays in the vicinity of Los Angeles, the Joseph Andrew Rowe Tent No. 8 of the Circus Fans of America plan to purchase a group of grandstand seats to welcome Ernestine Clarke back to the Coast.

AERIAL DUKES, who recently completed a long season with Jack Baum's Attractions, have been contracted for the Shrine Indoor Circus at Westport. The show also features his comedy Austin and Ford, also his daughter on Roman rings.

RUSTY WILLIAMS, of the Rusty Williams Show, and his family, with Herman Joseph, former clown of the Ringling circus, recently visited Cole Bros. Circus at Goldsboro, N. C., and were courteously treated by staff and personnel.

TOMMY WHITESIDE and troupe returned to their home in Wichita, Kan., after closing a successful run of fairs at Milbank, S. D. They met Bobby Zencro there, Bobby and Tommy trouped together on the Walter L. Main Circus in 1925.

IN LAST week's issue it was stated that Eddie Jackson planned to do press work for the government in Macon, Ga. This was in error. Eddie went to Macon for the winter, having been away for two years. He is looking forward to the Big Show there.

ACCORDING to Hugh McGill, Yankee-Patterson Circus is hitting Midland Beach, Hermosa Beach and Redondo Beach, Calif., and Beryl Heights Parent-Teachers' Association is sponsoring the show at Redondo Beach. Performances at 2 and 8 p.m. are scheduled. Because

Sellouts Both Days For RB in Memphis

MEMPHIS, Oct. 25.—The Ringling-Barnum circus played here October 19-20 to record-breaking crowds which overflowed the show lot at the MidSouth Fairgrounds.

The show shipped in from El Dorado, Ark., and was late in arriving. Part of the delay was due to movement of troop trains in Arkansas, and after arrival, it had to wait until the National Dairy Show could clear the grounds before it set up.

The Sunday matinee began at 4:30, but the crowd held on. When it broke shortly after 7 o'clock, the night crowd already was on the grounds. The Sunday performances were sponsored by Memphis American Legion Post No. 1.

Much of the attendance can be attributed to the fact that it was the show's first visit to Memphis since 1927. Gargantuan was heavy drawing card. Many circusgoers motored from towns 150 miles distant, some to be disappointed Sunday afternoon when they couldn't get tickets.

The heavy attendance was remarkable in view of the fact that the MidSouth Fair and National Dairy Show had closed an eight-day run the previous day, in which all-time attendance records were broken.

When the show pulled out for Jackson, Tenn., it left behind Norman Smith, 57, veteran of 28 years as a waiter in the performers' luncheon. Smith was stricken with a heart attack on the show lot at 3:30 p.m. and taken to John Gaston Hospital, where attendants described his condition as serious.

MACON, Ga., Oct. 25.—After an absence of several years the Ringling-Barnum circus is returning to Macon this year.

Contracts have been made for engagement here November 11 at Central City Park. The Big Show is scheduled to come here from Columbus and will move out from Macon to Augusta.

It will be the second fairbrod circus in this city this fall, Cole Bros. Circus having played to excellent business here October 2.

Chauffeur Sole Heir to Mrs. Al Ringling's Estate

HARABOO, Wis., Oct. 25.—Under terms of a will filed October 18 in Sauk County Probate Court, William Philipp, Haraboo chauffeur for Mr. and Mrs. Al Ringling and caretaker for the latter since Al's death in 1916, was named the sole heir to the \$6,500 estate left by Mrs. Ringling, who died recently.

In 1916, under the terms of her husband's will, Mrs. Ringling inherited \$325,000, a brownstone mansion, her home and a cottage on Mirror Lake, as well as the net annual income from the Al Ringling Theater here.

of the labor shortage, McGill and Dick Lewis will assist as prop men. General admission for the Redondo Beach date is 45 cents.

HARRIS REYNOLDS, wire walker and one of the principal performers with the Cole Bros. Circus, returned to his home town, Macon, Ga., again last week. He was responding to instructions to report for army duty. He left the Cole show in Mississippi.

E. W. ADAMS, of Atlanta, says Advance Car No. 1 of the Big Show, under management of John J. Bressel, arrived there morning of October 22 from Greenville, S. C., and began putting up lithographs. Adams says the show hasn't missed Atlanta but once since 1919.

MANY well-known people were in evidence during the Houston engagement of the Cole show, reports Stanley P. Dawson. They included J. D. Newman, Mr. and Mrs. Dan Odum, Mr. Lillian, Charles Thomas, Eddie Brown, Edith Vaughn, Tommy Morris and Scofield, former associate of Bill Moore's.

LEO FRANCIS, dancing and musical whiteface clown, closed his fair season at Shelby, N. C., and is now playing night clubs with his blackface act. He has a contract to play Santa Claus at Block's store in Indianapolis, making his third year there.

PROFESSOR MAXIE, ventriloquist, last two seasons with Lewis Bros. Circus, (See UNDER THE MARQUEE on page 58)

Praise for Circus Folk

ALEXANDRIA, La., Oct. 25.—Praise for the honorary of circus folk hit the pages of Town Talk here this week after Paul Jung, employee of Ringling-Barnum circus, had found a purse containing several dollars in cash and other valuables, which he returned by mail from Memphis to Fred Luffkin, young Alexandria business man. Luffkin's identification card was found in the wallet.

With the Circus Fans

By THE RINGMASTER

President
FRANK H. BARTLES W. M. BUCKINGHAM
2920 W. Lake St. P. O. Box 4
Chicago, Ill.

Copyrighted by WALTER HOLMSTEDT, Chicago
"The White Tent," one of the most famous
Circus, Illinois

ROCHELLE, Ill., Oct. 25.—The annual fall regional meeting of the Pat. Valley Tent of Buckingham, N. Y., will be held in the Recreation Hippodrome this month. Plans for the meeting, with its usual unique stage scene, are under way and it is hoped that a number of persons from out of the city will attend. Usually several fans from up-State New York and New England attend the meeting.

F. E. Loxley, of Cranston, R. I., caught the 15th annual rodeo at Madison Square Garden, October 16. He also saw the Hamid-Morton Shrine Circus at the Arena, Philadelphia, October 11. Mr. and Mrs. Tom Gregory, with the help of Ted Deppish, motion picture photographer, entertained a small group at their home afternoon of October 19 as a preliminary effort to obtain members and form a tent in Akron.

Bill Montaine has written a story for the Western Newspaper Syndicate relative to the CFA.

The new tent in Springfield, Ill., is making headway. Ringmaster Fred Donovan advises that the tent has 25 members and several are seeking admission.

Dressing Room Gossip

COLE BROS.—At Gulfport, Miss., a gentleman of color came into the men's dressing room and told the boys he could get them the popular brand cigarettes at 90 cents a carton and some of the best perfume, hair cream and judges of human nature, and trusting souls, gave him money to the extent of about \$30. Our trusting actors are still waiting for those cheap cigarettes. I guess P. T. Barnum was right when he said there was one born every minute.

Harris Reynolds, member of Paul Nelson's acrobatic act, got a contract to appear in Uncle Sam's big show for the next two years.

Lots of visitors from the Ringling show when it was at Monroe, and Cole at Houston, La. They included Mrs. Fred Braden, one of the grandest women the circus world has ever known; Chickie Powell, Hal Silvers, Eddie Ward Gallagher, Walter Forbes, Frank McCloskey, Pat Valdo and Mr. and Mrs. John Ringling North. They stayed for the night show, and Pat came back and said hello to all of us after the show. I guess we would have had lots more visiting between shows if a sudden wind and rain hadn't come up just before the night show.

At Natchez, Miss., Hartman Morris, CFA, gave a party after the show. Invited guests included Emmett Kelly, Jean Allen, Mr. and Mrs. Bert Desro, Jennie White, Hilda and Myrtle Burkhardt, Marion Knowlton, Shirley Bryson, Wanda Weston, Ethel Freeman and yours truly. A grand time was had by all.

Sick list this week: Al Mann, Horace Laird, Clary Bruce and Harry Thomas. Mrs. George Singleton returned to the show after a trip to her home on the West Coast. She is the wife of our very likable bus canvasser. Frankie Orman is running around with his chest out a mile these days and for a very good reason. He is the papa of an 8½-pound boy. Harry McFarlan has sure been dishing out the cherry pie this last week. He didn't forget anybody, even the ladies' dressing room got some.

Had grand letter and pictures from my friends of long standing, Mabel and Walter Buckingham, also Leo Gaudreau and Vera Wood. Sisters at Houston were Al Corfield and Sissy Benson, formerly with the Big Ops. I will never forget the things Sissy used to do to Herman Joseph when we were all together on the Big Show. No wonder Herman got out of the business. Shelby Jackson, formerly with Alex Brock, also made us a call. We have had some awful weather the last week. Most of our lots have been under water, but we haven't lost a show so far and a lot of credit must go to the performers. They have all got out there and pitched in, women and all.

Bill Partello, an ardent circus fan if there ever was one, has been confined

to his home the last few weeks in West Mansfield, O., and I know he would like to hear from his many friends in the circus world. His address is 522 Park Avenue. Had a grand powwow with my old friend Baskie King, who flew down from Brownsville, Tex., to say hello.

FREDDIE FREEMAN.

No Winter Parade Unit For Gainesville Show

GAINESVILLE, Tex., Oct. 25.—The Gainesville Community Circus will not have a Santa Claus parade unit on the road this winter, as it has been customary the last six years. Work on equipment for the new year will occupy the personnel during the period usually allotted to parades.

The staff and performing personnel of the show, numbering about 100 persons, will attend the night performance of Cole Bros. Circus in Sherman, Tex., October 28, and a number of members plan to spend the day on the lot.

R. M. Harvey, general agent of Dalley Bros.' Circus, has been making his headquarters in Gainesville the past week while booking his show in this vicinity. Harvey was a guest in the home of Mr. and Mrs. A. Morton Smith, along with Mr. and Mrs. Alex Murrell and Verne Brewer of the Gainesville show. Murrell showed his circus movies during the evening.

A number of Gainesville circus folk were guests of Mr. and Mrs. C. W. Webb at Russell Bros. Circus performance in Ardmore, Okla., recently. During their visit they re-met acquaintances with members of the show, including the Clarke family, the Ortons, Mr. and Mrs. Walter Jennier, the Brocks, George Myers and Skinny Dawson. The Gainesville group was shown every courtesy by the Russell personnel. In the party were Mr. and Mrs. Roy Stamps, Mr. and Mrs. Alex Murrell, Mrs. G. D. Bell, C. E. Stinger, J. B. Saylor, A. W. Walls, Verne Brewer and A. Morton Smith.

The Corral

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

MONTE WALLACE, who returned to Maunua, N. H., recently to the Charity Circus, now has his own weekly quarter-hour program over Station WMUR, Manchester, N. H.

BULLFIGHTING will be an added feature at the annual All-American Rodeo at Louisiana State University, Baton Rouge, W. M. Babin, manager, announced last week.

HOWARD CRAIG and wife, Ruth M. Crag, daughter of the late Tom Mix, will promote the annual rodeo at the Valley Midwinter Fair, Harlingen, Tex. Harry Hallitt, fair manager, announces. Rodeo is produced by the Harlingen Chamber of Commerce.

THE Chicago Stadium Rodeo, which opened October 17 with a British War Relief Benefit, has had fair attendance during its first week. About 200 hands are competing, and some excellent times have been made in several events.

Fred H. Krossmann, arena secretary, gives the following results for the early part of the contest: **Calf Roping**—First go-around, Jim Sorely, \$200; Anye Gambly, \$150; Padgett Berry, \$100; Don Moore, \$50. **Second go-around**, Jim Sorely, \$200; Jiggs Burke, \$100; Buck Goodspeed, \$100; Boyce Sewall, \$50.

Steer Roping—First go-around, Nub Martin, \$200; Frank Quirk, \$150; Bob Murray, \$125; Fred Coates, \$50. **Second go-around**, Dutch Martin, Dale Adams, \$200; **Cherry Hatchel**, each \$150 (first award split three ways); Benno Bender and David Sheilberger, each \$25 (divided fourth award).

Saddle Bronk Riding—First go-around, Mit Moss, \$200; Melvin Tyle, \$150; Oville Stanton, \$100; Carl Huckfeldt, \$50. **Second go-around**, Shirley Bussey, \$200; Frank Marion, \$150; George House, \$100; Louis Brooks, Carl Huckfeldt and George Bentley, each \$125 (fourth award split three ways).

Steer Wrestling—First go-around, Norman Persons, \$200; Louis Brooks, \$150; Dan Peere, \$100; Buck Jones, \$50. **Second go-around**, Andy Curtis, \$200; Leonard Mitchell, \$150; Shorty McCrory, \$100; Carol Henry, \$50.

Saddle Bronk Riding—First go-around, Nub Martin, \$125; Buck Wright, \$93.75; Harry Finley, \$62.50; Wag Heston, \$31.25.

Cow Milking—First go-around, Padgett Berry, \$150; Buck Goodspeed, \$122.50; Allen Holder, \$75; Jiggs Burke, \$37.50.

Garden Rodeo In New Highs

Estimated \$450,000 gate represents all-time record for 16-year series

NEW YORK, Oct. 25.—Tomorrow is the wind-up of the 16-day 16th annual rodeo in the Garden and if nobody buys a ticket it won't matter because the show had already been chalked up as a record-breaker. The supply being about 15,000 seats and the demand being greater, the take has gone way ahead of last year, which rose to a new peak itself. The up is at least 25 per cent, but the Garden management, being strangely close-lipped when it comes to revealing rodeo figures, still aint talking.

It is known that, day for day, the opera is clicking better than the ever-clicking annual Sonja Henie ice show, a January scheduling. Big Suraways have been the order of the day—namely every day—and even the so-called weak evenings are in there pitched for supremacy. Result: Best rodeo of the 16-year-old series from every angle, including performance.

A guess would be a total crowd handle of around 300,000 or average of nearly 12,000 per performance, and on that basis a take of better than \$450,000. This is the most remarkable record of all time.

Gene Autry, singing star of the show, has been feted around the smart spots almost continuously and appears on numerous radio programs, which he is no stranger. At current week-end he pulled a luncheon, Lincoln Hotel, for about 800 kids and handed out presents. They also came in for a free performance. Tie-up made by Republic Pictures with co-operation of 150 local houses.

Publicity and word of mouth brought the entire run to a point where it was not so much a question of getting them past the gates as it was to find room for the mobs.

Cowboys' Turf Association held a meeting at the Belvedere Wednesday to talk things over. That evening the Cameron Ranch, Peekskill, N. Y., staged a mammoth party and all hands celebrated.

Ted Yochum was disqualified from all events "for not taking part" in Wild Cow Milking contest Sunday (19). Ditto Gene Rambo "for not making an honest effort" in bulldogging.

Results

Day-money winners, middle portion of 16th annual rodeo, Madison Square Garden, New York, October 8-25:

Saddle Bronk Riding—Fourth Day (3 performances). Chet McCarty, \$225; Bill Stevers, \$150; Burel Mulkey, \$133; Doff Aber, \$120; Bill McShackan, \$100; Wade and Gerald Roberts split sixth and seventh, \$92.50 each. Fifth Day—Frank Finley, \$225; Doff Aber, \$150; Gene Pruett, \$135; Bill Stevers, \$120; Bud Linderman, \$105; Pats Truan and Cecil Henley split sixth and seventh, \$92.50 each. Charity performance, October 30—Burel Mulkey, \$48; Jackie Cooper, \$35; Chet McCarty, \$30; Paul Gould, \$15.

Calf Roping—Fourth Day (3 performances). Bub Whitman (18.1 seconds), \$200; Irby Muncy (19), \$225; Buck Eubels (19.4), \$200; Buck Sorrells (20.1), \$175; Toots Mansfield and Clyde Burk split fifth and sixth (20.2), \$142.50 each. Fifth Day—Everett Shaw (15.4), \$200; Roy Lewis and Homer Pettigrew split second and third (17.3), \$217.50 each; Tony Ballma (18.3), \$175; Harry Hart (19), \$152.25; Jess Goodspeed (19.2), \$125. Sixth Day—Tony Ballma (16.4), \$200; Jess Goodspeed and Carl Shepard, \$125 each. Seventh and third (17), \$217.50 each; Toots Mansfield and Homer Pettigrew split fourth and fifth (17.3), \$162.62 each; Everett Bowman (18.2), \$132. Charity performance—Bonny Hancock and Jess Goodspeed split first and second (24), \$40 each; Harry Hart (26.1), \$20; Buckshag Sorrells (26.2), \$15.

Steer Wrestling

Third Day (4 performances)—Howard McCrory (3.4; probably a new world's record), \$910; Harry Hart (3.3), \$200; Bill McShackan (7.4), \$220; Mike Flaher (8.1), \$195; Gene Ross (8.2), \$180; Dick Heeren (8.3), \$140. Fourth Day—Homer Pettigrew (7.1), \$310; Bub Whitman (7.3), \$200; Mike Flaher (8.1), \$220; Frank Finley (9), \$195; Tom Hovan (9.1), \$195; Buckshag Sorrells and Howard McCrory split sixth (11.2), \$70 each. Charity performance—Jim Whitman (13.4), \$44; Pats Truan (14), \$35; How-

ard McCrory (17), \$30; Jon Mendes (17.1), \$15.

Saddle Bronk Riding—Third Day (4 performances). Hank Mills, \$200; Bob Walden, \$120; Bob Estes, \$40; Smokey Snyder and John Penick split fourth, \$30 each. Fourth Day—Frank Finley, \$200; Paul Gould, \$120; George Mills, \$80; Dick Griffith, \$60. Charity performance—Buck Dowell, \$40; George Mills, \$30; Bob Estes, \$20.

Steer Roping—Fourth Day (3 performances). Hoyt Hester, \$187.50; Dick Griffith, \$150; Buck Davis, \$130; Jim Whitman and Rufus Morris split fourth and fifth, \$92.50 each; Smokey Snyder, \$82.50. Fifth Day—Bob Estes, \$107.50; Hank Mills, \$100; Carl Mendes, \$120; Charles Colbert, \$65; Gerald Roberts and Buckons Yonnick split fifth and sixth, \$62.75 each. Sixth Day—Dick Griffith, \$187.50; Hoyt Hester, \$160; Jim Fack and Buck Davis split third and fourth, \$105 each; Gene Rambo, \$75; Jim Whitman, \$52.50. Charity performance—Buck Davis, \$40; Bottoms Yonnick, \$30; Bob Estes, \$20.

Wild Cow Milking

October 15 (970-850-820 unless otherwise mentioned). Everett Shaw, 27.3 seconds; Homer Pettigrew, 33.1; The Duke, 37.2. October 16, Clyde Burk, 35.8; Roy Matthews, 43.2; Roy Lewis, 56.1. October 17, Irby Muncy, 35.4; Dick Heeren, 39.3; Everett Bowman, 54.3. October 18 (matinee). Gene Rambo, 27.4; Everett Shaw, 29; Homer Pettigrew, 32.3. Evening, Clyde Burk, 33.4; Dick Truitt, 39.1; Roy Lewis, 46.2. October 19 (matinee). Buckshot Sorrells, 41; Bill McShackan, 42.3; Carl Shepard, 44.4. Evening. Everett Shaw, 33.1; Gene Rambo, 40.3; Homer Pettigrew, 47.4. October 20, Clyde Burk, 28.3; Dick Truitt, 50; Roy Matthews, 68.2. Charity performance, Clyde Burk, 47.4; Irby Muncy, 38.1; Shorly Matlock, 42.3. Wild Horse Race (935-823-813), October 18, Lyle Cottrell, Al Fletcher, Cecil (See GARDEN RODEO on page 18)

THANKS TO ALL FOR THE BIGGEST SUCCESS YET

Even Bigger Than My 256,000 Crowd at Soldier Field, Chicago, This Year.

LARRY SUBBROCK

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DALLAS GATE TOPS

All-Time Peak Now 1,252,527

Indie midway gross 50%
over organized zone in '40
—draw heavy for shows

DALLAS, Oct. 25.—State Fair of Texas, here on October 4-19, observed its 53d birthday by breaking its 1940 attendance record by 136,000. With the highest gate to the fair's history, attendance was 1,252,527, and 1,116,447 was the total gate in 1940. Except for rain on opening days and threatening weather early on Saturday and rain on Sunday, the closing days had almost ideal weather. Comparative attendance by days:

1940	1941
Sat. 111,310	Sat. 113,268
Sun. 33,785	Sun. 42,519
Mon. 12,847	Mon. 23,333
Tue. 52,711	Tue. 40,389
Wed. 24,581	Wed. 19,399
Thurs. 18,512	Thurs. 22,512
Fri. 213,395	Fri. 208,705
Sat. 129,037	Sat. 174,641
Sun. 158,397	Sun. 178,701
Mon. 80,646	Mon. 88,810
Tues. 23,016	Tues. 32,773
Wed. 23,842	Wed. 24,667
Thurs. 20,283	Thurs. 28,514
Fri. 62,172	Fri. 71,184
Sat. 72,465	Sat. 87,743
Sun. 75,138	Sun. 94,144

Total 1,116,447 Total 1,252,527

Over a period of 22 years the fair has established an outstanding attendance record, gate admissions having totaled (See PEAK GATE IN DALLAS on page 13)

Memphis Gets High 222,593

MEMPHIS, Oct. 25.—Mid-South Fair here on October 11-19, broke all records for attendance despite unfavorable weather on four of the eight days. Gate totaled 222,593, an all-time high. Last year's total was 141,981. Opening-day crowd of 31,069 was the tipoff, corresponding day in 1940 having only 18,221.

On Friday, Children's Day, rain began at noon and by mid-afternoon was pouring in torrents, continuing into the night. Saturday, however, made up for it. President Raymond Skinner said it was the largest single-day crowd in history of the fair.

Figures on gate receipts will not be available for some time, as thousands of tickets were sold in advance throughout the Memphis territory at half price. (See MEMPHIS GATE BEST on page 53)

Macon Makes Greater Gains

MACON, Ga., Oct. 25.—Georgia State Fair, here on October 13-18, was the best since the boom years of the late '20s. Augmented by a good advance sale for the first time in history, gate receipts went about 35 per cent ahead of those of last year, officials said. Good weather prevailed.

Figures on attendance await a check by the Chamber of Commerce, which acquired the fair in 1940, but informed sources said the gate was expected to pass 100,000. Increase in adult tickets from 60 to 95 cents, with fair paying the tax, boosted receipts.

General Manager E. Ross Jordan said, "Every department worked better and financial results were the most gratifying" (See BIG GAINS IN MACON on page 44)

DES MOINES, Ia.—A. B. Corey, assistant secretary of Iowa State Fair here, who returned to his home after a gall bladder operation at the Mayo hospital, Rochester, Minn., is recuperating and expected back at his desk in several weeks.



DR. J. S. DORTON, manager of North Carolina State Fair, Raleigh, who conferred with State officials during the recent annual, October 14-18, on plans to provide needed exhibit space for the 1942 fair. A new attendance high of about 235,000 was registered this year. Dr. Dorton, president of Southern States Fair, Charlotte, N. C., predicted that this week it would easily break the 200,000 gate mark of 1940, there being thousands of military trainees in the area.

Chambliss-Hamid Buy Site in R. M.

ROCKY MOUNT, N. C., Oct. 25.—Necman Y. Chambliss, operator of fairs at Greensboro, Rock Mount and elsewhere in North Carolina, announced that he and his associate, George A. Hamid, New York, had purchased the property which hitherto had been leased for conducting Rocky Mount Fair.

Purchase price was reported to have been \$15,000. Chambliss said the plan was to construct new buildings and to stage other attractions in addition to that which has been connected with Rocky Mount Fair 22 years.

Eunice Gate Best in Years

EUNICE, La., Oct. 25.—Rain and mud the first two days of 1941 annual Tri-Parish Fair here, October 16-19, failed to prevent establishment of an attendance peak for several years. President Ferdinand Quick estimated daily attendance at 19,000. Thursday, Rotary Day, 13,000; Friday, School and PPA Day, 18,000; Saturday, Farmers' Day, and 25,000; Sunday, American Legion and WOW Day. Saturday and Sunday brought clear skies. Daylight rain fell on Friday and Snapp Greater Shows midway of six shows and five rides was under several inches of water. Secretary-Manager M. J. Frapp expressed satisfaction over the outcome and predicted a profit. Cash awards totaled \$1,800. Fair was devoted to national defense and exhibits were close to a record number. An automobile was given away on opening and closing days. Leo Rolland and His Creole Band played nightly for pavilion dancing.

Shreveport Opens Up 20,000; G. S. Does Two on Initial Night

SHREVEPORT, La., Oct. 25.—Favored by good weather, the 38th annual State Fair of Louisiana here, October 18-27, drew total attendance of about 107,500 on the first three days, an increase unofficially placed at more than 20,000 over the same period in 1940. Paid attendance on the first Saturday and Sunday last year was 94,236.

Officials estimated that attendance on Monday, Children's Day, when children were admitted free, exceeded 50,000, with about 33,000 kids. Temperature was 91. Exhibits in all departments compared favorably with those heretofore. Livestock barns were crowded, especially with beef cattle, for which premiums

Raleigh Has Best Counts

Grandstand, midway figures soar—Teter is held over for an extra show

RALEIGH, N. C., Oct. 25.—With perfect weather and defense dollars, North Carolina's 85th annual State Fair here on October 14-18 went to a new attendance record of an estimated 295,000 and set new marks in midway and grandstand grosses.

Lucky Teter and His Hell Drivers drew a record 18,000 to the grandstand on Wednesday. Gates were shut an hour before the Teter show began, and so insistent was the demand of disappointed prospective customers that the fair management took the unprecedented step of holding Teter over for a Saturday night performance. Standing room was sold at the Saturday show.

The fair uses no turnstiles and an accurate figure on attendance awaits completion by State auditors. However, best estimates of gross and attendance, borne out by the obviously larger throngs as compared with last year's record-breaker, indicated that Max Linderman's World of Wirth, shown on the midway exceeded the 1940 gross by about 15 per cent, while grandstand receipts went 25 per cent above last year. George A. Hamid, Inc., presented grandstand acts and revue.

Exhibits occupied 112,000 square feet, 20,000 more than in 1940, and some livestock exhibitors found no space available (See RALEIGH COUNT HIGHEST on page 44)

500 Expected at 25th Anni. Meeting of Va. Association

STAUNTON, Va., Oct. 25.—At least 500 representatives of fairs and allied industries are expected to be in Richmond, Va., for the 25th anniversary meeting of the Virginia Association of Fairs on January 28 and 27 in the John Marshall Hotel, and every effort is being made to make the meeting the greatest ever held by the association, said secretary-treasurer C. H. (Charley) Halston, Staunton. Charles A. Somms, general manager Virginia State Fair, Richmond, is association president. Vice-presidents are T. B. McCaleb, secretary Allegheny County Fair, Covington; W. L. Tabcock, secretary Greenbrier Valley Fair, Lewisburg, W. Va.; R. W. Kanes, secretary Southside Virginia Fair, Petersburg; and W. W. Wilkins, secretary Halifax County Fair, South Boston.

First association president was John Vaughn, president of Bedford Fair, who served one year. He was succeeded by the late Col. H. B. Watkins, secretary of Danville Fair, who served 22 years. Following the death of Col. Watkins, President Somms was unanimously elected two years ago. W. W. (Will) Wilkins, secretary South Boston Fair, and Secretary-Treasurer Halston are the only charter members living. The latter assisted in organizing the association and has served in his official capacities since its organization.

Shreveport Opens Up 20,000; G. S. Does Two on Initial Night

ways more than doubled. State Commissioner Harry D. Wilson, State Department of Agriculture, who has attended nearly every State fair here, praised exhibits, which he said were especially laudable because of crop failures. He especially emphasized importance of diversifying crops and raising food products, especially in connection with national defense, theme of the agricultural show. Patriotic colors were in evidence in exhibits and amusement features. Baby Show had 1,150 entries, more than ever before. Most attractive innovation was seen in the Merchants and Manufacturers' Building, where (See SHREVEPORT OPENS BIG on page 44)

Attendance Jump Of 10% To Give Mich. Best Year

LANSING, Mich., Oct. 25.—The 1941 Michigan fair season was greatest in history, declared A. C. Carton, chief of the Bureau of Fairs, Agricultural Industry Division, State Department of Agriculture. With one exception, he said informal reports from fair officials and other sources indicated that all fairs made money. Exception was Van Buren County Fair, Marquette, which had a rainy week.

No less than 10 per cent more persons attended the fairs this year than in any previous year, Carton estimated, saying that profits have increased. He attributed much of the increase to growing power and interest of 4-H Club boys and girls and Smith-Hughes students, who are concerned with exhibit problems. Members of 4-H Clubs in the State number 52,000 and there are 15,000 Smith-Hughes students.

Official returns from county fair officials, giving, among other data, complete gross and attendance, will be requested as usual by the State Bureau of Fairs in December, to be compiled in State records early in 1942.

Mobile to Top; RAS Is Up 50%

GREATER MOBILE GULF COAST FAIR, Mobile, Ala., October 13-15. Ed T. Rosengrant, secretary. Fountain J. Gale, attraction superintendent. Gate admissions: Night, adults and children, 10 cents; mat., 15 cents. Midway: Royal American Shows.

MOBILE, Ala., Oct. 25.—The 14th annual Greater Mobile Gulf Coast Fair here on October 13-15 had attendance of about 125,000, best in history, reported President Fountain J. Gale. Royal American Shows, on the midway, increased their gross by 50 per cent over that of last year, said Elmer C. Velare, business manager of the shows. Weather was good. Income was attributed to better spending by the added thousands in population who are employed on defense projects.

While Mobile County was not represented in the agricultural show, this part of the fair was better than last year's, because Baldwin County, largest in size in the United States, presented a big exhibit of farm products, poultry and (See TOP HIT IN MOBILE on page 53)

Laurel Has Profit With New Manager

SOUTH MISSISSIPPI FAIR, Laurel, September 28-October 4. Hurdia Whitaker, secretary and concession and attraction superintendent. Gate admissions: Adults, 10 cents; children, over 4, 10 cents; under 4, 5 cents. Grandstand: Adults, day, 35 cents; night, 60 cents; children, day, 15 cents; night, 30 cents. Amusement budget: \$1,500. Midway: West's World's Wonder Shows. Automobile Thrill days: Two.

LAUREL, Miss., Oct. 25.—For the first time in years South Mississippi Fair here, September 28-October 4, failed to dip into red figures, association showing profit of \$6,250, reported Hurdia Whitaker, 35-year-old advertising man of The Laurel Leader-Courier, who was named secretary-manager by city commission. He is promotionally minded and received much help thru his paper.

1940 Figures

Total attendance: 95,000. Paid admissions: 87,000. Space and privilege receipts (not including carnival): \$1,500. Grandstand receipts: Day, \$190; night, \$150. Grandstand expenses: \$400. Carnival gross: \$10,000. Fair's share: \$2,500. Total revenue: \$10,000. Total expense: \$12,000.

Paid attendance was 83,000 and attractions were heavily patronized. Despite two afternoons and one night of rain, West's World's Wonder Shows on the midway had a pay gate and grossed (See LAUREL GETS PROFIT on page 44)

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Entertaining the Service
WHEN it comes to pleasing the draftees with professional entertainment, it seems to be a good idea to know something about the service from actual experience. At any rate, such a background can't do any harm. Monty Beehler, who has a dog named Molly-wood Animal Stars (Grover LaRose Attractions), was overseas in the air corps during World War the first and recalls that entertainment went a long way with the boys after their harrowing experiences on the ground or in the air. Unforgettable, to him, was *Ghu Chin Ghoss*, and *Helle America* with Elsie Janis, both of which he saw in London in 1918. He also remembers "an English Tommy with a real cockney accent" staging *Ragtime Cowboy Joe* as an offering with a wallop.

Beehler is now working army camps on a unit about for Nat D. Rodgers—a gent who knows his way around the show circuits, by the way. There's a line of girls in addition to specialties and novelty acts, and the schedule calls for two a night from camp to camp. This unit will operate until about the middle of November. Beehler says the soldiers are great audiences, "and all the acts have a hard time boring off." He states his fairs-celebrations season was one of the best in years.

From James Cogwell, high-still clown: "I would like to announce thru your column that I am still alive and was in no way connected with the Cogwell who passed away." (That's what we said, which makes everything even.) Cogwell played *Boneyville, Mo.*, and has a number of Christmas parades booked. This was his 14th season.

The Customers Write About Closing, Etc.

"Have closed my season with Sultide Hayes and returned to my home in Delphos, O., for a rest. Was in charge of the advance."—Forrest A. Brown.

"Al Howard and His Buckeye Entertainers closed their outdoor season at Kenton (O.) Fair and went into winter quarters at Upper Sandusky. Two new trailers and platforms will be added and we'll play indoor dates and dances until spring."—Al Howard.

"My Max Freoborn Trio finished a successful season of fairs for Williams & Lee Attractions at Marshalltown, Ia., but also played two weeks of Texas fairs, now en route to the West Coast for the winter season."—Max Freoborn.

"Grah Miller and His All-American Hell Drivers played to a packed grandstand at Chase City, Va. Attractions included Darcovell Bruffy, the Three M's, Cook and Cooke and Henry and Kirkliss."—Jessie Miller.

"The Three Le Maunds closed nine weeks of fairs for J. C. Michaels Attractions and jumped to Dover, O., to open on the Baldwin-Davis time."—Frank Le Maund.

"Closed my summer season at Berlin, Wis. They had everything—Water Carnival, parade; Selden, 'The Stratophore Man,' etc. Looked like the biggest doling in Northern Wisconsin this season. On November 8 I'll produce (for the fourth year) Shorewood's indoor circus. Shorewood is Milwaukee's Gold Coast."—Jake J. (Light Summer) Ditch.

Generalities

Attractions set for Lee County Fair, Babcockville, S. C., include Ruth Dara, wall of death; Fayde the Great, aerialist; Uncle Ben Hawkins, radio quiz program, and Illinois Fireworks.

After closing a season of 17 Michigan, Indiana and Ohio fairs at Lancaster, O., Jimmy Van and His Auto Maniacs moved to Birmingham, which will serve as headquarters while they are filling Southern engagements. Jimmy reports having enjoyed the most successful season in the organization's history.

Acts which have played Australia will be sorry to learn of the death of the celebrated George Wirth, who was the Ramrod and the Ringling of Down Under, where the Wirth Circus is a household word.

Non-Defense Ban On Building Holds Up Calif. Programs

SACRAMENTO, Oct. 25.—The State finance department has announced that, in line with the no-new-construction policy on non-defense buildings, it will make no further allotments for construction for county, agricultural district and the State fairs in California.

How this will affect reconstruction of the \$500,000 agricultural building which burned on October 1 on grounds of Los Angeles County Fair, Pomona, is not known. Officials of the fairs department of the finance division said no application for erecting a new building had been received as yet.

Materials and labor already committed will not be stopped, a spokesman said. Most of the fairs' building money comes from cuts of pari-mutuels at race tracks in the State, but this goes into a general fund, and this fund is the one affected by the new no-allotment order.

California State Fair directors this week approved a committee report for a 10-year building program on the grounds in Sacramento, but made it operative only on termination of the defense emergency. First, construction would be a new livestock-horse show stadium, and the board ordered immediate preparation of plans and specifications. Other items would be a new county agricultural exhibits building, restaurant facilities, named under the race track to take overflow crowds from the grandstand side and an extensive landscaping and beautification.

NS Sets '42 Spencer Races; More Repeaters Looked For

CHICAGO, Oct. 25.—Al Sweeney had solid proof that he and his partner, Gaylor White, have made good with National Speedways, auto racing combination they founded here less than a year ago.

Evidence was in the form of a signed contract calling for the NS partners to return next year to Spencer, Ia., to handle two speed programs at Clay County Fair, one of the Midwest's choice plans.

Year-Around Plan Started at Detroit

DETROIT, Oct. 25.—Plans to have Michigan State Fair plant here figure prominently in year-round activities were disclosed by Manager Bernard J. Youngblood, with contracts signed this week for installation of a gas-fired heating system for the Agricultural Building. Structure is 280 by 130 feet, clear with no columns and equipped with a composition dance floor, as well as an adjoining service building about 80 by 150 feet used for a restaurant.

Heating system, to cost about \$4,000, will make the building suitable for dances. Joe Bander's orchestra has been booked in as first of a projected series of engagements of this type. Detroit has lacked a large building of this type since the Naval Armory was taken over for defense purposes a year ago. Manager Youngblood plans to keep the present first floor in the near-by Coliseum and use it for circuses, rodeos, midjet auto races and attractions not requiring a hard floor.

Further use of the fair property in national defense work was evidenced by the leasing of other buildings for shop purposes to a manufacturing company. In the past the extra buildings have been largely used between fairs for storage of automobiles by local manufacturers.

Sweeney said he believed Iowa fair officials had broken precedent in signing a contract prior to the Chicago convention of the International Association of Fairs and Expositions. He added that the idea had originated with I. N. Kirby, president, and J. H. Peterson, secretary. Sweeney and White directed two CSRA race cards at the 1941 event, with Emory Collins heading a big field of drivers.

While the Clay County Fair contract is the first signed for 1942, the NS spokesman reported bright prospects. He expects to announce other repeat engagements before the IAFE convention, December 1-3.

At Phoenix, Ariz., White is mapping plans for Arizona State Fair races, slated to wind up the initial NS circuit of 23 dates.

Around the Grounds

TALLAHASSEE, Fla.—Secretary Kenneth E. McMullen, Leon County Fair Association, reported Clyde Beatty and His Wild Animal Circus and Lee Shows have been booked for the 1941 fair here. Besides the trade area which extends into South Georgia, Florida State College for Women and Florida A. & M. College, the association expects to draw a big percentage of soldiers from near-by Dale Mabry air base.

WHARTON, Tex.—All-time attendance record was set by 14th annual Wharton County and Gulf Coast Livestock and Agricultural Exposition here on October 15-18, drawing a 20,000 gate despite unfavorable weather on two days. Friday attendance of 19,476 set a new mark for School Day and 25,000 broke all daily records on Saturday. Livestock exhibits also set a record.

LA PORTE, Ind.—La Porte County Fair Association plans construction of a speed secretary's office under the end of the grandstand, said re-elected Secretary James A. Terry, and in 1942 the fair will offer five days of harness racing instead of the customary four. Others re-elected are Edward O. Craft, president; A. Gordon Taylor, vice-president, and J. Vena Dorland, treasurer.

ZANESVILLE, O.—Seeking to arouse interest in their annual, directors of Muskingum County Agricultural Society decided to confer with representatives of Zanesville's civic and fraternal organizations. Secretary Pearl Elliott said they will be asked to appoint a (See *Around the Grounds* on page 47)

CAN'T REBATE LICENSE

The Florida License Laws do not permit fairs to refund or rebate license money to

CARNIVALS

I will strictly audit all fairs in Florida as dictated by law before moneys due fairs by State are paid over.

There must be no "subterfuge, excesses or ruses for evasions" of license tax payments by Carnivals or Fairs.

J. M. LEE

State Comptroller

You've saved
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SINCE 1917, when the fight began, the independent death rate has been reduced 75%—by people like you buying Christmas Seals. More than two million lives have been saved.

But the battle against this scourge must go on. Tuberculosis will kill more people between the ages of 15 and 45 than any other disease.

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CHRISTMAS
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... it's YOUR SECTION

CAVALCADE OF FAIRS

COMBINED WITH THE

SECOND ANNUAL IAFE REVIEW

Fair Men from all over the United States and Canada have been co-operating to the fullest extent in helping to make this special section of the Christmas Special-Outdoor Convention Number an outstanding success. Editorially it will be the text-book for 1942 fair operations... advertisingly, it will record the progress and importance of State, County and Provincial Fairs.

Will YOUR FAIR be represented in this one big annual reference book? ... YOUR SECTION—designed and edited to further and promote Fairs throughout the North American Continent?

Arrange now to have your fair represented
THE BILLBOARD, CINCINNATI, OHIO

THE STRATOSPHERE MAN

WORLD'S HIGHEST AERIAL ACT

Every month is THRILL!
Night performance with
Special number of stunts, number of
NOW CONTRACTING 1942
ENGAGEMENTS
Write for full
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PERMANENT ADDRESS:
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ACTS, REVUES WANTED

Now making contracts for our 1942 Fairs for both our Orange and Kansas City Fair Booking Offices, West Flying Acts, High Toppers, Tether Ball, Barrel Race, Barrel Roll, Wire Acts, Punch Act, High Dive, Cycling Act, also Family and Combination Shows being 2 to 4 different acts, and Acts of every description.

Will Contract Year Feature Shows Carrying 20 or More Pairs, including Orchestra, Special Circus, Elkmanus Wreaths.

Give full description in first letter and include details. State number of pairs, number of bill show and lowest price. Address all correspondence to our Kansas City office.

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Fair Bookers—Established 21 Years

Chicago Office: 1223 Superior Avenue, Chicago, Illinois
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AT LIBERTY ELLA CARVER

Fire Dining Act

AFTER OCTOBER 28

— WILL BOOK A FEW SOUTHERN STATES

Address:

Care The Billboard, Cincinnati, Ohio

NOTICE: CHARLIE ZEMATER IS NO LONGER BOOKING THIS ACT.

WANTED

3 LADY AERIAL PERFORMERS

For High Act. Performances about in Automobiles or Combinations. Must be Youthful, Blonds and Clean-cut. In excellent health. Age, Experience and Best Speed Record. Also own plane. Last High Diver with the Stuntman. Several Shows Work in Six Weeks.

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Entertaining Acts for our 1942 Fair season. State all in first letter. Contact at once.

WILLIAMS & LEE
444 Holly Ave. St. Paul, Minn.

70,000 at Ephrata Annual; Midway, Musical Turns Set

EPHRATA, Pa., Oct. 25.—The 23rd annual Farmers' Day Street Fair here on October 8-11 drew estimated attendance of 70,000, reported Secretary Ira E. Pasmach. Topping the midway was Morris Hammum with his Roll-o-Plane. Other attractions were Twin Swaps, Wheel and two Kiddie rides furnished by Minor Model Shows, some independent shows and numerous concessions. There were nightly musical attractions on a 20 by 50-foot platform on the midway. Acting stands are conducted by civic and church groups annually, one grossing about \$1,200 this year, while another took in about \$700. Automobile exhibits were supervised by 13 distributors and there were exhibits of farm equipment and other industrial merchandise.

Since organization by local businessmen the fair has shown continual growth. In 1940 it ranked 14th in the State among county fairs from the standpoint of premium payments. It is incorporated and operated on a non-profit basis, officers serving 25 years. They include Charles A. Yeager, 37, president; I. Leonard Spruener, treasurer, and Floyd S. Bucher, director.

BIG GAINS IN MACON

(Continued from page 42)

in the last 14 or 15 years." In the advance sale adult admission tickets were offered in books of 10 for \$3.50, tax paid. Originally scheduled to close on Friday before the fair opened on Monday, advance sale was extended thru Saturday because of heavy requests.

It was the 86th State Fair and 19th under the present corporate organization, Georgia State Exposition, Inc. It was the 19th annual directed in Macon by Manager Jordan, who left after the close to take over duties in Jacksonville, Fla., where he also manages Duval County Fair each year.

Friday Is Biggest

Biggest day was Friday, Future Farmers' Day. More than 3,000 FFA members came for a two-day rally, which included a huge livestock parade on the streets, seed, plant and tree identification contests and similar events. They heard addresses by distinguished Georgians. Including Gov. Eugene Talmadge. Activity started on the fairgrounds at 9 a. m. and continued after midnight. Poultry show, under supervision of D. F. Bruce, county agent, was expanded. One of the novel exhibits was a wild fire display by Davis and Glot, of Florida.

New this year was the method of showing ticket takers. Instead of employing from 50 to 75 men, individually as in the past the fair board made a contract with the Macon Arms Defense Corps, which furnished the men, including many prominent leaders in business and professions. Fund formerly paid ticket takers was paid to the defense corps for equipment.

Kern interest was manifested in the feature thrill act, a balloon-cannon act presented by the Flying Aliens in which Florence Kern, 18, was fired from a cannon attached to a balloon which it had risen to about 1,500 feet. This act swelled afternoon attendance. Other free acts included Miss Bernice and Terence and Victoria, booked by George A. Hamid, Inc. Ohio Display Fireworks Company gave nightly shows. Allen Ponder directed a 12-piece Macon band.

A new participation was Macon Junior Chamber of Commerce, which had a tent housing commercial displays and some educational features. This was erected behind a special entrance arch and all visitors had to pass thru this tent to enter the midway or visit other exhibit buildings. Instead of usual county agricultural exhibits, there were community displays this year, 14 participating.

Concessions, under supervision of Joe Redding, who was employed by Manager Jordan, were strictly removed. Many concession operators were back this year, including Ben Weira, corn game Edith Hackett, two pan games, and Harry (Deary) Elliott, new style pea pod.

Hennies Midway Pleasing

Hennies Bros' Shows on the midway, under management of Ralph Clawson, made a pleasing appearance and had good patronage. Fair's advertising budget was increased about 35 per cent. About 6,000 copies of the 28-page Hennies Bros' Shows' illustrated magazine were mailed to a selected list in near-by towns and on rural routes. Special inserts were printed by the fair. Radio was emphasized, with Stations WMAE and

WMBL, Macon, giving about four programs daily. A series of 15-minute "State Fair" features was arranged with WMAE for a period of three weeks before the fair opened, with Paul M. Conway, fair publicity head, as emcee. Interviewing in these programs were President Karl L. Slocum, Manager Jordan, Mayor Charles L. Rowden, other civic leaders and fair department heads.

Operating expenses were increased about 19 per cent over last year's, but the big jump in gate and midway receipts more than made up for added expense. Visitors to fair offices included Felix Jenkins, manager of Chattahoochee Valley Exposition, Columbus, Ga., with party; Gordon Chapman, secretary of Washington County Fair, Sandersville, Ga., accompanied by his assistant, L. V. McMaster; Bob Millican, president of Duval County Fair, Jacksonville, Fla., and Secretary Decker of the City County Fair, Ocala.

LAUREL GETS PROFIT

(Continued from page 42)

\$15,000 with 13 rides and 5 shows, a heavy increase over last year's take. Money was in evidence everywhere. Julie Miller's Broadway of Tomorrow, nightly grandstand feature booked thru Northwestern Amusement Corporation, grossed \$2,670 in spite of rain and free admittance to children on Tuesdays, Children's Day. Midway auto races, which took to the masses because of a wet track.

Gov. Paul Johnson, 11 members of his staff and other State officials visited on Wednesday. Paid attendance on School Day was 25,000, but Army Day, Thursday, did not draw soldiers in large numbers, as many of the 62,000 quartered at Camp Shelby, 36 miles away, were still in messengers. Interest centered in beef and dairy cattle exhibits, with large numbers of both on display. Half of the poultry barn and part of the work-stock barn were converted for use of cattle. Future Farmers of America and 4-H organizations from eight counties had cattle, poultry, swine, agricultural and farm improvement exhibits.

RALEIGH COUNT HIGHEST

(Continued from page 42)

for their animals. Governor Broughton, Commissioner of Agriculture Kerr Scott, Fair Manager J. B. Dorton and other officials held a conference at which plans were made to enlarge exhibit facilities by next fall. Premium totalled \$27,000. Ted Horn was winner of state races presented Saturday afternoon, under Ralph A. Hankinson's banner, before a capacity throng. It was the first time in years that races did not have AAA sanction, but Hankinson brought a good stable of drivers and lack of sanction apparently made no difference to the track. Harness races were run on three afternoons.

Biggest hit in the grandstand show appeared to be Reg Kenon and His Matimba Queens, abetted by Frank DeNungio, whose bull-fiddle slapping delighted the customers. The matimba troupe was a show-stopper at each performance. It was kept on for several encores at a press preview staged by Publicity Louis Wilson. Monday night preceding formal opening of the fair on Tuesday by Josephus Daniels, United States Ambassador to Mexico.

Publicity Is Called Best

Filling out the grandstand program was the Gas Poster Box-tossing; Bruce Norman's singing ensembles; Four Bibles; cycloptic Six Antaleks, high perch and balancing; Marion Ballett and English Brothers; Little Fred's Football Dogs; Betty and Bunny Fox, whose specialty is dancing on an 18-inch platform high above ground. Nightly shows were staged by Ohio Display Fireworks Company, George Ventry's concert band played for acts and revues. Norman, possessor of a good voice, pleased with tender ballads.

Press and radio gave the fair the finest co-operation ever seen here. Teer got a front-page interview on highway safety in the conservative News and Observer. Both local radio stations broadcast from grandstand stage.

Sen. Chittwood, runner-up in the airforce-man mail event, set a new 10-lap track record in the second elimination heat at 4 minutes 59.56 seconds.

A committee, Dr. Dorton, State Senator L. V. Ballentine and W. B. Sturhew, Raleigh business man, was appointed to work with Governor Broughton and WPA officials on the project to suit exhibit buildings.

CHARDON, O.—Secretary Charles A. Riley reported that Georgia County Fair here, August 28-September 1, cleared over \$1,500.

Meetings of Fair Assns.

International Association of Fairs and Expositions, December 1-3, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Fair Managers' Association of Iowa, December 8 and 9, Hotel Savary, Des Moines. E. W. Williams, secretary, Manchester.

Kansas Fairs Association, January 13 and 14, Hotel Jayhawk, Topeka. E. M. Sawhill, secretary, Olathe.

Ohio Fair Managers' Association, January 14 and 15, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detroit, secretary, Bellefontaine.

Western Canada Association of Exhibitors, January 15-21, Royal Alexandra Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 19-21, Royal Alexandra Hotel, Winnipeg. Keith Stewart, secretary, Portage, La Prairie, Man.

Michigan Association of Fair, January 20-22, Post Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 130 State House, Boston.

Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhusker, Lincoln. Glet G. Marshall, secretary, Arlington.

Virginia Association of Fairs, January 28 and 29, John Marshall Hotel, Richmond. Charles B. Heston, secretary, Staunton.

SHREVEPORT OPENS BIG

(Continued from page 42)

booths were arranged uniformly, all materials being brand new, and there was a flood of fluorescent lighting. Extension of paving is another big improvement.

Advance notices of the grandstand program were so appealing and the excellence of past grandstands shows so well known that on opening night two performances had to be presented to accommodate patrons. At the one of the co-operators, Fred Beckmann, of Beckmann and Gerety Shows, died on the afternoon preceding the opening, the midway opened as scheduled and is doing unusually good business.

Exceptionally favorable comment was published by the Shreveport daily newspapers regarding the State Fair. The Shreveport Journal critic, Frank Grosjean, said, "Harnes-Carruthers, who have furnished me entertainment for the fair for the last 30 years, are presenting a program this year in front of the grandstand which makes trivial any heretofore seen here. This spectacle, which has a cast of 300, was produced at a cost of about \$75,000 and combines every variety of entertainment, arranged to please the most blasé fan. So popular has the result of 1941 proved that it has been necessary to give two performances to accommodate the crowds, and present indications are that it will break all former attendance records. In addition to the revue some of the finest vaudeville acts ever presented on a local stage are on the program."

The Shreveport Times critic, Don Ewing, said, "Back in 1930 everyone thought that the State Fair grandstand show of that year was about the best show of its type ever seen in Shreveport, and when the 1940 revue came along last year the consensus was that nothing better ever would be seen around here. The 1941 State Fair Revue tops them both, tops them as to colorful production, variety of entertainment and, above all, in the skill and precision with which individual and mass numbers are presented." Program is finished with patriotic fireworks by The Circle-Duffield. Cerrone's band plays the grandstand show. In the revue are Ann Morrison, Irene Vermillion and Company, Yvonne and Vallion, Eight New Yorkers, Melvin Danvers, Eric Troupe, Calgary Brothers, Orest Peters, Victoria Troupe, Pramadady, Three Justines, and Gordon Rucketers.

The federal defense tax, which took effect on October 1 on admissions, is being charged all patrons, causing many to complain. The tax is 10 cents on admissions combined with 25 cents heretofore grandstand (unreserved) 25 cents, including 5 cents tax, and on midway shows a federal tax of 1 cent for each 10 cents admission charge or fraction thereof. Everybody apparently is paying the tax without any unfavorable comment, realizing it is for national defense.

WINDOW CARDS

Clever Designs for Fairs, Festivals, Etc.
Write for Details
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In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

White Plains Anni. Program Big; Other Features Scheduled

WHITE PLAINS, N. Y., Oct. 25.—Following the recent anniversary program of White Plains Roller Rink, which featured a week of exhibitions and revues, officials announced a series of special programs extending to November 15.

During Anniversary Week there were three revues presented by skaters from Highway Arena, Newark, N. J.; Crovone (L. I.) Roller Rink and Earl Van Horn's Mincola (L. I.) Rink, featuring such skaters as Mincola's Jimmy Connors, Martha Wood; Walter Hickmeyer, national junior figure-skating champion; Dolly Durkin, 1940 senior dance champion; Lois Goeller, 1940 junior figure champion; Walter Hughes and Jean White, pair skaters; Chas. Dietrich and 12-year Ellen. Some silent artists included Helen Gates, Jerry Sullivan, Vera Brock, Lou Forster, Helen Bobok, Rose Hoy and Curtis Keefe. Closing attraction was Gladys Koehler and George Werner, senior national dance champions of Hillside Roller-dance, Richmond Hill, L. I., who scored heavily.

Other attractions slated for skating weeks include a Halloween party on October 30, with prize awards for costumes; exhibitions by national champions on November 15 and a White Plains Roller Club night of November 3. Club now has 300 members and is aiming for a 1,000 membership by Christmas. Members receive reduced rates at all amusements except Friday and Saturday nights and are permitted to attend dance and figure classes. Recent visitor was Jimmy Lidstone, who with his sister, Joan, and Billy Watson came to this country from England several years ago for an exhibition tour under sponsorship of the Roller Skating Rink Operators' Association of the United States.

ROLLER RINK operated the past two years in Municipal Auditorium, Oklahoma City, Okla., will not be open this year, said T. T. Johnson, auditorium manager.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3212-3214 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

RINKS DESIGNED

BY EXPERIENCED ARCHITECTS

COST NO MORE

GET GREATER RETURNS

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STARR BLDG., PITTSBURGH, PA.

STOCK DESIGN SUITABLE FOR ANY ROLLER RINK

Three Sizes: Floor Skating, 8 1/2, 9 and 7 1/2 feet

Two with Two, with Pivoted, Mitered, Beading

one 12-foot built-in, show that in hand, white and

blue, complete, \$2.00.

RINK MEN... BUY NOW!

While Our Prices Are Still the LOWEST IN

THE U. S. A. We have a new size, 12 1/2 FEET

WIDE FIBRE WHEELS for Black Skates, WIDE

BLACK DELUX FIBRE WHEELS for Black

Skates, Each wheel side and surface ground-

TRAC - HONEY - INSIDE - LONG SERVICE

Write for Wholesale Prices Wholesale, Retail

and Postage.

ANSARBEN SKATE EQUIPMENT CO.

837 E. 42nd Street, Omaha, Neb.

No. 321 DUSTLESS FLOOR DRESSING

Clears and shines roller rinks and all other

wood and floor surfaces. Cost \$4.00 per 500

50 lbs. per 500, in 5 and 10 lb. containers. A set, approved

equipment, etc. from \$12.50. Write for literature, G. D. D.

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GAGAN BROTHERS

EVERETT, MASS.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

AOW N. J. Spot Has 3,500 at Bow; Many Celebrities Attend

ELIZABETH, N. J., Oct. 25.—Grand of 3,500, composed of skaters, celebrities and friends of the management, attended the spectacular opening of Twin City Arena here on October 16, eighth link in the chain of rinks operated by America on Whelan, officials reported.

One of the highlights was the presence of Sons of the American Legion Drum and Bugle Corps, Bayonne, N. J., who escorted several bus loads of skaters thru city streets and later marched into the rink to perform drill formations. Others appearing were Dinah Shore, radio songstress; Hypo Joe, *The New York Journal-American* sports writer; Billy Conn, heavyweight contender; Mickey Walker, former middleweight champion, and Red Cochrane, welterweight champion. They were introduced by Jim Morris, roller skating editor of *The Journal-American*, who later introduced Francis LeMaire, ice and roller skating expert, who is director of figure and dance skating for AOW. LeMaire's son, Eddie, a skater, and George Von Burgum, of *It Happens on Ice*, also took bow. Elizabeth dignitaries were on hand.

Featured attraction was a brilliant naval costume revue presented by Clara Miller, AOW ice artist. It included Vicki Kerlin and Joe LaTella, of AOW's Casino Arena, Asbury Park, N. J., and Jean Brathwait, a LeMaire pupil. Miss Miller also performed, doing an original number, Twin City Fox Trot, with George Sticks, Casino manager.

New Spot in Oklahoma City Is Second for Four Comets

OKLAHOMA CITY, Okla., Oct. 25.—Four Comets, operators of Uptown Skating Club here, opened a new rink, Coliseum Roller-drome, in the Coliseum on October 15. Featured attractions were exhibitions by amateurs from Uptown. Skating surface has 24,000 square feet.

Comets will continue to operate Uptown, management going to Dolly Hopkins. At the roller-drome will be Troy Hoskins, Bob Sams and Pauline Sams, other members of the act. E. G. Pierce, former operator of a rink in Municipal Auditorium, also is financially interested in the venture. Hoskins said the roller-drome will operate dance classes and sponsor rams.

Thru Two Decades

By CYRIL DEASTALL

CHESTERFIELD, England.—One of my regular correspondents, Bob Peasbody, regular contributor to a clipping from a New York daily, wherein it is stated that "while on leave from His Majesty's Navy, Jim Lidstone, skilled British figure-skating champion, scored a hit at Mincola the other night. He can still show the local boys and girls a thing or two, but is not the sure-footed lad who skated here three years ago." Just previous to receiving this news, my friends Mr. and Mrs. Billy Watson, Washfield, England, had written to say that Lidstone was ill somewhere in the United States. Of course, many readers know that Watson married Joan Lidstone upon their return home from a skating tour of the East and Middle West in 1938.

The Lidstones, brother and sister, were practically inseparable in their skating over a period of eight years. Early in 1931, with opening of the New Palace Rink, Derby, England, our present champion first tried out the rollers at persuasion of their parents, who had been skaters back in 1920, and who began to renew active acquaintance with the sport at the same time. Miss Thacker, who later became Mrs. Lidstone, often partnered John B. Eley, also of Derby, whom I have referred to here before as our "grand old man" of roller skating, now aged 79 and still going strong in the old days.

When the young Lidstones first became teens I was already a mature skater and we developed a friendship. By the end of that season I had Jim and Joan playing roller hockey with my (Derby All Blacks) club teams, both achieving some distinction. They also took up speed skating and made their mark among the jansons in this part of the country. In

1933 they transferred their main interest to dance work and in very little time had landed the national title, a remarkable achievement which made it obvious that these were "natural-born" champions who were intended to conquer, no matter which branch of roller skating had their attention. By 1936, after concentration on figure, this talented couple ranked among the flower of international fancy skaters. For six full seasons the Lidstones were pre-eminent as the world's finest exponents of the roller dance art.

Those fortunates who saw the Lidstones in action when they visited America in 1938 will readily agree that they made skating history—by illustrating in their inimitable manner all that was best in dance and figure, at the same time accompanying a widespread movement which started about then and has developed into a state where today all roller rinks of consequence throughout the U. S. A. have taken to advancement of dance skating interest with the fullest enthusiasm of the skating populace in support. Joan Lidstone was ever a good mixer and her charm has made her one of our best loved skating personalities.

ARENA GARDENS, Sinking Springs, Pa., featured a wedding on skates October 18. Entire bridal party was on skates.

DR. MILTON H. KAYE reported he would open a new rink in South Philadelphia, to be known as Rendezvous Roller Rink, on October 29.

MYERS BROS., Roller Rink in the Owens Building, Corbin, Ky., has reopened. Rink is operated by Alton Myers, who, with Mrs. Myers, operated an outdoor rink in Georgia the past summer.

CRYSTAL Roller Rink, Lowell, Ind., which opened on October 11 with Gloria Nord, exhibition skater, as first attraction of the year, has been doing capacity business, reported floor manager Erwin Berlier. Dance classes are to start on November 1 and a dance club is being formed. Staff includes Milton Brann, manager; Mrs. Brann, cashier, and Laura Kuhnlemyer, organist.

FRED H. FREEMAN'S Winter Garden Rollerway, Boston, drew one of the largest opening night crowds in its history on October 2, officials reported, and all divisions of dance clubs, including groups for adults, high school students and juveniles, have been well attended to date. Adult club opened with registration of 182. All rinks under Winter Garden management will hold Halloween parties on October 31. Novelties will be distributed.

NEW roller rink, operated by Dick and Margaret Barlow, opened on October 17 in the junior fair building on Ohio State Fairgrounds, Columbus. Floor measures 150 by 75 feet and building has seating capacity of 1,000. Mr. and Mrs. Barlow managed a rink in Greenwood

Bay Ridge Stresses Figure, Dance Work

BROOKLYN, Oct. 25.—Bay Ridge Roller Rink here has started its third season under direction of Art Laury, former racer, and numerous improvements in the rink are reported. Acoustical material on the ceiling and a waterproofing of knotty pine appreciably softens the noise of skates. Prael shades of green, gray and buff, enhanced by installation of fluorescent lighting, makes the rink thoroughly modern.

Joseph Seifert and Carl Carlson, operators, have in no way diminished their efforts to develop figure skaters, and the junior and senior figure eight clubs are functioning under tutelage of Coaches Terry Polvermiller and Jerry Griffin. Ruth Eisenberg is organist. Publicity and promotion are handled by Archie MacMillan, who replaces Bus Schneider, now in the army.

Neighborhood spirit is mounting noticeably, as Bay Ridge skaters keep swelling their ranks with new and proficient performers who show possibilities of making their presence felt in championship competitions. Every Wednesday night a skating assembly for advanced dance class work and they are expected to take a prominent part in inter-rink competitions. Campaign is being launched to draw patrons from contiguous sections of the city.

Armory, Columbus, last winter and this summer operated a portable in Springfield, O. Rink will operate seven nights a week, with matinees on Saturdays and Sundays.

CONROSE Roller Rink, Hartford, Conn., has arranged for installation of Speedo, the game which has gained popularity at midweek auto races and has been adapted to roller skating, according to Lew Franco, Champion Amusement Company, which has also developed under its Speed system a skill contest for rinks not interested in heat racing. Eastern rinks have credited the game with drawing power, and enthusiastic response to it is reported for Stamford, New York, where it is played twice weekly.

ROLLER RINK in River Park, formerly Riverside, Uhrichville, O., has opened under management of Jack Shaw. Skating and dance seasons will be held on alternate nights, according to Eddie Francis, park manager.

SKATEVISION may skate in Wheeling (W. Va.) Roller Rink free of charge at any time, said Manager Cecil Milan.

FOLLOWING the marriage of Beatrice A. Baumgart, who with her sisters has owned and operated Sunset Roller Rink, Williamsport, Pa., since 1936, it was announced that rink operations would be continued under management of Henrietta and Vickie Baumgart. Miss Baumgart was married to Richard B. Motter in the rink on October 12, wedding taking place on skates before 1,600 spectators.

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MARKEY MAPS TALKS

Novelty to Fore For Parks Meet

Program for NAAPPB to put movies in prominent role—live topics carded

CHICAGO, Oct. 25.—Novelty will feature the 23d annual get-together of amusement park men during the big gathering of outdoor showmen for their annual convention in the Hotel Sherman here, starting the week of November 20. Fred L. Markey, general manager of the Dodgen Corporation and second vice-president of the NAAPPB, is in charge of program activities for the park men's organization, and he reports that final details for the meet are in preparation.

Formal opening of the NAAPPB convention will take place Wednesday afternoon, December 11, when President A. W. Ketchum, Forest Park Highlands, St. Louis, will make his keynote address, and Norman Bartlett, chairman of the pictorial section of the program, will show some pertinent motion pictures. Bartlett will not only show views of new developments in the industry but also will demonstrate by pictures modern means of promotion and merchandising. His contributions to the program will appear at stated intervals on Wednesday, Thursday and Friday.

Budgeting on Bill

On Thursday a number of topics will be discussed, among them the following: *Receipts for Rejuvenation.*

Billboards as Business Boosters.

Inexpensive Facials for Old Buildings (Illustrated).

Can Amusement Parks Be Operated on a Budget?

Recently—The Mother of Invention.

Best Promotions of '41.

News and Views on Timely Subjects.

Friday afternoon there will be a few special topics, but most of the afternoon will be devoted to what Chairman Markey terms Amusement College of Experience, or Headache Clinic. This will be a novel feature presided over by a dean staff a faculty, plus an advisory board of experts. Members from all over the country have sent in their difficult problems for the coming season and (See Markey Maps Program on opp. page)

MILWAUKEE.—Plan for Washington Park Zoo here is being prepared for study by the county park commission. It would provide for a main circulatory walk with secondary loops, so arranged that a visitor may walk thru the grounds and see all exhibits without passing several times, as is now the case.



ADRIAN W. KETCHUM, St. Louis, president of the National Association of Amusement Parks, Pools and Beaches, will make the keynote address at the 23d annual meeting in the Hotel Sherman, Chicago, during the week of November 20. The speaking program will be highlighted by discussion on advertising, budgeting, remodeling, promotions and other subjects of current import to the industry.

City Would Unload A. C. Garden Pier

ATLANTIC CITY, Oct. 25.—Garden Pier, taken over by the city last year for unpaid taxes, will be offered to the highest bidder by Mayor Thomas D. Taggart Jr. Plans for Tom Endicott, yet outdoor showman who operates the Dude Ranch here, to take over operation of the pier next summer for Western shows, was dropped. Endicott entered a bid on condition that the easement deed controversy between beachfront owners and ocean piers be settled before he took over the pier and placed himself open for similar legal entanglements.

To whip up public opinion to outlay the old easement deed, Endicott spent much money in newspaper advertisements in September and October. But with the issue still in the courts, he left for California, dropping his plans for Garden Pier next summer.

This past season the pier was operated by Ben Jacobson as a legit theater. But to lease the pier for legitimate attractions next season were entered by Pat O'Brien and Ned Wayburn. However, it is understood that the city government feels more inclined to dispose of the pier property to the highest bidder than to lease it, the structure being considered a white elephant as far as the city is concerned.

Defense Offers More Problems For Chi Confab

By CY D. BOND

Special Chairman for "Best Promotions of 1941"

"On to the convention!" should be the slogan of every man and woman interested in outdoor amusement business, especially those in the amusement park industry. The sessions of the annual meeting of the NAAPPB in the Hotel Sherman, Chicago, November 20-December 6, will take the form of a "university of learning."

The national defense program, spending billions of dollars and covering every nook and corner of the United States, presents greater problems in recreation and increases the desire of the people for more and better entertainment. Government officials recognize the importance of "Recreation for the Nation" and this field of defense can be kept important and recognized by those in authority only by constant study of the needs of the people by those whose business it is to entertain. This is where your trade organizations fit in for discussion of timely topics for promotion of bigger and better business.

The selling or promotion and publicity of your business make the most important situation you have to deal with and give the answer between profit and loss. How to get new business and to hold the old will be considered from every angle at the Thursday afternoon session under the heading, *Best Promotions for 1941.*

How to get new business, where to get new business, what kind of business will (See Problems of Defense on opp. page)

A. C. Late Biz Is Heavy; Hamid's Sets Holiday Ball

ATLANTIC CITY, Oct. 25.—With its heaviest fall business in many years, the resort is planning for a large influx of visitors over Halloween week-end. Many parties have been arranged and Hamid's Million-Dollar Pier will open on Friday evening (31) for the annual parade and masked ball.

Grand march will offer cash prizes for those in costume. Several thousand are expected to attend and Herby Woods' orchestra has been engaged. Celebrations are scheduled at hotels and night clubs.

Warm weather resulted in heavy week-end crowds, supplemented by a heavy schedule of conventions. Early November will find almost a dozen conventions, largest being New Jersey Education Association, bringing in 10,000.

Poor Winter Care Ravages of Pools

By NAT A. TOR

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

NEW YORK.—I had occasion to visit various outdoor swim pools in the Eastern area last week and was amazed to find so many tanks left standing in such poor conditions to battle the ravages of winter. Outdoor pool men really should take more care in putting their tanks to bed between seasons. A great deal of equipment is ruined by not being covered properly. Sidewalks crack and handball courts bulge if proper care is not taken to protect them through the cold spell.

Of course, it is only natural for a pool manager or operator to be in a rush to get away following closing day. Much in the biz spend 12 and 14 hours working daily during the outdoor swim season, and so after Labor Day passes and shutters are drawn it usually is "every man for himself." Wise outdoor pool operators, however, stay around for awhile and keep part of the staff intact to put everything in order. Some even do all their repairs in the fall, rather than wait for the next spring. It means an outlay of cash but it is profitable in long run.

Besides making a saving, pool men who put things in order from one season to next create good will. Those who do not, leave an eye-sore to the community. Often open-air plunges not closed properly, continue an open season for local roughnecks. If the front of a tank is not boarded right and there are many knobs or loose boards, one can't blame youngsters for pulling them apart and breaking inside. Or if you don't think enough of your plant after the season closes to fix broken windows and such, don't be surprised to find a number of other windows smashed when you return in spring. There is nothing so inviting to a youngster holding a stone in an itching palm as a broken window pane.

So if you are one of those outdoor pool men who get away too quickly and forget to put away many items, there is still time to do something about it. Go back to your aquadrome and tidy things up. Correct concrete cracks now before it gets too cold. Do some painting and you will find that you will save next spring. Close properly and you'll open next summer in okay fashion.

Cops N. C. Mermen

New York City has 578 miles of waterfront. Thru it, within it and around it flow waters of the Atlantic Ocean, Hudson River, East River, Harlem River, New York Bay, Flushing Bay, Pelham Bay and thousands of bays, ponds, coves and bockers. The township area has some 7,000.—(See Winter Care of Pools on opp. page)

Philly Judges Are To Pick Court for S. P.-Deed Suit

PHILADELPHIA, Oct. 25.—Legal tangle over the right of Atlantic City Steel Pier to sell hot dogs and soda pop, which has resulted in conflicting rulings by two courts, went into a third court here last Monday for a determination as to which of the first two courts will hear the case.

Charging violation of the easement deed, a suit was originally brought against the pier last March 18 in Chancery Court of New Jersey by 17 Atlantic City restaurant owners who contended that sale of any article on the pier was a violation of a deed under which the amusement center was originally built, which specifically stated that only one charge, that of admission, could be made.

Steel Pier Corporation countered with a petition to remove the litigation to Federal District Court, contending that, since the company was chartered in Delaware, it was a foreign corporation as far as New Jersey state courts are concerned. This the vice-chancellor of the New Jersey Chancery refused to do.

Federal Judge John Boyd Ays in United States District Court in Camden, N. J., however, held that the case was in fact his court and issued injunctions against the restaurant owners, restraining them from their Chancery Court action. The settled legal matter therefore went into United States Circuit Court of Appeals here when judges John Biggs Jr., Albert B. Morris and Herbert P. Goodrich must determine which of the two courts has jurisdiction.



FRED L. MARKEY, Exeter, N. H., second vice-president of the NAAPPB and program chairman for the 23d annual meeting during the week of November 20 in the Hotel Sherman, Chicago, will play up novelty to the sessions this year. Among innovations he is to provide will be a "Headache Clinic," an experience feature with a dean, faculty and board of experts.

Notes From the Zoos

YOUNGSTOWN, O.—Plans are on for a subscription drive to raise funds for a Youngstown zoo of native animals by Mahoning Valley Zoological Society, said Ralph W. O'Neil, vice-president. Fifteen members of the Monday Discussion Club, composed largely of city employees interested in the zoo, joined the society in a body. Several donations of native and exotic animals have been offered.

MADISON, Wis.—Three cubs were born recently to Prince and Duchess, bears in Vilas Park Zoo here, said Director Fred Winkelsmann, bringing the zoo's lion population to eight.

HOUSTON.—Closing of Municipal Zoo in Herman Park here on October 18 was made indefinite by Commissioner James H. B. House, mayor pro tem, when it was found that anthrax was taking a heavy toll. Zookeeper Hans Nagle reported that a male fox had died in the laboratory of Dr. Ace Chandler, head of the biology department of Rice Institute, who was making tests to determine the

nature of the epidemic. Both Dr. Chandler and Dr. W. M. Starneman, who conducted the tests, agreed that the disease was anthrax. Other victims were two female lions, male leopard, female Sumatran tiger, female honey bear and male badger. Epidemic was traced to an infected horse, meat of which was fed to the animals.

NEW ORLEANS.—In a recent trade George Douglas Jr., superintendent of Audubon Park Zoo here, added two young elk and gave away a female black antelope to Little Rock (Ark.) Zoo. Trade is one of several in a plan to restock the zoo. Deals are pending to acquire two Scotch highland cattle from St. Paul and a dragon iguana, two Mexican Chaman crocodiles and a black-headed gila monster from an animal dealer.

PHILADELPHIA.—A vasacla, relative of the stinkbug, has arrived in Philadelphia Zoo. The first to be exhibited there in more than 18 years.

American Recreational Equipment Association

By R. S. UZZELL

The grand old man of the carnival business has gone on ahead of the show. Fred Beckmann is no more. He is all gone with long hauls and wet lots. Mired wagons, blowdowns, train wrecks and flooded grounds are left behind. He deserves a well-earned rest. Depend on him in the new location to get the best for the boys that he can. He lived a hard and breathless life, atmosphere to these many years. To know him was to respect him.

Many years ago your author met him on the Topeka (Kan.) Fairgrounds. A 20-minute conversation was enough to convince one that here was a man. He was to the carnival business what the late D. S. Humphrey was to the park business. Each in his sphere set a standard, exemplifying the fact that a real man can be a man in any country, climate, industry or profession. Well was he called the dean of carnivals. May his example inspire someone to reach his high a goal. He has gone to join the immortals of the show world.

Chi Coaches Training

Soon we shall all be trekking to the Chicago convention. All of the boys one are going to be there. Jack Dempsey made himself by fighting hard in the clinches. There he found the vulnerable spot for the knockout blow. Never did he throw in the sponge. If you will make known your handicap the seconds at Chicago will coach you on just how to win your fight. We go to Chicago not to hang up the gloves but to train for our 1942 fight. Your coaches are in training now so as to be ready for your rapid fire of questions.

William de L'Herbe was here yesterday and tells us that he is still in the game and will see us at Chicago unless Uncle Sam makes a date with him to use his wings.

John G. Ward is working on his property at Cobay Island, N. Y., with improvements for next year. He is doing it now while men and material are still available.

Edward J. Carroll, situated as he is on the highway between Springfield, Mass., and Hartford, Conn., is availing himself of his splendid opportunity for winter operation. Hereafter his roller skating and Green Gables eating place have enjoyed year-round business. Now his new building for bowling games, etc., is going to augment the inducement to passing traffic on that main interstate highway. Here is an energetic man who now and is taking advantage of an opportunity at his front door. Former managers for a quarter of a century ignored or did not see this splendid opportunity.

At Sayin Rock, West Haven, Conn., on the Fred Levere property fronting on Beach Street an unusually large Merry-Go-Round building with a de Luxe front has a heating plant installed in the basement to insure comfort for winter operation. This place has been running each Sunday since the summer season closed and will continue to do this for the winter. Games and coin machines are on each side of the building and fill the rear so that the public can find plenty of diversion for an afternoon or evening.

Hope From Washington

The joyful news comes thru from Washington that "things to be cut least" are food, clothing, things needed for health, amusements, sports, education, travel and reading matter. Your secretary is endeavoring to get a number for our industry so all of our manufacturers will know where we stand and how to proceed. C. D. Bond called from Lawrence, Mass., and said he and Fred Markey would gladly attend any conference or hearing we may have on this all-important subject of obtaining required material to carry on in furnishing diversion to keep up the morale of the nation. The government is surely going to give amusements of the constructive kind recognition. Once permitted to buy material in a given quantity for use in repairs or production of amusements, we be unto the man who overstocks or diverts material to other uses. We want your prompt and full support when we submit requirements.

Carlin's Completes Picture Presentation

BALTIMORE, Oct. 25.—Believing in the old Chinese proverb, "One picture is worth 10,000 words," Carlin's Amusement Park here has just completed a modern picture presentation of all the park facilities. Photos have been mounted in a portable accordion-type portfolio and will be used in conjunction with a short technicolor movie in promotion work during the coming season.

The movie was made during the peak of the 1941 summer season. Al Roscoe, well-known clown from Buckeye Lake (O.) Park, was brought to Baltimore as the "star" of the movie short and was also photographed in informal poses with his "gallery" of youngsters.—A. T. MILLER, Park Events Promoter.

PROBLEMS OF DEFENSE

(Continued from opposite page)

attract the most people, programs for outings, cost of new business in relation to the average park attendance, and many other phases of promotion and publicity departments of parks will be taken up in a forum discussion.

Problems of Promotion

Many promotion managers and publicity men throughout the country will tell of their problems with the organizations they solicit and the co-operation they receive from park operators. Constructive criticism is as valuable as a pet on the back. One of the important papers will deal with the dollar and where it goes after it is spent in the park. A lot of us have wondered about this for a long time. These comments apply to only the Thursday afternoon meeting. We will have something to say in *The Billboard* later about the Friday meeting that ought to interest every person in amusement park operation.

MARKEY MAPS PROGRAM

(Continued from opposite page)

These will be answered by the faculty and board of advisers. In addition there will be many questions from the floor. There will be many reports from the active committees of the association, particularly the legislative committee, special committee and insurance committee.

The penthouse will, as usual, afford opportunities for relaxation during two sessions daily, and the climax of the convention will be the banquet and ball to be held Friday night, December 5, in the hotel's Ball Tabernacle.

Trade Show Opens Early

The big trade show to be held in conjunction with the association's convention will open immediately after the memorial services of the Showmen's League of America in the Grant Building of the Hotel Sherman Sunday afternoon, November 30. It will remain open the remainder of Sunday and all day Monday for the special accommodation of carnival and fair men. Park, pier, pool and beach men will start to assemble Tuesday, on which day the exhibit hall will be open until 11 p.m. and on the three remaining days it will be open an average of 12 hours a day, with admission free to all members of the industry.

Chairman Markey expects to have a definite program for publication shortly. Secretary A. E. Hodge reports that many reservations for hotel accommodations are coming in without solicitation, and he urges that reservations for rooms and space in the trade exhibit be made without delay. The trade show, sponsored by the NAAFPB in co-operation with the Showmen's League of America, gives every indication of being a big one.

WINTER CARE OF POOLS

(Continued from opposite page)

000 folks, many of whom go down to the water's edge to work, fish, swim and play. Problem of patrolling the waterfront is one of most important police tasks.

Officials of New York's Police Department think that cops should be able to swim. Officials of the Civil Service Commission also think that cops should be able to swim. Prof. Francis Wall, athletic coach at N. Y. U., who is designer of competitive exams for various civil service jobs, would like to include swimming in a forthcoming patrolman's test. But this column has definitely learned that swimming will not be a part of the physical examination soon to be given in New York for patrolmen.

Means there are too many obstacles in the way, too many difficulties to be over-

come. It is impossible to obtain a swim pool large enough to test thousands of candidates in summer months, the time when a physical examination must, of necessity, be held. A stiff aquatic test would seriously handicap the average candidate. Maybe the New York Pool Owners' Association can get together with civil service authorities and lend a hand. Certainly seems funny that cops should continue to patrol waterfronts without first passing a swim test.

Men and Mentions

Gertrude Gosh, department of physical education, South College, Northampton, Mass., will run a five-day swim party for college students at Fort Lauderdale, Fla., next year.

Ben Atherton, manager of Sea Isle pool, Miami Beach, Fla., reports introduction of cocktail dances around tank for the coming winter.

Still another word from Miami way comes from Howard Kay, boss man at Alton H-3-Orion. This is one of newest plunges and, instead of having a sun deck raised over the tank, as is found in most tanks, the tank itself is raised.

AROUND THE GROUNDS

(Continued from page 43)

committee to meet with fair directors in a move to stimulate interest in the fair.

COSSHOCKTON, O.—New 4-H Club livestock building, first construction on Coshocton County Fairgrounds here in several years, has been completed, said Secretary C. V. Croy.

ROSEAU, Minn.—Roseau County Agricultural Society, operator of annual Roseau County Fair here, heard reports at its annual meeting that its debt had been reduced to less than \$1,000 as a result of the successful 1941 fair. D. B. Franklin, president; Lewis Landley, vice-president; Christianus, secretary, and C. R. Dahlquist, treasurer, were re-elected.

PHOENIX, Ariz.—Current muddle over horse racing on the State Fairgrounds here thickened on October 18 when the State Tax Commission denied application of Charles K. Ford, Chicago, for a permit to hold three race meets despite the fact the State Tax Commission had issued the track to Ford for the series. Tax commission is supreme authority over racing in the State. Some sources indicated the fair commission, which granted Ford the track lease contingent upon his obtaining a permit from the tax board, may defy that body to the extent of arranging and staging a 1941 State Fair race meet under its own auspices, excluding any outside party. Permit given for rejection of the Ford application was that there were "too many contingencies" in the track lease agreement between him and the fair commission. A major contingency is existence of a contract awarded by the former fair commission to J. K. Homsells, Las Vegas, Nev., for use of the track for racing during the 1941-42 season. Present fair commission has initiated legal action by which it hopes to have the Homsells contract voided.

ELKHORN, Wis.—New grandstand seats will be erected at Walworth County Fairgrounds here and covered so that reserves may be sold in the section next year. A horse barn has been enlarged.

LUCKENBURG, Wis.—Altogether expenditures for 1941 Revere County Fair were exceeded receipts by \$801.07, balance from 1940 of \$809.30 offset the loss. Receipts were \$11,456.51 and expenditures totaled \$12,257.58. Recently re-elected were August Spitzer, president; John L. Miller, vice-president; Dr. E. F. Happel, treasurer; Julius Cahn, secretary.

SPRINGFIELD, Mass.—State Public Utilities Commission has notified President Joshua L. Brooks that a public hearing will be granted at West Springfield, Oct. 30, on the proposed petition of Barnes Falls Power &

Electric Company for the right to take by eminent domain easements on which to erect power lines which would run over the grounds of Eastern States Exposition here. Brooks told a commission meeting on October 7 that the ESE had not been granted an opportunity to register its objections and that the easement would do the exposition irreparable harm because it would effectively bar it from ever expanding.

STONEVILLE, Miss.—Fifty representatives of livestock associations in the Delta country met here on October 21 to organize the Delta Fair Association for the purpose of holding annual expositions here, first to be in 1942. R. M. Dakin, Cleveland, was named administrative committee chairman. County delegates named were F. C. Wagner, Washington County; James Berksdale, Gulfport; Tom Garman, Coahoma; V. A. Johnson, Sunflower; C. E. Humphreys, Leflore; R. M. Dakin, Bolivar; P. H. Nicholson, Itasca; and John Midnight, Panola.

LA GRANGE, Tex.—Over 30,000 attended 18th annual Fayette County Fair here on October 17-19, setting a new record despite the fact that the annual was shortened one day, said Secretary-Manager Marshall Holloway. Gate receipts were heavier than for several years and the fair was in the black. Monday when Gov. Coke Stevenson appeared, was a standout, drawing 18,000. Weather was warm.

MENA, Ark.—Third annual Polk County Fair and Livestock Show here, October 16-18, establish new tops for attendance, gate receipts and number of exhibits. Attendance of 12,000 on Homecoming Day, Friday, was a new single-day mark, said Secretary K. S. Bates. Highlight was closing-day selection of Miss Polk County by Association President Fred Philpot. Plans are being made for an expanded 1943 program and selection of larger grounds and buildings.

LANCASTER, O.—Rain washed out practically everything on closing day of 96th annual Fairfield County Fair here, October 15-18, including a livestock parade and harness races. Thursday was the banner day, with the paid gate exceeding last year's by 4,000 and 25,000 on the grounds. F. E. Gooding rides and shows were on the midway, in charge of Ed C. Drumm, along with independent shows and concessions. Jack Baum alternated his circus, rodeo and thrill shows before the grandstand nightly.

NEW ORLEANS—World at Home Shows have been booked for 13-day Orleans Parish Fair to be held on the circus grounds here under auspices of Crescent City American Legion Post No. 135 and direction of Secretary Sam Burdord.

LARGO, Fla.—Officials of five-day 1942 Pinellas County Fair here plan to celebrate the fair's silver anniversary by offering an enlarged premium list and expanding all departments, said County Agent J. H. Logan. There will be at least five performances of the rodeo and horse show.

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Leonard Traube's

Out in the Open

NEW YORK

Hartmann's Broadcast

NAT GREEN and your traditionally humble servant may bat their brains out with columnic chores on this page, but let's Al Hartmann, pilot of *Hartmann's Broadcast*, who appears to be a better fellow. Well, it couldn't happen to a better fellow, as the boys say. At our rate, we can only tell about our own mail bag, so we imagine the Crossroads has the same story to tell. It's this: Of late weeks the mail man has been coming around with a volume of letters asking why *Broadcast* hasn't appeared, etc. Many of the correspondents—indeed, the great majority of the same—are new to us, which must prove that the jovial Al has a kind of exclusive on his circle of communications. Again we say, it couldn't happen to a better guy, who also happens to be the assignment boss, the policy-maker and general editorial factotum around 25 Opera Place in the Queen City, Cincinnati.

Our colleague, associate and very good friend thru the years has not been well, which explains the absence of his column. But if we know Al, he'll be back in harness before long with renewed energy, and if that doesn't satisfy the customers it means they have dyspepsia or something. And when *Broadcast* returns to this page we'll leave it up to the conductor to tell you all about it. It isn't according to *Howdy* for one to tell you about someone else's operation!

A SKEETICALLY worded report said that a ticket seller for an alleged "rodod" outfit took powder with the ticks on the last day of a week-end show in Bridgeport, Conn., and the performance was cancelled. Nice going that. It's touches like those which reflect credit on the industry. . . . Rex D. Billings Jr., general manager of Seaside Park, Virginia Beach, gave New York a break with a visit. Only a day or so before

PACIFIC COAST

(Continued from page 35)

8450. Al (Music) Miller reported that the sale of tickets for the Rubin & Cherry Sambaore was going slowly.

Brother Mike Erezko presided for the second half of the meeting. I. B. McCoy suggested that Brother Dolman be awarded a plaque or scroll for his work in getting members. Brother Walpert suggested an installation dinner, and Brother Levey suggested that the Hi Licks be held on this occasion. Captain Barnette lauded Brothers Nelson, Ludwig and Ray for their work. Others to be introduced were Brothers Roger and Frank Warren, Bill Myers, Lee Brandon, Carl Lipes, Bert Campbell, Ben Dobbert, Harry Ross and Ted LeFors. After adjournment, refreshments were served by Ben Bonn.

Ladies' Auxiliary

President Alerita Foster presided at the October 20 meeting. All officers and 25 members were present. Captain Foster held a moment of silent prayer for Brother Dan Stallion, who died October 18. Pearl Blade's letter was read, and Sister Hazel Fisher is reported seriously ill. Bank night award went to Babe Herman, and the door prize, donated by Blawson Robinson, to Maybelle Bennett. Prizes for the 13th and 25th members thru the door went to Ethel Romantzen, and Past President Mario Le Fours. They were donated by Fern Charley and Babe Herman. A large box to be placed in the storehouse for clothing to be given to the Red Cross for National Defense, and all members are asked to do their part in this important work.

Title Palmaster donated an attractive quilt, which is to be awarded this month. A big hand was given Millie Dobbert, who brought in \$50 from her show. New members introduced were Oryta Tumber, Belle Antillar, Mabel Monroe, Evelyn La Mottie, Georgia Turgeson, Lu King and Betty Kiby. Interesting talks were made by Past President Mario Le Fours, Florence Darling, Cecelia Kanthe, Eunice Olsen, Maybelle Hendrickson, Anna Metcalf, Norma Burke, Millie Dobbert, Title Palmaster and Ruth McMahon. Hostesses for the next meeting will be Nell Ziv, President Foster and Babe Herman. Don't forget your dues. The deadline is November 15.

Elephant Teddy of World of Mirth Shows was destroyed in Raleigh, N. C. Owner Max Linderman had an offer for the bull to appear at the National Peanut Exposition in Suffolk, Va. . . . Talking about Virginia, Luther Cecire (Ted) Miller, who figures to cut up a juicy jackpot as promoter with Eugene Murphy of a Bundles for Britain circus in Washington, has Richmond next on his list for a date. Detroit ditty. It's about time the talent of this red-headed gent from Vermont was recognized for what it's worth. And it's worth a lot. Almost each season he branches out into some new pursuit and makes good. . . . Frank Wirth cards that he's having a swelluva rest in Miami. Says the place looks like Broadway to him, what with familiar faces around—Tex Sherman, the Emerald Sisters, Sol Solomon, etc.

EDWARD GRAVES, of The World's Fair, British amusement weekly, reading in *The Billboard* that at an acrobats' convention in Atlantic City the word "acrobat" indicated a disaster for the word acrobat, counters as follows:

"Beneficent acrobats will be known in the fourth states as 'novely performers.' This seems to cover such a multitude of attainments that I do hope over here acrobats and gymnasts will continue to be known as such." We think they'll still be called acrobats over here despite the "convention."

LEN HUMPHRIES, the Canadian press agent-photographer, who keeps his eyes open and his ears to the ground, visited town recently and toyed with the prediction that in 1943 the Dominion will have an augmented three-ring circus sponsored by Garden Bros. and that it wouldn't surprise him if Patty Conkin puts one out in one-ring size to play with. . . . Who will reproduce the fact that Art Lewis, owner of Art Lewis Shows, is the first midway (mogul or otherwise) to carry a credit card good for 17 air lines or about the sum total of passenger airways in America? . . . W. J. (Bill) O'Brien, the Boston showman-promoter, took himself to Hot Springs for the annual abduction. . . . Joe Odlin, Springfield (Mass.) pyrotechnician, a recent Gotham visitor. . . . Earl Chapin May, circus author, back from his travels and settled down in town. A new book maybe?

Mel Dodson Answers "Open"

CINCINNATI, Oct. 25.—The *Billboard* has received a letter from Mel O. Dodson, general manager of Dodson's World's Fair Shows, in answer to Leonard Traube's *Out in the Open* column which appeared in the last issue. Text of the letter follows:

"I profess total ignorance of facts purported to be either presumptively or authentically in the hands of Leonard Traube, under whose name is published a statement regarding the merger of major carnivals in the East, centered around the much-so-do advertised sale of Dodson's World's Fair Shows. To begin this letter of refutation, may I say that Mr. Traube is decidedly wrong when he implies that this show's business, especially in the East, was the cause of the desire of the writer to dispose of the property. The truth is that this show has enjoyed the best business in its history for many years, and in the face of these facts I must insist that Mr. Traube is incorrect upon the presumption that bad business or had touring prompted the writer's desire to sell. I have had several inquiries regarding the property offered for sale; in fact, I have had personal visits from interested parties, but the fact still remains that there is a difference of \$20,000 between the amount I feel this show and its property are worth and what those who are interested (?) in buying the show have offered.

"Why Mr. Traube indicates that he has in his possession information about other Eastern showmen bidding for this equipment is beyond my comprehension when such business transactions have been, as all business should be, strictly confidential, and how he has secured such presumptive information is beyond

Nat Green's

The Crossroads

CHICAGO

THE rumor factories are working overtime now that the outdoor season is just about over. There is no doubt that a lot of changes are in the edging, but probably 75 per cent of the rumors are just that and nothing more. There's the one, for instance, from Canada to the effect that American interests will organize a carnival to remain in Canada for the duration of the war. There's a possibility, of course, that it has been given thought, but there are plenty of reasons why such an undertaking would be a terrific gamble and astute business men would hesitate to take the chance. There's always a wester of rumors about the Ringling show. Several are in the wind now and chances are they will materialize into fact, but we prefer to wait for official confirmation. In the fair field there will be plenty of changes in personnel. Sedalia, Tulsa and Great Falls all will have new pilots, and several other changes are in prospect. There's more than a chance that Chicago will have two circuses next spring. The Stadium show is already set, and it looks as if the Cole barnyard might open at the Coliseum. Last time the two buildings housed circuses simultaneously, both did more business than either would have done alone. In the carnival field it's a little early for the kibitzers to appoint new general agents, organize new shows and boot up some of the combos, but they'll soon be at it hammer and tongs!

BEN SAWYER, concession manager of Englewood (Mich.) Fair, was saying hello to the boys on the Magic Carpet last week. Ben spent some time taking the baths at Hot Springs and returned home looking great. He'll be back in Chi for the convention. . . . Harry Bert has closed with the Ringling show and returned home to Chi. . . . Mr. and Mrs. Earl Peterson, who operate Peter's Entertainment Service in Minneapolis, spent a couple of days looking over acts in Chicago last week. Peter reports an active outdoor season around the Twin Cities, and plenty doing this fall and winter. . . . Walter Weber, who has been working with Jack (Abe) Tavlin on the purchase of railroad iron for a Mexican road across the isthmus, stopped off in Chi on his way from Mexico to the East. Tavlin also is in town, reading his State Street department store show and working on the 1942 Ringling program. Peg Wilkin Humphrey, formerly with the

late Lincoln O. Dickey, is handling Tavlin's New York office as Rockefeller Center. . . . Rod Waggoner, western agent, is handling the Veevor and Tolanda tour. . . . D. M. (Doc) Broadwell and the means are resting in Chi.

MRS. EDNA CURTIS, who sold her performing horses some time ago, is now in Colorado with her late husband's father, who is in poor health. . . . Bert and Agnes Ossa, former noted fliers, and their 2-year-old daughter made one of their infrequent visits to Chicago last week. Bert has been very successful in the operation of a roller-skating rink in Bloomington, Ill. . . . J. D. Newman, general agent of Cobb Bros. Circus, dropped in for a short visit before going to Louisville to arrange for winter quarters on Kentucky State Fairgrounds. Show will be making the home run from Longview, Tex., about the time this is in print. . . . That foursome at Western Union, Jesse at the Studebaker, was B. Ward Benn and wife and Al Sweeney and wife. . . . Roy Sampson back on Randolph Street after a hectic season ahead of a thrill show. . . . J. F. Schlotterbeck, manager of the Seneca Hotel, presided as Chief Blow Gun at the firewater bowl when he initiated the Seneca's new Bow 'n' Arrow Room last week. It's a cozy and attractive room that doubtless will get a nice play from show folks. . . . Jack Duffield, back from a successful two weeks at the State Fair of Texas, Dallas, has started work in earnest on the Showmen's League Banquet and Ball, of which he is general chairman.

show business and whose honest aim is to continue to provide a livelihood for hundreds of good showfolk who have always been found with this show and who now are still with this show and always will be as long as I own it."

Traube's Answer

"I have no argument with Mr. Mel Dodson or his show. No slur against him or his organization was indicated or even intended. Since Mr. Dodson states in several paragraphs that his show is for sale and that negotiations were and are under way, no statement I made needs correction or repudiation. If, as Mr. Dodson declares, his season was the most successful in history, I would be cautious, both personally and in pursuit of better trade relations, not to be sincerely joyful of that fact, but with that declaration Mr. Dodson forces me to the logical conclusion that such success does not add up with the fact that the show is on the market.

"Why it is for sale in his personal business which has no point in the discussion. How the information was secured is not important, since it is the business of *The Billboard* as a publication and myself as an employee to gather this type of news, but Mr. Dodson's implication that an unethical practice is involved will not pass muster in the very highest type of news-gathering organization. If a party or parties "weaved the ethics of the (carnival) business" in disclosing the negotiations, that is hardly a concern of this publication, even if true.

"Mr. Dodson went far out of his way to assure everyone that he is still 'absolute owner' because that subject was not part of the story. He says he was never approached for the formation of an Eastern carnival syndicate, but no story, either in my column or in the news section, ever mentioned this at all. That I claimed the motive behind the intended purchase of the show is the presumed syndicate is, of course, not true. The 'syndicate' with my own loss of what could happen—for the benefit, I might opine, of the industry—and it was simply that the negotiations suggested the possibilities of such a syndicate.

"I particularly want to point out in this connection that 'syndicate' originated in the fertile imagination of the versatile and highly respected Mel Dodson himself, as I avoided the word like the plague in my column on the subject. Finally, I wish to reiterate that I have no argument with the show or with Mel Dodson and wish my own loss of what could happen—for the benefit of the best of luck in the pursuit of the greenback which I hope they will amass in voluminous quantities."

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(See index)

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PAY CASH FOR CHAIRPLANE, NO. 5 ELI Wheel or 32 Ft. Little Steady Merry-Go-Round. BOX 106, Waverly, N. Y. no29ad

WANTED FOR CASH—WRITERS 616, 24, 500, 520. Advance price and quantity first letter. ACME SALES CO., 515 10th Ave., New York City. no29ae

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At Liberty—George King's Path Class Novelties Musical Act; George King's Path Class Novelties Musical Act; George King's Path Class Novelties Musical Act; George King's Path Class Novelties Musical Act. Address 244 E. Chestnut St., Haver 619, Pa. no34

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With or without own Hammond. Thoroughly experienced club, hotel and rink. Union Box C-200, care The Billboard, Cincinnati, O. no1

STRING BASS—HAVE

fine instrument, Young, married. Can see anything. Have car, any answers. DICK REED, 1029 Ardmore, Hollywood, Calif. no2

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VIOLINIST DOUBLING CELLO, SAX—EXPERIENCED THEATRE, symphony, hotel, radio. Wife experienced Pianist, Organist. Address W. J. KESNER, 504 Perry, Vincennes, Ind. no8

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Drummer—Young, draft exempt, reliable. Prefer small orchestras, youth tour Detroit or Buffalo. Read, face. Can join immediately. Write or see John Todd, 413 E. State, Buffalo, Ind. no11

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AT LIBERTY PARKS AND FAIRS

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Acts—Obtainable for late Texas, Louisiana and Arkansas events. Flyovers, attention! We can furnish entire show for indoor circus. Address all mail to REUBEN RAY, care General Delivery, Vidor, Tex. no21

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James O'Connell—Double Bass, Clarinet, Sax. Fine player presented on 10th city, now working parks and exhibitions all 1942 fairs. For literature and press info 1453 10th St., Lincoln, Neb. no25

8 Specialty Harmonica and Clarinet Artist. Also, singing of Broadway, Blue, Pops, Great, Great, Music, Blues, and Broadway Artists. With New Modern Piano. Guaranteed. Address no26

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Pitchmen Plan Southern Trek As Winter Season Approaches

NEW YORK, Oct. 25.—With cold weather not far distant, pitchmen and street workers are making plans for their annual trek to warmer climes. Pitchmen usually start leaving about mid-November, working southward by stages and capitalizing on sales opportunities that turn up along the road.

With European travel conspicuous by

its absence, the Southern season is expected to begin earlier this year and it will last longer, according to travel and tourist officials. Pitchmen are expecting an active and profitable season.

According to reports from workers who were in Southern territory last year, the season was good and lasted well past the usual closing time. This year it is expected that business will continue well into April.

The defense program, housing projects and other governmental expenditures have stimulated business in all sections of the country. As a result people have more money to spend for vacations and travel and the figures show that huge sums are being spent by tourists the year round. Some pitchmen predict that Southern business will reach new peak levels. There are indications that the heaviest south by the pitch fraternity will be the greatest in years.

Pitchmen who go south offer every conceivable type of merchandise. Patriotic and military pins, souvenirs, pen-nants and bumper head the parade of novelty items, as demand for red, white and blue merchandise shows no sign of abatement. Household gadgets, ties, neckties, razor blades, cosmetics, bill-folds, small pocket flashlights, key chains, socks, stockings and charms are some of the staples that are expected to sell better than ever before.

For workers in the Deep South there will be a wide market for sun glasses, sunburn lotions, summer accessories, novelty hats and canes. Cameras and portable radios are other sales leaders. With the latest numbers having high flash appeal, sales records may well be established. Edgewalk demonstrators are going in seriously for money items with jewelry considered a particularly good number. Demand for men's jewelry has been climbing slowly but steadily and has reached considerable proportions.

While many pitchmen are making plans to leave for Southern locations, this does not mean that the North will be deserted. There are many good winter locations available and pitchmen who do not have a yen to travel are making plans for an active season. Many of them make a tie-up with stores to plug a specialized item via demonstration and spiel. Usually a share-the-profit arrangement is worked out satisfactorily, providing both sides are given an even break. The best items are toilet goods for women, kitchen and household gadgets and specialties.

Fall Bazaars Good For Mdse. Business

NEW YORK, Oct. 25.—Fall bazaars in bazaars and social events sponsored by churches and fraternal and civic clubs. With resorts closed for the season, these affairs offer merchandise men a good outlet for diversified lines.

Attendance at bazaars has always been steady and, according to recent reports received from all sections of the country, merchandise prizes are in heavy demand. Bingo, as has been the case in past seasons, steals the spotlight at the affairs. Bingo operators usually play up such household articles as lamps, toasters, percolators, trays, clocks, portable radios, glassware and chinaware. Many women attend bazaars and that is why the merchandise is predominantly slanted for the housewife. Cocktail shakers, beer drinking sets, compact, handbags and jewelry items are other numbers that are featured. While bazaar booths do not move as much merchandise as bingo games, they do use some items.

In addition to the heavy merchandise demands, bazaars also use sizable quantities of major merchandise prizes for attendance prizes. Console radios, refrigerators, watches, car radios and electrical appliances are some of the leading items favored.

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.



By BEN SMITH

Requests are beginning to come in for information on how to go about conducting a fund-raising promotion. They usually do around this time of the year when fraternal and charity organizations, clubs, and churches become active. Fund-raising campaigns have proven good mileage for operators and for the benefit of persons in the field. The remainder of the column is devoted to an explanation of the deal.

An operator handling a fund-raising campaign usually finances and assumes full charge of it. He selects and purchases all merchandise to be distributed, prepares literature, works up the sales card and takes care of every other detail necessary to bring the promotion to a successful conclusion. He either gives the organization a flat commission on each card sold or splits 50-50 after all expenses are deducted.

To instill confidence in the members and to make the campaign most effective, circulars and cards are printed to make it appear the organization is conducting the drive direct, and mailings are made from the organization offices either by the secretary of the organization or by a paid clerk. Full membership list is covered and when the cards are completed money collected is given to the secretary, who in turn passes it on to the operator. The merchandise awards are then distributed.

Flat Commission

Under a flat commission arrangement the operator usually figures 30 per cent of the gross as the commission for the organization. If the card takes in, let us say, \$20, the commission on each card is \$6. The operator absorbs all expenses, including salary of the secretary or clerk, for the duration of the campaign. When the secretary takes care of the clerical work the operator may, instead of paying him a salary, give him a flat fee on each card completed, usually 50 cents.

Budget Plan

When the organization membership is large the operator more often than not will work out a budget and profit-sharing arrangement. As before, he will finance the campaign and after deducting expenses, including cost of merchandise, will split the profits 50-50 with the organization. The budget plan lends itself to wider exploitation. The operator will often tie-up the deal with a free drawing on a grand award, which may be either an automobile or an expensive radio, the drawing to be held at a ball which will serve as a grand finale to the program. The operator supplies coupon books with the cards and for such purchase made the purchaser receives a coupon entitling him to a chance in the drawing for the grand award, in addition to the chance of winning the major award on the card itself. With this extra inducement the purchaser has a greater incentive to make more than one purchase, and cards are completed in short order.

The operator arrives at his budget in this manner: He charges a flat fee for every member in the organization to cover his overhead at a rate \$1 per member. For example, if there are 1,000 members the first item in his budget will be a charge for \$1,000 to be applied against receipts of the campaign. This covers all expenses entailed in getting promotional material and cards into the hands of members. The operator then adds to his budget the cost of the clerk or secretary's salary, and if a drawing is to be held, the cost of the grand award, the ball, and the orchestra are also added. Before any money is split the operator receives all receipts until the budget is cleared. Then after deducting the cost of merchandise used in

Ventura Fair Biz Is Heavy

VENTURA, Calif., Oct. 25.—Ventura County Fair here, October 8-12, was marked by spirited buying of novelties and souvenirs. Concessionaires had stands well stocked and good business was reported.

Scotty Milne and Neil Poalini, who had a stand on the Arthur Mighty American Midway atop business with bangles, colored feathers, caps, leather dolls, neckties and San Quentin pen-nants. The hat line was big, with Spanish, corkie and cowboy styles going strong. Another item that rolled up cash for the operators was the airplane made on the firing bird principle.

Airplane jewelry novelties went addily for C. J. Frusick, who had a wire and engraving spot. In addition, he added double hearts, with names engraved on each. Watch chains were in demand and slave bracelets accounted for many sales. All-American pocket knives went big and did a lot to overcome the lull. Robbie Vollandt said that tropical shells with coral names were going strong, as were other shell jewelry items.

Game concessionaires offered cocktail sets, traveling bags, boudoir pillows, stuffed elephants, radio sets, lamps. Harry Phillips, former beach concessionaire, had panda dolls and Daisy dog, styled after the *Blondie* comic strip dog, to bring up his revenues.

Defense Money Showing in N. Y.

NEW YORK, Oct. 25.—Concessionaires, novelty and souve workers, pitchmen, demonstrators and bingo and salesboard operators are reaping a heavy dollar harvest in metropolitan areas with diversified merchandise and novelty lines, according to reports received from workers in the field. There has been a post-summer slump in the influx of out-of-town tourists and package credit firms offered by travel agencies have brought in a steady flow of visitors.

In addition to coin being spent by out-of-towners for amusements, New Yorkers are also loosening their purses. Defense coin is definitely making itself seen and residents are spending money for a good time. Evidence of increased spending is everywhere: SRO signs before theaters, crowded night clubs and dance halls, heavy restaurant trade and the boom in retail store sales.

Bingo and salesboard operators are again in full swing, with operators reporting gratifying attendance. Novelty and souvenir workers with stands along Radio City row are also doing boom business with post cards, patriotic, military and general novelties; pen-nants, caps and ash trays. Street workers and demonstrators are also cashing in, offering items that have practical value and appeal, including ties, wallets, socks and handkerchiefs. A definite demand for gadgets has also been noted. The spending spree will continue to increase in volume as the holidays approach and merchandisers are working hard to capitalize on the situation.

The promotion, the operator and organization divide the net profits on the terms arranged.

The operator, in most cases, not only shares in the profit of the promotion but also by marking up the cost of the merchandise makes a profit on the latter as well.

Returns on an organization mailing used to average around 50 per cent. If the boys can average half of that today it would still pay out handsomely.

HAPPY LANDING.



By JOHN CARY

All the current bingo season goes into full stride, supply hotsets report they are having one of the best seasons in years. Demands for merchandise and bingo equipment is fast reaching all-time highs, according to reports, with activity expected to become even greater within the next few weeks in preparation for the Christmas season.

OUT-STAR-TO-THE-GROUND reporter, who recently made the rounds of a number of games, states he has the impression that operators have definite ideas on what they will and will not do this season. Their experiences in past years, it seems, has taught them the value of giving players an extra something for their admission fee. Many operators are working out short entertainment programs as an added feature, using either live talent or a program made up of film, short subjects.

While it is true that Mr. and Mrs. America are in one of their heavy spending moods as a result of the defense program, it is equally true that the public appreciates full value for its money. That is why successful bingo operators are working on game variations and added features.

Bingo is acknowledged to be an important source of entertainment but operators have also realized that the game cannot sell itself. Merchandise prizes awarded are the real lure and a successful operation must have a well-balanced variety of items with wide popular appeal. Some operators have found that well-planned and executed displays pay dividends by attracting players and stimulating interest in the game. Just a little thought and showmanship is all that is required. During the past summer the games that were patronized the heaviest at resorts were those that had attention-arresting displays.

BINGO PLATFORMS are making their appearance in election campaigns. The latest word is from Newark, N. J., where William J. Patterson, Democratic candidate for sheriff, has made the issue of the return of bingo to Essex County an important plank in his platform. Patterson claims that a survey revealed that 70 per cent of the attendance at near-by Union and Hudson counties games came from Newark. Newark games were banned about a year ago by Prosecutor Wasmendel.

Dumbo Items Debut

NEW YORK, Oct. 26.—Novelty manufacturers are making haste to tie in with Walt Disney's latest cartoon film, *Dumbo*.

The heavy spotlight here who plays the title role has inspired a number of novelty jewelry items.

It is expected that they will be well received by the public, since other Disney novelties have had a good sale.

EXTRA!**ONLY 500 TO GO AT THIS PRICE**

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Popular ItemsWrite to The Billboard, Buyers' Service Department, 25 Opera Place,
Cincinnati, O., for addresses of companies in this department
supplying the items which interest you.**Harmonicas**

Demand for harmonicas is large near army camps and navy bases and workers are making good profits handling them, according to Joseph Hagn Company, which has a limited supply of the latest Thorens Swiss-made instruments. They are of solid brass, with 10 holes and 20 tined reeds, according to the firm, and have extension ends and are pitched in the key of C. Another Thorens model is the color harmonica, a streamlined instrument with enamelled covers in colors. Item has strong appeal to servicemen and has quality tone and an attractive appearance. The market is not restricted to servicemen, however, for sales have been reported throughout the country.

Ashtray

A new novelty ashtray that is said to have met with immediate public response is a number introduced by the Leo-Kast Importing Agency. The unique feature of this tray is that it may be personalized with initials. The base is made of gumwood, with poplar letters in natural finish, and a removable glass tray is fitted into the base. Letters are removable and interchangeable. In keeping with the V campaign 16-in. ashtrays with the letter V have been well received. However, personalized initial ashtrays are also in demand, and novelty and souvenir workers have a chance to cash in on the item, the manufacturer says.

Wooden Brooch Pin

A novelty brooch pin said to be taking hold is a wooden brooch pin which reproduces the V for victory theme. In addition, individual names may be engraved on each pin at a low price. It is claimed that every woman is a logical prospect for the pin. The pins are furnished complete with names already engraved, or brooches are supplied without

engraving. In addition to being a good item for novelty and souvenir workers, the manufacturer states it has money-making possibilities as a demonstration item in department stores. Product of Perry Creations.

Jumbo Bears

A natural Christmas item for salesboard and bingo operators and premium vendors is the Jumbo Bear. According to the manufacturer, operators can look forward to big profits as a result of featuring this item. The bear stands 36 inches high and is made of durable velvet plush. The bear is well stuffed and comes in black and white, gold and brown, or red, white and blue colors. Item has a flashy appearance and will add effective dressing to displays. Product of Jerry Gottlieb.

Shell Novelties

Sea shell novelties have been selling like wildfire, according to reports received from novelty and souvenir workers who handle the items. J. A. Whyte &

SCREW BALL PINS**THE LATEST FAD**The latest selling novelty ever! Screw ball pins are worn by everybody. A screw and a ball bearing spot-welded together and finished yellow strong pin back. Actual size 3/8 doz. to display card. The right item for picnics, taverns, news stands, cigar counters and drug stores. Retail at 10¢ each.
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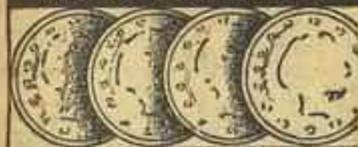
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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Stations

All of the organizations actively at work in the campaign of the phonograph industry to boost U. S. Defense Bonds have emphasized the importance of enlisting the full co-operation of all phonograph locations in helping to make the campaign a success.

The ideal would be to make each phonograph location virtually a station for selling Defense Bonds and also for publicizing the bonds in every practical way.

One of the big reasons the phonograph industry entered into this campaign, and the reason it was approved by U. S. Treasury officials, was the possibility of making so many thousands of locations count for so much in boosting and selling bonds. Every organization and every music operator must keep this fact in mind from the very beginning. The act of putting the record "Any Bonds Today?" in the No. 1 tray on every phonograph is, after all, only a small part of the work to be done, as admirable as it may be to get the record on every music machine. Remember that the job is not done until every location is co-operating fully with music operators to help sell bonds.

The industry and its organizations are using every possible angle at this time to enlist all operators in the campaign. The primary job is to get the appropriate record on every machine. But every operator who signs up should remember that there is more work to be done than putting the chosen record on all machines. The program calls for making each location a sales station for bonds.

Everybody recognizes that the fact of having the record "Any Bonds Today?" will go a long way toward making each location a station for selling bonds. The record will be played many times by people who are bond conscious and this will help to impress others. The suggestion has been made that locations owners play the record at intervals during the day and evening as a part of the campaign. But this idea has not been approved as a general practice because it might become offensive to people because of too much

Music operators must enlist full co-operation of phonograph locations in campaign to sell U. S. Defense Bonds

repetition. It is felt that bond-conscious citizens will play its enough to get the desired results.

It is assumed that the operator who is interested enough in the welfare and defense of his country to go to the work and expense of putting the record on all his phonographs also has enough enthusiasm for the cause to do some missionary work on his locations. That is, he will try to sell all location owners on the wisdom and the spirit of the national campaign in which the phonograph industry is engaged. It is a great cause and the very future of the locations, as

well as that of the music industry, may depend on how well we help to sell U. S. Defense Bonds. It is not merely a temporary idea but a movement in which all factors in the industry are undertaking in all seriousness. Location owners should be impressed with these facts.

As fast as the material can be provided, publicity posters, stickers and other matter will be sent to the trade by phonograph and record manufacturers who are deeply interested in the campaign. The U. S. Treasury also has published much material on Defense Bonds, and the various State headquarters, banks and many

other offices can supply publicity material. It is suggested that operators supply their locations with whatever publicity material is available so that each location may become a distributing station for such material.

Leaders in the campaign stress the fact that operators should also persuade all their locations to equip themselves for selling stamps and bonds. Many retail stores are doing excellent work in selling stamps and bonds to customers, and it would be a great accomplishment if music operators could enlist all their locations to sell stamps and bonds.

The display of some of the posters and stickers in each location will also be valuable publicity, and every operator will want to make good use of all such material that he may get. Make each location a real station for boosting and selling bonds.



Time for everybody to enlist in selling U. S. Defense Bonds! (Cartoon from The Los Angeles Times.)

Phonographs for Defense Week, Nov. 9-15

Federal Tax Information...

The Internal Revenue department in Washington will soon have its bulletin of official rulings in the hands of regional offices. The various rulings on pinball games and coin machines will be published in the next bulletin, according to our information. When the regional Internal Revenue offices have official copies of all the rulings on coin machines it should go far toward clearing up some of the confusion that has existed in various sections concerning the tax.

CONSOLE MACHINES—Most of the confusion at the present time seems to relate to console machines. It is almost impossible to put into print such explanations as will make clear the rules as applied to these machines. Reports indicate that most consoles are being placed in the \$30 classification. Application for special rulings on certain types of machines are being made.

COUNTER MACHINES—Information on this type of machine has now become fairly well circulated so that most of the questions have been cleared up. One favorable ruling has been made by a coin association and steps are being taken which may secure much more favorable consideration for the various penny counter machines.

See *The Billboard*, October 25 issue, page 61, for favorable ruling on price ball run vendors.

FREE-PLAY—An official letter from the Deputy Commissioner of Internal Revenue, dated October 15, 1941, sets forth the official attitude on free-play pinball games. The letter is reproduced in this issue and also in *The Billboard*, October 15, page 51.

Official Information
Several operators' associations have called meetings and invited Internal Revenue officials to be present to discuss the tax with operators. This practice has proved very helpful and cleared up many misunderstandings. Whenever it can be arranged operators should get together and not have a tax official speak to them.

Association Letters
Some of the more active trade associations have issued instructions to their members and to locations that serve their interests on many of the details that confront operators about the tax. Some of the more recent letters are reproduced below. It should be understood that these letters are not official but that they contain the best information available to the industry at the time they were written.

Warns of False Reports
Sid Mackin, manager of the Amusement Merchants Association, San Francisco, in a letter to members warned them to be on guard against some false information that had been circulated concerning the federal tax. The letter in part follows:

"Dear Member: Enclosed with this letter are federal tax forms with an explanatory bulletin. As a service to its members to enable you to better serve your locations, your association will supply you with the number of forms required to service your route. We also will be able to accept payment of taxes and handle the filing and other necessary details.

"We wish to call your attention to the fact that a great deal of erroneous information has been circulating, in addition to a number of unimpeachable bulletins, all of which has had a tendency to create confusion which is unwarranted. This office is at all times in close touch with Washington and will keep you thoroughly advised as to official rulings of which there have been none to date other than what you have already received. The enclosed bulletin further clarifies this situation. We ask you to please ignore rumor and hearsay. For information call your association office.

"Everyone of your locations in the course of the next several days will receive a copy of the declaration form along with an official bulletin from the Federal Bureau of Internal Revenue. We urge you to see that your locations complete these forms as promptly as possible. Where there is any question or doubt as to classification declare the equipment and pay the tax. If it subsequently develops by official ruling that the equipment declared is exempt or subject to a lower tax, refunds will be obtainable whenever warranted."

Bulletin to Non-Members
Another bulletin was sent to operators who are not members by the San Francisco association, in order to promote

uniform practices on tax matters. The following information on official rulings, as contained in the bulletins, is important:

"Rulings defining classification of various border-line types of equipment have been applied for. As yet, no official rulings have been issued covering this type of equipment. It is possible that it will be some time before rulings will be issued; therefore, we suggest, for the time being, whenever possible, equipment which is clearly defined as to its classification be operated in place of equipment about which there is doubt as to classification. If it is your desire to operate equipment not clearly defined, we suggest that the tax be figured in the highest amount. We suggest you declare straight amusement equipment on which there is a possibility of exemption by special ruling in the \$10 classification. Then, after the rulings have been issued, proper adjustment can be made with the Bureau of Internal Revenue and refunds will be obtainable wherever warranted."

Letter to Locations

The Coin Machine Industries Joint Council of New Jersey, LeRoy Stein, manager, Newark, N. J., sent a special bulletin to the locations of its members, giving important information about the tax. This was an important step in providing real help for location owners. The bulletin follows:

"Dear Mr. Merchant: In order to help you comply with the Pinball Amusement Device Tax requirement we are enclosing 'Tax Form 11B,' as 'Important' relative to the Revenue Act of 1941 concerning pinball machines, and a return envelope. These are mailed to you with the full contents of the Internal Revenue Department, Fifth District of New Jersey.

"We have partially filled in the Special Tax Return Form 11B in order to save you time and to avoid any confusion relative to the tax due.

"Please follow the directions carefully. If there is more than one pinball machine on your premises, change the number 1 to the number you have in your store and also change the amount \$7.50 to the amount due. (Add \$7.50 for each additional pinball machine in your store).

"State whether you are an owner, a partnership or a corporation officer.

"Have the tax return sworn to before a notary public or an attorney.

"When you have completely filled in Form 11B, attach it to either cash, cer-



FLANKING THE ANDREWS SISTERS are Harold Lawrence (left) and Harry Pearl, of Keynotes Vending Company of New Jersey. (DR)

lifted check or money order made payable to 'Collector of Internal Revenue' and mail it in the enclosed envelope, or if you wish, give it to your operator, who will deliver the tax return for you.

"An Internal Revenue Special Tax Stamp will be issued to you to show that you have complied with the Revenue Act of 1941. Post this stamp in your store as soon as you receive it.

"Failure to make your return before October 31, 1941, will make you liable to penalties under the law. Please file your return on time.

"Follow directions on Form 11B carefully and file promptly thereby enabling us to make a good record in complying with the law and helping us to do our bit for the defense of our country."

Penalty for Failure

John A. Russell, Chicago attorney for coin machine firms, contributes the following interesting information on the question of penalties for failure to make applications:

The instructions appearing on the reverse side of the special tax Form 11B used in connection with Section 2207 of the 1941 Revenue Act pertaining to Use

Tax on Coin-Operated Devices contains the following:

"If application on this form is not filed with the collector during the month in which the liability began, the penalty described by Section 2612d (Internal Revenue Code), is incurred."

Many questions have been raised as to what penalties are provided by Section 2612d and undoubtedly you have also received many inquiries relative thereto. Therefore, we are enclosing herewith a copy of Section 2612d of the Internal Revenue Code containing the penalty provisions heretofore mentioned, the contents of which are self-explanatory.

Section 2612 of the Internal Revenue Code

(d) Additions to tax.

(1) Failure to file return. In case of any failure to make and file a return or list within the time prescribed by law, or prescribed by the commissioner or the collector in pursuance of law, the commissioner shall add to the tax 35 per centum of the amount, except that when a return is filed after such time and it is shown that the failure to file it was due to a reasonable cause and not to willful neglect, no such addition shall be made to the tax: Provided, That in the case of a failure to make and file a return required by law, within the time prescribed by law or prescribed by the commissioner in pursuance of law, if the last date so prescribed for filing the return is after August 30, 1935, then there shall be added to the tax, in lieu of such 35 per centum, 5 per centum if the failure is for not more than 30 days, with an additional 5 per centum for each additional 30 days or fraction thereof during which failure continues, not to exceed 30 per centum in the aggregate.

(2) Fraud. In case a false or fraudulent return or list is willfully made, the commissioner shall add to the tax 50 per centum of its amount.

AOLAC Aids Community Chest

LOS ANGELES, Oct. 25.—Associated Operators of Los Angeles County, Inc., an association which has always lent a helping hand to worthy organizations, has again taken up the job to help the Community Chest. The campaign for Chest funds, used to succor those in need of aid, has been already materially aided by the association, according to Curley Robinson, managing director of the operators' group.

BRIEFS OF THE WEEK

Deaths
Frank Gunatella, 49, in New Orleans October 22. He was an operator of coin machines.

Births
A son to Mr. and Mrs. Louis Rosenberg, New Orleans Novelty Company, New Orleans.

A son to Mr. and Mrs. Al Absolon, New Orleans Novelty Company, New Orleans.

Marriages
Luzee Ziff, of Atlas Novelty Company, Chicago, to Harold Kunitz October 15 in Chicago.

Elizabeth Rambaum, formerly office manager Lenke Coin Company, Detroit, to George Hossay in Detroit.

New Addresses
Richard Griffen, Midwest Music Company, 18507 Stout Avenue, Detroit.

Firm Changes
Penn Coin-o-Matic Company, Baltimore, to B. S. Bieseman, Blockman Distributing Company, Baltimore.

New Firms
Ishak Distributing Company, Des Moines. Owned by Ted Bush.
Brandt Distributing Company, Omaha. Owned by F. O. Brandt.
Ben Rauch, Fort Worth. New operating firm.
Regal Music Company, Milwaukee. Incorporators are Sidney A. Brodson, Harold Klein and Ruth Held.
Santa Monica Vendors, Santa Monica, Calif. Owned by Roy Bradford. To operate cigarette vendors.
Watkins Cigarette Vendors, San Ber-

ardino, Calif. Owned by O. A. Watkins and Gerald Roodland.
L. Berry opened new Penny Arcade in San Jose, Calif.

In Chicago Last Week
Lew London, Leader Sales Company, Reading, Pa.
George Pomeroy, George Pomeroy Company, New York.
Meyer Marcus, Markopp Company, Cleveland.

Willie Blatt, Supreme Vending Company, Baltimore, L. E. N. Y.
Bernard Superman, Music Systems of New York, Inc., Newark.

Edward Shaffer, Shaffer Music Company, Columbus, O.
Sam Taran, Mayflower Novelty Company, St. Paul.

In New York Last Week
Homer Capehart, president Packard Manufacturing Company, Indianapolis.
Rudy Greenbaum, sales manager Packard Manufacturing Company, Indianapolis.

Ben Palestrant, district manager Packard Manufacturing Company, Boston.
Art Garvey, Bally Manufacturing Company, Chicago.
Frank Facietti, Nyack, N. Y.

Association Emblem for Campaign

A bulletin to all association members requesting their aid for the Community Chest was sent by Curley Robinson. He declares, "Next to the American Red Cross, there is no finer proof of the strength of the nation that the success attained by the Community Chest in mobilizing human needs. This year will put it to a vital test. Let us all be up and coming—and giving—in this home fight for keeping intact our civilized standards." With the bulletin Robinson furnished members with literature, pledge cards, etc.

Also enclosed with the bulletin were reproductions of letters from Community Chest officials thanking Robinson and the association for their aid.

AUTOMATIC PHOTOGRAPHY

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INTERNATIONAL MICROSCOPE REEL CO., INC.
44-01 11th St. Long Island City, N. Y.

MUSIC MERCHANDISING

BOND DRIVE GETS PUBLICITY

Florida Newspaper Pays Industry Glowing Tribute

Lands industry Defense Bond drive—cites importance of music boxes, their operators and distributors to community—one of best press tributes

ESTER, Fla., Oct. 25.—One of the finest stories in favor of the automatic phonograph industry ever to appear in the press broke here October 17 in The Florida Lake Region. Under the headline "Music Machines Used To Sell Defense Bonds" the editor not only recounts the contribution the phono industry is making now to promote sale of Defense Bonds, but also takes the reader behind the scenes to show just what a far-reaching, important industry the automatic phonograph business is. The story, as it appeared, is reprinted below verbatim:

"This whole thing started with a dispatch from the United States Treasury which informed us that all major recording and distributing companies have joined hands to place the new and popular song *Any Bonds Today?* in the No. 1 position on automatic phonographs throughout the country. It is all part of a gigantic campaign to sell Defense Bonds in every part of the country. Miller, Benny Goodman, Horace Heidt, Bing Crosby and so on.

"It didn't take long to find out that Lake County entertainers have joined the nation's music jokers millions in inaugurating a campaign for the Defense Saving Program. Perhaps you have heard the song *Any Bonds Today?* coming over the air waves lately. If not, all you have to do now is to drop a nickel in one of Lake County's numerous automatic music machines, press the correct button and you will hear a musical number that is gaining in popularity every day.

Lake Firm Helps

"When the Treasury advised us that recordings were being used to help Defense Bonds sales, we contacted W. F. Duggan, president of the Duggan Music Company of Mount Dora, who graciously informed us a delightful recording of *Any Bonds Today?* was available on all automatic music machines his company controls. So sing and swing, sisters and brothers, but don't forget to buy those bonds!

"After we thanked Mr. Duggan for his information and hung up the receiver, we grew a bit nostalgic and started thinking of the happy times we enjoyed in the presence of an automatic music machine. Then we got to thinking about the whole Duggan music business and what it means to all of us.

"In the first place, the name of 'jock' or 'joke' are epithets to manufacturers and distributors of music machines. These machines really got their start in a big way shortly before repeal of the prohibition act. Gangsters and racketeers, knowing which way the wind was going to blow, invested heavily in music machines hoping to reap enough money to continue to buy 100 acts even though they could not handle interesting beverages.

"But gangsters and racketeers were never good business men. They failed miserably in the attempt to 'jock' in the industry. What few outlets they did get, they did not hold for long. They found their methods of doing business could not succeed in a legitimate atmosphere. And they found the American people would not stand for their tampering with music. It was these gangsters and racketeers that started the name of 'jock' going around. It was final proof of their inability to grasp legitimate business.

Racketeers Out

"For some years past, the automatic music machine business has been in the hands of men who know the value of music men who sensed that you could never give music-loving Americans enough music. Outstanding national firms like the Wurlitzer Company and others, long famed in the music world,

joined hands with other outstanding firms to make the finest music in the world to everyone for 5 cents. The first thing they did was to weed out undesirable distributors. They gained the upper hand and today the entire music machine business is in the hands of legitimate business men. Racketeer control ceased years ago.

"The automatic music machine business plays an important part in every community and in every corner of our great nation today. The machines have been the salvation of thousands of retailers who would have been forced to close because their margin of profit has been shrinking for some years past. In many establishments the automatic music machine may be depended upon to pay the rent and in many cases the entire overhead of the establishment.

"But that is not all; city and county tax officials hidey with the money collected from the music machines. Distributors spend thousands of dollars locally thru their purchases of necessary equipment that is part of their overhead. Truck dealers, gas stations, hardware stores, electric dealers are only a few of the many who benefit directly from the installation of music machines in their community. Every store in the community benefits indirectly thru the servicing of music machines, requires highly skilled men who in turn demand a good wage. They live in the local community, buy automobiles, fill them with gas and oil, buy food and clothing for their families and in countless other ways are an important cog in the prosperity of the community.

"We can all visualize what would happen if every automatic dealer in the community had to close up shop. In a smaller way, thousands of dollars would be lost to the community if

Operators Pledge Co-operation As Phono Bond Drive Gets Rolling

CHICAGO, Nov. 28.—Something big is happening in the United States this week, and it's not being confined strictly to news from the White House. It's going on in every nook and cranny of the country where people gather for amusement and recreation. It's the awakening of a new force for marshaling public opinion in behalf of a patriotic cause—the buying of Defense Stamps and Bonds resulting from the nationwide drive of the automatic phonograph industry to place the official Treasury song *Any Bonds Today?* in the No. 1 spot on every music box.

Already thousands of these records are on machines, and orders are on file with record distributors for thousands more. Eagerly the nation's operators have gone to bat for this patriotic cause. By the time "Photographs for Defense Week" rolls round, November 9, it is estimated that all of the 400,000 automatic phonographs throughout the country will have

music machines were not available for the public.

Big Investment

"The average automatic music machine costs the distributor around \$450, without installation cost, records, etc. In some establishments wall boxes are installed for the convenience of customers. These wall boxes cost on the average a neat little \$85 per box. We wouldn't dare hazard a guess as to the number of machines installed in Lake County but it takes mighty little figuring to see that a grandiose investment is required to become a distributor.

"And it is all done for you, Mr. and Mrs. John Q. Public! You can drop a nickel in a slot and dance to the world's outstanding orchestras. The music machines have proven so popular that some owners of night clubs say their patrons are opposed to having all orchestras in the flesh; they want the music machine. Folks prefer dancing to orchestras that know how to make rhythm than to stumble along to weird arrangements by amateur musicians.

"That's the lowdown on the automatic music machine business, folks. There are a lot of good-looking green dollars involved in it. You can take it or leave it. But if you take it, you will keep a lot of those dollars floating around your community."

Any Bonds Today? in the first tray. Accurate trade estimates place the number of people who will hear the record during that week alone at more than 60,000,000.

Local Reports

Reports of the wholehearted manner in which local groups are setting the record reflect the enthusiasm of the industry. One hundred Wisconsin operators gathered at the Schroeder Hotel, Milwaukee, October 17 to pledge their support to the drive. In addition to securing State Administrator Frank J. Kuhl that every one of the estimated 20,000 phonos in the State will carry the Defense Bonds theme song, operators purchased \$4,725 worth of bonds at the get-together. During the past week operators in Des Moines also pledged 100 per cent co-operation to the drive.

Members of the Cleveland Phonograph Merchants' Association already have announced an elaborate campaign. In addition to selecting *Any Bonds Today?* as their "Hit of the Month" for November, the organization is planning an elaborate show for participation in the annual Armistice Day parade, plus an effective newspaper and radio campaign in behalf of the song.

Members of the United Music Operators of Michigan pledged all-out support of the drive at their last meeting in Detroit October 17. This group helped set the ball rolling with their Labor Day campaign in behalf of the Defense Bond drive and are now planning still more stunts commencing with a show with the RCA-Dance Carnival that begins a nationwide tour in Detroit November 3 and 4. Special Defense Stamp dance entertainers will be held both days. To gain admittance to the Masonic Temple Drill Hall on those afternoons, where Tommy Dorse and Sharp Fields orchestras will be playing, all that will be necessary is a Defense Stamp book with one 25-cent stamp in it. Operators estimate thousands of new stamp sales will result.

Other Pledges

Leading distributors in all parts of the country are devoting part of their floor space to effective displays of Defense Bond literature and posters. Atlas Novelty Company, Chicago; Badger Novelty, Milwaukee, are but two of many distributors setting up sub-stations for sale of Defense Bonds and Stamps. All manufacturers have issued special instructions to their field men and distributors to get behind the drive 100 per cent.

In the Northwest, a high-powered publicity campaign that's already resulted in favorable news breaks has been launched by the Hy-G Amusement Company.

Down in the Lone Star State, Texas operators are really putting their shoulder to the wheel. W. A. Thomas, collector of internal revenue, was on hand at a gathering of Dallas music men last week at which those attending not only pledged wholehearted co-operation in the industry-wide drive, but started the ball rolling with the purchase of a sizable chunk of bonds.

From the East

From the East come reports that cotton men there are also doing more than their share. Martin Shirey, president of the up-State branch of the Phonograph Operators' Association of Eastern Pennsylvania, reports his association has gone on record as supporting the drive and that all members will have *Any Bonds Today?* in the No. 1 tray before November 9 rolls round. Kirsh-Radice, Inc., Newark record distributor, has made special mailings to operators enlisting their support in the drive. New York distributors, especially Modern Vending Company and Manhattan Distributing (See OPERATORS PLEDGE on page 67)



NEW WURLITZER DISTRIBUTOR IN OMAHA. Personnel of the Brandt Distributing Company, Omaha, see Wurlitzer distributor, center, with M. H. Dueschbeck (left), Wurlitzer district sales manager. Next to him, are C. O. Brandt, owner, R. E. Paschall, sales representative and vice superintendent, and Homer Haushalter, sales representative. The firm will devote its efforts exclusively to handling Wurlitzer products in the Omaha area. (MR)

The record that should be in the No. 1 spot in every coin machine in the country!

The Original Version of

"ANY BONDS TODAY?"

on

Victor Records

Sung by the Victor Artist
Who Made it Famous

**BARRY
WOOD**

**Your Theme Song
for National Defense**

"Any Bonds Today?" is not only great entertainment but it is a proved stimulant for the sale of Defense Bonds.

Be sure to select this great Victor recording, and you'll be sure that Barry Wood sings it—sings it exactly as he first introduced it to the nation—exactly as he presents it in every program of the thrilling Treasury Department radio show, "Millions for Defense."

Install this number now. Get in on this grand opportunity to do your bit. Arm your machines with Barry Wood's "Any Bonds Today?" on Victor Records, and enlist them in the service of your country!

A TIP!

Cleveland and Detroit Operators gave this No. 1 Hit the No. 1 Spot in their machines.

**Record No. 27478—available through your Victor Record distributor
THE WORLD'S GREATEST ARTISTS ARE ON VICTOR RECORDS**

A Service of the Radio Corporation of America • In Canada: RCA Victor Co., Ltd., Montreal

★ BUY U. S. DEFENSE BONDS AND STAMPS ★

Walter Winchell SAYS

In his column "On Broadway"

New Yorkers Are Talking About

...Sammy Kaye's take-off platter on the ciggie routine (Modern Design, 3000-0000!) that threatens to outsell "Daddy."

So get this one in your coin machine while it's hot—

Sammy Kaye's "MODERN DESIGN"

27610



Here are more hot tips on **VICTOR and BLUEBIRD RECORDS** now going to town!

"THE SKUNK SONG"

An irresistible novelty number that's sweeping the nation.

TOMMY DORSEY
27621

Two sizzling platters—coming up!

"I Got It Bad — and That Ain't Good"

Hot-and-catchy number written by Duke Ellington, and offered in two recordings—one of them his. Duke Ellington Vauclon Monroe
27531 B-11310

ORDER TODAY FROM YOUR VICTOR RECORD DISTRIBUTOR

RECORD BUYING GUIDE--PART 1

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

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 10 most important operating centers in the country.

GOING STRONG

TIL REVELLE (11th week)	KAY KYSER (Harry Rabbit!) BING CROSBY
YOU AND I (11th week)	GLENN MILLER (Ray Eberly) BING CROSBY KAY KYSER (Harry Rabbit-Ginny Simms-Ensemble)
BLUE CHAMPAGNE (7th week)	JIMMY DORSEY (Bob Eberly)
I DON'T WANT TO SET THE WORLD ON FIRE (6th week)	HORACE HEIDT (Larry Corfen-Donna and Her Don Juans) TOMMY TUCKER (Amy Arnell-Voices Three) INK SPOTS
JIM (5th week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell) GINAH SHORE
I GUESS I'LL HAVE TO DREAM THE REST (4th week)	GLENN MILLER (Ray Eberly-Modernaires) TOMMY DORSEY (Frank Sinatra-Pud Piper)
CHATTANOOGA CHOO CHOO (3d week)	GLENN MILLER (Tex Benke-Modernaires)

COMING UP

ELMER'S TUNE (GLENN MILLER (Ray Eberly-Modernaires) DICK JURGINS)
There can be no holding Elmer now. This week's reports show the best-seller in great shape all over the country. It will take plenty of unforeseen reverse energy to stop the disk from crashing the charmed utero next week. The Miller disk is far and away the strongest at present, with Jurgins holding his own in the Middle West. The number is money from home.

PIANO CONCERTO (FREDDY MARTIN (Instrumental))
Here is one of the most amazing disks in the history of the business. Right now it is riding the crest in retail sales and, after a slow start, looks like it may hit the peak on the machines. Only thing against it is fact that a rash of vocal renditions have been turned out, not the least of which is Martin's own *Thought We Lost*. Can the instrumental treatment hold out against that competition? Next couple of weeks will tell. Meantime nickels pour in for all the versions, with this particular one far out in front.

WHY DON'T WE DO THIS MORE OFTEN? (KAY KYSER (Harry Rabbit-Ginny Simms) FREDDY MARTIN (Eddie Signe) ANDREWS SISTERS)

This number should reach its critical stage very soon. At this point it is in excellent condition after a waverling start. If it continues to gain strength it might well make the grade. This week it kept up last week's nice pace, but was not good enough to rise. Before final judgment is rendered ops are going to make plenty of money with this tune.

BI-I-BI (HOBACE HEIDT (Donna and Her Don Juans))
Latest double-talk riot is doing very nicely, and its popularity spreads over a wide enough area to promise a bright future. Heidt has no rivals on the machines as far as this ditty is concerned. Reports show that some ops have been neglecting the tune. They are making a mistake.

THE WHISTLER'S MOTHER-IN-LAW (BING CROSBY (Muriel Lane-Wendy Herman's Woodchoppers))
The coin phono addicts are knocking themselves out these days listening to Bing's peppy treatment of this swell tune. Backed by Muriel Lane and a group of Woody Herman lads, Crosby sticks for fair. Disk hasn't been around long but it is catching on like wildfire. Watch it shoot skyward.

TIME WAS (JIMMY DORSEY (Bob Eberly-Helen O'Connell))
Two weeks ago this typical Jimmy Dorsey treatment of a great Latin tune broke out in a batch of reports from all over the land. Looked like it had finally found itself and was on its way up. Last week it was not so good, however, and this week it wasn't even as good as that. Better watch it closely, tho, as it is good enough to start booming again.

YES, INDEED (TOMMY DORSEY (By Dorsey-Jo Stafford))
The end is near for Yes, indeed so far as this department goes. It's doing very well in litterbug spots, but is losing ground everywhere else. Looks like tape will be blown for it next week, barring miracles.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

COWBOY SERENADE (KAY KYSER (Harry Rabbit!) GLENN MILLER (Ray Eberly))
That's about all for the Cowboy. Simply not strong enough to issue top billing.

Names in parentheses indicate records. Double-numbering records are purposely omitted from this column.

PART TWO of the Record Buying Guide (covering Postoffice and the Week's Best Releases) appears on another page in this department.

OKeh Lucky Number-06434!

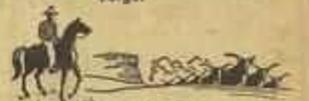
"I DON'T WANT TO SET THE WORLD ON FIRE" NOW sung by



GENE AUTRY

and 4 other big money-making hits... sung by America's big money-making favorite

06274 You Are My Sunshine
It Makes No Difference Now
06239 There'll Never Be Another Pal Like You
Tears on My Pillow
05980 Be Honest With Me
What's Gonna Happen to Me
05463 Goodbye, Little Darlin', Goodbye
When I'm Gone You'll Soon Forget



And, of course...

06359 Don't Bite the Hand That's Feeding You
God Bless Hree, Lined America
05080 Back in the Saddle Again
Little Old Band of Gold
05781 You Waited Too Long
The Little Old Star of Mine
03097 Mexican Hat
You're the Only Star
06360 I'll Never Let You Go
A Year Ago Tonight
05313 El Rancho Grande
The Singing Hills
05720 Sierra Sue
When the Swallows Come Back to Capistrano
Star Wars "Columbia" and "Blah"
Big U. S. Pat. Off.

ORDER FROM YOUR Columbia DISTRIBUTOR TODAY!

TALENT and TUNES ON MUSIC MACHINES

A column of special advertising for phonograph operators. The Billboard's Annual Talent and Tunes Suggestion is based on the best work in September and past.

By HAROLD HUMPHREY

News Notes

Band leader Bob Crosby's picture option has been picked up by Republic, and the maestro is scheduled to film two more movies. . . . Paramount is giving Harry James a fast for its pic "Young Man With a Horn," a best-selling novel some years back. . . . Artie Shaw, former personal manager and press representative for Gray Gordon, is now handling publicity for the Standard Phonograph Company. Maestro Gordon, incidentally, is back in the good graces of the musicians' union and now playing his first engagement in several months in Chicago. . . . Ben Wall has returned to the air lanes on a new NBC-Blue show titled "Monday Merry-Go-Round." . . . Now popular record label is scheduled to make its appearance later this month when Eli Oberstein, formerly of the defunct U. S. Record Company, starts another venture to be called the Imperial Record Company. . . . Andrews Sisters are back at the Paramount Theater, New York, for another run. . . . The Barry Sisters' first recording, "Jocelyn Got a Girl" and "Puzzical Army Five," for the Standard label has gone over the \$5,000 mark in less than a month, netting the girls a new contract with the disk outfit. . . . Jimmie Davis, of the department of public safety in Shreveport, La., was in New York to cut a batch of hill-billy ditties for Decca. . . . Production on Orion Welles's picture based on the life story of Louis Armstrong has been postponed to January. . . . Rite of Rosie Smith, blues queen who died several years ago, may be taken by Billie Holiday.

Buffalo Piano Ripplings

Bob Miller, of the Troquet Amusement Company, Buffalo, reports that the nickel-droppers around that area are developing a distinct taste for records having a

standout piano solo. Frankie Carlo's recording of "Hesitation" is an example, he says. Miller also states that he continues to be amazed at the staying power of his disks, that he has had on his machines for over three months now. Glenn Rye, Maria Elena and "TJ. Scoville are still nabbing him the most nickels.

Release Prevues

Johnny Long's latest Decca session saw the cutting of "You're on My Mind," "Time To Sing" and "Panic In Panama," all from the show "High Kickers." . . . Glenn Miller will soon add to his Bluebird releases with "Dreamville, Ohio"; "This Is No Laughing Matter"; "Papa Niccolina" and "Jungle Bell." . . . Erskine Butterfield, blues singer and swing pianist on Decca's label, has just made "Honey Dear," "I Was a Fool To Let You Go," "Money Doesn't Grow on Trees" and an original, "Long Tall Mama." . . . "Stup! And Ask Somebody" has been recorded by Will Bradley for Okeh. . . . Xavier Cugat is doing "Cancero," "Desperadamente" and some Afro-Cuban songs for Columbia. . . . "I Wish I Had a Sweetheart" is being recorded by Johnny Long on Decca, Joe Reichman for Victor, Bob Chester on the Bluebird label, and Herace Hall on Columbia.

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:

MIAMI:

You Made Me Love You. Harry James.

The operators around this resort area are collecting plenty of 5-cent pieces from the new James version of this old favorite. The melody is highlighted, of course, by the maestro's trumpet soloing, and the disk's ever-increasing popularity generally makes for a coupling that no doubt is responsible for the success of this record here.

HELENA, MONT.:

Jumpin' Jupiter. Wayne King.

Always a favorite around here, this King ditty holds to the standard set by the Waits King. Operators have bopped onto it as a result and find it clicking on most of their machines. Machine men elsewhere no doubt have locations that have King fans and should profit by this one, too.

DETROIT:

When Winter Comes. Sammy Kaye.

Kaye's all-time past year has built his disk up even more than in other years, and the results are manifesting themselves with this new disk. Operators here in the automobile city report that it is a big favorite with them now.

MOBILE, ALA.:

Bishop's Blues. Woody Herman.

The blues are Herman's lone suit, and this new one on wax has the nickel-towers working overtime in the 'ol' Southland, where that type of music is particularly strong. Title of this one is a dedication to one of the members of Herman's crew, and the maestro gives it his typical Dixieland treatment.

SPOKANE, WASH.:

I Wish I Had a Dime. Andrews Sisters.

This new one of the Andrews girls is already hitting the crest here on the machines. The song trio has become almost standard equipment for the coin phonographs in every part of the country, so it is only natural that among the flock of recorders the girls put out that one or more would right away turn up as territorial favorites.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended October 28 and the week before, ended October 18, see the Music Popularity Chart in the Music Department in this issue.



ORCHESTRA LEADER TONY PASTOR visits with Ed Shafer, of the Shafer Music Company, Columbus, O., during his appearance at Lora's Theater there. Grouped about the Seeburg HiTone Symphonola are Milesinker, Pastor band manager; Ed Shafer, Tony Pastor; Dell Fadely, of Victor Records, and Jack Shauert, local Seeburg operator. (MR)

N. Y. Music Men's Banquet Best Ever

NEW YORK, Oct. 28.—The New York music machine operators held their fourth annual banquet tonight at the Waldorf-Astoria Hotel, and it turned out the best ever in all respects. The attendance was the biggest ever, the orchestra leaders showed up in far greater numbers than ever, and the operators had a better time than in past years.

The trend of the banquet, while jovial, had great stress upon co-operating with the government in the Defense Bond drive by buying bonds themselves and by displaying the official bond song, "Any Bonds Today?" as the No. 1 song in every phonograph.

G. T. McKelvey, of the Seeburg Company, addressed the group and pointed out the great help the music operators have been in furthering the bond campaign and asked them to go to the extreme in making the country bond conscious.

Most of the evening was devoted to entertainment, and the following artists

appeared and, with the help of Vincent Lopez, who played for the affair, presented a few numbers: Benny Goodman, Art Jarrett and Gail Robbins, Vaughn Monroe, Billy Dastin, Harry James, Harry Wood, Dick Todd, assisted by Leonard Joy; Dinah Shore, Una Mae Carlisle, Le Ann Elster, Count Basie, Anita Boyer, Pinky Tomlin, Jack Leonard and Kay Kyser, assisted by Harry Bahbit, Sully Mason and Ish Kabable. The show was augmented by other acts, which included the Cabinets Quartet, Conway and Parks, Bob Robinson, Eddie Lamberts, Fields and Burns, Carl Lewis and Danny Webb. Billy Gleason was emcee.

Among the out-of-town guests were Reddy Orenbaum and Ben Palastrant, representing Packard Manufacturing Corporation; G. T. McKelvey, Bob Dunlap, Pete Otis and Irv McClellan, of the Seeburg Corporation; Robert Connor, Ernie Petering and Joe Darwin, of the Rudolph Wurlitzer Company; Harry Pezari, representing Rock-Ola Manufacturing Corporation; Sam Schneider, of Toronto; Mike Spector and Frank Engel, of Philadelphia; Barney and Louis Blasi, of Boston, and Bernie Bowen, of Hartford.



The COMET AUXILIARY SPEAKER

Equipped with Volume Control and Battle Board. 12", \$18.95, tax paid, 15", \$20.00, tax paid. Without Speaker.

UNIVERSAL ROLLAWAY CABINETS for Record Conversions for Any Type Phonograph. Single Disk, \$23.00, tax paid. Double Disk, \$26.00, tax paid.

1/3 Down, With Order.

RELIABLE SPECIALTIES, Inc.

4700 Prospect Avenue, Cleveland, Ohio

SMALL INVESTMENT!
STEADY INCOME!

DOUBLE-VALUE PHONO

PLAYS 2 RECORDS FOR 5¢

Selective Model, Shows 10 Records
View Your Locations Permanently
WRITE FOR DETAILS TODAY

L. L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KAISER AVE. BKLYN. N.Y.

Packard PLA-MOR Distributors are Headquarters for—

• Wall boxes, speakers, bar brackets, adapters
for practically all types of phonographs including
Mills, Wurlitzer, Seeburg, and Rock-Ola.

SEE YOUR PACKARD DISTRIBUTOR TODAY

**PACKARD
PLA-MOR**
EXCLUSIVE SERVICE COMPANY
MUSIC SYSTEM

PACKARD MANUFACTURING
CORPORATION
INDIANAPOLIS, INDIANA

Homer E. Copenhart, President

Reference List For Music Trade

The following list of state administrators of the Defense Savings Staff is published for the benefit of music associations and music operators who wish to contact the officials for publicity material and other help in conducting the thoroughgoing fund campaign. These staff officials of the U. S. Defense Bond organization have given great aid to music operators in many cities. They will be glad to help in many associations or groups of operators as possible. They will help by speaking at operators' meetings or by helping arrange a special bond drive.

Be sure to write your state administrator and let him know what music operators in your city are doing to boost U. S. Defense Bonds.

ALABAMA—Hon. William P. Stuart, State Administrator, Defense Savings Staff, Office of Collector of Internal Revenue, Mobile.

ARKANSAS—Hon. Roy O. Paschal, State Administrator, Defense Savings Staff, 318 Federal Building, Little Rock.

CALIFORNIA—Hon. Howard A. Mills, State Administrator, Defense Savings Staff, 621 N. Spring Street, Room 810, Los Angeles.

COLORADO—Hon. Ralph Nichols, State Administrator, Defense Savings Staff, 303 Colorado Building, Denver.

CONNECTICUT—Hon. Thomas S. Smith, State Administrator, Defense Savings Staff, 309 Federal Building, Hartford.

FLORIDA—Hon. John L. Fahn, State Administrator, Defense Savings Staff, 218 Federal Building, Jacksonville.

GEORGIA—Hon. Marion H. Allen, State Administrator, Defense Savings Staff, 284 Old Post Office Building, Atlanta.

HAWAII—Hon. Fred H. Kanner, Territorial Administrator, Defense Savings Staff, Young Hotel Building, 1035 Bishop Street, Honolulu.

IDAHO—Hon. John H. Viley, State Administrator, Defense Savings Staff, Office of Collector of Internal Revenue, Boise.

ILLINOIS—Hon. Norman B. Collins, State Administrator, Defense Savings Staff, 1357 Federal Reserve Building, Chicago.

INDIANA—Hon. Will H. Smith, State Administrator, Defense Savings Staff, 801 Federal Building, Indianapolis.

KANSAS—Hon. Evan Grunth, State Administrator, Defense Savings Staff, Room 308 Federal Building, Topeka.

MAINE—Hon. Clarence A. Galtson, State Administrator, Defense Savings Staff, Office of Collector of Internal Revenue, Augusta.

MASSACHUSETTS—Hon. Daniel J. Doherty, State Administrator, Defense Savings Staff, 1011 Post Office Building, Boston.

MICHIGAN—Hon. Olin Kavanagh, State Administrator, Defense Savings Staff, 234 Bank Building, Detroit.

MINNESOTA—Hon. Arthur O. Heywood, State Administrator, Defense Savings Staff, 738 New Post Office Building, St. Paul.

MISSISSIPPI—Hon. Eugene Fly, State Administrator, Defense Savings Staff, Post Office Building, Jackson.

MISSOURI—Hon. Dan M. Neo, State Administrator, Defense Savings Staff, Post Office Building, St. Louis.

MONTANA—Hon. William H. Hartley, State Administrator, Defense Savings Staff, 302 Federal Building, Great Falls.

NEVADA—Hon. Robert L. Douglas, State Administrator, Defense Savings Staff, 302 Blyden Building, Reno.

NEW JERSEY—Hon. John E. Manning, State Administrator, Defense Savings Staff, Federal Building, Newark.

NEW MEXICO—Hon. Mervyn P. Vidal, State Administrator, Defense Savings Staff, 101 Federal Building, Albuquerque.

NORTH CAROLINA—Hon. C. H. Robertson, State Administrator, Defense Savings Staff, Office of Collector of Internal Revenue, Greensboro.

OHIO—Hon. John McGraw, State Administrator, Defense Savings Staff, 508 Union Commerce Building, Cleveland.

Official correspondence should be addressed as follows: Roy D. Moore, chairman, Defense Savings Staff, 508 Union Commerce Building, Cleveland.

OKLAHOMA—Hon. H. C. Jones, State Administrator, Defense Savings Staff, 309 Federal Building, Oklahoma City.

OREGON—Hon. Tom H. Gamble, State Administrator, Defense Savings Staff, 309 Bond Building, Portland.

MUSKOGEE ISLAND—Hon. Joseph V. Broderick, State Administrator, Defense Savings Staff, 309 Bond Building, Portland.

(See REFERENCE LIST on opp. page)

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.

MISS YOU **SAMMY KAYE** (Alan Foster)
DINAH SHORE
FREDDY MARTIN (Clyde Rogers)

Here is the kind of ballad that usually rings the bell on the machines. Simple melody, sentimental tempo and tear-entailing words make for plenty of plays in all sorts of locations. What will get more plays, however, are the above-listed disks. Right now the Kaye version looks best-suited for all-round purposes, but Martin and Dinah Shore should not be neglected. This is definitely a sixth phono number and should be used immediately.

MOONLIGHT MASQUERADE **JIMMY DORSEY** (Bob Sharfy)
VAUGHN MONROE

We gave this Mediterranean-flavored ballad a nod here two weeks ago. Since then it has shown signs of life in scattered spots. It deserves mention again, because it has the stuff that a lot of phono fans want. Those operators who have not tried the number will do well to investigate. Either version will do.

THIS TIME THE DREAM'S ON ME **CLENN MILLER** (Ray Eberle)
WOODY HERMAN (Woody Herman-Ensemble)
ARTIE SHAW (Bonnie Lake)

This tune looks as if it might be the next big ballad rage. Market seems to be glutted with pretty ditties these days, but this song has plenty of schmalz and should be able to lap the field in a hurry. Evidently the most realistic of the newer tunes. This time has beautiful words to match and gets great treatment from Miller, Herman and Shaw. Looks very promising. From pic films in the Night.

MODERN DESIGN **SAMMY KAYE** (Three Keydebs-Ensemble)

This one couldn't be more engagingly goofy if it tried. Ribbing the average commercial just when the public is itself ribbing the subject, it hits the machines in motels. Since appearing here last week it has done well. Watch closely.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 4 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.

THE SKUNK SONG **TOMMY DORSEY** (Chuck Peterson-Pied Piper-Tommy Dorsey)

A delightful slice of musical tomfoery that takes up both sides of the disk and rates a double entry in the machines. Play of Part 1 makes Part 2 a treat. It's a comedy song, with gravel-voiced Chuck Peterson and the Pied Pipers explaining just why nobody cares for Mr. Skunk. Dorsey catches up with the skunk on side 2, teaches him how to swing: skunk swings, and then everybody loves him.

SUGAR DADDY **TOMMY TUCKER** (Amy Arnell)

This is the combination that brought a phono smash with *I Don't Want to Sit in the Front of the Bus*. And there's potential fire in the city, which is original with the beat. It's a sequel in the Gaddy rage and is as tasty as the original. Has enough strength to provide exemption to the rule that sequels strike out. Unfortunately, the title makes for misgivings. GHI in this song doesn't have Daisy Mae attitude at all. All she wants is a man she can love.

THIS TIME THE DREAM'S ON ME **WOODY HERMAN** (Woody Herman-Ensemble)

Characterized by the vocal treatment Tommy Dorsey popularized with his *Pia Nonna Smile*. Again reminiscent, Woody Herman takes this ballad from the blues in the Night picture and makes it mean something. R-rated is almost entirely vocalizing by Woody and the boys, and they are at their best. One of Herman's top efforts.

TONIGHT WE LOVE **FREDDY MARTIN** (Clyde Rogers)

Martin takes his original smash pop version of a Tchaikovsky concerto and adds the vocalizing of Clyde Rogers to it. The arrangement has been refurbished a little, but the musical perfection achieved by the first disk is carried over intact. Addition of voice might enhance music but quality of the song.

HI, SPOOKS **JIMMIE LUNCEFORD**

A terrific hopping of righteous swing rhythm is provided by Lunceford here, in one of his most infrequent plating performances. A band for the hot jazz fans, it's an instrumental ripper with hot horns and topped by a reach-for-the-ceiling trumpet. Plenty palatable for jitter locations and race locations.

LET'S WALTZ AS WE SAY GOODNIGHT **HORACE HEIDT** (Charles Goodman-Dunna and Her Don Juan)

Waltz recordings that are designed for the masses instead of the classes being few and far between, Heidt's entry stacks up as a winner. Slow and dreamy, it gets excellent song selling and it all adds up to a disk as exciting as it is dance-inviting. Moreover, tune itself, highly melodious, is of the Goodnight Sweetheart variety that characterized the popular waltz families of an earlier era.

Names in parentheses indicate vocalists. Double-voicing records are purposely omitted from this column.

PART ONE of the Record Buying Guide classifies records which are being strong and coming by in music machines appears on another page in this department.

THE HEIDT HIT PARADE



HORACE HEIDT'S DOUBLE VALUE COLUMBIA RECORDS

Columbia 36403

Be **FIRST** with the next **WALTZ HIT!**

It's the brand-new successor to "Til We Meet Again", "Save the Last Waltz for Me", and "The Waltz You Saved for Me".



Another brand-new hit! It's sensational! Donna's rendition is T-S-E-R-R-IFIC! This record will equal "Oh! Johnny! Oh!"

Be **FIRST**, ask for these **NOW!**
HORACE HEIDT'S
Double Value COLUMBIA RECORDS



PICTURE TIE-UP POSSIBILITIES FOR MUSIC MACHINE OPERATORS

Listed below are: (1) Films to be released within the next few weeks which feature tunes that have been or will be used by recording companies; (2) the national release date for each film listed; (3) the recordings of the film tunes as well as the artists and labels.

Sierra Sue

(Republic)
Gene Aulry-Saulier Burnette
Release Date: November 12, 1941

RECORDINGS:

Sierra Sue
Ring Crosby (Decca)
Gene Aulry (Decca)
Clayton Miller (Bluebird)
Gene Krupa (Columbia)
Clay Gray (Decca)
Sammy Kaye (Victor)
Tommy Reynolds (Okeh)
Henry Russell (Okeh)
Red River Dave (Decca)
Doris Rhodes (Columbia)

Be Honest With Me

Ring Crosby (Decca)
Freddy Martin (Bluebird)
Dick Robertson (Decca)
Horace Heidt (Columbia)
Al DeLuise (Okeh)
Jimmy Wakely (Decca)
Red Foley (Decca)
Royal Acuff (Okeh)

Swing It Soldier

(Universal)
Frances Langford-Ken Murray
Release Date: November 7, 1941

RECORDINGS:

Swing It Soldier
Berna Daube (Decca)
Tommy Dorsey (Victor)
Mavis Sullivan (Okeh)
Clara Jean (Decca)
Two Hearts That Beat in the Night
Sammy Kaye (Victor)
Charlie Spivak (Okeh)
Bobby Byrne (Decca)
Teddy Powell (Bluebird)
Orin Tucker (Columbia)
Irene Meyers (Decca)
Bobby Capo-Noto Morales (Decca)
Kate Smith (Columbia)
Trunks Up
Vaughn Monroe (Bluebird)
Frankie Machine (Okeh)
On a Bicycle Built for Two
Clay Gray (Bluebird)
Dick Robertson (Decca)
Mama Don't Allow It
Coley Cassady (Decca)
Rufe Davis (Decca)
Mildred Brown (Decca)
Play, Fiddle, Play
Edith Lovand (Decca)

Small Town Deb

(19th Century-Fox)
Ann Wilkes
Release Date: November 7, 1941

RECORDINGS:

Small Town Deb
Ivy Yi Yi Yi
Burrin Berigan (Victor)
Erik Madriguera (Victor)
Carmen Miranda (Decca)
Raymond Aronson (Decca)
Frankie Masters (Okeh)
Kay Kiser (Columbia)
Xavier Cugat (Columbia)
See One Tavern Band (Okeh)

The Filmusic Forum

Mr. Bug Goes to Town

But to be mistakenly undone by Disney's *Dumbo*, the Peabody Studio announces the completion of five songs by Hoagy Carmichael and Frank Loesser to be sung in *Mr. Bug Goes to Town*, a feature-length cartoon to be released later this year. Carmichael's starusted reputation practically guarantees that the melodies, like the *Cygnets in the Garden*, *My Little Baby Bumble Bee*, *Katy-Did*, *Katy-Did*, *Hi Dance at Your Wedding*, and *Oh, Oh, Oh*, will be quickly relayed from recording studio to music machine.

"Sun Valley" Tie

An alert coin operator soon in Jacksonville, Fla., placed a machine in the

Florida Theater lobby recently and closed up. Explanation: *Sun Valley Serenade* was the featured film, and the operator equipped the machine with 94 Miller selections, including all those from the picture.

"Moonlight in Hawaii"

Tie-up hint: Universal's forthcoming musical, *Moonlight in Hawaii*, features the Merry Macs' treatment of the well-known Hawaiian War Chant, among other tunes. Decca has the Macs' film version on wax, as well as older sides by Guy Lombardo, Harry Owens, Andy Iona and Al Kalala. Victor offers the Tommy Dorsey recording that went over so solidly in '38.

"Chocolate Soldier"

For operators with machines in close spots, MGM's *The Chocolate Soldier*, starring Nelson Eddy and Bess Stevens, makes excellent tie-up material. To be released November 14, the film score includes two original songs, the *Nebraska* aria from *Carmen*, and, more important, many of the songs of the original Oscar Straus hit. A complete record repertoire of the melodies, featuring the voices of film stars Eddy and Bess, is listed by Columbia, while Victor offers a medley by John Charles Thomas and a March Weber arrangement of *Soldier* selections. Decca has a special arrangement by the Jack Hylton orchestra as well as *My Hero* waxings by Harry Hotick, Lucy Monroe and the Band of H. M. Guards.

Musical Filmfare

Gene Krupa and his orchestra, heard on Okeh records, are set for feature roles in an MGM flicker, *Ball of Fire*. Krupa's own *Beauz Boogie* will get top billing on the sound track. To the 14 new songs Irving Berlin has written for *Holiday Inn*, Paramount has added two Berlin odds, *Easter Parade* and *Lucy*, both of which will be covered by Ring Crosby, Decca's number one recording boy.

Three new songs have been penned by Ralph Rainger and Leo Robin for 20th Century-Fox's *Tales of Manhattan*. —Security Cabin and Saul Chaplin have completed two new numbers in Columbia's new-shooting *Broadway Lu*. Lupe Velez will wobble both ditties, labeled *That's the Kind of Work I Do* and the title tune, *Nowafuta Lu*.

Paramount's "Louisiana Purchase" soon to be released, has a horde of elegant tunes which have been just as elegantly pressed by all the recording companies. Look for a full listing of the recordings and artists to appear in this department soon.

Operators! Don't hesitate to send in your criticisms (good or bad) of this department, as well as any ideas for financial-coin machine exploitation. If enough letters come in, this department will gladly feature a "round table" wherein operators can exchange comments. Address all communications to the Picture Tie-Up Possibilities Department, The Billboard, 1584 Broadway, New York.

Line Up Sales Org Behind Bond Drive

NORTH TONAWANDA, N. Y., Oct. 25.—Efforts of all distributors, district sales, service and credit managers of the Rudolph Wurlitzer Company were being full-strength this week behind the nationwide phonograph industry's nationwide drive to place the U. S. Treasury Department's official theme song, *Any Bonds Today?*, in the No. 1 spot of every automatic phonograph. Instructive from M. G. Hammergren, general sales manager of the North Tonawanda division of the firm, were issued to all Wurlitzer field men as to just what would be expected of them in this drive.

Details of the complete plan-of-action as outlined by Hammergren to coordinate the efforts of all Wurlitzer music mer-

chants and their locations in the campaign will include:

1. Mailing of a special brochure to all music merchants offering free-display stickers built around the records of *Any Bonds Today?* All operators have to do to obtain whatever quantities of these stickers they desire is to order them from North Tonawanda headquarters. These stickers are to be placed on all phonos and next to all wall boxes.

2. Wurlitzer distributors are to set up attractive displays of Defense Bond literature sent them and to take orders from operators for their own location display matter requirements. These orders will then be relayed to the proper State Administrator of the Defense Saving Program and his office will forward the display material to the operator.

3. Wurlitzer field men have been supplied with copies of the Association Executive's Bulletin, a compilation of suggestions and ideas for promoting the Defense Bond drive published by The Billboard. This bulletin is to be used as the basis for formulating local programs boosting the drive, after the plan has cleared their factory.

4. Special attention is to be given the fact that the entire automatic phonograph industry is pushing toward November 9 to 15 as "Phonographs for Defense Week", that local phonograph groups should participate in all local Armistice Day celebrations; that *Any Bonds Today?* must be on such and every phonograph before November 6.

5. Operators are urged to get their own organizations 100 per cent united of Defense Stamps and Bonds immediately and to pledge their support to the drive at once. All pledges received will be placed on the "Music for Defense" Honor Roll to be published weekly in The Billboard.

OPERATORS PLEDGE

(Continued from page 62)
Company, have been active in lining up operator support.

With two weeks still to go before the official "Phonographs or National Defense" week begins November 9, reports such as these are all the proof necessary to predict with certainty that every automatic phonograph will be a salesman for Defense Stamps and Bonds from November 9 to 15, and that Uncle Sam will be millions of dollars richer from the sale of Defense Stamps and Bonds resulting therefrom.

REFERENCE LIST

(Continued from opposite page)
Savings Staff, 218 Federal Building, Providence.

SOUTH CAROLINA—Hon. W. P. Bowers, State Administrator, Defense Savings Staff, U. S. Courthouse Building, Columbia.

TENNESSEE—Hon. Lipe Henslee, State Administrator, Defense Savings Staff, 144 U. S. Courthouse Building, Nashville.

TEXAS—Hon. Frank Scofield, State Administrator, Defense Savings Staff, Federal Building, Austin.

VERMONT—Hon. Fred C. Martin, State Administrator, Defense Savings Staff, Post Office Building, Burlington.

WASHINGTON—Hon. Sam Hahn, State Administrator, Defense Savings Staff, 209 Federal Building, Seattle.

WEST VIRGINIA—Hon. P. Roy Yoke, State Administrator, Defense Savings Staff, Office of Collector of Internal Revenue, Parkersburg.

WISCONSIN—Hon. Frank J. Kuhl, State Administrator, Defense Savings Staff, 305 Federal Building, Milwaukee.

The administrators of the States of Virginia and New York have not yet been appointed. The chairmen of these state committees are as follows:
NEW YORK—Richard C. Peterson, Jr., State Chairman, New York Defense Savings Committee, Radio-Kelby-Orpheum

Need Ideas?

CHICAGO, Oct. 25.—Over 500 copies of the latest edition of the Association Executive's Bulletin published by The Billboard have already been distributed to key industry executives. Additional copies are still available for the asking.

Entire eight pages of this month's bulletin have been devoted to compilation of ideas and suggestions for promoting the Defense Bond drive by local groups.

For your copy, address Coin Machine Department, The Billboard, 155 North Clark Street, Chicago.

Corporation, 1270 Sixth Avenue, New York.

VIRGINIA—Frank Pendleton Oskins, State Chairman, Virginia Defense Savings Committee, Washington and Lee University, Lexington.

The general headquarters of the Defense Savings Staff may be addressed as follows:

Commander Henry H. Helmann, Defense Savings Staff, R-I-C-O Building, 1270 Sixth Avenue, New York.

MORE PROFITS

with
Standard
RECORDS

T-2012 MOONLIGHT FJORD

—Jeterhill
—Nordic Instr. Quartet
BALTIC POLKA

T-2011 HAUNTING MELODY POLKA

MOUNTAIN PEAK POLKA
Helen Rene, His Muzette
Accordion & Accompaniment

T-2010 PERDIDA MUJER—Belen

(Unfinished Woman)
LOS QUE SE VAN
—Belen Muzette
(Those Who Leave)
Alfredo Mendez and His Orch.
Spanish Vocal by C. Del Toro

T-2007 LO-LO-LITA (The Girl Friend

of His Army)
GREETINGS
Harold Grant and His Orch.
Vocals by Fred Raymond

T-2006 SWEET CANARY POLKA

—Finn Muzette Orch.
CORLEADOR—Faso Delle

T-2004 WAITING ON THE "KALAMAZOO"

—Rene Muzette Orch.
CUTTING IN—Polka

T-2003 BLUFFERS—Polka

—Wall Leopold's Orchestra
FOXY—Polka

T-2001 FINGER—Polka

—Semia Wyle's Orchestra
COOANUT—Polka

T-2000 CORLEADOR—Polka

—Bene Muzette Orchestra
HAPPINESS—Polka

ORDER FROM YOUR LOCAL JOBBER

STANDARD PHONO CO.
168 W. 23RD STREET
NEW YORK, N. Y.

• Most unusual melody of the century •

MISIRLOU

• 14 recordings in preparation •

(including)

- XAVIER CUGAT
- HARRY JAMES
- CAROL BRUCE
- HAROLD GRANT
- MITCHELL AYRES
- WOODY HERMAN
- JOSE MORAND
- ALFREDO MENDEZ

(ALL PROFESSIONAL MATERIAL AVAILABLE)

COLONIAL MUSIC PUBLISHING CO., INC.

168 West 23rd Street

New York, N. Y.

Honor Roll—Phonographs for Defense

The following firms, associations and individuals have enrolled in the national campaign of the phonograph industry to boost the sale of U. S. Defense Bonds:

Automatic Phonograph Manufacturers' Assn., Chicago.
 Arkansas Music Operators' Assn., Little Rock, Ark.
 Cleveland Phonograph Merchants' Assn., Cleveland, Ohio.
 Milwaukee Music Operators' Assn., Milwaukee.
 United Music Operators' Assn., Detroit.
 Phonograph Operators' Assn. of Eastern Pennsylvania, Harrisburg, Pa.
 Blue Parlor Amusement Co., Bill Tackett, Goodwell, Okla.
 Coin Fun, Inc., O. J. Willis, Mgr., Omaha.
 Clepton's Automatic Sales, E. A. Clepton, Kirksville, Mo.
 Ender Novelty Co., Milwaukee.
 Christie's Novelty Co., E. H. Christie, Shrewsbury, Mass.
 Roperia Novelty Co., Don M. Evans, Emporia, Kan.
 L. W. Gentry Music Co., L. W. Gentry, Carlebad, N. M.
 Jones Coin Machines, H. M. Jones, Stephenville, Tex.
 Jen's and Nola's, Jennie Quinn, Ina, Ill.
 Louie's Amusement Co., Lewis Warsaw, Bedford, Ind.
 Mohawk—Phono Service, Arthur K. Strahan, Greenfield, Mass.
 Al Melster, Columbus, O.

Melody Amusement Co., N. L. John, Charleston, W. Va.
 Miles Amusement Co., Frank Miles, Danville, Ill.
 C. W. Mail, Wannego, Kan.
 Northwest Auto. Music Co., Lester W. Crews, Fort Dodge, Ia.
 Patterson, Spangler & Co., Frank Spangler, Oklahoma City.
 Peter's Novelty Co., Peter Mizson, Marietta, Wis.
 Mrs. Ralph Perchold, Beaver Dam, Wis.
 Cape Cod Cigarette Co., J. Fred Sagnow, Harwich Port, Mass.
 Stone & Daniels, Floyd C. Stone, Shrewsbury, Mass.
 Ideal Novelty Co., Carl F. Trippe, St. Louis.
 E. R. Muncie, Bastrap, La.
 Severson's Novelty Co., Claf N. Severson, Madison, Wis.
 Siegel Radio Shop, Irving Siegel, Marshallfield, Wis.
 Oscar J. Strauss, Lehighton, Pa.
 Valley Music Co., A. K. M. Medford, Medford, Ore.
 Weston Music Co., Kenneth Weston, Altus, Okla.
 Ash Williams, Inc., Lee A. Williams, Lincoln, Neb.
 Clifford B. Witham Sr., Glens Falls, N. Y.

Get your name on the National Honor Roll showing those members of the phonograph industry that have enrolled to boost the sale of U. S. Defense Bonds.

Sign an enrollment card sent you by your manufacturer or distributor, or sign and mail the coupon below to Phonographs for Defense Campaign, The Billboard Publishing Company, 155 North Clark Street, Chicago.

★ MY PHONOGRAPHS BOOST DEFENSE BONDS ★

Phonographs for Defense Campaign,
 The Billboard Publishing Company,
 155 North Clark St., Chicago.

I have already placed the record ANY BONDS TODAY? on my phonographs.

I will have the record ANY BONDS TODAY? (or other approved record) on all my phonographs during Phonographs-for-Defense Week, November 9 to 15, 1941.

Firm name

Street

City

Signed by

★ "ANY BONDS TODAY?" ON EVERY PHONOGRAPH ★

Minneapolis-St. Paul

MINNEAPOLIS, Oct. 25.—Music machine operators throughout the Northwest are hopping on the Any Bonds Today? band wagon in a big way, all planning to install the disk as the No. 1 recording in their machines. Distributors who are providing the operators with propaganda material for the drive report they are being swamped by music men for the literature.

Hy-G Amusement Company this week began to help Uncle Sam in the sale of Defense Bonds. Henry H. Greenstein and Jonas Beader, Hy-G executives, have placed Defense Bonds and Stamps on sale in their establishment and report they are selling at a fast pace.

These members of the Skydover Novelty Company staff were in the stands today at Ann Arbor, Mich., to witness the Minnesota-Michigan football tussle.

They were Sam Turan, Morris Roisher and Jake Nitza.

Archie LaBeau, of LaBeau Novelty Company, has been in Washington all

week and is expected back at his desk next week. Meanwhile, business at the LaBeau firm has been stepping along in good manner.

Hy Greenstein, Hy-G Amusement Company exec. and Mrs. Greenstein observed their 14th wedding anniversary Thursday (28). Harriet Cohen, a flower girl at the Greenstein marriage, is now bookkeeper at the Hy-G office.

Harry Lerner, Minneapolis operator, is going all out in Any Bonds Today? drive. He has installed the number on all his phones.

Ben Friedman, of Silent Sales Company, reports that Keeney's new Towers game is proving to be a big money-maker.

Recent visitors to the Twin Cities market were Al Redding, of Houston; Leo De Mars, of Ashland, Wis.; Walter Janknick, of Glencoe, Minn.; Mr. and Mrs. H. H. Krueger, of Fairfax; Roy Foster, of Sioux Falls, S. D.; Ed Cranney, of Spring Grove, Minn.; and Art Berg, of Fairmont, Minn.

Cleveland

CLEVELAND, Oct. 25.—A special meeting of the Cleveland Phonograph Merchants' Association, with President Lukich presiding, was held recently.

Jack Cohen, vice-president, explained the plans for the tie-up with the RCA-Victor Dance Caravan, November 3 to 9 inclusive, at Public Auditorium. He said the promotion is for the benefit of everybody in the phonograph industry and that all should co-operate in putting it over with a bang. He urged all members to get as many of their customers, friends and relatives to attend the dance November 8, which has been designated Phonograph Merchants' Night. The contest in which prizes of \$25, \$15 and \$10 are offered to servicemen selling the mook tickets was approved. President Lukich appointed Cohen chairman of the committee to handle the matter with George De Prezise and Jim Payny. Another committee to have charge of arrangements at the Public Auditorium was also named—Nate Pearlman, Hank E. Barney Kennen, Barney Wert and Sanford Levine.

It was unanimously agreed that the association co-operate with the American Legion in having a parade on Armistice Day and that the association enter a float and sound trucks. Operators and servicemen will decorate their individual cars and take part in the parade. President Lukich appointed M. Marcus parade manager and a committee, consisting of Ralph Borden, M. W. McEntire, Dale Eysman and Lloyd Evans, to arrange for sound trucks.

Distributors were invited to enter individual floats in the parade.

At the board of directors meeting of the Ohio Phonograph Association favorable reports were received from the Youngstown, Warren and Canton chapters on progress being made. It was voted to change the meeting date from the second Tuesday to the last Tuesday of each month.

Hit tunes of the week broadcast Sunday, October 20, by the Cleveland Phonograph Merchants' Association and Burt's record store, they were: 1. I Don't Want To See The World on Fire, 2. Concerto, 3. Kiss Poem, 4. Hasneton Shiner, 5. Whistler's Mother-in-Law, 6. Elmer's Tune, 7. Football, 8. This Time the Dream's on Me.

Note Philadot, of Cedar Gardens, is furnishing patrons with entertainment out of the ordinary. Scenery Clark, Glasgow torch songstress, who's appearing at the club, is also a recording artist and one of her favorites is *In My Solitude*. When she sings it Nute has the automatic phonograph brought out to the middle of the floor and Scenery sings a duet with herself.

Cigarette vending machine operators from Northern Ohio attended the show at Hotel Hollenden October 23-24 sponsored by the Cleveland Retail Tobacco Dealers' Association. All leading cigarette manufacturers had elaborate displays.

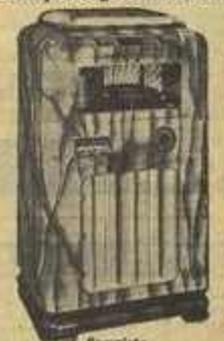
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WURLITZER
 With Illuminated Demo
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Complete Ready to Operate Money-Back Guarantee **\$89.50**

61 Wurlitzer Counter Model \$75.50
616 Wurlitzer 59.50
600 Wurlitzer 139.50
500 Wurlitzer 154.50
71 Wurlitzer Counter Model 135.00
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GERBER & GLASS

914 Diversity Bldg., Chicago

50,000 FEET OF CABLE!

For 20, 24 and 32 Selection Wurl. Boxes. Wood, heat and rodent treated. This is the finest wire ever used. Nothing else to buy. Terms: Draining deposit, balance C. O. D.

HARTFORD AUTOMATIC SALES

135 BROOKS STREET HARTFORD, CONNECTICUT

GREATEST PHONOGRAPH SALE IN OUR HISTORY!

SEEBURG	SEEBURG	WURLITZER
REGAL \$129.50	MAJOR (complete with Electric Selector and Record Control) \$275.00	MODEL 51, Complete \$75.00
GEN 119.50	VOGUE 179.50	MODEL 700 299.00
CROWN 129.50		Also complete stock of every thing you need for HARDWARE

WRITE FOR OUR PRICE LIST TODAY!! 1/2 Deposit with All Orders—We Ship Sat. C. O. D.

AMERICAN COIN MACHINE CO., 557 CLINTON AVE., N., ROCHESTER, N. Y.

VENDOR SUPPLY NOTES

The need for adjustment of candy plant operations under the current national defense program was stressed at a special meeting of the Association of Manufacturers of Confectionery and Chocolate of New York State held in New York recently. A representative group of manufacturers participated in the discussion.

The most acute problem arising from priorities and other defense curtailments facing the confectionery industry today is the shortage of packaging and packing materials. This was fully discussed at the meeting and a number of suggestions as to solutions were made.

The elimination of cellophane top coating on penny goods—a type of box that is particularly popular in the East—was one of the concrete suggestions put forward. It has been very difficult to obtain this type of container recently. The suggestion was received with favor among the manufacturers present.

Manufacturers were also urged to simplify their lines and standardize packaging and packing. In this connection the elimination of all but the 100-count on penny goods was suggested.

Cigarette paper is now being manufactured in the Jeter J. Schweitzer plant in Spottwood, N. J. This plant recently got into production after several months of preparation.

Previously most cigarette papers were imported from France or manufactured from imported linen rags. Since the war, however, American industry has learned to make the papers of flax.

The Schweitzer plant is now operating at about 30 per cent capacity, according to Ardell Loring, plant manager.

Production, however, is expected to be stepped up. Production at the plant includes all manufacturing steps from raw materials to finished products.

Raw flax is shipped to the plant from Minnesota, and the huge bales, weighing about 150 pounds each, are stored in the warehouse until ready to be converted into paper.

If American manufacturing plants, like the Schweitzer firm, continue their present operations, there will soon be enough domestically made paper not only for needs here but for export, according to a recent U. S. Department of Commerce report.

A group of tobacco retailers in New York is starting a move for the repeal of the State tax of 2 cents on cigarettes. They say that the reduction of the city sales tax helped them a lot, but that the State cigarette tax still loses business for them because consumers can buy cheaper in adjoining States.

Minneapolis City Council will act on a proposed new cigarette licensing ordinance, taxing dealers \$12 a year. It will replace a State tax which has been repealed, effective December 31.

A proposed order covering definitions and standards of identity for chocolate products is now in preparation and is expected to be issued shortly, say officials of the Federal Security Agency. While it is impossible to predict accurately the date on which the order will be published in *The Federal Register*, it is likely to be ready for issuance within the next two or three weeks, it was said.

This next step in the long proceedings looking toward standards for chocolate products is not the last one, however. Officials stated that anywhere from 10 to 30 days will be allowed after publication to file briefs or objections with the Food and Drug Administration.

Since unusual interest was manifested at the hearings on the chocolate matter, it is expected that the time limit will be close to the maximum.

Federal Security Administrator McNutt will then promulgate final standards after all objections have been duly considered and weighed.

Some time ago it was predicted that the Wrigley Company would eliminate all frills in packaging of its gum in the interests of national defense and today (24) it became official. The company, which is now using tin and composition foil wrappers for its gum in place of the aluminum foil packaging, explained:

"There are many good substitutes for wrappers, but there are no substitutes for aluminum in airplanes. There may be more changes necessitated in the future to save other materials needed for the defense of our country."

In the notices, which were printed on unbleached paper to conserve chlorine, the Chicago manufacturing concern pointed out that it's the merchandise that customers enjoy and not the wrappers.

In Fortales, N. M., education takes a holiday when there's peanuts and potatoes to tend. Superintendent of Schools Steiner shut down all schools for at least a week while students and teachers joined in the harvest of a bumper crop of goobers and apuds. A labor shortage resulted in the educational shutdown, the first of its kind in 20 years, Steiner said.

MARKETS IN BRIEF

NEW YORK, Oct. 25.—Peppermint oil (dollar a pound): Natural, \$3.75 to \$4. U. S. pharmaceutical, \$4 to \$4.20.

NOTES

CHICAGO SPOT MARKET
PEANUTS
Virginia and North Carolina.

	Cents per lb. in bags	
Jumbo	7.30	7.30
Families	7.00	7.30
Extra large	10.00	10.25
Mediums	9.40	9.50
*No. 1 Virginia	7.75	
*No. 2 Virginia	7.00	
*New		
	Southeast	
No. 1 Spanish	7.00	7.15
No. 2 Spanish	6.75	7.00
No. 1 runner	6.90	7.10
No. 2 runner	6.75	6.75
	Texas (New Crop)	
No. 1 Spanish	7.60	7.75
No. 2 Spanish	7.00	7.37

CIGARETTE MACHINES

for
**IMMEDIATE
DELIVERY**

And Why You Should Order Them Now!



Because of the Defense Program—to which Rowe is contributing machinery and man hours—THERE WILL BE NO NEW ROWE MODELS IN 1942.

ROWE MANUFACTURING CO., Inc.

World's Largest Maker of Cigarette, Candy, Gum and Nut Wrapping Machines
SELLEVILLE, NEW JERSEY

DESPITE the biggest summer business in our history, you can get Rowe cigarette machines immediately! Careful planning, over a long period, is the reason why we can make shipments today, notwithstanding the recent unprecedented demand.

But, altho we have machines now, we can't predict the situation a few months hence. Frankly, we don't know how many machines we then will produce—that will depend on materials.

We do know, however, that if cigarette machines are built, Rowe will be building them; we also know that every machine we make, now or later, will be as fine as money can buy!

Considering the uncertainties of future production, do more than fill your present needs. Anticipate what you require tomorrow, as well as today, and get your cigarette machines now—while they are ready for IMMEDIATE DELIVERY!

ESQUIRE PREMIUM VENDOR

Complete Deal Machine & Molds

Only \$12.50

Takes in \$11.00 when sold. Pay location 25% or \$2.75. Your own motor \$8.25. While for fulls and also on instalments.

ESQUIRE VENDOR, without premiums, board and Ball Game—will save anything, \$7.50.

USED VENDING MACHINES

22 York Vendors, 1 1/2 lbs.	\$2.75 Ea.
6 King Jrs., 1 1/2 lbs.	2.75 Ea.
40 Supreme Mk., 2 lbs.	2.00 Ea.
15 Col. Wheat "28", 2 lbs.	4.00 Ea.
7 Victor Universals	4.50 Ea.
3 Victor Specials	4.50 Ea.
2 Northwestern Deluxe, 1 1/2 lbs.	4.00 Ea.
2 Northwestern Translators	2.00 Ea.
19 Shipman Machine Vendors	20.00 Ea.
30 Greenway, 4 Quins, 1 1/2 lbs.	1.00 Ea.
12 Stewart-McCabe Adams	7.00 Ea.
100 Chicago Ball Gum Vends.	3.00 Ea.
20 1 1/2 Cigarette Vendors, 1 1/2 lbs.	8.00 Ea.
44 1 1/2 Cigarette with 100 1/2	8.00 Ea.
28 1 1/2 Johnson, 2 Col. Bal. Hershey	35.00 each; 2 of more
10 1 1/2 Johnson, 1 Col. Bal. Hershey	10.00 Ea.
Bar Vendor	10.00 Ea.
3 1/2 National & Candy Bar Vendors, late models	95.00 Ea.

YANKEE

Think what YANKEE means to you! Now see for it as a Cigarette Machine, then you can make this change right in location.

\$22.50 each

Brought in or 54 Pkg

Equipped with 75-250, Coin Divider, Large Cash Deposits, 100-50, wide by 7 1/2 inch by 9 inch Ball Gum Vender.

Immediate Delivery—Liberal Trade-In—1/2 Deposit Required With Order.

Sent for List of New and Used Vending Machines, Greenbacks, Dimes and Baker Counter Games.

RAKE 2014 Market Street PHILADELPHIA, PA.

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

DuGrenier Sales Mgr. Out on Road

NEW YORK, Oct. 25 (MR)—Burnhart (Big) Glasgold, sales manager of Arthur H. DuGrenier, Inc., left this week on an extended trip that will carry him first thru the South and then the Midwest. He will be gone for at least a month.

"My first stop will be at Beckley, W. Va., to meet our representative in that territory, Mitchell C. Doumany. I will travel along the Eastern Seaboard with him and then will continue on to Memphis to meet Wally Sipple, our Southern representative," Glasgold stated.

"The Champion cigarette merchandiser and Candy Man, 5-cent bar machine, have enjoyed unprecedented sales during the fall operating season, and I expect to see as many DuGrenier operators as possible on this trip," he concluded before boarding his plane.

New Ohio Cigarette Assn. Head Named

COLUMBUS, O., Oct. 25.—At a meeting of the Ohio Cigarette Vendors' Association here October 18, Albert Ture, of the Jansara Cigarette Service Company, Toledo, was named acting president to fill the post resigned by Lou Golden, of Ace Cigarette Service Company, Cleveland.

Organization underwent a vote of thanks to Sam Abrams, secretary, for his fine work in behalf of the group during the past year. Association voted to continue along the same line of policy that has been responsible for such progress dur-

ing the past year. Drive for new members was agreed upon.

Organization celebrated its first birthday this month.

Miami

MIAMI, Oct. 25.—Willis May Grattan, co-partner of Minute Music Company, is still in bed after two weeks of painful suffering with a severe attack of lypex.

Norman Rothchild and Aubrey Wintzmann have opened a new distributorship under the name of the Miami Cold Machine Exchange. They will handle pin games, Penny Arcade equipment and counter games. Norman is on the road now, while Aubrey is taking charge of the office.

Ben Cummings, Dixie Midee Company, thought up an original stunt to publicize the Mitter Ash Tray which was recently advertised in *The Billboard*. He promoted a "Miami" and took his Mitter Ash Tray for a ride thru the streets of Greater Miami, with some startling results.

Correction

NEW YORK, Oct. 25 (MR)—The announcement of the employment of Irving Silverman as Eastern New York representative for U-Need-A-Pak Products Corporation should have stated that Silverman will represent the firm in Eastern New York State thru the firm's distributor in that territory, Art Novelty Company, of Albany and Syracuse, N. Y.

MOVIE MACHINE REVIEWS

Program 1036

Produced by Minoco Productions.
Released by Soundies Distributing Corporation of America, Inc.

Featuring the talents of the Korn Knoblers, Mary Healy, Sister Sharpe and the Charloters, this reel boasts a better than average number of hot-dribe numbers. There's plenty of variety in this eight-subject package, and it's well presented, too. All shorts were produced in the New York studios by Fred Waller, with the exception of the Mary Healy bit, done on the West Coast by Sam Coslow, with Josef Berns directing.

THE KORN KNOBLERS present *I Want My Kid* in their usual funny style. Stan Frits does most of the singing of the Adam and Eve tale. Action takes place inside a barn, with cast dressed in overalls. Several shots of good-looking girls and their rustic boy friends enliven the proceedings.

CAROLYN MARSH in *I Can't Give You Anything But Love, Baby*. A well-timed, nicely presented short, with Miss Marsh in good voice. A few more close-ups instead of the three-quarter shots, however, would have added more eye-appeal.

THE CHARLOTTERS in *The Dork Town Strutter's Ball*. This well-known radio quartet contributes another fine 3-minute bit with a song that fits their talents like a glove. Bits of boogie-

woogie dancing by several fast-stepping colored teams are woven into the action.

WILLIE HOWARD in *Tyrone Shapiro*. Attired in matador costume, Willie tells of the exploits of Tyrone Shapiro to a group of attractive señoritas. Short demands close attention to be understood even in a soundproofed showroom. It is evident that dialect bits are not a happy choice for this new field of entertainment, inasmuch as noise and hubbub of conversation in average location will not permit its being heard plainly by even the most attentive customer.

MARY HEALY in *Miss Johnson Phoned Again*. A standout performance is chalked up by Miss Healy, cast as a telephone operator singing this number. Good close-ups of Miss Healy's beauty rivet attention, and photography and sound are unusually good. Few shots showing a hectic male at the other end of the line are a waste of footage.

ETON BOYS in *Sweet Adeline*. Against a harp-ton background, this popular quartet of radio and radio brings out the harmonies of this old-time favorite in true Gay 90 fashion, complete with foaming beer steins, mustaches and bowler hats.

MAXWELL GIRLS in *Who Threw the Ostrich in Mistress Murphy's Chowder?* An action-filled three minutes of many scenes—some in character featuring Irish brogue renditions of the story—other in modern dress featuring the harmonies of the Maxwell Girls.

SISTER THARPE in *Four or Five Times*. Backed up by Lucky Millinder and his orchestra, Sister Tharpe sings out with plenty of showmanship in her own unmistakable style. There's plenty to hold the attention and please everyone in this fast-moving short.

Program 1037

Produced by Minoco Productions.
Released by Soundies Distributing Corporation of America, Inc.

This reel marks another step upward in Soundies standards. Taken as a whole, it's commercially the best combination of name talent with good singing, dancing and comedy bits put out by Minoco to date. A sure bet to please. Technically it's okay, too.

LANNY BOSS in *These Are the Things I Love*. A newcomer to Soundies, Ross makes an auspicious debut singing this ballad to a beautiful girl in a garden setting. Should ring the bell with Ross fans.

KING SISTERS in *Cielito Lindo*. Backed up by Alvino Rey and his orchestra, the King Sisters really swing out with this south-of-the-border number. Attired in costumes, these proto-gone girls are shot from every angle. The clarinet work of Skeets Herfurt and the guitar-strumming of Dick Morgan are also featured. A standout three minutes.

PATRIOTS in *Defend America*. Three minutes of patriotism to the voices of the Patriots. Flashes of men in various occupations singing parts of the song are used effectively to add punch to the action.

SISTER THARPE in *Shout, Sister, Shout*. Another standout showmanly sequence contributed by Tharpe backed up by Lucky Millinder and his crew. The robust hymn-singing style of this talented entertainer should click solidly.

ROMAINE STEVENS in *Take Back Your Gold*. Billed as a Soundies discovery, Miss Stevens' hit is the least



"ONE OF THE MOST INGENUOUS MACHINES ever designed," declares Leo J. Kelly, vice-president of O. D. Jennings, as Phil Burgen, at left, Jennings distributor, explains its dual-action to Louis Jacobs, Wisconsin operator. (MR)

impressive of this reel. In the Gay 90 style made famous by Hattie Kay, Miss Steverson's satirization of the old-time declaiming style of singing falls short, although she works hard to pull it across and is easy on the eyes.

MORTON DOWNEY in *When Irish Eyes Are Smiling*. Any Irishman will tell you that only an Irish tenor can do justice to an Irish ditty; and this reel presents Downey singing the song which has long been a favorite of his with perfect timing and showmanship.

JOY HODGES in *Daddy*. A click on her first Soundies appearance in *Rose, Rose, Now, Miss Hodges* turns in another fine job telling her sugar daddy why he should get the best for her. Miss Hodges' radiant beauty, however, does not show to best advantage here either because of an overdose of make-up or poor lighting, especially in some of the close-up shots.

EMERELDY in *For Red Nellie's Honor*. In a rustic setting, Emereldy, aided by some mountaineer lads, sings out this ballad in true hillbilly fashion. Unusually good looking for a hillbilly star, Emereldy contributes a smooth singing job, embellished with some fine bits of fancy yodeling.

Bosco, New Genco Game, Well Received

CHICAGO, Oct. 23 (MR)—Judging by the smiles on the faces of the Genco officials, the new Genco game, *Bosco*, must be something exceptional. Dave Gensburg and the rest of the official family out at the Genco factory report that on test location *Bosco* has proved itself the biggest Genco collection builder of 1941. Bert Lane, of Seaboard Sales, reports that operators who tested it in and around New York came back with enthusiastic words for the game and demanded that they be put down for enough games to cover their routes as soon as possible.

"The colorful backdrop and the many new features seem to draw more players to the game and hold them there longer than any other game we ever produced," said Dave Gensburg. "Its multiple awards feature gives the players action with every ball, as it is possible to get from one to three replays at all times."

Answers Wheeler's Charges Hurl at Movie Machine Films

HOLLYWOOD, Oct. 23—Charges hurled by Burton K. Wheeler, isolationist Senator from Montana, that "some of these juke box pictures they are putting out and which have government priorities are lewd and lascivious pictures that would not be permitted on any decent stage or motion picture screen in the country" were answered here Thursday by Sam Coslow, head of the RCM Productions, Inc.

Telegram, made public here, sent to Senator Wheeler and members of the sub-committee investigating the picture industry on charges of propaganda follows:

"As West Coast producer of the coin machine motion pictures known as Soundies I most unflinchingly protest the statements to the press terming these

pictures as lewd and lascivious. May I point out to you that all coin machine pictures are censored by the same State censor boards who censor all motion pictures and that the average footage cut out of our pictures by the censors is far below the average cut out of feature pictures. We are sure you will be fault-finding enough to allow us to run our pictures for you and the sub-committee. A large number of our pictures were purposely built around patriotic themes to bolster the morals of the boys in the camps. We are certain when you and the committee see the pictures you will in all fairness want to retract statements attributed to you which are discrediting and injuring an entire industry employing a large number of people." Wire was signed RCM Productions, Inc.

Boston

BOSTON, Oct. 23—More than 90 members of the Amusement Merchants' Association heard a talk at their first meeting of the season from Christo Toor, head of the Internal Revenue Service for the State of Massachusetts. They held the pintable operators that Massachusetts is the third largest tax revenue producing State in the country. He pointed out that large returns are expected from the new coin machine taxes and prominent operators full government co-operation in making out their returns. Where requested, he said, the government will mail tax forms to locations whose addresses are furnished by the operators. He also reminded operators that in cases of excess payments' claims could be made for refunds within six months.

President Daniel Deillon resigned at the meeting because the pressure of personal business makes it impossible for him to continue his duties in the association. A committee consisting of Bill Barthe, Ernest (Blackie) Blackman and Sid Wolpert was named to nominate a new president.

George Simard, Manchester (N. H.) arcade operator, in town to purchase equipment, reports his business is steadily growing. George purchased several new machines for his arcade before returning to Manchester.

Russell N. Gosselin, of Lynn, a newcomer to the coin machine field, reports his pintable route is already showing good collections and he is adding locations steadily. Gosselin spends considerable time in Boston each week picking out equipment for the new locations.

Arnold Blatt, son of Barney Blatt, of the Atlas Coin Machine Company, came down from Bridgton Academy in Maine for a week-end visit at home.

Ed Barry, of Owl Mint Machine Company, reports that business continues good. Demand for pintables has increased following a clarification of the tax laws. Ed declares, and operators are keeping the Owl's employees busy with their orders. Ed also reports that small Panoram territories are now open to operators. More than 400 Panoras are now in location.

George Desnoyers, music operator from White River Junction, Vt., visited Boston this week to select equipment and deal with local customs.

Free Game Bargains

4 Ric Old	\$22.50	1 Polo	\$24.00
1 Soccer Team	25.00	1 Reporter	27.00
1 Baroque	25.00	7 Baynes	28.00
1 Gallie	25.00	8 Stratosfer	28.00
2 Drum Major	22.50	2 Hearty	32.00
20 Flecker	25.00	1 Sara Ruth	20.00
1 4 Diamond	20.00	1 Ono	30.00
1 Jolly	15.00	1 Vocalist	17.50
1 Play Ball	25.00	1 Doo Zag	30.00

Terms: 1/3 With Order, Balance C. O. D.

HY-GRADE NOVELTY CO.

283 N. VINE WICHITA, KAN.
Phone 2-6123

ATTRACTIVE PRICES

On Used Counter Games

10 Yankee (used two weeks)	\$15.00 Ea.
10 Yab (like new)	15.00 Ea.
Liberty	15.00 Ea.
Mercury	15.00 Ea.
Dough Boy	2.00 Ea.
Pack-a-Pack	2.00 Ea.
Ginger	5.00 Ea.
Poker Desk	5.00 Ea.
Tally	5.00 Ea.

1/2 Deposit and Balance C. O. D.
AUTOMATIC COIN MACHINE CORP.
340 CHESTNUT ST.
SPRINGFIELD, MASS.

NO TAX

On the Following Games, Must Sell at Once.
50 Latest Style Place Pool \$12.00
50 New Drivers 7.00
50 New JIGGER Counter Games 7.00

All Machines in A-One Condition,
1/2 With Order, Balance C. O. D.

C. B. HIGINS

508 Douglas St., N. W., Grand Rapids, Mich.

"ARTLISSA" HOME MADE CHOCOLATES IN CEDAR CHESTS

1-2 Lbs. Made into any size deal on boards to DOUBLE YOUR MONEY.
\$20 Deal Costs \$10, etc. TRY ONE AND WATCH THE REPEATS.
Conditions Make the Following Bargains Available

With Smoker Balls	\$25.00	24 Gomets	\$20.00	Happy-Go-Lucky	\$14.00
London Edition	15.00			Many Others	10.00
Pack Balls	10.00				
Track Times	17.00	Plaque House	\$14.00	All Free Plus	
Automatic Counting	\$25.00				

DEPOSIT 1/3 ON ALL EQUIPMENT, BALANCE C. O. D.
THE P. K. SALES COMPANY
5th and West
CAMBRIDGE, OHIO



Industry Mentions Magazines — Newspapers — Radio

The Atlantic City Press, October 19.—An NEA release on the subject of "Good-Time Charlie and his spending spree credits coin-operated music boxes with getting a goodly part of his money. The writer states that the long-predicted flood of Uncle Sam's defense-spent money is trickling into the pockets of Americans now and they are blowing themselves to a big dose of the oldest home remedy for a world headache—entertainment. The pleasure and surcease from worry afforded by music boxes all over the country at a nickel a tune is commented upon. Accompanying the article is a photograph of a young couple dancing to music from an automatic photograph.

The Chicago Herald-American, October 15.—Walt Disney's Donald Duck comic strip shows Donald sitting in an automatic photograph booth taking his own photo. Not being satisfied with the way it turned out he begins pulling the film from the machine, when along comes the owner, a very large fellow. Donald straightens up and says, "Listen, chum! Give me a picture that looks like me or my money back!" He got it, too. The last sketch shows Donald with two black eyes sitting beside a true likeness of him—with two black eyes.



Collier's, September 26.
Artist, Otto Soglow.

In Philadelphia music machines came in for heavy plucks on the Marie Theater stage for the week ended October 23, and in all the movie pages of the newspapers in connection with Charlie Barnett's personal appearance at the house. Featured number in the show was Barnett's own number, 35,000 Nickels Can't Be Wrong, which the band features in the forthcoming Universal picture about the music machines, titled 60,000 Nickels. Barnett further played the tune and the picture

on all his radio interviews around town during his week's engagement here.

The Philadelphia Record, October 14.—Following the usual oft-repeated newspaper practice, this paper dispatched a reporter to try out penny scales on the platforms of the subway, and then published the results. Photographs of the reporter on different scales headed the article. He claimed there was a wide variation in the weights shown for him on the different scales.

The Knoxville Journal, October 20.—An interesting ad was placed in this newspaper by Fidelity-Bankers Trust Company of Knoxville, entitled "Three Billion Nickels", and telling how this nation makes and spends billions piled on billions for fun and pleasure. It gives one sentence to baseball, football, hunting, fishing, horse racing and gambling, and a complete paragraph to mechanical music boxes and the three billion nickels it claims went into them last year. The purpose of the ad is to show that our nation has the most money in the world, our government offers unlimited funds for home building thru FAN, and that Fidelity-Bankers Trust Company is in position to make conventional real estate loans, to be repaid monthly.

Movie Mentions.—In the films Harmon of Michigan and Manpower are scenes wherein coin-operated machines are used as props. In the first is a restaurant scene with a fellow in the background playing a pinball game while his girl looks on.

Radio Mention.—On the Pepsi-cod show Tuesday night (31) Bob Hope said that the government is forbidding automobile makers to use too much chromium because we need all we can get for our pinball games. Later on in a bit of dialog with Frances Langford, when asked why the lights in his room flicker from the pinball machine on the corner. They don't really light up until somebody hits 25,000."

The Des Moines Register, October 2.—A reader scolding from an Iowa columnist reports "I was quite surprised when I noticed in the last issue of The Billboard's mentions of trade columns that you didn't have the mention from Harlan Miller's 'Over the Coffee in the Cox Moloz Register,' moved us to obtain a copy of the paper, and we give you herewith the mention: Miller said, 'My hazy impression that they still sell refrigerators in that corner store room at Sixth and Grand was corrected yesterday when I wandered in there. Instead it turns out to be a veritable palace of pleasure which you can enter thru a variety of penny and nickel slots. You can measure the strength of your finger grip or your sex appeal, shoot (synthetic!) at toy ducks or airplanes, see the Louis-Jucheming light pictures, peas, toy baseballs, or have your voice recorded for a



THE DEFENSE BOND DRIVE gathers momentum in Milwaukee, as Badger Novelty Company sets up its display room to promote the sale of bonds. "We are making a constant drive on the record 'Any Bonds Today?'" as well as selling stamps and bonds to operators," reports William K. Hoppel Jr., head of the firm.



MUSIC MACHINE OPERATORS from all parts of Michigan were on hand for the last meeting of the Michigan United Music Operators' Association held October 14 at the Wayne Hotel, Detroit.

quarter. In fact, if they'd install one of these nickel-in-the-slot hot dog machines it might well become the ideal place for a Orka fraternity man to take his co-ed on a date, with lots of variety for an investment of 30 to 60 cents."

New Orleans

NEW ORLEANS, Oct. 25.—It is heartening to see and hear *Any Bonds Today?* on a great number of photographs here. Operators report that the record is being played regularly, and that in many instances the disk has been requested by locations and players. Two large operators, the J. H. Paves Amusement Company and A. M. Amusement Company, report that more than half of their machines have the record.

Despite the continuation of record-breaking high temperatures, pin game operators have shown steady improvement with the peak of the football and week-end college and school students' parties on week-ends.

It's two more additions to families at the office of the New Orleans Novelty Company to bring the grand total for 1941 thus far to an even half dozen. This time it's Louis Bosberg, head of

the firm, who has another son. A few days later Al Aboon became a father.

With approximately \$6,000,000 being spent in new resorts or expansion of existing spots, it looks as the next season will be a record-breaker for the Gulf Coast pleasure packs and beaches. Biggest expansion programs are on now at New Orleans, Galveston, Port Arthur, Houston and Corpus Christi. Two new pleasure parks have recently opened in Houston and are keeping open this winter.

Mr. and Mrs. Julius Pace have been the guests on two week-ends at the summer home of Joe Maggio, prominent music operator.

Gene Munger, factory serviceman for Automatic Instrument Company, left Thursday for Jacksonville, Fla., and expects to be back in Chicago early in November after spending some time here working with the service department of J. H. Paves Amusement Company, distributor in this territory of Slinging Towns phonographs.

Melvin Mallory, manager of the Louisiana Amusement Company, has left for Central Louisiana after reporting a good fall turnover of Rock-Ola Spectravox speakers and other remote equipment.

It's Sensational GOTTGLIE'S TEXAS MUSTANG

(IMMEDIATE DELIVERY)

A FEW A. B. C. BOWLERS LEFT

WRITE FOR PRICES

GENUINE	RECONDITIONED	FREE	PLAY GAMES
Bant ... \$ 8.50 Big Chief ... 13.50 Bimble ... 17.50 Calumet ... 13.50 Fallon ... 14.50 Lucky 7's ... 15.00 Power House ... 12.50 Seven Up ... 35.00 South Pole ... 14.50 Stars & Co. ... 9.50	Snappy ... \$20.00 Sport Parade ... 25.00 Bowling Game ... 22.50 Camp ... 14.50 Comet ... 12.50 Lone Star ... 17.50 Short Stop ... 12.50	EXHIBIT ... 25.00	Salvo ... \$25.00 Tropic Ball ... 20.50 Tivoli ... 9.50 Big Show ... GOTTGLIE'S Bowling Alley ... 18.00 Bohemian ... 27.50 Score Card ... 15.00

CHICAGO GOIN

All American ... \$32.00	Comet ... 22.50	Dr. Duck ... 17.50	Phantom ... 17.50
Chicago ... 12.50

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PRICES RIGHT—EQUIPMENT GUARANTEED

FIVE BALL FREE PLAY GAMES			1 Ball Games
All American \$20.00	Major, #1 ... \$40.50	Sky Ray ... \$45.00	Big Prize ... \$64.50
Big League ... 10.00	Major ... 29.50	Snappy ... 17.50	Big Game ... 58.50
Big Time ... 24.50	Major ... 49.50	Speedy ... 11.50	Dark Horse ... 78.50
Blue Jay ... 36.00	Myrtle ... 25.00	Star ... 22.00	Millie ... 27.50
Camille ... 14.50	Play Ball ... 32.50	Terror ... 8.50	Millie-2-3 ... \$6 25.00
Castile ... 14.50	Punch ... 11.50	Triple Bill ... 40.00	Sumo ... 22.00
Castro ... 31.50	Progress ... 20.00	Twin Six ... 35.00	Round Time ... 78.50
Pilly Frank ... 47.50	Red, White, B. ... 24.50	One ... 23.00	Sport Social ... 58.50
Farmington ... 15.50	Remstar ... 27.50	Valley ... 30.00	...
Leona ... 12.50	Star ... 50.00	Imbie ... 24.50	...

CONSOLES AND AUTOMATIC PAYOUTS

Bob Tail, Totipot ... \$75.00	Pass Book, Brown ... \$75.00
Big Game ... 75.00	Score Pad ... 150.00
Charlie Horse ... 82.50	Track Time, #2 ... 25.00
Four Balls ... 85.00	Track Time, #1 ... 25.00
High Hand ... 150.00	Triple Time, #2 ... 75.00
Junior Parade, F.O. ... 75.00	Triple Time, #1 ... 75.00
Junior Parade, F.P. ... 75.00	Triple Time ... 104.50
Lucky Luke ... 125.00	Triple Time, #2 ... 75.00

125 with all other, Set G. O. D. WE HAVE MANY MORE MACHINES ON HAND. ALSO COUNTERS, GAMES, ARCADE EQUIPMENT, PHONOGRAPHS AND SLOT MACHINES OF ALL TYPES—WRITE FOR COMPLETE LIST TODAY!

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SOUTHERN AUTOMATIC

Super Scoop
VALUES

SPECIALS BY WORLD'S LARGEST DISTRIBUTORS

Asolo	\$ 2.50	Duke Ranch	\$22.50	Music	\$37.50
Big Ten	2.50	Fox	8.00	One Star	13.00
Bonita	2.50	Foxes	13.50	On Deck Birds	18.50
Big Town	13.50	Fox Hunt	27.50	Oh Johnny	18.50
Big League	14.50	Fish	17.50	Pragmas	19.50
Rolling Alley	14.50	Flislar	22.50	Parade	42.50
Big Show	15.50	Gunsaw	22.50	Roy	13.50
Shades	15.50	Gold Cup	24.50	Super Six	4.50
Bully Beauty	15.50	Gold Star	34.50	Swim Champ	13.50
Bandwagon	34.50	Gold Over	35.50	Summertime	14.50
Big Chief	34.50	Happy	13.50	Summer	14.50
Big Time	42.50	Lucky	13.50	Short Blue	14.50
Brooklyn	42.50	Lucky Sells	14.50	Sports	13.50
Brook	42.50	Lance	14.50	Steady Card	16.50
Clown	8.50	Linsight	13.50	Sooty	19.50
Commodore	13.50	Lovell	22.50	Triples Throat	4.50
Clown	16.50	Leader	22.50	Three Up	16.00
Cadillac	19.50	League Leader	37.50	Victory	22.50
Cryol	37.50	Mr. Chief	22.50	Wagon	16.50
Dandy	22.50	Merry-Go-Round	16.50	Yacht Club	19.50
Double	16.50	Music	19.50	Zip	9.00
Double Feature	19.50	Miss	24.50		

LEGAL EQUIPMENT

Seeburg Christian Sam	
Revels	\$49.50
Bally Bull's Eye Gun	29.50
Black Cabinet Keno	
Anti Aircraft Gun	39.50
Brown Cabinet Keno	
Anti Aircraft Gun	54.50

COUNTER GAMES

Uno	\$5.00	Buckley Games	\$12.50
Tavern	6.00	Pink's Peak	17.50
Craps Wheel	6.00	Three Leagues	22.50
Pop-Rated	6.00	New Mercury	25.50
Cub	6.00	New Lucky Strike	13.50
Ginger	7.50	Dual 21	13.50
High Stakes	8.00	New Yankee Double	
Yes	7.00	Reiner	18.50
		New Dual Race	13.50
		New American Flips	12.50

Brand New Marvels or American Eagles..... \$25.00 Each

CONSOLES, PAYTABLES, ETC.

Mills Junior, Check		Double Header Pay	\$17.50
Secretary of Call		Table	\$17.50
Pay	\$79.50	Hot Day Automatic	17.50
Mills Junior, P.P.	69.50	Derby Day Double	12.50
Mills Junior, P.P.	69.50	Prickers, Automatic	12.50
1939	27.50	Tan Force Console	12.50
Event P.P. Junior	104.50	Liberty Bell Console	17.50
Game	104.50	Golfing Progress	39.50
Exhibit Silver Balls	49.50		

1939 Mills Free Play 1-2-3.....\$37.50

TERMS 1/3 DEPOSIT, BALANCE SIGHT DRAFT

4 BIG OFFICES

Southern AUTOMATIC MUSIC CO.

542 S. SECOND ST. LOUISVILLE, KENTUCKY
 331 N. CAPITAL AVE. INDEPENDENCE, MO.
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Play Ball Proves
Tops—Dick Hood

CHICAGO, Oct. 26 (MIB)—The success of Play Ball, H. C. Evans' new machine play baseball game, definitely stamps this game the greatest achievement in coin machine history, according to H. W. (Dick) Hood, president of H. C. Evans & Company. "No matter where the reports come from," said Hood, "no matter what type of location, no matter what kind of machines compete with it, the verdict proves the same: Play Ball tops 'em all."

"Here, for example, is what Paul Gerber, of Gerber & Glass, found at their Hotel Sherman location in Chicago: "The most amazing thing about Play Ball," says Paul, "is that its play curve keeps going upward. In all my experience I have never known a game to achieve that record before. Play Ball when first installed drew only a fair amount of play and we were puzzled. Then we noticed that the play began to build up more and more. Investigating, we noticed that new players would play a game or two and then walk away, but soon would come back and play again. This was particularly noticeable among the regular players who frequent our Hotel Sherman location, and soon they recognized Play Ball and actually had it up completely while they were there. Like a snowball rolling downhill, the play continued to grow day after day."

"Beyond a doubt, it's the most profitable machine we have in that location, and it would certainly be interesting to any operator to spend a couple of hours here and watch the amount of play the machine gets. More than that, it's an eye drawing card, almost like a World Series, to bring people into the place. While they wait their turn at Play Ball, they usually give the other machines a

whirl or two, all of which increases collections handsomely."

"Those words from Paul Gerber," added Dick Hood, "explain not only their own experience, but substantially the same is true in locations all over the country. Paul says in effect that many operators have told us, that Play Ball is not only the greatest game attraction ever to invade the coin machine industry, but what's more, it's a stand alone game whose popularity and profitability live long after the novelty wears off, like the game of baseball itself."

Monarch's Cute Motto:
"Operators' Cue for '42"

CHICAGO, Oct. 25 (DRI)—"Columnists know in advance just what their requirements will be during the coming months and year," believes Al Stern, Monarch Coin Machine Company, "considering the facts of changing economic conditions, priorities, price rises and opening of hundreds of new locations." Stern believes that operators who can anticipate their needs will share in one of the best operating periods ever experienced by coinmen.

Stern reveals that Monarch has undertaken to make operators conscious of the necessity for buying today for tomorrow's business. Stern's cute motto is: "Forewarned is forearmed—our operators' cue for '42."

"Monarch showrooms," says Stern, "are filled with reconditioned machines of a wide variety." He assures that co-operation and service given by Monarch are at peaks higher than ever before. "Every machine gets complete repair and thorough reconditioning and is released only after a final careful check-up. Monarch service is speedy because we realize that the faster the operator gets the machine into play, the sooner his profits begin."

"A final tip," concludes Stern, "is new ones in coin machine prosperity is unfolding. Be prepared!"

MEN MACHINES

Bond Song

Nat Gohn, official of Modern Vending Company, is the proud possessor of a letter from the U. S. Treasury Department commending his firm for its work in promoting the song Any Bonds Today?

"The letter, signed by Vincent F. Callahan, chief of the radio and press divisions, stated: "Secretary Morgenthau has asked me to thank you for your letter of October 3, outlining the work which you have done to promote the song Any Bonds Today?"

"The Treasury Department deeply appreciates the fine spirit of co-operation which your company is now expending in behalf of the Defense Savings Program."

"It is thru just such co-operation that this vital program will meet with success."

Tax Information

Co-operation has been the watchword among coinmen as regards the recent federal revenue act. Distributors, manufacturers and operators everywhere passed the information along as they received it—some of them making mailings of thousands of pieces to friends and customers in order that everyone might have the true information as soon as possible.

Many of these mailings stemmed from information wired to manufacturers and distributors by *The Billboard*. We are still receiving copies of bulletins sent out upon the receipt of *The Billboard's* wires.

Following thru, coinmen have contacted their local revenue officers for local rulings and have passed the information on to operators in their territories. Such a bulletin has been issued by Abe Fish, of the General Amusement Games Company, Hartford, Conn. In a very complete report, Fish advised operators as to what is expected of them under the revenue act, whom they should contact, and how the information gathered will be handled. Undoubtedly the operators of Connecticut are highly appreciative of Fish's efforts.

Perma Pointers Point

In looking over the program on a photograph recently I saw—????? Dedicated to Hitler.

Curiosity caused me to play it, as it is doubt did many others—and this is what I heard—*I'll Be Glad When You're Dead, You Rascal You.*

Lieberman Tells "Conditions" Now

Reporting on the trends of sales in his establishment in Chicago, Bud Lieberman, distributor, reveals that the sale of one-ball and console games has been especially heavy during the last 10 days. He attributes this to the fact that operators are placing these games, despite the higher tax, in order to cash in on possibly larger revenues from the machines.

Says Lieberman: "Every operator I know is more than happy to do his share for defense and I have heard no complaints whatsoever about the taxes. All are imbued with the idea that the industry is happy to show the country's officials that the coin machine men are willing to make financial sacrifices as well as the next fellow. In fact, many of the operators are taking the chance on their purchases in stamps and bonds."



COINMAN GLEN KEAGLE and his wife, Bobbie, gleefully pose with their first catch, a 74-pound sailfish. The Keagles are based at Miami.

Grand Nationals' Tax Analysis

"Proof that operators are alert to changing conditions and are ready to go after business harder than ever is indicated by responses from coinmen," according to Alec Churvis, of Grand National Sales Company, Chicago.

"When the federal tax bill was passed we prepared a special analysis of the law and announced that this report was available on request. We were gratified by the large number of requests that poured in. This was all the more noteworthy in view of the excellent work done on this subject by *The Billboard*. The response proved that operators are really on their toes and ready to make things hum."



"BUSINESS WITH A SMILE" is the motto of Harold Klein, of Muesel's Coin Machine Company, Muesel, who is serving as manager in absence of Sam London, who is vacationing in Colorado.

Coin machine salesmen who are just coming back into Chicago from their first trips since the passage of the coin machine federal taxes report operators not at all discouraged. "In fact," says Al Kopko, Chicago distributor, "I was really surprised at the enthusiasm displayed." Kopko confides that he took advantage of the attitude of coinmen to book heavy orders for his counter game Seven Grand. "Operators readily saw the possibilities in the 1-5-10-15-cent play for cash awards," said Kopko.

National Photographs for Defense Week is drawing closer and every photograph should by this time have the time Any Bonds Today? in the No. 1 tray. Make no mistake, this campaign to promote defense bond sale is no sporadic attempt to get the records on machines. Everywhere operators have indicated that they will have the records on their machines. The campaign is endorsed by manufacturers, distributors, record manufacturers and trade papers—but, it is the operator who will make a success of the campaign.

NATIONAL PHOTOCARDS FOR DEFENSE WEEK—November 9 to 15.

Milwaukee

MILWAUKEE, Oct. 25.—Wisconsin automatic photograph operators have pledged to place *Any Roads Today?* in the No. 1 position on their automatic photographs and also to purchase bonds and stamps themselves. At a meeting of some 100 operators October 17 at the Schroeder Hotel here \$4,725 worth of bonds were bought from Frank J. Kichl, collector of internal revenue here and State administrator of the national defense savings staff. An estimated 35,000 photographs will carry the patriotic drive in Wisconsin.

Attitudes of incorporation have been filed here by the Royal Music Company to engage in the music and vending machine business. Incorporators are Sidney A. Brodson, Harold Klein and Ruth Heid.

According to John W. Bosch, chief of the State's tobacco and beverage tax division, Wisconsin has collected \$7,900,000 in cigarette taxes since the enactment of the act in 1939. Collections for 1941 are expected to total about \$4,200,000.

Mississippi

NATCHES, Miss., Oct. 25.—Bruce Wayne Jr., of Ferriday, La., was a recent visitor here while en route to the Louisiana State-Mississippi State football game in Baton Rouge, La.

Frank Ferraidt Jr., now located in Jackson, Miss., with the Service Novelty



THE FOUR MUTOSCOPE PHOTOMATICS pictured above are operated by the Auto-Matic Company, Los Angeles, and are located in the city's Chinatown. The proceeds from the machines go to the Chinese city administration and are used for the maintenance of the streets, sidewalks and gardens in the Chinese city. (MR)

Company, was here last week-end for a visit. He was accompanied by Mrs. Ferraidt. Frank says business is fine in Mississippi's capital city.

Coin machine business is on the up and up in this section, especially near Baton Rouge, near the Louisiana State Univer-

sity. New locations are springing up on the Louisiana-Mississippi line, and St. Francisville, La.; Woodville, Miss.; and other near-by points are getting their share of the play.

Mrs. D. A. Biglane, wife of the local operator, returned here last week after several weeks in Hattisburg, Miss. Their new son, James Michael, is the pride and joy of the household.

Pennsylvania

WILKES-BARRE, Pa., Oct. 25.—Ben Sterling Jr., of Sterling Service in Rocky Open Park, Moosic, Pa., announces that he is constructing a new warehouse, as well as enlarging and redecorating his display room. He is distributor for Wulfsberg in Northeastern Pennsylvania.

Enlarging their campaign for more newspaper advertising, operators are continuing to increase their listings. For example, of Hazleton, Pa., cigarette machine operator, recently had two co-operative ads announcing his participation of newly opened taverns and cafes.

Andreuzzi's, Hazleton, Pa., was the first in that area to use newspaper ads plugging the installation of a Panorama Soundies machine.

August Exports Show a Decline

WASHINGTON, Oct. 25.—The decline in dollar volume for coin machine exports continued during August, according to statistics released by the foreign division of the Department of Commerce. A total of 465 machines valued at \$56,070 were sent out of the country. This compares with July figures of 457 machines with a value of \$50,367.

Prizes accounted for 253 machines valued at \$43,667. Amusement machines other than pinball totaled 139 valued at \$12,500. In third place were vending machines, with 84 valued at \$937 exported.

NOW...FASTER PLAY...FAR BIGGER PROFITS...CONTINUOUS ACTION... ON MARVEL AND AMERICAN EAGLE WITH DAVAL'S NEW TAX FREE METHOD!

No more worries about the location running out of change! No more stopping by players when they run out of coin! **CONTINUOUS ACTION!** They keep right on playing and playing — **FOR FAR BIGGER, FASTER, EASIER, STEADIER PROFITS THAN EVER BEFORE!** AND — PLUS ALL THIS — THE NEW DAVAL CONVERTED MARVELS AND AMERICAN EAGLES ARE "TAX FREE"! RUSH YOUR MARVELS AND AMERICAN EAGLES TO DAVAL TODAY — HAVE THEM COMPLETELY CONVERTED TO THIS NEW NON-COIN OPERATED PLAY ACTION — GET THE BIGGEST, MOST THRILLING SURPRISE OF YOUR LIFE AS THOSE BIRD, JUICY, "TAX FREE" PROFITS COME ROLLING IN!!!

COMPLETE CONVERSIONS ONLY ...

\$7.50

EACH

THE DAVAL COMPANY

2042 CARROLL AVE., CHICAGO, ILL. (All Phones: MONroe 9310)

! Such LOW Prices!

For games that can be put right on location
Machines Guaranteed Mechanically Perfect

BERCO	Clammer	\$ 2.00	BAKER:	Start	\$25.00
Seven Up	Topographer	5.00	Salute	Laboratory	41.50
Duke Ranch	Shanty	5.00	Targa	Sarban	34.00
Callahan	Play Ball	25.00	Big Time	GOTTIEB:	
Hip Hop	Onetime	19.50	Evry	Balls Up	\$37.50
Formation	Picker	20.00	CHICAGO COIN:	Hyposcope	45.00
Top Spot	Central	17.00	Snappy	Bliss Beach	31.00
Chester King	Air Force	60.00	Pop	Sea Hawk	32.50
Clapper	Silver Slade	37.00	Showboat	WESTERN:	
Jump	KEENEY:		Makes '21	Barman	\$22.50
Eye Zag	Wild Fire	\$25.00	Spook Parade	SPYKOR:	
KALLY:	Viet	25.00	American '31	Hit Stagger	\$44.00
Smoked	My Ray	43.00	EXHIBIT:	SUCCESS:	
Vegas	1st Prize League	17.50	What Wins	Red, White &	
Linedup	1st Prize League	17.50	London	Blue	\$18.00

1/2 Deposit, Balance C. O. D.

WESTERHAUS AMUSEMENT CO.

3616 DARWIN AVE. CHEVIOT, OHIO

CENTRAL OHIO QUALITY BUYS

CORNBOLLS	SLOTS		
Kentucky Club	\$45.50	52 Jennings Chiefs	\$42.50
U. S. Home Time	27.50	102 Jennings Chiefs	\$42.50
Miss Swatoga	75.50	202 Jennings Chiefs	42.50
Pine Roots	75.50	50 Vest Packard, Green	22.50
Four Corns, F. P. Wins	108.50	50 Vest Packard, Blue/Grey	25.00
Miss Jumbo, P.O.	110.50	14 Miss Blue Front	50.50
Pack Time, P.O.	85.50	50 Miss Blue Front	50.50
1000 Lingerie	85.50	50 Miss Blue Front, 900000	45.50
Queen Belle	85.50	50 Waiting Rotator	37.50
Jessie Tanager	85.50	102 Waiting Rotator	37.50
Miss Dow, 1000 Gals	85.50	1000 Waiting, Like New	12.50
Write for Our List of Free Plans		50 Q.T. with Slats	30.00

CENTRAL OHIO COIN MACHINE EXCHANGE, INC., 491 S. High St., COLUMBUS, OHIO

Letter From Internal Revenue Office Gives Pinball Ruling

The following letter from the Internal Revenue Department is the most important ruling on pinball games available up to the present time and should be kept for reference by operators. The letter was issued in response to joint inquiry by the following firms:

Bally Manufacturing Company
Chicago Coin Machine Company
Exhibit Supply Company
J. H. Keeney & Company
Genco, Inc.
D. Gottlieb & Company



OFFICE OF
COMMISSIONER OF INTERNAL REVENUE

WASHINGTON, D. C.

STANDARD BUILDING

WASHINGTON, D. C.

ST-11

TREASURY DEPARTMENT

WASHINGTON

OCT 15 1941

D. Gottlieb and Company,
1142-1150 North Kostner Avenue,
Chicago, Illinois.

Attention: D. Gottlieb

Gentlemen:

Reference is made to your letter of October 14, 1941, relative to the tax imposed with respect to coin-operated amusement and gaming devices, and in particular you inquire under what division of section 3207 of the Internal Revenue Code, as added by section 955 of the Revenue Act of 1941, does a pin-ball machine which contains either a free play device or where a location owner chooses to give a prize for scores.

A pin-ball machine which merely gives or permits of free play only, or where the location owner offers prizes for scores is considered to be an amusement device as defined in section 3207(a)(1) of the Internal Revenue Code with respect to which the tax is at the rate of \$10.00 per year.

Respectfully,

D. S. Slisz
D. S. Slisz,
Deputy Commissioner.

cc-Collector,
Chicago, Ill.

EASTERN FLASHES

NEW YORK, Oct. 25.—The football season is jamming the town on Saturday and many operators report that collections have come up considerably over the week-ends.

Harry Baskow, one of the leading lights in the digger manufacturing field some years ago, is now in plastics, and also makes a series of smother's items. Harry says his present business is not as exciting as the coin game but that things are going okay. DeWitt (Doc) Eaton, of Buckley, and his wife are going to see some of the country, via the family car, to and from in what is called Barney (Bibby) Superman and Willie (Little Napoleon) Blatt have also left for Chi to see what's what at Buckley.

Earl Winters and Bill Rabkin, of International Microscopes, talking with Nat Cohn, of Mifflin, plan a golf match on the Island. Nat claims to shoot in the 80s. Earl in the 70s, and Bill tops them all by saying: "I just shoot." Nat had a hectic season one day this week when Harry Rosen didn't show up, with the floor crowded, the phone ringing continuously, and Moyer Parkoff new on vacation. . . . Bert Lane is in the lock-out for some of the better big equipment whenever he can get away from selling Omco games. . . . Doris C. Becka, of National Novelty Company, Merrick, L. I., is busier than ever meeting the demand of the trade for his revamped phonos, he reports. . . . Jack Flanagan is in a busy meeting local operators and giving them facts about Mendel's location reports. The game is reported a humming, and this is doing his best to arrange rapid deliveries throughout his territory.

George Pomeroy had a hectic week, with interest in Mills Panorama at new highs—and then a trip to Chicago. Jack Mitchell has left on a vacation which might last three weeks. Jack will drive thru the South. Pomeroy has a merchandising machine he feels will soon be an important sales factor. Seymour Pilch runs the pin game department perfectly, shipping used equipment and sending Gettler's Texas Mustang to the many jobbers. . . . Myrtle Budin is going strong with reconditioning games and reports he's had trouble the past few weeks keeping enough in stock to satisfy out-of-town demand. . . . Tri-Way Products Company reports business picking up on its new jack-up unit. More orders are being received as operators foresee a long profit haul for music machines and order the unit to insure tone quality, savings on needles and less wear of records. Tri-Way officials say.

PANT FLASHES—Raffe Massis has just been made a full partner by his former boss, Tazy Lavender, as a reward for his fine work the past few years. . . . Lew (Lester) London, of Leader Sales Company, Reading, Pa., is planning an all-out campaign to accomplish the trade with the repair work his firm does. . . . Joe Ash, of Active Amusement Machine Corporation, in town taking in all the sights. . . . Jack Kay and Harry Pearl, of Am Distributing, Newark, N. J., spent an entire day on Cohn Row seeing everybody on the street. Jack continues to do a good business on used equipment.

Art Garver, Bally representative, walked into Pittsburgh's office the other day, carrying his suitcase in his arm as a woman carries a parcel. . . . The Puckett Manufacturing crew spent a few days around town. Homer E. Caporali returned to the factory, Rudy Greenbaum went on to Philly, and Ben Palestrant went back to Boston.

WANTED FOR CASH—OR TRADE
Microscope Diggers (Fan Fronts or Red Tops), also Exhibit Restarities. Will pay cash or trade. State quantity, cash price and condition of equipment.
BOX D-125, Care The Billboard, Cincinnati, O.



RALPH L. HALL has joined the Rock-Ola Manufacturing Corporation as advertising and sales promotion manager. He had previously been connected with N. L. Fols & Company for 13 years as account executive. Hall joins Rock-Ola as the firm begins production on a million-dollar contract for amusement operators. Despite the seasonal work, officials assert, the happy Rock-Ola plant will permit the company to take care of its usual business in a normal manner. (MR)

Frank Paricetti, the live-wire operator from Nyack, N. Y., was recently elected president of the local Lions.

The pin game story in the magazine section of The New York Times, Sunday, October 19, created a very favorable impression in the trade. The story was the best to ever appear in any local paper.

Jack Berger, of Newark Colno, notified his customers that he is now sole owner of the firm and is preparing announcements that he claims will be even more sensational. . . . Sam Altshul, U-Need-a-Pak manager, left on a short trip to New England this week. . . . Bill Wiener, the firm's Eastern representative, returned from his Pennsylvania trip with the Model 300 cigarette merchandiser.

Sam Sachs, of Acme Sales, is well pleased with the South American business he has been cultivating for many months.

Marry Sandow is enthusiastic about the way operators have accepted Exhibitor's new Big Parade. . . . Bob Hawthorne may be a bee at Doggett's Cash Row office.

Julius Levy, the company's metropolitan representative, visited the Haverhill factory this week. . . . Bob Isacco, of Audio and Video, reports business good on his AC-DC converter.

Lou Cantor, distributor for National Cigarette Machines, visited Boston, returned to New York, then traveled to Cleveland and St. Louis. . . . Herbie Restahl, who does a fine tea and coffee business on the side, is increasing his music route.

Jersey operators report Herbie is winning those lunch wagon spots by dropping off a few free bags of coffee every now and then. . . . Bill Alberg and Charley Aronson, of Brooklyn Amusement, reported to have gone along nice and easy sending out the Evans games.

OF MEN AND MACHINES

After the dinner of the United Jewish Appeal at the Hotel Astor, the gang from the Savoy Vending Company, Brooklyn, proceeded to paint the town red. The party included Mr. and Mrs. Irving A. Reicher, Barney Kahn, Sam Gordon, Ada Goodman, Lillian Felder, and Milton Helen and Howey Cohen. . . . Mike Mirves continues as one of the main centers of attraction on Cohn Row, and it is possible to meet anyone you want to in the firm's office at some time during the day. . . . Hyman Rosencberg and Joe Munya, who have returned from a trip to the South, are said to be doing a swell job with their Rifle Sports. . . . Tony Caspario is busy satisfying demand for his reconditioned equipment.

Try Morris, of the Newark office of George Pomeroy Company, led a group of columnists thru the Greenwich Village hot spots last week. It was voted the greatest gagster of the lot. Lucky Lutz, of Elizabeth, N. J., was kicked in the foot at the first spot visited and had to be carried from place to place—but actually carried—by two operators. . . . Frank

Baka, one of the more prominent Jersey operators, got miked up about his birthday, and after an orchestra played happy birthday, with chorus girls joining in the chorus, Frank suddenly remembered it wasn't his birthday after all. . . . Harry Kavatz did himself proud by getting on the floor and doing a hot routine with a chorus. . . . Joe Turin, who has the reputation of being the best big rickety maker in Jersey, prepared his own concoction wherever the party went.

Henry Nogent joined the bunch for the fun. . . . Herman Halperin proved himself a real songbird. Irving Kirsch, formerly on the stage, got just enough in him to give imitations and he stopped the show and in one bright spot, the emcee asking for an encore. . . . Lucy Rosenfeld, of Newark, took to the Mexican last dance so quickly that the merry-makers wondered whether it was Mexico he came from. . . . Pat Sanders and Lee Carroll, of Jersey, proved themselves to be the only two real gentlemen in the Morris party, according to those who went thru the hilarious evening.

HERE AND THERE

Max Levinsky, of Scientific, who has been enjoying a rebirth of orders for his Baiting Practice machine, which is in the tax-free category, claims he has something which is of special interest to distributors. . . . Al Sherry, Al Kromed and Phil Gould, of Ambassador Vending, Brooklyn, are preparing an announcement on a new idea they have worked out. . . . Charley Lichtman is doing a whirl of a bit with used games and has been working close to the line these past weeks. . . . Dave Stern and Tom Burke made a tour of the 53d Street job spots the other day with Jack Ehrenberg, of Crown Districts. . . . The German, of Economy Supply, claims his Patriotic speaker has checked so well he is having difficulty getting cartons to ship them.

Phil Schorin, of Topps Chewing Gum, sustained preliminary out-of-town operators the other day, and before they left the factory they are reported to have left an order that had Phil smiling all day long. Topps gum is catching on judging by all reports. . . . Irv Mitchell is acquiring a reputation as one of the best distributors in these parts, according to letters Irv is showing common who visit his Brooklyn office. The operators all praised the efficient conditioning job the firm does on used machines. . . . A. S. Cohen, of Acce, has one of the busiest spots in Newark, as operators continue to buy small merchandising machines. . . . Simon Sales is clicking solidly with its reconditioned machines, and operators say location owners have committed them on the appearance of the equipment. Eddie Lane's Lot's Dance This One Get has been featured on the latest Mitroc strip for Panorama. Sylvia Froos is the vocalist.

NO. 1 BOARD OF THE YEAR!

IT'S BIG! IT'S TIMELY!

CONVOY . . . on the tip of every tongue today! Timely and attractive with "eye-appeal" drawing power that'll boost profits in any location.

DIE-CUT ILLUSTRATION OF NAVY IN ACTION!
1350 holes . . . 5¢ per hole
135 winners . . . double sleep . . . smashing colors . . .
Gardner's famous slot symbol tickets. Taken in 397.50. Big crossover profit of \$54.37. It's "all steam ahead" with CONVOY!

Order No. 1350 Convoy
Write now for literature showing Gardner's new hit board!

GARDNER
2309 ARCHER - CHICAGO

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS

ALLIED APPROVED

RECONDITIONED GUIN MACHINES USED!

FREE PLAY GAMES

CHICAGO COIN	EXHIBIT	SUCCESS
Seed Pottery . . . \$42.50	Star . . . \$47.50	Shoon Toy . . . \$47.50
Erico-Liner . . . \$45.50	Zodiac . . . \$45.50	League Leader . . . \$48.50
Disc . . . \$45.50	Wagon . . . \$45.50	STONER
Pop . . . \$45.50	Wagon . . . \$45.50	Starry . . . \$51.50
July . . . \$45.50	Long Star . . . \$45.50	Armad . . . \$52.50
Commodore . . . \$45.50	Lover . . . \$45.50	Sark Busy . . . \$52.50
NALLY	GENE	Scotch . . . \$52.50
Flyer . . . \$42.50	Zig Zag . . . \$59.50	Samuel . . . \$52.50
Altman . . . \$42.50	Ten Jack . . . \$57.50	PAYTABLES
Creditor . . . \$42.50	Big Card . . . \$57.50	Commander HCB, 1940 . . . \$688.50
Maver . . . \$42.50	Disc Range . . . \$57.50	COLONEL, E.E. COLONEL, ROE, 1940 . . . \$78.50
GOTTIER	Permutation . . . \$57.50	1940 . . . \$78.50
Shotdays . . . \$47.50	Felix . . . \$42.50	Long Shot . . . \$78.50
Proctor . . . \$47.50	KENEY	Smart King . . . \$78.50
Gold Star . . . \$47.50	Big Card . . . \$47.50	Santa Anita . . . \$78.50
Drum Major . . . \$47.50	Saved Opium . . . \$47.50	Pink Mink . . . \$78.50
Reel . . . \$47.50	Top . . . \$47.50	Grand National . . . \$78.50
Beating Alby . . . \$47.50	Torture . . . \$47.50	Grand Star . . . \$78.50
		Harcourt . . . \$78.50

PHONOGRAPHS

WURLITZER	ROCKOLA
500 1930 24 Record . . . \$159.50	Rock Records . . . \$159.50
Keytone . . . \$159.50	De Luxe Luxury . . . \$159.50
500 1939 24 Record . . . \$159.50	Lite Up . . . \$159.50
Keyboard . . . \$159.50	Standard Luxury Ltd. . . . \$159.50
31 24 Record . . . \$159.50	Op. 1939 . . . \$159.50
61 Quarter Model . . . \$159.50	SEBRING
610 16 Record . . . \$159.50	Major E.E. 1940 . . . \$259.50

IMMEDIATE DELIVERY ALL NEW GAMES!
PHONE: CAPITOL 4343 TERMS: 1/3 Deposit, Balance C. O. D.

Allied NOVELTY CO.

3520 W. FULLERTON AVE. CHICAGO

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

Extra-special prize pool.

The industry, by and large, takes itself seriously, but it also is capable of kidding itself. For instance, it was not long ago calling a couple of the popular early games "Goofy" and "sweezy," when it wants to be serious in explaining itself, however, it blithely ignores the gambling factor and pictures pinball solely as an innocent game of skill. It even depicts the adults who shoot pinball as a bunch of grown-up kids with avaricious or nostalgic yearnings for marble.

That there is something to this game-of-skill theory, however, is backed up by the answers people give when asked why they play pinball. True, there are plenty of persons in a class with the stocky individual grimly playing a machine in a malted cigar store, who admit frankly that he was interested in trying to win some nickels. But there also are many Arcades in New York where a large variety of standard pinball games may be played for pennies instead of nickels, with no prizes offered, and these non-paying machines are kept busy. A shirt-sleeved lad, expertly handling one of these penny machines in a Times Square arcade, when asked why he was spending his coppers, answered with the direct simplicity of youth: "It's fun."

The answer the industry would like best, however, was given by a well-known man found manufacturing a board called Play Ball at a drugstore in a fashionable neighborhood.

"I play for three reasons," he said. "First, I enjoy seeing if I'm smart enough to make the balls go the right way. Second, for some reason or other, I don't see me winning. And, third, it's relaxing to fool with the machines after a hard day's work." Third, he assures me to see the gaudy boards light up and listen to them whirr—they do everything, it seems, but make no noise!

A studied and serious attempt to explain the appeal of the pastime was made as far back as 1934 by Leo J. Kelly, writing in *The Billboard*, a trade journal that devotes an entire section to amusement machines. In an article on the "Psychology of Pin Games," Mr. Kelly reasons:

"It is a part of human nature to seek amusement. Human beings have played games since time began, in one form or



APPOINT NEW DES MOINES WURLITZER DISTRIBUTOR. M. G. Hammerberg, Wurlitzer general sales manager, has announced appointment of Bush Distributing Company as Wurlitzer distributor in Des Moines. At the contract signing are (standing) M. H. Rosenberg, Wurlitzer district manager, and Ken Willis, Bush sales representative. Seated are O. R. Trappman, Bush general manager, and Ted Bush, president. Bush also heads Bush Distributing Company, Milwaukee. (MR)

another. The game of tamping dates back to the year 1314 A. D. The first patent on pin or bagatelle games was issued in the year 1874. No real interest in coin-operated pin games was manifested until 1929. Since that time hundreds of thousands of pin games have been manufactured in many and varied forms. While these early forms of pinball games were not taken seriously by anyone, they did strike the public fancy, and tremendous profits were realized by operators, merchants and manufacturers.

Newspapers in Louisville are credited with coining the term "pin-and-ball"—quickly shortened to "pinball"—to describe the new gadget that was getting into the court news. Historians point out the business, pointing out that pinball comes from bagatelle, traces bagatelle back to the days of the ancient scotch-squirr, who used to throw round rocks up the steep hills and based their prognostications on where the rocks stopped rolling. It was in the middle of the 17th century that bagatelle came into its own as a favored pastime at the court of Louis XIV.

Just which American city was the cradle of modern pinball is a source of controversy in trade circles. At least three towns claim the distinction, but the honor seems to go to Chicago, where a bagatelle game devised by a Swedish janitor led to development of a coin-operated machine. The first commercial advertisements for the modern type of pinball game began appearing in 1931. These early games, which sold for around \$12.50, were crude devices compared with the glittering, modern \$100 games.

Pinball really began coming into vogue in 1932, after the law started cracking down seriously on the old slot machines, or "one-armed bandits," as they were called. As pinball's popularity increased, manufacturers began adding lights, bells and revolving sign-games, and boosted the talking business from simple units to hundreds and thousands. There was no doubt to the ingenuity lavished on the gaudy devices.

At least 90 per cent of the industry centered in Chicago; among other reasons, Chicago is nearer than the East to the supply of lumber needed for the cabinets, which usually are made of birch or gumwood from Wisconsin forests. The entire machine weighs 100 pounds.

A peek inside a "printable," as they are called by the mechanics who service them, reveals a bewildering array of cogs, wheels, wires and whatnot; indeed, it is not unlike some of the machines Boris Karloff plays with in his horror movies. Among other items, it contains about 780 feet of wire, 100 to 150 tiny light bulbs, 100 or more relays, 200 silver contact points, a profusion of fuses, a pendulum-like "anti-hit" device and another "knock-hit" gadget on the "boom" of the cabinet, a one-third-hp booster motor, a time clock that shuts off the light and coin-belt mixture after the meter is dropped (pinball isn't cheap), a transformer to prevent the machine from "electrocuting" itself on 110-volt light current, meters that automatically compute the scores, and a few dozen other brass and steel accessories.

"It combines practically everything known in electricity and is comparable to nothing that was ever known to anybody," declared a young trouble shooter for a New York distributor who drifted into pinball from electrical engineering. "Why, even Uncle Sam has learned something from pinball construction—the power units on torpedoes contain refinements we worked out."

At the top of the industry are the plants where the machines are turned out. These factories are assembly plants rather than factories, for all the parts—cabinets, plate glass, electrical gadgets, and so forth—are purchased ready-made from various manufacturers. There are a dozen large firms—and a number of smaller ones—turning out pinball games, and each plant employs from 100 to 500 workers.

Then come the distributing business; there are 300 to 400 wholesale firms that

buy games from the manufacturer and sell them to the "operators." The operator is a sort of sub-distributor who, after buying the machines himself, places them with the "location" men—the store and restaurant and tavern keepers—who receive a commission (usually 50 per cent) on the "take." There are 5,000 to 10,000 operators and an untold number of location men.

One would imagine that the professional "inventors" of pinball games would be pretty eccentric fellows. Actually, most of them are solidly trained designers or engineers. In the beginning of the pinball era many free-lance inventors flocked to Chicago with ideas for new games. In these early days, when the craze was so popular that the novelty houses couldn't turn out machines fast enough, weekly "handouts" for many inventors were being made. Some of these free-lancers found steady employment with the growing industry. One Chicago artist who began designing boards for games in 1930 estimates he has turned out an average of 10 new designs a week for the past 10 years—more than 5,000 designs!

Here's how a new pinball game might see the light of day: The inventor reports to work in the morning and realizes that by the end of the week he has to submit a new design to the boss. He picks up the morning paper in search of a clue; most of the domestic news that morning seem to be about Selective Service training. That's it—a new game called Drafted! He works feverishly, designing a board in which a manly-looking youth in soldier's uniform will go thru the manual of arms and peek pointers when electric impulses are touched off by the contact of a steel ball and wire bumpers. Just on the deadline, he rushes in to the boss with a drawing of the playing board and a design for the cabinet.

But it isn't always quite as simple as this. In Chicago recently one free-lance inventor showed up with a design that was particularly promising. The manufacturer assigned him a secluded room at the plant where he worked for seven months.

"You never know what's going to take," said one man who has had 26 years' experience in the coin-vending business. "The other week I thought up a swell idea—a pinball board like a mail-jong game. But the factory wouldn't take it. Said it was a woman's game and was so complicated the men wouldn't be able to understand it!"

BEST BARGAINS—FREE PLAY

Attention	\$28.50	Leader	\$16.00
Amulet	14.50	Wilder '41	15.00
Big Boss	25.00	Wilder '42	22.50
Belle Boy	33.00	Par-A-Dice	47.00
Blonde	15.00	Play Ball	12.50
Brother	25.00	Play Ball	12.50
Champ	22.00	Play Ball	12.50
Double Play	22.50	Play Ball	12.50
Drum Major	15.00	Play Ball	12.50
E. Bumstead	20.00	Play Ball	12.50
Fluke	20.00	Play Ball	12.50
Fun Hunt	20.00	Play Ball	12.50
Four Aces	30.00	Play Ball	12.50
H. H.A.	30.00	Play Ball	12.50
H. Scoper	30.00	Play Ball	12.50
Hollywood	30.00	Play Ball	12.50
Long-Lasting	27.00	Play Ball	12.50

812 East 11th Street, Chicago, Ill.
 J. H. PERES, Inc., 538 West 17th St.,
 New York, N. Y.

- 50—1941 Model Buckley Wall Boxes,
 Slightly Used \$18.80 each
 10—412 Wurlitzer Phonographs, Good
 Condition \$27.50 each
 10—12-Record Rock-Olas, Good Con-
 dition \$25.00 each

Terms 1/3 Deposit

J. H. PERES AMUSEMENT COMPANY

822 Poydras St., New Orleans, La.

FOR SALE 4 HIGH-HAND MACHINES

(On Location One Week)
\$165.00 Each
H. COHEN
 115 Nassau Street, San Antonio, Texas

WANTED

Dismantled All-Brand Machines for Parts
 and Cigarette Machine
DODGE CIGARETTE SERVICE
 216 S. Eaton Street, Baltimore, Md.

IMMEDIATE DELIVERY KEENEY'S SUPER BELLS

The following machines are offered subject to prior sale:

5 Bells Free Play	\$57.50	1 Extra 27 Record Play	\$49.50	4 Golden Bell	\$9.00
2 Bally Fish	\$25.00	3 Mills Four Bells	195.00	1 Rock-Ola Black Magic	29.00
1 Bally Pin Ball	10.00	1 Mills Souper Bell	32.50	2 Golden Bell	18.00
1 Bally Speed Ball	39.50	1 Mills Flecker	10.00	Winner	11.50
2 Bally Silver Skates	42.50	2 Mills Jumbo Parade	70.00	1 Jennings Little	12.50
2 Bally Roller Derby	15.00	F.P.	70.00	2 David Galt	4.00
1 Bally Music	24.50	Vendors	22.50	1 David Red 211	2.50
1 Bally Golf '41	22.50	5 Pine Rock Light (incl. 4372-6421)		2 A B T Challenger	19.00
1 Chicago Coin Polo	24.50	10 Play	22.50	SLOT MACHINES	
1 Chicago Coin Show	22.50	2 Mills River, 300, Cab- 20 Pin, 30 Play	40.00	1 Mills Million Bell, 30	
1 Chicago Coin Lucky	19.50	1 Pace Roll Sr., 30	60.00	4-23004	\$90.00
1 Chicago Coin Sport	18.50	1 Pace Roll Jr., 10	65.00	432008-42801 75.50	
1 Exhibit Zenite	32.00	1 Keener 25 Truck	65.00	1 Mills Million Bell, 25c	83.50
1 Exhibit Cosmos	22.50	Time	65.00	1 Mills Reeler Bell	83.50
1 Exhibit Flashup	22.50	5 Wall Broom, F.S.	50.00	10r. 3300009	45.00
1 Exhibit Seers Up	22.50	1 Keener 25 Truck	65.00	1 Keener 25 Truck	75.50
1 Gessen Hi Hat	22.50	1 A B T 10 Record Metal		1 Keener 25 Truck	75.50
1 Gettison Bow & Line	22.50	Current Phonograph	40.00	1 Mills River	83.50
1 Gettison School Days	22.50	5 Wall Broom, F.S.	50.00	1 Mills River	83.50
1 Gettison Sea Hawk	22.50	COUNTER GAMES		1 Mills River	83.50
1 Keener Super Bell	10.00	1 Mills Vex Pocket, Blue		1 Mills River	83.50
1 Keener Receiver	20.00	4 Gold, Matched to		1 Mills River	83.50
1 Keener Star Bell	10.00	Play	320.00	1 Mills River	83.50
1 Keener Seary	37.00	4 Gold, So Play	44.50	1 Mills River	83.50
ONE BALL		4 Gold, So Play	44.50	1 Mills River	83.50
2 Bally Rocket Toss	82.50	2 Mills Vex Pocket		1 Mills River	83.50
2 Bally Kentucky	125.00	4 Gold, So Play	44.50	1 Mills River	83.50
2 Bally Old Troop	140.00	2 Mills Vex Pocket		1 Mills River	83.50
2 Bally Yankee Club	140.00	4 Gold, So Play	44.50	1 Mills River	83.50
1 Bally 100	140.00	1 Mills O.T. Bell, 10c	22.50	1 Mills River	83.50
1 Bally 100	140.00	2 Golden Columbus	79.00	1 Mills River	83.50
1 Bally 100	140.00	4 Golden Columbus	79.00	1 Mills River	83.50
1 Bally 100	140.00	1 Mills O.T. Bell, 10c	22.50	1 Mills River	83.50
1 Bally 100	140.00	2 Golden Columbus	79.00	1 Mills River	83.50
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1 Bally 100	140.00	2 Golden Columbus	79.00	1 Mills River	83.50
1 Bally 100	140.00</				

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Oct. 25.—Activity on the coin rows slackened during the first part of the week but quickened in pace the latter days. Jobbers and distributors reported that October business was holding up well and that indications were that November would be a good month. Along the vending row business continued good with several new operators reported entering the field. Music machine folk said that machines were getting good play and predicted that the trade would continue on the up and up for a long period yet.

PACIFIC PATTIE

Jack Johnson, of Long Beach, was a recent visitor. . . . H. J. Gates, Fresno operator, visited the Paul Layman firm. Gates is making plans to expand his activities. . . . Walter Hillig, of Long Beach, attended the regular meeting of the Pacific Coast Showmen's Association. Barney Fishman, of Sportland, Ocean Park, was in town Monday night. He reports business good in that area. . . . Red Stanley band, current at Charley Fox's, has been stoned to the movie machine films. . . . Max Krantz, of U-Need-a-Pak, is on a business trip to San Diego. Cliff Blake is keeping the ball rolling while his partner is out of town. . . . John Torres, of Santa Fe, visited the Charles E. Washburn firm. . . . L.

Berry is opening a new arcade in San Jose. . . . Nick Carter reports good business at his Penny Arcade in Los Angeles. . . . Charles Washburn is on a business trip in the vicinity of Fresno. Orders are coming in, indicating that business is on the up and up in that area.

COAST CHATTER

Phil Robinson is back in the city after a trip to Bakersfield. Bill Gayer, of Gayer Company, that has operations in San Bernardino, Orange County and other spots, plans to expand his operations and was in town looking over new equipment. . . . Mac Mohr is contemplating a swing thru his territory in the interest of Deval, Baker and Evans line of which he is the factory representative in this section. . . . Gladys Washburn is looking forward to her trip and vacation in Mexico. It is scheduled for next month. . . . Mario Castagnaro, of Tebbinprocess, reports that his program of making films for movie machines is clicking along.

G. A. Watkins, veteran Pasadena operator and Gerald Hoesland, for five years associated with Coast Cigarette Vendors here, are starting a cigarette operation in San Bernardino. Firm will be known as Watkins Cigarette Vendors. . . . Bill Blake, of Coast Cigarette Vendors,



PLA-MOR A HIT IN CONEY ISLAND. W. E. Olney, Missoula, Mont., made an installation of Packard Pla-Mor remote control equipment and a speaker in the Coney Island Restaurant in Missoula. That the equipment made a big hit with employees is evidenced by the picture. (AM)

Inc. is high in his praise of U-Need-a-Pak machines. . . . Charles Figue, of Corona Candy Vending Machine Company, is purchasing new machines to expand his operations in factories busy on defense materials. . . . Roy Bradford, of Santa Monica, has named his firm Santa Monica Vendors, and will have a cigarette operation in the vicinity of that Coast town. . . . Jim Farwell reports that business is good in the cigarette vending line in Los Angeles.

WESTERN WHIPPERS

Edward F. Stanton and Al Hanson, of General Vendors, continue to expand their routes. . . . Nick (Nicotine Nick) Ranelli says that the defense project has boosted the vending business and that things are on the up and up. . . . Ted Brown and Orville Sander, of Lockersfield, with recent Los Angeles visitors.

Clara Korte is on an extended tour of the East and South that will also take in part of Mexico. . . . Reports of good business in Long Beach area have been related here by Edward Wilkes of that section. . . . Tom Wall and Joe Orshutt, of California Games, are back in the city following a vacation spent in Reno. . . . Jerry Cooper, of Riverside, was in town to buy an outfit preparatory for the horseback ride over desert and mountain trails to Palm Springs as part of the Vaqueros del Nevada annual event. . . . Frank Root, of Lancaster, visited the Paul Layman firm. . . . Ernie States, of Whittier Novelty Company, is off to Bishop for a bit of duck hunting. . . . Johnnie Winn is in Oakland, where his plans is reported grounded. . . . Accurate Vending Corporation, operated by the well-known trio—Fuller, Martin and Woodward—is buying new machines. Business is good.

NEWSY NOTES

Harmony Cigarette Service, Pasadena, is using U-Need-a-Pak machines, and they brought a lot of praise from Arch Madelle. . . . Dave Davidson has vending machines in the Douglas airplane plant in Santa Monica, and recently received the contract to supply all vending machine equipment for the new Douglas Blount plant in Long Beach. New plant is the latest in airplane factories. . . . Ken Brown and Bill Smith, of Long Beach Cigarette Service, made an inspection visit to Los Angeles recently. . . . Joe Cantor, of Western Vending Machine Service, reports business on the up and up. . . . Weymouth Service Company, of which Al Weymouth is the guiding figure, is extending routes in Los Angeles. . . . Charles A. Rackwell, cigarette operator from Santa Ana, was in town buying new machines. . . . B. L. Griffin, of Ontario, operator of the Valley Coin Machine Company, visited the Western Vending Machine Service. . . . Joe Richardson and wife were the week-end guests of Herb McClellan and wife. . . . C. H. Robson, of Santa Monica, visited the Trojan Novelty Company. . . . Ralph Benedict, of Ralph's Music, Los Angeles, reports good business for music machines. . . . Carl and Bob Thomson, of Delano, Calif., were in town and bought quite a few machines from Fred Gaunt at the Trojan Novelty Company. . . . Fred Gaunt is back from a

business trip to Banning and Palm Springs. . . . Verne Owen, of Palm Springs, recently purchased a good quantity of machines. . . . Don Wiloff, Trojan Novelty serviceman, is back from San Diego. . . . Ed Van Atta was in the city to purchase music machines. . . . Glenn Craig is installing music machines in the harbor section in San Pedro. . . . Elmer Smith reports that the game and music machine business in Santa Paula area is good. . . . Ben and Glenn Korte are looking over Penny Arcade and music machines for their activities in and around Las Bajas. . . . Odie Trevillian, of Santa Barbara, was in town. . . . Ned Oakley is on a fishing trip. . . . Visitors from Arizona include Carl Schott, of Yuma. . . . Howard Guller, serviceman for A. M. Keene in Taft, is in the hospital. . . . A. M. Keene, of Kern County, is in town each week and makes his headquarters at the Charles E. Washburn firm.



**YOU THOUGHT WE WERE GOOD
BUT WAIT TILL YOU SEE . . .**

Bally TOPIC

All the fast money-making features of Monicker—"souped up" to push collections to a new high! Already breaking Monicker records from Coast to Coast! You know what Monicker is doing—now get TOPIC and do even better! AVOID DELAY—ORDER TODAY.

NEW "Photo-wood" backings! First laminated color design appears to be riding on natural wood panel.

Equipped with **NIK-PAK** with **miracle lock** and **50,000** combinations—**\$3.50 EXTRA**



BALLY MANUFACTURING COMPANY 3648 BELMONT AVENUE CHICAGO - ILLINOIS

BUD LIEBERMAN Says

CLOSE-OUT SALE ONE BALL FREE PLAYS

RECORD TIMES GRANDSTANDS
SPORT SPECIALS GRAND NATIONALS
SPORT PAGES

WRITE FOR PRICES

Big assortment of Consoles and Payoffs. Lowest prices on everything that works with a coin.



"Every Deal Personally Handled by Bud"

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

ARCADE EQUIPMENT

8 Baiting Practice	White	
2 Texas Longhorns		\$38.00
2 World Series		\$24.00
2 Detroit Western Baseball		\$6.00
1 Western Baseball, Blue Cap.		38.00
1 Pikes Peak		14.00
1 Art's America		29.00
1 Anti-Aircraft Gun, Black Cap.		39.50
3 Jamaica in the Barn		85.00
1 Baby King		18.00
1 Exhibit First Steam P.M.		59.50
1 Greenback		49.00
10 Draw Picture Machines		15.00
2 Air Racers		80.00
1 Sky Fighter		130.00
1 Extra Bowling		27.50
3 Short Sticks		25.00
1 Merry-go-Round		25.00
12 Advance Post Card Vendors		15.00
3 S.R.T. Chatterboxes		15.00
7 Callie Artie Scales		25.00
2 Late Series Phonographs		700.00
2 Reconditioned Phonographs		675.00
1 Rotary		85.00

10 Volt Pickeys \$28.00
10 Blue & Gold S. P. \$65.00
WILL TRADE 200 Late 3 Ball Free Plays and Console for Late Movie Boxes and Stets.
1/2 Dozen, Balance C. O. D.
CLEVELAND COIN MACHINE EXCHANGE
2024 Prospect Ave. CLEVELAND, OHIO

READ THIS NOW!

Chicken Barn (with Base)	\$45.00
Huller (with Base)	28.00
Evans Lucky Lute	54.00
Jeannette Derby Day, 54 Play	25.00
Jeannette Musical Racers, 54 Play	48.00
Jeannette Grand Lute, 54 Play	38.00
Jeannette Coin-Work, 54 Play	92.00
Willa Square Balls (with Indicators)	65.00
Willa Blue Front Bars, 54 Play	28.00
Willa War Eagle Box, 394 Play	45.00
Presco Blue	25.00
Presco Red	20.00
Barkley Track Odds and 7-B, 54 Play—Mass Offer	
1/2 Dozen, Balance C. O. D.	

COMPTON LABAUE
BOX 147 NEW IBERIA, LA.

BARGAINS

Mills Blue Fronts	\$49.50
Mills Major Balls	59.50
Mills Brown Fronts	48.50
Mills Gold Chrome	95.50
Mills Jubilee, F.P.	64.50
Peers Racers, C.P.	59.50
Exhibit Claws	10.00

Every Machine Rebuilt and Ready To Make You Money.
HARRY HOKE
3115 Adams Mill Rd., N. W.
Washington, D. C.



WALGREEN DRUGSTORE CAMPUS CLUB, Minneapolis, was recently honored by a visit from Frankie Carlie, well-known orchestra leader. Carlie, at the left of the Seaburg NYona Symphonica, looks on, while Seaburg Operator Harry Lerner and Irving Sandler, of Ry-G Amusement Company, explain outstanding features of the phonograph. (MR)

Baker Readies New Sky Pilot

CHICAGO, Oct. 28 (MR)—"Hold your fire 'til you've seen Baker's new 1942 Sky Pilot" is the suggestion to the trade by officials of the Baker Novelty Company. "When it comes to conquering profits, marshalling traffic and winning the plaudits of the industry and public alike, 1942 Sky Pilot is the coin game artillery to pick," they say. "A honey in every sense of the word, this new edition of the gun game stands ready to launch a new era of prosperity for operators and distributors alike."

"Realistic and modernistic to the last

word, 1942 Sky Pilot is only 28 inches square. It is entirely self-contained and requires little space for comfortable play—a fact which allows locations to set up a whole battery of machines and thereby increase the profit returns on every available inch of floor space. Next as an officer's uniform of inspection, this trim, efficient gun boasts class and flash that add to any surroundings.

"Every inch of Sky Pilot lends to the military atmosphere of the gun. Smooth, class walnut cabinet, staccato sound effects—flashes, hursting bombs, diving planes, etc.—all add up to ammunition that's bound to bring the profits in and bring the players back again and again."

Baltimore

BALTIMORE, Oct. 28.—The Blockman Distributing Company, recently organized by Robert (Bob) Blockman to distribute the Wurlitzer line in Washington after purchasing the B. & S. Sales Company, has also purchased Penn Coin-omatic Company, Baltimore. The same name, Blockman Distributing Company applies to both now. Dorothy Placker, former office manager for Penn Coin-omatic, has been appointed manager of the Baltimore branch of the Blockman firm.

The first shipment of the new Gottlieb game, Texas Mustang, has been received by General Vending Service Company. Another shipment is awaited. The organization is also chalking up brisk sales on Kicker and Catcher, Baker counter game.

Work has been started on remodeling the building at 304 North Gay Street, which has been taken over by General Vending Service Company.

After experiencing volume business on Exhibit's Knockout, Roy McGinnis has just received his first shipment of the new Exhibit Big Parade. McGinnis declared that Knockout enjoyed the longest run of any Exhibit number and says he looks for Big Parade to better that record.

Genova's Gun Club and Chicago Coin's Boia-Way are selling in volume, says Ernest E. Waldrop, of Hub Enterprises. Buck-O-Matic also continues to move at a brisk sales pace, according to Aaron Goldsmith, of Hub Enterprises.

Full business continues to shape up to expectations, according to Michael Brodsky, Maryland Novelty Company. Collections are showing a steady improvement in both games and phonograph operations.

Morris Silverberg, head of Merit Music Service, is visiting the New York market. Merit Music continues to chalk up a steady gain in phonograph collections. Recent installations of wall boxes have stepped up collections considerably, according to Silverberg.

AMERICA'S LEADING MUSIC OPERATORS
ARE BUCKLEY MUSIC SYSTEM OPERATORS

"Take my advice—when in doubt use Buckley Music System with Direct 'Touch-To-Touch' Action—and BE SURE! Buckley Music System gives less trouble... even less than some phonographs that I operate. It's a safe bet you'll be happier and more contented with Buckley Music System and especially pleased with the tremendously increased profits you'll enjoy."

Leonard Kollman,
Dallas, Texas

BIG AND SMALL—EAST, WEST, NORTH AND SOUTH—JUST LIKE OPERATOR LEONARD KOLLMAN—AMERICA'S OPERATORS ACCLAIM BUCKLEY MUSIC SYSTEM! GET IN TOUCH WITH US TODAY FOR THE NAME OF YOUR NEAREST DISTRIBUTOR!

BUCKLEY MUSIC SYSTEM, INC.
4225 W. LAKE ST. CHICAGO, ILL.

SEVEN GRAND

Can be used as a 10 or 25 Cent award or 5-10-20¢ play for cash awards.

ONLY \$36.50
F. O. B. Chicago

Price subject to change without notice

Please contact 173 South La Salle St., Chgo., Ill. C. O. D.

SEVEN GRAND

Games complete with 7 Best Dice for each award—2 Discs, Banded Dice, 100 Chips, 1000 Tokens and award book to match. Machine convertible in one minute. Merchants and operators call competitors' A counter game that really stays put. Buy now. "Hot" deal.

Price Only \$36.50 F. O. B. Chicago

KOPLO SALES & SUPPLY CO.
3116-S Milwaukee Ave., CHICAGO, ILL.
Exclusive Distributors

1 BALL PAYOUTS

Perfect Condition and Clean

Bally Grand Nationals	\$60.50
Bally Grandstands	48.50
Bally Threesomes	42.50
Bally Sport Pages	38.50
Bally Klondike	35.00
Keany Winning Tickets	14.50
Keany Handicapper	14.50
Dottish Man-o-War	37.50

173 Cash With Order, Baltimore C. O. D.

I. Greenfield & Sons

22 Kiegman Street St. Albans, Vermont

Always a
FULL House

NEW

DIAMOND JIM

BOARD SENSATION

DIAMOND JIM . . . A STAR-STUDDED ACHIEVEMENT . . . 3200 ROLLS . . . 5¢ PER SALE . . . ORIGINAL DIAMOND JIM SYMBOLS . . . TAKES IN \$60.00 . . . TOTAL AVERAGE PAYOUT \$26.75 . . . TOTAL AVERAGE PROFIT \$33.25 . . . EXTRA-THICK BOARD . . . HERE'S YOUR OPPORTUNITY TO CORNER THE PROFIT MARKET!

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

LET'S GET TOGETHER—WE'VE GOT 'EM!

<p>PAYTABLES</p> <p style="font-size: 0.7em;">Grand Naths Grandstands Kanfucky Santa Anita Sport Kings Sport Pages</p>	<p>ONE-BALL FREE PLAYS</p> <p style="font-size: 0.7em;">Dark Horses Eureka Cold Cues Revised Times Sport Specials Victories</p>	<p>Handwagons</p> <p style="font-size: 0.7em;">Belle Hops Big Chicks Broadheads Dixie Fliskart</p>	<p>FREE PLAYS</p> <p style="font-size: 0.7em;">Four Diamonds Four Roses Gold Stars Hornscopes School Days Sea Hawks</p>	<p style="font-size: 0.7em;">Seven Up Silver Skates Sky Blazers Sluggers Spot Poob Straiteners</p>
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Write For New Complete List of Over 1000 Free Plays, Paytables, Consoles, etc.

GRAND NATIONAL SALES CO.

2300 Armitage Avenue (All Phones, Humboldt 3420) Chicago, Illinois

TAX FREE COUNTER SENSATION! KICKER and CATCHER

100% NEW!
100% MECHANICAL!
100% SKILL!
100% LEGAL!

Creating a sensation everywhere! Brilliant, original playing action entirely under player's control. A knockout for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries.

NO TAX!

PENNY PLAY
\$29.75

F. O. B. Chicago

Ideal for Arcades!



BLEEKMAN BUYS BALTIMORE DISTRIBUTORSHIP of Penn Coin-Operative Company. Robert S. Bleekman (left) makes out the check, adding the sale to Dave Margolis. Lee Hadin, Warliker sales representative, looks on. Margolis will devote his time to Manhattan Distributing Company, Warliker distributor in New York. Bleekman Distributing Company will handle Warliker products exclusively in the Baltimore-Washington area. (MR)

Daval Busy on Games Innovation

CHICAGO, Oct. 25.—The new Daval conversion method for rebuilding present models of Marvel and American Eagle counter games into non-coin-operated machines has resulted in a large response from coinmen, according to Al S. Douglas, head of Daval Company.

"Operators report that they feel that the machines will take in money faster as non-coin-operated machines," declared Douglas. "There is no lost time in the playing action of the machines because of the fact that when the player has only a few pennies in his pocket and has played those into the game, he quits playing. But with the no-coin model he can go right on pressing down the handle without using any coins. The restorable register keeps track of every play. Another register shows the operator the total number of plays made between check-ups.

"Other factors in favor of the non-coin model are that the location owner does not have to worry whether or not he has a sufficient supply of coins on hand, there is no danger of the machines being broken into for there are no coins in the machine, there is no danger of out-of-order machines because of bent coins clogging coin chutes, etc.," said Douglas.

"Taking the many favorable features into consideration, we believe that our engineers have found the answer to profitable counter game operation. We are urging operators to send their Marvel and American Eagles to us as fast as they can so that we can convert the machines for them.

"Anticipating a delay of a week or so for transportation of their games to the factory, many operators are ordering new counter games equipped as non-coin machines to take the place of those taken off location to be sent to the factory."

Console Offsets High Operating Cost

CHICAGO, Oct. 25 (MR)—Bill Ryan, general manager of J. H. Keeney & Company, states that the wide range of American ingenuity in developing the means to cope with various conditions is especially evident in the coin machine industry today. "It was evident that Keeney had to develop a machine that would meet the demand of present-day operating. We knew that we had to come out with machines that would have stepped-up earnings and yet give the player all the pleasure and interest to which he was entitled. As a result, our engineers have produced the Super Bell

line of consoles. Here," said Bill Ryan, "is Keeney's answer to the demand of operators from Coast to Coast for super-earning power equipment.

"When the standard single coin Super Bell was introduced it started a new era for consoles. Last week we announced a worthy companion to our standard Super Bell called Two-Way Super Bell. This model has all the play-compelling features plus two coin chutes which are independent from each other. Each has its own payout mechanism and cash drawer. This model is convertible from cash to check at the operator's option in just a jiffy. Twenty-five-cent chutes may be obtained at an additional cost. This model," stated Ryan, "serves the purpose of two machines, yet there is but a single tax fee."

ATTENTION DISTRIBUTORS AND JOBBERS

WHO CAN AFFORD \$48 A YEAR TO EARN BIGGER PROFITS

● We have something of stud importance to you TODAY! Something that has already won the support and acclaim of many of the country's outstanding distributors and jobbers who are finding this of tremendous value in saving them money and holding them to earn greater profits. One of the best known men in the coin machine business, someone you have known for many years, is handling it. If you are a distributor or jobber and are afraid \$48 a year is too low you can't afford to miss this. WRITE NOW—in Box No. 237, care The Billboard, 1924 Broadway, New York City.

WANT TO BUY!! WILL PAY HIGHEST CASH PRICES FOR

SKY FIGHTER
DRIVE MOBILE
ACE BOMBER
AIR RAIDER
DEFENDER
RAPID FIRE

SHOOT THE CHUTES
WESTN BASEBALL
WORLD SERIES
HOCKEY
BASKETBALL
AND ALL OTHERS
of This Type.

SEABOARD SALES, INC.
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THE BAKER NOVELTY COMPANY INC.

1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST

Factory Sales Representative

MAC MONR

2516 W. PICO BLVD. LOS ANGELES, CALIF.

OPERATORS, WHY PAY OUT OF LINE PRICES? OUR SELLING PRICES ARE NOT CONTROLLED. HERE IS PROOF.

1000 HOLE MYSTERY VENDER (THICK)

Average Profit \$25.00
List \$5.23

Lots of 50 or more... \$2.25 Each
" 25 2.50 "
" 12 2.75 "
" 6 3.00 "

Samples \$3.50 Prepaid
Mystery Vender is just the right size to make you money. We have coins but no need, 25¢ or resistance to full with all orders.

A. N. S. CO.

312 Carroll St., Elmira, N. Y.



BADGER'S BARGAINS SPECIAL 1941 MILLS JUMBO PARADES PAYOUTS OR FREE PLAYS \$89.50

FREE PLAYS	AUTOMATIC PAYOUTS
Bally Blue Grass, 1000	Plane 1941 Savings Plan
Bally Dark Horse	Walloping Big Game
Bally Record Time	Plane 1941 Savings Plan
Western Big Parade, 2 Coin Multiple	Bally Grand Stand
Gullink Seven Flashes, 8 Coin Multiple	White Square Balls
Quintick Truck Records	Bally Thistlewood
Rolling Oh Jokers	Rolling Truck Three
	Bally Ball's Eye
	AMUSEMENT MACHINES
Rock-Dis Super Walnut	International Whodunnit Sky Fighter
Rock-Dis 1938 De Luxe	Rollid-Fire
Seaburg Gans	Evans Tommy Gun
Warliker 804	Openout With Greer, Baltimore, D. C.

Write Today for Our Big 32-Page Catalog: Hundreds of Bargains.
BADGER NOVELTY COMPANY
2348 N. 30TH STREET MILWAUKEE, WIS.

WANTED—PENNY ARCADE MACHINES

Large operator is in the market for ALL TYPES of Penny Arcade machines. Pays cash! Send complete list immediately, giving condition and best prices first letter. BOX No. D-124, The Billboard, Cincinnati, Ohio.

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



DRIVE ON SALE OF DEFENSE BONDS: by Southern Automatic Music Company is really going to town. Leo Weinberger (right, front) reports approximately \$2,500 worth of Defense Bonds and Stamps were sold to employees at the Louisville headquarters. The entire organization, from executive to porter, subscribed 100 per cent to the drive.

Shoot the Works On Texas Mustang

CHICAGO, Oct. 25 (MR).—Four carloads of Texas Mustangs, Gottlieb's latest hit release, were scheduled and marked rush for initial Eastern orders," report officials of D. Gottlieb & Company, "before we could fill the order in came more orders from the East for additional carloads."

"Distributors who placed the orders are anxiously awaiting Mustang's arrival," states Dave Gottlieb, president of the company. "When a game like Texas Mustang rears into sight you can't blame them for wanting to get into the saddle and round up their share of the big earnings this game promises them."

But Gottlieb, who handles the Eastern territory for the company, added: "With orders piling in thick and fast, we are bound to feel the pressure at the factory."

We admit Texas Mustang is taking our production facilities, but we don't calculate to let it throw us. We assure you all we're filling orders as fast as machines are given their final okay and shipping them out pronto."

Philadelphia

PHILADELPHIA, Oct. 25.—Record sales continue to skyrocket here. In keeping with the increased business, the John Wanamaker department store found it necessary to increase its record department to three times its regular size. Paul Zwanier, head of the department, hosted the trade at the formal dedication of the new record department last night (23).

Murray Finkel, new treasurer of the local music machine operators' association and head of the High Point Amusement Company, has bought a new Oldsmobile.

Sam Pingrud's Everybody's, Inc. has taken over the distributorship of Party records in this territory.

Date for the testimonial dinner in honor of Jack Berstein, head of Berlo Vending Company, has been set for November 17. Sponsored by the Showmen's Club of Philadelphia, social organization of members of the motion picture industry, the affair will be held at the Broadwood Hotel. A reception will be held at the Showmen's clubrooms prior to the dinner, which acknowledges Berstein's services to the picture industry. It was Berstein who first introduced the candy vendors here. Meanwhile, Berstein and his brother, David Berstein, also of Berlo, did themselves proud in securing the honored guests for a picture industry testimonial dinner Thursday (23) in honor of Fire Marshal Jacob Clinton and Louis Krotus, head of the stagehands' union.

Barbara Mitchell and Olivia Heberer, leasing a store at 5851 Germantown Avenue, make for the newest record merchants in town.

Max Stern is town to buy 50 music machines, making for a new string of operations at near-by Wilmington, Del. A newcomer to the trade, he started off with a bang by making an extensive tie-in with the Diamond State Brewery Company in Wilmington. Each machine carries a plug for the company's lager.

Eddie Heller, record promotion chief for Abe Lyman's orchestra, in town for a visit, discloses a tie-up made with Al Carl, music machine operator on the other border of the country in Los Angeles. Being tried on a test basis, a photograph of Abe Lyman in company with a Hollywood personality adorns such Packard wall box. It is understood that Homer Capshaw is interested in the promotion, and if it clicks on the West Coast will be adopted by Packard for all its wall boxes throughout the country.

Speech

Mr. Chairman and Fellow Club Members: This here negro-eye-sation was practically on the rocks. We owed rent on the buildin'. Our stair carpets were all worn out. We didn't have either towels or toilet paper in our Johnny. To put it flatly, Gentlemen, we were busted. The only money that anybody attached to this club ever saw was the chicken-feed we got out of those three old-time clunkers in the bar. But the members never got excited about those machines and the club was going to the dogs fast. It was a pure stroke of fate, Fellow Members, that at the time our club was just about ready to fold, someone suggested we install a Mills Four Bells*. When I told our operator of the suggestion, he tried to squirm out of it, saying there wasn't enough play, the machine cost too much, etc., etc., but I insisted, and he gave in. As soon as Four Bells hit the floor, a miraculous change took place. Our pinochle players quit cards and came over to the console. Members who hadn't been inside the club in five years came in suddenly to look at Four Bells and hung around for hours, roaring, shouting, gloating over the excitement the machine furnished. Our bar business picked up so much we had to hire a regular bartender. The income from the machine staggered me on the first collection—it was the biggest chunk of money we had received in one week since the club opened. Now, Gentlemen, you see a well run club; good furniture, new carpets, washrooms with all the appointments of home—everything! We owe it all to Mills Four Bells—nothing else. I therefore propose that we adjourn at once to the bar and give a toast to the machine that saved our life! Thank you. (Prolonged cheers and adjournment to bar.)

*Four Bells, known as greatest money-maker in history, is manufactured by Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

SPECIAL!!!!
Guaranteed Like New
MILLS LATE MODEL JUMBO \$89.50
PARADE, Cash—Check Model
MILLS LATE MODEL FOUR \$199.50
BELLS, Cash—Check Model.
WE HAVE EVERY TYPE OF COIN OPERATED MACHINE, NEW OR USED. WRITE FOR PRICE LISTS AND CIRCULARS.

SICKING, INC.
1401 CENTRAL PKWY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.

SPECIAL!
REPLAY PIN GAMES
\$15.00 EACH — 2 FOR \$25.00
Bingo Champ
Bingo Derby
Four-Five-Six
Golden Gate
Pinchup
Pallone
Ringer
Bicycle
White Balls
Big League
Bingo Spot
Bingo Six
Big Game
Big Show
No. Course
Red Hat
LACOR
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TO AVOID DELAY,
GIVE SECOND CHOICE
123 Oregon, Balance C.O.D.
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3 BAR JACKPOT F-5240
1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31
PRICE \$4.86 EACH
OTHER FAST SELLERS
1025 Hole, F-5280, Wonder 3 Bar Jack-
pot at\$3.65
1200 Hole, F-5275, Horace at 5.22
800 Hole, F-5270, Pocket Dice at 2.52
720 Hole, F-5255, Pocket Jack at 2.48
600 Hole, F-5305, Royal at 2.82
CHAS. A. BREWER & SONS
Largest Beard and Card House in the World
6220 Harvard Ave., CHICAGO, U. S. A.

TAX FREE **SEEBURG'S SHOOT-THE-CHUTES \$59.50** **TAX FREE**
Excellent cabinet condition! Absolutely perfect! The one unit that is proving more valuable every day and making more money on business everywhere in the country! RUSH YOUR ORDERS WHILE THEY LAST! In Case of 3 or more, \$5.00 discount per unit!
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America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.



J. H. ROTHSTEIN IS ENTHUSIASTIC about Exhibit Supply Company's new release, Big Parade, which he is looking over with John Orest, Exhibit sales manager. Rothstein is exclusive distributor for Exhibit products in Pennsylvania, with offices in Philadelphia and Pittsburgh. (MR)

ANOTHER EXHIBIT HIT

BIG PARADE

Takes
the
LEAD
right off
the Bat!
Ask
Your Distributor



EXHIBIT SUPPLY CO. 4222 W. LAKE STREET CHICAGO

Western Reports New Arcade Games

CHICAGO, Oct. 25 (MR)—The no definite announcement has been made as yet, it is reported that Western Products is coping out soon with several new arcade type devices. The models will be in production shortly, firm officials say. All tests have been made on locations especially selected for that purpose, they reveal.

"Western will continue to produce a full line of one and five-ball, free play and payout tables," said officials. "Derby Winner has been the fastest selling game that Western has had for years. In full production for over four months, this game has established Western's reputation as a leader in the manufacture of this type of equipment," they state.

Philly Coinmen Discuss Games Tax

PHILADELPHIA, Oct. 25.—The new federal defense tax on coin machines was discussed at length at a dinner held last Thursday (16) by the Philadelphia Amusement Machines Association at the Green Valley Country Club. Bernard R. Cohn, counsel for the pinball operators' association, led the discussion on the tax measures and explained the obligations of the operators in every detail.

Members of the association represent an admitted 3,000 machines subject to the tax. However, since there are an estimated 3,000 other machines in operation here whose owners are not affiliated with the association and who may not be aware of the new tax schedule, a survey has been started by the Internal Revenue Department here. Ordered by Walter J. Rothensol, collector of internal revenues here, 23 agents of the department have begun last Friday (17) a systematic survey of the city's cigar, candy and drug stores, clubs, poolrooms and bowling alleys to count the number of machines which come under the \$10 a year tax, payable November 1.

The survey, said Collector Rothensol, also will be utilized as an "educational campaign" to acquaint location owners, operators and machine distributors as to how the new federal tax schedule operates.

Chi Coin's Bola-Way Strong, Is Report

CHICAGO, Oct. 25 (MR).—"Operators have been high in their praise of our new game, Bola-Way," states Sam Gensberg, Chicago Coin Machine Company executive. "Here's has the acceptance of a game been so enthusiastic. Al Simon, our New York distributor, stated in a phone conversation the other day that Bola-Way made an instant hit wherever placed on location. Just as we planned in the game, the real bowling action and scoring in lights captures the player's imagination. Once they see the ball going coming up the back rack for a strike they're Bola-Way fans for keeps."

"Naturally, the appeals that are found in Bola-Way are not accidental. Each feature was carefully tested and planned before being adopted. When the perfect balance of features was determined and built into the test model, we knew we had a successful game. The playing field designer and cabinet man were called into our engineering department. Each was asked to design the necessary decorations that would give the game eye appeal. As a result of all this advance preparation we were sure that the game would be the pronounced hit that it is," he concluded.

Warn Businessmen on Fake Federal Officers

CHICAGO, Oct. 25.—Businessmen have been urged to demand credentials from all persons representing themselves to be FBI men. The appeal is the result of many complaints received about bogus G-men in recent months.

Bona fide FBI agents carry with them identification cards signed by J. Edgar

Hoover, director of the FBI, and Francis Biddle, attorney general. The warning declared that it is important that people demand the credentials before discussing any matter with persons representing themselves as FBI agents.

Several cases of forged checks passed and loans obtained under the guise of being federal officers have been reported.

Denver

DENVER, Oct. 25.—The sale of arcade equipment is holding up well despite the lateness of the season, according to Gibson Bradshaw, head of the Denver Distributing Company. Bradshaw says he has made some good sales, the past few months but still has a fairly good stock of both new and used machines. Jack Nelson, vice-president of Rock-Ola, was a recent Denver visitor.

Visitors and purchasers of equipment at Denver Distributing Company recently were J. P. Squires, Douglas, Wyo.; Abe Cohen, Cheyenne, Wyo.; R. G. King, Scottsbluff, Colo.; Sandy Weaver, Murray, Colo.; Harry Cory, Sterling, Colo.; T. L. Andrus, St. Paul, Tex.; and Milton Pritz, Walt Jantz and M. H. Minkowitz, all of Denver.

Jim Gaddis, head of Mountain States Music Distributors, was honored with a birthday party at his home recently, Mrs. Gaddis making the arrangements.

D. J. Donahue, Seaburg district manager, was a recent Denver visitor.

Remodeling of the new three-story headquarters of Wolf Sales Company is nearing completion, and the company will move from its present quarters November 1. The grand opening is scheduled for the middle of December. Wolf Hewitt, who recently came to Denver from the company's San Francisco office, will remain until the move.

Now Delivering!

EXHIBIT'S
NEWEST HIT...

"BIG PARADE"

WESTON DISTRIBUTORS
INC.

Distributors of EXHIBIT Games
599 TENTH AVENUE, NEW YORK
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A NEW KEY PURSE

For Operators
Have also left the
color, easy handling.
Number machine is
combined with key
purse. — E.H.M.L.
Ask for 3000.
KELLEY-MENNER
BFD, 68
Rockville, Ill.

SAVE
WITH
'SHUGY'

Everything in Music!
WALL BOXES
PHONOGRAPHS
SPEAKERS - ADAPTORS

Write for our List TODAY! If there is anything special you need—fall us FIRST—SAVE MONEY!! WRITE NOW WHILE OUR STOCK IS HEAVY!!

Royal
MUSIC COMPANY
641 HUNTERDON ST., NEWARK, N. J.

BARGAINS

WOW	\$40.00	Brite Seat	\$15.00
Big	45.00	Recliner	12.50
Big	50.00	Zenith	37.50
Big	50.00	Uma	40.00
Harmon	45.00	News	10.00
Harmon	50.00	School Days	42.50
Armada	30.00	Fish	40.00
Summit	30.00	Hi Girl	60.00
Woolite	45.00	Lights	17.50
Defence	50.00	Salute	40.00
Light Club	35.00	Play	16.00
Yain Si	60.00	Sound	25.00
Big Time	35.00	Skyline	30.00
Harmon	45.00	Scene	45.00
Four Diamonds	60.00	Exhibit	17.50
Landscape	20.00	Champ	60.00
Balls	40.00	Gold Star	25.00
Time	20.00	Leader	30.00

One-third down and balance C. O. D.

G and R Distributing Co.
209 East 12nd Street, Kansas City, Missouri

KEENEY'S GREATEST PROFIT MAKING ANNOUNCEMENT IN COIN MACHINE HISTORY

TWO COIN CHUTES—TWO CAN PLAY
KEENEY'S NEW

Two Way Super Bell

Two machines in one—double revenue but ONE tax. Regular Super Bell features PLUS two payout units, two coin chutes, two cash boxes.

CASH or CHECK
Convertible
(No Free Play)
5c chutes standard.
Extra charge for each
25c coin slot substituted
for 5c slots.

WRITE FOR SPECIAL FREE TRIAL OFFER

J. H. KEENEY & CO. 6630 S. ASHLAND AVENUE - CHICAGO, ILLINOIS

3 TIMES THE PROFITS with Super Bell

The greatest money making console ever made—3 times the profits because there's 3 times the appeal.



NOW SHIPPING FORTUNE

The one ball pay table that's earning more than twice any other ever made. Doubled production necessary to keep up with demand.

YOU NEED IT!

New Buckley Engineering Finds

CHICAGO, Oct. 25.—"Engineering accomplishments and developments have always been the backbone of the music machine industry," declares H. R. Perkins, sales manager of Buckley Music System, Chicago. "During the past few years Buckley has released some interesting and important news about the accomplishments of our engineering department," Perkins continues.

"When we got into large volume sales on music systems we knew that we were assuming a big responsibility. We knew that after this attractive system was installed in thousands of locations that the final test was service, which should be as near 100 per cent as possible.

"To insure the music operator of this service we augmented our engineering department. We were fortunate at this time in building up a staff who knew how to turn out the finished product and who also knew that details were of equal importance.

"One of the interesting accomplishments of this engineering department was the making of lamp bulbs that were tailor-made, made to fit our own music system. After months of research and tests in locations we found the right bulb for our music boxes and found that it was necessary to have the bulb made to order.

"This new bulb is now in the hands of our many distributors. Music men who have already used this bulb know that it burns for weeks instead of days, that it spreads the illumination properly so as to give the music boxes mere flash and the selector plates and program cards more and better illumination."



BATTING PRACTICE
ORDER TODAY!
SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

Back-Of 1939 Deluxe \$134.50
Back-Of 1939 Standard 124.50
Back-Of Counter Model 12.50
Wurlitzer #1 72.50
Seeburg Chickens Sam Con 42.50
Seeburg Jail Bird Gun 49.50
Seeburg Short He Chutes 74.50
Vest Pocket Bats, Blue and Gold 29.50
All the above equipment is in exceptionally clean condition and is ready for location.

GLENN J. ROMKEY

Burlington, Iowa

Distributor for KeeneY's SUPER BELL CONSOLES

FOR VIRGINIA AND SOUTH CAROLINA

MOSELEY VENDING MACHINE EX., INC.

80 Broad Street
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Look To The General For LEADERSHIP!

All American ... \$39.50	IMMEDIATE DELIVERY	Mount Beach ... \$62.50
Bells Hop ... 47.50	Gettysburg Texas Mustang	Silver Stars ... 47.50
Big Time ... 39.50	Miss A. Bells, 3 Balls, Q.T., Vest	Key Ray ... 55.00
Boom Town ... 48.50	Pocket, Junior Payout, Etc.	Key Spot ... 57.50
Drum Major ... 19.50	Jennings Silver Man and Bullseye	Miss P.P. Ball
Fox Hunt ... 27.50	Yacht, F.P., or Dant.	Vander with Stand 80.50
Gold Cup ... 29.50	Mugger's Ace Bonus-Drive-Multi	Lucky Lions, Lane 148.50
Lodge Leader ... 29.50	Sublimity's Batting Practice	Fast Time, F.P. ... 79.50

Many other games in stock—Write for complete list of America's finest remodeled machines.

1/3 cash with order, balance C. O. D.

THE GENERAL VENDING SERVICE CO. 306 N. GAY ST. BALTIMORE, MD.

ESTABLISHED 1925—GROWING STEADILY EVER SINCE!

You can ALWAYS depend on JOE ASH—ALL WAYS!

FINEST FREE PLAYS READY FOR SHIPMENT!

All American \$24.50	Miss 1-2-3, F.P.	Shortstop ... \$12.50
Big Time ... 12.50	Snobs, Halls \$18.50	Swamy ... 10.50
Double Feature 12.50	Play Ball ... 29.50	Some Champ 12.50
Drum Major ... 12.50	Hud Hut ... 12.00	LEGAL
Flicker ... 24.50	Red, White, Bl. 18.50	EQUIPMENT
Looney Lander 24.50	Start ... 29.50	KeeneY Anti-Airport
Leader ... 17.50	Short Parade ... 22.50	Gull, Brown
Lights ... 12.50	Target Ball ... 38.50	Culbert ... \$29.50
Majors '41 ... 44.50	Vent ... 22.50	Western Baseball
	Whistle ... 22.50	F.P. 1940 44.50

ACTIVE AMUSEMENT MACHINES CORP.

300 North Franklin Street, Philadelphia, Pa.

Phone Market 2556

ONE LOOK and they all say

Chicago Coin's

Bola-Way

REALISTIC LITE-UP BOWLING
IS THE BEST IDEA IN YEARS!

WATCH THE BALL GO ZOOMING UP THE BACKBOARD!

YOU ACTUALLY BOWL STRIKES IN LITES!

CHICAGO COIN MACHINE CO., 1725 W. DIVERSEY - CHICAGO.

BUY DEFENSE BONDS!

BERT LANE SAYS

Fort Worth

FORT WORTH, Oct. 25.—H. M. Cross, of the H. & A. Distributing Company, Houston, was a Fort Worth visitor recently. He reports business good.

A new operator in the person of Ben Ratch has joined the clan of Fort Worth coinmen. Ratch operates ball gun machines exclusively, having now in operation more than 500 machines. He plans to put out 1,000.

No report has yet come from Jack Maloney, Panther Novelty Company, as to whether or not any suitable names have been submitted to replace juke box and other unfavorable names that have been applied to the coin-operated phonograph. Maloney is conducting a newspaper and radio campaign in his attempt to get the public to send in a favorable name for the phonos.

Many Fort Worth operators are finding profitable operations in and around the big soldier camps and bomber plants in this area.

Scales are showing a real comeback in this section. Many new penny scales are being placed, and most scale operators are buying new scales. A lot of Rock-Ola and Mills scales are making their appearance.

MONEY-MAKING BOARDS

From the Smallest to the Largest.
Write for Catalog

TO BOOST YOUR TAKE

GLOBE

PRINTING COMPANY
1023-25-27 RACE ST., PHILA., PA.

SAVOY VENDING CO.

Knicker	\$14.50	July	\$17.50
Bally Beauty	17.50	Stripper	30.50
Big Time	27.50	Pressboard	17.50
Codfish	17.50	Smiley	17.50
Flaker	22.50	Red, White, Blue	28.50
Dick	17.50	Stratolite	24.50
Four Diamonds	42.50	West Wind	22.50
Landline	17.50	Vivax	32.50
See News	42.50	Gold Star	19.50
Wow	21.50	Live Up	17.50
All American	24.50	Wild Fire	30.50
Big Chief	22.50		

651 ATLANTIC AVE.
BROOKLYN, N. Y.

Good Dime \$22.50
Spoon Up 32.50
Majors '31 32.50
Lead Off 17.50

Write for Prices:
Evinr TOMMY GUS
Kemper's ANTILARCHART
(Brown Cabinet)

175 Davenport, Balance
C. O. D.

Write for Complete List.

GENCO'S
BOSCO
IS HERE!

IT'S ONE HELLUVA
GAME—BELIEVE ME!
ORDER NOW!

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812 10th Ave., N. Y. Wisconsin 3-0888

WANTED FOR CASH...

50 Boxes, 50 Roll Front Musicians, Big
Pianos, Air Benders, Air Defenses, Rapid
Fire, Night Bombers, Phonographs, Scales,
Waltzers, Grenade Grip-Tactors, all makes
of Musical Machines and everything to
make Entertainment! We accept trades!
Book your list today!

MIKE MUNVES CORP.
593 10th Ave., New York, N. Y.

I'M HEADING
FOR
NATIONAL



WE INVITE YOU TO TRADE USED PHONOGRAPHS WITH US!!

Come in with your old phonos or sell with beautifully reconditioned ones! WE'LL BUY YOUR OLD PHONOS AT GOOD PRICES! AND OFFER YOU USUALLY GOOD VALUES ON OUR REBUILT PHONOS! It's a good habit to Buy, Sell and Trade your used phonos at NATIONAL.

PHONOGRAPHS FOR SALE	
Wurlitzer \$16	Reconditioned \$140.50
Reconditioned \$79.50	Reconditioned \$135.50
Wurlitzer \$18	Reconditioned \$75.50
Wurlitzer \$11	Reconditioned \$57.50
Guaranteed Model \$4.50	Reconditioned \$157.50

QUALITY BUYS AT MERRICK AND N. Y. OFFICES

NOVELTY: Bally Beauty with Jazzes (New) (New) (New) (New) Cubicle, Duxbury, Pika 'Em, Sonic, White Ball, Sonora, Main '28, Scorpion, Varsity, FREE PLAY: Big Legion, Big Boss, Red Hot, Good, Mamm, Hard Over, O'Ray, Lancer, Ripper, Speed Down, National Dance Double Feature, Fol- low, Thriller.	MISCELLANEOUS Anti-Aircraft, Brown \$52.50 Anti-Aircraft, Black \$42.50 Children, Green \$27.50 Bang-a-Doo \$55.50
--	--

Counter-Dance Pika's
Pika's \$16.25
Dots, 3-Way
Grip, 16.70
Write for
Price on
Jungle Knock
Out, 6 x 8 x
Globber.

SPECIAL BUYS!!

The following Comes are
\$12.50 EACH, OR
THREE FOR \$32.50

"America's Phonograph Trading Center"

NATIONAL NOVELTY COMPANY

183 MERRICK RD., MERRICK, L. I., N. Y. All Phones FREEPORT 8370.

NEW BRANCH • 583 TENTH AVE., NEW YORK CITY

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



I'M HERE TO BRING YOU LUCK!

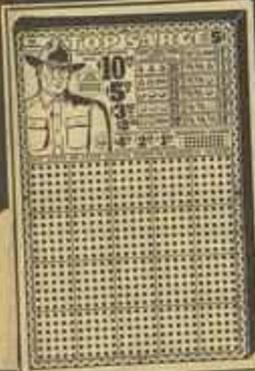
BOSCO

GENCO'S NEW HIT WITH "MULTIPLIED-AWARDS" APPEAL

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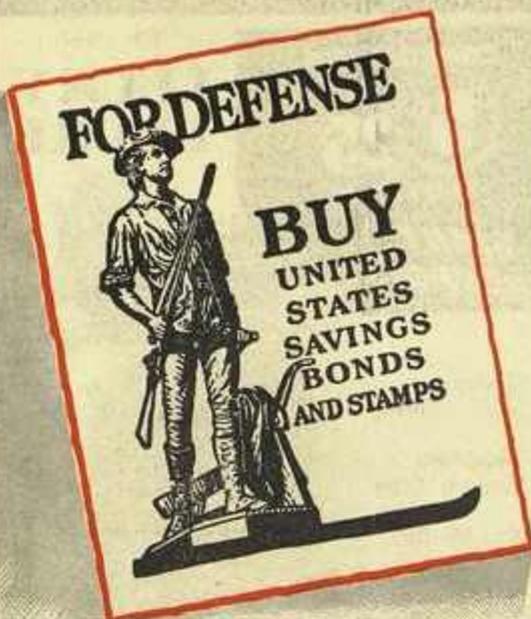
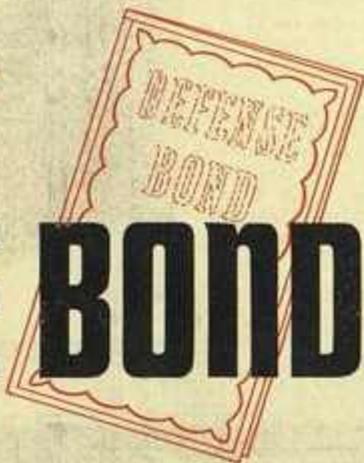
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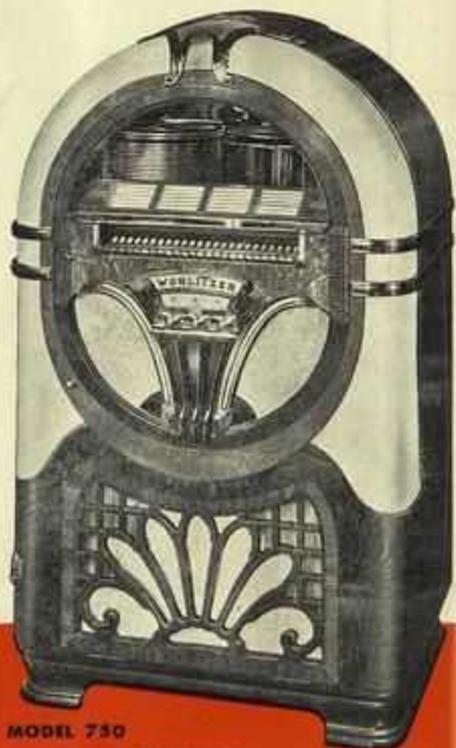
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