

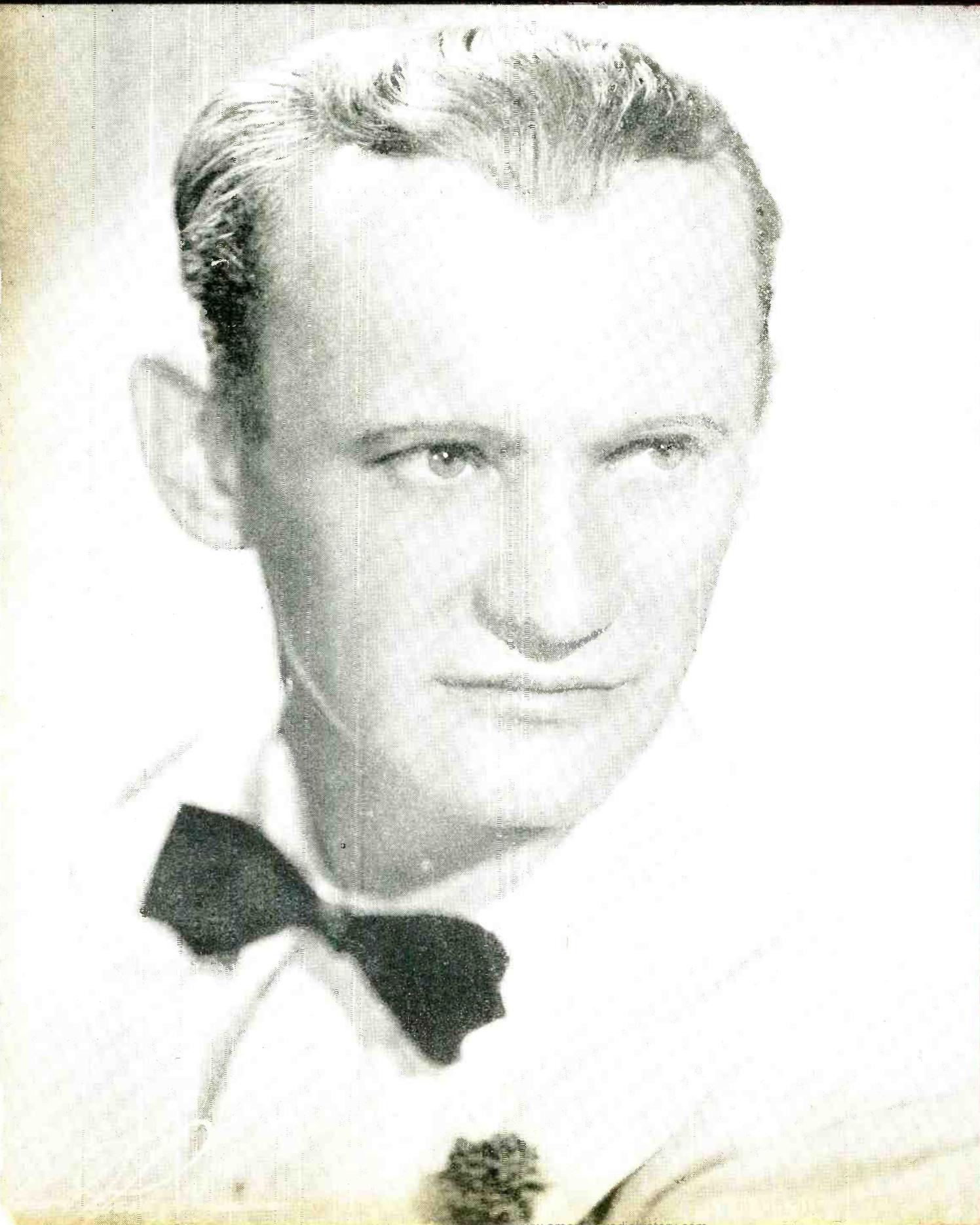
The Billboard

The World's Foremost Amusement Weekly

NOVEMBER 8, 1941

15 Cents

Vol. 53. No. 45



Swing and Sway
with
SAMMY KAYE
And His Orchestra

Return Engagement Essex
House, New York

VICTOR RECORDS

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PEACE BUT NOT VICTORY

EDITORIAL

An Obstacle To Good Will

There is a lot of talk nowadays about a Good Neighbor policy aimed at nations south of the border. "Good-will ambassadors" have been appointed, many committees set up, and the American press is full of editorials and stories about our love for Central and South America. Floorshows, radio programs, films and the stage contain an ever-increasing pro-Latin American flavor.

But there is one serious obstacle to the perfection of good-will relations between the United States and Latin America: The virtual impossibility of Latin American musicians entering our nation. Knowing that Latin music was gaining in favor in the United States, Cuban, Mexican and South American musicians and bands have attempted unsuccessfully to come to this country these past few years. Usually the Department of Justice has refused permits for the Latin musicians to enter the United States. On top of that, our musicians' union has always opposed the unrestricted importation of foreign musicians on the ground that they would add to unemployment of American musicians. The few Latin musicians that have been able to come here have been of peculiar and outstanding talent.

The attitude of both the government and of the musicians' union is understandable, but we still hope something can be done to ease the restrictions against Latin American musicians. More Latin musicians here would make Americans more Latin-conscious, and the Latin musicians returning to their countries would surely spread good will for the United States. Not only that, but the easing of restrictions against Latin musicians will surely be followed by the letting down of retaliatory restrictions against American bands now in effect in Cuba and other south-of-the-border nations.

With the war forcing us to turn our backs, at least for the next few years, on Europe, the Western Hemisphere has become more than ever a place for intense American cultural and trade activity. America sells a lot of goods and entertainment (short-wave radio broadcasts, films, records, night club and stage talent, bands) to Latin America. Now let's give Latin America a better chance to do the same.

"Frogs" in Yale Pool

BRIDGEPORT, Conn., Nov. 1. — *The Frogs*, Aristophanes' comedy, will be given an Eli production with a Hollywood touch this year. The Yale Dramatic Association announced this week that the play would be staged in the Payne Whitney swimming pool the week-end of the Princeton football game, November 15, with Yale's champion swimming team wriggling thru the water as the frog chorus.

ASCAP Still Has Comeback Trail To Travel; NAB Sessions Show Continued Support for BMI

NEW YORK, Nov. 1.—Wind-up of contract negotiations between the American Society of Composers, Authors and Publishers and the two major chains Wednesday threw an aura of peace around the bitter radio-music struggle; but beneath the surface the radio music situation remains full of imponderables and loaded with dynamite as far as the future of the Society is concerned. With blanket contracts for chain music concluded, Society figures it now has about 300 radio contracts all told. This means the bulk of local programming thruout the country is still unlicensed by ASCAP, and must be licensed before the Society can realize the estimated \$3,000,000 annually it figures it can take from radio under the present royalty rate of 2 3/4 per cent of commercial network business and 2 1/2 per cent on local business. This \$3,000,000 figure compares with approximately \$5,000,000 ASCAP received from radio in 1940, the last year of the 5 per cent pact, and compares to about \$8,500,000 which ASCAP might have received annually if it had been successful in

licensing the chains and major stations at the 7 1/2 per cent rate—first broached toward the conclusion of the old pact.

ASCAP execs are optimistic about signing the entire industry. And there is some reason for the belief that when the chains popularize ASCAP music, stations will be forced into contracts for local programming. John Paine, ASCAP general manager, says that contracts for local use of ASCAP music will be sent out this week. E. C. Mills, chairman of ASCAP's administrative committee, stated he expected the bulk of the network affiliates to sign for ASCAP music on local programming within two weeks.

Is It Rosy?

On the other hand, reports from the NAB district meetings, plus unofficial statements by network executives, forecast a tooth and nail fight by radio to keep BMI in the picture. Six NAB district sessions have been held thus far. These districts cover the country from Tulsa to Worcester and from Omaha to (See *Peace—Is It Wonderful?* on page 6)

Death of Al Hartmann Brings Tributes From All Over Nation

CINCINNATI, Nov. 1.—The death of Albert Clemens (Al) Hartmann, 49, outdoor editor of *The Billboard*, in Christ Hospital here October 29 brought poignant grief to his immediate associates and will bring shocking sorrow to all outdoor showdom. His last illness had been apparent only 10 weeks and his sturdy physique and victorious spirit had been counted upon to carry him to speedy recovery.

He entered the hospital on October 20 to undergo an abdominal operation necessitated by a malady which proved to have been one of long and insidious standing and which defied surgical skill. With the exception of a few days, when he insisted upon being at his desk, he had been confined to his home and the hospital since August 26.

When news of his death spread over the nation many who have been friends over the years announced their intention

of attending the funeral November 3 at 9 a.m., requiem high mass to be sung in St. Cecelia Church, Oakley, a suburb in which the family home is situated, with interment in St. Mary Cemetery. Arrangements were made for viewing the remains all day on November 2 in the Witt Funeral Home, Oakley.

Pallbearers selected, members of *The Billboard* organization, were E. Walter Evans, Claude R. Ellis, Daniel Weber, Charles Snyder, William J. Sachs, Charles Wirth and Clarence J. Latscha, Cincinnati, and Nat Green, Chicago.

Among messages of condolence to the bereaved family were those from John and Henry Ringling North, Walter Winchell, Tom W. Allen, Mr. and Mrs. B. H. Patrick, Art Briese, Heart of America Showmen's Club and Women's Auxiliary, Hody and Johnny J. Jones Jr., Max Cohen, Harry A. Illions, J. W. (See *HARTMANN'S DEATH* on page 59)

Brennan Denies "Mirror" Story That Browne "Kicked Out of Job" By IA Execs at Secret Meeting

NEW YORK, Nov. 1.—First maneuver, or trial balloon, pointing to the ouster of George E. Browne, president of the International Alliance of Theatrical Stage Employees, who is now on trial with Willie Bioff for alleged extortion of \$550,000 from the film industry, was contained in a copyrighted story in *The New York Daily Mirror* today which noted that Browne was "kicked out of his job" during a "secret meeting of IATSE officials."

The Mirror stated that Tom Murtha, business agent of Local 4 (Brooklyn), was slated to replace Browne, and that "public announcement of the ouster by the IATSE . . . was to be withheld until the jury before which Browne and Bioff are being tried had returned a decision."

A heated denial of a secret meeting or Browne ouster movement came from James Brennan, vice-president and a member of the IA international executive board. Brennan said that even if anybody wanted to remove Browne from office, "this procedure would be illegal and unconstitutional." Also that under the

law of the union, the executive board would have to nominate the next officer in line until an election at the IA's annual June convention.

"If anybody wants to get rid of Browne," said Brennan, "it would have to come up in convention, and nobody is going to strong-arm their way into office." Brennan concluded that, if a secret meeting was held, it wasn't of the executive board, because on the day (Thursday) mentioned in *The Mirror* story, all three New York members of the exec board (Brennan, Dick Walsh and Louis Krouse) were conferring on labor problems.

Speculation was that if Murtha is ambitious enough to attempt to obtain the presidency, that he "would have to climb over the head of Walsh (his boss), and step all over him." Murtha's ambitions in that direction could not be ascertained, as he couldn't be reached for comment at press time.

Another theory on the situation is that a movement is being fostered to work up (See *BRENNAN DENIAL* on page 23)

A Smelly Story

NEW YORK, Nov. 1. — Meyer Davis, in looking over his yesteryear's memoirs, found a faded program of the B. F. Keith's Theater, Philadelphia, which noted his appearing on a bill with Olsen and Johnson. Davis sent them the program, with an affectionate note, "You stunk even then."

Davis received the following reply:

"Dear Meyer:
"Nostalgia ran amuck!
"Johnson cried for three hours!
"I finally consoled him by reminding him that maybe things would get better later on.
"If a remember right, you were a little lousy yourself.
"Nevertheless, we hope we will always remain your favorite odor in your hopechest of memories.
"Olfactorily yours,
"Stinky Olsen and Pew Johnson."

Collada Works on Yank Unit for S. A., Latin Unit for U. S.

WASHINGTON, Oct. 27.—Tour to publicize Latin American culture and products thru larger U. S. cities is being planned by Benito Collada, operator of the New York night club, El Chico. The caravan of entertainers and merchandise will operate without any connection with Nelson Rockefeller's Office of Cultural Relations. Nine trips to Washington have convinced Collada there is nothing to be gained by further dealings with the Co-ordinator's office.

Collada's idea stems from handling the Inter-American Fiesta this month at Russel Sage College, Troy, N. Y., which drew 15,000 into the city. Collada would organize a troupe of Latin entertainers to put on similar fiestas in big cities under auspices of local business or educational organizations. Promotion would (See *COLLADA UNITS* on page 23)

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21 Major London Houses Open; 16 Legits, 2 Vaude, 2 Ballet

LONDON, Oct. 4 (Delayed).—The last day of September found 21 major London theaters open, with business remaining pretty good despite bringing forward of performance times to meet black-out advancement. Revue holds sway at seven houses; six favor spoken drama; three have book musicals; two offer ballet; two vaude and one, the Aldwych, magic, with Cecil Lyle trying to establish a new home for the art.

Daily queues indicate that Robert Atkins's revival of *Chu Chin Chow* is well back in its stride after the big-blitz hold-up; seat seekers line up from an early hour. Of the other musical plays, Lupino Lane's *Me and My Girl* continues at the Coliseum, and there is no lack of patronage for *Lady Behave*, with Bobby Howes temporarily replacing the sick Stanley Lupino at His Majesty's.

George Black's revues *Applesauce* and *Black Vanities* enjoy generous support at, respectively, the Palladium and Victoria Palace, the former is due for replacement in October by a new opus starring Bebe Daniels and Ben Lyon. *Rise Above It*, at the Comedy, lives up to all good things prophesied by the critics; Fifth Shephard's *Fun and Games* proves a worthy successor to his *Shephard's Pie* at the Prince's, providing many an opportunity for the comedy of Sydney Howard, Arthur Riscoe, Vera Pearce and Richard Hearne; at the next house down Shaftesbury Avenue, the Saville, another team of star funsters shines in *Up and Doing*, brought back to London after being driven into the provinces by the blitz; revue in non-stop form carries on at the Prince of Wales

and the only theater in London that remained continuously open—the Windmill.

Balletomanes are served for at the Lyric, where an "International Season" is in its last week, and at the Savoy, where the Sadlers Wells company is in a first week.

Vaude bills at the recently reopened Stoll (one-time Hammerstein Opera House) lack sufficient name-pull to tax endurance of SRO boards. Phoenix reopened this week with similar policy of weekly change of program.

Remainder of London's current theatrical fare includes Lyle's *Cavalcade of Mystery* at Aldwych; *Forty-Eight Hours' Leave*, a new comedy starring Irene Vanbrugh at the Apollo; Emlyn Williams in his *Light of Heart* at the Globe; *No Time for Comedy* at the Haymarket; Noel Coward's *Blithe Spirit* at the Piccadilly; *Ladies in Retirement*, with Mary Clare in her original role, at St. Martins, and *Quiet Week-End* at Wyndham's. First addition to this list will be the Savoy, where on October 6 doors reopen for a season of Russian opera and ballet.

Newest nabe house is former pix theater, the Orpheum, near Golders Green, opening this week with *Smilin' Through*.

"Prince" Providence Sellout

PROVIDENCE, Nov. 1.—Shubert's revival of *Student Prince*, playing at \$2.20 top in a one-night stand here October 14, enjoyed a sellout and chalked up a \$6,100 gross on the one performance at the Metropolitan.

Add Broadway Lexicon

NEW YORK, Nov. 1.—For the benefit of future historians, Joey Nash, radio singer, has knocked off these definitions of matters pertaining to show business:

One-Night Stand Band Booker: A scout for Rand-McNally; a 1941 Kit Carson.

A Daytime Radio Serial: A 10-year-old brain doing a *Strange Interlude*; *Hearts and Flowers* for mama in the kitchen.

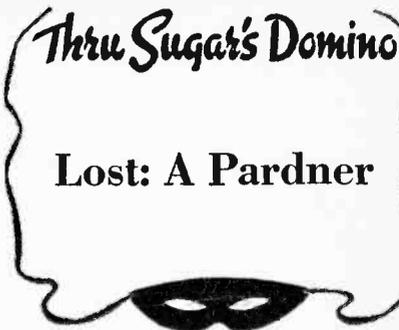
Night Club Emcee: The greatest espionage agent in the world. A guy pops a new gag or a piece of business with a new twist opening day at the State; two hours later every emcee around town knows about it. That night an emcee around Boston is killing the cash customers with it.

Philadelphia on Sunday: The only town in the world that has 120 minutes to the hour.

\$3.30 Top Too Much For Albuquerque

ALBUQUERQUE, N. M., Nov. 1.—*Hellzapoppin*, featuring Billy House and Eddie Garr, flopped here. Big reason was the \$3.30 top. The show, which had poor nights preceding in Colorado Springs and Pueblo, Colo., grossed only \$1,523.40 for its local stop before heading into the big Texas money.

A total of 617 tickets were sold, only 292 at the top price. Even a teacher's convention with 5,000 delegates couldn't help. The show was staged here October 22.



FOR 10 years we had in Al Hartmann a teammate, friend, counselor, confidant and ever-refreshing inspiration. Great is our grief at his passing; staggering is the shock of its suddenness. Not one of *The Billboard* staff had the slightest premonition that Al's illness would be his last. It is not easy to reconcile oneself to the departure of a man with whom one has been so close; who had such a great claim on our affection and who could well have had many more useful and happy years to spend in the lap of his family, colleagues and friends all over the English-speaking world and beyond.

When the spirit is low, when the heart grieves, expression becomes less facile; a usually glib tongue falters. So do we find ourself on the occasion when the spirit moves to eulogize a fallen soldier—the will is there, a conglomeration of thoughts crowd us and in our paralysis we can find room only for words that hardly do justice to our true emotions...

Al Hartmann achieves immortality in the hearts of those who knew him not alone because his name is now wrapped in the glamorous mantle of death. His was a character and personality that singled him out from the herd. He was modest almost to a fault in a world barbed with ambition and self-seeking. Generosity and greatness of heart were among his outstanding virtues.

We knew and worked with him for the greater part of our career as a newspaperman and we have probed deeply and fruitlessly into our recollection for a single instance of Al Hartmann consciously hurting anybody—in his capacity as a publicist and as a human being. Deeply rooted in him was a religious strain that seemed to guide his every action. To this hard-working, sincere and honest person an act of unkindness; a violation of the golden rule was a major crime.

Showmen of all breeds, ages and importance—showmen of all show business fields and particularly outdoor showmen—loved and respected this man, who spent over a quarter of a century of his life in *The Billboard* menage. He was as well informed about the branches of the show business in which he specialized as any writing man we have known. He knew men as well as the nature of the things they did in their trades and professions under the amusement tent. It was because he knew men, liked men and played the game according to Hoyle with men that all those years meant accumulating admirers and friends who were always ready to go to inordinate lengths to help him iron out the many problems that present themselves in the life of a man devoted to public service. Al Hartmann fought hard and courageously for the initiation and perpetuation of high ethical standards in the outdoor show business. As a publicist whose writings were read and respected by editors and public officials he performed an incalculable service for traveling showmen constantly bedeviled by opposing forces in so-called home industries.

During his lifetime he had the pleasure of knowing that even those who were close to him were as fond of him and respected him as much as those who knew him only as an occasional visitor at a meeting, a carnival or circus lot, a theater or any of the other places and functions that attract the stalwarts of showdom.

Al Hartmann's passing is as great a loss to the show business as it is to *The Billboard* and to his colleagues on *The Billboard*. We stand bowed in grief. (See SUGAR'S DOMINO on page 59)

SAMMY KAYE

(This Week's Cover Subject)

"SWING and Sway With Sammy Kaye" is known from Coast to Coast as the signal for a session with one of the most successful sweet orchestras of our era.

Only eight years ago Sammy Kaye left Ohio University with little more than burning ambition, great organizing ability and an idea. This idea has since been transformed into the kind of music typified by the catchy Kaye slogan. Kaye himself has been transformed into one of the country's top band leaders. His Victor record of "Daddy" topped all lists and is still going strong in many quarters. His latest novelty creation, "Modern Design," looks like a future record rage. His "Sunday Serenade" radio show is one of NBC's most popular. He also is a prime theater attraction. At present his band is delighting the dancers at the Casino-on-the-Park of the Essex House, New York.

An engineering student and star track man at college, Sammy gave it all up to concentrate upon his music when he saw how well his campus band was received by the other students. After college he and the band underwent two trying, discouraging years which culminated in their first real break, a date at the Cleveland Country Club, with Coast-to-Coast network wires. Four years of successful swinging and swaying over the various networks found the band important enough to be brought to New York's Paramount Theater for an engagement which insured Kaye's high rank for all time to come.

Kaye's "So You Want To Lead a Band?" stunt is one of the most successful novelties ever created by a name leader. Everything, in fact, that this canny maestro attempts is seemingly certain of success.



THE show business had ample reason to celebrate Wednesday night (29), because that single day saw the settlement of two vexing major problems. The radio chains signed with ASCAP, and the theater circuits and the musicians' union finally agreed on the handling of the Social Security tax dispute. . . . Sam Zolotow, the demon drama reporter of *The New York Times*, made *Information, Please* last week. Not in person, but in the even more dignified role of a part of a question asked the experts. They were required to tell the field of activity associated with certain names—and "Zolotow," of course, represented the theater. . . . Wandering around Broadway buildings is a bedraggled chap peddling glassware—who is reputed to have earned around \$1,000 a week as a booker not so long ago. Watching some of the currently successful bookers high-hat him, a bystander remarked, "Some of those birds had better start stocking up on tumblers and salad bowls in a hurry." . . . Patty Andrews did the Andrews Sisters' act alone for the first time in the girls' career last week at the Paramount. Maxene took ill, and it was figured that a single would go better than an unrehearsed double. So Patty soloed for two performances, with Manager Lou Levy promising her a mink coat if she could do it. . . . During a recent show at an out-of-town vaude house, the manager told the stage doorman to keep his eye closely upon the headlining band leader, who was suspected of being a lush, and to keep him from going on stage if he appeared too cockeyed. So the doorman sidled up to the leader before each show to smell his breath—which remained as pure as driven snow. So what happened? The femme star of the show collapsed on stage during the third showing, from too much joy juice.

A WAG, attending a rehearsal of a band due to return to the air recently, remarked, "This outfit ought to be on the Chase & Sanborn hour—its stuff is definitely dated." . . . Success story: Billy DeWolfe, who was working for \$75 a week about a year ago, has just been told by MCA that a Chicago night spot is offering \$1,250 a week for him. . . . Louis Samuelson, stage doorman at Loew's State, celebrated his 20th year in the show business last week. He started at the old City Theater in 1921, and since then has held similar jobs at the Hillside, the Academy of Music and the Victoria. . . . Unless something's done about it, agents calling at the Warner booking office are going to get a cold reception. The boys in the booking office, which has been in its new quarters since the latter part of the summer, noticed that no heat came into the place when the weather changed—and a quick survey revealed that the architect, in making alterations, had forgotten to provide for radiators. . . . Did Albert Spaulding feel funny last week on the Coca-Cola program when he announced, "Tonight We Love, by Peter Ilyitch Tchaikowsky and Freddy Martin"?

Kalmine Promoted

NEW YORK, Nov. 1.—Harry Kalmine, zone manager of the Pittsburgh area for Warner theaters, has been promoted to assistant general manager of the circuit and will work under Joseph Bernhard. A successor to Kalmine in the Pitt area is still to be appointed.

<p>SPECIAL PRINTED ROLL or MACHINE 100,000 FOR \$22.00 ELLIOTT TICKET CO.</p>	<p>TICKETS</p>	<p>RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS</p>	<p>STOCK ROLL TICKETS ONE ROLL \$ 54 TEN ROLLS 3 90 FIFTY ROLLS 17 00 ROLLS 2,000 EACH Double Coupons, Double Price No C. O. D. Orders Accepted</p>
		<p>(409 LAFAYETTE ST., N. Y. C.) (82 W. WASHINGTON ST., Chicago) (615 CHESTNUT ST., Phila.)</p>	<p>MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAin 5306.</p>

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Hub Grosses Still Huge

BOSTON, Nov. 1.—The greatest advance sale in the history of Hub legit was set up this week by the new Olsen-Johnson musical, *Sons o' Fun*, scheduled to open Thursday (30), but postponed a day because of trouble with the many props at the Shubert Theater. House was completely sold out for four performances before opening.

Other openings during the week included *Separate Rooms*, in for two weeks, and *Macbeth*, also due for a two-week stand. *The Mikado* closed tonight (1) to make way for *Pirates of Penzance*. *Arsenic and Old Lace* rolls on its merry way, good for as long as it wants to stay, but will bow out within three weeks.

This week total gross was about \$90,000.

Arsenic and Old Lace (Plymouth, 1,480 seats; \$2.75 top). Another smash-eroo \$24,000 week.

Macbeth (Colonial, 1,634 seats; \$3.30 top). Good notices and a lot of school kids. About \$22,500 for first week; not quite capacity.

Mikado (Majestic, 1,667 seats; \$2.20 top). Another juicy \$15,000 week.

Sons o' Fun (Shubert, 1,590 seats; \$3.30 top). Only three performances. On basis of terrific advance, about \$12,000.

Separate Rooms (Wilbur, 1,227 seats; \$2.75 top). Doing swell business. First week a near-capacity \$14,000.

Hendrickson-Bruce Tour

NEW YORK, Nov. 1.—Booked solid up to and after Christmas, the James Hendrickson and Claire Bruce Company began a road tour October 6 with a repertory of Shakespearean plays, including *Macbeth*, *The Merchant of Venice* and *Hamlet*. Marking their 15th consecutive season, the group will trek as far west as Michigan, with dates scheduled in theaters, high schools and college chapels on the way. Current season's cast includes James Hendrickson, Claire Bruce, John Burke, Achilleo Riello, Eugene Soares, Natalie Priest, Phillip Beaudette, Leah Elaine Easton, Edward V. Salvatore, Milton Earnhart and Martin Wells.

"Hellza" 15G in Denver

DENVER, Nov. 1. — *Hellzapoppin* drew a gross of \$15,500 in a three-night, one-matinee stand October 16-18 at the Denver Municipal Auditorium. Admission scaled from 85 cents to \$3.36. This was the second roadshow attraction under local management of Arthur M. Oberfelder; previously, on October 1, Edgar Bergen and Company drew \$3,000. Oberfelder has set Ed Wynn in *Boys and Girls Together* for December 2-3 and *My Sister Eileen* for December 31-January 1.

Veloz & Yolando OK in Okla.

OKLAHOMA CITY, Nov. 1. — Despite drizzly weather that hurt both advance and door sales, Veloz and Yolanda drew about 1,500 persons to Shrine Auditorium here for their program October 16. Dancers gave diversified international program and received hearty approval of crowd. Admish was scaled from 85 cents to \$2.80.

Seven Spots for Henie Tour

CHICAGO, Nov. 1.—Sonja Henie will limit her 1941-'42 tour to seven cities, opening in Omaha November 16 and following, in consecutive order, with runs in St. Louis, Indianapolis, Chicago, Detroit, Buffalo and New York. The Cleveland appearance has been canceled.

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Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

"THE TIMID SOUL"—new radio sustaining program being produced by Robert Louis Shayon of WOR, based on the H. T. Webster cartoon of the same name. William Lynne, who played "Oiwini" in *Three Men on a Horse*, plays Caspar Milquetoast, and Cecile Roy plays Mrs. Caspar. The cartoon has been universally successful for many years, and the radio show is adding to its popularity with excellent scripts. There's no reason why it couldn't be turned into a highly successful series of shorts, keeping the present air cast.

For LEGIT MUSICAL

THE DI GITANOS—ballroom team currently at La Conga, New York night spot, who recently had a week of doubling at Loew's State, New York. Team is a triple threat that promises to become sensational in the ballroom dancing field with its graceful and beautifully performed routines. The pair are dance thrillers, and could be effectively spotted in a legit musical.

Plan for Chi Center To Wait for a Year

CHICAGO, Nov. 1.—The plan to convert the \$24,000,000 Civic Opera House into an amusement center which would include a combo policy theater has been abandoned "until next year." A. J. Balaban, who has not been active in the theater field since selling his interest in the Balaban & Katz Corporation some 13 years ago, has been negotiating with the board of directors of the opera building for a year. Because financial details were not worked out before the advent of the current opera season (opening November 8), it was decided to continue the matter to 1942.

Balaban is interested in presenting spectacular attractions which would draw the theater crowds away from the Loop to the now less active Opera House neighborhood.

President, S. F., To Relight

SAN FRANCISCO, Nov. 1.—President Theater is slated to reopen November 27 with musical comedy productions, vaudeville acts and movie features. House has been dark about two years. A group of San Francisco and Hollywood operators are said to be behind the deal.

Walter E. Saunders, formerly with the Shuberts, will be house manager. Program change every Friday, with stage performances daily at 3, 7 and 9:45 p.m.

'Carnival' Renewed on NBC

HOLLYWOOD, Nov. 1.—*Signal Carnival*, featuring Barbara Jo Allen as Vera Vague, over NBC-Pacific Red, has been re-signed for 52 weeks, beginning November 9. Show is sponsored by Signal Oil Company in the interests of Signal Gasoline and Motor Oil. Jack Carson, emcee, and John Frasier, announcer, along with Miss Allen will continue on the program.

Darton A. Stebbins Agency handled the deal.

More High Society On Philly Stations

PHILADELPHIA, Nov. 1.—The society bug is really biting the radio boys. With KYW, local NBC-Red 50,000-watter making the first bid for restricted blue-blood listeners, as reported previously, WCAU, CBS 50,000-watter, has entered the social swim. Station has snared Mrs. George H. Earle III, wife of the United States Minister to Bulgaria and former First Lady of Pennsylvania. The socially prominent matron has signed to do a weekly quarter-hour chat on *The Women's Place Today*, starting Wednesday (5) at 10:15 p.m. Will discuss women in the news, in politics, in war service and in the home.

Astra, swanky downtown jewelry house, will sponsor Mrs. Earle. KYW boasts blue-blooded mike gabbers for the exclusive Bailey, Banks & Biddle jewelry house and for the Warwick Hotel, debbie hangout. WDAS is tempering its "society" sustaining show with a like period for the "working" classes. Program chief Harold Davis dons the sobriquet of "The Poor Man's Cholly Knickerbocker," and daily dishes out birthday greetings, anniversaries, lodge meetings, coffee clatches and the like for folks working in the national defense factories. One of the other local network stations, also prepping for entrance in the social swim, is trying out an exclusive tie-up with the Junior League.

Buffalo Grosses Good

BUFFALO, Nov. 1. — The Buffalo legit situation looks bright.

Latest production to play the Erlanger here was *Separate Rooms*, which clicked to the tune of \$7,000, despite low admish of 55 cents to \$2. Four performances.

Season so far is well on its way to record proportions, with a gross of \$10,500 garnered by *Arsenic and Old Lace* and \$7,200 by Cornelia Otis Skinner in *Theater* (each three days).

Buff Aud Shows Profit

BUFFALO, Nov. 1. — The Memorial Auditorium, entering its second fiscal year of operation under the management of Elmer H. Winegar, estimates a minimum profit of \$50,000 for 1941-'42.

Bookings of ice shows are the most important single item, occupying the big arena for 30 days. Other attractions include six days of rodeo, seven days of Shrine-sponsored indoor circus, eight nights for one-nighter dance promotions.

He Ain't Alone

DENVER, Nov. 1.—Buddy, can you spare a map for a soldier? That question came up recently when KLZ here received a request from Corporal Ivan Kohnfelder, stationed at Camp Forrest, Tenn., for several copies of the International Radio News Map the station has been offering listeners. Corporal Kohnfelder said that he and several friends listened to the station, had heard about the maps and decided to send for them since "not a comprehensive map of the world can be found in camp."

Springfield League Meets, Sets Plays

SPRINGFIELD, Mass., Nov. 1.—At its annual meeting Monday (27) the Springfield Playgoers' League streamlined its organization, putting all the authority in an executive committee of six members, changed the name to The Playgoers of Springfield, Inc., announced the booking of three plays for November, reported an increase in charter members and in mailing list, and promoted Daniel J. Maloney from executive secretary to managing director.

The new executive committee is composed of Alfred H. Chapin Sr., chairman, and Chester O. Fisher, William T. Taylor, Norman Wallace, Alfred E. Steiger and Maloney. The directors re-elected all officers and then delegated authority to the executive committee, so that business could be attended to more speedily.

Maloney's promotion, the board of directors announced, was in recognition of his work last year. The following plays have definitely been contracted for and will appear at the Court Square Theater: *Rio Rita*, November 5; *Separate Rooms*, November 12, and *Arsenic and Old Lace*, November 26. Maloney said that other shows are penciled in for later in the season.

'Artists & Models' Name Suit

READING, Pa., Nov. 1.—Frank Taylor, unit producer, was restrained by the Berks County Courts, effective last Monday (27), from using the title of *Artists and Models* for his show. Action against Taylor was brought here by the Shubert interests. Taylor had staged an *Artists and Models* revue the preceding weekend at Capitol Theater here.

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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 the country's largest advertisers consult for accurate circulation figures.

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<p>STOCK TICKETS</p> <p>One Roll \$.60</p> <p>Five Rolls 2.50</p> <p>Ten Rolls 4.00</p> <p>Fifty Rolls 17.00</p> <p>100 Rolls 30.00</p> <p>ROLLS 2,000 EACH.</p> <p>Double Coupons, Double Price.</p> <p>No C. O. D. Orders.</p> <p>Size: Single Tkt., 1x2"</p>	<p>OUR DAY</p> <p>of 24 Hours is producing</p> <h1 style="margin: 0;">TICKETS</h1> <p>of every description to please our customers. Are you one of them?</p> <p>THE TOLEDO TICKET COMPANY</p> <p>Toledo (Ticket Town), Ohio</p>	<p>SPECIAL PRINTED</p> <p>Roll or Machine</p> <p>10,000 \$ 7.15</p> <p>30,000 10.45</p> <p>50,000 13.75</p> <p>100,000 22.00</p> <p>1,000,000 170.50</p> <p>Double Coupons, Double Price.</p>
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PEACE--IS IT WONDERFUL?

ASCAP Web Accord Leaves Local Deals Largely Unsettled; NAB District Meets Show BMI Support

(Continued from page 3)

Cincinnati and represent roughly 25 per cent of the radio industry. Feeling at these meetings, with few exceptions, has been one of unanimous continued support of BMI on a long-term basis—with the pacts, when finally signed, likely the overlap the ASCAP pacts.

Reasons for this feeling are: (1) Elements within radio feel that many of the clauses of the ASCAP-radio deal will be open to interpretation as time goes on, and it will be to broadcasters' interests to maintain support of all non-ASCAP music sources so as to prevent ASCAP from squeezing too much out of the present pacts. (2) BMI is radio's own baby.

Coincident with the probable support of BMI with long-term pacts at the expiration of current pacts on March 12, 1942, industry is showing terrific support of SESAC, that company now holding 803 licenses and therefore blanketing the industry.

Additionally, network executives who refuse to be quoted, maintain that an effort will be made to keep BMI in the running on chain programs, both commercial and sustaining. One programming exec of NBC late this week said that an attempt would be made to keep BMI running at about 80 per cent its present strength on programs. This figure is regarded as abnormally high but shows the temper of some of the radio execs.

At NAB district meetings, radio execs indicated that the plan of the networks, unofficially, was to use somewhat less than 50 per cent ASCAP music on all programs, commercial and sustaining. Some execs placed the probable figure at 30 per cent. An NBC exec, queried late this week in New York, said the percentage would be much higher than this on sustaining programs. Whether or not agencies could be prevailed upon to continue large use of non-ASCAP material on commercials is a moot question, however.

Still Embittered

Just how much ASCAP and BMI music will be used on local programming has also come in for much behind-the-scenes discussion at the NAB district meetings. Feeling of observers is that ASCAP will not be able to sign a substantial amount of this business until a year goes by, that most stations will sign on a per program basis, so as to pay for only what they play, and that stations will continue to give a heavy play to BMI and SESAC. Plenty of evidence is present that the affiliates are still embittered.

Loose Threads

The ASCAP-chain settlement leaves completely unsettled the matter of use of music on transcriptions. For a long time now some of the most important wax houses in the business, including NBC-Thesaurus and Standard Radio, have used no ASCAP music. Feeling of some of the waxeries is that they will not go back to ASCAP music under the old mechanical royalty rates of 25 cents and 50 cents per performance on commercial transcriptions and \$15 per year for tunes on transcription library service. These companies have been obtaining songs from BMI and independent publishers for the 2-cent rate. Lloyd Egner, chief of NBC-Thesaurus, said this week that the ET problems remain. Wax companies hoped, he said, that the royalty problem would be settled before the conclusion of the ASCAP-chain pacts, but it has not been. No machinery for settlement has been set up, he added. Egner also said that it was up to the publishers to take the first move, inasmuch as they are the sellers of the music.

Meanwhile, however, a couple of transcription companies, notably Associated Music Publishers, have operated very shrewdly. AMP, with about 130-odd subscribing stations, of which about 25 were ASCAP, waxed most of the important ASCAP tunes thruout the radio-music fight. It is now in a position to give stations a terrific number of ASCAP

tunes if stations are licensed to perform them. This policy has been expensive for AMP; but on the other hand AMP has been able to use these same ASCAP tunes on its wired music service, Muzak.

Cost of BMI to Radio

Cost to radio of BMI has been considerable, but is figured as easily worth while in view of savings accruing thru non-use of ASCAP during the last 10 months and future savings predicated on the reduced fees for ASCAP music. BMI, queried, estimates that to date BMI has cost radio about \$2,200,000. This includes the yearly payments for the leased catalogs—not their total cost. Marks Music, for instance, is figured to the extent of between \$200,000 and \$250,000 expense as of today, altho the deal is for \$1,250,000 over five years.

Other close observers of the picture, however, estimate the cost of BMI as \$3,000,000, there having been two levies on the broadcasters of \$1,800,000 each. At the St. Louis convention, however, it was decided to return to the broadcasters about \$600,000 in view of the company's profits.

BMI's new contracts will be offered to stations next month after the meeting of the BMI copyright committee.

The Signers

Signers of the ASCAP-chain pact Wednesday, in the board room of the Society, were Mark Woods, vice-president of the National Broadcasting Company; Mefford R. Runyon, vice-president of Columbia Broadcasting System, and Gene Buck, president of ASCAP. Contract covers blanket use of ASCAP material on the chains and the chains' managed and owned stations. Contract was to be effective immediately after midnight Wednesday and to hold until December 31, 1949. Contracts can be extended for an additional nine years, but should ASCAP want higher rates the matter will be arbitrated.

Philly Outlets Wary Of ASCAP Locally

PHILADELPHIA, Nov. 1.—Despite the cessation of hostilities between ASCAP and the networks, local outlets are still plenty vague about individual contracts with the Society and for the time being are still refraining from playing ASCAP music. Four network stations, however, will carry ASCAP music fed by the chain.

Leslie Joy, general manager of KYW, NBC-Red, said his station had an ASCAP contract under consideration. Roger W. Clipp, WFIL vice-president and general manager, said no definite date had been set for signing up for his NBC-Blue station. Isaac D. Levy, chairman of the board of WCAU and a member of the board of CBS, said "We haven't been apprised of any such agreement, therefore we can give no statement as to WCAU's reaction." Benedict Gimbel Jr., WIP prexy, Mutual outlet, said his station "has no plans as yet for signing an ASCAP contract."

KTKC To Go NBC-Blue

HOLLYWOOD, Nov. 1.—Station KTKC, Visalia, Calif., will join the National Broadcasting Company on or about November 15 as part of NBC's plan to build up its Blue network.

Station was formerly affiliated with the Don Lee Network and covers the Central San Joaquin Valley. Station operates with 1,000 watts on 950 kilocycles under ownership of the Tulare-Kings County Radio Associates. At first KTKC will be a supplementary station with NBC and plans are set to schedule it as a basic on or about January 1, when the new construction now under way is completed and station's power set to go 5,000 watts, with the frequency moving to 940 kilocycles on a clear channel.

A One-Ton Sample

PHILADELPHIA, Nov. 1.—WDAS has staled a display case in its lobby with samples of all the products advertised on the station. Accordingly, promotion chief Jerry Stone called up Koppers Coke Company, sponsors of the hourly newscasts, to send a sample of coke for display. Thru some misunderstanding, when Stone arrived at the studios the next day he discovered a ton of coke dumped in front of the display case. It was carried up 12 floors to the skytop studios in buckets. He immediately dispatched a singing telegram to the Koppers Coke chief acknowledging the sample, having the messenger boy sing to the sponsor, *I Don't Want To Set the World on Fire.*

Actors Sans Ideas NG for Tele--Wade

NEW YORK, Nov. 1.—Best way for actors to break into television today, according to Warren Wade, NBC television production chief, is to present themselves with a definite program idea, completely worked out, including script.

Wade, discussing the television talent situation, points out that a performer who just presents himself as a performer has little chance; but performers with a complete prospectus or program idea can get a willing audience.

Actors who cannot evolve a show for themselves to work in, according to Wade, will find themselves crowded out by new talent coming from non-show-business fields with workable ideas for tele.

Goodman's \$1,200 for Bell Bakeries' Spots

NEW YORK, Nov. 1.—Harry S. Goodman has completed a series of 20 one-minute spots for Bell Bakeries. Goodman was paid \$1,200 for the job. Cast includes Mona Moray, Joan Shea, announcer Jimmy Coy and Sammy Herman at the vibraharp.

Price included not only the talent but also the writing of the lyrics by the Goodman office.

Advertisers, Agencies, Stations

NEW YORK:

GEORGE CLAPP, assistant to A. G. Opfinger, Mutual program director, appointed to Mutual's sales service department. He will concentrate on out-of-town broadcasts of Coca-Cola's *Spotlight Bands* program. . . . Samuel Chotzinoff, director of the Music Division of NBC, has been appointed a member of the Advisory Committee of Music, to assist the State Department in its program of cultural relations among the American republics. . . . Frank Owens has been added to the media department of Benton & Bowles, Inc. He will assist George Kern, agency's time buyer. . . . Illinois Meat Company has signed a 52-week contract with WHN for daily spot announcements, Monday thru Friday. Arthur Meyerhoff & Company handled. . . . Chase & Sanborn account has been switched by Standard Brands to the Kenyon & Eckhardt Agency. J. Walter Thompson had handled it. Kenyon & Eckhardt will take care of the production of the Bergen-McCarthy show, but Standard Brands' *One Man's Family*, sponsored in the interests of Tenderleaf Tea, will remain with JWT.

CHICAGO:

JIM KANE, WBBM publicity chief, made another trip to New York last week, but this time he wasn't molested by any hold-up experts. . . . Robert Lamb was promoted at NBC this week, moving from the guide staff into the transcription production department. . . . Smith Brothers, of cough drop fame, also believe in news broadcasts. They lined up a series over WMAQ, starting November 23, seven days a week, 11 to 11:05 p.m. . . . The A. D. Reiwit Advertising Agency has lined up the WIND

Philly Stations Prepare for FM; Set Sales Brisk

PHILADELPHIA, Nov. 1.—Local stations are prepping to give FM a bang-up intro to the town. Norris West, assistant manager of the Philadelphia Orchestra, handed in his resignation with the symphony association to join WCAU on November 17 as program director of W69PH, FM station to be operated by WCAU. Appointment of West to the post indicates that serious music will dominate the FM station's program schedule. Before joining the orchestra's business staff in 1939, West for 10 years was in charge of all the broadcasts and announcing of classical music emanating from WCAU. West will continue as announcer and commentator of the Philadelphia orchestra's Friday afternoon broadcasts via Mutual.

WFIL has already started exploitation of its new FM station, W53PH, lining up a series of demonstrations for dealers, servicemen, press, women's clubs, civic groups and schools. Station expects to start airing before the end of the year and, according to WFIL General Manager Roger W. Clipp, programs will consist almost entirely of news and classical and semi-classical music.

WIP, already having lined up its first FM sponsor in Adams Clothes Stores, figures on hitting the air with FM around the first of the year. Will operate 24 hours a day and will repeat much of its regular broadcast schedules.

Altho people in and around Philadelphia have still to get their first taste of local FM broadcasting, sale of FM sets is brisk. According to David Grimes, Philco chief engineer, that company has sold more than 4,000 sets to people in this area. Since June, when Philco placed FM sets on the market, selling from \$64.95 up, company has sold to date a total of more than 75,000 receiving sets thruout the country. Pointing to the importance in building up an FM listening audience as quickly as possible, Thomas A. Kennally, Philco vice-president, opined that low-priced sets will do more than anything else to stimulate public interest in FM.

Sunday news program (12:45 p.m.) for the B. Nathan Women's Clothing for 13 weeks.

Hirsh Clothing is sponsoring a new feature on WGN, identified as *Help Your Neighbor* (Sundays, 2-2:30 p.m.). Verne Smith and Betty Hanna conduct the information seeking show. . . . William C. Hodapp, radio director for Grant Advertising, Inc., joined Bill Bacher's office as script writer. . . . CBS serial *Stepmother* is now on 54 stations, having added a group of six Florida outlets Monday (3).

PHILADELPHIA:

WIP advances to an operating station of the chain in becoming a stockholder in Mutual, with Prexy Benedict Gimbel Jr. becoming a member of the MBS board of directors. . . . Alan Gilbert returns his program of operatic song gems to WDAS. . . . I. D. Levy, WCAU exec, named associate chairman for the annual Variety Club banquet on December 14. . . . WSNJ at near-by Bridgeton, N. J., has opened its new studios. . . . Doug Arthur, WIBG program chief, cutting transcribed commercials for a Baltimore agency for use on stations in that city. . . . Maurice Speiser, NAPA counsel, planning to sell his home here and quarter permanently in New York. . . . WCAU's Aviation Ground School has reopened for its second season. . . . George E. Deming, exec vice-prez at Philco, named chairman of the finance and industry division in the United China Relief drive. . . . Lucille Furi, graduating from the juve ranks, gets a solo singing spot on WHAT. . . . Herb Ringgold, radio director at Philip Klein agency, and Wally Sheldon, WCAU announcer, take teaching posts at the Junto, new adult school.

Radio Talent

New York By JERRY LESSER

IT SEEMS that this column will have to make another prediction: Watch this gal, GWEN DAVIES (ESTELLE LEVY). She was featured on *Manhattan at Midnight* last week in a dual singing and acting role, and she was terrific. Before the program's closing commercial KATE SMITH was on the wire and hoped she was the first to congratulate GWEN. We predict that another star is in the making and that she will arrive before another year rolls around.

ALFRED WALLENSTEIN, musical director of WOR, will conduct the Los Angeles Symphony Orchestra during January. He will conduct five concerts. During January WALLENSTEIN is also slated to serve as guest conductor for the NBC Symphony in two broadcasts. . . . The show, *Can You Top This?* with "SENATOR" FORD, HARRY HERSHFELD and JOE LAURIE JR., drew 3,467 jokes in the mail last week. . . . GERTRUDE BERG certainly goes in for

realism. She wasn't kidding when she scriptually crashed into a tree while taking her first driving lesson in a recent program. She actually doesn't know how to drive. . . . JOHN FOSTER, who has been in Chi for the past year, is back in New York to resume his radio work here.

LARRY ELLIOTT, announcer, has been renewed on *My Book House*. . . . ESTHER RALSTON is studying clay modeling in her spare time. . . . JAY SIMMS, announcer, took a medal for fourth place in the Police Revolver Matches at Greenburg, N. Y. . . . DAVE MALLON, the actor you liked so much for his impersonations on NEC's former *Horse and Buggy Days* show, was married last week to MAUDE MALEY, professional. JOE LAURIE JR. was best man, as always. . . . PHYLLIS JEANNE (CREORE) is fast coming to the front as an actress on stage, radio and television.

Chicago

By SAM HONIGBERG

PEGGY KNUDSEN, the *Woman in White*, will be out of local circulation, regardless of the outcome of her screen test for 20th Century-Fox. She will continue from New York, if Hollywood doesn't want her. LOUISE FITCH is handling her former role here. . . . THE MARSHALLS stepped out of the Ben Bernie show to play some theater dates. A hillbilly trio (BOB ATCHER, BONNIE BLUE EYES and BROTHER RANDY) replaced them. . . . EDDIE CHASE, of the make-believe ballrooms, has opened a music publishing office in the Wrigley Building. . . . JACK RUSSELL and his orchestra will play for the two NBC and WGN parties, to be staged respectively at the Sherman and Blackstone, November 10 and 11. . . . GERARD DARROW, *Quiz Kid* veteran, is being given special promotion treatment by his manager, Lou Cowan, who sees strong screen possibilities in him. . . . JUDY STARR, back from South America, played a return date on *Tom, Dick and Harry* show on WGN Monday (3). . . . RED

SKELTON will be starred on *Silver Theater* program November 9.

THE AFRA affair here (7) promises to be radio's social event of the season. Among the entertainers who promised a hand are VICTOR MOORE, IRENE BORDONI, BILL GAXTON, JOE E. LEWIS, ZORINA, BLACKSTONE and others. BOB STRONG will handle the dance sets. . . . MARVIN MUELLER is back on the *Shoot the Works* show. . . . LEE O'DANIEL, the Texas senator, is one of the three Washington politicians lined up by publicist Howie Mayer to appear on the *WLS Barn Dance* Saturday (8). . . . GERALDINE KAY left New York to work on local stations for a very definite reason: she married Alan Fishburn, director of *Flying Patrol* here. . . . ELOISE KUMMER, local newcomer, will do the leading dramatic role on the *Chicago Theater of the Air* production of *I Pagliacci*, coming up December 13. . . . GENE BAKER of *Knickertbocker Playhouse* now doubling on *Right to Happiness*.

Bulk of Election Biz to WMCA, WOR

NEW YORK, Nov. 1.—Altho complete figures could not be ascertained at press time, indications were that WMCA and WOR had secured the bulk of the election campaign business that was parceled out to local stations by the political parties. In point of hours sold, WMCA led all others, according to estimates made Friday night. Station had a total of 21½ hours, totaling an estimated billing of between \$12,000 and \$14,000. WOR was estimated as having sold about 12 hours total, amounting to a billing of about \$15,000.

WOV sold a total of three hours and five minutes; WNEW sold two hours, plus spot announcements; WINS sold three quarter-hour programs, plus 123 station breaks, plus 33 spot announcements; WQXR sold two hours, plus some spot announcements.

The CBS and NBC chain outlets, WABC, WEFW and WJZ, would not release figures before the conclusion of the campaign. In the case of WEAR and WJZ, however, a spokesman stated that no special attempt had been made to get the business.

WFIL Develops Sustainers To Feed NBC-Blue Net

PHILADELPHIA, Nov. 1.—With KYW, NBC's local Red outlet, feeding the net with a total of two dozen sustaining variety shows each week, WFIL, NBC's Blue voice here, for the first time starts fashioning live talent variety shows for chain feedings. For a starter it has

Sneaking In the Back Way

NEW YORK, Nov. 1.—*Long Island Press* and *Long Island Star* have refused to give WWDL any space, but station has managed to get into the papers nevertheless thru tie-ups with local RKO and Skouras film houses.

In return for announcements plugging the attraction at the RKO Richmond Hill and Skouras Steinway Theater, WWRL gets plugs via screen trailers, ads on programs, mentions on ads the theaters carry in the *Press* and *Star*.

Miss. Stations Set Nat'l Defense Org

JACKSON, Miss., Nov. 1.—Representatives of 12 radio stations have formed the Mississippi Broadcasting Association for promotion of the industry and its part in the national defense program.

Elected as first officers were C. J. Wright, WFOR, Hattiesburg, president; H. M. Smith, WAML, Laurel, vice-president, and L. M. Sepaugh, WSLI, Jackson, secretary-treasurer. An executive committee was appointed and plans for active work were outlined. Quarterly meetings were agreed upon. The group includes every licensed station in the State.

whipped together *The Troubadour and the Lady*, a Saturday afternoon musical combining Latin and pop fare. Features voices of Jane King and Alvin Avayou, with Norman Black's house band. With a new program chief coming in, station aims to develop additional variety stanzas for net airings.

MBS Likely To Intervene in NBC, CBS Suits Against FCC Ruling

WASHINGTON, Nov. 1.—Indications here are that Mutual Broadcasting System will intervene in the NBC and CBS suits against the United States, opposing the major chains' petition for a temporary injunction against the FCC rules on chain broadcasting. It is also likely that MBS, within the next week, will file appearances either in its own behalf as an intervener, or as a friend of the court to support the FCC position in toto.

Apparently, inclination of the government here was to protest only mildly against the first NBC suit asking for a temporary injunction, presumably because the court would be disposed to grant postponement of the FCC rules—which are scheduled to go into effect November 15—until the second suit for permanent injunction had been settled. This attitude, however, is one that exists prior to examination of the NBC brief. Opinion is that NBC is attempting to go over the entire evidence already considered by the commission. This is unusual procedure in an appeals case, and may not be accepted by court.

Yesterday commission adopted a policy of permitting stations to contest the chain broadcasting rules in court without risking their licenses. Trade opinion may confuse FCC assurances of no risk if contested in court, with definite risk if the Department of Justice files antitrust proceedings. If the broadcasting companies are found guilty of violating Sherman antitrust laws, it is mandatory for FCC to end licenses held by those convicted.

While there are indications that Thurman Arnold will permit the networks and Department of Justice to fight it out without injecting antitrust complaints, it is by no means definite. It is entirely possible for the United States to file suit against the chains under antitrust statutes while NBC and CBS

suits against the United States are being argued.

The arguments on the temporary injunction will be held in New York as soon as three judges can assemble to hear the case—possibly next Friday.

Today the FCC was served with papers on the suits filed in New York yesterday by NBC and CBS. They were served on T. J. Slowie, FCC secretary, by the United States Marshal.

U of P Dormitory Network Started; No "Yoo-Hoos"

PHILADELPHIA, Nov. 1.—A dormitory-to-dormitory network is brewing at the University of Pennsylvania. A private station, operating experimentally, started broadcasting on the campus this week. Studio has been set up in one of the freshman dorms by William Reeder, a freshman, and John Walsh, grad medical student. As yet, only radios in the freshman quadrangle are able to pick up the broadcasts, which are sent out over the electric wiring system.

Station, operating at a frequency of 625 kilocycles, has been assigned call letters of WUOP. Programs consist entirely of dance recording and campus news. Once it gets under way, station aims to sell time to merchants catering to the students.

Last year a similar broadcast set was built, but enterprising students used it to hall girls passing by. Campus cops subsequently put a stop to this "Yoo Hoo" experiment.

MBS Sells Equal Stock To Six More Members

NEW YORK, Nov. 1.—Six more members of Mutual Broadcasting System will acquire equal shares of stock in the corporation with the three original stock-owning members, the latter being WOR, New York; Don Lee Broadcasting System of California, and WGN, Chicago.

Those who will acquire shares equal to the original three are WFBR, Baltimore; WKRC, Cincinnati; Colonial Network, Inc., of New England; WIP, Philadelphia; WCAE, Pittsburgh, and WHK-WCLE, Cleveland, in combination with WHKC, Columbus, O.

Radio Anthology Fills Need

NEW YORK, Nov. 1.—With radio drama becoming an increasingly important item on station schedules, and one which evidences great stability when compared to other radio program forms—such as quiz shows, participation programs and comedy—William Kozenko's recent book, *100 Non-Royalty Radio Plays*, comes as an important contribution to the field of radio literature. The collection includes adaptations from stories, as well as plays written originally for radio, and is regarded as the first of its kind to cover the field in a comprehensive way. Kozenko, in putting together the book, has endeavored to gather the representative radio writing of today.

Value of the collection is obvious. For one thing radio is establishing a literature of its own and it deserves to be noted. Secondly, the volume is of especial benefit to groups looking for good broadcasting material free of royalty charges.

Regarding production of these plays an amateur group may produce, without permission or royalty payment, any of the plays in the volume provided the broadcast is non-commercial. For non-amateur presentation (either commercial or sustaining) permission must be obtained from the publisher.

One Hundred Non-Royalty Plays is published by Greenberg, with an introduction by Sherman H. Dryer, radio director of the University of Chicago, and contains plays by Lord Dunsany, Dilbur Daniel Steele, Hallie Flanagan and Philo Higley, among many others.

Paul Ackerman.

WIND Tries Luring Audience With News

CHICAGO, Nov. 1.—Station WIND here (CBS affiliate) is attempting to draw listeners away from night network shows with news commentaries, and so far has been doing nicely. As Al Hollander, station exec, puts it, "We have to give the listeners something they can't get on other stations in order to have them tune in on WIND. Because network shows during the night hours are primarily variety shows, news broadcasts, we find, build audiences for the station."

Top WIND man now is Gerhard Schacher, former German newspaperman, who started as a radio novice and has developed one of the most popular news shows in town. He has been in this country only two years, but his knowledge of the European situation developed a following among listeners and landed him a sponsor. Requests for his printed talks average 300 a day. He is on Monday thru Saturday, 8:45 to 9 p.m. CST.

Another WIND star is Captain Fielding (nightly 7:30 to 7:45), who has developed a Captain Herne style. Staff announcers fill in with several other news summaries thruout the evening.

Detroit AFRA Post To Clyde V. Nutten

DETROIT, Nov. 1.—Gwen Delaney, who has been executive secretary and treasurer of the Detroit local of AFRA since it was organized four years ago, is resigning to leave for Hollywood, where she will enter radio and motion picture work. Miss Delaney was practically the organizer of the AFRA local here.

The Detroit local is going outside its own ranks to appoint Clyde V. Nutten, an attorney, as the new executive secretary. A new treasurer will be elected.

'B'kfast Club' Nets \$536.75

LANSING, Mich., Nov. 1.—NBC's *Breakfast Club* netted \$536.75 for the USO in a personal appearance here October 18, according to Mrs. Lawrence Weingarten and Mrs. Jack Baker, co-chairwomen for the Sharrey Zedek Sisterhood, which sponsored their appearance here.

"Living Diary"

Reviewed Sunday, 5:30-6 p.m. Style—Dramatic. Sponsor—Vick Chemical Company. Agency—Morse International. Station—WEAF (New York, NBC-Red network).

This half-hour spot for Vick's impresses as a sprightly serial of family life, likely to prove of sufficient interest to do a good selling job for the sponsor. Script has an intimate slant, nothing sensational, no attempt at excessively far-fetched plot situations—just a true-to-life picture of domesticity, with the wordage bringing out the highlights.

Central characters are Matt Crowley as the father; Peggy Allenby, the mother; Yvonne Mann as the young girl, Jane; and a group of kids played by Harlan Stone, Raymond Ives and Billy Norman. Cast adequate for the story, which when caught revolved around childish love-intrigues of the kids, and kids' attempts to rehearse a band for a Halloween party. Much of the effect of such yarns hinges upon quality of the dialog, and in this case it was okay.

Richard Nichols directs.

Paul Ackerman.

Program Reviews

EST Unless Otherwise Indicated

"Night Song"

Reviewed Tuesday, 12:30-12:55 a.m. Style—Readings and music. Sustaining on KYW, Philadelphia, and NBC-Red.

Coming at the close of an evening's listening, when the tenseness of news-casts and the jazz recordings taunt the nervous system, this nightly *Night Song* comes as a welcome sound-box gesture to make for sober meditation before seeking some shut-eye. Devoid of any announcing distortion, stanza sells itself strongly as a mood-inspiring 25 minutes made up of poetry and prose reading, spiritual harmonies and the melancholy tones of the organ pipes.

Alwyn Bach, one of radio's pioneer announcers, now on the station's staff, conducts the show. He was one of the trade's first diction award winners, and his readings are ear-caresses. Creates a most restful atmosphere, and, with his terse and sentimental paragraphs disarming the listener, the impression is heightened by the soft spiritual harmonies of the Royal Harmony Singers, sepia foursome blending voices without any instrumental accompaniment. Eric Wilkinson, at the organ console, provides the musical interlude, bringing back Bach to make *Night Song* a continuous roundelay.

Brings the day's broadcasting to a close for station each night of the week, feeding the finale spellbinder to the NBC-Red stations on Tuesdays and Thursdays.

Mauric Orodender.

"Uncle Elmer"

Reviewed Monday 7:15-7:30 a.m. Style—Rural get-together. Sustaining on WEEI (Boston).

This one deserves a sponsor, particularly a sponsor interested in getting the tremendous rural sections of New England. Aims directly at the small towns and farms, but still good fodder for plain people everywhere, this program has honey flavor that clicks.

Uncle Elmer runs the village store in Pleasantville, and the people drop into the store mornings before they go to work. They sing a few songs and Uncle Elmer reads off a list of anniversaries, imparts some choice bits of wisdom and a few news items such as small-town folks would be interested in hearing.

This is strictly not a program for the wise guys. It sets out to interest the simple man in the street and it's done in a clever, interesting and entirely professional manner. There is nothing of the Broadway bucolic about Uncle Elmer. He sounds authentic—a David Harum without the horses.

There's a lot to Uncle Elmer, too. On program caught, he reflected, "Worry is borrowing trouble—and you're apt to find your credit's very good." He rules the morning gatherings with a gentle but extremely firm hand. And he manages to produce entertainment that is really good.

This is one of the few authentically professional radio programs in the Hub. And the members of the cast who can do such a good job at that early hour deserve plenty of credit.

Mike Kaplan.

Leon G. Turrou

Reviewed Wednesday, 8-8:15 p.m. Style—Drama. Station—Sustaining on WHN (New York).

A weekly series, based on the experiences of Leon G. Turrou, former special agent of the Federal Bureau of Investigation. Turrou himself is narrator, but does not appear in the dramatization.

General idea is good and the story at this listening was interesting. However, show of this type should run a half hour, 15 minutes being too short. Yarn on program caught concerned the method by which Turrou tracked down and captured a bank cashier who absconded with \$65,000.

Program could be whipped into a first-rater in spite of the fact that most of the cast did rather poorly. Dick Keith in the role of Turrou rendered the only noteworthy performance. Stan Whitman was fair as the newspaper editor, while Tom Gorman and Helen Warren were not at all convincing as the cashier and his wife. Maurice Joachim was the director.

Elliott Colfer.

Roy Shield and Company

Reviewed Tuesday, 11:05-12 p.m. Style—Variety. Sustaining over WMAQ (Chicago, NBC-Red network).

This is the first show from Chicago to supplant band remotes. It was produced by Roy Shield, NBC Central Division musical director, and features his studio band in addition to staff talent. Because of a commercial quarter-hour on WMAQ at 11 p.m., the revue is not heard in Chi before 11:15.

Musically, it is one of the better sustaining programs on the air. It features both semi-classical and modern music, balanced with a swing combination fronted by the steel guitar-playing George Barnes and popular vocals by Marion Mann (a former Bob Crosby vocalist). It has definite possibilities to attract a sponsor.

The Shield orchestra is equipped to do standard selections in fine style. Initial broadcast featured such favorites as Strauss's *Emperor Waltz*, *The Shining Hour*, *Intermezzo* (with George Bass on a violin solo) and the *Dance of the Comedians*.

Relaxing fare for a late-hour listener. Miss Mann contributed a sweet rendition of *Yes Indeed*, backed by the Barnes outfit. On its own the Barnes group played original swingers under such titles as *A Good Night for a Murder* and *Twinkle, Twinkle Little Star*. The first week's guest, plucked from NBC's station talent in Chicago, was Wayne Van Dyne, tenor.

John Holtman handles capably the intelligent continuity written by Jim Pease.

Sam Honigberg.

"What's Your Opinion"

Reviewed Monday, 2:45-3 p.m. CDST. Style—News and man-on-the-street opinions. Sponsor—Marks Credit Clothing Company. Agency—A. D. Reiwitch Advertising Agency. Station—WJJD (Chicago).

A new angle on the man-on-the-street shows, this stanza is in the hands of Rye Billsbury, WJJD's news announcer, who works in front of the Telenews Theater, Loop newsreel house, interviewing passers-by on their opinions of current news events. The first five minutes are devoted to news flashes, broadcast from a booth in the theater. The remainder of the quarter hour is heard from the street. It is an interesting idea, for most people like to air their opinions about today's headlines, and if properly edited thru expert questions the show

Billsbury has a pleasant voice and works with a lot of confidence. He had time to buttonhole four people, and their opinions, the unimportant in content, gave the show its novel twist. Billsbury also handles the commercials (too long during the first show). Program is heard Mondays thru Fridays.

Sam Honigberg.

Whalen's Telespins

Reviewed Wednesday, 12:15-12:30 p.m. Style—Pot of Gold program. Sponsor—Whalen's Jewelry Store, Springfield. Station—WSPR (Springfield, Mass.).

Program originates in front of Whalen's in downtown Springfield. Bob Jones, of the station's staff, works as emcee and explains the program to the sidewalk listeners. The wheel is given three spins by three different members of the audience, each doing a stunt afterward. For the stunt and the spinning they get 50 cents' worth of Defense Stamps. The first spin gives the page number, the second the paragraph and the third the name in the composite telephone directory of Springfield and its suburbs.

Winner gets \$3.50 in Defense Stamps and doesn't have to be home at the time of the call. If he hears he won and can identify himself before store closing time on the following evening he wins anyway.

This three-time-a-weeker is smoothly done, with smart commercials handled well by Howard Keefe, of WSPR. By far the best mike-on-the-street program originating here.

Albert J. Zack.

"Sing Along"

Reviewed Tuesday, 4:30-4:45 p.m. Style—Singing, conversation. Station—Sustaining over WABC-CBS Network.

The veteran Landt Trio bobs up here with likely sponsor-bait in the form of a homespun remote-control community sing. One of the boys acts as emcee, employing a salt-of-the-earth line of gab and various hearty mannerisms (including forced laughter), all of which figure to whet audience enthusiasm. This kind of stuff should enthrall tired housewives, particularly those who like to raise their voices in song instead of attending to their stoves.

Trio sings four songs, two old and two new, accompanied by an organ. After first chorus of each, audience is invited to join in. In case of a new, unfamiliar ditty, boys cue the audience on the lyrics. All done in high good commercial humor.

This show looks like a natural for one of the soap companies. Would provide relief during the afternoon deluge of serials and would sell plenty of soap.

Trio's singing is expert, down-to-earth, perfect for this purpose.

Richard Carter.

Bing Crosby

Reviewed Thursday, 9-10 p.m. Style—Variety. Sponsor—Kraft. Agency—J. Walter Thompson. Station—WEAF (New York, NBC-Red network).

Bing Crosby has returned to the Music Hall after a long vacation, replacing Don Ameche, who had been holding the emcee spot. Ameche was okay as a talker, but his attempts at song always left the listener somewhat nervous. With Crosby, however, program is back on solid ground, and resumes as one of the most entertaining and fluid shows on the air. There's nothing quite like the Crosby tonal equipment, and the warbler has an informal emcee manner which has always made the Kraft show one of the easiest to listen to. He's returned at an auspicious time, too, being right on hand for the return of ASCAP music to the air.

He opened and closed with the old theme, *When the Blue of the Night*, and during the show gave out with *You Are My Sunshine*, *Ta-Ra-Ra-Boom-De-Ay*, *You and I*, in addition to solid duos ventures with Connie Boswell, including *Yes Indeed*. As a duo the Crosby-Boswell team is tops.

Guest line-up this show was exceptional, including the operatic soprano, Rose Stevens, and filmers Warner Baxter and William Frawley. Much chatter by all the guests, Crosby doing the straight stuff and comic Jerry Lester coming in with the gags. Miss Stevens best of the guest set-up with her delivery of *My Heart at Thy Sweet Voice from Samson and Delilah* and, as a concession to the popular trade, *When Irish Eyes Are Smiling*.

Ken Carpenter still doing the spiels.

Paul Ackerman.

"Song Parade"

Reviewed Sunday, 5:15-5:30 p.m. Style—Songs and narration from Disney films. Sponsor—Parker Pen Company. Agency—Blackett-Sample-Hummert. Station—WOR (New York, MBS).

Walt Disney Song Parade, sponsored by Parker Pen in the interests of "Quink," makes use of the Walt Disney cartoon scores, recording these scores off the film track for radio. Presentation includes some narration by the announcer, the narration telling the occasion and plot circumstances surrounding the presentation of the song on the original film or cartoon.

Program caught included songs from *Snow White* and the radio version, with music, of the Silly Symphony, *Who Killed Cock Robin?*

Show debuted October 5 with the *Dumbo* score, originating in Chicago. Program has since been switched to Hollywood, and announcers are now David Young and Charles Arlington in place of Pierre Andre, who did the opening stint. Script is by Ted Osborne.

Program cashes in on the appeal of the Disney stories and music—most of the music having more appeal than the average film score.

Commercial angle includes a giveaway—a *Dumbo Song Book*, given free with the purchase of one bottle of Parker's "Quink."

Paul Ackerman.

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THU Tommy DORSEY
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ASCAP ON THE DOWNBEAT

Disney Happy; 'Dumbo' Suit Off

NEW YORK, Nov. 1.—All is sweetness and light between Walt Disney and Irving Berlin, Inc., publishers of the score of Disney's latest feature cartoon, *Dumbo*.

A few weeks ago the publishers sent out telegrams announcing that the Disney score was available for performance by all radio stations. ASCAP scotched the idea, forcing the tunes to be plugged only on ASCAP stations. There immediately arose talk of a lawsuit, it being common knowledge that Disney wanted wider coverage than ASCAP afforded at the time.

Yesterday, however, Benny Bloom, of the Berlin firm, received a wire from Disney saying that he had seen the list of next week's plugs, thought it was amazing, and predicted that the pub would do as well with *Dumbo* as it did with *Who's Afraid of the Big Bad Wolf?*

It's one headache cleared up by the ASCAP-network peace.

Peace Brings Upped Market on Pluggers

NEW YORK, Nov. 1.—Among the complications arising from the ASCAP-network handshake is a threatened shortage of song pluggers. Bob Miller, president of the Music Publishers' Contact Employees' Union, reported yesterday that, of 500 members, only 30 are unemployed. Furthermore, the number of pluggers out of work has seldom exceeded that figure during past few months.

Miller expects the call for pluggers to exceed the supply on hand, now that the big ASCAP firms are beginning to get into action. This is expected to result in higher pay for experienced contact men, plus encouragement to new recruits in the field.

Surprisingly small number of out-of-work pluggers during the months directly prior to the peace is laid to the emergence of many small independent houses, many of whom hired one or two contact men. These little firms will now need their pluggers more than ever.

NEW YORK, Nov. 1.—Irv Carroll ork, appearing at Jack Dempsey's restaurant here, has been signed to a Victor recording contract.

A "Short One?"

NEW YORK, Nov. 1.—Al Duffy, electric guitarist whose band holds forth in the Kitty Hawk Room at LaGuardia Airport here, was almost electrocuted the other night when his instrument short-circuited with the p.-a. microphone. Duffy was making an announcement at the time, and when he realized that the guitar and mike stand were shorting against each other he grabbed the mike, giving himself a hefty electric jolt. Before a bystander had the presence of mind to shut off the power, Duffy was badly burned and in a semi-conscious condition. His first words upon coming to were "Brandy! Brandy!"

Lawyer Says Webs Hid ASCAP Issues

NEW YORK, Nov. 1.—Robert Daru, attorney for the new American Federation of Songwriters, alleged yesterday that the ASCAP-radio war "wasn't over revenue at all."

Daru told *The Billboard*, "The ASCAP-radio fight was much more fundamental than is commonly thought. One of these days the real reason will be revealed. A person has to be a babe-in-the-woods to believe that radio would get itself mixed up in all that legal difficulty merely to avoid payment of a few million dollars to ASCAP."

He declined to make specific charges, however.

The lawyer is also counsel for the 14 songwriters who are suing the networks for alleged conspiracy to destroy value of copyrights held by the writers. Their suit will charge that the chains attempted to force ork leaders not to play the writers' songs even before the ASCAP licenses expired last January.

Auto Crash Kills "Chu"

CONNEAUT, O., Nov. 1.—Leon (Chu) Berry, one of jazzdom's immortals, died here Thursday of head injuries sustained in an auto wreck. Berry, ace tenor saxist of the Cab Calloway band, was driving to Canada from an engagement at Yankee Lake, Youngstown, O., when his car crashed into a concrete bridge abutment a few miles from here.

Pubs See Task Ahead and Are Prepared To Battle Way Back

To pay more "attention to customer relations"—disk royalties to be upped to old price?—see BMI crumbling—maestro-pubs out?—to woo Latins

NEW YORK, Nov. 1.—Badly beaten, but unbowed, the American Society of Composers, Authors and Publishers found itself back on the air chains this week. Generally, members were content to forget the past 10 months, were filled with optimism for the future and were making "never again" resolutions all over the place. Big questions still looming before the Society are if and when it will be able to overcome the loss of prestige and revenue. ASCAP spokesmen said this week that the Society was aware of the job ahead and prepared to meet it. "Our independent attitude days are gone," one of them stated. "This business of our customers never knowing who we were or what we were will be remedied now. Instead of being bulldozed by attorneys, the customers will be shown by good will and educational representatives just what ASCAP does for them." Plenty of attention will be spent on "customers' relations" from now on, ASCAP hinted.

Attitude of some of the bigger ASCAP publishers is more blunt and sure-fire. As one of them put it, "We're breathing again now and plenty of accounts are going to be squared." Many of the pubs were already in behind-closed-door meetings this week figuring out ways and means of meeting some of the problems which have sprung up since the first of the year. Most important of these, according to one pub, is the 1 1/4-cent royalty which the major record companies are paying now.

Pubs After Diskers

Copyright Act allows a 2-cent royalty to pubs from disks, but, since the advent of BMI and band leader-publishers, the wax outfits have been able to make the 1 1/4-cent deals. ASCAPers say they will pull it back to 2 cents thru the sheer force of their competition now. If the diskers want the ASCAP hits for cutting, they say, they'll have to shell out with the maximum. ASCAP lads figure that the other pubs will be so snowed under by the barrage of ASCAP hits that the 1 1/4-cent rate will be out of the question.

As for band leader-publishers, ASCAP is confident that the maestri will soon fall by the wayside as music pubs. They

base their feeling on the old cliché that a person can do only one thing well at a time. As long as the leaders handle the tunesmith stuff on the side, ASCAP avers, they're doomed to failure. Some ASCAP pubs are even talking of backing young bands on their own to compete with the name orks if necessary. If this move is fought by the American Federation of Musicians, the pubs will tell the union to stop its members from publishing songs, they say.

South American Kick

BMI's raiding of the Latin American market has also set ASCAP thinking. Publisher Jack Robbins, ASCAP board member, is already laying plans for furthering composers' orgs south of the border. Says he will start with Cuba and Mexico, making it his own venture, but for ASCAP rather than himself. Asked why he was doing all this on his own, Robbins merely said, "It's a hobby of mine."

ASCAP itself plans to make a real drive for the South American stuff in an effort to knock the props from under BMI. Society's feeling is that Latin orgs already functioning need financial help, not just talk, and ASCAP figures on making the investment. Whatever happens, it looks sure that the Latins will benefit from this two-edged wooing. Up to now the Latin countries have not reaped much of a royalty melon from ASCAP. An agreement between ASCAP and Sociedade Brasileira de Autores Teatros do Departamento dos Compositores since 1930 has only netted the Brazilian org \$1,000 for their music played in the U. S.

The Future

ASCAP's big problem, of course, is to recoup its losses. An estimated \$3,000,000 in the next 12 months is generally conceded to be the best ASCAP can expect from radio, which is a long drop from the \$5,000,000 grossed the year before the ASCAP-BMI war. Society claims, however, that so far this year its revenue from other sources is well above previous years.

What will happen to the rank and file pubs in the next few months is also a matter of conjecture. Much switching from BMI to ASCAP and vice versa will undoubtedly take place. The smaller pubs with no large backlog may still be better off with BMI, with its strictly per performance payoff. But this is contingent on the kind of contract BMI can get next March when its present contract expires.

ASCAP pubs are confident, too, that the majority of band leaders are still friends of theirs, and it will not cost the maestri as much to start refurbishing their libraries with ASCAP tunes as it did to convert them to BMI the first of this year. Many of the maestri have had Mutual wires since May, when the web signed with ASCAP, so have already thrown in plenty of ASCAP music. Anyway, peace is here, and ASCAPers say it's wonderful.

Courtney Hits Iowa for \$585

CLINTON, Ia., Nov. 1.—Emil Johansen, manager of the Modernistic Ballroom here, reports that Del Courtney played to 603 customers October 20, one of the best turnouts this season. Tickets were 85 cents in advance, \$1 at the door. Gross totaled \$585.

Name Orks Crowd Hollywood

Pic Assignments Are Gravy for Maestros; Big Dough and Plugs

HOLLYWOOD, Nov. 1.—Local gold and large hunks of publicity are being picked up by name maestros appearing in feature films, but, while the dough flows freely, it doesn't flow in quite the quantity some of the lads would have their public believe.

Highest paid ork leader in films is, of course, Kay Kyser, who cuts in on the profits of his pictures. Kyser's average earnings per film on the three he has made for RKO is generally conceded to have been over \$70,000. At present Kyser is being groomed as second Harold Lloyd, and it is not unlikely that things will begin to move so fast for the bespectacled North Carolinian that a couple of years from now he will be Kyser the movie star, instead of Kyser, the band leader who makes movies.

Of the maestri to whom movie-making is only a temporary side line—a chance to grab some heavy sugar in a hurry—Jimmy Dorsey is reported to be the highest paid so far. His loot from Paramount for a stint in the Dorothy Lamour musical, *The Fleet's In*, is around the \$75,000 marker. It is known, tho, that most deals involving leaders of the Jimmy and Tommy Dorsey, Goodman and Miller breed mean guarantees to the maestri, plus pay for sidemen and vocalists, trans-

portation expenses and other incidentals. The customary leader guarantee ranges from \$20,000 to \$35,000 per picture, with the latter figure a rarity.

Studio expenditure on transportation, recording and shooting scale for sidemen and vocalists, and other necessary payouts often jacks the total cost above the \$60,000 level, and \$75,000 could be, especially when the organization involved is a large one. But these astronomical figures almost always include pay for other members of the band and are not to be construed as the leader's personal take.

Even tho the boys are only carting 20 or 30G away from Hollywood with them and are not banking the 50 and 60G their p. a.'s would love to have you believe, they are still doing plenty all right, and considerably better than the average name leader did in the Vallee-Waring era.

Tho bandstand names are being hired faster than yes-men by the flicker driers these days, inside observers believe that the condition is nothing more than a rage, and can't continue at its present clip.

Among the name lads who recently have been swept into the studios by the sudden musical tidal wave and have

swept out again with barrels of moolah are Jimmie Lunceford (*Blues in the Night*, Warners), Charlie Barnet (*50,000 Nickels*, Universal), Tommy Dorsey (*Las Vegas Nights*, Paramount), Jimmy Dorsey, Glenn Miller (*Sun Valley Serenade*, 20th-Century), Jack Teagarden (*Birth of the Blues*, Paramount), Alvino Rey (*Sing Your Worries Away*, RKO) and Glen Gray (*Time Out for Rhythm*, Columbia).

Horace Heidt, Freddy Martin, Vaughn Monroe, Tommy Dorsey, Bob Crosby, Gene Krupa, Louis Armstrong and Glenn Miller are ticketed for sessions under the Kliegs very shortly. Of these, Martin and Monroe will be first-timers.

Altho few people close to the film industry give the current band pic cycle much chance to survive another season, it is significant to note the maestri who are being called back to the studios for repeat performances—many being signed for higher-class productions than those in which they made their cinema bows. Tommy Dorsey, for example, appeared in the not-so-hot *Las Vegas Nights*, and now goes to MGM for a super-duper Eleanor Powell-Red Skelton opus, *I'll Take Manila*. Glenn Miller's debut was in the Sonja Henie epic, *Sun Valley Serenade*, and he has already been pencilled into the script of La Henie's *Ice-land*. Gene Krupa, who has been in a couple of Hollywood efforts, will go to MGM for *Ball of Fire*.

It may not last long, and the stick-wavers may not retire on the bucks they're plucking out here, but they're not being paid off in hay.

Orchestra Notes

Of Maestri and Men

XAVIER CUGAT may be the next name ork to sign a picture contract. **GLENN MILLER** is rounding up some great musicians for his band. Latest is Babe Russin, who moves into Tex Beneke's tenor sax chair, with Tex now occupying the alto spot once held by Hal McIntyre. . . . **CHARLIE BARNET** has six of his boys on notice. Is thinking of adding a string section after the first of the year. . . . **MIKE LORING** and **ED FARLEY** orks now under **GAC** banner. . . . **ARTIE SHAW** is booked to play Loew's State, New York, opening December 11. . . . **BILLY HEATH** now located at Rainbow Gardens, Wichita Falls, Tex. . . . **TEDDY POWELL** is having his scores recopied, has purchased new instruments and new uniforms, and is ready to leave on a one-nighter tour. . . . **BERNIE COLLINS** no win his 78th week at Newmans Lake House, Saratoga Springs, N. Y. . . . **BLONDY PENMAN** playing an indef at Silver Dollar, Lyons, Ia. . . . **AL DUFFY'S** option at Kitty Hawk Room, La Guardia Airport, N. Y., has been picked up and he will be there until November 28. . . . **CHUCK FOSTER** ork is heading East. Plays Baker Hotel, Dallas, November 7 thru December 4. Opens Chanticleer, Baltimore, January 19. . . . **BOBBY BYRNE** ticketed for Sherman Hotel, Chicago, December 31 thru January 21. . . . **RAY WALKER** commences his second season at the Nut Club, Miami Beach, the middle of December. . . . **RALPH COLLIER** now playing drums for Benny Goodman. . . . **McFARLAND TWINS** back at Pelham Heath Inn, New York, after four days on tour. . . . **JAN GARBER** goes into Beverly Hills Country Club, Newport, Ky., November 7 for two weeks. . . . **BILL BARDO** goes into Commodore Perry Hotel, Toledo, January 5, instead of November 3. Del Casino will play Toledo spot November 4 thru December 1.

Atlantic Whisperings

NEIL FONTAINE, maestro at Jack Lynch's Walton Roof, Philadelphia, has inked a contract with John Rogers, United Artists Producer, and is expecting a call for film work any day now. . . . **JACK ALBIN** at the Stacy-Trent Hotel's Nymph Room, Trenton, N. J. . . . **SACASAS** signed to make his Philadelphia bow November 10 at Club Ball. . . . **JOE WINSTON**, tenor saxist with **ISAAC VERNON**, territorial fave, breaking away from the band to start one of his own. . . . **RICHARD HIMBER** takes Milton Shatz for his sax section out of Buddy Williams' aggregation. . . . **DICK WILSON** to woo the dancers at the new 4-U-Bar, Philadelphia. . . . **JOE KRAFT** set for the winter months at McLean's 20th Century Log Cabin, Pennsauken, N. J. . . . **CLARENCE FUHRMAN**, maestro at KYW, Philadelphia, adds Alice Teagan for the song selling. . . . **JAY COE** new at Hotel Warwick, Philadelphia, set by MCA. . . . **TED JONES** set at First Circle Inn, near Camden, N. J. . . . **SAMMY BURNS** brings his Commodores to Nicholson Cafe, Gloucester Heights, N. J. . . . **CHARLIE BLACK'S** run at Studio Ballroom, Philadelphia, extended indefinitely. . . . **EDDIE SHEPPARD** set at Hilltop Inn, Hainesport, N. J. . . . **MILTON KELLEME**, former band leader and band booker in Philadelphia, opening a wimpy emporium there mid-December, calling it Hamburger Heaven. . . . **CRIST NEBIA** gets the call at Green Trees Tavern, Philadelphia. . . . **AL HOEFLINGER** holds over at Gruber's Clementen (N. J.) Inn.

New England Notes

RANNY WEEKS was honored at a special party at the Mayfair, Boston, where he is appearing this week. Performers from other clubs and from various shows dropped in to pay tribute to Ranny, who is chairman of the radio division of the Massachusetts Civilian Defense Committee. . . . **JIMMIE McHALE** switched this week to the Miami Grove, Boston, where he opened for an indefinite stand. **KARL RHODE** followed McHale into the Westminster Hotel Blue Room. . . . **BOB HARDY** opened the V Room of the Hotel Lenox this week. . . . **CHARLES WOLKE** and **MILTON GEORGE** both featured now at the smart Fox and Hounds Club. . . . **RAYMOND SCOTT**, now at the Bermuda Terrace of the Hotel Brunswick, is featuring a two-hour concert of ultra-modern American music each night. . . . **TED CROWLEY** at the International Cafe in Boston. . . . **JAY RISEMAN** booked into

the Popeye, near Nantasket. . . . **GEORGE MacFARLANE** set for a special date next month with 22 pieces. . . . **PETER BODGE** has opened at Blinstrub's Village. . . . New dancing policy at the Cafe De Paris started with **CARL DIAS** on the stand. . . . **LEIGHTON BOYS** at Niles Oasis. . . . **FARREN BROTHERS** now at the Vanity Fair. . . . **HUDSON-DELANGE'S** new crew getting plenty of attention in a series of one-nighters in and around Boston. . . . **GLEN GRAY** continues at the Totem Pole, Agawam, Mass. . . . **DON BESTOR** started a series of one-nighters in this section with a Sunday date at the Lawrence (Mass.) Hofbrau. . . . **BUNNY BERIGAN** and his new band making a series of appearances here. . . . **JACK TEAGARDEN** returns to New England for a couple of weeks of one-nighters. . . . **HAL MCINTYRE** reportedly booked for several weeks in and around Boston, beginning around Thanksgiving. . . . **TONY PASTOR** also due back in Boston in the near future. . . . **AL DONAHUE** scheduled for a series of one-nighters in New England. . . . **JIMMIE LUNCFORD** in for a week at the RKO-Boston Theater. **JIMMY DORSEY** and **KAY KYSER** already booked for this house, with other name bands expected to follow. . . . **BUNNY McVEY** now on the stand at the Minerva Cafe. . . . **XAVIER CUGAT** begins the stage attractions at the Metropolitan Theater next week. . . . **AL STARITA**, long a local favorite, playing one-nighters.

Midwest Melange

MARVIN DALE follows Ray Herbeck into the Oh Henry, Chicago, next week. Herbeck is set for a run at the Schroeder Hotel, Milwaukee, opening December 4. He will succeed Enoch Light, who will return East. . . . **CHARLES AGNEW** opens at Sherman's Cafe, San Diego, Calif., November 13. . . . **TINY HILL** moved into the Rainbow Rendezvous, Salt Lake City, Monday (3) for five weeks. . . . **EDDIE ROGERS** has landed an extension at the Utah Hotel, Salt Lake City. . . . **EDDIE YOUNG** has been renewed at Olson's, Chicago. . . . Following his current run at the Music Box, Omaha, which winds up November 14, **ACE BRIGODE** moves into Lantz's Merry-Go-Round, Dayton, O., for an indefinite stay. . . . **FLETCHER HENDERSON** will follow Louis Armstrong into the Grand Terrace, Chicago, November 28. . . . **JIMMY JOY** is in for three weeks at the Muehlebach, Kansas City, Mo. Then a week at the Casa Loma, St. Louis, opening November 21. . . . **JAN SAVITT** was given the month of February (1942) for his return date at the Sherman Hotel, Chicago. . . . **RAY BENSON** moves into the Ambassador East's Pump Room, Chicago, December 19 for an indefinite run. Commissions will be split between William Morris and MCA. . . . **LES BROWN** has another four weeks in Chi's Blackhawk Cafe. . . . **RAY HERBECK** has added two new singers to his band—Yvonne, replacing Betty Benson, and Hal Munbar, formerly with Johnny Gilbert. . . . **Frederick Bros.**, Chicago, have signed **BETTY McGUIRE'S** all-girl band (10). Following its current tour with a *Sweater Girls* vaude unit, outfit will return to the Casino, Quincy, Ill., November 18, for four weeks.

GENE KRUPA returns to Hotel Sherman, Chicago, for four weeks in March, 1942. . . . **CHUCK FOSTER** opens a one-weeker at Tunetown Ballroom, St. Louis, opening December 9. . . . **RAY PEARL** has left Chicago for a one-week engagement at Casa Loma Ballroom, St. Louis, followed by four weeks at Rainbow Ballroom, Denver. . . . **DEL CASINO** moves into Commodore Perry, Toledo, November 3 for a month. . . . **KORN KOBLERS** earned \$850 for their three "Soundies" recently completed. Corn ork also skedded for appearance in forthcoming Abbott and Costello pic. . . . **RED ROBERTS** goes into the Lowery Hotel, St. Paul, November 1. . . . **PEGGY NOLAN** rejoins Lang Thompson ork this week. Gal was out of action for several months because of injuries suffered in auto wreck.

RICHMOND, Va., Nov. 1.—Jack Parish, recently head of the Coquettes, all-girl ork, and later with the Holt Pumpfrey office here, has been engaged as personal representative for Barry McKinley's orchestra, which last week completed a three-week engagement at Westwood Supper Club.

Philly Disk Sales at All-Time High This Year; Waxeries Can't Fill Orders; No Let-Up in View

PHILADELPHIA, Nov. 1.—When the books are tallied for 1941, record sales in this territory will reach unprecedented totals, according to distributors of the three major wax works. Taking fullest advantage of the boom in waxes generally manifest thruout the country, local distribs are having a field day in sales. Indication as to the proportions of record sales in the area is seen in the curve rise of Motor Parts Company, local Columbia-Okeh distributor. Motor Parts ranked 23d earlier this year among the Columbia distributors thruout the country in point of sales. At present, Motor Parts is in the No. 1 position.

Raymond Rosen Company, Victor-Bluebird distributor, always RCA's No. 1 outlet, still holds on to that distinction. In fact, past month found the Rosen company expanding its record department to three times its normal size in order to handle all business. Decca, maintaining a factory rep here for distribution, likewise shared in the boom, and had to leave its long-established address to seek new and considerably larger quarters.

Record boom will unquestionably be carried over to 1942, and even to greater proportions, according to Motor Parts and Raymond Rosen execs. Distribs also sell radios, electric washing machines and allied electrical appliances. However, records now shape up as the prime source of income for them. Defense priorities have slowed up production in other lines carried. As a result, strong possibility looms that records will be the only active line in 1942, and energies of the entire organization will be then expended in boosting record sales.

Distribs point out that sales boom has not been in the popular lists alone. Sales in classical disks have also reached a new high and past month shows a boom in both race and hillbilly records as well. Distribs also state that it is impossible for them to give franchises to all seeking to open record stores, both from the standpoint of protecting the already established dealers and in being able to meet current orders. Only thing holding down record sales now, if it can be called that, they say, is the inability of the

home factory to catch up with back orders. Breather in that direction has been in Columbia and Decca skipping a week now and then in releasing new disks and Victor curtailing the number of issues. Distribs here are all behind in filling back orders of dealers, and are pleading with the factory to skip more new releases. All say they can sell more records if they could only get them.

In addition to the Philadelphia area, local distribs service the Eastern Pennsylvania and Southern New Jersey territories.

Heidt-Republic Pic Deal Off; Others On

NEW YORK, Nov. 1.—Horace Heidt's deal to make a pic for Republic Pictures fell thru last week when the film company was unable to meet ork's terms.

Picture was to have been a new departure in band films, since Heidt crew was to have made up most of the cast, carrying all leading roles and getting all feature billing, instead of merely providing background tooting.

Now that Heidt has called the Republic deal off he is proceeding with negotiations to appear before cameras of a couple of major studios. Expects to make his final choice shortly.

Reichman Back With MCA

CHICAGO, Nov. 1.—Joe Reichman is back with MCA following a seven-month tie-up with the William Morris Agency. Reichman was re-signed by Russ Facchine, of the local MCA office. Leader's last job set by William Morris is the Book Cadillac, Detroit, opening November 14. He will follow with a series of one-nighters to be booked by MCA.

Kyser Does Great Biz in New Haven; White Plains Next

NEW HAVEN, Conn., Nov. 1.—Kay Kyser brought his Kollege of Musical Knowledge into the Arena here for Jimmy Evans last Sunday, October 26, and drew 13,484 paid admissions in three shows for a sensational \$10,092 gross.

House was scaled 45 cents and 75 cents for matinee showing and upped to 55 cents, 85 cents and \$1.10 for two evening shots. Matinee and last show were packed to capacity, with house about half full for second stint.

Gross was terrific for this spot, especially in view of short time Evans had for exploitation.

Tomorrow (2) Evans has Kyser in the Westchester County Center, White Plains, N. Y., where the Ol' Professor can do \$9,854 net if he sells out all three shows. Capacity has been increased for the Kyser appearance and now place holds just under 5,000 seats.

Three New Dansants Open in Pittsburgh

PITTSBURGH, Nov. 1.—Three more ballrooms have been added to city's growing list of dance halls. The Moose Temple auditorium has been rechristened the Aragon Ballroom and will be operated by Jack Stoll, who has promoted dances thruout district the past few years. Local bands are used.

Hill City Auditorium has been reopened by theater owner Harry Hendel, who also operates the Savoy Ballroom. Both cater primarily to Negro trade and present name colored bands.

The new Tropical Ballroom has been opened in Wilkensburg, with Betty Denholm as manager. District bands will be the policy.

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On the Records

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

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

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

By M. H. ORODENKER

DICK JURGENS (Okeh 6439)

A Sinner Kissed an Angel—FT; VC. *Make Love to Me*—FT; VC.

THE soft tones of saxes and muted brass characterizing the smooth syncopates and highly commercial music-making of the maestro make for a top couplet in the plattering of these two romantic ballads. Both taken at a moderately slow tempo, tunes are rich in melodic and lyrical expression, with the pipings of Harry Cool enhancing the selling quality of the sides. The *Sinner* song has already been grooved on wax, and Jurgens gives further manifestation of its worthiness. The *Love* ballad, a newer opus, also spells popularity pick-up.

It's a dandy doubling of ballads, with exceptional promise for bountiful phono play. Both sides are tailor-made for Midwest operators in the territories where there is a wide range of Jurgens fans. However, the phono possibilities of the platter are not restricted to those operators alone. The "Sinner" side, especially, spells box office in any music box.

JIMMY DORSEY (Decca 4034)

Tropical Magic—FT; VC. *It Happened in Hawaii*—FT; VC.

DORSEY reverts to the scoring style that created record rages in his *Amapola* and *Green Eyes*. Only instead of following up with another Latin lullaby, this time he tries the sweet-hot technique for a hula chant, *It Happened in Hawaii*. While title and tune are far less impressive than the Latin predecessors, both in harmonic structure and commercial appeal, it's still the sock pattern of Bob Eberly giving romantic voice to the first chorus, with Helen O'Connell chanting it hot to a rhythmic beat. The *Magic* music, from the *Week-End in Havana* flicker, gets a tonal coloring that the writers never dreamed of when they first penned this prosaic tropical tune. Dorsey dresses it with a slow beguine beat and calls for Eberly to sing softly of the tropical spell.

It's the "Hawaii" side that obviously makes for music machine magic. While the tune itself backs no promise of another "Amapola" or "Green Eyes," Dorsey gives it like treatment—already proven a profitable pattern for phono play.

BOB CHESTER (Bluebird 11332)

Wait Till the Sun Shines Nellie—FT; VC. *I Can't Believe That You're in Love With Me*—FT; VC.

IT'S THE jig-time that inspires the youngsters to jump that Chester has cloaked for *Nellie*. The antiquated Andy Sterling-Harry Von Tilzer rage of so many years ago has been regenerated by Bing Crosby in his *Birth of the Blues* screen show, and Chester's treatment makes the old gal live all over again. Paced by bouncy beats, saxes staccato the opening refrain, rejuvenation having set in with the introductory riff. Ensemble singing, Betty Bradley and Bob Haymes helping the band boys on that score, keeps *Nellie* jumping for a second chorus. Hot trumpet picks it up at the bridge, and the full force of the hot horns helps to truck it out. Not a single nostalgic note in the entire side, Chester's youthful and stimulating design dressing the ditty in the more rhythmic fashions of these times. Plattermate is the Clarence Gaskill-Jimmy McHugh waltz hit of yesteryear. Chester cuts it as a soft and slow ballad, strictly on the sweet side. Mellow brasses split the opening chorus, and Bob Haymes sings the second.

With the long-heralded "Birth of the Blues" flicker now released for public view, interest will be stimulated anew for the "Nellie" song. It's the highlight of Bing Crosby's old song cycle in the picture, and Chester's modern revival, with a rhythmic punch that makes the best impression with the youngsters, should flourish. Tune treatment meets music machine needs expertly, which should be reflected in repeat plays.

ARTIE SHAW (Victor 27641)

Is It Taboo?—FT. *Beyond the Blue Horizon*—FT.

THE new music of Artie Shaw shows to better advantage for these two sides. Yet it still falls short of the mark the maestro eventually aims to hit. If these sides are a true indication of the musical goal Shaw is aiming at, it's an elaboration of a brand of rhythm-riding long identified with Count Basie. In any event, the Basie influence is heavily underlined in the opening choruses for both sides—the pointed piping of the saxophones, with a walking bass at one end and upper octave keyboard tinklings at the other end. The symphonic graces are produced by the full-voiced string section for opening and closing bars and bridging the chorus. For the rest, it's the maestro's mastery of the clarinet, which means more in selling the sides than the large band itself. The musical impressions the tune titles convey are disregarded by the maestro. Instead of an exciting beguine beat one would expect of *Taboo*, Shaw gives it the bounce beats. And instead of a lush setting for the oldie *Blue Horizon* ballad, the symphonic proportions of the strings for the introduction again blossom into a bounce beat.

Neither of these sides stack up as top phono patterns, save for the selling strength of the Shaw name. The maestro's brilliant clarinetting is easily worth a nickel of anybody's money. No vocals for either side.

BENNY GOODMAN (Columbia 36411)

I'm Here—FT. *Caprice XXIV Paganini*—FT.

Two solid instrumentals characterize this coupling. The *A* side is a lively opus that provides plenty of opportunity for Benny and his star instrumentalists to get in their particular brand of hot licks. Diskmate duplicates the exercise, only instead of a pop piece Goodman takes an exercise by the fiddle master of old. As for providing a melody, the old master was no Tschalkowsky.

Save for the advance bally attending the "I'm Here" side as the Fitch Bandwagon Special, neither of these two instrumental sides can hope to create huge phono excitement.

(See ON THE RECORDS on page 68)

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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.

Benny Goodman

(Reviewed at the Hotel New Yorker, New York)

WITH less than a year under his belt with his present band, Goodman has grooved the aggregation into one of the most unique and musically top orks ever caught by this reviewer. Crew has a character and enthusiasm all its own, which is enhanced plenty by the sock arrangements of Eddie Sauter. Besides being highly listenable, the stuff dispensed is danceable for all types of hoofers, rather than being sent strictly down J-bug alley. Set-up now is four rhythm, five reed and six brass.

Goodman has parted almost entirely from his pattern of a driving locomotion rhythm, which used to distinguish the band, and the parting has been for the best. The Sauter arrangements now call for soft, unique rhythm shadings cut short occasionally by the brass suddenly biting into a chorus. Effect makes for some unorthodox tootling and some very different listening. Library is still filled with many special swing originals, giving Cootie Williams and Vido Musso spots for riff rids, but these are not the dominating features any more.

Rhythm section is particularly potent. And with the clary king fronting this section on his solos it compares favorably with his old trio. Song department falls somewhat short of the standard set by the band. Peggy Lee has just one style of treatment for her songs—a slow, dreamy delivery which fits some of the ballads better than others. Tommy Taylor has an okay voice, but doesn't do too much with it when he pipes.

If the Goodman ork continues along the path the maestro has set for it, it's a cinch to be "discovered" in another few months by the people who discover such things. It probably isn't all that the so-called "hepsters" would want, but then they're not sure what they want.

Humphrey.

Ernie Fields

(Reviewed at the Rainbow Ballroom, Denver)

FIELDS'S engagement here was the first for a colored combination other than for one-nighters, and his week's showing was one of the best the ballroom has had in several years.

Music differs from that of the usual group of septa senders in that Fields has sweet tendencies which are still kept on the swing side as well as the usual boogie. Library is extensive enough to cover both. Rene Hall takes care of the boogie arrangements, while Gay Jones, a paleface, has been doing the sweet work.

Regular instrumentation is four reeds, five brass (split three trumpets and two trombones) and four rhythm. Guitar player doubles on trombone and Fields also takes a turn at the slip horn to fill

to seven brass. Creon Thomas is a standout at the piano and also doubles on the electric violin for sweet work. Bug Douglas, tenor, and Luther West, alto, take the reed leads. Hall is often featured with his guitar work. A swing combo of guitar, violin, clarinet and bass paces the outfit in that type of tune.

Vocal department is handled by Stella Edmerson and Melvin Moore. Both are good sellers, former doing jive work while Moore works the ballads. Different from a good many colored fronters, Fields works to the crowd, using a goodly amount of chatter and smiles. Altho Fields has a way to go to compete with the toppers in colored combinations, his group is hard working and, with some smoothing and coordination, should be able to hit the higher ranks.

Trackman.

Woody Herman

(Reviewed at the Sherman Hotel, Panther Room, Chicago)

SO LONG as swing remains in style, Herman should have little cause for worry. His band is made to order for the youngsters. His music, while unorthodox in arrangement, has plenty of punch and rhythm. It can entertain table occupants just as well as it can keep the dancing couples happy.

Woody himself is still the bright spot of his group—doubling as he does on a fine blues-dispensing voice and on a clarinet and alto which behave in classy fashion once they land in his hands. His personality is youthful and jovial—a good combination.

He is backed up by 14 musicians, four rhythm, six brass and four reed, most of them capable individuals. Despite some recent changes in the line-up, they play with admirable unison.

A couple of new features include Carolyn Grey, vocalist, who is short on smooth selling but okay enough on voice. She needs polishing. Billie Rogers, another newcomer, is a hep-cat on the horn and she can really play it. Billie is spotted only for special numbers and does not sit in with the boys.

Honigberg.

Frank Marti

(Reviewed at Monte Proser's Copacabana, New York)

Marti and His Samba Band has been around the past year, working for Proser's enterprises during that time. Played at the Copa until it closed for the summer, then he played for the Proser floorshow in Saratoga Springs, N. Y., until the Copa reopened October 2.

Marti is a Brazilian composer and pianist, whose piano work does much to give the ork its danceability. He is backed by two trumpets, two fiddles, string bass, drums, and one man handling maracas and other instruments that are shaken for that shuffling rhythm so essential to sambas and rumbas. The fiddles double on sax, the trumpets are muted, and most of the men switch to native Latin instruments such as the clares, maracas and the gourds for the out-and-out Latin rhythms.

The instrumentation enables the band to dish out the Americanized Latin tempos nicely and then to handle the purely South American and Cuban rhythms with the especial sounds that stamp them as authentic. The band offers a few rumbaish fox trots and an occasional waltz.

Band fits the atmosphere of this spot perfectly.

Denis.

Sablon Signs With Decca

NEW YORK, Nov. 1.—Jean Sablon, French baritone, signed a Decca recording contract this week. It's the artist's first record job since arriving in this country.

fit to build his arrangements around it instead of compromising as he does.

Maestro handled his own announcements on this stint, going in for the usual blather about "the pleasure of playing for you" or words to that effect. Enunciation n. s. g.

There is a definite place for this band, if leader realizes the kind of band he has, and sets out to cash in on it.

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

Dick Kuhn

(Hotel Astor, New York, Mutual Network, Wednesday, October 22, 11:15-11:30 p.m.)

"THE Biggest Little Band in Radio," as it is called, featured quickie arrangements of standards. Managed to play seven tunes during the 15-minute period, which is at least three more than par for the time.

Arrangements were quiet and somewhat monotonous, with accordion and tenor sax alternately carrying lead and playing obligato behind melody.

Vocals, by Lenny Herman, were in keeping with rest of band's work—subdued, sincere and colorless. Some pretty good ensemble singing was heard.

In addition to the standards, band played a rumba (only fair), and two of the current pop faves. A little more dash, a little more spice would do this outfit a world of good and make them welcome radio entertainers. At present, tho, they savor too much of the out-

moded and corny, to bear lengthy listening.

Dick Barrie

(Donahue's, Mountain View, N. J., Mutual Network, Wednesday, October 22, 11:30-11:45 p.m.)

OBVIOUSLY a style band, the Barrie ork was at its best when sticking to style. Opening theme was impressive, seeming to promise 15 minutes of pop music played a certain way. The "certain way," however, was employed only occasionally during the four numbers heard, which was too bad, because the ork lacks real distinction when playing in straightaway fashion.

Band's program was exclusively pop, with Viola Dennis taking a couple of vocals in engagingly enthusiastic manner.

Barrie's musical style, as established in his theme, is neither icky nor worn-out. Loud-speaker listeners would undoubtedly go for it if the maestro saw

Music Items

Publishers and People

REPUBLIC MUSIC has made several additions to its staff, with Irving Brown coming in as professional manager, Gus Gabriel replacing Vic Sachs in the professional department, and Frank Abramson leaving his business manager berth with Sheppard Music to join Republic.

Nat Debin, formerly of Porgie, Debin & Friedman, is now in the professional department of E. B. Marks. Previously was with Lincoln & Melrose, and had much to do with rise of Larry Clinton.

Peggy Lee, Benny Goodman's vocalist, has turned songwriter. Her first effort, *Little Fool*, is being published by Regent, and was introduced by the Goodman ork.

Sammy Kaye will introduce *Neglected*, new Reis-Taylor ditty.

Freddy (Schnickelfritz) Fisher has dashed off a new one, *I'm a Wild and Woolly Son of the West*.

Ronnie Kemper, of the Horace Heidt crew, has written something called *There's a Rumor Around*. Kemper penned it a *Hundred to One*.

Jimmy Dale has come thru with five special "orchette" arrangements for seven-piece combos. Tunes are "Piano Concerto," "Stardust," "Mickey," "I Can't Believe That You're in Love With Me" and "Stormy Weather." Mills Music publishing the arrangements.

Songs and Such

PETE, the Pickle Man, by Harold Grant, has been accepted for publication by Colonial Music. Tune, a South American novelty, may be recorded either by Grant or Henri Rene.

Keep Punchin', tune published by White Way Music, is in sheet form, crediting Jerry DuBey with suggesting the title. Song was written by Marty White and Fred Mayo.

The Nasty, Nasty Nazi, written by Peggy Glover, of San Mateo, Calif., has been mailed to Messrs. Hitler, Goering and Goebbels. Song was published by Pacific Coast Music Jobbers, San Francisco.

Dreams, latest song of Alan Courtney, has been taken by Loeb-Lissauer.

The Canary, an ancient dance in three-eighths time, is being revived by maestro Tony Lane at his current stand, the Canary Cage, in Queens, N. Y.

Learn a Little Latin Lingo, by the writers of *Gaucho Serenade*, Jack Redmond, Nat Simon and James Cavanaugh, will be published by Georgia Music.

Dona Davis, former burlesque soubrette and later a booker, has written a ditty called "You Left Me Everything But You," which is to be published by Doraine Music. Gal has also penned three items named "Lonely Heart," "Give Out With the Love" and "There's a Feather in my Hat."

Philly Pickings

Irving Romm, local lad who has been promoting boxing in Chester, Pa., has just formed a music publishing firm, his first printing by Howard Barlow, air maestro, tagged *My Foolish Heart and I*.

Moe Jaffe's latest, *Thumbs Up*, adopted as official ditty of the British War Relief Society.

Raymond Scott, in town for a dance date, takes *I'm Just a Long Hair*, novelty by local maestro Joel Charles. Will preem on a Columbia platter.

Joe Frassetto, WIP maestro, gives initial airing to *Strange Obsession*, by Joseph Charles and Joe Macho Jr.

Stokes Into Hotel Work

CHICAGO, Nov. 1.—Harold Stokes, former music director for WGN here, has organized his own band for hotel work. Outfit includes the personnel of the King's Jesters and their vocal trio, featuring Marjorie Whitney, as well as the Barry Sisters, harmony trio. Outfit will make its public bow in the Edgewater Beach Hotel's Marine Dining Room here next Monday (10).

The Last Part Sounds True

ANNANDALE, N. J., Nov. 1.—Irwin Zeik, sax tootler, was hauled into court here on a speeding charge. His excuse was that he was in an awful hurry to get to New York to be inducted into the army. He was unable to pay his \$10 fine, but was rescued by his father, a Bayonne (N. J.) fireman.

Rustic Retreat For B. Goodman And His Tooters

READING, Pa., Nov. 1.—The hot notes of the Benny Goodman band boys may soon replace the gentle moods of some of the nation's finest Ayrshire cattle. Goodman, it was disclosed here, has purchased a portion of the famous Sycamore Farm at suburban Douglassville, and is going to establish a retreat for his orchestra. Alterations are already under way. Those connected with the deal neither affirmed nor denied that the famous farm was purchased for Goodman, but a portion of the huge estate was sold to Benjamin Alexander, of New York, who is reported to be an agent for the maestro.

For a number of years the farm was operated by the late Mrs. E. R. Fritchie, who raised prize Poland China hogs and Ayrshire cattle. Alexander visited the farm last month and purchased the main dairy region of the vast estate, which was owned by Milton J. Fritchie, of Philadelphia.

According to the original plans, farm is not for the maestro himself but for the entire band. Goodman wants the retreat to entertain his orchestra members and their families.

Goodman is the second name band maestro to purchase a farm in Berks County here, which may some day equal the movie and stage colony at neighboring Bucks County. Maestro Euss Morgan owns a farm at near-by Krumsville, where he frequently entertains his band boys.

Up Class C Scale For Chi Tootlers

CHICAGO, Nov. 1.—Because of the high scales in effect at the local musicians' union, the tilt in minimums, as a result of rising living conditions, has not been a general one here.

Bands who used to work in Class C ballrooms and combinations playing bars are the exceptions. Class C has been abolished in favor of Class B, titting the \$7 a man per night to \$8, and the 50 cents extra for the leader to \$1. The \$1 per hour scale in bars is up to \$1.25 in the neighborhoods and to \$1.50 in the Loop. The traveling band minimum remains \$2.30 an hour per man, plus 10 per cent booking fees.

NEW YORK, Nov. 1.—As exclusively predicted in *The Billboard* August 23, a raise in musicians' scales was effected this week by the executive board of Local 802, musicians' union. Instead of the 15 per cent hike for A and B spots of which the union informed location owners last month, a blanket \$5 increase per man in all locations went into effect.

Talk is that band leaders who receive over scale will be hit harder by the increase than location owners. This, however, applies only to 30 or 40 spots in New York. Scale increases shoot up from \$63 to \$68 (A spots), \$48 to \$53 (B spots) and \$30 or \$40 to \$35 or \$45 (depending on the number of hours).

Vaude theater scales of \$90 for the Music Hall, Roxy and State (six-day week) and \$105 for the Paramount and Strand will remain until the contracts expire.

Another "Million Thrills"

MILWAUKEE, Nov. 1.—Several members of Bill Carlsen's old band form the nucleus for "The New Band of a Million Thrills," which opened October 5 at the Wisconsin Roof Ballroom here as house band for an indefinite engagement. Joe Potzner (as Joe Palmer) heads the new 13-piece aggregation, which includes Mickey Dowd, Otto Scharf, Eddie Barr, Pokey Waddell and Roy Peters.

MCA Signs Gray Gordon

CHICAGO, Nov. 1.—Gray Gordon has signed a booking contract with Music Corporation of America here. He secured his release from Consolidated Radio Artists last month. The new affiliation becomes effective December 5, when Gordon will wind up a six-week run at the Merry Garden Ballroom here. The deal was handled by Henry Kalcheim, Gordon's legal rep.

New, Untried Orks Given Chill By Chi Bookers; Use Old Faves

CHICAGO, Nov. 1.—One of the reasons few new bands get breaks in local niteries, unless they have established Eastern reputations, is the local custom of playing safe by using attractions of proven worth. As a result, repeat dates are general in all leading ballrooms, hotels and cafes here.

William Karzas, operator of the Trianon and Aragon ballrooms, is one of the very few band employers who broke the rule this season. He booked Hal Leonard into the Trianon for four weeks, opening November 26. Leonard has never played for him before, and the booking is result of an audition at Columbus, O. Usually Karzas sticks to old favorites, including Lawrence Welk, Trianon veteran who is the current attraction there and returns December 26. Dick Jurgens, Aragon institution, will continue until April, when he is slated to venture into New York for the first time.

The Palmer House is all set until summer of 1942 with familiar faces, including return trips for Eddy Duchin in January and Skinnay Ennis in April. The Grand Terrace reopened with Earl Hines, booked in Louis Armstrong Friday (31), and is bringing Fletcher Henderson November 28—return dates for all.

The Bismarck Hotel is holding Art Kassel (he's been there 16 times) until February, when Jimmy Joy, who has already played there for several months this year, comes back for another lengthy period.

Del Courtney is back at the Stevens for a second season. Lou Breese and Boyd Raeburn are set to alternate at the Chez Paree for a number of 10 to 14-week dates. The Edgewater Beach and Sherman hotels have their regulars every season, and a new bandstand feature will crop up only if it boasts proven box-office power.

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

Orchestra Routes



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

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

A
Abbs, Vic (Congress) Chi, h.
Albani, Pedro (President) Atlantic City, h.
Alberto, Don: (El Chico) NYC, nc.
Allen, Bob (Rosemont) Brooklyn, b.
Aloha, Lei (Club 22) Youngstown, O., nc.
Alpert, Mickey (Cocanut Grove) Boston, nc.
Areno, Ray (Ciro's Plaza) Kew Gardens, L. I., N. Y., nc.
Armstrong, Louis (Grand Terrace) Chi, nc.
Arthur, Leonard (Roadside Rest) Oceanside, L. I., N. Y., nc.
Astor, Bob (Nu-Elm) Youngstown, O., b.

B
Bailey, Layton (Wardman Park) Washington, h.
Bardo, Bill (Commodore) Toledo, O., 3-15, h.
Barker, Art: (Warwick) NYC, h.
Barnet, Charlie (Theater) Worcester, Mass., 3-5; (Central) Passaic, N. J., 6-12.
Barnett, Arne: (Harry's New Yorker) Chi, nc.
Barrie, Dick (Donahue's) Mountainview, N. J., nc.
Barron, Blue (Edison) NYC, h.
Bartal, Jeno (Lexington) NYC, h.
Basie, Count (Cafe Society Uptown) NYC, nc.
Bergere, Maximilian (Versailles) NYC, nc.
Biltmore Boys (Lido) South Bend, Ind., nc.
Borr, Mischa (Waldorf-Astoria) NYC, h.
Bradley, Will (Paramount) Anderson, Ind., 5; (Trianon) Toledo, O., 6; b; (Palace) Akron 7-10; t; (Palace) Youngstown 11-13; t.
Bradshaw, Tiny-Lil Green (Royal) Baltimore 3-6; t; (Howard) Washington 7-13, t.
Breese, Lou (Chez Paree) Chi, nc.
Britton, Millt (Oriental) Chi, t.
Brown, Herb (Gamecock) NYC, c.
Brown, Les (Blackhawk) Chi, nc.
Brueck, Joe (New Leader) Phila, c.
Busse, Henry (Surf) Clear Lake, La., 4; b; (Prom) St. Paul 5, b; (Terp) Austin 6, b; (Prom) St. Paul 7, b; (Tromar) Des Moines, Ia., 8, b; (Skylon) Sioux City 9, b; (State College) Manhattan, Kan., 10; (Arkota) Sioux Falls, S. D., 11, b.
Byrne, Bobby (Meadowbrook) Columbus, O., nc.

C
Cabin Boys (Silver Dome) Marinette, Wis., nc.
Calloway, Cab (Stanley) Utica, N. Y., 4-6, t.
Calvet, Oscar: (Casa Marta) NYC, nc.
Canay (Rumba Casino) Chi, nc.
Cappello, Joe: (Jimmy Kelly's) NYC, nc.
Carlo, Don (Club Gaucho) NYC, nc.
Carlyle, Lyle (Tutwiler) Birmingham, Ala., h.
Carper, Don, Quartet (Roger Smith) Washington, D. C., h.
Carr, Al (La Marquise) NYC, nc.
Carroll, Irv: (Dempsey's) NYC, re.
Carter, Benny (Kelly's Stable) NYC, nc.
Cartwright, Bob (Pere Marquette) Peoria, Ill., h.
Chavez (Walton) Phila, h.
Chiesta, Don (Ye Olde Cellar) Chi, c.
Chiquito (El Morocco) NYC, nc.
Christensen, Chris (Glenn Rendezvous) Newport, Ky., nc.
Clark, Freddie (Benzie Border Inn) Norway, Mich., nc.
Clark, Ozzie (Continental) Kansas City, Mo., h.
Clarke, Buddy: (Park Central) NYC, h.
Clay, Zev (The Ship) Detroit, nc.
Codoiban, Cornelius (Russian Kretchma) NYC, nc.
Coffey, Jack (William Penn) Pittsburgh, h.
Coleman, Emil (Ambassador) NYC, h.
Collins, Bernie (Newman's Lake House) Saratoga, N. Y., re.
Collins, Joe (Blue Mirror) Baltimore, nc.
Conde, Art (Homestead) NYC, h.
Conniff, Ray (Nick's) NYC, nc.
Contreras, Manuel (Henry) Pittsburgh, h.
Cooke, Joe (Ferdinand) Hartford, Conn., nc.
Cooke, Harold (Savoy-Plaza) NYC, h.
Costello, Charles (Olde Wayne Club) Detroit, nc.
Courtney, Del (Stevens) Chi, h.
Cousby, Bob (Contratto's Trianon) South Gate, Calif., nc.
Cugat, Xavier (Stanley) Pittsburgh, t.

D
D'Arcy, Phil (Fefe's Monte Carlo) NYC, nc.
Danders, Eddie: (Del Shore) Chi, b.
Dawn, Dolly (Earle) Phila, t.
DeLeon, Pedro (Palmer House) Chi, h.
Dennis, Dave (Hurricane) NYC, nc.
Devold, Don: (El Morocco) NYC, nc.
Donahue, Sam (Coral Gables) East Lansing, Mich., b.
Donríguez, Juana (Rogers Corner) NYC, nc.
Dorsey, Jimmy (Orpheum) Minneapolis 3-6, t; (Chicago) Chi 7-13, t.
Dryer, Leo (Warwick) Phila, h.
Duchin, Eddy (Waldorf-Astoria) NYC, h.
Duke, Jules (Philadelphia) Phila, h.
Dunsmoor, Eddie (Nat) Amarillo, Tex., nc.

E
Eddy, Ted: (Iceland) NYC, nc.
Ellington, Duke (Trocadero) Los Angeles, nc.
Emerick, Bob (Cypress Cafe) Pismo Beach, Calif., nc.
Ernie, Val: (La Rue) NYC, nc.
Ernie & His Norsemen: Castleholm NYC, re.
F
Feminine Notes, Five: (Radio Franks) NYC, nc.
Fens, Eddie (Hi Hat) Chi, nc.
Flo Rito, Ted: Idaho Falls, Idaho, 7; Orden, Utah 8; Las Vegas, Nev., 9; San Diego, Calif., 10; Los Angeles 11-13; San Diego 14-16.
Fisher, Mark: (5100 Club) Chi, nc.
Fitzgerald, Ella (Savoy) NYC 7-20, b.
Flynn, Tommy (Washington Merry-Go-Round) Pittsburgh, nc.
Flora, Jimmy (Pennsylvania) NYC, h.
Fontaine, Nell (Walton) Phila, h.
Funk, Larry (Claridge) Memphis, h.

G
Gasparre, Dick (Plaza) NYC, h.
Gilberto (Havana-Madrid) NYC, nc.
Gillard, Tony (Joe's Casino-Black Cat) New Castle, Del., nc.
Goldie (Henry Grady) Atlanta, h.
Goodman, Benny (New Yorker) NYC, h.
Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., re.
Gordon, Gray (Merry Garden) Chi, h.
Gorrell, Ray (United Arts Festival) Hamilton, Bermuda, 1-9.
Grant, Bob (Savoy Plaza) NYC, h.
Gray, Chauncey (El Morocco) NYC, nc.
Gray, Glen (Totem Pole) Auburndale, Mass., b.
Grayson, Hal (Casino Gardens) Ocean Springs, Calif., nc.

Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.
Grey, Tony: (Bal Tabarin) NYC, nc.

H
Haney, Myron: (Child's Spanish Gardens) NYC, re.
Harris, George (Rio Casino) Boston, nc.
Harris, Jack (La Conga) NYC, nc.
Hawkins, Erskine (Lincoln Colonnades) Washington 5; (Stanley) Pittsburgh 7-13, t.
Haywood, Eddie (Village Vanguard) NYC, c.
Heath, Andy (Dinty's Terrace Garden) Cohoes, N. Y., nc.
Henderson, Fletcher (Olson's) Chi, re.
Henry, Bill (Shoreroad Casino) Brooklyn, nc.
Henry, Hal (Figuro) Los Angeles, b.
Herbeck, Ray (Topper) Cincinnati 8-9, b.
Herman, Woody (Sherman) Chi, h.
Herold, Lou: (Bal Tabarin) NYC, nc.
Hill, Teddy (Curley Reed's) Los Angeles, nc.
Hines, Earl (Ivory) Uniontown, Pa., 5, b.
Hite, Les (Chatterbox) Mountainside, N. J., nc.
Hoagland, Everett (Colonial Inn) Singac, N. J., nc.
Hoff, Rudy (Piccadilly) Pensacola, Fla., nc.
Horwath, Willie (Hungarian Village) Detroit, nc.
Humber, Willie (Casino Royale) New Orleans, nc.
Hutton, Ina Ray (Adams) Newark, N. J., 6, t.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

J
James, Harry (Lincoln) NYC, h.
Jarrett, Art (Biltmore) NYC, h.
Johnson, Wally (Lookout House) Covington, Ky., nc.
Jones, Howard (Stalder) Boston, h.
Jones, Isham (Pick-Ohio) Youngstown, O., h.
Joy, Jimmy (Muehlebach) Kansas City, Mo., h.

K
Kardos, Gene (Zimmerman's Hungaria) NYC, re.
Karson, Maria, Musicals (Onesto) Canton, O., h.
Kassell, Art (Bismarck) Chi, h.
Kay, Chris (Casino Russe) NYC, nc.
Kay, Herbie (Ingrid) Iowa City, Ia., 4-5, t; (College) Carbondale, Ill., 9; (College) Salem 11; (Orpheum) Omaha 14-20, t.
Kaye, George (Hollywood Restaurant) Bridgeport, Conn., nc.
Kaye, Sammy (Essex House) NYC, h.
King, Wayne (Edgewater) Chi, h.
Kinney, Ray: (Lexington) NYC, h.
Kirby, John (Monte Carlo) NYC, nc.
Knight, Bob (Fefe's Monte Carlo) NYC, nc.
Kole, Shelley: (Butler's Tap Room) NYC, nc.
Korn Kobblers (Adams) Newark, N. J., t.
Kristal, Cecil (Surf) Sarasota, Fla., nc.
Krupa, Gene (Castle Farm) Cincinnati 5, nc.
Kurtze, Jack (Flynn's Cocktail Room) New Orleans, nc.

Bands on Tour—Advance Dates

ERSKINE HAWKINS: Earle Theater, Philadelphia, Nov. 21-27; Palace Theater, Akron, 28-Dec. 1; Palace Theater, Youngstown, O., 2-4; Michigan Theater, Detroit, 5-11; Paramount Theater, Toledo, 12-14.
ELLA FITZGERALD: Logan Theater, Baltimore, Nov. 21-27; RKO Palace Theater, Cleveland, 28-Dec. 4.
BOB STRONG: Logan Square Masonic Temple, Chicago, Nov. 8; NBC Party, Chicago, 10; St. Agnes Ballroom, Chicago, 15; Phi Beta Psi Sorority, Kokomo, Ind., 20; Uni. of Indiana, Bloomington, 22; Private Party, Sherman Hotel, Chicago, Dec. 13; New Trier High School Party, Chicago, 26.
BOBBY BYRNE: Trianon Ballroom, Toledo, Nov. 27; Uni. of Chicago, Chicago, 28; Chermot Ballroom, Omaha, 30; Stevens College, Columbia, Mo., Dec. 5-6; Tromar Ballroom, Des Moines, 7; Private Party, Milwaukee, 9; Book-Cadillac Hotel, Detroit, 12; Castle Farm, Cincinnati, 13; Tunetown Ballroom, St. Louis, 16, week; Private Party, Chicago, 23; Coliseum, Scranton, Mo., 27; Sherman Hotel, Chicago, 31-Jan. 29.
WILL OSBORNE: Capitol Theater, Passaic, N. J., Nov. 27 (week); Tunetown Ballroom, St. Louis, Dec. 4-9; Ballroom, McClure, Ill., 11; Paramount Theater, Anderson, Ind., 12-13; Uni. of Michigan, Ann Arbor, 14; IMA, Flint, Mich., 15; Eagle Ballroom, Milwaukee, 16; Ballroom, Guttenberg, Ia., 18; Uni. of Minnesota, Minneapolis, 20; Prom Ballroom, St. Paul, 21.
AL DONAHUE: Empire Theater, Fall River, Mass., Nov. 4-6; Ballroom, York,

L
Laine, Bob (Cafe Society) Hollywood, Calif., nc.
Lally, Howard (Savoy-Plaza) NYC, h.
Lande, Jules: (Ambassador) NYC, h.
Lane, Tony (Canary Cage) Corona, L. I., N. Y., nc.
Lang, Lou (Belvedere) NYC, h.
LaPata, Billy (Mayo's Showplace) Phila, nc.
Laporte, Joe: (Old Roumanian) NYC, nc.
Lazala, Ramon (Park Central) NYC, h.
LeRoy, Howard (Iroquois Gardens) Louisville, nc.
Lewis, Sabby (Savoy) Boston, b.
Lilly, Gerry E. (Smitty's) Pennsylvania, N. J., c.
Lishon, Hank (Colosimo's) Chi, nc.
Lombardo, Guy (Roosevelt) NYC, h.
Long, Johnny (Paramount) NYC, t.
Lopez, Vincent (Taft) NYC, h.
Lucas, Clyde (Benjamin Franklin) Phila, h.
Lunceford, Jimmie (Keith) Boston 3-6, t; (Strand) Brooklyn 7-10, t; (Paramount) NYC 12-18, t.
Lyman, Abe (Beverly Hills) Newport, Ky., ec.

M
McCune, Bill (Village Barn) NYC, nc.
McGee, Johnny (Van Cleve) Dayton, O., h.
McGrane, Don (Royale) Detroit, nc.
McHale, Jimmy (Westminster) Boston, h.
Machito (Beachcomber) NYC, nc.

M
Madriguera, Eric (Stalder) Detroit, h.
Madrack, Matty (Rainbow Room) NYC, nc.
Manuelo, Don (Blue Mill) Decatur, Ill., c.
Manzone, Joe (Belvedere) Auburn, N. Y., re.
Marsala, Joe (Hickory House) NYC, nc.
Martel, Gus: (St. Regis) NYC, h.
Martl, Frank (Copacabana) NYC, nc.
Martin, Dave (St. George) Brooklyn, h.
Martin, Freddy (Paramount) Los Angeles 6-12, t.
Martin, Lou: (Leom & Eddie's) NYC, nc.
Martinez, Humberto (Hi Hat) Chi, nc.
Marvin, Mel (The Flagship) Union, N. J., h.
Masters, Frankie (Peabody) Memphis, h.
Matthey, Nicholas (St. Regis) NYC, h.
Maya, Froilan: (Havana-Madrid) NYC, nc.
Messner, Johnny (McAlpin) NYC, nc.
Miller, Carl (Queens) York, Pa., h.
Miller, Glenn (Pennsylvania) NYC, h.
Miller, Russ: (Jack & Bob's) Trenton, N. J., nc.
Millinder, Lucky (Savoy) NYC, b.
Minor, Frank (Red Mill) NYC, nc.
Monet, Gene (Greenwich Village Inn) NYC, nc.
Monroe, Vaughn (Commodore) NYC, h.
Morand, Joe (Netherland Plaza) Cincinnati, h.
Moran, Russ: Newark, O., 5; Muncie, Ind., 6; La Fayette 7; Mt. Vernon, Ill., 8; Peoria 9; Oelwein, Ia., 11; Manitowoc, Wis., 12.
MORRIS, GEORGE: (Armando) NYC, nc.
Morrisey, Harry (Beachcomber) Boston, nc.
Munro, Hal (885) Chicago, nc.

N
Nagel, Harold (Astor) NYC, h.
Pa., 8; University of North Carolina, Chapel Hill, N. C., 14-15.
CHARLES AGNEW: Blossom Heath, Oklahoma City, Nov. 8; Hotel, Tucson, Ariz., 11; Sherman's Cafe, San Diego, Calif. (four weeks).

RED NICHOLS: University, Austin, Tex., Nov. 22; Auditorium, Texarkana, Ark., 26; Taylor's Inn, Poteau, Okla., 27; Ballroom, Longview, Tex., 29.
RAY HERBECK: Music Hall, Cincinnati, Nov. 8-9; Auditorium, La Porte, Ind., 11; Purdue University, La Fayette, Ind., 14; Congress Hotel, Chicago, 15; Auditorium, Kokomo, Ind., 19; Kemper School, Booneville, Miss., 20; Modernistic Ballroom, Clinton, Ia., 21; Crystal Ballroom, Coloma, Mich., 22; Rink, Watkeegan, Ill., 23; Auditorium, Stevens Point, Wis., 26; Danceland, Cedar Rapids, Ia., 27; Schroeder Hotel, Milwaukee, Dec. 6 (four weeks).

ANSON WEEKS: Eagle's, Sheboygan, Wis., 8; Auditorium, Kalamazoo, Mich., 11; Mayfair, Lansing, Mich., 14 (week); Auditorium, Saginaw, Mich., 22.
ACE BRIGODE: Music Box, Omaha, until Nov. 14; Fort Hotel, Des Moines, 15; Danceland, Cedar Rapids, Ia., 16; Masonic Temple, Freeport, Ill., 19; Ballroom, Attica, Ind., 20; Elks' Club, Robinson, Ill., 21; Lantz's Merry-Go-Round, Dayton, O., 24 (four weeks).
FLETCHER HENDERSON: Ballroom, Milwaukee, Nov. 8; Savoy, Chicago, 9; Roof, Galesburg, Ill., 12-13; Frog Hop, St. Joe, Miss., 15; Tromar, Des Moines, 16; Grand Terrace, Chicago, 28 (four weeks).

Nance, Bill (Southern Mansions) Kansas City, Mo., nc.
Nanette, Maria (Latimer Club) Phila, nc.
Nemo, Henry (Famous Door) NYC, h.
Neval, Nik, Trio (Lavin) Buffalo, nc.
Newman, Ruby (Copley-Plaza) Boston, h.
Nichols, Red (Aragon) Houston, Tex., nc.
Norman, Mickey (Sheraton) NYC, h.
Norris, Stan (Ohio) Youngstown, O., h.

O
Oliver, Eddie (La Martinique) NYC, nc.
Onesko, Senya: (Commodore) NYC, h.
Osborne, Will (Palladium) Chi, b.
Ovando (President) Kansas City, Mo., h.
Owens, Harry (Roosevelt) Hollywood, Calif., h.

P
Pablo, Don (Palm Beach) Detroit, nc.
Page, Freddie (Owasco) Auburn, N. Y., cc.
Pancho (Versailles) NYC, nc.
Panko (Versailles) NYC, nc.
Parks, Bobby (Madison) NYC, h.
Pastor, Tony (Bardavon) Poughkeepsie, N. Y., 6, t.
Paulson, Art (New Yorker) NYC, h.
Pedro, Don (Rumba Casino) Chi, nc.
Penman's, Blundy, West Coast Four (Silver Dollar) Lyons, Ia., nc.
Perry, Ron (Kitty Hawk Room) La Guardia Airport, NYC, re.
Pettit, Emil (Ambassador East) Chi, h.
Pineapple, Johnny (Kitty Hawk Room) La Guardia Airport, NYC, re.
Powell, Walter (Flint Athletic Club) Flint, Mich.

R
Prima, Leon (Butler's New Room) NYC, nc.
Prussin, Sid: (Diamond Horseshoe) NYC, nc.
R
Ramos, Bobby (Chez Paree) nc.
Ramos, Ramon (Drake) Chi, h.
Rank, George (Casino Blueroom) Quincy, Ill., nc.
Ravel, Arthur: (Belmont Plaza) NYC, h.
Rearick, George (Hawaiian) Indio, Calif., c.
Rey, Alvin (Palladium) Hollywood, Calif., b.
Rizzo, Vincent (Philadelphia) Phila, h.
Roberts, Eddie (Lido) NYC, b.
Roberts, Red (Lowry) St. Paul, h.
Robins, Les (Jimmie's) Miami, Fla., nc.
Rogers, Eddie (Lowry) St. Paul, h.
Rogers, Dick (Roseland) NYC, b.
Ross, Artie (Oceanview) Revere, Mass., 5, b; (Bradford) Boston 8, h.
Roth, Don (Yacht) Pittsburgh, nc.

S
Sanders, Sid (Rainbow Inn) NYC, nc.
Sandler, Bernie (Venetian Gardens) Altoona, Pa., nc.
Saunders, Hal: (St. Regis) NYC, h.
Scott, Raymond (Brunswick) Boston, h.
Scott, William (Pierre) NYC, h.
Shaw, Artie (Chicago) Chi 31-Nov. 6, t.
Shelton, Dick (Blue Gardens) Armonk, N. Y., nc.
Sherry, Herb (The Paradise) Brooklyn, nc.
Siegel, Irving (Stables) Neillsville, Wis., nc.
Sissle, Noble: (Diamond Horseshoe) NYC, nc.
Skinner, Jean (21 Club) Fort Smith, Ark., nc.
Smith, Bob (Knotty Pines) Alvada, O., nc.
Smith, Joseph C. (Coo Rouge) NYC, nc.
Smith, Russ: (Rainbow Grill) NYC, nc.
Spanier, Mugsy (Arcadia) NYC, h.
Spearer, Harold (Biltmore) NYC, h.
Spitalny, Phil (Strand) NYC, t.
Stabile, Dick (Castle Farm) Cincinnati 8, nc.
Stamois, Spiros: (L'Aiglon) Chi, re.
Sterney, George (Village Barn) NYC, nc.
Stower, Jules (18 Club) NYC, nc.
Straeter, Ted (Fefe's Monte Carlo) NYC, nc.
Strickland, Don (Ye Olde Tavern) West Brookfield, Mass., nc.
Strohman, Arthur (New 20th Century) Phila, nc.

T
Strong, Bob (Sherman Hotel, AFRA Ball) Chi 7; (Party) Chi 8.
Sullivan, Joe E. (Music Box) Omaha, nc.
Sylvio, Don: (Bertolotti's) NYC, nc.
T
Teagarden, Jack (Casa Loma) St. Louis 3-6, b.
Teague Boys (Cora & Irene's) NYC, nc.
Thal, Pierson (Patio) Cincinnati, nc.
Thompson, Ken (Villa Moderne) Chi, nc.
Thompson, Lang (Aragon) Pittsburgh 4, b; (Palisades) McKeesport 5, p; (Gym) Wheeling, W. Va., 6; (Carnegie Tech Univ.) Pittsburgh 7; (Castle Farm) Cincinnati 8, nc; (Aragon) Cleveland 9, b; (Elm) Uniontown, Pa., 11; (Hotel) Washington 12.
Thorson, Carl J. (Vern Way) Detroit, nc.
Torres, Raymond (Rainbow Inn) NYC, nc.
Tosti, George (The Dunes) Pinehurst, N. C., h.
Trace, Al: (Ivanhoe) Chi, nc.
Tucker, Orrin (Orpheum) Minneapolis 4-10, t.
Tucker, Tommy (Colonial) Singac, N. J., nc.
Tyner, Evelyn (Waldorf-Astoria) NYC, h.

U
Ufer, Eddie (Cocanut Grove) Toledo, O., h.
V
Valero Sisters (Rainbow Room) NYC, nc.
Van, Billy (Wayne's Inn) Northfield, N. J., nc.
Varallo, Nick (Venice Grill) Phila, nc.
Varell, Tommy (Club Ball) Brooklyn, nc.
Venuti, Jimmy (Hopkins' Rathskeller) Phila, nc.
Venuti, Joe (Chanticleer) Baltimore, nc.
Vierra, Al: (Ivanhoe) Chi, r.
Villanyi, Bella (Cafe Grinning) NYC, c.

W
Wagner, George (Terrace Club) New Orleans, nc.
Wallace, Al (Copacabana) San Francisco, nc.
Wallace, Jack (Queen Mary) NYC, re.
Wasson, Hal (Wm. Ferry) Grand Haven, Mich., h.
Watkins, Sammy (Brown) Louisville, h.
Weik, Lawrence (Trianon) Chi, h.
Weems, Ted (Casa Manana) Culver City, Calif., b.
Wendell, Connie (Ace of Clubs) Odessa, Tex., h.
Wheat, Bill (Bonanni's) Trenton, N. J., c.
Whiteman, Paul (Palace) San Francisco, h.
Williams, Claude (Kelly's Stables) NYC, nc.
Williams, Griff (Palmer House) Chi, h.
Williamson, Eddie (Drumfins) Syracuse, N. Y., cc.
Wilson, Dick (Cafe Bagatelle) NYC, nc.
Wilson, Teddy (Cafe Society Downtown) NYC.
Wilson, Woody (Hollenden) Cleveland, h.
Wingert, Doug & His Ramblers (Pipe Creek Inn) West Falls, N. Y., nc.
Winton, Barry (Beachcomber) NYC, nc.
Wrigley, Fred (Log Cabin) Washington Crossing, N. J., nc.

Y
Yellman, Duke (Brown Derby) Chi, nc.
Young, Eddie (Olson's) Chi, re.

Out-of-Town Openings

"Macbeth"

(Colonial)
BOSTON

A play by William Shakespeare. Presented by Maurice Evans in association with Joan Haggott. Staged by Margaret Webster. Scenery by Samuel Leve. Cast includes Grace Coppin, Abby Lewis, William Hansen, Harry Irvine, Ralph Clanton, William Nichols, Ernest Graves, Philip Huston, Erford Gage, Walter Williams, Maurice Evans, Judith Anderson, Staats Cotsworth, Herbert Rudley, Richard Tyler, John Ireland, John Straub, Viola Keats and others.

Maurice Evans' current Shakespearean opus proves two things conclusively. One, that the bard is still the best playwright on Broadway; and two, that there are very few people now in the theater who can successfully portray a Shakespearean part.

Flying in the face of the legend that the public, during wartime, wants only gay comedy, this presentation is one of the finest ever seen here. Shakespearean revivals of the past few seasons have been either good or bad; there seems to be no middle course. This one is good. Its success on Broadway seems assured.

Maurice Evans in the title role turns in one of the finest performances of his distinguished career. Topping his work as Malvolio last season, Evans gives a beautifully paced, moving performance as the over-ambitious Thane, hag-ridden until death and obsessed with the power which he so forcefully seeks. Spirited and with the right warmth, this is a performance of which Evans can be justly proud and is overshadowed only by the Walter Hampden portrayal of the same role seven years ago.

As Lady Macbeth, Judith Anderson gives a marvelous performance. She, too, brings herself new laurels with this characterization, particularly in the famous sleep-walking scene.

In the supporting cast, Herbert Rudley scores as Macduff, while Staats Cotsworth gives a forthright, vigorous characterization of Banquo, and Viola Keats, in her brief scene, proved to be a touching Lady Macduff. William Hansen, who doubled as the third witch, scored with his portrayal of the comic porter, and Richard Tyler, a bright-looking youngster, does a fine job with his bit as Macduff's son. Philip Huston, Erford Gage and Walter Williams all turned in effective characterizations.

Margaret Webster has directed this in her usual shrewd manner. Her thoro groundwork in Shakespeare is easily seen in the skillfully paced performances.

It is unfortunate, however, that it seems to be virtually impossible to get performers for the minor roles who have any conception of the proper method of treating Shakespeare. The lines are rushed beyond all reason, and there is some stumbling.

Altho one Shakespearean revival has met with disaster on Broadway already, there seems to be little likelihood that *Macbeth* will follow suit. With Evans and Miss Anderson as the magnet for those who are not so keen on Shakespeare, and with the huge following the Bard enjoys, this one should finish out the season very nicely. *Mike Kaplan.*

"Spring Again"

(Walnut Street Theater)
PHILADELPHIA

A comedy by Isabel Leighton and Bertram Bloch. Staged and produced by Guthrie McClintic. Setting by Donald Oenslager. Presented by Guthrie McClintic. Cast includes C. Aubrey Smith, Grace George, Betty Breckenbridge, Ann Andrews, Richard Stevenson, Jaime Cotter, John Craven, Joe Patterson, Ben Lackland, Robert Keith, Michael Strong, Lawrence Fletcher, Joseph Buloff, William Tabman.

Isabel Leighton and Bertram Bloch have provided Guthrie McClintic with a comedy of retrospection; but in this instance, the play is not the thing. The players will spell box office: the acting is far better than the material.

The piece is tailor-made for Grace George and C. Aubrey Smith, and there lies its chief value. It concerns a windy oldster (Smith) whose father was a fire-eating Union general in the Civil War. For 40 long years he recites the fabulous feats of this forebear to his wife (Miss George), whose patience, at long last, wears thin. The old couple

had been living frugally in a hotel room. The wife, who brought a half million with her from undistinguished mining parents who struck it rich after years of poverty and lost it in the crash, finally resents the constant intrusion of the inflated heroism of her husband's father.

The device by which Miss George converts into profit the oft-related saga of the general is the keynote of the comedy. One day she writes a radio script with General Epiphalet Carter as the hero. Thru the program she shows the general as only an ordinary human. The script is a success and draws film bids—all of which must be kept secret from the husband.

Even the general's son is finally impressed by the commercial interest in his father. However, there's a nice sentimental twist to the climax. The oldsters decide that, since they would be portrayed in the film, it would be rather a sacrilege to expose their love to the public. So they elect to let sleeping generals lie.

No smart or epigrammatic lines in this play; rather, it's a conversation piece, save for some corny wheezes about Philadelphia which were old when vaudeville was yet young. It's the stellar acting of Miss George that counts most. Add the stage genius of Mr. Smith, and the play has a box-office combination that is just about impossible to beat.

Moreover, excellent support is provided by John Craven, Ben Lackland and practically all the others. The direction is smooth enough, and Donald Oenslager's setting is excellent.

Maurie Crodenker.

"They Can't Get You Down"

(Music Box)
HOLLYWOOD

Musical comedy with book by Henry Myers, Edward Eliscu and Jay Gorney; music and lyrics by Gorney. Staged by Mortimer Offner. Settings by Frederick Stover. Presented by Jack Kirkland, Dwight Deere Wiman and the authors. Dances by Danny Dare. Cast includes Julie Sherwin, Edward Emerson, Jan Clayton, James Griffith, Glenn Turnbull, Eddie Johnson, Peggy Ryan, Raymond Bailey, Douglas Wood, Marvin Kline, Wally Castel, Eva McVeagh, Kenneth Patterson, Eleanor Pryme, Berni Gould, Bob Gallagher, Don Meyer, Gene Barry, Mary Gilbert, Julie Gibson, Jeff Bailey, John Harvey, Ted Kneeland, David Street and Ray Hirsch.

They Can't Get You Down has the luster and sparkle necessary to make it go places. It needs a slight bolstering on the comedy side, but the music and costumes are definitely there. The writers of this show were also identified with *Meet the People*, and it looks as tho they have again got something.

The story is built around the romance of college couples and shows what happens to them after they leave the campus of Mildew College. The winners of scholastic honors are taken into a large editorial office at a small weekly stipend and a lot of honor.

Berni Gould, as Johann de la Johan, does an exceptional job with the aid of Wally Castel, Bob Gallagher, Don Meyer and Gene Barry on *Mittel-Europa*.

Jan Clayton, loaned by 20th Century-Fox, turns in an elegant performance as Sally Smith. Her singing is brilliant and she goes over the top on *It's No Fun Eating Alone*. Her work is again spotlighted when she sings *Love Is a Changing World* with James Griffith.

The second half has a faster tempo than the first. This is saying much, for the first part still has plenty of speed and will be much better when the show is whipped into shape. *They Can't Get You Down* is heard thruout the show, and other numbers include *Twenty-Five Bucks Once a Week*, *On the Banks of the Mildew River* and *Love Can Settle Everything*.

Music is by Arling Martin and Leo Wolf at twin pianos, with Robert Hempill, guitar; Ralph Hansell, drums and vibraphone, and Ed Gilbert, bass. They do a swell job of playing for the show. Tunes such as *They Can't Let You Down* and *Love Can Settle Everything* are the kind that keep ringing in one's ear.

Plan is to take the show on the road if it clicks here. There is no reason why it shouldn't click, for it has all the requirements. *Sam Abbott.*

New Plays on Broadway

Reviewed by Eugene Burr

IMPERIAL

Beginning Wednesday Evening, Oct. 29, 1941

LET'S FACE IT!

A musical comedy with book by Herbert and Dorothy Fields and music and lyrics by Cole Porter. Staged by Edgar MacGregor. Dances staged by Charles Walters. Settings designed by Harry Horner, built by T. B. McDonald Construction Company, and painted by Triangle Scenic Studio. Costumes designed by John Harkrider and executed by Brooks Costume Company. Additional costumes designed by Billie Livingston. Additional music and lyrics by Sylvia Fine and Max Liebman. Arrangements by Hans Spialek, Donald J. Walker, Ted Royal, Lyn Murray, Carley Mills and Edna Fox. Musical direction, Max Meth. Business manager, Ralph Kravette. Press agent, Karl N. Bernstein. Associate press agent, Alfred H. Tamarin. Stage manager, William Lilling. Presented by Vinton Freedley.

Polly LeeJanice Joyce
Madge HallMarguerite Benton
Helen MarcyHelene Bliss
Dorothy CrowthersHelen Devlin
Anna (a Maid)Kalita Humphreys
Winnie PotterMary Jane Walsh
Mrs. FinkLois Bolton
Mrs. WigglesworthMargie Evans
Another MaidSally Bond
Maggie WatsonEve Arden
Julian WatsonJoseph Macaulay
Nancy CollisterVivian Vance
George CollisterJames Todd
Cornelia Abigail PigeonEdith Meiser
Judge Henry Clay PigeonFred Irving Lewis
Molly WincorMarion Harvey
Margaret HowardBeverly Whitney
Ann ToddJane Ball
Philip (a Selectee)Henry Austin
Jules (Another Selectee)Toni Caridi
Eddie HilliardJack Williams
Frankie BurnsBenny Baker
Muriel McGillicuddySunnie O'Dea
Jean BlanchardNanette Fabray
Lieutenant WigginsHouston Richards
Jerry WalkerDanny Kaye
Gloria Gunther (a Hostess at Service Club)Betty Moran

Sigana EarleMiriam Franklin
Master of CeremoniesWilliam Lilling
Private WalshFred Nay
Dance TeamMary Parker and Billy Daniel
Mrs. WigginsKalita Humphreys
THE ROYAL GUARDS: Tommy Gleason, Ollie West, Roy Russell, Ricki Tanzi, Henry Austin, Tony Caridi.

VOCALISTS: Marguerite Benton, Helene Bliss, Janice Joyce, Beverly Whitney, Lisa Rutherford, Frances Williams.

GUESTS: Billie Dee, Mary Ann Parker, Sally Bond, Jane Ball, Peggy Carroll, Sondra Barrett, Jean Scott, Jean Trybom, Marilyn Randels, Marion Harvey, Miriam Franklin, Peggy Littlejohn, Pat Likely, Zynaid Spencer, Renee Russell, Pamela Clifford, Edith Turgell.

SELECTEES: Garry Davis, George Florence, Fred Deming, Dale Priest, Mickey Moore, Jack Riley, Joel Friend, Fred Nay, Frank Chegan, Randolph Hughes.

ACT I—Scene 1: The Alicia Allen Milk Farm on Long Island. Scene 2: The Service Club at Camp Roosevelt. L. I. Scene 3: A Part of the Parade Grounds at Camp Roosevelt. Scene 4: Mrs. Watson's Summer Home at Southampton, Long Island.

ACT II—Scene 1: Mrs. Watson's Home. Scene 2: The Boathouse of the Hollyhock Inn. Scene 3: The Hollyhock Inn Gardens. Scene 4: Exterior of the Inn. Scene 5: The Service Club at Camp Roosevelt.

If ever one man carried an entire show on his own shoulders, that man is Danny Kaye—and the show is *Let's Face It!*, which Vinton Freedley brought to the Imperial Theater Wednesday night. The musical is built along the old book-show pattern, an excellent formula when handled with sufficient spirit and verve—but this time the pattern fails to cover the staleness of the cliches. The words and music are mostly by Cole Porter—but they are Cole Porter by no means at his best. The subsidiary performers are most of them excellent—but most of them are pretty much wasted. Yet after watching young Mr. Kaye for an evening you leave the Imperial feeling that you've seen an excellent show. And you end up by wondering whether he's a musical comedy performer or a magician who can pull a spirited and lively white rabbit out of what is a very, very old hat. Personally, I incline toward the latter.

The story—and don't stop me if you've heard it before, because I know you have—is about three married women whose husbands go off fishing (but not for flounders). The wives therefore go to an army camp and hire three young privates to keep them company over the week-end. The privates' three girls find out about it and tell the three husbands; and the two parties get together to hurl more or less musical accusations and recriminations at each other. In the end, of course, the three privates return to their three gals, and the three husbands show signs

of indulging in more fishing.

That's all. It's probably no staler than the average musical comedy book—but it's not precisely covered with the bloom of youth either. If this sort of thing is to be turned into a topnotch musical, it has to be completely surrounded by terrific gags and sock performers and material. In *Let's Face It!* the gags—as distinct from the delivery—are mostly pretty sad affairs, drowned in deep aquamarine; and even performers capable of delivering heavy punches fail to get material that allows them to do so. Always, of course, excepting Mr. Kaye. He is one of those rare players who are capable of rising far above any material, as he conclusively proves in *Let's Face It!*; and he is further fortunate in being equipped with a couple of special numbers turned out by neither Mr. Porter nor Herbert and Dorothy Fields, perpetrators of the book. They were written by Sylvia Fine (who in private life is Mrs. Kaye) and Max Liebman and they're terrific. Mr. Kaye does them to a fare thee well, particularly *Melody in Four F*, a gibberish saga of conscription, which is satiric as well as hilariously funny. I don't think anyone has ever received a bigger hand than he does at its finish.

The rest of the numbers are tinkly enough and catchy enough, and several of them may even make the somewhat questionable immortality of the Hit Parade; but none of them are really outstanding, and they seldom get punched over hard enough to give them even a spurious vitality. They're Cole Porter tunes, all right, but warmed-over Cole Porter—warmed over so inadequately that they're barely tepid.

Next to the show-saving Mr. Kaye—and it's horrible to think of what the piece would be like with anyone else in the part—the performing honors go easily to Eve Arden, who is one of the best lady clowns in the country. She offers typically effective and well-timed readings, and makes the most of the somewhat sad lines allotted her as one of the wives. Also helping considerably are Edith Meiser and Vivian Vance as her sidekicks—with Miss Vance coming thru with a swell job, the best performance of her career. The three gals are played by Mary Jane Walsh, who handles most of the singing assignments but fails to sock them over in anything even remotely like her former manner; Sunnie O'Dea, a superlative tap dancer who is confined to a single tap number—which, incidentally, stopped the show; and Nanette Fabray, whose voice fails to display the quality it suggested last season in *Meet the People*. As Mr. Kaye's buddies, Benny Baker is given little chance by the lines to be amusing, and Jack Williams, a tremendously capable and versatile performer, is largely lost in the shuffle. He, like Miss O'Dea, is given only a single scene of the tapping at which he excels. Joseph Macaulay, James Todd and Fred Irving Lewis have just a shade more than nothing to do as the three husbands, while the dance team of Mary Parker and Billy Daniels shows ability in a couple of numbers but fails to get the hand it deserves, largely because of a lack of climactic showmanship.

Charles Walters' dance routines are pleasingly adequate and are performed by a capable chorus that is far more attractive than the season's previous ensembles. Harry Horner's settings are likewise adequate, while John Harkrider's costumes are something more than that.

Mr. Kaye is terrific, and he carries the show along with him to what will undoubtedly be the hit class. But Messrs. Freedley, Porter, Fields and the rest may as well face it—without him their show would be something of a shambles.

MUSIC BOX

Beginning Tuesday Evening, October 28, 1941

THE LAND IS BRIGHT

A play by George S. Kaufman and Edna Ferber. Staged by George S. Kaufman. Settings designed by Jo Mielziner, built by T. B. McDonald Construction Company, and painted by Triangle Studios. Lighting by Jo Mielziner. Costumes designed by Irene Sharaff and executed by Eaves Costume Company. General manager, Morris Jacobs. Press agents, John Peter Toohy and Ben Kornzweig. Stage manager, William McFadden. Assistant stage manager, Barbara Adams. Presented by Max Gordon.

BlakeHerbert Duffy
Matt CarlockJack Hartley

Jesse Andrews	Roderick Maybee
Ollie Pritchard	Grover Burgess
Lacey Kincaid	Ralph Theadore
Tana Kincaid	Martha Sleeper
Deborah Hawks	Ruth Findlay
Ellen Kincaid	Phyllis Povah
Lefty Hollister	Flora Campbell
Count Waldemar Czarniko	Andrew Moss
Grant Kincaid	Leon Ames
Flora Delafield	Muriel Hutchison
Dan Frawley	C. Albert Smith
Miss Perk	Edith Russell
Dorset	Walter Beck
Anne Shadd	Louise Larabee
Clare Caron	K. T. Stevens
Linda Kincaid	Diana Barrymore
Wayne Kincaid	Hugh Marlowe
Chaufeur	Norman Stuart
Maid	Elaine Shepard
Jerry Hudson	Robert Shayne
Theodore Kincaid	William Roerick
Joe Tonetti	James La Curto
Greta	Lili Valenty
Bennet	Russell Conway
Timothy Kincaid	Dickie Van Patten
Ellen Hudson	Constance Brigham
Lacey Kincaid	John Draper
Barf Hilliard	Charles McClelland
Count Waldemar Czarniko II	Arnold Moss

The Scene Is the Fifth Avenue Home of the Kincaids, New York City.
ACT I—The Late Nineties. ACT II—The Early Twenties. ACT III—Today.

The long-awaited and much-heralded result of the latest George S. Kaufman-Edna Ferber collaboration was unveiled by Max Gordon Tuesday night at the Music Box—*The Land Is Bright*, a drama that deals with more than 40 years in the life of an American family. The season, however, is still without its first good play.

The Land Is Bright, as a matter of fact, is really three one-acters, fundamentally connected only by the characters. The respective times are the late '90s, the early '20s and today, with the first two acts really nothing but melodramatically cluttered resumes of *Valentine's Manual* and *Our Times*. They drag in every angle that's popularly associated with the respective eras—sometimes they drag them in by the false hair—and do little else. The third act boils down to a dull dialogic discourse on today's problems, one of the most foolishly muddled hunks of propaganda yet imagined.

The scene thruout is the 56-room Kincaid mansion on Fifth Avenue, filled to the roof with family members, melodrama and old lumber from third-rate plays. Lacey Kincaid, founder of the fortune, has clawed, cheated, grabbed and shot his way up from a laborer to the possessor of \$200,000,000, leaving a trail of broken lives on the way. He and his vulgar family try to break into New York society thru the power of wealth; and, in a single evening, he arranges for the ruin of his former best friend, gives an impoverished nobleman \$6,000,000 to marry his 19-year-old daughter, throws his son out of the house when the lad comes home married to a joygirl, and is himself shot by his cheated and ruined partner. Curtain.

Some 20-odd years later the daughter is visiting her aged mother between marriages, and later leaves in relief, to return to Europe. The son, Grant, is now head of the family, and his own children are the sort of jazz-age products who lived chiefly in the pages of F. Scott Fitzgerald and Percy Marks. The younger son has been kicked out of college for writing a social-conscious poem; the elder son is a chaser who lavishes cars on chorus girls; the daughter has taken up with a gangster and is involved in the killing of a federal agent. The gangster uses this connection to force Grant to help him escape; and, when the younger son tries to call the police, he shoots the lad. Again, curtain.

By this time you suspect that the cops have a good chance of cracking every unsolved murder on the books simply thru a thro investigation of the Kincaid homestead; and you wonder who's going to bite the dust (the dust from old play-scripts) in the third act. The only thing killed, tho, is the continuity of the play. In the third act Grant is celebrating his 70th birthday; his much-married sister has returned home; and after a bit of preliminary sparring around, the whole piece heads into its muddled propaganda. Grant is supposed to be an evil old man because he objects to the decision of his surviving son to help the government take over the family fortune—and also because he refuses to receive the daughter

who was once a gangster's floozy and whose desire for cheap thrills caused her brother's death. He's doubly guilty in so refusing, because the girl, now grown to middle age, lives in the West and, in some unspecified manner, is returning to the land the riches the earlier Kincaids stole from it. This, in itself, is preposterous; the young harlot pictured in the second act had in her only the seeds of decadent sin.

Old Grant is supposed to be terribly wrong because the country is in danger and the family must therefore start a new sort of life (despite the fact that the 1914-'18 chapter in Europe's power-struggle didn't affect it at all, so far as the authors show). Also, he should change his attitude because the family's wealth was stolen from the country—an angle that is absurd. It was stolen, but from other individuals, not from the government.

At any rate, old Grant is finally shaken when his sister's son is brought in, rescued from an occupied nation. The man is doddering and speechless, old before his time—as shattered and broken as an Indian Nationalist emerging from a British prison. When he comes in it is immediately realized that of course we will all end up exactly like him unless we immediately bow down under what seems to be either American Communism or a New Deal version of National Socialism (Nazism). The authors neglect to say which; as a matter of fact, it's doubtful if they themselves know just what they mean.

Once again, curtain. Miss Ferber and Mr. Kaufman, with lavish hands, have called for a cast of over 30; and Mr. Gordon just as lavishly has filled it with semi-names—players who, tho known between 42d and 50th Streets, won't bring a thin dime to the box office. Mr. Kaufman has directed obviously and often ineffectively, playing up the phony angles, lining his people in stiff groups, failing to check on make-up (so that most of those playing older roles look like drama school students unleashed in a load of greasepaint), and allowing some of the most preposterous over-playing seen in seasons. Chief offender in the last regard is Martha Sleeper, as the Kincaid daughter who becomes a countess. She offers a performance as obviously phony as that of a tyro suddenly faced with the task of playing Lady Macbeth at a high-school picnic.

But some of the others aren't much better. Ralph Theadore falls entirely to suggest the power of the founder of the fortune, creating rather the character of a four-flushing braggart; Phyllis Povah, as his wife, is pretty obviously acting thruout; Diana Barrymore, tho she is quietly effective as a middle-aged woman, overplays just enough to turn into a near-burlesque the second-act role of the gangster's moll; Muriel Hutchison is altogether ineffective as Grant's wife.

On the other hand, Leon Ames, as Grant, offers a fine, solid performance, understanding and thoroly believable in all three ages demanded of him; Hugh Marlowe does generally good work as his son; Robert Shayne scores with outstandingly right readings as a reporter who marries into the family; Flora Campbell and Louise Larabee offer quietly excellent work in subsidiary roles; young Dickie Van Patten draws most of the play's few laughs as Grant's grandson, and Arnold Moss does a suavely detailed job as the mercenary count. But perhaps the top work of the evening is offered by the young lady who, tho the daughter of film director Sam Wood, prefers to use the coyly euphonic billing of K. T. Stevens. In the relatively small role of the countess's daughter she stands out with solidly right readings and turns in a human, believable and altogether excellent characterization. She's the best thing to come out of Hollywood in years.

The title of the play was taken from an Arthur Hugh Clough poem quoted last spring by Winston Churchill—"but westward, look, the land is bright." Unfortunately for the authors, there's more than one inference to be drawn from the quotation.

"Night" Sells Out in Norfolk

NORFOLK, Va., Nov. 1.—*There Shall Be No Night*, with Lunt and Fontanne, cracked this lush "boom town" territory Wednesday and did big business as expected. Show played to 3,000 persons at matinee and night performances, filling the Norva (1,500 capacity) on each occasion, and turning away hundreds. Seats were \$1.10 to \$3.

New Opera Company Offers "Macbeth"

NEW YORK, Nov. 1.—The New Opera Company, continuing with its modified repertory at the 44th Street Theater, added Verdi's *Macbeth* last Friday night, to alternate with Tschaikowsky's *Pique Dame* for two weeks. Next week the fourth and last item in the repertory, Offenbach's *La Vie Parisienne*, will be given.

Macbeth, which was first sung in America in 1850—but seldom since—is being offered by the New Opera Company in the revised version made by Verdi for the Paris production in 1865. It is incomparably the group's most successful presentation. Florence Kirk and Jess Walters sing the tremendously demanding chief roles and come thru with excellent work, while Dr. Fritz Busch, conducting the orchestra, offers another of his magnificent interpretative performances. With this one, the New Opera Company really comes of age.

The opera itself has all the advantages—and all the defects—of typical Verdi. The music is richly mellifluous, making terrific demands of its singers and yet being magnificently rewarding to them; its melodic climaxes are terrific, and the uninhibited hand of the Italian master is seen in a countless number of sweeping fortissimo passages and in the lush sonority of most of the work. It is also seen in a number of typically over-accentuated accompaniments and almost too facile lyrical interludes. On the whole, tho, it is magnificent operatic music—if you can manage to divorce it from its subject. As a musical setting to Shakespeare's *Macbeth*, it is ludicrously inappropos—about as Scottish as spaghetti and as tragic as a hurdy-gurdy.

For example, the chorus of witches, far from being eerily blood-curdling, has a strong family resemblance to the drinking chorus from *Hernani*; and the scene of the gathering of the clans sounds, as the young lady sitting next to me remarked, exactly like an Italian block-party. But there are moments of melodic power and dramatic intensity; and, if you can pretend that the Italian libretto isn't really trying to tell about *Macbeth* at all, you may emerge raving about the music.

The line of incompetent sopranos presented by the New Opera Company is emphatically halted by Miss Kirk, who sang the tremendously difficult and demanding role of Lady Macbeth. Her voice is by no means perfect as yet; but it possesses great resources of power, clear and sparkling tone, fine command of the upper register and more flexibility than you dare hope for these days from a dramatic soprano. Her singing of the long and difficult piano passages of the sleep-walking scene, coming on the heels of terrific demands on strength and endurance thruout the rest of the opera, was magnificently accomplished.

Jess Walters, a highly promising baritone, came thru beautifully as Macbeth himself, a role that places even greater demands on power, tho it is somewhat less difficult. Mr. Walters displayed a beautiful, rich quality and fine command, coupled with an excellent sense of the dramatic. His voice sounds slightly muffled—which is probably caused by a tensing of the jaw—but it is finely handled and, even without the improvement that will inevitably come with further experience, it is far finer than most of our present-day "top" baritones.

Incidentally, the schedule called for Miss Kirk and Mr. Walters to sing the roles last Friday night and again on Saturday afternoon. Considering the great demands placed on the singers, it's a wonder that they got thru the latter performance at all. But they did—magnificently. They were a pair of very tired but very happy young singers as they bowed before the resounding "bravos" that marked their curtain-calls after the Saturday matinee. And well they might be. The "bravos" were thoroly deserved.

Nor does that exhaust the assets of the performance. In Robert Silva, who sang Banquo, the New Opera Company has a young basso who may eventually rate with the world's best. At present his voice lacks full power; but it has the splendid, rich sonority that has marked the voice of every truly great basso in the past—and that is lacking in every present-day basso that this reporter has previously heard, including the adulated Pinza. With the improvement that can be reasonably expected, Mr. Silva should scale the heights.

Robert Marshall, singing Macduff, dis-

BROADWAY RUNS	
Performances to Nov. 1 Inclusive.	
Dramatic	
Opened Perf.	
All Men Are Alike (Hudson)	Oct. 6--- 32
Arsenic and Old Lace (Fulton)	Jan. 10--- 339
Candle in the Wind (Shubert)	Oct. 22--- 14
Claudia (Booth)	Feb. 12--- 302
Corn Is Green, The (National)	Nov. 26--- 391
Cuckoos on the Hearth (Morosco)	Sept. 16--- 55
Land Is Bright, The (Music Box)	Oct. 28--- 7
Life With Father (Empire)	Nov. 8 '39--- 830
My Sister Eileen (Biltmore)	Dec. 26--- 358
Watch on the Rhine (Beck)	Apr. 1--- 247
Wookey, The (Plymouth)	Sept. 10--- 62
Musical Comedy	
Best Foot Forward (Barrymore)	Oct. 1--- 37
High Kickers (Broadhurst)	Oct. 31--- 3
Lady in the Dark (2nd engage.) (Alvin)	Sept. 2--- 71
Let's Face It! (Imperial)	Oct. 29--- 6
New Hellzapoppin (Winter Garden)	Dec. 11 '39--- 792
Pal Joey (2nd engage.) (St. James)	Sept. 1--- 72
Panama Hattie (46th St.)	Oct. 30 '40--- 422

played the same faults and assets as in *Così Fan Tutte*—pleasing lyrical quality in the quieter passages; but, when forced, tones that are hard, tight and shrill. Dr. Busch's conducting, as remarked, was outstandingly fine; and the staging of his son, Hans, was excellent, except for a tendency to fit stylized motions to a series of musical phrases. This is amusing in comedy, but stilted and annoying in a serious work.

Eugene Burr.

"Time" OK in Macon

MACON, Ga., Nov. 1.—*Blossom Time*, featuring Everett Marshall, opened the road show season here, playing at the Grand Theater for one performance Friday. Art Barry, city manager of Lucas & Jenkins theaters, handling big road shows here for the first time in many seasons, termed the engagement "satisfactory." It is understood the percentage paid locally met expenses but there was little profit.

Another box-office story probably will be told next week when Lunt and Fontanne appear in *There Shall Be No Night*, judging from the heavy advance sale. One performance is scheduled for Wednesday (5) at the Grand.

Macon papers, *The Telegraph* and *The News*, have given high praise editorially to revival of big road shows at the Grand.

Chi Bookings Pile Up

CHICAGO, Nov. 1.—Legit bookings are beginning to pile up, with two arrivals during the week of November 9. Immediately after the closing of *Theater* at the Harris (November 8), *Mr. and Mrs. North* will open an indefinite run. Anita Louise and Owen Davis Jr. will have the leads.

Native Son will open at the Studebaker November 10 for an indefinite run. *Ah Wilderness* was originally slated to come into the Grand Opera House for two weeks on the same date, but bad biz on the road prompted the Theater Guild to take this revival out of circulation.

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

"The Land Is Bright"—83%

YES: Waldorf (*Post*), Mantle (*News*), Watts (*Herald-Tribune*), Atkinson (*Times*), Anderson (*Journal-American*), Winchell (*Mirror*).

NO: None.
NO OPINION: Lockridge (*Sun*), Kronenberger (*PM*), Brown (*World-Telegram*).

"Let's Face It"—100%

YES: Waldorf (*Post*), Lockridge (*Sun*), Atkinson (*Times*), Winchell (*Mirror*), Watts (*Herald-Tribune*), Anderson (*Journal-American*), Kronenberger (*PM*), Brown (*World-Telegram*), Mantle (*News*).

NO: None.
NO OPINION: None.

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CIRCUITS AGREE TO PAY TAX

Lenhof To Reopen Ex Gay White Way As Palais Royale

NEW YORK, Nov. 1.—A new nitery operation on the site of the Gay White Way is to open around December 10. Venture is to be known as the Palais Royale, which was the name of the site years ago, and will be operated by Broadway Night Clubs, Inc., of which Ben Lenhof is president.

Plans call for the investment of \$75,000 to refurbish the spot. Arthur Knorr, of the Fanchon & Marco production staff, will do the decorating, and Carl Randall the production, a book show.

It is expected that 16 ponies and eight showgirls will be used and name bands and name performers. Costumes are to be by Mahieu's, with fabrics by Dazian.

The corporation has signed a 10-year lease, starting today, with \$2,500 advanced for the first month's rent.

Another night club, Agid's International Casino, opened Thursday (31) on the site of the ill-fated Panamanian on the lower East Side, with talent including Lou Taylor, Jan Bart, Chiquita Venezia, Betty Mann, a line and Harry Harden's ork.

Cleve Club Spends; Richman's \$2,500

CLEVELAND, Nov. 1.—The local Mounds Club is shelling out the heaviest coin for any act booked here with the penciling in of Harry Richman, starting November 6, at \$2,500. Spot uses names, but has shied away from acts getting top dough.

Deal was made by Lew Weiss, of New York, who books most of the acts for this spot.

Names for Yacht Club, Pittsburgh

PITTSBURGH, Nov. 1.—The Yacht Club is unleashing heavy coin for name bookings. Thursday's opening (31) had Ethel Sautta and Masters and Rollins coming in, with Dixie Dunbar slated for November 7; Sam Hearn, November 14; Joe Frisco, November 21, and Ann Corio, November 28.

Miles Ingalls books the names out of New York.

AGVA, ARA Mull Franchise Deal

NEW YORK, Nov. 1.—Joint proposal by the American Guild of Variety Artists and the Artists' Representatives' Association to issue all new AGVA franchises thru ARA is being delayed, pending conferences between I. Robert Broder, ARA counsel, and Jonas Silverstone, attorney for AGVA.

Meeting of ARA board of governors Wednesday (29) discussed this plan but took no action.

Friendly Joins Fisher

NEW YORK, Nov. 1.—Dan Friendly shifts from the Bill Miller office to the Arthur Fisher Agency. Friendly will assist Fisher in the bookings of the larger houses.

This makes the second recent addition to the Fisher office; Earl Le Vere was taken on several weeks ago.

Plan Kalmine 10th Anni. One Year Ahead

PITTSBURGH, Nov. 1.—It's a year away, but officials of Warner Circuit in the Tri-State area are already planning to celebrate the 10th anniversary of Harry Kalmine's arrival as district manager.

With their 70-plus theaters Warners are the chief employers of stage talent in the Tri-State. Downtown Stanley grosses nearly \$1,000,000 annually.

First U. S. Date Is The Waldorf-Astoria

NEW YORK, Nov. 1.—Yola and Lisa, piano and singing team discovered in Mexico City by Meyer Davis last summer, have been booked into the Sert Room of the Waldorf-Astoria Hotel. Opened October 31.

Gals are a pair of 19 year olds and were brought into this country by Davis under contract. The maestro-booker had them audition for Luclus Boomer, Waldorf president, resulting in the date. It's their first engagement in the U. S.

Illinois Clubs Form Association; Tax, Union Angles

CHICAGO, Nov. 1.—Cafe owners in this area organized this week as the Illinois Night Club Owners' Association. During its first organization meeting, held at Harry's New Yorker Tuesday (28), temporary officers and a board of directors were elected. Ralph Jansen, of Ivanhoe's, was named president; Al Greenfield, of the Rumba Casino, treasurer, and Fred Franke, of Franke's Casino, secretary.

Dave Branower, of Harry's New Yorker, a leader in this movement, was elected chairman of the board, which includes Mike Potson, of Colosimo's; Johnny McGovern, of Liberty Inn; Joe Miller, of the 885 Club; Jimmy Purcell, of Silver Cloud; Harry Eager, of the 5100 Club; Richard Willford, of Old Hickory Inn; James Lingones, of the L and L Club; Ed Williams, of the Nameless Cafe, and A. A. Christensen, of the C and C Club.

Branower says the purpose of the organization is to give the operators of restaurants using entertainment an opportunity to be represented as a body during controversies involving their enterprises. Taxation problems and relationships with unions (AGVA, AFM) will be discussed at future meetings.

Operators of hotel rooms using talent are invited to join, Branower said.

Decker To Open Big Milford Club

BRIDGEPORT, Conn., Nov. 1.—Richard M. Decker, New York City restaurateur, has taken a five-year lease, with an option to buy, on property located on the Boston Post Road, Milford, Conn.

Property comprises three acres of land, will include parking facilities for 500 cars.

Decker hopes to open the spot next month as a theater-restaurant, using two long floorshows nightly. Admission, 25 cents.

From Rio to N. Y.

RIO DE JANEIRO, Nov. 1.—Eros Volusia, creator of Brazilian native and folk dances, sails on the Argentina for New York November 5. Dancer is headed for Hollywood, where she will do work for MGM. Deal, set by Sol Shapiro, of the William Morris New York office, calls for a one-pic assignment with options.

Lane Brothers, U. S. acro team who have concluded three weeks at Grande Hotel Casino Guaruja in Santos, sailed for New York October 23. . . . Sohia Bozan, Argentine singer of sambas, opened in the Copacabana October 24. . . . Four Jansleys, U. S. turn, are in the new show at the Casino Urca. . . . Lee Brody, U. S. organist, now in New York, who had been at the Hammond in Casino Atlantico for 18 months, is expected back November 15 at the Casino Urca.

2 Vanders for Reading

READING, Pa., Nov. 1.—Vaude having returned Fridays and Saturdays at the Astor, town gets Thursday to Saturday vaude at the Capitol Theater. *Artists and Models Revue*, headed by Clair Hoys, inaugurated the Capitol policy.

Warner, Para, RKO To Use Union Contract Forms Making Theaters Liable for S. S., Job Tax on Orks

NEW YORK, Nov. 1.—Meetings between the major circuits and the American Federation of Musicians on the question of payment of Social Security and unemployment compensation taxes resulted in the circuits' agreeing to use the union's Form B contracts, which specify the theater as the employer and therefore liable for the taxes. The meeting Wednesday resulted in agreement after many previous confabs. However, the pact is only temporary, pending agreement on the circuits' request for amendments to the Form B employment contract.

The circuits are insisting that the Form B contract add clauses stipulating:

1. Bands are not to play other spots within a certain time and radius before and after playing a particular theater.
2. Bands assume full responsibility for the copyright of all music and material used.

3. The number of shows to be played by the band will not be changed once the number is stipulated in the contract.

4. Should it be necessary for the theater to close because of any act of God, strikes, riots, epidemics or any reason beyond the control of the theater, salary to be paid will be pro rata for shows already played.

5. A salary adjustment in the event that the leader gets sick and cannot perform.

6. Protection against broadcasts and auditorium performances during the band's engagement at the theater.

7. A damage and penalty clause if the band does not show up in time for rehearsals and performances.

Most of these clauses are already in contracts signed by theaters with individual acts but have not been in previous band contracts.

Attorneys for the circuits and AFM are to meet within two weeks to frame these proposals as riders to the new B contract. Neither circuit nor AFM spokesmen anticipate any trouble regarding the new clauses.

The final conference Wednesday had Warner, Paramount and RKO attending. Following the meeting, the Federation notified the major booking offices to okay all contracts being held in abeyance. All circuits were mentioned in the wire except Loew, which did not attend the last meeting. However, an AFM spokesman explained that the failure to mention Loew did not preclude the okaying of bands for Loew houses should they also sign the B form. Loew's State here has Artie Shaw's band booked for December 12. Whether Shaw plays the State is up to the Loew legal department.

Question of payment of back Social Security taxes was not discussed at the meetings. Payment of the back sums is to be determined by a ruling of the federal courts. Should the courts decide that the band leader is an independent contractor, theater men believe they will be able to sue band leaders for the recovery of all S. S. moneys paid under the B contracts.

Theater men say that the biggest headache in the event of a ruling will be the accounting to determine the amounts. It is estimated that this will entail at least a year's work by accountants and will cost over a million.

Agreement to sign the new B contracts came at the last possible moment, as another day's delay would have meant cancellation of all yesterday's band openings. It was reported that the united front maintained by the circuits was about to be shattered. The situation was forced to a head last week when James C. Petrillo, AFM president, issued an ultimatum that no bands would be allowed to open after Monday (27), altho bands already in theaters would be allowed to conclude their engagements, even if this meant several weeks' reprieve.

At one point during one of the conferences Jules Stein, Music Corporation of America head, proposed a compromise which called for the setting up of a central booking office. Barney Balaban (Balaban & Katz, a Para subsidiary) supported the measure in an effort to break the deadlock, but the

proposal was howled down by the other circuits.

The Brandt Circuit, booked by Arthur Fisher, has been using the B form. Independent houses will also be subject to Wednesday's agreement.

CHICAGO, Nov. 1.—The independent Oriental Theater, which resumed stage bills last week, signed the musicians' union Form B contract for Milt Britton's band, which opened yesterday (31).

No. Calif. Clubs Doing Well Due to Dam, Army Projects

REDDING, Calif., Nov. 1.—One of the most prosperous night clubs in Northern California is the El Capitan here. Workers from the huge Shasta dam project near by form an all-year-round source of revenue, while seasonally Redding is jammed with wild game hunters.

Frank Farrell, who formerly operated the Silver Bowl in Sacramento, runs the El Capitan. Orchestra and floorshow form nightly entertainment.

Music Corporation of America at San Francisco books many of the acts into this spot, as well as the Red Lion at Marysville, another north State night spot which is doing well. An army cantonment of some 40,000 men is being constructed near Marysville, 50 miles northwest of Sacramento.

New Houston Club

HOUSTON, Nov. 1.—The Club Continental opened October 18 on the site of the Chinese Duck Club, under management of J. L. McLeod. First show included Skipper Trevathan and ork, Rouse Brothers, Jennette Clark and a girl chorus. Jack Gordon is emcee. Three shows.

The Cotton Club opened October 16 with Jack Wyatt and ork and Buford Gamble. Floor acts include Coleen and Roberta. Barry Ivey, Prince Yose and Babs. Raymond Stuart is manager.

Marden Tapers Off

NEW YORK, Nov. 1.—The main room of Ben Marden's Riviera shutters tonight. Only the small room remains open, with the Three Freshmen the only entertainment.

The big club has had its best season in years, even tho it did not spend as much for name talent as it did the year before.

Toronto Adds Vaude

TORONTO, Nov. 1.—The Rideau Theater will house its first stageshow in several years, with Judson Bernard and His California Cavaliers, November 4.

Boom on Cocktail Combos

PHILADELPHIA, Nov. 1.—Unprecedented demand for instrumental-vocal cocktail combos finds local Jolly Joyce Agency setting up a department for the small units. Is servicing eight spots with the cocktail combos, including Stamp's Cafe, New 20th Century, Cadillac Tavern and Palumbo's Cafe here; Neil Deighan's, Pennsauken, N. J.; Mount Royal Hotel's Algerian Room, Baltimore; the Cabana, Reading, Pa., and Bill Martin's, York, Pa.

Reading's First Tropical

READING, Pa., Nov. 1.—The new Cabanna is the first local nitery emphasizing the tropical theme. Owned and managed by Frank Kretz, it has the Three Vocal Lads heading the show, booked by Jolly Joyce, Philadelphia.

Fefe's Monte Carlo, New York

Talent policy: Dance and show band, two relief bands; floorshows at midnight and 2 a.m. Management: Felix Ferry, owner; Dolly de Millau, society publicity, and Ross & Jacobs, Broadway publicity. Prices, \$3.50 minimum.

Felix Ferry's de luxe cafe is currently



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Night Club Reviews

the top society watering fount, sharing the carriage trade with the Stork Club and El Morocco. Its companion Beach Club, opened originally for the summer, is still operating.

Floorshow, however short, is ace entertainment for cafe society trade, especially the magic stint of Russell Swann and the top ballroomology of Estelle and Leroy. Line of four clean, smooth looking beauties have the easiest night club job in New York, doing an opening walk-on, reciting a few single entendre lines, and coming on again at closing for a run-thru.

Swann, aided by a Chinese stooge, does suave magic work that would fit in any class spot. Swann has a gift of gab that includes good gags and he kids the business of magic along to excellent effects. Does drink-producing trick, new flant on handkerchief out-of-the-box, and rabbit tricks. His highlight is the guillotine number. For this trick he gets somebody from the audience, creates suspense, and finally chops the head off a hunk of celery. Also, Swann's initial appearance, worked with mirrors, is excellently staged.

Dancing of Estelle and LeRoy is classy. Team goes thru dances embodying the waltz, Brazilian Machichi, and what they call a "pogo." Pair do smart dancing, plus graceful turns, spins and twists, all very fast and beautifully paced.

Three bands are on hand for the dance sessions, Ted Straeter's for show backing and dancing; John Kirby's colored combo doubling from the Beach Room, and Nick D'Arcy's five-piece unit for relief work.

Excellent music thruout, with the Straeter band doing a fine job of accompaniment. Sol Zatt.

swing and Latin favorites. The instrumentation includes five rhythm (including a Hammond organ), three brass and three sax. The singers come from the band, among them Joe Martin, guitarist, and Dick Dildine, sax, who handle ballads; Jack Milton, sax, on pops, and Charlie Broad, drummer, on novelties. The boys also form a choral group and do special arrangements.

The room doesn't do much advertising, depending on its exploitation of the 14 broadcasts over WGN weekly, six of them over Mutual.

Avis Kent, attractive singer and pianist, entertains during intermissions. Out of key in her act is the messy-looking piano. She can use a more modern-looking instrument. Sam Honigberg.

Top Hat, Union City, N. J.

Talent policy: Dance and show band; relief band; production floorshows at 8, 12 and 2 staged by Mildred Ray. Management: Julie Wintz, band leader and manager. Prices: \$2 dinner; \$1.50 minimum and \$2 Saturdays and holiday eves.

Dan Walker called this spot "The Rockefeller Center of New Jersey," and it is a good description. This is the handsomest club on the Jersey side opposite Manhattan. The Continental Room, in which the winter shows are presented, is a big, airy, 700-capacity room with two bandstands and stage. Food and service are fine, too.

The floorshow is not outstanding; but it pleases. Emcee is young Eddie Kinley, former dancer, who makes a nice impression with his earnestness. His special material lyrics are good; his impressions are often clever, and his flashes of tap and acrobatics indicate his solid dance background. Looks like a comer.

The 12 Milray Girls, young and nice looking, are spotted in three routines, mostly parading and simple dancing. Their opener is slow parade that switches to snappy tapping, with brunet, tall Joan Woods soloing with a nimble tap full of spins. Midway the girls sway thru a Hawaiian idea, clearing the way for Claire and Arena. Arena sings and Miss Claire does toe work. Team returns later for their novelty combo of toe and ballroom. The girl, a small blonde, does good toe dancing, with Arena coming in for the lifts and spins. She then switches from toe slippers to shoes for straight, flashy ballroom routines with Arena. They encore with a frothy Spanish poika. A strong novelty song and dance combo.

The Milray Girls, tapping to jazzy music while sporting black and white scanty costumes, provide the finale.

Small, fresh, brunet Margot Graham, introduced as "the queen of swing," has a pleasing contralto voice, poise and zippy delivery. Her swiny *I'm Forever Blowing Bubbles*, the slow and torchy *The Man I Love* and *Night and Day* in contrasting slow and fast styles punched her over.

Julie Wintz has a band of three brass, three reeds and three rhythm, with the string bass man conducting the show during Wintz's absence. Wintz is manager of the club and is an established Jersey personality. The band is okay, with the relief music being handled by a five-man combo whose leader doubles on celeste, sax, clarinet, electric guitar. Okay, too. Paul Denis.

Beverly Hills Country Club, Newport, Ky.

Talent policy: Dance and show band; floorshows at 8:30 and 1. Shows booked by Frank Sennes. Producer, Tom Ball; dance director, George Rand. Management: Samuel A. Garey, managing director; John Stoffel, maitre; Harry V. Martin, publicity. Prices: Dinners from \$2; drinks from 45 cents; minimum \$2; Saturdays \$3.

Abe Lyman and his Californians, with Rose Blane, Billy Sherman and Frank Parrish, click with the Beverly clientele, first with their solid and smooth rhythms that brought raves from dancers, and second with their outstanding show music which raised an average floor layout to something infinitely better.

Also deserving of much credit are Tom Ball for his production efforts and George Rand for his quality direction on the 18 Lads and Lassies, long an asset here but who stack up unusually well in this show. The flashy and talented line starts things off with a Mexican hat dance, returns for an un-

usual Balinese number, ushered in by some outstanding vocal work on *One Alone* and *Student Prince Serenade* by the line's six male voices, and winds up with a fast rip session in the finale. Abe Lyman emsees acceptably.

Billy Sherman, of the band, pulled a fine mitting warbling *I Don't Want To Set the World on Fire* and *Begin the Beguine*. Personality and good selling.

Galente and Leonardo, handsome and showmanly ballroomers, registered profoundly with three original routines. Mix their dance steps with nifty lifts, twists and neck spins that won applause. Bowed to a fine hand.

Alex Rotov pulled good laughs and applause with a satirical Hindu fakir and snake charmer dance.

Rose Blane, band's personality singer, was in fine fettle on the novelty *The Indians Threw Rocks at Columbus* and *Jim*. Warmly received.

Laughs honors went to Shea and Raymond and their mugging, fair eccentric portrayals of the various dances. Won good approval.

The Lyman band employs four sax, five brass, four rhythm and three fiddles. It is easily one of the finest musical combos to stop off here this season. Frank Parrish, not in the show, singing with the band makes a good impression. Bill Sachs.

Charlie's Tobacco Road, Miami

Talent policy: Continuous entertainment from 10:30 to 4. Management: Charlie Bolero and Lou Cohen, owners; Ken Burgher, press agent; Eddie Dunn, headwaiter. Prices: Drinks from 50 cents; minimum \$1.

The backwood escapades of Georgia are on review on the walls here. Opened two weeks ago, the spot looks like a natural.

Drawing them in is Ray Bourbon, who hits the jackpot with risque material that's made to order for this room. Booked in by Sid White, Bourbon will probably remain at this spot for the entire season. What he lacks in singing ability is compensated by his masterful delivery. His best was *You'll Never Get No Ermine From Herman*. Had to beg off.

Roberta Sherwood, fair-haired songster, clicked with pops and hillbillies and then encored with Irish ballads. She has played every spot in town. Opens November 1 at Don Lanning's.

Eddie Barnes emsees from the piano and delivers sock satires on pop songs. Booked till April.

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Stevens Hotel, Continental Room, Chicago

Talent policy: Dance band. Management: Joseph Binns, managing director; Jay Jones, manager; Fritz Maury, maitre de; L. G. Cowan Company, publicity. Prices: \$1.50 minimum except Saturdays (\$2).

Out-of-the-Loop room that has been brought back to life with a band policy. The turn for the better started a couple of seasons ago with Griff Williams, who rolled up a couple of runs, and the healthy business continued with Del Courtney, who played for 14 weeks during the spring season and is now in his seventh week of a return that should take him up to the end of 1941.

A bright factor is the late-hour attendance. In former years the room called it a night after 10 p.m. Kids are now giving the room a play and, while it is not as popular with them as the Sherman Hotel's Panther Room or the Blackhawk Cafe, the draw is comparatively good.

Courtney's band is made to order for an intimate dining room. His dance sets are interesting, including a variety of tunes, ranging from sweet melodies to

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dion, bass, guitar and dark-haired gal. dressed in Western outfits, sing and play hillbilly tunes. Also okay.

Charlie Bolero, managing director, lets out his bary pipes on *Donkey Serenade*, *Lonesome Road* and *Road to Mandalay*. Music is supplied by Bart Williams and Lon Tuttle at the piano.

Management is negotiating for a band. Present set-up is as tough on the customers as it is on the talent, as the show runs entirely too long.

Ken Burgher did a swell job publicizing the spot. At the door is Eddie (Yardbird) Dunn, who is on the best of terms with just about everybody.

Harry B. Kind.

Kaliners Little Rathskeller, Philadelphia

Talent policy: Dance and show band, floorshows at 11:30 and 1. Saturday matinee, 1-4. Management: Max, Joe and Si Kaliner, proprietors; Mark Grey, manager; Eddie Uhis, banquet manager; Milt Shapiro, press agent; Tony Phillips, booker. Prices: Food a la carte; drinks from 40 cents; \$1 minimum weekdays, \$1.50 Friday, Saturday and holidays; no cover.

This basement boite bonifaced by the Kaliners continues to monopolize mass appeal downtown. Altho Philly is traditionally a Saturday night town, this spot fails to respect tradition. Had ropes up for an hour before the season's opening show unveiled October 25.

Emphasis of the show is entirely on comedy.

Biggest excitement is the delightful dance lunacy of Jerry and Turk, brother-sister team. Both are terrific muggers, and the contrast of slow-motion Turk with perpetual-motion Jerry makes a smash travesty on jitterbug terps.

Sid Walker, emcee, is a merry madcap, also making the most out of facial grimaces. Gets down to the blue at times in his story-telling and characterizations, but that sort of material is always riotous at this Rathskeller.

The Rhythmianiacs, a septia jive trio, give out Harlem balladeering in fast swing style, scattering to their own accomps at the bull fiddle, guitar and tiple.

Gloria French, juve edition of Jeanette MacDonald, arrests attention with coloratura passages on Victor Herbert songs. Youthful and a blond looker, gal is a prima donna pip.

Line of six Tip Top Girls also provide much to occupy rindsiders with their striking dances. Show to best advantage in leopard skins for a "wild animal" routine.

Interspersed are comedy specialties using Miss French, Walker and Jerry and Turk. Revived the familiar Willie and Eugene Howard operatic travesty to howling returns.

Victor Hugo, pacing the house band of six with his stellar trumpet, still shelling out for show and for the steppers.

Jackie Hill makes a worthy bandstand decor, displaying a good voice.

Show runs fast for an hour, and it's all refreshing fun. Maurie Orodener.

The Ranch, Seattle

Talent policy: Dance and floorshows at 11 p.m. and 1 a.m. Management: George Cook, managing owner. Prices: Cover charge, \$1. Acts are booked by Joe Daniels' Eastern Circuit Vaudeville offices.

Eight miles north of Seattle on the Everett Highway, this spot continues to do a good business thruout the week, with week-ends especially heavy.

Altho it had only three acts this week, all of them pleased, each being called back for two or three encores.

Yvonne and Wayne, a smooth dance team that has been working a good deal of time in Seattle, head the list with graceful routines. Opening with a waltz, Yvonne is lovely to watch. The two do a fancy tap to *Cecelia*, and close with a precise Virginia Reel.

Germaine and Joel sell their songs with punch. Did *Make Believe*, *The Last Time I Saw Paris*; *Play, Gypsies, Play*, and a Mexican dance and folk song for encore.

Rick and Kaye score with their imitation of a couple of kids at a prom, and offer some other fancy tap dancing. Encore with college couple jitterbugging bit.

"Boob" Whitson, emcee, seems a part of the Ranch after his five years there, and his singing and gags still please. He can sell any show to this crowd.

Wyatt Howard, also a veteran of the Ranch, is pleasing one and all with his sweet and hot dance band.

James Douglas.

Cafe Society, Sherman Oaks, Calif.

Talent policy: Dance band and floorshows at 10:30 and 12:30 and 1:30. Management: Red McCullen; publicity, Charlotte Rogers; headwaiter, Alex Steffins. Prices: Dinner, \$1.50 up; drinks, 50 cents up.

Located in San Fernando Valley, this club was opened about three weeks ago and is already clicking as a meeting place of Hollywood people. Current bill features Billie Holiday.

With Bud Laine's band playing an all-out number the show opens with Tom Harty emseing. The Claytons, two women and a man, are on for a tap number. They do very well. Red Knight, tap, goes over very well. Bill Brody, hot trumpet player, solos on *Embraceable You* to get good applause. Jane Clayton, of the dance trio, is back for a Mexican hat dance. Nothing sensational, but she put it over. Edna and Clay Clayton's mechanical doll dance hits the spot.

Emcee Harty vocalizes *I Don't Want To Set the World on Fire* well. His election day parade routine, during which he mimics a drum major, color bearer, local politician, a member of the ladies' auxiliary, a member of the headwaiters' local and a drunk, is good.

Show is finished off in fine fashion with Miss Holiday's outstanding singing of *I Hear Music* and *The Man I Love*.

Harty does a good emcee job. Show runs about 40 minutes and is entertaining all the way thru.

Sam Abbott.

Iceland, New York

Talent policy: Dance and show band; Latin band; floorshows at 7:20, 10:30 and 12 (extra show Saturdays). Management: Mike Larsen and Danny Doyle; Joel Ross, press agent. Prices: Smorgasbord dinner, \$1.09; dinner from \$1.50.

Feature of this show is emcee Danny White, in his 31st consecutive week here. He is developing nicely, displaying more confidence, using better material and being able to handle audiences better in this sprawling, big basement club. He gives each act a quick, straight intro and closes the floorshow with a session of panto comedy in misfit full dress suit (good sight stuff) and special material lyrics, mostly parodies on pop tunes. His *Pepsi Cola* routine won the most laughs.

Ginger Layne, blonde, got the show started with fast toe work including spins, leaps and bouncing variations. Returns later for a waltz full of spins, flips, cartwheels and other acrobatics, drawing applause. Okay.

Kay and Carroll are a boy-girl juggling combo, the man doing most of the juggling and the girl assisting and showing a pair of shapely gams. They juggle clubs, balls and a glass of beer balanced on the rim of a big ring. The beer-glass stunt and the business of knocking a

Night Club Follow-Up Reviews

BAND BOX, HOLLYWOOD. — This "Madhouse of Hollywood" is featuring, in addition to owners and managers, Pete and Billy Snyder, one of the best arrays of talent it has had in weeks. On the bill are Holly and Lee, Billy Lankin, Johnny Howard and George Tibbles Trio.

Show opens with Miss Holly's round of vocals, including *No One Guy's Going To Worry Me*. Lee, pianist, heckles her and sells the act with his deadpan. His material is good; Miss Holly's voice is adequate.

Manager-owner Billy Snyder got a big band for his singing of *The Birth of the Blues* and *Lazy Lousy Liza*. Snyder's pantomime of a woman getting dressed is good, but the idea has been overworked in this area. Snyder gets a good hand, as does his accompanist, Billy Lankin, one-arm wizard of the ivories. Lankin also is a good heckler. Pete Snyder does swell with a parody on *If I Had My Way*. Billy heckles his brother, too.

Johnny Howard clicked solidly with his banter and singing. Sang in Scottish dialect; then talked on astrology, using a zodiac. He went solid on the whistling part of *Symphony Espanol* and finished off with *Phil the Fluter's Ball* (Irish). Plenty of good singing and side-splitting comedy.

George Tibbles' Trio does a good job of playing for the show. Lankin plays piano between shows and gets a big hand.

Sam Abbott.

TRIANON BALLROOM, SOUTH GATE, CALIF.—Clyde McCoy's band continues to entertain at this dining and dancing spot about 30 minutes from downtown Los Angeles. Show is built around the band, plus Dolores Gaye and the Westons. Show runs 40 minutes.

McCoy does a good job emseing, and opens singing *Tear It Down*. Bennett Sisters, a quartet of nice-looking girls, shake maraccas to bring out the rhythmic work of the group.

Louis and the Lady in Red are next. Louis is part of the Westons and dances with a dummy to *Tiger Rag*, and then offers a love scene that gets plenty of laughs.

Freddie Stewart, McCoy's ballad singer, does *You and I*. Has a good voice and sells well. Vocals are throaty and smooth.

The Bennetts, in pink and black evening gowns, do *You Made Me Love You* and follow it up with a soft shoe as the band goes to town on *Tea for Two*.

Dolores Gaye, a sweet-looking blonde, dances *Minuet in Jazz* smoothly. Works hard to get a good hand.

The Westons are on for an adagio in slave costuming. The woman's foothold on the man's neck during a series of spins goes over well.

Show finished off with McCoy's trumpet on *Sugar Blues*. Maestro had a difficult time bowing off. Bennetts are on for a conga and then start a line that ends the show.

Sam Abbott.

THE PATIO, CINCINNATI. — Pierson Thal's orchestra: the Two Kays, roller skaters, and Nelson's Marionettes are the new entertainment features at this new Spanish-styled nitery 'neath the Carew Tower, in what was formerly the Old Vienna.

Thal, billed as "the former concert pianist who turned swing," heads a new aggregation comprised of piano, three saxes, trumpet, drums and bass horn. The crew runs the gamut from swing to the semi-classics, with Thal turning in some exceptional didoes on the ivories. Band totes good arrangements, and its musical outpourings fit well with the acoustical qualities of the room.

Nelson's Marionettes, operated by a boy and girl, are presented from the center of the floor, with the manipulations in view of the audience. Do a hula dancer, a monk on a flying trapeze, and a drunk; the last-named, the best. The Nelsons breathe life into their puppets, leaving the crowd well pleased.

The Two Kays, roller skaters, work on a large table-like platform. Give the usual dashing skate business, highlighting their work with daring spins and twirls. Their finish bit seemed rather abruptly ended, however.

The Patio, now under the management of Oscar Kline, who last week succeeded Paul Penny, has been enjoying a healthy play since its opening a month ago.

Bill Sachs.



AMERICA'S "RUMBA-ONE" TEAM

RAUL & EVA REYES

just completed 3 Successful Weeks of 3rd Engagement

PARAMOUNT THEATRE, N. Y.

Week Beginning

Nov. 7—EARLE, Phila

Nov. 14—METROPOLITAN, Boston

Nov. 21—STATE, Harford

Personal Mgt.:

Bill Kent, 1776 Broadway, N. Y.

cigar from the mouth of a patron with clubs punched across their act. Good novelty juggling turn.

Eddie Shayne and Charlotte Armstrong present an unusual acrobatic dance turn. They mix punchy lifts, spins and acrobatics with ballroom movements, achieving interest-holding effects. Encored with a gay '90s idea. Good novelty turn.

Small, blond Mildred Joslyn offered an uneven performance. Has an obviously cultivated soprano and does musical comedy tunes, strung together with special material patter—but her voice is cold. She did *I Don't Want To Set the World on Fire* in rhythm style, missing entirely the value of the lyrics.

Ted Eddy, veteran maestro, conducts the show music well. His six men are good musicians, especially the pianist, and (See *Night Club Reviews* on page 59)

WILL MAHONEY JR.
 "Laff-A-Minit" M. C.
 Currently Featured
 KITTY DAVIS AIRLINER
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 Sincere Thanks to
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PAUL REGAN
 SATIRIST
CHASE HOTEL, ST. LOUIS
 (Return Engagement Within 3 Months)
 West **DANNY GRAHAM** East **NICK AGNETA**

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

Adams, Margaret (No. 1 Bar) NYC, nc.
Adler, Larry (Waldorf-Astoria) NYC, h.
Adrienne (Rainbow Room) NYC, nc.
Alexander, Cecil (Casino) Toronto, Can., 3-6, t; (National) Detroit 7-13, t.
Allen, Anthony, & Hodge (Palace) Columbus, O., t.
Allen, Charles Buddy (The Paradise) Brooklyn, nc.
Allen & Kent (Glenn Rendezvous) Newport, Ky., nc.
Allerton, Bert (Pierre) NYC, h.
Alvarez, Anita (La Martinique) NYC, nc.
Ambassadors, The (Wisconsin) Milwaukee, t.
Ames, Wallace, Girls (Riverside) Milwaukee, t.
Ammoms & Johnson (Cafe Society Uptown) NYC, nc.
Andrews Sisters (Paramount) NYC, t.
Arden, Eve (Brown Derby) Chi, nc.
Ashburns, The (Rainbow Grill) NYC, nc.
Aurora (Cocacabana) NYC, nc.
Aviles, Chico (Penthouse Club) NYC, nc.

B

Baker, Jerry (Cinderella) NYC, nc.
Baldwin & Bristol (Casanova) Buffalo 3-15, nc.
Barbary Coast Boys (Roger's Corner) NYC, nc.
Barker, Art (Warwick) NYC, h.
Barsony, Lajos (Zimmerman's Hungaria) NYC, re.
Beaumont, Penny (Edith Roark's) NYC, nc.
Belling, Clem (Hipp) Pottsville, Pa., 3-5, t; (Capitol) Binghamton, N. Y., 6-8, t.
Belmont Bros. (Ramona) Detroit 3-6, t; (Rialto) Flint 7-9, t; (Haymarket) Detroit 10-15, nc.
Bennett, Larry, Trio (Hickory House) NYC, nc.
Bennett's, Lillian, Continental Hit Parade (State) Alliquippa, Pa., 5, t; (Avenue) Du Bois 8-9, t; Hornell, N. Y., 10; Williamsport, Pa., 11-12.
Benton Twins (Hi Hat) Chi, nc.
Bergen, Jerry (Trouville) Hollywood, Calif., nc.
Bernard, Freddy (Old Rumanian) NYC, nc.
Bernard, George, Dancers (Schroeder) Milwaukee 2-29, h.
Berry, Connie (Cafe Society Uptown) NYC, nc.
Beucaire, Pierre (Monte Carlo) NYC, nc.
Beville, Carrie-Maude (Maison Louis) NYC, re
Bits of Rhythm, Three (Curley Reed's) Los Angeles, nc.
Bizony, Bela (Coq Rouge) NYC, nc.
Blackstone (Colonial) Dayton, O., t.
Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.
Blaine, Dorothy (Royale) Detroit, nc.
Blaire & Barnett (Curly's) Minneapolis 3-13, cb.
Blake, Arthur (St. Moritz) NYC, h.
Blake, Charles (Greenwich Village Inn) NYC, nc.
Blake, Larry (Top Hat) Union City, N. J., nc.
Blackstone, Nan (Mayfair) Miami, Fla., nc.
Blondell Twins (Cocoanut Grove) Boston, nc.
Boran, Arthur (Beachcomber) Baltimore, nc.
Bourbon, Ray (Sheraton) NYC, h.
Bouvier, Yvonne (Moulin Rouge) NYC, nc.
Bows, Major, Unit (Tower) Kansas City, t.
Boyer, Anita (Famous Door) NYC, nc.
Brenda & Cobina (Palace) Columbus, O., t.
Brown, Toby (Oasis) Muncie, Ind., nc.
Brown, Wally, & Annette (Paramount) NYC, t.
Burgess & White (Casanova) Detroit, nc.
Burnett, Martha (Commodore) NYC, h.
Byton, Dorothy, Dancers (Sherman) Chi, h.

C

Callahan Sisters (Mayflower) Akron, O., 3-15, h.
Camacho & Pancho (Club Gauch) NYC, nc.
Camryn, Walter (Chez Paree) Chi, nc.
Carla & Fernando (Havana-Madrid) NYC, nc.
Carlos & Corita (El Chico) Pittsburgh, nc.
Carmen, Nanette (Hi-Hat) Chi, nc.
Carr, Billy (Hi Hat) Chi, nc.
Carrer, Charles (Rogers Corner) NYC, nc.
Cartoll, Earl, Vanities (Tower) Kansas City, Mo., 3-6, t; (Orpheum) Omaha 7-13, t.
Carroll, Fay (Tower) Kansas City, Mo., 3-6; (Orpheum) Omaha 7-13, t.
Carroll, Frances (Palumbo's) Phila, nc.
Carroll & Gorman (885) Chi, nc.
Carter, Joe (Jimmy Kelly's) NYC, nc.
Casto, Jean (Number One Bar) NYC, nc.
Cavall, Jean (Versailles) NYC, nc.
Charles & Barbara (Mayfair) Boston, nc.
Cherie & Tomacita (Rio Casino) Boston, nc.
Chick & Lee (Hi Hat) Chi, nc.
Chords, Three (Modern) Brockton, Mass., t.
Christie, Ken, Choir (Stanley) Pittsburgh, t.
Clayton, Joe (Casanova) Detroit, nc.
Colby, Marion (La Martinique) NYC, nc.
Cole, King, Trio (Kelly's Stable) NYC, nc.
Cole, Iester, Debutantes (Glen Rendezvous) Newport, Ky., nc.
Coleman, Adelaide (Kelly's Stable) NYC, nc.
Colomo, Aurelia (Armando's) NYC, nc.
Colt, Julie (Armando's) NYC, nc.
Cook, Aileen (Montparnasse) NYC, nc.
Cook, Ralph (Harry's New Yorker) Chi, nc.
Cooper, Jerry (Beachcomber) NYC, nc.
Cocacabana Revue (Netherland Plaza) Cincinnati, h.
Coral, Tito (Beachcomber) NYC, nc.
Cordova, Edna (Fifth Ave.) NYC, h.
Covarro, Nico (Bal Tabarin) NYC, nc.

D

D'Amore, Franklin (Chez Paree) Chi, nc.
D'Avalos, Rudolfo (Havana-Madrid) NYC, nc.
Dagmar (Old Rumanian) NYC, re.
Dale, Jan (Park Lane) Buffalo, h.
Daniels, Billy (Kelly's Stable) NYC, nc.
Daniels, May (Jack & Bob's) Trenton, N. J., nc.
Danwills, Six (Riverside) Milwaukee, t.
Daro & Corda (Grand Terrace) Detroit, h.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Davis, Roy (Colonial) Dayton, O., t.
Day, Nola (Gallant's) NYC, nc.
Deane, Shirley (Club Moderne) San Francisco, nc.
Del Carmen, Maria (Club Gauch) NYC, nc.
De Cordoba, Antonio (El Chico) NYC, nc.
DeCruz, Netha (McVann's) Buffalo, nc.
De Flores, Felipe (Havana-Madrid) NYC, nc.
De La Plant, Peggy (Jimmy Kelly's) NYC, nc.
Dell, Lilyan (Fifth Avenue) NYC, h.

CHEENA DE SIMONE
DANCERS
3rd Week
WALTON ROOF, Phila.
Dir.: Sol Tepper, RKO Bldg., N. Y.

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE OF THE Billboard

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

De Lisse & Elliot Dwight (Leon & Eddie's) NYC, nc.
De Marco, Renee (Ambassador) NYC, h.
DeMarco, Isobel (Teddy's L'Aiglon) Chi, nc.
DeMayo, Bill (Glenn Rendezvous) Newport, Ky., nc.
DeMayos, The (Carrousel) Miami Beach, Fla., nc.
DeMilo & Marr (Night Owl) Canton, O., 11-16, nc.
D'Ray, Phil (Casanova) Detroit, nc.
DeSimone, Cheena, Dancers (Walton) Phila, h.
De Sylva Twins (Edgewater Beach) Chi, 24-Nov. 6, h.
Devereaux, Jeanne (Tower) Kansas City, Mo., 3-6; (Orpheum) Omaha 7-13, t.
De Witt, Grace (Beachcomber) NYC, nc.
De Wolfe, Billy (Rainbow Room) NYC, nc.
Dey, Steve (Casa Manana) Culver City, Calif., nc.
D'Orlo, Eldon J. (Wagon Wheel) Saginaw, Mich., nc.
Doherty, Marie (Sawdust Trail) NYC, nc.
Don & Cassandra (Trocadero) Detroit, nc.
Donia, Frankie (Stuart's) Albany, N. Y., nc.
Doraine & Ellis (Gibson) Cincinnati, h.
Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.
Doyle, Eddie & Amy (Viehna Plaza) Zanesville, O., h.
Draper, Paul (State) NYC, t.
Duke, Marilyn (Commodore) NYC, h.
Dumont, Marie (Crisis) NYC, nc.
Duncan Sisters (Music Box) San Francisco, nc.
Dutton, Laura Deane (La Martinique) NYC, nc.
Dvorak, Margie (Savoy) Brownsville, Pa., nc.
Dyer-Bennet, Richard (Ruban Bleu) NYC, nc.

Franeys, Dorothy, Star-Spangled Ice Revue (Claridge) Memphis, Tenn., h.
Frank & Lee (Mayflower) Jacksonville, Fla., h.
Franklin, Cass (Fifth Ave.) NYC, h.
Froboess, Harry (Fair) Quitman, Ga.; (Fair) Moultrie 10-15.
Froos, Betty (Cora & Irene's) NYC, nc.
Fuller, Bob, & Singing Texans (Palace) Columbus, O., t.

G

Galente & Leonarda (Beverly Hills) Newport, Ky., cc.
Garay, Joaquin (Cocacabana) San Francisco, nc.
Gardner, Grant (Palomar) Seattle, t; (Beacon) Vancouver, B. C., Can., 10-15, t.
Garron & Bennett (Rio Casino) Boston, nc.
Gary, Margaret (Moulin Rouge) NYC, nc.
Gaudsmith Bros. (Capitol) Washington, t.
Gay, Albe (Casanova) Detroit, nc.
Gearhart & Morley (Tony's) NYC, nc.
Gerity, Julia (Roger's Corner) NYC, nc.
Gilbert, Ethel (Gay '90s) NYC, nc.
Glover & LaMa (Book-Cadillac) Detroit, h.
Golden Gate Quartet (Cafe Society Downtown) NYC, nc.
Goody, Ray (Riverside) Milwaukee, t.
Gordon, Rosalind (Leon & Eddie's) NYC, nc.
Gower & Jeanne (Plaza) NYC, h.
Gowing, Gene (Rainbow Room) NYC, nc.
Grauer, Bernie (Gay '90s) NYC, nc.
Gray, Gary (Listerman's) Cincinnati, nc.
Gray, Gilda (Diamond Horseshoe) NYC, nc.
Green, Jackie (Glenn Rendezvous) Newport, Ky., nc.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

E

Eberle, Eleanor (Belmont-Plaza) NYC, h.
Eberle, Ray (Pennsylvania) NYC, h.
Edward & Diane (Harry's New Yorker) Chi, nc.
Emerson, Edith (Edith Roark's) NYC, nc.
Emmy, Carlton, & Madwags (Riverside) Milwaukee, t.
Estelle & Leroy (Fefe's Monte Carlo) NYC, nc.
Estes, Del (Club Minuet) Chi, nc.
Everett & Conway (White House Inn) Warren, Pa., nc.

F

Faludys, Great (State) NYC, t.
Farrell, Jimmy (Leon & Eddie's) NYC, nc.
Fay & Wellington (606) Chi, nc.
Fears, Peggy (Pierre) NYC, h.
Field, Robert (Hurricane) NYC, nc.
Franeys, Dorothy (Claridge) Memphis, h.
Fisher, Freddy, Schnieckelritzers (Riverside) Milwaukee, t.
Fisher's, Bob, Fearless Flyers: New Orleans 3-15.
Fischer's, Clifford, Folies Bergere (Shubert) Cincinnati 3-6, t.
Floretta & Boyette (Bimbo's 365 Club) San Francisco, nc.
Flowerton, Consuelo (La Marquise) NYC, nc.
Fontana, Georges (Diamond Horseshoe) NYC, nc.
Forbes, Ann (Bill Bertolotti's) NYC, nc.

H

Hadley Dancers (Bismarck) Chi, h.
Hager, Clyde (Diamond Horseshoe) NYC, nc.
Hale, Geoffrey (Park Central) NYC, h.
Hale, Henry (French Monte Carlo) NYC, nc.
Hall, Dale (Nicolle) Minneapolis, h.
Harris, Don (606) Chi, nc.
Harris, Velma (Chez Paree) Chi, nc.
Harrison, Spike (Gay '90s) NYC, nc.
Hartzells, The (Park Plaza) St. Louis, h.
Havilland, Dick (Cocktown Tavern) Detroit, nc.
Hays, Virginia (Bossert) Brooklyn, h.
Heller, Honey Bee (606) Chi, nc.
Heller, Jackie (Oriental) Chi, t.
Henry, Art & Marie (Fair) Chattanooga, Tenn., 3-7.
Herman, Shirley (Jack & Bob's) Trenton, N. J., nc.
Herzogs, Five (RKO-Keith) Boston, t.
Hildegard (Savoy Plaza) NYC, h.
Hollywood Sweater Girls (Palace) Cleveland, t.
Holmes, Marion (Bismarck) Chi, h.
Honey Family (Palace) Columbus, O., t.
Horne, Helena (Cafe Society Downtown) NYC, nc.
Hoveler, Winnie, Girls (Hi Hat) Chi, nc.
Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Hubert, John (Belmont-Plaza) NYC, h.
Hugo & Taira (Casanova) Detroit, nc.
Humes, Helen (Cafe Society Downtown) NYC, nc.

Advance Bookings

RITZ BROTHERS: RKO, Boston, Nov. 21, one week.
CAB ALLOWAY: RKO, Boston, Dec. 5, week.
JIMMY DORSEY: RKO, Boston, Dec. 12, week.
BLACKSTONE UNIT: RKO, Boston, Dec. 19, week.
EARL CARROLL VANITIES: RKO, Boston, Dec. 26, week.
ORRIN TUCKER: Palace, Cleveland, Nov. 21, week.
INKSPOTS AND ELA FITZGERALD: Palace, Cleveland, Nov. 28, week.
HAWAIIAN NIGHTS UNIT: Shubert, Cincinnati, Nov. 7, week.
HAL SHERMAN: Earle, Philadelphia, Nov. 7, week.
BELLE BAKER: Central, Passaic, Dec. 12, week; Flatbush, Brooklyn, Dec. 11, week; Windsor, Bronx, Dec. 19.
SALLY RAND: Palace, Cleveland, Nov. 7, week.
BUSTER WEST: Palace, Columbus, Nov. 7, week.
GALI GALI: Earl Carroll's, Hollywood, Dec. 25.
COLLETTE-BARRY LITTLE SHOW: Baker Hotel, Dallas, Nov. 7 for four weeks.
CALLAHAN SISTERS: Capitol, Washington, Nov. 20, week.
MARC BALLERO: Bowery, Detroit, Nov. 10.
THE THREE DEANS: Edgewater Beach Hotel, Chicago, Nov. 21, two weeks.
FAITH BACON: Grey Wolf Tavern, Sharon, Pa., Nov. 10; Latin Quarter, Palm Island, Miami, Dec. 24.
WALTER (DARE) WAHL, the Ambassadors, with Orrin Tucker's band: Chicago, Chicago, Nov. 14, week; Palace, Cleveland, 21, week; Shubert, Cincinnati, 28, week; Palace, Youngstown, O., and Palace, Akron, Dec. 5, week; Paramount, Toledo, 12, week; Stanley, Pittsburgh, 19, week (tentative); Earle, Washington, 26 (tentative).
FOUR INK SPOTS: State Theater, Hartford, Conn., 14-16; St. George Theater, Staten Island, N. Y., 18; Bardavon Theater, Poughkeepsie, N. Y., 19; Earle Theater, Philadelphia, 21-27; RKO Theater, Cleveland, 28-Dec. 4; Michigan Theater, Detroit, Dec. 5-11; Paramount Theater, Toledo, Dec. 12-14.

Hutton, Marion (Pennsylvania) NYC, h.
Hyers, Frankie (Club 18) NYC, nc.

I

Ies, Steven (Weilyn) NYC, h.
Ink Spots, Four (Stanley) Pittsburgh 7-13, t; (State) Hartford, Conn., 14-16, t.
Irelands, The (Jack & Bob's) Trenton, N. J., nc.
Irene & Duval (Fifth Ave.) NYC, h.

J

Jagger, Kenny (Blatz Palm Garden) Milwaukee, nc.
Jaydee, Great (Fair) Thomson, Ga.; (Fair) Sylvania 10-15.

POLLY JENKINS AND HER MUSICAL PLOWBOYS
Nov. 7-8-9, Steinyan Theatre, Astoria, L.I., N. Y.
For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Ilion, N. Y.

Jocelyn, Mildred (Iceland) NYC, re.
Jones, Joe (Cafe Society Uptown) NYC, nc.
Jordan, Elaine (Park Central) NYC, h.
Juarez, Juanita (Beachcomber) NYC, nc.
Jumbo Circus Revue (Riverside) Milwaukee, t.

ALAN GALE
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Now—Lido Venice Cafe, Philadelphia, indefinitely.

JOLLY JOYCE
Earle Theater Bldg. Philadelphia, Penna.

K

Kaalhue's Hawaiians (Deshler-Wallick) Columbus, O., h.
Kaly, Chandra, Dancers (Beachcomber) NYC, nc.
Kavan, Alice (Chez Paree) Chi, nc.
Kay, Dolly (Harry's New Yorker) Chi, nc.
Kay, Ellen (Brown Derby) Chi, nc.
Kay & Karol (Iceland) NYC, re.
Kays, Two (Patio) Cincinnati, nc.
Kennedy, Hazel (Curly's) Minneapolis 3-13, cb.
Kent, Avis (Stevens) Chi, h.
Keogan, Jim (Spivy's Roof) NYC, nc.
Kim Loo Sisters (Palace) Cleveland t; (State) Hartford, Conn., 7-13, t.
King, Charles (Diamond Horseshoe) NYC, nc.
King, Mary Lou (Iceland) NYC, re.
Kirk, Lynn (Beachcomber) Baltimore, nc.
Kretlow Dancers (Harry's New Yorker) Chi, nc.
Kurtis Marionettes (Rice) Houston, Tex., 3-13, h.
Kuznetsoff, Adia (Russian Kretchma) NYC, nc.

L

Lambert, Mabel (Maison Louis) NYC, re.
Lamb-Yocum Ice Revue (Colosimo's) Chi, nc.
Lamberti, Prof. (Bal Tabarin) San Francisco, nc.
Lambot, Edith (Bill Bertolotti's) NYC, nc.
Landi, Ruth (Brevoort Supper Club) NYC, nc.
Lane & Ward (Chicago) Chi, t.
Lane, Ginger (Iceland) NYC, re.
Lane, Larry (Jack & Bob's) Trenton, N.J., nc.
La Ray, Lucille (Monte Carlo) NYC, nc.
Lassen, Sigrid (Cafe Madison) NYC, nc.
Laurel, Dolores (Club Gauch) NYC, nc.
Laurie, Jack (Club Frolics) NYC, nc.
Lawlor, Terry (Hurricane) NYC, nc.
Lawrence, "Baby" (Kelly's Stable) NYC, nc.
Lee, Anna (Tower) Kansas City, Mo., 3-6; (Orpheum) Omaha 7-13, t.
Lee, Joe & Betty (Park Plaza) St. Louis, h.
Lee, Lois (Palmer House) Chi, h.
Lee, Peggy (New Yorker) NYC, h.
LeMoinds, Three (Nite Club) Brownsville, Pa.; (VFW Club) Huntingdon 11-15.
Lemmo, Jerry (Arcadia GRIH) Canton, O., nc.
LeRoy's Marionettes: Cheraw, Colo., 7; (Crews-Beggs Dept. Store) Pueblo 12-15.
Leslie, Barbara & Barry (Neil House) Columbus, O., h.
Lewis, Anita (Casanova) Detroit, nc.
Lewis, Dorothy (St. Regis) NYC, h.
Lewis, Joe E. (Chez Paree) Chi, nc.
Lewis, Ralph (Club Maxim) NYC, nc.
Libby, George, Dancers (Glenn Rendezvous) Newport, Ky., nc.
Lind, Della (Diamond Horseshoe) NYC, nc.
Lollie, Jean (Queen Mary) NYC, re.
Lopez, Gynps (Edith Roark's) NYC, nc.
Louis & Cherie (Beacon) Winnipeg, Man., Can., 3-7, t.
Love, Hite & Stanley (Riverside) Milwaukee, t.
Lucas, Nick (The Cave) Vancouver, B. C., Can., 27-Nov. 8.
Lukawella, Royal, Trio (Cafe Bagatelle) NYC, nc.
Lydia (La Marimba) San Francisco, nc.
Lynch, Marty (Redmen's Club) Rochester, N. Y.
Lynn, Leni (State) NYC, t.
Lynn & Marjanne (Bill Bertolotti's) NYC, nc.

M

McCabe, Sara Ann (Biltmore) NYC, h.
MacFarland, Frank (Barney Gallant's) NYC, nc.
McNeil, Claudia (Kelly's Stable) NYC, nc.
Madera, Nedra (Club Gauch) NYC, nc.
Madison, Ruby (Gay '90s) NYC, nc.
Maison, Gil (Earle) Washington, t.
Mallory, Mickey (Jack & Bob's) Trenton, N. J., nc.
Mangean Sisters (Diamond Horseshoe) NYC, nc.
Marcus, Dr. (Hurricane) NYC, nc.
Marna (Grey Wolf Tavern) Sharon, Pa., nc.
Marque & Marlys (Plaza) Danville, Ill., h.
Marquis, Del (Phono Village) Springfield, Mass., nc.
Marshall & Shields (Bismarck) Chi, h.
Marta, Richard (Chateau Moderne) NYC, nc.
Marte & Delita (Center) Passaic, N.J., 6-12, t.
Martin, Billy (St. George) Brooklyn, h.
Martinez, Juan (Ruban Bleu) NYC, nc.
Maughan, Dora (Park Central) NYC, h.
Maurice & Marveya (Bismarck) Chi, h.
Mayhoff, Eddie (Tony's) NYC, nc.
Meadows, Franklin (Swing Club) NYC, nc.
Melton, Jack (Chez Ami) Buffalo, nc.
Mercer, Frances (Versailles) NYC, nc.
Mertz, Sherwood (Tops) San Diego, Calif., re.
Middleton, Velma (RKO-Keith) Boston, t.
Midgley, Doree (Palmer House) Chi, h.
Mildred & Maurice (Bowery) Detroit, nc.
Miller Bros. & Lois (RKO-Keith) Boston, t.

Magic

By BILL SACHS

BERT ALLERTON, until recently in the Pump Room of Hotel Ambassador, Chicago, is making his first New York appearance in the Cotillion Room of Hotel Pierre. . . . LU BRENT, who has been making schools in the York (Pa.) sector in recent weeks, finished a four-day engagement for the York Lions' Club last Friday (31). He says he has bookings to carry him for some time. . . . EDDIE DECOMA, with J. C. Admire still in advance, is on school and private club dates in Western Pennsylvania. He says business is the best in years. . . . ADE DUVAL, the silk expert, is showing his wares at Jack Lynch's Hotel Roof, Philadelphia. It's his first engagement there. . . . CARDINI played two club dates recently at the Mayflower Hotel, Washington. . . . LE PAUL closed last Wednesday (29) at the State Theater, Baltimore. The card wizard has a new and attractive brunette assistant, and features a new line of smart chatter with his manipulations. . . . RINALDO, with cigarettes and cards, has just closed at Baltimore's Club 21. . . . LUCILLE AND EDDIE ROBERTS have been handed a holdover at St. Moritz Hotel, New York, with their mental and magic turn. . . . FRANK PORTILLO, Washington magician and novelty performer, directed the comedy numbers and performed at the National Peanut Exposition at Suffolk, Va., October 30-31. . . . PLATO AND JEWEL are

current at the Tower Theater, Kansas City, Mo. . . . ALEXANDER, mentalist, has just finished a week at Club Rex, Terre Haute, Ind., and is due soon in the Cincinnati area. . . . AL FLOSSO, popular magicker and owner of the Hornmann Magic Company, New York, was the subject of an interesting article, by Vincent Hartnett, in This Week magazine of October 26. . . . JOHN BOOTH, now back in Chicago trying to settle down to a new term both in school and at married life, recently cracked the full daily column, syndicated nationally, of Dale Carnegie. This came as a surprise to Booth, as he had rather roughly turned down the first draft of a column which Carnegie wrote on him and sent him for approval some four months previously. . . . Harry Hunsinger is still presenting his magic as an added attraction with the Pacific Whaling Company. Unit is working westward thru Texas toward the Coast.

FRANK GALLAGHER, who recently purchased all the equipment of the Calvert magic show, has placed the property in storage to take over the management of Marquis the Magician, succeeding Little Johnny Jones. . . . BE-GINNING November 17 and for three weeks thereafter, the Enoch Pratt Library of Baltimore will display handbills, posters, photographs from the collection of Milbourne Christopher, ranging from Frikell to Thurston. For years Christopher had been searching old newspapers and periodicals to determine who was the first magician to perform in a Baltimore theater. He finally succeeded. The magician was Falconi; the (See MAGIC on page 26)

- Mills Eros. (Earle) Phila. t.
Mimic Men (Earle) Washington. t.
Monk, Julius (Montparnasse) NYC, nc.
Monti, Mili (Versailles) NYC, nc.
Moore & Revel (Commandors) NYC, h.
Moray, Yvonne (Leon & Eddie's) NYC, nc.
Morgan, Eddy (Ritz-Carlton) Atlantic City, h.
Morgan, Grace (La Guardia Airport) Long Island, N. Y., nc.
Morgan Trio (Kelly's Stable) NYC, nc.
Morris, George (Armando's) NYC, nc.
Mullery, Chick (Palumbo's) Phila, nc.
Murphy, Dean (Rumba Casino) Chi, nc.
Murray, Steve (Butler's New Room) NYC, nc.
Murrah Sisters (Bal Tabarin) San Francisco, nc.
Myers, Timmie (Rox) Cleveland 3-6, t.
Myrus (Royale) Detroit, nc.

- Na Pua (Lexington) NYC, h.
Naldi, Nita (Diamond Horseshoe) NYC, nc.
Nalley, Dell (Roger's Corner) NYC, nc.
Nalley, Velva (New Yorker) NYC, h.
Nazarenko, Yasha (St. Regis) NYC, h.
Neller, Bob (Shadowland) San Antonio, nc.
Nelson & Hartt (La Martinique) NYC, nc.
Nelson Marionettes (Patlo) Cincinnati, nc.
Nestor, Lunia (Russian Kretchma) NYC, nc.
Nevada Vicki (Emerson) Baltimore, h.
Newdahl, Clifford (No. 1 Bar) NYC, nc.
Newell, Ace (Fairfax) NYC, h.
Nicholas Bros. (Earle) Phila, t.
Niesen, Gertrude (Copacabana) NYC, nc.
Nils & Nadyne (Washington-Youre) Shreveport, La., h.
Norman & McKay (Fifth Ave.) NYC, h.
Norman, Al (Tower) Kansas City, Mo., 3-6; (Orpheum) Omaha 7-13, t.
Nova, Vera (Greenwich Village Inn) NYC, nc.
Novelle, Ron (Park Rest) Newark, N. J., nc.

- O'Connell, Alice (Lincoln) NYC, h.
O'Connor, Anne (Hi-Ha) Chi, nc.
O'Dell, Dell (Rogers Corner) NYC, nc.
Olsen & Shirley (Chez Paree) Chi, nc.
Orta, Sergio (La Fiesta) San Francisco, nc.
Ortega, Belen (Havana-Madrid) NYC, nc.
Ortega, Eve (St. Regis) NYC, h.
Osta, Teresita (El Chico) NYC, nc.

- Padilla Sisters (El Chico) NYC, nc.
Page & Nona (Tivoli) Melbourne, Victoria, Australia, until Nov. 30, t.
Paine & Gilbert (Chez Ami) Buffalo, nc.
Parker, Lew, & Co. (Palace) Columbus, O., t.
Parks, Barbara (Bowery) Detroit, nc.
Parsons, Kay (Gay '90s) NYC, nc.
Paulson, Lehua (Lexington) NYC, h.
Paysee, Howard, Dancers (Roosevelt) Jacksonville, Fla., 2-15, h.
Pedro & Rafael (Circle) E. Dubuque, Ill., nc.
Penny Sisters (Springhurst) Lexington, Ky., nc.
Pepper, Mack (Park Central) NYC, h.
Peppers, Three (Palumbo's) Phila, nc.
Perrin, Mack (Cafe Sutton) NYC, nc.
Pickert & Ross (Biltmore) NYC, h.
Poliakova, Nastia (Russian Kretchma) NYC, nc.
Price, Georgie (La Conga) NYC, nc.
Price, Sammy (Cafe Society Downtown) NYC, nc.
Princess & Willie Hawaiians (Ray Ott Club) Niagara Falls, N. Y., nc.

- Richards, Julio (Havana-Madrid) NYC, nc.
Richards, Lynne (Lincoln) NYC, h.
Richey, Jean (Edgewater Beach) Chi, h.
Ridders, The (Rio Casino) Boston, nc.
Ringo & Harris (Cora & Irene's) NYC, nc.
Rio & Rita (Night Club, Hotel Savarine) Detroit.
Rixey, Elizabeth (Bill Bertolotti's) NYC, nc.
Robbins Bros. & Margie (Colonial) Dayton, O., t.
Roberson, Orlando (Congo) Detroit, nc.
Robinson, Bill (RKO-Keith) Boston, t.
Rodrigues, Aida (Havana-Madrid) NYC, nc.
Rogers, Jessica (51 Club) NYC, nc.
Rollckers, The (Flynn's Cocktail Room) New Orleans.
Rollini, Adrian, Trio (Dempsey's) NYC, nc.
Romas, Flying (Fair) Starke, Fla., 3-8.
Rosal, Anita (Club Gaucho) NYC, nc.
Rose-Marie (Henry Grady) Atlanta, Ga., h.
Rosini, Carl (Park Central) NYC, h.
Roxettes (Earle) Washington, t.
Rushing, Jimmy (Cafe Society Uptown) NYC, nc.

DRAMATIC AND MUSICAL (Routes are for current week when no dates are given)

- Ah Wilderness (Royal Alexandra) Toronto.
Arsenic and Old Lace (Plymouth) Boston.
Ballet Russe (Boston O. H.) Boston.
Blossom Time (Cass) Detroit.
Cantor, Eddie, in Banjo Eyes (Shubert) New Haven, Conn., 7-8.
Claudia (Selwyn) Chi.
Cornell, Katharine, in Doctor's Dilemma (Grand O. H.) Chi.
Cowl, Jane, in Ring Around Elizabeth) Locust St.) Phila.
Dante (Curran) San Francisco.
Ellis, John Rip (Van Winkle: Akron (O.) schools until Dec. 1.
Evans, Maurice, in Macbeth (Colonial) Boston.
George, Grace, in Spring Again (Ford) Baltimore.
Hellzapoppin (Shrine Aud.) Oklahoma City 4; (Convention Hall) Tulsa 5; (Forum) Wichita, Kan., 6; (Municipal Aud.) Kansas City, Mo., 7-8.
Hope for a Harvest (Klein Aud.) Bridgeport, Conn., 8.
Johnny Belinda (Shubert Lafayette) Detroit.
Jolson, Al, in Hold On to Your Hats) Taft Aud.) Cincinnati 3-5; (Hartman) Columbus 6-8.
Junior Miss (National) Washington.
Little Dark Horse (Playhouse) Wilmington, Del., 7-8.
Louisiana Purchase (Erlanger) Chi.
Lunt & Fontanne, in There Shall Be No Night (Municipal Aud.) Savannah, Ga., 4; (Grand) Macon 5; (Erlanger) Atlanta 6-8.
Mikado, The (Majestic) Boston.
Mr. and Mrs. North (Erlanger) Buffalo.
My Sister Eileen (Hartman) Columbus, O., 3-5; (Victory) Dayton 6; (Colonial) Akron 7; (Park) Youngstown 8.
Native Son (Hanna) Cleveland.
Papa Is All (Nixon) Pittsburgh.
Play With Fire (McCarter) Princeton, N. J., 8.
Rio Rita (Court Square) Springfield, Mass., 5; (Bushnell Aud.) Hartford, Conn., 6-8.
Separate Rooms (Wilbur) Boston.
Son o' Fun (Shubert) Boston.
Student Prince (Forrest) Phila.
Theatre, with Cornelia Otis Skinner (Harris) Chi.
Tobacco Road (Temple) Tacoma, Wash., 3-5.
Veloz & Yolanda: Kenosha, Wis., 4; Green Bay 5; Appleton 6; (Davidson) Milwaukee 7-8.
Wynn, Ed (American) St. Louis.

- ICE SHOWS ON TOUR
Ice-Capades of 1942 (Municipal Aud.) Buffalo 3-9; (Garden) Pittsburgh 10-18.
Lewis, Dorothy (St. Regis Hotel) NYC.
Shipstaid - Johnston's Ice Polies (Riverside Stadium) Washington 4-16.
Star-Spangled Ice Revue (Hotel Claridge) Memphis 3-7.

Club Talent

Chicago:

ADELAIDE MOFFETT goes into the Drake's Camellia House November 11 at \$500 per week. She succeeds Eleanore French, who has been held for six weeks. . . . THE SMOOTHIES close at the Blackhawk Cafe next week to open a run at the Roosevelt, New Orleans, November 20. . . . LYDIA AND JORESCO have four weeks coming to them at the Bismarck Hotel, starting January 2, 1942, set thru Lucille Ballantine. . . . RUMBA CASINO holding its current show six weeks. New bill comes November 28. . . . PRINCESS ALOHA, interpretative dancer working local niteries, has left for the Coast to appear in several coin machine movies. . . . CARL FREED will go into Anton Scibilia's unit, Time of Your Life. . . . RAY WENCIL out of the army and back in town. . . . CHICK AND LEE picking up a couple of weeks at the Hi Hat beginning Thursday (30).

Philadelphia:

MARY JANE BRUCE and the Four Black Dots make their local bows at Herb Spatola's Flanders Grill. . . . LINDA MOODY back at Jack Lynch's Walton Roof after touring army camps. . . . KELLER SISTERS back in town, this time at Open Door Cafe.

Hollywood:

HARPTER AND KAHM, instrumental team, and Helen Jamus, tap dancer, opened recently at Tonopah Club, Tonopah, Nev. . . . MERRY MACS, having finished Melody Lane at Universal, are on a hunting and fishing trip in the High Sierras with Director Charles Lamont. Several weeks' vaude is being arranged for them before their next Universal assignment. . . . WEAVER BROTHERS AND ELVIRY are before the cameras at Republic in Tuxedo Junction. . . . PACO VELASQUEZ and Diana Costillo are now at the Showboat in San Diego. . . . ARDEN TRIO, formerly of the Ranch Girls, now at the Rainbow Room in Long Beach. . . . HENRY GRANT has moved to the Riviera in Los Angeles after 10 months at the Pirates' Den in Hollywood. . . . JOHNSON BROTHERS are at work at RKO after having finished Hellzapoppin and Badlands of Dakota for Universal. . . . NICK CASTLE staged the first rumba contest Monday (20) at Rhumboogie. . . . HAL HOPE and Lee Don have opened at Leone's. . . . DOLORES GAY, at Jimmy Contratto's Trianon in South Gate, has signed to work with Clyde McCoy's ork for 30 weeks. Band heads East soon. . . . FRED KETCH is in his sixth week at the Rice Bowl. . . . ROGER WESLEY is now at Larry Lambert's Tropics in Imperial, Calif. . . . BUD WENFREY and his wonder dog, Oscar, open soon at the Tropics. . . . JEANNE KELLER is appearing nightly at Sardi's. . . . SERGIO ORTA recently completed Woman of the Year at MGM and moves to the Hal Roach studios. . . . JOE TURNER, late of Jump for Joy, is

now at Suwanee Inn. . . . POT, PAN AND SKILLET, Marie Bryant, Judy Carroll and Paul White, are set at Rhumboogie. . . . WILLIE LEWIS opened at the Cave in Vancouver for five weeks. . . . LOIS BRIGHT is doing pianologs at Leone's. . . . SAMMY COHEN recently closed 10 weeks at Harry Carroll's Tin Pan Alley and opened in San Diego at the Gay Nineties Club. . . . ANN TRIOLA, singing accordionist, has returned to the Band Box.

Here and There:

TONY DE MARCO (not the ballroom dancer) is dancing at L. C. Siemer's Elcy's Club, Sigel, Ill. . . . NICK LUCAS opened at the Cave, Vancouver, B. C., October 27 for a fortnight. . . . MURRY PICKFORD, impersonator, at Stone's Gay '90s, Portsmouth, O. . . . DALE HALL and the Randall Sisters are with the Gus Arnheim orchestra at Hotel Nicolet, Minneapolis. . . . BUSTER AND BILLIE BURNELL are being held two more weeks on their return engagement at Club Charles, Baltimore, and from there move to the Yacht Club, Pittsburgh, to be followed by the El Morocco, Montreal, and the Coconut Grove, Boston. . . . KAY, KATYA AND KAY to open at the Casino Atlantico, Rio de Janeiro, early this month. . . . ALLEN AND KENT set for the Glenn Rendezvous, Newport, Ky., November 31. . . . FRANK DONIA current at the Stuart Club, Albany. Six weeks and options. . . . FAITH BACON opens a run at Lou Walters's Latin Quarter in Palm Island, Miami, December 25. . . . COLLETTE AND BARRY are being held indefinitely with their First Little Show at the Rice Hotel, Houston. . . . KURTIS MARIONETTES are in their third return engagement at Club Royale, Detroit. Maarcya and Renee Gunsett are on the same bill. . . . HARRY RICHMAN set for the Latin Quarter, Boston, November 30. . . . DICK HAVILLAND now at the Town and Country Club, Milwaukee. . . . JACKIE WHALEN in for two weeks at the Club Charles, Baltimore. . . . LOPEZ and LYNNNTON at the Chez Ami, Buffalo, for two weeks. . . . ANN GRACE DANCERS now in their seventh week at Wilson's, Philadelphia. . . . REYES AND ROMERO, new Spanish dance team, last week at the Bolton Hotel, Harrisburg, Pa. . . . LLOYD AND WILLIS move with the Jan Garber band to the Beverly Hills Country Club, Newport, Ky., opening November 7. . . . NIK NEVEL TRIO (Bernyce and Nik Nevel and Joanne Adams) opened Friday (24) at the Lavin Club, Buffalo, set by MCA. . . . EDDY SAWYER, singing emcee, is working out a three-year contract with Uncle Sam's Army at Fort McDowell, Angel Island, Calif. . . . PAMELA BRITTON, singer at the Club Royale, Detroit, for several months, is leaving for four weeks at the Hotel Pere Marquette, Peoria, booked by Phil Tyrell. . . . MELEANA AND BONNIE LANE are in their fifth week at Federal Gardens, Buffalo. . . . BERNARD AND HENRY opened (See CLUB TALENT on page 26)

ACTS WANTED in THEATERS LEGIT HOTELS PARKS RADIO FAIRS NIGHT CLUBS EXPOSITIONS PRIVATE PARTIES
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Loew's State, New York

(Reviewed Friday Evening, October 31)

This week's bill is a mixture of corn and class, a formula that pulled well with the audience. The class end belongs to Paul Draper and the tall stalks to everything else on the bill.

The Great Faludy's (6), teeterboard act, opened the bill with impressive mid-air somersaults and shoulder landings, and a knockout blindfolded four high that warmed up the house for Leni Lynn, kid soprano of the Durbin school. She opened with a classical aria, then burst into a medley of pops and encored with *Blue Danube* to a good hand. She's a cute, apple-cheeked, and has the assurance of a child prodigy. She can hit high notes like blazes and sings well. Only thing wrong is her self-conscious enunciation in her song intro spiel.

Paul Draper, working on a full bare stage, was a solid show-stopper with his classic tapology embodying lithe, beautiful movements of his feet, head and hands. Draper, a warm personality, is clever, tricky and works his feet to the best of advantage, doing great interpretative tap dancing. Calvin Jackson accompanies him at the piano.

Repeating themselves here for the umpteenth time, Nan Rae and Maude Davis do their inquiring reporter stooge act. Routine hasn't changed a bit. Still using a raspy, sure-fire delivery. Miss Davis hangs the audience high with the droopy-dame routine and triple-talk singing.

Closing act is "Songwriters on Parade," emceed by Charley Tobias, with J. Fred Coots, Jack Lawrence, Peter DeRose and Gene Schwartz at pianos on the stage. Act has its value in songs and nostalgia, the boys playing and singing their top hits. DeRose got the top production for his rendition of *Deep Purple*, his own song. Coots, Lawrence and Schwartz also received heavy applause, as did Tobias. Boys have worked up a good routine, altho pianos should have been closer to the apron. Nostalgia ran high, however, and audience was constantly on the give.

Pic, *It Started With Eve.*

House packed.

Sol Zatt.

Chicago, Chicago

(Reviewed Friday Afternoon, October 31)

The unpredictable Artie Shaw made his local debut with a 32-piece band, including a 15-piece string section that does little to justify its presence. Shaw

can more than get by with 16 men (seven brass, five sax and four rhythm) who can compete with the better swing outfits and probably come out on top. The "symphonic swing" section is dead timber here and only a financial burden to the theater. As far as the box office is concerned, Shaw is still the draw, and the strings are of little added value. Nor does the section fit into the proceedings.

The band's standard instrumentation carries the load, opening with *Temptation* (introducing the leader's hot clarinet) and following with *Stardust* in which Oran (Hot Lips) Page rides off a torrid chorus on his highly trained trumpet. A spiritual, *Nobody Knows the Trouble I've Seen*, further emphasizes the versatility of the band. Paula Kelly, cute songstress, was not too strong vocally at the opening show with *I Don't Want To Set the World on Fire* and *Time Was*.

In *Begin the Beguine*, Shaw makes further progress on his clarinet, climaxing his talents on that instrument in the finale when he scores with his *Hot Concerto*. Preceding the wind-up is the engaging work of "Hot Lips" Page, who sings and plays the horn with equal gusto. Rolled off such Harlemites as *Saint James Inferno*, *Happy Feet* and *Blues in the Night*, and the mob wanted more.

While his boys looked too crowded on the bandstand and their suits could certainly stand a good pressing, Shaw made a neat appearance and his introductions were polite and admirably brief.

Two outside acts strengthen the bill—Bobby Lane and Edna Ward, and Billy Rayes.

Lane and Ward are a refreshing acro pair, presenting a couple of novel routines that feature Bobby in some fine tricks. Their work is fast, clean and different.

Billy Rayes is still a good comedy juggler, depending on the delivery of his patter (which in itself is pretty good) and his juggling impressions of noted movie players for laughs. His dramatic Charles Boyer is not as important to the act as it used to be when few impersonators did Boyer. He should give it less of a play. His dancing and juggling exit still nets a couple of bows and an extra bit.

On screen, Warner's *Navy Blues*, which is not as good as it should be. Business was big at the end of the first show.

Sam Honigberg.

Vaudeville Reviews

Court Square, Springfield, Mass.

(Reviewed Thursday Afternoon, Oct. 30)

"Every act a honey" on this bill.

Roberts and Trevor opened with a novelty dance act. High spot had the girl partner tossed around freely, taking her falls in rag-doll style. Roberts did a better than passable trombone smear also.

Jerry Lawton, juggling act, has a smooth line of chatter. A few of his gags are corny, but he put these across as well as the rest.

Hamtree Harrington and Cora Green pleased and had to encore. They sang, danced and joked, all well. Best is a pantomime by Hamtree, of a poker game.

Kirk Wood, formerly vocalist with Little Jack Little's band, gave forth with four or five pops in good voice. *I Don't Want To Set the World on Fire* was his best, and *You and I* was also well presented. He emceed, but he has a lot to learn in this department. Introducing the bill's star, Beverly Roberts, he even forgot the name of the theater.

Gordon and Sawyer, female comedy team, nearly stopped the show. Miss Sawyer dances and sings straight while Miss Gordon burlesques everything from South American dancers to show girls.

Beverly Roberts sang several pops. Much prettier on stage than on the screen, she sang well, having a husky, pleasing voice. Her best was *Jimmy*, tho she was also good in *Latinus Know How*. However, she wandered away from the mike a couple of times, and her voice was lost.

Wayne and Morris closed with neat balancing. Without the slightest sign of physical exertion, they did excellent handstands that the audience received enthusiastically.

Bert Green and his boys in the pit were better than usual.

Pic, *Perfect Crime.* Albert J. Zack.

Orpheum, Los Angeles

(Reviewed Wednesday Evening, Oct. 22)

Gene Krupa's aggregation forms the nucleus of this bill. Pictures are nothing to get excited about. They are *Top Sergeant Mulligan* and *Bullets for O'Hara*.

Krupa's outfit (seven brass, five reed and four rhythm) opens the show with an all-out on *Drumming Man*, with pretty Anita O'Day singing a chorus. Johnny Desmond vocaled *Flamingo* to get a big hand. Both sell well. Krupa serves as emcee to introduce the Rexolas, fast-working trio who first do a roller-skating turn. The two men follow with hand-to-hand stuff, while the girl, a pretty blonde, does mid-air flips and somersaults. Turn is finished off with a perch act that is very good.

Frank Cook, guitar and harmonica, went solid on *Old Folks at Home* and *Poet and Peasant* and *William Tell*.

Miss O'Day was on for *My Man*. Roy Eldridge, hot trumpet, got a big hand as soon as he started toward the mike. Had a difficult time bowing off after *Let Me Off Uptown*.

Will and Gladys Ahern, rope spinners, scored heavily. Ahern vocalizes *El Rancho Grande* and *Trail to Santa Fe*, and Miss Ahern's toe-tap is good. Ahern then spins ropes and handles a good line of patter. Material is timely and very good.

Show was finished off with Krupa's band hitting out on *Drumboogie*.

For those who like live, the show was right up their alleys. Krupa's drumming especially went big. Sam Abbott.

Oriental, Chicago

(Reviewed Friday Afternoon, October 31)

Milt Britton's comedy band and three acts comprise the bill which entertains in a routine sort of way. Bad weather kept the attendance down (biz was poor late in the afternoon) which, in addition to an overdose of Britton Company horse-play, tended to make the show boring in spots.

Britton in a Fred Waring voice handles the introductions and behaves as a legit maestro in contrast to his 10 musicians who do everything but pay attention to their musical work. The band's dancing comic, Tommy Rafferty, is a good legomania feature and amusing in a Charlie Chaplin take-off. The closest thing to a straight number is played by Tito, ace accordionist, who, following some interference, is finally left alone to offer his

own swing version of *Dark Eyes*.

The top Britton novelties still remain the *Musical Ancestors*, in which the boys in wigs and beards impersonate well-known composers, and the *Poet and Peasant* finale, in which the instruments fall apart. The numbers are too close to each other, which is poor spotting. *Ancestors* should come in earlier in the show.

The Hollywood Co-Eds (2) give the show speed and zip with their punchy acrobatic specialty. The girls are attractive and display real acro talent.

Little Jackie Heller contributes his usually refreshing song chapter. Looks as youthful as ever and works with equal enthusiasm for a mob as for a handful of customers. His set included *Feeling Like a Million*, *I Don't Want To Set the World on Fire*, a tailored version of *Kiss the Boys Goodnight*, *Tonight We Love* and a medley of pops.

The Albins, comedy dance team, filled in for Sue Ryan opening afternoon. (Miss Ryan's plane was grounded and was scheduled to make the evening shows.) Team went well, considering the small house. Their routines are funny and call for enough legitimate tricks to stir up good applause.

On screen, second Loop run of Universal's *Mob Town*. Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, October 31)

New bill is a suitable blend for this house, being nicely paced and spotted with okay acts. Big publicity build-up for *Belle Starr* produced a big opening-day house, but critical reviews may slow down biz by the end of the week.

Band is moved on stage for this occasion. Band works from behind a drape for the opening acts, which destroys its sight value.

A trio of line girls, Marion Redman, Marie Delmar, and Joan O'Malley (daughter of Stan Kavanagh the juggler), do the intro chores for Archie Robbins, via of a cleverly written lyric delivered in personable manner. Miss Redman, who is pulled out of the line upon occasion, impresses as one who could branch out as a single singer and do well.

Archie Robbins's material is running dry, altho he is not allotted any time on his own and confines himself to emcee only. Don Arres, also a long-time holdover here, warbles in his usual proficient manner. Did *A Gay Ranchero* and *I Don't Want To Set the World on Fire*, and took several bows.

Opening act is Coleman Clark and George Hendry, table tennis team. They prove that this game is one of skill, speed and deception. Announcer Bob Larrimore divides the house in two cheering sections for a nine-point game. As an added gimmick, they play *Jingle Bells* by paddling the ball with various-sized frypans.

Outstanding are the Berry Brothers with their sock hoofing, acro and cane tossing. Had to make two how-off speeches.

Al Bernie, a repeat here, is transforming himself from a straight impressionist to a capable comic, altho he still leans heavily on take-offs. He is excellent in delivery and his satires, especially those of FDR and Willkie, go over big. Took several bows.

The previously named trio of line gals do a chorus of *Aurora* before going into the finale, which consists of some tepid Latin terping. Joe Cohen.

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Orpheum, Minneapolis

(Reviewed Friday Afternoon, October 31)

First of four stageshows to be presented here in the next five weeks headlines Jimmy Dorsey's orchestra. With the combo are Bob Eberly, baritone; Helen O'Connell, song stylist; Paul Winchell, ventriloquist; Tip, Tap and Toe, septa dancers, and Neely Bain and Bud Robinson, kid jitterbugs. Following the Dorsey signature, band gives out with a killer-diller in *Sowin' Wild Oats*. Altho a trifle brassy, the audience loved it. Dorsey shows his versatility with the reeds, doubling on sax and clarinet for the *John Silver* number. Miss O'Connell scored heavily with two numbers, last of which was *There'll Be Some Changes Made*. She packs plenty of personality.

Neely Bain, redheaded youngster, and her partner, Bud Robinson, teen-agers who Dorsey picked up at Atlantic City, step out with some amazing rug-cutting. The kids know their way around. A clever act is presented by Paul Winchell and his dummy, Jimmy Mahoney. Take the woodenhead away from him and Winchell's still good as an impersonator. He scored with his take-off on Lionel Barrymore. He nearly show-stopped when he warbled *Hold Tight*. Dummy's Donald Duck is good.

Buddy Schutz, Dorsey drummer, does some hot skinning—remindful of Gene Krupa. He's got plenty of oomph in his beatings and the audience loved it. Bob Eberly takes over for the initial presentation of two popular tunes, *I Don't Want To Set the World on Fire* and *Maria Elena*, and maestro Dorsey then steps to the mike to do a double on sax and clarinet with the *Finger Buster*.

The show-stopping hoofers, Tip, Tap and Toe, literally make their feet talk. Their pleasing personalities and hard work made the audience all theirs and they brought the house down with applause. O'Connell and Eberly reappear in a swell novelty number, *Do It Again*. Finale was *Green Eyes*, begun by Eberly, followed by Dorsey on the sax and concluded by Miss O'Connell's warbling and the ork.

Pic was *New York Town*. When caught, lower floor was two-thirds full.

Jack Weinberg.

Post Square, Spokane

(Reviewed Friday Afternoon, October 31)

Current Bert Levy Circuit line-up is the strongest in weeks, leaning heavily to the laugh and thrill side, with Grandma Perkins and her stooge in a balcony box, keeping the small opening audience howling. Grandma, who weighs well over 200 pounds, makes comic observations on the old days as compared with today, demonstrating the differences in love-making, singing and dancing, the latter amusing because of her bulk, while a balcony drunk interrupts with wisecracks.

Phil Arden (Arden Smith), former local entertainer, also presents a clever comedy act, interspersing accordion tickling with good chatter. He does well with *Week-End of a Private Secretary*, using a medley of tunes, old and new, hot and sweet. He's a polished emcee.

Triple horizontal bar work of Volera Brothers and Denise is sensational. The Beemans offer a good double-web act, with the feminine partner going into a fast spin for a closer. Andrews Trio does well on electric steel guitars, and Sid McNutt's house band was on the stage. Pix, *Under Age* and *The Saint's Vacation*.

Wafford Conrad.

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, Oct. 31)

After presenting bands for four weeks the Orpheum returned to the variety field this trip to offer a sock show. Al Lyons's ork is back and the maestro's popularity was attested by applause he received when he walked to the mike after his group offered *Piano Concerto*.

Mickey King, aerial gymnast, clicked. She does rope slides and planges, and patrons ate up her foot holds and other turns. Doris Denet, the week's *Hollywood Showcase* winner, was at a disadvantage in offering her vocals. Mike went dead and she switched to another only to be stopped in the middle of *You Made Me Love You* to bring on Ernesto and Talia, dance team, while Mike repairs continued. This seemed to unnerve Miss Donet, but she did a swell rendition of the number later without mike. The dance team scored with a rumba. Neat appearing, they sell their act well.

One of the hits of the show was Lester Harding, personable chap, whose vocal run the gauntlet from Irish folk songs to Jewish chanting. He went solid on

George M. Cohan songs and had a difficult time bowing off.

Steve Evans told a few stories, imitated Joe E. Brown, Hugh Herbert, and Popeye and twisted himself into a knot to do a scene from the *Hunchback of Notre Dame* ala Lon Chaney.

Olympia Boys, three-bar act, made for a sock finish.

Last of the *Duanes* and *Parachute Battalion* on the screen.

Sam Abbott.

Palace, Akron

(Reviewed Friday Evening, October 24)

Return of stageshows brings Shep Fields and his new band plus novelty turns topped by Brenda and Cobina. House gets 11 consecutive days of stage, longest in several years.

Music for those who want it swung and for those who want it sweet is smartly and attractively balanced in the Fields program. Fields introduces a new instrumentation. Brass is eliminated, with the reeds taking over. Highly effective.

Selecting some of the hottest swing as well as some of the better tunes not associated with jitterbugs, Fields proves his instrumentation is an interesting and melodic combination. It is a welcome treat to hear his novel, lovely *The Lost Chord*, then turn to the swingy *Tuxedo Junction* and kindred toe-tickers.

Brenda and Cobina renew their man-hungry radio banter with pep.

Land and Ward are two nifty dancers with a shoeless number that is a bang-up mixing of grace and humor and a likely show-stopper at any performance. The Juvelys are an acro and balancing act with a novel use of spheres that is more than just a little daring.

Pic, *The Pittsburgh Kid* (Rep).

Rex McConnell.

COLLADA UNITS

(Continued from page 3)

be city-wide and would include all possible angles.

The troupe is to consist of an orchestra made up of American-born Latins, a Spanish singer, Spanish dancers, and perhaps some Spanish comedians.

Collada's original idea had been to organize a North American unit for a South American tour on a non-profit basis. His proposed S. A. troupe would include a 12-piece American ork, a tap dancer, a comedienne, a bicycle act, a name singer, and three classical Spanish dancers.

The tour would have arranged bookings thruout South America on a basis of 50 per cent for the theater. After wages for the entertainers, the remaining profit would be donated to South American charities. Collada proposed to put the show together and arrange bookings if the Rockefeller office would pay transportation expense.

Similar ideas have been placed before the Rockefeller agency, but so far its conferences have been of interest only to long-hairs and politicians. Music tours of Toscanini and Stokowski were arranged prior to establishment of the good-will office, and the only entertainment venture promoted by the agency was the tour by Douglas Fairbanks Jr.

BRENNAN DENIAL

(Continued from page 3)

enough sentiment for another candidate for the presidency in time for the next convention.

Meanwhile, the Browne-Bioff trial, entering its sixth week in the Federal Building here, revealed more sensational developments concerning the conduct between Bioff and film bigwigs and the government. Bioff's testimony, beclouded by loss of memory and self-admitted six lies in testimony relating to his many aliases and his being caught in the Hollywood gold rush, charged that a former Congressional investigator, Murray Garsen, took a \$200,000 bribe, in an effort to establish Bioff's claim that he was helping the film industry keep its good name, by collecting \$1,000,000 for assorted gratuities and distributing them.

Trial in the past week has been mostly a comedy of errors, Bioff making most of them.

MILLS, KING AND RAY split up after their date at the Roxy Theater, Atlanta, recently. Jimmy King is quitting show business; Ray Goss will work as a single, and Eddie Mills has joined the A. B. Marcus show. The boys have been working nitery dates.

Review of Units

"Gems of 1941"

(Reviewed at the Tabor Theater, Denver, Wednesday Evening, October 1)

Altho short an act at this showing, which jumbled the routine a bit, this Billy Arms unit from the West Coast sold solidly from start to finish.

Line opened with a swing tap. Gals are youthful and well rehearsed. As in case of all line numbers, gals are smartly costumed and numbers show production effort. Emsee Lou Lockett delivers in a personable manner thruout, evidencing experience in presentation and showmanship. Lockett warbles *There'll Be Some Changes Made*, making up what he lacks in voice with selling. His tap is the usual thing but drew a nice hand. Leo Diamond got several calls on his harmonica work on *I Want My Mama*, *Intermezzo*, *Second Hungarian Rhapsody*, and works to a solid sell, using both a miniature and regulation harmonica on *Oh, Johnny*.

Second production number, a hula, has the gals hip waving. Maria Theresa, prima, warbles *Little Brown Gal* while the girls dance. Baxter Twines, a couple of cuties, do a rhythmic take-off from the group, followed by Jeanne Brandon's single exotic dance. Smooth presentation.

Bob Bonney and Company come on for a bit of comedy chatter and, while the femme sings, Bonney breaks with sax accompaniment. Act scores nicely. For second call, Bonney brings on daughter, who is just so-so on *You Made Me Love You*. Lockett and Bonney break in several times for double gags which drew laughs. Marcella Blanton does some smooth stepping in an acro routine set to rhythm. Her whirls and spins were good. Drummer Bob White, with unit's orchestra under Walter Johnson, is a near show-stopper with his percussion antics. Lad goes thru grimaces and gestures that almost top his skin beating.

Dance of the Gods, a line production number, follows, with an exotic single by Betty Corday, but due to strict Denver police regulations it lost much of its show value as a strip. Lockett came back to sing *You're a Lucky Fellow, Mr. Smith*, and put it over nicely.

The Lightning Trio, male duo and a femme skater, displayed nice flash work. One of the men's single footwork was particularly effective, as was his lighting a cigarette while whirling about. Finale starts with Maria Theresa warbling *A Pretty Girl Is Like a Melody*, bringing on the line in parade. Costuming very effective in this. Entire company comes on for peppy finish with *Any Bonds Today?*

Pix, *Bad Men of Missouri* and *Out of the Fog*.

Herb Trackman.

"Artists and Models Revue"

(Reviewed at the National Theater, Richmond, Va., Oct. 9)

Frank Taylor's unit makes his exceedingly lovely line of girls learn how to sketch. Opening routine is a snappy number, with the girls in tams and smocks sketching comic strip characters on their easel pads.

Clem Bellings and Company present a number of highly trained pups. The canines are put thru their paces in smooth fashion, ending with the bushy-haired pups doing hoop-jumps thru smaller and smaller circles. Two teen-year-old girls, Bellings' daughters, add acro dances to the act.

Paula Ruparr, young mimic, impersonates many personages and makes them appear real.

Don Camp plays several musical instruments and then does acrobatics, balancing and high-up handstands. The Normans, Ronald and Mary, are an entertaining novelty dance team. An Egyptian dance is performed by Claire Hays, aided by the chorus. Exceedingly well lighted and the effect of the mummy coming to life is pleasing. Miss Hays also did a fan number.

On screen, *Highway West*.

Ban Eddington.

"Powder and Lipstick Revue"

(Reviewed at the National Theater, Richmond, Va., October 3)

For their initial work as producers, the Arnaut family, one of the most famous in show business, has turned out a smooth unit. Four Arnaut brothers (John, Reno, Dolph and Henning) have teamed with their sister Nellie in combining two top acts into one. They are,

of course, stars of the unit and keep it moving at a fast pace.

Their *Idyll in Birdland* is even more entertaining with the adding of more people. Opening skit, *Volga Boatman*, is amusing, but it is *Birdland* and their unique violin quintet which make the unit outstanding. They play violins in nearly every imaginable position.

Dawn and Russell, dance team, have sophisticated routines which pleased no end. Dick Leslie does several imitations of movie stars, some of which are good, but his real sock comes when he envisions a television announcer of some years hence, who must sample his product during the commercials. A show-stop. Mary Clifford, lovely to look at, emsees and sings well. House band, augmented, did its usual good job, this week directed by Ray Cassell. Eight-girl line was above average.

Pic was *West Point Widow*.

Ban Eddington.

WALTER FLORELL, who designed the hats for Eddie Cantor's new show, *Banjo Eyes*, and also for *Lady in the Dark*, is a former vaude dancer.

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Vaudefilm Grosses

B'way Biz Good; Para Big 55G 2d Week; Strand Still Strong; Roxy, MH Okay

NEW YORK.—A rainy week, plus the fact that thousands came here for football games, gave the Broadway vaude-filmers many customers they would not have ordinarily had last week. Many not caring to risk pneumonia found solace in stagershow houses.

The Paramount (3,664 seats; \$37,000 house average) now in its second week of Andrews Sisters, Johnny Long's band, and *Nothing But the Truth*, is set to produce a hefty \$55,000. Initial week brought a swell \$65,000.

The Strand (2,758 seats; \$33,500 house average) in its third week of *Sergeant York* and Phil Spitalny's girl ork, is heading for an okay \$30,000. Last week pulled \$36,500—not bad. Ork is scheduled to stay for a total of five weeks, but it may be necessary to pull the *Sergeant* in favor of a new film for the remaining fortnight. Initial week of the layout got \$48,000.

The Roxy (5,835 seats; \$36,000 house average), now featuring *Belle Starr* and stagershow with Berry Brothers, Al Bernie, Coleman Clark, Don Arres and Archie Robbins, is heading for an okay \$45,000 for its first week. Last week, fifth and final week, of *Yank in RAF* and stagershow with Arres, Robbins, Nicholas Brothers and Miss America, did \$33,000. Previous stanzas drew \$35,000, \$53,000, \$54,000 and \$67,000 each.

The Music Hall (6,200 seats; \$84,000 house average), with the second week of *You'll Never Get Rich* and stagershow with Ray and Geraldine and Lime Trio, is due for a big \$85,000. Opener did \$98,000.

Loew's State (3,327 seats; \$2,500 house average), now playing stage bill with

Paul Draper, Nan Rae and Maude Davis, Songwriters on Parade and film *It Started With Eve*, is heading for an okay \$25,000. Last week with Danton Walker, Three Swifts, Tito Guizar, Cynda Glenn, Robinson and Martin, Paul Winchell and Lester Cole, along with *Aloma of the South Seas*, disappointed with a slim \$16,000.

Philly Earle Light; Fay's in Fat 78C

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture bookings, \$14,000), still depending entirely on a band name for the sole marquee billing, is still drawing meager gates, with Ted Lewis pulling a light \$18,200 for the week ended Thursday. Supporting specialties were the George Rogers Dancers, Blair Sisters, Jean Blanche, Dorothy Roger, Louise Glenn, June Edwards and Charlie (Snowball) Whittier. Some strength in the screen's *Father Takes a Wife*.

New bill opened Friday (31), offering more variety, teed off in more brisk fashion and points to a fancy \$23,000. With Dolly Dawn making the ork attraction, support comes from Frank Ross and the Playboys. Marquee offers added magic with the Three Stooges, Mills Brothers and Nicholas Brothers. Screen shows *Parachute Battalion*.

Fay's Theater (seating capacity, 2,200); house average, \$6,900) with bigger burly names to head the cast is currying greater box-office favor. Georgia Sothern in the spotlight for the week ended Wednesday (29), made for a fat \$7,800. Vaude contingent carried Bert Walton, Ben Yost's Six Mimic Men, Spencer and Foreman, Martin Brothers and Elaine, Gae Foster Roxyettes and Billy Klais's band with *Three Sons o' Guns* on the screen.

New bill opened Thursday (30) figures on an even fatter \$9,000, at least, with Ann Corio carrying the lead. *Men at Large* on the screen.

Vici \$15,800 at Century, Buffalo

BUFFALO.—The Twentieth Century (seating capacity, 3,000; house average for straight picture bookings, \$7,300) garnered a juicy \$15,800 with Count Berni Vici's *Pan-American Follies*. Take (for week ended October 30) is close to the best gross of 1941, which was hung up by the Bob Crosby orchestra in May, with \$16,000. Spotlight was shared by Berni Vici and His All-Girl Orchestra, Billy Barron, Paul Kirkland and Company, Danille and Denise, Keaton and Armfield; Smith, Rogers and Eddy; Pat Swift, the Three Flames-Sandy Lang and Company, and Dancing Dolls. Added were Meyer Balsom's Century house band and the Bono Brothers. Pic was *The Gay Falcon*. For week of October 31 Century brings in the pic, *All That Money Can Buy*. Second feature is *The Mexican Spitfire's Baby*.

The Buffalo (seating capacity 3,500; house average \$11,300 for films only) is still minus flesh. Week ended October 30 chalked a measly \$10,000 with the pic *Belle Starr* and *Great Guns*.

Must Have Names, Detroit Discovers

DETROIT.—Dependence of good business at local theaters and clubs upon star value was evidenced again at Ray Schreiber's Colonial (1,500 seats; house average \$6,000), which dropped down below house normal with two weeks of vaude after two strong opening weeks. It jumped up to \$6,500, a fairly good figure, last week with a Major Bowes' unit. House dropped again this week when no strong star names were on the bill, grossing \$5,300.

The strong opening a month ago was the result of star drawing power, Michael Whalen, Lya Lys and Isabel Jewell on the first bill, followed by Roscoe Ates on the second.

Rain Hurts Chi Biz; Artie Shaw Attracts 39G; Oriental 13G

CHICAGO.—A rainy week-end hampered Loop business this week. The combination houses, on a comparative basis, are faring better than the straight picture temples due to the added appeal of the flesh bills.

Chicago (4,000 seats; \$32,000 house average) is heading for a big week despite poor weather, thanks to the draw of Artie Shaw and his new band, making its local theater debut. The jitterbugs gave the leader a big opening day Friday (31). Screen's *Navy Blues* is of some help but notices were not good. Should roll up a strong \$39,000. Last week, ended October 30, the Charles Boyer pic, *Hold Back the Dawn*, and presentation show with Kitty Carlisle, Sybil Bowan, Julian and Marjori and Harry Reso grossed \$36,000.

Oriental (3,200 seats; \$13,000 house average) will not do better than an average \$13,000 week of October 31 due to the limited appeal of its second back-to-flesh program. Screen has second Loop run of *Mob Town*, with the Dead End Kids, who are no longer favorites. The stage features Milt Britton's comedy band, Jackie Heller and Sue Ryan. Oriental's first combo session, including Republic's *Pittsburgh Kid* and Jack Fine's *Jumbo Circus Revue*, closed to a good \$16,000.

Special Nights Hypo Palomar Biz

SEATTLE, Wash.—The Palomar (1,450 seats) is continuing to hold its increased business, and last week grossed \$6,300, to go \$1,300 over its weekly average. On stage were Three Mack Brothers, Andrews Trio, Val Valentine, Aerial Beemans, and Leon and Mace.

Helping to bring in the business are an increasing number of special nights, which now include the Ben Tipp radio show, *Defense Dividends*; amateur night and a sneak preview.

Showing on the screen were *Pittsburgh Kid* and *Gentleman From Dixie*.

Para, L. A., Grabs 16G; 11½G for Orph

LOS ANGELES.—Local vaude houses turned in good grosses last week. Paramount (3,595) did \$16,000 with *Floor-show Revue* and Johnnie Richards orchestra on the stage. *Nothing But the Truth* pic was in for the second week. Film is in third week now, augmented by Henry Aldrich for President. Current stage production is *Glamour Girls of 1942*. Orpheum (2,200) clicked with Gene Krupa's band to turn in a good \$11,500. Flicker offerings were *Top Sergeant Muligan* and *Bullets for O'Hara*.

'Beachcombers' 81C At Colonial, Dayton

DAYTON, O.—Despite the fact that it was practically the same as his *Gold-diggers of 1941* of last season, Harry Howard's *Beachcombers of 1942* pulled down slightly more than average at the Colonial for the week ended October 30, box office registering \$8,100.

Dolly Dawn 17½ G At Stanley, Pitt.

PITTSBURGH.—Dolly Dawn's *Dawn Patrol*, with Ralph Edwards's *Truth and Consequences* skits and Toy and Wing, totaled \$17,500 at Stanley Theater. Film was *The Maltese Falcon*.

Previous week, Benny Meroff's *Funza-fire* with the *Navy Blues* pic took \$16,000. House average is \$18,000; capacity, 3,600.

Seattle Biz Up

SEATTLE, Wash.—The Rivoli Theater (900 seats) has increased prices from 23 cents to 35 cents after 5 o'clock Saturdays. Last week saw the house continue its increased business, grossing \$2,200, to go \$700 over its weekly average.

Playing were La Belle Rhea, Meyer Fritcher, Francis Blair, Billie Reemes, Don Raymond and the Rivoli Rockettes. There were three screen changes.

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Tucker Big \$8,500 4 Days Des Moines

DES MOINES.—Orrin Tucker and orchestra closed a four-day week-end at the Paramount Theater October 27 with a gross estimated at \$8,500. Gate was approximately same as that of Horace Heidt, who recently played four mid-week days.

The Heidt gross was reported breaking all house records at the time. Tucker was aided by two of his singers being local boys, which helped swell crowds. On Sunday the band played five capacity shows.

Admish was 56 cents evenings and 40 matinees. Picture, *Buy Me That Town*.

Vaudeville Notes

NICHOLAS BROTHERS to go back to the Coast after their Roxy, New York, date to work on *Song of the Islands* for 20th-Century Fox.

LARRY ADLER and Paul Draper have been set for a concert tour to start at San Francisco November 25.

ANITA ROSAL, Miss Cuba of 1941, is now with Lee Posner's *Club Gaucho Revue*, touring RKO houses in New York.

TONY LABRIOLA will team with Sid Gary for a vaude tour, following the run of *Viva O'Brien* in New York.

LESTER JEFFRIES, on the sick list for many months, returns to his post as assistant manager of Fay's, Philadelphia.

MAYRIS CHANEY, whose dance partner, Eddie Fox, is recuperating from an illness, is trying radio in New York. Was on the NBC Treasury Hour recently.

PHIL BAKER has dropped the act he did at Marden's Riviera, and is doing a new four-people turn in vaude around New York.

ANDREWS SISTERS plays six weeks of vaude after their current New York Paramount date, and return to that theater for another four weeker.

MARIA BELMAR, song and dancer recently in films, is in New York for night club-vaude work. She sings in French and Spanish as well as English.

Strand, Cincy, May Open With Vaude

DETROIT, Nov. 1.—Reopening of the Strand Theater, Cincinnati, as a vaude house is under consideration as a result of its acquisition by Associated Theaters Circuit of Detroit. Associated runs houses in Wyandotte and Flint, Mich., usually with vaude during the winter.

Harold Smilay, partner in the circuit, says \$30,000 will be spent on remodeling the house, closed several months ago. The circuit bought the building outright for around \$400,000.

Opening will be in charge of Mort Malus, field manager of the circuit.

Wash. Off; Earle 14G; Capitol, 15G

WASHINGTON.—Local theater business seems to have gone into slump. However, various war relief benefits featuring name performers are doing very well.

Warner's Earle, for week ended October 30, pulled \$14,000 on *Ladies in Retirement*. Current attraction, *Maltese Falcon*, for week ending November 6, is expected to do a modest \$16,000, supported by stage featuring Hermanos Williams Trio, Gil Mison, the Mimic Men and the Roxyettes.

Loew's Capitol, for week ended October 29, only registered \$15,000 with *Major Barbara*. Current film, *Unholy Partners*, for week ending November 5 isn't expected to do any better. Strong stage may help. Acts include Gaudsmith Brothers, Harry Stevens, Billy Wells and the Four Fays, and the Rhythm Rockets.

Spook Unit Okay; Girlie Show Ok

SPOKANE, Wash.—Francisco's *Midnight Spook Frolic* filled the Orpheum (1,270 seats) with a single engagement October 24, Manager Buck Seale reports. Gross was nearly \$600, at 45-cent admission. *The Chamber of Horrors* showed on screen.

The Post Street recovered about \$200 week-end of October 24-26 to hit average \$1,200 with Wayne Indians, the Saxons, Grant Gardner, Hazel Stallings and Emil and Evelyn, plus the pic *Horror Island* and *The Richest Man in Town*.

Business was up 10 per cent at the Rex October 19-25, the little house grossing about \$1,000 for its best week yet. The Girlsque stagershow featured Lois Varo, fan dance, and Francis Dee, rumba specialty. Screen offered *Sky Patrol* and *Three Texas Steers*. A Defense Stamp Night was inaugurated as a Friday stunt.

ACTS, SKITS, GAGS MINSTRELS

Gene Arnold's COMPLETE MINSTREL SHOW, \$10. 60 RED HOT PARODIES, \$1. 120 GAGS AND JOKES, \$1. 48 COMIC RECITATIONS, \$1. 36 BITS and BLACKOUTS, \$1. 10 FUNNY MONOLOGS, \$1. 10 NEW TALKING SKITS, \$1. E. L. GAMBLE, Playwright, East Liverpool, O.

Looks Like Steady Job

DETROIT, Nov. 1.—Charlie Carlisle, emcee at the Bowery, has decided to take root and become a permanent fixture here—after four and a half years straight at that club. He has just bought a new house and moved in—after renewing his contract with manager Frank Barbaro to the end of next year.

Talent Agencies

LARRY MEYERS has resigned from Consolidated Radio Artists to join the Stan Zucker office, New York.

SAM SHEPARD, a veteran vaude agent, has joined the WHN Artists' Bureau, New York.

REG MARSHALL, of Marshall Agency, Hollywood, on 10-day motor trip thru Nevada and Utah, territory served by this Hollywood office.

JOLLY JOYCE, Philadelphia, adds the Cabana, new night club in Reading, Pa., to his books.

Gertrude Niesen stays at the Commercial Hotel, Elko, Nev., until November 11. Deal was made thru SAM ROSEY, San Francisco, in conjunction with the WILLIAM MORRIS AGENCY.

DAVE (TABS) SHORENSTEIN back at his office in New York with his arm in a sling as result of an auto accident.

PETER STEELE, formerly with Paramount Entertainment, Montreal, has opened his own office, General Amusements same city. MUSIC CORPORATION OF AMERICA has signed Errol Flynn to a management contract.

MILT KRASNY, GAC general manager, and Dick Gabbe, one-night department head, left New York Friday (24) for Florida vacations. MAX ALLENTUCK, advance man for Charlie Yates units, is recovering at the Mount Eden Hospital, New York, from spinal meningitis. DANNY HOLLYWOOD now back at General Amusement Corporation, New York, to assist Harry Kilby in the cafe department. HARRY GOURFAIN, New York, has signed Phil Foster to a management contract. GEORGE RILEY, comedian, signed with Al Grossman, New York.

DANNY GRAHAM, Chicago agent, set Milt Britton's band into the Oriental, Chicago, week of October 31; Don and Jane Ford with the *Hawaiian Nights* unit, and Carlton Emmy and the Six Danwills with the *Jumbo Circus Revue*. EARL TRUDELICH, former assistant manager at the State-Lake, Chicago, is now night manager of Helsing's, Chi cocktail lounge.

WILLIAM FLECK AGENCY, Hollywood, is now booking the Gay Nineties in San Diego. Current show includes Gifford and Pearl, Lillius Gilbert, George Cooper, Helen Golden and Irene Thomas.

FRED HANSON AGENCY, Hollywood, has opened a Phoenix office to serve that territory, along with Tucson and El Paso. K. W. Pike is Arizona office manager.

RAY S. KNEELAND, Buffalo, has added several clubs, the Towers, North Tonawanda, N. Y., six acts weekly; Mantel's, four acts weekly; Paulin's (formerly Liebler's here), four acts weekly; Eagles' Club, Lockport, N. Y., six acts on Saturday and Sunday; Van Beuren Bay Inn, Dunkirk, N. Y., five acts, Friday to Sunday. Eddie Martin has joined office to handle niteries and theaters.

HARRY BIBEN, Philadelphia, is co-chairman with Samuel H. Stiefel, owner of the Fay's Theater, Philadelphia, of the annual Variety Club banquet here at the Bellevue-Stratford Hotel December 14. MAX RICHARDS, New York, and JOLLY JOYCE, Philadelphia, lining up a vaude-nitery tour next month for Alan Gale.

BERNARD BERNARDI, New York, is now spotting talent into the El Patio and the Beachcomber, Baltimore, giving him a total of 34 clubs. Says there's a shortage of all types of talent except dance teams.

ART DAHLMAN, of Consolidated Orchestras and Productions, Cincinnati, is still at Camp Shelby, Miss., awaiting his release under the 28-year age limit.

Plan Girl Units

HOLLYWOOD, Nov. 1.—Signing of Marion Rankin and Helene Chenal as producers of girl units was reported Monday by Hollywood Starlets, Inc. Under plans announced, 40 units of six to 12 girls will be readied for night clubs and theaters in a year. Groups will also be trained for fairs and clubs.

No. Calif. Chain Trying Vaude in 3 Larger Houses

SAN FRANCISCO, Nov. 1.—Redwood Theaters, Inc., operator of over two dozen movie houses in Northern California, is trying out a flesh policy at three of its larger houses, booked thru Sam Rosey Agency.

Opening unit will comprise Shirley Deane, singer and flicker actress; Jack Marshall, emcee and comic; Jackson and Blackwell, comedy team; Eddie Cochran, magician, and the Eight Rhythmaires, orchestra.

Bill David, general manager of the circuit, says his chain is in the market for acts, particularly names. He says if the venture proves a success other circuit houses will adopt flesh.

Unit plays a week at the State Theater, Eureka, opening November 9, then goes into the State Theater, Ukiah, November 16 to 18, followed by four days at the State, Marysville.

Gus Sun Booking More Houses in Ohio Territory

SPRINGFIELD, O., Nov. 1.—The Gus Sun office is booking units into the Hudson Theater, Richmond, Ind., starting November 8 for two days, with name bands going into the State Theater, same city, on a spot policy.

Also booked by Sun are the Auditorium Theater, Newark, O., with units Fridays, and the Midland Theater there, bands, Wednesdays.

Sunday vaude will be played at Sandusky, O., with the Palace, Marion, O., given over to bands Thursdays and Sundays. In Zanesville, O., spot bookings will be put into Shea's Liberty and Weller theaters.

Spot shows are being considered by the Warner Ohio division to be placed in its larger theaters thruout the area.

The Chakeres Circuit will also use occasional shows in its Ohio theaters. All bookings by Sun.

More Vaude for Atlanta Houses

ATLANTA, Nov. 1.—Stageshows came back this week, with the A. B. Marcus show opening the Roxy Theater after it had been closed all summer, and the tab, *Artists and Models*, opening the newly redecorated Capitol next door this weekend.

Jack Hodges is again manager of the Roxy, which after a good week with Marcus, has reverted to movies.

The Marcus show drew praise. Only adverse criticism was against the comedians.

The Capitol, under management of Earle Holden, will try stageshows Friday, Saturday and Sunday, with screen show Monday thru Thursday.

Some of the larger stage units which Lucas & Jenkins may bring into Atlanta this winter may still play the Paramount Theater.

Coast Demand for Negro Talent Increases; Also in Detroit Area

LOS ANGELES, Nov. 1.—Demand for colored talent is increasing here, and bookers are having difficulty getting enough colored acts for night clubs and vaude.

Colored acts working this area include Peter Ray, currently at Jimmy Contrato's Trianon in South Gate, playing a return engagement. Teddy Peters, who recently had a run-in with Mae West's attorneys for allegedly using the billing "The Mae West of Harlem," recently closed a 16-week run at the Jade, Hollywood, and is now at Vinc Maur's here. The Hottentots are in their 12th week at the Jade, and Gladdis Ellis is also featured there. At Rhumboogie the line-up includes Cee Pee Johnson and band, Three Rockets, Stump and Stumpy, Jenny LeGon, with Bob Evans emceeing. Billie Holliday recently arrived for a picture deal and is current at Cafe Society, a new spot in North Hollywood. The Pirates' Den is featuring the Shadrack Boys. Meade Lux Lewis is the attraction

Too Much Copying, Insufficient Training, Main Faults of Dance Teams on West Coast, Is Claim

LOS ANGELES.—West Coast ballroom teams are slipping in popularity because they insist on copying rather than digging up original dances and also because too many teams lack sufficient training and a ballet foundation. That is the opinion of three typical people who should know: a ballroom dancer, a former dancer now a dance teacher, and a former dancer now a booker.

Valdemar Von, formerly of Valdemar and Chelita and Valdemar and Deebut and who now instructs other dancers at his California Academy of Dancing, blamed lack of training for the decline of ballroom team popularity. To know what ballroom dancing is all about requires years of study and practice, he says. Some of the ballroom teams seek bookings after a few lessons. When they do this, they do not have the background of ballet so necessary for working out new routines. Dancers of this type have to copy the work of expert teams, Von says.

Von says he believes dancers should use more costumes, but that the use of them is limited. For example, Viennese waltzes can only be done well in formal attire.

Comedy dance teams, according to Von, have the toughest time unless they have something good. Most of them try winging, but they soon wing themselves out, he explained. As a solution he suggested tricks, but added "they'd better be good."

Walter Trask Sr., a West Coast booker for 22 years and formerly of Trask and Gladden and later a teacher, points out when a ballroom team takes the floor the man has two strikes against him so

far as clicking with men patrons is concerned. It is up to the male partner to produce some sensational stuff, or else men patrons are unimpressed.

When asked what a team had to do to be booked by him Trask said, "something different." He says he did not book a lot of ballroom teams, but only those who really had something on the ball.

Paul Ravel, of the ballroom team of Ravel and Beverly, agrees that costuming has a lot to do with selling an audience. He said that from the time he took the stage until he left it he sought at all times to get the reaction of his audience. If the proper response does not come forth, Ravel says he does a doubly hard job of trying to create something new. This team has a big following on the Coast, and Ravel does picture work.

Teams that are clicking in this area are those offering something different, Corinne and Tito Valdez, current at Florentine Gardens, do fast steps and use costumes. Burnette and Lucille work the cigarette trick; Dobbs and Clark, knock-about comedy, do a streamlined version of this type; Dwight and Renee work in tights and do adagio, waltzes, tango, and fast numbers with a new twist, and Wellington and Faye do handsprings on parasol and walking cane supports and Faye handsprings over a chair to add a new touch to the act.

Names for Army Camps Via Bomber

NEW YORK, Nov. 1.—A batch of names has been signed by the Eddie Dowling committee for the first of the new series of units for army camps. This unit will make all its hops in an army bomber, and will play for 10 days in the various war bases in the Caribbean.

John Garfield will emcee the group, to include Laurel and Hardy, Benay Venuta, Ray Bolger, Mitzl Mayfair, Chico Marx and Jane Pickens.

New DC Club Held Up By License Jam

WASHINGTON, Nov. 1.—Squabble between a local club and the Balalaika is holding up the latter's liquor license. Misha Bess, who has sunk about \$50,000 into the swanky basement club, claimed before the Alcoholic Beverage Control Board that another night club owner had fomented a public petition to deny the Balalaika's liquor license plea.

Since two near-by churches protested to the ABC against the opening, Bess has had musicians, entertainers and waiters hanging around for weeks waiting for the issue to be settled.

Showcase Acts At Union Scale

NEW YORK, Nov. 1.—The Adams Theater, Newark, in conjunction with its stageshows, will run "showcase nights" for benefit of agents Monday. Special shows will include five acts which have never before played vaude.

Altho Eddie Sherman will continue to book the regular shows, Eddie Smith is lining up the showcase acts. Smith says the salary will be prescribed by the American Guild of Variety Artists, including \$7.50 for a single.

HARRY LEE OF DETROIT
Formerly with Peter J. Iodice
NOW ASSOCIATE BOOKER WITH MABEL DUGGAN AGENCY
153 E. Elizabeth St. DETROIT

Lunceford-Robinson James, Tucker Set

NEW YORK, Nov. 1.—Orrin Tucker has been signed for the Paramount Theater, to start either December 10 or 17. Tucker will succeed Harry James, who is preceded by the single week of the unit headed by Jimmy Lunceford and Bill Robinson.

The Lunceford-Robinson unit follows the current bill.

Indie Show Biz Union Launched

LOS ANGELES, Nov. 1.—A charter for incorporation in the State of California of an independent union to embrace every person associated with the entertainment field is being drafted here and will be filed with the secretary of state soon, Lloyd Skeels, booker, said Wednesday.

While the incorporation will be in this State, the union will function in other States, Skeels said. The title of American Entertainment Guild, Inc., is being reserved for the new organization.

at Suwanee Inn. Slim and Slam are booked indefinitely into the 331 Club.

In San Diego the Four Spaces are clicking at Eddie's Place.

Ceele Burke and his orchestra are in their eighth year at the Bal Tabarin, Gardena.

The Four Toppers, harmony group, recently closed a week at the Orpheum.

DETROIT, Nov. 1.—Marked trend toward colored entertainment was emphasized again last week with opening a new downtown black-and-tan club, the Three 666 Club. Spot is featuring the Sunset Royals Band, with Ralph Cooper as emcee, and Byes Sisters, Taps Miller and Yak Taylor.

Tit for Tat

NEW YORK, Nov. 1.—Dave Fox, recently appointed a member of the New York board of the American Guild of Variety Artists, has a job at Ernie's, which is being picketed by the musicians' union, and is breaking the picket line every time he reports for duty.

This may be turnabout for the way the musicians' union is passing thru the picket line thrown by AGVA around the Park Central Hotel.

AGVA Calls Off Minneapolis Strike; Burly House Angle

MILWAUKEE, Nov. 1.—The American Guild of Variety Artists local here was forced to call off its impending strike against the Gayety, burly house, on orders of Gerald Griffin, AGVA national executive secretary.

Reason for the intended strike was the refusal of the theater's booker to deal with AGVA, claiming the cast were members of the Brother Artists' Association.

Alch, at a meeting with the Minneapolis Central Labor Union Thursday (30), demanded that the craft unions here recognize AGVA or the office would be closed.

1,200-Seat Nitery Planned for Albany

ALBANY, N. Y., Nov. 1.—Capitol Theater, renamed the Cue Music Hall, has been leased by Max Wilner of New York and associates, who will install tables and chairs and operate a pop-price nitery.

AC Burly to Pier

ATLANTIC CITY, Nov. 1.—Izzy Hirst, who has operated the Boardwalk's Globe Theater for many summers, will move burly to the Garden Pier Theater in 1942.

Pier has housed legit the past two summers, but with little success. Pier policy will be the same as the Globe, using stock troupe with changes in principals each week.

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Burlesque Notes

(Communications to New York Office)

NEW YORK:

FRANK D'ARMOND, pianist, who started a vogue in Follies shows by introducing a Solovox in the pit at the Tivoli, Brooklyn, last season, is being emulated this season at the Gaiety (Murray Friedman), Republic (Tony Caldara) and Star, Brooklyn (Herman Polakoff). Frank is now at the City. Eltinge (Jerry Paluso) is only house minus. EVETTE left a Hirst unit at the Eltinge to return to her Toronto home; appendicitis trouble. ADRIAN PARKER, toe dancer, first time in Follies houses here at the Star, Brooklyn, recently, played in Boston and Leon & Eddie's nitery here. ZONIA DUVAL, Nick Carter and Chips bought an additional 100 acres adjoining their present 56-acre farm near Fairhaven Beach, Syracuse, N. Y. LEW FREED now a manager of a Baltimore hotel. VALORS, balancing act, engaged for 10 weeks on the Hirst Circuit, made their first appearance in burly at the City October 12. MARY LOU LACEY, former parade girl, is a new strip at the Gayety, Baltimore.

MYRNA DEAN is one of the very few strips who did not emanate from a burly chorus. She was a show girl at the former International Casino. PAULA NORTON, recovered from a recent appendix removal, is now at the Cinderella Club here. Opening night her dress caught fire, but she escaped without injury. HELEN AND TILLIE MORRIS, Mildred Saal, Wilma Carpenter, Babe Archer, Marie Valerius and Margaret Webber helped in a surprise baby shower for Penny Knight, dancer and wife of Pat O'Day, comic at the Mutual, Indianapolis, held last week at the home of producer Lucille Abbey. Event due in a few weeks. MARCELLITA has moved from burly to the A-1 Club, Astoria, L. I. LEE TRENT, tallest straight man on the Hirst wheel, boasts of a wardrobe of 25 complete changes. BOOTS LAZAR, former show girl at the Eltinge, is now Boots Duryea, strip principal at the Gayety, Baltimore.

CHARLES LEVINE, featured comic who went into outdoor business eight years ago, is back with his pet Jekyll and Hyde characterization on the Hirst wheel. Co-comicking are Eddie Lloyd and Irving Benson. Latter has Harry Ryan, his teammate-straight of the last four years. Both under management of Eddie Smith. Same unit carries Collette, featured, and Doris Karr. Doris is a first-timer in the East. Besides her singing-strip specialty, also assists the comics in every scene. Came from niteries in the West. KENNY BRENNNA jumped into the National, Detroit, recently to replace Boob McManus, taken ill in the Fong-Bohn show. MIMI LYNNNE has replaced Vicki Welles in road show 13. TIRZA booked October 12-18 at the Highway Casino, Northwestport, Mass., was held over three weeks. Following her will be Sally Keith. JACK LEAL, with his Hawaiian guitar and harmonica, was extra attraction at the Republic and the City the last two weeks. DONNA DAVIS, ex-burly ace soubrette, afterward a booker, is now a songwriter. Published four ditties. PAUL MOROKOFF now producing at the Garrick, St. Louis.

TIRZA, via Allen Rupert, her representative, unveiled her all new and patented wine bath fountain at a local studio October 10. The device emits both mist and spray under colored lighting. Has four motors and its own trailer. Total weight, 1,000 pounds. INA LORRAINE, dancer, who was at the Club Nomad, Atlantic City, most of the summer, made her debut at the Rialto, Chicago, October 10 for Milt Schuster. MARGIE KELLY the feature among road principals at the Eltinge, October 19 week. Others were Binder and Rosen, Beverly Lane, Cleo Canfield, Jimmy Coughlin, Chick Hunter, Lee Trent, Helen Colby and Lovey Tracy. REPUBLIC'S new bill October 19 included Bert Carr, George Murray, George Schiller, Billy Stern, Diane Ray, Lucille Rand and Joyce Nyles. MONA LEESE was new at the City October 19. UNO.

PHILADELPHIA:

IRVING BENSON and Eddie Ryan, formerly with the Steel Pier Minstrels in Atlantic City, bowing with a new Hirst unit, including Charlie Levine and Col-

lette, at the Troc, week ending Saturday (8). MARGIE KELLY at the Troc November 9 week, added to the Binder-Rosen unit, which opens without Billy (Scratch) Wallace. FRANCIS PETERS and Margie White new at the Smart Spot, Haddonfield, N. J. JACK SHAW, straight man at Carroll's, is planning a return to radio with Betty Gaw. JO ANN CLARK new lead at Twin Cedar Inn near Clementon, N. J. GLADYS FOX, at the Follies Theater, will join Guy Palmerton's theater at Whalom Park, Mass., next summer.

MIDWEST:

PEACHES returns to the Rialto, Chicago, Friday (7). IRENE O'DARE is filling her second engagement in three weeks at the Empress, Milwaukee. BERT MARKS will be added to the stock cast in that house this month. DIANE RAYE opens as a Midwest Circuit feature at the Palace, Buffalo, November 14. JACK BUCKLEY, formerly of the Rialto (Chicago) company, is making his home in Los Angeles. JEANNE WILLIAMS secured her divorce in Pittsburgh last week. RADIANNA moves into the Grand Opera House, St. Louis, November 14. HARRY HIRSH and Harry Katz plan to reopen the Alvin, Minneapolis, this month. TERRY KING finished her run on the Midwest. CONCHITA playing night clubs in the Milwaukee area.

MAGIC

(Continued from page 21)

theater, the Old Theater, and the date, November 26, 1797. SYD GOLDEN, whose magical feats have become a fixture at Weber's Hofbrau, near Camden, N. J., has been signed for an early engagement at the Follies Theater, Philadelphia, which will mark his first theater appearance. MARION BOYETTE, of Florette and Boyette, magic-mental turn, left San Francisco October 22 after a week there for treatment of a smashed hand and a broken arm sustained in a recent motor accident. They will head east as soon as Boyette is able to travel. Set to open at a San Francisco club, the team jumped there from the East several weeks ago, only to have the club fold two days after their arrival. They later booked themselves on a hotel date in town, but that fell thru when the hotel employees went on strike. Later, while making a hop to a club at Vallejo, Calif., for an engagement, Boyette ran out of gas. He accepted the kindness of a motorist to take him to a gas station. It was while making this hop that the motorist's car overturned, giving Boyette his injuries. He is seriously thinking of hiring himself to club operators to hex rival establishments. VALLEAN THE MAGICIAN, after winding up the season with the Conklin Shows in Canada, has his own mystery revue playing Famous Players theaters from Vancouver to Calgary.

CLUB TALENT

(Continued from page 21)

October 30 at the Fenway Hotel, Cleveland, for two weeks and options. Set thru Harry Greben, Chicago. CHEENA DE SIMONE DANCERS have opened at the Walton Roof, Philadelphia, after six weeks at the Beachcomber, Boston. DOROTHY BLAINE opens the Royale, Detroit, for a return trip. DUDE KIMBALL is a newcomer at the Yacht Club, Pittsburgh. CHICK FOSTER set for the Baker Hotel, Dallas, November 7 to December 4. REX BELL has opened at Club Orlando, Alton, Ill. PHYLLIS LOUISE follows at the Mainliner, Des Moines, after her run at the Happy Hour, Minneapolis. JOEY NASH new at the Wayside Inn, Springfield, Mass. BOB RYAN AND TWINS have reopened at the 2800 Club, Dayton. BABE MEDNICK is now managing the new 21 Club, Baltimore. MARIAN VINAY opened a two-week run at the Villa Madrid, Pittsburgh, Monday (27). FIFI D'ORSAY moves into the Ritz Club, Columbus, O., November 3. FRANCIS AND WALLY are finishing a three-week run at Matteoni's supper club, Stockton, Calif., after winding up on Northern dates for Bert Levey. RAVAYE AND MARGO opened Monday (3) at Monaco's Cafe, Cleveland, for a two-weeker. AL DUKE, after 20 weeks at the Airway Cafe, Cleveland, has returned to the Pick Hotels chain,

Local Boy Wants To Remain a Local Boy

BUFFALO, Nov. 1. — Count Berni Vici, at the Century Theater last week with his Pan-American Follies, heard a very promising voice over WGR on opening day and discovered it belonged to baritone Pat Swift, a local lad. Berni Vici hired Swift for the Buffalo stand of the Follies and offered him a contract to remain with the unit. Swift turned the offer down saying he didn't want to leave Buffalo.

Second Vauder for Milwaukee Possible

MILWAUKEE, Nov. 1.—A dearth of flesh here the past 10 weeks, following the closing of the Riverside, is being compensated for by indications that Fox's Wisconsin will compete with Standard's Riverside with stagshows. The Riverside reopened October 24 under the Standard Company with E. J. Weisfeldt as manager, featuring Henry Busse ork with Blondie in Society. The Wisconsin, long a straight film house, opened the same week with Johnnie (Scat) Davis's band.

Attractions to follow at the Riverside include Earl Carroll's Vanities, Follies Bergere, Beachcombers of 1942 with Willie Howard, Jumbo Circus Revue and the orchestras of Will Bradley, Lawrence Welk and Ted Lewis. Orrin Tucker and Bonnie Baker followed Davis into the Wisconsin.

opening at the Miami Hotel, Dayton, O. JACK LAUGHLIN is the new producer at the Primrose Country Club, Newport, Ky., where the current bill includes Mildred Parr, Parks Brothers and Harry Jarkey. JACKIE GREEN heads the new layout at Glenn Rendezvous, Newport, Ky. DORAINE AND ELLIS opened Friday (31) at the Gibson Hotel, Cincinnati, for two weeks.

PAUL REGAN is back at the Chase, St. Louis, for four weeks. He is also doubling in the Water Follies in that city.

NEW NEAT NOVEL

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The Girl in the Diamond Mask. The Hollywood Fantasy. The Lady of the Gardenias. The Legend of Kwan Yen LaVonga.

Touring With the Hirst-Midwest Circuit

Toby's Comedians Set for Waco Run; Season's Biz Good

BANGS, Tex., Nov. 1.—Toby's Comedians, headed by Billy (Toby) Young, concluded its season's tour here Tuesday (28) and hopped immediately to Waco, Tex., for an indefinite stock run under canvas. The season's business was satisfactory, altho much rainy weather was encountered. The sheep and goat country of West Texas gave the show good business.

At Ozona, Tex., recently 6,000 soldiers returning to Fort Bliss, El Paso, Tex., from maneuvers in Louisiana remained overnight, with the result the show had to give three performances to accommodate the crowds, the first show starting at 5:30 p.m. Eldorado and Miles, Tex., also gave the show turnaway business.

The top, a 50 with four 20-foot middles, is one of the most attractive on the road and during the summer was air-conditioned. Show moves on five trucks, and all equipment carries a color scheme of red and blue.

Roster includes Billy (Toby) Young, owner and comedian; Dollie Young, Norma Randall, Alice Sothern, Dolly Jean Young, Billy Young Jr., Verge Lester, Irene Morton, Robert Waddington, "Dude" Arthur, Marie Arthur, Willard Isley, J. C. Sonier, Hutchison (Booger) Brewer and Florence Hunter. Jack Turner is agent and Evelyn Turner has the banners. Several members of the show visited Cole Bros.' Circus recently at San Angelo, Tex., where every courtesy was extended.

New Mexico Rains Fail To Beat Brunk

HAGERMAN, N. M., Nov. 1.—Brunk's Comedians are pulling good houses in this territory despite the abnormally wet weather, the rainiest season hereabouts within the memory of the oldest inhabitant. Cotton is plentiful in the section but wet weather makes it impossible to pick. Recent additions to the show's trailer colony are Everett and Maye Evans, Mr. and Mrs. Henry Brunk and Fred and Bonnie Brunk.

Happy Jack Mervell, who still holds forth on the ivories and presents his vocal specialties, has two new songs, *Don't Hurry the Moon and Roses Make Me Remember*, ready for the publishers. Happy Jack is still the show's fishing champ, having to his credit a certified catch of 536 trout in 14 weeks in Colorado. His largest single week's catch was 118 at Aspen, Colo., early in July.

Henry and Mercedes Brunk took a side trip to West Texas recently for a visit with Charley Brunk and the Harley Sadler show.

Brunk's Comedians are scheduled to winter on the road again this year, probably in California.

Indiana Hillbillies Show Under Canvas

NASHVILLE, Ind., Nov. 1.—Brown County Jamboree, of which Pete French, announcer at Station WIRE, Indianapolis, is part owner and which shows each Sunday night under a mammoth tent here, recently played its 37th Sunday show, drawing around 3,000 paid admissions at 25 cents a head. The show, which started on a shoestring, has been operating virtually without publicity or billing matter save an occasional spot announcement on WIRE.

Some 100 hillbilly-type entertainers appear each Sunday, and big crowds have been the rule. In order to prevent any opposition to the venture in this small community, a 15-minute church sermon is held during intermission each week by a local preacher. The show

WANTED TO JOIN

On wire, Comedian and Juvenile Leading Man. Others write. Also Dean Lock. All winter west.

BRUNK'S COMEDIANS

Carlsbad, New Mexico

WANTED

For Gay Nineties Melodrama—People in all lines. Leading Man who sings. Ingenue Leading Lady with singing voice. Piano Player with specialties, small part. Send recent photograph. Solid booking, one bill only. Hotels, night clubs. Rush replies to EARL GREGG and WALTER REGER 237 Beacon Street Boston, Mass.



E. F. HAYES, veteran agent and biller, rounding out his 40th year in show business and this season in advance of Jack Nailor's Famous George Minstrels tent show, currently in the Mississippi Delta country.

Walcott Plays to SRO in Natchez

NATCHEZ, Miss., Nov. 1.—Showing here last Friday night (24) en route to Port Gibson, Miss., winter quarters of the show and home of Owner F. S. Walcott, the Rabbit Foot Minstrels tent show played to SRO at the main show, the tent more than half filled for the concert. Business has been good all season, says Walcott. Professor White, ventriloquist, is featured in main show and concert.

Band personnel includes Morris Maylor, director; Sonny Gardner, Selmer Brooks, Arthur Luter, Heskiak Cherry, Douglas Wright, Clifford Mallory, Lyeartain Hammond, Roy Andersen, Joe White, Freddie Jones, Morris Mayo, Felmon Castleberry, Jack Simms, Rhodell Foxx, Ammett Crosby, Jabbo Duklin and Sonny Foxx.

Staff has F. S. Walcott, manager; Mrs. Walcott, secretary-treasurer; W. S. Campbell, boss canvasman; Mrs. J. R. Manis and Mrs. J. C. Goddard, front door; J. C. Goddard, advertising; Ed Walsh, seats; M. L. Frisbie, advertising; Bob Manis, reserve seats and concerts.

Show has been on the road without a close since August 3, 1940, covering eight States.

Comedians are "Sweetie" Walker, James Warren, Frank Keith, Freddie Jones, Harvey Jones and Alabama Blossom.

Chorus girls are Mary Lou Crosby, Ernestine Walker, Lena Marie Warr, Tosca Bailey, Bernice Oxley, Claudine Warren and Carrie Mayor. Another feature is Dolores Abner, blues singer.

usually runs around three and a half hours.

According to French, the ultimate idea is to build a more or less permanent structure on the present site and present the show the year around.

STARR HERRICK writes from Northville, Mich.: "Three weeks ago four cars of us drove from Detroit to Flint, Mich., to see the opening of the Chuck Lombardo and Governor Payne show. The answer—no show; nor did anyone there know of a show. There's still none at Flint, Mich., and their No. 2 unit didn't open at Pontiac, Mich., last night (24). It looks as tho we'll have to drive to Chicago to see a real show. Glad to hear that Curly Jacobs, Margie Van Raam, Forrest Bailey and all the old-timers made out okay in Hawaii. As for me, I'm on defense work for General Motors and disappointed because Michigan still has no show. Come on, old-timers, write in to the column."

MICKEY REEDER posts from St. Louis that the town is full of walkie folk, among them Mona Marshall, Virginia Locke, Betty and Eddie Anderson,

Rep Ripples

E. DAVID HEMINGER is at his home in Findlay, O., after concluding his 14th consecutive summer season with the Madge Kinsey Players. Dave says he's keeping busy on repair work around the old homestead, with his plans for the winter still uncertain. . . . REPDOM LOST a grand trouper in the passing in a Chicago hospital October 18 of Arlie Marks, veteran rep and stock actress. She toured for many years as a feature of the old Tom Marks Company, a repertoire organization, and later for many years headed her own rep organization in Canada. Further details in Final Curtain, this issue. . . . BURNS AND NEWELL have a vaude-picture trick operating in the North Adams section of Massachusetts. . . . GEORGE (HAPPY) RHEINS, b. f. musical act, has joined Frank Black's small show in Rankin County, Mississippi. . . . LEE P. SWANSON reports business satisfactory for his vaude-picture combo showing thru Crow Wing County, Minnesota. . . . GITT'S FAMILY SHOW, which has been playing club dates in the Reno (Nev.) area, has moved to New Mexico to play schools and halls with a flesh-picture combination, using E. F. Hannan's *Ghosts Are Ghosts* for the live end. . . . HARRY KRESS has a small unit in the Denison (Tex.) sector and reports okay business.

BILLY WEHLE, manager of Billroy's Comedians, who recently underwent an operation at a Greenville (Miss.) hospital, went under the knife again at Mobile, Ala., last week. . . . HARRY O. BROUN and wife are in Biloxi, Miss., for the winter. Their Broun Comedy Company recently closed a 19-week season over the show's regular territory in Wisconsin. . . . MACK FERGUSON, Billy (Hokum) LeRoy, Libby Mack, Joe (Schnozzle) Seidler and Ernest Candler, all well known in rep and tab circles, are among those in the cast at the LaFayette Theater, New Orleans. . . . LEON HARVEY, out of the acting end since losing a leg in an auto accident two seasons ago, was in Cincinnati early last week in the interests of a New York artists' management firm with which he is now associated. In a visit to the rep desk Leon reported that the new position is panning out to his liking. . . . "Slats" Randall and wife, formerly with Billroy's Comedians and now working a Mobile (Ala.) nitery, visited the show during its two-day (30-31) engagement there last week. . . . AL H. MILLER SHOW closed its season at Leesburg, Ga., November 1 and pulled into winter quarters at Dawson, Ga.

A LAN MOORE, rep and stock player, is celebrating his second year under contract (with options) to the U. S. Army. He reports that he expects to go on the road soon with a show called *Maneuvers* in North Carolina, where he hopes to bump into some of the gang like "SeaBee" Hayworth and his players and Peter Michaels and Al DeVinci, of the Manhattan Players. "While in the army," writes Moore, "I am hard at work on a new toby bill, *Toby Keeps 'Em Flying*. Has anybody used that yet? Hope to have it ready in time for the

Mobile Censors OK Billroy Offering; Business Big There

MOBILE, Ala., Nov. 1.—Billroy's Comedians tent show, Billy Wehle, owner-manager, played two night performances here October 30-31 to SRO business. Ming Toy, Chinese stripper, is the star attraction.

Some of the clergy objected to the pictures used in the newspaper ads. Deputy sheriffs and newspapermen censored the show and okayed it, the main performance showing no nudeness. The tent and stage property showed much wear, but the costuming looked neat and natty. Show ran into a good break with the weather for the two nights, altho rain fell during the first night's show.

The show carries eight trucks and as many trailers, all in good shape. In Mississippi show had a partial blowdown recently.

Show left here for Atmore, Ala., 45 miles away, and will ease into Florida for the winter, playing the section between Pensacola and Jacksonville.

Billy Wehle, manager, was left here in Mobile Infirmary to recover from a stomach operation. He was brought here October 28 and operated on morning of October 29. About 10 days ago he was stricken at Greenville, Miss., and taken to the hospital but remained only a few days. At Gulfport, Miss., he suffered to such an extent that an operation was found absolutely necessary.

Mrs. Bea Heffner was placed in charge of the show after the Gulfport date. Show played Biloxi, Miss., to big biz, and just fair at Pascagoula, Miss. In Mobile show hit two big paydays by the defense plants. Personnel of the show has not been changed since opening date, according to Mrs. Wehle, who has charge of the concession wagon.

Nailor Biz Good In Miss. Delta

GREENVILLE, Miss., Nov. 1.—Jack Nailor's Famous George Minstrels, which has been enjoying a successful season under canvas thru Texas, Arkansas, Mississippi, Alabama and Tennessee, is now in the Mississippi Delta country, where the cotton crop has been big and the natives are giving the show good patronage.

R. F. (Bob) Hayes, rounding out 40 years in show business, is agenting the Nailor tent, with Jack Nailor himself handling the managerial duties. According to Hayes, a new and larger spread of canvas has been ordered for next season.

opening of the Showboat Players' 1942 season in Manchester, Conn." Moore in the army is Pvt. H. F. Smith, 416th Signal Company, Aviation; 1st Air Support Command, A. P. O. 401, Fort Bragg, N. C. . . . TOMMY BRENT, formerly with the Thatcher Players and Mayotha Stock Company, is now in New York looking for a break on Broadway. . . . JOHN ELLIS, whose *Rip Van Winkle* Company is now on school dates in the Akron area, says business is good in spite of the many other school attractions in the territory, most of which are doing well. CARL BRIGGS is managing one of Nat D. Rodgers' units playing army camps. He's at present working Camp Shelby, Miss. Briggs was for several seasons with the Hila Morgan tent.

EDDIE AND TILLIE PAOLI are out of the business and located at Gulfport, Miss., where they visited the Billroy Comedians October 27. Eddie has a government job at the air field at Biloxi, Miss. . . . BILL OSBORNE, formerly with Jack Brooks and other reps, also caught Billroy's at Gulfport, where he and Eddie and Tillie Paoli enjoyed a gabfest with Al Pitcaithley, of the Billroy opy.

INQUIRIES HAVE BEEN received on the following: Tony Lewis, Ken Robbins, Verna Parsons, Roy Nelson, Felix Sapiersalla, Bob Cole, Irene Carter, Jack Leonard, Walter Gross, Jimmie Boy, Freddie Hall, Ann Brown, Eddie Linsky, Jimmy Farrell, Eddie Nichols, Tony Lewis, Cal DeVilliers, Vonnie Kuchinski, Frances Anderson, Jeanne King, Sam LiPari, Eddie Sullivan, Jackie Murphy, Hotch Bloom and Helen and Frank Costello. Shoot us a line, folks, and let your friends know where you are and what you're doing.

LAST CALL SPEED DERBY

Steam heated auditorium. Opens Thursday, November 6th. 48-hour opening. Can use good Derby Band. Contact

KING BRADY

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Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Series Films Offer Strong Promotional Possibilities

NEW YORK, Nov. 1.—The idea of grouping together a series of related films to stimulate interest and facilitate the promotional work required to obtain bookings should be considered seriously by roadshowmen, according to Stephen Breslin, a roadshowman who has put the idea into practice. Breslin states that with intelligent promotion profits are increased and many repeat bookings are assured.

A little over a year ago Breslin secured a series of six Walter Lance technicolor cartoons. Five of the six cartoons are on well-known children's classics, the original titles including *The Jolly Little Elves*, *The Three Blind Mice*, *The Fox and the Rabbit*, *The Story of the Sandman* and *The Grouchy Groundhog*. The sixth subject is *Santa Visits New York*. Breslin claims that only one other group of shorts can compare with these—the Disney shorts, and they are not available for roadshowmen.

Breslin, for want of a better name, has grouped the cartoons into what he terms *The Color Classic*. The full program of six cartoons runs approximately 54 minutes. The accompanying music is outstanding, and Breslin claims that so far as he knows there is nothing to compare with this program in the school field. Location approvals for using the film must be obtained from Universal, who permitted release in the 16mm. field.

The Color Classic program is a natural

for the school field, Breslin explains, and the grouping together of the cartoon stories has been very profitable. Also the program is suited primarily to the first six grades, Breslin says he has shown it in high schools as a purely entertaining program.

While Breslin has booked the films thruout the year in public and parochial schools and in camps during the summer, the peak season is during the Christmas holidays. There is a demand for repeat performances also.

Most of the schools contracting for the program have made a direct tie-in from the educational angle, Breslin explains, particularly among students in the first three grades. It is well known that films stimulate the reading habits of adults, and the youngsters are no different from their elders. When they see the cartoon films, they display more interest in reading the stories on which the cartoons are based.

While Breslin has specialized in developing his cartoon program as a package unit, it is possible to develop other short, educational and entertaining programs for schools, churches, clubs and fraternal organizations. Short subjects are available in many fields, and an alert roadshowman can put together an outstanding program as a package promotion if he will give the proper thought and time to the development of a program that is not just the ordinary run-of-the-mill type.

Another idea that Breslin feels has potentialities is an elaboration of what is known as the recess program, to be shown right after activities in assembly, running approximately 35 to 40 minutes. Usually a program of this type should be made up of one reel of music appreciation, a travel reel, a reel on an industry pertinent to student study and a cartoon to round out the program.

Outdoor Movie Ban Faces Court Test

ALLENTOWN, Pa., Nov. 1.—Constitutionality of the ordinance passed during the summer at suburban Whitehall Township banning outdoor movie showings will be tested in the Lehigh County courts as the result of an appeal from a summary conviction of Leon Male, who operates the Seventh Street Drive-In Theater, a mile north of the city, using standard 16mm. equipment. Male, fined \$50 for violating the ordinance at a hearing before a justice of peace several months ago, appealed his conviction in court.

He stated that he had an investment of \$3,290.64 in the open-air theater. Judge Richard W. Lobst placed the case on the argument list. Male's attorney, Linn H. Schantz, told the court the defendant would not avail himself of any technicalities which might appear. Henry V. Scheiner, solicitor for Whitehall Township, appeared for the township.

Male said he did not charge individual admissions to his theater but that he made a parking charge of 25 cents for each car driven into the theater. The movie house occupies three and one-half acres for which Male pays a rental of \$50 per acre per season.

Comic To Produce 16mm. Pix in Can

MONTREAL, Nov. 1.—A motion picture producing company confining its activities to the production of 16mm. pictures is being planned here, according to an announcement released by Gratien Gelinas. Gelinas, widely known in French circles in Quebec as an outstanding comedian, feels there is a wide field for French-Canadian films and plans to specialize in product for this market. It is reported he will produce, act and direct for the company, now in process of organization.

Gelinas recently made a trip to Hollywood to study the latest production methods and innovations. It is announced that the 16mm. films produced by the new firm will be shown at village halls thruout the province. Completely equipped studios will be located in St. Denis.

New and Recent Releases

(Running Times Are Approximate)

HISTORY IS MADE AT NIGHT, released by Commonwealth Pictures Corporation. The leading roles in this film are played by Charles Boyer and Jean Arthur. The story, revolving around the usual triangle, works up to a dramatic, crashing climax. Eleven reels. Running time, 98 minutes.

FALLING IN LOVE, released by Astor Pictures Corporation. The story of a film star who tries to lose his identity. Charles Farrell, Gregory Ratoff and Margot Grahame play the leading roles. Running time, 62 minutes.

I MET MY LOVE AGAIN, released by Commonwealth Pictures, Inc. An eight-reel film telling the thrilling story of lovers separated by tragedy, and reunited again by their own great love. Definite interest for female audiences. Cast includes Joan Bennett and Henry Fonda. Running time, 70 minutes.

Drive-Ins Debut In Philadelphia

PHILADELPHIA, Nov. 1.—Two open-air theaters, showing 16mm. films are definitely assured for Philadelphia next spring, one to be located in the West Philadelphia section and the other in the Northeast.

The first time for open-air movies in the city, the theaters will be established as part of an expansion program by E. M. Loew, who operates a chain of such drive-in theaters in the East.

Larry Lasky, associate of Loew, was in the city last week closing real estate deals for the two sites. Each drive-in will feature many modern features, including individual speaker-type systems. There will be four lane entrances, with the car capacity ranging from 600 to 1,000.

FILMS SOLD ON TIME

16mm. Sound FEATURES, SHORTS, RELIGIOUS, WESTERNS, COMEDIES, NEWS REELS, SPORTS. Small down payment. Balance payable:
\$6.11 PER MO. | \$6.58 Mo. on \$100
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FINEST 16MM. SOUND PROGRAMS Complete Programs, \$10.00 per week and up. Also many new major company releases with Harold Lloyd, Joe E. Brown. Write now.
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BUSSA FILM EXCHANGE
Carries a complete stock of 35mm. Sound on Film, outright sale only. Any type of picture you want, including Serials, Gangster, Cartoons, Westerns, Slapstick Comedies, Short Subjects, Musicals, Special Exploitation Pictures. Late releases at prices you can afford to pay. Write for free catalog today.
Friendship, Ohio

\$7.50 16mm SOUND PROGRAMS COMPLETE. Features and Shorts Weekly—Biggest Bargain in the Business.
BOX D-127, Billboard, Cincinnati, Ohio

WANTED
Uncle Tom's Cabin film, also film with strong Southern drawing power. Also Acme or DeVry Projector. All 35MM. Silent, good condition only.
THOS. L. FINN, Hoosick Falls, N. Y.

NOW Write for our big lists of outstanding 16mm pictures at low prices.
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THE BEST IN 35MM. SOUND & SILENT FILMS
Talkie Short, \$2.50 reel. Some real action Westerns and Action Pictures at \$35.00 each. Complete programs rented at \$7.50. Big list of Sound and Silent Films and Equipment free. Write **SIMPSON FILM & SUPPLY, Miamisburg, Ohio**

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\$19.50 PUTS YOU IN SHOW BUSINESS
We ship you everything, motion picture projector, sound equipment, talkies. Guarantee you to make good. Show you how to line up circuit from the 5,000 theatreless towns in U.S.A. Make up to \$50.00 weekly. Write Southern Visual, Box B-8, Memphis, Tenn.

Forty Sound 35 Millimetre Reels, \$30
Sound DeVry, cheap.
Trade for Sixteen Millimeter Sound.
BOX 50, Pittsburg, Kansas.

Patriotic Film Popularity Rises

By HAROLD BAUMSTONE, of Pictorial Films, Inc.

WE ARE now in the midst of an era of patriotic fervor, and the 16mm. industry can do its part in molding the minds of the people into an appreciation of the principles for which we are now engaged in a huge defense effort to maintain. The challenge of the dictatorships that the democratic way of life can no longer exist in the so-called "New Order" has aroused the American public to an awareness of the danger that is almost at our doorstep. Roadshowmen have been reporting an extraordinarily heavy interest in patriotic films at this time and this interest is quite natural and is easy to understand.

The public is now anxious and eager to see subjects with a patriotic and historical tie-up. No matter how well versed the average citizen may be on the birth and growth of the United States, there are always additional facts that can be learned. With the government and the preponderant majority of its citizens pledged to an all-out defense of its principles and territory, the trend toward patriotic and historical subjects offers roadshowmen a golden opportunity to perform a valuable public service by presenting the films to as wide an audience as possible. At the same time, since the public is demanding this type of film, the roadshowman who includes such selected shorts in his programs will find that his audience will express new interest in his show.

The product available is varied and some of the subjects are particularly timely at this time. The factual films now on the market are based on authentic, documented material packed with the real drama of historical events and cover such phases as the founders and builders of our American system of government, the American way of life, the epochal events in the development of our country, etc. All the stirring and well-known events of American history have been re-created on the screen in documents that have a tremendous appeal to Americans. Short subjects and full-length features are available and the events are portrayed by notable actors who not only re-live the character they play but look the part.

Another important point for the roadshowman to consider is that the co-operation of patriotic organizations is assured in showing these films. The American Legion posts, the G. A. R., women's organizations, parent-teacher associations, etc., have already been an important factor in making certain that patriotic films get as wide a distribution as possible. Roadshowmen showing the films will also create a lot of good will for themselves by serving a real purpose and putting across the story of this land and what it stands for to homes and schools thruout the land.

The Final Curtain

ALBAUGH—Walter V., 73, pioneer motion picture theater operator, at his home in Kansas City, Mo., September 27. He operated several theaters and the Yale Theater Supply Company. Survived by his widow, Maude. Services September 29 in Kansas City.

ARLEY—William, member of Arley's Show, October 26 when the truck in which he was riding collided with a railroad engine near Valdosta, Ga. Survived by his widow. Services October 28 at the Catholic church, Valdosta, with burial there.

BANNER—Michael J., 73, former composer and concert violinist, October 30 at his apartment in the Hotel Marseilles, New York. He leaves his daughter and a brother.

BERRY—Leon (Chu), saxophonist with Cab Calloway's orchestra, in Brown Memorial Hospital, Conneaut, O., October 30 of head injuries sustained when his car struck a concrete abutment near Conneaut. Survived by his widow and a sister.

BURT—Ida, 89, former actress, October 26 in a New York hospital. She appeared in variety theaters, played a character part in *Under Many Flags*, and also appeared with Alice Brady in *Bless Your Sister*. She last appeared with Mae West in *Diamond Lil* in 1928. Buried in the Actors' Fund plot, Evergreen Cemetery, Brooklyn.

BUSH—John E., Sr., carpenter at Shea's Theater, Jamestown, N. Y., the past 31 years, October 1 in Jamestown.

CALLAGHAN—John, 35, actor and former vaude performer, October 28 in Hotel Victoria, New York. At the time of his death he was in the cast of *Helzapoppin* at the Winter Garden Theater, New York. He leaves his parents and a sister.

CANNON—Morris, 85, father of Frank D. Cannon, owner of Cannon's Comedians, October 20 in Greensboro, Pa.

CLEARY—Owen, press agent, October 29 in Mercy Hospital, Pittsburgh. He was with the Gayety Theater, Pittsburgh, and its successor, the Fulton, for more than 20 years. Survived by two brothers. Burial in Washington.

CLEARY—Owen, 58, press agent and former theater manager, October 27 at Mercy Hospital, Pittsburgh. He had been associated with theaters in Pittsburgh the past 30 years. Prior to his illness he was press agent for Shea's Fulton Theater. Previously he had been connected with the same house in a managerial capacity when it was the Gayety Theater. He leaves two brothers.

CRABTREE—Minnie, 46, organist and pianist known as Adele London, October 22 at Hahnemann Hospital, Philadelphia. She was formerly organist at the Palace and Great Northern theaters, Philadelphia. Later she teamed with Marie Carlyle in a piano team featured on CBS thru Station WCAU, Philadelphia. A sister survives. Services October 25 in Philadelphia. Burial at Limerick, Pa.

CRESSEY—John A., 78, former Hollywood film distributor and uncle of Clara Kimball Young, in Los Angeles October 2. Survived by his widow. Burial in Grandview Mausoleum.

DALE—P. A., 69, of the Dale Brothers' vaude team, in Lake Village, Ark., September 3 of a heart attack.

DAVIDSON—Ray, 42, publicity man, in Hollywood Hospital, Hollywood, October 7 after a long illness. He served as press representative for Hollywood Bowl nine years and also publicized L. E. Behymer. Funeral in Los Angeles October 11. Survived by widow and a sister, both of Los Angeles.

DIXON—Patrick, 61, chief of police at Kenwood Park, Pittsburgh, October 17 at his Oakmont, Pa., home. He leaves his wife, Johanna.

DONLON—Patrick F., brother of Edward Donlon, proprietor of the Donlon Dine and Dance Palace, Lanesboro, Mass., in New York October 27. Burial in Pittsfield, Mass., October 30.

DONOVAN—George Francis, American showman whose home was believed to have been in Portland, Me., October 3 in Lidcombe State Hospital, Sydney, Australia. Burial in the Rookwood Catholic Cemetery, Sydney, October 4.

DRAKE—Dorothy (Mrs. James L. Maguire), publicity director of Station WEEI, Boston, October 3 in Wakefield, Mass. She first became associated with radio in 1929 when she joined the staff of Station WNAC, Boston.

FISCHER—Louis, 61, former night club owner, October 25 in West Point, N. Y., of a heart attack. Fischer was for many years managing director of Reisenweber's Restaurant, New York. He was believed to be the first to introduce dancing in a restaurant and was instrumental in popularizing Hawaiian music. He operated the Brighton Beach Casino and the Hotel Shelburne at Brighton Beach, Brooklyn; the restaurant service

at the Ziegfeld Midnight Frolic, and the Century Roof, New York. He leaves a brother and three sisters.

GAZAGNE—Mme. Paul, French operetta and musical comedy star known as Edmee Favart, October 30 in Marseille, France. She retired in 1935 but since then has sung on a Paris radio station.

GILBERG—Melvin, member of "Red" Sievers orchestra, in an auto accident near Owatonna, Minn., October 16. Sievers and four other members of the band were also killed.

GRIFFIN—Mrs. Margaret Wheeler, 62, mother of Bert Wheeler, stage and screen actor, October 14 in Troy, N. Y.

HAMILTON—D. W., 80, well-known circus fan, in Kinston, N. C., October 12. Survived by two sons, B. L. and Roy. Burial in Maplewood Cemetery, Kinston.

HOHMANN—Henry C., 52, musician, October 29 at New Rochelle Hospital, New Rochelle, N. Y. He leaves his wife and three daughters.

HOWARD—Mary Kerrigan, 72, mother of William K. Howard, motion picture director, suddenly in St. Marys, O., October 2. Survived by two other sons and a daughter. Services in St. Marys October 3.

JOHNSON—Roger, member of "Red" Sievers orchestra, in an auto accident near Owatonna, Minn., October 16. Sievers and four other members of the band were also killed.

IN MEMORY OF
BARNEY H. KERN
Who Was Killed Nov. 3, 1940
PEARL KERN

KENNARD—Florence (Mrs. Frank Schiel), 63, former circus acrobat, juggler and bareback rider, October 26 in the Flower-Fifth Avenue Hospital, New York, after a brief illness. She was formerly a member of the act, Kennard Brothers and Florence, and also appeared with the Ringling Bros. and Barnum & Bailey Circus. She leaves her husband and a daughter.

IN MEMORY OF
BARNEY H. KERN
A Real Friend and Trouper
Who Died Nov. 3, 1940
HARVEY AND ETHEL HILL

KENNEDY—Sam Morton, 79, vaude and musical headliner a decade ago, October 28 at the home of his daughter in Detroit. He, his wife and their two children formed the team known as the Four Mortons. This act was broken up by the death of Mrs. Morton in 1927. He and his wife also appeared as stars of *Ivy Leaf*, *The Fairies' Well* and other dramas produced by the late Sam Powers. They were on the Keith Circuit for some time. His last engagement was with

A. C. (AL) HARTMANN

Albert Clemens Hartmann, 49, outdoor editor of *The Billboard*, died October 29 in Christ Hospital, Cincinnati, after an illness of 10 weeks. He entered the hospital October 20 for an abdominal operation which was performed the next day and from the effects of which he failed to rally. His health had not been good for the past year.

His service on *The Billboard* in Cincinnati began August 18, 1909, as a stenographer in the editorial department under Clyde Phillips, then editor.

Later he went to the advertising department and then returned to editorial duties under Joseph Mayer, who succeeded Phillips. William Page later became editor and when he left in 1919 Al Hartmann was appointed editor by the late W. L. Donaldson, founder of *The Billboard*. His service was continuous except for a period in 1926-'29, when he took up other work, and an enlistment term in 1918-'19 at Great Lakes (Ill.) Naval Training Station as machinist's mate. He became outdoor editor in 1931 under a dual-editor policy, with Elias E. Sugarman as indoor editor in the New York offices. Al's career was notable for his tireless energy, remarkably retentive memory and wide acquaintance among showfolk.

He was born in Plainville, a Cincinnati suburb, and would have been 50 years of age on November 23. He was a member of the Showmen's League of America, Catholic Order of Foresters and Holy Name Society. Surviving are his widow, Adelaide Feltmann Hartmann; three daughters, Betty Rose, 16; Rita Claire, 13, and Lois Jean, 10, residing in the family home, 4120 32d Street, and three brothers and four sisters, all of Cincinnati.

Hundreds viewed the remains and myriad floral tributes in the Witt Funeral Home November 2. Funeral services there at 9 a.m. followed by requiem high mass in St. Cecilia Church November 3 were heavily attended, a number of show people and members of *The Billboard* organization coming from other cities. Interment was in St. Mary Cemetery.



mistaken for a detective by a gunman and shot during a chase in the Hotel Abbey, New York. He leaves his wife, known as Ilse Marvenga, former actress. Buried in Mount Hope Cemetery, Westchester County, N. Y.

RYDMAN—Dallis Webster, 72, father of Carlotta King, musical and film player, at St. Vincent's Hospital, Los Angeles, October 6. Funeral October 9 at the Little Church of the Flowers, Forest Lawn Memorial Park, Hollywood. Survived by his widow and a brother, Barton, Cleveland.

SCHERTZINGER—Victor, 52, writer, composer and film director, October 26 of a heart attack at his Hollywood home. His biggest music hit was *Mercheta*, which sold over 4,000,000 copies. He was also a concert violinist, touring with John Philip Sousa's orchestra as soloist at the age of 10. His mother, Pauline von Webber, was at one time court violinist to Queen Victoria. His first film connection was with Triangle Studios and he has many "firsts" to his credit, among them being the first to do a score for a film, *Civilization*, and shooting the first technicolor production, *Redskins*. He was also credited with bringing opera music to the movies in his production of *One Night of Love*. His most recent films were *Kiss the Boys Goodbye*, *The Road to Singapore*, *The Road to Zanzibar*, *Rhythm on the River* and *Birth of the Blues*. At the time of death he was directing *The Fleet's In*. Survived by his widow, Julia, and two daughters, Patricia and Paula.

SCHNEIDER—Eugene, 59, viola teacher, of a heart attack October 9 while playing in a concert in Montreal. Survived by his widow.

SCHROEDER—Mrs. Elsa, 56, wife of Theodor Schroeder, formerly with the Ringling, John Robinson and European circuses as an animal trainer, October 27, after two years' illness, at her home in Royal Oak, Mich. Her husband is curator of the Cleton Zoological Gardens, Royal Oak.

SIMMONS—Donald M., member of "Red" Sievers orchestra, in an auto accident near Owatonna, Minn., October 16. Sievers and four other members of the band were also killed.

SMITH—Hamilton, 54, film producer, director and scenarist, at Wildwood Sanatorium, Newhall, Los Angeles, October 29 after a long illness. His first film connection was with the old Kalem Company. In 1916 he went to Hollywood and wrote for Goldwyn Productions, later working with Universal, Paramount and others. He was also with the defunct World Pictures and Syracuse Motion Picture Company. He wrote the Ham and Bud comedies, popular in the early days, and has been credited with the authorship of more than 1,000 stories. In 1931 he went to England for British-Gaumont, remaining there one year.

STUART—James H., 77, former minstrel man, at his home in Chicago October 26 after a lingering illness. He started his career with a medicine show, later joining the Beach & Bowers minstrels. He also appeared on Broadway and was on the Keith and Orpheum circuits. After retiring he devoted his time to songwriting, having two numbers published, *Old Southern Moon* and *My Black Missouri Mule*. Survived by a sister, Mrs. Grove Raymond, California. Services in Chicago October 29, with burial there.

TAPSCOTT—Fred (Walters), 63, former musical and vaude artist in Oakdale, Calif., July 6. Tapscott and his wife, Eloise, now dead, toured as Walters and Murray. For the past 20 years he operated his own show in the West. Survived by his widow and two sons, Walter, a musician, and James. Burial in Citizens' Cemetery, Oakdale.

TAYLOR—George, 34, co-owner of the Waldorf nitery, Willoughby, O., and former band leader, October 20 in a Willoughby hospital. Survived by his widow, Cecilia; a son, George Jr., and two sisters. Burial in Willoughby.

THOMS—Clara, 78, former opera singer and one-time operator of a vocal studio in New York, October 9 in Los Angeles after a long illness.

VANI—Mrs. Anna, mother of Joseph Vani, of the Sherman Brothers, clowns, October 25 in St. Anthony Hospital, Chicago. Burial in Mount Carmel Cemetery there.

WALLEN—George E., 80, former treasurer of the F. F. Proctor theater interests, October 22 in Larchmont, N. Y. He leaves three brothers and three sisters.

WILLMAN—Tony, 37, midgeet auto racer, in Thompson, Conn., October 13 of injuries sustained in a race October 12 in that city. Survived by his widow and two children.

WILLIAMS—Harrison, 92, with circuses in various capacities for many (See *FINAL CURTAIN* on page 34)

RC Los Angeles Stand a Winner; Benefit Clicks

LOS ANGELES, Nov. 1.—Good business was reported by Rubin & Cherry Exposition for its 11-day run here, under American Legion Post auspices, despite eight days of rain.

Shows were well laid out at the corner of Telegraph Road and Atlantic Street. Ferris Wheels were spotted down the center of the midway when it became necessary to remove them from the end of the grounds because of an adjacent airport. Shows moved from here to San Bernardino, Calif., opening there October 21.

More than 500 crowded the Elsie Calvert Swing Revue top on the Rubin & Cherry Exposition night of October 22 for the Show Within a Show for the benefit of fraternal organizations. Inclement weather held down attendance, but nearly 700 tickets at \$1 each were sold.

Joe Glacy, president Pacific Coast Showmen's Association, served as emcee to introduce R. L. (Bob) Lohmar, shows' general manager; Allerta Foster, president PCSA Ladies' Auxiliary; Jimmy Lynch, club membership committee chairman; Al (Moxie) Miller, benefit show chairman; Sam Dolman, membership committee vice-chairman, and Bob King, Charles Nelson, I. B. McCoy, Ben Beno, Babe Miller, Lucille Dolman, Ethel Krug, Ruth Korte and Elsie Calvert.

Program featured Dolly Cramer, Imperial Hawaiians, Harry Snodgrass, Corky Kellam, Gypsy Lee, Jack Kelson, Ed Zigenbush, Roland Everton, Carl Erickson, Mary Lou Berryman, Eddie Kozicki, Marcella Porter and Harold Kirkendall.

Buck in Successful Beaufort Wind-Up; Winter in Trenton

BEAUFORT, N. C., Nov. 1.—Chalking up one of their most successful seasons in years. O. C. Buck Shows wound up their 25th annual tour here October 25. Shows will winter on the fairgrounds in Trenton, N. J. The 26-week trek, which got under way in Trenton April 19, saw the shows play dates in 10 States, with each engagement winding up on the right side.

Principal speakers at the weekly jamboree were Manager O. C. Buck, who thanked all with it for their loyalty to the organization, and Lon Ramsdell. Others on the program were Mrs. Evans, Mrs. Kneeland, Mrs. Mavcaccio, Winnie Sisto and Phyllis Anderson.

Winter Locations

Showfolk gave the following destinations: Flve Sky Scrapers, led by Al Keenan, Pacific Coast; O. C. Buck, Mr. and Mrs. Lloyd Coffee, Mr. and Mrs. Fitzie Winters, Evelyn Phillips and Mr. and Mrs. Ted Barrow, Miami; Freddie Carlton, Miami Beach; Earl Patman, Ray-Rayette and Paul Marlon, Burkhardt's Museum, Hartford, Conn.; Lon Ramsdell will handle publicity for Bundles for Britain, Inc.; Mr. and Mrs. Thomas Fisher and Raymond F. Currit, Tampa.

Jerry Wright will go to Potsdam, N. Y.; Mr. and Mrs. George Meeker, New York; Mr. and Mrs. H. J. (Slim) Lynch, New York; Mr. and Mrs. Eddie Davis, East; Mr. and Mrs. Carl Barbour, Roanoke, Va.; Mr. and Mrs. Larry Mavcaccio, (See BUCK IN WIND-UP on page 56)

Conklin Preps for 1942

HAMILTON, Ont., Nov. 1.—J. W. (Patty) Conklin, president of the Conklin Shows, said here this week that much activity prevails in winter quarters and that crews have started work on new equipment for 1942. Management is also working out a number of new ideas for next season. "Our season," he said, "was very good and surpassed our fondest expectations, but in spite of the fact that we handled a tremendous amount of money, very little will stay with us, as the bulk will go for taxes of various kinds for war activities, and these we are happy to pay, as we feel the same as every other sane-thinking person does, that we may just as well pay our bit and do our bit now before it's too late."



CARL J. SEDLMAYR, prominent outdoor showman and president of the Amusement Corporation of America, has been nominated for the presidency of the Showmen's League of America for 1942. One of the owners and operators of the Royal American Shows since their inception in the early 1920s, he is the League's first vice-president this year.

Larger Capacity for SLA Banquet, Ball

CHICAGO, Nov. 1.—John M. (Jack) Duffield, general chairman of Showmen's League of America Banquet and Ball, to be held in the Hotel Sherman on December 3, is working out plans for the event and it is expected that several changes in general set-up will be made which will work to the advantage of everyone. Instead of having the stage at the end of the ballroom, it will be placed at the center of one side of the room, which will give everyone a much better view of the show. Speakers' table will be elevated several feet above the stage level. Placing the stage at the side of the room will make space for nine additional tables, each seating 10 people.

Chairman Duffield has lines out for several well-known entertainers, also for speakers and a toastmaster, and it is his object to present a high-class, entertaining show, and speakers who will hold the interest of the audience. Announcement of names may be expected in a couple of weeks.

D'Arcy Killed, One Injured In Ga. Train-Truck Crash

VALDOSTA, Ga., Nov. 1.—William D'Arcy, of D'Arcy Girls, high act with John B. Davis's Southern State Shows, was killed early on October 26 when the truck in which he was riding en route to Live Oak, Fla., collided with a Georgia & Florida Railroad engine about three miles from here. Injured in the crash was Dick D'Arcy, who is in a critical condition in a local hospital.

The driver of the truck, Reggie Arley, escaped injury, however, when she leaped from the truck. Force of the crash

Carl J. Sedlmayr Is Nominated for League President

CHICAGO, Nov. 1.—Carl J. Sedlmayr, president of the Amusement Corporation of America, and this year first vice-president of the Showmen's League of America, has been nominated for the office of president of the League for 1942. Sedlmayr has been a member of the League many years and is widely known and prominent in the outdoor show world, having been one of the owners and operators of Royal American Shows since their inception in the early '20s.

Nominating committee made its selections early this week and its recommendations, presented to the board of governors at the regular meeting in the Hotel Sherman Thursday night, were unanimously accepted. In addition to Sedlmayr the nominees are: First vice-president, Harry W. Hennies; second vice-president, Elwood A. Hughes; third vice-president, Michael J. Doolan; treasurer, William Carsky; secretary, Joseph E. Streibich.

These trustees were nominated: Five-year term, Fred H. Kressmann; four-year term, Edward A. Hock; three-year term, Barney S. Gerety; two-year term, C. R. Fisher; one-year term, Louis Torti.

A number of new names appear in this year's list of nominees for the board of governors. Those named are M. H. Barnes, Sam and Oscar Bloom, Al R. Cohn, John M. Duffield, William A. Dumas, Walter F. Driver, Lew Dufour, George Golden, Barney S. Gerety, Max Goodman, Sam Gordon, M. A. Taft, M. Hanauer, Al Horan, Larry S. Hogan, Sid W. Johns, S. T. Jessop, Lew Keller, Johnny J. Kline, Fred H. Kressmann, Robert L. Lohmar, H. A. Lehrter, Louis Leonard, Roger S. Littleford Jr., Ernest Liebman, Bernard Mendelson, C. D. Odom, John O'Shea, Harold (Buddy) Paddock, Irving Pollack, E. Lawrence Phillips, Sunny Bernet, Denny Pugh, Morris Lipsky, Joe Rogers, L. E. Roth, Frank D. Shean, A. L. Rossman, Dave Russell, John M. Sheesley, Harry Ross, Lee A. Sloan, Sam Solomon, Albert Sweeney, James A. Sullivan, J. C. (Tommy) Thomas, Ned E. Torti, Floyd Gooding and G. L. Wright.

Bright Lights Tour Ends on Right Side

SHENANDOAH, Va., Nov. 1.—Bright Lights Exposition Shows closed what the management termed its best season in years here on October 18. Tour opened in Aynor, S. C., on March 17 and shows played six States. After directing storing activities in Harrisonburg, Va., General Manager John Gecoma left for Pittsburgh, where he will winter. Bill and Gladys Koford also went to Pittsburgh, while F. A. Norton joined George Hill's concessions in Virginia.

Present plans call for an enlarged organization to open next season's tour early in April in Virginia. Hattie Dolan, secretary-treasurer, who will spend the winter with her folks in Virginia, will operate a new ball game on the shows next season.

threw the truck on D'Arcy and he died instantly.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Wildcat Corners, Ark.
Near Knee's Store and Gin.
Week ended Nov. 1, 1941.

Dear Editor:

The office hasn't been able to figure out why this date wasn't a winner. There were no newspaper bills, no radio, no city license, free lot and water galore in a river behind the lot. While lunching on cheese and crackers in a store Pete Ballyhoo dropped the remark, "If you stick with the sticks, the sticks will stick you." Whether he was referring to the location or the sticks on the front end we don't know. Lem Trucklow called it a stall date. We agreed with him on the stall, but we wondered what they were stalling for. Some thought we were stalling for spring, tho quite

a while away. Some thought we were merely here to take advantage of the river and its cleansing powers. Others prophesied something big in the offing.

While spending their idle time watching the cotton gin do its work the five brothers came to life suddenly by shouting "Eureka!" in chorus. Then a new idea for a funhouse was born. Now we believe that the sole purpose of playing the date was to study the principle of the gin. The idea was there but to make it work on the same principle as the gin was a matter of showmanship and brainwork. The title for the new device, Cotton Gin, had been decided upon. The principle of the new attraction was to separate or gin the money from patrons' (See BALLYHOO BROS. on page 57)

Strates' Jaunt In Good Closer; Members Scatter

CHARLESTON, S. C., Nov. 1.—James E. Strates Shows headed for winter quarters in Mullins, S. C., after concluding their local engagement October 25 to excellent business and ideal weather. Shows were located on the school grounds adjacent to the County Auditorium and presented an attractive appearance. Children's Days, Wednesday and Saturday, were big, and Wednesday and Friday nights, with automobile giveaways, drew near-capacity crowds. William C. Fleming, general agent, did a good job directing the event.

Publicity Director C. Foster Bell capably handled the advance publicity, and the gate showed pleasing returns. Free acts were Emanuel Zacchini, Four Albanis and Harry Villponteau, local boy. Fair directors and President Frampton co-operated and took personal charge of the nightly distribution of prizes.

Almost all of the show managers and ride operators went to new quarters in Mullins to direct the storing of their equipment. Quarters work will get under way after work crew has had a two-week vacation.

Nancy Miller, who has signed for next season, will keep her company intact this winter. Al Tomaini signed for 1942 and left for Gibsonton, Fla. Mr. and Mrs. Howard (Slim) Curtis will play a few independent dates and then head (See Strates Closer Good on page 57)

Penn Premier Buys Stroudsburg Bldgs.; Tour Satisfactory

LITTLETON, N. C., Nov. 1.—Management of Penn Premier Shows, which close a 30-week tour here tonight, last week purchased two buildings in Stroudsburg, Pa., to be used as permanent quarters for the shows, Benny Rys reported. Shows' trek, which saw the organization play 13 still dates, 11 fairs and 6 celebrations, proved highly satisfactory. Tommy Carson has been re-engaged as manager for 1942 and Albert Bydiark again will be ride superintendent. Management contemplates adding four rides and shows for next season.

Capt. Charles Smithey will remain in quarters with his Monkey Show until December 4 when he will join Hubert's Museum. After 10 weeks with that at- (See Penn Premier Buys on page 56)

RW Liberty, Tex., Finale Good; Barn in Texarkana

TEXARKANA, Tex., Nov. 1.—Reynolds & Wells Shows moved into quarters here this week after finishing a successful season at Liberty, Tex., on October 25. Co-Owners Reynolds and Wells and shows' office staff will winter here.

W. H. McClanahan joined Bill Hames Shows for a short tour of the Rio Grande Valley. He will come into quarters about January 1. Sam Lieb, corn game operator, will winter here, while concessionaire Teddy Felton left for Florida for the winter.

Richard Hard, show operator, went to Alamo Exposition Shows, and Bert Melville to Kansas City, Mo. Management recently purchased a Fly-o-Plane and Rocket for next season. Mrs. E. Reynolds, mother of Manager Reynolds, is seriously ill in a local hospital.

Mrs. Strates Hostess at Farewell Luncheon Party

MULLINS, S. C., Nov. 1.—Mrs. James E. Strates, wife of the manager of James E. Strates Shows, was hostess at a farewell luncheon party in the Strates private car to members of the shows this week. After the dinner all guests motored to Florence, S. C., to visit the John H. Marks Shows' midway at the fair there and the World's Fair Shows' midway at Marion (S. C.) Fair.

Guests at the luncheon included William C. Fleming, Mr. and Mrs. Keith Buckingham, Mr. and Mrs. James Yotas, Frank Zacaroli, Dick O'Brien, Bobby and Pauline Mansfield and Mike Olsen. Impromptu talks were made by James E. Strates, Frank Zacaroli and William Fleming.

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 701 North Sangamon Street Chicago, Ill.

Arthur Ends Trek On Right Side in Glendale, Calif.

GLENDALE, Calif., Nov. 1.—Arthur's Mighty American Shows brought their 1941 season to a successful close here last week, and circus animals and other equipment owned by the organization and most of the rides and shows were placed in quarters in Los Angeles. Altho books for the season have not been closed, shows finished well on the right side, and Owner Martin Arthur expressed himself as being well satisfied with the results of his first season as a carnival owner.

Manager Allen Fine and Superintendent Fred Stewart took three rides and some concessions to San Diego, Calif. Owner and Mrs. Arthur plan to take a few weeks' vacation in Northern California before beginning work on next season's show. Secretary Walton de Pellaton will go into hibernation for the winter. Joe and Anna Metcalf left for Goebbels Lion Farm, where they will break new animal acts for next year's circus. Glen and Ethel Henry went to the Levy Theater Circuit, and Todd and Maxine Henry will take a two-week vacation before playing night clubs for the winter. Madame Marie and her pals will play theaters for the winter. Manuel Marcias went to San Francisco.

Work on equipment will be suspended until January. Plans are being made for new showfronts and modernization of the shows in general.

business. Fair board, newspapers and radio station co-operated.

A 15-minute radio program was given by members of the various shows. Lauther's Side Show and Paradise Revue got top money, with Ollie Hager's Motor-drome also doing well. Ruth Roy's Circus Area played to big business all week. All rides did well.

On Thursday the under-privileged children were entertained in the shows and on the rides, with sandwiches, drinks and ice cream being served to each one upon leaving. Lion act was called off after Mewa attacked Trainer Billy Reid on Wednesday while he was working out a new routine for the act. Reid's condition is reported as satisfactory at a local hospital. Joe Decker closed here, and G. G. Aillinger joined with his cookhouse. Visitors included Lucky Teter, Harry Heller, Mel Howard and committees from Sampson County Fair, Clinton, N. C., and Fayetteville (N. C.) Fair.

PETERSBURG, Va., Nov. 3.—Cetlin & Wilson Shows, midway attraction at Southside Virginia Fair here, September 29-October 4, broke the all-time record for receipts established in 1917, said Fair Secretary R. Willard Eanes. Midway was lauded by all who visited it and before the fair closed directors awarded shows a 1942 contract.

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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Frecks, Working Acts, A-1 Attraction for Annex (no Half and Half). Want Buddha, Sword Box and Photo Gallery. Ticket Seller, Write General Delivery or wire care Western Union. F. W. MILLER, New Orleans, La. (Pay your own wires.)

FIREMEN'S FAIR

Tabor City, N. C., Nov. 10-14. Want Cookhouse. Want Rides for this and another Fair to follow. Shows with own outfits. Concessions, don't miss this one. Write or wire **LESTER MCGEE**, Suffolk, Va., this week, or **STAN REED**, Tabor City, N. C.

WANTED
 Show Folks To **MOTORIZED**
 While Dollars Are Plentiful.
 Write **CHAS. T. GOSS** Write
STANDARD CHEVROLET CO., E. St. Louis, Ill.
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HARRY C. DALVINE
 Wants Shows, Rides, Stock Concessions
 For balance of season. Closing December 6th. Wire
HARRY C. DALVINE
 Alma, Ga., this week

F. R. HETH SHOWS
 Want Grind Shows and Stock Concessions. Also 2 Colored Oriental Dancers at once. Augusta lots are good for 2 more red weeks.
F. R. HETH SHOWS, Augusta, Ga.

Buckeye Gross Tops '40 Meadville Date

MEADVILLE, Miss., Nov. 1.—Helped by good weather, Buckeye State Shows chalked up a 30 per cent increase over last year in gross midway receipts at Franklin County Fair here October 22-25. Shows and rides played to near capacity for the stand, and photo gallery, frozen custard and grab stands registered a banner week.

Mr. and Mrs. Weeks were hosts at a supper to Mrs. Joe Galler, Margaret Miller and Jack Oliver. Mr. and Mrs. Abe Franks, Wallace Bros.' Shows, visited. Owner Joe Galler went to Laurel, Miss., to arrange for quarters, their third winter there. Mr. Wynne, Memphis, spent a few days visiting Ed Sweeney. Mrs. Peggy Walker closed her set of diggers and will assist husband, Art, with the cookhouse the rest of the season.

Golden Belt Is Successful In Engagement at Danville

DANVILLE, Ark., Nov. 1.—Golden Belt Shows' stand at Yell County Free Fair, October 20-25, resulted in good weather and business. Date marked shows' second year here and, altho the town is small, attendance was big. Kids' Day, Friday, was the best day. Rides, shows and concessions all reported satisfactory business.

Roy Menge's Side Show led shows, with Mr. and Mrs. Girard's corn game getting plenty of play. Fair board co-operated, as did city, county and State officials. Most of the personnel visited quarters in Hot Springs, Ark., where local workmen are still constructing the main building. Work is expected to be completed in time for shows' arrival, however.

CW Registers Win At Wilson, N. C.

WILSON, N. C., Nov. 1.—Good weather and business prevailed for Cetlin & Wilson Shows at their stand at Wilson County Fair here October 20-25. Shows moved in from Durham, N. C., and opened on time Monday night. Tuesday and Friday, Children's Days, gave good

"EDDIE" HACKETT with
 "MAC" McNALLY
 IMMEDIATE DELIVERY—ALL MODELS
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 WANT FOR WARSAW, N. C., ARMISTICE CELEBRATION, WEEK OF NOVEMBER 10TH. legitimate Concessions of all kinds. Eating and Drink Stands, Candy Floss, Novelties, Guess-Your-Age, American Palmistry. No others need write. Would like to hear from Shows of all kinds or Rides for the 1942 season. All communications write or wire **W. C. KAUS**, Manager, at Charleston, S. C. After Armistice week write to 4 Dunn St., New Bern, N. C.



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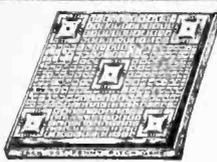
NOT many of us can be spectacular heroes. Yet by buying Christmas Seals you save human life just as surely as if you had plunged into a burning building!

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120 Pages, 2 Sets Numbers, Clearing and Policy.
1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15c.
HOW TO WIN AT ANY KIND OF SPECULATION. 24-p. Well Bound .25c
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DELUXE MERCHANDISERS.

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1c to 39c takes in \$5.00
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EVANGELINE SHOWS WANT

Shows with own transportation and Louisiana reader. Concessions: Corn Game, Ball Games, Ring Games, Lead Gallery, Bowling Alley, Penny Pitch, Gangle Board, Spin Spindle, Watch-Lu, Hoop-La, Cigarette Gallery, Post Office, Grocery, Ham and Bacon, Turkey and Chicken Wheels, Clothspin, Percentage, Mouse Joint, Pan Joint. Book any Concession working for ten cents. No ex. Jeanerette, La., week Nov. 3-8; New Iberia, La., Nov. 10-23, Inc. Good location. strong auspices.

FOR SALE

NEW SPITFIRE RIDE

Ride and owner can be seen care of Dodson Shows, Jacksonville, Fla., Fair, Nov. 6-16.

BOX D-129, Billboard, Cincinnati, Ohio

Motordrome Motorcycles FOR SALE

Set of 3 Indian Scouts, 45 cu. motors, new tires, perfect shape, \$300 cash for all. Now in operation. F. C. CLARK, Blue Ribbon Shows, Eastman, Ga.; La Grange, Ga., Nov. 10-15; then Winter Quarters, Fair Grounds, Columbus, Ga.

CENTRAL STATE SHOWS WANT

To join now. Cook House, small privilege; Corn Game, all legitimate Concessions. Also Wheel and Merry-Go-Round Foreman. All winter's work. Spur, Texas

Midway Confab

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

REST ahead—and taxes!

JOINING the Side Show on Great Lakes Exposition Shows in Alabama recently was George Chandler, magician.

FORMERLY a ride foreman with C. A. Vernon's United American Shows, Norman McKenzie is in the restaurant business in Mobile, Ala.

"STOPPED briefly at Guy Dodson's attractive spot here," letters Jack Worth from Savannah, Ga. "I'm on my way to Florida for the winter."

THE ghost stopped walking on some midways long before Halloween.

FOLLOWING close of Sylvan Beach, St. Louis, Ralph Bliss played the fair in Knoxville and then went to Newburg, Mo., for the winter.

HAVING closed their stand at Long Island, N. Y., Taylor Brothers' free act and sound car are playing Southern fairs to satisfactory results.

JAMES LALLON, formerly with Gold Medal and Great Lakes Exposition shows, joined the Rubin & Cherry Exposition at Los Angeles.

ABOUT the time you need new tires all around the season ends.

hopes to have it in good enough shape to resume trouping next spring.

GEORGIE SPEARS JR. has closed his annex attraction on Lew Alter's Ten-in-One Show and, after taking Stella Mae Adams, three-armed girl to Harlan, Ky., will go to Atlanta, where he will again manage his billiard supply company.

C. H. DROEGE, who closed as billposter with Mighty Sheesley Midway in Anniston, Ala., stopped off in Cincinnati to visit The Billboard office October 30 while en route to his home in Fredonia, N. Y.

BEST way to get a rise out of the boss is to ask him for a raise.—Milo McGoof.

AFTER an absence of several seasons from the road, J. T. Solone will go out in 1942 with Bright Lights Exposition with his concessions. His wife, Peggie, will operate one while he operates the other.

RAE-TERRILL, who closed a successful season with West Coast Circus Shows, recently purchased a small hotel in San Jose, Calif., and will winter there, Ted Buck reports. Buck is working in the Richmond (Calif.) shipyards.

JESS BRADLEY, legal adjuster and business manager, Great American



THESE TWO well-knowns, Elwood A. Hughes (left) and Harry W. Hennies, were nominated for executive posts in the Showmen's League of America for 1942. Selection was made by the nominating committee early last week at a meeting in the clubrooms in the Sherman Hotel, Chicago. Hennies was named for the first vice-president's post, and Hughes second vice-president.

JERRY JACKSON and troupe, who closed a successful season with World of Mirth Shows recently, have started their fourth year of winter stock at the Bijou Theater, Nashville, Tenn.

AFTER a good tour with Pan-American Shows as special agent, Happy Preston closed at Portageville, Mo., and is now hustling signs and expects to spend the winter pitching soap thru Mississippi.

ABOUT 30 members of the O. C. Buck Shows attended mass in St. Egbert Catholic Church, Beaufort, N. C., on October 24 for the departed wife of Owner O. C. Buck.

ALWAYS win enough so that you don't have to lie about it.—Oscar the Ham.

THEXTON TERRY letters from Lockport, N. Y., that he has signed Ray Brong, carnival and circus clown, to work the front of his new Funhouse next season.

"SAW MARION BERRY on the front of the Life Show while visiting Hennies Bros.' Shows recently," Professor Carin pens from Greenville, S. C. "She does a grand job of selling that show."

FORMER circus and carnival troupers, William H. LeRoy and Bill and Ruby Johnson are playing Colorado schools, theaters and department stores with their marionette show.

BILL A. CODY cards from Toledo that he will re-enter County Hospital there to undergo treatment for his left arm. He

Shows, and Mrs. Bradley, a school teacher in Huntington, W. Va., were guests of Mr. and Mrs. C. R. McDonald at the Hotel John Marshall, Richmond, Va., recently.

IT doesn't seem like trouping since they stopped passing a hat to move the train.—Colonel Patch.

AFTER a successful season with Wallace Bros.' Shows, Mr. and Mrs. Dude Brewer have taken an apartment in Jackson, Tenn., for the winter. Their children are in school there. The Brewers have booked their concessions with the organization again for 1942.

SINCE closing with Marjorie Kemp's Thrill Arena in Mobile, Ala., on October 19, George Murray has been pinch-hitting for Art Spence, who took a bad fall in his drome when West's World's Wonder Shows played Alexandria City, Ala.

ONE learns new facts in the show business each season—which the following season proves all wrong.

"WE'RE still parked on Highway No. 17 between the Marine base at Jacksonville, N. C. and Camp Davis, near here," J. C. Robson pens from Verona, N. C. "Still working at the army camp in the construction department and job seems indefinite. Have been doing okay."

FORMER carnival owner, Catherine Oliver writes from New Orleans that she is in the hotel business there and that Mr. and Mrs. Walter B. Fox, late of Wallace Bros.' Shows, and Chester Taylor,

Proving It

TWO BINDLE stiffs were enjoying a mulligan in a jungle camp. Two busted ride boys, who had blown their season's earnings in a G-top, joined them in hope of a meal. It was a case of moocher mooching a moocher. After hearing their stories, one bindle stiff remarked to the other, "Here is just another horrible example of working for a living."

Johnny J. Jones Exposition, were recent visitors.

IT was easier to be an optimist last spring than it is this fall. They grossed it, but where has it gone?—Cousin Peleg.

E. F. (SWANEE) SWANBERG has recovered from the illness with which he was stricken while on C. F. Zeiger's United Shows in 1940 and now is with Station KHAS, Hastings, Neb. He says he played some fair dates in South Dakota, Minnesota and Nebraska, and conditions were satisfactory.

AFTER winding up the season with Ideal Exposition Shows, where he had a red one, O. C. (Heavy) McClain purchased a service station in Thomasville, N. C., which he will operate this winter. McClain has been with Endy Bros. and W. C. Kaus shows, where he had several good weeks with his Girl Show and concessions this season.

SOME independent showmen are said to understand more clearly every year just what a pincer movement is.

L. I. EVERETT, well-known carnival electrician, is in Crawford Long Hospital, Atlanta, after suffering a paralytic stroke on October 19. Altho physicians hold little hope for his recovery, he is reported to be slowly improving. He has been with Johnny J. Jones Exposition, West's World's Wonder, Hennies Bros.' and Royal American shows.

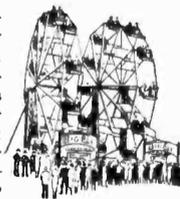
THOMAS J. McNULTY, of O. C. Buck Shows, narrowly escaped death October 19 when his truck overturned on its way out of Warrenton, N. C. Truck carried the Silver Streak, and only damage to the ride was a broken manifold. McNulty was pinned inside the truck cab and was released by State police who arrived shortly after the accident.

HAVEN'T heard a good Scotch joke on the midway since canned music took the places of bagpipers.—Cat Rack Annie.

CLIFF LILES' Park Amusement Company returned to its home base, Lake Charles, La., for an indefinite engagement on a downtown lot before going into quarters for reconditioning. About 90 people are with it and most of them reported the season one of the best in their experience. Shows' tour covered

Du-Plex BIG ELI Wheels

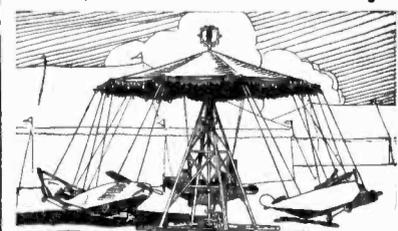
Greater "Flash." Increased interest. Bigger business-taking capacity. Larger net profits. Extra wheel always pays a good net profit over operating cost. Du-Plex Wheels helped many other ride men to greater profits. Why not YOU?



ELI BRIDGE COMPANY

Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

The Improved Kiddie Airplane Swing Attention, Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated crests with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.
SMITH & SMITH, Springfield, Erie Co., N. Y.

Helpless

A CHUMP is a guy who when things break bad starts clipping coupons to get by until things break better. He wouldn't have sense enough to get out and panhandle.—Road Map Johnson.

several States west of the Mississippi and east of the Rockies.

MANAGER of the office-operated Girl Show on W. C. Kaus Shows, James Baker closed a 32-week tour recently and has opened his own winter unit, which will tour the New England States this winter. Baker will manage the show in addition to handling the advance duties, while Mrs. Baker will be stage manager. Line-up includes Dolores Chalk, specialty dancer.

SOME show operators can be patsched just so far. Then they leave for greener pastures—and get patsched some more.—Side-Show Sal.

WELL-KNOWN ride operators, Harry E. and Ethel Hunting, who are wintering in Cincinnati after winding up their most successful season since 1928 with the W. G. Wade Shows, last week purchased a new Ferris Wheel from the Eli Bridge Company and will operate it in 1942 in conjunction with their Chair-plane. The Huntings started the 1941 tour with Motor City Shows.

MEMBERS of the O. C. Buck Shows, Mr. and Mrs. Fizzie Winters, Mr. and Mrs. Larry Mavaccio, Mr. and Mrs. Eddie Davis, Tom Heffernan, O. C. Buck, Mr. and Mrs. Goldie Fitts, William Howland and Lon Ramsdell placed a wreath on the grave of Mrs. Roy Hysmith at Moorehead City, N. C., October 24. A short eulogy was given by Ramsdell, with all joining in the Lord's Prayer. Roy Hysmith, his son and a sister also attended.

IF midway house trailerites could keep a secret what would they and the show train inhabitants do with their spare time?—Muggin' Machine Mazie.

GASTONIA (N. C.) DAILY GAZETTE, on the front page of its October 14 issue, ran a three-column cut of James E. Strates Shows, neon-lighted Ferris Wheels and front of Al Tomaine's Side Show on the Gaston County Fair midway. Also in the photo were William Sylvan, talker; Mary Hubbard; Bingo Hinkle, clown; Al Tomaine, giant, and his wife, Jeanie, half-girl. Photo was declared helpful in producing one of the season's best grosses.

"Give you a blanket! Since when did you become a policeman?"—Luke Warm.

"HAVE all my animals in comfortable cages in winter quarters here," letters Walter Lankford, owner of the Animal Circus bearing his name, from quarters in Decatur, Ill. "Have added a number of animals to my line-up and plan an enlarged attraction for next season. Plan to open my season about May 1 in the coal fields of Illinois and then play Ohio, Michigan and Pennsylvania fairs. Mr. and Mrs. Speedy Babbs visited recently while en route to their farm near here. Numerous showfolk are wintering in this city and this winter will be the first in the North for me since 1936."

WHEN the side-show pit is empty of acts and actors the manager carries on with the old slogan, "The show must go on," but worries none about whether the show goes over.

NOTES from Golden Arrow Shows by Dave Cooper from Alicia, Ark.: Mrs. Bert Stallings enjoyed a visit here from her brother. Her ride and four concessions are doing okay. Bert Stallings has frames completed for two more stands, but is awaiting new tops for them. Joining here was Mrs. L. M. Reed, cotton candy and popcorn. After a tour of Mississippi and Louisiana, Mr. and Mrs. Francis Johnson rejoined with photo gallery. Al Wilkerson came down from Minnesota with two concessions. Perky Alford, mailman and The Billboard sales agent, plans to visit relatives in Kansas before making the long jump to Texas.



FRANCIS M. RICE, brother of Thomas W. Rice, of World's Fair Shows, is now a private with Battery B, 208th C. A.—A. A., Camp Edwards, Massachusetts. Francis has assisted his brother in the advance details ahead of various carnivals for a number of years.

RADIO is a midway blessing. It has added many new words to vocabularies of front talkers. It doesn't matter a whole lot how they use them—they must be right because they heard them over the air!

GILMAN BROWN, son of Maybelle Brown Kidder, with the World of Mirth Shows, sustained the loss of his left arm in an auto accident on October 12 while en route to Raleigh, N. C., when his car was sideswiped by another car and overturned. Brown's car was demolished and his arm so badly mangled that amputation at the elbow was necessary. Brown never lost consciousness and was rushed to Rex Hospital, Raleigh, where he was given blood transfusions. He recovered sufficiently to be released on October 25 and joined the John H. Marks Shows at Greenwood, S. C., where his wife, Georgia, owns and manages the International Casino Posing Girl Revue.

THIS modern age has made it possible for one to talk about his midway neighbor without doing it face to face. Just forget to turn off the loud-speaker while discussing him with the showman from across the way.

OF interest to showmen playing Florida is a statement issued in Tallahassee on October 22 by Florida's Comptroller J. M. Lee to the "Several

Fair Associations, organized and existing under and by virtue of Chapter 7388, Acts of 1917," that hereafter carnivals playing on grounds of any such exposition must pay the full license required by State law and shall not be given any sort of rebate. Comptroller Lee called attention to the fact that State law provides for the fair associations to receive the full amount of the occupational licenses, which have been collected by the tax collector from a carnival or traveling organization which operates on the fair's grounds during the fair. Lee's statement emphasized that because the fairs are entitled to the amount of the license, some of the fair associations apparently have contracted with the carnivals to absorb the license and take a percentage of receipts instead. This, Lee said, is in direct conflict with the purpose and intent of the law. An excerpt from Lee's letter states that: "Hereafter, despite any contract or agreement fair men have made relative to licenses, since such an agreement is contrary to law, I am going to require the tax collector to collect the full amount of license from the carnival and when it is distributed to you it can be used only for paying premiums and other legitimate fair expenses." A spokesman from the comptroller's office pointed out that the statement serves to call attention to statutes in existence for years and not newly enacted legislation.

A SHOW manager was bragging about being smart. He was telling a group how he played a closed town. "I'm no dummy," he admitted. "As fast as they would get a conjunction to close my show I'd get a counter conjunction to keep it open."

EVANS
MONEY MAKERS
 Rely on the 50 years' experience of this organization for the LATEST and BEST in
Amusement Equipment

PADDLE WHEELS OF ALL KINDS
 PERFECT FOR TURKEY RAFFLES \$10.00 UP
 Also Long Range Shooting Galleries and Supplies—and everything for the Midway!

FREE CATALOG
H. C. EVANS & CO.
 1520-1530 W. Adams St., Chicago

Loop-o-Plane — Octopus — Rollo-o-Plane and Now
NEW FOR 1941 THE FLYOPLANE
 Top money ride on Crafts 20 Big Midway. Ultra modern. Greatest performance. Another Eyerly money maker.
EYERLY AIRCRAFT CO. SALEM, ORE.
 ABNER K. KLINE, Sales Mgr.
 Eastern Factory Branch: RICHARD F. LUSSE, Chalfont, Bucks County, Pa.
 European Suppliers: LUSSE BROS., Ltd., Blackpool, Eng.

FLYING

POPCORN--1941 CROP
 Why buy last year's corn when you can get new corn at the same price? For the next 15 days our price on new corn will be \$6.25 per hundred. Rush your order in now and save at least \$1.00 per hundred.
GOLD MEDAL PRODUCTS CO.
 131 E. Pearl Street Cincinnati, Ohio

NATIONAL PEANUT FESTIVAL
 THE SOUTH'S BIGGEST BONA FIDE ARMISTICE WEEK CELEBRATION
 DOTHAN, ALA., NOVEMBER 10 TO 15
 6 Big Days of Festivities. Parades, Band Contest with 25 Bands competing. Coronation of National Peanut Queen. Seven States Singing Tournament. All held on Stadium Show Grounds. 75,000 attendance expected.

WANTED
 LEGITIMATE MERCHANDISE CONCESSIONS (NO EXCLUSIVES). MERITORIOUS GRIND SHOWS OF ALL KINDS. MOON, ROCKET, SPITFIRE AND FLY-O-PLANE RIDES. WE HOLD THE EXCLUSIVE FOR EVERYTHING. ALL ADDRESS:
OSCAR BLOOM, Mgr., GOLD MEDAL SHOWS,
 UNION SPRINGS, ALA., this week

WEEK NOVEMBER 10, Our Second Week Here FAYETTEVILLE, N. C.
 Can place a few legitimate Merchandising Concessions.
 Showmen—What have you for 1942?
 Ridemen—What have you for 1942?
 All Address This Week:
CETLIN & WILSON SHOWS, Inc.
 FAYETTEVILLE, N. C.

AT LIBERTY
TOM TERRILL, General Representative and Traffic Manager.
JANETTE TERRILL, Special Agent, Press, Radio Ahead.
DENNIS TERRILL, Union Billposter.
 Available now or season 1942. Prefer Railroad Show or equal earning power. Know all territory. Lifetime experience. Reason for this ad, West World's Wonder Shows closing next week. Address: New Orleans Hotel, New Orleans, La.

Pied Piper in Reverse
 IT IS OBVIOUS that many fair managements believe "Children should not be seen nor heard on fairgrounds," judging by the way they have raised admission prices for kids on what was once one of the big days. Children's Day.—Mrs. Upshaw.

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

C. V. Starkweather Passes

NORTH TONAWANDA, N. Y., Nov. 3.—C. V. (Chick) Starkweather, since 1938 secretary-treasurer of Allan Herschell Company here, amusement device manufacturer, died yesterday morning. Services will be held the afternoon of November 5 at the residence in Burt, N. Y. Further details in next issue.

FINAL CURTAIN

(Continued from page 29)

years October 26 at Norwalk, O. At one time he drove the circus coach for Tom Thumb, famous dwarf. Buried at Norwalk.

YOUNG—Elbert, 56, Milwaukee organist and pianist, October 1 at his home in that city. Young formerly played at the Wisconsin, Riverside and Uptown theaters, Milwaukee. Survived by two brothers, a sister and his father.

Marriages

BAYSINGER-PIERSON—Al Baysinger, owner Al Baysinger Shows, and Mrs. Mabel Pierson, concessionaire, in Clayton, Mo., October 28.

BRISSON-RUSSELL—Frederick Brisson, actors' agent, and Rosalind Russell, film actress, October 25 at Mission Santa Ynez, Solvang, Calif.

BYARS-GALLOW—Ralph Emerson Byars and Amanda Alma Gallow, rodeo performers, in North Little Rock, Ark., recently.

FISHBURN-KAY—Alan Fishburn, director of *The Flying Patrol* radio serial, and Geraldine Kay, radio actress, in Chicago, October 23.

FREDERICKSON-AVALON—David O. Frederickson, orchestra leader, and Lila Avalon, manager of the Avalon Troupe, in Joplin, Mo., October 28.

HAIG-MERCER—Ted Haig, announcer of Station WQXR, New York, and Ruby Mercer, opera singer, October 30 in New York.

HARMON - WALLERSTEIN — Sidney Harmon, ex-legit producer now in radio, and Elizabeth Wallerstein, nonpro, October 26 in Purchase, N. Y.

LANE-PERRIZO—Marvin Lane, operator of the Oconto Theater, Oconto, Wis., and Delores Perrizo October 20 in Oconto.

LEVIS-OGLE—Norman Van Pelt Levis Jr., Philadelphia orchestra leader known as Van Levis, and Malvine Lewis Ogle, nonpro, in that city October 14.

LOWE-KEELER—John Lowe, nonpro, and Ruby Keeler, dancer and former wife of Al Jolson, October 29 in North Hollywood, Calif.

McELDOWNEY - VAN VOORHEES — Lieut. James R. McEldowney, formerly of Station KLZ, Denver, to Priscilla Van Voorhees, Oklahoma City, recently in Denver.

MARTIN-PERMUT—Sam Martin, of team of Marian and Flo, ballroom dancers, and Helen Permut, nonpro, October 26 in Brooklyn.

MATHEWS - LUCE — Ernest Mathews, nonpro, and Edith Luce, show girl, October 26 in Long Island City, N. Y.

MICHAUD-LAMB—Bernard Michaud, son of Mr. and Mrs. Phil Michaud, of Gold Medal Shows, and Bernice Lamb, daughter of Mr. and Mrs. Barney Lamb, of the same shows, in Opelika, Ala., recently.

PETERSON-FLETCHER—Sheldon Peterson, of Station KLZ news staff, Denver, and Pat Fletcher, of the same station, in Denver October 4.

RILEY-COE—Howard Thomas Riley, nonpro, and Evelyn Joan Coe, sister of screen actress Vivian Coe, in Phoenix, Ariz., October 25.

SHIPMAN-ASHBURN—James R. Shipman and Bernice K. Ashburn in Rossville, Ga., October 28. Both are in the outdoor amusement field.

SILK-BERGER—Dr. Daniel Silk, nonpro, and Adeline Berger, daughter of Louis Berger, owner of the Empress and Ideal theaters, Philadelphia, in that city November 2.

SIMSON-WATERS—Jack Simson, Gold Medal Shows, and Edna Waters, of the same organization, in Enterprise, Ala., recently.

VANN-HANSON—Jack C. Vann, Merry-Go-Round foreman on West's World's Wonder Shows, and Mary Hanson, nonpro, October 15 in Alexander City, Ala.

WAGNET-MARCH—William Wagnet, assistant engineer at Station WTIC, Greenfield, Mass., and Alberta March, pianist, Turners Falls, Mass., in Turners Falls October 25.

Coming Marriages

Irving Siegel, orchestra leader, and Violet Schubert, guitarist, in Marshfield, Wis., soon.

Domonic Ciarochi, trumpeter with Leo Zoll's orchestra, and Catherine Hurley, of the service staff of the Garden Terrace, Benjamin Franklin Hotel, Philadelphia, in that city soon.

William Raucci, nonpro, and Agnes Willis, emcee at Sun Ray Gardens, Philadelphia night club, in that city in November.

Johnnie Miller, bass player in Cee Pee Johnson's band, and Lois Galloway, singer, in Los Angeles soon.

Joseph E. Charles, songwriter and leader of the Royal Arcadians dance orchestra, and Mildred Petraitis, nonpro, in Philadelphia soon.

John Lowe, nonpro, and Ruby Keeler, stage and screen actress, in Pasadena, Calif., soon.

Leon Beaudette, nonpro, and Cobina Wright Jr., nitery performer and film actress, in New York soon.

William Beers, announcer on Station WADC, Akron, and Margaret Harbaugh, Akron, in that city November 8.

Jack Price, former vaude and burly performer and now with Turner's concessions on Snapp's Greater Shows, and Beulah Florence, with the same show, soon.

Howard Hawks, film director, and Nancy Gross, film writer, in Pasadena, Calif., in December.

Ted Haig, announcer of Station WQXR, New York, and Ruby Mercer, singer with the New Opera Company, soon.

Michael Cohen, nonpro, and Sylvia Kalickman, secretary to the head of Affiliated Theaters Circuit, Philadelphia, in that city soon.

Jack O'Reilly, announcer at Station WPEN, Philadelphia, and Louella Harper, nonpro, in Harper, W. Va., soon.

Harry Feinstein, booker for Warner Bros., Pittsburgh, to Sylvia Fjerst, radio commentator, November 9 in Pittsburgh.

Births

A daughter to Mr. and Mrs. Dick Joy in Glendale (Calif.) Hospital, October 16. Father is announcer for KNX, Los Angeles.

A son to Mr. and Mrs. Henry Denecke in Minneapolis October 14. Father is tympani player with Minneapolis Symphony Orchestra, and mother was formerly with Phil Spitalny's orchestra.

A daughter, Delena Mae, to Mr. and Mrs. E. F. Small, October 15 in North Little Rock, Ark. Father is electrician on Fidler's United Shows.

A daughter, Emajo Gwynne, to George and Madeline Marquis at Memorial Hospital, Lima, O., October 12. Father is the magician, and mother is assistant in the act.

A son to Mr. and Mrs. Jack Carson at Cedars of Lebanon Hospital, Los Angeles, October 14. Mother was Kay St. Germain, radio singer, and father is radio and screen actor.

A daughter to Mr. and Mrs. Heinz Els October 6 at the Northern Liberties Hospital, Philadelphia. Father is with the Evergreen Casino, that city.

A son to Mr. and Mrs. Hal Tunis October 10 at the Jewish Hospital, Philadelphia: Father is program director of Station WFPC, Atlantic City.

A son to Mr. and Mrs. Joseph Perrone October 10 in Philadelphia. Father is owner-operator of Music Hall Theater, Lansdale, Pa.

A son to Mr. and Mrs. James Hannon October 16 at Memorial Hospital, Philadelphia. Father is manager of the Philadelphia Gardens, ice and roller skating rink, that city.

A son to Mr. and Mrs. Fred Lowery October 8 in Jacksonville, Tex. Father is whistler with Horace Heidt's band.

A son to Mr. and Mrs. Earl Woodward, members of the Four Earls, roller-skating act, October 18 in Hepburn Hospital, Ogdensburg, N. Y.

A son to Mr. and Mrs. Lalor Joyce, Pottsville, Pa., October 10. Father is manager of the Hippodrome Theater there.

A daughter, Jerilynn, to Mr. and Mrs. George Jessel at Cedars of Lebanon Hospital, Hollywood, October 22. Father is stage comedian and mother is former Lois Andrews, show girl.

A son to Mr. and Mrs. Joe DiMaggio October 23 at Doctors' Hospital, New York. Father is player with the New York Yankees baseball team. Mother is the former Dorothy Arnold, film actress.

A daughter, Ingrid, to Mr. and Mrs. Bob Russell at Doctor's Hospital, New York, October 15. Father is night club and radio singer.

A son to Mr. and Mrs. John Amrein October 24 in Cincinnati. Parents are radio actors, father taking the part of Father Flanagan in the Boys' Town series on Station WLW, Cincinnati.

A son to Mr. and Mrs. Roswell Rogers at Cedars of Lebanon Hospital, Los Angeles, October 20. Father collaborates on the Lum and Abner radio show.

A daughter, Dorothy Mae, to Mr. and Mrs. John J. Miller October 17 in Reading, Pa. Mother is daughter of C. G. Keeney and formerly was associated with him in the management of the Jay Emanuel Theater Circuit, Reading.

A daughter to Mr. and Mrs. Dave Gordon at Cedars of Lebanon Hospital, Hollywood, October 27. Father is partner of Gene Autry in Western Music Publishing Company, Hollywood.

A daughter to Mr. and Mrs. Joe Antalek October 27 in Flushing Hospital, Flushing, L. I., N. Y. Father is one of the Six Antaleks, perch act.

A son to Mr. and Mrs. James Thompson in Pittsburgh recently. Father is Station KQV announcer. Mother is former Marie DeMoor, radio singer.

ROUTES

(Continued from page 21)

Ruton's, Eddie, Dogs (Weber's Hofbrau) Camden, N. J., 4-10.
Ryan, Sue (Oriental) Chi, t.
Ryans, Three (Brown Derby) Chi, nc.

Sablon, Jean (Plaza) NYC, h.

St. Clair & Durand (Zimmerman's Hungaria) NYC, nc.

Sava, Marusia (Russian Kretchma) NYC, re.
Schaffer, Eddie (Club Bali) Brooklyn, nc.
Scott, Hazel (606) Chi, nc.

Sedgwick, Edna (Cocopabana) NYC, nc.
Segovias, The (St. Regis) NYC, h.
Serrano, Maruja (Club Gaucho) NYC, nc.

Sexton, Al (Sawdust Trail) NYC, nc.
Sharon, Ann (Beachcomber) Baltimore, nc.
Shaub, George (Jimmy Kelly's) NYC, nc.

Shaver, Buster, with Olive & George (Tower) Kansas City, Mo., 3-6; (Orpheum) Omaha 7-13, t.

Shaw, Naleo (Lexington) NYC, h.
Shayne, Betty (606) Chi, nc.
Shea & Raymond (Beverly Hills) Newport, Ky., cc.

Shepherd, Norma (Hickory House) NYC, nc.
Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.

Sholl, Danny (Tower) Kansas City, Mo., 3-6; (Orpheum) Omaha 7-13, t.

Shutta, Ethel (Hurricane) NYC, nc.
Singer, Karole (Taft) NYC, h.
Slate Bros. (Tower) Kansas City, Mo., 3-6; (Orpheum) Omaha 7-13, t.

Smith, William Bob (Colonial) Detroit 8-30, t.
Sola, Leonor (Beachcomber) NYC, nc.
Songwriters on Parade (State) NYC, t.

Sophisticates, Three (Hurricane) NYC, nc.
Spear, Harry (Rio Casino) Boston, nc.
Spot, Jack (Bismarck) Chi, h.

Stadlers, The (Hollenden) Cleveland, h.
Stanley, Irene (Le Poissonier) NYC, nc.
Starlets, The (Harry's New Yorker) Chi, nc.

Sterling, Dolly (606) Chi, nc.
Stevens, Harry (Capitol) Washington, t.
Stirling & Rubia (Corktown Tavern) Detroit, nc.

Stockwell, Gene (Leon & Eddie's) NYC, nc.
Stooges, Three (Earle) Phila., t.
Street, Christeen (Lincoln-Douglas) Quincy, Ill., h.

Stritt, Freddie & Kay (Riverside) Milwaukee, t.
Sullivan, Mickey (Lido) Worcester, Mass., c.
Sullivan, Maxine (Ruslan Bleu) NYC, nc.

Summer, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.
Suter, Ann (Bowery) Detroit, nc.

Swann, Russell (Pefe's Monte Carlo) NYC, nc.
Sweeney, Bud (Chez Ami) Buffalo, nc.
Sybil & Sandra (Mount Royal) Baltimore, h.

Taft, Ted & Mary (Royale) Detroit, nc.
Tana (Spivy's Roof) NYC, nc.
Tanner Sisters (Rumba Casino) Chi, nc.

Tarasova, Nina (Casino Russe) NYC, nc.
Tatum, Art (Kelly's Stable) NYC, nc.
Tatman, Paul (Penthouse Club) NYC, nc.

Tempo, Three (Franklin) Portsmouth, O., nc.
Thomas, Danny (5100 Club) Chi., nc.
Thomas, Shiril (Armando's) NYC, nc.

Thomas Sisters & Lee (Curley Reed's) Los Angeles, nc.
Thorson, Carl J. (Haymarket) Detroit, nc.
Timfield, Rudi (Cog Rogue) NYC, nc.

Tip, Tap & Toe (Orpheum) Minneapolis, t.
Toy, Noel (Leon & Eddie's) NYC, nc.
Toy & Wing (Stanley) Pittsburgh, t.

Truth or Consequences (Stanley) Pittsburgh, t.
Tomack, Sid (Tic Toc) Milwaukee, nc.
Torrens, Fay (Havana-Madrid) NYC, nc.

Torres, Alberto (Havana-Madrid) NYC, nc.
Truce, Mildred (Monte Carlo) NYC, nc.
Tufts, Sonny (Queen Mary) NYC, re.

Tune Toppers, Four (Rogers Corner) NYC, c.
Ulmer, Jack (Grey Wolf Tavern) Sharon, Pa., nc.

Urban, Fran (Wivel) NYC, re.
Usdonoff, Mischa (Russian Kretchma) NYC, nc.

Valleau, Great: Payette, Idaho, 13; Emmett 14; Weiser 15.
Vallee, Edee (Jimmie Dwyer's Sawdust Trail) NYC, nc.

Van & Arrvola (Beacon) Vancouver, B. C., Can., 3-6, t.
Vance, Jerr (606) Chi, nc.
Vanettes, Six (Chez Ami) Buffalo, nc.

Vasco, Rudy (St. Moritz) NYC, h.
Vass, Emily (Biltmore) NYC, h.
Vermonte, Claire (Fifth Avenue) NYC, h.

Vernon, Wally (606) Chi, nc.
Vestoff, Florida (Belmont-Plaza) NYC, h.

Walters, Marjorie (Chez Ami) Buffalo, nc.
Walzer, Oscar (Fifth Avenue) NYC, h.
Wanger, Wally, Girls (Rio Casino) Boston, nc.

Ware, Dick (Bismarck) Chi, h.
Warner, Jack & Gill (885) Chi, nc.
Warren, Earl (Cafe Society Uptown) NYC, nc.

Wayne, Iris (100 Club) Des Moines, Ia., nc.
Weaver, Doodles (Biltmore) NYC, h.
Webb, Nella (Lexington) NYC, h.

Wells, Billy, & Four Fays (Capitol) Washington, t.
Wences, Senor (Rumba Casino) Chi, nc.
Wesson Bros. (Leon & Eddie's) NYC, nc.

White, Danny (Iceland) NYC, re.
White, Jack (18 Club) NYC, nc.
White, Jackie (Ansley) Atlanta, Ga., h.

White, Jerry (Bill's Gay '90s) NYC, nc.
White, Madalyn (Cora & Irene's) NYC, nc.
White, Olive (Chez Ami) Buffalo, nc.

White Sisters (Queen Mary) NYC, re.
Whitney, Ann (Hungaria) NYC, re.
Whitney, Arlene (Jack & Bob's) Trenton, N. J., nc.

Wiene Bros. (Tower) Kansas City, Mo., 3-6; (Orpheum) Omaha 7-13, t.
Williams, Herman, & Co. (Earle) Washington, t.

Williamson, Herb (Golden Pheasant) Hancock, Mich., nc.
Winchell, Paul (Orpheum) Minneapolis, t.
Wink, George (Jimmie Dwyer's Sawdust Trail) NYC, nc.

Winslow, Miriam (Rainbow Room) NYC, nc.
Wong, Jadin (Leon & Eddie's) NYC, nc.
Woods, Johnny (Palmer House) Chi, h.

Woods & Bray (Edgewater Beach) Chi, h.
Wynters & Angeline (Cosmopolitan) Denver, h.

York, Patricia (Moulin Rouge) NYC, nc.
Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.

Ziegfeld, DeLores (New Yorker) NYC, h.

CIRCUS

Greater American: Goshen, Ind., 4; Coldwater, Mich., 5; Valparaiso, Ind., 6; Michigan City 7; La Porte 8; Elwood 10.
Polack Bros.: (Shrine) Wichita, Kan., 9-15.
Ringling Bros. and Barnum & Bailey: Greenville, S. C., 4; Atlanta, Ga., 5-6.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Atlas: Monroeville, Ala.
B. & H. Am. Co.: Swansea, S. C.
Bantly's All American: Gaffney, S. C.

Beckmann & Gerety: (Fair) Beaumont, Tex.
Blue Ribbon: (Fair) Eastman, Ga.; (Fair) La Grange 10-15.
Boswell's Am.: Kershaw, S. C.

Brownie Am.: Dazell, S. C.
Buckeye State: Hattiesburg, Miss.
Bullock Am. Co.: (Fair) Bladenboro, N. C.

Burke, Harry: (Fair) Centerville, La.
Central Am. Co.: Plymouth, N. C.
Central States: Spur, Tex.

Cetlin & Wilson: Fayetteville, N. C., 3-15.
Convention: Greer, S. C., 3-5; Toccoa, Ga., 6-15.
Cotton State: Holly Grove, Ark.

Crescent Am. Co.: (Fair) St. George, S. C.; De Funiak Springs, Fla., 10-15.
Crystal Expo.: Kershaw, S. C., 3-6; Camden 8-11.
Dodson's World's Fair: (Fair) Jacksonville, Fla., 3-16.

Dudley, D. S.: Post, Tex.; Rule 10-15.
Eddy Bros.: Panama City, Fla.
Evangeline: Jeanerette, La.; New Iberia 10-23.

Fleming, Mad Cody: (Fair) Wrightsville, Ga.; Commerce 10-15.
Four Star Expo.: Minden, La.
Gold Medal: Union Springs, Ala.; Dothan, Ala., 10-15.

Golden Arrow: (Fair) Swifton, Ark.; Carthage 10-15.
Golden Belt: Hot Springs, Ark.; season ends.
Great Lakes Expo.: Prichard, Ala.; Mobile 10-15.

Great Southern: Elberton, Ga.
Great Sutton: Parkin, Ark.
Hamilton Am. Co.: Aliceville, Ala.; Uniontown 10-15.

Heaton, Johnnie W., Expo.: Winston-Salem, N. C.
Hennies Bros.: (Fair) Chattanooga, Tenn., 4-11; season closes.
Heth, F. R.: Augusta, Ga.

Heth, L. J.: North Birmingham, Ala.; Homewood 10-15.
Hughey & Gentsch: Centerville, Miss.; Liberty 10-15.
Jackson, Silver: Ehrhardt, S. C.

Joy, Bill: Guyton, Ga.
Joyland: Dinuba, Calif., 4-11.
Kaus Expo.: New Bern, N. C.

Kaus, W. C.: (Colored Fair) Charleston, S. C.; Warsaw, N. C., 10-15.
Lang, Dee: Huntsville, Tex.
Lawrence Greater: (Fall Festival) Chester, S. C.; (Colored Fair) Anderson 10-15.

Lewis, Art: (Fall Festival) Tarboro, N. C.
Marks: Wilmington, N. C., 3-11.
Mighty Monarch: (Fair) Starke, Fla.

Miller, Ralph R., Am.: (Fair) Alexandria, La.; Alexandria 10-15.
Ozark: (Celebration) Hope, Ark.
Page, J. J. Expo.: (Fair) Swainsboro, Ga.; Atlanta 10-15.

Page, W. E., Am. Co.: Woodbury, Ga.
Park Am. Co.: Lake Charles, La.
Pike Am. Co.: Mellwood, Ark.

Proll's World's Fair: Wadesboro, N. C.
Royal Expo.: Thomson, Ga.; Sylvania 10-15.
Rubin & Cherry Expo.: San Bernardino, Calif., 3-5; (State Fair) Phoenix, Ariz., 8-16.

Santa Fe Expo.: Kingsville, Tex., 3-5; San Benito 8-16.
Shaw's United: Swiftown, Miss.
Shersley Midway: Antistown, Ala.

Southern: Ita Bena, Miss.
Southern States: Lake City, Fla.
Southern United: Malden, Mo.

Southwest: Hooks, Tex.
Texas Expo.: San Antonio, Tex., 3-11.
Tidwell, T. J.: Big Spring, Tex.; Colorado City 9-14.

Tom's Am. Co.: (Fair) Quitman, Ga.; (Fair) Moultrie 10-15.
Tower Am. Co.: St. Stephen, S. C.
United Greater: Smithfield, Va.

(See ROUTES on page 59)



JOHN H. MARKS — President

Winter Quarters — Richmond, Va.

P. O. Box 771

MARKS SHOWS EXECUTIVE STAFF

Season of 1941

GRAVES H. PERRY, Asst. Mgr.

JAMES M. RAFTERY, Business Manager

WILLIAM LEWIS, Concession Manager

NICK B. STEPP
Secretary and Treasurer

WALTER D. NEALAND
Publicity Director

R. L. HILBORN, Contracting Agent

WALTER W. ROWAN
Chief Electrician

JIMMY AND CARRIE RAFTERY

"Laughland"
and
Concessions

"Grew with It"

MIDWAY CAFE

JOHN GRAVAS
AND
HARRY BASIL

Catering to the
MARKS SHOWS'
Troupers

"CHUCK" NEWMAN

*Thankful to John H. Marks
for a Wonderful Season*

H. L. HEISSER

LONG RANGE
SHOOTING GALLERY

*My 4th and Best Year with John H.
Marks Will be here in 1942*

TRIANGLE

Poster and Printing
Company

Pittsburgh, Pa.
JAKE SHAPIRO
General Manager

*We are the Printers for the
Marks Shows, Inc.*

WALTER D. NEALAND

4th Season

Publicity Director

Thanks to Honest John

Permanent Address
Billboard, Cincinnati

ART GORDON presents
HOLLYWOOD SWING REVUE

with DIXIE DOUGLAS

Thanks to John H. Marks for a Big Season

"DOC" AND EVELYN ANDERSON present
HARLEM CLUB REVUE

Six Successful Seasons with John H. Marks

L. W. (DUKE) JEANNETTE
BIG CIRCUS SIDE SHOW

A Million Thanks to John H. Marks for a Bangup Season



RUBE NIXON presents the
MONKEY CIRCUS

30 Years in Show Business and finally joined a Show where you get good treatment and a chance to make plenty of money. Thanks to John H. Marks for a very, very successful season.

H. W. JONES

"BETTER BINGO"

RALPH P. FLANNIGAN, Manager

3rd Season with John H. Marks

GEORGIA BROWN

and her

INTERNATIONAL CASINO POSING GIRL REVUE

My Grateful Thanks to John H. Marks for a wonderfully successful season

NICK B. STEPP

Secretary and Treasurer

My Third Season with John H. Marks

CHET DUNN

presents

ROLL-O-PLANE AND OCTOPUS

Miniature Auto Ride

and for Season of 1942, the "FLY-O-PLANE"

Concessions

Pitch-Till-You-Win — Ball Games

MRS. CHET DUNN, Manager

*Happy to be with "Honest John" in 1942
Chet Says—"Eyerly for Profits"*

WILLIAM LEWIS

Concession Manager
and

3 - Concessions - 3

Thanks, John, for a Good Success

GEORGE P. WELCH

Candy Apples
Pop Corn

A Great Year for Me

**HOLLIDAY'S
FROZEN CUSTARD**

*My Biggest Season
Thanks to John*

T. A. (RED) SHULZ

Billboard and Mail Agent
Superintendent of Ticket Takers

JAMES ZABRISKIE

Superintendent of
Motive Power

with

HAZEL and "MOM"

*Thanks to John H. Marks for 8
very Pleasant Seasons*

Here's Wishing

JOHN H. MARKS

for the

1942 SEASON

Even Greater Success

Than This Year

from

MARKS SHOWS' TROUPERS

E. L. JENKINS

MOON ROCKET

and

CONCESSIONS

Happy to be with John H. Marks

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Nov. 1.—Winter activities are assuming big proportions and a big crowd was on hand for the October 30 meeting. Past President Edw. A. Hock presided, and with him at the table were Secretary Joe Streibich and Past President C. R. Fisher. Membership committee continues going strong. Brother Harry Mamsch is still at the hospital, and Brother C. D. Odum returned to Washington Hospital for attention. Outdoor Amusement Directory committee is working hard and getting good results. Banquet and Ball committee is getting down to action, and entertainment features are being arranged. Reservations coming in nicely. Cemetery committee is correcting neglectfulness at Showmen's Rest. Brother Doolan reports a pick-up in exhibit contracts for the Annual Trade Show.

Bernie Mendelson and committee are progressing with arrangements for the Memorial Service November 30. Brother Jessop and committee all ready to get to work on convention registration. Sad news of the death of Brother A. C. Hartmann was received and all arose in silent prayer in his memory. Brothers Louis Fulgona, George Jackson, James Jagger and Robert Marcus attended their first meeting. Harry Lewiston, Nat

Club Activities

Hirsch, Orval Harris, Jack Hawthorne, Al Latto and Robert H. Miller returned for their first fall meeting. J. C. (Tommy) Thomas, Johnny J. Jones Exposition, was a Chicago visitor for a few days. Eddie Allen was the guest of Brother Fred H. Kressmann at the rooms. Vice-President Carl J. Sedlmayr and Past President J. C. McCaffery left for a trip to the South.

President Frank Conklin returned to Brantford, Ont. Edgar I. Schooley visited, and Past President Sam J. Levy is still busy on the rodeo at the Chicago Stadium. Paul Juhlin, Dallas, and his brother visited. Flash Williams closed his season and is a regular at the rooms. Jack Duffield, chairman of the 29th Annual Banquet and Ball, advises that tickets for the affair, to be held December 3, are \$5 plus a 50-cent tax on each ticket.

Ladies' Auxiliary

Nominating committee selected the following ticket for 1942: Mrs. Joseph L. Streibich, president; Mrs. William Carsky, first vice-president; Mrs. Anne Doolan, second vice-president; Mrs. Edna O'Shea, third vice-president; Mrs. Jeanette Wall, secretary, and Mrs. Rose Page, treasurer. The board of governors, Mrs. Robert H. Miller, Mrs. Pearl McGlynn, Mrs. Clara Hollie Harker, Mrs. Anne Hill, Mrs. Rae Oakes, Mrs. Al Wag-

ner, Mrs. Harry W. Hennies, Mrs. Hody Jones, Mrs. Bess Hamid, Mrs. Abner Kline, Mrs. Charles T. Goss, Mrs. Clara Zieger, Mrs. A. J. Weiss, Boots Paddock and Frieda Rosen.

Applications were received from Gene Delabate, Virginia Wallace, Helen M. Rankine, Marie Jones and Annie B. Hutchinson. Correspondence was read from Chaplain Mrs. Nate Hirsch and Bess Hamid. On October 23 a social was held at the clubrooms in Hotel Sherman, with Sisters Pearl McGlynn and Rose Page as hostesses.

Event was a success and beautiful prizes were awarded. Past President Cora Yeldham won a set of dishes.



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Nov. 1.—Board and regular meeting will be held November 5, one week in advance of schedule. Reservations for the banquet and a large amount of advertising for the year book have been received. Among members visiting the rooms are Julie Ross, Jackie Allen, Barney Walker, Charley Lawrence, Jack Zupan, Bernie Rich, Johnny Jennings, Sid Goodwalt, Arthur Goldberg, "Hullo, Girls" Faber, Dave Brown, Johnny Ryan, Harry Kaplan, Cy Aurilio, Arthur L. Hill, Arthur L. Campfield. New member is Saul Salsberg, sponsored by James E. Strates. Week's birthday congratulations: Sam Berk, Elliott J. McKnight, Morris Finkelstein, John Podykula, Thomas C. Fisher, Jimmie Connors, George Schnitzer, Eddie Viera, Jack Carr, Harry E. Wilson, Lew Lange, G. H. Messmore and Guy R. Markley.

Ladies' Auxiliary

Notices have been mailed to members in the vicinity of New York advising that a special meeting will be held concurrently with the one called by the men to discuss plans for the banquet, ads, etc. It has already been decided that Auxiliary will take the responsibility for table decorations. Members who expect to attend the banquet are urged to contact the secretary without delay and arrange for tickets, as tables are almost 100 per cent sold. Members are also reminded that the annual rummage sale is about to begin and it is necessary that we have something to sell. Altho some members have already sent in packages of clothing, shoes, etc., much more is needed, and time is drawing to a close. Due to the fine weather and good business conditions, some shows seem to be staying out on the road longer, consequently a large number of members who would have been back by this time are still away. A card from Sister Shirley Lawrence, Lawrence Greater Shows, advises that they close their season this week, and that she will soon be back with us. O. C. Buck Shows concluded their trek at Beaufort, N. C., and members from that organization should be here soon also. Dates to remember: November 5, special meeting; November 12, nominations; November 26, annual banquet.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Nov. 1.—Pacific Coast Showmen's Association, under direction of President Joe Glacy, continued to welcome new members and on Monday night W. G. Swensov, Leon Friedman, Willard Taft, Sherwood Gerber, R. L. (Bob) Lohmar, Nelson E. Storey, Robert M. Sanders, Harry Fisher and John Cartwell were inducted. Patrick's Greater Shows sent a check for \$70, which covered \$50 from the Show Within a Show. Eddie Brown reported progress on the public relations committee, as did Ed Walsh, house committee. Frank Redmond underwent an operation at General Hospital recently. Burt Warren, Charlie Guberman and Pat Shanley are still on the sick list.

Vice-Chairman Sammy Dolman is in the stretch run toward getting 100 mem-

bers. He reported that he'd have another group to be inducted at the next meeting. Charles Nelson spoke briefly on convention plans, and Hort Campbell put in a few words for the ways and means committee. Ted LeFors, entertainment committee, praised the work of the Rubin & Cherry Exposition in presenting a swell Show Within a Show October 29. Harry Hargrave and Lloyd Nay then took the floor to sell banquet and ball tickets. Brother Nelson urged all members to purchase ball tickets and said that Western Fairs' Association meeting will be held in Los Angeles this year.

The Penny Parade for the Christmas dinner fund netted \$9.13, making a total of \$257.47. Jimmy Dunn won the weekly award. Brother Nelson presented the club with another bank of dimes, bringing the total to \$45. Brother Dolman suggested that the photographs of the late Brothers John Ward and Fred Beckmann be hung in the clubrooms.

Ladies' Auxiliary

President Allerita Foster presided at the October 27 meeting, which drew the largest attendance of the fall so far. All officers and 48 members were present. Hazel Fisher is reported ill in Portland, Ore. Bank night award went to Mora Bagby, and Stella Linton won the door prize, which was donated by Secretary Vivian Horton. Sister Fern Chaney continues to donate a prize to the 13th member entering the door. Mary Taylor was the lucky one this week. Letters from Gladys Patrick, Patrick's Greater Shows, and Betty Coe were read.

A vote of thanks was given the Rubin & Cherry Exposition for the enjoyable time all had on the midway. Jessie Loomis, Wrightsman Shows, was given a hearty hand for bringing in \$40 from the sisters on those shows. Lillian Schue donated \$7 to the commissary fund. All members were urged to bring clothing to club's Red Cross box.

New members introduced at the meeting were Ethel Tanguay, Ruth Pursell, Mrs. Griebler, Mary Texiera, Betty Charles Katz and Violette Sucher. Those who attended their first meeting of the fall were Lillian Schue, Rely Burglon, Charlette Warren, Oleta Joyce, Mary Taylor, Margaret Slatto, Jessie Campbell, Grace De Garro, and Jessie Loomis.

Deadline for dues is November 15. Please attend to this promptly. Hostess next week will be Jessie Loomis.

Heart of America Showmen's Club

Reid Hotel
Kansas City



KANSAS CITY, Mo., Nov. 1.—October 24 meeting was postponed because decorators had not finished their work. Foots Middleton returned for the winter, as did Boxback Warfield. Brother and Mrs. Harold Elliott returned from Dallas. Jack Sterling came in to attend the American Royal Horse Show.

Brother Art Brainerd, Banquet and Ball Committee chairman, reports he has received large blocks of reservations for the annual event from President R. L. (Bob) Lohmar, Dee Lang and Reynolds & Wells shows. He also states he has many other reservations slated. Ball will be held this year at the Hotel Continental on New Year's Eve. Club officers request that all members in reaching distance of the city attend the weekly meetings. Secretary G. C. McGinnis



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SIoux TIRE
& BATTERY CO.
SIoux FALLS, S. D.
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Easy Terms.

GREATEST ILLUSION

To Feature or Bally. Levitation. Complete \$37.50. Details, catalogue free.

ABBOTT'S—Colon, Michigan
World's largest Illusion Builders

GLASS BLOWER WANTED

Must be capable of blowing Animals, Birds, Vases, etc. HIGH CLASS EXHIBIT, year round, good salary. Wire or write **DICK MANLEY, 2500 14th St., N. E., #243A, Washington, D. C.**

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ROLL TICKETS DAY & NIGHT SERVICE

FOLDED TICKETS SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1 x 2

10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$46.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
30,000..10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000..12.10	80,000.. 18.70	200,000.. 38.50	1,000,000..170.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
2000 PER ROLL
1 ROLL.....75c
5 ROLLS.....@.....60c
10 ROLLS.....@.....50c

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

A HOME ON THE LOT

Real Living Always—Wherever You Go

Now you can have all the conveniences and comforts—a living room, 2 bedrooms—to sleep four, dinette, kitchen and lavatory. 100% Insulated, with hot air floor. NO MORE WORRIES ABOUT HOTEL ACCOMMODATIONS—OR RENT TO PAY.

Stream-Lite Coaches

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CHICAGO STREAM-LITE CORP.
5001 COTTAGE GROVE AVE. CHICAGO, ILL.

Gold is where you find it

But the most brilliant affair of the West Coast will be the

PACIFIC COAST SHOWMEN'S ASSOCIATION

20th Annual Banquet and Ball

Honoring

WESTERN FAIR MANAGERS' ASSOCIATION

Biltmore Bowl, Biltmore Hotel, Los Angeles, Calif.
Thursday, December 11, 1941

Make Your Reservations Now

Write **HARRY H. HARGRAVE**, Chairman, Pacific Coast Showmen's Association, 623 1/2 South Grand, Los Angeles, Calif.

WANTED

Clowns or Midget Clowns to do act. Work in State Street Department Store Circus for five weeks. State lowest salary and send pictures.

MODERN ART STUDIOS, INC.

1201 W. MADISON ST., CHICAGO Phone: Haymarket 5842

asks that all members advise of their winter address.

Ladies' Auxiliary

Club's first regular meeting was called to order by President Ruth Martone on October 24. Interesting letters were read from Frances Keller, Dolly Snapp and Judith Soloman, with each sending in their books. Books were also received from June Taylor, Clara Zeiger, Peggy Reynolds, Rosa Lee Elliott and Virginia Kline. Ida Chase lettered and enclosed dues.

Treasurer's report was read and approved. Bird Brainerd passed the penny box, and night's award, a pair of hand-made pillow slips, went to Bird Brainerd, who in turn presented them to Mrs. Helen Smith. All were grieved to learn of the death of Fred Beckmann, husband of Past President Marie Beckmann. Party scheduled for Helen Smith was postponed. Club secretary was instructed to write a letter of thanks to the Johnny J. Jones Exposition for its donation of a generous check.

Lola Hart was reported improving, and Mr. and Mrs. Mikaelson are located here for the winter. Sally and Dave Stevens will winter at San Antonio, Tex. Mrs. Blanche Francis and her husband, Bill, are reported ill at their home. Freda and Glenn Hyder passed thru the city and renewed many acquaintances. Mr. and Mrs. Marvin Lemmons, of the Heart of America Shows, have located here for the winter. Ruth Spallo's mother, who recently underwent an operation in a local hospital, is reported to be convalescing. Mike Martone, unofficial mascot of the club, was in attendance.

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, Nov. 1.—Club's first fall meeting was held October 30 in the clubrooms at the Maryland Hotel. Because most of the members are still on the road, only a small crowd was present, with Al Baysinger presiding. Leo Lang acted as secretary in the absence of Charles T. Goss, who is on a trip thru the South. Elmer Brown was treasurer in place of Francis Deane, who was confined to his home with a severe cold, and Tom W. Allen was entertainment committee chairman. Ed Moran, general agent, Al Baysinger Shows, was elected to membership.

Meetings will be held every Thursday night thruout the fall and winter, and a party will be held in the clubrooms November 27 in honor of the showmen passing thru en route to the Chicago convention. Music, entertainment and refreshments will be on tap.

St. Louis

ST. LOUIS, Nov. 1.—Sam Solomon, owner Sol's Liberty Shows, spent a day here this week when he brought Mrs.

Solomon to the city to put her on a train for New York, where she will visit relatives for several weeks. Sam returned to Caruthersville, Mo., to oversee the storing of his shows for the winter. Mr. and Mrs. Al Baysinger, who were married October 28, will leave Monday for Poplar Bluff, Mo., where the shows are stored. They spent several days here visiting friends. Mr. and Mrs. Alton Pierson, son and daughter-in-law of Mrs. Baysinger, will accompany them to Poplar Bluff.

John Francis and his son and daughter-in-law, Mr. and Mrs. J. Crawford Francis, arrived October 29 and will remain here for the greater part of the winter. Shows are again quartered in East St. Louis. Sam Fidler, owner Fidler United Shows, after putting the shows in local quarters, will spend the winter at his home here. Walter Hale, last season publicity director for Conklin Shows, passed thru the city Thursday en route to Tulsa, Okla. Ed Moran, general agent Al Baysinger Shows, is visiting friends here. Mr. and Mrs. Charles T. Goss left on Wednesday for an extended trip thru the South. Tom W. Allen reports splendid business at his Recreation Arcade in Waynesville, Mo.

Los Angeles

LOS ANGELES, Nov. 1.—With Crafts 20 Big and Golden State shows in winter quarters, a number of their employees came in town Monday night to attend the Pacific Coast Showmen's Association meetings. Ross Ogilvie, midget, moved into his new home, and Ed Fox, who has been at Virginia Park in Long Beach, where he operated the Aquaplane for three years, was stricken ill and rushed to Veterans' Hospital, Sawtelle. John Houghsaling, novelty worker, recently celebrated his 37th birthday. Mr. and Mrs. Ted Newcomb are back at Venice after a trip to New Orleans, Chicago, Washington, Atlantic City and New York. His brother, Walter, is on a vacation jaunt now, having left here for Detroit, where he picked up a new car to continue his trip thru the East.

Al Anderson, of Balboa Fun Zone, was in town recently, and Bill and Jewel Hobbay returned after making the fairs. Nick Saad reports that novelty business on Main Street continues good. C. Y. Clifford is back from San Jose, Calif., and reports he's going on a long fishing trip before hitting Phoenix, Ariz., with candy floss. He said that this has been one of his biggest years. Lee Brandon, Crafts Shows, will winter in Oakland, Calif. Bill Myers is at Crafts' winter quarters for the season. L. H. Cecchini, Craft concessionaire, is going east for the winter. Bob Murdock, of novelty note, in town from Venice.

Goldie and I. B. McCoy were seen almost nightly on the R&C midway. Harry LeMack has recovered after a week's illness. Barney Fishman reports Sportland Arcade is doing well. Olga Celeste around again after several weeks in Glendale Hospital. Hort Campbell was seen in the Bristol Hotel lobby. Whitey Bahr will winter in San Bernardino. Al Onkin is still around. Capt. David (Doc) Barnett is still telling stories of his whaling days.

Leon Friedman, who spent 25 years in Shanghai, is in this country for the "duration." He was inducted into the Pacific Coast Showmen's Association. Nick Wagner is in town for a while. George Surtees is with the Archie Clark Shows and headed for San Diego. Frank L. Bennett, a showman of long standing and in California for 12 years, may take to the road next season. J. H. Christiansen leaves soon for Bellingham, Wash., to visit his mother. Johnnie Parsons headed for San Bernardino, Calif. He handles novelties for John Houghtaling. Eddie Brown, Nate Miller and Frank Zambrino are back from their trip to Dallas, Mobile, Shreveport and Houston.

Bill Bozzel, Foley & Burk Shows, is in town, and Harry Degarro, Steffin's Superior Shows, will winter here. Victor Lopez, magician, is with Clark's Greater Shows. George Rehn, who was with Browning Bros. last season, is in town for the winter. Sports Matthews, of the Aristocrats of the Air, and Elden Frock (See LOS ANGELES on page 56)

Burdick in Okay Fair Tour; Framing for Winter Trek

GATESVILLE, Tex., Nov. 1.—Burdick's All-Texas Shows, after a successful five-week fair tour in Texas, returned here last week to reorganize before placing a winter unit on the road. Attraction will include 4 rides, 2 shows and 20 conces-

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 1.—Frank H. Kingman, Brockton, Mass., secretary of the International Association of Fairs and Expositions, has advised that the IAFE will hold its annual meeting in the Hotel Sherman, Chicago, on December 1-3. In conformity with the by-laws of this association, our eighth annual meeting will likewise be held in Chicago and our first business session has been set for Monday evening, December 1, and to continue nightly until business is disposed of. Details of program and arrangements will be released soon. Confirmation has been received from the Hotel Sherman that all sessions of our annual meeting will be held in Room 118 of that hotel, which is the same room used last year. Sessions will begin nightly at 11 o'clock so as to give members and others who may be interested an opportunity to be present without neglecting their own interests. Our meetings have always been open to all who were interested in attending, and sessions this year will again be open.

We have commenced work upon the annual report of the association and would appreciate it if our membership would write us, giving their suggestions as to such matters which they wish to be included in the report and discussed. From correspondence being received, it becomes increasingly evident that keen interest is being taken in affairs of the association, and we predict a fine attendance at this year's meeting.

We had an inquiry from Harry Beach, exhibiting at Lake Charles, La., inquiring as to whether admission charges to rides are taxable under the 1941 Revenue Act. Since this question may be of consequence to others, we are repeating the information furnished Mr. Beach to the effect that, in our opinion, ride admission tickets are taxable, except that tickets sold to children under 12 years of age for a price less than 10 cents are exempted.

United States Department of Commerce has sent a considerable volume of information relative to the railroad freight car situation and the gasoline situation on the East Coast. The same department announces that farm prices are continuing upward and are now 43 per cent higher than a year ago. Commerce department has released information on the subject of where the American public spends its amusement money, and, altho the article is too lengthy for reproduction here, we shall be pleased to make it available to members upon request.

Office of Production Management is furnishing us with daily releases covering all priorities of interest to the industry. Included in the latest group is the announcement that a one-month extension has been granted to facilitate production of heavy motor trucks, medium trucks and truck trailers. Extension also applies to production of replacement parts, and no restrictions are placed on production of heavy motor trucks carrying defense transportation items. Any member may obtain such information as is on file by writing to the association's office.

Correspondence received at this office indicates an unusually good attendance at the annual meeting. United States Department of Commerce has notified the association that the government, under regulations recently announced by Department of Interior, has barred from all public lands billboards which constitute traffic hazards, but will permit other billboards to be used under strict regulation upon payment of not less than \$5 per year. According to reports, (See AMERICAN CARNIVALS on page 45)

sions. Mr. and Mrs. Roland Smith, concessionaires, left at Clifton.

With the winter unit will be Mr. and Mrs. Red McFarlin, with Red handling advance chores; Mr. and Mrs. Wharton, popcorn stand and candy floss; Mr. and Mrs. Mae Smith, bingo; Mr. and Mrs. Shinn, cane rack; J. M. White, pans; Leo Braswell, ball games; Mrs. Luther Nicholson, penny pitch; Ralph Robinson, ham and bacon; Tex Crawford, slum skillo; Blackie Emswilder, roll downs, and Bill Luther, novelty spindles.

Cookhouse is under management of LaVerne Luther. Eddie Geyer will present the free act. Mr. and Mrs. Burdick will leave soon for a visit to the West Coast.

ADV.

TELEGRAPH TRAILS

If you could cut apart a single second in the average action-packed business day, you'd find a thousand Western Union telegrams starting on their way.

You'd find messengers picking up telegrams from business offices; telephone operators recording telegrams from housewives; teleprinter operators receiving telegrams from large business organizations and clerks in Western Union offices receiving telegrams over the counter from the general public.

Every day over the company's 1,876,867 miles of high speed wire trails go 432,000 telegrams, or more than 150,000,000 a year. Every day this gargantuan "load" streams in from 15,000 messengers, 20,000 company offices, 16,000 agencies, tens of thousands of business offices and millions of telephones.

Having received this multitude of messages, let's see how Western Union delivers them to their many destinations by following a telegram sent from New York to Chicago. We hand our telegram to a sales clerk in a telegraph office who passes it to a teleprinter operator. She telegraphs it to another teleprinter operator in the New York main office.

In the main office our telegram is received as a gummed tape, which is affixed to a telegraph blank and carried by a rapidly moving belt to a distribution center, from which it is hurried by another belt to one of the multiplex operators connected with the main office in Chicago. In a few seconds the telegram is transmitted to Chicago, where it comes out of a multiplex receiving machine in the form of a gummed tape.

Pasted to a blank, it takes a short, quick ride on a belt to a teleprinter operator who is connected by wire with a teleprinter operator in the branch office nearest the destination of the telegram. Here the telegram is received, gummed on a telegraph blank, folded, inserted in an envelope and delivered by a messenger.

The most modern high speed telegraph equipment flashes Western Union telegrams on their way. Teleprinters are used not only between branch offices and main offices, but also between many customers' offices and Western Union main offices. Other branch offices are connected with main offices by speedy pneumatic tubes buried under the city streets. The company's new and exclusive Automatic Telegraph, employing the facsimile method of transmission, in New York is used between the main offices and a few branch offices, as well as customers' offices.

Only about 4% of the company's total volume is handled by Morse telegraphy, and it is generally confined to railroad offices and the press in "covering" news and sports events.

Telegrams are delivered by messenger, teleprinter, tube, the Automatic Telegraph and by telephone. Sing-O-Grams, telegrams in song, are delivered principally by telephone.

Speed, accuracy and dependability in the transmission of the billions of telegrams it has handled since its founding in the year 1851 have made Western Union the largest telegraph and cable company in the world.

You've saved
two million lives
.... so far!

SINCE 1907, when the fight began, the tuberculosis 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 still kills more people between the ages of 15 and 45 than any other disease.

Yet it is possible to eliminate completely this enemy of mankind. Our weapons are Research, Education, Prevention, Control—made possible by your use of Christmas Seals. Get them today.



CHRISTMAS
SEALS

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6c.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.
LIGHT WEIGHT BINGO CARDS
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.
 Automatic Bingo Shaker. Real Class \$12.50
 5,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
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John H. Marks

Greenwood, S. C. Week ended October 25. Auspices, Greenwood County Fair and American Legion Post. Business, excellent. Weather, perfect.

Town suffered from a three-month drought, but gate attendance was upped 30 per cent and midway business was excellent. Gov. Burnet R. Maybank was a visitor Friday afternoon and was greeted at the fairgrounds by Secretary E. B. Henderson, John H. Marks and Mayor George C. Players. He spent the afternoon on the midway as the guest of Owner Marks. About 250 orphans from the Connie Maxwell Home were guests of Manager Marks Wednesday afternoon and refreshments were served by the Lions' Club. As in former years, *The Evening Idez-Journal* gave the fair and midway plenty of publicity and Owner Marks made the front page of the October 26 issue, being photographed with Governor Maybank. Station WCRS also was utilized for the week. E. A. Rogers joined with his miniature train. Visitors included members of Hennies Bros. and World of Mirth Shows, Gerald Snellens, Percy Wells, J. P. Moon and Cecil Wall. Doc Barfield's Spitfire joined for the rest of the tour, with Mrs. Barfield in charge and Mr. and Mrs. Milton M. Morris returned with their concessions. Free acts were A. E. Selden, Stratosphere Man, and Capt. Frank Voght.

WALTER D. NEALAND.

Dodson's World's Fair

Gainesville, Ga. Week ended October 25. Auspices, Northeast Georgia Fair Association. Business, fair. Weather, fair.

After a long run here from Rock Hill, S. C., train arrived in shortly before midnight Sunday after being delayed in Spartanburg yards because of a damaged

flat car. Fair Secretary Herbert Adderholdt and his associates have made this fair one of the outstanding Georgia events. Tuesday, School Children's Day, brought kids from 18 counties. General Manager M. G. Dodson entertained many visitors here, including Ralph and Dave Endy, Dan Mahoney, Jerry Kohn, Major Price Reed, Sergeant Elliott, Sheriff Bell, and Paul M. Conaway. Showfolks from C. D. Scott Shows, playing Commerce and Lawrenceville, Ga., respectively, visited during the week and all commented upon the pretentiousness of the midway and shows' general appearance. Special Agent Joe Mannheim has enjoyed several good weeks in the banner business. F. C. (Jo-Jo) Lyle, circus clown and artist, has been kept busy getting things in shape and working the fair dates a week ahead of the show. Showfolk are making plans now for their winter activities. DeWitt Hudson has been assigned to duty in the office wagon since the departure of Harold English at Rock Hill, S. C. DeWitt is an able assistant to Carl Hansen.

ROBERT GOODRICH.

visited Great Lakes Exposition Shows in Andalusia, Ala.

Enterprise, Ala. Week ended October 18. Auspices, Coffee County Fair. Business, good. Weather, fair.

Plenty of co-operation came from fair board, headed by Dr. Lee and Mr. Baggett. Good weather and location gave the shows a winner. Mrs. Oscar Bloom, Jackie Dolinger and Mrs. Barney Lamb celebrated birthdays during the week.

HARRY E. WILSON.

T. J. Tidwell

Lamesa, Tex. Week ended October 25. Auspices, Dawson County Fair. Business, fair. Weather, rain three days.

Monday and Friday, Children's Days, and Saturday were the only clear days here and big crowds were on hand. Rains, floods and hallstorms hampered on other days. *The Dawson County Courier* and *The Times* co-operated. Willie Wilson, with concessions, joined for the rest of the season. Manager Tidwell visited in Sweetwater, Tex., for several days with his father and sister.

Littlefield, Tex. Week ended October 18. Location, next to high school. Auspices, Fire Department. Business, fair. Weather, rain three days.

After a long run from Tucumcari, N. M., shows were ready Monday night. Altho lot was fairly dry, the entrance was under water. Firemen co-operated, but weather did not break until the week-end, when business was good in all departments. Manager T. J. Tidwell made a few business trips. *The Courier* and *The News* were liberal with space. Allen Schammacher, advertising agent, left for Dallas, and Harry Williams is doing the billposting now.

FRANK J. LEE.

Golden Belt

Mountain View, Ark. Week ended October 25. Auspices, Stone County Free Fair. Business, poor. Weather, bad.

Shows made a good jump in here and opened Tuesday, a day ahead of the fair, to fair business. Rain Wednesday, opening day, gave shows only one hour's work. Thursday was rained out. On Friday night shows opened in the mud to poor results. Saturday matinee and night were good. Shows started to move off the lot at midnight, using caterpillar, and did not get off until 4 a.m. Monday morning, with two trucks tipping over.

EDITH CROWE.

Buckeye State

Cleveland, Miss. Week ended October 18. Auspices, Bolivar County Fair. Business, excellent. Weather, ideal.

American Legion Post and Fire Department, aided by city and county officials, were instrumental in putting over one of the biggest and most successful fairs ever held here. Shows, rides and concessions had one of their best weeks of the season, altho Friday was lost to rain. Jim Rogers, Rogers & Powell Shows, and J. A. Gentsch, Hughey & Gentsch Shows, were visitors. McQueen's Rolloplane clicked. Cotton Swartz is about, after being laid up with an infected hand. Mr. and Mrs. Mathews joined with their hoop-la. Mrs. H. G. Starbuck reports good business with her concessions. Joe Galler was away for a day visiting various shows in the territory. Art Walker reported a satisfactory week with cookhouse, as did Mrs. Pete Richards for her penny pitch. Mrs. Evelyn Finley's two Kiddie rides have had a successful season. Her husband, Homer, made a flying trip here from Little Rock, Ark. Mr. Patterson rejoined with a well-flashed nail stand. Mrs. Pat Brown is doing well with her long-range gallery, while Pat looks after repairs to show equipment. Mr. and Mrs. Joe Hamilton's bingo clicked, as did Kack and Rosalie Harrison's grab stand.

H. G. STARBUCK.

Gold Medal

Opelika, Ala. Week ended October 25. Location, fairgrounds. Auspices, Knights of Pythias. Business, excellent. Weather, good.

With excellent weather and good co-operation from committee and officials, date proved another big one and all reported a profitable week. Committee, headed by Col. O. P. Lee and Lee Bailey, co-operated to make the date a success. Glenn Edwards, billposter, did a good job here. Football game Friday and home talent carnival Thursday hurt some, but not enough to be noticed. Public wedding of Katherine Leary and Kenneth Rogers drew the second largest crowd of the week. Parks' Happy Landing Cookhouse is proving popular and Jackie Dolinger is doing a good job of handling Gene Berni's bingo. Paul Farris and most of his crew are on the sick list. *Opelika Daily News* and local radio station were liberal with space and time. General Manager Bloom and the writer

Virginia Greater

Conway, S. C. Week ended October 18. Auspices, Junior Chamber of Commerce. Business, good. Weather, good.

Shows presented a good appearance here. Roberta's Animal Circus clicked and were signed to present their show for the rest of the season. Altho lot was over a mile from town, crowds held up well all week, with Friday night surpassing all previous attendance records. A fire Sunday damaged several of the Merry-Go-Round sweeps and erection rope, but under management of Raleigh Gibson, ride was ready to operate Monday afternoon. Mrs. Wilse, with Ten-in-One Show, closed to supervise her pineapple ranch in Florida. Mr. and Mrs. Jack Kelly accompanied her. Taylor Brothers, free act, were signed with Dick Adams. Mrs. Sarah Masucci entertained several showfolk at a spaghetti dinner Thursday night. Ken Davis, free act, continues popular. Shows were augmented by many new concessions and two shows here. Sol Nuger purchased a new car. Frank Skillze also is sporting a new car. General Agent Murray left for Weldon, N. C.

KEN DAVIS.

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JOIN AMERICAN RED CROSS

How To Avoid Competitor Abuses

By LEO T. PARKER, Attorney at Law

DURING the past few weeks several irritated and discouraged readers have sent in inquiries regarding the proper procedure against certain competitors who are copying their ideas, acts and stunts, notwithstanding the fact that these readers had obtained patents, copyrights and other protection against copying. In one instance, for example, a comedian in the outdoor field believed that he had eliminated all competition of his act by obtaining a patent on a mechanical automobile capable of being operated by a concealed driver, the object being, of course, to thrill the spectators by the queer antics of what appeared to be a driverless automobile.

In another instance the originator of a spectacular gangster-operated motor contraption wondered why competitors, who duplicated his act, could afford to chance damage and liability suits. And still another reader complained because a competitor utilized advertisements similar to his copyrighted descriptive circulars. And other readers were unable to distinguish between a direct copy by competitors of their acts and the legal effect of laws which give protection to originators who register, obtain trademarks or copyright certain names, advertisements and descriptive literature.

Therefore, in view of these particular inquiries, we shall review the various laws on these subjects in order to impart information how a dependable and logical protection may be obtained, and how originators of acts, ideas and stunts may broaden their usual or ordinary protection.

Law of Patent Protection

First we shall review the law relating to patents and what inventors of mechanical contraptions should do to assure themselves adequate protection. It is important to know that any thrill or attraction operator, carnival owner, concessionaire, actor or other person may infringe a patent in either of the following ways: By making or using the invention for his own purposes; by obtaining the invention from an illegal source and using it for his own purpose; by obtaining the invention from a legal source and practically rebuilding it when repairs are needed; by illegally appropriating and using a patented method, whether the patent relates to a chemical or a mechanical process; by obtaining the invention, or the right to use it, from a legal source and failing to use it in accordance with the restrictions specified in the license contract.

Moreover, any person who makes, sells or uses a patented invention, without authority of the patentee, is liable for infringement. Generally the patentee or owner of the patent is entitled to recover the exact profits resulting to the infringer, plus the damages sustained by the patentee as a result of the infringing acts (259 F. 948). Under unusual circumstances increased damages may be allowed an inventor by the courts where it is shown that the infringer infringed the patent willfully and intentionally, or if he persisted in the continuing of the infringing acts with determination to fight the litigation and delay the outcome. Where the infringement is willful the patentee may recover a judgment against the infringer for the profits, plus three times the actual damages caused by the infringing acts (97 U. S. 126).

Marking Patented Article

An important point is reference to the recent statute requiring a patentee to affix the word "patent" together with the number of the patent on all articles manufactured. This law specifies that it shall be the duty of all patentees and their assigns and legal representatives and of all persons making or vending any patented article for or under them to give notice of the existence of the patent. This must be done either by fixing on the patented article the word "patent" and the number of the patent, or when this cannot be done, by fixing to the patented article or the package containing one or more of the articles a label containing a like notice.

The law provides further than in a suit for infringement by an inventor who failed to mark his patented device in this manner, no damages shall be recovered from the infringer except on proof that the infringer was duly notified of the infringement by the patentee and continued to infringe after receiving such notice. For example, a patentee may mark his article "patented" or "patented April 3, 1927" (or other date after April 1, 1927), but by doing so he forfeits his right to obtain damages from

an infringer, unless the latter continues to make, sell or use the patented invention after receiving notification of the infringement from the patentee or his authorized representative.

When Protection Is Assured

One thing which has confused many circus owners, carnival proprietors, concessionaires and others is that a patent infringement suit cannot be filed until after the patent is allowed. For instance, after an application for a patent is filed the inventor may mark his invention "Pat. Applied For" or "Patent Pending." However, there is no actual law which supports its utilization in this manner. It is merely a term or notification adopted by inventors themselves. There are many records of legal controversies, however, where persons who have used the notification to deceive the public have been prosecuted. An improper use of the phrase is looking upon by the courts as a perpetrated fraud upon the people.

Either of the notices, "Pat. Applied For," or "Patent Pending," may be imprinted or stamped upon an invention or device for the purpose of truthfully informing all persons and firms that some inventor has begun but not completed the procedure of obtaining a patent. But it is important to realize that no damages or profits can be obtained by the inventor from a person who manufactures, sells or uses the invention prior to the time the patent issues, even though the inventor takes the precaution

to stamp this product, "Pat. Applied For" or other similar notifications. In other words, merely stamping an invention with the notification that a patent is pending does not give the inventor any legal rights whatsoever to file a suit or in any other way stop other persons from making, using or selling the invention.

Infringement Rights

In a suit for the infringement of a patent the three important questions are: Is the patent valid? Do the claims of the patent cover the device or thing in litigation? Has the patentee a legal right to enter suit? If these questions can be answered in the affirmative an infringer is liable who has appropriated all of the important advantages and elements of the invention, whether by the ingenious application of equivalent mechanism or otherwise.

In view of the numerous previously decided cases the law is well established that a court will take precaution to look thru various ingenious disguises to see whether the inventive idea of the original patentee has been appropriated by an unauthorized person. It has been decided that if a user makes a small change in a patented invention or alters some essential part or substitutes one equivalent element for another, he does not avoid infringement of a patent. And a person who appropriates a patented invention cannot avoid infringement by making one part in two or vice versa or changing the material or changing the

form of the invention or adding elements or transposing the parts or by impairing the efficiency of the patented device.

However, the omission of an important element or part of a patented device will avoid infringement. In other words, any person may omit one of the parts from all claims in a patent and proceed to manufacture, use or sell the device without infringing. This does not mean that a mere substitution of parts avoids infringement. Elements which are considered to equal each other are as follows: a spring and an elastic band; a screw and a nail; a cam and a toggle-joint; a weight and a spring; a spur gear and a worm gear; a sprocket drive and a gear drive; spiral gears and miter gears; rollers and a vertical press and similar substitutes which do not require real inventive genius. Also it has been held that the substitution of one kind of material for another will not avoid infringement. For illustration, a substitution of wood for rubber; steel for wood; aluminum for steel; paper for fiber; celluloid for glass; concrete for stone does not avoid infringement.

Is My Act Infringed?

Now, with the above explanations at hand, the actor who has invented and patented a device from which he earns a desirable profit or increased patronage may ask the question: What can I do to prevent a competitor from using my invention? In fact, this question was presented by the comedian mentioned at the beginning of this article and who had obtained a patent on an automobile capable of being operated by a concealed driver.

First, it is certain that the comedian may stop unauthorized use of his invention and sue and recover heavy damages from the competitor providing, of course, the competitors utilize an automobile whose mechanical alterations, to accommodate a concealed driver, infringe the claims in the comedian's patent. This suit may be filed by any lawyer having authority to practice in U. S. courts, because a patent infringement suit is under federal jurisdiction. Obviously, a suit of this nature may be advantageously filed by a registered patent lawyer, who specializes in patent, trade-mark and copyright laws.

On the other hand, it must not be overlooked that if the comedian's patent does not contain claims infringed by the competitor, the latter is not liable for infringement. However, under certain (See *COMPETITOR ABUSES* on page 53)

and Gift Show in Minneapolis Auditorium. Show was booked thru NBC Artists Bureau.

Phoenix Engagement Good For Siebrand Bros.' Shows

PHOENIX, Ariz., Nov. 1.—Siebrand Bros.' Shows concluded a week's stand here on October 19 to fair business. Attendance was estimated at 20,000, with several thousand free admission tickets being distributed among school children and soldiers at military posts in the Salt River Valley by the Phoenix Club of Printing House Craftsmen, under whose auspices the shows appeared.

Weather was fair throughout. Shows were well received, its personnel neat and equipment in good order.

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Ripley, O., Annual Called Big Success

RIPLEY, O., Nov. 1.—Fourth annual Farmers' Fall Festival here on October 23-25 under auspices of the Kiwanis Club featured a wide variety of attractions and was an outstanding success, said H. H. Eveslage, publicity chairman. Afternoon sessions took place on the streets, while night entertainment was staged in a tobacco warehouse. Profits go for the care of underprivileged children.

WKRC furnished entertainers, Helen Nugent and Mike Hunnicutt appearing the first night. Doc Howard emceed the Thursday and Friday night shows. A. P., of the Cornhuskers, appeared the second night, as did Jimmy Scribner, who broadcast an episode of *The Johnson Family*. Saturday afternoon and night attractions were the Columbia System Band and a night pre-Halloween prize parade. Concessionaires in the warehouse were Pete Wilson, country store and merchandise and bird wheels; H. E. Shapiro, cat rack; Fred C. Newton, pea ball; Charles Triebel, photos; Bessie Stanley, snow balls, palmistry and milk bottle game; H. Reed, short range gallery; James Druley, pan and mouse games; B. L. Decker, penny pitch; Ralph Barr, fishpond and dart game; W. L. Johns, photos; Charles Wilson, ball game; John Holthaus, America buttons; A. Doyle, penny pitch, pitch-till-you-win, hoop-la, cork gallery and ball game; Charles Shockey, peanuts, popcorn and snow balls; Howard Adams, eats and drinks; Leon Salisbury; Fred Kaucher, novelties; I. Reisner, cigarette penny pitch, and Sportsman's Club, bingo.

Other features were daily trapshoots; pony, dog, cattle, pig and quilt shows; premium awards for corn, tobacco, wheat and pumpkin displays and nightly dancing. There were also several commercial displays.

Edward L. Campbell was general chairman. Considerable money was donated to finance the event. News releases were sent regularly to 25 newspapers in a 60-mile radius and hand bills were widely distributed. Lights, flags and banners were strung across streets and merchants decorated windows.

Ind. Festival Nets \$250 Despite Rains

BATESVILLE, Ind., Nov. 1.—The daily rains were a drawback, Junior Chamber of Commerce, sponsor of the Fall Festival here on October 2-4, was able to net about \$250, to be used for civic welfare work, reported Secretary G. P. Decker. Let-up of rain on Thursday, Friday and Saturday nights and part of the last afternoon was an aid. Giveaways of furniture and other merchandise were daily features and about 12,000 attended on Saturday night.

Four F. E. Gooding rides were on midway, along with independent concessions. On the free act program, emceed by Simon D. Collins, were Daredevil Mike Kelly; Rita and Dunn, high wire, who put in an appearance but were unable to perform because of insufficient space to erect rigging; Ezra Buzzington Show on Thursday, and Bonnie Miller Duo, roller skaters, and Jane Carress on Saturday, furnished by Williamson Entertainment Bureau.

Committee handling advertising inserted displays in newspapers in the surrounding area and a sound truck made visits to communities. Release of 100 balloons to which were attached advertising tags was another stunt, and 5,000 copies of a festival edition were mailed.

Shorts

J. GEORGE LOOS, owner of Greater United Shows, reported he has closed a contract to furnish attractions at Brownsville (Tex.) Charro Days Celebration, to be followed by the Washington Birthday Celebration at Laredo, Tex., for which he holds a five-year contract.

C. A. KLEIN Attractions has set its circus unit for two days at Uhrichsville, O., under sponsorship of United Clay Workers' Union. It will be held in the high school auditorium and will include 10 acts.

DON McNEIL and His NBC Breakfast Club will appear on opening night of the six-day annual Northwest Book, Art

Hamid-Morton Pulls 150,000 at Toronto Shrine; Three Turnaways

TORONTO, Nov. 1.—Hamid-Morton Shrine Circus closed a successful six days here, October 25, at Maple Leaf Gardens, playing to better than 150,000. Monday's matinee was the largest opener the show has had here. Every performance played to capacity, with turnaways on Thursday, Friday and Saturday nights. Date was sponsored by Rameses Temple. Proceeds were divided equally among *The Evening Telegram* British War Victims' Fund, *The Daily Star* Red Cross Fund, Crippled Children and Shrine Benevolence.

Show opened with a grand entry by members of the Shrine Temple and Joe Basile's band. Acts in order: Donahue and LaSalle, comedy acrobats; George Hanneford and family; Herb Taylor,

clowns; George Christy's ponies, Ab Delah's 16 Broadway Vanities; Winnie Colleano, trapeze; Miss Harvey, trapeze; Ricardo Barnsdale, swing perch pole; Terrell Jacobs and lions; Great Fussner, balance spiral rolling globe; Silvers Johnson and His Comedy Austin; Bob Eugene Troupe, bars; Conchita, iron-jaw; Pallenberg bears; Ward-Bell Troupe, teeterboard; George Hanneford's High-School Horses; Pape and Conchita, balancing perch pole; Captain Tiebor's Seals; Christy's Wallendas, high wire; Flying Wards, casting, and Peejay Ringens, elephants, bicycle run and dive. Clown alley included Roy Barrett, LeRoy Thompson, Herb Taylor Company, Donahue, LaSalle and Rice Davidson.

The press was particularly generous with space and art. The program was carried over the Canadian Broadcasting System Coast to Coast. Omer Kenyon handled the advance sale; Bob Stevens, banners, and Len Humphries assisted Bob Morton.

YP Has Good Houses In Redondo Beach

LOS ANGELES, Nov. 1.—Despite rain, the Yankee-Patterson Circus played to good houses in Redondo Beach under auspices of the Beryl Heights Parent-Teacher Association October 23. Show was bought outright by PTA.

Acts added by Jimmie Wood, general manager, included Bill Dedrick's dogs and ponies; the Henrys, rolling globe act; Frank Chicarella's knife and whip act, and Bonnadene Wolfe, contortionist. Clown numbers were produced by Larry (Bozo) Valli. Billy (Rags) Mack, clown, was taken suddenly ill while on the show. Ishmael Escalante returned to the show as boss canvasman on this date. Music was furnished by Charles E. Post's band. Side Show did well. Eddie Confer had the concessions.

Visitors to the show included Harold New, Hugh McGill, Dick Lewis, George Perkins, Cheerful Gardner, Doc Cunningham, C. A. Buchtel and D. D. Stokes.

Destinations of Cole Side-Show Folks

CINCINNATI, Nov. 1.—Following the close of Cole Bros.' Circus November 2, members of the personnel will scatter to sundry points. Herewith is given the destination of side-show folks.

Marvin and Litha Smith, Coleman, Tex.; Mr. and Mrs. John Gibb and Mary and Margaret Gibb, Holyoke, Mass.; Frank (Scotty) Kean, Fayetteville, N. C., to join Winstead's Minstrels; Thaisa Gardner, De Soto, Ga.; Leona Teodora, San Diego; Chuck Gammon and Rose Westlake, undecided; Larry Benner, Chicago for a short stay, then to Eastern cities; Judge Palmer, Owensboro, Ky.; Arthur Windecker, Chicago; Bill and Ginger Benson, Columbus, O.; Frank and Anna Loving, Panama City, Fla.; Ralph Wolfe and Nada Wolfe, Chicago; Scotty Dunn, Los Angeles, Tom Langley, Louisville; Heavy Nerhing, Natchez, Miss.; Joe Hayworth Jr., Cincinnati; Thomas Reno, Longview, Tex.; Mickey O'Brien, Miami; Gus Schwab, Bethel, O.; William Kellogg, Indianapolis; Eddie Rogers, Chattanooga; Fred Murray, Pochontas, Va.; Cliff Shell, Memphis; Duke Kamaqua, to play night clubs in Ohio and Pennsylvania; Moki Hana, to play night clubs in Pennsylvania, and Tommy Santa Maria, to play night clubs in Ohio and Pennsylvania.

Members of the band and minstrels of the Side Show will be located as follows: P. G. Lowery, Cleveland, to teach; Billie May, Cleveland; Ben Goodall, Louisville; Walter Howell, Columbus, O.; Ozias Matthews, Franklin, Pa.; Harvey Landford, Jamaica, L. I., N. Y.; Billie Freeman, Detroit; Sam House, Birmingham; Pat Shelton, Marion, O., and Juanita Manix, Warren, O.

Whereabouts of many of the big-show performers will be found in Freddie Freeman's Dressing Room Gossip in this issue.

Double Header for Hunts

TRENTON, N. J., Nov. 1.—Mr. and Mrs. Charles T. Hunt, of Hunt Bros.' Circus, will celebrate their golden wedding anniversary here November 9. The 1942 season will also mark the 50th year of the Hunt show on the road.

Sellout for RB At Chattanooga

CHATTANOOGA, Nov. 1.—In spite of having put up the smallest amount of paper of any circus ever billed here, the Ringling-Barnum circus did capacity business at both performances October 23.

Due to a late arrival the front doors were not opened for the afternoon show until 3 o'clock. It was 6:30 p.m. before the matinee was over, and as the crowds poured out of the tent their progress was retarded by thousands packed on the midway awaiting the night performance. At 8 o'clock a sellout was registered and hundreds of latecomers had to be seated on the outer edge of the track.

Because of unusually hot weather for this time of the year the air-conditioning units were used.

The Old King Cole spec drew roars of applause at both performances, but many were disappointed when the famous chimes wagon and the steam calliope were left out of the pageant at night. However, the calliope could be heard tooting in the backyard. Much interest had been aroused in the chimes wagon by a full-page feature in an afternoon paper the day before, which described famous old wagons in circus parades of years past. A two-column cut, used with the story, showed the chimes wagon and told of its being used in the spec this year.

Noticeable at the matinee were thousands of children. When the Cole Bros. and Russell Bros.' circuses were here in August, children under 12 were barred in an effort to stem the spread of polio, prevalent here at that time.

The three newspapers here seemed to try to outdo each other by carrying pages of pictures and stories on circus day. Many complimentary reviews and editorials were published the next day.

Lester Owens and wife, of the Concello Troupe, were given a big hand by their fellow townsmen. This is their home town.

KNOXVILLE, Tenn., Nov. 1.—The Ringling-Barnum circus broke in a new show lot here October 24 with a night sellout and good afternoon crowd.

One hitch was the traffic problem posed by the new lot, the former city airport about six miles south of downtown section. Police kept motorists going one way and on a single approach road, resulting in a jam which had many stragglers in after the show started.

The old North Central Street grounds, used by shows for years (and about two miles from downtown) has given way to a freight bus depot.

Jack Raum's Show Closes At Lancaster, O., Fair

CANTON, O., Nov. 1.—Jack Raum's Circus, Rodeo and Thrill Show ended the season at the Fairfield County Fair, Lancaster, O., the longest outdoor season for the attraction in recent years. Raum opened in the South last April and later augmented his show for the fairs, which started in July. Much of the season the show was in Michigan, with several of the fairs being repeat engagements. Several Ohio fairs were played near the end of the season, including those at Coshocton and Lancaster. Following the Lancaster fair the show disbanded, and the rodeo stock and equipment were moved to Raum's farm near Tipton, Ind.

Raum's rodeo was the strongest in several years and drew heavily at all fairs contracted, with Billy Hammond and his horse, Peanuts, heading the rodeo contingent.

Circus Historical Society

WICHITA, Kan., Nov. 1.—New officers of the CHS are W. W. Tyson, president; Gordon Potter, vice-president, and W. W. Green, secretary-treasurer.

Burt L. Wilson expects to have another visit with Cole Bros. in West Texas. James D. McRoberts, of Topeka, Kan., would like to know if the Ringling-Barnum circus ever used 100 cars, and if so, when.

Arthur Leonard Cesky, formerly of Robbins Bros.' Circus, is at Jackson, Mich., and would like to hear from friends.



JAMES M. BEACH, who closed as contracting agent with Wallace Bros.' Circus September 1, has been re-engaged in that capacity for next season. Since closing with the show he has been at his old home in Seneca Falls, N. Y., enjoying good fishing on Cayuga Lake, three miles from Seneca Falls. His catch here is seven black bass, the largest one weighing five pounds. After the duck hunting season he will return to his home in Macon, Ga.

Sunbrock Tops Gate Marks in St. Louis

ST. LOUIS, Nov. 1.—Larry Sunbrock's combined Rodeo and Thrill Circus, at the Arena here October 19-26, broke all attendance records for any show ever presented in St. Louis for an eight-day period, when it played to 158,640 paid admissions. Date marked show's second appearance here.

According to internal revenue tax figures, gross ticket sale totaled \$86,622.60. The record is all the more astounding, since Sunbrock used no auspices or sponsors for the show.

against the circus, but we don't want their signs around."

Mabel Mack's Mule Circus Ends Best Season in Years

COSHOCTON, O., Nov. 1.—Mabel Mack's Mule Circus ended the most successful season in several years at the annual Coshocton County Fair. Season was a long one, with many weeks set by the F. E. Gooding Amusement Company.

Alice and Jimmy Foster were with the show the past season, Jimmy presenting his motion picture horse.

Following the close of the show here, equipment and stock were moved to Wilmington, O., where Mabel Mack and the Fosters will winter.

Billing Ban in Jackson

JACKSON, Miss., Nov. 1.—A ban on billing has been issued by Mayor Walter Scott coincident with the coming to town of one or two circuses.

"I have issued orders to the police to pick up the first man found pasting large billboard circulars on buildings in the city," the mayor commented. "We have a city ordinance against such acts. Many of the signs circuses paste on buildings remain for 8 to 10 years before being removed. I have nothing

Under the Marquee

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

IDA C. DUSCH, wife of John Dusch, circus bandmaster, is a patient in St. Vincent Hospital, Erie, Pa.

MR. AND MRS. ERNIE SMITH have completed another successful season "rubeing" at the Ohio county fairs and celebrations.

JOE GOULD, clown, is making club and convention dates in Ohio, after which he will jump to New York for several farm bureau dates.

CHARLIE POST'S band has been signed by the Bert Levy office, Hollywood, to play a circus date at Anaheim, Calif.

GEORGE PERKINS and Dick Lewis clowning at a school Halloween party in Santa Monica, Calif. Lewis's five-year-old daughter, Joan, is doubling in pictures for a well-known baby star.

E. E. STAATS informs that Staats Bros.' Circus will go out for its last season in 1942. After that, Staats will retire with 50 years in show business behind him.

JOE B. WEBB and Mr. and Mrs. Baily were dinner guests of Mrs. A. Lee Hinckley when Bud E. Anderson's Circus played Cleveland, Okla. Mr. Hinckley has the band on Russell Bros.' Circus.

LEROY AND COULS TROUPE, clowns, recently played schools at Pleasant Ridge and Ferndale, Mich. The troupe has many dates booked for six weeks around Detroit.

BERNIECE KELLY Circus Revue closed a successful fair season for C. A. Klein and opened a three-week engagement

with Keyes Greater American Circus in Indiana.

A TRIPLE remembrance service for Fred Beckmann, Jim Clyde and Victor E. Trueblood was held in the parsonage of Doc Waddell at Columbus, O., October 26. More than 20 showfolks were present.

JOE LEWIS, clown cop, and Eva May Lewis will close their route with Keyes Greater American Circus at Fort Wayne, Ind., and open at the Houston Shrine Circus. They will then play the G. G. Gray indoor dates.

ART HILL, of the once top-notch vaude bicycle turn, Hill, Cherry and Hill, will appear with the J. R. Malloy Circus unit at the kiddies' show at the Palace Theater, Canton, O. Hill will do a single comedy cycle turn.

SLIVERS JOHNSON and his comedy Austin have been contracted for the annual merchants' kiddies' show at the Palace Theater, Canton, O. Johnson is currently playing indoor dates for Hamid-Morton Circus.

YANKEE-PATTERSON CIRCUS has been bought by Lockheed Aircraft Company for a performance near Los Angeles November 7. Show is being used by Paramount Studios in picture work. Cheerful Gardner's elephants are also in the film.

EARL SHIPLEY closed his third season with the Pat Purcell unit of Jimmie Lynch Death Dodgers at the Louisiana State Fair, Shreveport, October 26. The unit was on the road for 10 weeks of still dates and 12 weeks of fairs and (See Under the Marquee on page 48)



Circus Model Builders

and Owners' Association

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

READING, Pa., Nov. 1.—The circus social held by the Model Builders of Region No. 2 at the home of Mr. and Mrs. Frank Updegrave, Boyertown, Pa., was a most enjoyable affair, with 10 Model Builders present with quite a few circus friends. The day was spent in looking over Updegrave's splendid collection of miniature circus equipment and varied collection of circus pictures. Frank's wagons are built in exact detail on a 3/4-inch scale. His horses and performers were hand carved by himself and all harness cut and fitted with a scissors and pocket knife as his only working tools. Updegrave gave a demonstration of his carving skill by fashioning a 3/4-inch scale horse's head from a block of wood in 15 minutes, using nothing but a pocket knife.

A chicken dinner was served by the women under the supervision of Mrs. Constance Updegrave. During the afternoon the smaller children present were treated to thrilling rides on the 100-foot Roller Coaster which Frank has built into his back yard. A large table erected in Updegrave's living room was the scene of many discussions on wagon building and also on the history of old wagons pictured in the many photos which were on display. Melvin Miller, of Harrisburg, had a new 1/4-inch scale caterpillar tractor on display. Melvin took a lot of good natured kidding as he happened to be the only one present who is building a modern motorized show. The remainder of the Model Builders are hanging on to the old baggage horses.

Among those present at this social were Mr. and Mrs. Frank Updegrave and children, Grace and Bruce; Mr. and Mrs. Harold Moore. Mr. and Mrs. Russell T. Warner, of Reading, Pa.; James Malfatto, of Philadelphia; Mr. and Mrs. Walter Heist Sr., Martha Jean Heist and Mrs. Heist's parents, Mary Keim, John McCurdy and mother, Melvin Miller, Charles Doelker, all of Harrisburg; Mr. and Mrs. Robert D. Good and daughter Nancy, of Allentown; Charles Millard, of Coatesville, and Mr. and Mrs. Thomas Gilbert, of York. A telegram from Model Builder Bill Barrett and family, of Essington, was received, extending their greetings to the gathering.

As this also happened to be Grace Updegrave's eighth birthday, a huge cake was placed on the table and the Model Builders presented her with a gift.

For information concerning the Ladies' Auxillary of the C.M.B.O.A., write the secretary, Mrs. Claire Wagner, 212 Madison Street, Colonial Park, Pa.



With the Circus Fans

By **THE RINGMASTER**
C.F.A.

President: **FRANK H. HARTLESS**, 2920 W. Lake St., Chicago.
Secretary: **W. M. BUCKINGHAM**, P. O. Box 4, Gales Ferry, Conn.
(Conducted by **WALTER HOHENADEL**, Editor "The White Topp," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 1.—Among those interested in forming an Akron tent, in addition to Winnie and Tom Gregory, are H. B. (Doc) Kerr, columnist; Murray Powers, Sunday editor, and Harold Lengs, special writer, all from the staff of *The Akron Beacon-Journal*. With this impressive list, along with Tom Gregory, formerly connected with this paper, the publicity of the tent should be well taken care of. All are very much interested in the circus. Doc Kerr uses many circus stories in his daily column, and Harold Lengs is a former circus press agent.

In Madison, Wis., October 17, Dorothy McCurdy, daughter of Mr. and Mrs. Floyd M. Piller, became the bride of Robert C. Zimmerman, son of Mr. and Mrs. Fred R. Zimmerman, of Milwaukee. The ceremony was performed before the immediate families of the bride and groom in the chapel of Christ Presbyterian Church by the Rev. E. O. Kennedy. Following the ceremony the couple left for a short motor trip and will be at home after November 15 in Frost Woods, Madi-

son. "Zim," as Bob is familiarly known, is an ardent circus fan and since joining the CFA has taken a keen interest in its affairs. Mrs. Zimmerman is also circus-minded and plans to join the association soon.

When the Big Show played New Orleans October 11-12, J. A. Leighton, New Orleans CFA, spent two days on the lot, entertaining and visiting. On Saturday he attended the show in the big top in the afternoon and visited in the back yard with Arthur L. Springer, Fred and Ella Bradna, Merle Evans, Elly Ardely, Felix Adler, Paul Jerome, Bobby Mauer, of the Yacopi Troupe; Paul, midget; Pat Valdo, Prince Damoo of India, one of Alfred Court's wild animal trainers, and Ernest Firth, of sea-lion fame. He also had a fine chat with Lew Woodruff out front, and with J. F. Seawell in the commissary wagon. On Sunday he had as his guests Warren G. Prograis and Eddie Valley, both young and ardent circus fans, who will soon be members of the CFA. Frank J. Herman, inveterate circus fan, and an intimate friend of the Bradnas, asked Leighton for an application blank for the CFA. Herman will soon be with us.

Charles Davitt, Joe and Wally Beach, of Springfield, Mass., and Jim Hoyer, of Hartford, Conn., had pleasant visits with the Jig Saws, Janet May and Paul Merkel, and the Juggling Elgins. These acts were playing at the Court Square Theater, Springfield. Joe and Wally also entertained the acts in their circus room. This same quartet visited with the Emerald Sisters, Hip Raymond and Miacahua at the Stafford Fair in Stafford Springs, Conn. Mr. and Mrs. Walter Buckingham, of Gales Ferry, Conn., also visited Janet May and Paul Merkel while they were in Springfield.

Fred H. Donovan, general manager of the Henry Kyes Tent No. 31, Springfield, Ill., just returned from his vacation and reports that their tent is going along fine. While in Peoria he called on George B. Freeman, and visited with President Hartless while in Chicago. In Mason City, Ill., he visited with Dr. M. B. Mathers, one of our members who has a private zoo. Donovan had some pictures taken with the lions inside the arena. Mr. and Mrs. Robert Zimmerman called on Donovan at police headquarters while they were visiting in Springfield.

Francis, youngest son of Mr. and Mrs. W. H. Hohenadel, was inducted into the army October 22 and sent to Fort Sill, Okla.

Burt L. Wilson, of Chicago, had a pleasant visit with A. Morton Smith and Leonard Brothers at Gainesville, Tex., October 22. At Wichita Falls Wilson visited with Army Armstrong and met Ora Parks of the Cole show, also Leo Moore, mayor of Electra, Tex., and formerly interested in the Downie Bros.' Circus.

Dressing Room Gossip

COLE BROS.—When you are reading this the Cole Bros.' Circus season will be history. We closed November 2 and had a grand season, only losing two days, Butler, Pa., and Sweetwater, Tex.

We had a swell time at Houston. A few of us were invited to Frank Walter's place—and what a place he has. He gives one show a year for underprivileged children, and let me say here that any performer that goes to Houston should go out to Frank's place, for he has a complete circus from animals right down to the calliope. Had a grand powwow with Mr. and Mrs. Joe Rieser Jr.

Here is a list where some of our performers went: Herbie and Chatita Weber to Houston, then Macon Shrine Circus; Huffy Hoffman, Sears-Roebuck store in Nashville; Horace Laird, Snellenberg's store in Philadelphia; Harold Hall, Springfield, Ill.; Harry Larena, Los Angeles; Arthur Borella, San Antonio; Lee Smith, Newark, N. Y.; Alva Evans, New Hartford, Mo.; Toby Tyler, Orlando, Fla.; Raymond Duke, joining Harry Haag's circus unit; Jack Klippel, Chicago; Harold Voise Troupe, Louisville; Bobby K. Nelson, Lewiston, Pa.; Maurice Marmolejo, Los Angeles; Jose Gonzales, Los Angeles; Bert and Corinne Dearo, Harry Haag's unit; Clay and Rose Bruce, Louisville; the Reiffenach Family, Louisville; Emmett Kelly, New York; Mr. and Mrs. Billy Morales, Houston and Macon Shrine Circus, then home to Rochester, Ind.; Joe and Orda Masker, Henderson, Ind.; Fermin Oliva, Los Angeles; George and Jack Voise, Saginaw, Mich.; John Smith, Louisville; Adolph, Maria and Klara Delbosq, Sarasota, Fla., for a short rest, then back to Louisville; Mr. and Mrs. Harry Mc-

The Corral

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

APPOINTEES to the nominating committee to select candidates for the Rodeo Association of America election of officers to be held at the annual convention in Colorado Spring, Colo., include Walter Brown, Boston; E. S. Cook Jr., Lewiston, Idaho; R. D. Hanesworth, Cheyenne, Wyo.; J. P. Lee, San Angelo, Tex., and F. E. Dayton, Salinas, Calif.

EARL THODE, arena director for the last three years of the La Fiesta de los Vaqueros Rodeo, Tucson, Ariz., has been re-engaged in that capacity for this year's event, M. H. Starkweather, Chamber of Commerce's rodeo committee chairman, announced last week. Members of the rodeo committee are Starkweather, Jack Proctor, Jack Martin, Pete Waggoner, C. W. Gardner, A. A. Sundin, Harold Collins, Tom Van Atta and Karl Barfield.

BOB FOLLETES Flying H Rodeo played Wadesboro, N. C., to good crowds recently. Show was booked and arranged by Tom Hunt, with the advertising being handled by Fred Clancy. Specialty acts are Uncle Hiram and mule, Lola Hunt and high school horse, Fred and Edith Clancy; Stack Lee, juvenile roper and calf rider; John Carruthers, clown; Peavine Freeman, Robert Lowder, Slim Brown, Jesse James and George Helms, bronk and steer riders.

CHICAGO STADIUM RODEO closed its 17-day run November 2. Attendance has been only fair. There were a few big nights but no capacity houses. Nevertheless, the rodeo was financially successful. There were several injuries among the contestants during the run. Harold Ridney, bareback bronk rider, sustained a broken leg. He is in the Norwegian-American Hospital, where Kenny Williams and Len Jacobs also are recovering from injuries.

JOHNNY AUTRY, singing cowboy, has been playing theaters thru the Middle West with Ray Randall, Oklahoma cowboy radio performer. They closed their theater tour in Skiatook, Okla. While broadcasting in Tulsa, Johnny played in the Mayo Hotel for the YMCA. He also visited Tom Kelley's K Ranch Rodeo and Round-Up at Tulsa (Okla.) State Fair. Bob Wills and the Tulsa Round-Up Club got the rodeo off to a good start, Autry says.

HOMER TODD and Alf Ellis, producers of the annual rodeo at Arkansas Livestock Show, North Little Rock, will present 10 performances this year, with five night and five afternoon performances set for the closing five days. Charlie Schultz, with trained mule, will clown and a new feature will be the Wild

Farlan, Rochester, Ind.; Mr. and Mrs. Charles Lucky, Denver; Miss Lucy and Danlo, Rochester, Ind.; Curley Denman and wife, Atlanta; Dan Moroz, Springfield, O.; Mr. and Mrs. Steve Seline, Terre Haute, Ind.; Cecil Labelle, Fort Lauderdale, Fla.

Otto and Hanna Griebing, Peru, Ind., to see the kids, then to the Stix Ben Fuller store in St. Louis (Otto's 10th year there); Sen Juan Lobo, Louisville; Ernie White, Chattanooga; Al and Irene Mann, Bagley, Wis.; Frank Orman, Fort Lauderdale; John and Gertrude Shubert, Chicago; Tommy Poplin, Norfolk; Marion Knowlton, Middleton, Conn.; Wanda Wentz, Chicago; Jean Allen, Louisville; Lonzo and Naomi Dever, Cleveland; Winn and Helen Partello, Mansfield, O.; Ethel Freeman, Santa Fe Trail, Peru, Ind.; Betty and Marylyn Rich, Pasadena, Calif.; Johnnie Farthing and Dorothy Herbert, Scottsburg, Ind.; Paul and Ruth Nelson, Mount Clemens, Mich.; Whitey Govro, Miami; Homer Cantor, Miami Beach; Florence Tennyson, Chicago; Harry Thomas, Louisville; Jo Jo Corfield, Cleveland; Mayme Ward, Louisville; Betty Escalante, Los Angeles; Shirley Byron, California; Patty Nelson, Detroit; Eileen Harold, en route; Joe Hayworth, York, S. C.; William Kellogg, Indianapolis; Dan Mitell, Columbus, O.; Joe Kuta, Brooklyn; Loraine Russell and Herbert Leeman, Louisville; Bobby De Lochte, Peru, Ind.; Noyelles and Hilda Burkhardt, Peoria, Ill.; Mitt Carl, Belleville, Ark.; Al St. Clair, Roanoke, Va., and yours truly—just address my mail care of the Jockey Club, Peru, Ind., third stool from the door. That will always find me. **FREDDIE FREEMAN.**

Horse Opera. Other acts are a basketball game on bronks, a free-for-all roping contest for kids, greased pig catching, and a cowgirl milking contest. Al Smith, Jimmy Rick, Weaver Gray, Cecil Cornish and Smoky are among contract performers.

WITH cash awards totaling \$1,200, annual rodeo held at the new \$10,000 arena in Liberty, Tex., in conjunction with the Trinity Valley Exposition, October 24-26, drew the largest number of participants in its history. Among early entries were Clinton and Leslie Booth, Eddie Cameron, Dee Adams, Gerald Abbott, Allen Crainer, Kiddo Taggart, Andy Robinson, Bubba Jamison, Top Gantz, Melvin Harper, Ken Capp, Dyrton Lisenby, Pearson Webb, Dale Stone, Emmett Phelps, Roos Levin, Ward Moore, Dub Beatty, Jimmy Calder, R. Lee, Adolph Ehner and Billy Hebert. A feature this year was the split barrel race for cowgirls. Cecil Boyce, director, reported that all box seats for the event were sold out two weeks in advance.

HERB MADDY, JE Ranch Rodeo, writes that preliminary work on the rodeo to be held in the Municipal Building, Buffalo, has been started by Frank Moore, manager of Madison Square Garden Rodeo. Moore has opened offices in Buffalo and is being assisted by Fog Horn Clancy, publicist and radio man. The Brahma Twins and McLaughlin kiddies, trick ropers, are making a public school campaign for the show. Col. Jim Eskew will direct the arena and provide the stock. Features will include Everett Johnson's Madison Square Garden Band, Ken Boen and his clown horse, Junior Eskew, Col. Cy Compton, Auvil Gilliam, the McLaughlins; Ted Allen, champion horseshoe pitcher; Curley McCall and Eskew team of Roman auto jumping horses; Brahma Rogers and mule, Pork Chops; Dick Griffith, Don Wilcox, Georgia Sweet, Doris Boen, Thea Thinnis, Bob Matthews, Curley McCall and Tom Mix Eskew, trick riders. Hoot Gibson, film cowboy, will be the guest star, with his trained horse, Pal.

CHILL WINDS failed to keep down opening-day crowd at the rodeo held in connection with the fourth annual Arkansas Livestock Show, North Little Rock, October 28. Attendance totaled 4,500. Al Fletcher was tossed by a wild Brahma bull and broke a collarbone. Doc Dyer sustained more serious injuries later when carried out on a stretcher after being thrown from a bronk. Spud Richardson was thrown, along with Roy Martin, but both were only slightly hurt. Bill Eaton did the best opening-day performance with a 17-second calf roping stint, while Whiteie Stewart was the only one of 11 riders to stick to his bronk. Dick Johnson won the first steer event in 5.4 seconds, and A. J. Pettigrew won the Brahma cow-belling over 11 other entries. Contract performers are Helen Kirkendall, Betty Lawson and Lorraine Dyer, girls' bronk riding; Albin Schmitt and his jumping horse, Ranger; Manuel Flores, Mexican bullfighter; Jimmy Risk, horseshoe pitcher; Clown Charlie Schultz, Cecil Cornish and his horse, Smoky, and Juanita Grey's dancing horses. A 16- (See *CORRAL* on page 48)

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PAMAHASIKA'S SOCIETY CIRCUS
Want Novelty Circus Acts, Clowns, Animals, good Dog and Pony Man, also Assistant. Only reliable people need apply. For department store holiday season. Write all **GEORGE E. ROBERTS, Manager, 3504 N. 8th St., Philadelphia, Penna.**
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For Nov. 25, 1941. Can place Phonemen for Banners, Program, Tickets. Also place Agent that can book schools.
Patterson Bros.' Circus
Milner Hotel Sandusky, O.

FREE ACTS WANTED
With my combination for 1942 Fair Season up North. Guarantee a long season, so make your salary right and send literature.
The Raymonds Attractions
735 Carlton Street Jacksonville, Florida

Gains Registered at La. State

Shreveport Ups Stands, Midway

Final count is expected to beat '40 gate—Press Day proves publicity builder

STATE FAIR OF LOUISIANA, Shreveport, October 18-27. W. R. Hirsch, secretary. D. E. Howard, concession superintendent. M. H. Barnes, attraction superintendent. Gate admissions: Adults, day and night, 30 cents; children over 12, 30 cents; autos, 25 cents. Grandstand: General, 50 cents; adults and children, day and night, 75 cents; lawn chairs, 75 cents; box seats, \$1. Grandstand booker: Barnes-Carruthers Fair Booking Association. Midway: Beckmann & Gerety Shows. Auto racing, big cars: Two days. Automotive thrill shows: Two days.

SHREVEPORT, La., Nov. 1.—While official figures are not yet available, estimates place total attendance at the 36th annual Louisiana State Fair here October 18-27 in excess of last year's record-breaking mark of 309,000. Increase, however, is not expected to be large, and whether a new record was hung up will not be known until after all reports have been compiled.

First three days, Press and Future Farmers Day, Automobile Racing Day and Children's Day, respectively, combined attendance was about 105,000. Second week-end attendance also was good. Closing day, Negro Day, showed an unofficial 30,000, larger than the 1940 crowd despite unusually chilly weather. Negroes arrived early and stayed late. They spent money freely, some concessions at night doing capacity business. Best single day's crowd was Monday, October 20, with over 50,000 on the grounds, including about 35,000 children who were admitted free. Negro children were admitted free Monday, when probably 15,000 of the visitors were children.

Midway, furnished by Beckmann & Gerety Shows, recorded a gain of 26½ per cent over last year's figures. Grandstand showed a 7½ per cent attendance increase, including afternoon attractions. Barnes-Carruthers furnished the program.

Exhibits Are Better

In a number of instances exhibits were considered better than those of 1940. Improvement was seen particularly in livestock and agricultural exhibits. Improvement in cattle, especially beef animals, caused much comment. Largest gain in amount of premium money was listed in the cattle department. All told, \$32,000 was distributed in various departments. High spot of the cattle show was the annual auction of 4-H Club beef calves. It was opened by Governor Sam H. Jones, who aroused lively bidding and sold the grand champion calf for \$1.70 per pound, \$1,334.50 for the 785-pound Hereford. Price per pound was 50 cents higher than last year's top price in this auction. Mayor Sam H. Caldwell, Shreveport, auctioned the reserve champion calf for 65 cents per pound. In all (See SHREVEPORT GAINS on page 47)

Jackson Mayor Cites Low Figures for Miss. Awards

JACKSON, Miss., Nov. 1.—In connection with his campaign to secure State aid in 1942 for the city-sponsored Mississippi State Fair here, Mayor Walter Scott said last week that total of \$135,750 in premiums given during the past nine years is "exceedingly low in comparison with other State Fairs."

"We should be able to give at least \$50,000 in premiums each year," he declared. "but, due to our limited income from the fair, it is impossible. With more help we could bring the fair's premium list up to what it should be."

Premium figures he cited included livestock, poultry, home demonstration, agriculture, 4-H Club and FFA contests. There is considerable agitation for the Legislature convening in January to provide an annual appropriation of \$25,000 for the fair, which is the only State fair in the United States operated by a city government.



EMERY BOUCHER, secretary of Quebec Exposition Provinciale, reports conditions never better in that section of Canada and the expo management is planning changes in anticipation of a big 1942. Board has signed a contract with Frank R. Conklin for the Conklin Shows to furnish rides, shows and concessions for the eighth consecutive year.

Charleston Upped By Defense Dough

CHARLESTON, S. C., Nov. 1.—Charleston County Agricultural and Industrial Fair here on October 20-25 was reported one of the most successful in history. Paid admissions, estimated at about 40,000 set a new record. James E. Strates Shows on the midway did good business, reported Owner Strates.

Charleston's population has almost doubled with the national defense program set in motion here, where a navy yard is situated and workers and their families apparently are craving entertainment. Practically everything of an amusement nature has been a big success this year. The Strates management took over the operation of fair admissions and nightly giveaways of automobiles and other merchandise packed the grounds.

Exhibits, up to usual standard, were housed in the county hall for the first time. In previous years the fair was held at a county fair building, which now has been devoted to defense work. Only livestock and poultry shows were held at the old grounds and this arrangement was not successful, attendance there being poor.

SALEM, Ore.—Art Briese, Thearle-Duffield Fireworks Company, visited here several days with Mr. and Mrs. Abner K. Kline, Everly Aircraft Corporation, before taking a trip to Seattle. He attended several skiing parties on Mount Hood.

Charlotte's Southern States Off To 50,000 Opener After Deluge

CHARLOTTE, N. C., Nov. 1.—The third annual Southern States Fair here, October 27-November 2, drew 50,000 on opening day, Tuesday, after a deluge washed out previous night on Monday. Prevue night, held previously for press and radio with selected groups admitted free, was to have been open to the public. A downpour which broke a three-month drought caused the night program to be called off.

With good weather Tuesday morning, the fair was opened by Josephus Daniels, United States ambassador to Mexico. Local officials also took part in the opening, which was followed by a special grandstand show for youngsters, it being Rural School Day.

Besides opening-night weather, chief setback suffered by the fair, according to Dr. J. S. Dorton, president, was the closing of all game concessions on the

Thurber To Manage Great Falls Annual

CINCINNATI, Nov. 1.—Word has been received from Great Falls, Mont., that Dan Thurber, agricultural conservation director for the Great Northern Railroad, has been appointed manager of North Montana State Fair there.

He handled the 1941 fair after Harold F. DePue, the manager, had been seriously injured in an auto crash. DePue later left Great Falls to become manager of Grand National Livestock Show, San Francisco.

New Houston Annual In Black; Good Biz For Midway, Stand

HOUSTON, Nov. 1.—Texas International Exposition, October 21-28, at Epsom Downs Fairgrounds here, former horse racing plant, closed in the black. Officials were pleased with results, considering the fact that the event was the first of its kind to be staged at the grounds and that the Houston Food and Home Show was staged two weeks prior to the exposition opening.

Association officials are William Siro, director; Bob Ellis, in 1935 connected with California International Exposition, San Diego, Calif., general manager; Sam Evans, former secretary of Waco (Tex.) Fair, secretary-treasurer, and F. D. Freeland, recently with RKO and Fox theaters, publicity director.

Grandstand featured Sandy Johnson's Ice Frolics of 1941; Bob Ward's Daredevils Aces, auto stunts, and a circus program featuring Ray Family, comedy acrobats; Whirling Aces, roller skaters; Flying Valentinos, high act; Dave Little and LaVine, Australian whip and sharp-shooting, and Kicko, foot juggler. Ward's Aces were presented during afternoon and the Frolics and acts were night features. All attractions were well received by creditable audiences, which increased toward close of the run. Johnson's Frolics pleased with fast routines and displays, with attractive wardrobe and settings. Acts were smooth-running and clicked solidly.

Exhibitors were pleased with crowds and interest shown in displays, and fair officials look for an increase in the number of exhibits next year as a result. Most of the exhibitors have signified their intentions of returning in 1942.

Toby McFarland's rides and shows made a brilliant and extensive midway, which was well patronized. There were also some independent rides and shows, including Doc Palmer's War Show. Rocket ride attracted patrons. Some 20 rides were here. Exposition was well billed and newspapers were receptive.

OTTAWA.—Cash income from sale of farm products in the Prairie Provinces during the crop year ended July 31, 1941, amounted to \$410,222,000, largest since the 1929-'30 crop year.

Pensacola Builds To 6-Year Record

PENSACOLA, Fla., Nov. 1.—Shattering former attendance records, Inter-State Fair here on October 20-26 not only saw its grosses soar but offered the best exhibits in its history. The fair was started with one tent for exhibits six years ago and with attendance of 15,000. This year exhibits were in five buildings, with attendance well over the 80,000 mark. There being no grandstand, a free act, Vittorio Zacchini in his cannon act was presented twice daily.

With 1,000 entries in the poultry show, it was the largest ever seen here. Displays included those of the NYA, WPA, 16 clubs from Alabama, Mississippi and Florida, insurance, fire and safety hazard, FSA, 4-H Clubs, four States and six counties, colored groups, canning, 10 individual booths, eight FFA booths and a variety of commercial and defense showings.

Also opening day was lost because of late arrival of the shows, the opening parade with five school bands, floats, automobiles and Clyde Beatty's animals drew an estimated 10,000 along the parade route on main streets.

Johnny J. Jones Exposition on the midway was reported to have topped all former grosses 65 per cent. Clyde Beatty's Circus registered two straw houses and two turnaways. Conditions are best in years, with money apparently plentiful.

J. E. Frenkel, fair secretary and general manager, announced purchase of a 40-acre plot on which a plant will be built for 1942. A horse show, dog show and additional livestock exhibits will be added features.

Acts, Rodeo Names For Grand National

SAN FRANCISCO, Nov. 1.—Harold F. DePue, general manager of Grand National Livestock Exposition, to be held eight days in the Cow Palace here, announced signing Ken Maynard as personality attraction for the city's first stock show. He is to appear in a five-minute spot at each rodeo performance.

Rodeo will be along the lines of the Madison Square Garden event. Feelers are out to bring some Garden contestants here. Manager DePue said he had already signed George Miller and Jazzbo Folkerson, bull riders, and the Greenough Sisters, champion bronk riders. Other attractions reported signed are Pallenberg's Bears; Great Peters, "the Man Who Hangs Himself," and Mark Smith's black and white horses, featured the past two years at Los Angeles County Fair, Pomona.

There will be eight night performances and three matinees. General admission will be 50 cents, with 7,500 seats available. Reserved seats will be \$1 and \$1.50 and boxes will sell for \$2, all plus tax. Children will be admitted for 25 cents plus tax.

CAE To Join Winnipeg Meet

SASKATOON, Sask., Nov. 1.—An annual meeting of the Canadian Association of Exhibitions will be held west of Toronto for the first time when the CAE meets in the Royal Alexandra Hotel, Winnipeg, on January 19-21. It will meet jointly with Western Canada Association of Exhibitions and Western Canada Fairs' Association, upon invitation of the two groups, it was announced here by Secretary Sid W. Johns, of the WCAE. Secretary Walter D. Jackson, of the CAE, notified Secretary Johns this week that the invitation had been accepted.

Quebec Repeat for Conklins

QUEBEC, Nov. 1.—Conklin Shows have been signed for the eighth consecutive year to furnish shows, rides and concessions at the 1942 Exposition Provinciale here, it was announced by Expo Manager Emery Boucher. Conditions never were better and the exposition management is anticipating a big year, said Manager Boucher. Contract was signed by Frank R. Conklin, who, with his brother, J. W. (Patty) Conklin, operates the shows.

ELIZABETH, Ill.—L. V. Atz was re-elected president of Elizabeth Community Fair Association. Rayman J. Stauss was renamed vice-president and Sam Buford was elected secretary-treasurer.

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Chicago Convention

AN ADVANCE tip-off indicates that at the forthcoming powwow of the "International" membership of fair executives the spotlight will be trained upon attractions and their place at fairs. That that place is overwhelmingly in favorable light is too obvious to be discussed. It is an interesting fact that despite, or perhaps because of, the engagement of large, elaborate and costly productions which have come to be known as revues, tho they travel under various labels, so-called vaudeville, novelty and circus-touched acts have been in as great a demand as ever before, if not more so.

As a matter of recorded fact, the advent of many other units, best typified by the automotive thrill cavalades, into the fair industry and its grandstand has enhanced rather than lessened the demand. The idea seems to be that most every fair—large or small—tries for balance in its presentation of the show. In short, the more variety there is, the merrier, and this merriment has shown strength at the money-changing mart, the good old box office, where results are best judged.

When the International Association of Fairs and Expositions meets in Chicago during the first week in December it will devote well-deserved time and an important place in the schedule to these amusement features, so it will pay performers who customarily attend the Windy City round-up at the Sherman Hotel to look in on the proceedings and get the buyer's point of view. It will help the performer if he knows the viewpoint and the problems of the managers of the circuits which he plays.

Acts and layouts booked out of Detroit made a corking '41 mark. At Wauseon (O.) stand shows played to a reported 10,000. "Broadway Varieties," "Pan-American Follies" and a variety show filled the bill for three days. A one-day stagershow at Kenton, O., had a full stand in the evening, following afternoon rainout, with a program consisting of Jimmie and Carrie Hughes, Hardie and Mann, Gene Scheck, Paul and Paulina, and Shirley Meyers. Henry Lueders, who booked the foregoing as part of a loop of about 25 events in Michigan, Indiana and the Buckeye State, put his equipment into quarters at Milford, Mich., and is working on three units for '42.

Under direction of Williams & Lee office, the Tommy Whiteside Troupe (wire, loop, etc.) enjoyed a good season and is slated to play the Shrine Circus at Houston. From there to San Diego, Calif., to hook up with Charles Dudley and his defense show unit, which is billed for an extended run. Rosalind Martini and Marion Whiteside are featured on the thread, also loop, traps and ladder. Roy Atkinson, midget clown, is with the troupe.

Buddy Lumar's All-American Death Dodgers staged a birthday party for their booker and representative, Jimmy Daley, of Jimmy Daley Attractions, at the Williamston (N. C.) Fair, where the thrillcade drew well. Scene of festival was the house trailer of Monte Navarro, "Man With the Million-Dollar Teeth," an act with the grandstand show, "Smilin' Mack." Clown of Lumar's contingent, introduced Daley before the stand and tendered him numerous gifts contributed by the troupe and others. There was also a large birthday cake, and 'tis said the traditional candles were "accidentally eliminated on purpose." A feed was then put on in the trailer. Present were Pearl and Griffin, Mr. and Mrs. Navarro, Smilin' Mack, Jimmy Reynolds

(emcee of stand show), Griffo, Bobby Walker, Mel Miller, Jack Rodgers, "Doc" John McGowan, Lumar and all the Dodgers and some of the boys and girls from Kaus Exposition Shows, not mentioning Daley's chief admirer, Mrs. Daley. Last but certainly not least, Miss Carnival Queen, thrill troupe's Scotty mascot.

Generalities

Three Flying Meteors, high bar and trampoline act, finished 12 weeks of fairs in Indiana, Illinois, Missouri, Kansas and Nebraska for the J. C. Michaels office. Lancaster (Calif.) Fair had *Happy Days* revue for three nights with Ed (Rookie) Lewis, emcee; Rankin's Hollywood Debutantes; Dr. Herman Ostermaier's Horses; Comets; Joey Cappel, comedy; Spec Thomas, bicycle; Jack Cavanaugh, rope spinner. Show staged by George Ball agency. Horse Show given on fourth night. Dothan (Ala.) Fair had quite an array, with Great Siegfried's ski turn and Bob Fisher's Fearless Flyers heading the bill, which also featured Bill Boyd's Cowboy Ramblers, with Boyd in person.

Ruling Gives Mich. State Fund Control to Ag Chief

LANSING, Mich., Nov. 1.—While a ruling by the State Attorney General has taken control of all proceeds from Michigan State Fair, Detroit, from the board of managers of the fair and given it exclusively to the commissioner of agriculture, one State official deprecated importance of the decision.

The Legislature has already directed that all surpluses accruing from operation of the fair are to be placed in the State general fund, said Harold H. W. Burroughs, State accounting chief. "The fair starts each fiscal year from scratch and is advanced money from the general fund until its revenues come in," he said. "This year it looks as tho the fair will just about break even."

An opinion by Attorney General Herbert J. Rushton handed down on October 24 held that the State commissioner of agriculture has complete and exclusive control over all proceeds from the annual fair, as well as all buildings and equipment on the grounds. In the past the board of managers has held traditional control of the entire enterprise. In the future, Rushton said, the power of the board is to be limited to conducting the fair. No expenditures from the State Fair fund are legal, the opinion held unless sanctioned by the commissioner of agriculture. The Administrative Board is given supervisory authority over the commissioner.

Woolfolk Is Expanding

CHICAGO, Nov. 1.—The Boyle Woolfolk agency is expanding in the outdoor field. Latest addition to its field men is G. Hodges Bryant, promoter, impresario and fair manager. Besides covering the South, Bryant will have special territory. Agency also had made arrangements for the Paul Spor Agency, Toledo, to represent it in Ohio. Rolland Ade will continue as Indiana and Kentucky representative, and George Flint will cover his regular territory. Another roadman is to be added to cover Western territory.

Around the Grounds

WOOSTER, O.—New surface of clay is planned for the race track at Wayne County Fairgrounds here, with county commissioners and the fair society co-operating in the work, said Walter J. Buss, fair secretary.

BRIDGEWATER, N. S.—Eridgewater's 1941 fair, September 30-October 3, was largely attended and was one of the most successful in association history. (See *Around the Grounds* on page 53)

Fitton To Remain At Billings, Mont.

CHICAGO, Nov. 1.—Harry L. Fitton, who recently resigned as manager of Midland Empire Fair, Billings, Mont., to accept management of North Montana State Fair, Great Falls, has been reappointed manager at Billings. Fitton states that because of unforeseen circumstances it became necessary for him to tender his resignation of manager of the Great Falls fair, and he will remain in Billings.

"The very best feeling exists between the two fairs and also between the fairs and myself," says Fitton. "We have always worked together and will continue to do so."

There will be three new members on the 1942 board of fair commissioners at Billings, which takes over December 1. Retiring members are John W. Currie, Benjamin E. Cardwell and John W. Foote. Holdover members are Emmett E. Vaughn and Ora F. Kemp. New members are E. Jackson Maynard, former specialist in animal investigation with the Colorado State Experiment Station, Fort Collins, and later head of the animal husbandry department and dean of

the schools of agriculture and forestry at the Utah State Agricultural College; Rockwood A. Brown, an attorney, who has been interested in civic affairs and served as State Highway Commissioner and in other offices, and C. M. Hoiness, formerly in the banking business. A president and vice-president of the board will be elected December 1.

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BIGGEST food production program in the nation's history is being organized this fall. National goals call for high record production of milk, cheese, poultry, eggs, meats, some fruits and vegetables in 1942. The farm plant is in best condition in years, livestock on farms and ranches are close to peak numbers and condition; even so, good weather and all-out co-operation of farmers in making needed adjustments for national defense will be required to attain the national food production goals in 1942. Fall harvests assure dairymen, poultrymen, hog growers, cattlemen abundant feed for stock this winter. Feed and food granaries and warehouses are well stocked for winter needs in this country and for export requirements. Prices and income of farmers are around top figures for recent years. Increased consumer demand, government loans to farmers and increased government purchases under food-for-defense programs combine to spell the best economic outlook for farmers in many years.

DEMAND BETTER IN '42

The demand for farm products in 1942 will be even better on the average than in 1941. This favorable demand situation is expected to arise mainly from (1) a higher average level of business activity and consumer incomes than in 1941; (2) larger total purchases of farm products under the food-for-defense program; (3) reduced competition from imported commodities which compete with domestic farm products; (4) strong speculative and storage demand based upon the rising general price level. Some of these factors, however, already are largely reflected in the level of demand reached by the early fall of 1941, and the improvement from this point will not be as great as from the average for the year. This outlook for demand, and for the general price level, farm income, and the several commodities included in this annual outlook report assumes continuation of the war thru 1942.

Industrial activity experienced a greater advance in 1941 than in any other year on record, and most industries now are operating at near-capacity rates

Agricultural Situation
Condensed Data From October Summary by U. S. Department of Agriculture, Washington, D. C.

with total output substantially above that of previous peak years. The demand for most goods has increased so much, as a result of the defense program, that it should be able to absorb the maximum output of industrial products as a whole so long as the defense program is expanding. The industrial outlook for 1942, therefore, must be based largely upon estimates of the level of production which can be attained in view of limitations imposed by supplies of raw materials and labor, rather than upon the prospective demand for different industrial products as is usually the case.

Many new industrial plants, mostly devoted to defense, will be coming into operation in future months, but unless more materials can be made available their operation will be largely at the expense of reduced output in existing plants devoted to the manufacture of civilian goods. Complicating the problem is the possible utilization of apparently large inventories of raw materials and semi-finished products which have been built up since the war began, about the nature and location of which little is known. Another unknown is the extent to which changes in man hours per ton of material used in manufacturing industries may occur because of the more exacting specifications for defense than for civilian equipment (the output of some industries is measured in terms of man hours).

But taking into account the indicated increase in output of materials in 1942 over 1941, and making what seem to be reasonable allowances for probable changes in materials inventories and in the amount of labor required for processing these materials, an additional increase in production of industrial goods in 1942 is indicated. This increase will not be nearly so large, however, as the

expansion which occurred this year, perhaps about 10 to 15 per cent over the average for 1941.

EMPLOYMENT GREATER

Non-agricultural employment and the incomes of urban consumers of farm products will be added to also by expansion in other fields of business activity such as amusements, trade and professional and personal services. Employment for the year of 1942 as a whole may be 2,000,000 to 3,000,000 persons greater than the average for 1941, with a total increase of 6,000,000 to 7,000,000 since the European war began. With a rising price level and increases in wages in some occupations the money incomes of consumers will expand more than the increase in employment.

Income of industrial workers has risen out of proportion to other measures of consumer money purchasing power, and in 1942 may be three-fourths greater than at the beginning of the war and possibly greater than in 1941. Both non-agricultural labor income and national income may be 10 to 15 per cent above the average for this year. These indications of the money purchasing power of consumers in 1942, of course, depend in considerable part on movements of the general price level, which are especially difficult to forecast in view of uncertainties with respect to government policies. It must again be emphasized that the increases above levels of production, employment and purchasing power now prevailing will be much less than the average rise from 1941 to 1942, in view of the sharply rising trends in 1941.

MORE FOOD FOR DEFENSE

The food-for-defense program got under way about April, 1941. Government purchases for export to Great Britain under the lend-lease arrangement, for accumulating stockpiles and for other purposes in 1942 are expected to be substantially above those for this year. The direct effect on prices of these purchases made in 1941 has been supplemented by important indirect effects arising from the announcement of price-support levels for certain commodities and increased speculative and storage demand by the private trade based on these supports and upon prospects for expanded needs under the food-for-defense program. For example, the demand for and prices of butter during the into-storage season were stimulated much more than the size of government purchases made at the time alone would have justified. In this way a considerable portion of the effects of the food-for-defense program already has been reflected in the markets for farm products, and the further stimulation to demand in 1942 will be less than the relative quantities purchased might indicate.

Early in 1941 it became apparent to the trade that difficulties in obtaining imported commodities—partly because of shipping shortages and increased ocean freight rates—would be greater than had been anticipated. There was heavy buying of all imported commodities, including those which compete with domestic farm products. This stimulated the demand for lard, cottonseed oil and other domestic commodities. The effects of this factor in the demand situation already seem to have been largely discounted in domestic markets, although further complications of the international situation could easily change the picture. On the other hand, increased shipbuilding and possible settlement of some international difficulties in the Pacific would have an opposite tendency.

The importance of speculative and storage demand varies greatly among commodities and from time to time. It is most significant in connection with commodities such as wheat, cotton, corn and other relatively non-perishable products which can be stored over considerable periods of time, but it is also an important seasonal influence in hog, dairy and poultry products. During 1941 this kind of demand was an important factor influencing prices of numerous agricultural commodities, and it may have even greater effects in 1942.

The strong speculative and storage demand this year was based partly upon the "floors" placed under prices of some important commodities by government programs. These "floors" offer assurance against large losses by speculative holders of commodities bought at levels

not far above the price floors, while at the same time possible opportunities for large gains exist, depending upon the outlook for future price increases. With a rising general price level, these prospects have looked good to many elements in the trade. If the general rise in prices continues it is probable that speculative and storage demand will become even stronger. This might raise prices of some products well above levels indicated by actual or prospective consumer and export demand in relation to available supplies.

Fargo Plant Sold to Bank; Group Has Year To Redeem

FARGO, N. D., Nov. 1.—The Fargo Fairgrounds property, including all land and buildings except five acres used as Barnett Field, was sold at public auction on October 27 to the First National Bank and Trust Company of Fargo for \$25,663.50.

J. E. Pyle, president of Red River Valley Fair, said the sale would have no bearing on the 1942 fair because the fair association has one year in which to redeem the property. Whether an attempt will be made to redeem it he declined to say. Property includes 65 acres, numerous livestock buildings, several other exhibit structures and grandstand. Sale was authorized on September 13 by District Court in Fargo and a foreclosure action was brought by the First National Bank and Trust Company against North Dakota State Fair Association, Fargo, and the State of North Dakota.

Fair association was formed in 1905 and in 1906 transferred the property to the State so as to obtain an annual \$5,000 appropriation for premiums, and it was provided that if the State failed to appropriate the sum the property would revert to the association. Since 1931 the legislature has made no appropriation and the property was returned to the association. In 1924 the association borrowed \$30,000 from Fargo banks. In 1940 the association executed a renewal of the notes. The five acres used as the baseball field were released by agreement in 1936.

DANVILLE, Pa.—Percy Hagenbuch, treasurer of Mounton-DeLong (Pa.) Community Fair Association, said the 1941 fair had receipts of \$1,300, with \$830 in premiums to be paid out.

WHEN WE SAID "FAIR" he thought we were talking about the weather!



He's a helluva hooper, but he's only worked theaters and clubs. Every summer he's laid off at least sixteen weeks. He could have been working at State and County Fair grandstand shows, but he didn't know they used acts. He didn't know all you had to do to reach Fair Secretaries who buy acts was advertise consistently in The Billboard . . . the only all-inclusive show business news weekly that reaches fair secretaries and all other talent buyers in all branches of show business.

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 Savery, Des Moines. E. W. Williams, secretary, Manchester.
- Maine Association of Agricultural Fairs, (January dates to be set), Beal's Hotel, Norway. J. S. Butler, secretary, Lewiston.
- Association of Tennessee Fairs, February 3 and 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.
- Kansas Fairs Association, January 13 and 14, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Gasco.
- Ohio Fair Managers' Association, January 14 and 15, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.
- Minnesota Federation of County Fairs, January 14-16, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.
- Western Canada Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.
- Canadian Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Walter D. Jackson, secretary, London, Ont.
- Western Canada Fairs Association, January 19-21, Royal Alexandra Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.
- Michigan Association of Fairs, January 20-22, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.
- Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.
- Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.
- Virginia Association of Fairs, January 26 and 27, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

2,200 Attend Debut Of New Denver Spot

DENVER, Nov. 1.—New Skateland here opened to 2,200 on September 24 and has been averaging 600 nightly since. Rink holds Saturday and Sunday matinees and daily practice sessions for 10 cents an hour.

Three clubs have been inaugurated, Skateland Roller Club, membership of which is expected to run into several thousand; Skateland Racing Club, which meets Wednesday nights, and Junior Off the Street Club, which meets Saturday mornings and already has membership of over 300. Duke Hudson, professional, has been conducting interviews and giving pointers on skating on the rink's broadcasts over KFEL.

Personnel includes Mrs. W. L. Johnson, president and treasurer; J. W. Norcross, vice-president; Carl C. Johnson, manager; Roy C. Churchill, organist; Howard R. Smith, technician; Herbert E. Brizendine, floor captain; Mary Nancy Colletti and Ruth L. Muriepes, assistant professionals, and Art Saunders, Earl Fisher, John Lombard, Charles Wray, Rowland McDonald, Gilbert Callow, Harry Ginsburg, Lucille Johnson, Max Swanson, Margaret Smith, Everett Brizendine, Lee Winland, Sherman Beard and Agnes McNierney.

Mile Hi Roller Rink, owned by the same organization, is continuing operation and has also shown an increase in business.

ROLLER Skating Club, Chicago, has scheduled its annual private party for November 25 in New Planet Rink, Chicago, reported Secretary Gwen Ray. Trophies and prizes will be awarded winners of races and a waltz contest. Other parties are scheduled for November 2, Riverview Rink, Chicago; November 8, Skateland, Aurora, Ill.; November 23, Rollercade, Villa Park, Ill., and November 30, Cragin Rink, Chicago.



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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Roller Bowl in Chi \$80,000 Investment

CHICAGO, Nov. 1.—Work on the huge Roller Bowl here is nearing completion and the owner, Samuel Schaffer, hopes to have the rink open by Thanksgiving Day. Originally designed to cost \$50,000, the rink when completed will represent an investment of close to \$80,000 and will be one of the finest in the country.

It will be equipped with an unique sound system (Western Electric) inclosed in a seven-foot ball suspended from the ceiling in center of the rink and equipped with 2,500 mirrors, which will reflect myriads of lights as the ball revolves. A noiseless floor has been installed. John Scicchitano, who will manage the rink, has returned from an extended eastern trip during which he inspected leading rinks and gathered many new ideas.

Front of the building will be modernistic. Main skating surface is 220 by 107 feet. In addition there is a beginners' rink, 40 by 90 feet, and a figure--skating rink. Music will be furnished by Al Beck at the Novachord in a glass-enclosed studio.

Mammoth Gardens Has Gains

DENVER, Nov. 1.—Business at Mammoth Gardens Roller Rink here has been increasing steadily and a gain in the number of private party bookings has been noted, according to Manager Irving Jacobs. Marty Butler has taken over organ duties and Dave Baumgartner is handling public relations and publicity. The Rocky Mountain News recently ran a half-page action shot of Mildred Wilson, taken at the rink. Rehearsals for the second edition of the Mammoth Gardens Roller Follies, November 5-9, under direction of John Mason, professional, are in the final stages, and the cast of 50 is expected to excel last year's show in performance and draw.

New 25G Arena for Denver

DENVER, Nov. 1.—Construction is being completed on a \$25,000 rink at 33d and Tejon in North Denver and Joseph Gennaro and John Calabrese, operators, expect to open it in December. Hammond organ will be installed and there will be 500 pairs of skates. Building is 180 by 60 feet and will provide 13,000 square feet of skating space. There will also be a refreshment concessions and balcony for spectators. Parking space for 200 cars will be provided. It will be Denver's fourth rink and will operate nightly with Saturday and Sunday matinee.

Thru Two Decades

By CYRIL BEASTALE

CHESTERFIELD, England.—While circumstances have prevented my coming to know personally many American rink people, correspondence has played an important part in filling what would otherwise have been a serious gap in my plan to have full knowledge of things which matter in roller skating. Correspondents thruout the States have served me well and I would have my regard for their splendid co-operation marked here. There are still a few sections of the States where rinks abound and about which the writer has still to gain reliable information. I would, for instance, like to know more about rinks in and around Boston, San Francisco, Pittsburgh, Indianapolis, Baltimore, Seattle, Milwaukee and Memphis.

Contrasting with a majority of medium and large-sized rinks over there, we are less fortunate in that most of our floors are small. Surfaces of rock maple are almost universal here, the substitutes have been used with varying success. Outdoor rinks for summer in coastal resorts, using composition floors, are not uncommon here, but the serious skater has always preferred the indoor maple floor when available.

Referring to extremes in rink dimensions, the most remarkable that I have encountered was in Birmingham 11 years ago. There were at that time four rinks inside the city limits, catering to a population of just over 1,000,000 people. The largest in the British Isles and also the smallest rink being among the four. The Embassy, largest indoor rink in the

British Empire since World War 1, has a fine maple floor measuring over 23,000 square feet, excluding learner's floor, etc.; an excellent military band in regular attendance and high-class instructional staff. Manager Sheppard has made this the rendezvous of all that is best in the advanced art of skating.

In contrast, Bearwood Rink, tinliest I ever had the doubtful pleasure of visiting, had a terrazzo floor of less than 550 square feet, while one hard-worked man attended to everything—cashier, instruction, music, skates and cloakroom. He even refereed a hockey game in which I participated; it was a nightmare of a game and it will always remain a mystery to me how all ten players were able to maneuver. Only our keenness to play on every available rink enabled us to make the venture at all.

In England we have seen all too many ultra-small rinks. They are, admittedly, the livelihood of some rink men, but unfortunately have a harmful effect on the public's regard for the sport generally, especially in districts where these tiny rinks have been most in evidence. While it might appear that I am "down on" the little rink man, such is not the case. I speak as one who knows that only floors above a certain minimum size will permit anything approaching sensible development of one's natural ability, whether it be fancy skating, hockey or speed skating. On rinks too small to allow any useful development attendance deteriorates to something which is of no concern to the real skater.

LINDEMANN Roller Rink opened on November 1 in Firemen's Park Pavilion, Columbus, Wis. Spot offers skating nightly, except Tuesdays and Thursdays, and Saturday and Sunday matinees.

FELIX Roller Rink opened on October 25 in exposition building on Manitowoc (Wis.) Fairgrounds. Rink has 20,000 square feet of maple flooring and unique lighting effects. Marian Schultz is organist.

AFTER closing his season on the advance of Cole Bros.' Circus, Art Miller reported he returned to Readstown, Wis., where he owns and operates Sterling Roller Rink. While Miller is on the road the rink is managed by his cousin, Otto (Buster) Miller.

BALTIMORE'S roller and ice skating season went into high gear on October 31, when Carlin's Park Roller Rink and Iceland staged masquerade parties. Frank Gerriets, roller rink professional, is highly pleased over progress of pupils in his Thursday night dance class, said Manager George Bushby. Dates are to be announced soon for the 1941-'42 Roller Follies, a successful feature last year. Baltimore Orioles, Iceland hockey team, will play a series of exhibition games beginning November 9. First home league game will be played November 19, when the Orioles meet At-

lantic City. J. J. Carlin Jr., manager of Iceland, returned recently from an inspection trip of Eastern ice rinks. He said that figures released by the National Recreation Association during its recent Denver convention indicated that next to swimming skating is the fastest growing sport. A. T. Miller is events director of Carlin's Park.

ROLLER RINK in Moxahala Park, Zanesville, O., has opened for the fall and winter, with nightly sessions. Roll-arena Club Troupe gave an exhibition on October 24. Halloween party was scheduled for October 30.

MR. AND MRS. J. D. DICKS, who operated a roller rink in Higginsville, Mo., last year, scheduled October 12 as opening date of their new rink in Carrolton, Mo.

ROLLER RINK owned by Thomas Fairclough, Sandwich, Ill., was destroyed by fire on September 27. Building and equipment loss was \$20,000. Insurance coverage totaled \$12,000.

CHALFONTE Roller Rink, Lake Worth, Fla., staged its first school party, a Halloween event, on October 24, reported Reba and Inez Chalfonte, proprietors. On October 31 another Halloween party was held, with prizes awarded for costumes.

CONSTRUCTION of a new asphalt parking lot was scheduled to start on October 16 at Earl Van Horn's Mineola (L. I.) Roller Rink. Entire grounds surrounding the rink will be laid out with walks and landscaping. Six watches valued at \$200 will be awarded for costumes at the rink's Halloween party on October 31.

DE LUXE DUO, roller skaters, were recently booked into the Gay '90s, new night club in San Diego, Calif.

EVAN PRICE, electric organist, has joined the staff of San Diego (Calif.) Skating Palace, operated by Pop Gardner and Martha Macy.

LEW-ROY Roller Rink in Wilkes-Barre (Pa.) Armory is staging a 12-week graceful skating contest.

ROLLING CLOUDS, roller skating act, played the Hotel Traylor, Allentown, Pa., on October 27 for the Shrine Club and were booked for appearances at the Lyric Theater there for November 7 and 8, reported Bob Miller.

A ROLLER rink in South Philadelphia was opened on October 29 by Dr. Milton H. Kaye. It is housed in a converted dance hall and is known as Rendezvous Roller Rink.

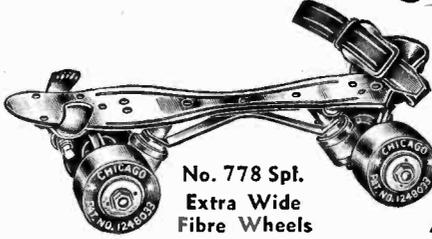
AMERICAN CARNIVALS

(Continued from page 37)

most of the public lands are in the Western part of the country, altho the regulations are general and will apply with equal force thruout the country. Any association member interested in the matter can obtain information by writing this office.

RINK MEN WHO USE "CHICAGO" SKATES

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Ketchum Sees Notable Meet

NAAPPB prexy urges ops to attend conclave—achievements are reviewed

ST. LOUIS, Nov. 1.—“The 23d annual convention of the NAAPPB will undoubtedly be an outstanding meet,” declared A. W. Ketchum, president of the association, to a representative of *The Billboard*. President Ketchum, who is general manager of Forest Park Highlands here, talked most enthusiastically of the coming meeting of the park, pier, pool and beach men to be held in the Hotel Sherman, Chicago, week of November 30.

President Ketchum declared that in his judgment the park men's meet is of vital importance to the industry. “Present world conditions,” he said, “affect every individual in this country and the closest co-operation is necessary between the business men in the same line of industry in order that the problems confronting them may be effectively solved.” The Hotel Sherman has again been selected as the meeting place, he said, because it seems advisable for all branches of the outdoor industry to meet under the same roof and to co-ordinate their activities as far as is possible.

Program Is Constructive

Continuing, he said: “I have recently reviewed an outline of the excellent program prepared by the program committee, consisting of Fred L. Markey, chairman; Edward L. Schott, vice-chairman; Harry A. Ackley, A. R. Hodge, and Paul H. Huedepohl, and I am delighted with the possibilities which it affords for genuine constructive helpfulness to all delegates in attendance.”

In further reviewing the association's work for the year just ending, Mr. Ketchum stated: “Our bulletin service during the past year has been especially helpful. A number of committees have worked with their usual efficiency. Most outstanding work has been done by the Legislative Committee, which has performed a valiant service to our industry under tremendous handicaps. Full details of its activities will be explained at the forthcoming convention.”

“The Special Priorities Committee appointed two months ago has been working industriously in an effort to take care of our material requirements for next year and it is hoped that it will have some good news to report at the meet. The Insurance Committee and the special brokers working on the association's liability insurance plan have done their usual fine job and have only recently announced a fire insurance plan which will mean thousands of dollars to the industry in saved premiums. The secretary's office, in addition to its excellent bulletin service, has handled countless special requests for advice and specialized information and worked in close and constant co-operation with the important committees.

“Association Spirit” Grows

“During the past year I have been in constant touch with the secretary's office and a number of committees, also with many operators, and I have heard of the many lessons learned by them thru group co-operation. I am glad to report that the ‘association spirit’ continues to grow and am sure it will meet a new high at this year's convention. Personally, and officially, as president of this association, I extend to all a most cordial invitation to attend our 23d annual con- (See *Ketchum Sees Meet on opp. page*)

Canadian Operator Elected To County Council in N. B.

FAIRVILLE, N. B., Nov. 1.—S. C. (Bud) Tippet, who, with his wife operates Dominion Park on the St. John River near here, they being all-year residents of the park, was one of three successful candidates for St. John County Council from Lancaster Parish. He established his amusement park at Raynes Beach about 12 years ago and built a home there. Park draws from the parish, which has sent him to the council, and also from St. John.

Tippet was a member of the first Canadian army contingent in France in the first World War and was wounded in one hand, being one of the first Canadians to return from overseas action.

Priority Body Is at Work on Material Needs

CINCINNATI, Nov. 1.—Efforts of the Special Priority Committee of the National Association of Amusement Parks, Pools and Beaches, appointed several months ago in a move to obtain a priority rating to aid material requirements of the industry for 1942, continue unabated, said Committee Chairman Edward L. Schott, president and general manager of Coney Island here.

Much co-operation has been received by the committee from A. R. Hodge, Chicago, NAAPPB executive secretary, and Adrian W. Ketchum, Forest Park Highlands, St. Louis, association president and ex-officio member of association committees.

Other committee members are Norman S. Alexander, vice-chairman, operator of Woodside Park, Philadelphia; A. Brady McSwigan, president of Kennywood Park, Pittsburgh; Fred W. Pearce, Fred W. Pearce Enterprises, Detroit; Leonard B. Schloss, general manager of Glen Echo (Md.) Park; Herbert P. Schmeck, Philadelphia Toboggan Company; C. W. Starkweather, Allan Herschell Company, and Fred E. Wesselman, Coney Island, Cincinnati.

Tax Cut Sought for Garden Pier, Going Over to Burly

ATLANTIC CITY, Nov. 1.—Garden Pier Company, operating Garden Pier for the city, filed a petition with the tax board seeking a reduction in assessment. City had planned to sell the pier property at auction. However, it was revealed this week that the pier had already been leased for the summer of 1942, when it will take on an entirely new character. It will become a burlesque house, having been leased to Izzy Hirst, Philadelphia, who has operated the Boardwalk's Globe Theater as a burlesque house for many summers.

Harry Jones, city tax collector, told the tax board that the city, in taking over the pier and placing it in the hands of a realty firm, had realized \$6,100, which was applied to back taxes. William Charlton, attorney for the pier company, complained that it is impossible to pay the tax of \$10,000 a year out of a gross income of \$18,500.

Property is divided into two parcels for taxing purposes, with total assessment of \$177,550 for land, buildings and personal property. Charlton pointed out to the tax board that Steel Pier was assessed at only \$86,000 more than the Garden Pier, but declared there was no comparison between the two properties.

Summit Up 100% in Rev

Akron operation soars to '29 figures thru defense spending and exploitation

AKRON, Nov. 1.—An indication of conditions locally is shown by the fact that Summit Beach Park here reached its 1940 grand total in revenue by the first week in August this year and topped last year's grosses by slightly over 100 per cent, reported an executive of Summit Beach, Inc., operators. Season was reported best since 1929.

Largely responsible for the banner season was the upturn in industrial employment, which during the past summer averaged about 60,000 production workers, a gain of about 30 per cent over 1940. Nearly every industrial shop in the district is doing defense work and thousands of workers without jobs a year ago were absorbed. This extra money went into circulation. A representative of the company said much of the success also was due to efforts of Frank Rafal, who was park manager, and the exploitation campaign directed by Jerome T. Harri-man, who also handled public relations.

Free Acts All Season

Free-act policy adopted at start of the season called for an outstanding act each week on the midway. Opening of a zoo in co-operation with Capt. Roman Proske was reported a profitable move. It was a center of attraction during last half of the season, remaining open until late September and doing capacity business on Sundays at 20 and 10 cents. Proske's trained tigers provided the nucleus and about 50 native and wild animals made up an excellent collection. The zoo, according to present plans, will be enlarged next season.

With few exceptions games and other concessions were operated by the park management. Larry Fallon put in a de luxe bingo set-up at start of the season and it was one of the best grossers. The more than a dozen rides were augmented at mid-season by an Octopus, several kiddie swings and Penley's Motordrome, which helped appearance of the lower midway. Continued hot weather boosted receipts at Crystal Pool. Under direction of Lew Platt, the big dance pavilion registered another record season, with Monday night's topping regular sessions. Several name attractions hung up all-time records. Roller rink continued operating thruout summer with attendance reported okay. It was streamlined this fall and will maintain a daily schedule thruout the winter.

Improvements Are Started

Picnic bookings were ahead of last year's, with several record days. Several (See *Summit 100% in Rev. on opp. page*)

Industry's Top Talent Is Called To Chi Sessions

By R. S. UZZELL

NEW YORK.—Never has the National Association of Amusement Parks, Pools and Beaches been more determined to make immediately available the best talent of the industry, with their varied experiences, to all who would earnestly seek real help with problems in these troublous times. Instead of criticizing and condemning these men, one should be grateful that they give so freely of their time without thought of compensation.

At times it must be tempting to give only meager information when it means bearing records to competitors. But there are men who do tell it just as it happens. The national organization and American Recreational Equipment Association are determined to have a serious fact-finding meeting from the sound of the opening gavel until the last number of the program is finished in the Hotel Sherman, Chicago, week of November 30.

This procedure has had almost unanimous endorsement from all members of each organization. We are in the amusement business, but we do know how to get down to hard facts and tarry for a solution.

Making Ready for 1942

Last week your author saw two amusement parks in one city where a large force of men were repairing and installing attractions, while at the other, except for a watchman, all was as silent as a tomb. Unless the procedure changes it is easily seen which will be ready for opening in the spring with everything in good condition and ready for business.

Happy is the manufacturer who has something completely ready now for delivery or has material on hand with which to build and complete some of his products. We are now in a seller's market, but the old faithful are going to do the best they can under present limitations.

The lax installment selling is now forbidden, with compulsion of one-third down payment and no payments to run beyond 18 months. Your manufacturers get prompt delivery only by paying cash, because producers can get it for any material they have for prompt sale. There are exceptions, of course, but this is a growing custom.

This is surely a fine fall for outside painting and a lot of it is being done. It is well to revise fire insurance as replacement values are much higher and while at it looking into the fire insurance plan available to members in good standing is well worth consideration. It has been in the making for some time with ripe experience as a guide.

Risk Plan Advantages

Public liability insurance savings more than justify your membership fees. With this fire insurance saving, your benefits from membership should make you prize it. The larger volume we can produce in fire and liability insurance the better the rate we can obtain. Co-operation on the part of the insured has helped us to get the better rates on public liability insurance. Equally true will this be on fire.

Housekeeping at amusement parks, while greatly improved over past performances, can be better. Walk thru an average park and note little fire hazards that could be removed with very little effort, thereby reducing the loss ratio. The manufacturing plants for the industry could still improve their vigilance in detecting fire causes. Only last week we saw the entire personnel of a place spend half a day in detecting and removing innocent looking fire hazards. Who knows that this effort has not saved the loss of the entire plant? Replacements now have a double meaning since material is tied up by priorities.

the captain's father, Joseph A. Stephan, present director of the zoo, and his paternal grandfather, Sol, retired zoo director. He worked only three of five chimps, the other two, Joe and Lucy, bought from George Vierheller, director of St. Louis, Zoo, in May, 1941, being understudies of Matilda, age 28; Grandma, 24, and Jitterbug, 14. Much information on the habits and training of chimps was imparted in the article.

Notes From the Zoos

CINCINNATI.—Eight gorillas, largest shipment to reach this country in years, was reported by Joseph A. Stephan, director of the zoo here. H. Ruhe, New York animal dealer, financed the shipment, received from the French African Congo, Stephan said. George Vierheller, director of St. Louis Zoo, received four, while San Diego (Calif.) Zoo and Bronx Park, New York, are each to receive two. It was said that the shipment was facilitated by occupation of African territory by Free French forces.

SAN FRANCISCO.—Sidney Snow, director of Alameda County Zoo, is recovering in a hospital following an attack by an angry bear. Snow was leaving the cage when the animal leaped upon him from behind. He was knocked down three times and bitten and clawed about legs and hands. He escaped by beating back the animal with a length of iron pipe. Bear was donated to the zoo two years ago.

HOUSTON.—Nine keepers in Hermann Park Zoo here have been inoculated with anti-anthrax serum under supervision of the city health board, and 15 animals have died as officials reported

that the epidemic had been stopped. Zoo remains closed to the public and two staff members are still in hospitals after having been bitten while attending animals affected. Animals lost include three mountain lions valued at \$225; three honey bears, \$55.50; a \$175 leopard, a \$500 tiger, a \$12.50 badger, a \$7.50 fox, \$3 owl, \$350 jaguar, \$15 bobcat, \$275 African civet cat and \$200 Texas longhorn steer. Two leopards, valued at \$350, are apparently on their way to recovery after inoculation. A stockyards physician called the epidemic an aftermath of outcropping of anthrax in Fort Bend and Harris counties.

CINCINNATI.—Capt. Sol Stephan, who left his post as assistant director of the zoo here for army service, and Reuben Castang, 61-year-old African hunter and animal trainer, were the subject of a feature article in *The Hilo* (T. H.) *Tribune-Herald* of October 18. On that day Captain Stephan, only army veterinarian in the Hawaiian Islands, met Castang, friend of the Stephan family and whom he last saw at the New York World's Fair three years ago. Castang, who was featured with a chimp act with the Fernandez Circus in Hilo, has been a lifelong friend of

The Pool Whirl

By NAT A. TOR

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

Minstrel Shows

Operators of indoor swim pools in search of a novel idea (and who isn't?) might consider possibilities of presenting a minstrel show at the tank some night, one of those old-fashioned ones with end men, interlocutor, etc. Such an attraction would certainly be a novelty. It would entice patronage from the older element and amuse the youngsters. Moreover, a minstrel show is certain to attract publicity from local newspapers.

Perfect part about staging a minstrel show at a plunge is that not too much space is required. If one has facilities to erect a stage so much the better, tho it is not necessary. Stage setting also is not a requirement. Any old space around an aquadrome can be devoted into a swell setting for a minstrel show. It naturally is best to put on a pro show but in certain territory amateur minstrel shows would be terrific draws. So don't forget to consider possibilities afforded by a minstrel show.

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Holidays A-Comin'

All pool operators should bear in mind that this month and next should be bigger than ever for biz. Of course, each year we have national holidays those months as well as holiday recesses for school kids. But this year biz possibilities should be greater than ever, for in addition to school recess thousands of servicemen will be on leave in late November and December. Naturally, if you want to get extra patronage during the holiday season you just can't sit back. You've got to do something to pull 'em out. Stage some special promotion to appeal to vacationing college kids, and then try something entirely different to command interest of soldiers, sailors and marines on furlough. Remember that you haven't the only form of amusement in your community. You must sell the pool over the ballyhoo of other entertainment.

Dots and Dashes

Irv Rosenthal, of Rosenthal freres, will represent Palisades (N. J.) Amusement Park pool at the December NAAPB confabs in Chicago. . . . Herb O'Malley, who incidentally will also be in the Windy City next month, is now busy with Playland, N. Y., ice skating rink—Matt Sedgwick, manager of Jerome Cascades tank, Bronx, New York, is keeping busy 'tween outdoor swim seasons doing relief work in behalf of British ambulance kit service. . . . Pool men planning to visit Miami this winter include Harry Pincus, Jack Rosenthal, Charles Gorkin and yours truly.

Partial Insurance Coverage On 65G Blaze at Waldameer

ERIE, Pa., Nov. 1.—The \$65,000 damage incurred at Waldameer Beach Park here on October 26, when fire destroyed the Hofbrau night club, was partially covered by insurance, it was reported. Walter Hansen, park publicity director, estimated the loss. Figure included costs of building, equipment and furniture, liquor valued at \$300 and parts from the Merry-Go-Round organ, miniature automobiles, Whip cars and parts of the new Rocket stored in the building.

Cause of the fire is undetermined. Paul Moeller, brother of F. W. A. Moeller, owner-manager of the park, said he believed it originated in the women's room, probably from a lighted cigarette. Investigating officials believe it originated over gas ranges in the kitchen. The fire was another in a series which has hit Waldameer since 1938. Original Rainbow Gardens burned that year and later the Funhouse and Monkey House were destroyed.

SUMMIT 100% IN REV

(Continued from opposite page)
 thousand feet of neon were added and the entrance was rejuvenated.

Plans are to continue improving mid-way features thruout the winter, Antonio Jane, Spanish artist, now being engaged in redecorating the dance pavilion, which is being equipped for winter dancing. Additions for 1942 will include at least three new rides and some innovative concessions, said Harriman, who with W. L. Gumm, new park manager, plans to keep offices open this winter to supervise improvements.

KETCHUM SEES MEET

(Continued from opposite page)
 vention. I am also looking forward with keen pleasure to seeing all members of the 'old guard' who have been with us year after year.

"I also want to take this opportunity to thank the Showmen's League of America for its co-operation in connection with the staging of our annual trade show. This is our first co-operative effort with the League and I trust it is only the forerunner of many years of participation by both organizations in our great annual exhibition."

SHREVEPORT GAINS

(Continued from page 42)
 48 calves were auctioned, Joe Levy conducting.

Governor Jones praised exhibits, as did State Commissioner of Agriculture Harry D. Wilson and other State officials. Secretary-Manager W. R. Hirsch accompanied the governor on his inspection tour. Innovations in exhibits included displays of the U. S. Department of Labor, exemplifying relationship of labor to national defense and the effectiveness of the operation of the wage and hour law. State Colony and Training School, Alexandria, placed some of the work of its inmates, especially crafts work. Asso-

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 route promptly. Send it to Route Editor, *The Billboard*, 25-27 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.

ciation for the Blind, Shreveport, also had an interesting exhibit and sold articles made by the blind. Convoy of army trucks from Camp Polk, Third Armored Division, attracted much attention and were visited by 500 soldiers from Camp Polk. Boy Scouts from nine Louisiana parishes had an array of exhibits. Annual camp fire was participated in by about 500 Scouts. On Friday night there was a camp fire ceremonial in which George Freeman, past president of the fair and a director, and Max M. Levy, a director, were initiated as tenderfoot Scouts. Dolph Frantz, chairman of the Norwela council's activities committee, officially greeted the Scouts and introduced the fair directors. Judge Joe B. Hamiter, chairman of the Norwela council's camping committee, inspected the fairgrounds camp. Secretary-Manager Hirsch, member of the Scout activities committee, was invited to attend but duties prevented. It was planned to initiate him also as a tenderfoot. Later Scouts attended the grandstand show as guests of the fair. Thruout the period they served as messengers and ushers and conducted a bureau of missing persons. They also were provided for duty at the tent housing a German Messerschmitt, on display in the interest of Bundles for Britain.

There were two musical innovations, a soldier chorus of 30 from Camp Polk in a special concert as added grandstand feature the night of October 22, and a 30-minute concert before the grandstand the night of October 26 by the Shreveport Youth Symphony Orchestra under direction of Eugene Kilinski. Program opened with *Louisiana State Fair March*, written by George O. Baird, Shreveport, and arranged by Frank Fuhrer, director of El Karubah Shrine Band. March is dedicated to Secretary-Manager Hirsch. Solo by Jane Ann Gleason, coloratura soprano, was among the numbers. Izzy Cervone, orchestra conductor for the *State Fair Revue*, loaned the youth orchestra his Hammond organ for the per-

formance. Jack Klein, emcee for the revue, worked in the symphony program.

Other programs that were drawing cards were a Child Welfare Clinic in which 1,250 babies were entered; Ark-La-Tex Band Festival in which 35 high school bands participated, staging parades downtown and on the grounds and presenting a massed concert in the stadium; annual basketball tournament, taken part in by 38 teams, and Future Farmers of America and 4-H Club rallies. About 5,000 F. F. A.'s attended October 18 and about the same number of 4-H Club members on the following Saturday as guests of the management.

Acts on Hospital Bill

Show people thrilled patients in the Shrine Hospital for Crippled Children, removed to the hospital lawn to view acts. Entertainers included Great Alphonso, juggler; Ernie Wiswell, clown; Victoria Troupe, cyclists; Mr. and Mrs. L. Gordon and their performing dogs, and Earl Shipley, clown. Children were given novelties thru the courtesy of supply houses. Rube Liebman, announcer, was active in planning the program.

Auto races were staged the first Sunday and Wednesday, with business light the second day. Wednesday's card was marred by the crash and death of Gus Schrader, nine times national dirt track champion. His body was sent to Cedar Rapids, Ia., for funeral services, attended by great names in the racing world, including Jimmy Wilburn, Emory Collins, Swan Peterson, Billy Snyder, Hale Cole and Dave Champeau. Black and white checkered flag, symbol of his career as a winner, was with him in death in the form of a floral offering of his associates. There were also flowers from the International Motor Contest Association, 25-Year Motorcycle Club and numerous fans.

Motorcycle race program, staged by J. E. (Buck) Kidd, was canceled after the first day. Some outstanding riders were here, but interest was light. Admissions amounting to about \$175 were refunded. Purses listed for each of the two days were \$750. Jimmie Lynch's Death Dodgers thrilled grandstand spectators on two afternoons, including the second Sunday, when a huge crowd attended.

There was no rainfall except a light shower on the last Sunday afternoon. Ideal weather prevailed on other days, but temperatures at times were unseasonably high, hitting 92 on October 20, a record. On closing day it dropped to below 50. About 5,000 saw a football game between Wiley University of Texas and Southern University of Louisiana, Negro football teams, that night. Two other games were played here, Centenary vs. Washington University on October 25 and State Normal vs. Louisiana Tech on October 18. Press Day was on opening day. It resulted in much publicity.

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Nat Green's

The Crossroads

CHICAGO

IT IS a sad task that confronts me as I sit at my typewriter to pound out The Crossroads. Before me is a telegram from Claude Ellis saying: "Al Hartmann died last night." Just how much that means can only be appreciated by one who has known and worked with Al for years, as I have. Only yesterday I dispatched a letter to him at Christ Hospital, Cincinnati, telling him we were all pulling for his speedy recovery and expected to see him back at his desk in a few weeks. But fate decreed otherwise, and Al has signed "30" to his earthly career.

If ever there was a man who was the soul of honor it was Al Hartmann. Uncompromisingly honest, loyal and conscientious, his whole heart and soul were wrapped up in his family, *The Billboard* and the outdoor show world. He probably had a more extensive acquaintance among outdoor showmen than anyone else in the game, and his loyal friends among them were legion. Al had a sincere love for showfolks. Associated with them since his teens, and schooled under tutelage of the late W. H. Donaldson, he came to know intimately the great and the humble, to respect them, and to fight their battles. A man of tremendous energy, he was a prodigious worker, a capable newspaperman, and always a stout champion of the show world. His reservoir of show information was inexhaustible. He had an uncanny memory that stood him in good stead on many occasions, and his honesty and fairness were recognized thruout the profession. In his leisure time Al was a pleasant companion. His home life was ideal. We could say much more, but any words of ours could only feebly express the loss that will be felt by everyone who was associated with or knew Al. He fought a good fight, lived an honorable life and has gone where deadlines will not trouble him. May God rest his soul!

IT WAS the irony of fate that Gus Schrader, noted auto racing champion, who had rounded out a quarter century of racing, should lose his life in his last race of the 1941 season. Schrader, one of the greatest names in the dirt track racing world, had a brilliant career. Also he had many friends—hundreds who had learned to love and respect him, and many were at his bier when services were held in Cedar Rapids. Schrader's life was summed up in the words of Rev. W. Glenn Rowley, who officiated at the services. Said he: "The liveliest lives, like the loveliest days, leave an afterglow that is long felt. God molded Gus Schrader in the lines of those qualities that leave an afterglow!"

ANOTHER quirk of fate: Last year A. L. Clifton Kelley was chairman of the Memorial Committee of the Showmen's League of America. This year Kelley is one of those for whom memorial services will be held.

BETTY, youngest daughter of Mr. and Mrs. J. C. Donahue, is to be married shortly. J. C. is traffic manager for the Ringling-Barnum show. Freddie Schreiber, in ahead of the legit play *Mr. and Mrs. North* (no reference to the Ringling Norths) used to be praise agent for Michigan State Fair. Lucky Saunders, who recently closed with a thrill show outfit in the Midwest, is going back to the West Coast and says he and Smoky Ray Stone probably will bust up a few out there this winter. Lucky is mulling plans for a Saunders-Stone thrill outfit in the East for next season. J. C. (Tommy) Thomas, in from Pensacola, has been bobbing in and out of town the past week but returned south for the wind-up of the Jones season at Albany, Ga. Three big names drew huge crowds at Pensacola. Says Tommy—Johnny J. Jones, Clyde Beatty and Vittorio Zacchini. Mr. and Mrs. Billy Williams (Williams & Lee) were in from St. Paul contacting acts and looking over show equipment last week. Ray Dean is back in town and has the concessions at the Coliseum Roller Derby. Later in the season he will start his string of announcing dates at winter sports shows. Ned Torti, back from his Southern fair trip, stopped off in Chi for a couple of days to serve on the League's nominating committee and take in a football game.

FRED KRESSMANN will take Ken Maynard along with him to San Francisco as star of the rodeo to be staged at the Grand National Livestock Show. . . . H. J. Quartermont, last season manager of State Fair Park, Milwaukee, is now building programs for a Wisconsin radio network. Quartermont hails from Sheboygan, Wis., where he conducts Midwest Amusement Enterprises. . . . August Jansley, who has one of the highest high acts in the country, leaves for Venezuela shortly for an engagement of three weeks, with options. . . . Now that John Courtney has completed his second new amusement ride, he's working on a third—the Torpedo, which he says will have 'em gasping. . . . James Tinney, bowling team impresario, is busy on plans for the 72-day national bowling tournament in Columbus, O., in which he will have a prominent part. . . . Harry Mamsch still in Passavant Hospital but coming along nicely.

THINGS can't be quite as black as they're pictured in Russia. They still have circuses operating there, according to a dispatch from Kuibyshev. Not only is the Moscow circus operating but its director and five assistants had the temerity to abscond with government money in a stolen truck. Sounds very much as if they're using the same tactics over there as some of the bad boys get away with in this country!

CORRAL

(Continued from page 41)

mounted cowboy and cowgirl quardrille and a cowboys' mounted basketball game are nightly features.

ADDITIONAL day money awards at the Chicago Stadium Rodeo to Thursday, October 30, are as follows: Bareback Bronk Riding—Second go-around, Frank Marshall and Dutch Martin, \$109.37 each (split first and second award); George Gage and Buck Wyatt, \$46.87 each (split third and fourth). Third go-around, Johnny Hagen, \$125; Frank Marshall, \$93.75; Jesse Like, \$62.50; Johnny Tubbs, \$31.25. Steer Wrestling: Third go-around, Dee Hinton, \$200; Harold Ridley and Norman Persons, \$125 each (split second and third); Johnnie Strachan, \$50. Fourth go-around, Buck Jones, \$200; Herschell Ross, \$150; Dub Phillips, \$100; Lee Karstad, \$50. Calf Roping—Third go-around, Sam Fancher, \$200; Jiggs Burke, \$150; Pat Parker, \$100; Slim Whaley, \$50. Fourth go-around, Royce Sewalt, \$200; Tom Taylor and E. Pardee, \$125 each (split second and third); Amye Gamblin, \$50. Steer Riding—Third go-around, Buck Killough, \$200; Vidal Garcia, \$150; Dutch Martin and Manuel Enos, \$75 each (split third and fourth). Fourth go-around, Pee Wee Morris, \$200; Speck Mc-

Leonard Traube's

Out in the Open

NEW YORK

Al Hartmann

"But if we know Al, he'll be back in harness before long with renewed energy. . . . And when 'Broadcast' returns to this page we'll leave it up to the conductor to tell you all about it."—From last week's column.

AL HARTMANN will not be back in any earthly harness. The great big heart of this gentle and earnest man, outdoor editor of this publication for the last 10 years, stopped ticking in Cincinnati on Wednesday. Al would have wanted it that way because that is a day when all is quiet on the home office and printing plant front, when the paper has been to bed for two days and when things are at a point where the turmoil of putting together another issue has a few hours yet to wait.

Al Hartmann was not the typical editor of movie or even real life. We never heard him raise his voice, lose his temper or heap calumny upon any one of his editorial staff who happened, on occasion, to miss the boat. He wore his hat straight on his head over a shock of black hair above the most wide open and twinkling eyes you ever did see. When Al gave off a smile, there were no half touches about it, and that smile was gracious, infectious and every other thing that suggests the nice part of life.

AL WAS not audacious, swashbuckling or adventuresome in his work. He was conservative, conspicuously unerring in his judgment of situations, things and people, but he never tried to impress anyone with his point of view unless he felt it was absolutely necessary.

When he issued instructions in person or via the mails, telephone or wires, he was strictly business, but never tough—and he could have been, for he was the boss and was respected not alone by reason of that fact but because everyone liked to work with and for Al. He was that kind. Al loved to put together the paper week after week, and if the average reader knew the strain and difficulties imposed by that harmless sounding chore he would get an entirely new

Millan, \$150; Al Garrett, \$100; Ned Ferraro, \$50. Saddle Bronk Riding—Third go-around, Shirley Hussey and Tommy Wilson, \$175 each (split first and second); Louis Brooks, Orville Stanton, Art Kellar and Happy Sankey, \$37.50 each (split third and fourth). Fourth go-around, Ralph Collier, \$200; Dan Wilder, \$150; Harold Piper, \$100; George Yardley and Ward Watkins, \$25 each (split fourth award). Wild Cow Milking—Second go-around, Amye Gamblin, \$150; Buck Goodspeed, \$112.50; Maurice Laycock, \$75; Cecil Owsley, \$27.50.

slant on the man we called boss and mentor.

Only a guy like friendly Al Hartmann could submit to what most people would consider beneath them. We mean at the amusement round-ups in Chicago, where year after year it was a custom and a decided must to autograph with pencil, pen and other instruments the clean white space showing out of his dress shirt on the evening of the annual banquet. It was a standard joke that his fine wife, Adelaide, would always discover the shirt in the soiled laundry and give Al the benefit of her blasting. The blasting must have been A-1 because Al would always sound off about it, like a small boy who has stolen tarts from the kitchen and told his chums about it. They were a great couple surrounded by a fine brood of children who will have many sweet memories of him as father as Adelaide will have of him as husband.

THAT was Al's charm—boyish, friendly, generous, gentle. A man who could take a joke, especially one on himself. He had many other great qualities, such as an almost inexhaustible energy, and as the editor of a showmen's paper it was always "the show must go on" with him when it came to breathe life into something that started from scratch—from mere pieces of copy that had to be whipped into shape, headed and marked for position on a page; from a mere idea that a story lay in waiting hundreds or even thousands of miles away into an assignment, filing of copy, and the finished product that may seem easy enough to the reader but a whale of a job in which time, in its unyielding way, is the great leveler of men and facts.

We dismiss everything else on the hook this week to devote this little tribute to the man at whose feet we were proud to sit and who devoted over a quarter of a century of his life to *The Billboard*.

That death is the most important news, tragic as it is, in show business as we sit at the typewriter to pay our last respects to a man who was "Al" to us right from the very beginning.

UNDER THE MARQUEE

(Continued from page 40)

covered almost 25,000 miles in 20 States. The Shipleys are now vacationing in South Texas for two weeks, after which Earl will work the Houston Shrine Circus.

BILLY PAPE and Conchita, after playing Boston, Philadelphia and Toronto Shrine engagements for Hamid-Morton Circus, are at Alpine Village, Cleveland, for a two-week run. Following this, they open at the Palace Theater, Fort Wayne, Ind., with Little Jack Little's unit.

LILLIAN STROCK, aerialist and acro dancer, for the past three seasons with the C. A. Klein circus unit, was one of the featured acts at the recent Gracie Field's British relief show at the Armory in Akron, O. She recently resumed her high school studies in that city.

FELIX AND IVA MORALES TROUPE left the Polack circus after the Los Angeles and Long Beach dates and spent a week in Los Angeles visiting with the Jasca family and other friends. They later worked a week in Salt Lake City and have several dates in Denver and Missouri, after which they plan to go home for the winter.

MRS. CHARLES CONLEY, daughter of the late Ollie Webb, former superintendent of the Ringling-Barnum cookhouse, spent the day on the lot and was warmly greeted by old friends when the Big Show was in Chattanooga October 23. Mrs. Conley and her husband are residents of Chattanooga and are popular members of the elite social set of the city.

ART (DOC) MILLER has closed a long, profitable outdoor season. On recent bookings he visited Clate Hawk's quarters at Castle Creek, N. Y., and enjoyed seeing several old mud show wagons, including the Walter L. Main ticket wagon. Miller says he has accumulated additional equipment and will put out a show under the old Al Anderson title, Cole & Rice Shows, next season. The show will play established (See UNDED THE MARQUEE on page 57)

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1942 if definitely set

Logan, Inez
Lodgen, David
Lull, Rudella
Lomnevik, Tom
LORDLAW
LORDN MILLER
Lorenz, Miald
Lorenzo, Jack
Loter, Mrs. Frances
Lott, Lucky
Lottier, Mrs. Dick
Lovegrove, Thomas
Love, F. M.
Lovell, Mitchell
Lowe, Charley
Lowery, Harold
Lowery, Elmer
Luck, Chester
Luck, Milton L.
Ludford, Bill
Luetger, Marion
Lunston, Mrs. Irene
Lundy, W. B.
Luse, Capt. Ben
Luther, LaVerne
LYMAS, JAMES
Lynn, Joe
Lyons, Margie
McBeth, George G.
McBride, JAS. WM.
McCandless, JAS. HARRISON
McCarter, JOHN SAMUEL
McCarthy, J. M.
McCaskey, H. B.
McClendon, Tom
McClintock, Joe
McConnell & Moore
McCoy, Bill
McCoy, Mrs. Ethel
McCracken, Walter
McCrory, Chester
McCullan, Betty
McCullough, Trusty
McCurdy, J. M.
McDade, Mrs. Fannio
McDonald, Mrs. Kay
McDonald, Jude
McDonald, Reid
McDonald, Slick
McEadden, Mrs. Max
McFALL, WAYNE
McFarland, Tobe D.
McFee, Carnie
McGee, Irish
McGee, Shirley
McGill, Carl L.
McGill, Frank
McGowan, Patrick F.
McIntosh, Timmy
McKean, Wm.
McKee, Callie
McKEROX, JOHN
McKnight, C. H.
McLaine, P. J.
McLAUGHLIN, MELVIN
McLean, M. H.
McLemore, V. V.
McLever, Joseph
McMAHAN, MOTE PAUL
McMahon, E. H.
McMahon Shows
McManus, George
McNeil, Frank
McPeak, Mrs. Jackie
McPhee, Carnie
McPherson, Bob
McQuay, Bill
McREYNOLDS, RUSSELL CALVIN
McWilliams, Paul
MacDonald, Raymond
Macaulay, Robert
Mack, Cuban
MACKEY, CHAS. L.
Madison Bros.
Madison, Mrs. Herman
Madia, Mrs.
Mahoney, Mrs. Nona
Majestic Expo Show
Makea, Lee & May
Malando, Teddy
Malone, D. P.
Manchel, Lee
MANGLE, MICHAEL A.
Mansfield, Princess
Manville, C. E.
Marasco, Richard
Marba, Kathryn
March, Walter
Marchette, Reb
Marcus, H. M.
Marks, Dewey
Marks, John
Marlo the Mystic
Marlowe, Don
MARMOR, LEO
Marta, Madam
Marshall, Leonard
Martin, Buddie
Martin, Clifford W.
Martin, Darline
Martin, Mrs. Diane
Martin, Dutch
Martin, Gail
Martin, Harry P.
Martin, James
Martin, Loretta
Martin, Mae
Martin, Mickey B.
Martin, Paul L.
Martin, Terry
Martin, Tommy
Marvin, Dave
Mason, O. W.
Mason, Richard
Mason, Robt. Spike
MASSEY, EDW. LITTLEFIELD
MASSON, ADOLFO F.
Mathers, Don
Mathers, Clorieta

MATHEWS, ROB-ERT P.
Mattea, Freda & Fred
Matthews, Gwen
Matthias, Ed
Maxey, Leonard R.
Maxwell, Joseph
May, Mrs. Harry
May, Mrs. Thelma
Mayer, Dr. F. C.
Mays, Benny
Mazur, Jimmy
Meadum, Homer
Meade, Gene
Meade, Ray
Metford, Buddy
MEISS, RAYMOND T.
Mel-Ray, Dr.
Mentor, Mrs. Elaine
Mentor, Mrs. Grace
Mentor, Mrs. Harry E.
Menzie, Ruth L.
MEPORE, MATTIO JOS.
Meredith, Chad & Louie
Merrick, Dick
Merrill, Bob
Moser, W. F.
Meyer, Jr., Earl
Meyers, Earl F.
Meyers, Tim
Meyers, Virginia
MICAL, JAS. JOHN
Michell, James
Mickels, Mrs. Noama
Mignol, Grace
Mikul, Leo
Mikuleza, Michael
MILANOVICH, ELI JOHN
Miles, A. M.
Miles, Mrs. Robt.
Milford, Marjo
Miller, Billy
MILLER, BOB
Miller, Charles
Miller, Mrs. Charlotte
Miller, Cris
Miller, Dave
Miller, Geo. P.
Miller, Jack C.
Miller, Mrs. Jas. E.
Miller, Juanita
Miller, L. C.
Miller, Nancy
Miller, Pearl
Miller, R. H.
Miller, Ralph R.
MILLER, RICHARD RALPH
MILLER, ROBT. CHAS.
MILLER SPEIRS
Miller, Wanda
Mills, Blackie
Mills & Co. J. C.
Mills, Dennis
MILLS, JOHN LINCOLN
Mills Troupe
Milos, the Three
Mincer Jr., Robt. H.
Minick, Mable
Minnear, Carl
Minnear, J. T.
Minor, Mrs. Gertrude
Mischa, Madam
Mitchell, Clyde
Mitchell, Jack
Mitchell, Mack
Mitchell, Miller
Mitchell, Wm. J.
Mix, Art
Moberly, Lew
Mock, Geo. C.
Molter, Joe
Monney, Thos. J.
Monroe, Bud
MONROE, GEO. ELMER
Monroe, Lyle D.
Montague, Frank
MONTELLO, JAS. THOS.
Montgomery, Grover
Montez, Dolores
MOORE, ARTHUR RALPH
Moore, Blue
Moore, A. L. Dinty
MOORE, EARL CHESTER
MOORE, MRS. LAURA PAUL
MOORE, GLENN GORDON
Moore, Henry
MOORE, JOHN DAVID
Moore, Patricia R.
Moore, Welma
Moorehead, Bud
Moorehead, Mrs. Ethel
Morales, Pedro
Morano, Evelyn
Morasco, Richard
Morgan, Miss C.
Morgan, Iida
MORGAN, RICHARD H.
Morgan, Tod
Morris, Joe
Morris, Devl Drivers
Morris, Mrs. Milton
Morris, R. E.
Blondy
MORRISON, ROBERT P.
Morse, Mrs. Blondy
Morse, Mrs. Peggy
MOSLEY, WILLIE LAWSON
Moss, Helen
Mouton, Ben
Mucie, Peter J.
Munn, Rosalla
Munio, Peter J.
Murdock, Doc & Billy
Murphy, Harry A.
Murphy, Joseph
Murphy, R. C.
Murphy, Walter
Morland

Murray, Ginger
Murray, Roy
Vernon
Myers, Frank H.
Myers, Geo. L.
MYK, JOSEPH
Nabor, Felix
Nadolsky, Louis
Nagel, Mrs. Irwin
Naro, Sam
NASH, VICTOR PARKER
Nathan, Larry
Nathansen, Ray A
NAUGLE, MICHAEL ANDY
Nazinova, Madame Allah
Neal, Blackie
Neal, Country Joe
Neas, Wm.
Nelson, Henry
Neshitt, Covington
Nesbitt, Parade Unite
New, Bert
Newman, Mrs. N. E.
Newman, Jack
Newton, Mrs. H. V.
Newton, Irene
Newton Jr., Wm.
Nice, Cliff
Wilson
Nichols, Peter
NICHOLSON, JACK LAWRENCE EDW.
Nickles, Steve
Nickola, Les
NOLEN, ELMER HOLLEEN
Noles, Charles
Norman, B.
Norman, Fay
North, Tommie
Norton, Katherine
NORTON, RALPH JAS.
Nuckols, Mrs. Genevieve
O'Brien, Bob G.
O'Brien, Happy
O'BRIEN, JACK MICHAEL
O'Brien, Sam
O'Connor, Doris
O'Day, J. L.
O'Day, Jimmie
O'Diamonds, Capt. Jack
O'Donnell, Kathleen
O'Hagan, Patty
O'Hara, Jack
O'Hara, Mrs. Vivian
O'Lusk, James
O'Malley, John
O'Matta, Mike
O'Neil, Esther
O'Neil, Frank J.
O'NEIL, JOS. PATRICK
O'Neil, Charles
O'Neil, Molly
O'Reilly, Jerry
O'Shaughnessy, Austria
Oakerson, Mrs. Margaret
Oberstein, El
Odum, Guy
Ogden, Earl
Ogden, Ray
Ogley, Wm. F. N.
Ogle, G. W.
Olier, Clayton
Oliker, John
OLLIVIN, EDWIN H.
OLSON, JAMES A.
Olson, Ollie
Olson, Tunnard R.
Orlando High Wire Act
Ortons, The
Orton, Norman
Osborne, Helen V.
Osborne, Paul
Oshias, W. J.
Owens, Abie
Owens, Arthur
Owens, Frank
Owens, Jerry
Ozman, Mrs. Edward
PAGE, PAUL EDWARD
Page, Robert
PALMER, CHESTER CARLETON
Palmer, Mrs. Laura
Pam, Joseph
Pan Amer. Show
Panghorn, Wm.
Paradis, Geo. L.
Parento, Mrs. Della
Parish, Billy
PARK, CLINTON CORAL
Parker, Mrs. Ethel
Parker, Fred
Parker, Mrs. Louise
Parker, Ray
PARMESE, PATSY JOHN THOS.
Parsons, George
PATTICK, RYAN PATRICK JAS.
PATTON, JAS. RUDOLPH CUMFORT
Patton, Cliff W.
Patton, Mrs. Mac
Paul, Betty
Paupert, Albert
Pauli, F. W.
Payne, James
Payne, Mrs. Paul
PAYNE, RAY LEE
Payne, Wm. GREER
PEARSON, WALLACE EDW.
Pearson, W. H.
Peggy, Paris
Peery, Patricia
Pecky & Petty
Penning, Douglas
Penn State Show
Pentz, Frank

Perrell, Jack
Perell, Paul
Perkins, Mrs. Geo. M.
PERRY, WILLIE
Peters, Stephen
Peterson, Carl
Peterson, Geo. W.
PETERSON, GLEN F.
PETERSON, JAMES GEORGE
Petrella, Louis
Pettit, Cecil
Petty, Helen
Philon, Eddy
Phillion, Charles
Phillips, Mrs. A. C.
Phillips, Fred
Phillips, Garkov
Phillips, Jimmie
Phillips, Loyd I.
PHILLIPS, RAYMOND RAY
Phillips, Mrs. A. C.
Pialot, Alexander
Pickert, Rolly & Verna
Pickford, Murry
Piefer, Jack
Pieper, Mrs. J.
Pieyer, Geo.
Pikuston, J. W.
Pipkin, Charlie
Pissara, Joe
Plankum, Guy
Plunkett, Tuzz
POEL, MARVIN H.
Poling, Charles H.
POMPONENTI, ANTHONY
Ponder, Kenneth
POOREE, ROSCOE
Poplin, Charles
Poplin, Mrs. Jewell
Porter, Glen
Porter, Mabel
Portland, Jimmy
POTEET, EDGAR KNON
Potter & Hall
Potts, Elizabeth
Powell, A.
Powell, Jack
Powell, (Little Red)
Powell, Lee
PRESSLEY, MACK WOODFLEY
Preston, Mrs. Happy
Price, Freddie
Priddy, Ben J.
Pritchette, Clyde
Prouk the Magician
Provancha, E. W.
Pryor, Jacob
Pugal, A. E.
PUGAL, ANTON B.
Purcell, June
PURCELL, WALTER R.
Pursch, Elmer
Purvis, Cecil
Pusnik, Emma
Pusnik, Grady
Paris
QUINN, CYRIL E.
Rabold, Rajah
Ragsdale, Mrs. T. L.
Raley, Buddy
RALPH, ELMER RAB
Ralston, Joseph
RAMSEY, WM. OTIS
RANA, BILL
Randi, Bob
Rao, Sadie
Ratcliff, Thomas
RAPER, ARNOLD
Ratzel, Enoch
Raufuss, Alfred
Ray, Joey
Ray, Reuben
Ray, Tony
Raybuck, Arnold
Ray, Buster
Raymond, Marie
Rea, Ted
Read, Russell Roy
Red Feathers, Chief Little
Redman, J. B.
Reed, Arthur
Reed, Mack
Rees, Mathew A.
Reeves, Breeze
Reeves, Mrs. Edw.
REEVES, JAS. LELAND
Reeves, Mrs. Lucille
Reeves, Patsy
Reid, J. B.
REILLY, RAY CASPER
Reiners, Edw.
Rekoma & Lorette
Renard, Thos. A.
Renault, Francis
Renue
RENFRO, LEONARD A.
Renfro, Tubbie
Reuter, L. G.
Reyes, Marce
Reynolds, Verman
Reynolds & Collette
REYNOLDS, P. C.
Rhea, Mary
Rhodes, D. D.
Riccio, Joe
Riccio, Tony
Rice, Mildred H.
Richards, Geo.
Richards, Margarette D.
Richards, R. V.
Richardson, John
Rictor, Dick
Rinehart, Jack
Rider, George
Rife, Carl
RIFFEY, ALLEN WALKER
Riley, Harry
Riley, Leo J.
Rinehart, Ollie
Rising, Mrs. Teddie

Risko, Johnny
RISVICK, LOUIS
RITCHIE, DAVY ALTHUR
Rivers, Mrs. Josephine
Roach, Thos. F.
Robbins, Clarence
Roberson, Dave
Roberson Players
Roberts, Chas.
Roberts, Clair
ROBERTS, GERALD H.
ROBERTS, LEMAR SHANGHAI
Roberts, Thayer
ROBINSON, ANDREW
Robinson, Bob
Robinson, R. J.
Robinson, James
Robinson, Ralph
Robinson, Whitey
Robough, H. C.
Rocco, Mrs. Hazel
ROGERS, JIMMY
Rogers, O. G.
ROGER, RAYMOND ARTHUR
Rogers, Henry Lewis
Rogers, Roy L.
Rollins, Harry
Rome, LeRoy
Romar, A. B.
Romer, Dave
ROSE, JAMES R.
Rosen, Billy & Mrs.
Rosen, Herbert
Rosen, Mike
Rosenberger, Bert.
ROSENTHAL, SAMMY
Ross, Mrs. Barney
Ross, Charley
Ross, Frankie Mrs.
Ross, Franklin J.
Ross, Hal J.
Ross, James C.
Rossi, Mark
Rounds, James
Rountree, Mrs. Toni
Roy, Arthur K.
Royal, Capt.
Royal Tour
Royal, H. B.
Royal, Gertrude
Rowland, Oliver A.
Royce, Marguerite
ROZELLE, SAMUEL
Rubelman, Mrs. Margaret
Ruddy, George
Ruhl, Vina O.
Ruhl, Warner
Rush, Ralph
Rush, Tommy
Russell, Grace M.
Russell, James
Rutter, Mrs. May
Ryan, Belle
Ryan, Dick
Ryan, George
Sabar, Ann
Sabott, Chas.
SADLER, ELLIS D.
Sakobic, Mrs. Myrtle M.
Sallivan, Mrs. Flossie
SALT, LAWRENCE W.
Sampson, Harold
Sandidge Jr., Chas. E.
Santo, Mrs. Grace
Satterfield, Jack
Saunders, Mrs. Mable
Sauve, Joseph
Sawry, J. S.
Scanlon, W. J.
Schad, Jas. P.
Schlafer, Capt. Wm.
Schmidig, K. W.
Schermerhorn, Carroll
Schlayme, Rachmil
Schneider, Doc
Shneider, E. J.
Schneider, Mrs. Evelyn
SCHOONOVER, HALDOLD EARL
Schrandenbach, Arthur
Schreiber, Eugene
Schuler, Charles B.
SCHULTZ, STANLEY
Schwartz, Ted
Schwartz, Buck
Schwartz, Louis
Schworm, Oliver
Seoble, Chuck
Scott, Mrs. E.
Scott, Mrs. Eileen
Scott, Frank
Scott, Harriet
Scott, James
Scott, Mrs. Nina
Scott, Terpis P.
Sewartz, Lewis
Sealo, Mrs. Chas.
Seamans, Braxton
Seitz, Jimmy
Sells, Capt. Billy
Senior Jr., Herbert
SEYFFERT, RICHARD J.
Shanks, Welton
Shannon, James P.
SHAPPHO, HAROLD H.
Sharp, Mrs. Katherine
Sharpless, Gladstone
Shass, Ed
Shaw, Otis B.
Shaw, Wallace
SHAW, WALTER LEO
Shay, Eugene H.
Sheaks, Floyd
Shell, Mrs. Dale
Shepard, Dr. Chad E.
SHEPPERD, SANDY
Sherbarth, Mrs. Helen
Sherman Jr., Carl L.
Sherman, Jack
SHERWIN, HARRY L.
Shew, Carl
Shewmaker, James
SHIELDS, WM. A.
Sholla, Anderson
Shorty, Ice Water
Showwater, H. E.
SHULEH, BERKLEY
Sica, A.
Sickels, Bob
Sides, Carl
Siegrist, Billy
Siegrist, Mrs. Rosalie
Siles, O. L.
Silla, Harry
Simmons, Chick
Simmons, Floyd
Simons, Jack
Simons, Larry
Singleton, Doorkey
Skyles, Herbert E.
Slate, G. B.
Slezak, Fred
SMALES, ARTHUR L.
SMIGO, MICHAEL SMITH.
SMITH, BARNETT K.
Smith, B. R.
Smith, C. C.
Smith, Delva
SMITH, ED ANDER
Smith, Engene
SMITH, FRANK CARL
Smith, Frank Jos.
Smith, George
SMITH, GLEN EDW.
Smith, Capt. Jerome
Smith & Co., Johnson
Smith, Lloyd
Smith, Newt
Smith, Ruth
Smith, Mrs. Shirley
Smith, Stanley J.
SMITH, THOS. M.
SMITH, URIAL CHESTER
Smithley, John
Smithers, Bill
Smuck, Guy
Snedeker, Mrs. Geo.
Snedeker, H. Ray
SNODDERLY, RAY M.
Snow, Joe
Snow, Verna
Snowy, Carl D.
Snowy, Leo
SOLIS, FRED GARCIA
Sollnat, Walden W.
Somy, John
Sorence, Mrs. Bulah
Sorensen, Mrs. Willie
Sorger, Steve
Soules, Ruth M.
South, Earl
Sowles, Lloyd
Spajgel, E. J.
Spears, Orville
Spence, Milford
Spencer, Jack
Spencer, Travis
Spencer, C. L.
Spillman, Dick
Spring, Tony
SPURLOCK, JAS. C.
St. Claire, Ronnie
St. Denis Sisters
St. Maria, Thomas
Stacey, Mrs. Dorothy
Stacey, H. L.
Stanczak, Frances
Stanczak, Gertrude
Stanley, Bud
Stanley, Edw. S.
Stanley, Mrs. Lois
Stanley, Nick
Stanley, Robert
Stanley, Rose
Stanley, Stephen
Stanton, James
Chief
Stark, B. J.
Stark, Michael
Stanton, Marie
Steele, James A.
Steenso, Geneva
Steffens, Johnny
Stein, Sam
Stein, Anna
Stenbens, Ralph W.
Sterling, Mrs. Eddythe
Steve, Louie
Stevens, Mrs. Iono
Stevens, Mrs. Mae
STEVENS, LOYD T.
STEVENSON, LEO EMMETT
STEWART, PATRICK
THEODORE R. STEWARD, VINCENT DAVID
Stickney III, Robert
Stinson, Jack
Stock, Mrs. Helen
Stockton, Walter L.
STOEVER JR., WM. HENRY
Stoffel, Walter
Stone, Charles & Helen
Stone, Iona E.
Stone, John H.
Stone, Roy
Stone Show, Hal
Storey, Ala Bill
STRAITON, WM. H.
STREETER, JAS. W.
Strome, Peter
Sullivan, Mrs. Edith
Sullivan, Verna
Sulzberger, Ethel
SUMMERS, JULIUS H.

Sun Bros. Border
Sutton, Mrs. John
SUTTON, KENNETH
SUTTON, WILLIE
Swain, Sam
SWANSON, LeROY CHAS.
Sweigeart, E. Kenneth
Swift, H. L.
Swinburne, Roy L.
SWINFORD, ELDA RICHARD SWISHER.
Sword, Joan & Bill
SWORD, BOOTS W.
SYLOW, JAMES
Taggart, Geo.
Tallunan, Eva
Tanner, Martha
Tarbes, Max M.
Tarfaton, Charlie
Tarlach, Mrs. Leo
Tartza, Angelo
Tassal, Barney
Tatum, Earl B.
TAUBER, SIDNEY
Taylor, C. H.
TAYLOR, CLARENCE L.
Taylor, R. H.
TEMPEST, HENRY EUGENE
TERRY, HENRY CARROLL
THAMES, CLARENCE J.
THATCHER, ARTHUR EDDIE
Thomas, Chas. Cyclone
Thomas, Earl
Thomas, Franche
Thomas, James E.
THOMAS, KENNETH B.
Thomas, Peggy
Thomas, Ruth
Thomas, Detroit
Thomason, Tommie M.
Thomason, Nelson
Thompson, Capt. Geo. L.
Thompson, Earl
Thompson, Ephrom
Thompson, Herbert J.
Thompson, J. L.
Thompson, Motor Drome
Thompson, Mrs. Peggy
Thompson, Raymond S.
Thomson, Mrs. Jacklyn
Thorner, Russell
Thornton, C. Geoffrey
Thorp, Jack
Thorne, Floyd
TIDMORE, NAT CLARK
Thilt, Ralph
Thub, Frank
Tinius, Carl
Todd, Herbert K.
Tollin, Dave
Tommy, Fearless
Torres, Teresa
Tosens, Cal
Trent, Paul
Trombaur, Frank
Truan, Fritz
Trueblood, Marvin
Truman, Everet
Tryon, Fleeta
Tucker, Jewel
Tullab & My
Tuller, Edw. G.
Tullis, Thos. O.
Turner Jr., Robt. V.
Turner, Specs
Turner, Virginia
TURNER, WALLIE
Turnquist, Carl A.
Trosous, Chief
TWOHOUSE, GARTH
Tyron, O. B.
Usher, Geo. S.
Utley, Sam
Vadney, Lawrence S.
Valentine, Mrs. Mary
Valez, Jimmie
Van Ame, Patches
Pete
VANDELINER, LAWRENCE A.
VanNess, James
Van Rosam, Margie
Vancamp, Arthur (Slim)
Vane, Glea
Vandell, Frank & Mina
Vansandt, Billie & Helen
Vantine & Cazon
Vasco, Jack
Vawter, Junior
Venus, Bunny
Venon, Bertie M.
Vibbard, Paul L.
Vicars, Mrs. Rossie
Victor, Wm.
Vinn, Lulu
Vogel, Ralph
VOGEL, GEO. VOGSTEAD, KENNETH
Vokal, Mrs. G. J.
Volera Bros. & Denise
Vosler, Orville
Vachs Sr., Orlo H.
Wade, Johnny
Wade, Mrs. Viola
Wages, Johnny
Wahner, Rupert
Waite, Lucky
WALKER, JAKE
Walker, Mrs. Margie
Walker, Norman
Walker, Sally F.
Wall, John
Wall, Juanita
Wall, Mrs. Tex
Wallace Jr., Joe
Allen
Walters, Kenneth
Walton, Charles
Walton, Jiss
Jammie
Wandering Cowgirl
Wantura, Princess
Warbirtlen, Clyde
WARD, CLYDE O.
Ward, Frances
Ward, J. M.
Ward, R. A.
Wardwell, Edgar
Warren, Forrest C.
Warren, Jimmie
Warwick, Stanley
WASHBURN JR., NELSON
Washburn, Smiley
WASHINGTON, JOSEPH
WASHINGTON, LEROY
Wasso, Ralph
Waters, Cowboy
Water, Dick
Waters, Mrs. Tom
Watkins, Ira
Watson, H. T.
Watson, Louis L.
Watson, Margaret
Watson, Willard
Watts, Harry
Watts, Ir. M.
Wagner, Mrs. Betty
Walch, C. W.
Webb, Eula
WEBER, GEO. W.
Webster, Fred
Webster, Geo. H.
Weideman, Bernard H.
Weiner, Sam
Weiner, Herman
Weinstein, Julian P.
Weir, Kay & Bob
Weisberg, Benny Pat
Welch, Michael
Wells, Henry
Wells, Tommy
Wentz, Louis C.
Wendel, Philip
WESLEY, GEORGE
West, Cal
Western, Geo. W.
Weyls, Ed
Wheeler, Alvan
Wheeler, Carl F.
Whitaker, Casey
Whitaker, Pete
White, Mrs. Babe
White, Jack
White, Georgia
White, Joe
White, Max Friday
WHITE, WM. A.
Whitehill, Charles
Whitehouse, Irving L.
Whitehouse, Vienna
WHITNEY, JAS. JOHN
WHITSETT, GEO.
Whitmore, W. E.
Whiberley, Ralph W.
Wicker, J. C.
Wickiser, Adrain
WIGGIN, JAS. EDGAR
WILCOX, PAT
Wilfred Mae Trio
Wilke, Thos. J.
Wilkins, Clyde
WILLARD, PHANK DAVID
Willard, Harry
Willard the Magician
WILLARD, CLYDE
WILLIAMS, JAMES
Williams, Anna
Williams, Bubba
Williams, Dewey
Williams, E. N.
Williams, Fred N.
WILLIAMS, JACK
Williams, Jack
Williams, Jack
Williams, O. R.
Williams, John J.
WILLIAMS, WARD
Williams, Leonard
Williams, Linn
Williams, Mark
Williams, O. R.
Williams, Mrs. Sarah
Williams, Tilt Jack
Williams, Val
Willis, Kirby
Willis, Six
Wilno, the Great
WILSON, ALFRED JONES
Wilson, Darrell
WILSON, FRED
Wilson, G. R.
Wilson, Geo. X.
WILSON, HARRY JNO.
Wilson, M. H.
Wilson, Melvin
WILSON, MERRILL G.
Wilson, Mrs. Ray
Wimberly, Carl
Wine-Gar, Frank
Wingate, Roy
Winkle, Rip
Winters, James W.
Wise, Dave
Wolf, Norman C.
WOLLARD, ROBT. LEE
Wood, Mrs. J. L.
Woods, Madeline E.
Wood, Roy C.
Woodcock, Wm.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway

MAIL ON HAND AT CHICAGO OFFICE

12th Floor Ashland Bldg., 155 No. Clark St.,

(See LETTER LIST on page 53)

CLASSIFIED RATE
10c a Word

Minimum \$2 Cash With Copy
Forms Close in Cincinnati
(25 Opera Place)
Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. If you sell printing and advertising specialties we have an excellent sideline featuring Decalcomania Name Plates in small quantities. "RALCO," 727 Atlantic Ave., Boston, Mass. x

EARN WHILE TOURING — SELL CHRISTMAS 9x11 Blue Stock Signs, Changeables; Original, Religious Gold Text Mottoes. KOEHLER'S, 335 Goetz, St. Louis, Mo. no29x

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 Degraw St., Brooklyn, N. Y. no8x

LOCAL AGENTS WANTED TO WEAR AND demonstrate suits to friends. No canvassers. Partial payment plan. Up to \$12.00 in a day. Experience unnecessary. Valuable demonstrating equipment, actual samples free. PROGRESS TAILORING, Dept. Y-207, 500 Throop, Chicago. x

MEN'S-LADIES' TOPCOATS, 35c; WINTER Coats, 40c; Suits, 88c; Pants, 23c; Dresses, 10c. Other bargains. Catalog free. PORTNOY, 566-C Roosevelt, Chicago. x

RESURRECTION PLANT — UNIQUE NOVELTY, Miracle of Nature. Costs below 2c; sells for 25c. C. E. LOCKE, 7 Rio St., Mesilla, New Mexico. x

SELL NEW AND USED CLOTHING FROM store, home, auto. Men's used Shoes, 15c; Ladies' used Dresses, 10c. Other bargains. Experience unnecessary. Free wholesale catalog. SUPERIOR, 1250-MW Jefferson, Chicago. no29x

SELL NEW, USED CLOTHING FROM HOME, Auto, Store — Men's Suits, 77c; Leather Jackets, 29c; Overcoats, 43c; Dresses, 10c; Ladies' Coats, 33c. Other bargains. Catalog free. S & N, 565-A Roosevelt, Chicago, Ill. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. no29x

WINDOW SIGN LETTERS — NEW "ROMAN" style. Large sizes, penny each; absolutely beautiful. Free samples, new catalogue. ATLAS, 7941-L Halsted, Chicago. no22x

SALESMEN WANTED

BIG MONEY DAILY — SELL ADVERTISING Calendars, Christmas Cards, Business Stationery, Gummed Tape; 700 other necessities to stores, offices, professional men. 33 1/3 profit paid daily. Best line of its kind. No experience needed. Big outfit free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 511, Chicago. x

CLEAN UP NOW TILL XMAS — FAST SELLING Perfume Eads. Low prices. Big profits. MISSION, 2328 W. Pico, Los Angeles, Calif. no29x

SALESMEN — ADVERTISING BOOK MATCHES, all sizes. Leather Specialties, Key Cases, Desk Calendars good side line. Holiday selling season just starting. Catalogs free. ADV. BOOK MATCH COMPANY, Reading, Pa.

BUSINESS OPPORTUNITIES

EUREKA 1941 ASTOUNDING INCOMPARABLE Sensation — Magician's-Pitchmen's money maker. Askme, uncanny hand answers. Big seller. Entertains, holds audience. Sample hand prepaid 25c (silver). SUCCESS RAUB, 6330 Ingleside Ave., Chicago, Ill. x

GOOD CIGARETTE VENDING ROUTE — ONLY operator in city over 100,000. State of Georgia; 80 machines. Inquire BOX C-270, Billboard, Cincinnati.

LEASE OPEN — FLORIDA'S OUTSTANDING, most picturesque exclusive Restaurant or Dinner Club. Adjoining Tropical Park Track. LOST LAKE, South Miami, Fla. no15

ROLLER RINK — MAPLE FLOOR, 45x100, price \$500.00; 165 Pairs Chicago Skates, Equipment, \$300.00; both \$750.00. BOX 263, Newman Grove, Neb.

INSTRUCTIONS BOOKS & CARTOONS

TRAVELERS TO SERVE OPEN PRESS AS PRESS Correspondents. Men, women; sparetime work, good side money. Official freelance "Press Cards" in your name and reporting instructions, \$1.00. Airmail to BUREAU CHIEF, Press Radio Service, 1934 Eleventh, Washington, D. C. no22x

YOU CAN ENTERTAIN AND MYSTIFY AUDIENCES with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. no8x

PERSONALS

JERRY AND LEONA O'REILLY — HAVE important information. Contact BOX C-265, Billboard, Cincinnati.

MISCELLANEOUS

NAME-IN-HEADLINES NEWSPAPERS, \$7.50 per 1,000. Immediate shipment. Presses bought, sold. Ink, 50c lb. KRIMM, 1609 N. Broad, Philadelphia, Pa.

ROACHES, WATERBUGS, SILVERFISH, GUARANTEED Exterminating Powder, \$1.25 prepaid. Bed Bugs, Lice, D.B. Fluid, \$1.50 pt. DIAMOND PRODUCTS, Box 463, Springfield, Ill.

PRINTING

HAMMERMILL LETTERHEADS, ANY COLOR paper, ink; 300 8 1/2 x 11, \$1.58 postpaid; 32 styles type. Free particulars. WOODRUFFS', 217-R Lewis, Duluth, Minn. x

6x9 HERALDS, \$2.50 PER 1,000; \$1.00 PER 1,000 thereafter. Special low prices on repeat orders. THE ENTERPRISE, Deavan, Wis. no22

1,000 LETTERHEADS, \$2.50 — SAVE 1/2 ON Circulars, Ruled Forms (our method). Expert Mimeographing and Printing. Samples. EWAN, Wood-Ridge, N. J.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELECTIVE Candy Bar Vending Machines, all types, all kinds. Also 1c Candy Bar, Gum and Peanut Machines. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

A-1 HERSHEY 1c, 5c CANDY BAR VENDING Machines, \$2.00; Peanut, Gum Venders, \$2.00. Many kinds, cheap. NORTHSIDE CO., Indianola, Iowa. no8

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-no8x

BARGAIN — 4 ROCK-OLA COUNTER MODELS on metal console stands, complete, like new, \$74.50. MUTUAL SERVICE COMPANY, 1211 E. Third, Dayton, O.

GROETCHEN MERCURYS—PENNY PLAY DISCREET model ball gum venders, for sale at bargain prices. ROY GIARD, Venetian Gardens, Altoona, Pa.

FACTORY REBUILT RED HEAD TRACKTIMES —All latest improvements including extra clear glass over decorated glass to prevent breakage of latter. Greatest money making Console, \$65.00. One-third deposit, balance C. O. D. W. E. KEENEY MFG. CO., 2611 Indiana Ave., Chicago. no8x

FOR SALE — 55 A.B.T. MODEL F PISTOLS, 1940-'41 models, blue cabinets, metal head, \$14.00 each; 50 Gottleib 3-Way Grips, long base, \$10.00 each; 20 Pikes Peak, \$15.00 each. One-third deposit with order, balance C. O. D. OKLAHOMA NOVELTY CO., 1209 Knox, Clinton, Okla.

FOR SALE, COUNTER GAMES — 5 CUBS, \$8.00 each; 2 Imps, used, \$5.00 each; 1 Daval Head and Tails, used, \$15.00 each. All in perfect condition. One-third deposit, balance C. O. D. JERSEY SPECIALTY CO., Singac, N. J.

IMPS, \$5.00; LIBERTYS, \$12.00; VEST Pockets, \$25.00; Mills Scale, \$25.00; Ginger, \$12.00; Reel 21, \$5.00; Q. T., \$25.00; Groetchen Columbia, chrome, \$40.00. One-third deposit. O'BRIEN, 89 Thames St., Newport, R. I.

MILLS BLUE FRONTS, 10c-25c — ENTIRELY rebuilt. Fronts buffed, wrinkle painted, mostly club handles and drill proofed, \$79.50. BOX 728, Akron, O.

OCTOBER'S (OR NOVEMBER'S) BEST BUY — Nickel Northwestern Merchandisers. Porcelain, slug ejectors. Paper cup attachment. Like new, \$4.75. KALEY CO., 1240 N. Wells, Chicago. no8

PHONOGRAPH ROUTE OF FORTY PHONOGRAPHS for sale. Central Ohio city. BOX C-267, The Billboard, Cincinnati, O.

RADIO RIFLES — THREE STILL UNCRATED, \$150.00 each; two used slightly, \$100.00 each; five machines, \$500.00. BOX 288, The Billboard, 1564 Broadway, New York.

REBUILT SLOTS — GUARANTEED. MILLS Chromes, Q. T.'s, Vestpockets, Melons, Brown Fronts, War Eagles, Goldens, Square Bells, Jumbos, Rolatops, Gooseneck, Twin Jackpots, Jennings Chiefs, Pace Comets. Bargain list free. COLEMAN NOVELTY, Rockford, Ill.

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog. Over 1,000 reconditioned Machine Bargains, Accessories, Parts, Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. no29x

SIX 1940 MASTER MARBLEGLO AND ONE 1940 Super Walnut Rock-Ola Phonographs. Best offer takes lot. Wire, phone or write COIN MACHINE SERVICE CO., Adrian, Mich.

"SPECIAL" — 20 1c 2-COLUMN SHIPMAN Hershey, \$7.50; 8 8-Column Dualway Cigarette Venders, \$39.95; 50 1c Imps, \$6.50; 10 1c Panama Diggers, Stands, \$30.00. Wanted: Ball Gum Machines, Counter Games. CAMEO VENDING SERVICE, 402 W. 42d, New York. x

SPECIALS — 50 1c SNACKS, \$6.95; 50 BUREL, \$7.25; Stewart & McGuire Nut, \$3.75; 4-Column Nut, \$3.95; 50 3-Column 1c Cigarette Machines, \$12.95. Wanted, all types of Counter Games. LINCOLN, 432 W. 42d St., New York. x

TWO 61 WURLITZERS, \$80.00; TEN 39 ROCK-OLA Counter Models, \$75.00; ten 39 Rock-Ola Deluxe, \$140.00; five 40 Rock-o-Lite Master, \$160.00. BERT FROST, Main St., Rising-sun, O.

WANTED — ALL TYPES OF ARCADE MACHINES. Give full information first letter. A. BERMAN, 5457 S. Blackstone Ave., Chicago, Ill. no22x

WANTED TO BUY — MILLS 5-10-25c BLUE Fronts, serials over 400,000. Also 1937-'38 Keeney Track Times. BOX 92, Steubenville, O. no15

WANTED! — MILLS, PACE, WATLING AND Jennings Slot Machines for cash. Describe fully with lowest price. JOHN M. STUART, Paris, Ky. no15

WANTED — 412s AND 616s, BALLY POP-corn Venders, Snacks, Keeney Guns, Chicken Sams and Scales. Cash waiting. MIKE HARDESTY, Ault, Colo.

WANTED FOR CASH — WURLITZERS 616, 24, 600, 500. Advise price and quantity first letter. ACME SALES CO., 625 10th Ave., New York City.

WILL BUY OR TAKE TRADES ON USED Phonographs—Write full details on what you have to sell and what you want to buy. NATIONAL NOVELTY CO., 183 Merrick Road, Merrick, Long Island, N. Y. tnx

WILL BUY FOR CASH — ALSO NOW SELLING Sky Fighter, Air Raider, Defender, Rapid Fire, Shoot the Chute, Western Baseball, World Series, Hockey, Basketball and all others of this type. Good deals either way. SEABOARD SALES, 619 10th Ave., New York City. no22x

2 MILLS VEST POCKETS, GREEN; 1 SLOT MACHINE, single jackpot; 1 Track Time, '37 Console, sacrifice, \$75.00. Send 1/3. CLIFFORD JOKERST, 3125 Cherokee, St. Louis, Mo.

4 ESQUIRE PREMIUM VENDORS — USED 3 months in display showroom; otherwise brand new. Lot for \$25.00. BABBITT BROS., Bayonne, N. J.

19 JENNINGS IN A BAG PEANUT MACHINES, 5 Northwestern, 3 Silver Kings. Sell lot, \$220.00. Send 1/3. EDWARD WILLIAMS, 3401 Juniata, St. Louis, Mo.

26 A.B.T. LATE MODEL F TARGET SKILLS, \$11.50; 30 Folding Steel Stands, \$1.50; 9 Groetchen Pikes Peaks, \$9.50, and many other good machines. One-third deposit with order. DENSON NOVELTY CO., Cameron, Tex.

500 WURLITZER WITH ADAPTER, STEPPER and kit installed in phonograph. Two long bar boxes. Complete Wurlitzer 16 Record, completely remodeled, marble-gloed and illuminated dome. Ready to operate; money back guarantee. \$84.50 each. THE STARK NOVELTY & MFG. CO., 611 Mahoning Rd., N. E., Canton, O.

FOR SALE SECOND-HAND GOODS

CORN POPPERS, CAMEL CORN EQUIPMENT, Aluminum Caked Popping Kettles, Burners, Tanks; Long-Eakins, Burch, Cretor, Dunbar. NORTHSIDE MFG. CO., Indianola, Iowa. de27x

LIKE NEW — PAIR 35MM. SIMPLEX; DEVRY Portable Sound Projectors; new 35MM. Print on Bro. Francis. Also Features with Shorts. J. THOMAS, 1401 E. Marquette Rd., Chicago.

LONG RANGE SHOOTING GALLERIES AND new 15 Shell Slotted Loading Tubes, 60c dozen. 25% deposit required. H. B. SHERBAHN, Wayne, Neb.

POPCORN CRISPETTE MACHINE, CAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O. ja10x

VAGABONDS, ALMAS, ZIMMERS — LARGE stock. Save luxury tax. Hurry, going fast. We deliver. Terms. Contact SELLHORN, East Lansing, Mich. no15

ZIRCONS — WHITE, GENUINE, DIAMOND cut, 3 for \$1.75. Blue or brown, \$1.25 per carat. B. LOWE, Box 525, Chicago, Ill. x

500 CHICAGO SKATE ROLLS, STEEL; 125 Style Wurlitzer Rink Organ; Chicago Skates, black or brown fiber. Perfect condition; make offer. ARTHUR W. NICHOLS, 87 Alvarado, Worcester, Mass.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL AVAILABLE MAKES POPPERS — TWELVE quart heavy leak-proof Popping Kettle, \$14.50. CAMEL CORN EQUIPMENT, 122 S. Halsted St., Chicago, Ill.

FOR SALE — 40 FOOT ALLAN HERSHEL Merry-Go-Round, 3 abreast, good condition, Wurlitzer Music Box, \$1,500.00. EICHHOLZ BROS., 1327 Croes Ave., Bronx, New York no8

TENTS USED LABOR WEEK — CONCESSION Tents, 10x12, 10x16; Carnival Tents, 20x30, 20x40, 32x32, 30x45, 40x70, 50x80; Sidewall, Counter Curtain, etc. Buy now when you can. KERR MFG. CO., 1954 Grand, Chicago. no15x

MUSICAL INSTRUMENTS, ACCESSORIES

NOVELTY MUSICAL INSTRUMENTS — ALUMINUM Chimes, trunk, chromatic scale, \$100.00; Bass Marimba, Street, \$300.00; Bottles, trunk, \$50.00 (all 2 1/2 octaves); Baldoni & Bartolini Accordion, 120 bass keys, \$150.00; two Steel Guitars, \$5.00 each; Mandolin, \$10.00; Carillon Bells, 4 octaves, 54 bells, 16 foot table, chromatic scale, \$400.00; Tona Harp with case, \$75.00. All high grade. MRS. R. C. HERRMANN, 504 Gibbs Ave., Wapakoneta, O. no8x

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. B81, Rochester, N. Y. no29x

DEAL WITH THE ORIGINATOR — LEATHERETTE Folders for 1 1/2x2, \$2.50 per 100. Holds two pictures with new non-tarnishable corners. Free sample. C. GAMEISER, 146 Park Row, New York. no15

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Real Bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. no29x

PHOTO CASES — 1 1/2x2, \$2.00 PER 100. Free catalogue on other cases. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. no15x

MOTION PICTURE FILM, EQUIPMENT and SUPPLIES

If you want to buy snakes or alligators, a set of formulas, second-hand costumes, or hire musicians—then scan these classified ads carefully

BUT

if you would like to learn of the most promising business that has developed in the Amusement Field during the last decade—then turn to the NON-THEATRICAL FILM DEPARTMENT (see index) and learn of the newest opportunities for Roadshowmen, Late Film Releases, Equipment, and Bargains in Second-Hand Film (16mm. and 35mm.).

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMER'S STUDIO**, Unionville, Mo. no8x

4 FOR 10 SUPPLIES — DEEP CUT PRICES. New Combination Machine making 1 1/2x2 and 3x5 busts and full length. We carry all sizes Eastman Direct Positive Paper. Glass Frames, Folders, Backgrounds. Free catalog. **HANLEY'S PHOTO COMPANY**, 1207 Grand Ave., Kansas City, Mo. no22x

COSTUMES, UNIFORMS, WARDROBES

A CLEARING SALE — EVENING GOWNS, Wraps, Stage and Masquerade Costumes; bargain prices. Mixed Bundles, \$1.00. **CONLEY**, 310 W. 47th, New York.

INDIAN COSTUMES, INCLUDING EVERY-thing in genuine Indian Handicraft. Supplies and Relics. Free catalog. **PAWNEE BILL'S INDIAN TRADING POST**, Pawnee, Okla. no15

ORCHESTRA COATS, JACKETS, \$2.00; TUX-edos, complete, \$10.00; Red Velvet Cyke (20x60), \$125.00; Band Coats, Scenery, Illu-sions. **WALLACE**, 2416 N. Halsted, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no dis-appointments. **NIEMAN STUDIOS**, 1236 S. Halsted St., Chicago, Ill. no8

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. **SHELL SCENIC STUDIO**, Columbus, O. x

SCENIC PAINTERS — PARKS, CONCESSIONS, Shows, Pavilions, Clubs, Modern Fronts, Sets, Papier-Mache Props, Banners, Fluorescent Deco-rations. Build on job or studio (union), time or contract. Sketches submitted. **D'AUTRE-MONT STUDIOS**, 109 S. St. Clair St., Dayton, O.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL-ism, Spirit Effects, Magic, Horoscopes, Fore-casts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, 336 S. High, Columbus, O. no8x

ATTRACTIVE 216-PAGE ILLUSTRATED PRO-fessional Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. **KANTER'S**, B-1311 Walnut, Philadelphia, Pa. no8

DOUGLAS' LATEST CATALOG OF MAGIC, 10c. For 20 years fastest same-day service. **DOUGLAS' MAGICLAND**, Ervay St., Dallas, Tex. x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City, N. Y. no29x

MAGICAL APPARATUS FOR SALE REASON-able — New and used items. Stamp for bargain list; no postcards. **LOHREY**, 40 E. Norman, Dayton, O.

PUNCH OUTFITS, CABINETS CHEAP — SWELL Vent Figures, ten dollars. Special effects. **J. TURNER**, 511 Faraon St., St. Joseph, Mo.

VENTRILIOQUAL FIGURES MADE TO ORDER. Also Punch and Judy Figures and equipment. **PERRY DILLEY**, 728 Montgomery St., San Fran-cisco, Calif.

ANIMALS, BIRDS, REPTILES

AA ANIMALS, BIRDS AND SNAKES — SOUTH American Porcupines, Pacas, Coati-mundis, Monkeys, Iguanas. Mixed dens of Snakes for shows. **SNAKE KING**, Brownsville, Tex. no15x

ALLIGATORS, SNAKE DENS, \$5.00-\$20.00 — Racing Turtles, Chameleons, Fox, Opossums, Bear, Squirrels, Rattlesnake Oil. Catalog 10c. **ROSS ALLEN**, Ocala, Fla. no22

FOR SALE — FOUR YEAR OLD BLACK FEMALE Bear. Weighs about four hundred pounds and is gentle and easily handled. Will sell for \$50.00. **WELCH OIL CO.**, Crossville, Tenn. no8x

TAME BLACK BEAR — TWO YEARS, SOME tricks, Cage, Safety Pit; first hundred cash. Working dime museum, Newark, N. J., next two weeks. **CLIFF YOUNGER**.

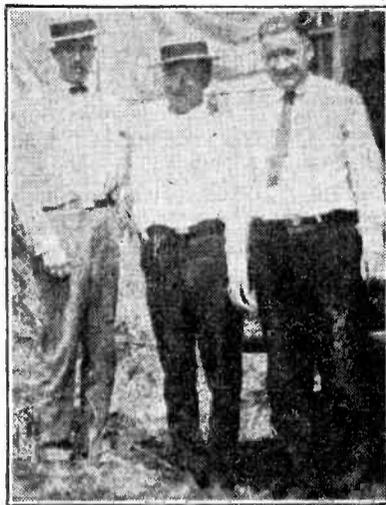
PARTNERS WANTED

NEED PARTNER WITH CAPITAL TO OPEN small theater, good Ohio town. No com-petition. Write quick to **BOX C-266**, Bill-board, Cincinnati.

HELP WANTED

ACROBATIC TOP-MOUNTER FOR STANDARD Comedy Team — Turn-over and hand-balance preferred. Willing, congenial worker more essential. Break in immediately. Steady. **CHAS. FENWICK**, 208 S. 8th St., Philadelphia, Pa.

Show Family Album



AT THE LEFT appear three officials of the old Sparks Circus, snapped some 20 years ago while the show was touring Ohio. Left to right: **Clifton Sparks**, assistant manager and son of Charles Sparks, owner of the show; **Charles Katz**, general superintendent, and **Bill Morgan**, treasurer. Morgan is now on a ticket gate with the Ringling-Barnum show.

Photo at the right of **Lorraine Foster** was taken December 7, 1917, in Fairmont, W. Va., when she and her late husband, **Frank (Nig) Clark**, were appearing on the **Joe Spiegelberg** time with the King and Gibbs tabloid show, the former doing singing and dancing specialties and doubling in the chorus and the latter doing blackface comedy. Miss Foster retired from the business in 1933 and now lives in Mobile, Ala.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

ADVANCE AGENT WITH CAR TO HANDLE Magic Show. State salary, experience. **TAMPA 11**, 849 N. Lincoln Ave., North Side, Pittsburgh, Pa.

BOOKER WANTED — MAN OR WOMAN. Sober, reliable, straight. Manage booking office for cowboy band. Book schools, halls, fairs, parks. Must book name acts in own park Sundays. State all in first letter. Photo if possible. Write **FINCHER**, Artist Bureau, Radio Station, York, Pa.

GIRL SAX — READ, FAKE, PLAY SHOWS. Steady work. Full particulars first letter. Write immediately. **LYNNE CORRINE**, care Palace Hotel, Baltimore, Md.

GIRL ALTO SAXOPHONIST, DRUMMER — Union. Steady location work, girl band, Northern Wisconsin. Wire **FRANCES MAE'S CO-EDS**, 720 E. "B," Iron Mountain, Mich.

INDIAN FAMILY — GOOD PROPOSITION FOR Indian Family at Miami's largest Indian vil-lage. Write immediately. Season starting. **FRANK**, Musa Isle, Miami, Fla. no15

MALE DANCING PARTNER — LATIN TYPE preferred. Send photo, state experience. Phone Lakeview 9212. Write **BOX 497**, Bill-board, Ashland Bldg., Chicago.

ORGANIZED SIX PIECE BAND — TRUMPET, Saxophone Men, Girl Singer and Dancer. Good location job immediately. **BERK MOTLEY**, Dude Ranch, Norfolk, Va.

TALKERS OR GRINDERS — CHICAGO AND Philadelphia stores, Thanksgiving to Christ-mas. State salary and experience. **DAVID IRWIN**, Milford, Pa.

WANTED TO BUY

DEACON UNA-FON BELLS — WITH OR WITH-out keyboard. State price and condition first letter. **BERT SABOURIN**, Manhattan House, Haverhill, Mass.

LADIES' YELLOW FINISH WHITE STONE RINGS only. What have you? Will pay cash. **SID SIDENBERG**, care Billboard, St. Louis, Mo.

WANTED — POST CARD, MATCH, PEANUT and Gum Vendors; also Popcorn Kettle, Grease Joint Equipment. What have you? State full particulars. **POSPISHIL**, 1117 8th, S. E., Cedar Rapids, Ia.

WANTED — GOOD USED STEEL ARENA. **JULES JACOB**, R. No. 1, Nevada, O.

WANTED — USED JETER BASEBALL PITCH-ing Machines. Give price, number, condi-tion with full description. P. O. **BOX 53**, Rockaway Park, N. Y.

WANTED — EVANS OR MASON LARGE Wheel, red and black, and Mutual Wheel. Quote condition and prices. **ACE EXHIBITS CO.**, 71 Clymer St., Brooklyn, N. Y.

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at
 5c a Word—FIRST LINE IN THIS STYLE TYPE
 2c a Word—FIRST LINE IN THIS STYLE TYPE.
 1c a Word—ENTIRE AD in this style type.

Minimum 25c

Cash With Copy

AT LIBERTY ACROBATS

BAR PERFORMER — AERIAL OR GROUND Bars. **LOUIS OCZVIRK**, 535 N. Clark St., Chicago, Ill. no8

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY — ADVANCE AGENT WITH CAR. Hillbillies, lav off. Can handle indoor cir-cus or theatre units. Can join at once. **TOMMY TOMPKINS**, General Delivery, Erie, Pa.

Advance Agent With Car — Experienced, live wire Booker for theatres, best night clubs, etc. Wants to contact at once any good attraction. State units, any size, radio, Western, all girl, novelty bands, line of girls. Steady, profitable routes, all territories. Wire or write **B. A. Howard**, 1016 Cathedral St., Baltimore, Md.

Agent, Booker, Contractor and Publicity Director — Twenty years' Coast to Coast musical comedy, revue, minstrels, vaudeville and circus experience. A real contractor, experi press. Have auto. Can job on wire. State salary. **Robert Saul**, 150 N. Winter St., Adrian, Mich. no22

AT LIBERTY CIRCUS AND CARNIVAL

ADVANCE MAN — HAVE SOUND TRUCK; also new Kiddie Ride and one Concession. Want to book for this winter and coming season. **AL BERESOFF**, General Delivery, Greenville, S. C. no8

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

At Liberty — Young Man with motor-generator plant and two 36" searchlights mounted on truck. Want to join a good reliable show; prefer one playing fairs. Also have an extra unit of lights and generator. **Howard**, 8765 S. San Pedro St., Los Angeles, Calif. no8

Nellie M. H. King's High Class Novelty Musical Act; **George King's Puppet Show** (Punch and Judy); also **Ventriloquist**. Address 268 E. Church St., Homer City, Pa. no29

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE — TEN PIECE ORCHESTRA; ALSO Girl Singer. Fully equipped and complete with fronts, publicity, photos, wardrobe, fine transportation. We play soft, sweet and hot swing. Anything to suit your needs. Excellent entertainment and novelties. Just completed several college dances. Available December 1 to 19; also available starting January 3. Locations preferred. All offers considered. Write to **ORCHESTRA LEADER**, 202 N. 18th St., Es-canaba, Mich. no8

AVAILABLE NOW — "THE LONDONAIRES," smart 4 piece unit. Features Mr. and Mrs. Rhythm on 2 Pianos, 3 Vocalists. Soft com-mercial style, suited for cocktail lounges, hotel rooms, small clubs. Union, cut shows, photos. Active dependable agents, managers and own-ers, reply. "THE LONDONAIRES," Hotel Post Inn, Tallulah, La. no15

AT LIBERTY COLORED PEOPLE

SIX FAST STEPPING LINE GIRLS, COLORED. Principals. Four routines, changes. **ANITA BUSH**, 301 W. 130th St., New York. no8

Two Girl Musicians (Colored) — Electric Guitar, Piano, Arranger. Read, fake, transpose. Will accept work with reliable orchestra or work alone. Musicians, care **W. F. Smith**, 1008 N. 20th, St. Louis, Mo.

AT LIBERTY MAGICIANS

MAGICIAN — FULL EVENING PROGRAM. Professional. Latest in modern miracles. Schools, theatres, halls. No carnival or medi-cine. Have all the essentials. Agents, note: Liberal percentage to right party. Willing to co-operate, or will join unit playing theatres. Have fast and snappy Vaudeville Act; also Spook Show. **38 W. 97th St., New York.**

AT LIBERTY MISCELLANEOUS

POSITION WANTED — NINE YEARS' EX-perience as Operator and Service Man on slots and marble machines. Can give the best of references. Write full particulars. **C. D. PLAMANN**, 301 W. Elm St., Salina, Kan. no15

AT LIBERTY MUSICIANS

ALTO SAX, CLARINET, FLUTIST — AGE 19, union. Night club and radio experience. State all in first. **GENE SCHUETTE**, 2008 N. 18, Sheboygan, Wis.

AT LIBERTY NOVEMBER 20 — ALTO SAXO-phone doubling Clarinet, Violin, Union. **BOX C-268**, care Billboard, Cincinnati, O.

AT LIBERTY — DRUMMER; 25 YEARS' EX-perience. No draft. Go anywhere. **P. W. SMITH**, Thorp, Wis.

AT LIBERTY — DRUMMER, DRAFT EXEMPT. Good drums, 10 years' experience. Write **FRANK GORDON**, care General Delivery, Dan-ville, Ill.

AT LIBERTY — DRUMMER, COMEDY, EMSEE. Strictly professional, young. Prefer location; consider road. Send ticket. **BILLY STEARNS**, 3117 Fremont St., Minneapolis, Minn.

AVAILABLE — STRING BASS, DOUBLE VIO-lin, Guitar. Union, read, fake. Additional detail, competence assured. Prefer ambitious cocktail combo. **JACK WADE**, care General De-livery, Rensselaerville, N. Y. no8

DRUMMER — UNION, AGE 23, DRAFT EX-empt, married. Show experience. Available in two weeks. **BOB BENECKE**, 215 S. 3d St., Saginaw, Mich.

EXPERIENCED TROMBONIST — PIT, DANCE, concert. Sober and reliable. Write, wire **BING HARRIS**, 160 Niagara St., Buffalo, N. Y.

FIVE MUSICIANS FROM SAME BAND DESIR- ing work together. Draft exempt. Have car. Union, experienced. Lead Alto, Clarinet; Jazz Tenor, Clarinet, Bass Clarinet; Trombone; String Bass; Piano. Four Arrangers and Copyist in group. Write or wire MUSICIANS, 241 N. Fountain St., Cape Girardeau, Mo.

RHYTHM GUITARIST DOUBLING ELECTRIC Steel—Union, single, 26, draft deferred. Wants connection with cocktail combo working hotels in North or East. Bad break reason this ad. No jazz bands, please. RED HAYS, 141 Taylor St., Jackson, Miss.

TENOR SAX, CLARINET—DOUBLING TROM- bone, Violin. Read, fake, go on tenor. Read on all. Married, draft exempt, union. Location preferred. Write MUSICIAN, 3001 S. Cedar St., Lansing, Mich.

Alto Sax, Clarinet—Read, fake, transpose. Dance and slow experience. Prefer unit. Draft exempt, no habits. Musician, Room 1, 212 E. Second, Grand Island, Neb.

At Liberty After November 15—Lady Drummer. Age 28, finest complete new drum outfit and extensive evening wardrobe. Double some on beautiful Piano-Accordion. Year ten months at one location. Play dance and band show, sight read. Been with girl and men bands and vaudeville. Will consider steady position night club or hotel in New York City or class location nearby. No travel. Marjorie L. Kuehn, 543 W. 123rd St., New York City, N. Y.

Drummer—Union, read, any style; \$400 console. Entertainer. Fine truck, nice wardrobe. Draft exempt, age 28. Prefer small versatile combinations, location. 124 N. 6th, Zanesville, O.

Good Trombonist—Cut or two weeks' notice. Union only. No pams. High draft number. Double 3d Trumpet. Location preferred. Leonard J. Edelstein, 2323 1st Ave., Hibbing, Minn. no15

Guitarist—Modern Electric take off. Thirteen years with top bands, trios. Union, age 28, draft deferred. Write Freddie Stivers, 2145 E. William, Decatur, Ill. no29

Hammond Organ Artist—Available immediately. With or without organ. Concert library, American and European stylist. No dance. Prefer engagement in hotel or any place of entertainment of distinction. Excellent appearance and deportment. Address full particulars to William Rantoul, care The Billboard, Ashland Bldg., Chicago, Ill. no8

Hammond Organist Available at Once—Experienced in all lines. Strictly sober and reliable. High class and entertaining musician. Union, references. Address Box C-249, Billboard, Cincinnati. no22

Tenor and Clarinet—Tone, phrase, adlib. Union. neat, dependable. Age 27, draft exempt. Box C-249, Billboard, Cincinnati, O.

Trombonist by Profession—Painter by trade, would like to locate in South. Prefer Florida park or Legion Band. Have been with the best. Wynn Wascher, 604 S. Prairie, Champaign, Ill.

Trumpet—Split first book, large band, all lead. Little hand, good reader, tone, Dixieland style. Draft deferred. State all first time. J. Rogers, 805 N. 36th St., Ft. Smith, Ark.

AT LIBERTY PARKS AND FAIRS

FOR YOUR FREE ACTS—BOB FISHER'S FEARLESS FLYERS, Billboard, Cincinnati. no29

FOR YOUR INDOOR Dates. HEERDINK BROS., Triple Bar Performers, R. 3, Vann, Evansville, Ind.

GOOD RIDER—HAVE SIX ACTS. WANT work with educated trick horse. Play fairs, parks, rodeo, theater. Man and woman. ROSE WASHINGTON OR NIMMO, Route. 2, Box 297-D, Sarasota, Fla.

NOW BOOKING FOR 1942—HIGH POLE Act; other Acts for indoor dates. G. HIGGINS, Billboard, Cincinnati, O. no22

Charles La Croix (In Person)—Original, Outstanding Novelty Trapeze Act. Available for indoor events of all kinds. Can erect my attractive nickel plated upright apparatus under most any low or high ceilings indoor. Special large modernistic advertising posters free. Wonderful act, elaborately costumed. Big drawing card. Price for act reasonable. For full particulars address Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne, Ind.

James Cogswell—Uncle Sam, Clown Cop, White Face Clowns presented on high stilts, now booking parades and celebrations; also 1942 fairs. For literature and prices write 1433 Rose St., Lincoln, Neb. no15

5 Separate Distinct and Complete Animal Acts, consisting of Elephant, Bear, Ponies, Dogs, Goats, Monkey, Horse; also Menagerie Animals. Write Wild Animal Farm, Georgetown, Mass. no8

AT LIBERTY PIANO PLAYERS

A-1 PIANIST—DESIRE PLAYING IN SMALL or large swing bands. Like to travel. Young, reliable and good looking. Can read and fake well. Have classical background; considered good. Address JOE DE GREGORY, 534 Linden Ave., Steubenville, O. no8

PIANIST—LOCATION, HOTEL PREFERRED. Concert or dance. Union. LARRY SCHEBEN, 401 Arch, Little Rock, Ark.

Piano Man—Experienced, read, fake, transpose. Good appearance, sober, reliable. Join at once; all essentials. Frank D. Cannon, Greensboro, Pa.

Piano Player—Years of experience, all lines. Read, fake. Prefer East; consider anything. Play some Piano Accordion. Over draft age, dependable. State all. Karl Ashton, No. 25 Bowman St., care Eddie Mason, Mansfield, O.

AT LIBERTY VAUDEVILLE ARTISTS

At Liberty—Gloria Lee Baker, the Human Pretzel, youngest acrobat in the amusement world. Write for complete details. Bernice Baumann, 330 N. 7th, Festus, Mo. no8

Kiddie Show suitable for toy departments, schools or department store. Entertainment runs thirty minutes or less, consisting of Magic, Clown Numbers, Punch and Judy, Juggling, Ventriloquist, Marionettes, Balancing. Work in white clown suit and make-up. Apparatus and wardrobe good. For time and terms write BRISON, Chambersburg, Pa. no15

Notice, Med Show Operators—Would you like to contact a young, congenial, reliable and thoroughly experienced Med Team? If so write or wire VOLLIE and Grace Wilson, 331 W. Noble, Oklahoma City, Okla. no15

AROUND THE GROUNDS

(Continued from page 43)

Featured were daily demonstrations by a detachment of the Toronto Irish Regiment of the Canadian army.

HOUSTON.—With increases in every department, premium list for the 1942 Houston Fat Stock Show and Livestock Exposition has been released. Plans are to make it the largest in history of the show, W. O. Cox, general manager, said. J. W. Sartwell is president, Julian A. Weslow general superintendent and J. W. Williamson and Frank Hecker have been appointed veterinarians. C. E. Holloman is traffic manager.

LIBERTY, Tex.—Trinity Valley Exposition here on October 20-26 had best attendance and largest exhibits and was most successful financially in the 30 years of its history. Boyt Ranch Rodeo played to an SRO final show on Sunday. In addition to rodeo and exhibits there was a horse show.

JANESVILLE, Wis.—Receipts from the 1941 4-H Club Fair here were \$10,233.58 and expenditures \$9,820.68, reported J. W. Wiseman, treasurer. Income included \$560.70 from grandstand, \$1,130.98 from gate, \$564.21 in advance ticket sales and \$1,386.50 in concession rentals.

Columbia Hits All New Highs; Soldiers Few

COLUMBIA, S. C., Nov. 1.—Good weather and defense spending sent South Carolina State Fair here on October 20-25 to new records for exhibits, midway and grandstand. Secretary Paul V. Moore said attendance was fully 23,000 more than last year's, itself a record, and he attributed part of the increase to the opening-night crowd on Monday, when admission was free and largest crowds in history were on the midway.

Admissions were estimated at 163,000. W. A. Seegars, treasurer, being prevented by illness from closely checking figures. But he reported that the grandstand show, presented by George A. Hamid, Inc., played to full houses five times and to satisfactory crowds the other two times. It was estimated that more than 21,000 saw the brilliant Hamid acts.

South Carolina-Clemson football game played to a capacity stadium of 23,000 on Thursday, which as usual was the biggest day when about 50,000 passed thru the gates. It was necessary for Hamid to give two full grandstand shows that night, both sell-outs. Grandstand also was full Monday night, Wednesday night and on Friday.

World of Mirth Shows reported the best year in Columbia, altho Thursday night was not as large as in some past years. Shows were contracted for the 1942 fair.

The fair association is asking \$35,000 from the Legislature for permanent improvements. Officials appeared this week before the State budget commission and presented the request, explaining that if the fair is to progress it must improve buildings and other facilities.

Officials do not believe imposition of the federal admission tax had much effect on attendance. The tax, however, will give the association the first real check on total attendance, since those with passes and children admitted free on school day had to pay the federal tax.

Ted Horn was winner in auto races Saturday afternoon before 3,000 fans, events being presented by Ralph A. Hankinson. The fair had a tough break because 40,000 soldiers from Fort Jackson at Columbia were away on maneuvers. About 350,000 soldiers of the First Army were within 100 miles of Columbia during the fair, but most of them could not get leave.

COMPETITOR ABUSES

(Continued from page 39)

circumstances, the comedian may rely upon unfair competition laws to obtain

an injunction to stop unfair practices by the competitor. When deciding whether one violates unfair competition laws an important question is: Does the unauthorized use of the invention confuse, deceive or defraud the public, and is money, efforts and expense incurred by the comedian in obtaining publicity being unlawfully appropriated by the competitor? If so, the comedian may obtain an injunction to stop further infringement and a judgment for damages, although actually his patent claims are not infringed.

Validity of Patent

It is true that a patent may contain drawings showing the exact device being used by a competitor and yet the latter is not an infringer if the patent claims fail to properly and specifically describe the device being used by the competitor. The law requires the court to base its decision, whether or not infringement exists, by reference to the patent claims. If the lawyer who prepared the application inadvertently omitted basic claims or if for any other reason the patent does not contain claims of infringement by the competitor, no infringement exists. Therefore, when contemplating obtaining a patent the inventor should act wisely and conform with established legal procedure.

An important rule of the law is that the United States will grant a patent to the first inventor who conceived, experimented, perfected and attempted to patent the invention. Therefore, the importance of inventors maintaining legal records of the conception and perfection of an invention is quite apparent. Moreover, it is important for inventors to thoroughly understand that the legal status of an application for a patent is not, as many persons seem to believe, an absolute protection against others filing application for patents on the same invention.

In other words, the mere fact that a person is first to file an application is not assurance that he will obtain a patent. This is true, contrary to the opinion of the majority of persons, because an inventor may be entitled to a patent altho he files an application after another person has secured the patent. The government will revoke a patent issued to a person who is not the real inventor. Therefore, altho a person obtains a patent he is not positively certain that he shall retain it unless he has properly signed, dated and witnessed records to prove that he was the original to conceive and perfect the device.

Many persons are under the impres-

sion that a valid patent may be obtained on any invention which is new in the United States. However, the law is well settled that a patent is rightfully issued only to the "original" inventor of the thing patented. In this respect the word "original" has a very broad and comprehensive meaning. In other words, a patent is not valid unless the patentee was the first person to put the invention into practical usage in the whole world. There is one exception, however, in that a simple or experimental use, without publication, in a foreign country will not bar an American inventor to a patent.

Probably the most common source of litigation and loss of patent rights is failure of an inventor to properly maintain records of experiments. It is not necessary that these records are kept in great detail, as a rough sketch or drawing with a few words describing the construction of the invention and the results produced is sufficient. If possible, the signatures of witnesses who read and understand the invention should be obtained so that these persons may later testify. Many inventors simply have the witnesses sign the records, without permitting them to read the description. However, this is not sufficient, as the witnesses must testify regarding the character of the invention.

Records of experiments should always be made with pen and ink and should comprise sketches and written descriptive matter so complete that persons who are familiar with mechanics or the science to which the invention belongs may understand the invention. Moreover, each page of the records should be dated and the sketches, description and explanations of each experiment or test should be included on the same sheet. Where two inventors claim ownership to the same invention both may testify as to their conception and perfection of the inventions, but this testimony is not convincing unless dated sketches having written descriptions, with testimony of witnesses, are introduced.

An important reason why circus, carnival and other amusement owners and employees should use good judgment and great care when obtaining a patent is because all competitors who used the patented device are liable for infringement and may be prevented from further use. On the other hand, assuming it is doubtful that the patent may be sufficiently broad or basic to stop competition, the inventor may reinforce himself against competition by usage of other protective methods and plans.

(Concluded next month.)

LETTER LIST

(Continued from page 50)

Clayton, Joe
Collier, Charlie
Corbett, Edward
Cortello, George
Craters, Mrs. Dan
Curtis, Mrs. Dan
Darling, Phyllis
Davis, Dorothy (Valerie)
Dee Sisters
DECCO, FRED
LEE
Delaney, J. D.
Dixon, Irene
Doan, Merle F.
Dostalik, A. J.
Drake, Marvin
DuPra, Miss Pamela
Dudley, Edward
Dye, Tony
English, Crash
Flowers, Erma & Boys
FOGLESONG, FREDERICK E.
FRICHTO JR., BERT CHARLES
Gibson, Jack
Hardman, Harold
Harter, L. H.
Hamilton, Francis L.
HARRISON, ELBERT
ERNEST
Harold, Lil
HASSEN, OLLIE
Haves, Harold
Hayden, Virginia
Hazard, Mrs. Mary Hill, Ruth M.
Holt, Harry K.
Horton, W. M.
Johnstone, Mrs. Barbara
Jones, Johnny
Josen, Fred
Lee, Mrs. Frank J.
LEE JR., HARRY E.
Levine, Mrs. Mary Lewis, Nate
Littlejohn, Frank P.
Kellen, Mr. & Mrs. Powell
Lee, Bob
Lownds, Harry
McAdoo, Bob
McDONALD, KENNETH
JAMES
McDonald, Micky
Mack, Marquita
McKIDDIE, JASPER
Marie, Madam

Roy, George
Scheuerman, Frank A.
Schreiner, W. M.
Signor, Sig
Simmons, Mrs. Gladys
Stevens, D. A.
Stevens, Geo. Mechano
Stewart, Jack
Stirk, Mrs. Cleo
Strick, Stanley
Strunk, Suzy
SUTTON, WILLIE WILSON
SWINTON, ELDA RICHARD
Teall, Larry
Thomas, R. D.
Thompson, Carl H.
Travis, Clifton
Tullah & My Wallace, Robert A.
Walters, Drane
Watson, Joseph R.
Williams, Margaret
Willoughby, Hollis F.
Wilsie, Cash
Wilner, Sam
Wright, Earl
Wright, Miss J.

FRID, ROLAND EDWARD
GALLAGHAN, JOHN GARRETT
ARTHUR O. GIBSON, DON
Gill, Alexander
Glynn, Mack A.
Goode, W. L.
Grainger, J. C.
Greshnow, John
Griffin, B. E.
GRITZMAKER, Mrs. A. L.
GUNN, RUSSELL E.
Hale, Walter
Hall, Ernest O.
Hardy, Miss Pat
Harris, D. C.
HARRIS, DONALD CURTISS
HARRIS, RALPH LEEDY
Harris, W. R.
Harrison, Frank
Hayes, Earl
Haynes, Miss Pearl
Helton, F. R.
Henderson, Tommy
Hendrixs, Mrs. Bobby
Henery, Harry
Herrington, Betty & Bill
Hilderbrand, Frank B.
HOOD, WILLIAM WALLACE
Humes, Wm.
Hughes, Lilla
Joanne, Madam
Justice, Lois
Kelly, Miss Ruby
Ketting, E. E.
Knight, Richard J.
Koch, Miss Phyllis
Kyle, Miss Bee
Lee, Betty
Lewette, Lew
LOPEZ, JOSE CELESTINO
Lucas, Bernard W.
Mac, Cowboy
Mack, Mrs. Wm.
Martin, Terry
Mase, Mrs. Ruby
Miller, Bobby
Miller, Jimmie (Swinging Ball)
Miller, LeRoy
MONTCALM, CLAUD JOHN
Doery, Mrs. Eddy
Dorothea, Lady
Ellis, Madame Rose
Ellison, Charles
Fant, W. P.
Fear, George
Fisher, A. H.
Fortune, Mrs. Geo.
Gable, Earl E.

Pesano, Joe
Phillips, Morgan
Price, Wayne C.
Proper, Mrs. Fred
QUINN, DAN J.
Ray, Ralph (Ky)
Redman Jr., William
REED, ALBERT LAWRENCE
Reed, C. S.
RICHMOND, FRANK
WALTER
Robbins, Robert N.
Roberts, Johnnie W.
Roma, Rajah
Rosen, Michael
SEWELL, CHARLES M.
Sherack, Henry
SHOEMAKER, JOSEPH
MARION
Smith, Hurley
Belmont
SMITH, IRVING BELMONT
Spann, Virginia
Speeris, Andrew
St. Claire, Ronnie
Stanley, Clipper
Steffen, Jack O.
STELL, EDGAR Stritch, Ed
Swan, Walter
TERRELL, LEROY
Thomas, Cliff
THURMAN, ALBERT G.
Tucker, W. J.
Tyler, Melvin
TYLER, PHILIP HENRY
Wahl, Ted
Webb, Mrs. H. D.
Wecker, W. B.
Weer, J. C.
Weis, Bernard
Wells, Mrs. Loretta
Wells, Earl
West, Hugh
WILLIAMS, BARNEY G.
Williams, Floyd
Willard, Harry
Wilson, Mrs. Pop
Wilson, Willard N.
Wingert, Billie (Carlene)
Woods, C. E.
Wright, Harry P.
Wright, Wren
Yeargain, Earl (Duke)

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.

Addisison, Gordon
Alexandra, Pasha
ANGELL, HOWARD
Banard, Madame
Barrow, Miss
Bobby
Bazaar Equipment Corp.
Bell, Argie
Bell, Robert
Benham, Dick
Berg, Carl A.
Berry, Mrs. Jack
Bever, Harry
Birnham, Arthur
Bolke, E. J.
Brittain, Mrs. D.
D. Decker, Joe
Dionne, Eddie
DIXON, JACK
Doery, Mrs. Eddy
Dorothea, Lady
Ellis, Madame Rose
Ellison, Charles
Fant, W. P.
Fear, George
Fisher, A. H.
Fortune, Mrs. Geo.
Gable, Earl E.

Cassidy, Patrick
Cecil, Lefty
Clark, Wm.
Clark, W. J.
COFFIN, WILLIAM FRANCIS
Cook, Miss Phyllis
Crawford, William James
Dale, Bill (Daniels)
Dale, Billie
Davidson, Mrs. G. E.
Davis, O. B.
DeGraw, Mrs. Steve
DeMaris, Violet
DeWitt, T. R.
Decker, Joe
Dionne, Eddie
DIXON, JACK
Doery, Mrs. Eddy
Dorothea, Lady
Ellis, Madame Rose
Ellison, Charles
Fant, W. P.
Fear, George
Fisher, A. H.
Fortune, Mrs. Geo.
Gable, Earl E.

Lucas, Bernard W.
Mac, Cowboy
Mack, Mrs. Wm.
Martin, Terry
Mase, Mrs. Ruby
Miller, Bobby
Miller, Jimmie (Swinging Ball)
Miller, LeRoy
MONTCALM, CLAUD JOHN
Doery, Mrs. Eddy
Dorothea, Lady
Ellis, Madame Rose
Ellison, Charles
Fant, W. P.
Fear, George
Fisher, A. H.
Fortune, Mrs. Geo.
Gable, Earl E.

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Demand for Sea Shell Novelties Creates New Biz

MIAMI, Nov. 1.—To realize the full significance of the title the Sea Shell King calls for a visit to the office and stock and sales rooms of J. A. Whyte & Son, located on an arterial highway here. The place may be recognized by its huge piles of large and medium-sized shells, including more than 500 bushels of smaller shells, tropical seeds, berries, coral, fish scales and other items that go into the manufacture and assembly of necklaces, bracelets, brooches, lamps and decorative ornaments of many and varied description.

To acquire this tremendous stock the owner, J. A. Whyte, who until 12 months ago was active for many years in outdoor show business, has made periodic trips to practically every island in the Bahamas, from where most of the shells are imported, and Cuba and other islands of the West Indies.

In the storerooms of the firm are shells of every description, ranging in price from \$6 per bushel to \$5 a half pint. Each type of shell has its own particular name, usually significant of the shape or some peculiar characteristic of the shell, such as Bleeding Tooth, Helmet, Horn, Bubble, Peanut, Rock Snail, Striped Snail, Sunset and Dove. Mr. Whyte also possesses many unusually fine specimens of coral, with prices going as high as \$50 each.

The fastest selling item, and incidentally the item from which this large and unusual business has been developed, is the Your Name on a Seashell brooch, of which more than 1,250,000 have been sold since Mr. Whyte started advertising in *The Billboard* 10 months ago. Incidentally, Mr. Whyte keeps accurate records of returns thru his advertising and these reveal inquiries and orders numbering 4,653 representing every State in the country. Mr. Whyte explains that his advertising, which is confined to *The Billboard*, represents only a 4 per cent expenditure.

BINGO BUSINESS

By JOHN CARY

BINGO BENEFITS for churches and other organizations are proving more and more popular in Natchez, Miss. All declare bingo is proving better as a fund-raising medium and all are awarding attractive merchandise prizes. Rev. Father Daniel O'Hanlon, St. Mary's Cathedral, is using bingo to aid in building and furnishing two mission churches. As added attractions he offers players squirrel stew suppers. Across the river the towns of Vidalia, Ferriday, Newellton, St. Joseph and Waterproof, La., are meccas for bingo players, with merchandise games very popular. Natchez Council No. 1034, Knights of Columbus, under the direction of Grand Knight Clem J. Eidt, is staging weekly benefits on Thursday nights in the council rooms. King's Daughters, another local organization, also stages weekly games.

WEBSTER'S New International Dictionary gives among the definitions of charity: "Whatever is bestowed gratuitously on the needy or the poor for their relief." There has been considerable discussion pro and con about bingo, but the one inescapable fact that stands out is that the game has played an important part in raising funds for charitable, religious, educational and recreational causes. Anti-bingo movements always lose sight of the fact that bingo,

New England Merchandise Users Begin Big Fall Season

BOSTON, Nov. 1.—The majority of bingo operators, concessionaires and pitchmen in the New England area are getting into the swing of the big fall season. With the re-opening of schools and the return from vacations of the majority of the population, bingo receipts have jumped again and pitchmen and concessionaires also report sales high.

Merchandise users are finding once again that the fall brings with it increasing interest in household items of all kinds. Jobbers report their stocks are getting low on clocks, lamps, shades and electrical appliances, but add that they are still able to fill orders. Merchandise users follow thru with the added information that there seems to be greater demand for clocks and electrical appliances than ever before. One bingo operator traces this to the Selective Service Act, which has resulted in a record number of marriages. For the most part young people who get married nowadays have little with which to equip a home. As a result this operator has found that many seek to get needed appliances, such as irons, lamps, toasters and waffle irons, at bingo games.

Electric shavers also are more popular now than they have been for some time and it is believed that some of this popularity is due to the fact that they are being sent to selectees.

In view of increasing interest in things of this kind, and the keen public interest in participating in anything that even remotely smacks of national defense, many merchandise users have begun using signs linking the merchandise with selectees, or pointing out that low prices will not prevail for long. This has, in every case noted, resulted in a spurt in business.

For the old stand-by, dolls, merchandise users, particularly bingo operators, have three new items which tie in with the defense program and which are receiving terrific play. They are the Soldierette, Sailorette and Nurse. They are the strongest doll items in years, according to the local men, and it is almost impossible to keep enough in

if honestly conducted, does contribute a definite service to the underprivileged in the community. Records have shown this to be true time and time again.

When the question of bingo has been taken to persons of authority for their personal reaction, the replies have always been favorable. Contrary to the opinion of the anti-bingo groups, the game is most certainly not gambling or immoral. Witness the large number of churches that have inaugurated the games and by doing so have afforded their people many enjoyable evenings and at the same time provided funds to minister to the needy or to finance necessary educational or recreational improvements.

BINGO OPERATORS have been stocking up heavily for the coming holiday season, according to reports from supply houses. Merchandise displays this year at games will be more elaborate than ever before, it is reported, and diversified prizes are being offered to stimulate player interest. A very strong promotional effort that has proved effective is the use of patriotic items—usually pins or emblems—as good-will builders. Operators who have tried this method of securing audience good will have reported very good results. The items are colorful, timely, varied and, most important of all, do not cost very much.

The wide selection of merchandise being featured for the holidays includes many of the more expensive flash items—elaborate silverware sets, electrical ap-

(See BINGO BUSINESS on page 56)

stock to satisfy the public. The dolls create a lot of interest and have only to be displayed to be snapped up. They make excellent prizes and have been found to be a good sales leader for concessionaires.

Football Aids Pitchman

With the opening of the football season, scores of pitchmen returned to the territory with various football souvenirs. All report better business than for any year since 1929. The public is in a spending mood, particularly on festive occasions like a football game, and pitchmen have sold gross after gross of toy football players, pennants and feathers. For the first time, also, there is little interference from authorities, and vendors are able to stand near the entrance of football fields. Under present conditions the vendor's license is all that is needed. Some of the men working football games report they have been able to sell novelties and small toys apart from football souvenirs.

Military Items

Military and patriotic items continue to remain high in public favor. All sorts of leather novelties embossed with the emblem of one of the branches of the service, metal cigarette cases and the like continue to be among the most popular items. Banners and flags bearing patriotic inscriptions are also getting a good play. Demand for these items has increased considerably over last year and the new V-for-Victory pins, badges, plates, banners and emblems are among the popular items carried. The V-for-Victory automobile plate, a round red plate finished in glass to reflect the beam of headlights from vehicles in the rear, is one of the most sensational items on the market. It caught on immediately and is now in such demand that most merchandise users are ordering in unprecedented quantities. V-for-Victory banners, for home or automobile use, are a close runner-up to the plates and most merchandise men are of the opinion that the V-for-Victory boom eclipses any similar boom during the last decade.

Armistice Day Patriotic Mdse. Boom Expected

NEW YORK, Nov. 1.—Red, white and blue merchandise has led the parade of souve and novelty sales all thru the year and observers predict that additional heavy sales will be chalked up during Armistice Day celebrations scheduled for all sections of the country. With the administration's foreign policy becoming much stiffer, as far as the Axis partners are concerned, the demand for patriotic merchandise continues to increase. The American public is buying items to show that nationalism runs high here, contrary to reports in the Axis-controlled press overseas.

Souve and novelty workers, pitchmen and bingo and salesboard operators have all tied in with the never-ending demand for patriotic merchandise. They all agree profits have been good and they anticipate extra cash on Armistice Day. All items with a patriotic and military motif are popular, it is reported, with pins, emblems, brooches, pennants, banners and the long list of patriotic merchandise meeting heavy demand. Supply houses report that unusually heavy shipments have been made to all points and shipments show no signs of slackening.

Soldiers offer a wide market for a variety of merchandise with military insignia and workers near camps also expect extra heavy business over the holi-

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Occasionally operators will pick up a novelty lamp as a major give-away and, as a rule, when the item has sufficient flash, it will move to a good turnover. The tropical sea-shell lamp offered by Tropical Division seems to be such an item. Frank King, of the firm, is convinced it is and tells us that the lamp, which is featured on a 15-hole card with a \$4 take, is going exceptionally well for the boys around Atlanta.

An operator wanted to know how to figure the take on a 1 to 29-cent skip card. Well, there is no way to do this other than thru the use of pencil and paper and a little elbow grease. First, of course, the take wanted must be determined, whether the card is to bring in \$5, \$6 or \$10, to use round figures. Then after the number of free plays is agreed upon it is just a question of figuring how many one, two and three-cent chances, etc., there are to be in the card thru the process of addition, subtraction and elimination. In most cases you will find that there are more 29-cent chances than any others.

H. G., Austin, Tex., writes:

"I would appreciate information on a blanket deal worked mostly under Shrine auspices, which was very successful up to 1929. As I saw it, a downtown store was rented and completely draped with blankets, including the windows, and cards were displayed inviting anyone who wished to get one of the blankets free to step inside and inquire. If I remember rightly, it was worked with a 1 to 39-cent card."

We do not have any information on this deal. However, it looks like a honey for towns where local officials would permit such an operation. And it does not necessarily have to be worked with blankets. Any item with consumer appeal and flash should go.

We have a letter from a Canadian operator who would like to get in touch with Canadian firms specializing in salesboard merchandise and deals. We would be glad to hear from such firms and would add their names to our distributors' list if and when they came thru. No obligation.

The D. A. Pachter typewriter offer looks like a natural for a board promotion. The item certainly has enough appeal and at the price lends itself to a take which will not be too steep to pay out. It's worth a look-see.

Flippy is still going strong, according to reports, and Evans quite definitely has another winner.

Goldwyn reports good action on its line of re-use container candy deals. Which is not surprising, with the holiday season in the offing.

It's been a long time since we've seen a real doll promotion and believe that some territories should be ripe for one. The Jerry Gottlieb Jumbo Bears may start the ball rolling.

HAPPY LANDING.

The military market, including purchase by relatives and friends, and the buying move by patriotic Americans to show that they are fully aroused by the current situation, have created an opportunity for specialty workers, and alert souve and novelty men have already made better-than-average profits with patriotic and military merchandise.

Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Service Flag

Relatives and sweethearts of men in the service are logical prospects for the service flag offered by the United Veterans of Republic. This is the official service flag, it is claimed, and is particularly made for display in the home window. One star for each member of the family in active service in the army or navy is shown on the flag. An important part of the design is a large V, in keeping with the victory campaign. Flag is made of high quality sateen, is copyrighted, and it is said to be a good profit maker.

There is a strong pin back. Item comes with an attractive display card. Pitchmen have also done well with this item and it has plenty of flash for taverns, newsstands, cigar counters and drug stores. Product of Joseph Hagn Company.

Turkey Novelty

Described as something new for workers is a turkey made of Florida pine cone and sea shells. Item is available in bright colors and has plenty of flash. The many turkey festivals coming up offer a natural opportunity for sales, the manufacturer claims, and novelty workers would do well with this item, for all indications point to its being a winner. Product of Red's Novelty Shop.

Christmas Tinsel

Now is the time to interest owners of retail stores in holiday tinsel and signs, according to Variety Display. The firm manufactures a line of Christmas tinsel and multicolor signs that add attractiveness to holiday window displays, it reports. The line includes appropriate greeting cards and cutouts and all the other essentials necessary for dressing a window in the holiday theme. Workers who specialize in these items have reported excellent results, it is said.

Steel Rule

A specialty item that is highly practical for home, office and factory is the Baldwin-Flexible automatic steel rule, according to Bengor Products Company. The rule, 72 inches long, is made of the finest quality steel, it is claimed, and comes in a nicked case. Workers who have demonstrated the item report that sales have been easy. The rule is wholly automatic, a press of a button on the side of the case and the rule automatically rolls back.

Book Ends

Specialty workers have been reporting heavy sales with black walnut book ends with personalized initials in maple. The initials are removable and interchangeable and it is claimed that with a few extra initials sales may be made quickly. Item is practical for home and office and may be used as a premium by bingo and salesboard operators, it is reported. Product of Leo Kaul Importing Company.

Portable Typewriter

A natural for boardmen and carnival operators, according to D. A. Pachter Company, is the Remington Bantam portable typewriter it offers complete with case. The Bantam is warranted by Remington-Rand for home, office or school use, the firm claims. Item has a three-row keyboard and is durably constructed, it is reported. Quantity is limited, but immediate deliveries are guaranteed while the supply lasts.

Screw Ball Pin

Southern workers who have handled the Screw Ball pin report that it has been a fast seller. The fad has caught on with the public and the pins are blossoming out on many lapels. Item reproduces a screw and a ball bearing spot-welded together and finished yellow.

STREETMEN



Fall and Christmas Artificial Fruit Corsages \$5.00 Per 100

Manufacturers' Prices in Bulk, Fruit, 25¢ to \$1.50 per gross; Red Christmas Berries, 10¢ per gr.; Spruce Cones, 15¢ per 100. You must get samples to appreciate value of merchandise. \$1.00 FOR SAMPLES. 25% Deposit All Orders, Balance C. O. D.

KIM & CIOFFI
918 ARCH ST. PHILADELPHIA, PA.

BIG MONEY MAKER!

Flippy

MILITARY STRIP-TEASE CIGARETTE CASE



Don't wait. Send for details about FLIPPY. Today's most sensational money-making item. Beautiful four-color display merchandiser is selling tens of thousands on sight. An avalanche of repeat orders rolling in daily. Get it! Display it! Don't put off. Write at once.

SEND FOR DETAILS TODAY

EVANS NOVELTY CO.

Division of Premium Sales Co.
Dept. K-2, 800 W. Washington, Chicago

ENGRAVERS!!!

All Orders Shipped Same Day. Complete Line of Engraving Jewelry.

NEW STYLE ENGRAVING MACHINES All Models, Complete, From \$7.50 to \$18.

WRITE FOR CATALOG

BIELER-LEVINE, Inc. 37 So. Wabash CHICAGO

Football Pins No. 1X201 \$15.00 Gross
Basketball Pins No. 1X214 \$15.00 Gross

"BEAR" DOWN—BIG PROFITS AHEAD



36" HIGH

JUMBO BEARS

SIMPLY TERRIFIC!

Get hep to the hottest item in America—JUMBO BEARS! He stands 36" high... made of classy, durable velvet plush. Well stuffed. Comes in black and white... gold and brown... red, white and blue.

WRITE WIRE PHONE FOR PRICES!

JERRY GOTTLIEB INC.
303-4th AVE. NEW YORK, N.Y. Tel. GRamercy 5-4495

BINGO SUPPLIES!

Pencils—Markers—Door Prize Tickets—Roll Tickets—Special Game Tickets—Grand Award Certificates.

Immediate Delivery

WM. HAMILTON PRODUCING CO.
614 New York Ave. Union City, N. J.

FUR COATS

Better sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superb styles and quality! Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW FREE CATALOG! Just off the press! LOWEST! H. M. J. FUR CO. 150-B West 28th St., N. Y. C.

BINGO CARDS

COMBINATIONS UP TO 3000 NO 2 CARDS ALIKE

5	20	36	50	65
2	22	35	56	74
13	25	32	52	70
8	19	31	59	68

Buy your BINGO SPECIALS DIRECT FROM THE PRINTER

ST. MARKS PRINTING CORP. 80 FOURTH AVE. NEW YORK

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa. STARTS AT \$3.25

SCREW BALL PINS

THE LATEST FAD

The fastest selling novelty ever! Screwball pins are worn by everybody. A screw and a ball bearing spot-welded together and finished yellow; strong pin back. Actual size, 3 doz. to display card. The right item for pitchmen, taverns, newsstands, cigar counters and drug stores. Retailers at 10c each.

No. B41254—Screw Ball. Sample Card Postpaid \$2.25

25% deposit required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail.

JOSEPH HAGN CO.
Wholesale Distributors Since 1911
217-223 W. Madison Street CHICAGO

BINGO SUPPLIES

FREE... NEW CATALOG

For Jobbers Only JUST OFF THE PRESS

It contains the complete line of Bingo Supplies and Equipment, Bingo Blowers, Cages, Cards, Specials, etc. Mailed to you on request.

METRO MFG. CO.
Most Complete Bingo Mfr. in the Country
28 W. 15th Street NEW YORK CITY

SPECTACULAR FUR COATS

JACKETS, BOLEROS

1942 STYLES with every smart detail revealing the full richness of Radiant Furs. Quality Workmanship at Popular Prices.

We offer: Coneys, Sealines, Beaverettes, Caraculs, Marmots, Kidskins, Krimmers, Squirrels, Persian Paws, Racoons, Skunks and Foxes. Buy Direct From Manufacturer and Profit.

Ask for FREE LIST and ILLUSTRATED CATALOG.

S. ANGELL & CO. Manufacturing Furriers
236 W. 27th St., Dept. B-7, New York, N. Y.

HOLIDAY CATALOG

—READY NOVEMBER 1—

SHOWING A COMPLETE LINE OF SILVERWARE—JEWELRY—ELECTRIC APPLIANCES—DECORATIONS—TOYS—ETC.

Be Sure and Write for Yours Today

Please state your type of business

LEVIN BROTHERS

Established 1886. Terre Haute, Indiana

BINGO CARDS

100 to 5000 Card Sets. ALL SIZES, WEIGHTS, COLORS. COMPLETE LINE.

AER-O-MIX BLOWERS

absolutely the best on the market, perfect for coveralls or full card games. Blows 'em high. When you reach for a ball it's there, never misses—not a toy but a real job. Write for bulletin.

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

JOIN AMERICAN RED CROSS



FLUORESCENT

Sensational New Fixtures!

Screw them in, or plug them in, at any socket—just like changing a bulb. Light them at once. No wonder these simplified Fluorescents have swept the market. Each is sold complete WITH Lamp, at a price so low it makes people buy on sight. Orders for three, five, and even ten, to one place not unusual.

WHIRLWIND SALES TO STORES AND HOMES

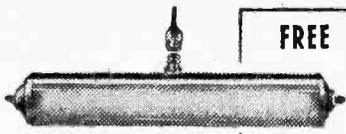
Thousands who thought Fluorescent too costly, or too troublesome, now buying. Homes install in bath, kitchen, hallways, living rooms, and as bed lamp. Stores install in scores of places. You never saw such sales.

SKYBEAM CO., DEPT. 4311-B

COMPLETE LINE Part of amazing new low-price line that is making competition worried—making amazing advance commission sales for agents and salesmen on C. O. D. order plan. Get demonstrator sample. Rush name for pictures, prices, profits on these, and twenty other amazing fixtures. All information Free.

225 FIFTH ST. DES MOINES, IOWA

FREE



SCREWS IN LIKE ORDINARY BULB

RUSH NAME

Wire, air-mail, or write today for free offers. Get your demonstrator at once. A whirlwind profit-maker for agents. Send name at once. Costs nothing to investigate.

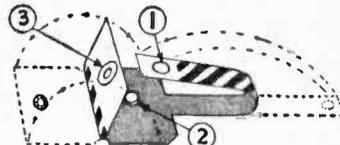
BINGO BUSINESS

(Continued from page 54)

pliances, blankets, toys, lamps and household accessories.

E. S. LOWE & COMPANY reports that it has available a group of interesting and valuable suggestions on how to increase attendance at bingo parties, how to sell more special game cards and similar useful information for operators. "These suggestions," states Lowe, "are very simple to put into effect and practically all they require is a little extra effort on the part of the operator. We have put much time and energy into creating these money-making ideas and they are offered free to all who are interested."

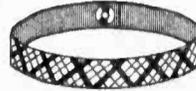
NEW AMERICAN MADE Patented Master Brand DANCE CHECKS



Men's Style Check (Illustrated Above)

Easy To Attach!

Hole No. 1 fits over Metal Stud No. 2. Then Metal Fastener No. 3 fits over both No. 1 and No. 2 to lock check securely. See illustration above.



Ladies' Bracelet Check

Wide Variety of Designs and Colors.

Send for Free Copy of Our Big 1941 General Catalog Which Shows Complete Line of Checks at Low Prices.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

PAPERMEN

Can use experienced paper men on two well known NATIONAL publications in the Southwest. Write **ED HUFF**, 5416 Phillips, Dallas, Texas. Best terms.

FREE! WHOLESALE CATALOG



4000 OPPORTUNITIES

Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting catalog, for salesmen, agents and dealers.

260 PAGES Thick-full of interesting money makers. Sales ideas that may increase your earnings \$2 to \$15 a day and thrilling values galore. Each and every item sold under a money back guarantee. Get your copy by sending for it today.

SPORS CO. 1141 Billet, Le Center, Minn.

"CLICK" with Hollywood SERVABAR!

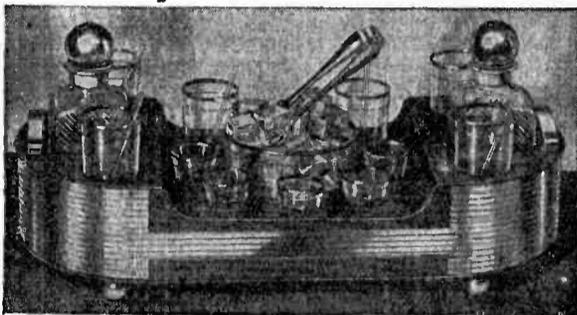
The Hottest Premium of the Year!

AVAILABLE NOW!

It's part of our NEW "Stopped Up" line—write for FREE Catalog NOW! State your business.

\$5.40

No. 740



No. 739—"Hollywood" SERVABAR complete as shown. A sensational gift-use money maker. 25-pieces. Our stock ample to meet your needs. Order at once. Price—\$7.90.
No. 740—"Newport" SERVABAR. Same as above except 23 pieces. Flat oval cabinet. Price—\$5.40.
No. 741—"New Yorker" SERVABAR. Same as above except round cabinet. Price—\$5.40.

NATIONAL PRODUCTS COMPANY, 25 W. Court St., Cincinnati, Ohio

LOS ANGELES

(Continued from page 37)

renewed fair conversation here Monday. Relley Castle, Foley & Burk shows, was in town on her way to San Diego, Calif., before returning to winter work in San Francisco. Tommy Esque, Goodman Wonder Shows, was in town. He's stationed with the Third Coast Artillery at Fort McArthur, Calif.

Lee Alton Hahn, Mr. and Mrs. Tony Tumbos, Teddy Texura, Bobby Cohn, Cecil Berdin, Hugh McGill, Dick Lewis, John Hill, Mrs. Charles Hudson, William H. Harmer and Frank Nelson visited the PCSA rooms. Alex and Ann Steward, American Amusement Enterprises, Venice, Calif., came up from the beach, and Babe and Mike Herman visited with other show people here. Florence Darling has recovered from her recent illness. Eddie Tait is back in town from trip into the Northwest.

BUCK IN WIND-UP

(Continued from page 30)

Methuen, Mass.; Jimmie Howard, Gainesville, Fla.; Donald Nixon, Middle Branch, O.; Mr. and Mrs. A. Boneberg, Newark, N. J.; Dana Chase and Mr. and Mrs. Goldie Fitts, Philadelphia; Jimmy Allen, Jamaica, N. Y.

Mr. and Mrs. Eddie Evans and Mr. and Mrs. Jimmie Evans went to Columbia, S. C.; Blackie Miles, Trenton, N. J.; Colonel Saydect, Miami; Gates Brothers, Charlotte, N. C.; Thomas J. McNulty, North Haven, Conn.; Mr. and Mrs. Al Lord, Augusta, Ga.; Isadore Bezo, Plattsburg, N. Y.; Robert F. Maloney, Taunton, Mass.; Charles Lau, Oswegatchie, N. Y.; Lewis H. Wallace Jr., Lexington, Va.; William Kelly Jr., Rensselaer Falls, N. Y.; Clark Wilson, Syracuse, N. Y., and John Minarick, Columbia, S. C.

Dick Ellery went to Pittsfield, Mass.; Prince and Lady Denis, West Coast; Mr. and Mrs. Winnie Sisto, Philadelphia; Mario Ortiz, New York; Glenn Evans, Williamsport, Pa.; John Miller, Buffalo; Harley Mumm, Paterson, N. J.; Harry Deats, Norfolk, Va.; Nathan E. Reinart, Norfolk; G. L. Buck and Irvin Zimmerman, Leighton, Pa.; Anthony Falco, New York; Walter Kalrnes, Baltimore; George Decker, El Paso, Tex.; Chick St. Clair, Pasadena, Calif.

PENN PREMIER BUYS

(Continued from page 30)

traction Smithey will return to resume training his animals. Lew Alter will stay in quarters to start work on a new front for the Illusion Show. Bydlark will direct the quarters crew which will rebuild all rides and new light towers for the midway. Jack Wells is slated to return after Christmas to begin work on the transformer wagon.

Mr. and Mrs. Jack Montague will winter in Florida and upon their return will take over management of the new Dope Show. Dutch Radcliff, Mr. and Mrs. Benjamin and Whitey Campbell left to join Dodson's World's Fair Shows in Jacksonville, Fla. Harry Meyers will spend the holidays in Pittsburgh before returning to quarters to build six new stores for next season. Phil O'Neil will winter in Rome, N. Y., while Mr. and Mrs. Morris Kahntroff will go to Florida. Pat Gilmore went to Winston-Salem, N. C., and Mr. and Mrs. Kane to Miami.

After final details have been arranged. Owner and Mrs. Lloyd Serfass will motor to California for a vacation. Mr. and Mrs. Carson will go to New Orleans for a month. Ben Rys, *The Billboard* sales agent and mailman, will spend the off-time in Reading, Pa., while Felix, Side-Show chef, will handle the cooking chores in quarters. Tony Gallagher, boss canvasman, sustained a broken leg on the midway here.



★ BUY ★

United States
DEFENSE
SAVINGS
BONDS and
STAMPS



P.D.Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker

Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Complete outfit costs about \$60. That's all you require to start This Big Money Business.

Look! Joe Hoy, Ark., writes: "Rigged up booth with lights. GROSSED \$39.20 SATURDAY." Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

FACTS ABOUT THIS AMAZING ONE-MINUTE PHOTO MACHINE

Requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

WRITE Front porches, back yards, street corners, picnics, fairs, carnivals—**TODAY EVERYWHERE** you will make big money with P. D. Q.

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-11, Chicago, Ill.

A SENSATIONAL SELLER

BLACK WALNUT BOOK ENDS

with Maple Initials

\$10.00 PER DOZ. PAIRS

Including one pair of Initials with each pair



Initials removable and interchangeable so that with a few extra Initials sales can be made quickly. FOR FULL DETAILS SEND FOR OUR PRICE LIST #188K.

LEO KAUL IMPORTING CO., 115-119 K So. Market Street Chicago, Illinois

FOOTBALL AND SPECIAL OCCASION SOUVENIRS

BADGE NOVELTIES FOR FAIRS, RODEOS, CONVENTIONS AND SPECIAL EVENTS. WRITE TODAY FOR LIST OF ITEMS AND PRICES.

Always Featuring the Newest Items for the Novelty, Premium and Specialty Man.



3333 LINDELL BLVD. ST. LOUIS, MO.

★ PATRIOTIC LICENSE EMBLEMS ★

Metal Booster Plates for Motorists—"Victory," "Glad I'm an American," "God Bless America," etc. Per Doz. 65¢. 100 for \$5. (Include Dep. & Postage.)

★ Latest Styles Patriotic Brooches—Lapel Buttons—Insignias. Send \$1.00 for Sample Assortment. Free Catalog, write.

CHAMPION SPECIALTY CO., 814-M Central Street, Kansas City, Mo.

★ CANDY DEALS & XMAS GOODS ★

● **KNIFE & PEN DEALS:** Nudies, Patriotic, Midget, Hunting, Jackmaster.
● **POCKET LIGHTER DEALS:** Bowling, Bottle, Novelty Cigar. 12 to each deal with 1¢ to 3¢ card. Per Deal—\$1.85.
DRUG ITEMS, NOTIONS, LOTIONS, EXTRACTS, CARDER GOODS, SIDELINE MDSE., CLOCKS

CARNIVAL & BINGO SUPPLIES
MILITARY SOUVENIRS—PREMIUMS—PARTY FAVORS—HATS—BALLOONS
FOXTAILS, CANES. OUR NEW LIST IS OUT
BE SURE AND MENTION YOUR LINE OF BUSINESS
MIDWEST MERCHANDISE CO. 1008 BROADWAY KANSAS CITY, MO.

Events for Two Weeks

Nov. 3-8
 ARK.—Newport. Livestock Show, 3-8.
 CALIF.—Hemet. Turkey Show 6-9.
 Los Angeles. Dog Show, 8-9.
 GA.—Lions' Christmas Charity Fund Festival, 3-8.
 ILL.—La Salle. Corn Husking Contest, 3.
 IOWA.—Des Moines. Dog Show, 8-9.
 KY.—Louisville. Fat Cattle Show, 5-7.
 ME.—Lewiston. Poultry Show, 4-6.
 MASS.—Boston. Flower Show, 6-10.
 MICH.—Cheboygan. Potato-Apple Show, 5-7.
 Grand Rapids. Dog Show, 8.
 Lansing. Dog Show, 9.
 Maristec. Potato-Apple Show, 4-6.
 MO.—Bourbon. Dog Show, 8.
 St. Louis. Dog Show, 9.
 NEB.—Lincoln. Dog Show, 4-5.
 N. H.—Nashua. Police Circus, 5-8.

N. J.—Newark. Dog Show, 9.
 N. Y.—New York. Dog Show, 9.
 New York. Horse Show, 5-12.
 N. C.—New Bern. Auto Show & Merchants Expo., 3-11.
 Yadkinville. Tobacco & Harvest Festival, 4-8.
 S. D.—Brookings. Farm & Home Week, 4-7.
 TEX.—Rockdale. Livestock-Poultry Show, 6-8.
 UTAH—Ogden. Livestock-Poultry Show, 2-6.

Nov. 10-15
 ARIZ.—Phoenix. Fiesta del Sol, 13-15.
 CALIF.—Oakland. Celebration, 11.
 Oakland. Dairy Show, 12-14.
 Porterville. Celebration, 11.
 San Diego. Celebration, 11.
 COLO.—Lamar. Livestock-Poultry Show, 12-14.
 FLA.—De Funiak Springs. Legion Celebration, 11.
 ILL.—Chicago. Antiques Expo.-Hobby Fair, 10-15.
 IND.—La Porte. Muck Crop Show, 12-18.
 LA.—Baton Rouge. Rodeo-Livestock Show, 8-18.
 MASS.—Boston. Dog Show, 14-15.
 MICH.—Port Huron. Dog Show, 11-12.
 MINN.—Minneapolis. Dog Show, 14.
 N. Y.—New York. Natl. Hotel Expo., 10-14.
 N. C.—Charlotte. Expo. & Food Show, 12-22.
 O.—Dayton. Celebration, 11.
 OKLA.—Oklahoma City. Food Show, 12-15.
 PA.—Pittsburgh. Auto Show & Defense Expo., 10-15.
 S. D.—Colome. Celebration, 11.
 TEX.—Houston. Shrine Circus, 9-16.

BALLYHOO BROS.

(Continued from page 30)
 cotton clothes, then to send the money down a chute to the office wagon, bale the patrons without doing them any bodily harm and haul them off the lot. We agreed with the bosses that the amusement seekers would consider being baled a novel midway thrill, but what about their money? In the past we had never cared much as to how a patron felt about any attraction, but the bosses considered it wise to change their plans. The new plans called for the ginning of money out of clothes but, instead of baling the patrons, their clothes would be baled. Then, should they squawk about the loss of their clothes, they would be squared by getting their money back, which is a legitimate procedure. If they still squawked, a blanket would then be given them to go home in. This would make it doubly legitimate because of us throwing stock, and it would be the only funhouse to give patrons something besides air and slides as well as their money back. Rebuilding of our old funhouse was started at once. Over half a ton of metal-drawing magnets were fastened on trolleys. These were to draw the dough out of the patrons' kicks and carry it to the chutes, where it would be released into the office wagon. Just how to remove the patrons' clothes was the next problem. When we heard a jackpot about the air in a funhouse being so strong that it blew a woman's dress off, the problem was solved. Blowers were installed to give enough pressure to blow a patrons' clothes into the baler.

By Saturday the new device was ready for a test run. One of the sticks volunteered to make funhouse history and gamble with his life for the sake of midway science. When all machines were set in motion he bravely walked in. Running true to plans, the magnets sent three brass checks down the office wagon chute. When he hit the second lap we heard the blowers blasting and a bale of yarn fell out of the baling room. That proved that threadbare clothes didn't work. But where was the body of the human guinea pig? The device and the entire lot were searched, with no results. Two hours later he was discovered on the stage of the dimly lighted Nudie-Cutie Posing Show. The sudden shock had made him dizzy enough to join the haven of the nude. The office is convinced that if the pressure is reduced the new device will be a success. Only high pressure will be used when short of posing girls.

MAJOR PRIVILEGE.

STRATES CLOSER GOOD

(Continued from page 30)
 for Florida for the winter. They will be with it next season. Arthur Walsh went to Hot Springs, Ark.; Joe Scitino and Johnny Ornealas, Buffalo, N. Y.; Mr. and Mrs. Sky Putnam, Florida; Steve Gekas, High Point, N. C.; General Agent William C. Fleming, Buffalo, N. Y., and William Brown, North Tonawanda, N. Y. Mrs. J. C. Weer is playing independent dates with the Fly-o-Plane; Johnny Yotis and Rocca Marialita went to Savannah, Ga.; Jake Sabol, Binghamton, N. Y.; Alvin Blackmon, Savannah, Ga.; Tony Gordon, independent dates; Fred Furnier, New York; Sol Solsberg, Miami; Bill Hegeman; Gibsonton Fla.; Keith Buckingham, Elmira, N. Y.; Emanuel Zacchini, Tampa; Junious Young, Philadelphia; Louis Strates, New York, and Al Campbell, Florida. Assistant

Manager Dick O'Brien will remain in Mullins, as will Master Builder James Yotas, Trainmaster Mike Olsen and Utility Director Walter Lumpkin.

UNDER THE MARQUEE

(Continued from page 48)
 territory on a larger scale than in previous seasons, says Miller. Doc reports his winter unit booked solid until spring in schools and lodges.

A. L. CHUMLEY, ace circus fan and collector of Chattanooga, had a full-page spread in *The Chattanooga News-Free Press* October 22, with an eight-column head, about circus parades when they were in their glory years ago. Five three-column cuts, reproductions of photos from Chumley's large collection, showed famous old circus band wagons and calliopes.

BINGLING BROS.' seventh annual indoor circus was staged at Philippus Gymnasium in Cincinnati October 22-25 to a much larger crowd than last year. Program included Edward and William Wuebold, instrumentalists; Anderson's dogs, ponies and mules; Bush Brothers, acrobatic act; Madam Jo Kamm's Australian bird circus; Ellen Stanhope and Teddy and Clifford Schott, adagio act; Jimmy Valdare, tramp cyclist; Netla and Edro, rhythmic gymnastics, and clowns Ed and Phoebe Raymond and Albert White.

CHRONOLOGICAL data on the show life of Fred Beckmann, who died October 17, as given to C. G. Sturtevant five years ago by Beckmann himself follows: He was billposter on W. W. Cole Circus in 1883; with S. H. Barrett, 1884; Cole, '85-'86; Forepaugh, '87; Forepaugh & Samwell, '88; off road '89-'90; advertising agent on Adam Forepaugh, '91; special agent same show, '92-'93; manager No. 1 Car same show, '94; manager Advertising Car No. 1 Buffalo Bill Show, '95-'97; special agent same show, '98-1901; general agent Sipe Dog and Pony Show, 1902; special agent Barnum & Bailey, '03; manager advance Car No. 4, same show, '04; general agent of Frank A. Robbins Circus, '05-'07; general agent 101 Ranch, '08-'09; assistant manager same show, '10-'12; owner Oklahoma Ranch Wild West, '13; motordrome in Panama, '14; Heinz & Beckmann, '15; World at Home Shows, '16; general agent, manager, etc., C. A. Wortham Shows, '17 to Wortham's death, and part owner of Beckmann & Gerety shows to his death.



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NOT many of us can be spectacular heroes. Yet by buying Christmas Seals you save human life just as surely as if you had plunged into a burning building!

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OAK-HYTEX BALLOONS

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Every kid wants this Bomber balloon. Make some real money by pushing this timely and popular novelty.



The OAK RUBBER CO. RAVENNA OHIO

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

BOB POSEY . . . who recently jumped into the cotton country, pens from Clarksdale, Miss., that he has worked six days in that territory to fair business. He expects to remain in Mississippi until New Year's, then do a little fishing. He asks for pipes from Glen Bernard, Jim Osborne, Al and Ann Decker, Doc Coy Hammock, Carl Krueger, Pat England, E. J. Floyd, Jack Halstead, G. E. Brown, Tom Sigourney, Tex St. Johns and Mr. and Mrs. Pat O'Brien.

Singer and Hull say it's a great boost to pitchdom.

ROSS ELIJAH . . . and wife are in Indianapolis and say they haven't seen many of the boys lately. Ross and Cotton Williams worked the horse show in Indianapolis to dandy takes on paper. Ross asks W. H. Dietrick to pipe in.

SINCERITY in your efforts and the sale of your item, more than anything else, promotes confidence among members of your tip.

WHAT ARE you going to work during the holidays? Order your stock now.

Pitchdom Five Years Ago

L. E. (ROBA) COLLINS . . . and wife are back home in Patterson, Mo., after a nice season in Ohio and West Virginia with the W. D. Curl Shows, on which they operated concessions. Say they met few pitchmen in that territory. One was Farrel, well-known cleaner worker. They expect to work a few sales in Patterson territory with med, also play several schools with their magic show. Pipes are asked for from Gene Knight, Bobby Wheeler and Dave Rose.

Ted Goodwin and wife were in Aransas Pass, Tex., handling for their seventh year one of the Tate-Lax units. The roster also included Clara Goodwin, Ray Hedgewood and Happy Neureur. Biz was good. . . . Gummie Hicks met Al Meyers and Jack Sharon at Poulso, Wash. They were getting plenty of subs. . . . James E. Miller, after winding up his fair season at Circleville, O., was in Columbus. . . . Fido Kerr had just closed a good week at the Minnesota State Fair with eight demonstrations. . . . Harry Weber and Irish Davis were working a hand-writing layout. . . . J. H. McCaskey found business on the leaf fair in West Virginia and Central Virginia. . . . Floyd Arnold was in Chicago and had severed his connection with Chief Black Wolf, breaking up the act known as Chief and Si, which worked on Doc Wallace's med show. . . . Edgar R. Clark, of pan-lifter fame, had been working thru Colorado, Utah, California, Oregon and Idaho to good biz. . . . Ethel Hart had been working Cincinnati for several months. Her partner, Miss Gray, had gone south for the winter. . . . Included among the pitch and jam artists in Dallas were Curly Brown, Morris Kahntroff, Bernie Gross, Red O'Brien, Teddy Goldstein, Frank Mismura, Salem Bedonie, Harry Corry, Marvin South, Al Goldstein, Bernie Stone, Jack Milton, Charles Peters, Mandle Sax, Leon Hirsch and Mike Goldstein. . . . Frenchy Thibault jumped into Spokane from Omaha. . . . Jackie Miller was in Mountain View, Mo., recovering from a snake bite sustained while visiting Babe Rearick on the Barker Shows. He was working sales with sox and Christmas cards to good biz. . . . Speedy Rose was in Cincinnati shopping around for a car and house trailer. . . . Barney Banks, veteran key-check worker, was a visitor at the Pipes desk in Cincinnati. . . . Kid Carrigan was in Columbus, O., up from the mining regions of that State. . . . That's all.

IF YOU'VE GOT a good product you can sell it. Don't wait for someone else to take care of you.

RICTON . . . and wife are okay and still operating their dine and dance inn at Covington, Ga. They also play schools in Atlanta and vicinity once or twice a week with their dog circus.

STANLEY NALDRETT . . . is being held over for another week in Huntington, W. Va.

TRIPOD TERRY SEZ: "Only way to assure yourself of success is to continually go forward."

JACK SCHARDING . . . pens from San Antonio: "I played the Louisiana State Fair at Shreveport. Weather was good, but crowds and business were poor. My season has been no better than last year. Am on my way to the West Coast. Among those at the fair were Jerry Russell, of jam fame, with two workers, who left before the fair was over; Sid Shipman, with humantones; Dusty Rhodes, coils, and Doc R. D. Smith, herbs, who got top money."

TRIPOD OPININGS: "When you find you're not clicking with your tips take inventory of yourself, not your fellow workers."

HAPPY HENDERSON . . . tells from San Diego, Calif.: "I came in here for the fair and spent my time on the Rubin & Cherry midway, as I arrived too late to get set up with the knife sharpeners. Met plenty of old-timers, including that master of gab, Al (Slim) Charak. And here's the kick, he has joined the ranks of the happily married."

BEST WAY TO GRAB off the lucre is to exert the initiative and ingenuity within yourself.

JACKIE SINGER . . . and Georgie Hull tell from New York that they were pleased to read Harry Greenfield's pipe in the October 25 issue about Jack Kahn, Sailor Jim White and Sol Addis doing their bit for the China Relief Committee in Columbus, O.

CLEAVER AND KNIFE DEAL

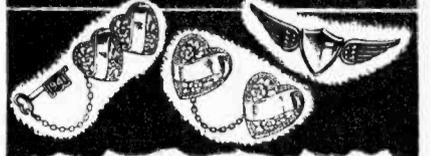
\$1.50 Cleaver, \$1.00 Butcher Knife, \$1.00 Slicing Knife and Knife Sharpener to sell for \$1.50 or \$1.75 a Set. High-power deal—Pitch, demonstration and coupon setup now ready. Send \$25.00 for standing deposit to guarantee express for coupon deal. Dozen Sets, \$12.00; Sample, \$1.50. 25% deposit on other orders.

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40-PIECE Novelties, Gifts, Premiums #4, Retail to \$3.00.	DEAL	36.00
1000 ASSORTED Novelties, Novelties & Toiletries, Retail to 10¢.	DEAL	17.50
1200 ASSORTED Stationery Items, Retail to 10¢.	DEAL	21.00
400 ASSORTED Military and Patriotic Items. Big range, Retail to 50¢.	DEAL	24.00
TOY & GAME ASSORTMENT #1, Retail to \$2.00.	DOZEN	7.80
TOY & GAME ASSORTMENT #2, Retail to \$1.00.	DOZEN	3.75
TOY & GAME ASSORTMENT #3, Retail to 50¢.	DOZEN	1.80
TOY & GAME ASSORTMENT #4, Retail to 25¢.	GROSS	8.50
TOY & GAME ASSORTMENT #5, Includes Jokes and Novelties. Retail to 15¢.	GROSS	4.20

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Punch Whistles

By E. F. HANNAN

IN THE old days museums and side shows offered Punch and Judy Shows as stock entertainment. Nothing is any funnier to the minds of children, and performers in this line usually worked for so much per show and the whistle privilege. These whistles are bits of tin, covered with thread or elastic, and it's been so long since I've seen anyone pushing them that I'd about forgotten such a novelty until this fall when I saw a demonstrator doing good business with the item after he'd delivered a short punch show. This worker makes the product himself and the results he obtained were good, due in great part to his familiarity with the whistle and helped, no doubt, by practice.

George (Punch) Irving, old-time side show manager and Punch and Judy performer, often told about the time the sales of these little novelties kept the salaries paid with a dragging small circus he was with. My point is that pitchmen and demonstrators often waste good time in trying to put over something that finds a field only among adults, and pass up good money pushing novelties that appeal to kids. If the kid wants it, then you don't need any salesmanship to clinch the pass-out.

"SAINT CHRISTOPHER be My Guide"



A NEW RELIGIOUS MEDAL

Protects and guides those away from home. Especially desirable for those husbands, sons or sweethearts now away at ARMY or NAVY posts. To be worn at all times for a safe return home. Every car owner or those traveling are sure prospects.

ACTUAL SIZE SILVER PLATED EXTRA!

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FELDMAN BROS., 159 CANAL ST. NEW YORK CITY

Defense Savings Bonds can be registered in the name of children as well as adults.

Hub Rodeo Bows Well; Advance Sale Is Up 25%

BOSTON, Nov. 1.—With advance sales exceeding last year, the 10th annual Championship Rodeo, which opened at the Garden here October 30 for a 13-day stand, appears to be headed for a total gross of about \$175,000. Last year's figure was \$170,000, and current advance sale is 25 per cent ahead of last year. Final gross, however, is not expected to top last year's figure by more than \$5,000. Thursday night's opening was bad, with the weather uncertain and only 7,500 were in attendance. Friday night was better with about 10,000 on hand. Gene Autry is again the feature of the rodeo and plenty of good publicity was obtained as a result of his presence. Garden publicity director Les Stout and Autry's manager, Dave Whalen, teamed up to get the rodeo plenty of space and many features. Governor and Mrs. Leverett Saltonstall attended the opening performance, sitting in a box with Mrs. Autry.

Don Wilcox, Tulsa, Okla., sustained a lacerated scalp which required two stitches, and Frank Finley, Florida, suffered a foot injury when two of the horses lost their footing during the parade. Al Fletcher suffered a broken ankle in the Wild Horse Race opening night. Tickets were scaled at 55 cents for unreserved seats and \$1.10, \$1.65 and \$2.20 for reserved seats.

Results

First Day—Bareback Bronk Riding: Smoky Snyder, Fritz Truan, George Mills. Cowgirls' Bronk Riding: Margie Greenough, Mildred Mix Horner, Iva Del Drakster. Calf Roping: Tony Salinas, 20 2-5 seconds; Roy Lewis, 21 2-5; Sonny Hancock, 24 1-5. Saddle Bronk Riding: Bart Clennon; Gerald Roberts, Doff Aber. Steer Wrestling: Hub Whiteman, 9 4-5 seconds; Joe Mendes and Howard McCrorey split second and third, 11 seconds. Wild Cow Milking: Bill Hughes, 36 4-5 seconds; Harold Jackson, 39 3-5 seconds; Homer Pettigrew, 42 1-5 seconds. Bull Riding: Bob Estes, Jim Patch, Jim Whiteman. Wild Horse Race: Al Fletcher, Paul Gould, Carl Dossey.

Second Day

Bareback Bronk Riding: Frank Finley, Carl Dessey, Jim Like. Cowgirls' Bronk Riding: Alice Greenough, Vivian White, Mark Parks. Calf Roping: Spud Spillsbury, 18 1-5 seconds; Toots Mansfield, 19 1-5; Dave Campbell, 19 2-5.

Saddle Bronk Riding: Burrell Mulkey, Alvin Gordon, Fritz Truan. Steer Wrestling: Jim Whiteman, 11 seconds; Dick Herron, 12 3-5; Hugh Bennet, 16 2-5. Wild Cow Milking: Shorty Matlock, 46 2-5 seconds; Irby Mundy, 64 3-5; Toots Mansfield, 65 4-5. Bull Riding: Gerald Roberts, Charles Colbert. Wild Horse Race: Carl Dossey, Paul Gould, Alvin Parshall. Wild Ride was won by Alvin Parshall.

Messick Elected President Of Minneapolis Aquatennial

MINNEAPOLIS, Nov. 3.—Neil R. Messick, manager of Hotel Nicollet here, was elected president of Minneapolis Aquatennial association on October (30) at a meeting of directors. He succeeds Thomas E. Hastings, Aquatennial president since its inception in 1940. Hastings has become general chairman of the 1942 festival, succeeding W. R. Stephens. Other officers chosen were Tom von Kuster, vice-president; C. E. Anderson, secretary, and D. W. Onan, re-elected treasurer. First of five new directors to be elected by the board this year was John Boscoe, president of Central Labor Union.

Messick in accepting the post said the Association was going into 1942 with a \$50,000 deficit, but that directors were confident the amount could be pared in half by next summer and wiped out in 1943 without sacrificing quality of the festival.

Ill. May Run 10 Days in '42

SPRINGFIELD, Ill., Nov. 3.—The 1942 89th Illinois State Fair here may be extended one day and become a 10-day annual, said General Manager William V. (Jake) Ward following the October 29 meeting of State Fair Advisory Board. Tenth day would be known as Preparation Day, opening the fair on Friday and

permitting grounds to be in better shape. Manager Ward said there would be no change as regards the "everybody pays" policy inaugurated this year. While cutting attendance, new rule did not affect receipts, and officials were pleased with results of Gov. Dwight H. Green's edict halting the flood of tickets passed out.

HARTMANN'S DEATH

(Continued from page 3)

and Frank R. Conklin, A. R. Hodge, Fred C. Murray, A. Brady McSwigan, John H. Marks, A. E. Selden, Floyd King, Bess and George Hamid, Mrs. W. H. Donaldson, Bertha McDaniels, Showmen's League of America, Harry Kahn, Mr. and Mrs. Sam Hess, Elias E. Sugarman, Vera and Harry LaBreaque, Starr

Word From Winchell

"Please convey my sincerest sympathies to the Hartmann family. I never had the pleasure of meeting the first man to give me my first break."—WALTER WINCHELL. In this wire the New York columnist recalled that his first writing for publication was done for *The Billboard* while he was trouping in vaudeville. The copy comprised vaude chatter picked up on the road and, thru correspondence, arrangements were made by young Editor Hartmann for its editing and printing.

and Adele DeBelle, Mr. and Mrs. Nat Green, International Showmen's Association, Bert Nevins, Lola Painter, S. L. Cronin, P. T. Strieder, Barnes-Carruthers Fair Booking Association, Walter D. Nealand, Zack Terrell and Vernon L. McReavy.

Arrivals of out-of-town friends to attend the services and of beautiful floral tributes began today.

SUGAR'S DOMINO

(Continued from page 4)

awed by the thought that the place beside us will never again be filled by the man with the boyish smiling face—a man to the core but an unusual man in that he never quite lost his boyish faith in humanity and the nobility of man. It is proud that *The Billboard* should be that it made this possible.

NIGHT CLUB REVIEWS

(Continued from page 19)

dish out danceable stuff, including the usual mixture of Latin rhythms and oldies. Angelo's marimba band (four men) specialize in Latin tunes and they, too, are okay. *Paul Denis.*

Casino Atlantico, Rio de Janeiro

Talent policy: Show and dance bands; floorshow. Management: Dr. Gildo Amadio, managing director of the Grill Room.

With talent for the new show arriving from New York two days late, the current show, set for opening October 10, was set back to October 14. Management has brought in Reva Reyes, singer, to head the present show, with the Carr Brothers, U. S. acro turn, coming on the same ship. The Glamour Girls (10, two having returned to the States) are back in the show after four weeks at the Grand Hotel Casino Guaruja in Santos. The Bertay Sisters and Val Voltane, U. S. turns, are carried over from the previous show.

Casino spent extra coin for advance publicity on Reva Reyes, also on production background for her, altho smallness of stage limits attempts along these lines. Opening night pulled an over-capacity crowd.

Show gets under way with Diamantina Gomez, fem emcee, introducing the Glamour Girls for a rumba routine in very attractive costumes. Bertay Sisters followed with acro tricks, girls losing no time between tricks. Off to good hand.

Val Voltane, mix-a-drink artist, is assisted by four local girls, who pass out the drinks as they are called for. Voltane chatters in English, and Oswaldo Vianna, male emcee, makes the translation into the Portuguese; but evidently the crowd all knew their drinks, as requests were all in English. Artist also dished out native Brazilian liquors. Carr Brothers, in tux, start with

comedy tricks and wind up with outstanding feats. Boys were called back, and finished to heavy applause.

After lengthy introduction by orchestra, Reva Reyes is discovered back of scrim drop, singing in French *Il Ne Faut Brise un Reve*. She steps out to work atop a huge guitar on the dance floor, offering *Petit Français*, in French, and *May I Have This Waltz With You, Madame and Daddy*, in English. Follows with *Borachita, Serian a Los Dis, Boom and Jal Ta Main*. Went off to a big hand, and encored with *When I Learned French*.

Francisco Jose Ferreira Filho's band did an excellent job of accompaniment for the show, alternating with Louis Cole's band for dance music. Phyllis Cameron and Gloria Whitney, U. S. singers, do vocal chores with both bands.

Food and drinks are moderately priced. *James C. MacLean.*

ROUTES

(Continued from page 34)

Virginia Greater: (Fair) Zebulon, N. C. West Bros.: Natchez, Miss. West Coast: (Fair) Porterville, Calif. 4-11; (Columbia Square Park) San Francisco 13-29. West's World's Wonder: (Fair) New Orleans, La., 7-16. World of Fun: Graniteville, S. C. World of Mirth: (Fair) Anderson, S. C.; (Fair) Augusta, Ga., 10-15. Zacchini Bros.: Bushnell, Fla.

MISCELLANEOUS

Alexander, Mentalist (Rex Club) Terre Haute, Ind., 3-8. Cooper's, Al, Dixie Queen Showboat: Florence, Ala., 3-8; Guntersville 10-15. Cowboy Mac's Texas Rangers: Shawnee, Tex., 5; Pampa 6. Daniel, Magician: Osage, Ia., 4-5; Waucoma 6; Calmar 7. Holland's, E. S., Show: Norwood, Ga., 3-7. Klein's Circus Unit: Dennison, O., 10-11. Levitch, Prof. L. (Delft Theater) Marquette, Mich., 10-15. Lippincott, Magician: Chesterfield, S. C., 3-8; Cheraw 12; McColl 13; Chesterfield 14-15. Long, Leon, Magician: Montgomery, Ala., 4-11. Lucy, Thos. Elmore: Denver 5-15. Malloy, J. R., Circus Unit (Tap Room Club) Barberton, O., 3-8. Monroe, Magician and Ventriloquist: Anthony, Fla., 3; Melrose 6; High Springs 7; Green Cove Springs 8. Myhres Entertainers: Swanton, Nebr. Pronk, Magician: Dixon, Ill., 5; Galva 6; Knoxville 7. Slout, L. Verne, Theater Workshop: Brigham City, Utah, 5; Newton 6; Lewiston 7; Rexburg, Idaho, 10; Idaho Falls 11; Blackfoot 12; Twin Falls 13-14. Wassaw, Magician: Lexington, Tenn., 3-8.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Arres, Don (Roxy) NYC, 3/8. Bernie, Al (Roxy) NYC, 3-8. Clark, Coleman & Co. (Roxy) NYC, 3-8. Cowboy Mac's Texas Rangers: Talihina, Tex., 7; Naogdoches 8; Longview 9; Lufkin 10; Mineral Wells 11; San Marcus 12; Huntsville 13. Dexter, Joah (Music Hall) NYC, 3-8. Fern, Pearl, & Eddie (Blue Crystal Night Club) Girard, O., 3-8. Geddls, George: Texas City, Tex., 2-3; Alvin 4-6; Bay City 7-8; Pasadena 9; all theaters. Holland's E. S., Show: Norwood, Ga., 3-7; Camak 8-11. Knight, Felix (Music Hall) NYC, 3-8. Landrum, Robert (Music Hall) NYC, 3-8. Lime Trio (Music Hall) NYC, 3-8. Muck & Fay (Fiesta Night Club) Astoria, Ore., 3-8; (Stork Club) Portland 10-15.

Overman, Wally (Night Club) Detroit 3-9. Ray & Geraldine (Music Hall) NYC, 3-3. Rio & Rita (Hotel Savarine) Detroit 3-8. Robbins, Archie (Roxy) NYC 3-8. Romas, Flying (Fair) Starke, Fla., 3-8; (Fair) Madison 10-15. Siegfried, Great: Shriners' Circus, Coliseum, Houston, Tex., 10-16. White & Varno (Quincy) Quincy, Mass., 4-5; (Lennox Restaurant) Troy, N. Y., 6-12.

ELECTRIC PENCIL

Favorite of the 5 and 10s. Great money maker for you wherever crowds appear. Appreciated by thousands of good-will, sales promotion managers; insurance companies; libraries, etc. Many say they would not take \$100 for it if another could not be had. Famous Professional Model, No. 3, switch on 7-foot SAFETY asbestos resistance cord, with roll superior gold, \$4.75, postpaid, cash with order; No. 2, same as above, 5-foot cord without switch, \$3.75. Deposit \$1.00 for C. O. D., plus postage. Guaranteed one year. Money back if not 100% pleased. Exclusive features insure long life, dependability. COMFORT IN USING CONTINUOUSLY; may be held quite close to end of point. No burned off handles, no loose, wobbly points. Engraves gold, silver, very small, medium or big lettering on nearly any material. Fast on silk, celluloid, plastics, bill folds, sea shells, enameled metal, etc. Two rolls superior gold or silver, 1"x400", \$1.00; six rolls, \$2.50; dozen rolls, \$4.80. Wire today with express or P. O. money order. We originated the practical electric pencil in 1931. Avoid clumsy imitations. R. E. STAFFORD, 2434 N. Meridian St., Indianapolis. (Better save this.)

!! NEED STUFFED TOYS !!
Write
Midwest Stuffed Toy Co.
421 N. SANGAMON ST. CHICAGO
????????????????

INSURANCE
CHARLES A. LENZ
"The Showman's Insurance Man"
4738 Insurance Exchange, Chicago

WANTED
Show Folks To MOTORIZED
While Dollars Are Plentiful.
Write **CHAS. T. GOSS** Write
STANDARD CHEVROLET CO., E. St. Louis, Ill.
New-Used—Trucks, Semi-Trailers—New-Used
\$

WANTED
GLASS BLOWERS
Permanent position. Address qualifications by letter only. **T. A. WOLFE**, Park Central Hotel, New York, N. Y.

ENERGETIC MANAGER
To open and run Amusement Park and Fair Ground. Also want Shows, Rides and Concessions. Make this your winter quarters.
RAINBOW PARK
R. 2, Box 316P, Tampa, Fla.

CAMEL BROS.' CIRCUS WANTS
For all winter and season 1942, Banerman, Colored Musicians and Performers (Lowery, wire), Boss Cavasman (Gileon and Dunn, wire), Big Show Performers, Animal Acts, Side Show Performers, Dancers, Agent with Car (Ed Hiler, wire), Lunch Stand and Popcorn open. Want Workmen in all departments. Dumas, (Thursdays), McTehee, Friday; Dermott, Saturday; all Arkansas.

PLASTER GALORE!
IMMEDIATE SHIPMENT ON ALL STOCK NUMBERS
SELDOM EQUALED—NEVER SURPASSED
SERVICE . . . QUALITY
Beacon Blankets
make Warm Friends
ONE CASE OR CARLOAD
ALL PLASTER FINISHED IN BRIGHT COLORS DECORATED WITH TINSEL
Complete Line of Premiums, Novelties, Sales Boards. Write for Catalog. State Your Business.
WIS. DELUXE CORP. 1902 NO. THIRD STREET MILWAUKEE, WISCONSIN

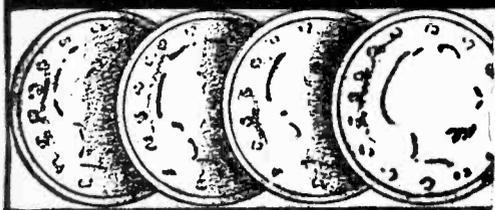
WANTED TEN TELEPHONE MEN
For the best proposition in the East. Mammoth Indoor Circus, Washington, D. C., benefit Christmas Basket Fund. Thirty-five per cent commission paid daily on paid in business. Guarantee all winter's work to sober, reliable men. Strong auspices. Wanted—Circus Ground Acts doing more than one. Wanted—Concessions of all kinds, including Bingo, Wheels and Ground Concessions. Address replies:
ROOM NO. 221, VICTOR BLDG., WASHINGTON, D. C.

COIN OPERATED

• • • VENDING

• • • SERVICE

• • • MUSIC



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

The Tenseness of These Times Calls for More Music

A Guest Editorial by M. G. Hammergren,

General Sales Manager, Rudolph Wurlitzer Company, North Tonawanda, N. Y.

Have you ever sat alone at home with nothing but clock ticks to puncture the silence? Pretty lonesome, eh? Then you snap on the radio. You flood the room with cheery music. You don't feel alone any more! Music has worked its wonders.

Have you ever watched a parade where the bands were too far apart? The marchers in



between grow listless, out-of-step. They aren't marching at all—they just plod. The enlivening magic of music is missing!

I could cite a dozen examples to prove that when you remove music, you deaden pleasure—you stifle morals.

Think of a theater without music. Think of a church with no organ—no choir.

Music drives away care, makes men forget weariness. That's why many of our great national defense industries furnish interludes of music for their workers.

That's why every army regiment and navy contingent has its band.

And that's the gigantic job that faces the automatic music industry today.

Troops on leave—defense workers off duty—a whole population reading, talking, hearing

little but national defense—the critical necessity for it—the wallet-walloping cost of it—the sacrifices necessary to accomplish it—all America needs to temper the tenseness of the times with moments of relaxation. And that calls for music!

Here's where the automatic phonograph fills the need. Soldiers on leave can't afford to visit the ultra-swank resorts, and the average defense worker, even with his increased income, doesn't hanker to refresh himself amid any regal atmosphere.

Both still gravitate to the local tavern or restaurant for an evening of entertainment. And here the automatic phonograph accomplishes the task to which we dedicate it by purveying the popular and the patriotic tunes of the day for only a nickel a number.

Remove this musical merry maker and you create a void that the clink of dishes and the drone of conversation can never fill. A man can soon satisfy his hunger for food—soon gets his fill of talk—soon heads again for home, lacking the mental relaxation that would fit him for another day of work.

Like aluminum and steel, like shot and shell, music can and will play a part in winning this war. Not on the battle fronts, but behind the lines in the thousands of cities, towns, crossroads and whistle stops that make America, and I nominate as the big gun in this blitzkrieg to build and maintain morale—the automatic phonograph, as tuneful as toe-tapping and as fun-stimulating a weapon as the arsenal of democracy could ever turn out!

Phonographs for Defense Week, Nov. 9-15

MEN & MACHINES

Information, Please

Somebody should start a class to teach members of the coin machine trade how to play all types of coin-operated machines. R. W. (Dick) Hood confessed "in open meeting" recently that he had never patronized an Automat restaurant because he did not know how to operate the things. He admitted he had peered in a few times but was afraid to deposit his coin. A prominent coin machine editor was recently seen bungling when he tried to put a coin in a music wall box, in a case of not knowing how.

At Grand National

"At Grand National, Rotation isn't just a game—it's the way all games keep going in and out of our warehouse and salesrooms," says Mac Churvis, of Grand National Sales Company, Chicago. "As a result of this constant rotation, Grand National is always fully stocked with up-to-date, profit-making games. Because we keep things moving fast, we can hold prices down to an absolute minimum and yet supply operators with the finest new and reconditioned coin machines."

Newspaper Talk

While some newspapers have tried to put pressure on regional Internal Revenue officials to give out lists of persons who take licenses on pinball games and slot machines, other newspapers have tried to give the public the facts. They have reported statements from revenue officials that no lists or information from the tax returns would be given out. This is in keeping with federal tax policy in all cases.

Going Great Guns

In order to keep pace with a fast-growing business, the Central Ohio Coin Machine Exchange, Inc., Columbus, O., is enlarging its quarters to insure faster deliveries and gain display space for a large selection of all types of coin-operated machines. Woolf Solomon, manager, looks for a heavy rush of business.

No K. P. for Me!

"No K. P. for me," writes I. D. Rotkin. "Thank goodness!" Rotkin's picture appeared in this column several weeks ago with the report that he had joined the army and was stationed at Jefferson Barracks in St. Louis, primary training school for the Air Corps. Rotkin is currently doing clerical work in the Testing Center. He hopes to become an aerial photographer.

Optimism Growing

"Now that the tax situation is settled and operators know where they stand,

You Can't Keep 'Em Down

In our series of pictures of coinmen who fly for business and pleasure we have had many brawny and virile heman. But now up pops one of the weaker sex. She is none other than Mrs. Art (Ruth) Olsen, wife of the head of Permo Products Corporation.



MRS. OLSEN AND PLANE

Mrs. Olsen has completed her training, has received pilot's license No. 90721-41 and is now a full-fledged flier. In the above picture she stands beside her plane, a Stinson Voyager. Husband Art Olsen is an aviation enthusiast of many years' standing. He is one of the owners of the Sky Harbor Airport located at Northbrook, Ill., and is also a licensed pilot.

Federal Tax Information . . .

The following telegram from our Washington staff was received in the Chicago office of The Billboard November 1 and contains information of new rulings on coin machines:

"Amend your tax material on arcade machines to indicate that games such as hockey, football, Kicker-Catcher, Batting Practice, Ten Strike, etc., are held similar to pinball devices and therefore subject to \$10 tax. Also believed advisable to repeat warning that if payout devices were operating after October 1 on any machine, regardless of later alteration to close them up, location owner is still liable for tax (at \$50 rate) to end of fiscal year, June 30, 1942.

"Understand from reliable sources that Bureau of Internal Revenue is now drafting new ruling for console machines having no payout device whatsoever and giving no indication to player that prize can be collected over counter, which will classify such machines as tax free.

"If payout mechanism is simply covered up and obstruction can be removed by location owner, tax will still apply. In short, payout mechanism will have to be permanently removed for tax free status. This, of course, is only tentative and is being revised almost hourly to make language suitable for legal terms. Entirely possible it will be issued about November 4 in answer to an inquiry. A Chicago manufacturer is said to have made the inquiry.

"Stamps signifying payment of machine taxes are to be mailed shortly to persons having paid their fees. Because of delay in printing, stamps were not available when collections were first made.

"Many operators are wiring bureau officials, requesting interpretations in regard to machines they identify by trade names. Only way the bureau can tell what they are talking about is to consult advertisements in The Billboard to find pictures and descriptions of machines. All persons making inquiry should do so in writing and should send picture and full description of the machine in question. Rulings are now under way on probably every known type of machine, so operators in general are requested to await further information before making individual inquiries.

"Bulletin of rulings and interpretations which you mentioned in your issue dated November 1, 1941, page 61, does not contain any rulings on coin machines yet. It is expected that by next month the rulings will be printed."

Convention Booths

CHICAGO, Nov. 7.—As a final report for the week, James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., reported that by 5 p.m., yesterday, contracts and reservations for display booths at the 1942 Coin Machine Show had reached a total of 87. Gilmore and the convention committees are highly elated at the speed with which booths have been taken for the coming national show and convention.

they are reacting accordingly, and business is fast becoming normal again," says Sam Kleiman, head man at Allied Novelty Company, Chicago. "Business has responded to this better sentiment and orders are coming in heavier than ever," he continued. Kleiman finds that individual orders are also larger and believes that this is a natural reaction to country-wide news about material shortages. "At any rate," he says, "our list of customers grows daily."

Paging John Stuart

Herb Jones, ad manager of Bally Manufacturing Corporation, is sending out a general call for John Stuart. He identifies him as a man reported to have been interested in popcorn machines in Chicago and later in Memphis. "Have personal information of advantage to him," says Herb.

Badger's Blitzkrieg

"We're blitzkrieging the service bug," declare officials of the Badger Novelty Company, Milwaukee, "by fortifying our mechanics at service schools at the factories and then sending them out in advance in a successful attack on the problem. We're following our V-plan which involves a sound schooling of the participants, a thoro knowledge of any weak spots and a wisely engineered pincer movement with no let-up until complete dominance and control of the attacker (service disorders) is completed. "Seriously, with increasing business and greater numbers of games on location, we recognize the fact that there will be more servicing of machines to be taken care of. And we have met the challenge. Each week our field service men map out their routes thru Wisconsin and Upper Michigan and proceed on their way to take care of any necessary repairs. The locality is not abandoned until a complete blackout of all service difficulties is effected. With the largest staff of employees in our history, we are well equipped to blitzkrieg the service bug and maintain a steady efficient movement of merchandise."

Market Reports

More than 20 cities are represented in the market reports carried in this issue. Each month The Billboard presents summaries of the month's activities and forecasts from key cities throught the country. The information is gathered by the network of The Billboard's correspondents on special assignment.

BRIEFS OF THE WEEK

Deaths

Ralph M. Bender, of Bender Distributing Company, Charleston, W. Va., October 20 after an illness of several months' duration.

Marriages

Bob Bourque, serviceman for Atlas Coin, Boston, to Edith Benoit October 18.

Births

A boy to Mr. and Mrs. Mike Dee October 24. Father is an operator from Staten Island, N. Y.
A boy, Benjamin David, to Mr. and Mrs. Sol Rose October 15. Father is a Minneapolis coinman.

Personnel

William Sykora, service engineer, has joined Hub Enterprises, Washington.
Johnny Wilson, Fort Worth, has joined the Toledo Scale Company as representative in the Fort Worth territory.
Al Meirovitz resigned as salesman for Minneapolis distributor.
Aaron Finn has been added to the bookkeeping department of Hy-G Amusement Company, Minneapolis.
Don (Red) Melgren has joined the Roycraft Company, Minneapolis.

In the Army

Milton Knapp, Knapp Music Company, Boston.
Monroe Lukasik, formerly with John A. Fitzgibbons office, New York.

New Addresses

C. W. Percy Novelty Company, 3230 McKinney, Dallas.

Firm Changes

H. M. Kerr, Northern Automatic Music Company, Des Moines, has pur-

chased the operating business of J. B. Hart, Charles City, Ia.

New Firms

Sidney B. Bernstein, 1003 West Girard Avenue, Philadelphia, to operate music machines.
Pioneer Manufacturing Company, Inc., 153 West Hubbard Street, Chicago, to manufacture salesboards. Officers: T. L. Morrow, president, and G. E. Greenholt, secretary-treasurer.

In the Hospital

Dan Odum, at various times a manufacturer, distributor and operator, in the West Side Hospital, Chicago.

In Chicago Last Week

Dave Simon, New York.
Mike Munves, New York.
Bill Rabkin, International Mutoscope Reel Company, New York.
Joe Hart, New York.
Jack Markham, Hill Music Company, Cincinnati.
Saul Kalson, New York.
Joe Fishman, New York.
Eddie Lane, New York.

In New York Last Week

Lee Hayden, Rudolph Wurlitzer Company, North Tonawanda.
Al Douglas, The Daval Company, Chicago.

BARGAINS FROM DAVE MARION

4 Bells . . . \$247.50	8 Bells . . . \$237.50
Jumbo Parade . . . 84.50	5c Q.T.'s, New 57.50
Jumbo, New . . . 132.50	Little Duke . . . 14.50
Mercury, Late . . . 14.50	Marvel . . . 14.50
Daval 21's . . . 6.00	Imps 1c Clg. . . 3.50
Model F's . . . 12.50	Liberty Bells . . . 17.50
Vest Pockets, Blue and Gold, New Reel Strips, Repainted and Reconditioned . . . 29.50	
Vest Pockets, Green, New Reel Strips, Repainted and Reconditioned . . . 24.50	
1/3 Deposit Required. Prompt Shipment.	

Write for Complete Bargain List. MARION COMPANY, Wichita, Kansas.

110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC 60 Cycles for operating coin-operated music machines, motion picture, AC radios, electric organs, pin-ball games, etc.

Complete 350 Watt, 110 AC Light Plant—List \$ 87.00
Complete 500 Watt, 110 AC Light Plant—List 150.00
350 Watt Kato Rotary Converter—List 61.50

KATOLIGHTO, Mankato, Minnesota, U. S. A.

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 11th St. Long Island City, N. Y.

MUSIC MERCHANDISING

NEXT WEEK'S THE WEEK

"Any Bonds Today?" in Every Phono as Industry Prepares for Nationwide "Phonographs for Defense Week"

CHICAGO, Nov. 1.—After weeks of preparation, the automatic phonograph industry is ready to come thundering down the stretch in the final phase of its all-out campaign to promote the sale of Defense Bonds and Stamps during "Phonographs for Defense Week," November 9 to 15. Primary objective of the campaign has already been realized, namely, that of placing the recording of the official Treasury theme song, *Any Bonds Today?*, in the No. 1 spot on every phonograph. Work on secondary goals continues as final stages of the campaign shape up as employees of phonograph locations are enlisted into the army of high-pressure salesmen for Defense Bonds, and columnists get busy planting publicity items in their local press.

The manner in which the industry has co-operated in this drive has already earned the praise of Treasury Department officials from Secretary Henry T. Morgenthau Jr. down. Press comment in many leading newspapers already indicates that more and more people are waking up to the tremendous weight the industry carries in marshaling public opinion.

Big Push Ahead

But the big push is just ahead. What's gone before has just been a warm-up session for the big drive. November 9, the beginning of Armistice Day week, will mark the firing of the opening gun in the industry's all-out campaign to boost bond sales. It's "Phonographs for Defense Week." In brief, ammunition to put the drive across already lined up consists of:

1. *Any Bonds Today?* in 400,000 phonograph spotted in every location in the nation.
2. Every phonograph and phonograph location carrying stickers, placards, posters and other Defense Bond literature urging people to invest in their government right now and as often as they can.
3. Every manufacturer, distributor, jobber and operator, their families and employees bond owners.
4. All location owners and their employees primed to do a thoro selling job on all patrons during the week.
5. Every phonograph association set to

stage concentrated local drives during the week to boost bonds such as floats in Armistice Day parades, paid ads in local papers, etc.

Big Program

A formidable program is this, one that could not have been made possible without the wholehearted co-operation of every member of the industry from manufacturer to serviceman.

More and more the average American has become conscious of the automatic phonograph during the past few years as an increasing number of songs and artists skyrocketed to the heights as a result of becoming popular on the phono network. But during the week ahead—"Phonographs for Defense Week"—it's a safe bet every American will sit up and take notice as he's confronted on all sides with "Buy Bond" propaganda as the phonograph industry really goes into action for Uncle Sam.

Palastrant Adds New Territory

NEW YORK, Nov. 1 (MR).—Ben Palastrant, district manager for Packard Manufacturing Corporation, has been given additional territory to cover. Ben has been traveling thruout the New England States and is now delegated to contact the trade in the State of New York and the metropolitan territory, including a good portion of New Jersey.

Palastrant has had long years of experience in the coin machine trade and knows many distributors and operators in the new territory. He will set out almost immediately to see his friends and tell them all about Packard's Plam-Mor wall boxes, speakers, bar brackets, adapters and other music machine accessories.

"I was both surprised and pleased to hear the good news," Palastrant explained, "and I am sure Homer E. Capehart and Rudy Greenbaum will be highly pleased with the progress I shall make in the added territory."

Any Bonds Today? for Puerto Rico Phonos

CHICAGO, Nov. 1.—Received by *The Billboard's* Chicago office this week was a letter from the Puerto Rico Coin Machine Exchange, headed by D. Cintron, L. S., requesting that we arrange to send it a dozen copies of the tune, *Any Bonds Today?* "We know it will be a hit," says Cintron, "because this is an island possession of the United States where the defense program is very active. This activity is due to the strategic importance of the island being near the Americas and the Panama Canal."

Cintron also requests all available literature, stickers, title strips and other materials available for the bond campaign. The address is D. Cintron, L. S., Puerto Rico Coin Machine Exchange, P. O. Box 3271, San-turce Station, San Juan, Puerto Rico.

Cleveland Association Enlists Sound Truck To Sell Defense Bonds

CLEVELAND, Nov. 1.—Because the Armistice Day parade has been called off by the Defense Administrator of Ohio on account of the American Legion and other bodies having plans that would have conflicted, the Cleveland Phonograph Merchants' Association has decided to use the float it had planned to enter in the parade to boost the sale of Defense Bonds. The association has obtained permission from Mayor Blythin and the police department for the float and sound trucks to park anywhere convenient in the downtown section and to use the streets. The sound trucks will play the recording of *Any Bonds Today?* In addition the float and trucks will visit all high schools and colleges, as well as football games and park from 7 to 9 p.m. in Playhouse Square so as to catch the theater crowds in that section. Dates for this promotion will be from November 4 to 8, inclusive.

The float and sound trucks will also be used to meet the busses from Detroit at the Westlake Hotel, Rocky River, O., carrying Tommy Dorsey and Shep Fields, and escort them to the RCA-Victor

Detroit Coinmen Meet Band Leader

DETROIT, Nov. 1.—Detroit music operators met Tommy Dorsey, star of the RCA Dance Caravan, in a get-acquainted party at the Fort Wayne Hotel Monday evening prior to the opening of the Caravan Tour here Monday (3). Dorsey flew here from New York and back by plane to attend the event.

The party was honored by the attendance of Mayor Edward J. Jeffries Jr. and Mrs. Jeffries, with the mayor extending official city greetings. Some 500 operators, employees of operating firms, their wives and sweethearts were present.

Tied in closely with the Defense Bond Campaign, an interesting part of the program was the use of a specially designed 1941 model Seeburg phonograph in red, white and blue colors. This machine will also be shown at the actual Dance Caravan performances here next week.

The social party was preceded by a brief meeting of the United Music Operators, which functioned as a pep meeting to complete final plans for the big Caravan promotion.

To bring the tie-in right home to every location owner, the members, who have over 5,000 locations between them, are presenting a Defense Stamp Book to every location owner and encouraging them to buy one or more 25-cent stamps. This stamp, pasted in the book, serves as the only admission required for the opening matinee of the Caravan. Stamps are shown but not collected. The books, incidentally, are imprinted with the operator's name, a further tie-in with resultant prestige for the industry.

Plans for the Dance Caravan have been altered, with the event moved from the Masonic Temple to the Agricultural Building at the Michigan State Fairgrounds, which will accommodate about twice as many people.

Among those present at the Monday night party with Dorsey were representatives of RCA and the Bliss-Strawn Distributing Company, local dealer, who are handling arrangements for the event on the spot.

headquarters of the Dance Caravan at Hotel Carter.

On November 6 the float and trucks will escort Barry Wood and other Victor artists from the hotel to the Public Hall for all their public appearances. On Friday they will be used again for this purpose in a parade to Burt's record department in the Terminal Tower, where Tommy Dorsey and Shep Fields will present their records to winners in the guessing contest sponsored by the association.

Defense Administrator McSweeney is making every effort to have Secretary of the Treasury Henry Morgenthau come here to make an appearance at the opening of the Dance Caravan, and which is also Phonograph Merchants' Association night. Barry Wood will also appear.

The association has assessed itself the sum of \$1,200 which will be spent on promoting the campaign to sell Defense Bonds starting November 1. Also an assessment for the purchase of Barry Wood's recording of *Any Bonds Today?*, which is to be placed in No. 1 position on all members' machines thruout Greater Cleveland. Supplementing this a card will be placed in street cars and busses. Large ads will be run in all three local daily newspapers. Government-supplied stickers advertising bonds will be placed on all phonographs. Burt's record shop will devote a considerable portion of its 17-hour weekly broadcasts as a tie-in with the campaign.

These plans were announced at the regular meeting of the association last Thursday (30) evening.

Atlanta Phonos Carry Bond Tune

ATLANTA, Nov. 1.—The music boxes in Atlanta are doing their part for national defense. Coin machine operators this week met and decided to place Irving Berlin's song *Any Bonds Today?* on the No. 1 spot of their 800 machines around town.

At the suggestion of Raymond Kline, Fulton County chairman of the Defense Bond drive, representatives of several record companies agreed to ask their concerns to remake the Berlin bond record so that it would conclude with an appeal to patrons to spend some of their coin change on Defense Stamps, which will be sold in the place where the juke organ is operated.

Speakers at the meeting were Marion H. Allen and C. Arthur Cheatham, the latter State administrator and deputy for the Defense Bond program. G. K. Gabrielson, for the juke operators, pointed out this movement is endorsed by the Treasury Department and is a national effort to put the song into the 400,000 music boxes of America.

Atlanta started out right, with *Any Bonds Today?* going immediately into the No. 1 spot on the machines.



SEEBURG'S CINCINNATI DISTRIBUTOR is 100 per cent in the sale of United States Defense Bonds. Southern Automatic Music Company office, under the direction of Joe Weinberger, has gone all-out in the Phonographs for Defense drive. Weinberger has erected a booth in his salesroom for the purpose of selling Defense Stamps and Bonds to music machine operators. (MR)

Southern Automatic 18th Anniversary

LOUISVILLE, Nov. 1.—Southern Automatic Music Company, one of the largest distributing firms in the country, is currently celebrating its 18th anniversary. The firm, which opened its first offices in Louisville 18 years ago, now has additional offices in Cincinnati, Indianapolis and Nashville.

The big news of the anniversary celebration, according to the Weinberger brothers, is the sale being held in conjunction with the event. They report that there is a \$100,000 stock in each of the four establishments all ready for use by operators. "Each office is a complete unit within itself," they declare, explaining that each office maintains complete reconditioning shops for used equipment as well as sales space for new and used coin machines. "At each there are experienced staffs who have prepared the equipment we are offering so that it is in tip-top condition. The quality of workmanship offered by Southern Automatic is well known thruout the trade."

The history of Southern Automatic goes back to 1923 when the first office was opened in Louisville by Sidney Stiebel, Leo and Joe Weinberger. The progress of Southern Automatic from its inception was fast and it was not long before it was branching out with an additional office. The Louisville office today is under the management of Leo Weinberger and Sidney Stiebel.

The second office of the firm was opened in Cincinnati. This office is managed by Joe Weinberger and Monroe Stiebel. As with all Southern Automatic offices, it has prospered and flourished thruout the years. The third office, covering the Indiana territory, was subsequently opened in Indianapolis. The fourth is located in Nashville. Indianapolis' Southern Automatic establishment is presided over by Sam Weinberger and Sam Decter. In Nashville are Bernie M. Radford, L. E. Pip-pinger and L. H. Smith.

Thru the years Southern Auto-

matic has steadily progressed as distributor for many leading manufacturers. While it may be said that they are primarily interested in the distribution of automatic phonographs, the other departments for games and vending machines have not languished. Rather, they have become very large units of the organization. As is evidenced by the firm's offering in celebration of its anniversary, games comprise a large portion of the firm's sales.

From a small beginning in Louisville, Southern Automatic Music Company has become one of the foremost distributing groups in the United States. Their customers are bounded only by the seven seas. Today in their modern establishments exists every facility for serving customers efficiently and quickly. Today Southern Automatic is receiving the congratulations of the industry on its anniversary—18 years of leadership in the coin machine industry.



Sam Weinberger



Joe Weinberger



Leo Weinberger



Monroe Stiebel



Sam Decter



Sid Stiebel

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.
- 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.
- Cleaton's Automatic Sales, R. A. Cleaton, Kirksville, Mo.
- Badger Novelty Co., Milwaukee.
- Christie's Novelty Co., E. H. Christie, Shrewsbury, Mass.
- Emporia Novelty Co., Don M. Evans, Emporia, Kan.
- L. W. Gentry Music Co., L. W. Gentry, Carlsbad, N. M.
- Jones Coin Machines, H. M. Jones, Stephenville, Tex.
- Jen's and Nola's, Jennie Quinn, Ina, Ill.
- Louie's Amusement Co., Lewis Warak, Bedford, Ind.
- Mohawk Phonograph Service, Arthur K. Strahan, Greenfield, Mass.
- Al Meister, Columbus, O.
- Melody Amusement Co., N. L. John, Charleston, W. Va.
- Miles Amusement Co., Frank Miles, Danville, Ill.
- C. W. Mall, Wamego, Kan.
- Northwestern Auto. Music Co., Lester W. Crews, Fort Dodge, Ia.
- Patterson, Spangler & Co., Frank Spangler, Oklahoma City.
- Peter's Novelty Co., Peter Missos, Marinette, Wis.
- Mrs. Ralph Percifield, 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.
- S. R. Montcalm, Bastrop, La.
- Southern Automatic Music Co., Louis-

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

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★ "ANY BONDS TODAY?" ON EVERY PHONOGRAPH ★

20,000 FEET OF CABLE!

For 20, 24 and 32 Selection Wall Boxes. Price, 3¢ per foot. Waxed, heat and rodent treated. This is the finest wire ever used. Nothing else to buy. Terms: One-third deposit, balance C. O. D.

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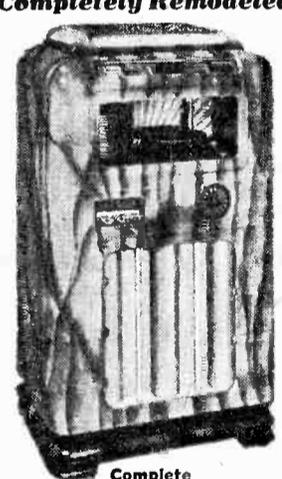
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- ville, Cincinnati, Nashville, Indianapolis.
- Severson's Novelty Co., Olaf N. Severson, Madison, Wis.
- Siegel Radio Shop, Irving Siegel, Marshfield, Wis.
- Oscar J. Strauss, Leighton, Pa.
- Valley Music Co., A. K. M. Medford, Medford, Ore.
- Weston Music Co., Kenneth Weston, Altus, Okla.
- Ash Williams, Inc., Lee A. Williams, Lincoln, Neb.
- Clifford B. Witham Sr., Glens Falls, N. Y.
- Panther Novelty Co., Fort Worth.
- Frankrich Distributing Co., Fort Worth.
- Mills Amusement Co., Buffalo.
- Hy-G Amusement Co., Minneapolis.
- Atlas Coin Machine Co., Boston.
- Gorman Novelty Co., Utica, N. Y.
- Milwaukee Coin Machine Co., Milwaukee.
- Davis Sales Co., Syracuse, N. Y.
- Automatic Amusement Co., Philadelphia.
- Atlas Novelty Co., Pittsburgh.
- Jack R. Moore Co., Portland, Ore.
- Modern Vending Co., New York.
- Sparks Specialty Co., Soperton, Ga.
- Modern Vending Co., Miami.
- Franco Novelty Co., Montgomery, Ala.
- Acme Phonograph Co., Cleveland.
- E. T. Mape Music Co., San Francisco.
- Harry Lerner, Minneapolis.
- A. T. Schmidt, Vassar, Mich.
- Wayne Service Co., Fred Litsey, Dayton.
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61 Wurlitzer Counter Model \$79.50

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Saves you money by avoiding damages to your cabinets. Sturdily made and waterproof.

No. 4 Adjustable Pad (for cabinets up to 55"x36"x27") \$11.50
No. 12 Adjustable Pad (for cabinets up to 67"x40"x28") \$13.75
No. 25 Slip-Over Pad (for cabinets up to 55"x36"x27") \$10.00
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No. 30 Adjustable Carrying Harness (for all size cabinets) \$7.50

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Quality has no substitute

Miracle Point Needles

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Brand New Batch
of
VICTOR-BLUEBIRD
Bell-Ringers

"DEAR ARABELLA"



GLENN PICKS IT
as the "Hit of the Week" in Puck, the Comic Weekly, with a circulation of 5,700,000.

GLENN PLAYS IT

on the latest Bluebird "MILLER-DILLER"

GET IT ON YOUR COIN MACHINE AND GATHER IN THE NICKELS
GLENN MILLER B-11326



More Sure-Fire Nickel-Nabbers



"I Got It Bad and That Ain't Good"
Duke Ellington—27531



"There's a Small Hotel"
Joan Merrill—B-11339



"A Sinner Kissed an Angel"
Tommy Dorsey—27611



"When Your Old Wedding Ring Was New" and "Sweethearts or Strangers"
Teddy Powell—B-11338

ORDER TODAY FROM YOUR VICTOR RECORD DISTRIBUTOR

In Canada: Contact RCA Victor Co., Ltd., Montreal

RECORD BUYING GUIDE--PART 1



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

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

GOING STRONG

ELMER'S TUNE (12th week)	GLENN MILLER (Ray Eberle-Modernaires) DICK JURGENS
The popularity of this catchy rustic novelty became pronounced about six weeks ago, when the Middle West began dropping nickels for the Jurgens version. Then Miller came along with his typically polished rendition and the ditty caught on like wildfire. Jurgens' disk is still strong in the midlands, with Miller assuring Elmer of lengthy success on both coasts.	
YOU AND I (8th week)	GLENN MILLER (Ray Eberle) BING CROSBY KAY KYSER (Harry Babbitt-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 Cotton-Donna and Her Don Juans) INK SPOTS TOMMY TUCKER (Amy Arnell-Voices Three)
JIM (5th week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell) DINAH SHORE
I GUESS I'LL HAVE TO DREAM THE REST (3d week)	GLENN MILLER (Ray Eberle-Modernaires) TOMMY DORSEY (Frank Sinatra-Pied Pipers)
CHATTANOOGA CHOO CHOO	GLENN MILLER (Tex Beneke-Modernaires)

COMING UP

PIANO CONCERTO	FREDDY MARTIN (Instrumental)
Very hot and getting hotter is the best description of this disk's rank on the machines. This week's reports show little threat from the batch of vocal versions issued during the last several weeks, and things look as if the Martin platter may hit "Going Strong" very soon. Ops who fear that a straight instrumental disk can't draw nickels had better forget their fears in this case.	
WHY DON'T WE DO THIS MORE OFTEN?	KAY KYSER (Harry Babbitt-Ginny Simms) FREDDY MARTIN (Eddie Stone) ANDREWS SISTERS
This sweet, melodic cutie has already hit the top in many locations and shows every promise of doing likewise almost everywhere. We said last week that the tune can make the grade if it continues to progress. It is still gaining ground, so watch out for it in a week or two.	
THE WHISTLER'S MOTHER-IN-LAW	BING CROSBY (Muriel Lane-Woody Herman's Woodchoppers)
This disk is so new that many operators haven't even had a chance to give it the widespread play it merits. But where it has been used it has shot to the top of the heap in jig-time. The record is perfect for all sections of the country and for all kinds of phono spots. Looks like a certainty for future "Going Strong" rating.	
BI-I-BI	HORACE HEIDT (Donna and Her Don Juans)
The happy tongue-twister is rolling merrily along, making solid progress despite the flock of slightly newer disks which have taken the machines by storm during the last week or two. This record must not be overlooked. It is given highly favorable mention by all ops using it, and, best of all, is now beginning to catch on along the West Coast, where it was weak.	
THIS TIME THE DREAM'S ON ME	GLENN MILLER (Ray Eberle) WOODY HERMAN (Woody Herman-Ensemble)
Another brand-new tune that has met with instantaneous success is this beautiful ballad from the forthcoming Warner pic, <i>Blues in the Night</i> . First plays have resulted in socko receptions all over the country and this before the picture has even been released nationally! The song is a positive cinch to hit the top. A lot of bands have cut disks, but the above two are the strongest at present. All ops should get on this one pronto.	
THIS LOVE OF MINE	TOMMY DORSEY (Frank Sinatra)
Vocalist Sinatra composed this pashy ballad, and the guys and gals who buy their records retail really went for it. For a while it made absolutely no impression on machine patrons, but this has changed and now the tune is extremely promising. Many locations name it as their top nickel magnet. Might go places, or might merely drift along in this section, earning plenty of cash.	
TIME WAS	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
This disk suffered a little this week, largely because of the amazing success of a lot of brand-new ditties. There is no question that the tune belongs where it is, tho, and there is every reason to suppose that it will continue to grab plenty of jitney pieces.	

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."

YES, INDEED (19th week)	TOMMY DORSEY (Sy Oliver-Jo Stafford)
Set some kind of a record for remaining in "Coming Up." Was one of the best jitterbug draws of recent months.	

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

Sweet and Torchy!

It's such

A HIT

we've done it

3 WAYS!

"I'VE GOT IT BAD AND THAT AIN'T GOOD!"

Watch the fans go wild over it! Here's a natural for your record machines. And here are the boys who really do a job on it:



BENNY GOODMAN
Vocal by Peggy Lee

Columbia 36421



LES BROWN
Vocal by Betty Bonney

Okeh 6414



EDDY HOWARD
Vocal by Eddy Howard

Columbia 36409

Trade Marks "Columbia" and "Okeh" Reg. U. S. Pat. Off.

ORDER FROM YOUR Columbia DISTRIBUTOR TODAY!

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By HAROLD HUMPHREY

News Notes

Jimmy Dorsey and his band have finished work in Paramount's "The Fleet's In" and are embarking on a theater tour. Tunes played by Dorsey for the film were "Tangerine," "On the Friendly Side," "I Remember You" and "Not Mine." . . . Leonard Joy, Victor musical director, left New York for a two-week trip to the Coast last week, stopping off in Chicago to record Artie Shaw's new ork Thursday. . . . Johnny Long will cut another series of sides for Decca when he closes his at the New York Paramount. . . . Freddy Martin's band has been signed for a role in RKO's film "Powder Town," a story of munitions. . . . Hal McIntyre, sax star who recently left the Glenn Miller band to organize his own, will soon debut his band on the Bluebird label. Contract has just been signed. . . . Singer Jack Leonard is due to be released from the army this week under the "over 28" law. He was drafted last April. . . . Leader Teddy Powell is busy trying to recover from the losses he took in that fire at Rustic Cabin in New Jersey. He was just working himself into the clear, financially, when this latest catastrophe hit, destroying his library and all of the band instruments. . . . Decca passed up another of its weekly releases last week—still trying to catch up with back orders. . . . Mark Warnow and His Hit Parade Band have signed a Victor recording contract calling for pop 10-inch records. He will probably cut many of the melodies that reach Hit Parade rating. . . . Gene Autry's 19-day rodeo run at Madison Square Garden, New York, is reported to have netted the cowboy a nifty \$28,500.

ASCAP-BMI Bury the Hatchet

After 10 months of being frozen off the air lanes of the big chains, ASCAP finally closed a deal last week with CBS and NBC and started again to pipe its ditties over the ozone. Music situation is far from reaching a settled state, however, because now the fun will begin when BMI and ASCAP start competing with each other to get their songs plugged by the air shows. Much wordage will be pounded out in the ensuing months on just what takes place. Important to the music machine operators, right now tho, is the fact they will be given a bigger choice of tunes than they have ever had before.

Release Previews

King Cole trio will soon release for Decca "Arc You for It?," "Hit That Jive," "Call the Police" and "That Ain't

Right." . . . Sammy Kaye's latest Victor session included "Honeybunch," "Santa Claus Is on His Way," "Shrine of St. Cecilia" and "This Is No Laughing Matter." . . . Bluebird labels of Bob Chester will soon be released on "I Wish I Had a Sweetheart," "Got Something in My Eye," "If I Were the Moon," "Wanted You" and "Madelaine." . . . Ink Spots have recorded "Foo Gee" for Decca. . . . Erskine Butterfield's next Decca disks will be "Mama Long and Tall" and "I Was a Fool to Let You Go." . . . Horace Heidt has cut "Whistling Cowboy" for Columbia, featuring the whistling of Fred Lowery. . . . Henri Rene has waxed "Cuckoo Waltz" for the Standard label, as well as "Dizzy Lizzie" and "On the Broomstick." . . . Tommy Tucker's next Okeh releases will include "Cancel the Flowers"; "Music, Maestro, Please"; "When Your Old Wedding Ring Was New," "The Train Song," "White Cliffs of Dover," "The Skunk Song" and "Rose O'Day."

Hit Songs

THE FOLLOWING are the Hits of the Week released for broadcast over Station WCLE, Cleveland, Sunday, October 26, and sponsored by the Cleveland Phonograph Merchants' Association and Burt's Record Department:

1. I Don't Want To Set the World on Fire
2. Tonight We Love
3. Whistler's Mother-In-Law
4. B-I-Bi
5. Elmer's Tune
6. If It's True
7. Jealous
8. Shepherd's Serenade.

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:

DALLAS:

By-U By-O. Woody Herman.

Another one of the tricky-title family, the story behind this one lies in the Southern swamp lands. Herman's rendition is clicking over the meter readings in Dallas, and tune itself may lift several versions into the machines all over the country.

DETROIT:

I Know Why. Glenn Miller.

A fairly new Miller disk which has caught on in a large way here. Detroit

has always had more than its share of Miller fans, and his name on the machines is usually good from a good many turns, regardless of the tune. Operators elsewhere might give this one special attention, as long as it has become such an item in this city.

CHARLESTON, W. VA.:

I Went Out of My Way. Teddy Powell.

This maestro's huge hunk of Eastern air time has evidently begun to tell, and here is one of his later records which has reaped the benefits. Here in this seaboard town operators rank "Out of My Way" a top money-maker for them, right along with "Fire," etc.

INDIANAPOLIS:

After You've Gone. Frankie Carle.

An old favorite done as a piano solo by Horace Heidt's piano man. Operators here report that it is doing a big job for them, and this may prove a valuable tip for operators elsewhere. It shows that it doesn't necessarily take a full-sized band arrangement all of the time on the music machines.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended November 1 and the week before, ended October 25, see the Music Popularity Chart in the Music Department in this issue.

IMMEDIATE DELIVERY
Brand New Phonographs
BARGAIN PRICES

Special purchase makes this offer possible. Brand new Mel-O-Tone Phonographs—Proved the most dependable, easiest serviced mechanism of them all. 16 record capacity. Brilliant and faithful tone reproduction. Artistically designed and colorfully illuminated cabinet. Individual dust proof record covers. "Canted" Audac pick-up head eliminates needle "twist" and distortion. While they last. \$175.00.

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SELECTIVE REMOTE CONTROL
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PACKARD MANUFACTURING CORPORATION
INDIANAPOLIS, INDIANA
Homer E. Capehart, President



BAND LEADER DEL COURTNEY pictured with Mills Empress. Del is a favorite at the Stevens Hotel, Chicago. Here he picks out some of his favorite tunes by other band record artists. (MR)

SUPER REMODELED COIN OPERATED PHONOGRAPHS!

We are the largest firm in the U. S. A. dealing in remodeled and reconditioned coin-operated phonographs specializing in Super Remodeled Wurlitzer machines . . . featuring MARBL-GLO ALL LACQUER FINISH plus colorful LEATHER SIDES. New domes and new grilles with polished aluminum castings, etc.

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Super Remodeled Wurlitzer "816"

AN ANNOUNCEMENT OF UNUSUAL IMPORTANCE TO PHONOGRAPH OPERATORS

A Precision Re-Grinding Service is now available for Phonograph Needles. Save your used needles — send them to us. Each Re-Ground Needle guaranteed for 2,000 plays, at less than half the cost.

- 1 - 10 Needles RE-GROUND, @ 15c Per Needle
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All Orders Returned C. O. D. Plus Postage, Unless Accompanied By Remittance.

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A PRECISION SERVICE

IT SOUNDS BETTER ON
DECCA
RECORDS
TOP MONEY-MAKERS
IN ALL
YOUR LOCATIONS

BING CROSBY	Day Dreaming Clementine . 4033
JIMMY DORSEY	Jim A New Shade of Blue3963
ANDREWS SISTERS	Elmer's Tune Honey4008
JOHNNY LONG	Shepherd Serenade I Wish I Had a Sweetheart. 4017
INK SPOTS	I Don't Want To Set the World on Fire Hey Doc! ...3987
WOODY HERMAN,	Misirlou By-u By-o... 4024
TONY MARTIN	Tonight We Love (Concerto) I Guess I'll Have To Dream the Rest3988
GUY LOMBARDO	Bi-l-Bi You're Driving Me Crazy4021
BING CROSBY	Whistler's Mother-in-Law I Ain't Got Nobody ...3971
ANDREWS SISTERS	Jealous Rancho Pillow4019
ELLA FITZGERALD	Jim This Love of Mine4007
LUCKY MILLINDER	Slide, Mr. Trombone Rock! Daniel. 3956
ERNEST TUBB	Walking the Floor Over You I'm Missing You 5958
JAY McSHANN	Confessin' the Blues Hootie Blues. 8559

DO YOUR "BIT"! PLAY THIS DOUBLE-FEATURE HIT ANY BONDS TODAY! ANY BONDS TODAY!
Jimmy Dorsey Andrews Sisters
4044 Both on One Record 4044

AND REMEMBER—
IT SOUNDS BETTER ON
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Canadian Distributors
THE COMPO CO., LTD.
Lachine, Montreal, Quebec

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.

THE NADOCKY **MITCHELL AYRES** (Meredith Blake-Ensemble)
Good, swingy, commercial polkas are rare, but here is one that seems to fit into that category. Besides being very danceable, it has a punchy set of lyrics delivered by Miss Blake and some of the boys. Gal does an exceptionally good job. Operators had better get in on this one right away because it's a tavern item with a title which will almost sell it alone.

MISS YOU **SAMMY KAYE** (Allan Foster)
DINAH SHORE
FREDDY MARTIN (Clyde Rogers)
Bears repeating here this week because it has those ingredients necessary for a coin phonograph success. It's a ballad with pathos and a natural for the sentimentalites who get more so when sipping their beer. Any of the three artists listed are good bets. Miss Shore's has already rung the bell in a few locations, due no doubt to her success with another ballad, *Jim*.

JEALOUS **ANDREWS SISTERS**
The revival of this old tune in many versions has been around for some little time now, including the one listed here. So far, operators have been cool to its possibilities for the machines, but they're passing up a bet if they don't give the Andrews girls a chance. Trio has an arrangement of it as a swingy dance tune, and it is their best job in many recordings. Number has that old drive and sock which the girls put into the famous *Bei Mir Bist Du Schoen*.

I'LL NEVER FORGET
This ballad is just in the process of being published, so it will be a little while yet before it hits wax. Horace Heidt is reported to have the first shot at recording it and will no doubt be first out with it. It's a song for the operators to put in their memo books because it's one of those dreamy ballads which particularly hit the heartstrings of the fair sex. It packs the same type of wallop which pushed *I'll Never Smile Again* into the limelight, and with a good arrangement *Forget* should be able to travel the same trail.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

IT HAPPENED IN HAWAII **JIMMY DORSEY** (Bob Eberly-Helen O'Connell)
The combination of Bob Eberly's romantic balladeering with Helen O'Connell's swiny chanting, that made for disk dynamite with *Amapola* and *Green Eyes*, puts in a repeat performance for this ballad of the hula islands. While the tune itself is not as potent as the previous Latin lullabies, the Dorsey treatment is just as much a dandy.

A SINNER KISSED AN ANGEL **DICK JURGENS** (Harry Cool)
A soft and romantic ballad with sophisticated lyrics blending with a highly melodic theme that packs much promise in assuming hit proportions. Smooth styling of Jurgens, with Harry Cool's piping plenty sweet, goes far in enhancing its commercialism. Other side finds a similarly styled ballad, *Make Love for Me*. It gets the same stellar words-and-music treatment, and tune itself warrants the smiles of song fortune.

WAIT TILL THE SUN SHINES, NELLIE **BOB CHESTER** (Ensemble)
This evergreen of mustache-cup and gas-lit days is called from the dusky archives by Bing Crosby as the highlight of his old song cycle in the *Birth of the Blues* movie show released this month. As such, interest will be centered anew on the song. Bob Chester makes the most of it, dressing it with all the modern rhythm trimmings, and set to the solid jump beats that give the youngsters a lift. All the band boys join in for the vocal refrain.

CLEMENTINE **BING CROSBY** (The Music Maids and Hal-John Scott Trotter's orchestra)
The old and traditional waltz serenade to Clementine gets good-natured ribbing and riffing by Bing. Humorous twist is in the lyric parody. Crosby ringing in everything from Hut Sut Ralson to Harlem Hip Chicks, Sings it straight for almost half the side, in a brisk three-four tempo. Mixed rhythm voices of the Music Maids and Hal step in and make a quick change to a swingier setting for Bing's kidding lyrics. It's swell song satire by the master.

TAKE ME BACK, BABY **COUNT BASIE** (James Rushing)
It's an original race blues that the Basie boys take in stride for this side. Universal appeal is limited, but it still carries much commercial weight with special strength for phonograph play. Has Rushing singing the low-down blues, and should be sure-fire for the race locations where platters from the pop lists do not fare so well. Basie's name will help, too.

SYMPHONY MODERNE **FREDDY MARTIN**
The music magic which Martin first created in adopting the Tschai-kowsky *Piano Concerto* is duplicated in his adaptation of this classical theme. The symphony is of more recent composition, being the familiar concert piece Max Steiner wrote for John Garfield in the recent *Four Wives* movie hit. It's an instrumental tone picture beautifully played and a thing of beauty in itself. This should be a cinch where *Concerto* is catching the coins.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

Soundies Are Now Name Band Market

NEW YORK, Nov. 1.—Appearance in recent Soundie reels of Alvino Rey, Lucky Millinder and the Korn Kobblers signals beginning of Minoco Productions' new band policy in the manufacture of the capsule movies.

Bob Chester and Count Basie have already appeared before the Soundie cameras, and their efforts will be on the machines within the next week. Minoco is now making offers to every name band in sight, believing that machine patrons want name bands a lot more than they want semi-name performers.

Among the names already approached and now discussing terms are Benny Goodman, Cab Calloway, Jimmie Lunceford, Vaughn Monroe, Harry Lunceford, Charlie Spivak and Xavier Cugat. Only limitation on availability of orks is in the case of bands signed to Hollywood contracts and therefore unable to appear on Soundie screens.

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Royal Canadians
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THE SWEETEST MUSIC THIS SIDE OF HEAVEN on—
These LATEST DECCA HITS!
THAT WILL MAKE A HIT WITH ALL YOUR MUSIC MACHINE PATRONS!

B-I-Bi
4021
I DON'T WANT TO SET THE WORLD ON FIRE
3999
CUDDLE UP A LITTLE CLOSER
3985

On the Air—for Colgate Tooth Paste every Saturday, 8-8:30 P.M. CBS—Coast to Coast.
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Seven offices to serve you, each a complete unit in itself.

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



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

Listed below are: (1) Films to be released within the next two weeks which feature tunes that have been or are scheduled to be waxed by recording companies; (2) the national release date for each film listed; (3) the recordings of the film tunes as well as the artists and labels.

Blues in the Night

(Warners)

Priscilla Lane-Betty Field
Release Date: November 14, 1941

- RECORDINGS:**
Blues in the Night
Artie Shaw (Victor)
Woody Herman (Decca)
Charlie Barnet (Bluebird)
Cab Calloway (Okeh)
- This Time the Dream's on Me**
Glenn Miller (Bluebird)
Artie Shaw (Bluebird)
Eddy Duchin (Columbia)
Woody Herman (Decca)
Gene Krupa (Okeh)
- Says Who, Says You, Says I**
Glenn Miller (Bluebird)
Cab Calloway (Okeh)

Glamour Boy

(Paramount)

Jackie Cooper-Susanna Foster
Release Date: November 14, 1941

- RECORDINGS:**
The Magic of Magnolias
Jimmy Dorsey (Decca)
Bob Chester (Bluebird)
Barry Wood (Victor)
Art Jarrett (Victor)

Moonlight in Hawaii

(Universal)

Johnny Downs-Jane Frazee-Merry Macs
Release Date: November 21, 1941

- RECORDINGS:**
Hawaiian War Chant
Merry Macs (Decca)
Guy Lombardo (Decca)
Tommy Dorsey (Victor)
Harry Owens (Decca)
Andy Iona (Decca)
Al Kaloha (Decca)

The Filmusic Forum

"Louisiana Purchase"
With *Birth of the Blues* tie-ups all knitted together and smoothly clicking, Alec Moss of Paramount Pictures has given his gang of exploitation experts the "get busy" sign for *Louisiana Purchase*. So many recordings have been

ters and special admission restrictions can best be obtained from your local movie theater.

More Miller Music

Good news for operators is the announcement that Glenn Miller will be featured soon in another 20th Century-Fox film. The flicker, tentatively titled *Iceland* and once again calling for Sonja Henie's services, will plug Miller's music as never before. With the promotional backing of 20th Century-Fox and RCA Victor guaranteed, just as with *Sun Valley Serenade*, odds are that another *Chattanooga Choo Choo* will emerge from the recording studios.

Picture Tune Plugging

One of the certain effects of the ASCAP-networks peace will be the granting of a new position of importance to picture tunes. Where for the past 10 months filmusic was denied radio airing because of its almost exclusively ASCAP authorship, now, with radio and screen plugging assured, it reassumes a top spot. Inevitable result: The recordings of film tunes will be so much the more widely heard, approved and demanded on music machines.

Operators: Don't hesitate to send in your criticisms (good or bad) of this department, as well as any ideas for filmusic-coin machine exploit-



PACKARD PLA-MOR IS UP-AND-UP STAR ATTRACTION. Pete Weyh, of Havre, Mont., is proud of his new 18-box installation in the Up-and-Up Cafe in Havre. Weyh reports collections are much higher since the installation of the Packard equipment. Left to right are Pete Weyh; Mrs. Weyh; Mrs. Joe Tribe, owner; Clayton Ballard, Packard district manager, and Art Weyh. (MR)

made of *Purchase's* tunes as to herald a natural tie-up with the music machines. The sure way of getting exploitation, however, is to throw queries at the local Paramount exchange.

Trade Show

RKO will screen *Playmates* for the trade in all exchange centers except New York and St. Louis at 10:30 a.m., November 6. Gotham's showing will be at 2:30 p.m., and the Missouri capital projects the Kay Kyser-John Barrymore musical at 1 p.m. 20th Century-Fox will trade screen *Rise and Shine*, starring Jack Oakie, Linda Darnell and Milton Berle, in all exchange centers November 4.

Information on location of exchange cen-

tation. 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*, 1564 Broadway, New York.

Musical Filmfare

Horace Heidt's dicker with Republic Pictures is off. Band now making arrangements with 20th Century-Fox. . . Tommy Dorsey has signed for *I'll Take Manila*, starring Eleanor Powell. . . *Babes on Broadway*, the MGM musical, has been completed and awaits a release date. Film features Judy Garland's warbling. . . Class-spot operators: Vic-

(See PICTURE TIE-UPS on page 69)

TOP TUNES

to INCREASE YOUR "TAKE"

with



- T-2018 TOMMY'S MUSTACHE
Rene Musette Orch.
w. Vocal Refrain
- MERRY ACCORDION
Henri Rene & his Accordion
- T-2017 TOMMY'S MUSTACHE
Jean Cavall with
Harold Grant's Orch.
- LET'S DO THE OLD TIME
DANCE
Rene Musette Orch.
- T-2016 HAPPY AS A LARK—Polka
Harold's Instrumental Trio
- NORTH STAR POLKA
Nordic Instrumental Quartet
- T-2015 QUIT YOUR BELLY-ACHIN'
—Polka
Bernie Wyte's Orch.
- TAKE YOUR DRUM AND
BEAT IT—Polka
- T-2014 WAITER, I'LL PAY LATER
Rene Musette Orch.
- CHEATING CHARLOTTE
- T-2013 JOEY'S GOT A GIRL
PUSSY CAT AGONY FIVE
Barry Sisters with
Sammy Meade's Orch.
- T-2012 MOONLIGHT FJORD
—Schottish
Nordic Instr. Quartet
- BALTIC POLKA
- T-2011 HAUNTING MELODY POLKA
MOUNTAIN PEAK POLKA
Henri Rene, His Musette
Accordion & Accompaniment
- T-2010 PERFIDA MUJER—Bolero
(Unfaithful Woman)
LOS QUE SE VAN
—Bolero-Rumba
(Those Who Leave)
Alfredo Mendez and his Orch.
Spanish Vocals by G. Del Toro
- T-2009 WALTZING ON THE "KALA-
MAZOO"
MISIRLOU—Fox Trot Beguine
Frank Knight with
Harold Grant and his Orch.
- T-2008 FULL MOON ON THE LAKE
—Polka
RIPPLING BROOK POLKA
Henri Rene, His Musette
Accordion & Accompaniment
- T-2007 LO-LO-LITA (The Girl Friend
of the Army)
GREETINGS
Harold Grant and his Orch.
Vocals by Brad Reynolds
- T-2006 SWEET CANARY POLKA
Rene Musette Orch.
- TOREADOR—Paso Doble
- T-2005 POUND YOUR TABLE POLKA
OLD CHIEF WALLA HOO
Barry Sisters with
Sammy Meade's Orch.
- T-2004 WALTZING ON THE "KALA-
MAZOO"
Rene Musette Orch.
- CUTTING IN—Polka
- T-2003 BLUFFERS—Polka
Walt Leopold's Orchestra
- FOXY—Polka
- T-2002 MISIRLOU—Bolero
LINDA MUJER
—Bolero-Rumba
(Beautiful Woman)
Alfredo Mendez's Orch.
Spanish Vocals by G. Del Toro
- T-2001 FINGER—Polka
Bernie Wyte's Orchestra
- COCOANUT—Polka
- T-2000 CUBALERO—Polka
Rene Musette Orchestra
- HAPPINESS—Polka

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You'll get a steady flow of "Champagne Profits" from the "CHAMPAGNE MUSIC" of **LAWRENCE WELK** with smooth-sweet vocals by **JAYNE WALTON** on **DECCA RECORDS**

A NEW HIT!

4018 **Raise the Window Down Nickel Polka**

A WINNER—EVERYWHERE

3995 **NOCHE DE RONDA DAWN**

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NEW YORK • CHICAGO

THE SURPRISE BAND OF 1941
TEDDY POWELL
brings you
"I USED TO LOVE YOU"
(BUT IT'S ALL OVER NOW)
BLUEBIRD RECORD No. 11270
BROADWAY MUSIC CORP., 1619 Broadway, N. Y. C.

COIN MACHINE OPERATORS—Keep 'em playing this record

BING CROSBY (Decca 4033)

Day Dreaming—FT; V. Clementine—FT-W; V.

Crosby takes the old and traditional *Clementine* for a merry and satirical ride. Like the funny fellow who always manages to keep a straight face, Crosby assumes a most serious pose in piping this salty ballad. Starts serenading in the original waltz tempo, and before he is half thru with the old gal he begs clemency and adds a Gene Autry twang to his lyrical expression. That's the cue for the Music Maids and Hal to come in. Maestro John Scott Trotter perking the tempo to a rhythmic beat, the vocal troupe imparts a lilt to the lyric. The scene completely changes, Crosby cuts in with sly humor for his parodies—running the gamut from hut-sut rawlson to the invitation to *Clementine* to "get your lipstick—be a hip chick." It shows still another facet of Bing's many song capabilities. Diskmate is Bing's song dreaming for the Jerome Kern-Gus Kahn classic. Takes full liberties with the tempo, in fact ad libbing thruout. Victor Young's direction makes for a matching musical setting.

The "Clementine" side, while designed for parlor listening, carries plenty for the phonos. It's an intimate side and requires attentive listening to dig the humorous slant. However, the magic of Bing's name is enough to start word-of-mouth movements for the side, and Crosby's performance makes it plenty worth while.

FREDDY MARTIN (Bluebird 11328)

Symphony Moderne—FT. Anniversary Waltz—W; VC.

Having cut a fancy figure for himself in waxing circles with his adaptation to the fox-trot tempo of Tschaiakowsky's *Piano Concerto*, maestro Martin creates a similar impression with this classical piece. However, instead of dipping into the files of the old masters, Martin culls his musical guinea pig from a recent screen score. The experiment, in every sense, is a highly successful one and should carry on for Martin when the *Concerto* starts tapering. Fashioning it as a *Symphony Moderne*, Martin uses the symphonic theme that Max Steiner originally wrote for John Garfield in the *Four Wives* flicker. The Martin band, rich in instrumental color and the scoring rich in tonal color, featuring the piano classicism of Jack Fina, makes

on the RECORDS

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 12)

this symphonic theme in the fox-trot tempo as beautiful and inspiring as the *Piano Concerto*. In view of the heights soared by the maestro for this side, the less said about the plattermate the better. It's a trite tune, taken at a brisk waltz tempo, with Clyde Rogers and later the male quartet making believe there is something to the empty lyrics.

Martin provided a sleeper in "Piano Concerto," and it looks like this is going to make the same kind of noise for the cash registers once it wakes up and begins to register. Smart and ultra smooth, it's a thing of beauty that should prove just as big in every machine where the maestro's "Concerto" is currying coin favor.

CLAUDE THORNHILL (Columbia 36413)

Baby Mine—FT; VC. Miss You—FT; VC.

The Thornhill tootlers had been punching away with a stream of ballad platters and have come to the point where the band was ripe for a hop to the top. Now, Thornhill has added a female voice for the first time, Lillian Lane, and selected *Baby Mine*, from Walt Disney's *Dumbo* fantasy, as the vehicle. It sounds nice enough on paper but not on actual hearing. Band takes to the background, and the entire side is taken up by a long, drawn out single chorus by Miss Lane. It would be unfair to make Miss Lane shoulder all the blame, since Thornhill first attracted attention as the song coach and arranger for Maxine Sullivan, but her insistence in drawing out the whole notes of the song for every beat to the bar creates dreariness. Moreover, the song is unsuitable for both her voice and style. The negative impression conveyed is continued by a colorless cutting of the *Miss You* oldie. In this instance, it's Dick Harding giving the lyrics listless reading.

Despite this pairing, the band is musically ripe, and once suitable songs are found for the smooth-flowing and rich harmonies dispensed by Thornhill, music machine operators can look forward to phono attractiveness in this aggregation.

POPULAR ALBUMS

Songs Made Famous by the Golden Voice of Russ Columbo (Victor Album P-95). The vocal enchantment of the late Russ Columbo, the sincere tones and tenderness in his song selling, possessing warm and magical qualities of charm, live all over again in this package of eight sides that go far to enhance the memory of the troubadour. The soft and silky strains of the strings, probably batoned in that day by Leonard Joy, provide the musical setting. And thru all these years the sides have lost none of their original lustre. Victor has re-issued Columbo recordings from time to time, and this packaging unquestionably

fills a longfelt need. The rich and romantic baritone voice is excellently stamped for each of the songs. Most striking selections are *Sweet and Lovely* and *Where the Blue of the Night Meets the Gold of the Day*. Latter was Bing Crosby's air theme when the friendly rivalry of the two radio romanticists was most intense. Most worthy of reviving is Gus Arnheim's lush *Sweet and Lovely*. If memory serves, it served as Columbo's theme tune. Song is as the title implies, and still stacks up stronger than many of the ballad hits of the present day. Other sides include *Call Me Darling*, *Save the Last Dance for Me*, *Prisoner of Love*, *Paradise*, *Goodnight Sweetheart* and *Auf Wiedersehen, My Dear*, each a song hit in its own heyday.

This album is manna for the music machine operators. Tho the singer is gone, his song memories are as alive today as they were a decade ago. In fact, there are still a goodly number of Russ Columbo fan clubs scattered thruout all corners of the country. Operators would be wise to seek out such followings. In fact, album carries phono material for any location where a love song gets a slot. If nothing else, the "Sweet and Lovely" side is worth shouldering the expense of the entire album.

Sing for the Team (Victor Album P-87). A group of 16 lusty male voices led by Emile Cote make up the All-American Glee Club. And with King Football reigning supreme at this time of the year, there's merchandising reason enough for this package of eight sides. Jackets carry the football fighting songs and alma mater hymns of Notre Dame, University of Pittsburgh, Penn State, Colgate University, Fordham University, New York University, and for the last two sides, doubling Holy Cross with Boston College and Temple University with Brown University. It's the orthodox glee club singing of the school songs, with commercial appeal obvious.

This album is tailor-made for music box operators servicing campus locations at the schools listed, especially potent when the football fever is at its peak.

COUNT BASIE (Okeh 6440)

Take Me Back, Baby—FT; VC. Fiesta in Blue—FT.

The Count has a field day with the blues for this couplet. The rockin' rhythm of the Basie boys slips into the race blues register for the *Take Me Back* saga, an original. Band is very much at home in beating out the slow and scorchy race blues, with the vocal blues torch of James Rushing polishing off the platter. *Fiesta* is Jimmy Mundy's trumpet fantasy. Tempo is perked up to more moderate levels and spotlight is centered entirely on the dynamic blowing of Buck Clayton—both for growling in the metal cup and for open horn

work. Twosome is must music for swingophants.

Where the call is always in for a Basie cutting, the "Take Me Back, Baby" blues looms big for the phono fans. Side holds special appeal for operators of race locations. It's the typical race blues, and the combination of Basie's jump band and Rushing's snake-biting vocaling is hard to beat.

BARRY WOOD (Victor 27642)

Mine—FT; VC. Si, Si, Some More—W; V.

The Lucky Strike Hit Parade baritone goes far in enhancing his commercial appeal with this coupling of George Gershwin's *Mine* and the Latin waltz lullaby, *Si, Si*. Particularly appealing is the *Si, Si* side. It is an attractive melody, in a haunting minor key that gives it the gayety and grace of a gypsy air, and Wood warbles with splendid results. Opens in bright waltz tempo for the first chorus, and gives it a tango twist for the versification. The Wood-Nymphs, gal group warbling on his radio show, chime in for the closing chorus in the three-quarter time. Makes a slow ballad of Gershwin's *Let 'Em Eat Cake Song*. Gals sing the counter-melody, with its matching lyric, with Wood doing the lead lyrics. Plattering is presentable, but the vocal performance lacks the luster gracing the *Si, Si* side.

The gay and glowing "Si, Si" side is swell for machines located at the smarter spots, and goes far in fostering the good-neighbor policy. Uses an English lyric for the original Latin song.

STANLEY KENTON (Decca 4037-4038)

This Love of Mine—FT; VC. The Nango—FT.

Adios—FT. Taboo—FT.

Plenty of interest attends this platter preem of Stanley Kenton. Band has caused much excitement on the West Coast, and is headed for New York in concert with a planned build-up for the maestro. If nothing else, these four sides show that Kenton carries plenty on the ball, with plenty of promise from a musical standpoint. It's a very solid and tight ensemble. No blary or raucous jazz, yet able to achieve the Kansas City kind of rock and rhythm and still manage to keep the melodic content of the music intact. Outstanding feature as found on the waxes is the terrific punch and drive to the brass section. Saxes are deep-voiced but lack in body texture. Save for the *Love of Mine* side (4037), issues are instrumentals, with a heavy rhythmic and unwavering beat for rumba-type tunes. *Adios* is the Eric Madriguera music, and *Taboo* is Margarita Lecuona's melody (4038). *Nango* needling is from the *Week-End in Havana* flicker, mating the ballad side, which is the most unflattering of the four sides for the band. Weak vocal of Red Dorris doesn't help the disk any.

There can be no hesitation about Kenton's initial sides for the West Coast operators. Maestro is a heavy fave there, and these cuttings fill a long-felt need to carry over the band's popular appeal to the machines. Other operators, however, may have to mark time.

JAN SAVITT (Victor 27643)

Who Calls?—FT; VC. 'Tis Autumn—FT; VC.

Skipping the characteristic shuffle beats, and to good advantage, Savitt paints a pretty melodic picture for these two ballads of current composition. Both sides follow the same pattern, band ensemble introducing the theme for half a chorus and Allan DeWitt carrying on with painstaking care in making his bary chants count most. Good melody and matching lyrics attend both ballads, and it's a formidable bid for hit fame that Savitt sports for each of the sides.

Value of the sides to operators depends largely on the impression the songs themselves make on the public. The "Tis Autumn" ballad is the stronger of the two, and if the tune ever starts to click, the Savitt entry rates highly.

DICK ROGERS (Okeh 6441)

My Foolish Heart and I—FT; VC. If I Could Only Play a Concertina—FT; VC.

Rogers has two sides that show unusual promise in this pairing. It's a polished performance with a soft rhythmic sweep for both. Especially good is the ballad, the torch tune the composition of radio conductor Harold Barlow. Mellow blowing of the muted trombones creates the song mood for the opening half chorus, and vocal of Bobbi Engle is clear and rich and sells the song strongly. *Concertina* is a lively novelty taken at the polka tempo with a fox-trot rhythm. Sld trombones are used tastefully to identify the band. Ensemble singing for the chorus.

While the Rogers band has still to show its worth for the phono networks, the material is there in both of these sides, both in music and in musicianship. The "Foolish" ballad is a beaut that is highly commercial in appeal and has everything that it takes to soar the song heights. It is definitely worth a try.

ATTENTION, OPERATORS

The Sensational Novelty Waltz

ROSE O'DAY

(The Filla-Ga-Dusha Song)

is now available on these records:

FREDDY MARTIN—Bluebird

MERRY MACS—Decca

ART JARRETT—Victor

To be released soon:

TOMMY TUCKER—Okeh

KING SISTERS—Bluebird

and our own

KATE SMITH—Columbia

TOBIAS & LEWIS

Music Publishers

140 Riverside Drive, New York



AUTOMATIC AMUSEMENT COMPANY, PHILADELPHIA, subscribed 100 per cent to the Phonographs for Defense drive to sell U. S. Defense Savings Bonds and Stamps. Frank F. Engel and Michael Spector, officials of the firm, are putting forth every effort within their own organization, their operators' locations and the general public to spur the sale of bonds and stamps. (MR)

Program To Aid Defense Savings Campaign Launched by Wurlitzer

NORTH TONAWANDA, N. Y., Nov. 1 (MR).—A program to promote United States Defense Bond and Stamp sales has been launched by Wurlitzer, according to General Sales Manager M. G. Hammergren. Supplementing the concerted drive of the entire industry to place *Any Bonds Today?* on every automatic phonograph, Wurlitzer's promotion features many diversified phases.

A supply of free stickers designed to boost location play of *Any Bonds Today?* has been offered in a general broadside to all Wurlitzer music merchants. A steady flow of orders for thousands of display stickers is being received and the stickers supplied from the Wurlitzer factory.

Phonograph operators everywhere are being encouraged to request an adequate quantity of stickers to be placed

the program are being handled for the Music for Defense Department, set up at North Tonawanda especially for this purpose.

Wurlitzer Distribs Co-Operating

Showroom and window displays featuring Treasury Department posters and the Savings program have been arranged by all Wurlitzer distributors. Not only has this plan been followed in their own headquarters, but Wurlitzer phonographs have also been supplied to leading stores for window displays built around the Defense Bond program.

Special public-spirited promotions in many localities also are receiving full Wurlitzer distributor co-operation. On the alert for such opportunities to be of service, these distributing firms have broad plans for continued tie-ins during the emergency period.

Photostatic copies of an official Treasury Department letter of commendation sent to Wurlitzer are on display in the showrooms of all Wurlitzer distributors. This recognition of the efforts of the Rudolph Wurlitzer Company and its representatives in the bond drive is a source of justifiable pride to the entire Wurlitzer organization and its associates, it is said.

Formulation of a long-range program of aids and suggestions to all Wurlitzer music merchants and distributors has been completed at the Wurlitzer factory, Hammergren reports. In addition to special releases pertaining to the U. S. Savings program, the best ideas submitted by music merchants tying in with the promotion of bond and stamp purchases with automatic phonographs will be featured.

Defense Bonds for Idea Awards

Contributors of the best idea each month aimed at bond and stamp sales will be awarded a \$50 United States Defense Savings Bond by Wurlitzer. Under the plan, a total of four awards will be given monthly by Wurlitzer to winning music merchants, all in the form of Defense Bonds and Stamps.

Capping the diversified program of the Rudolph Wurlitzer Company is its drive to secure a 100 per cent Defense Bond subscription by employees. Departmental quotas have been established as the basis for a contest in which all company executives and employees will take part.

Special progress charts placed conspicuously thruout the North Tonawanda factory and offices will record weekly attainments.



M. G. HAMMERGREN, general sales manager of the Rudolph Wurlitzer Company.

on record-changer compartment windows and next to every wall box. "Help Uncle Sam Tell the World!" is the sticker's appeal to location patrons—"... Play *Any Bonds Today?*—America's No. 1 Hit Tune."

Pledges From Music Merchants

Return postal cards with the Wurlitzer broadside are so designed that in signing their orders for stickers music merchants also pledge full support of the bond campaign by placing *Any Bonds Today?* in No. 1 position on every phonograph.

Space has also been provided so that sets of Defense Savings posters issued by the Treasury Department may be requested for display in phonograph locations. Such orders will be relayed by Wurlitzer to the correct State administrators of the Defense Savings program, the material then to be forwarded directly to music merchants. All details of

Birmingham Coinmen Hop to Bond Campaign

BIRMINGHAM, Nov. 1.—Distributors and operators of music machines here meet November 3 to lay plans to have the recording of *Any Bonds Today?* appear as No. 1 on every phonograph in the district during the week of November 9 to 15. Sales of the record have already been phenomenal here.

Other plans for tying in with Armistice and the defense program are in the pre-

Here are the KORN KOBBLERS

on OKEH records

FRIENDLY TAVERN POLKA

WHEN YOU'RE CHEATING ON YOUR BABY

WHEN IT'S HOG CALLING TIME IN THE VALLEY

DON'T GIVE ME NO GOOSE FOR CHRISTMAS, GRANDMA

ON SOUNDIES for MINOCO PRODUCTIONS

ON ELECTRICAL TRANSCRIPTIONS throughout the Nation for Frederic W. Ziv-INC-

AT THE ADAMS THEATRE, Newark, N. J., Nov. 6th to 12th

RETURN ENGAGEMENT—Henry Grady Hotel, Atlanta, Ga., Dec. 6th to 19th

RETURNING to the FLAGSHIP, UNION, N. J. (Thanks to Admiral Fitze) Dec. 23rd

BROADCASTING WOR--MUTUAL Network COAST TO COAST

MANAGEMENT

STANFORD ZUCKER AGENCY

CLEVELAND

NEW YORK

CHICAGO

Uncle Sam Won't Tell...

Locations and operators of amusement games and slot machines have expressed fear that the information given to the Internal Revenue Department in paying the new federal taxes on coin machines might be used against them in certain cases. Partisan newspapers have, in some instances, tried to put pressure on Internal Revenue offices to release the tax information.

Other newspapers have given the correct information, namely, that federal tax officials do not give out information contained on tax forms.

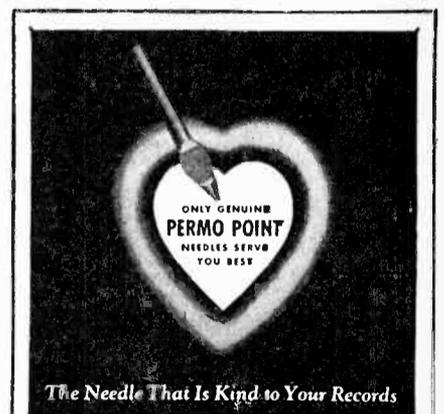
Federal officials explain that no law enforcement agency, under present regulations, will be permitted to utilize the information gained from tax forms because the information will be kept confidential. The official ruling is that "a copy of the return may be obtained only upon application to the Commissioner of Internal Revenue, Washington."

liminary stage. It may be that phonograph machines with the No. 1 record will be placed in drugstores, theaters and other such public places during the week. The idea of all is to co-operate 100 per cent.

PICTURE TIE-UPS

(Continued from page 67)

tor Records will issue a special *Smilin' Thru* album, including Jeanette MacDonald recordings of six of the numbers she sings in MGM's musical film. . . . Gene Autry's vocalizations will next be heard in Republic's *Smilin' Spanish Eyes*. . . . *Born To Sing* is the final title of the new MGM film known at one time as *Ballad for Americans*. . . . Kathryn Grayson and John Carroll will have the romantic singing leads in MGM's picture of *Rio Rita*, which also features Abbott and Costello. . . . Jimmy Dorsey embarking on a tour of the nation's theaters, where he will introduce hit tunes from his newly completed film, *The Fleet's In*. . . . Freddy Martin and his orchestra have been added to the cast of *Powder Town*, RKO's munitions-biast story. . . . Columbia slated to shoot *Eddie Was a Lady*, comedy with music, starring Rita Hayworth and Franchot Tone. . . . Joe E. Brown's forthcoming Columbia picture, *Shut My Big Mouth*, will feature a bunch of new songs. . . . Bing Crosby will soon be recording the Berlin musical numbers from *Holiday Inn*, Paramount production.



The Needle That Is Kind to Your Records

12 Years of Uninterrupted Leadership

THE PATENTED ELLIPTICAL POINT

The only needle ever used by all manufacturers of coin-operated phonographs as standard equipment. The only needle recommended and sold by all leading record companies' branches and distributors.

THE WORLD'S OLDEST AND LARGEST MANUFACTURERS OF LONG LIFE PHONOGRAPH NEEDLES.

PERMO PRODUCTS CORP. 6415 Ravenswood Ave. Chicago

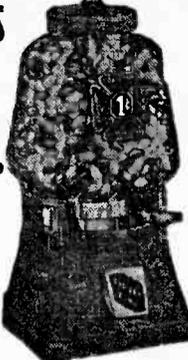
HELP UNCLE SAM TELL THE WORLD

PLAY "ANY BONDS TODAY?" ON THIS WURLITZER PHONOGRAPH

AMERICA'S No. 1 HIT TUNE

REPRODUCTION OF STICKERS OFFERED BY WURLITZER for use in Bond campaign.

SILVER KINGS
For Profits
\$5.50 Each
In Lots of 10 or More
SAMPLE \$6.50
Send for list of complete line. Liberal trade in. Immediate delivery on all models.



Northwestern SEND FOR DISTRIBUTOR LITERATURE
Immediate Delivery—Liberal Trade-In. 1/3 Deposit Required With Order. Send for List of New and Used Vending Machines. Grotchen, Daval and Baker Counter Games.
RAKE 2014 Market Street PHILADELPHIA, PA.

MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Communications to 155 North Clark Street, Chicago

Cigarette Makers Are Losers In Long Anti-Trust Trial

Government charges included points relating to various deals on cigarettes

LEXINGTON, Ky., Nov. 1.—One of the most important cases involving fair-trade practices, and one of indirect interest to the vending machine trade, involved three of the major cigarette manufacturers and was decided by federal grand jury here October 27. The trial ran 20 weeks. Bales of testimony and written evidence were given.

The jury decided that the defendant cigarette manufacturers were guilty of most of the charges brought against them by the federal government. By October 30 two of the three defendant companies had filed motions for a new trial, and the court set November 17 as the date for hearing arguments on the motions.

The charges against the cigarette manufacturers contained four counts of violating the anti-trust act. The government based the prosecution on these contentions:

1. Fixing prices and suppressing competition.
2. Conspiring and combining to monopolize the tobacco industry.
3. Attempting to achieve a monopoly.
4. Achieving it.

The vending machine trade will be interested in the government's contention that the cigarette manufacturers had granted or withheld discounts on cigarettes, had used shipments containing free goods, had granted advertising

allowances and had made other special deals.

Position Complicated

Attorneys said their position was complicated by the fact that some trial defendants were acquitted while others were convicted.

The major companies among the defendants remaining out of the trial were Philip Morris, P. Lorillard, British-American, Imperial and Universal Leaf.

In dismissing the jurors Judge H. Church Ford expressed thanks for their "faithful and patient" service during the nearly five months of proceedings and asserted that he felt there could be no doubt that they had rendered an honest verdict.

The government based the prosecution on these contentions:

1. That the defendants fixed the prices of the leaf they bought from growers, the factory prices of the tobacco products they made and the retail prices of those products.

"Understanding" Claimed

2. They accomplished it thru an "understanding or agreement" that enabled them to combine great power and resources and achieve domination of the industry in restraint of trade by others.

3. Leaf prices were controlled by power over warehousemen and trade boards which made marketing regulations, by formulation of non-competitive grades and by not purchasing the same kinds of leaf on the same markets at the same time.

Charges Prices Fixed

4. Factory list prices and discounts to those on the defendants' "direct customer lists" were kept identical by making all price changes simultaneously and keeping the same customers on the direct lists.

5. Retail prices were controlled thru domination of sales outlets—a domination achieved by granting or withholding discounts, using shipments containing free goods and using advertising allowances and "special deals."

6. The motive for combining was a "hundred-million dollar profits melon" for the major companies, in which the executive defendants shared under systems providing bonuses based on the amount of corporate profits.

"Competition" Alleged

7. The defendants teamed together against outside competition in order to keep the "profits melon" intact for their combination and competed with one another only to determine what would be the share of each in the "melon."

The defendants, counter-charging that the prosecution case was based on "fantasies, phantoms and prejudices," denied every accusation.

Declaring that the government's real complaint was that the defendants were "guilty of the unpardonable sin of success," the defense contended further that:

1. Each company operated in strict independence and competed vigorously with the others, both in buying leaf and selling products, and all worked only on the "sound principles of free American enterprise."

Cite Return to Growers

2. Prices were controlled only by the law of supply and demand and the "irresistible force of competition and economics," and tobacco ranked high among farm products in cash return to the growers.

3. Non-defendant manufacturers of 10-cent brand cigarettes, "victims of the alleged conspiracy," increased their sales volume 2,740 per cent between 1930 and 1939 while all cigarette sales rose only 2,000 per cent between 1912 and 1939.

Wiener Makes Southern Trip

BROOKLYN, Nov. 1 (MR).—Murray Wiener, sales manager of U-Need-A-Pak Products Corporation, left this week for the South. His itinerary will carry him thru the South and Southwest and he will be gone for five weeks.

"The Norman Bel Geddes-designed Model 500 cigarette merchandiser has proved itself on location the country over," stated Wiener, "and orders continue to pour in daily. That is why I am positive that my trip will be successful from every angle. The merchandiser has had almost a year of activity and has been accepted by operators as the finest in cigarette vending equipment."

Robbins Opens Used Cigarette Exchange

NEW YORK, Nov. 1 (DR).—Dave Robbins has returned to active participation in the coin machine field, opening a used cigarette exchange.

Dave has purchased over a thousand used cigarette machines of every make, and his mechanics have reconditioned them thoroly.

Built For Operating!

DEPENDABLE! PROFITABLE!

That's why most experienced operators say it pays to buy

Northwestern

BULK VENDING EQUIPMENT

Nine models to choose from! Time payments! Trade In! Write for details.

FREE!
If you operate, write for a free subscription to THE NORTHWESTERN Fall WSTERNER. Full of photos, hints and news for vending machine operators.

THE NORTHWESTERN CORPORATION
EAST ARMSTRONG STREET, MORRIS, ILLINOIS

Wide Awake Operators!
Operate **ESQUIRE PREMIUM VENDOR**
Complete Deal Machine & Mdse. **Only \$12.50**



EASTERN 350 Mulberry St. NEWARK, N. J.

ASCO WEEKLY SPECIALS

1¢ Ball Gum 200's 1.95	1¢ Burel 3 col. \$9.95
1¢ Ball Gum 400 2.95	6 col. slg. proof 7.50
1¢ Tom Thumb 2 lb. 2.95	1¢-5¢ DeLuxe, new model 11.95
1¢ Columbus-A 5 lb. 3.45	1¢-5¢ Trilector, slugging 3col. 18.50
5¢ P-Nut 8 lb. 2.95	1¢ Esquire Ball Gum, Premium 6.95
1¢ P-Nut & Pist. 8 lb., 2 col. 4.95	Stands, all mach. 2.50
1¢ Hershey 50. 2.95	25 Boxes % 3.25
1¢ Wrigley Stick Gum 2 col. 3.45	Ball Gum % 41
1¢ Silver King. 4.45	Pist. Nuts, lg. lb. .41
1¢-5¢ Master Porc. P-Nut, B. Gum, P-Nut 5.95	1¢ Roll-a-Pak .99.95
1¢ Ever Ready P-Nut, Pist. 4 col. 4.45	1¢ Pok-o-Reel 17.50
1¢ Log Cabin 2 col. 7.95	1¢ Kliz "21" 17.50
1¢ Snacks 3 col. 8.95	1¢ Amor. Flags 19.50

Terms: 1/2 Deposit. Bal. C.O.D., F.O.B. Newark, N. J. Send 25¢ for Illustrated Catalog and Instructions. WANTED: Peanut, 5¢ Candy, Ball Gum, Counter Games and Cigarette Vendors as Trade-Ins.

ASCO, 140 ASTOR ST., NEWARK, N. J.

RECONDITIONED CIGARETTE MACHINES

NATIONAL 6-30, as illustrated, complete with cabinet stand .. **\$19.95**

7 COLUMN STEWART & McGUIRE (Model 8), complete with cabinet stand .. **35.00**

LOTS OF 5—10% Discount.

To operate 15¢ or 20¢ coin slots. All Machines perfectly reconditioned. 1/3 Deposit, Balance C. O. D.

HERALD VENDING CORP.
355 Grand St. BROOKLYN, N. Y.

UNEEDA PAK CIGARETTE MACHINES

193S—6 Col., \$20.00; 5 Col., \$17.50; 4 Col., \$15.00; 15¢ or 20¢ coin slots. All machines slug proof and with stands. Reconditioned like new. 1/3 Down, Balance C. O. D.

QUEENS-NASSAU AUTOMATICS, INC.
2944 West 28th St. BROOKLYN, N. Y.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

COMING EVENTS

November 9 to 15—National Phonographs for Defense Week.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

November 15 and 16—Annual Meeting and Election of Iowa Merchandise Operators' Association in Des Moines.

Nov. 30-Dec. 5—Twenty-third annual convention National Association of Amusement Parks, Pools & Beaches. Hotel Sherman, Chicago.

December 7—Annual Banquet of Phonograph Operators' Association of New Jersey. Top Hat Club, Union City, N. J.

January 12 to 15, 1942—Annual convention of Coin Machine Industries, Inc., Hotel Sherman, Chicago.

January 13-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.

January—Last week of month designated as National Peanut Week.

DON'T MISS THIS BARGAIN!

LATEST MODEL Push-Type Coin Chute **SNACKS**

Rebuilt Like New Sample ... \$7.95

Lots of 5 \$7.50 ea.

Lots of 10 \$7.00 ea.

Rush Your Order! Supply Limited! Write for complete list of new and used Pin Games, Vendors and Counter Games.

I. L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE., B'KLYN, N.Y.

TOPPER

Is tops in modern design. Topper's sleek ultra modern design assures choice locations, greater patronage. Topper vends everything; almonds, candies, mixed nuts, cashews, peanuts, pistachios, charms, ball-gum, etc. When ordering Toppers for ball-gum, please so specify.

Sample Topper only **\$6.95** Each

Porcelain Finish 75¢ Extra

PIONEER 461 Sackman St. Brooklyn, N. Y.

Perfectly Reconditioned! **CIGARETTE VENDING MACHINES**

All leading makes—ROWE, DUGRENIER, U-NEED-A-PAK and NATIONAL. Reconditioned like new! NOW is the time to buy these STEADY Money-Makers! Write or wire today for our illustrated catalogue!

D. ROBBINS & COMPANY
503 W. 41st St., N. Y. C. Phone LO 3-5270

VENDER SUPPLY NOTES

A huge increase in cigarette output was attained during the month of September as compared with the same month last year, according to its report on tax stamp sales made public by the Bureau of Internal Revenue.

Cigarettes moved up seasonally, with an increase of 3,870,756,443 units, or 26 per cent, as compared with September a year ago. Large cigarettes had a proportionately large gain of 148,335.

Early reports from various sections of the country indicate that Candy Week and Sweetest Day this year resulted in a record increase in sales of about 35 per cent and, in some cases, of as much as 50 per cent, says William C. Kimberly, chairman of the committee in charge of the event. The main objective of Candy Week and Sweetest Day, as set forth by the committee, was to secure favorable publicity for the confectionery industry on all types of candy and to increase consumer acceptance every day and week of the year, which is in line with the slogan, "Candy is delicious food; enjoy some every day."

Some of the problems that manufacturers of confectionery and ice cream products may have to face because of the impact of the defense effort were disclosed recently by Douglas C. MacKeachie, director of the OFM Division of Purchases.

The official issued warnings of particular significance to the confectionery and ice cream industries. He pointed out that business expansions depending on building materials or plant equipment may be forced out by the need of conserve supplies for defense programs, but that the government does not intend to prevent companies from getting essential repair parts to keep their operations running on a maintenance basis.

In the case of certain critical materials, such as packaging and wrappings, the trade itself must aid the government in its conservation efforts. "There is a good deal that can be done in the way of find-

ing substitutes and in redesigning certain lines so as to reduce the number and variety of packages and wrappings required," MacKeachie said. "As a matter of fact, that whole question of simplification of goods and services is one which needs very careful attention. Like all other industries today, this industry is under the compulsion to cut off the frills everywhere."

A poor vanilla yield during 1941-1942 is forecast by the government. In an analysis prepared by the Department of Commerce, it is revealed that the Mexican crop of 1940-1941 is estimated to have reached 550,000 pounds, but only half that amount is anticipated for 1941-1942. Before the present war imports into the United States from other countries were several times those from Mexico. Normally, Mexico foreign trade in vanilla is practically completed each calendar year. While the crop is harvested in the fall, the cured vanilla is not ready for export until after January 1. For the 1941 harvests, however, a very early commencement of cutting, permitting curing and export before the end of the year, began in December.

In recent years Madagascar has accounted for about two-thirds of the world production. A large portion of the other third is grown in Mexico, and the United States imports practically all of this. With the supply from Madagascar cut off, the Mexican product has become increasingly important.

The free book of matches, which has been thrown in with the purchase of a pack of cigarettes for so many years, seems to be a by-gone custom. Reason is the new excise tax which became effective October 1 and jumped the wholesale price of the match books \$1.50 a case. Some are still giving away matches, but only if asked for them. Others are selling the matches at three books for a penny. All are educating their customers to the "No free matches" policy as rapidly as possible. One company has brought out a new half-size match book and is pushing it as an aid to those who want to continue giving away matches.

Markets in Brief

NEW YORK, Oct. 30.—Peppermint oil (dollars a pound): Natural, \$3.85 to \$4. U. S. pharmaceutical, \$4.05 to \$4.10.

Sugar: The domestic futures market was unchanged to 1 point higher on bid prices but entirely without trades. Several more boats were reported chartered from Cuba to North Hatteras and it is now generally agreed that the bulk, if not all, of Cuba's 1941 U. S. quota will get here before the year ends.

NUTS

CHICAGO SPOT MARKET PEANUTS
Virginia and North Carolina

	Cents per lb. in bags	
Jumbos	7.35 @	7.50
Fancies	7.00 @	7.25
Extra large	10.00 @	10.25
Mediums	9.40 @	9.50
No. 1 Virginia		8.00
No. 2 Virginia		7.00
Southeast		
No. 1 Spanish	7 1/2 @	7 1/2
No. 2 Spanish		7.00
No. 1 runner	7 1/4 @	7 1/4
No. 2 runner		6.75
Texas (New Crop)		
No. 1 Spanish	7.87 @	8.00
No. 2 Spanish		7.37

Mackin Serves in "V" Day Campaign

SAN FRANCISCO, Nov. 1.—Sid Mackin, managing director of Amusement Merchants' Association, Inc., San Francisco, recently served as chairman of a committee set up by the California State Chamber of Commerce to establish a program of "V" Days (Visitors' Days) at the army camps in connection with the building of civilian morale in co-ordination with the defense program. The first official "V" Day was held Sunday, October 19, at Fort Ord, Calif. More than 40,000 visitors visited the camp.

The Amusement Merchants' Association furnished windshield stickers reading: "Official Car Honoring America's Defenders, U. S. Army. Fort Ord, Visitors' Day, October 19." The wording was printed over a large red "V." This was set up on a 3 1/2 by 4 1/2-inch gummed sticker which was pasted in the windows of cars touring the army camp. The

Soaring above...

U-NEED-A-PAK MODEL 500

DESIGNED BY NORMAN BEL CEDDES

U-NEED-A-PAK PRODUCTS CORP.
135 PLYMOUTH STREET - BROOKLYN, N. Y.

TAX FREE

SILVER KING BALL GUM MACHINE
(Over 50,000 Sold)

Capacity 1100
1/2" Ball Gum Vends 3/8" or 1/2" gum

\$6.50

EACH Less in Quantity

Send your order today for IMMEDIATE DELIVERY

TORR 2047A-50 68
PHILA. PA.

KEEP THEM BUYING

America Demands Variety

We manufacture the largest variety of quality Vending Machine Candies, Ball Gum, Charms.

OVER 50 VARIETIES

WRITE ONE ORDER—PAY ONE FREIGHT

PAN CONFECTIONS 345 W. ERIE STREET CHICAGO, ILLINOIS

Coin New Slogan For Keeney Games

CHICAGO, Nov. 1 (MR) — "We have, without a doubt, the finest line of coin-operated equipment in our history," states Jack Keeney, "and we wanted a sales

slogan that would best get this information over to the operators. We wanted the operators to keep in mind that it isn't the quantity of equipment that he operates that counts but the quality. Therefore, Bill Ryan, our general manager, got up the slogan that we have adopted for all the J. H. Keeney & Company promotion: 'It Pays To Operate the Best.' In our opinion, of course, we mean Keeney machines.

stickers were distributed thru commercial outlets, including service stations, thruout San Francisco.

Much Publicity

Large newspaper space was devoted to the "V" Day, publicizing the event. Most of the publicity was secured thru use of wired music studios and automatic phonographs as backgrounds. Robert Spencer, secretary-manager of the Automatic Music Merchants' Association, furnished valuable aid in securing the publicity, reports Mackin.

It has been indicated in Washington that if the "V" Days are successful, they will be adopted for all army camps. Mackin pays tribute to the fact that the coin machine industry has been able to take an active hand in the campaign because of the organization of operators of San Francisco. "I want to particularly mention," he said, "that the attentive response and co-operation of the operators in this area is to be most highly commended. In my opinion, the men in the industry in this region are really examples of what is necessary from every member of the industry in the country."

"Keeney's new two-way Super Bell has had the greatest immediate acceptance of any machines we have ever produced. Operators all knew about our standard Super Bell Console, so they all could visualize that with two coin chutes, two pay-out mechanisms and two cash drawers would certainly earn twice as much on the locations.

"Our standard model Super Bell is without a doubt the fastest selling console in all our history. Because of its triple earning power it immediately revolutionized the console operating industry. Super Bell introduced for the first time the feature that the player could win on one, two or even three rows of symbols.

"We're back in top production," said Bill Ryan, "on Fortune. This is our multi-convertible table that has sold so fast that it has taken us over two months to catch up with the demand."

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

ROLL-A-PACK

The leading Counter Cigarette-Dice Game. A Game With Real Action and a Thrill.

Sample ROLL A PACK

\$12.50

Case of 4 ROLL A PACKS Only \$45.00.

1/3 Certified Deposit, Bal. C.O.D. Buy ROLL A PACKS by the Case and SAVE Yourself \$5.00.

EASTERN 350 Mulberry St. NEWARK, N. J.

OCTOBER MARKET REPORTS

Industry Puts in a Hectic Month As Federal Tax Goes Into Effect; Biz Generally Up in All Lines

Compiled by MAYNARD L. REUTER

CHICAGO, Nov. 1.—Coinmen burned the midnight oil during October. Confusion resulting from new federal tax going into effect caused much aggravation early in the month as coinmen bombarded Internal Revenue Department for official decisions on borderline types of equipment. By the end of the month, however, most tax difficulties were over. Coinmen knew where they stood. Various types of equipment were classified into \$50, \$10 and "no tax" groups. Official rulings of the Internal Revenue Department were to be sent at month's end to all district offices of the department so that collection and enforcement of the tax measure would be uniform.

While the tax is definitely placed upon the location owner, most reports indicate operators either split or paid the tax in full for locations. Many men obtained contracts from location owners to guarantee their equipment would stay on premises for the life of the tax receipts. As a whole, industry shouldered the extra tax burden without complaint.

Buying Brisk

Pending settlement of tax difficulties, sales of equipment naturally slowed up. Once confusion was dissipated, however, operators began placing heavy orders for new hits released by manufacturers, especially for free-play games. Government's classification of free plays as falling into the \$10 amusement game category was hailed as the biggest boost free play games have ever received. Good used equipment was again at peak demand.

Manufacturers conferred frequently with OPM officials during the month in an effort to obtain as large supplies of raw materials as possible under priority regulations.

Phono Picture Bright

Despite the fact that phonograph operators placed large orders during September to get under the wire before the 10 per cent manufacturer's excise tax went into effect October 1, sales of both new and used equipment continued apace during the month. Wall boxes and kindred equipment again boomed. Play on phonos was reported up over September as the fall season got under way.

Big news of the month was the industry's all-out drive to promote sale of Defense Stamps and Bonds. With the Treasury Department's blessing, industry went into action in remarkable fashion in placing the official bond song, "Any Bonds Today?," on every phonograph, setting the stage for concentrated local campaigns. Week of November 9 to 15 was chosen as official "Phonographs for Defense" week.

Vending Season Begins

Vending machine picture brightened in all lines as colder weather arrived. Increased placements of candy, nut and gum machines, along with cigarette and beverage venders in industrial locations, were noted. Used 5-cent candy bar and cigarette machines were in big demand, especially in the East. Some New York operators were reported augmenting their games routes with venders. Gains chalked up in candy

bar field presage big winter season ahead.

Movie Machines

More movie machines were on location during October. General advancement in quality of pictures being released was hailed by operators. One new manufacturer bowed in.

Legal Data

Coinmen watched with interest developments on the political scene in Cleveland and Buffalo, where new mayors and other city officials are to be elected in November. Upswing in operations in Florida was short-circuited by court case on which the decision is still pending. Decision handed down on games in Texas is seen as a ray of hope for betterment of conditions in the Lone Star State. In Minneapolis, a case contesting validity of local vending machine license still awaits decision.

Industry got two good publicity breaks during the month. The New York Times Sunday Magazine Section October 19 published one of the most favorable articles on the pin game industry ever to appear in the press. A Florida paper published a glowing tribute to the phonograph industry (See The Billboard, Page 62, November 1).

Associations were unusually active during the month supplying members with accurate tax information, co-operating in the phonograph Defense Bond drive and mapping out plans for an active winter season.

BALTIMORE

BALTIMORE, Nov. 1.—Business picture painted here during October was an unusually good one. Play on all types of equipment was up over September, operators report. Distributors, too, had a banner month once uncertainties over the new tax were dissipated.

New pin games that arrived here were well received during the month. Consoles are now in wider use than ever, with several new models bowing in. More claws and diggers are in operation and, along with games, are especially popular with boys in service here. Good used games are at peak demand.

Sales of phonos and wall-box equipment continued high. Operators with remote-control units in operation report much increased biz.

On the vender front, installations of beverage machines has increased in industrial and commercial establishments as operators transferred equipment from outdoor locations. Upswing in candy, gum and nut equipment installations has been noted along with cigarette machines.

Industrial situation here continues excellent, with all plants engaged on defense work at peak capacity. More persons are at work than ever before in the history of the city. Pay rolls are correspondingly high and spending liberal.

BUFFALO

BUFFALO, Nov. 1.—October turned out to be an in-between month as far as sales of equipment were concerned. In fact, sales of music machines and games had been so big during summer that a natural drop couldn't have been avoided. Considering such interfering issues as the federal taxes, which somewhat confused the local trade, business went along briskly enough. Operators stocked up heavily on music equipment during the summer and are still buying, altho not as briskly. Distributors report both music and games are finding a fairly decent market. Wallboxes are now featured in at least 60 per cent of local locations.

Pin games are still meeting with some political opposition. Some distributors are hanging on to used equipment, value of which has already increased about 20 per cent in the last year. Amusement devices aren't much in evidence except for one new arcade.

More operators seem to have entered the music machine field here and competition is getting keen for top locations.

Most of the music men are finding collections a little lower than in September, but by no means poor.

Trade here is enthusiastic about the Defense Bond Drive. One disk wholesaler reports sale of nearly 600 records of *Any Bonds Today?* to local music operators in last month with many more orders pending. Other firms report similar sales spurts on the number. Both record distributors expect a last-minute rush a few days before the official bond-selling week begins, November 9.

Vending machines are continuing at a neat clip. Candy venders are definitely on the upswing now. At the same time ice-cream venders are sliding. Beverage venders continue strong, especially in industrial locations. Cigarette operations are going along smoothly enough.

Trade is watching with interest the coming city election.

CANTON, O.

CANTON, O., Nov. 1.—Altho coin machine activity slowed down somewhat during September, due to the closing of arcades in district amusement parks, operators of arcades playing early October fairs in this territory reported biz was better than a year ago. State Liquor Board ruling banning machines from places where liquor is sold had little effect here.

In the county there has been a decided improvement in play during October. Defense plant production continues at an all-time peak in this district, with employment in Canton given as 32,628 persons employed in Canton's major industries, an increase of 8,669 over the same period last year, when 23,959 were employed in the same plants.

Some confusion still exists among operators as to the exact status of the new federal tax on games, but majority of operators are relying on *The Billboard* for the latest information. Few feel the tax will have much effect on their operations.

Distributors report an improved demand for used games of all types. New game purchases will be heavier. Colder weather has caused increased crowds at suburban spots, which has helped pinball games considerably.

Phono operators report biz during October showed a decided gain. Largely responsible, it is believed, was the move on the part of many dine and dance spots here to discontinue floorshows and dance bands, especially those using music on week-ends, when liquor prices were upped October 1 as the excise tax took effect. Rather than hike drinks by the glass, several large dine and dance spots cut the music, and this left the phonos as the only music medium.

Operators in the territory are 100 per cent behind the *Any Bonds Today?* campaign. Record dealers report sale of *Any Bonds Today?* records have been heavy, and every indication points to the fact that all phonos here will feature the record during "Phonographs for Defense Week," November 9-15.

Coin movies, which made their appearance here several months ago, have not been adopted generally.

There has been no let-up in drink vender biz in major factories here. All-time employment, which has prompted several plants to add night shifts, has resulted in operators putting on extra trucks and help to service these machines at night.

CLEVELAND

CLEVELAND, Nov. 1.—Phonograph operators report that business held up well during the month. Halloween celebrations were responsible for additional location patronage. The record promotions of the "Hit Tune of the Month" to which has been added "Hits of the Week" is attributed to creating more business for operators and record retailers alike.

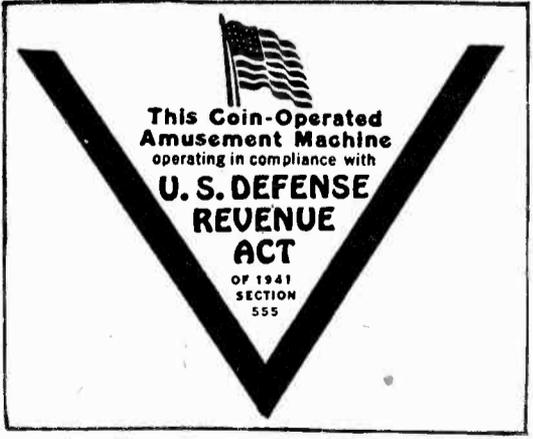
Phonograph Merchants' Association has tied in 100 per cent in selling Defense Bonds to members, servicemen and customers. They are sponsoring a float in the Armistice Day parade featuring bonds. *Any Bonds Today?* has been selected the hit record of the month for November.

Used phonographs are very scarce. Sales of new models are on the upgrade, and distributors have been able to take care of the demand. Operators have had difficulty in getting sufficient records in

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ **\$ 200 PER HUNDRED** ★

★ U. S. DEFENSE TAX STICKERS ★



★ JUST WHAT YOU NEED TO CLEAR UP CONFUSION ON YOUR LOCATIONS. ★

★ MONEY ORDER MUST ACCOMPANY YOUR ORDER! ★

★ They're going fast, so order now! ★

★ PRINTED IN RED, WHITE AND BLUE—VERY COLORFUL. ★

★ ACTUAL SIZE ► ★

★ **SOUTHERN AUTOMATIC MUSIC CO.** ★

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Sky Fighters, Sky Battles, Rapid Fire, Bally Bull, Air Raiders, Drive Mobile, Sky Raider, Anti-Aircraft Guns, Mutoscope Cranes and all kinds of Arcade Equipment. Also all kinds of Consoles. No deal complete unless you are satisfied. Wire or write

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some instances, and record distributors have many back orders.

There was no change in the amusement games situation, and none is expected until after the municipal election. Several court decisions have been held up for this reason. The association moved its office from the 10th to the 7th floor of the NBC Building. Members have done more than their bit in buying Defense Bonds.

Things have been running along smoothly for the cigarette vending trade since prices have been stabilized and the slug menace eliminated. Association members placed decalcomania stickers urging buying of Defense Bonds on all machines and bought bonds liberally. Headquarters of the association were moved from the fourth floor to 206 Newman Stern Building. The boys cooperated in the drive to send cigarettes to the various army camps.

Cooler weather has helped candy and nut sales. Vending machine operators have had some trouble getting bars due to slow factory shipments. Outlook for future business is considered very bright. Two leading soft-drink bottling concerns enlarged their facilities this month, a good indication of the upswing in this business. According to the largest ice-cream vending machine firm here, October business help up fine.

DALLAS

DALLAS, Nov. 1.—The trend of general business in this Southwest sector is upward, but with a little more caution as to future war developments and expansion of national defense industries. Shortages in some lines have curtailed sales. Phonograph sales have held up well. Wall boxes, speakers and music accessories are in good demand. Distributors report a flood of orders for parts, indicating a desire of operators to prepare for the future. Collections for music operators have improved about 25 per cent over the summer months. Merchandise venders are in better demand, but higher prices from manufacturers have helped to slow down sales.

Application of the new federal tax has cut the demand for some items in coin machines. Dallas distributors think that another month will clear up the tax situation and that business will be vastly improved by the impetus of better fall business, a splendid agricultural yield and a wide step-up for employment in government defense projects.

On the legal front the Fifth Court of Civil Appeals here in a recent case held that marble tables are legal if played for "amusement only." Decision on free plays is still pending.

DENVER

DENVER, Nov. 1.—Coin machines sales are holding up nicely in this territory. The tax seems to have had little effect, as attitude of operators seems to be that it is more or less a necessity. Several operators have been fortunate enough to get equipment at the various army posts. New arms plant here has been officially opened and should hypo coin play when it reaches employment peak.

Added placements of movie machines in Denver during the month brought several new operators into the field. Wired music ceased operation during the month, thus throwing 20-odd locations open for phonograph operators. Arcade equipment sales have fallen off with the coming of the winter season; however, the distributor who specializes in this equipment here reports he is still selling equipment out of this territory. Wolf Sales Company has moved into its new three-story building. Optimism among both operators and distributors is running high over prospects for the coming season.

DES MOINES

DES MOINES, Nov. 1.—Coin machine business continued its upward swing here during October with the \$1,500,000 monthly pay roll from the Des Moines ordnance plant beginning to be felt.

Locations catering directly to the ordnance plant workers reported business from 100 to 300 per cent better than normal. Cold weather also aided during the last week in the month, particularly vending machines.

Phonograph operators reported business from 20 to 33 1/3 per cent ahead of September. Pinball business was about par or slightly ahead in some cases. Vending machines finished the month 10 to 15 per cent ahead of the previous month. New federal tax caused little effect

on business conditions, altho some confusion remained over fees on certain types of machines. As a rule operators reported little trouble over the tax.

Pinball operators continued making heavy purchases of new machines. State officials threatened to question legality of machines with free plays.

DETROIT

DETROIT, Nov. 1.—Late check-up of current market conditions shows lively activity in the music field, while other departments of the machine business are getting adjusted to the new tax set-up. Uncertainty over precise interpretation has hindered all types of sales of borderline machines for several weeks, but dealers here feel that this uncertainty is over and that there is a distinct backlog of demand. This is particularly true in nearly all types of amusement equipment. Long-established operators are placing many orders for immediate delivery.

Vending machine sales continue about normal.

Play on music machines in this city has been moving upward—operators estimate from 10 to 25 per cent ahead of last year—and this is largely attributed to the favorable publicity gained by the industry's Defense Bond campaign. The public appears to have become more machine-conscious.

Reports on amusement machines of other types are not so optimistic, but chiefly because of seasonal factors. The operators of resort locations have been taking in their machines. From available data, it appears that the increase in city locations has just about offset this loss over the State as a whole except for Detroit proper.

Anticipated heavy loss of employment because of cutting down auto production has not seriously hurt the trade up until now, but operators are wary.

FORT WORTH

FORT WORTH, Nov. 1.—Discussion of the new federal tax was the main order of business in coin circles here during October. Pending the Internal Revenue Bureau here receiving detailed instructions on tax to be levied on various types of equipment, operators and distributors alike speculated hours on end about the potential effects of the tax.

Salesboards continue to be big business. All types of merchandise machines are receiving nice patronage, as are scales and various service units.

Fight started in the city here between a minister and a citizen which may affect music boxes. Citizen is attempting, under the local anti-noise ordinance, to silence a loud-speaker used by the church. Preacher maintains if they close down his loud-speaker he will have church members file complaints against slightest noise coming from any tavern's phono. One court battle ended in a hung jury. Both sides are continuing the fight.

LOS ANGELES

LOS ANGELES, Nov. 1.—Jobbers and distributors of coin machines in this section reported business in general good thru the month, with indications that sales would pick up in November when the federal tax matter leveled off.

Business compared with October, 1940, was favorable. Trading during the early part of the month was good but during the last week or 10 days has been spotty. There is a big demand for used equipment. New Penny Arcades opening in the area are the reason.

Music machine business continued strong, with operators still looking for hits such as *Piano Concerto* and *The Hut-Sut Song*, which were of West Coast origin, to bolster their takes. During the past few weeks used equipment has been in demand, as well as new machines. Jobbers and distributors report that demand for wall and bar boxes is increasing.

Movie machines are increasing in this area.

Vending machine operators are enjoying good business. Information from distributors of these machines shows that operators are increasing their number of locations, especially in factories doing defense work.

MILWAUKEE

MILWAUKEE, Nov. 1.—Opening of new dine and dance spots around the State, as well as continued improvement in factory pay rolls, helped keep the demand for automatic phonographs and vending machines at a better than average level during October, according

to local operators. Pinball machines, too, are reported receiving good play. Demand for used machines, particularly in these three classifications, is reported brisk.

With a large proportion of the vending machines located in factories, the payroll picture is of particular interest to machine operators. According to the State Industrial Commission, total employment in Wisconsin factories in September numbered 294,100, a gain of 1.4 per cent from August, while weekly pay rolls totaled \$9,475,000, a 0.5 per cent increase from the preceding month.

The number of wage earners soared 26.2 per cent and weekly pay envelopes 47.6 per cent from the same month last year. According to the commission's figure, pay rolls and wages increased in 16 Wisconsin cities in September, including Milwaukee, while slight drops were experienced in nine other cities.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS, Nov. 1.—Business reports here of the past month have run hot and cold, with some distributors reporting they are doing extremely well, while others counter that the tax situation has had a hard effect on the trade. All are in agreement, however, that operators will soon be buying equipment as of old.

Even the jobbers, who say they have been enjoying a good business, take definite pains to point out that this has been in tax-free merchandise only. One phono distributor insists the past 30-day period has been the best since he has been in business. As for free-play games, only the newest units are getting any kind of play. The one-ballers and novelty games are not moving to any great degree. Counter games are virtually off the market.

Wall boxes and remote control equipment enjoyed one of their best months with sales mounting week by week.

The vending machine business is at a standstill pending outcome of the legal battle brought this month by the E. T. Barron Company against city officials here to declare unconstitutional the ordinance of last March setting up a \$5 license fee for 5-cent venders and \$1 fee per machine for 1-cent venders.

Movie machines are chugging along, not cutting too wide a swath as an entertainment feature but doing enough biz to command some attention. Scales have suddenly surged upward, with a number of sales being made to operators who have decided to pay more attention to this end of the coin machine field.

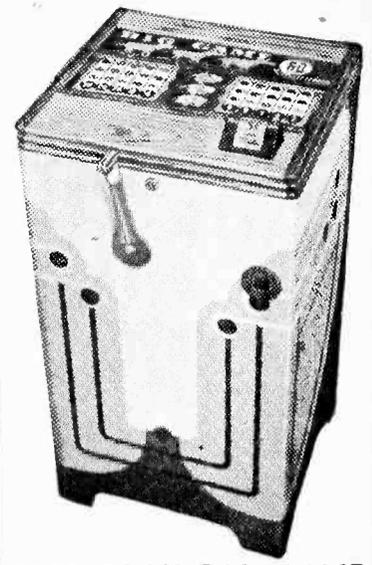
The record business continues to enjoy one of its finest seasons in many years, showing definite increases from week to week.

Over in St. Paul the operators are becoming acclimated to the idea of a new city license situation on phonos and games which goes into effect today.

NEW YORK

NEW YORK, Nov. 1.—Summary of market conditions here during October again shows the music machine end of the business the brightest spot. Operators report play on machines as increasing, while distributors did capacity business on new machines and reconditioned units alike. Prices on used equipment continue to hold firm.

Operations in merchandise machine field are reported improving. Many operators of games are reported augmenting their operations with these machines. Used cigarette and 5-cent selective candy machines, especially the



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play Made Only By

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30 Radio Rifles, complete with Film, A-1 condition. WRITE.

Cadillac .. \$22.50	Wow .. \$40.00
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Playmate .. 22.50	Broadcast .. 40.00
On Deck .. 20.00	Gold Star .. 32.50
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Powerhouse .. 25.00	Boom Town .. 47.50
Zombie .. 42.50	Dixie .. 29.50
Convention .. 24.50	Home Run .. 22.50
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ATTRACTIVE PRICES

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10 Yankees (used two weeks) .. \$15.00 Ea.
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Liberty .. 15.00 Ea.
Mercury .. 15.00 Ea.
Dough Boy .. 8.00 Ea.
Pick-a-Pack .. 8.00 Ea.
Ginger .. 5.00 Ea.
Poker Deck .. 5.00 Ea.
Tally .. 5.00 Ea.

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AUTOMATIC COIN MACHINE CORP.

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JUMBO TURKEY BOARDS

A Real Flash That Readily Sells at \$1.00 Each. 150 Holes. No Numbers Over 15¢. BRINGS \$21.45 AND SELLS 1 Turkey, 1 Goose, 1 Duck and 2 Chickens. PRICE \$3.60 per Doz. \$25.00 per 100

Sample, \$1.00 Remittance With Order or 50% on C. O. Ds.

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There's Always a Better "Buy" at Lehigh

Zig Zag .. \$49.50	Knockout .. \$79.50	Barrage .. \$35.00	Wow .. \$19.50
Major .. 39.50	Sky Blazer .. 69.50	Double Play .. 39.50	5-in-1 .. 29.50
Sea Hawk .. 35.00	Sport Parade .. 29.50	Silver Spray .. 59.50	Velvet .. 24.50
Progress .. 14.50	Wild Fire .. 35.00	Target Skill .. 39.50	Big Time .. 24.50
Sun Beam .. 29.50	Leader .. 14.50	Ump .. 19.50	

Send Order and 1/3 Deposit, Mention 2nd and 3rd Choice.

LEHIGH SPECIALTY CO.

2ND & GREEN STREETS

PHILADELPHIA, PA.

latter, are in great demand. Operators of movie machines continue enthusiastic and are especially pleased with the improvement in film subjects released during the month. Local situation on pin games was unfavorable during October. As a result new game sales were affected, as operators bought only to fill current needs. Used equipment continues hard to get, and there is a demand for unlimited quantities of amusement machines of gun, baseball and kindred types. *New York Times Sunday Magazine* feature on pin games was hailed by the trade as one of the best ever published on the industry.

PHILADELPHIA

PHILADELPHIA, Nov. 1.—Past month found an unprecedented rush in orders for both new and used equipment for all types. Heaviest demands in new equipment were for music machines and in used equipment for payout machines. Also unprecedented was the large number of orders placed for wall boxes. Thus far all the distributors are filling orders to satisfaction. There is no question that the operators are stocking up. Distributors state that they have prepared for this emergency some time ago and have enough stock on hand to meet normal demands for the remainder of this year and 1942.

Drink venders are continuing to enjoy increased collections. More and more new locations have been opening up and new operators are entering the field. Drink vender operators had the benefit of an unseasonably warm October.

Jack Beresin, head of Berlo Vending Company, has resumed his institutional newspaper advertising campaign for the candy venders. As yet the newspaper campaign is confined to *The Courier-Post* in neighboring Camden, N. J. Past month also saw the organization here of the Philadelphia Coletrinx Company, which plans to elaborate on the drink venders by setting up coin-operated soda fountains in the territory.

The Philadelphia Automatic Amusement Machines Association held a dinner at the Green Valley Country Club, postponed from last spring because of pressure of business. The dinner was combined with a business meeting for the discussion of the new federal taxes on machines. The Phonograph Operators' Association elected a new slate of officers and directors, headed by Phil Frank, a past president. The new administration will handle all matters personally as a group instead of delegating the authority to a single person.

ST. JOHN, N. B.

ST. JOHN, N. B., Nov. 1.—With the advent of chilly weather, the demand for coin machine entertainment has been pepped up considerably all thru the Eastern provinces. All kinds of guns, pinball games and music machines have been showing increased play since October 1.

War prosperity is playing the vital role in the increased earnings of all coin machines. More equipment is being placed in the army, navy and air force canteens. Outlook is for placing of more music machines, venders and pinball games at indoor ice rinks this winter, including both natural and artificial ice enclosures. The season for the latter opens in early November and for the natural ice rinks between December 15 and Christmas Day.

WE PAY CASH FOR

Late Bally One-Ball Pay-Outs, Late Bally Free-Play Multiples, Slots, Guns, Phonographs, Consoles. State price, condition, serial numbers. Write for our list of good buys!

STEWART NOVELTY CO.

133 East 2nd, South Salt Lake City, Utah

SCRANTON, PA.

SCRANTON, Pa., Nov. 1.—With raises having been granted recently to a large number of workers here, there is more money in circulation. Music boxes and the new movie machines are receiving a better than average play, operators report. Altho many of the young men have left the city to work in defense plants and serve in the army and navy, those employed here are receiving from 5 to 10 per cent more pay than a year ago, and work is steadier.

While Scranton has no large defense industries the orders from the army and navy for trousers, shoes, netting and underwear have continued in large quantities the past month. A number of the plants here also are turning out parts for weapons, and the Anthracite Industrial Committee has reported that resources have been pooled to obtain orders to manufacture tank parts here.

SPRINGFIELD, ILL.

SPRINGFIELD, Ill., Nov. 1.—Music machine play increased here during October as more of the young set turned to indoor affairs for amusement. Cigarette machines are getting heavy play and more installations are being made as many locations have given up over-the-counter selling for merchandising thru machines. Penny venders are getting usual play. Drink venders of the cup type debuted here during the month.

Music operators have co-operated wholeheartedly with the Defense Bonds Drive and have placed *Any Bonds Today?* on every machine.

SPOKANE

SPOKANE, Nov. 1.—Coin machine men report slim profits from operations during October, due to the new federal excise tax. Practically all those who have phonographs out also operate pinball machines, and in most cases split the tax on the pinballs with the location owner. In some cases, operators paid all the tax.

Few pinballs have been withdrawn from city spots, as operators feel it is better business to pay the tax in view of the license they already had paid on each machine to the city treasury. But in out-of-town locations, where the city tax is not required, the federal tax has resulted in weeding out of pinballs. Spots which had five or six now have two or three.

Penny counter machines which were used across the neighboring Idaho border, where they are legal, have been practically all withdrawn, operators saying their operation is now prohibitive because of the excise tax. But they are paying tax on slots in Idaho and continuing to operate them.

Sales of new and used pinball tables naturally have fallen off. Sales of phonographs are reported good. Wall boxes especially are strong, due to replacements. Candy vending machines are getting bigger play with the cooler weather. Eying the revenue collected by the city thru its annual license fee on pinballs, county commissioners are thinking seriously of slapping a license fee on machines operated in the county outside incorporated towns.

WASHINGTON

WASHINGTON, Nov. 1.—With both Uncle Sam and private industry continuing to put more people to work here, the coin machine business, along with retail stores, theaters, etc., enjoyed excellent business during October. Both distributors and operators reported gains, as freer circulation of money was felt.

Sales of phonos were up, with greatest music activity in wall box lines. Pin-game and amusement machine sales showed appreciable gains. Federal tax

Correction

In the November 1 issue we incorrectly identified the city in which Operators Davis and Kofroth installed a music system in a cafe operated by Bill Finn. Instead of Middletown, O., as the story stated, the cafe is located in Hamilton, O.

was much discussed during the month by operators and distributors alike, but tax difficulties are about all ironed out now.

Operators with resort spots enjoyed a few weeks' extra business this year due to unusually warm weather early in the month. All resort equipment, however, has now been transferred to city locations. City arcades are enjoying unusually heavy evening patronage.

Increase of vending machine installations in governmental buildings and factories continues. Sale of merchandise thru them jumped.

Wurlitzer distributorship changed hands here during the month. Bob

Bleekman, of Bleekman Distributing Company, took over the line from the R & S Sales Company. Bleekman also purchased the Wurlitzer distributorship in Baltimore from Penn Coin-o-Matic.

WILKES-BARRE, PA.

WILKES-BARRE, Pa., Nov. 1.—Judging from reports of operators in this area, business remains on the upswing, with the increased pay of the coal miners being the main reason.

For the most part the increase has served to offset the loss of the many persons who have left the region to seek work in defense areas in Connecticut, New York and New Jersey. However, those who are here seem to be spending more. Especially active are the pinball machines and automatic phonographs.

Movie machines have been placed at approximately 25 spots in Wyoming Valley and as many in the Scranton area, with others in the Hazleton and Berwick regions.

The operators are optimistic and are using more and more newspaper ads.



Industry Mentions
Magazines --- Newspapers --- Radio

Tap & Tavern, October 27.—This Pennsylvania trade paper's reporter, John Baer, in his "Harrisburg Spotlight" column, does his bit for the phonograph bond campaign. Under the heading, "Any Bonds Today?", Baer says: "In a national campaign to boost the sales of U. S. Defense Bonds the phonograph industry is placing the record 'Any Bonds Today?' on all music boxes. Retail liquor licensees should co-operate with this publicity drive, and can help by checking their music boxes just in case the machine operator missed a spot. 'Any Bonds Today?' is a catchy tune and is headed for the top rank, with the U. S. Treasury Department acting as chief plugger. Treasury Department publicity releases have been sent to all papers, and radio stations are lending their aid in promoting the number."

United States News, October 31.—In an article on new tax trends as shown by the Federal Revenue Act of 1941, brief mention is made of the tax on pinball games and slot machines as a new type of federal tax. This is typical of the informative tax articles appearing in various publications, in which the coin machine trade is mentioned without an expression of opinion for or against it.

Collier's, November 1.—"One-Night Tour," by Joe Bookman, a long article de-glamourizing the life of musicians playing one-night stands, gives a couple of mentions to automatic music boxes—something almost impossible not to do in discussing musicians, so important are the music boxes as indicators of a band's popularity and as an influence in record sales. Photographs accompanying the article show the boys en route and at work. In one picture a roadside diner's music box precipitates a little impromptu dance after lunc. In musician's slang, a record they heard in another roadside music box "kicks a long distance," meaning they liked it.

The Chicago Herald-American, October 28.—Nate Gross discusses the new federal tax in his column, "Town Tattler," and apparently Nate has been misinformed, as he makes some errors in his statements concerning coin machine taxes. He intimates that the \$50 tax may apply to every machine which pays out tokens, whether it is in operation or whether it is in a warehouse or a factory. The text of the law states specifically that the tax applies to the person who "maintains for use or permits the use of" such ma-

chines. In other words, the tax is a tax on the use of the machine, and machines in warehouses or factories are exempt.

The Los Angeles Daily News.—Artist Denys Wortman in an *Everyday Movies* sketch pictures a creditor on the phone talking with one of his delinquent accounts. With an angry expression on his face and in a manner that would indicate a loud voice, he is saying: "I saw you in the mountains, and for being three months past due with me the 10-cent slot machine wasn't good enough—you hadda be playin' the quarter one."

The Morning Telegraph, October 27.—A news item tells some of the things Universal studio learned when it did research on the subject of the "voice-operated juke box" (telephone music) for a movie in preparation. One of the things the studio is said to have learned is that no matter how customers start out, they usually end up on some variation of the same theme: "Honey, are you half as pretty as you sound?" Universal gathered its information by interviewing girls working in the central studio of telephone music outfits. Details are given on the various types of customers, the psychology employed by the girls to deal with each type and their usually successful effort to leave them happier than they found them. "50,000,000 Nickels" is the title of the picture.

Movie Mentions.—In *Navy Blues* Jack Oakie is shown playing out a game which another sailor started on a pinball machine in a drinking spot in Hawaii. Oakie tilts the machine, hoping to get a better score, and the machine hollers "Cheater, Cheater," while the board shows "tilt." The incident draws a big laugh from the audience.

In the Columbia short, *Love in Gloom*, Henry Youngman is cast as an efficiency expert. Entering a matrimonial bureau office, he says, "No wonder you're not making any money. Where are the pinball machines?"

Radio Mention.—Red Skelton and Harriet Hilliard exchanged banter on a recent tobacco company broadcast when Red showed Harriet the new gay decorations in his home. Harriet said, "I like the way you have your living room fixed up. Those two big chairs just match your pinball game."



"He'll have a wad after all!" By Berndt, The Chicago Tribune

A NEW RED, WHITE AND BLUE JAR DEAL

2048 Tickets: Takes in \$102.40
Pays Out \$ 72.00
Profit: \$ 30.40

Sample Deal - - \$ 1.50
Dozen Deals - - \$15.00

Jobbers, Write for Quantity Price

We Manufacture a Complete Line of Jar Tickets, Tip Books, Baseball Dailies, Etc. Write Us for Prices.

MUNCIE NOVELTY CO., Inc.

P. O. Box 823, 1416 S. Walnut St., Muncie, Ind.



EASTERN FLASHES

NEW YORK, Nov. 1.—The used machine market is becoming more important, and leading firms here are making it a habit to buy and sell used machines more than they ever did before.

Bill Rabkin's International Mutoscope Reel Company reports all its products are in great demand. The revival of Sky Fighter has brought many orders, and there's little time for golf for Bill or Earl Winters . . . DeWitt (Doc) Eaton, of Buckley, is making his Chi visit a vacation. Mrs. Eaton is with him, and they plan to visit St. Paul and return by way of Canada. Doc expects to have some news for coinmen here when he returns. . . . Bert Lane states the demand continues at Seaboard Sales for popular big equipment, and he is reconditioning a large stock of these games. Bert is also busy with Genco's Bosco and is reported going over the top with it. . . . National Novelty Company's new 10th Avenue branch has attracted many operators, who dropped in to visit and compliment the firm heads on their reconditioned phones and their free trucking feature.

Hymie Budin announces business is going along swell, and all he lacks are enough used machines to supply the demand he has for used free-play games. . . . George Ponser flew to Chi last week again, leaving the Panoram office in the capable hands of Sylvia Schulman for several days, as Jack Mitnick is also away on a vacation. Seymour Piltch, of the games division, back from a road trip, reports that the new Gottlieb Texas Mustang is going over with a bang locally and out of town. Irv Morris, of the Newark offices, is always on the go, either chalking around the State talking to operators about the Ponser line or out with operators at nights showing them the way around. . . . Tony Gasparro is busier than ever since his announcement on used games, and he reports heavy calls for machines. Shipments are made just as fast as they are reconditioned in the way Tony wants them.

Mike Munves is "busy doing his best meeting the demand for the firm's used games, particularly for arcade equipment. Joe Munves, back from an extended business trip on Rifle Sports, immediately huddled with Hymie Rosenberg, and the report goes out that many new spots will be opened thruout the territory covered by Joe on the trip. Marc Munves, the up-town Munves, is reported doing a sensational job with used equipment. . . . Willie (Little Napoleon) Blatt, of Supreme Vending Company, has returned from a Chi visit, where he met various leading manufacturers. Willie seems to be greatly interested in the changes that are taking place. . . . Jack Fitzgibbons sends out Bally's new game, Topic, as fast as they come in—Jack claims he has a waiting list for them.

FAST FLASHES

Dave Simon was out of town part of the week. . . . Sol Tabb, music machine operator, runs one of the largest retail record stores on Broadway. . . . Monroe Lukask has left Fitzgibbons to join the army. . . . Bob Jackson Jr. is helping his dad with his route. . . . Sam Kressberg has moved to Central Park East and claims he now will have a place to walk his dog. Sam, incidentally, gives away 25-cent Defense Stamps in a booklet as tips. . . . Larry Serlin, music and cigarette machine operator, has one of the largest operations in the city. . . . Sidney H. Levine, counsel for the Music Machine Operators' Association, is practically recovered from a recent appendectomy. Sidney received many calls, flowers and visits from his friends.

Mike Dee, of Staten Island, N. Y., became the proud daddy of a boy October 24. . . . Al Maniaci and Raquel Mendoza, professional songstress, were the handsomest pair on the dance floor at the music machine banquet. . . . Bob Chacon came in from Stamford, Conn., to buy up some equipment. Brother Herb stayed home to run the business, known as C. L. Amusement Company. . . . Mike Bond, of Bond Sales Company, Boston, in to see Sam Sachs, of Acme Sales Company. . . . Mildred Sudran, handling the record department over at Brooklyn Amusement, is looking forward to the holidays, when her boy friend comes home on leave from Uncle Sam's army. . . . Jack Kay, of Ace Vending Service,



AMONG THOSE PRESENT AT THE NEW YORK music machine operators' banquet held at the Waldorf Astoria Hotel October 25 were Dick Todd, Bluebird recording artist; Barry Wood, Victor recording artist; Herbert Gross, Mrs. Gross, Mr. Jaffe, Miss Bert Jackman, Sam Engelman, Mrs. Charlie Engelman, Una Mae Carlisle and Charlie Engelman. Can you pick them out?

has been shipping used equipment to operators all over the country and has received letters from operators complimenting him on the jobs he has turned out.

Ella Cohen, attractive secretary at the DuGrenier New York office on Coin Machine Row, has passed her driving test, and now all she has to do is buy a car like Lou Rosenberg's. Bob Hawthorne, the firm's New York manager, feeling pretty low this week because his greyhound, Speeding Past, was killed in an automobile accident last Monday. "Bip" Glassgold, the firm's sales manager, now heading for Arkansas on his Southern trip. . . . Murray Sandow, Western Distributors, reports that Exhibit's Big Parade has brought in a big parade of orders. . . . Sam Altholz, U-Need-a-Pak manager, back from his New England trip this week. . . . B. Selsky, of Phono Record Company, is developing a thriving business in used records as a result of a study of the market. At times he operates under the trade name of Ade Kika.

OF MEN AND MACHINES

Tri-Way Products Company reports it has received many orders for its Permanent Featherweight jewel pick-up unit. The many plays, the one-ounce pressure and the resultant smoother and better tone are responsible for the strong demand, it is stated. . . . Nat Cohn, of Modern Vending Company, has installed a banner and a special Minute Man to sell Defense Stamps and Bonds at the firm's showrooms. Nat is also continuing his work in behalf of the *Any Bonds Today?* song as the No. 1 position song in metropolitan spots. . . . Charley Aronson and Bill Alberg, of Brooklyn Amusement Machine Company, have piled up a record number of orders for Evans's Play Ball and are calling for increased deliveries. . . . Max Levine, of Scientific Machine Corporation, reports that calls continue to come in for Batting Practice. There will be no let-up in demand for many months, Max claims.

Charley Lichtman, of Coin Row, is reported planning to increase the sale of used equipment. . . . Al Sherry, Phil Gould and Al Koondel, of Ambassador Vending Company, state they have been enjoying the letters operators all over the country have been sending in praising them for their policy of giving operators just what they themselves would expect to receive. . . . Al Simon, Jack Semel and Murray Simon have been working hard with Chicoin's Bowl-Away and feel that they are going to set a fine sales record with this machine. . . . Ike Berman announces the appointment of John Goodbody, of Rochester, as distributor for his Patriot speaker in that city. John is an oldtimer in the business and well liked in his territory. Ike also reports deliveries being made on schedule, with the firm doing everything possible to put the speakers out as rapidly as possible.

Miss A. M. Strong, of G. V. Corporation, is always pleasant to coinmen who visit her offices, it is reported. The DuGrenier 1-cent Adams Gum vender, featured by the firm, is selling faster than ever. Miss Strong maintains. . . . Irv Mitchell, of I. L. Mitchell & Company, is attracting

local operators who place orders for machines and also send in equipment for repairs. . . . Tom Burke, of Royal Distributors, Elizabeth, N. J., and Dave Stern, of the same firm, are now spreading their feet in new and greatly enlarged offices on the balcony of their place. Dave claims the improvements will pay for themselves in a short time.

A new sanitary postage machine is being introduced to the market by a New Brunswick, N. J., outfit. The rich-appearing glass-encased machine handles three 3-cent stamps for a dime and four 1-cent stamps for a nickel. . . . Barney (Slugs) Sugerman, back from a Chi visit, announces that Royal Music Company, Newark, N. J., will move to larger quarters on Halsey Street, with private parking and driveway in the rear of the place, large private offices and many other features.

HERE AND THERE

Harry Wichansky is building an attractive home in Elizabeth, N. J. . . . One of the most diligent workers in the State is Herman Perrin, salesman for Royal, who thinks nothing of rushing a hundred miles or so to make a call. Herman claims he likes to work from early morn till early morn and says he gets his rest while driving from place to place.

Billy Ehrenberg, of Elizabeth, is putting on weight and claims that the additional pounds have helped him pound golf balls many extra yards. . . . Pete Haas, of New Brunswick, N. J., is worth cultivating by those who like good food. Pete can talk without pause about those little Cedars affairs, where Dave Stern packs away steak after steak and lobster after lobster, as well as a fifth of Scotch and a half barrel of beer.

I'M HEADING FOR NATIONAL

WE INVITE YOU TO TRADE USED PHONOGRAPHS WITH US!!

Come in with your old phonos . . . go out with beautifully reconditioned jobs! WE'LL BUY YOUR OLD PHONOS AT GOOD PRICES . . . AND OFFER YOU UNUSUALLY GOOD VALUES ON OUR REBUILT PHONOS! It's a good habit to Buy, Sell and Trade your used phonos at NATIONAL . . . either in Merrick or New York.

PHONOGRAPHS FOR SALE

Wurltzer G16 . . . \$59.50	Mills Empress . . . \$159.50
Wurltzer G16A . . . 64.50	Mills 1940 Throne of Music . . . 139.50
Wurltzer 24, Revamp . . . 149.50	Rockola Standard . . . 142.50
Seeburg Gems, Plain . . . 139.50	Rockola Standard, Marbletop . . . 157.50
Seeburg Vogue . . . 197.50	

QUALITY BUYS AT MERRICK AND N. Y. OFFICES

SPECIAL BUYS!! The following games are \$12.50 each or three for \$32.50. NOV-ELTY: Bally Reserve with Reserver Drawer taken out; Bang, Mr. Chips, Chubbie, Buokaroo, Pick-Em, Lucky, Air Raid, Trophy, White Sails, Sports, Majors '39, Spottem, Variety.

MISCELLANEOUS

Anti Aircraft, Bk. . . \$44.50	Write for Price on
Anti Aircraft, Ben. . . 52.50	Jungle, Knock Out, Super
Tommy Gun . . . 87.00	Chubbie.
Bang-a-Deer . . . 89.50	

Counter Games Pikes Peak \$16.00
Gott. 3-Way Grip. 14.50

"America's Phonograph Trading Center"

NATIONAL NOVELTY COMPANY

193 MERRICK RD., MERRICK, L. I. N. Y. Air Phones FREEPORT 8320

NEW BRANCH • 583 TENTH AVE., NEW YORK CITY

**ELECTRO BALL COMPANY
SPECIALS**

FIVE BALL FREE PLAY GAMES

Attention	\$45.00
Bally Reserve	12.50
Beauty	12.50
Big Time	40.00
Big Show	20.00
Broadcast	40.00
Champion	15.00
Congo	30.00
Contact	20.00
Conquest	12.50
Crossline	30.00
Do Re Mi	50.00
Doughboy	30.00
Duplex	50.00
Eureka	25.00
Five-in-One	45.00
Flagship	15.00
Fleet	30.00
Flicker	45.00
Fox Hunt	30.00
Glamour	25.00
Hold Tite	17.50
Home Run	20.00
Jolly	22.50
Leader	32.50
Liberty	12.50
Limelight	20.00
Lot O Fun	12.50
Mascot	15.00
Mills 1-2-3	35.00
Pick 'Em	12.50
Progress	27.50
Pylon	25.00
Rebound	17.50
Red, White, Blue	35.00
Roller Derby	15.00
Roxy	17.50
Score Card	25.00
Scoop	15.00
Short Stop	25.00
Sports Special	50.00
Sporty	22.50
Stars	40.00
Stop & Go	20.00
Sun Beam	45.00
Three Score	20.00
Triumph	15.00
Vacation	20.00
Variety	15.00
Victory	35.00
White Sails	12.50
Wings	25.00

These games have been thoroughly reconditioned in the usual Electro Ball Company manner and are right ready to put on location.

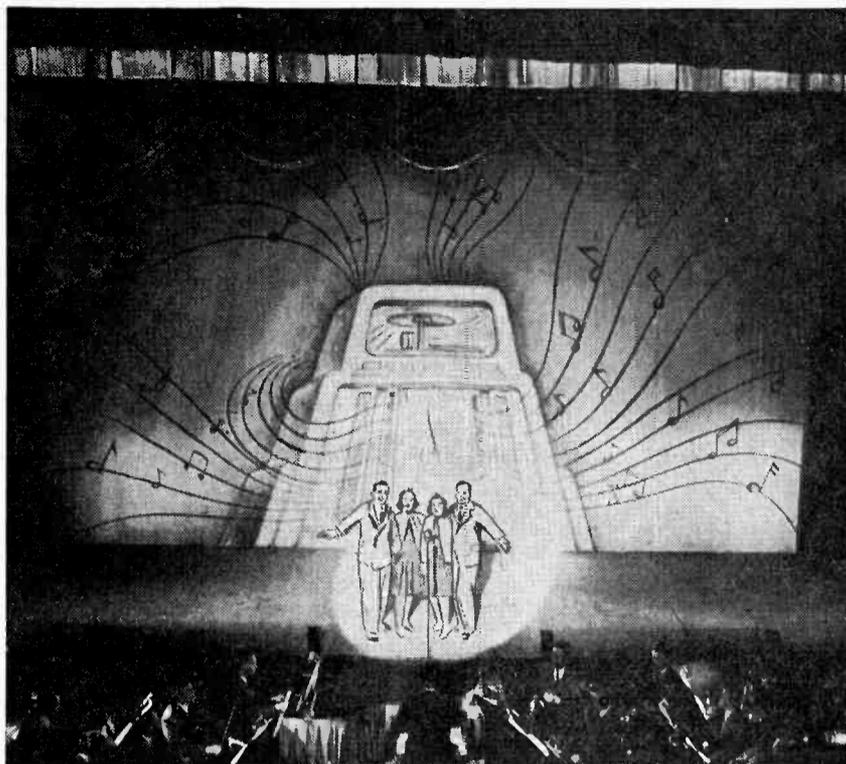
These are not games that are worn out. They are good high-class games and in wonderful shape in every way.

One-third deposit, balance sight draft or C. O. D.

Write or Wire

Please give second choice if possible

Electro Ball Company Inc.
1200 Camp St.
DALLAS, TEXAS



AN AUTOMATIC PHONOGRAPH was recently used in this original stage setting by Harry Anger, production manager of the Earle Theater, Washington. It was used as a back-drop for the Martins, recording vocalists, who achieved popularity in "Louisiana Purchase." Entrance to the stage was thru a sliding door which formed the speaker portion of the phonograph.

Boston

BOSTON, Nov. 1.—Price Hunt, Worcester game operator, in town during the week to purchase additional equipment for his fast-growing route.

Murray and Lenny Schultz, of Atlantic Distributing Company, Packard distributor for Massachusetts and Rhode Island, out of town during the week on a business trip. They were reported contacting every music operator in their territory to acquaint them with the new Packard line, including the new crystal pick-up.

Atlas Coin Machine Company has set up a booth in its showrooms where operators and other visitors may purchase Defense Stamps. Atlas received government okay for the establishment of a sub-station, and the operators who throng the showrooms purchase a stamp or two at each visit. Coinmen took to the idea enthusiastically because it enables them to pick up their stamps without delay and while in the course of ordinary business. Stores along the street also have responded, and the Atlas showrooms are invariably crowded with persons buying stamps.

Paul Strand, of Mohawk Phonograph Company, Greenfield, Mass., home on a furlough from Fort Bragg, N. C., spent some time visiting coinmen. Brother Arthur has been carrying on the business alone during Paul's absence.

Bill Donahue, of North Andover, reports collections on his music machines continue to mount. Business is reported good in this section, which is near the textile cities of Lowell and Lawrence.

Joe Vianna, of Modern Music Company, Woonsocket, R. I., in town on another of his regular trips to select equipment and chat with coinmen along Coin Row.

Al Drinkwater, of the G & D Novelty Company, Bridgewater, Mass., reports business good and he is kept busy servicing his locations.

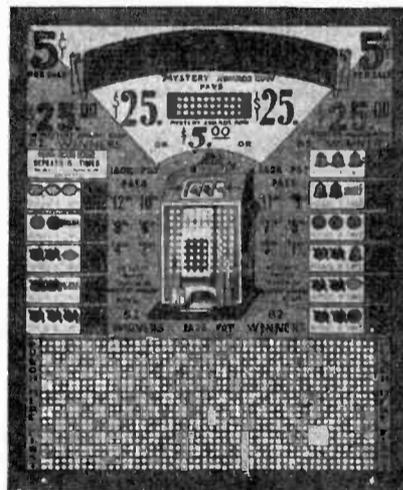
Dave Bond, of Trimount Coin Machine Company, reports business picking up again after a slight slump due to the tax situation. Dave says most operators are still worrying about the tax and are a little perplexed, but most of the uncertainty has vanished.

Louie Blatt, of Atlas, and Irv McClelland, Seeburg district managers, spent several days visiting operators in Massachusetts, Vermont and New Hampshire.

Spector and Bloom, of Hub Vending Machines, Inc., added to their route re-

cently by purchasing a music machine route in the vicinity of Nashua, N. H.

Frank Ward, Fairlee, Vt., music operator, back from a quick trip to Chicago, during which he visited the Seeburg



factory. Ward made the journey both ways by plane.

Barney Blatt, of Atlas Coin Machine Company, took a few days off recently for a fishing trip. As far as can be determined, the results were nil. Barney's silence seems to bear this out.

Operators have been thronging the showrooms of the Atlantic Distributing Company since their acquisition of the Packard line, and, as a result, the Schultz brothers, Murray, Dave and Lenny, have planned several changes. New employees are being put on and extensive alterations have begun. Atlantic will make its display space larger in order to better display the Packard line.

Ben Palastrant reports he is already busy on the new crystal pick-up brought out by the Packard Manufacturing Company. Ben reports the new pick-up is lighter on records, eliminates scratches and most of the wear and tear and gives better resonance. Operators are reported taking eagerly to the new pick-up, which requires no adjustments.

WANTED

USED KNOCKOUTS.....\$85.00
USED REXES.....\$65.00

Wire for Deposit

W. R. BURTT

308 Orpheum Building
Wichita, Kan.
Phone: 4-5412

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 more hot numbers, 25% or remittance in full with all orders.

A. N. S. CO.
312 Carroll St., Elmira, N. Y.

SPECIAL BARGAINS

5 BALL FREE PLAY GAMES	
All American \$32.25	Home Run \$17.95
Attention 36.50	Moroscope 54.25
Batting Champ 14.45	Jumper 12.20
Big Chief 34.75	Lime Light 16.95
Big Six 9.95	Lucky 12.45
Big Town 14.45	Majors (1941), like new 52.25
Boom Town (new) 59.50	Majors 9.95
Captain Kidd 69.75	Metro 37.75
Commodore 14.45	1-2-3 (1939) 29.75
Davy Jones 9.95	Pick Em 9.75
Dixie 29.75	Play Ball 62.25
Dude Ranch 23.75	Red Hot 12.25
Fleet 27.75	Rotation 14.75
Flicker 37.75	Roxy 16.45
Folies 12.45	Schooldays 44.25
Four Diamonds 54.25	Short Stop 14.75
Fox Hunt 31.25	Skyliner 31.25
Gold Cup 29.25	Snappy 55.25
Hi Hat 63.75	One-Third Deposit—Balance C. O. D.—F. O. B. Memphis, Tenn.

SOUTHERN AMUSEMENT CO.
628 MADISON AVE. MEMPHIS, TENNESSEE

BUD LIEBERMAN SAYS

BIG SALE OF FREE PLAY GAMES

AIRFORCE.....\$84.00	SOUTHPAW.....\$74.50
ATTENTION.....31.00	STARS.....49.50
DIXIE.....29.50	SEVEN-UP.....44.50
FLICKER.....36.00	SPARKY.....37.50
GOLD STAR.....36.00	SUNBEAM.....39.50
HOROSCOPE.....57.50	TARGET SKILL.....69.50
LEADER.....29.50	PAN AMERICAN.....72.50
POWERHOUSE.....29.50	ZOMBIE.....38.50
ZIG ZAG.....\$67.50	

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

"Every Deal Personally Handled by Bud"



THE OLD MAESTRO, BEN BERNIE, sells Defense Bonds and Stamps to the office personnel of the J. P. Seeburg Corporation. This particular session of the Phonographs for Defense drive to sell bonds and stamps was held under direction of Bruce Jagor, Seeburg comptroller.

London

LONDON, Sept. 25.—Over 100 members and friends attended an informal dinner of Amusement Caterers' Association held in London September 24 with Alf Freeman presiding. Opportunity was taken to present gift to Mr. and Mrs. Walter Streets, recently wed. Streets is known to many in the United States. First British agent for Genco, an early representative of Evans, he was responsible for introducing the Stutz crane to Britain. He visited Chicago several years ago in company of Alf Makin who, like Streets, has occupied the ACA chair.

Aiming to check inaccuracies in daily and evening newspapers, leading writers of these were invited as guests. Committeeman Charlie Lawes and Secretary Rymes in their speeches refuted printed allegations on such things as gambling and enticement of children to play the machines. Ian Coster, featured columnist of *The London Evening Standard*, admitted to having derived much pleasure from play on marble games.

Ex-actor Alfred Denville, one of the industry's champions in the House of Commons, exhorted every man to be true to himself and so leave no doubt as to ultimate issue of the war. Claimed that amusement caterers were playing an important part in maintaining morale of the people.

Des Moines

DES MOINES, Nov. 1.—H. M. Kerr, head of the Northern Automatic Music Company, Mason City, has purchased the operating business of J. B. Hart, of Charles City, Ia.

Art Wittern, of Hawkeye Novelty Company, returned recently from a 2,700-

mile business trip thru Minnesota, Illinois and Wisconsin.

C. H. Robinson, of Ideal Novelty Company, has been awarded the concession for peanut machines, and F. M. Merriam the candy machines at the \$30,000,000 ordinance plant near Des Moines.

Officers of the Iowa Merchandise Operators' Association have been busy completing plans for the organization's annual meeting to be held in Des Moines November 16. Because of reports received, a large attendance is expected.

President C. H. Robinson disclosed that a party will be held November 15, the evening before the annual banquet. The business sessions, election of officers and the annual banquet will take place November 16.

Mississippi

NATCHEZ, Miss., Nov. 1.—Coin machine business is improving in this section. Early establishment of a recreational camp for 1,000 soldiers is expected.

Mississippi operators co-operated in the national campaign to boost the sale of U. S. Defense Bonds by placing the record *Any Bonds Today?* on music boxes in the State.

Sam McCabe, local operator, attended the Mississippi-Tulane game in New Orleans October 25. While in the Crescent City he visited with George W. Healy Jr., managing editor of *The New Orleans Times-Picayune*. Both Healy and McCabe are graduates of the University of Mississippi.

AL BORKIN SAYS:

GET ON BOARD FOR BIGGER TAKES WITH GLOBE'S NEW MONEY-MAKING BOARDS.

BIG REWARD

Offered for any operator caught alive NOT making money with this new, sensational, jumbo-thick die-cut board! As your customers catch the jail-breakers, you'll catch the profits! Feature: All tickets bear cartoons with a laugh! Never a dull moment. Jail jackpots pay from \$1 to \$15. SEND IN YOUR ORDER TODAY AND GET YOUR REWARD!

1000 holes—
5c a shot \$50.00
Pays out:
Consolations. \$16.00
Jackpot average 5.32
Sections 2.66 23.98
Average Profit \$26.02



Write for Our Money-Making Complete Catalog of Boards



PRINTING COMPANY
1023-25-27 RACE STREET PHILADELPHIA, PA.

McCALL'S RECONDITIONED COIN MACHINE BARGAINS

FREE PLAY PIN GAMES	1 BALL FREE PLAY GAMES	5 Mills Square Bells 59.50
1 All American .. \$39.50	1 Blue Grass .. \$102.50	2 Mills Four Bells 222.50
1 Belle Hop .. 62.50	1 Dark Horse .. 102.50	1 Mills Three Bells 239.50
1 Big Chief .. 37.50	1 1-2-3 (1939) .. 85.50	9 Paces Races (Brown Cash, 30 to 1) .. 85.00
3 Double Play .. 26.50	1 Record Time .. 75.00	1 BALL AUTOMATICS
2 Formation .. 59.50	1 Sport Event .. 75.00	1 Bally Thistle-down .. \$43.50
4 Horoscope .. 29.50	CONSOLES	1 Bally Jockey Club .. 139.50
3 Leaders .. 59.50	2 Baker's Paces .. \$185.00	1 Bally Grand National .. 65.00
1 Major (1941) .. 62.50	1 Bally High Hand (Combination) .. 185.00	1 Bally Grand Stand .. 79.50
2 Miami Beach .. 59.50	2 Jenn. Silver Moon (Cash Model) .. 95.00	1 Bally Sport Page .. 74.50
1 Pan American .. 45.00	1 Jennings Bob Tail .. 95.00	COUNTER GAMES
1 Play Ball .. 39.50	5 Keeney Tracktimes (1938) .. 85.00	2 Amor. Eagle .. \$10.75
2 School Days .. 52.50	2 Keeney Trip .. 115.00	4 Dayal Draw 21 .. 8.50
3 Seven Up .. 39.50	1 Keeney Super Tracktime (1940) .. 195.00	5 Marvells 1c .. 10.50
2 Sky Rays .. 62.50	5 Mills Jumbo Parade (Cash Model) .. 91.50	3 Mercuries 1c .. 12.00
1 Speed Ball .. 39.50		1 Mercury DeL. 1c .. 12.00
2 Sport Parade .. 65.00		5 Vest Pocket Bells 25.00
5 Spot Pool .. 61.50		
1 Sea Hawk .. 52.50		
3 Sun Beam .. 52.50		

Terms: One-Third Deposit With Orders, Balance C. O. D.

McCALL NOVELTY CO.
3147 Locust St. St. Louis, Mo.

DOUBLE YOUR PROFITS

WITH THE NEW

MARVEL AND AMERICAN EAGLE

NOT COIN OPERATED!
TAX FREE!

HERE ARE THE FACTS: The NEW, non-coin-operated Marvel (cigarette reels) and American Eagle (bell-fruit reels) have opened a new era for operators—everywhere! No more worries about the location having enough "change" on hand! No more stopping play by the players when they run out of coin! Simple as punching a salesboard—the players press down the handle (without need of coin or check) and the resettable register automatically checks each play made! (A special, concealed register gives total plays made.) Action is continuous! The players like it! Locations want it! PROFITS DOUBLE because play is faster, simpler, tireless, continuous! AND—every location has a \$1.00 head-start each week BECAUSE the NEW, non-coin-operated Marvels and American Eagles are TAX FREE!! With all this ... with PROVEN FASTER, BIGGER, BETTER, STEADIER PROFITS ... PRICE Only \$34.50 for either machine (\$2 Extra for Gum Vendor Model) AND—your present Marvels and American Eagles completely converted to non-coin-operated NEW models for only \$7.50 each!! RUSH YOUR ORDER QUICK—BE FIRST IN YOUR TERRITORY TO GRAB THE BEST LOCATIONS!! THE DAVAL COMPANY
2043 CARROLL AVE., CHICAGO, ILL. (All Phones: MONroe 9310)

BADGER'S BARGAINS SPECIAL 1941 MILLS JUMBO PARADES PAYOUTS OR FREE PLAYS \$89.50

FREE PLAYS	AUTOMATIC PAYOUTS
Bally Blue Grass, Like New .. \$109.50	Face 1941 Saratoga Jrs. .. \$89.50
Bally Dark Horse .. 89.50	Waiting Big Games .. 89.50
Bally Sport Special .. 79.50	Face 1939 Saratoga Jrs. .. 89.50
Western Big Prize, 6 Coin Multiple .. 69.50	Bally Grand Stands .. 89.50
Western Seven Flashes, 6 Coin Multiple .. 59.50	Mills Square Bells .. 59.50
Gottlieb Track Records .. 59.50	Bally Thistle-downs .. 59.50
Bally Gold Cup .. 29.50	Bally Sport Pages .. 39.50
PHONOGRAPHS	AMUSEMENT MACHINES
Rock-Ola Super Walnuts .. \$189.50	International Mutoscope Sky Fighter .. \$149.50
Rock-Ola 1939 De Luxe .. 139.50	Evans Tommy Guns .. 89.50
Wurlitzer 600s .. 139.50	Bally Bull's Eyes .. 49.50
Seeburg Gems .. 109.50	Seeburg Chicken Sam .. 49.50

Terms: 1/3 Cash Deposit With Order, Balance C. O. D.
Write Today for Our Big 32-Page Catalog; Hundreds of Bargains.

BADGER NOVELTY COMPANY
2548 N. 30TH STREET MILWAUKEE, WIS.

YOU STILL HAVE UNTIL NOVEMBER 15TH TO TAKE ADVANTAGE OF OUR LIBERAL OFFER AS STATED IN OUR AD ON PAGE 78 OF THE BILLBOARD, NOVEMBER 1 ISSUE.
OLIVE NOVELTY CO.
2625 LUCAS AVE. (Phone: Franklin 3620) ST. LOUIS, MO.

We Pay SPOT CASH FOR ANY NUMBER OF USED PHONOGRAPHS and GUNS!

- 20-RECORD SEEBURGS
- 20-RECORD ROCKOLAS
- WURLITZER 12's-16's-24's
- TOMMY GUNS ★ DRIVE MOBILES ★
- RAPID FIRES ★ SKY FIGHTERS ★
- ACE BOMBERS ★ DEFENDERS ★
- TEN STRIKES

Southern Automatic MUSIC CO.
"The House that Confidence Built"
 542 S. SECOND ST., LOUISVILLE KY.



HENNY YOUNGMAN, night club favorite, drops his dime in the Panoram and gets Bernice Parks doing "Havana Is Calling Me." (MR)

Globe Boards Win Acclaim

NEW YORK, Nov. 1 (MR).—Al Borkin, of Globe Printing Company, salesboard manufacturer, is highly pleased with the reception given the firm's line of salesboards by operators thruout the country. The Blitzkrieg board, having a timely news tie-in, has brought the firm many compliments, Borkin reported. "We have received numerous letters from operators praising the firm for its policy of keeping abreast of the times. We are always on the lookout for new ideas, particularly those with a current angle that can be tied in with topics of the day. Our Blitzkrieg board is an excellent example of this. Extra care and attention are given to unusual designing, and the flash of new boards is another important point covered. All this is done with one main thought in mind—the production of salesboards that really sell for operators. And,

Judging by the letters we are receiving, the operators are more than satisfied with our efforts to keep them happy. "The wide acceptance of our line by operators has been responsible for considerable expansion on our part. There have been additions to the firm's personnel in recent months as a direct result of exceedingly good business. Additional machinery necessary to produce boards in quantity to meet the heavy demand have also been installed."

WANTED FOR CASH . . .

50 Rotaries, 50 Roll Front Mutoscopes, Sky Fighters, Air Raiders, Air Defense, Rapid Fire, Night Bomber, Phonographs, Scales, Vitalizers, three-way Grip Testers, all makes of Baseball Machines and everything in Arcade Equipment! We accept trades! Rush your list today!
MIKE MUNVES CORP.
 593 10th Ave., New York, N. Y.

Always a FULL HOUSE **NEW**

DIAMOND JIM BOARD SENSATION

DIAMOND JIM . . . A STAR-STUDED ACHIEVEMENT . . . 1200 HOLES . . . 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.

CLEARANCE SALE! EVERY ONE A BARGAIN! BUY NOW

- PERFECT FREE PLAY GAMES**
- 1 Do-Re-Mi . . . \$39.50 Ea.
 - 2 School Days . . . 29.50 Ea.
 - 2 Play Balls, Bally . . . 35.00 Ea.
 - 3 Leaders . . . 15.00 Ea.
 - 4 Landslides . . . 14.50 Ea.
 - 5 Formation . . . 24.50 Ea.
 - 3 Skylines . . . 18.00 Ea.
 - 1 Anabel . . . \$15.00 Ea.
 - 4 Brite Spots . . . 10.00 Ea.
 - 6 Rotations . . . 10.00 Ea.
 - 1 Short Stop . . . 15.00 Ea.
 - 1 Sun Beam . . . 45.00 Ea.
 - 2 Bandwagons . . . 19.50 Ea.
 - 1 Oh Johnny . . . 14.50 Ea.
 - 2 Paradise . . . \$29.50 Ea.
 - 5 Gold Stars . . . 15.00 Ea.
 - 4 Duda Ranch . . . 14.50 Ea.
 - 2 Dixies . . . 16.50 Ea.
 - 1 Powerhouse . . . 15.00 Ea.
 - 2 Polos . . . 10.00 Ea.
- ONE-BALL FREE PLAYS**
- Victory . . . \$49.50
 - Sport Special . . . 79.50
- PHONOGRAPHS**
- 4 Wurlitzer 500s . . . \$149.50 Ea.
 - 3 Wurlitzer 24s . . . 89.50 Ea.
- LEGAL EQUIPMENT**
- 2 Anti-Aircraft, Brown Cabinet . . . \$37.00 Ea.
 - 1 Anti-Aircraft, Black Cabinet . . . 30.00
- CONSOLES**
- 3 Galloping Dominos . . . \$29.50 Ea.
 - 1 Greyhead Track Time . . . 29.50
 - 1 Redhead Track Time . . . 45.00
 - 1 Dark Horse . . . 20.00
 - 1 Club House . . . 20.00
- SLOTS**
- 10 Vest Pocket Bells . . . \$24.50 Ea.
 - 25 Mills Gooseneck, Single Jacks, Perfect Condition . . . 16.50 Ea.
- SEIDEN DISTRIBUTING COMPANY**
 1230 BROADWAY, ALBANY, N. Y. (ALL PHONES: 4-2109)

CENTRAL OHIO QUALITY BUYS

\$9.75 EACH Punch Lancer Roller Derby Chubbie Jolly Roxy Fantasy Jolly Miami Zip Sporty Super 6 Variety Contact Big Town Champion Triumph C. O. D. Lucky Scoop Airport Beauty White Sails Commodore

\$17.95 EACH Score Champ Convention Blondie 1-2-3 Power House Hold Over Doughboy Three-Score Progress Playmates Bordertown Mr. Chips Cadillac

FREE PLAY GAMES EACH \$9.75

FREE PLAY GAMES EACH \$17.95

SLOTS

- 1c Mills Q.T.'s . . . \$35.00
- 5c Mills Q.T.'s . . . 35.00
- 10c Watling Rotatop . . . 35.00
- 5c Watling Rotatop . . . 37.50
- 5c Mills B. F. . . . 59.50
- 1c Mills B. F. . . . 59.50
- 25c Mills B.F., 400,000 . . . 69.50
- 5c O.T. with Stand . . . 60.00
- 5c Columbias . . . 42.50
- 1c Sparks G.A. . . . 32.50

ARCADE EQUIPMENT

- Bally Defenders . . . \$115.00
- Ace Bombers . . . Write
- Seeburg Jaibird . . . 59.50
- Seeburg Shoot the Chutes . . . 69.50
- Western Baseballs . . . 49.50
- Marblego Anti-Aircraft Guns . . . 49.50
- Texas Leaguers . . . 35.00
- Ten Strikes, 150 Dials . . . 52.50
- Ten Strikes, Free Play . . . 79.50
- Evans In-a-Barrel, Free Play . . . 85.00

Half Deposit With Order, Balance C. O. D.
 Write for Our Complete List of Late Free Play Tables.
WOLFF SOLOMON Central Ohio Coin Machine Exchange, Inc., 481 S. HIGH ST. COLUMBUS, OHIO

QUALITY SPEAKS FOR ITSELF

FIVE-BALL FREE PLAY

- Legionaire . . . \$74.50
- Four Diamonds . . . 64.50
- Snappy . . . 64.50
- 1941 Majors . . . 57.50
- Broadcast . . . 44.50
- Flicker . . . 44.50
- Mystic . . . 44.50
- All American . . . 44.50
- Paradise . . . 34.50
- Gold Star . . . 34.50
- Crossline . . . 27.50

FIVE-BALL FREE PLAY

- Powerhouse . . . \$24.50
- Sporty . . . 22.50
- Mascot . . . 19.50
- Jolly . . . 19.50
- Yacht Club . . . 17.50
- Bowling Alley . . . 15.00
- Big Show . . . 15.00
- Convention . . . 15.00
- Red Hot . . . 15.00
- Double Feature . . . 15.00
- Scoop . . . 14.00

PAYOUTS

- Four Bells . . . \$225.00
- Big Top . . . 107.50
- 5c Paces Reels . . . 94.50
- 25c Paces Reels . . . 94.50
- Jumbo Parade . . . 89.50
- 5c Saratoga . . . 87.50
- 1938 Tracktime . . . 89.50
- 1938 Kentucky Club . . . 42.50
- 10c Big Game . . . 67.50
- Kentucky . . . 125.00
- Longshot . . . 112.50
- Hawthorne . . . 42.50

MODERN AUTOMATIC EXCHANGE, INC.
 2618 CARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

USED FREE PLAY PIN BALL GAMES AT POSITIVELY GIVE-A-WAY PRICES

Send for Our Latest Price List And See for Yourself

WANT TO BUY

SEEBURG AND WURLITZER PHONOGRAPHS, 1937 TO 1940 MODELS; ALSO RAPID FIRES, SKY FIGHTERS, CHICKEN SAMS, JAILBIRDS AND A. B. T. TARGET SKILLS. (Give Lowest Prices in First Letter.)

W. B. NOVELTY CO., INC.

- 617 W. Douglas, Wichita, Kansas
- 1903 Washington Blvd., St. Louis, Mo.
- 917 Broadway, Kansas City, Mo.

MOVIE MACHINE REVIEWS

Program 1038

Produced by Minoco Productions.
Released by Soundies Distributing Corporation of America, Inc.

A balanced reel of eight shorts that can be used in almost any location. Because of the name value of several of the featured artists, this reel lends itself to fine promotion. Fred Waller handled the production, with the direction honors divided between John Primi and Robert Snody. Technically, the pictures are okay thruout.

THE KORN KOBBLERS are seen in their second corn novelty, treating the familiar *Listen to the Mocking Bird* tune. Scene is laid in the woods, where the boys play their stuff on comedy instruments. Stan Fritz, trombone leader of the group, supplies the vocal.

THE DELTA RHYTHM BOYS, strong Negro harmony quartet, interpret *Take the "A" Train* effectively. Action takes them on a New York subway ride into Harlem and finally into a lively cafe where a pretty copper-colored line presents a good rhythm routine.

ELEANOR FRENCH, clean and pretty cafe singer, stars in the *Spin the Bottle*

game in which several young couples go thru the kissing routine while she sings the number. Her voice is sweet and refreshing.

EMERY DEUTSCH leads an augmented orchestra and mixed quartet in a straight version of *Love's Own Sweet Song*, a beautiful waltz that serves as admirable contrast to the swinger shorts on the reel. The scene is a royal ballroom of old where costumed couples make a picturesque scene on the spacious dance floor.

THE COLLEGIANS do another of their series of college songs that are as inspiring as they are seasonal. One of the boys, with a trained bass voice, solos in one of three rah-rah songs. Attractive co-eds frame this bit nicely.

THE MARTINS, two mixed singing teams, harmonize to *Dearest Darest I* in both modern and Shakespearean dress. Cute number presented in nice enough fashion.

LUCKY MILLINDER, popular Negro band leader, vocalizes on *I Want a Big Fat Mama*, a song he himself wrote, while a colored gal of left proportions struts on in the center of the crowded set. The tune is torrid and so is the Millinder version.

SYLVIA FROOS, sweet and melodious vocalist, does a beautiful job on *Let's Dream This One Out*. She warbles a couple of choruses in the arms of a dancing partner. Should get repeat plays because of the singer's popularity coupled with the smart lyrics of the song.

bling *Love Me a Little, Little* in her own expressive manner. Song has catchy melody and lyrics, and Miss Hodges does an excellent job of selling them.

DEEP RIVER BOYS present an elaborately costumed version of *Shadrack* that stands out as one of the best Soundie shorts yet produced. Excellent direction coupled with Babylonian setting and costumes and the singing talents of this septa quartet are interwoven in masterful fashion to produce a socko short.

ESMERELDY, backed up by Frank Novak's Rootin' Tooters, does a good job on the old hillbilly tune *The Old Apple Tree*. Scene is laid before a mountain cabin, with Esmerely doing the wash as she sings. Novak's crew chimes in for some jug tootin'. A good contrast to the preceding bit.

SINGING POWERS' MODELS, girl trio, sing *Do You Ever Think of Me?* in close harmony swing style before a conventional curtain backdrop. Several close-up shots accentuate the beauty of the gals.

COLLEGIANS, a bevy of good-looking collegians and co-eds, present Cornell's *High Above Cayuga's Waters* in glee club setting, with several campus scenes intermingled. The *Washington and Lee Swing* also is used as basis for a raid on the girls' dorm by the rah-rah boys after a football victory. Several interesting shots result.

ROMAINE STEVENS returns with her old-time melodramatic style of singing in the barroom ditty *She's More To Be Pitted Than Censured*. Song is acted out in gay '90 dress.

MICHAEL LORING supplies the vocalizing to *Gorgeous* as beautiful models parade by attired in the latest fashions for his and his wife's benefit.

Program 1039

Produced by Minoco Productions.
Released by Soundies Distributing Corporation of America, Inc.

This subject is well spiced with variety, with a couple of the shorts setting new standards for excellence in the three-minute movie technique. As a whole, the program should please patrons despite the absence of as many well-known name entertainers as have been offered on some of the more recent releases. Films were produced in the New York studios by Fred Waller.

THE DIXIAIRES are featured in *Waiting for the Robert E. Lee*, a strong three minutes based on the musical comedy technique, featuring good singing, plenty of beautiful dancing girls, pleasing costumes and stage settings. A fast-moving, entertaining short woven around an ever-popular song.

JOY HODGES, no stranger to Soundie fares, does another good job of war-

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" backglass! Vivid illuminated color design appears to be inlaid on natural wood panel.

Equipped with NIX-PIX—the miracle lock and key with 65,000 combinations—\$3.50 EXTRA



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO - ILL. NOIS

350 Free Play Games at These Sacrifice Prices

All American . . . \$22.50	Fox Hunt . . . \$17.50	Sky Ray . . . \$39.50
Anabel . . . 14.50	Four Diamonds . . . 47.50	Score Card . . . 12.50
Attention . . . 24.50	Formation . . . 14.50	Sporty . . . 12.50
Big Chief . . . 18.50	Flicker . . . 18.50	Super Chubbie . . . 67.50
Barrage . . . 29.50	Hi-Hat . . . 49.50	Sun Beam . . . 32.50
Blondie . . . 14.50	Hi-Stepper . . . 39.50	Silver Spray . . . 83.50
Broadcast . . . 22.50	Horoscope . . . 53.50	Sport Parade . . . 27.50
Belle Hop . . . 54.50	Landslide . . . 14.50	South Paw . . . 52.50
Mr. Chips . . . 11.50	Miami Beach . . . 49.50	Sea Hawk . . . 42.50
Defense . . . 23.50	Metro . . . 22.50	Sparky . . . 47.50
Drum Major . . . 14.50	Major . . . 48.50	Ten Spot . . . 47.50
Double Play . . . 47.50	Pick Em . . . 9.50	Trailway . . . 34.50
Double Feature . . . 12.50	Powerhouse . . . 14.50	Texas Leaguer . . . 34.50
Duplex . . . 32.50	Play Ball (Bally) . . . 27.50	Three Score . . . 12.50
Fleet . . . 14.50		Target Skill . . . 42.50

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION! 1/3 DEPOSIT REQUIRED WITH ALL ORDERS. BALANCE C. O. D., F. O. B. NEWARK, N. J. PLEASE LIST SECOND CHOICE.

ACE VENDING CO., 69-71 THOMAS ST., NEWARK, N. J.

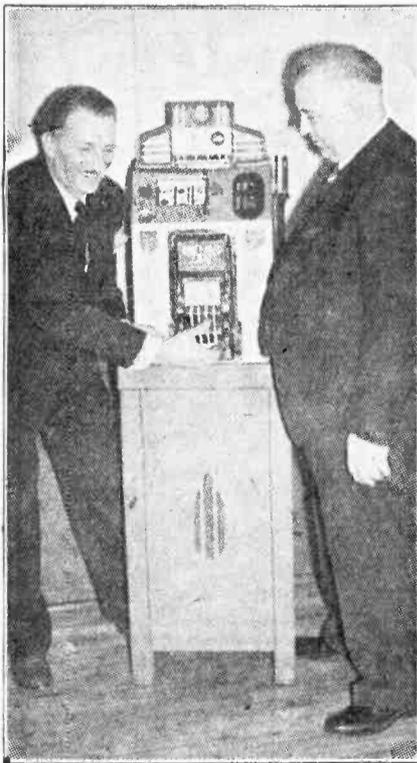


You can ALWAYS depend on JOE ASH—ALL WAYS FINEST FREE PLAYS READY FOR SHIPMENT!

All American \$24.50	Legionnaire . \$57.50	Star Attraction—Write for Price
Double Feature 12.50	Mills 1-2-3, F.P., . . .	
Drum Major 12.50	Anim. Reels 19.50	Sparky . . . \$15.00
Flicker . . . 24.50	O'Boy . . . 12.50	Summertime . . . 12.50
Gold Star . . . 16.50	Play Ball, Bally 27.50	Score Champ . . . 12.50
League Leader 24.50	Red Hot . . . 12.50	Stars . . . 29.50
Jolly . . . 12.50	Red, White, Bl. 19.50	Sea Hawk . . . 39.50
Leader . . . 18.50	Rotation . . . 12.50	Sport Parade . . . 32.50
Majors '41 . . . 42.50	Powerhouse . . . 14.50	Target Skill . . . 37.50
		Wildfire . . . 39.50
		Ump . . . 19.50

1/3 down, bal. C.O.D. Write for complete list.

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.



PHIL BURGESSON portrays pleasure at hitting the jackpot of the *Victory Chief*, newest Chief in the O. D. Jennings & Company line. Louis Jacobs, Wisconsin operator, is the interested observer. (MR)

FREE PLAY BUYS TO OPEN YOUR EYES

All Amer. \$28.50	Sky Ray . \$42.50
Attention . 28.50	Silver Skates 42.50
Bandwagon . 19.50	Sea Hawk . 44.50
Big Chief . 19.50	Sun Beam . 35.00
Broadcast . 26.00	Sports Parade 29.50
Defense . 25.00	Stars . . . 27.50
Belle Hop . 57.50	Seven Up . . 32.50
Crossline . 17.50	Stratoliner . 24.50
Cadillac . 17.50	Velvet . . . 29.50
Drum Major. 16.00	Wild Fire . . 39.50
Duplex . . . 32.50	Zambie . . . 22.50
Double Play 53.50	Blondie . . . 15.00
Entry . . . 40.00	Big Show . . 15.00
4 Diamonds. 50.00	Dude Ranch 15.00
Flicker . . . 19.00	Formation . 15.00
Four Roses. 30.00	Lineup . . . 15.00
Hi-Stepper . 42.50	Landslide . 15.00
Hi Hat . . . 52.50	Punch . . . 15.00
Horoscope . 55.00	Anabel . . . 15.00
League Leader 27.50	Mascot . . . 17.50
Leader . . . 17.50	Commodore. 12.50
Majors '41 . 50.00	Dble. Feature 12.50
Metro . . . 25.00	Foilles . . . 12.50
Play Ball . 31.50	Holdover . . 12.50
Powerhouse. 15.50	O'Boy . . . 12.50
Red, White, Blue . . 25.50	Rotation . . 12.50
Repeater . . 28.50	Roxy . . . 12.50

1/3 Down, Bal. C. O. D.

"THE ARCADE KING"
MIKE MUNVES
593 TENTH AVENUE
NEW YORK All Phones: BRyant 9-6877

CLEARANCE SALE

Pursuit . . \$52.50	Pan Amer. \$47.50
O'Boy . . . 11.50	Metro . . . 28.00
Landslide . 16.00	Leader . . . 18.50
League Leader 32.50	Formation . 21.50
Flicker . . 24.50	Foilles . . . 11.50
Four Roses. 32.50	Drum Major 17.50
Double Play 56.00	Commodore. 11.50
Cadillac . 17.50	Big Chief . . 22.50
Broadcast . 28.00	Barrage . . . 39.50
Hi-Stepper . 47.50	Speed Demon 14.00
Brite Spot . 14.00	Mascot . . . 18.00
Sky Line . . 21.50	Bandwagon. 19.50
Punch . . . 11.50	Vacation . . 18.50
Sea Hawk . . 46.50	Snappy . . . 57.50
Sporty . . . 17.50	Stars . . . 29.50
Stratoliner . 28.00	Seven Up . . 35.00
Silver Skates 45.00	Roxy . . . 11.50
Polo . . . 17.50	Powerhouse. 17.50
Play Ball . . 34.50	Horoscope . 56.50

ALL GAMES RECONDITIONED AND SHIPPED LIKE NEW. WE CARRY A COMPLETE LINE OF NEW AND USED FREE PLAY GAMES. FOR FASTER SERVICE PLEASE GIVE SECOND CHOICE WHEN ORDERING.

1/3 Down, Balance C. O. D.
"THE HOUSE OF 'GOOD WILL'"
WRITE FOR FREE PRICE LIST.
Ambassador Vending Co.
789 Coney Island Ave., Brooklyn, N. Y.



MUTOSCOPE MACHINES ARE THE STAR ATTRACTIONS in this modern Penny Arcade in New Chinatown, Los Angeles. Fred E. McKee, left, the firm's West Coast representative, and arcade men Howard Hong and Lloyd Young are pictured against a background of three Sky Fighters, the Love Teller and an Ace Bomber. (MR)

Pacers Lucky, Declares Baker

CHICAGO, Nov. 1 (MR).—"For more reasons than one, we consider Baker's Pacers the luckiest game for the operator in the industry," says a factory spokesman of Baker Novelty Company, Chicago. "Right now, perhaps, the most important reason is that, altho the game is a seven-coin chute multiple console and accommodates as many as seven players at one time, it has but a single mechanism and therefore pays the same

federal use tax as a single-coin payout machine. To operate a seven-coin multiple money-maker like Baker's Pacers under the same tax as a single chute game is certainly giving the operator a lucky break.

"Another lucky point, from the standpoint of both factory and operator, is the fact that this game is now seven full years in production and in greater demand today than ever. The newest edition of Baker's Pacers, of course, has been refined and restyled with every latest innovation in mechanism, design and appearance, and stands supreme as the aristocrat of console games.

"These new refinements not only took into account faster, smoother mechanical operation and ultra-modernized appearance, but have added even more to the game's appeal and play-capturing come-on."

BUCKEYE BARGAINS

All American \$20.00	Polo \$15.00
Big Six 5.00	Playmats 10.00
Big Show 5.00	On Deck 7.50
Doughboy 12.50	Stoner's
Dixie 12.50	Baseball 5.00
Fifth Inning 5.00	Skyline 15.00
Home Run 10.00	Speedway 10.00
Fox Hunt 12.50	Score Champ 7.50
Majors 7.50	Three Score 5.00
Oh Boy 7.50	Triumph 5.00

These tables reconditioned and ready for location.

Exhibit Bowling Alley	\$12.50
Jumbo Parades, P.O.	75.00
Baker's Racer Daily Double, Late Serial, Like New	175.00

Stots of all makes, new and refinished.

We are Distributors for Columbus Peanut Machines. Write for Particulars.

BUCKEYE VENDING CO., Inc.

518 So. High Street Columbus, Ohio

Distributors Sponsor Tax Conference

ATLANTA, Nov. 1.—A meeting of all the phonograph operators in and around this territory was held at the Ansley Hotel recently, sponsored by automatic phonograph distributors.

Among the speakers were Marion Allen, collector of internal revenue, and Mr. Jenkins, a member of the State Administration Board. The theme of the program was to publicize the sale of Defense Stamps and Bonds thru the use of coin-operated phonographs.

The meeting was attended by all the members of the coin machine industry from manufacturers' representatives down to the smallest operator in the territory. The turn-out made a considerable impression on the guests.

Washington

WASHINGTON, Nov. 1.—The offices of the Bleekman Distributing Company, Wurlitzer distributor, have been extensively remodeled.

Rudy Greenebaum, general sales manager for Packard, visited the local market during the past week.

J. Hrdlicka, factory engineer for the Wurlitzer organization, recently conducted a Wurlitzer service school for Wurlitzer operators in the District of Columbia territory. The school was conducted at the Washington headquarters of the Bleekman Distributing Company. Hrdlicka was assisted by G. Peters, Wurlitzer service representative.

William Sykora, service engineer, has joined Hub Enterprises. He is in charge of installing Rock-Ola music systems.

Very brisk sales on Gottlieb's Texas Mustang are being recorded in this territory by the General Vending Service Company.

Roy McGinnis is chalking up volume sales on Exhibit's new game, Big Parade.

CONSOLES AND ARCADE EQUIPMENT

30 Radio Rifles, 5c. Each	\$59.50
10 Deluxe Buckley Diggers	99.50
5 Treasure Island Buckley Diggers	89.50
1 Electro Holst	39.50
1 Skraballette	45.00
1 Exhibit Bowling	30.00
2 Bumper Bowling	35.00
1 Western Baseball, Blue Cabinet	35.00
3 Mills Four Bells	\$215.00
1 Bally's Royal Flush, 5c	69.50
1 Bally's Royal Flush, 10c	69.50
2 Bally's High Hands	179.50
1 Bally's Big Top	105.00
Mills Square Bells	69.50
Paces Saratogas	79.50
Jennings Fast Times, F.P.	69.50
Triple Entry (Keeney)	135.00
10 Latest Model Mills Vest Pockets	\$35.00
10 Green Mills Vest Pockets	25.00

One-Half Deposit—Balance C. O. D.
CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Avenue CLEVELAND, OHIO

CORRECTION

Columbias should have been \$42.50 in the Central Ohio Coin Machine Exchange, Inc., ad in the Nov. 1 issue of The Billboard.

WANTED

Musicians on all instruments, draft exempt; Line Girls, Novelty Acts, Comedy Acts. Wire MRS. OWEN BENNETT, Continental Hit Parade, Avenue Theatre, Du Bois, Pa., Nov. 8th-9th; Karlton Theatre, Williamsport, Pa., Nov. 10th-11th; or CLAUDE LONG, 305 Woods Theatre Bldg., Chicago, Ill.

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!

THE BAKER NOVELTY COMPANY INC.
1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST Factory Sales Representative **MAC MOHR** 2916 W. PICO BLVD. LOS ANGELES, CALIF.

'TEN-SHUN! "TOP SARGE" IS HERE

AND ROLLING UP PUNCH BOARD PROFITS EVERYWHERE

The biggest "little" money-maker you've seen in many a moon. Plays off just like that! Double step-up with a \$10.00 top. 61 winners. 45% payout. Large type holes. Get "Top Sarge" working for you now.

No. 16440 5c Play 600 Holes
Takes in \$30.00 Average Payout \$13.69

WRITE FOR NEW FOLDER NC-418

HARLICH MFG. CO. 1413 W. Jackson Blvd. CHICAGO, ILL.

SATISFIED CUSTOMERS EVERYWHERE

Boom Town \$32.50	Gold Star \$16.50	Sparky \$17.50	Super Chubbie, New \$89.50
Big Time 22.50	League Leader 22.50	Sun Beam 32.50	Ten Spot 47.00
Blonde 12.50	Leader 15.00	Sky Ray 47.00	Trailways 45.00
Crossline 15.00	Metro 22.50	Skylite 17.50	Velvet 30.00
Dough Boy 15.00	Punch 12.50	Sports Parade 30.00	Wild Fire 42.50
Flicker 22.50	Play Ball 30.00	Seven Up 32.50	Zombie 20.00
Formation 15.00	Powerhouse 12.50	Spot Pool 72.50	Zig Zag 60.00
Four Roses 30.00	Stars 27.50		

RECONDITIONED FREE PLAYS—SPECIAL THIS WEEK

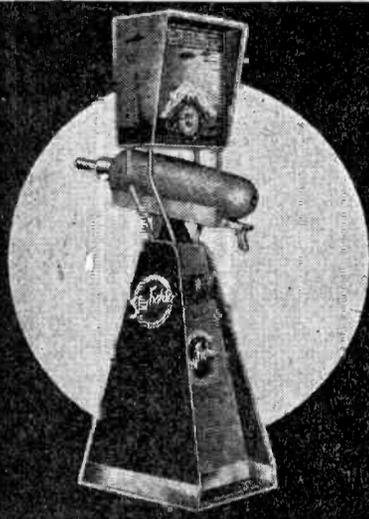
500 GAMES AT \$8.50 EACH	Commodore	Lucky	O'Boy	Sports
Airport	Fifth Inning	Liberty	Pick Em	Score Card
Beauty	Follies	Miami	Rebound	Short Stop
Big Six	Golden Gate	Majors	Roller Derby	Variety
Bowling Alley	Hold Over	Mascot	Roxy	Vogue
Buckaroo	Jolly	Ocean Park	Spottem	Yacht Club
Big Show	New Mills Vest Pockets, 5c			
C. O. D.	\$42.50			
	Q.T. Mills 5c Star Reels 27.50			
	100 Others—\$3 to \$5 Each			
	RAY GUNS			
	30 Jungle Dodger Ray Guns, Each \$15.00			
	Chicken Sams 35.00			
	Hollywood Ray Gun 25.00			
	ARCADE EQUIPMENT			
	Rotary Merchandisers \$95.00			
	Atlas Baseball \$55.00			
	Penny Diggers \$30.00			
	Silver King Peanut & Ball Gum Machines \$5.50			

GENERAL COIN MACHINE CO.
227 N. 10TH STREET PHILADELPHIA, PA.

Defense Savings Bonds can be registered in the name of children as well as adults.

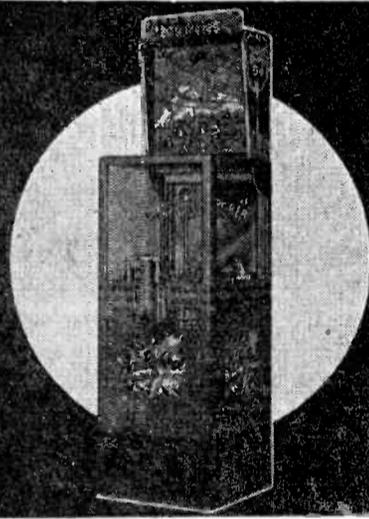
**YOUR FUTURE
DEPENDS ON SMART
BUYING NOW!**

**PUT YOURSELF IN A REAL
BUSINESS WITH THESE 3
PROVEN PERMANENT
MONEYMAKERS!**

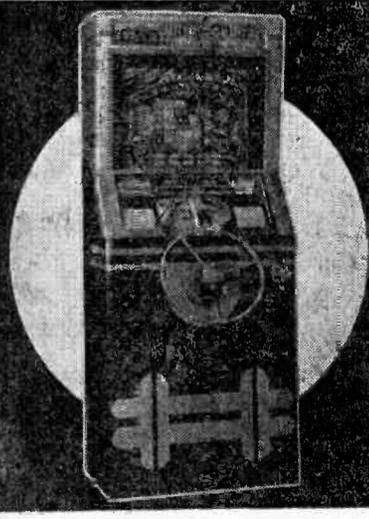


Back in Production by Popular Demand

SKY FIGHTER



ACE BOMBER



DRIVE MOBILE

Order From Your Mutoscope Distributor.
IMMEDIATE DELIVERY

**INTERNATIONAL
MUTOSCOPE REEL CO., Inc.**
PENNY ARCADE HEADQUARTERS
SINCE 1895.
44-01 11th St., Long Island City, N. Y.

Federal Officials Will Speak at 1942 Convention

**CMI announces plans for
most important convention
of coinmen ever held**

CHICAGO, Nov. 1.—“There never was a time when the coin machine industry or any other industry was more in need of tightly knit organization and unselfish co-operation that at the present time,” declare officials of Coin Machine Industries, Inc. “United we stand—divided we fall.”

Directors of the association report that they went thru much deliberation before reaching a decision to hold the 1942 Coin Machine Show. “Fully cognizant of the conditions that exist and that affect the coin machine industry in no greater or less degree than they affect all other industries,” they said, “and fully aware of the uncertainties of the future that all industries are facing, the secretary of CMI was instructed to ascertain certain facts before the decision was made.

“The facts to be ascertained were: (1) How do operators, distributors and jobbers thruout the United States feel about a 1942 show? Will they attend if it is held? (2) How do former exhibitors feel about it? Will they exhibit if one is held? (3) What are other industries doing about their trade shows this fall and winter? Are they going ahead with them or calling them off?”

Mail Questionnaire

“To find these answers, a return post card questionnaire was mailed to 8,000 operators, distributors and jobbers. The card explained that differences of opinion had arisen about holding the 1942 Coin Machine Show. We asked them to vote either yes or no on the question and state briefly the reason for their vote. A trifle more than 10 per cent replied and the returns were exactly two and one-half to one for the holding of the show.

“From one lone mailing list this indicates a proportion of approximately 5,600 coinmen will attend the 1942 show and approximately 2,400 who will either stay away because they voted no or will attend anyhow since they know the show is to be held.

“Manufacturers of coin-operated machines who have exhibited in former shows were asked the same questions with slight variations. They were asked whether they favored a 1942 Coin Machine Show and whether they would exhibit if the directors decided to hold it. The replies to this question were one and one-half to one in favor of holding the show. Half of those who did not favor the show said that they would probably exhibit, however, if the show were held. Some of those who voted no and have since learned that the show will be held have already placed their contracts for exhibit space.

“Three Chicago convention hotels, the Stevens, Palmer House and Sherman, were asked whether any conventions and trade shows had been canceled for this fall and winter. All replied that none had been canceled and that they had no intimation to date that any cancellations are contemplated.

Other Shows Scheduled

“We also checked on the Mechanical Refrigeration Show and the Tobacco Distributors’ Show, which are to be held in Chicago the same week as the Coin Machine Show, and found that both are to be held as usual. Both contemplate a larger attendance and a greater number of exhibitors than ever before.

“The hotels also advised that attend-

ance at all trade shows so far this year has exceeded any heretofore known and that doubtless the reason for this heavy attendance is curiosity about the future and eagerness to learn more as to what confronts the industries of which they are members.”

Coinmen’s Replies

A few of the reasons given by operators, distributors and jobbers who voted in favor of the 1942 show follow:

“All other business groups have conventions. Why not the coin machine business?”—B. F., Davenport, Ia.

“Think everyone gets a great deal out of a show and right now, I say, we need all the ideas possible to get.”—D. E. C., Moline, Ill.

“Don’t miss, as it will be hard to re- vive. Amusement keeps up morale.”—J. R., Long Beach, Calif.

“I personally get a lot of good out of the show and I believe it adds prestige to the industry.”—J. H. H., Vancouver, Wash.

“I can see no reason for not having a show. Don’t let our business grow stale by folding up. We always gain new ideas at the show.”—R. E. G., Lewistown, Ill.

“National defense is my reason. Entertainment, amusement, relaxation are essential for national defense.”—C. R., Los Angeles.

“My reason for wanting a show is for swapping ideas. We can also get more information on tax problems. The show is always entertaining.”—C. J. I., Toledo.

“We should not lose interest and should organize better all over the U. S. A.”—C. S. C., Garnett, Kan.

“It will help to hold the industry together for its own good during this emergency. I think the show more important than ever.”—R. M. H., Jasper, Ala.

Report on Exhibits

Number of booths for which contracts are already received..... 75

Number of booths reserved—contracts not yet closed..... 24

Number of prospects solicited—not members or former exhibitors... 277

Convention Program

The government has agreed to provide speakers for the most constructive convention program it has ever been the privilege of the coin machine industry to listen to.

A speaker from the Treasury Department will address a meeting on the 1941 Defense Tax Bill. Its interpretations and rulings as it affects coin-operated machines will be explained.

A speaker from the Treasury Department will address a meeting on the subject of “Ways for American Business To Co-Operate in the Sale of Defense Savings Bonds and Stamps.”

A speaker prominent in the administration and of national reputation will make a rousing address on a subject pertinent to international conditions at the time of his address.

As further co-operation with the government and its defense program, booths will be provided without cost for a comprehensive display of all products the various manufacturers in the coin machine industry are making for defense. This display will be of great interest to every manufacturer, operator, distributor and jobber who attends.

A booth will be provided and appropriately decorated for the dispensing of literature descriptive of Defense Savings Bonds and Stamps, as well as for the sale of them.

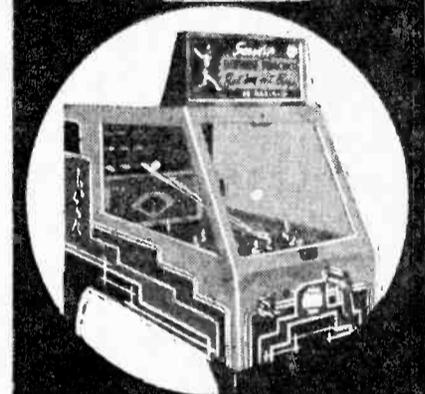
“Coin Machine Industries, Inc., will co-operate with the government in every way, confident in the belief that the co-operation will be mutual,” the association officials declared.

Benny Leonard, Lew London In Reading Exhibition Bout

READING, Pa., Nov. 1 (DR).—Benny Leonard, former undefeated lightweight boxing champion of the world, and Lew London, of Leader Sales Company, put on an exhibition bout at one of the leading men’s clubs in this city. The result of the bout, naturally, was in Benny’s favor. Benny also paid a visit to Lew’s offices, where he met local coinmen and made arrangements to visit them more regularly.

“Coinmen here are all eager to have Benny become more closely allied with the industry,” explained Lew. “Some of them have met him at coin machine conventions and they believe he is one of the best good will representatives the coinmen have. Not only has he boosted business at our club but he has also been doing considerable missionary work bringing in the coin machine subject wherever and whenever possible.”

YOU NEED IT!



BATTING PRACTICE

ORDER TODAY!
SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

TONY GASPARRO

WILL BUY FOR CASH OR TRADE
All Coin-operated Equipment.

WE OFFER:

Silver Skates \$45.00	Duplex \$37.50
Seven Up .. 35.00	Formation .. 17.50
Hi Hat .. 52.50	Ten Spot .. 54.50
Belle Hop .. 59.50	Stars .. 32.50
Glamour .. 17.50	Zombie .. 30.00
Bally Beauty 17.50	Bally ..
Fleet .. 17.50	Defender .. 109.50
Attention .. 27.50	Keeney Air ..
All American 27.50	Raider .. 99.50

Write for Special List of Low Priced Games!

WESTERN NOVELTIES CO.
767 10th Ave., N. Y. C. Columbus 5-2054

Free Game Bargains

Play Ball	\$30.00
Big Chief ..	\$22.50
Boom Town ..	35.00
Barrage ..	25.00
Capt. Kidd ..	55.00
Cadillac ..	20.00
Drum Major ..	20.00
4 Diamonds ..	45.00
Flicker ..	25.00
Gold Star ..	30.00
High Dive ..	55.00
Hi Hat ..	50.00
Horoscope ..	50.00
Hi Stepper ..	47.50
Majors '41 ..	60.00
Metro ..	\$25.00
Polo ..	17.50
Repeater ..	35.00
Pursuit ..	50.00
Sky Line ..	15.00
Stratoliner ..	35.00
Sparky ..	30.00
Sara Suzy ..	25.00
Seven Up ..	45.00
Salute ..	20.00
Sun Beam ..	50.00
Ump ..	40.00
Vacation ..	16.00
Zig Zag ..	60.00

Terms: 1/3 With Order, Balance C. O. D.

HY-GRADE NOVELTY CO.
353 N. VINE WICHITA, KAN.
Phone: 2-6128

PENNY ARCADES

BETTER-EQUIPPED BY MUTOSCOPE

★ No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE “LIGHT UP TOP” CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY... IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895
INTERNATIONAL MUTOSCOPE REEL CO., Inc.
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

BEST CASH OFFER

Late Target Skills—2 Skee-Ball-Ettes, Gottlieb; 2 Ten Pins, 1 Zig Zag Vender, 1 Casino Golf, Bally Penoil Vender, Exhibit Bowling, Mutoscope Magic Finger; 2 Mutoscope Diggers, flap chute; 3 Electroholsts, flap chute; Mills Digger; 10 Exhibit Photoscopes, crackle; late Columbia J. Pots; Mills Q. T.'s. 1¢ & 5¢; Mills Smoker Bells, 1 & 5; Bally Double Bell & Stand, F. S.; Mills Bag, A-1; Watling Rotatops, 5¢. Will take Seeburo Phonos in trade.

G. N. VENDING COMPANY
663 W. Broad St. Columbus, Ohio

Philadelphia

PHILADELPHIA, Nov. 1.—Sidney B. Bernstein joins the ranks of music machine operators. He has leased quarters in the heart of the machine colony at 1003 W. Girard Avenue for the origination of new operations. For the present, Bernstein will handle music machines only.

Jack Beresin, head of Berlo Vending Company, was named co-chairman of the reception committee for the annual Variety Club banquet to be held December 14 at the Bellevue-Stratford Hotel.

Operators of the music locations getting a stimulus by the personal appearances of colored recording artists. Harry Bortnick, record promotion chief for Raymond Rosen Company, Victor-Bluebird distributor, arranged for Lil Green to visit music dealers and choice colored locations on Thursday (30) in connection with her appearance in town with Tiny Bradshaw's band. Special record stunt is in the wind for Earl Hines' appearance here for a dance date November 11.

Paul Knowles, salesman for Raymond Rosen Company, has been advanced to the post of manager of the distributor's record department, replacing Milt Gordon. Ed Hughes comes in from the Southern New Jersey territory to take over Knowles' former duties, while Sam Shore was assigned to take over Hughes' route.

Pennsylvania

WILKES-BARRE, Pa., Nov. 1.—John Thomas, well-known operator of Summit Hill, has abandoned his bakery business to devote his full time to his coin machine business. He recently pur-

chased a large order of Wurlitzer phonographs and wall and bar boxes as a starter in plans to greatly expand his business.

Ben Sterling Jr. of Sterling Service, Moosic, Pa., Wurlitzer distributor in Northeastern Pennsylvania, continued his fine civic work. He also helps his coin machine business by being a booster advertiser in the full-page ad for the University of Scranton University Day football game.

The Scranton (Pa.) Scrantonian has been giving coin operators in the area wide assistance by publishing full reports from Joseph T. McDonald, collector of internal revenue in the 12th district, regarding the regulations concerning the new federal taxes on coin machines.

Revenue from parking meters is running behind the 1941 estimates, it is reported at Scranton city hall. Receipts for the first nine months of the year totaled \$31,644, it was reported, with the annual estimate set at \$52,000. It is also reported that the revenue on pinball machines and music boxes is running behind slightly but it is expected the deficit will be overcome before the end of the year since the licensing period is now in effect.

Detroit

DETROIT, Nov. 1.—Joseph Kanterman, of Acme Amusement Company, who operates a suburban route of amusement games, is adding new machines to his route.

Ben Newmark, manager of Atlas Automatic Music Company, reports good progress on installations of Seeburg three-wire and wireless music boxes.

Maurice Jessup, music operator, is expanding his route with new Seeburg machines in his new locations.

A FULL CASH BOX TELLS THE STORY!

Chicago Coin's BOLA-WAY

CHICAGO COIN MACHINE CO.
1725 W. DIVERSEY CHICAGO

PRICES RIGHT—EQUIPMENT GUARANTEED

FIVE BALL FREE PLAY GAMES		I Ball Games	
All American \$20.00	Metro \$24.50	Sky Ray \$45.00	Big Prize \$54.50
Big League 10.00	Miami Beach 49.50	Speedway 11.50	Blue Grass 89.50
Big Time 34.50	Mystic 20.00	Stars 32.00	Contest 79.50
Boom Town 35.00	Play Ball 32.50	Thriller 8.50	Dark Horse 79.50
Cadillac 14.50	Punch 11.50	Target Skill 40.00	Mills 5-ir-1 27.50
Fifty Grand 47.50	Progress 20.00	Twin Six 55.00	Mills 1-2-3, '40 69.50
Formation 15.50	Red, White, Bl. 24.50	Ump 23.00	Record Time 75.00
League Leader 19.50	Repeater 27.50	Velvet 30.00	Sport Special 59.50
Majors, '41 49.50	Silver Spray 80.00	Zombie 24.50	

CONSOLES AND AUTOMATIC PAYOUTS	
Bob Tails, Totalizer \$75.00	Paces Races, Brown \$79.50
Big Game 75.00	Paces Payday 99.50
Charley Horse 59.50	Keeney Pastime 150.00
Four Balls 250.00	Track Time, '37 29.50
High Hand 153.50	Track Time, '38 65.00
Jumbo Parade, P.O. 75.00	Silver Moon Totalizer 79.50
Jumbo Parade, F.P. 75.00	Triple Entry 104.50
Lucky Lucre 125.00	Pace Saratoga, Comb. 99.50

SPECIAL! NEW IN ORIGINAL CASES **JENNINGS SILVER MOON TOTALIZERS... ONLY \$122.50** **SPECIAL!** RUSH YOUR ORDER QUICK!

MILLS THRONE OF MUSIC, \$125.00 • MILLS EMPRESS, \$150.00
1/3 with all orders. Bal. C. O. D. WE HAVE MANY MORE MACHINES ON HAND. ALSO COUNTER GAMES, ARCADE EQUIPMENT, PHONOGRAPHS AND SLOT MACHINES OF ALL TYPES—WRITE FOR COMPLETE LIST TODAY!!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS

Hi Stepper \$42.50	Sea Hawk \$44.50	1/3 Down, Bal. C. O. D. Write for Free Price List.
Double Play 52.50	Stars 26.50	

BUDIN'S, INC., 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Tel. NE 8-3700

SEND TODAY FOR THE NEW, INDEXED ATLAS BARGAIN GUIDE!

SKILL GAMES	FREE PLAYS	PHONOGRAPHS	PAYTABLES
Anti Aircraft: Brown \$59.50, Black 49.50	Champs \$49.50, Crystal Gazer 64.50, Duplex 57.50	SEEBURG: Model C \$39.50, Classic 189.50, Casino 134.50	BALLY'S LATE JACKPOT MODELS: Grandstand \$79.50, Grand National 87.50, Hawthorne 59.50, Long Shot 132.50, Kentucky 139.50, Pacemaker 89.50, Santa Anita 122.50, Sport King 124.50, Thistledown 59.50
Western's 1940 Major League Baseball \$124.50, Air Raider 112.50, Navy Bomber 117.50, Chicken Sam 52.50, Jailbird 69.50	Shoot the Chutes 84.50, Shoot the Bull 49.50, Texas Leaguer 39.50	Colonel, Wireless 279.50, Gem 124.50, Major, Electric Selector 259.50, Plaza 139.50, Royale 89.50, Regal 132.50	CONSOLES: Jen. Silver Moon Totalizer \$114.50, Mills Jumbo, Late Head 104.50, Waiting Big Game, F.P. or P.O. 94.50, Pace's 1939 Saratoga, 5¢ 84.50, Jennings Fastime Payout 84.50, Liberty Bell, Flat Top 32.50, Shant Top 39.50, Triple Entry, 9 coin 149.50, Evans' Galloping Dominos, Br. 94.50, Paces Races, Black Cab. 79.50, Brown Cab. 94.50, China Boy 49.50, Square Ball 69.50, High Hand 169.50
Wester's 1940 Major League Baseball \$124.50, Air Raider 112.50, Navy Bomber 117.50, Chicken Sam 52.50, Jailbird 69.50	Shoot the Chutes 84.50, Shoot the Bull 49.50, Texas Leaguer 39.50	ROCKOLA: '39 DeLute \$144.50, '39 Standard 134.50, Regular 99.50, Monarch 89.50, 1939 Counter Model 84.50, 1940 Supor. 195.00	
		WURLITZER: 51 '38 Counter \$49.50, 61 '39 Counter 82.50, 600 Round 157.50, Selector Keys 139.50, 616 600 Round 59.50	
		MILLS: 1940 Throne of Music \$144.50	

\$9.95 EACH! (22.50 Value) **BRAND NEW!** OPERATE Marvel and American Eagle. **TAX FREE!** Write for Details!

CLOSEOUTS! BRAND NEW! FREE PLAYS

Barrage \$64.50	Red, White, Blue \$54.50
50 Grand 84.50	Ump 52.50
Hi Stepper 54.50	Wow 45.00
League Leader 54.50	

Terms: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES: ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

FOR PERFECT FREE PLAYS "SEE AL FIRST"

Anabel \$14.50	Gold Cup Console \$25.00	Sport Parade \$32.50
Attention 27.50	League Leader 22.50	Spot Pool 75.00
All American 29.50	Zombie 22.50	Keeney Texas
A.B.C. Bowler	Repeater 25.00	Leaguer 32.50
Write for Price	Silver Skates 37.50	Target Skill 37.50
Boomtown \$35.00	Sun Beam 35.00	Three Score 12.50
Crossline 20.00	Seven Up 35.00	Mills Three Bells, used 2 weeks 225.00
Double Play 50.00	Stars 29.50	Texas Mustang

1/3 Down, Balance C. O. D. Write for Price **Al. Rodstein**

ARCO SALES CO - 802 NORTH BROAD ST. PHILA. PA.

YOU BUY WITH CONFIDENCE--WE SELL WITH CONFIDENCE--A COMBINATION THAT CAN'T BE BEATEN! IMMEDIATE SHIPMENT!!

Show Boat \$63.50	Bowling Alley \$12.50
Sport Parade 28.50	Landslide 15.00
Snappy 52.50	Sky Ray 42.50
Spot Pool 72.50	Double Play 52.50
South Paw 56.50	Metro 22.50
Sever Up 31.50	Majors '41 49.50
Four Roses 29.50	Horoscope 56.50
Champ 57.50	Ten Spot 49.50
Do-Rs-Mi 49.50	Broadcast 22.50

1/3 Deposit With All Orders, Will Ship Balance C. O. D. F. O. B. Newark, N. J. Send Penny Post Card for Our Free List. Name Second Choice With Orders.

NEWARK COINO, 107 Murray St., Newark, N. J. All Phones Bigelow 3-8311-2

ANOTHER EXHIBIT HIT

BIG PARADE



SALES MANAGER MURRAY SANDOW, of Weston Distributors, Inc., New York, and Sales Manager John Chrest, of Exhibit Supply Company, with Big Parade, Exhibit's new release, in the factory display room. (MR)

Takes
the
LEAD
right off
the Bat!
Ask
Your Distributor



EXHIBIT SUPPLY CO. 4222 W. LAKE STREET CHICAGO

Step Up Earnings With Bola-Way

CHICAGO, Nov. 1.—“The proof of the pudding is in the eating and the success of a table is in the profits it can make for the operator,” declares Sam Gensburg and Sam Wolberg, of Chicago Coin Machine Company.

“Our Bola-Way table has only been successful because it has already earned an enviable reputation for making exceptionally large profits for the operators. In fact,” reports Sam Gensburg, “Al Simon, of Savoy Vending Company, Brooklyn, told me that Bola-Way is out-earning any Chicago Coin game that we've made for over a year. Al bases his opinion on the fact that so many reorders are coming in from operators who originally bought samples and then ordered in large quantities. He expects a record sale for the game in the East. The West Coast, too, has ordered Bola-Way tables in unusually large quantities, solely because the word has spread around that this game should certainly improve the revenue from the locations.

“We have made many changes in Bola-Way. The operator and player alike both immediately see a change. The playing field and action in lights are entirely unlike anything that we have heretofore produced. Such changes work for the benefit of the operator as the players have a fresh, different looking game. We have eliminated all sameness and have added new features that are immediately apparent. Here you have the reason why Bola-Way has been making more money for the operators, why we have had such a successful run, why they have sold so fast on the distributor's floor.”

Now Delivering!

EXHIBIT'S
NEWEST HIT...

"BIG PARADE"

WESTON DISTRIBUTORS
INC.

Distributors of EXHIBIT Games
599 TENTH AVENUE, NEW YORK
Phone: Longacre 3-4470

★ NATIONAL BARGAINS ★ SPECIAL VALUES!

PHONOGRAPHS		I-BALL FREE PLAY GAMES	
Rockola '40 Super Walnut & Adapter	\$225.00	Mills 1-2-3, 1940	\$84.50
Rockola 1940 Super Rockolite	195.00	Dark Horse	89.50
Rockola 1940 Super Walnut	185.00	Gold Cup	39.50
Rockola 1939 De Luxe	149.00	Sport Special	74.50
Rockola 1939 Standards	139.00	Mills 1-2-3, 1939	29.00
Rockola Monarchs	89.00		
Rockola 1939 Counter Models	64.00		
Rockola 12-Record	29.00		
Rockola Wall Boxes	15.00		
Wurlitzer 500 Piano Keyboard	155.00		
Wurlitzer Model 24	95.00		
Wurlitzer 61 Counter Model	79.50		
Wurlitzer 616, Illum. Grilles, Sides	59.50		
Seeburg Classics	185.00		

MISCELLANEOUS LEGAL EQUIPMENT

Keeney Anti Aircraft	\$45.00
Rockola Ten Pins	49.50
Bally Rapid Fire	104.50
Chicken Sam	45.00

5-BALL FREE PLAY GAME BARGAINS

Hi Hat	\$65.00	Gold Star	\$27.00	Anabel		Brite Spot	
4 Diamonds	55.00	Skyline	27.00	Beauty		Merry-Go-Round	
Sky Ray	52.50	Blondie	19.00	Big Show		Oh Boy	
Four Roses	47.00	Cadillac	19.00	Bowl, Alley	ANY	Punch	ANY
Sea Hawk	49.50			Commodore		Rotation	
Stars	49.50			Limelight	2	Score Card	2
Double Play	47.00			Lone Star		Score Champ	
Pan American	45.00			Summertime		Sporty	
School Days	45.00			Yacht Club		Spottem	
Silver Skates	45.00			Yacht Club		Big Six	FOR
Seven Up	45.00			Yacht Club		Clipper	
Sports Parade	45.00			Yacht Club		Fantasy	\$25.00
Stratoliner	45.00			Yacht Club		Lucky	
Zombie	39.50			Yacht Club		Mr. Chips	
Flicker	39.50			Yacht Club		Red Hot	
All-American	37.00			Yacht Club		Super Six	
Attention	37.00			Yacht Club		White Sails	
Big Chief	35.00			Yacht Club			
Metro	35.00			Yacht Club			
Paradise	35.00			Yacht Club			
Band Wagon	33.00			Yacht Club			
Leader	33.00			Yacht Club			

SEND FOR YOUR FREE SAMPLE LAVAL CLEANER TODAY!
NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. CHICAGO

FREE PLAY GAMES	FREE PLAY GAMES	FREE PLAY GAMES			
Belle Hop	\$69.50	Captain Kidd	\$69.50	Sky Blazer	\$69.50
Miami Beach	64.50	Defense	44.50	Majors '41	57.50
Stratoliner	39.50	School Days	37.50	Horoscope	54.50
Playball (Bally)	37.50	Ten Spot	52.50	Leader	34.50
Seven Up	44.50	Pan American	32.50	Trailway	52.50
Legionnaire	67.50	Sparky	32.50	Zombie	37.50
High Dive	57.50	Big Time	44.50	Boomtown	47.50

AJAX NOVELTY COMPANY

16 SPROAT STREET

DETROIT, MICHIGAN

Jack Markham Visits Buckley

CHICAGO, Nov. 1 (MR).—Jack Markham, Hill Music Company, Cincinnati, spent several days in Chicago the past week. Hill Music Company is distributor for Buckley Music Systems.

“I always agree, in talking with Buckley factory officials,” says Markham, “that Cincinnati territory is a great field for music. We pride ourselves on the nice locations in Cincinnati proper and in the surrounding territory. This is always a great town in which to find prominent visitors in the music field from all parts of the country.

“With general business going along at top speed, we are enjoying our share of patronage in our music locations. With my several years' experience in the music field I have analyzed our business thoroughly in the last two years. In doing this, I came to the conclusion that every invested dollar should take care of itself by showing a good return.

“It has been proved that the best investment in music is music systems. The best locations want good music systems. Without them they often have trouble and are without music during the busy hours of the day. After careful analysis, we of the Hill Music Company have found that the Buckley Illuminated Music System best fills the needs of locations.”

WANT TO BUY!! WILL PAY HIGHEST CASH PRICES FOR

SKY FIGHTER
DRIVE MOBILE
ACE BOMBER
AIR RAIDER
DEFENDER
RAPID FIRE

SHOOT the CHUTES
WEST'N BASEBALL
WORLD SERIES
HOCKEY
BASKETBALL
And All Others
of This Type.

SEABOARD SALES, INC.

619 10th Ave., N.Y.C. • Wisconsin 7-5688

NO INVESTMENT!

Men wanted to operate 5-Ball Free Play Pin Games.

Iowa, Michigan, Wisconsin. We furnish the machines.

Attractive money-making deal to selected men operators.

WRITE—TODAY SURE

BOX 498, THE BILLBOARD
155 No. Clark St., Chicago, Ill.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

AOLAC Members Answer "Bundles For Buddies" Appeal

LOS ANGELES, Nov. 1.—Associated Operators of Los Angeles County, Inc., are constantly in the news as regards their efforts toward the good of the community. Now they have done it again. A letter which Curley Robinson, managing director, sent to all members

and associates tells the story so completely that we reprint it herewith. The letter follows:

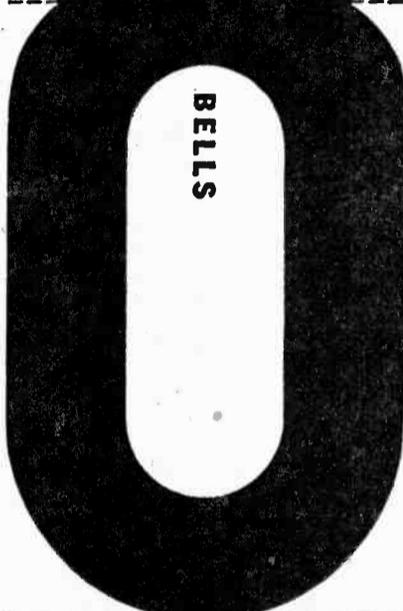
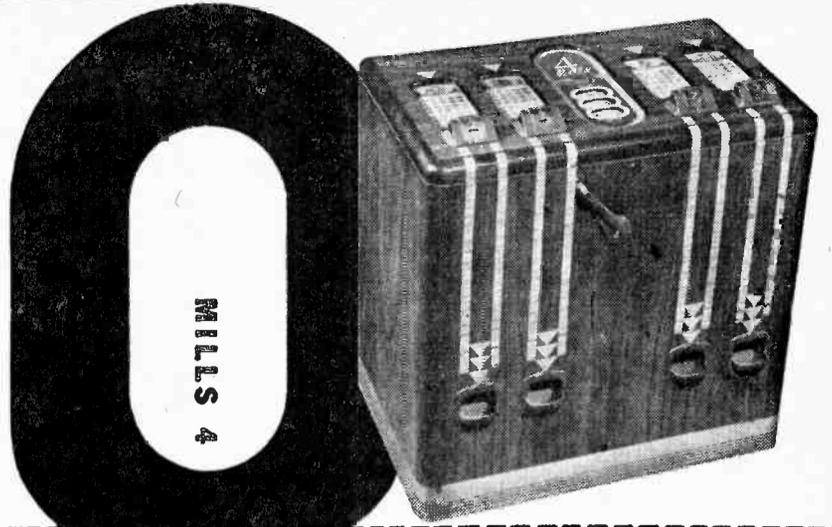
"To all Members and Associates:
"Several weeks ago we sent out an appeal to our members and associates in the coin machine industry. We called it 'Bundles for Buddies' and we asked you to send along your magazines, books; in fact, anything that you would feel might bring a few mementos of pleasure to the boys.

"Needless to say, the response to this appeal was tremendous, not only from our membership, but also from the jobbers and their representatives, who sent along 31 amusement machines and a floor phonograph. Somewhere along the line someone sent a hundred packs of playing cards, and we found some extra cash, enough to purchase a large assortment of indoor and outdoor sporting equipment such as baseball hats and the like, the kind of things that we felt would brighten up the day for those boys in camp.

"I wish that you could have been with us last Saturday when we loaded up a three-ton truck and headed for Camp Roberts, a few miles north of Pasa Robles. We had previously been in communication with Major Carlson, of the induction camp, where nearly 30,000 men are quartered during their 13 weeks of preliminary training. Arriving late Saturday night, we were most cordially greeted by a squad of men who helped us unload the machines and magazines, and because of the fine reception, the gratitude of these men, I am making this new appeal.

"It is difficult to find the proper words to express their thanks because no superlative, no phrasing could adequately reflect their gratitude or the immeasurable good will that your association has created by this gesture of thoughtfulness toward these boys away from their homes. Therefore, I again make this appeal for more magazines, more books, games, cards, and, to the boys who have phonographs, for used records. Bring them to the office as soon as you can, for another load of good will is on its way to Camp Roberts.

"We've just talked to Major Carlson, who called to officially thank us. He said: 'Tell your boys that this is one of the finest gifts that we have ever received; this is the sort of co-operation that builds morale. Entertainment in any form is the greatest morale builder.' Let me add my thanks and let us see how quickly we can send along another load of good cheer to those fine boys who are doing such a swell job of taking care of things for you and me and the U. S. A. (Signed) Curley Robinson."



TIMES AS GOOD!

Many's the operator whose enthusiasm almost breaks our eardrums when he shouts "Four Bells is eight times as good as an ordinary machine!" He, of course, is thinking of the four coin chutes, the double up on Oranges, Plums and Bells, the triple size Jackpot, and the cash box that seems to weigh a ton every time he goes to lift it. You ought to think about these things, too!

MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO

SPECIAL!!!!
Guaranteed Like New
MILLS LATE MODEL JUMBO PARADE, Cash—Check Model \$89.50
MILLS LATE MODEL FOUR BELLS, Cash—Check Model \$199.50
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.

PIN GAME SPECIALS!
STARS\$29.50
FLICKER 22.50
LEADER 17.50
LEAGUE LEADER 29.50
DUPLEX 35.00
Write for complete list of new and used Pin Games, Vending Machines and Counter Games.
1/3 Down, Balance C. O. D.

I. L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE. B'KLYN, N.Y.

MILLS PHONOGRAPHS
BELLS TABLES
Distributor **CONSOLES**
KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts. Philadelphia, Pa.
Baltimore Office: 515 Cathedral St. Baltimore, Md.

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!
Play Ball\$34.50 | Seven Up\$ 34.50 | Mills Empress with Adaptor\$224.50
Bcomtown 42.50 | Mills Empress 189.50 | Keeney Wall Boxes 16.50
1/3 Down, Balance C. O. D.
GEORGE PONSER CO.
519 West 47th St. New York City
11-15 E. Runyon St. Newark, N. J.

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.
Aabel\$14.50 | Jolly\$17.50 | Speed Demon\$22.50
Belly Beauty 17.50 | Slugger 36.50 | Seven Up 32.50
Big Time 27.50 | Powerhouse 17.50 | Majors '41 52.50
Cadillac 17.50 | Snappy 57.50 | Lead Off 17.50
Flicker 22.50 | Red, White, Blue 24.50 | Write for Prices:
Dixie 17.50 | Stratoliner 24.50 | Evans' TOMMY GUN
Four Diamonds 49.50 | West Wind 62.50 | Keeney's ANTI-AIRCRAFT
Landslide 17.50 | Velvet 32.50 | (Brown Cabinet)
Sea Hawk 42.50 | Gold Star 19.50 | 1/3 Deposit, Balance C. O. D.
Wwv 39.50 | Line Up 17.50 | Write for Complete List.
A American 24.50 | Wild Fire 39.50

SIMON SALES 437 WEST 42ND ST. NEW YORK, N. Y.
Al Force\$64.50 | Wildfire\$42.50 | Zomble\$25.00 | Dixie\$17.50
Double Play 57.50 | Barrage 34.50 | League Leader 24.50 | Gold Cup 17.50
Speed Ball 55.00 | Seven Up 34.50 | Mystic 22.50 | Landslide 17.50
4 Diamonds 52.50 | Play Ball 32.50 | Flicker 22.50 | Roxy 17.50
Pan American 50.00 | Stars 31.50 | Red, White & Blue 19.50 | Triumph 15.00
Sea Hawk 45.00 | Stratoliner 29.50 | Fleet 19.50 | Rotation 15.00
Bcomtown 42.50 | Fifty Grand 29.50 | Band Wagon 17.50 | Mr. Chirs 15.00
High Dive 42.50 | Attention 27.50 | Cadillac 17.50 | Dble. Feature 14.50
Target Skill 42.50 | Ump 26.50 | Crossline 17.50 | O Boy 12.50
One-Third Deposit, Balance C. O. D.

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

Distributor for Keeney's SUPER BELL CONSOLES
FOR VIRGINIA AND SOUTH CAROLINA
IMMEDIATE DELIVERY KEENEY'S SUPER BELLS
The following machines are offered subject to prior sale:
FIVE BALL FREE PLAY
6 Bally Flicker\$37.50
2 Bally Headliner 11.50
3 Bally Play Ball 52.50
4 Bally Mystic 25.00
1 Bally Pick Em 10.00
1 Bally Speed Ball 49.50
1 Bally Silver Skate 42.50
2 Bally Roller Derby 15.00
1 Bally Champion 9.50
1 Bally Broadcast 32.50
1 Bally Fleet 24.50
1 Chicago Coin O'Boy 14.50
1 Chicago Coin Sport Parade 54.50
1 Chicago Coin SkyLine 27.50
1 Chicago Coin Lucky 19.50
3 Chicago Coin '41 Majors 62.50
1 Chicago Coin Polo 24.50
1 Chicago Coin Showboat 62.50
2 Exhibit Zomble 32.50
1 Exhibit Stars 42.50
1 Exhibit Conquest 12.50
1 Exhibit Flagship 19.50
1 Genco Seven Up 47.50
1 Genco Hi Hat 52.50
3 Gottlieb School Days 52.50
1 Gottlieb Horoscope 49.50
1 Gottlieb Sea Hawk 57.50
1 Keeney Repeater 17.50
1 Keeney Four Diamond 42.50
1 Keeney Red Hot 10.00
1 Stoner Sparky 37.50
ONE BALL
6 Bally Record Time\$82.50
1 Bally Jockey Club, F.S. 149.50
1 Bally Santa Anita 110.00
1 Bally Eureka 39.50
1 Bally Long Shot 99.50
1 Bally Blue Grass 105.00
1 Bally Club Trophy, F.S. 140.00
1 Mills 1-2-3, FreePlay 40.00
CONSOLES
1 Bally Grand Natl.\$82.50
1 Bally High Hand 162.50
1 Bally Royal Draw 169.50
2 Evanc Domino, '40, Reg. 157.50
5 Evans Domino, J.P. Factory Rebuilt 165.00
1 Evans Tommy Gun 89.50
1 Keeney '38 Track Time 65.00
3 Mills Jumbo Parade, F.P. 75.00
5 Mills F.P. Venders 82.50
1 Mills Square Bell 49.50
1 Pace Reels Sr., 54 65.00
1 Pace Reels Jr., 14 65.00
2 Pace Race, #3909-4003, 20 Pay, Black Cab. 49.50
5 Pace Race, #4472 to 5821, Light Cab. 82.50
3 Buckley Boxes, 20 Record, F.S. 19.50
COUNTER GAMES
4 AMI 10 Record Metal Cab. Phonograph & 5 Wall & 1 Bar Boxes, F.S.\$140.00
4 ABT Model F\$17.50
1 ABT Challenger 15.00
7 Daval Cub 8.00
1 Daval Penny Pack, Div. Md. 5.00
3 Gottlieb Grip, Deluxe, S.B. 9.00
5 Grotchen Columbia Bell, R.P. 57.50
24 Grotchen Mercury 15.50
1 Grotchen Zephyr 8.50
10 Grotchen Liberty 15.50
1 Grotchen Yankee, Like New 9.50
2 Grotchen Ginger 7.50
3 Grotchen Sparks 17.50
1 Jennings Little Merchant 12.50
2 Keeney Spinner Winner 11.50
1 Mills Q.T. Bell, 10¢ Play 32.50
2 Mills Vest Pocket, Bl. & Gold Meter, 1¢ 30.00
1 Mills Vest Pocket, Chrome Meter, 5¢ 35.00
1 Mills Vest Pocket, Green, S.U., 5¢ 30.00
1 Rock-Ola BlackMagic 17.50
All Orders Must Be Accompanied By 1/3 Deposit, Balance C. O. D.
Write and Ask To Be Put on Our Mailing List. Above Prices Are Effective November 8, 1941.
MOSELEY VENDING MACHINE EX., INC.
00 BROAD STREET, RICHMOND, VIRGINIA
Day Phone 3-4511 Night Phone 5-5328
WANT TO BUY
Mills Three Bells. Give Serial Numbers and lowest cash price and guaranteed condition.

RECONDITIONED FREE PLAY BARGAINS
Bandwagon\$33.50 | Gold Star\$32.50 | Sea Hawk\$51.50
Big Show 19.50 | Metro 34.50 | Ten Spot 57.50
Cadillac 15.00 | Oh Boy 12.50 | Spottum 8.00
Big Chief 37.50 | 1-2-3, '39 39.50 | Summertime 22.50
Dixie 24.50 | Powerhouse 24.50 | Triumph 10.50
Flagship 15.00 | Roxy 19.50 | Zomble 37.50
Terms: 1/3 Deposit With Order, Balance C. O. D.
S. SILVER NOVELTY CO. 425 VINE ST. EVANSVILLE, INDIANA



I'M HERE TO BRING YOU LUCK!

BOSCO

GENCO'S NEW HIT WITH "MULTIPLIED-AWARDS" APPEAL

FOR DOGGONE BIG PROFITS, GET BOSCO! You've NEVER seen a game with so many NEW, thrill-packed features! BOSCO has the most colorful . . . interesting . . . ALLURING backboard in ages! Its new "Multiplied-Awards" idea, offering the come-on of from one to three replays on a single hit, keeps players glued to BOSCO for hours! SIX TERRIFIC WAYS TO WIN! For bigger-than-ever fall and winter collections, BOSCO'S the game you need . . . NOW! LOOK AHEAD . . . RUSH YOUR ORDER TODAY!

GENCO
BUILDS GREAT GAMES

262 N. ASHLAND AVE. CHICAGO, ILL.

FOR DEFENSE
BUY UNITED STATES SAVINGS BONDS AND STAMPS

DON'T GET CAUGHT WITH YOUR MACHINES DOWN!

IN STOCK FOR IMMEDIATE SHIPMENT

MILLS Four Bells—Three Bells—Jumbo Parade Payout or Free Play—Jumbo Comb. Free Play and Payout Mint Vendor—Nickel Bonus Bell—Brown Front—Club Bell—BALLY Turf King—Hi-Hand—Roll-Em—41 Derby—Topic—KEENEY Super Bell—Fortune Two Way Bell—Four Way Bell—GENCO BOSCO—Gun Club—EXHIBIT Big Parade—CHICAGO COIN Bowlaway—Star Attraction—GOTTLIEB Texas Mustang—A. B. C. Bowlor.

ONE BALL AUTOMATIC PAYOUT TABLES

Bally Jockey Club, New . . . \$167.50	Bally Grand Stand \$65.00	Western Quinella . . \$27.50
Bally Long Shot . . 135.00	Bally Sport King . . 115.00	Bally Santa Anita . . 115.00
Bally Pacemaker . . . 78.50	Keeney Winning Ticket . . . 59.50	Bally Grand National 77.50
Bally Sport Page . . . 49.50	Western Derby King. 27.50	Bally Thistledown . . 49.50
Bally Deluxe Preakness . . 29.50	Western Derby Time. 27.50	Mills Flasher 34.50
Bally Preakness . . . 17.50	Western Hey Day . . 27.50	Mills Hi-Boy 39.50
	Bally Stables 22.50	Bally Gold Medal . . 39.50

ONE BALL FREE PLAY NOVELTY GAMES

Keeney Contest . . \$119.50	Bally Club Trophy \$142.50	Mills 1-2-3, 1940 . \$87.50
Bally Blue Grass . . 112.50	Bally Dark Horse . . 94.50	Gottlieb Track Record 79.50
Bally Record Time . . 89.50	Bally Sport Special . 79.50	Bally Gold Cup Cons. 39.50
Bally Eureka 34.50	Bally Victory 42.50	Keeney Pot Shot . . 39.50
Mills 1-2-3, 1939 . 39.50	Keeney Contest . . 104.50	Western Seven Flasher 69.50

AUTOMATIC PAYOUT CONSOLES

Keeney Super Track Time \$175.00	Mills Jumbo Parade, Comb. F.P. - P.O. Mint Vend. . . \$154.50	Exhibit Tanforan . . \$34.50
Exhibit Long Champ 49.50	Mills Track King . . 29.50	Evans '37 Dominoes 49.50
Paces Races, Br. Wal. Cab. . . . 90.00	Mills Square Bell, Factory Recon. . . 69.50	Jennings Good Luck. 49.50
Mills Four Bells, 1600 Ser. . 255.00	Pace Saratoga Sk. . 69.50	Bally Royal Draw . . 144.50
Evans 1939 Dominoes . 109.50	Pace 1940 Reels . . 104.50	Pace Saratoga '40. 104.50
Jenn. Fastlime 84.50	Watling Big Game . . 84.50	Paces Races, Black Cab. 49.50
Evans Lucky Lucrre . . . 150.00	Paces Races, Wal. Cab., J.P. . . . 149.50	Evans 1940 Bang-talls 145.00
Bally Hi-Hand 165.00	Jenn. Multi. Racer 39.50	Mills Jumbo Parade. 89.50

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

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.

Defense Savings Bonds can be registered in the name of children as well as adults.

Bally Topic Inspires Slogans

CHICAGO, Nov. 1 (MR).—George Jenkins, general sales manager Bally Manufacturing Company, has a new hobby—collecting the slogans with which operators are expressing their satisfaction with the new Topic five-ball game.

"We are not conducting a contest," Jenkins explained, "and all of the many slogans sent in are spontaneous expressions of satisfaction. For example, one operator writes: 'For top collections try Topic!' Another writes, 'Topic is tops for play appeal and earning power!' Many variations of the Topic is tops theme have been received.

"Evidently the operators are just so tickled with Topic they can't resist sitting down and giving Bally a sloganized pat on the back.

"Collection reports turned in along with the slogans explain the operators' enthusiasm. Monicker was the best novelty money-maker in a long time, but Topic—which is a super souped-up Monicker, is doing even better on locations than Monicker. In other words—to do a little sloganizing myself—Topic is topping all previous novelty collection records!"

Future Possibilities Of Daval Conversion

CHICAGO, Nov. 1 (MR).—The new Daval method for converting American Eagle and Marvel, token payout counter games, into non-coin operated machines, is pointing the way to the future type of operation, officials of the firm believe.

"There are many arguments in favor of this new non-coin operated machine. In the first place it makes it so much easier for the player to play the game. That is extremely important, as this industry has always striven to make it easier to play a machine. Second, it brings about a closer understanding between the location owner and the operator who co-operate better because of the

fact that this machine is not coin-operated and therefore out of the category even of all State and city laws that refer to coin-operated machines.

"Another very important feature, and this one is really a boon for the operator, is the fact that the storekeeper need not worry about having enough change on hand and the operator can stop rushing over to these places every other day to make sure that the location has the necessary coins on hand for the players that may ask to have a larger coin changed to smaller coins to play the games. Now, the player just keeps on pressing the handle, just the same way that he keeps on punching a salesboard, and when it's all over the location owner simply looks at the re-settable register and collects for as many plays as has been made."

SPECIAL!

REPLAY PIN GAMES
\$15.00 EACH — 2 FOR \$25.00

- | | |
|---------------|---------------|
| Score Champ | Brite Spot |
| Roller Derby | Super Six |
| Four-Five-Six | Big Town |
| Gbliden Gate | Big Show |
| Flagship | Mfr. Chips |
| Follies | Red Hot |
| Bangs | Lancer |
| Blondie | Miami |
| White Sails | Big Six |
| Big League | Bowling Alley |

TO AVOID DELAY, GIVE SECOND CHOICE
1/3 Deposit, Balance C.O.D.
MILWAUKEE COIN MACHINE CO.
3130 W. Lisbon Ave., Milwaukee, Wis.

SCALES—USED SCALES FOR SALE
International Small Ticket Scales, factory reconditioned like new, sample . . . \$ 90.00
Five Scales, lot price 437.50
Kirk's Small Horoscope, sample 75.00
Five Scale lot price 350.00
National Electric Ticket Scales 65.00
National Cabinet Front Mirror 40.00
Watling Spring Fortune Cabinet 50.00
Watling No Spring Cabinet 30.00
Five Scale lot price 125.00
All Scales good operating condition. One-third deposit subject confirmation.
C. J. FENDRICK
2671 Eudora Denver, Colo.



YIPPEE!

**MOST RIP SNORTIN', RECORD BUSTIN'
GAME YOU'VE LAID EYES ON!**

TEXAS MUSTANG

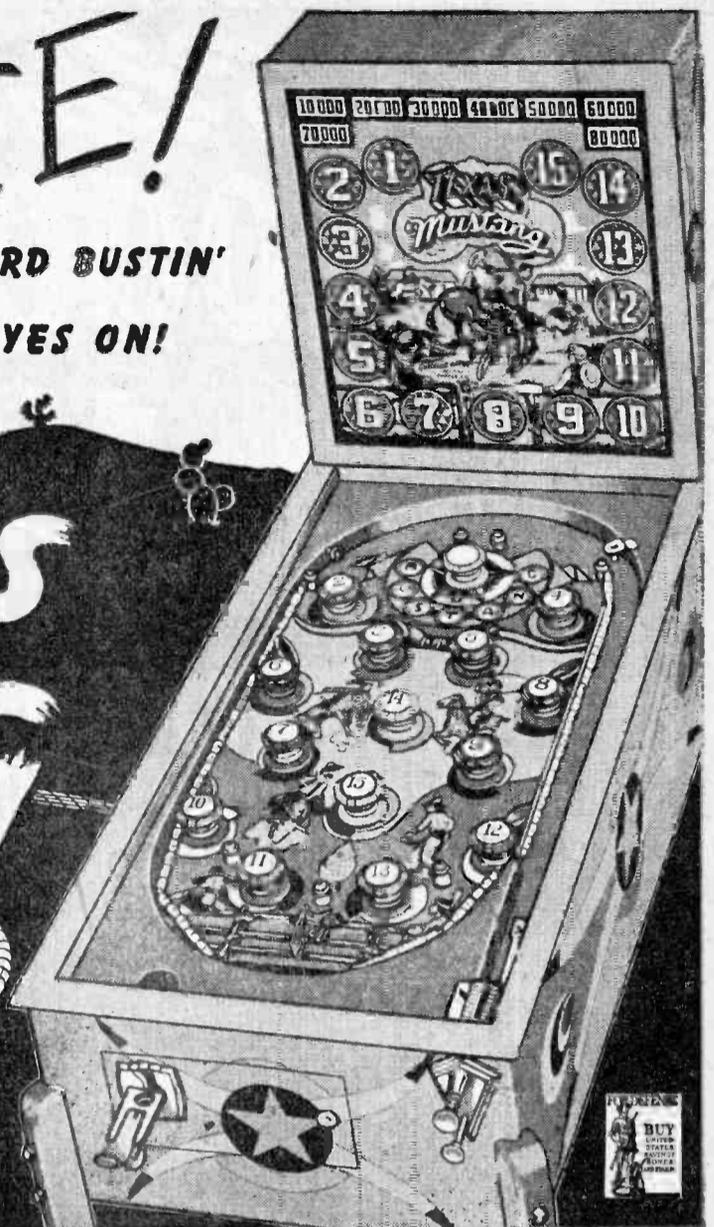
ANOTHER GOTTLIEB WINNER!

**The Machine That Will Pay
All Your Defense Taxes!**

D. GOTTLIEB & CO.

1140-1150 No. Kostner Ave.

Chicago, Illinois



**BERT
LANE
SAYS**

Gottlieb Offers Tax Information

CHICAGO, Nov. 1 (MR).—Photostatic copies of a letter from the Treasury Department at Washington, clarifying the tax situation on free-play pinball games, are being distributed by D. Gottlieb and Company for the benefit of coin machine operators.

"Ever since the tax legislation was passed, operators have wanted to know just where they stand on various types of equipment, particularly on free-play pin games and those on which the location offers an award for scores," said Dave Gottlieb, head of the company.

"The only way to get the matter straight, once and for all, was to get the government's ruling. So our company took the matter up with the Commissioner of Internal Revenue at Washington and the letter sent to us in reply makes the matter clear. As this letter is of utmost importance to operators, we have had photostatic copies made, which we will gladly send to any operator with our compliments.

Quoting part of the letter pertaining to pin games, Dave continued: "A pinball 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 3267 (a) (1) of the Internal Revenue Code with respect to which the tax is at the rate of 10 per year. From that," added Dave, "I don't think there can be any further doubt about the classification of this type of equipment. We believe that operators will be anxious to have not only the information but an authentic copy of the letter itself in their possession for quick reference, and so we have made such copies available to them. There are no strings tied to our offer—it's merely another gesture on the part of Gottlieb & Company to be of helpful service in every way possible to the industry as a whole, and we urge every operator interested to write us for a copy without hesitation."

GENCO'S

BOSCO IS HERE!

**IT'S ONE HELLUVA
GAME—BELIEVE ME!
ORDER NOW!**

SEABOARD SALES, INC.

619 10th Ave., N. Y. Wisconsin 7-5688

A HALF OR A FIVE

210 tickets on a card with 20 seal jackpot. Folds in center like a tin book. Four winners of 50¢ or \$5.00 each. Jackpot consists of four \$5.00 seals and sixteen 50¢ seals. Four seals to be opened. No consolations. Plenty of speculation appeal. Takes in \$10.50. Average profit \$4.50. Four samples, \$1.75; doz., \$5.00.

EASY WINNER Red, White and Blue Tickets, 1850's with six \$3., twenty-four \$1. and sixty 50¢ winners. \$2.50 per set, \$21 per doz. sets.

BARNES NOVELTY CO.
NEW PARIS, OHIO

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** **RECONDITIONED COIN MACHINES USED!**

FREE PLAY GAMES

CHICAGO COIN	EXHIBIT	STONER
Sport Parade \$49.50	Sunbeam \$49.50	Wow \$39.50
Strat-o-Liner 44.50	Stars 47.50	Ump 37.50
Skyline 32.50	Zombie 44.50	Armada 32.50
Dixie 26.50	Wings 22.50	Sara Slzy 29.50
Pole 26.50	Lancer 21.50	Anabel 26.50
Roxie 22.50	Contact 17.50	Rotation 24.50
BALLY	GENCO	BAKER
Play Ball \$46.50	Zig Zag \$59.50	Salute \$49.50
Flicker 41.50	Ten Spot 57.50	Line Up 34.50
Glamour 34.50	Seven-Up 47.50	PAYTABLES
Crossline 31.50	Four Roses 42.50	Kentucky \$134.50
Mascot 21.50	Big Chief 39.50	Long Shot 129.50
GOTTLIEB	Blondie 27.50	Sport Wing 119.50
So. Col Days \$47.50	Follies 22.50	Santa Anita 115.50
Paradise 39.50	KEENEY	Pace Maker 86.50
Gold Star 32.50	Wild Fire \$49.50	Grand National 84.50
Three-Score 24.50	Sky Ray 47.50	Grand Stand 79.50
Big Show 24.50	Cowboy 19.50	Hawthorne 59.50
Bowling Alley 22.50	Thriller 19.50	
	Super Six 17.50	

PHONOGRAPHS

WURLITZER	ROCKOLA	Commander RCEs,
500 1939 24 Record	Super Rockola ... \$194.50	1940 \$269.50
Keyboard \$159.50	De Luxe Luxury	Colonel ES 259.50
800 1939 24 Record	Lite Up 144.50	Colonel RCEs,
Keyboard 149.50	Standard Luxury Lite	1940 279.50
24 24 Record 104.50	Up, 1939 132.50	Plaza 1333 20 Rec. 139.50
61 Counter Model 79.50	SEEBURG	Regal 20 Record 132.50
618 16 Record 59.50	Major ES, 1940. \$259.50	Model C 12 Record 36.50
		Q15 16 Record 39.50

IMMEDIATE DELIVERY ALL NEW GAMES!

WRITE FOR PRICES ON NEW AND USED SLCTS AND CONSOLES
PHONE: CAPITOL 4747 TERMS: 1/3 Depo. It. Balance C. O. D.

Allied NOVELTY CO. 352C W. FULLERTON AVE. CHICAGO

Look To The GENERAL For LEADERSHIP!

Bandwagon \$25.00	Play Ball (Bally) ... \$39.50	Gold Cup \$29.50
Boom Town 42.50	Sea Hawk 49.50	Sport Special 69.50
Broadcast 29.50	Seven Up 39.50	Record Time 84.50
Entry 55.00	Show Boat 65.00	Blue Grass 105.00
Flicker 32.50	Strat-o-Liner 29.50	'40 Saratoga, Con. 115.00
Hi-Hat 57.50	Sun Beam 39.50	Fast Time, F.P. 79.50
Majors '41 45.00	Trailways 47.50	Jumbo Parade, F.P. 89.50
Pan American 52.50	Zombie 29.50	High Wad, Con. 165.00

Many other games in stock—Write for complete list of America's finest reconditioned machines. 1/3 cash with orders, balance C. O. D.

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

ESTABLISHED 1925—GROWING STEADILY EVER SINCE!!

We Slashed the Prices on \$100,000 STOCK FOR OUR 18th ANNIVERSARY SALE!



EVEN IN THE FACE OF A TERRIFIC RISING MARKET--SOUTHERN AUTOMATIC OFFERS YOU THESE AMAZINGLY LOW PRICES--

Look over every item and save yourself many, many dollars!

AVALON\$ 8.95	CADILLAC\$19.50	FOUR DIAMONDS ..\$52.50	MIAMI BEACH ..\$62.50	SKY RAY\$57.50
ALL AMERICAN .. 37.50	CROSSLINE 32.50	FIFTY GRAND ... 69.50	MAJORS OF '41.. 67.50	SEA HAWK 59.50
ARGENTINE 72.50	CRYSTAL 34.50	GLAMOUR 24.50	NEW CHAMP 74.50	SNAPPY 59.50
BOUNTY 8.95	CAPTAIN KIDD .. 67.50	GOLD CUP 34.50	ON DECK BIRDIE. 19.50	SOUTH PAW 62.50
BIG TEN 8.95	DANDY 8.95	GOLD STAR 34.50	OH, JOHNNY ... 19.50	SHOW BOAT 67.50
BAZAAR 8.95	DAVY JONES 8.95	HEADLINER 8.95	PLAYMATE 22.50	SILVER SKATES.. 69.50
BIG LEAGUE 13.50	DOUGHBOY 16.50	HOLDOVER 16.50	PARADISE 39.50	SKY BLAZER ... 69.50
BIG TOWN 16.50	DOUBLE FEATURE. 19.50	HORSCOPE 57.50	ROXY 12.95	SILVER SPRAY .. 74.50
BOWLING ALLEY. 16.50	DIXIE 22.50	HI HAT 62.50	STOP & GO 8.95	SPOT POOL 76.50
BIG SHOW 16.50	DUDE RANCH ... 29.50	HIGH DIVE 62.50	SCORE CHAMP ... 12.95	THREE UP 13.95
BLONDIE 19.50	DEFENSE 39.50	JOLLY 12.95	SUMMERTIME ... 13.95	TRAILWAYS 49.50
BALLY BEAUTY... 19.50	DUPLEX 57.50	JUNGLE 82.50	SHORT STOP ... 16.50	TEN SPOT 57.50
BANDWAGON ... 34.50	DO RE MI 57.50	KNOCKOUT 82.50	SPORTS 16.50	TWIN SIX 74.50
BROADCAST 37.50	DOUBLE PLAY ... 59.50	LUCKY 12.95	SCORE CARD 16.50	VICTORY 22.50
BIG CHIEF 39.50	FANTASY 8.95	LIMELIGHT 19.50	SPORTY 19.50	VACATION 22.50
BIG TIME 39.50	FIESTA 8.95	LEADER 34.50	SCORE A LINE... 19.50	VELVET 47.50
BARRAGE 44.50	FOLLIES 12.95	LEAGUE LEADER.. 37.50	SCHOOL DAYS ... 45.50	WILD FIRE 49.50
BELLE HOP 64.50	FLAGSHIP 13.95	LEGIONNAIRE .. 69.50	STARS 45.50	WEST WIND 69.50
CHAMPION 8.95	FOX HUNT 24.50	MERRY GO ROUND 13.95	STRATOLINER ... 47.50	YACHT CLUB ... 16.50
CHEVRON 8.95	FLEET 24.50	MASCOT 19.50	SLUGGER 49.50	ZIP 8.95
CHIEF 8.95	FORMATION ... 34.50	METRO 34.50	SEVEN UP 49.50	ZOMBIE 39.50
COMMODORE ... 13.95	FLICKER 42.50	MYSTIC 34.50	SUN BEAM 49.50	ZIG ZAG 74.50
CHARM 16.50	FOUR ROSES ... 49.50	MILLS '39 1-2-3. 37.50	SPORTS PARADE . 49.50	

LEGAL EQUIPMENT

SEEBURG CHICKEN
SAM RAYOLITE..\$49.50
SEEBURG BATTLE
ROYAL RAYOLITE 49.50
SEEBURG SHOOT THE
CHUTE RAYOLITE 59.50
BALLY BULL'S-EYE
RAYOLITE 39.50
KEENEY ANTI-AIR
CRAFT GUN,
MARBLE CABINET 59.50

FREE PLAY CONSOLES

MILLS JUMBO
PARADE\$ 89.50
BALLY BIG TOP. 129.50
EVANS JUNGLE
CAMP 104.50
JENNINGS SILVER
MOON 149.50
BALLY HIGH
HAND 179.50

AUTOMATIC CONSOLES, TABLES, ETC.

MILLS 1-2-3 1939
AUTOMATIC ...\$27.50
MILLS JUMBO,
CHECK OR CASH 75.00
DOUBLE HEADER. 17.50
DERBY DAY..... 17.50
TAN FORAN 17.50
GALLOPING
DOMINOES 39.50

EXHIBIT SILVER

BELL\$49.50
BAZAAR 17.50
HEY DEY 17.50
PREAKNESS 17.50
LIBERTY BELL... 17.50
MILLS FOUR BELLS
(Like New)249.50

PLEASE GIVE SECOND AND THIRD CHOICE WHEN ORDERING

COUNTER GAMES

AMERICAN EAGLE \$24.50
CENTASMOKE ... 4.00
HIGH STAKES ... 4.00
TEXAS LEAGUER.. 32.50
LUCKY SMOKE ... 9.50
BUCKLEY BONES.. 17.50
WHIRLWIND 4.00
JITTERBUG BALL. 4.00
WAGON WHEELS. 4.00
AMERICAN FLAGS 9.50
CHALLENGER 19.50
MARVELS 24.50
REX 9.50
IMP 4.00
RACES 9.50
TAVERN 4.00

SEEBURGS

TOTS\$ 4.00
CUBS 4.00
GEM 4.00
GINGER 6.00
PIKES PEAK 16.50
BALLY 25c JACK-
POT DICE 17.50
MERCURY 17.50
MILLS TICKETTE . 4.00
A.B.T. TARGET SKILL. 19.50
DAVAL 21 9.50
YANKEE DOUBLE
HEADER 9.50
POK O REEL 4.00
MYSTIC 4.00
CENTAPACK 4.00

USED PHONOGRAPHS REFINISHED IN MARBLEGLO

PLAYBOYS\$35.00
WURLITZERS
312 OR 412\$ 34.50
616 OR 716 49.50
COUNTER
MODEL 51 49.50
COUNTER
MODEL 61 79.50
COUNTER
MODEL 71 109.50
600 MODEL ... 139.50
ROCKOLAS
REGULAR 12
RECORD\$ 29.50
16 RECORD
RHYTHM MASTER 39.50
IMPERIAL 20... 69.50
IMPERIAL 20 With
Illuminated Sides.. 89.50

1939 STANDARD. \$129.50
1939 DELUXE .. 139.50
DELUXE 1939 With
ADAPTOR and 8
WALL BOXES.. 249.50
DELUXE 1939 With
ADAPTOR and 4
KEENEY BOXES. 199.50
1940 SUPER ... 199.50
1940 MASTER
ROCKOLITE in Re-
mote 14 Wall Boxes
and 4 Bar Boxes. 450.00
1939 COUNTER
MODEL 89.50
1940 JUNIOR
COUNTER MODEL
WITH STAND .. 109.50
★
MILLS DO RE MI..\$24.50
CABLES JUNIOR.. 20.00
A.M.I. Phonograph. 20.00

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT.
IN ORDERING GIVE SECOND AND THIRD CHOICE

Southern AUTOMATIC MUSIC CO. THE HOUSE THAT CONFIDENCE BUILT
 542 S. SECOND ST. | 531 N. CAPITAL AVE. | 312 W. SEVENTH ST. | 425 BROAD ST.
 LOUISVILLE, KY. | INDIANAPOLIS, IND. | CINCINNATI, OHIO | NASHVILLE, TENN.

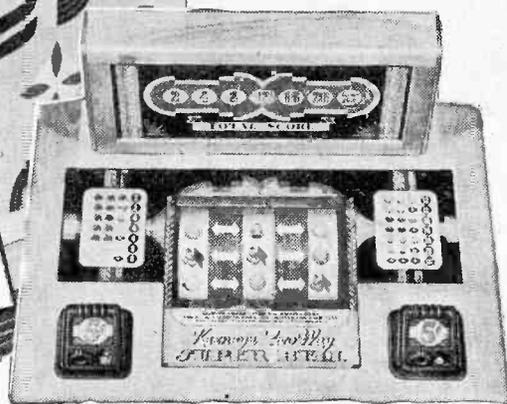
NOW—MORE THAN EVER BEFORE... IT PAYS TO OPERATE THE BEST!

Keeney's **DOUBLE REVENUE** Two Way Super Bell

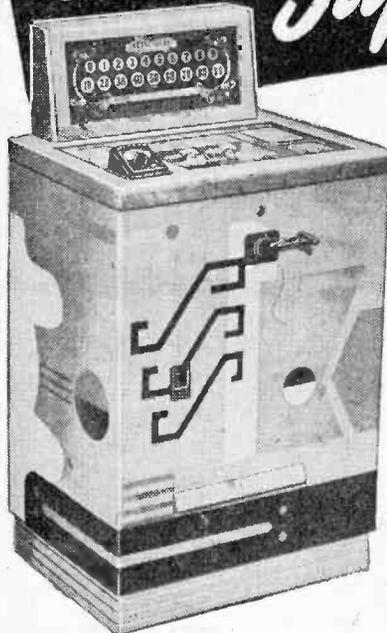


Two coin Chutes—two can play. Keeney's Two Way Super Bell console is really two machines in one (yet you pay but a single tax). All the money making features of the regular Super Bell but double the revenue.

CASH or CHECK
(convertible)
NO FREE PLAY
5c coin chutes standard.
Extra charge for each 25c
chute substituted for 5c
chutes.

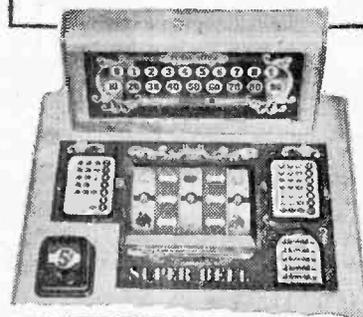


Keeney's **GREAT** Super Bell



The console that revolutionized the operation of bell consoles. 3 times the appeal —3 times the profits. Player wins in one, two or even THREE rows. PROVEN THE TOPS FROM COAST TO COAST!

CONVERTIBLE—FREE PLAY, CASH or CHECK—25c coin play at additional cost.



KEENEY'S SUPER BELL CONSOLES SOLD ON A SPECIAL FREE TRIAL!

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OPERATORS ALL TELL US IT'S THE GREATEST 1 BALL TABLE EVER MADE!

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Jam packed with greatest money making features of all time. It's taken us over two months just to catch up with the orders.

J. H. KEENEY & CO., Inc. 5630 S. ASHLAND AVENUE - CHICAGO, ILLINOIS

WILL ANNOUNCE NEW KEENEY GUN

CHICAGO, Nov. 1.—"My engineers have come thru again," said Jack Keeney, head of the J. H. Keeney & Company, Chicago. "Six months ago I told my engineers that I wanted a new gun, a gun that would absolutely surpass all others in appeal and performance. After months and months of heartaches and experimentation they brought me the first model for my criticism. Frankly I was amazed, absolutely overwhelmed. The machine they had produced surpassed anything that I might have had as a standard in my mind.

"Going back to my experience of always first determining on a test location of just what the public really wants, I ordered 25 models made up, just as the operators would get them off the production line. These 25 were sent to all parts of the country and were put on typical locations. Some went into taverns. Others were placed in night clubs, drugstores, hotel lobbies, bowling alleys. The rest were put into arcades alongside of all other competitive equipment.

"Then the weekly reports started to come in. At first I was reluctant to believe my own eyes when I saw the earning reports. It just didn't seem possible, but there it was in black and white. My new type gun had on practically every location brought in more than double what any other gun had made, including my own previous successes. Week after week the reports

came in, and week after week the earnings actually increased by leaps and bounds. After six weeks all that we could get the operators to release were returned for a mechanical and electrical check-up. Our engineering department reported to me that the machines were in full shape to keep right on. I immediately ordered the production department to go full speed ahead and next week the announcement will be made.

"Sharp-minded distributors from the Atlantic Coast to the Pacific have seen and shot the new-type gun. All, and I mean each and every one who saw it, were more than enthused. The words that I heard from each were 'how soon and how many can you ship me?'

"Naturally," said Mr. Keeney, "it wouldn't be fair to reveal too much about the gun now, but I will tell you that we've eliminated all make-believe and now for the first time you get the real stuff. And by the way, the Internal Revenue Department has placed the new gun in the tax free classification."

The general manager of the J. H. Keeney & Company, Bill Ryan, suggests that all operators contact their nearest Keeney distributor at once. The shipments on the new gun will be strictly on a first come, first served basis. All Keeney distributors have or will soon have models of the new Keeney gun on hand.

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In all locations PLAY BALL is batting 1000!— putting operators in clover! Amazing, new, real-play manikin action sets players agog, keeps them play-hungry for more! Manikins actually play ball! Pitcher picks up ball, winds up, pitches. Batter swings, bunts, slugs, sacrifices as controlled by player! Catcher actually catches ball! Duplicates every baseball play! Quick! Clean up with this sensation! Rush your order today!

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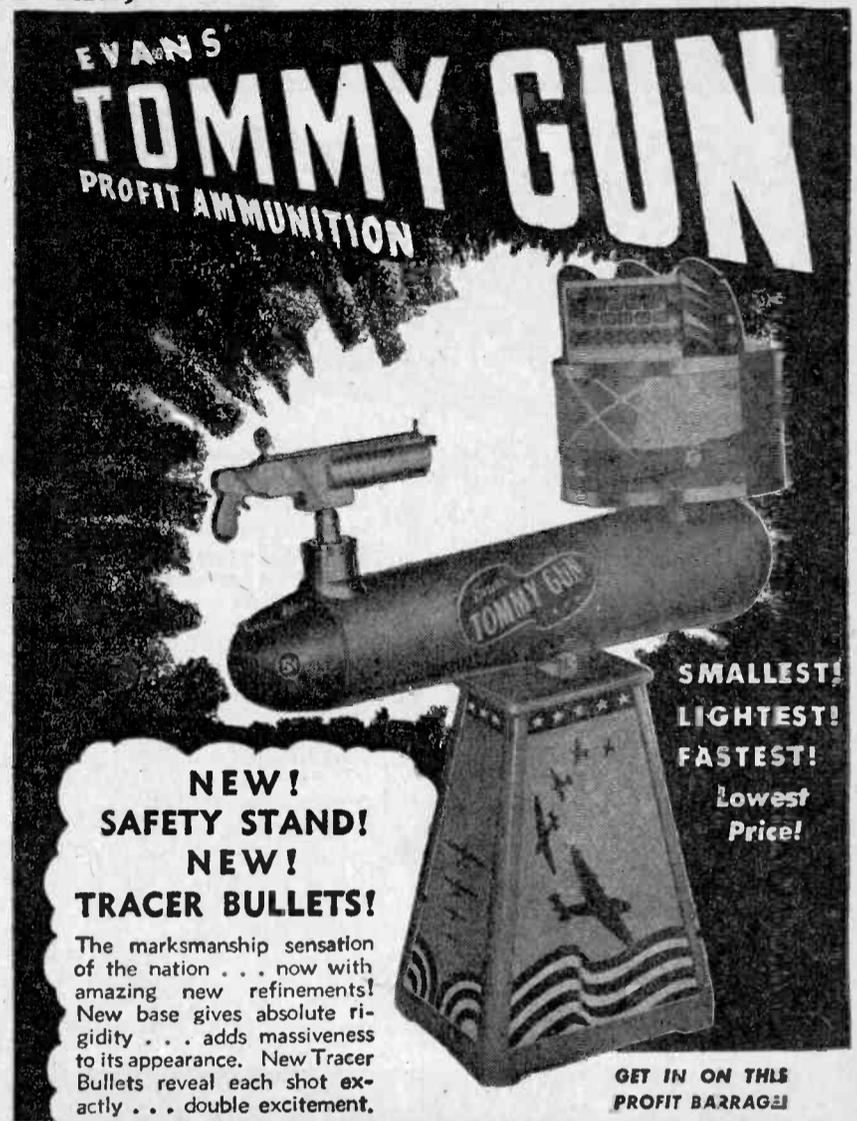


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A phenomenal flying arsenal of super thrills for defense-minded America! Hailed with bomb-bursts of enthusiasm . . . acclaimed the outstanding achievement among war games. Absolutely unlike anything ever offered. Put SUPER BOMBER on location for super-profit-action!

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GET IN ON THE PROFIT BARRAGE!



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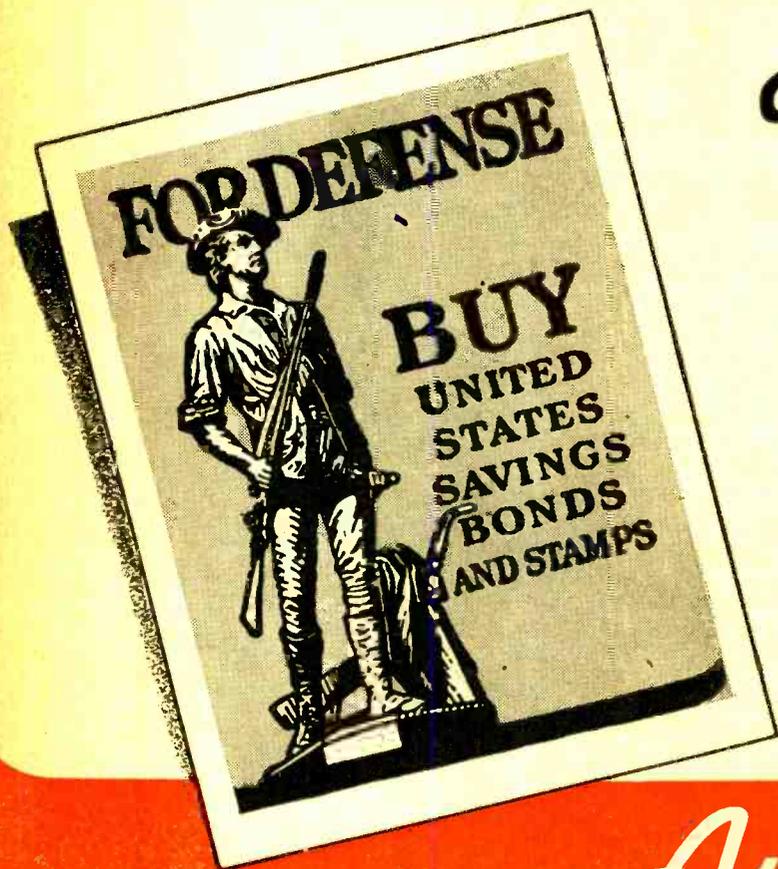
“I have but one
lamp by which my
feet are guided”—

PATRICK HENRY

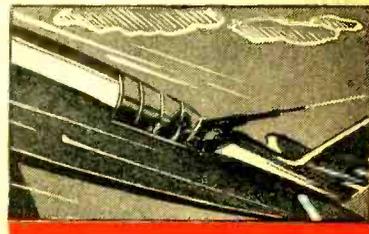


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★ ★ ★
DON'T FAIL ME AND I
WON'T FAIL YOU

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LET'S HELP HIM PUT IT ACROSS