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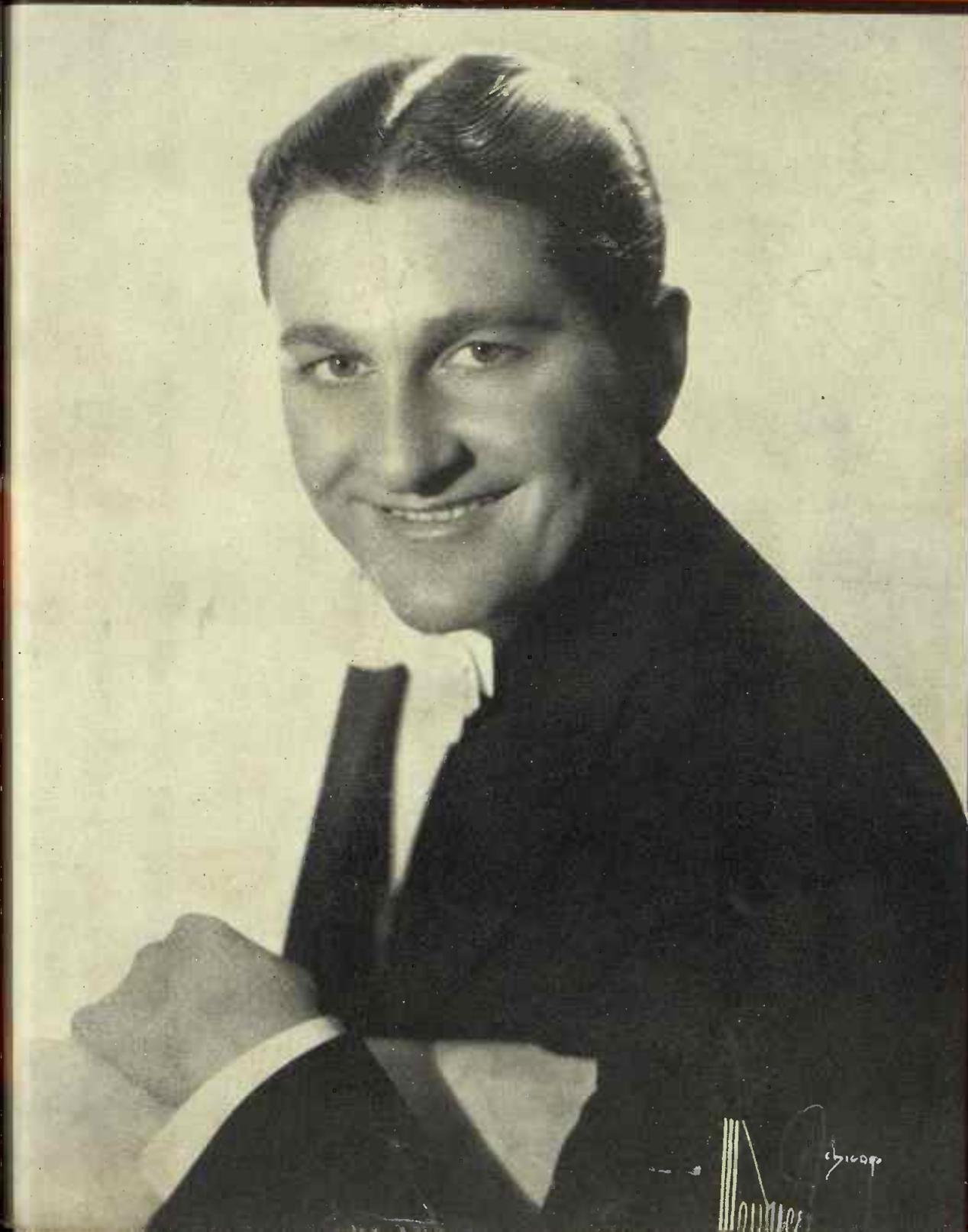
# The Billboard

The World's Foremost Amusement Weekly

DECEMBER 13, 1941

15 Cents

Vol. 53. No. 50



LAWRENCE  
WELK

and his

'Champagne Music'

Completing Theater Tour  
Returning December 25  
Sixth Extended Engagement  
Trianon Ballroom  
Chicago

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Chicago  
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CLASS BALLET IN CLUBS

EDITORIAL

Death for No Reason

BEING a martyr is a pretty thankless act at best, but to do the martyr act unintentionally and for no reason is worse than thankless. If the hundreds of performers and musicians who have been involved in fatal road accidents this year had died so that their fellow professionals could have been saved from such a futile ending, then their families and friends could feel that at least these youths had not died in vain.

But that is not the case, and no consolation can be forthcoming from that quarter. These performers have literally thrown their lives away, either thru carelessness or because they have allowed themselves to be victimized by greedy 10 percenters into making long auto jumps when they should have been getting much-needed sleep and rest.

The American Federation of Musicians of its last convention passed a resolution forbidding bands from making more than 400 miles in any 24-hour period. This was a noble move on the part of the union and certainly a restriction for the benefit of all of its members. But neither the AFM nor those musicians who have already tossed away their lives on the highways can put a stop to these accident casualties. It is up to each individual performer and musician who drives a car as a part of his business—those who, always have the feeling that it can't possibly happen to them!

There is no union law in the world that can prevent a performer or musician from thinking that. That is why the unions are helpless in combating these useless deaths. Even the deaths do not cause the luckier ones to stop and think. That is why they are useless. A musician may shed a tear and bemoan the fact that one of his buddies met a gory end on a highway somewhere in Indiana, but two days later he will be on the road himself, driving at night and doing better than 60 because he's sure no one else is up at that time of night.

If the performers and musicians do not think about these accidents and start organizing to prevent the causes—too many drinks, fatigue, late starts from the previous one-nighter and just plain greed—then why should the bookers or anyone else get excited? There are plenty of bands to book, plenty of sidemen to fill vacated chairs, plenty of hoofers and dance teams—but there are not plenty of YOU!

Olson in Former Browne Post

CHICAGO, Dec. 6.—At a special meeting of Local 2, Chicago Theatrical Protective Union (stagehands) Friday, Frank O. Olson was elected acting business agent to serve until regular election is held next May. Olson, secretary-treasurer of the union, assumes the job formerly held by George R. Bayard, international union head recently convicted in New York of extortion.

Concert Hoofers Go Longhair to Long Green; Roy Started Them; Used More in Films and Legit, Too

NEW YORK, Dec. 8.—Modern ballet, considered strictly longhair concert stuff up to a couple of years ago, is definitely becoming established as commercial in class night clubs, legit musicals and films. Pioneer in the effort to transplant this type of story-dancing from the concert halls to club spots has been the Radio City Rainbow Room, which experimented with its first modern ballet team, Monna Montes and Jose Fernandez May 15, 1940. The Rainbow Room, finding modern ballet dancers a welcome change from the more conventional ballroom and tap acts, has booked eight modern dance turns since the Montes-Fernandez debut, and has three more modern turns booked ahead. Other club spots, now that the Rainbow Room has proved such dancing is acceptable, have been trying modern dancers. Examples are the Plaza Hotel, with the Jacks-Cole Dancers current; the Pierre, currently, with the Chandru-Kaly Dancers, who have also played Ben Marden's Riviera, the Deschamps, and many vaude dates, and the Book-Cadillac Hotel, Detroit, which used Fernandez and Teresita recently. Ballet-tap artists,

such as Paul Draper, George Tapp and Betty Bruce, have been meeting with greater success the past few years, too.

Emergence of modern ballet as supper club entertainment probably stems back to Radio City's Dance International festival which ran for five weeks at the Center Theater and the Rainbow Room early in 1938. It was promoted by modern dance lovers working in with John Roy, managing director of the Rainbow Room and Rainbow Grill; and 15 dances were featured in 15 matinee performances in the Rainbow Room. The size of the crowds drawn by these performances and the fact that they were not regular night club guests was an angle Roy remembered when, later, he started experimenting with such talent for the Room's regular evening floor diversions.

Jack Cole, who oddly enough was on the Rainbow Room's premiere show October 4, 1934, as part of the ballroom team of Cole and Dudley, really broke the ice for modern dancers at the Room when he and his East Indian Dancers came in New Year's Eve 1938. His turn (See MODERN BALLET on page 23)

"Ice Follies" Terrific in N. Y. Showing; Best Edition So Far; Sets All-Time Record in Cleve.

NEW YORK, Dec. 8.—The sixth edition of Ice Follies of 1942, which opened a 10-performance run at Madison Square Garden Monday (7), has been drawing an average of 14,000 per show, which is practically capacity. And at a 75 cent-to-\$3.50 scale (children half price at today's matinee), its gross will be hefty. The "Cast of 63 Skating Stars" (also we could only dream about) 70 skaters in the finale) does superb work and this Blipstad and Johnson production is the finest of any big ice show we've ever seen. The show is more colorful, livelier, more amusing, smoother and more theatrical than last year's edition, which also played here.

The show opened its annual tour in Los Angeles September 4. This is the eighth engagement of its 21 big-city tour (a 27,800-mile trek); and it hopes to top its last season's record of a total 1,422,000 attendance.

The show makes fine use of the huge Garden tank, the ensemble numbers be-

ing patterned to fill the big space pictorially and symmetrically, the specialists having plenty of room for fast runs and long, sweeping spectacular stunts. Back-sets are used to get the cast on and off and to switch props, with the result that the show maintains a fast pace all the way. A raft of spotlights and floodlights are also used skilfully to augment musical moods and sharpen skating detail climaxes. The direction of Miss Fanchon (of F&M) is first rate. Fran Claude, skating director, and Mary Jane Lewis, dance director, deserve praise for the excellence of their departments. The ensemble dancing, in particular, is a lovely sight with the 36 girls doing fine precision work. Their costumes (by Helen Rose of Hollywood) are excellent. Eight chorus boys augment the girls' work.

The two-and-a-half-hour show, broken only by a 15-minute intermission, features the graceful, exquisite skate-dancing of Hese Ehrhardt, the dynamic (See "Ice Follies" Terrific on page 23)

Park Men's Chi Meet Bows Out With 200 Attending Gala Dinner

CHICAGO, Dec. 6.—Approximately 200 people attended the banquet of the National Association of Amusement Parks, Pools and Benches in the smart, Del Tuharty of the Hotel Sherman last evening, concluding event on the park schedule and winding up the week-long convention of U. S.-Canadian show indus-

try. A key note was introduced with a procession of writers bearing models of ice cream which spelled out "Keep 'Em Happy," unofficial theme of the park men's conclave. On the back wall of the orchestra platform was the banner of the association with the official theme, "Recreation for the Nation."

George A. Hamid, again officiating as emcee, introduced NAAPPD President Adrian W. Ketchum, Secretary Al Hodges, Past President Arnold B. Gittler; Program Chairman Fred L. Markey and his wife, Cy Bond; Playland's Herbert F. O'Malley, Woodside's Norman G. Alagan;

der, Waldmeer Beach's Alex Mowler, Toronto Fair Chief Elwood Hughes, Quebec Exhibition's Emory Boucher, NBA Ladies' Auxiliary President Midge Cohen and Mr. and Mrs. J. W. and Frank R. Conklin, Conklin Shows.

A sad note was struck with the announcement that Mabel Kitzly-Humphrey, Euclid Beach, Cleveland, could not attend owing to illness of her mother. R. S. Duggal reading the letter. Roy Station, banquet chairman, spoke briefly to welcome the members and their guests, and then George Hamid directed the entertainment, which was furnished by himself, Music Corporation of America (Hogan, Hancock) and Frederick Bros. Eddie Young ore played for the show and dancing.

At around midnight all roads led to the Crystal Room, where at 8 o'clock, this morning the festivity was still proceeding.

Heatherton Marries—700 Orphans Audience

PITTSBURGH, Dec. 9.—One of the most unusual weddings ever was that of ork leader Ray Heatherton here last Wednesday. He and Davenie Watson, formerly with the Ed Wynn show, were married in St. Paul's Orphanage, with his entire band as his best man, and 20 mins. three priests and 700 orphans as witnesses. Following the ceremony Heatherton and his crew staged a show for the orphans. That evening, at Bill Green's Casino, where Heatherton closed tonight, he introduced his wife to the dancers, then sang "I Married an Angel." The evening's wind-up was a waltz, then a conga chain, led by the bride and groom. The orphanage ceremony was arranged a couple of days before, thru accident, when a friend of Heatherton proved to be a brother-in-law of the St. Paul's priest who performed the rite.

Paddock, Lipsky Buy Interest in Jones Exposition

CHICAGO, Dec. 6.—E. Lawrence Phillips will continue as one of the owners and operators of the Johnny J. Jones Exposition, and as new co-owners and operators he will have Harold (Buddy) Paddock and Morris Lipsky, who have operated the concessions on the show the past five years.

Reports were current during convention week that the Jones show would amalgamate with the Amusement Corporation of America. Conferences to that end were held, but the deal fell thru when Phillips decided to accept the offer of Paddock and Lipsky to buy an interest in the show.

It is understood that under the deal consummated, this week Phillips will own 47 per cent of the show, Paddock and Lipsky 47 per cent, and Johnny J. Jones Jr. 6 per cent. A general manager for the show will be appointed.

In This Issue

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# Hotspot Patrons Itch To Pilfer, So Owners Provide Loose Gadgets

NEW YORK, Dec. 6.—"Let them swipe something cheap; it makes them feel better." That's what night club owners, hotel spot managers and theater and ballroom operators say about patrons. They know well enough that most patrons will try to take any small trinket they think they can get away with. In fact, most smart night spot operators cater to this instinct by providing around cheap ash trays, extra fancy match folders, cocktail stirrers, etc. They don't encourage patrons to steal, but they know customers will enjoy swiping them. In fact, one important manufacturer of night club equipment says that one of the three factors making for a successful night club operation is letting the customers steal something.

Night club waiters know that most patrons will swipe as many lumps of sugar as they use in their coffee. Since the sugar lump wrappers contain the name of the club, each lump is an ad for the club. Cocktail stirrers, match folders and cheap ash trays bearing the name of the club are among the most common objects stolen. Most night club managers definitely include them as part of the promotion budget. The more expensive supper club and luxury hotel spots have a very small percentage of stealing by patrons. Since these spots use expensive silverware and dishware, they cannot afford too much pilfering. About the only class of patrons who swipe things are eccentric old maids and youngsters feeling high and alcoholic.

The terrors of night club and hotel spots are patrons whose hobby is collecting table items—salt shakers, cocktail stirrers, cream cups, spoons, ash trays, knives, forks and so forth. These are the people who show their "collectious" to their friends and inspire others to do the same thing.

Waiters in eating and drinking spots are usually instructed to pretend not to notice patrons who do small-time steal-

ing. The idea is not to embarrass the patrons. The waiter usually becomes alarmed only over the swiping of some costly item—and even then the chances are that the patron will be allowed to leave unmolested, but will be diplomatically refused admittance the next time.

Ballrooms, movie theaters and burlesque houses, where crowds are large and lighting is usually dim, work on the theory that customers will swipe anything that is not screwed down. Therefore, decorations, cupidons, vases, pictures, statuary and such are usually either screwed or nailed to the floor or wall, or are so heavy that no one person could possibly lift and carry them out. Bulb snatchers are thwarted by wire nets over each bulb, and vending machines are usually screwed or chained to the floor or wall. It's easy to catch the kleptomaniacs in the summer, but it's hard in the winter when patrons wear big overcoats that can cover plenty of loot.

But, as one theater operator says, "The night clubs have the upper hand with the chislers. The clubs slap them with a cover of a minimum charge, then over-

## Don't Get Me Wrong!

PHILADELPHIA, Dec. 6.—Personal Christmas cards Pat Stanton, general manager of WDAB, will send out this season will feature a picture of his new expensive mansion in the city's exclusive suburban sector. But the card he is sending to his boss will have the names of the mortgage holders listed on the back—just in case the station prexy gets a notion that his general manager is too, too affluent.

## Pearce to NBC Jan. 8

NEW YORK, Dec. 6.—Al Pearce, renewed Thursday (4) by R. J. Reynolds Tobacco Company for Camel Cigarettes, switches networks Thursday, January 8, moving into the 7:30-8 p.m. spot on the NBC-Red.

Pearce was signed for Camela about two years ago, and since then has been broadcasting over Columbia-Fridays at 7:30-8 p.m.

charge them on drinks and push them around—and then they let the dopes steal a cocktail stirrer and go home happy."



WALGREEN'S Times Square drugstore is watching with interest the five young actresses who bunk together in a West Side apartment and split the rent 50-50 with a psychiatrist who needs the place only on Thursday evenings. Each Thursday the girls go their separate ways and turn up the next morning smiling mysterious smiles. They have a solemn house rule that no one is to question the Thursday night whereabouts of anyone else. "It's definitely known, however, that at least one of the babes has been lodging at the YWCA. . . . In any case, the way of the young actress, like that of the transgressor, is hard. One particular beef concerns casting agents who have so little imagination that they can't see a gal for any given role unless she dresses the part. Sometimes that brings difficulties—like those that befell a budding Duse who heard that a producer was casting a show that dealt with ladies of the evening. So she dressed the part to the best of her ability, but made the mistake of walking down to the producer's office—ripping a continuous gamut of cat-calls, hoots, whistles and unprintable remarks. P.S.: She didn't get the job. . . . Department of Useless Facts: The pamplamoose, despite its name, is an East Indian fish. And now it's been immortalized by Henri Rene's Musette Oek for Standard Records in a ditty titled, appropriately enough, The Pamplamoose. . . . Theater Arts Monthly should be a bit more careful about the historical stage pictures it displays with much fanfare in the Guild Theater lounge. One of them is labeled as from the Brock Pemberton production of Six Characters in Search of an Author back in 1923; whereas it's actually a scene from the Tom Van Dyke production nine years later, with Eugene Power, Eleanor Phelps, Walter Connolly and Paul Guilfoyle. . . . Hy Gardner, p. a. for the Astor, pulled another cute one when he included bottles of perfume as "counter-odorants" with each platter of Tommy Dorsey's Skunk Song he sent to local editors. . . . A cloud of dense black smoke poured from the roof of the Palace Theater Building the other day, drawing a large crowd; and one alert citizen put in an alarm and brought the engine to the scene. But when firemen rushed to the roof they discovered that it was just a very smoky chimney.

MURRAY DEUTSCH, key man of the singing Quintones, quits the group next week to enter the army. His brother Irving will reorganize the group in the capacity of singer-manager. . . . Hal Burke, in town from the Coast, has moved into his spot at Columbia as assistant to Louis Ruppel, chief of the CBS program department. . . . Marty White made a novel tie-up last week for his new song, Keep Punchin'. He got the Brooklyn Americans hockey team to make it their theme song, and now they're playing it at all their games. . . . The Kern Kobblers, hillbilly dance outfit, includes in its instrumentation a half dozen rare Paris automobile horns—and the boys get more music out of them than some bands manage to get out of legitimate instruments. . . . Ray Bolger is currently doubling at two Broadway spots—The Paramount and the Wilson sign. . . . Out in Pittsburgh last Friday (23) Dorothy O'Lea was the first guest of the College Girls' Club, which was formed so that the rah-rah kids could meet successful women in all walks of life. Again, the stage came first. . . . Dolay D'Artega, the pup who had a press agent for a while; rates pretty high in her master's thoughts. Last week Bob Hammon called the maestro to congratulate him on his rumba band having been signed for The Hit Parade, and started off with, "I'm very happy for you; I think it's a terrific break." And he was somewhat confused when D'Artega answered, "It sure is! And the veterinary said she didn't have to go back to the hospital. She's in fine condition now."

# Talent Bookings Up in Pa. Area

HAZLETON, Pa., Dec. 6.—The Hazleton area may prove a boom region for live talent judging from the sudden spurge of shows booked by clubs and taverns in the area for Thanksgiving. In addition, several of the ballrooms booked special dances for the holiday, and it appears the policy may be continued until after New Year's.

Gene Krupa and his band were booked into the Lakewood Ballroom at Mahanoy City for Thanksgiving night, with the Masonic Temple, in Hazleton, carding Art Wendel and a Thanksgiving Ball at the American Legion Hall boasting "Happy" Jack Robel and his orchestra. The Mats Orille in lasttime rebooked Helena and Lou, while Sacco's listed the return of Noto and Bill Smith and Tommy Sheldis. Singer Judy O'Dea appeared at the Chrysalis Inn in Weatherly, Mama's Cafe, on the Hazleton-Procton road, headlined Johnny Davis, while Bobbie's listed singer Nancy Lee. Hinkle's orchestra was booked for Parr's Orille.

Sunshine Hsley and his unit and the Gross Brothers appeared at Jaffe's Tavern in Severyville. At Valcaut's, in Minersville, Sally Gooding and Victoria Barkdale were booked. Other spots which listed shows were Club Matwood in Harwood, and Sino's on the Hazleton-Wilkes-Barre highway.

## Two in Hub Pull \$41,000

BOSTON, Dec. 6.—Only two Hub houses were night this week, but the scarcity of shows seems to be coming to a quick end. Letters to Lucerna, the new Dwight Deere Wiman show, comes to the Plymouth Monday (8), and both Papa Is All and Pal Joey continue. The former, originally scheduled for only two weeks, has now been extended for an additional stanza and possibly more. Pal Joey, in for two weeks, may move from the Shubert to the Majestic and continue, indefinitely.

This week's grosses were as follows: Pal Joey (Shubert, 1,500 seats; \$3.30 top). First stanza found good crowds at all shows. Enthusiastically received. Groomed around \$26,000.

Papa Is All (Wilbur, 1,247 seats; \$2.75 top). Second week built slightly over first, with an estimated \$15,000.

## School Broadcast Conference Meets

CHICAGO, Dec. 6.—Fifth annual meeting of the School Broadcast Conference ended at Congress Hotel yesterday. Session ran three days. Banner turnout of educators, broadcasters and directors of radio education took part in the program arranged by Major Harold W. Kent, of the radio branch of the War Department, and Acting Director George Jennings and their committee.

Purpose of the conference was to provide a laboratory for the nation where the development and demonstration of the uses of radio in education might be noted. Twenty-four firms had exhibits, among them the three major networks, the National Association of Broadcasters and WLS.

The Annual Award of Merit was awarded at the closing banquet to Sterling Fisher, educational director of Columbia Broadcasting System.

## Beaumont Gets Six

BEAUMONT, Tex., Dec. 6.—Cancellation of two tentatively booked attractions leaves six legit productions for this town this season. The Student Prince and Roberts companies' suspension, December 14 and late April bookings respectively, leaves the following line-up: Claudia, February 14 as opening show; Arsenic and Old Lace, February 26; My Sister Ellen, March 14; The Corn Is Green, March on Rhine and Macbeth, in March and early April.

## Goodmans Start New Firm

NEW YORK, Dec. 6.—Regent Music, Benny and Harry Goodman's independent publishing house, has spread out with an ASCAP subsidy to be known as Ramon Music, Inc. Benny Goodman thus joins Tommy Dorsey and Guy Lombardo among name band leaders operating both ASCAP and non-ASCAP publishing houses.

## LAWRENCE WELK (This Week's Cover Subject)

ON CHRISTMAS DAY Lawrence Welk and his dance orchestra will start their sixth extended engagement at the Trianon Ballroom, Chicago. Welk's previous stands at the important Chicago spot, plus his efforts in other prominent locations about the country, have made him one of WGN-Musica's outstanding attractions.

Not only in radio is Welk's star on the ascendant; his Decca records are best sellers. He has appeared in numerous Paramount shorts, and, strange as it may seem, is an established Eastern draw on the strength of one sensational stand at the Rustic Cabin, Englewood, N. J.

Welk's music is style music—"Champagne Music" he calls it—and he features the "Champagne Lady," Jayne Walton. The pianist discovered Miss Walton two years ago when she was singing over Station WOW, Omaha. Jayne's willing delivery has had much to do with the recent rise of the Welk organization. She is best known for her stellar vocalizing on the records of "Maria Elena," "You Are My Sunshine" and the fast-tongued "Noche de Ronda."

The band recently completed a tour that spelled busy box offices for 75 smaller nightclubs and hotel and theater managers. Booking is by Frederick Bros. Music Corporation.

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The Billboard The World's Foremost Amusement Weekly Published at Cincinnati, Ohio, U. S. A.

Founded in 1914 by W. H. DONALDSON, R. W. FRANK, President and Treasurer, H. A. LITTLEFIELD, JR., Vice-President and Editor-in-Chief, W. D. LITTLEFIELD, Secretary, Editors: KEVIN K. SUGARMAN, CLAUDE R. KELLER, WALTER W. HURD

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAIn 6302.  
 BRANCH OFFICES:  
 NEW YORK — 1222 Broadway, No. 12th Street, Arden Bldg. CHICAGO — 155 N. LAUREL ST. — 3rd PHILADELPHIA — 1222 Locust St. LOS ANGELES — 1222 Locust St. LOS ANGELES — 1222 Locust St. LOS ANGELES — 1222 Locust St.  
 FOREIGN OFFICES: LONDON — Edward Green, Grosvenor House, Piccadilly Place, London, W. O. L. STONEY, AUNTALIA — Kevin Brennan, City Tailors' Bldg., 100 Pitt Street.

ADVERTISING RATES — Five Cents per line per column inch. Whole Page, 25 Cents. Half Page, 12 1/2 Cents. Quarter Page, 6 1/4 Cents. No display advertising measured less than 10 lines accepted. Last advertising form comes previous Monday.  
 Member of Audit Bureau of Circulation.

Subscription Rates — 3 Copies, \$1; 26 Copies, \$3; One Year, \$8; Two Years, \$8. Special Rates in Foreign Countries Upon Request. Entered as second-class matter, June 4, 1907, at Post Office, Cincinnati, under Act of March, 1879. Copyright 1941 by The Billboard Publishing Co.

# "Roller Follies" To Be Booked by AMA

NEW YORK, Dec. 6.—The Roller Follies, new large-scale roller-skating show produced by Harold Steinman, will be booked exclusively by the Arena Managers' Association, according to George D. Tyson, managing director of the AMA.

Follies is scheduled to open in Baltimore January 7 or 10, then going to the Arena, Cleveland, January 18 to 23. It will possibly play Chicago, Milwaukee and Des Moines.

Gas Foster will stage the routines, with Jesse Kaye and Ben Shoyon supervising the layout. Line will be made up of 36 skaters (12 boys and 24 girls). It is also planned to convert several standard vaudeville acts into skaters for the show.

# AMA "Miss America On Ice" Contest Set

NEW YORK, Dec. 6.—The Miss America On Ice contest, sponsored by the Arena Managers' Association, is under way, 15 arenas already having been signed to participate, according to George D. Tyson, managing director of the AMA.

Arenas will hold finals to select their candidate for queen of the ice March 30. National finals will be held in Hollywood May 4 to 11.

Frances Burke, of Philadelphia, who was selected Miss America at the National Beauty Pageant at Atlantic City in 1940, is learning to ice skate so that she may participate in the contest.

# Veloz, Yolanda 78C in Minne

MINNEAPOLIS, Dec. 6.—A socko \$7,800 profit for four performances in the Twin Cities was registered here November 27-30 by Veloz and Yolanda, dance team. Appearing in Lyceum Theater, Minneapolis, for two evening performances, November 27-28, the team drew \$4,000. Leo Murray, house manager, said, for a Saturday matinee and opening they hit \$3,800 at the St. Paul Auditorium, over which Ed Parul is manager.

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# Church Rally Ousts 'Night'

SHREVEPORT, La., Dec. 6.—There Shall Be No Night cast, headed by Alfred Lupt and Lynn Fontaine, had an unusual experience here when the play was staged mainly only at the Municipal Auditorium. Originally Arthur Cunningham, local booking agent, obtained the use of the auditorium for both matinee and night performances, but; later Dr. M. R. Dodd, pastor of the First Baptist Church, and chairman of the host committee of the Louisiana Baptist Convention, requested use of the auditorium the same night for a minister public meeting of the convention. Cunningham conferred with the show's representatives, and the night engagement for There Shall Be No Night was cancelled.

The consideration shown by Mr. Cunningham and the company received widespread commendation, especially from church folks. The auditorium was filled, with the exception of a portion of the top gallery, at the matinee, one of the largest matinee audiences ever seen at this building.

# Soundies Give Acts A Break on Coast

LOS ANGELES, Dec. 6.—Night club and vaude performers are being offered a new field by the increased production of movies for machines. News of the formation of the new RCM Productions to make films on the West Coast and the announcement of increased production by both Techniprocess and Peaschette Productions is a break for acts looking for new fields in which to work.

RCM Productions, of which Sam Coslow is the executive producer, is making Soundies, with Minoco producing in the East. Jerry Bergen, current at the Trouville, has been signed for a series of films, as have Mimi from the El Club; Jackie Greene, and Dorothy Dandridge, who recently starred in Jump for Joy. Andy Iona, from Hub Hub Cafe; Five Spirits of Rhythm, from Club Capri; Peter Ray, Trianon; Johnny Thomas, Rhumbocloger; Lis Tilton, singer with Bob Crosby; now at the Trianon; Dolores Gray, Trouville, and Doodles Western; Grace Hayes' Lodge, are other acts set for machine movie reels.

Techniprocess Productions, headed by Mario Castagnaro, has produced films with some of the following talent: Shadrach Boys, who doubled from the Pirates Den; Gertrude Nixson, who came here from a night club date in San Francisco; Jack Beckman, Hollywood Tropics smash; Guy Remms, Babocho Grande and Pirate Dan smash; Frank E. Parr, current at Redwood Inn, Salinas, Calif.; Marjorie Raymond, who completed six weeks at the Pirates Den before doing movies, and Marjorie Dean, now also seen in Hal Roach productions.

Zarek and Zafino, dance team at Graco Hayes' Lodge, are making films for Featurettes, along with Gilbert Frye, vocalist with Larry Kent's cck, who appeared at the Masquerade Club in Hollywood, and Pauline Drake well known in night clubs and on Big Town radio show. While no figures were available on paid talent, production cost of each three-minute film runs upward of \$1,000.

# "Eileen" 15G in Detroit

DETROIT, Dec. 6.—Detroit's only current legitimate offering, My Sister Eileen, at the Cass Theater, shared in the general upturn of business over the Thanksgiving week-end to do a good first week, estimated in excess of \$16,000. Show followed a week in which all three local legit houses were dark and was near the present season record set five weeks ago by Clash by Night in its premiere at the Wilson. Cass is holding the show a second week.

# Hannimond Bans "Road"

CHICAGO, Dec. 6.—Tobacco Road, which was banned from Chicago, by Mayor Edward J. Kelly in 1935, received the same treatment last week in Hammond, Ind., where it was scheduled to play a three-day stand. Hannimond's League of Decency protested to Mayor Frank R. Marshall, and the mayor, after conferring with Ray Dunn, Paramount manager, and Larry Swin, district manager for Warner Brothers, owner of the theater, announced the play could not show.

# Haggerty Cites War Rationing; Demands Tax on Radio Profits

WASHINGTON, Dec. 6.—War rationing of paper, ink, metal for plates and stapling wire for the publishing business was forecast this week-end by John B. Haggerty, president of the International Allied Printing Trades Association, in a circular letter to all members. Renewal of printer program for federal tax on profits of radio stations was demanded by the labor chief, who reminded followers that radio has been faring very well under the national emergency.

There has been no curtailment of power necessary for broadcasting, Haggerty stated, while certain types of paper and printing supplies are to be cut by the government as much as 30 and 40 per cent. A shortage of electrical power is common knowledge, he said, citing the rationing of power in some sections of the country, even in plants producing for national defense. The union president stated, "yet the soap dramas and other similar radio programs can be heard over as many as five or six separate radio stations at the same time." Diversion of advertising to radio and war restrictions on printing will mean fewer jobs for union members, he said.

Reminding his members that congressional elections are only a few months away, Haggerty declared that 32 senators will face the polls. "Those seeking office will seek your support," he cautioned. "They will support your legislative proposals and thus protect your work opportunities providing the printing trades organizations and workers make these demands strong enough," he added.

To spur his members in a new attempt to secure taxes on radio profits he reviewed the success of IAPFA in securing co-operation of the Treasury Department and House of Representatives during drafting of the tax law last August, only to be defeated by the Senate Finance Committee. Profit of one network represents a return of \$70 per cent, he declared. Quoting the Treasury Department, Haggerty stated that total broadcasting revenues increased from \$103,000,000 in 1937 to \$111,000,000 in 1938, \$124,000,000 in 1939 and \$147,000,000 in 1940. Net profits before payment of federal income taxes was \$20,813,723 in 1937; \$18,854,704 in 1938; \$23,817,944 in 1939 and \$33,295,703 in 1940, he declared. Continuing from a treasury study, Haggerty said, "A large portion of the broadcasting profits accrue to a

relatively small number of operators. The principal operators who conduct a large part of the business and earn a large part of the profits operate in the densely populated areas under conditions approaching monopoly."

Way to remedy this condition, he suggested, is to amend the Sanders Bill, H. R. 8497 now before the House Interstate Commerce Committee. Irony item is that the Sanders Bill, was introduced in response to the campaign of William K. Paley, president Columbia Broadcasting System, who sought to clip the wings of Federal Communications Commission by diluting the communications act.

Seven point program advanced by Haggerty would change the Sanders Bill to a whopping tax on broadcasting companies, eliminate most of time table discounts, eliminate monopoly, restrict issuance of license; force 50 per cent of licensed facilities into non-profit operation by labor, farm, educational and religious groups, and limit amounts of commercial time broadcast "comparable to restrictions imposed upon printed publications using the mails." He argued that postal regulations deny second-class mailing privileges to publications limited "primarily for advertising purposes" and proposed to have the FCC limit time sold and to revoke licenses of stations violating these limits.

# Thrift Shop Sales Heavy

NEW YORK, Dec. 6.—Actors' Thrift Shop, newest medium for helping needy actors, sold out almost all of its donated merchandise in its first four days and is now asking for more contributions. Shop operates on a non-profit basis, selling only goods that have been contributed gratis by persons interested in actors' welfare, and turning over all receipts to the Actors' Wardrobe.

# Pin IA Contracts Set

PITTSBURGH, Dec. 6.—Contracts with all theaters presenting stage shows have been completed by Phil Doyle for the stagehands' union and Larry Katz for the moving picture operators. Retroactive to August 31, the stagehands get raises. Different rates are in effect for the Nixon, Stanley and Casino, the houses prating their bills weekly.

**WESTERN UNION**

WESTERN UNION WILL PURCHASE ANYTHING ANYWHERE FOR YOU AND DELIVER IT. SELECTED TELEGRAM MAY BE INCLUDED WITHOUT EXTRA CHARGE

**ATIP TO ARTS & BANDS**

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.

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

**The Billboard**

**STOCK TICKETS**

One Roll . . . \$ 75  
Five Rolls . . . 3.60  
Ten Rolls . . . 6.00  
Fifty Rolls . . . 27.00  
100 Rolls . . . 50.00

ROLLS 2,000 BROKEN Double Groups  
Double Price.  
No O. O. Orders  
Stock Single The. 1st

**CAVALCADE OF TICKETS**

TICKETS for Theaters, Grandstands, Circus, Fairs, Parks, Ballrooms, Air Lines, Railroads, Gas Lines and, in fact, anything in the line of shows can be had with promptness by ordering from

**THE TOLEDO TICKET COMPANY**  
Toledo (Third Dist.) Ohio

**SPECIAL PRINTED**  
Cash With Order

PRICES

Roll of Material	10,000	7.15
30,000	10.65	
50,000	12.75	
100,000	22.00	
1,000,000	170.00	

Double Groups, Double Price

# L. A. AGVA 3-Month Report Stresses Collections, Pacts

HOLLYWOOD, Dec. 6.—The American Guild of Variety Artists local here closed a successful quarter ending October 31. Leslie Litomy, executive secretary, reported to the local board in membership increase of nearly 300, the signing of 24 vendue units and cafes, and the hitting of a \$25 minimum to \$50 in 90 per cent of Class D cafes.

Approximately \$2,600 in wage claims were collected for AGVA members. Litomy also reported that the night service established by Lee Travis, Screen Actors' Guild rep in charge before Litomy's arrival here from New York, and now augmented by "on the spot" complaint adjustment service, had eliminated cancellations, contract breaches and other problems.

AGVA distributed \$307 to sick and needy from its share of Theater Authority funds.

Outstanding activity was establishment of demand for one-week bond for all new entertainers. Policy was instituted by AGVA and later picked up by the Federated Amusement and Allied Artists.

A highlight of the quarter was the case of Dorrah Minivitch, current at Earl Carroll's since June. Minivitch, accused of underbilling, agreed to pay \$523 to his Harmonica Rascals, also to reimburse Dominic Quaganti and to recalculate closing notices of Ray Tankerley and Matury Tolman.

Quarterly financial report again showed AGVA here is operating in the black, despite increase in operating expenses of the office.

Local will hold a membership meeting November 18 in Musicists' Hall, and will elect new election procedure.

AGVA has enforced demands on Rhumboogie, which uses special talent and which, it was claimed, had failed to give adequate notice to the Three Rockets, Lovie Lane and Lois O'Leary. William Morris Agency had booked the show into the spot but held out the show until Rhumboogie and AGVA agreed on either keeping the acts on or paying them in full.

# Philly FM Hypoed With WCAU Sked

PHILADELPHIA, Dec. 6.—FM got another local hypo when WCAU, same fanfare, started transmission of WOPH on 10,000 watts last Monday (1) after a 30-day test transmission. Operating from 2:38 to 9:05 p.m. daily, it makes the second regular schedule of FM broadcasts for the more than 7,000 set owners in the local area. WPTL's WSPH started daily operation on November 10, using a temporary 1,000-watt transmitter. Expect to be ready to step up to 10,000 watts by December 15.

WCAU started off its FM commercial career with two sponsors, Henry Thurst, local linen shop, using daily spots, placed direct, and The Philadelphia Inquirer skedding two five-minute newscasts each day, placed direct. Inquirer becomes the first newspaper in this section of the country to employ FM for the dissemination of news.

# Players Repertory Co. Offers Play in Verse

NEW YORK, Dec. 12.—The Face, a drama in blank verse by Frances Orin, was presented last Friday night (28) by the Players Repertory Company at the Master Theater here.

An interesting if anachronistic interpretation of the history behind *The Last Supper* and *Moan Lisa*, *The Face* depicts the spiritual obstacles facing Leonardo Da Vinci before his two greatest masterpieces could be completed. A lack of love's discernment at first prevents Leonardo from achieving a "truly immortal" face of Christ. This failing is remedied by subsequent spiritual worship for La Gioconda, Mona Lisa, whose untimely death toward the play's close becomes an inspiration rather than an unsurmountable blow to Leonardo.

Frederic Borst, "for 10 years instructor in drama at NYU and repertory actor at large," played Leonardo's role like an instructor in drama at NYU. Indeed at times, instead of Leonardo's soul being worn for all to see, his soul began to wear on all who could see. A more reputable contribution was made by Michael Wer, as the rebellious student, who requests his own placelessness in the sun. Ruth Manning, as La Gioconda, performed beautifully despite the blank verse.

J. R. G.

# Henie Icer Advance Sale Big in Buffalo

BUFFALO, Dec. 6.—The advance sale for the second annual appearance of the Sonja Henie Hollywood Ice Revue (1942 edition) here is far heavier than previously anticipated. Show will play here December 18-20 at Memorial Auditorium, which seats about 10,000 persons. Last year's show grossed about \$85,000. It is expected to surpass the \$100,000 mark this season.

Already the sponsors, the Emalia Temple of the Shrine here, report over \$50,000 in the bill, with more orders pouring in every day, according to Treasurer Chris Schwab.

# Memphis-Op Adds One

MEMPHIS, Dec. 6.—Following record-breaking patronage of 1941 season, Memphis Open Air Theater directors voted at regular fall meeting to expand 1942 schedule from five to six weeks. Musicals selected are *Rose Marie*, *Madama Sherry*, *Red Mill*, *Irene*, *Oh! Crazy of Hit the Deck* and *Sweethearts*. Group has \$2,000 balance in bank this time, Max Brown, treasurer, reported.

# "Life" \$10,000 in Dayton

DAYTON, O., Dec. 6.—Four performances brought total receipts of nearly \$10,000 for *Life With Father* at the Victory November 28-28. It was the first time a legit attraction had played the house for more than one day since the "good old days." House's next legit attraction will be *Claudia* January 18.

WILMINGTON, Del., Dec. 6.—Frank J. Pappa, business agent for the IA stagehands' local, was nominated for the presidency of the Central Labor Union at the annual nomination of officers Tuesday night.

# 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

EDMOND ADEL — youngster who did a terrific acting job in a short-lived legit show, *Little Dark Horse*, which played at the John Golden Theater, New York. A tiny tot, he managed to project a fully rounded and sympathetic characterization, and let loose with comedy readings whose pace and timing might be the despair of plenty of adult performers. A cute looking kid, too, and an outstanding performer who compares favorably with any kid actor now on the screen.

# For RECORDINGS

BELMONT BALLADEERS — a group of septa singing waltzes led by Fritz Welter, who for long have been a mainstay of the entertainment at the Glass Hat of the Belmont Plaza Hotel, New York. A well-drilled and excellently disciplined aggregation, capable of giving out with fine harmonic effects. Many of the individual voices are also excellent, one member of the group having recently appeared in a concert rendition of Beethoven's Ninth, under Stokowski's baton. Group would be fine in recordings of spirituals or as vocal backing for a name soloist. Also recommended for transcriptions and concerts.

# For VAUDE

ALONZO SQUIRES — recent guest on Fred Allen's program "is the college-promotion stunt on the air stage. Squires, a student at the University of North Carolina, also blind, rates as the most talented, collegian yet to appear on the gimmick. Routine consisted of vocal imitations of an extremely showmanly variety and bearing complete originality. A talented lad who should click handily in vaude at the start of what may be a very successful show business career.

# "Arsenic" 56C in Prov. 47C in Bridgeport

PROVIDENCE, Dec. 6.—Arsenic and Old Lace, in one-nighter at Metropolitan here November 24, played to BRO business, grossing \$5,600 in one performance. Top of \$350 brought out patronage mixed by 83,300 attractions here earlier in season.

BRIDGEPORT, Conn., Dec. 6.—Arsenic and Old Lace, in for a matinee and evening at the Klein Memorial, municipally operated playhouse here November 28, did the best business of any attraction so far this season, grossing \$4,700. Matinee was rather light, but BRO sign was hung out at night show, with many standees.

SPRINGFIELD, Mass., Dec. 6.—Arsenic and Old Lace, drew "over \$7,000," said Donald J. Maloney, managing director of the Playgoers of Springfield, at the close of its two-day stop at the Court Square here the 25th and 26th. This marked the first time that the Playgoers have tried for anything more than a one-day stand, and the packed house at both evening performances and the matinee proved the city can and will support legit for longer runs. Maloney said:

There wasn't an empty seat at the evening performance and, by actual count,

# N. J. Stations Plan Regional Network

TRENTON, N. J., Dec. 6.—First step in the setting up of a New Jersey regional network was taken last Friday (28) when officials of a majority of the radio stations in the State huddled at Hotel Hildebrecht and organized the New Jersey Broadcasters' Association. A Harry Zoog, president of WFPQ, Atlantic City, was elected prez. Immediate purpose is to establish State-wide broadcasting policies regarding defense, governmental, charitable and other programs.

According to Zoog, State of New Jersey has been neglected in radio circles, despite the fact that it has some extremely aggressive and worth-while stations within its borders. Plans eventually call for the setting up of a "permanent State-wide broadcasting network."

Edward Codel, general manager of WPAT, Paterson; and O. L. Maxey, general manager of WBNJ, Bridgeton, were elected vice-presidents, and Walter Patrick Kelly, of WAAT, Jersey City, secretary and treasurer. The executive board will include John C. Bird, of WCAP, Asbury Park, and WBSB, Red Bank; George V. Kelly, of WPAT, Paterson; George C. McQuinn, of WTTM, Trenton, and A. B. Schilling, of WAAT, Jersey City.

# Third "Claudia" Company Looks Okay in Buffalo

BUFFALO, Dec. 6.—Erlander Theater here presented the third company of *Claudia* November 17, and first-night audience, which almost filled the house, was well pleased. Skillful underplaying saved the day, especially for the three principals, whose natural-seeming behavior behind the footlights brought warmth to the otherwise stilted story.

First three days of the *Claudia* run are Theater Guild subscriptions, the following three (four performances) being independently promoted by Erlander management. There's little doubt that the presentation will earn its salt.

Mabel Talalero gives a well-told performance as *Claudia's* mother, adding just the right touch of frailness to the very appealing role. Outstanding impression was created by Stephen Chase's David Naughton, *Claudia's* suffering husband, a masterful exhibition of restraint and understanding. Elaine Hill, last seen on Broadway as Pearl in *Tobacco Road*, manages to rumble master of the various *Claudia* metamorphoses despite some trying moments. She's a vivacious blonde who can go completely deadpan in comedy moments to most advantage, yet lends well-handled dramatic ability to the difficult part. Nice support is given by Lued Neuman and Murray O'Neill as the servants, Gage Clark is the "other" man, and does okay. Susanne Coubaye, as Madams Daruscha, gives her part a slight musical comedy air, but makes for contrast anyway.

S. M. W.

BUFFALO, Dec. 6.—Latest show of local legit house, the Erlander, grossed pretty well sided by Thanksgiving holiday and Theater Guild subscription set-up for first half of stand. *Claudia*, third company, here November 17-22 for eight performances, garnered \$11,000. Richard Kemper, house manager, was pleased with the take, 60% proportionately it's not as big as previous three-day stands, which ranged from \$6,500 to \$10,500.

# "Down" Down to 67C

HOLLYWOOD, Dec. 6.—They Can't Get You Down did a fair \$6,700 for its fifth week at the Music Box. House hit \$220 top and 963 seats. Figure was down compared with previous weeks.

# "Hellzapoppo" 7C in D. M. Return

DES MOINES, Dec. 6.—Hellzapoppo, playing here for the second time, grossed approximately \$7,000 at the Shrine Auditorium November 14. A total of 3,500 customers paid prices ranging from \$1.12 to \$3.36. Playing here for the first time a year ago, the show grossed close \$9,000.

only 23 empty in the matinee house. Standing room was demanded by long box-office lines, but had to be refused because Massachusetts law prohibits it. Old-time employees at the Court Square said it was the largest matinee house ever seen there.

All show business is waiting for the HOLIDAY CREETINGS' NUMBER of The Billboard.

Be sure you are represented!

Write or phone the office of The Billboard nearest you . . . now!

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# WAX ADJUDICATION COMING

## Mutual Billings Break Records

NEW YORK, Dec. 6.—Billings of the Mutual Broadcasting System for the month of November, 1941, and the 11-month cumulative have broken all previous MBS records.

Figure for November, 1941, totals \$658,408. This is the highest monthly figure reached since the network was organized in 1934. The figure also represents an increase of 82.8 per cent over November, 1940, when the billings totaled \$367,863. Not counting the political time sold, the billings for November, 1940, totaled \$136,338, which brings this year's increase to 85.1 per cent.

Cumulative billings for the 11 months of 1941 totals \$6,352,437, topping 1940's cumulative of \$4,017,189 by 58.1 per cent. If 1940's political revenue is deducted, the total for the first 11 months of last year would be \$3,206,965. This would be a 52.6 per cent increase in the cumulative for 1941.

The total billings for 11 months of 1941, amounting to \$6,352,437, exceed 1940's billings of \$4,707,034 by \$1,645,403.

Mutual, during 1941, has increased its billings every month over the corresponding month of 1940. The increases, in respective order, have been 50 per cent, 31 per cent, 31.8 per cent, 32.1 per cent, 56 per cent, 78.5 per cent, 118 per cent, 112.5 per cent, 86.6 per cent, 7 per cent and 52 per cent.

## CBS Short Wave Men In Writers' Guild

NEW YORK, Dec. 6.—Radio Writers' Guild, unit of the Authors' League of America, has negotiated a contract with Columbia Broadcasting System covering four employees in the Short Wave News Department. Guild already has a contract covering the members of continuity and dramatic writers, and last April negotiated a contract covering news men. This latter is now being re-negotiated.

Radio Writers' Guild total membership is now 350. Guild has started a drive to get all potential members on stations throughout the country. According to Guild execs, the drive is aimed primarily at stations in Chicago and the Coast.

## Tooke KDKA Program M'ger

PITTSBURGH, Dec. 6.—Franklin Tooke, program manager at WOW-WGL, Fort Wayne, will succeed George Held in a similar position at KDKA December 1. Held will return to operating a recording studio, which his wife managed during the two years he was at KDKA. Bill Beal, formerly continuity director at KDKA, has opened a recording studio following his resignation from the station two weeks ago. Beal will also establish a Pittsburgh studio for WISB, New Butler, Pa., station.

Red Kennedy, singer formerly at KDKA, has joined WCAE as a staff artist. KDKA has added Reuters to its news services, that also include Associated Press, United Press and Western Union.

## Mary Martin for Kraft

HOLLYWOOD, Dec. 6.—Mary Martin will take over from Connie Boswell on the Kraft Music Hall Program New Year's Day. Miss Martin has been signed for the first seven broadcasts of 1942 and may continue in this spot indefinitely. Miss Boswell's final program will be Christmas Day.

## A Critic?

PHILADELPHIA, Dec. 6.—That was no trashman rooting in the rubbish cans the other day in the vicinity of WFIL. That was Jack Steek, WFIL announcer and emcee. Steek told the police that a brief case full of his pet musical arrangements was stolen from his parked car. On the theory that the thief, discovering nothing but sheet music in the case might have discarded it in the nearest trash bin, Steek spent the rest of the day, and night, too, hunting thru the receptacles near where the theft occurred.

## Announcers Are Persons, Says Detroit Newspaper

DETROIT, Dec. 6.—The importance of personality on the air is starting to agitate the letter-box columns of the local papers. Present concentration is on having all announcers identify themselves so that the listeners can feel they get to know them.

Typical of the point of view was the statement of Ralph E. Mills in *The Detroit News*.

"To every radio listener, an announcer is a very real person. We like to know who they are, we watch their work with real interest. It is thru their personality we recognize them as friends."

## NBC Press Returns To Mimeos; Plans Improved Service

NEW YORK, Dec. 6.—Press department of the National Broadcasting Company, beginning December 15, will discontinue its perforated clip sheet and will go back to using mimeographed releases. John McKay, press chief, figures the mimeos are preferred by radio editors, being easier to edit and rewrite.

NEW YORK, Dec. 6.—On Tuesday execs of NBC's press department will meet with NBC department heads to work out methods of better co-operation and integration of the departments with respect to news coverage. Clambake will be held at Toole's Shop.

## "True-False" Expands Net

NEW YORK, Dec. 6.—The J. B. Williams Company has renewed True or False on the NBC-Blue network and has added eight stations, making a total of 70. Deal is effective January 8. J. Walter Thompson is the agency.

## Advertisers, Agencies, Stations

NEW YORK: HENRY GLADSTONE, WHN announcer, has concluded a series of transcribed spots for Plough, Inc. . . . John Whitmore, formerly program director of WLOP, Orlando, Fla., has joined Compton Advertising, Inc. as a radio program supervisor. . . . Bill Pennell, formerly of WIGD, Miami, has joined the announcers staff at WHN. . . . Helen Lee added to the WBYN office staff as secretary to Norman H. Warrumbud, program manager. . . . WMCA has installed a Wurlitzer pipe organ costing \$28,000. Instrument will be ready for broadcasting next month. . . . My Daughter and Betty, live serial show, sponsored thrice weekly over WHN by Hokeach Condensed Soups. Set for 52 weeks thru Advertiser's Broadcasting Company. . . . Eastern Convention of the American Association of Advertising Agencies scheduled for the Waldorf-Astoria Tuesday (9). Agency men expected to attend from New York, Boston, Philadelphia, Baltimore and other cities. . . . Harold Wagner, formerly program director for WENY, Elmira, N. Y., appointed assistant to Adolph Oppinger, program director of the Mutual Broadcasting System. Wagner replaces George Clapp, who has joined the Mutual Sales Service Department. . . . Lever Brothers, Ltd., has appointed Ruthrauff & Ryan to handle radio advertising for Sunlight Soap in Canada, effective immediately.

## PHILADELPHIA

KY W SPONSORING a contest to select this best poster expressing the place of radio in guaranteeing the perpetuation of "Freedom of Speech." Walter K. Biele, Young & Rubicam vice-president, opening down to head the board of judges. . . . Lee Vines, WIP announcer, doubling as literary emcee, making his bow at the Venice Cafe. . . . Gene Katz and George Broth, of the Katz Agency, in town huddling with WFIL execs, station to be represented nationally by the

## ET Men Plot Test on 2c Royalty; Unregulated Disk Use a Weapon; Publishers May Sue in Showdown

NEW YORK, Dec. 6.—Showdown between transcription library companies and music publishers over royalties is expected to come shortly after the turn of the year. ET men have decided on a plan of strategy which they feel will force a decision on the moot point of whether the wax companies should pay a royalty of 2 cents a pressing instead of the present rate of \$15 annually for permission to record. Harry Fox, publishers' agent and trustee, queried this week, stated he knew that the ET men were holding meetings, but that he had no indication that they were planning a "pitch." He indicated that he and the pubs would not take lying down the royalty cut anticipated by the wax companies.

Situation has the following angles: (1) Contracts between transcription companies and music pubs for music cleared by Harry Fox expires at the end of the year; (2) ET companies, some of which have been agitating for reduced rates, are going right ahead and cutting ASCAP tunes, plan being to release these tunes after the first of the year, when the current royalty pact will have expired; (3) some of the companies will then refuse to pay a royalty charge in excess of 2 cents a pressing, which is what is specified in the Copyright Act for "recordings."

## Pubs Will Sue

In the event this occurs, the transcription companies can expect to be sued, according to Fox. Fox, adding that as yet no indication of such a plan had come to him, nevertheless said that the pubs knew the ET men were holding secret meetings, according to gossip around the street, and that the ET men "know they can be charged with conspiracy." He added, also, that in the

event of such a showdown, the pubs would begin to exercise rights which they never exercised before—such as control of arrangements of tunes. Fox said such a control has never been exercised because it would have proved a business hindrance—but in the event of a battle the pubs would invoke those rights.

## Disks' Argument

Ace in the hole which the transcription men have—or think they have—is the fact that use of phonograph records by radio stations is in competition for transcriptions. Royalty rate for recordings, according to Copyright Act, is 2 cents, whereas the pubs want \$15 annually for use of a tune on a transcription library. The ET men ask: "What's the reason for the difference in royalty fees?" Concrete example pointed out is the case of WNEW and WJLN, which use records and are also serviced by transcription libraries. The same bands can be heard on the recordings and on the transcriptions. And, despite the vaunted better quality of transcriptions as against records, one wax exec states, "I defy any so-called expert to tell me the difference." Recording manufacturers, it is claimed, have so improved their product that there is little difference in quality between the usual run of library transcriptions and records.

Even if a difference in quality is distinguishable, the wax men ask, "Who is going to have the nerve to penalize quality?"

Wax companies offer another argument calculated to break down the opposition of publishers holding out for the old rate. They point out that, if pubs and ET firms cannot get together, ET companies can cut down on the number of ASCAP tunes recorded, and can get by with about five tunes monthly, or 60 annually. On the basis of \$15 royalty per tune annually, this would figure up to \$900 per company—which is not much money. Meanwhile, their use of BMI tunes would be tremendously increased, giving BMI another transfusion.

Position of the Warner music interests (Witmark, Harms and Remick) adds another uncertain element to the situation, and one which the ET men like to feel is favorable to them. They are now trying to work out deals with Herman Starr, representing Warners, and figure they may be able to get music on a per-piece basis, with fees varying according to value of the tune.

agency December 15. . . . Harry A. Shinnick, formerly with Ketchum, MacLeod & Grove agency, joins Richard A. Foley agency here. . . . Eddie Hoidal takes over the For Men Only show on WFIL for P. B. White, Tallon, Mort Lawrence resigning to devote all his time to the Pop Boys' Dawn Patrol on WIP. . . . WPEW, for the third year, has inked a new contract with the ACA, covering announcers and office help. . . . John Murray, air performer at Near-by Reading, has joined the WCAE announcing staff in Pittsburgh. . . . WIBG has completed plans for moving studios into the center city from suburban Glenside, and is scheduled to be housed in new home before next April.

## LOS ANGELES

FRANK BINGMAN'S Up-to-the-Minute 13 News has been renewed for another 13 weeks by Bristol-Myers Company. Newscasts are heard Mondays, Wednesdays and Fridays from Hollywood Radio City over the Pacific Coast and Rocky Mountain Red of NBC. Agency handling was Young & Rubicam. . . . Group of 400 persons, tenants of Title Insurance Building and their friends, attended a broadcast of Romance of the Beaches, sponsored by Los Angeles Title Insurance and Trust Company over KNX Wednesday. Next week 400-odd schoolteachers will attend the broadcast. . . . Frances Scully, NBC fashion reporter heard on Speaking of Glamour, was guest of honor at the San Diego Advertising Club luncheon Wednesday. Following the luncheon Miss Scully was interviewed by Ann Gilson on KPSD, NBC's San Diego Blue outlet. . . . New radio program to be offered prospective sponsors was waxed during the week by Jimmy Gilson and NBC-comedian Benny Rubin, scripted by Charles Marlow and Carl Forman, story deals with a flight manager and a couple of pups. . . . Truman Reddy, announcer on the Red Skelton show, has been signed to appear in a detective role in 20th Century-Fox's The

Night Before the Divorce. . . . Thomas D'Arcy, of Kenyon & Eckhardt, in town to talk over Chase & Sanborn show. . . . Contract for Betty Hutton to appear as a regular on the Bob Hope was signed during the week. Deal has 13 weeks' option and begins December 23. . . . Zukor's Ins. has signed for 250 broadcasts over KGO, San Francisco, from 9:25 to 9:50 a.m. Deal runs from December 1, 1941 to November 7, 1942, and was handled by Milton Weinberg Agency and sold thru NBC Hollywood. . . . Hoagy Carmichael and Paul Webster are writing The Lampfighter's Serenade, which will be used as a theme by Ted Yerns for his KHJ Lampfighter program. . . . Harry R. Lubcke, Don Lee television director, addressed a convention of Southern California chapters of Delta Psi Omega honorary dramatic societies recently, at Santa Ana Junior College, Santa Ana, Calif.

## CANADA

HOWIE THOMPSON, CKCK, Regina Sask., announcer, moved to sales staff, and George Davies, announcer, has joined the Royal Canadian Air Force. Ernie Gilson has joined the transmitter staff of CJRM, Regina, replacing Nate Frankelton, now with the RAE, Orey Gaetz, CKCK, returning from an operation.

"Celebrities at Midnight"

Reviewed Thursday, 11:30 p.m.-12 m. Style—Guest interviews and recorded music. Sponsor—Toffenetti Restaurants, Station—WMCA (New York).

WMCA inaugurates an entertaining and novel new series of programs, heard Tuesday, Thursday and Saturday, from the Toffenetti Restaurant store window in Times Square.

Show is emceed by Don Phillips and consists of interviews of restaurant patrons and recorded music. Celebrities dining in the eatery are brought to the mike by Phillips for informal chats.

Phillips also asks questions of diners and as a reward for the correct answers, they are given free dinners on future dates.

Recorded portion of the broadcast features request numbers from patrons in the restaurant, played by top bands. A portable recording unit is installed in the window of the eatery, with special turntables, and a complete transcription library is on display from which the request numbers are picked.

Phillips dovetails the commercials neatly into the program, combining them with his interviews and chatter. Broadcast should be a terrific draw for Toffenetti's, in view of the fact that it is conducted at a time when Broadway crowds are heaviest.

Elloff Colfer

"Mutual Goes Calling"

Reviewed Monday, 3-3:30 p.m. Style—Variety. Sustaining over WOR (MBS network).

Mutual's new show originating in Cleveland, has Pinky Hunter packing a fast set-up that sends the mike sprawling to various cities on the MBS calling list. As it stands now, it looks like vaude's back thru the loud-speaker.

Hunter hook-up picked up Philadelphia, when Henry Youngman, appearing at the Barle, went down a few blocks to the WIP studios to air nationally. Joe Draetta's house ork contributed a few numbers. Ork is definitely of network caliber. Youngman's contribution was a

Program Reviews

EST Unless Otherwise Indicated

fast monolog with a sticky asserment of pastor. Lack of studio audience was felt, inasmuch as his five fell against an empty background.

From Baltimore they get the talent from the Hippodrome Theater, with Dave Apollon contributing a mandolin solo and Lee Sims and Hoany Bailey doing their proficient piano and song work.

In Cleveland, Hunter used Music by Willard, with assistance of Lillian Sherman and Marc Arnold.

As program stands today, best beta appear along musical lines, as studio audiences necessary to comics seem impractical during the afternoon.

Joe Cohen

"Shirley Temple Time"

Reviewed Friday, 10-10:30 p.m. Style—Drama. Sponsor—Elgin Watch Company. Agency—William Esty. Station—WABC (New York, CBS).

Now that Shirley is a big girl, she can stay up past 10 p.m. Unfortunately, the type of clientele her program would appeal to goes to bed much before that hour.

Mrs Temple is on for four weeks, with prominent film guests. Initial sting had Warner Baxter and a retinue consisting of William Artst's ork and the Mellowalre (formerly the Quintones). Production, pacing and performances are uniformly good.

First program presented a one-acter, A Bonnet for Joan, the type of thing in which Shirley has been seen since she was three. It's an assault on the Lacrymal glands and, as such, is right in Shirley's groove. Warner Baxter is so snug at this sort of stuff either. With Shirley approaching maturity, real life could present some problems along that line. There's lots of plays that can be devised to indicate a dramatic progression in Mrs Temple's career. But so far they're sticking to the same rapid material she did in moppethood.

In Bonnet Shirley is a motherless child, with Baxter as a loving but stern parent who forces her to stop indulgence in worldly pleasures. An accident happens because of Baxter's adherence to his wife's memory. The psychological effect produces a condition which leaves Shirley bedridden, although there is nothing physically wrong with her. Baxter is advised by the family medico, and subsequently reforms. As soon as he makes his new intentions known to Shirley, lo and behold, she awakens.

All this at a time usually aimed at adult audiences. Support of three un billed players is okay. Shirley also chimes in with a commercial, while Truman Bradley handles his announcement and plugs effectively.

Joe Cohen

"Quiz of Two Cities"

Reviewed Sunday, 3:30-4 p.m. Style—Quiz show. Sponsor—Noxema Chemical Company, Baltimore. Agency—Ruthrauff & Ryan, Inc., New York. Stations—KYW (Philadelphia) and KDKA, (Pittsburgh).

It's an intricate battle of wits between selected teams in Philadelphia and Pittsburgh, each tackling the same set of questions for the silver dollars put up as stakes each Sunday in the interests of Noxema facial products. And the there is little for the home towners to get excited about in rooting for the home team to hold up olive glory, that phase of the battle existing mostly in the imagination of the script writers. Program does provide a new twist on the quiz craze.

Program is aired jointly by both stations in both cities, but contestants can't hear how the competing team in the other city stacks up against the same set of stumps until the final scores are in. When caught, team from the Germantown Theater Guild, Philadelphia little theater group, was pitted against a group from the Pittsburgh Playhouse. Each team member gets three queries, the first two paying off five silver dollars, with the third a bonus question, paying an extra five plus 20 extra points for the team. Each also gets a jar of sponsor's product, shaving or face cream according to sex. Listeners sending in questions used or testimonial letters serving for the commer-

cial copy get samples of Noxema. Queries are of a general nature.

Don Bennett, of the KYW program department, emceed. Announcer Jim McCann in Philadelphia and Bill Hines in Pittsburgh extend all their efforts in gratifying manner to build up rivalry between the two cities. James Harvey, of the KYW program department, in charge of production.

Two-city twist makes it stand head over shoulders above the bumper crop of local quizzes. Plenty of innings provided for sponsor to get in its due.

Maurie Ordensker

"WHN Dedication"

Reviewed Monday, 9-10:50 p.m. Style—Dedictory. Station—Sustaining on WHN (New York).

WHN, celebrating its boost in power to 50,000 watts, took advantage of the occasion to put together a star-studded show. Layout was certainly one of the most lavish in the history of local radio, and was produced by Frank Koehnenbeck, station manager, and Fred Raphael, program director. Most station and network dedicatory programs are exorbitantly long and most of them suffer from lack of form. WHN's program could have been condensed to good advantage; but this fact notwithstanding, it had intelligent thematic treatment and a wealth of talent.

Emcee work was divided between Frank Fay and Bert Lytell, the latter taking over first with a review of the station's history, tying it up with general historical highlights. This script job, tight and succinct, was written by Robert Stafford and excellently delivered in straightforward fashion by Lytell, to the accompaniment of special music arranged by Dick Ballou, station's house maestro.

Fay's emcee was of another type—snappy and comic and full of chuckles. In fact, Fay delivered better on this show than he has been delivering on his own NBC-Red program. Probably a matter of material.

Dramatic and singing talent was plentiful.

The warblers were Jane Froman, Yvette, Joan Edwards, Dick Todd and a choir of 18 mixed voices. Froman delivered best, doing two numbers.

Dramatic piece, with Burgess Meredith and Ruth Gordon in the leads, was scripted by Stafford and titled An Announcement From the Admiralty. A topical, poignant yarn of lives scrambled by the war.

In addition, program included a batch of dedicatory speeches, one by Herbert L. Pettie, station's director, and another by Newbold Morris, acting mayor.

There was also a sketch delivered by Bert Lee, Dick Fubell and Clem McCarthy, spoofing the station. Scripted by Lee from ideas worked up by the three WHN men, the stuff was good, but over long. Other comedy additions were Colonel Stoopnagle, who joshed with Frank Fay, and the Stroud Twins.

Others who appeared were George Hamilton Combs, Fulton Lewis Jr. and Fulton Oursler, all news analysts on the station and all telling something of their work.

Best on the show was the lavish talent layout. On the debit side was the tendency toward windiness that is inherent in programs of this type.

Paul Ackerman

The Job Detective

Reviewed Thursday, 9:03-9:30 p.m. Style—Interviews, character analysis. Station—WMCA (New York).

Program is a session of fancy bump reading, conducted by Bernard Haldane, billed as a vocational counselor and personnel consultant who formerly worked as an investigator for the government on labor and economic. What Mr. Haldane does is to take a gander at a person's face and figure out what he or she enjoys doing. Person analyzed can then, presumably, attempt to plan his life accordingly.

Persons analyzed are in the studio audience. They come up one by one and Haldane discourses on the size of their noses, chin-line and other physical characteristics, telling what each of these denotes.

Person analyzed then tells what his

ambitions are, and Haldane compares this with his own observations.

Stuff is announced as a new science. This may or may not be so. As an audience builder, however, show has some potentialities. An attempt should be made, however, to make the proceedings a bit humorous, and certainly there is opportunity to do this.

Haldane will do "face-readings" of listeners who send in photos.

Paul Ackerman

"KLZ Square Dance Party"

Reviewed Wednesday, 8:15-9 P.M. MST. Style—Square dance. Station—Sustaining over KLZ (Denver).

Capitalizing on the returning popularity of square dancing, Production Manager Derby Sprout decided to try the idea over the air, with dancers taking part at the studio. Studio attendance has increased so that show had to be moved to the YMCA gym until a suitable "barn" can be found to hold the crowds. Carl Bieker calls the dances, Jim Sarafield is emcee, and the Four Grasshoppers, Rolly Chestney, Orard Gibson, St Westbrook and Nicky Perito provide the music.

Presentation is entirely informal and creates a countrified atmosphere. Cost is not confined to music and calling, but touches the gags. Apple cider and doughnuts are served to studio dancers between sprints. Listeners can participate in the dances by writing station for instruction sheets, issued before each broadcast.

From the standpoint of a square dance party, show is the McCoy, and, aside from being a good-will builder, has proven a real stimulus for old-fashioned dancing. Gives those who like this type of temporal diversion a fine opportunity to see it at home.

Herb Frankman

"The Women's Place Today"

Reviewed Wednesday, 10:15-10:30 p.m. Style—Women's commentator. Sponsor—Astra Jewelry Company, Philadelphia. Agency—Placed direct. Station—WCAU, (Philadelphia).

Adding to the social tone Philadelphia radio is taking on in these days of national defense prosperity, WCAU steps forward with the prize social catch-of-the-season, Mrs. George H. Earle III. This prominent matron is wife of U. S. minister to Bulgaria and no-time ambassador to Austria and Governor of Pennsylvania.

Forgetting the pedigree, Mrs. Earle brings to radio an informal and chatty quarter-hour each week that represents the uncovering of a definite radio personality, possessing an oral charm that creeps right out of the loud-speaker and makes you sit back and listen. Stanza's billing is misleading. Instead of run-of-the-mill banter designed to make fern listeners either cuddle or curdle, Mrs. Earle draws on her own rich experience across the pond and intimate associations with names that still make front-page news. It's an eye-witness account of happenings in Europe just when the dark clouds were beginning to form. And she not only gives a vivid account of the incidents that made front-page flashes but also fills the gaps left by cable censors.

Local costume jewelry house sponsor has a gem in Mrs. Earle, who would sparkle all the more if the commercial jangle were deflated. It's Mrs. Earle's first crack at commercial radio and she is a cinch for network favor.

Maurie Ordensker

RC&V Victor, WQXR Tie-Up

NEW YORK, Dec. 6.—RCA Manufacturing Company and WQXR have concluded a special deal whereby the record company will promote records via the station's sustaining programs. In addition, a nightly program, titled The Record Album, will use Victor records exclusively from 10-10:30 p.m. Monday thru Saturday.

Contracts run thru December, 1942.

NBC in "Dimes" Campaign

NEW YORK, Dec. 6.—National Broadcasting Company will co-operate in the Mile of Dimes Campaign this year, according to a statement by Niles Trammel, NBC proxy. Charles C. Barry, assistant program manager of the Blue Network, will be National Radio Director of the campaign, and Clay Morgan, assistant to Trammel, will be director of Greater New York Mile of Dimes drive.

More than ever before the Holiday Spirit is important to every American!

Join in the greatest expression of the Holiday Spirit in Show Business.

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Write or phone the office of The Billboard nearest you . . . now!

<b>NEW YORK</b> 1564 Broadway Hudson 3-3816	<b>CHICAGO</b> 185 N. Clark St. Central 8-180
<b>CINCINNATI</b> 25 Over Ham Main 3-394	<b>ST. LOUIS</b> 290 Arcade Bldg. Clement 0-142
<b>LOS ANGELES</b> 610 W. 8th St. Vanda 6-481	

# Radio Talent New York

By JERRY LAMM

**ADVANCE** talent bookings for J. Walter Thompson's Chase & Sanborn program include LANA TURNER and CHARLES LAUGHTON, December 14 and 15, respectively. Judy Garland appeared Sunday (7). On JWT's Blue Radio Theater, BETTIE DAVIS and CHARLES BOYER are set for All This and Heaven Too on CBS next week. . . . Ballantine's beer program switches from MBS to the NBC-Blue December 12, with format and cast intact. Shows will air one hour earlier, however, at 8:30-9 p.m. CHARLES LAUGHTON on the opener will read the Bill of Rights, the occasion being the 150th anniversary of the document. . . . FRANK PARKER, tenor, guest on Coca-Cola's *Passes That Refreshes* on CBS Sunday (14). . . . KAY LORRAINE guests on LANNY ROSS'S CBS program Wednesday (10). . . . Scribner's will soon publish an autobiography of JOE KOWARD, who co-stars with BEATRICE KAY on Columbia's *Gay Nineties*. Tom is titled *Joe Howard's Life—A Wonder Who's Missing Her Now*. . . . WOR's Can You Top This celebrates its first anniversary Tuesday (8). WOR estimates that 1,078 gags have been told on the show by HARRY BERSHFIELD, SEN-

TOR FORD and JOE LAURIE. By actual count, according to WOR, the joke-culling staff has gone thru 302,008 gags submitted in the program's weekly mail.

**ELSA MAXWELL** will do a quarter-hour gossip program on the NBC-Blue network for RY-Krip starting January 1 at 10 p.m. . . . MARJORIE ANDERSON, femme lead on Mutual's *The Shadow*, has grabbed another daytime serial, *Fortis Facts Life*. . . . PARKS JOHNSON and WALLY BUTTERWORTH take their *Vox Pop* show to Sweetbriar College, Lynchburg, Va., for the December 15 broadcast on Columbia. . . . JIMMIE FLYNN goes back to his home town, Oklahoma City, December 20, with his Spin and Win program on the NBC-Blue network. The show will originate from the haags at Will Rogers Field, with an audience of 2,000 servicemen present. . . . WALTER WINCHELL this Sunday (7) starts broadcasting his news show from Miami Beach via WKAT. . . . The MOLLY RIGON program on WJLN, presented heretofore from the Carnegie Lyceum, will be aired from the Carnegie Chamber of Music Tuesday nights at 8-9:30 p.m.

# Hollywood

By TAM ARBERT

**BING CROSBY** was presented with a book, *Tipsy King*, by the city of Spokane in appreciation for his work in selling the town. Book contained the signatures of 20,000 Spokane citizens. . . . PENNY SINGLETON, star of the *Blondie* series on CBS, recently underwent a minor operation at Good Samaritan Hospital here. . . . *Breakfast at Sardi's* will soon pass the 20,000th invitation mark. . . . BOB BURNS'S uncle, Gus Brooks, of Bienville, Ark., visited him recently on a trip west. . . . SHIRLEY CLAIRE, 12-year-old singing star, has been invited to return to Inglewood Park Concert over KNT for another guest appearance. . . . LUM AND ABNER, having completed their second picture at Pine Ridge here, returned to NBCU Radio City here Monday for their four-week broadcast. While the picture

was shooting, Lum and Abner broadcast from a sound stage at RKO-Pathé in Culver City, with Lou Crosby's announcements and Sybil Chaim's pipe organ background being cut in from Hollywood. . . . UNA MERKEL will forego camera appearances while on the air in the stellar role of Charles Martin's *Nancy Mason Reporting*. She will remain in New York. . . . CLINTON JONES, managing editor of the CBS-NBK Radio News Bureau, moved into his new Sherman Oaks home recently. House has five built-in antenae to accommodate powerful long and short-wave units which Jones will install as a listening post to handle broadcasts from the Orient. . . . GEENE AUSTY, of *Melody Ranch*, arrived back in Hollywood by plane after addressing 4-H Club members in Chicago.

# ASCAP Outlook Optimistic; Revamps Classification System

NEW YORK, Dec. 6.—Despite rifts in the American Society of Composers, Authors and Publishers occasioned by the radio-music fight, more optimistic souls within the Society are looking forward to heavy financial earnings, greatly increased membership and a long period of peace. Discontent coming to the surface now is regarded as a manifestation of changing times for the Society and is in the nature of a purge, but following the elections in April and the working out of new classification systems for the writer and publisher groups, a long period of peace and prosperity is expected.

Important changes now being worked on concern revamping the classification systems. A committee on classification of the writers is expected to work up a report within 90 days, at which time all writers in the Society will be notified and asked for opinions. A publisher committee is also working out changes in the job rating system. The Society always lacked a good mathematical yardstick to determine ratings of its members. What ASCAP is aiming for now is an automatic merit system whereby the writers will not have to be judged by their fellows. In the case of publisher members, ratings on the old system were always subject to squawks, owing to fact that the vague term, "availability," counted for 30 per cent of the publisher income, as against 50 per cent for performance and 20 per cent seniority. Pub committees had previously tried to work out a more mathematical formula, but failed.

The new classification system, particularly for the writer group is made advisable owing to the fact that ASCAP's writer membership in the next few years is expected to soar to between 2,500 and 3,000. This is regarded as inevitable because of the liberalizing of membership conditions, owing to the consent decree. Instead of five published songs being required for members, only one tune is necessary—the condition being that the writer be a professional.

Current writer membership in the Society is about 1,300 as against 1,100 last year. In two years it is expected to go to 2,500.

Fact that the Society took a beating from radio does not prevent some ASCAP execs from believing that income from radio will nevertheless break all records

during the duration of the new contract. This belief is predicted on faith in the progress of frequency-modulation stations and television.

BMI, meanwhile, continues drumming up its case at the district meetings of the National Association of Broadcasters. Thirteen sessions have already been held, BMI reporting unanimous approval of BMI. Four sessions remain. BMI will send out contract forms shortly after the sessions are over. These contracts, for eight-year terms, overlap the expiration of the ASCAP contracts by three months, this fact figured as giving BMI a "breather" in event of another showdown.

ASCAP, at its scrimonious election meeting Monday, delayed until April the matter of electing a new president of retaining Gene Buck. Months ago Buck had been reported on the way but, others mentioned for the job being Oude Harbach, Johnny O'Connor and Oscar Hammerstein.

# WINS Increases Rates

NEW YORK, Dec. 6.—Station WINS announces a new rate card effective January 1, 1942, increasing the base rate to \$350 for a Class A hour and the daytime hour to \$300.

Station, shortly after the start of the year, jumps to 50,000 watts. This year it carries 25 national accounts, as compared with the three national accounts it carried last year. Local business shows almost a 300 per cent increase.

The new Class A rate, from 6 p.m. to sign-off, for one hour is \$350, as compared with the old rate of \$250. The new Class B daytime rate is \$200 for one hour, as compared to the old rate of \$150. Rates for a fraction of an hour are in proportion.

# Election Returns On NBC Committees For Red, Blue Nets

NEW YORK, Dec. 6.—Final returns from elections held by NBC affiliated stations for permanent members for the Red and Blue Network Planning and Advisory Committees on National Defense have been received from 13 out of the 14 districts.

Members elected to the committee representing the Red net include Paul W. Morency, WJIC, Hartford, Conn., District 1; James D. Shyne, WLW, Cincinnati, O., District 2; Stanley Hubbard, ESTP, St. Paul, Minn., District 3; Harry Stone, WSM, Nashville, Tenn., District 4; C. L. Taylor, KONG, Amarillo, Tex., District 5; Ed Yeocum, KOHL, Billings, Mont., District 6; Arden X. Pangborn, KGW, Portland, Ore., District 7.

Members elected to permanent committees representing the Blue network include Harry Wilder, WBYR-WTRY, Troy-Syracuse, N. Y., District 1; Harry Wilder, WKYC, Detroit, District 2; Earl May, KMA, Shenandoah, Va., District 3; Henry P. Johnston, WBOB, Birmingham, Ala., District 4; Harold Hough, KOKO, Fort Worth, Tex., District 5; and Howard Lee, KPDK, Sacramento, Calif., District 7.

District 6 next heard from yet. The two committees represent seven regions into which the country has been divided. The permanent committee will hold their first confab January 6 and a band will meet quarterly.

# Tom Hutchinson to R&R

NEW YORK, Dec. 6.—Tom Hutchinson, formerly director of the National Broadcasting Company's television de-

# KYW Business Up on Participating Shows

PHILADELPHIA, Dec. 5.—Bumper crop of sponsors is boosting the one-man participating shows on KYW. Addition of three new sponsors to LeRoy Miller's *Musical Clock* show has the program completely sold out six days a week from 7 to 9 a.m. Fresh coin comes from Iowa Soap Company, Camden, N. J., for *Magic Washer Soap*, thru James G. Lamb agency here; Elson & Schuster, New York, for income tax book, thru Northwest Radio Advertising, Seattle, and the Horn & Hardart restaurants, thru local Clements Agency.

Due to increased demand for participations, two additional quarter-hour broadcasts a week have been added to the previous schedule of five for Ruth Welton femme show. Now handling 15 appointments per week. Present sponsors include Iowa Soap Company for Nola Flakes, G. Washington Coffee, Crapenitius Wheatmeal, Electrical Association of Philadelphia, Abbott's Dairies and Bookhouse for Children. In addition, Betty Jordan's Friday morning shot for P. O. Vogt's meats here has been removed thru the local Clements Agency.

# Wheat Pool Sponsors Hockey

REGINA, Sask., Dec. 6.—For the fourth consecutive season the Saskatchewan Wheat Pool is sponsoring hockey broadcasts over CBEA. Broadcasts are also fed to CBEI, Prince Albert. Grant Carlson announces about 23 broadcasts are expected.

ment, a post he had held since the inception of a tele department at NBC, has joined the radio department of Rauhnauf & Ryan, Inc. Hutchinson left NBC a few months ago.

**IN PHILADELPHIA**

# W F I L

in friends influence listeners

**SELL THROUGH WFIL**

## BANDS WANTED

for

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

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The  
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# BLUEBLOOD BOOKERS BEEF

## Mrs. FDR Makes High Society Toss Dough Into Another Pot

NEW YORK, Dec. 6.—Society bookers are chaffing at the bit because their \$5,000,000-a-year market is crumbling under their noses and they are unable to do anything about it. Loss is coming about in the form of repeated cancellations of blueblood one-nighters, expensive debutante parties and high society functions which mean young fortunes for bands, acts and hotel ball-rooms.

Fayoff, however, is that the blame for the drop in society bookings is being laid on Mrs. Franklin D. Roosevelt, whose utterances provide the leads and cues of social entertainment behavior among certain sections of the holly-totty set. Several weeks ago the First Lady was interviewed by the press and received wide publicity on the statement, "I should think everybody would have difficulty in finding time to do purely social things these days."

According to society promoters and bookers, who wouldn't be quoted for fear of offending Mrs. FDR, society leaders in Washington, New York, Chicago and other large cities took the statement literally and began cancelling high-priced deb parties, balls and spectacular social events where bands were to receive from \$1,000 to \$8,000 per night.

Reason this statement affects high society more than any other branch of band booking is that the 400 has developed habit of tossing big clambakes at the drop of an ambassador, to enable a lot of hobnobbing with government and diplomatic dignitaries. Right now, the big shots are a dime a dozen, but are steering their social activities in the direction of aid-to-England and the defense effort.

As a result, social leaders, whose-tilted catastrophic effects if they didn't toss their seasonal balls, are now devoting their time to functions for war relief. Gift invitations now carry a high admission tab, and proceeds go to the many defense improvements. Talent,

however, is working at sharply reduced rates, musicians at scale and the band leader usually donating to the particular charity what might have been a healthy chunk of money for himself. They figure that it's best for good will, past and future.

Meyer Davis, leading booker and band leader in the society field, when queried, wouldn't go beyond saying that his business for the coming season has been affected adversely because fewer parties are being planned.

Also affected by the drop in parties are waiters, liquor dealers, florists, printers, costumers and the hotels, where many of these functions take place.

## Columbia Burned At CRA for Dipsy Deal on Spanier

NEW YORK, Dec. 6.—Muggsy Spanier, currently playing at the Aróhda Ballroom here, was inadvertently the cause last week for a mix-up over a recording contract, which wound up with Columbia dipk exec Manie Sachs claiming to be the victim of a curve thrown by Charles G. Green, of Consolidated Radio Artists.

Green reportedly had been pleading with Sachs to take on Spanier's band for the Okeh label, Sachs sent Joe Higgins to hear the band, and, according to Sachs, deal was set to have Spanier cut four sides, with options for two months and a year. Price was set at scale. Art Khandrahn, Spanier's manager, claimed that deal was for just one session, with no options. Green could not be reached for a statement.

Meanwhile, Green got in touch with Decca, Sachs says, and asked that firm if it would make him a better deal on Spanier. This was after the maestro had agreed to sign with Columbia, Sachs claims. A day or so later Spanier walked into Columbia to sign the contract, but Columbia attorneys hadn't delivered it to Sachs yet. Before the Columbia contract was ready, Green had Decca sold on giving Spanier a year's contract at \$25 above scale, and the leader signed it.

Mix-up may make it tough for CRA to suit any of its bands with Columbia in the future. Combs touch was added to the affair when it was learned that Columbia had already scheduled Muggsy to cut his special arrangement of Columbia, *The Gem of the Ocean*. Now that it's Decca he's cutting for this tune in-out-at Decca's insistence. Decca says its reason is that a patriotic song should not be swung.

## J. Long Hits Ritz for \$1,570

BRIDGEPORT, Conn., Dec. 5.—Johnny Long, in his first appearance of the season at the Ritz Ballroom last month, drew a big 1,725 hooker. With admission upped to 22-cents, gross totaled \$1,570.80. Long drew 1,500 persons on his last appearance at the Ritz May 11 at 70 cents, grossing \$1,120.50. Snap Fields comes in November 23, Teddy Powell December 7 and Charles Barnet November 30.

## Darnell Back With Chester

ARMONK, N. Y., Dec. 6.—Bill Darnell has rejoined the Bob Chester orchestra at Log Cabin history here after serving 10 months in the army. Darnell's release from the army came a few days after Chester and vocalist Bob Haynes parted company, leaving the opening for Darnell, who had preceded Haynes with the band. Darnell is now rehearsing and will get back into active warbling service next Friday (12).

BRIDGEPORT, Conn., Dec. 6.—By a unanimous vote, all officers of Local 69, American Federation of Musicians, were re-elected this week. Officers are Samuel Davey, president; Jack McClure, vice-president; Fred Beuner, financial secretary; John Schmidt, recording secretary; Jack McClure, business agent; John Porter, treasurer; Samuel Romerstein, Harry Hutchinson, William Burton, Harold Hartley, Ralph Korff, John Reynolds and William Metcalf, executive board.

## But He Doesn't Pay Taxes!

CHICAGO, Dec. 6.—Charlie Broad, singing drummer with the Del Courtney band, was belted by inspiration the other night. After recovering from the initial shock he sat down and dished off a song entitled *Everybody's Making Money But Technicians*.

## How About Mirrors?

PHILADELPHIA, Dec. 6.—Furthest story making the local rounds is on the operator of a mid-city night spot. Muggsy at spot started the season with 12 men and gradually had to cut down the band until it now numbers only five tooters. When the five survivors came to work the other night, they huddled together on the large stand and started dishing out the night's rhythms. Mitero, op came running from back of the room and, rushing up to the bandstand, yelled: "Spread out and make it look like eight men."

## Shaw May Fold Up After Jan.

NEW YORK, Dec. 6.—There are rumors around that Artie Shaw is again ready to hang up his clarinet and get away from it all. Confirmation that something of the sort has in the wind came from General Amusement Corporation this week when the office canceled Shaw's week at the Capitol Theater, Washington, which was set for January 21. The Colons and Bob Dupont are out, too, because of the cancellation.

GAC spokesmen say they do not actually know themselves just what Shaw wants to do, but the maestro has already informed them that he intends taking a vacation right after the first of the year. Maestro opens at Loew's State here Thursday (11), and GAC expects to pin him down to some sort of a decision then.

Reports are that Shaw is tired due to the strain of his road tour.

## Kenton Slaying Hollywood

HOLLYWOOD, Dec. 6.—Stan Kenton closed his first of a five and a half week engagement at the Hollywood Palladium with a strong 17,500 turnstile reading. Opening on Tuesday (25) Kenton drew 3,200, as compared with Jimmy Dorsey's 3,800 on a similar schedule. Spot charges 65 cents and \$1 Saturdays per person.

## Band Policy for Top Hat

UNION CITY, N. J., Dec. 6.—Top Hat nitery here is picking up some of the dance trade which used to go to the recently destroyed Russet Cabin in near-by Englewood, O. Tuesday (2) John Wintz, owner of Top Hat, switched to a band policy by bringing in the new Carl Hoff orchestra. Spot used to operate with a floorshow and a band conducted by Wintz, who now leads the relief orchestra.

## J-Bugs Open Up 'Western Front' In Philly, But Suffer Reverses

PHILADELPHIA, Dec. 6.—Jitterbugs dominated the local musical scene last week, but not without disastrous results. Biggest excitement was the result of an amateur contest for hot bands sponsored by *The Jitterbug World*, local fan sheet for the J-bugs, at the Tioga Theater. Contest goes under way last Monday (1), pian-calling for different bands (usually school orks) to perform each Monday for the next 15 weeks. Local musicians' union picketed the opening event.

One picket, Joseph Riccardi, brother of the local secretary, A. Rex Riccardi, was hurt when some jitterbugs bombarded the pickets with milk bottles. Union secretary denied assertion of contest sponsors that they'd have to join the union or pay standby fees of \$5 to \$12 each. Riccardi said the union opposed the contest because it was a matter of "exploiting child labor in the form of school bands" and at the same time depriving union performers of work.

Five jitterbug musicians of high school age got a bad case of jitter last Saturday (2) when they were arrested and

charged with breach of the peace for picketing the midtown Earle Theater. The girls, aimed at the union musicians inside and not against the house itself, said: "All musicians are created equal." "Give jitterbugs a chance." Kids were finally released.

Riccardi aims to fight the J-bug issue to the finish. He has issued a Road call to the movie projectionists at the Tioga Theater on charge that non-union musicians are performing at the house. Road call, if approved by the national body of the IATSE, will virtually place house on the unfair list.

While the Jitterbug band contest is brewing, the J-bugs got a setback last Saturday (2) when Jimmy Martin, who promotes the names-band dances at Brookline Country Club, barred the gates to stags. Decays for the dances hereafter will only be sold in pairs, and kids were peeved plenty because Charlie Barriet was the bandstand attraction. Martin said the stag jitterbugs, in spite of the fact that they may be cash customers, were a disturbing influence for the enjoyment of the dancers.

## Fazola Having Trouble; Can't Fluff Thornhill

NEW YORK, Dec. 6.—After many denials, accusations and much squabbling over a contract, it has been decided that Irving (Fazola) Preetopnik, star clarinetist and sparkplug of the Claude Thornhill band, will be released as soon as a replacement can be found. When this happens, Fazola will go to the Muggsy Spanier orchestra, reportedly for less money than he has been getting from Thornhill.

Fazola has been grumbling for several weeks, and his grumbles turned to howls when he was told he couldn't go with Spanier, whose music he admires. Thornhill, after first accepting the "Fazola" resignation, changed his mind.

Fazola felt that, since his contract with Thornhill had not been filed with the union, it would not be recognized in union proceedings. A spokesman for the AFM said, however, that the union recognizes any contract that is "not inequitable."

Latest bulletin from the Fazola front comes from Don Haynes, Thornhill's manager-in-chief, who declares that Fazola will be in his seat on the Thornhill bandstand "until we get somebody to take his place, even if it takes us three or four months to find the replacement." Fazola's heart is set on joining Spanier next week.

NEW YORK, Dec. 6.—Claude Thornhill is in the process of replacing three members of his band, and it is reported that three, possibly four, additional sidemen will be working elsewhere by the first of the year. His corps of managers gives as the reason for the contemplated wholesale departure of musicians Thornhill's desire that everything be "just right." Irving Fazola, chief rebel in the Thornhill ranks, claims that some of the tooters are quitting voluntarily.

## Goodman's N. Y. Holdover Gives MCA Booking Headaches

NEW YORK, Dec. 6.—Music Corporation of America was busy this week trying either to cancel Benny Goodman's concert dates after the first of the year or sandwich them in on flying Sunday trips. Occasion is the Hotel New Yorker's request that the maestro be held over there indefinitely.

Altho Goodman could garner much more coin on the concert and dance dates lined up after January 1, the swing king decided his not would be just as big staying on at the New Yorker, what with the higher rate of income taxes now.

First concert was set for Cleveland January 3, but MCA is dickering to change it to Sunday, January 4, since Goodman's day off at the New Yorker is Sunday. Similar arrangements will be made with as many of the other cities as possible. Washington date has been postponed, but Dayton and Pittsburgh may be salvaged for Sunday stands. Maestro was set to play both a concert and a dance in Dayton. Latter was canceled, but no arrangement of settlement has been reached yet on the concert.

## Tucker One-Nighter Clicks; Grosses \$1,210 in Scranton

SCRANTON, Pa., Dec. 6.—Tommy Tucker packed 1,400 into Masonic Temple Thanksgiving Eve for a gross of \$1,210 at the Buddy Club dances. One thousand tickets were sold, before 8:30 at 50 cents tax paid, and 400 later at 30 cents plus tax. Tucker had competition from the annual Purple Club dance, local charity event.

Mitchell Ayres, attracted 1,650 to the Inter - Praterly danced Thanksgiving Night at \$2.50 per couple, for a \$1,312 gate.

# Krupa's Negroes Barred From Pa. Cafe; Call Cops

YORK, Pa., Dec. 6.—Gene Krupa forfeited a \$10 bond, posted with local police the night of November 26 when he failed to appear in police court on a charge of disorderly conduct lodged against him after he came to the defense of two colored members of his band when Bury's Restaurant refused to serve them.

The charge resulted in an exchange of words between Krupa and a city policeman who entered into the verbal dispute. Local newspapers came to the defense of Krupa in the matter, and charged the local police with failure to enforce the State's Equal Rights Law.

## Singer Bites Publisher

NEW YORK, Dec. 6.—Along the lines of man-bites-dog, Lou Levy was shocked out of his wits last week when Dinah Shore called him up to plug a song sent to her by a soldier. Levy, who had been trying to get hold of a Shorn to play one of his own tunes, started to talk business right away, but she gave him a flat pitch before he could get a word in, and demonstrated the song over the phone. After she rendered eight bars of 'I've Got To Be Naughty by Miss Levy' bought the song.

Songs that the soldier boy, one Private Fogarty, has been sending her songs for a year in the hope that she might like one and sing it. She not only liked and sang this one—she also sold it.

## Williamson Back To Fred'k Bros.

NEW YORK, Dec. 6.—Fred C. Williamson, who resigned from Frederick Brothers' Music Corporation last year to open a radio production and personal management agency with Herb Gordon, former Frederick Brothers one-night booker, completed a deal this week whereby he will shut up his office and become manager of the New York office of Frederick Brothers. Gordon and the entire personnel of G-W will also go over to Frederick Brothers. It was announced by L. A. Frederick, president of the firm.

B. W. Frederick will henceforth divide his time between New York and Chicago, intending to deal in selling radio recordings and theater dates for the agency's string of bands. Gordon will become head of the radio and transcription department; Joe Maczolas will book cocktail units, and Harold Weaver, Jr. will book small cafes, as they did for G-W.

Personnel of the Frederick Brothers' New York office will remain intact, with Milt Deutsch as one-night booker and Roy Johnson as location booker. John Cullahan and Helene Wilcox continue as the office force.

L. A. Frederick also stated that the personnel in the Chicago office would be augmented after January 1. Williamson's contract with the firm is a long-term one.

## Montreal Going for U. S. Name Maestri

MONTREAL, Dec. 6.—Roy Cooper, local agent, is booking an American name band into the Dance Auditorium here once a month as a result of the successful showing of Gene Krupa November 12 and 13. Krupa drew 2,200 on his two-day stand, compared with the auditorium's normal 400-500 a night business.

Admission for the Krupa date was \$1 plus 15 cents tax, compared with the normal 30 and 40-cent price. On the next name band date, now being set by Cooper, admission will probably be \$1.25.

This city is doing boom business, due to war preparations, and Cooper feels American bands can once more do enough business to warrant booking.

Cab Calloway played a one-night stand at the Arena here recently, drawing a heavy 3,000 attendance.

Altho border restrictions are tougher, due to war conditions, American bands have to put up with very little red tape going in and out of Canada.

## Army Gets Batch of Records and Phonos

NEW YORK, Dec. 6.—U. S. Army has been given 12,000 Columbia and Okeh records and 85 Wurlitzer automatic phonographs for use in overseas bases.

The three tons of disks were presented with considerable pomp by Columbia at a ceremony conducted Tuesday (5) in front of the platter company's offices here. A fleet of army trucks and a squadron of soldiers rolled up in front of the place, grabbed the cartons, loaded them into trucks and drove off. Not, however, before meeting a flock of Columbia and Okeh recording artists.

The gold phonos donated by Wurlitzer have been adjusted so that they can be played without insertion of nickels.

# AFM Orders Leaders To List Full Salaries for SS Payment by the Theaters; Situash More Complex

NEW YORK, Dec. 6.—The American Federation of Musicians had to step into the ark Social Security-theater fracas again this week in an attempt to clear up the confusion over salary listings. The Form B contract, which makes theaters liable for the tax as employers, said which they agreed to use a few weeks ago, calls for the leader to fill in the "wages" of each sideman. But, either because of contradictory information from Local 802 or an unwillingness to divulge sidemen's salaries, some leaders were just listing theater scale for their tootlers.

Attorneys for the AFM insist that not only theaters, but all location spots and one-nighters must pay their end of the SS tax on the salary and not the scale for the job. Leo Grossman, of the AFM, said a misunderstanding among some band leaders may have cropped up over the fact that the 10 per cent traveling tax is paid on scale rather than salaries. Local 802, however, had been instructing members to fill in the "wage" spaces with scale for the job played.

The local here was under the impression that the only way to keep the records straight was for each employer to pay the 1 per cent on scale only. Otherwise, when a band played several jobs in one week, each employer would be paying the tax on a sideman's one-week salary. Irony is that this is precisely what happens; and, according to the AFM, will continue to be the case unless employers can get some other interpretation from the government.

One in point is that of Harry James, doubling the past three weeks between the Hotel Lincoln and Paramount Theater. A \$150-a-week tootler in the James ark must, for instance, be put down on both the Lincoln and Paramount contracts at that salary; and each spot pays 1 per cent on the \$150. Since the government actually only requires 1 per cent each from the employer and the employee, in this case the Department of Internal Revenue collects an extra 1 per cent, or \$1.50. What happens to this the government has not even decided. But it does not mean any more coin for the tootler when he passes 65.

Another complication destined to jam up the books is the one wherein a leader pays a sideman more than his minimum salary some weeks when the ark's scale jobs come to more per man than the usual salary. Many leaders have arrangements with their sidemen whereby if such is the case the sideman collects the average. But no one has figured out yet who pays the 1 per cent on that average. Conversely, of course, if scale does not (in a week's time) come up to a sideman's salary, he would be short on his SS reports if the employer's 1 per cent were only paid on scale and not on his actual salary, as the AFM insists is correct.

Theaters are still trying to figure out also what happens when a leader and/or his tootlers have passed the required \$3,000 mark required by the SS Board in any given year. Musicians are allowed to get a rebate on all tax paid in after the 30 point is passed, but employers have no such recourse and would prob-

ably go nuts anyway trying to cope out whether or not they were paying their end of the tax on a tootler who had already made his required \$3,000.

Anyway, the AFM is instructing all locals and members this week that the tax is to be paid on salaries rather than scale. Harry Kalchheim, Paramount booker here, says that up to now that house has been paying on both, in lieu of a better solution. The chain, meanwhile, has its attorneys in a huddle to see what kind of an interpretation they can come up with.

Some ark managers were crying this week over the fact that they still had to figure all the SS separately when it came to their band's vocalists. Chippers are not members of the AFM, so many ark managers are refusing to pay the tax for them and the leader has to shell out for his own vocalist.

## Songwriters' Guild Sets New Structure

NEW YORK, Dec. 6.—More than 1000 members of the independent committee seeking formation of a democratic organization of songwriters met at the Capitol Hotel here Thursday (4), and decided to solve its own organizational structure within the next week or so. Broad principles laid down at the meeting were (1) every songsmith is to have one vote; (2) org is to work exclusively for songwriters' interests; (3) all songwriters may join.

Decision to form a clearly defined org comes two weeks after committee junched its title, Songwriters' Guild, in order that members be allowed greater freedom of action and not feel that they are working in competition with other songwriter unions or orgs.

Meeting will be held Tuesday (9) to select name and officers.

# Neb. Dansant Op Hits on Plan To Cut New Tax 50%

LINCOLN, Neb., Dec. 6.—Investigation by R. H. Pauley, Turnpike Casino manager here, into the tax assessed against ballroom income, has brought to light a fact in the new tax processes wherein the average teryery can save money.

Tax slip, which is filled out each month, includes one bracket which provides for "cabarets, roof gardens, etc." Five per cent is charged for tax purposes for this classification. However, the average ballroom pays 10 per cent on the tickets sold at the front gate, and that's all.

Pauley discovered there is an opportunity for a ballroom which has an interior income—check stand, cut-drink bar or favor sale—to throw itself voluntarily into the "cabarets, roof gardens, etc." sector, and pay tax on five per cent of the total income.

Gate admission in these cases is always the biggest item, the inside stuff being nickel and dime expenditures mostly. By pooling the whole take from all sectors the small ballroom operator finds he can make a substantial saving in money.

Pauley figured his takes both ways on the month of November, which was a bad one, and came off with about \$250 saving. He estimated the saving would easily be that much each month, taken on the average, and a \$3,000 tax-saving item annually in any business isn't to be sneezed at.

Check with the internal revenue department here finds that few dance operators seem to know about any kind of taxes, because they've been operating under the 40 cent maximum, which is tax free, on the gate. Now, with taxes starting at the first penny, this will give a man who hasn't already got concessions a chance to build them on the money he'll save in taxes.

# Kaye Booked Ahead Cafe-Vaude 7 Months

NEW YORK, Dec. 6.—Sammy Kaye now knows every date in advance for the next seven months. Starting January 8 he goes on a theater tour at the Central, Passaic, N. J., and moves into the Metropolitan, Providence, and Loew's, Bridgeport, week of January 12; State, Hartford, and Plymouth, Worcester, January 23 week; Erie, Washington, January 30; Palace, Cleveland, February 1; and Shubert, Cincinnati, February 22.

Harry Kalchheim, Paramount booker, takes him over from that point and has set him for the Paramount, Toledo, February 27; four one-night theaters at Rockford, Joliet, Madison, South Bend; Orpheum, Minneapolis, March 5; Des Moines and Davenport, March 13; Orpheum, Omaha, March 20; Newman, Kansas City, March 27; Chicago, Chicago, April 3; Buffalo, Buffalo, April 10; Michigan, Detroit, April 17.

Kaye then goes to the Meadowbrook Country Club, Cedar Grove, N. J., for four weeks starting April 23 and follows with the Essex-House here May 23 for seven weeks.

Music Corporation of America set the dates.

## Barnet Hits Bridgeport for \$1,419; Philly Take, \$800

BRIDGEPORT, Conn., Dec. 6.—Coming in to the Ritz Ballroom here last Sunday (30) for a one-nighter, Charlie Barnet drew 1,431 holders. With admission set at 99 cents, gross totaled \$1,419.80.

Same maestro drew 2,248 patrons October 27, grossing \$1,095.80, and on March 23 tagged 1,681 persons at 85 cents for a gross of \$1,428.35. Tomorrow (7) Teddy Powell will Osborn the 14th.

PHILADELPHIA, Dec. 6.—Charlie Barnet proved a profitable attraction last Saturday (29) at Jimmy Martin's dance promotion at Brookline Country Club. Puffed in 400 couples at \$2 per pair to make for an \$800 gate. New policy of restricting stage and selling ducks only in pairs held down the draw a bit. Con't Bass takes over tonight (6), and for succeeding Saturdays, prom dates, will be carried by Al Donabus and Esther Cugat.

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WEEK ENDING  
DECEMBER 5, 1941

# MUSIC POPULARITY CHART

## SONGS WITH MOST RADIO PLUGS

Following are the 30 songs with the most plugs over the four major New York outlets (WEAP, WJZ, WOR, WABC) for the week beginning Saturday, November 23, and ending Friday, December 3. The totals are based on reports supplied by Dr. John G. Peisman, Department of Psychology, College of the City of New York, and Director of Office of Research-Radio Division, and cover all broadcasts from 8 a.m. to 1 a.m. daily. The number of plugs for these 30 songs over the independent stations (WMM, WMCA, WNEW, WOV), covers only the period from 8 p.m. to 1 a.m. daily. Partial choruses and signatures are not included. Film tunes are designated by an (F); musical comedy tunes with an (MC).

Position	Title	Publisher	Plugs
Last This Wk.			(8 a.m. to 1 a.m.) (8 p.m. to 1 a.m.)
1	MAGIC OF MAGNOLIAS (F)	Paramount	35 9
2	ORANGE BLOSSOM LANE	Miller	33 3
3	YES AUTUMN	Wilsons	32 13
4	ELMER'S TUNE	Robbins	31 14
4	HUMPTY DUMPTY HEART (F)	Drogman-Vocco-Cann	31 8
5	CHATTANOOGA CHOO CHOO (F)	Felix	24 24
6	MADÉLAINE	Santly-Ipp-Select	24 26
5	WHITE CLIFFS OF DOVER	Shapiro-Bernstein	24 6
6	TWO IN LOVE	Withon	22 4
7	BABY MINE (F)	Berlin	21 3
8	I GOT IT BAD	Robbins	18 13
8	SINNER KISSED AN ANGEL	Famous	17 11
8	THIS TIME THE DREAM'S ON ME (F)	Bémick	18 14
9	SHEPHERD SERENADE	Merzer-Morris	17 6
10	I FOUND YOU IN THE RAIN	Porgie	16 4
11	EVERYTHING I LOVE (M)	Chappel	15 5
11	MOONLIGHT MASQUERADE	T. B. Harms	15 4
11	TROPICAL MAGIC (F)	Drogman-Vocco-Cann	15 6
12	BY-U, BY-O	Majestic-Owens-Kemp	14 5
12	MAMA MARIA	Shapiro-Bernstein	14 8

## NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week: New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Babson's Music Shop; J. H. Macy & Co.; Abraham & Straus, Inc.; Bridgeport, Conn.: Howland Dry-Goods Co.; Whiting Radio Service; Gilman Music Store; Boston: Boston Music Co.; The Melody Shop; Mother Music Co., Inc.; Buffalo: Whitehall 2000 Shop; Broadway Music Shop; Avenue Record Shop; Pittsburgh: Volkstein Bros., Inc.; Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Ostlin, Denver; The May Co.; The Record Shop; Charles H. Wells Music Co.; Salt Lake City: Z. O. M. I. Record Dept.; Portland, Ore.: Meier & Frank Co.; J. E. O'Call Co.; Los Angeles: Southern California Music Co.; Hollywood: House of Music; Glenn Wallberg's Music City; Sam Francisco: Schenker-Pray; Chicago: Sears, Roebuck & Co.; Marshall Field; Burlington's; Lyon & Healy; Goldblatt Bros.; Cincinnati: Long Shopp; Willis Music Co.; Memphis: Wurlitzer Co.; St. Louis: Steinberg's, Inc.; Clifton Music Shop; Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford, Piano Co.; Des Moines: Des Moines Music House; Davidson Co. Dept.; Wurlitzer's; Orinell Bros.; Kansas City, Mo.: Music Box; St. Louis: Acollan Co. of Music; Famous A. Barr; St. Paul: W. J. Dyer & Bros.; Mayfield Novelty Co.; Springfield, Mo.: L. E. Lines Music Co.; Birmingham: Nelson's Radio Service Shop; R. E. Forbes & Sons; Monarch Sales Co.; Louisville: Dry Goods Co.; Atlanta: Cox Prescription Shop; Raleigh, N. C.: James E. Thum; C. H. Stephenson Music Co.; Miami: Richards Store Co.; Burdette's, Inc.; New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc.; Fort Worth, Tex.: McCrorey's; Kessie Bros.; Purnell's Co.; San Antonio: Alamo-Piano Co.; San Antonio Music Co.; Washington, D. C.: E. F. Drogos & Sons Co.; George's Radio, Inc.; Louisville, Ky.: Stewart Dry Goods Company.

NATIONAL		EAST		SOUTH	
Position	Title	Position	Title	Position	Title
1	CHATTANOOGA CHOO CHOO	1	Chattanooga Choo Choo	1	Chattanooga Choo Choo
2	ELMER'S TUNE	2	Elmer's Tune	2	Piano Concerto
3	PIANO CONCERTO	3	Piano Concerto	3	Elmer's Tune
4	THIS LOVE OF MINE	4	You Made Me Love You	4	Tonight We Love
5	TONIGHT WE LOVE	5	Tonight We Love	5	I Don't Want To Set the World on Fire
6	YOU MADE ME LOVE YOU	6	This Love of Mine	6	This Love of Mine
7	SHEPHERD SERENADE	7	Shepherd Serenade	7	Shepherd Serenade
8	BY-U, BY-O	8	Shepherd Serenade	8	Jim
9	WHITE CLIFFS OF DOVER	9	A Sinner Kissed an Angel	9	Yes, Indeed
10	TWO IN LOVE	10	To Autumn	10	You Made Me Love You
11	BABY MINE				
12	I GOT IT BAD				
13	SINNER KISSED AN ANGEL				
14	THIS TIME THE DREAM'S ON ME				
15	SHEPHERD SERENADE				
16	I FOUND YOU IN THE RAIN				
17	EVERYTHING I LOVE				
18	MOONLIGHT MASQUERADE				
19	TROPICAL MAGIC				
20	BY-U, BY-O				
21	MAMA MARIA				

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
Position	Title	Position	Title	Position	Title
1	ELMER'S TUNE	1	Shepherd Serenade	1	Shepherd Serenade
2	CHATTANOOGA CHOO CHOO	2	Tonight We Love	2	Elmer's Tune
3	SHEPHERD SERENADE	3	Elmer's Tune	3	Chattanooga Choo-Choo
4	TONIGHT WE LOVE	4	Chattanooga Choo Choo	4	I Don't Want To Set the World on Fire
5	I DON'T WANT TO SET THE WORLD ON FIRE	5	This Love of Mine	5	You and I
6	THIS LOVE OF MINE	6	I Don't Want To Set the World on Fire	6	Tonight We Love
7	YOU AND I	7	By-U, By-O	7	This Love of Mine
8	PIANO CONCERTO	8	Concerto for Two	8	Bells of San Raquel
9	BY-U, BY-O	9	Bells of San Raquel	9	Two in Love
10	WHITE CLIFFS OF DOVER	10	You and I	10	Madriano
11	BELLS OF SAN RAQUEL	11	White Cliffs of Dover	11	Jim
12	TWO IN LOVE	12	Two in Love	12	White Cliffs of Dover
13	CONCERTO FOR TWO	13	Why Don't We Do This More Often?	13	Piano Concerto
14	JIM			14	You Are My Sunshine
15	MADÉLAINE			15	By-U, By-O

## LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. (Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section.) Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

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

GOING STRONG	
1	I DON'T WANT TO SET THE WORLD ON FIRE (12th Week) Horace Heidt, Ink Spots, Tommy Tucker
2	JIM (11th Week) Jimmy Dorsey, Dinah Shore
3	CHATTANOOGA CHOO CHOO (8th Week) Glenn Miller
4	ELMER'S TUNE (6th Week) Glenn Miller, Andrews Sisters, Dick Jurgens
5	PIANO CONCERTO (5th Week) Freddy Martin
6	THIS LOVE OF MINE (3rd Week) Tommy Dorsey
COMING UP	
7	SHEPHERD SERENADE (Bing Crosby, Horace Heidt)
8	WHY DON'T WE DO THIS MORE OFTEN? (Kay Kyser, Freddy Martin, Andrews Sisters)
9	THIS TIME THE DREAM'S ON ME (Woody Herman, Glenn Miller)
10	THE WHISTLER'S MOTHER-IN-LAW (Bing Crosby)
11	B-I-BI (Horace Heidt, King Sisters)
12	JEALOUS (Andrew Sisters)
13	THE BELLS OF SAN RAQUEL (Dick Jurgens, Glenn Gray)
14	BY-U, BY-O (Woody Herman, Freddy Martin, Kay Kyser)

Just Completed 3 SMASH WEEKS!

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## MUSIC CORPORATION OF AMERICA

### Most Hep Maestri Using Vocal Combos; Pays Disk Dividends

NEW YORK, Dec. 6.—More bands are using vocal combinations than ever before, which is taken as a sign of increasing prosperity in the rock biz. When times were hard and the show pitched, only the top outfits could afford luxury of extra vocalists, let alone the prescribed male and female chirpers. These days, however, it is a rare act which does not sport a quartet or trio in addition to the gal and boy pipers.

In the main, bands without vocal combos fall into the out-and-out swing category, trying to sell relationship rather than showmanship, and even two of those, Artie Shaw and Harry James, have tacked string sections onto their pay' rolls, by way of lending added spectacle to their offerings.

That the public gobbles up the harmonizing is proved by an examination of last week's Record Buying Guide, in the music machine section of The Billboard. Twenty-five tunes were mentioned, either as "Going Strong," "Coming Up," "Possibilities" or "Best: Features of the Week" for coin phones. Of the 45 preferred discs, 23 feature vocal blending of one sort or another. Even more significant is the fact that Harry James and Benny Goodman were the only "Guido" acts which never use vocal combiners. The others go in for the harmonies on a high percentage of their waxings.

The preferred type of vocal blending these days is the three-boys-and-one-girl sort, such as the Pied Pipers, who sing with Sammy Dorsey. Such combos are hard to locate, but a few bands have managed to turn the trick. Among the foremost are Charlie Spivak's Star-Quartet, Frank Meyer's Bringmasters, Horace Heidt's Donna and Her Don

Jans and Glenn Miller, who gets a similar harmonic effect with the veteran Modernaires.

Bands who possess no vocal combo hired precisely for that purpose are going in more and more for ensemble singing by the sidemen, and there are few acts, if any, who haven't at least one choral arrangement in their books.

Best known vocal combos, in addition to those mentioned, include King Sisters (Alvino Rey), Murphy Sisters (Carl Hoff), Goualy Sisters and Double Baker and the Bodyguards (Orrin Tucker), Three Kaydets (Sammy Kaye), Lombardo Trio (Guy Lombardo).

Other bands using vocal ensemble effects are Fred Waring, Kay Kyser, McFarland Twins, Phil Spittain, Mitchell Ayres, Ben Bernie, Johnny Moenan, Bob Chester, Les Brown, Freddy Martin, Woody Herman, Art Jurett, Dick Kahn, Jimmy Lunceford and Dick Jurgens, among many others, not to omit Jimmy Dorsey's unique O'Connell-Eberly duo.

Tommy Tucker's Three of Us had recently grown into the Five of Us.

### Blackhawk Renews Brown

CHICAGO, Dec. 6.—Blackhawk Cafe has given Les Brown yet another renewal, which will keep band here until January 13. Brown has added Butch Sjöno, former Larry Clinton and Van Alexander vocalist-sideman, to the sax section, making 12 reads in all. Blackhawk has hoped Brown's take to absorb added cost of having Stone. Negotiations are under way to get Orrin Tucker as the sax band. Tucker is anxious to get the WGN air time from the "Rock."

### Music Items

Publishers and People

FRANK KELTON is heading his own publishing firm, Sweet Music Publications, in New York. Sweet Music will release ditties independently, with Harmony Publications as its ASCAP subed.

Don Teeters, Toledo, radio singer and songwriter, has started a publishing house called Nomenclody Song Company. Another new publishing firm is Better Songs Publications, in New York. Outfit is headed by Curley Adams and Jay Gordon Tuttle.

Colonial Music has released orchestration on *Old Chief Wahoo*, written by Clarence Stout, of Vincennes, Ind.

Robbins Music has engaged Larry Adler, harmonica virtuoso, to write an instruction book and a manual of harmonica choruses.

Important new job is Greene & Revel, Inc., with offices in New York, Chicago and Hollywood. The two fanned tune-smiths will specialize in the publication of film ditties. DMI has a piece of the firm. First publication will be songs of RKO's "Call of the Marines."

Songs and Such

DON D'ARCY, Joe Venuti, vocalist, has written something called *The Prof That Follows the Stars*, in collaboration with Ken Hecht and Sid Bass. Southern Music has published it.

Sincerely Yours, by Lyn Murray and Charley Mills, will be published by National Music.

There'll Always Be a Santa Claus, by Jean Herbert and Edith Doran, has been published by Herbert Publications, who report that Bing Crosby has cut a Decca disk of it for Christmas releases.

One More Hour With You, by Al Sanders and W. R. Williams, has been accepted for publication by Will Rooster, Chicago.

Harms, Inc., has published a set of Gregory Stone arrangements of George

Gershwin's "Rhapsody in Blue." For the first time since the original publication in 1924, the last two movements of "Rhapsody" are now available for violin, cello, alto sax, cornet and piano, with piano accompaniment.

Philly Pickings

MAURIE HARTMAN, head of Chorio Music Company, in town to purchase a tune by maestro Frankie Masters and Gladys Shelly, How Nice.

Jack Zeller had Olivo Santoro introduce his "Cowboy Land" on his WFO show.

Misstro Charlie Galine, at Carroll's, has a new tune tagged *Get Hep to the Vice*.

Mills Music has purchased Frank Capra's patriotic ditty, *Let's Go, USA*.

### Two More for Fredericks

CHICAGO, Dec. 6.—Two more firms were announced by Frederick Bros. Music Corporation here last week. Casino Gardens, Ocean Park, Calif., has an MCA spot taken Tiny Hill broadcast December 11, and Eddie Rogers came into the Olympic Hotel, Seattle, around in the past by William Morris. This is the first time either spot has used a PB allocation. Charley Traxgardan follows Charley Agnew into the Sherman Oaks, San Diego, December 13.

### "Embessed"

PHILADELPHIA, Dec. 6.—Bob Troup, who attracted attention with his Diddy composition, has obtained a release from his two-year exclusive writing contract with Sammy Kaye's publishing firm, Republic Music, and will release his latest song, *Smooch Little Ours*, thru Tommy Dorsey's Embassy Music. All of which is coincidental, since it was at the local Embassy Club that Dorsey first heard the Diddy ditty and decided on the spot that it was his parade stuff.



at the LINCOLN HOTEL, N. Y. to Dec. 31

# 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—Fog Ties; W—Waltz; VC—Vocal Chorus; V—Vocal Recording. By M. H. ORODENKER.

### WOODY HERMAN (Decca 4076)

*Don't Be Blue, Little Pal, Don't Be Blue*—FT, VC. *Three Ways To Smoke a Pipe*—FT.

**WOODY HERMAN** is the latest of the five experts to turn to hillbilly tunes. And he does right by the Ben Kanter-Will Jurgens ballad, *Don't Be Blue*. Song story is of timely import, title implication being that he'll be away for a year serving his country, and at the same time indicating that the composers collaborated before it became a two-and-a-half-year hitch. Woody's clarinet gets the opening chorus off at a lively clip, and the maestro's vocal chant is most convincing. The band that plays the blues so well also steps out of musical character for the plat-formate, getting into a groove pioneered by Duke Ellington. Instrumental in its winding, it gives no cue to the title enigma. Jungle rhythms as proposed in the *Pipe* opus catch the Woodmen off guard.

The "Don't Be Blue" ballad, leaning heavily on the hillbilly for its song content but highly rhythmic in treatment, is highly acceptable fare for the music boxes.

### KAY KYSER (Columbia 36445)

*The White Cliffs of Dover*—FT, VC. *The Noddy*—FT, VC.

**THIS** sentimental war ballad is a natural to soar to hit parade heights. And in a hurry. It depicts a pastoral scene of bluebirds instead of Stukas over the white cliffs of the British Isles. The song quality doesn't hit the high mark of such earlier beauties as *Berkeley Square* and *Last Thing I Saw Paris*, but it still packs a terrific commercial appeal. Kyser makes it all the more appealing, with Harry Babitt painting a pretty vocal picture, enhanced by the voices of the band's Cleo Club. Zipover sings the Kyser crew in a gay mood with a polka-type of tune, with Harry, Dorothy, Trudy, Jack and Max blending voices for a gay bit of staging.

Without a doubt, the "White Cliffs" side is a cinch to linger in the music machines for a long time. The disk mat is going to be loaded with versions of the ballad, those already coming out of this wax factory, and all excellent. Kyser makes the rest of the wax and his entry is bound to mean much for the phonos.

### CLENN MILLER (Bluebird 11369)

*Humpty Dumpty Heart*—FT, VC. *This is No Laughing Matter*—FT, VC.

**TWO** ballad bits that promise to rate high in the song hit list are coupled by Cleann Miller for this item. *Humpty Dumpty* will depend largely on the picture plugs coming to it from the Playmate scene, while *Laughing Matter* has no trouble in standing on its own merits. Miller treats them both in the same light, setting a slow tempo, with the band ensemble introducing the theme in each case, and then turns it over entirely to Ray Eberle. And the song seller is in excellent voice for these lover's innuendos.

For immediate attention, the "Laughing Matter" side carries a greater romantic appeal for music machine play, with the plat-formate mooring as much because of its picture tie.

### ARTIE SHAW (Victor 27705)

*Make Love to Me*—FT, VC. *Solid Sam*—FT.

**PAULA KELLY** makes her bow as Shaw's canary with the *Make Love to Me* ballad. Since she started her song career with Al Donahue, Miss Kelly has never failed to impress. Now in the Shaw camp, she is most impressive, her capabilities being in keeping with the requirements of the band. Unfortunately, Shaw sets a heavy rhythmic beat for this ballad, and the stepped-up tempo depels the melodic quality of the tune. He gets in some of his choice clarinetting in the first chorus, and Georgia Auld gets a chance to ride his tenor sax in the last refrain. *Solid Sam* is on the solid side, Shaw applying the jump rhythms for Freddy Norman's instrumental. Once the orchestra bursts out the theme, it settles down to the solo flashes of Shaw, Auld and trumpeter Hot Lips Page.

The "Love" side, featuring Miss Kelly back on the wax, is the one that packs greater commercial appeal for the phonos, but it's hot jazz that the location calls for, the flipover is the side that should be face up.

### BENNY GOODMAN SEXTET (Okeh 6486)

*If I Had You*—FT. *Limehouse Blues*—FT.

**HAVING** long ploddered the chamber music school of intimate swing music, Benny Goodman has rounded up a sextet for his new label affiliation. Sharing his clarinet capers with the scintillating fingerings of his pianist, Mel Powell, the ensemble is an unorthodox combination that is completed with guitar, bass, drum and trombone. The sparkle and spontaneity that characterized his Trio and Quartet offerings on wax are not as yet found here, with only the piano and clarinet showing a singleness of musical thought in improvisation. Instead, it's an undisciplined jam session by a sextet of unquestionably capable jazz musicians. The six ride high and wide, but hardly enough kicks to make one jump for joy. The *If I Had You* ballad is rified righteously at a moderate tempo, stepped up a bit for the Limehouse standard.

For the live bounds, either of the sides is bound to carry fever. Moreover, ready-made interest in Goodman's new chamber group will attract attention.

### EDDY DUCHIN (Columbia 36442)

*The Antwerp Waltz*—W, VC. *Around and Around She Goes*—W, VC.

Duchin dips into the three-quarter tempo with dreamy waltzing to mark the Antwerp music and the tempo more spirited to make for a gay *Around*. Paced by his own pianology, the A side has the voice of Tony Leonard for the smooth caroling. The *Hi-Li Ho-Lo* folk ditty that characterizes the *Around She Goes* music is provided with a Gay-Ninety setting, with added zest in the Dutch-dialect singing of the novelty lyrics by trumpeter Lew Sherwood. And his rousing of the R's is enhanced by the bartender trio harmonizing of the barbers. Completing the impression is the band chorus with Dutch beer-garden band effects.

While the name of Duchin is more closely associated with the swank hotels and exclusive supper clubs, his interpretation of the "Around She Goes" waltz novelty is way down to earth, and particularly suited to the machine music of the top and tavern locations.

(See, ON THE RECORDS, on page 14.)

# 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.

### Henry King

(Reviewed at the Baltimore Hotel, Bowman Room, New York)

**VERY** much of a class aggregation is displayed by the King orchestra. Musical production is melodious, smooth and full. Good effects are gotten from the unique instrumentation of three fiddle, guitar, accordion, three sax, double piano, bass, drums and trumpet. Such a set-up could be plenty corny, but under the capable direction of maestro King it is all wound together for subtle and very delectable rhythms.

Without doing a lot of nimble 88 rippling, King doubles on a celeste occasionally and also does some "straight fronting." He has an affable personality, too, and is a natural in a class hotel room where the staid customers like to be "chucked under the chin" by the leader.

An infrequent vocal chorus is carried by fiddler Tommy Smith, who discharges his duty in a clear, straight style. Strings come in for a lot of scraping, especially on numbers like *Concerto*. Boys are all good, and King hits one of the few bass men who still bring a bow to the stand.

When caught out on out on a couple of nifty rumba concoctions, too, to please the Latin minded hip-swingers. Library is a full one all around, and King sees that it is all along, poppy, hitting times.

Jackie Hall on trumpet get a chance to show their wares often.

Vocals are very capably handled by Roberta and Billy Leach. Roberta is a comely lass with a nice set of pipes and very good delivery. Has plenty of animation and personality and makes a definite hit. Leach has a fine voice and does a great job with pops and ballads.

### Dick Kuhn

(Reviewed at Hotel Astor, New York)

**KUHN'S** stock in trade is the ability to dish up any of about 1,500 pops, classics, standards, waltzes, tangos, rumbas, congas or sambas on something less than a moment's notice. In addition to the 1,500 tunes on immediate tap, the band has a reserve stock of close to 5,000 arrangements which can be hauled out of the files within a minute or two. This is unquestionably the most amazing library in existence, but it accounts only in part for Kuhn's endurance in his field.

A band might very well have 8,000 arrangements in its books without offering its listeners anything but overwhelming quantity. Not so with this smart five-piece combo. The men are all accomplished, serious musicians, have been together for eight years, have faith in their style and are hard workers. Result is a most savory outpouring of distinctively arranged material.

Kuhn fronts with his flexible tenor sax, sharing leads with Benny Herman on accordion. Herman, in addition to playing one of the most imaginative "quooce-boxes" around, has a pleasant vocal delivery and takes most of the solo vocals. Latin vocals are handled by bass player Hugo Malanga, who also joins in trio harmonizing with Herman and Kuhn. Charles Shaw, piano, and Roy Seymour, drums, complete the combination.

This is band's fourth season at the Astor cocktail lounge. It is tailor-made for the spot or for any other class location.

### Eddie Young

(Reviewed at Olson's Restaurant, Chicago)

**YOUNG** is a youthful, cheerful maestro from Denver who has been leading a band since his sophomore days at the University of Denver. A recent change in instrumentation gives the outfit four saxes, three brass and three rhythm. It strikes a happy medium in style, playing nicely enough sweet and swing with a smattering of rhythms from Rio.

The boys, judging by their performance, play because they like to play. Eddie himself doesn't handle an instrument but lends an interesting voice to pop tunes and assists in the vocal quartet, which isn't bad at all. Other singers are Florence Davis, clean-looking and pleasant billed dispenser; Benny Keefe (trumpet); selling scat songs ably, and Eddie Plus (bass), concentrating on ballads. They also form a harmonious trio. Band should do well in ballrooms and cafes, and it has the stuff to please the youngsters as well as older diners. Above all, there is the happy Young fronting, at all times working for the customers who always like attention. Ray Brabec is the band's chief arranger.

Hotyberg.

# On the Air

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

By DICK CARTER

### Jimmy Dorsey

(Meadowbrook, Cedar Grove, N. J., Natural Network, Saturday, November 29, 12:30-12:30 a.m.)

**SHOT** offered a representative slice of what J. Dorsey is dishing out these days—plenty of blaring bounce numbers and some highly arranged ballads which spotlight the stylized pipings of Helen O'Connell and Bob Eberly.

It is no reflection upon the prowess and showmanship of this most glamorous of acts to say that it must be seen to be fully appreciated. This applies particularly to the vocalizing of Eberly and O'Connell, whose standing as two of the top band warblers suffers in transmission over the ether.

Miss O'Connell, to a different proposition in person than over the air. Her clever delivery is not nearly as effective thru a loud-speaker as when emanating

from her very gorgeous face. Similarly, the peppy throatings of Bob Eberly are not quite as gripping by air as in the flesh.

All of which is merely another indictment of radio as the coldest of entertainment mediums. Despite the medium, tho, the Jimmy Dorsey band sounded like the swell band it is.

### Stan Kenton

(Palladium, Hollywood, NBC-Blue Network, Saturday, November 29, 12:30-1:00 a.m.)

**THE** Kenton band is a solid musical aggregation with at least one sensational soloist, a batch of fine jump arrangements, and, best of all from the air standpoint, a sensibly non-stereotyped way of swinging out. At least, that's how it should be when caught. Vocals are handled by Red Doring and

Kay Gregory. The gal is better than fair, and Dorrie is excellent on slow ballads.

Kenton gives feature billing to two of his musicians, Jack Ordean, alto sax and Chico Alvarez, trumpet. Ordean sounds as tho he might develop into the swing critic's next rage. He really gets good. Alvarez was not too remarkable.

Programming was good, announcements wordy, as is the custom on the West Coast.

All in all, a most satisfactory shot and a real appetizer for such time as the band comes that to be caught in person.

# Orchestra Notes

## Of Maestri and Men

**BILLY BUTTERFIELD**, most recently with Benny Goodman, is filling in on trumpet for Claude Thornhill until the latter can find a permanent successor for Bob Spennell. . . . **MILT BERTHI** is back for his third engagement at the Hippodrome, Baltimore, after making a few pictures for Universal. . . . **SHEP FIELDS** is shopping for a girl vocalist. . . . **TED STRATER** may bob up with a Decca recording contract very shortly. . . . **KORN ROBBERS** open at the Flagship December 23 for an indefinite run. Last year they went in for a two-week engagement and were held over for 11 months. . . . **LOU MINDLING** replaces Cy Mann in the Xavier Cugat publicity department. . . . **TOMMY TUCKER** has added Jimmy Curry, former Larry Clinton sideman, as a trombonist. . . . **JOSEPHINE MONTALAN**, who leads an all-male orchestra, is now at the Alvarado Hotel, Albuquerque, N. M. . . . **RAY KINNEY** has just completed his 44th month in the Hawaiian Room of the Hotel Lexington, New York. . . . **JOHNNY LONG** starts his four-weeker at the Meadowbrook, Cedar Grove, N. J., December 12. . . . **BENNY SIKONO** orchestra began its third engagement in one year at Ansley Hotel, Atlanta, December 8. . . . **JOHNNIE MESSNER** held over at Hotel Malcolm, New York, until end of February, 1942. . . . **RUBS MORGAN** booked for four weeks at Edgewater Beach Hotel, Chicago, opening January 1. . . . **ALVINO REY** goes into the Meadowbrook, Cedar Grove, N. J., January 9. . . . **ORRIN TUCKER** follows Harry James into Paramount Theater, New York. . . . **TED WEEMS** is letting Jeanne Brown go after Christmas, and will use no more old singers. . . . **HARRY JAMES** goes into the Strand Theater, Brooklyn, January 16. . . . **SALLY KAYE** winds up at Essex House, New York, January 4, and hits the road. Back at Essex House after Easter. . . . **HENRY KING** starts a four-month engagement at Mark Hopkins Hotel, San Francisco, January 1. . . . **BERT DOLAN** orchestra will remain at Hotel Worthy, Springfield, Mass., until January 5. . . . **BUDDY CLARK** in his 91st consecutive month at Coconut Grove, Park Central Hotel, New York. . . . **STAN NORRIS** orchestra moves into Jefferson Hotel, St. Louis, December 19. . . . **HARRY PRESSER** now leading his orchestra at Club Coravan, New York. . . . **MEL MARVIN** booked solid thru November, 1942.

indefinite stay, replacing Johnny Bowman, local org. . . . **HENRY KING**, on his way to the West Coast, follows Gus Arnheim into Netherland Plaza December 19 for a short stay. . . . **BILLY SNIDER** and his Kentucky Colonels replace Chris Christensen at Glen Remondino, Newport, Ky., December 12. . . . **RAUL COLEMAN** goes into the Blackstone Hotel, Chicago, when it unbooks for the season January 9. . . . **JOHN E. SULLIVAN** orchestra moves into the Plamoor Ballroom, Kansas City, Mo., December 9 for a two-weeker. . . . **ROY BENSON** moves into the Pump Room at the Ambassador, Chicago, January 12. . . . **FREDDIE FISHER** Schriekele writers set for theater dates at Frankfort, Kokomo and Peru, all in Indiana, January 8, 9 and 7 respectively before setting down at the Club Spotlight, Miami. . . . **RAY PEARL** goes into the Hotel Claridge, Memphis, December 19. . . . **HOWARD BECKER** follows Tiny Hill at the Rainbow Rendezvous, Salt Lake City.

## Atlantic Whisperings

**MICKY PAFF** presents his new orchestra, with Ann Smiley, for the songs at Club Goodado, Trenton, N. J. . . . **ROBERT ROBERTS** packed up his car and left DICK WHARTON's Hotel Philadelphia location in that city to join **MYRTLE DAVIS** at Philadelphia's Bellevue-Stratford Hotel, at the same time that **DARNE DOUGHERTY** quit Davis to join Wharton. . . . **BATTLE CURRY** draws a holdover at Dreamland Cafe, Lawrenceville, N. J. . . . **LARRY PRESS** at Philadelphia's Aragon, with Grable Wynn and Jimmy Stallings for the song selling. . . . **FRANKIE KAY** gets the call at White Lake Hotel, Pridensburg, Pa. . . . **BY BISHOP** the bandstand nature at Hubby's Inn, Trenton, N. J. . . . **BILLY McLAURIN** and his Rhythm Aces at Irene's Cafe, Philadelphia. . . . **JIMMY PRESTON** at Hotel Moon-Glow, Chester, Pa. . . . **GENE VORABEL** gets the nod at Conbar's Cafe, Pottsville, Pa. . . . **BOBBY LYN** and his Cotton Pickers take over at Philadelphia's 4-U Bar. . . . **MARIE NANETTE** and her band new at Lakewood Inn, Hammoncton, N. J. . . . **RAY WAHL** at Montclair Inn, Allentown, Pa. . . . **PHIL VINCENT** at Lillian on the Lake, Hammoncton, N. J. . . . **LEONARD EPSTEIN**, formerly pit member at the Earle and Fox Theaters, Philadelphia, is the new musicians' contractor for the Erlanger Theater in that city. . . . **LAURO BROTHERS** back at Philadelphia's Studio Ballroom. . . . **AL MOORE TRIO** at Douglas Hotel's Show Boat Grill, Philadelphia. . . . **JACK WHITE** gets the call at Cat & Fiddle Inn, Waterford, N. J.

## Coast Cacophony

**HORACE HEIDT** follows Ted Weems into Casa Mañana, Culver City, opening December 12. . . . **ALBERT JOCKETS** is confined to the Los Angeles Sanatorium in Duarte. . . . **PHIL CUSHMAN** and orchestra open at the Santa Rita in Tucson December 15. . . . **CLIPP GILLETTE** set for a Phoenix run beginning December 12. . . . **DUKE ELLINGTON** will film *I Got It Bad* and *That Ain't Good*, *Flamingo*, *Take the "A" Train* and *Just a-Sittin' and a-Rockin'* for RGM Productions, makers of Soundies. . . . **JOHN LAWSON**, Bob Crosby's trombonist at Jimmy Contratto's Trianon, flew to Trenton, Mo., when advised that his mother had been killed and his father injured in an automobile accident there. **BOB GOODRICH** subbed for him. . . . **TOMMY SMITH**, who has just completed a run at the Del Mar Club, has opened at the new El Rancho Hotel, Las Vegas. . . . **GRADY KING** and orchestra recently opened at the Gibraltar Cafe, San Diego. . . . **FLOYD RAY** has re-signed with the Reg Marshall agency and begins a tour December 25 in Los Angeles. Ray will play the Beacon Theater in Vancouver week of January 6. . . . **LARRY HERMAN**, plays Salt Lake City January 10 en route to the West Coast, where he opens at the Pantages Ballroom about January 25. . . . **HARRITT HILLIARD** has been signed for Canal Zone, to be filmed at Columbia.

## Kuts?

**NEW YORK, Dec. 6.**—Vetero Sistras, leading a Latin orchestra at Rain-bow Room here, have just written a parody on Old MacDonald Had a Farm, *Ei-E-I-Oi*, which they call *Cowgo in the Corn*. Typical line is "With a chick-chick here and a chick-chick there, every little chick goes one-two-three-kick!" Their publicity man says that the song "is already being acclaimed in musical circles as the first coon whose theme is indigenous to American life."

## Stage Relief 9 Years Old

**NEW YORK, Dec. 6.**—The Stage Relief Fund will do nine years old tomorrow. The Fund's 175 benefit performances, mostly on Sunday nights, have grossed \$230,458, paid by nearly 300,000 people. Best benefit season is the current one, with Sunday performances of *Lady in the Dark*, *Watch on the Rhine*, *Arsenic and Old Lace* and *Panama Hattie* grossing \$11,289, from 4,139 admissions. Executive committee of the welfare group includes Brock Pemberton, An-

## Sweet Disks Liked For Morning Airing

**NEW YORK, Dec. 6.**—Dial listeners go for Wayne King, Leo Reisman and Eddy Duchin early in the morning and Duke Ellington, Jimmie Lunceford and Count Basie late at night, according to a survey of recorded music programs recently completed by Paul Scheiner, turntable exec of WMCA here.

According to Scheiner's charts, graphs and tables of figures, the housewives like sweet music to accompany their dusting and sweeping during the pre-noon hours. The tempo picks up a little later on, until around 1 p. m., when the commercial swing bands are most popular.

In the early evening, smooth dance rhythms are quite the stuff, and later on the jitterbugs get going. Very late at night is the time favored for spinning of the Harlem disks.

Leinotte Perry, Japa Cowi, Minnie Dupree and Marc Connelly. Present executive secretary is Ashley Miller, while Mrs. Priestly Morrison acts as case supervisor.

# Selling the Band

Exploitation, Promotion and Showmanship Ideas  
By M. H. ORODENKER

**Record Promotions**  
TWO vast record promotions were completed last month by RCA-Victor, one in connection with the Dance Caravan and the other a triple-pronged advertising and promotion campaign to push Victor's *Birth of the Blues* music via album, book and film.

The Dance Caravan, patterned after Monte Proser's ill-fated Dance Carnival at New York's Madison Square Garden last summer, offered immediate benefit for the record dealers in Michigan, Ohio, Indiana and Kentucky. The entire promotion plan was to help dealers in the territories scheduled to sell not only records of Tommy Dorsey and Shep Fields, the leaders involved, but those of all other orchestras and artists on the Victor-Bluebird labels. An elaborate display within the Caravan itself, as well as special streamers, handouts and other point-of-sale dealer material, was utilized to the largest possible degree.

## Blues Builder

For the "blues" sales push promotion impetus comes from the Bing Crosby-Paramount picture, with the same title as the Victor album, and W. C. Handy's autobiography, *Father of the Blues*, published during the summer by Macmillan. Having used movie dealer tie-ins to great advantage with *Sun Valley Serenade* and *Penny Serenade*, Victor is now working hand-in-hand with both Paramount and the Macmillan Company.

In addition to the similarity of album and film titles, which forms a constant album ad, Paramount has included in its press book to theaters suggestions and material which place local movie managers in a position to co-operate with local record dealers in store-movie displays, co-operative advertisements and mailing lists. A streamer suitable for both shop and theater display is available to all dealers.

Paramount has also prepared a special display sheet stressing the "blues" as a form of music; a colorful and attractive poster effective for both shop and theater display. Paramount also has stickers to be used with Victor's album.

The book publishing company makes

mention of the record album in its general book catalogues supplied to book stores and has prepared a leaflet for insertion in the record album explaining the records and also reviewing Handy's book. RCA-Victor has original and colorful display banners, posters and other promotional material for record dealers.

Shep Fields has made judicious use of the charm trickler and label pin that uses the phonograph record pulled to button-size. Linked with the record carrying his name is a tiny saxophone, emphasizing the all-six character of his combo.

Apart from its artistic and typographic features, new Shep Fields' press material, devised by the Hansen-Williams office in New York, contains several interesting exploitation suggestions in addition to the usual music store, radio station, music machine and school tie-ins. The maestro being a dapper and debonair personality, suggestion is offered calling for men's wear tie-ups; there is a picked bathrobe, based on the theory that Fields is "inhab" to trumpet and trombone players, and a special contest based on the fact that Fields abandoned "ripples" for "saxos," giving him "new" Fields to conquer. Letters on the subject, "What new Fields I would like to conquer," with cash or theater ticket prizes, are appropriate for newspaper and radio station promotions.

## From Plugs

NOT every band leader is fortunate enough to make records. But there is no reason why every leader shouldn't extend every effort to exploit his play dates. Clarence Fuhrman, who conducts the band at KYW, Philadelphia, hit upon a novel idea to promote the Junior Class dance at the Upper Darby (Pa.) High School. In order to remind the students of the prom and the fact that Fuhrman was making the music, radios were installed in all classrooms during the week of the dance. The radios were all tuned in to KYW and turned on whenever Fuhrman's orchestra was on the air.

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**ROY BOWEN**  
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**Lincoln Spot Likes Becker**  
LINCOLN, Neb., Dec. 6.—Howard Becker, playing the Turnpike three days (Nov. 21-23), cornered about 40% in the first cold weather blitz of the season, priced at 45 cent top. R. H. Pauley, Turnpike manager, voted it good enough to haul him back for the following three-day week-end.

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# New Plays on Broadway New School Workshop Offers Tryout of Gabrielson Play

Reviewed by Eugene Burr

## WINTER GARDEN

Beginning Monday Evening, December 1, 1941  
**SONS O' FUN**

Musical starring Ole Olson and Chic Johnson. Material by Olson and Johnson. Music and lyrics by Jack Yellen and Sam E. Teller. Lyrics directed by Robert Altan. Dialog staged by Edward Curran Dowling. Production supervised by Harry Kaufman. Additional material by Hal Block. Orchestra directed by John McManus. Settings and costumes designed by Raul Pene DuBois. Settings built by T. H. McDonald Company and Nelson Bros., and painted by Kay Velde. Costumes executed by Karinka and Ortel. Costume Company. Additional music by Will Irwin, Jay Levinson and Ray Evans. Vocal arrangements by Pembroke Davenport. Orchestration by D. Savino and Charles C. Cooke. Company manager, J. M. Johnston. Press agent, C. P. Crevier. Stage manager, Milton Stern. Assistant manager, Donald Irving Green. Presented by the Messrs. Shubert and Olson and Johnson.

**PRINCIPALS:** Ole Olson, Chic Johnson, Carmen Miranda, Ella Logan, Frank Libusa, Rosario and Antonio, the Pritchman, Joe Basler, Lionel Kiro, Walton and O'Rourke, the Blimmbellian, Ben Ben, Margot Brandey Nelson, Charles, Angela and Spencer, Mosh and Willie, Waldinoff, James Little, Parker and Portillo, Stanley Ross, Ivan Kirov, Richard Craig, Martha Rawlings, Kitty Murray, Yvonne Joyce, Carter and Bowie, the Statler Twins, the Muller Twins, the Crystal Twins, the Blackburn Twins, Frank Paxton, Don Cantler, Don Forsythe, Bruce Evans, Eddie Davis, John Howe, Cope Winchester, Al Meyers, Al Ganz, Paul Walton, Bill Moran, Sherry Rahne, Ernest D'Annunzio, Chu Chu Parr, Diane Snelair, Georgia Francis, Joan Elliott, John Kono, Catherine Johnson, Helen Marna, Mary Depovin, Eileen Bailey, Virginia Lee, Curdy, Gloria Crystal, Winifred Soley, Shinnon Dean.

**ENSEMBLE:** The Moses Tommy Adams, Alice Brown, Trudy Burke, Gloria Costa, Shannon Dean, Joan Elliot, Georgia Francis, Peggy Callahan, Amelia Conroy, Emily Jewell, Kay Lazell, Joan Maglin, Virginia McCurdy, Carol Murphy, Olive Nicholson, Eleanor Parr, Ellen Shirley, Diane Snelair, Winifred Soley, The Messrs. Al Anthony, Tony Barroli, Phil Chodofsch, Cliff Farris, Hanning Hynes, Jack McClendon, Peter Nielson, Albert Ruiz, Carl Treas.

Back in the phantasmic days when a burlesqued man roamed the earth and Heliospoppin was first presented, this reporter was one of those hardy souls who greeted it with nervous delight—even in bewilderment. That being the case, I'm probably privileged to report (as none of the established second-gummers are privileged) that *Sons of Fun*, the follow-up to Heliospoppin, isn't as good as the original. More money was spent on it—and that may be one of the troubles. It lacks the explosive spontaneity of its predecessor, during the intervals when it's trying to be a class musical (they're infrequent

enough, tho) it let down its wildfire pace—and the audience gasps with which it whisks away the time before the curtain rises are so astoundingly beyond description that the show itself never manages quite to live up to them.

But don't get me wrong. *Sons of Fun* is still the most hilariously amusing musical I've ever seen, with the single exception of *Heliospoppin*.

What the Messrs. Olson and Johnson are doing these nights at the Winter Garden defies accurate report. In this first place, a description would take up pages; in the second place, you wouldn't believe it anyway. The fireworks start as early as customers enter the house. Instead of being shown to their seats, they're conducted thru a maze of crazy passages that ends backstage, and finally reach their seats by crossing the footlights amidst as many a melange of tipping planks, moving pathways and skirt-blowing tents as ever lured horror to a House of Fun; while those customers who've already gone thru it sit in their seats and laugh their heads off. Gentlemen with towering palms wander thru occupied rows and brush the plants thru ladies' coiffures. Bewildered patrons are shown to seats in the orchestra pit—because their tickets are for seats in the "orchestra." Others are asked to climb to boxes via ladders placed in the aisles. A gentleman who can name the newspapers, hotels and theaters in practically every town in the known world suddenly erupts to display his prowess. Members of the pit band appear in the most amazing fright wigs you've ever seen. Frank Libusa conducts the overture while the musicians stand lackadastrically around, since the music is coming from a recording. And then the show starts.

A still-exhausted reporter can't even begin to remember all that goes on thereafter: among other things, a couple in evening dress starts to disrobe in the aisles; a lady in one of the front rows accuses to imminent motherhood and a stark obligingly flies out from the back of the house and drops a baby in her lap; the lady who once asked for Oscar now asks for someone to mind her child; the child growing larger at each appearance—and when she finally emerges as a very enormous girl, a whole stageful of chorus kids grab male patrons and dance with them in the aisles—but this time they also drag them to the stage, scramble their coats, and leave them alone in the three-act ungrammable; an insane abolitioner named Donut Kaye gives out cases of beer-and-ouebills to the Stork Club for a nickel, and burps in patrons' ties and love letters for \$2; cigarette, lolly pops, hot d'obuvres, candies, bananas, eggs and balloons are passed out; three female volunteers from the audience strip off the undershirts of three male volunteers in a race for money prizes; and if you can imagine anything else that's utterly unimaginable, you'll probably find it at the Winter Garden. If Messrs. Olson and Johnson perfect their present technique, they'll be able to dispense with a cast in their next one. They'll leave it up to the customers to entertain themselves.

And the goings-on onstage are frequently almost as funny. The chief zanies indulge in a series of riotous antics: Joe Boner, if possible even more amusing than ever, helps them out terrifically; Milton Chastleton scores heavily with his gasps and his marathon heeling; a trapeze act suddenly appears in a bedroom set; Messrs. Olson and Johnson engage in a gunfire duel with a painted battleship in a wall picture—and suddenly the battleship breaks into flames and sinks; But why go on? It's an impossible job anyhow. *Sons of Fun* is one of those shows that you have to see to appreciate—or even to believe in.

And amidst all of this fantastic tomfoolery you manage to get occasional glimpses of a snave and superior revue. Such glimpses sometimes break the madcap pace, but they're lovely in themselves, and they introduce some superlative performers. Raul Pene DuBois has provided glossy and gorgeous settings and costumes, and Robert Altan has staged the dances and ensemble as only he can stage them. Song numbers, while hardly world-staggering, are more than adequate, and lollipop interludes in the fine old ravello manner are interpolated by such diversified performers as the Pritch-

man, who does amazing music out of a device known as the Ring-a-lina; Ben Bart, who juggles amusingly and well; and Walton and O'Rourke, a pair of superlative puppeteers.

In the larger numbers there's a lineup of talent headed by Carmen Miranda, fringed and jewel-giddled, who waves her hands and her hips in a way to shame the sirens as she team off a series of mixed Brazilian and English ditties, including one fast number that is matched only by Danny Kaye's gibberish marathon in *Let's Face It*. Only Miss Miranda sings authentic Portuguese words. In addition, in a scene with the ever-present Olson and Johnson, she reads lines charmingly and emerges in an every way a captivating and darling performer.

Also much present is Ella Logan, given to shouting out the more strictly-Broadway ballads in a manner that is irresistible whenever she finds material that is up her alley; Rosario and Antonio, a pair of Latin dancers who seem to have set the café world on fire; the Blimmbellian, a trio of attractive ladies who go thru some of the most-ambitious acrobatic dancing it's ever been my pleasure to see; Helen Magna, a tiny lass who appears in a miniature edition of Miss Miranda to the customer's delight; a pair of tapering corks named Waldinoff and Ivan Kirov, who go thru a number of fine ballet routines in sensational fashion; Richard Craig, a singer who despite only in the final number but who could have been used to excellent advantage on numerous previous occasions; an extraordinarily loose dancer named Diane Snelair, who not only appears in a number of the featured routines, but also leads in the chorus; no less than four sets of talented twins, and more-overs than you'd think could fit into a single theater.

On top of everything else, *Sons of Fun* most emphatically gives you your money's worth. Earned customers start providing impromptu laughs at 8 o'clock, and the final curtain doesn't ring down until about 12. The interim provides more than this review can possibly indicate. I still don't know half of what went on; I only know that I had a seasonally swell time.

out and finds that the world is not quite as professors have painted it; a girl from good family who falls in love with the hunkey but is afraid of anything beyond her own limited sphere of experience; the daughter of a rich town butcher who is trying to find a rich lad to marry her; a girl obsessed with the idea of giving something to the world, who yet has sense enough to know that nothing can be done thru the brutality of social warfare. Their stories are all there, intermingled in alternating paths, humor, drama and beauty, against a background of the droning voices of the catalog, constantly striving to reduce them all to a common—a very common—denominator.

Mr. Gabrielson has done some really beautiful writing—and his sympathetic insight is both brilliant and tender. If his play never really ends (it simply stops its commencement, as the service file by in cape and gowns and a new fireman walks downstage with wonder in his eyes), it's difficult to see what else he could honestly have done with it. It's a long play they tell me, but the minutes flow by miraculously fast under the combined magic of Mr. Gabrielson's writing, Mr. Light's direction, and the playing of an excellent cast.

So many of the performances were superlatively fine that it's extraordinarily difficult to make special mention. Philip Brown, however, did one of the finest acting jobs of the season as the lame lad, and Ruth Davis, a newcomer, offered sensitive, beautifully moving work in the last in love with the football player. As the football player himself, Peter Hobbs was excellent—but then, so were Curt Conway, Norman Tokar, Hans Karol, Norman Williams, Leon Jabby, Tony Hickey and a host of others. The only weak spot in the entire line-up was the playing of Sydney Scott as the girl who wanted to help others. The role, written with tenderness, insight and brilliant sanity, might have provided a certain focus for the entire play; Miss Scott's hard, fat and unsympathetic performance let it down pretty badly.

## LITTLE

Beginning Tuesday Evening, December 2, 1941  
**TWELFTH NIGHT**

(Limited Review)

A play by William Shakespeare. Directed by Michael Chekhov and George Shvartsh. Original music composed by Joseph R. Wood Jr. Settings, eye and props. Company manager, Charles Swartz. Stage manager, Alfred Boylan. Press agent, James D. Fisher. Presented by the Chekhov Theater Players.

**CAST:**  
Viola ..... Beatrice Straight  
Sir Captain ..... Frank Rader  
Sebastian ..... Remond Bennett  
Sir John Falstaff ..... Charles Barnett  
Olivia ..... John Flynn  
Cesario ..... Nelson Harrell  
Valentine ..... Lester Bacharach  
Sir Toby Belch ..... Ford Rainey  
Maria ..... Mary Hawthorn  
Andrew Aguecheek ..... Ward Hatfield  
Feste ..... Alan Harkness  
Malvolio ..... Sam Schetz  
Orsina ..... Mary Lou Taylor  
Foblar ..... Youl Snyder  
Servants: Daphne Moore, Eleanor Barde, Alfred Boylan, Margaret Boylan and Penelope Marshall.

**PROLOG:** Seasonal of Myra.  
**ACT I:** Scene 1: Apartment in Duke's Palace. Scene 2: Street Before Olivia's House. Scene 3: A Room in Duke's Palace. Scene 4: A Room in Olivia's House. Scene 5: A Cellar in Olivia's House. Scene 6: A Room in Duke's Palace. Scene 7: Olivia's Garden.  
**ACT II:** Scene 1: Street Before Olivia's House. Scene 2: A Prison. Scene 3: A Room in Olivia's House.

The Chekhov Theater Players, through their rendition of *Twelfth Night* to the Little Theater Tuesday, and made it seem like all the 11 preceding nights combined. Seldom have players more successfully made two hours pass like two weeks. The group stems from Michael Chekhov's school of acting at Harvard, Conn., which set a previous record down to affront Broadway a couple of seasons back. That was called *The Possessed*, and was even worse than the current offering; at least this time, the script is good. The Chekhov method of acting and direction, judged by its results, in one of those self-conscious systems that destroy spontaneity and belief in the actors, and seems almost friendly bent on taking the customer's attention away from the play. We've suffered thru a



## Review Percentages

(Little circles are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway show 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 the "no opinion" votes 50 per cent rather than zero.

- "Twelfth Night"—39%  
YES: Coleman (Mirror), Waldorf (Post), Lockridge (Sun).  
NO: Brown (World-Telegram), Anderson (Journal-American), Kronenberg (PM), Mantle (News), Watts (Herald Tribune).  
NO OPINION: Atkinson (Times).
- "Sons of Fun"—78%  
YES: Mantle (News), Coleman (Mirror), Kronenberg (PM), Anderson (Journal-American), Lockridge (Sun), Atkinson (Times).  
NO: Watts (Herald Tribune).  
NO OPINION: Waldorf (Post), Brown (World-Telegram).
- "Sunny River"—17%  
YES: None.  
NO: Waldorf (Post), Brown (World-Telegram), Kronenberg (PM), Watts (Herald Tribune), Coleman (Mirror), Anderson (Journal-American).  
NO OPINION: Atkinson (Times), Lockridge (Sun), Mantle (News).

good deal of this in recent years, most of it coming from Russia and Mittel-European and only recently have most Americans awakened to the fact that it's the sort of stuff that the American theater discarded as phony years ago. It violates every tenet of honesty in its approach, using the play merely as a springboard for the director's ego and destroying any sincerity or simplicity of performance to the players.

Its effect on *Twelfth Night* is horrific. The comedy, if it's to be played at all these days, has to be presented lightly, gaily and speedily, with the rhythms of a hitting song. The Chekov Players offer it as a sort of combination of burlesque and barnstorming tragedy. Everything is over-hyped and over-blown, from the low comedy to the high poetry; and some of the performers are so bad that they'd be ruled out of the annual freshman production in a junior high school.

The make-up, which is just as stupidly burlesqued as everything else, makes the comers look like something left over from *Sons of Fun*; but there the similarity ceases. They're about as (un)funny a collection of Shakespearean clowns as ever brought groans where laughs should spring. Ford Riney makes a lousy, belabored Sir Toby, offering a performance as obvious and sudden-seeming as his own embodiment; Alan Hawkins, a lugubrious Feste with a voice that sounds as tho it were caked with grave-mould, lacks the slightest conception of the lyric charm of the role; Hurd Hatfield's Sir Andrew Aguecheek looks as tho it had just come in from a tour of the burlesque circuit; and the Mary Haysworth has moments of charm as Maria, she epologizes performance with the over-posturing that seems ineradicable under Mr. Chekhov's direction.

As for the more serious performances, they are, with a single exception, almost unbelievably bad. The single player showing promise is Beatrice Straight, whose Viola is as simple and straightforward as the circumstances allow, and who shows signs of real acting quality. Her chief fault is a tendency to let scenes and individual speeches drop badly toward the end, but that could easily have been corrected by a competent director. Most of the rest are beyond words. They're featured by John Flynn's Orsino, which seems like a satiric imitation of a barnstorming Hamlet, and Mary Lou Taylor's melancholic and utterly ineffective Olivia. As a matter of fact, the players seem unable even to read some into the lines, breaking them off and emphasizing them in such fantastic ways as to make many of them seem merely choice hunks of nonsense.

The settings are changed in full view of the audience by members of the company, who are dressed—and act—like pirates. They carry screens and props around with exaggerated ballet motions, and annoyingly hold up the start of each scene with their gyrations. The whole thing seems the height of phony self-consciousness in the theater. The suggested settings themselves, however, once they're in place, are excellent.

The script used is a much-cut version, but that's no hardship. I should think the best version of *Twelfth Night* for the Chekov Players would be one cut into complete non-existence. The revival is announced for only a limited Broadway run; but the announcement seems superfluous.

ST. JAMES

Beginning Thursday Evening, December 4, 1947

SUNNY RIVER

A musical with book and lyrics by Oscar Hammerstein 2d and music by Sigmund Romberg. Settings designed by Stewart Chaney, book by T. B. McDonald and painted by T. B. McDonald. Costume designer by Irene Sharaff and executed by Brooks Costume Company. Dances staged by Carl Randall. Orchestrations by Don Walker. Musical conductor, Jacob Schwartzdorf. Book staged by Oscar Hammerstein 2d. Production supervised by John Murray Anderson. Lighting supervised by Al Altov. Company manager, Edward Sobel. General press agent, Paul M. Dorfman. Press agents, Martha Dreifeld and Jack Charash. Stage manager, Reginald Hammerstein. Assistant stage manager, Eddie Linkman and Mildred Sherman. Presented by Max Gordon.

- Children: Carol Renee, Joan Shephard, Edwin Bruce Moldow
Richard Huey
Oscar Polk
Alfred Arnold
Bob Lawrence
Donald Clark
George Holmes
Wicki Charles
Ethel Levey
Dudley Clements
Frederic Benson
Muriel Angelsen
Tom Ewell
Helen Clarke
Byron Milligan
Joan Roberts
Peggy Alexander
Lack Reno
William O'Neal
Howard Freeman
Kenneth Tobey
Ladies: Barbara Barton, Henri Brooks, Betty Gilpatrick, Ledema Leger, Mann, Ann Morfous, Helen Marshall, Mariquita Moll, May Ruth, Ethel Taylor, Stephen Turah, Helen Wagner, Gentlemen: James Allison, Jay Amias, Russ Anderson, Alfredo Costello, Edward Barber, William Kearns, William Hogue, Philip Jones, John Marshall, Byron Milligan, Robert Omitson, Fred Perone, Michael Sign, Roy Williams, Buddy Worth.

PICTORIAL OVERTURE—Lever Street, New Orleans. Late Afternoon, 1906. ACT I—Scene 1: Parlo of the Cafe Des Oleandres. That Evening. Scene 2: Unlabeled Sitting Room in the Home of M. and Mme. Jean Gervais, 1911. Scene 3: Jean's Dressing Room. Immediately After. Scene 4: Reception Hall in the Gervais Home. Midnight, the Same Day. ACT II—Scene 1: Parlo of Cafe Des Oleandres. One o'Clock, Next Morning. Scene 2: Lever Street. An Hour Later. Scene 3: Parlo of Cafe Des Oleandres. An Afternoon in 1915.

So revolutionary a thing as an operetta with an idea would probably shake the foundations of the musical stage and leave millions of Americans feeling that there was nothing left to depend upon. Max Gordon, Oscar Hammerstein II and Sigmund Romberg, producer, librettist and composer respectively of Sunny River, which opened at the St. James Thursday night, are kindly fellows who would hardly set out to cause such dire distress; but they just catch themselves in time on frequent occasion. When the final curtain of Sunny River comes down the hero is dead, and the two women who fought over him are sitting together in the realization that it doesn't much matter now which of them had him while he lived, since the memory of him belongs to them both. An old New Orleans bordello mistress, sitting jure by and complaining about operettas

BROADWAY RUNS

Table listing Broadway runs with columns for show name, start date, and performance count. Shows include Angel Street, Annie and Old Lace, Billie Rose, Charlie in the Wood, etc.

Out-of-Town Openings

'The Admiral Had a Wife'

The comedy by Lowell Harrington, presented by Jose Ferrer in association with Ruth Wick. Staged by Mr. Ferrer. Script by John Koenig. Cast includes Uta Hagen, Martha Hodge, Peter Gao Chong, Don Shelton, Alfred Drake, Victor Thornley, John MacQuinn, Joseph Stern, E. J. Gallentine, Richard Hole, John Ravold, Shiro Takahashi, Mildred Dunnock, Red Buttons, Reynolds Dennington, Alice Donaldson and Judith Wong.

According to the program notes of The Admiral Had a Wife, "any resemblance in this play to actual events, past, present or future, is patently absurd—this goes for people, too." In that spirit, Wilmington audiences found a deal of enjoyment in this entertaining comedy, keynoted by its Admiral O. K. Yarmouth, who tells his wife: "By god, madam, the wives do not run the navy, by god... [T]he she points out that "history has never told what Mrs. Perry would have done if the Admiral had not won the battle."

"Despite a weak third act and the usual first-night dragging, the opening shows promise a good play," points out C. Louise Jackson, of The Wilmington Morning News.

"Onaway, Junior, Miss and Claudio—here's another hit heading for the boards," says William P. Frank in The Journal-Every Evening. Frank's recapitulation: "A snappy play, a more than capable cast, clever curtain lines—a hit show in spite of the not-so-ships-ship third act and the lag in the second—all very minor points."

The current war intrudes only to prod a few historical decisions which the young lieutenant, played by Alfred Drake, reverses in the war games. The locale of what Mr. Ferrer describes as operetta drama is Hawaii, and the action centers around the activities there of U. S. Naval officers and men and their wives—especially the latter. Who does run the Navy? Pardon us, this is where we game in. Henry L. Shoely.

'Banjo Eyes'

A musical comedy based on "Three Men on a Horse" book by Quillen and Filizone. Music by Vernon Duke. Lyrics by John La Touche. Staged by Harold Short. Presented by Albert Lewis. Dances by Charles Walters. Cast includes Eddie Cantor, June Clyde, Richard Rober, Bill Johnson, Sam Ann McCabe, Sally and Tony DeMarco, Lionel Stander. (See Out-of-Town Openings on page 29)

crash to the performance climates of which they're capable. Muriel Angelus and Bob Lawrence, as Marie and Jean, handle most of them. Miss Angelus has very nice quality in her voice, along with a number of distressing defects—a bad vibrato, shrillness in her upper register and an inability to hold the high ones. It sounds like a potentially excellent voice that either has never had sufficient training or else has begun to crumble because of incorrect production methods. As for Mr. Lawrence, his tones are pleasing but light. He frequently lacks projection, but on a number of plaintive passages he does really beautiful work. Vicki Charles, who used to be known as Vicki Cummings, gives a charming performance, the best I've yet seen her offer, as an incidental flit-de job: Ethel Levey, as the kiphouse keeper, returns to the American stage to do a fine job, and, on her one song number, works harder than any of the youngsters and shows them how a song should be sold. The others are, most of them, pleasant but entirely incidental.

Stewart Chaney's settings and Irene Shuntz's costumes are lovely. Operettas at best are pretty dull affairs whose tunes hover in the never-revealed between real music and Tin Pan Alley, and whose librettos are childish and naive. As operettas go, Sunny River stacks up very well. The music is lovely of its type, and the story really something threatens to go places. People who like operettas at all should like this one very much indeed.

that end sadly, is told that no plays ever end; curtains merely put a stop to them at the authors' discretion, while the characters, perforce, live on.

Previously, too, there is much indication of a probing of motives in love and marriage, despite some rather ripe psychological strokes perpetrated by Mr. Hammerstein. In an operetta all of this is dangerously revolutionary stuff.

The story, what there is of it, seems constantly to be trying to write, set flourishes at the end of the old-sterotypes. In New Orleans back in 1807 young Jean Gervais buys a house on Lever Street in which to lodge Marie, a scraggly street who is, believe it or not, as pure as what used to be called the driven snow, and whom he wants to marry. But Cecille, daughter of a pushing American who plans to take over the town, is in love with him, and tells Marie that she is about to have a child by him. So Marie sadly goes off to tremendous triumph as an operetta star. Four years later she returns to find Jean forced into snug ways he abhors and Cecille a pushing young matron; Cecille herself, in a burst of bravado, tells Jean of her hoax; and, naturally enough, he makes plans once more to ensnare Marie on Lever Street—as paradoxically named a thoroughfare as you'll find in the annals of the drama. But, in the midst of Mr. Hammerstein's excursions into female psychology, Cecille discovers that she really loves Jean and wants with all her heart to live thereafter as he wishes. She faints on the doorstep of the house on Lever Street, presumably because she has shouted "stark" once too often, and Marie goes off again to her sad operatic triumphs. Four years later, after Jean has been killed fighting the British in the battle of New Orleans, Marie and Cecille meet again in the final scene above described.

The yarn actually threatens to have something to say on occasion; but more often it succumbs to the traditional damp saccharinity of operetta plots. It is, however, tremendously bolstered by the performances of a number of people recruited from the legitimate stage, who prove conclusively that there is no reason for operetta acting to be as appallingly bad as it usually is. Chief of them is Helen Claire, who literally holds the piece together and turns in a really fine dramatic performance in the stupid role of Cecille. Tom Ewell gives point, humor and real effect to the typically adoring comedy, making you forget just how foolish it is—as no musical stage comedian could ever do. Also helping mightily is Howard Freeman as an incidental drunk.

But in an operetta the music is really the thing; and Mr. Romberg has provided a long series of lovely and hitting melodies for this one. They sometimes miss their effects, partly because of shortcomings among some of the singers, but chiefly because of ineffective arrangements; and the fact that Jacob Schwartzdorf, who conducts, never manages to get fully rounded tones from his orchestra or precision in his musical performance. There are plenty of lushly melodic numbers—Along the Winding Road, Let Me Live Today, Call It a Dream, Time Is Standing Still and various others—but they never

Advertisement for 'HAPPY HOLIDAYS' featuring 'HOLIDAY GREETINGS, NUMBER of The Billboard'. Includes contact information for New York, Chicago, Cincinnati, St. Louis, and Los Angeles.

### Actor Wins First AGVA-ARA Agency Arbitration Award

NEW YORK, Dec. 6.—Chris Cross (G. G. Christensen) has been awarded the decision by a panel of the American Arbitration Association in his dispute with Nick Agneta and Charles Allen. The award was dated Tuesday (5) but the various parties received notification yesterday.

The AAA tribunal, consisting of T. Reginald Cloake, Lillian L. Poes and M. D. Simmons, ruled that Cross was not under contract to Allen and Agneta by virtue of a 60-day authorization signed April 15, 1938. (Cross is now under contract to Mingo Corporation of America). The AAA ruled MCA's contract valid and binding.

This was a reversal of the decision reached by a panel of representatives from the American Guild of Variety Artists and Artists' Representatives' Association; the first success to reach an AAA tribunal. Other AGVA cases now pending before AAA include William Morris Agency vs. Ray and Naldi, Adm LeVern vs. Arthur Wirtz.

Other arbitrations at AGVA now on file awaiting hearings are Thomas Ketterling vs. Evelyn Farny, and Maurice Golsep vs. Marion Bellott. The ARA-AGVA joint standing committee is scheduled to hear Al Owsman vs. Sid Tomack and Reis Brothers, Max Richard vs. Karen Cooper, Milan Ingalls vs. Eddie Rio and Brothers, Max Richards vs. Cesar and Helma, and General Amusement Corporation vs. Frank and Jean Hubert.

### Bill Miller Opening Los Angeles Office

NEW YORK, Dec. 8.—Bill Miller is set to open a Los Angeles office upon his return from a Florida vacation. Miller went to Florida from the Coast, where he got an authorization to submit Richard Allen for personal appearances. Miller will make his headquarters at the new Coast office, but will come here in the summer to direct activities at Luna Park. Edward J. and Harry Lee Dunzger will handle the New York office.

### DeWolfe Build-Up

NEW YORK, Dec. 6.—Build-up of Billy DeWolfe by the Mingo Corporation of America is continuing with his 12-week booking at the Versailles starting January 8. DeWolfe is also signed for two annual appearances at the Rainbow Room for the next three years.

DeWolfe's contract at the Versailles gives him the right to okay the supporting acts. Special material is being written for the entire show, composed of three different revues nightly. Midge Fielding will stage it. DeWolfe's Rainbow Room engagement for February 18 has been postponed until May 18.

DeWolfe was given a 30th Century-Fox leaf Wednesday (8).

### Helen Hamilton Incorporates

DOVER, Del., Dec. 6.—Helen Hamilton, Inc., has been granted a corporation charter. Mrs. Hamilton operates a night club in Washington, D. C. Mrs. Hamilton is capitalized at 100 shares of no par value stock. The principal office is listed as the Corporation Trust Company and the incorporation named are R. P. Lewis, L. R. Herman and W. C. Cunningham, Washington, Del.

### Greben's 2 Miami Spots

CHICAGO, Dec. 11.—Harry Greben is exclusive booker for two Miami night clubs, the Mayfair and the Sky Club, both opening December 16. The Sky Club's opening show will include Dolly Day, Jack and Jill Warner, Lenay Gale and the Paber Girls. Only get set so fast for the Mayfair is Carolyn Corusian.

### Clubs Also Using Films

SPRINGFIELD, Mass., Dec. 6.—The Plains Village, local nightery, uses sound picture odd-timers, shorts and novelties. Sunday to Friday in place of the doorbow.

The other nights of this week's doorshow is put on twice nightly.

### Mule Act Clicks

RIO DE JANEIRO, Dec. 6.—As a publicity stunt, Casino Urea brought in an educated mule named Canaris, that answered questions requiring numbers as answer. Straight man and the mule got off to slow start in full room, but management was impressed with possibilities and housed the mental marvel in the annex of Casino, where customers could put all numerical problems to the mule.

One night a gambler strolled into the mule's domicile to demand "a good number to play." Canaris responded by pawing out "seven." Gent then returned to gaming rooms, depositing chips on number seven for three successive spins. Disgusted, he placed the remainder of chips on another number, and of course the payoff on that turn of the wheel was number seven.

### \$500,000 Monthly Defense Pay Roll Hypos Sacramento

SACRAMENTO, Dec. 6.—An added pay roll of \$500,000 monthly from Sacramento army air depot and Mather Field here has boomed night club business. The town, however, can still use another first-class night club with a floorbow.

Only one in this category is Frank Sebastian's Cafe Donovan, and this spot is doing excellent business. Since Silver Bowl, across the Sacramento River in Yolo County, was closed almost two years ago, and the Pago Pago, another Yolo spot, burned down several months back, there has been no floorbow spot since Donovan's.

Cocktail lounges are doing a brisk business, relying on music machines, with a three-piece orchestra here and there and about four piano-singer set-ups spotted around.

But considering the 1,350 liquor licenses in the county and the stable population (170,000) in addition to some 4,000 flying cadets who are good spenders, this territory is pretty barren of flesh talent.

### Colored Names Set For Detroit House

DETROIT, Dec. 6.—Bookings for two months have been set for the Paradise Theater, formerly the Town, which opens as a vaude first-run and picture house December 20, managed by Ben and Lou Cohen. Will use colored names.

Bookings are being handled by Sol Berns, who now books the Colonial and Hopper principal vaude houses in town. Louis Armstrong opens the house, followed by Andy Kirk, Deep River Revue, Maxine Sullivan, Big Robinson with Jimmie Lunceford, Count Basie, Lil Green and, Tim Bradshaw, Cab Calloway and Earl Hines.

### Jack Russell Joins GAC

CHICAGO, Dec. 6.—Jack Russell, associated with the Dave O'Malley office here the past five years, moved over last week to the General Amusement Corporation office as head of the club booking department. Jack Mullins temporarily takes over Russell's former duties at the O'Malley office.

### Rio Season Still Big, as Talent Begins Switch to Mountain Spots

RIO DE JANEIRO, Dec. 6.—With the season drawing to a close, operators of summer spots are preparing for the heaviest business in years. Hotels are operating at almost top capacity.

In Petropolis, a mountain resort about one hour's drive from Rio, Tropic Club will open December 15 under the same management as Urea in Rio. Carlos Machado and band, current at the Urea, will be transferred to Tropic Club until April 1. Club has been operating week-ends during the regular season.

The Atlântico, which has the Casino of same name in Petropolis, also oper-

### Miami Agents Claim Shortage of Talent as Season Gets Under Way; Gambling Ban May Hurt Names

MIAMI BEACH, Fla., Dec. 10.—Bookers here are wondering at the absence of the annual pilgrimage of acts at this time of the season. With fewer acts coming down and more spots opening, the shortage of talent is becoming acute. Since it's beginning to look like the governor's no-gambling ban is here to stay, the lesser smaller acts will be able to play trunk spots that otherwise would have used names only.

As the no-gambling ban covers only Greater Miami and its Dade County, Broward, many club operators will be willing to entertain outside. Already new clubs have been opening all over the State, including the Dade-end and the Showboat in Orlando, Baker's in Jacksonville and La Concha, in Key West.

Another Kelly, opened November 28 with a new stage, three times as big as it used to be. New show includes Myra Bell, Donna Lawrence, Duffo Dorall, Satch and Smiley and an excellently costumed chorus of six girls and three boys. Boots McKenna handled the production.

Public club opened last week under management of Art Childers. Show is made up of Tommy and Betty Wonder, Duke McAlle, Rex Owen, Patricia O'Brien, Harriet Louise and the Sherman and Arnold Girls (10).

Sam Barkin, Pete o'Clock Club, is in New York to line up talent. . . . Danny and Kitty Davis have returned from Chicago. . . . De Sylvia Twins were offered a contract to return to the Airliner in January. Howard Payne Dancers now also under management of Judith Lawton. . . . Gilbert Wolf in town with ideas for a stock circuit. . . . Al Wilson is back with Al Dash.

Beach Council has turned down Max Rodnick's request to operate a busy show at Galt Theater. . . . Club Casanova, formerly the Rumba Casino, given

### Detroit First Runs Up Admish Prices

DETROIT, Dec. 6.—First-run theaters boosted prices this week 10 per cent. While all houses had straight pictures for the week, two of them, the Michigan and Fox, have intermittent stagewalks, with the Michigan opening yesterday with Folies, Berbers to be followed by Breaking Hawks and the Four Inkspots.

Monday thru Thursday, price will be 55 cents night, with 40 cents matinee, as at present. Fridays, 40 cents to 6 p.m. and 55 cents at night. Saturdays, 50 cents to 6 p.m. and 65 cents later, and 65 cents after. Sundays and holidays, 50 cents to 1 p.m.

### Philly Clubs Again To Try Organizing

PHILADELPHIA, Dec. 6.—Local nightery ops want permission to stay open after hours during the holiday season. As a result, 20 operators of the town's top spots met Wednesday to form a Cabaret Owners' Association, so that "our voice will be heard in the legislative halls and executive mansion."

A Pennsylvania Cabaret Owners' Association was organized last year, but it failed because of bigger operators' lack of interest.

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the okay for a license after council was assured that the debts against Tom Casanova's Rumba Casino were satisfied. . . . Gene Austin will take over the El Chico in December, calling it My Blue Heaven.

Doe and Dunny have opened their Jewel Box in the Fleetwood Hotel. . . . Johnny Plink has opened the Mexican Room in the Blacktop. Hotel with Benny Cash and Tony St. Clair. . . . Kernel Law Marcus will have a show of the Hellspoppy variety when he opens his Nus Club December 16. . . . Doro Singer has finally been granted a night club license.

Silren Mercedes has booked the Three Potato Buds, Otto Engelbrecht, Max Pfeilman and Curly Satterlee, into Charlie's Tobacco Road. . . . Demary and Denise to George Washington Hotel, West Palm Beach. . . . Carlos Lunardi, seven-piece act new to Hollywood Beach Hotel. . . . Sid Tave has joined Sid White's Southern Theatrical Agency as field manager.

MIAMI, Dec. 6.—Ray Bourbon is a hold-over at Charlie's Tobacco Road. . . . Joe Reppaz, Sky Club, says he has booked Phil Baker and Lou Wells for the coming season. . . . Will Mahoney Jr. in Kitty Davis' latest discovery.

The Cottonwood opens December 10 with Bob Weinstein, Ben Brooks and Lew Tender as partners. Talent contemporary work in Miami should contact local club owners or local agents direct. The best procedure is via the Olympia Theater, booked by Harry Kell. . . . New York. Cafe owners here pick many acts from the Olympia.

Angie's on the Trail is a Class A spot, non-AGVA, that uses acrobats, tumblers, jumblers and circus acts. Kitty Davis is always in the market for substantial songsters, tapsters, novelty dance acts and comics. Tobacco Road, a new spot, is good for hillbillies. The Mayfair is a hot room. Latin strollers can slip into El Bolero.

Hal Ross ork leaves Charlie's Tobacco Road to go into the Teepee Club December 8, booked by Blanz Mercedes up to March 15. Diana and Delesampo also to Teepee for two weeks.

Other Mercedes bookings include John Hays to George Washington Hotel in Jacksonville; Monte and Rochelle to Dade-end Country Club in Orlando; Aloha, Dean to Showboat in Orlando; Eddie Oliver and the Four Vocalists at the Hollywood Beach Hotel, Hollywood Beach.

### Rap Barring of Soldiers in Cafes

WASHINGTON, Dec. 6.—The barring of soldiers in uniform in night clubs and hotel dining rooms was stayed yesterday by Brigadier General F. H. Osborn, chief of Army morale before a Senate Defense Investigating Committee.

Senator Mead of New York and Barring of Iowa chimed in on the discussion. Mead insisted that his son, a private, was denied admission in night clubs and hotels, and that such places were forcing soldiers to change into civilian clothing. Osborn said his son, also a private, was refused entrance in the public dining room of a local hotel.

Herring, however, said that his son, also in the army, told him that "the tip price on the menu cards that keeps them out of these places, more than it is the uniform."

### Sullivan Again

NEW YORK, Dec. 6.—Ed Sullivan, Broadway columnist of The New York Daily News, is set for Loew's Sun for week starting Christmas Day. Sullivan will also be at the State in August for two weeks during the annual Harvest Moon show.

### Ed Zeltner Unit

NEW YORK, Dec. 6.—Ed Zeltner, Brooklyn and Queens columnist for The New York Mirror, will head a vaude unit set for RKO houses. Dates already lined up include A Gen. Jamaica and Richmond Hill.

Billy Jackson in . . .

La Martinique, New York

Talent policy: Dance and show band and Latin relief band; production floorshows at 8:30, 12:30 and 2:30. Management: Doris, and Jimmy Vernon; owners: Nat Karson, producer; Douglas Whitney, press agent; Harry Mack, dance director; Nina Brumport, special material; Prices: \$3.50 minimum (opening night); otherwise—a la carte.

Following the lead of the Copacabana and the Versailles, this becomes the third class nighty this season to drop the policy of single name personalities in favor of girls shows. La Martinique, when it opened for the new season, expected to click with the bookings of Joe Pines and Frank Fay, but those expectations didn't yield materially.

Simultaneously with the switch in policy, La Martinique is indulging in a heavy advertising budget, giving a good play to producer Nat Karson, scenic designer for Radio City Music Hall. The usual diamond-studded audience was on hand for opening night.

Despite the lavishness of Karson's costumes and the very beautiful eight girls who fill them up so curvaceously, two acts in Olanco (dance team) and Carlos Ramirez (singer), steal the show. Ramirez's gowns and trappings (costing \$1,000) are unusually beautiful and different from even the better night club body drapes.

The go-sitters open the show, not with a dance but just a talk routine that bordered on being clever. The material thrust at the show is hot too good. Girls, being as cute as they are, tho, they make it more palatable.

Di Ontano are the top ballroom team of next year. Girl has a delicate beauty, works hands, feet and head to the very best advantage, and performs with grace and agility. Team did two poses and a Latin number with skill, showmanship and subtle sex appeal. Stopped the show,

and had to talk their way off.

Morris Vee Johnson, formerly a Plogence (there were several) of the dance team of Florence and Alvarez, makes her bow as a singer. She's a very pretty blond, but can't sing a passable song.

The talent of Imogene Coca was appeared, in a Poochontia number that started out with possibilities. Four showgirls, colorfully dressed in beautiful Indian costumes, and William Atwood (as John Smith) were on the stage, but the number just didn't go anywhere. Another number, featuring a singer, suffered the same fate, but her last two, a duo-girl for fashion show and a burlesque of a vocalist singing "We were howls" last two numbers gave her a chance to spread out with plenty of mimicry and fast talks.

Carlos Ramirez, South American baritone, a solid click at his spot last season, is just that, again. Uses classical Russian and Spanish numbers, with a shot at Figaro. Boy is a great showman and has a clear, powerful, bell-ringing voice and natural personality.

The eight girls (Iris Marshall, Betty Bartley, Evelyn Searcy, Norma Richter, Jerril Lowe, Christine Carol, Jessaette Walden and Charlotte Lorraine) finish the show with a South American hit led, by Miss Coca imitating Carmen Miranda.

Cy Walter's act is distinguished by the maestro's excellent irony, tickling and rhythmic dexterity. Ving Martin conducts the show and H. Curbelo dishes out the rumba rhythms. Zoll Zell.

Club Bali, Philadelphia

Talent policy: Dance and show band, rumba band, production floorshows at 7:30 and 1. Management: Max, SI and Joe Kaitner, proprietors; SI Kaitner,

Night Club Reviews

manager; Adolph Goldman, assistant; Herman Tull, maître d'; Barney Sloan, headwaiter; Milt Shapiro; Tony Phillips, booker. Prices: Dinners from \$2; drinks from 45 cents; minimum \$1.50 weekdays, \$2 week-ends; no cover.

Town's tropical nitery packing plenty of Latin excitement. Dynamic, lovely Josephine Dei Mar is in top spot, giving rhythmic and hitting song interpretations of Cuban ballads, plus sexy hip swaying.

Saxas and band (8) offer pulsating Cuban rhythms. Maestro is a first-timer here and his authentic musical style goes far in fostering the Pan-American cause.

Ballancing the Cuban clicks are the Three Radio Aces, males, with character comedy songs that sell like a million. Have good voices and high showmanship, and score heartily with their song interpretation of a Harlem prayer meeting and a long satire of radio money-greasy programs.

Pierre and Neard are one of the most striking ballroom duos ever to grace the raised ball floor. Overhead and shoulder spins border on the sensational.

Wesker is Leo Sobie, youthful magi with standard tricks that tend to prove that the hand is slicker than the eye. Depending on his flash finish, stringing razor blades out of his mouth. Leo is technically proficient, but falls short in selling, and his garbled mike gab doesn't help any.

Trying it all together is the line of eight Milt Kall Dancers for the opening and closing routines conceived by Mildred Ray. Girls are young, which makes up for much of their master-of-the-floor work.

Alan Fielding's crew (8) still on tap, sharing the handstand with Saxas. Marie Orendker.

Edgewater Beach Hotel, Marine Dining Room, Chicago

Talent policy: Production floorshows at 8:40 and 10:30; show and dance band; organize during intermissions. Management: William Dracy, manager; Dorothy Dorben, producer. Prices: Dinner from \$2; supper cover, 50 cents; admission for dancing, \$1.75 (\$1.50 Saturdays).

Richard Nimber and band are playing the early winter season here, and his smooth, danceable music is going over big.

There is an excellent floorshow that includes the Three Deana, Mata and Harl and the Dorothy Dorben Dancers. Show opens with a Gay Ranchero production number, the eight girls appearing in abbreviated ranch dress for a lively and entertaining dance. Margery Lea, band songstress, solos nicely. She is attractive, has a pleasing voice, and knows how to sell.

Mata and Harl, mixed dance team, have a particularly novel offering. In pantomime, they simulate boxing, running, fencing, golf and other sports, giving them a comedy touch that puts them across big.

Three Deana have a fast and clever acrobatic routine that includes novel flips, head and handstands and other stunts neatly executed. Nimber, whose avocation is magic, mixes with some comedy card tricks. Concluding production number is one of the best and most novel Dorothy Dorben has produced. The eight girls in East India costumes, carry huge baskets of flowers on their heads and do a splendid dance. Then Mata and Harl appear, the former borne aloft by four Indian bearers, and they proceed to do a novel and funny Oriental dance burlesque. Number is cleverly conceived and executed.

During intermissions, Betty Gray plays old and new pop numbers and light opera selections on the organ. Nat Green.

Bob Brooks's Seven Seas Cafe, Hollywood

Talent policy: Dance band and floorshows at 9, 11:30 and 1. Management: Bob Brooks, owner; Nate Shapiro, headwaiter. Prices: Dinner, \$1.25; drinks from 40 cents; no cover; no minimum.

Hawaiian shows have a large following in this section, and Bob Brooks spot across from Ortolman's Chinese Theatre, is one of the outstanding ones offering this type of show. Hawaiian waiters and bartenders add to the atmosphere of the red tablecloths and galvanized

roof on which rain pitter-patters during the staged infrequent island storm.

Edith Bush and His Society Islanders furnish show music, and the electric guitar is featured instrument. Bush serves noise too well as emcee; he layed out enough as an announcer only.

The 40-minute show got under way with Princess Luana, Luana and Pianani, with Chief Itani offering a spicy, precise, Hawaiian step atop an Hawaiian drum. Girls are also looking. Saito follows with a Samaha guard dance that failed to click, evidently because patrons don't know the significance of the ceremonial. Princess Pianani offers hand movements to lovely Hula Hands, while the bandman hum a background. Number doesn't score. Special lighting and some all-housing would have helped.

A strikingly clever number, My Honey of the Jungle, is offered by Chief Saito and one of the girl dancers. Jungle drums are used and the dancing is accentuated by hula light.

Benny Kusan, black dancer, works hard to get over.

Princess Luana is on for a fine solo dance, To You, Sweetheart, Aloha. Hula is a group number.

Bush's Islanders to a good job of show playing and general entertainment.

Sam Abbott.

Vanderbilt Hotel, PAGO-PAGO Room, Miami Beach, Fla.

Talent policy: Production floorshows at 8:30, 11:30 and 2:30; show and dance band. Management: Ben Galina, owner; Lee Silverwood, publicity; Frank Penn, headwaiter; Prices: Dinners from \$1.50; drinks from 50 cents; minimum \$1.

Show opens with the George Libby Girls (6) doing a lively Musketeers routine with swords and military costumes. Girls can step and are easy on the eye. In the finale, the girls come up before the mike, individually singing. Swain, Romeo, Irving Pleading. Next act comes, pretty girls and clever routines make this the best line Libby has sent here from Boston. The line is composed of Vera Shea, captain; Joane Dixon, Mary Lou Savage, Shirley Shear, Marj Allen and Jane Atwood.

Spencer and Foreman, smart-appealing, mixed dance team, clicked with fast rumbaceous routines and encored with a boy-meets-girl tap number.

Gloria King, dark-haired, did okay with I Can't Give You Anything But Love, Minute From Trinidad, and I Went Out of My Way. Miami has seen many impressionists and mimics, but none have ever come close to Al Carney in achieving an almost perfect similarity of voice on FDR; Al Smith, Lionel Barrymore and Major Bowes.

Show band, headed by Dave Leeger (sax, trumpet, piano, bass and drums) has been held over until September, 1942, breaking records at this swank hotel. The relief band of Jimmy Christie is tops for rumbas and congas. A \$25 prize is offered Wednesday nights to the winner of the rumba contests.

Business here is very good. In spite of the fact the Dempsey name had to be taken off the signs and ad.

Harry B. Kind.

Balalaika, Washington

Talent policy: Show and dance band; Russian floorshows at 8:30 and 11:00; Change Soviet sketches changed every four weeks. Management: Misha Bess, owner and show producer; George Ostrowsky, manager and maître d'hotel. Prices: \$1.50 minimum weekdays, \$2 Saturdays.

Making its debut, the Balalaika is a lavishly decorated basement club in the swank part of Connecticut Avenue. Complete Russian-in kitchen, decorations and entertainment. Music is furnished by a balalaika orchestra, now organized by Misha Bess in 1937 and subsequently featured in several movies. Five men manage the Russian instruments (including a mini-piano) and, for dance

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interludes, one of the men... to trap a lion.

Permanent cast of Russian entertainers is featured in Obshche Spirts Aktsia presented on a small stage with costumes and scenery. Usually light in character, the acts are thoroughly understood by pantomime, singing or pleasing and professionally skilled.

Show opens with cast singing At the Galopka from the film of that name. The first skill, Brinks, concerns little peasant girl who has an affair with a soldier, and her regrets. Following the skill, Dena-Lorena, blond soprano, sings in Russian while scenery is being changed. She has a Washington following since working at other clubs in the city. The next act is most ambitious for a little club because there is little lightness to it. Five men in overall sing about the Mechanical Age amid sombre settings of anvils, blast furnaces, lathes, etc. Nevertheless, it proved entertaining. Technakowsky's Piano Concerto provided music for an interpretative dance by one of the Russian girls, but this didn't seem to click. Finale, a gypsy camp, brought back gaiety and Cossack dancing, boisterous singing and cheerful tones.

Cast includes Kourlov and Yoder, dancers; Dena Lorena, Blma Dibrowa, Mrs. Gushen, Vera Bogun, Vera Projenko-Kala-Groushko, Alex Sopeda and Helen Wortling, singers; and Leta Lelek and Vera Srelnska, additional dancers. Single Russian acts are added from time to time. Edgar Jones.

Leon & Eddie's, New York

Talent policy: Dance and show band and production floorshow at 8:30, 12 and 2. Management: Leon Eshen and Eddie Davis; owners: Bobby Sanford, producer; Dorothy Guldman, publicity; Louis Katz, headwaiter. Prices: Dinner from \$1.50.

With a fast-moving show and the superior showmanship of Eddie Davis, this most solvent of 52d Street nightclubs continues to pack them in week-day nights when other night owners are singing the blues.

Davis is a smooth showman and wraps up the audience with trained delivery, a practiced method of handling people, and creation of a hilarious, intimate atmosphere. His songs, jokes, sentiment and nostalgia give customers a wallop for their dough.

This show includes Hal and Honey Deo, an energetic jitterbug team who certainly have flash and speed, and are followed by Lee Manning and Mita (a copy) doing a balancing act that enraptured went over well with three numbers which saw the poodles (3) in full dress and in zero turns.

Marcella Hendricks, former vocalist for Dick Kuhn's orchestra, is doing a single with a technically good job of singing, but just ordinary selling. Did He, Neighbors, I Could Write a Book and Is There a Lotta in the House? Nothing much in the way of style.

In line with the usual injection of speed, an exotic dancer, Sahji, performed some nautal maneuvers in complete harmony with other gesticulations. Drew valid applause.

Trudy and Trudy Wilkins (The Golden Pair) perform some beautiful acrobatic balance work in waltz time. Genuine class entertainment! Boy and girl did some graceful hand-to-hand stuff and projected different looking control work with ease and polish. Stiffened posture acrobatics were a standout.

Noel Toy, Chinese fan dancer, is the only holdover to the show (in her 17th week) and still pulling a good band with her flash number. Night-gal chorus unit opens and closes the show.

Lou Martin's music has become thin and lary, especially for dancing. Sol Zatt.

Village Barn, New York

Talent policy: Show and dance band; Cowboy relief band; floorshows at 7:45, 10:45 and 1:45; hobby horses and audience participation games between shows. Management: Meyer Horowitz, operator; Jay Bussell, press agent. Prices: Dinner from \$1.

In its 12th year, "New York's only country club" is getting along nicely. The attraction is still a combination of a pleasing floorshow, good, sweet dance music, audience participation games, novelty decorations, and the informal, friendly personality of the club.

Anthony Trini's fiddling leads the eight-man band, which dishes out just-right sweet, simple dance rhythms. This gives Trini three more men than he had at the Village Inn last season, and naturally the band is so much fuller

and more colorful. Three roads do much to give the band its attractiveness. Trini adds occasional vocals in pleasant tenor voice.

Floorshow is okay, with Peggy Below, in rustic get-up, opening the show and warming up the customers a bit and then giving way to emcee Marion Moore. Moore, billed as a "protégé of Al Johnson" and recently in the Johnson show, road touring is a tall, good looking, likable gag teller and impersonator, but he is still awkward in delivery and his gags are often too odd. Affects a shy personality, and made a fair impression. Texas Fletcher and Westerners, four-man cowboy musical outfit (guitar, string bass, accordion and violin), goes thru the usual out-West tunes, with Fletcher's fiddle and singing as lead. Music is okay; boys are nice looking, costuming neat, but their presentation is not particularly punchy. Pete White Cloud, in Indian costume, is brought into the act for trick rope spinning that drew

Robinson and Martin, boy-girl team, scored with their nimble, high-kicking, spinning, tap routines. They perform refreshing routines and the boy is particularly handsome. Drew plenty of applause. Ed Richard's "origination of shadow cartoons" does his novelty shadow routine forming figures and putting them thru pantie routines behind a white screen. Good sight act.

Paul and Florie Cunningham, features of the show and very popular here, sang some of Paul's own songs, including I Am an American, exuding a nice nostalgic personality, and winding up with a novelty, Kiss the Boys Goodbye. Bands also over WOR-Mutual wire. Paul Denis.

Lake Club, Springfield, Ill.

Talent policy: Band; shows at 10:30 p.m., 1 a.m., 2:30 a.m. Management: Owners and managers, Harold Henderson and Hugo Giognoli. Prices: Dinners from \$1; drinks from 25 cents.

This club continues to attract hundreds of Central Illinois night clubbers as Horlie Holmes and orchestra, serving music "southern style," set new records. Holmes concludes December 4 and makes a two-week road tour before opening in Albany, N. Y.

At the first show November 25 the Cromwell Sisters (Violet, Cifranelle and Layona) sang There'll Be Some Changes Made and a special arrangement of Alexander's Ragtime Band and as an encore Mood Indigo. They clicked quickly and were called back a second time. At the second encore Holmes joined the trio in a novelty, What's Cookin', Cookin', and stopped the show. Two more numbers, the first Holmes's version of his Okie recording, Ida, Sweet as Apple Cider, and the second, Chattanooga Choo-Choo, still failed to satisfy. Holmes had to beg off for the girls Wilfred DuBois, jugglers, worked down to his audience and drew some of the hottest applause ever given a single act appearing at the club.

"Wild Bill" Smith, band's bass player, presenting his version of Mon Homme, completely took the crowd.

Ron and Mary Norman, 19 and 20 years old, drew good applause for their roller-skating routine and their tap and acrobatic dancing. The club's low ceiling balked the pair but didn't stop the crowd's pleasure.

Nancy Hutson (Holmes's wife) put across two songs in excellent manner, City Called Heaven and The Lady Is a Tramp. Per a third number, with Marshall Gilk, band singer, appeared the crowd with You and I.

Holmes's Glee Club concluded the show with three numbers, which also pleased.

The acts were booked by Paul Marr, Chicago. Charles R. Topp.

Jeff's Club, Miami

Talent policy: Show and dance band; shows at 9:30, 12:30 and 2:30. Management: Jeff Lanier, owner; Harry Statko, producer; Ken Burgher, publicity; A. Dack, booker. Prices: Dinner from \$1.35, drinks from 50 cents; minimum \$1.

Settings of palms, blinking stars and a huge moon suggest a tropical night in Miami. The elevated stage is perfect for the first few rows of tables, but that's all. Because the biggest part of the room is behind the line of vision, the room is tough to work in.

Harry Statko's revue shows plenty of thought, good taste and timeliness. But that's where it ends. His line of girls must have been picked and trained in the dark. Even the "stappy" costumes they wear fail to help. In the finale the six steppers are shown to best

advantage, with the entire cast doing

Any Bonds Today? for a spot finish. Jack Waller and Jerris Lee carry the show most of the way. It's a comedy team, with Waller and Lee getting all the laughs in the show. Waller ribs customers while he doubles on the guitar, violin and sax. The heckling overhead, Jerris Lee, from a table off stage, gets plenty notice with her wisecracking. Very satisfactory.

Betty Ann Jordan is a cute little trick who can really sing. She did Chattanooga Choo Choo, Ragtime and Kiss the Boys Goodbye. A swing singer who really delivers.

Royce and Leprot do three original tap numbers that are okay. Dewey Southern goes one tap that's okay, too. Wally John does standard bary tunes that have won him a long list of engagements here.

Music by Tony Lopez and relief band of Don Quintana, completes the show. Jerry B. Kline.

Pirates' Den, Hollywood

Talent policy: Dance band, floorshow at 9:30, 11:30 and 1. Management: manager, Joe Bari; headwaiter, Percy Eiseler, publicity, Naomi Shaw and Harby Seymour. Prices: Dinner from \$1; drinks from 50 cents; no minimum, no cover.

Pirates' Den capitalized on movie and radio names by slipping on mugs and postal cards the names and pictures of Rudy Vallee, Bob Hope, Bing Crosby, Johnnie Weismuller and Jimmie Fidler as "pirates." Publicity has been given the fact that these people are connected with the spot. Spot is decorated with bribe nets and castles. Waiters and waitresses dress as buccaners.

Tom Hartly emcees the show, which has been sloppily thrown together. Hartly uses some good material, but some that's not so good. He has a manner that goes well, and he handles the hecklers well.

Reggie Dwyer, in cutaway without shirt but with tie, fiddles for a set of horseshop. Instead of playing, he whistles while pulling the bow across the strings. Comedy, what little there is, comes from Dvorak's beeping with Nick Cochrane, orchestra leader, that he's not doing the number right. John Arden, baritone, clicked singing The Ranger's Song and Lover Come Back to Me and encoored with Chloee. Has powerful and pleasing voice.

Cochrane, with dead pan, sings Foolish, The Body in the Bag and My Wife's First Husband, John. Ork leader puts Little Audrey, twin in his voice that puts over the novelty songs. Did well despite hecklers.

Show runs 35 minutes. Johnny Holmes, pianist and singer, scored heavily with intermission numbers. He plays a good piano and is effective on vocals.

Cochrane's five-piece orchestra does a good job of accompanying the show and playing for dancing. Sam Abbott.

Torch Club, Canton, O.

Talent policy: Dance and show band; floorshows at 11, 12:30 and 1:45. Joe Schwartz, managing director; Blenheim & Gruber, booker. Prices: Admission charge, 25 cents; drinks from 20 cents.

Altho government defense spending has provided increased wages, greater employment and new security for thousands of workers impoverished during a decade of economic stagnation, this city does not boast a single top-notch night club. Frequent attempts to launch a big-city night club here in recent years have been without avail. Apparently there is not sufficient clientele to support a Class A saltery.

Most ambitious effort at the moment is the Torch Club, about five miles west of Canton on the Lincoln Highway. This spot has had its ups and downs the

We extend our most sincere thanks to the New York Newspapers

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Mr. Ted Friend	Mr. Gene Knight	
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To Miss May Johnson & Music Corp. of America

For arranging our booking to open December 8 for three weeks at the NORMANDIE ROOF of the MT. ROYAL HOTEL, Montreal.

To All the Above We Are Deeply Grateful

Lucille & Eddie

ROBERTS

MENTALISTS and MAGICAL MASTERS



# Magic

By BILL SACHS

**LUCILLE and EDOLIE ROBERTS** closed a seven-week engagement at the St. Motie, New York, Saturday (6) and Monday began a three-week stand at Mount-Royal Hotel, Montreal. . . **DR. HOLLERBECK** and Company, mental turn, after eight weeks at the Downer-Royce night club, Kansas City, Mo., are in for a fortnight at the Empire Cabaret, St. Louis, from where they move to the McCurdy Hotel, Evansville, Ind., for a four-weeker. Richard H. Wood is business manager and Grace Murray chief assistant. . . **LIPPINCOTT TRIP**, **MAGICIAN** and **His Magic Circus** closed the outdoor season (November 3) and moved indoors November 10. G. C. Mitchell is the new agent and has the Lippincott attraction set in Southern theaters until January 3. Working with Lippincott, his wife and a female assistant are Frank Dow and his trained animals, including four ponies. . . **BILL NEFF**, after four weeks of solid bookings in Virginia and West Virginia schools and colleges, has moved into Ohio for three weeks of the same kind of dates. He plays for the Rotary Club at Hotel Edgemoor, Cincinnati, December 11. Neff has recently added as assistants Eve Mack and Bill Hutchison. . . **HUGH MILLY**, Portland, Ore., claims to be the first magician to be interrupted by a blackout while performing in the U. S. A. He happened while showing for a group of businessmen recently in Willamette, Ore., when all the lights were doused for a pre-arranged alarm. There was nothing to do for Milly but sit up and gag until the lights went up again. . . **HANK SIMON**, radio star, opens December 12 at Jefferson Hotel, St. Louis, to remain thru Christmas Day. . . **DON COVAN** is featuring his magic at Sam's Cafe, Philadelphia. . . **FREDONE PHILIPS**, mentalist, headlines the season at the Hi-Rat Cafe, Camden, N. J. . . **WISLIFY WHITEHOUSE** took his magic into Hotel Blitson Providence, Monday (6) to remain thru December 13. . . **PORTLAND (ORE.) SOCIETY OF MAGICIANS** recently showed for the patients of Barnes Hospital, Port Vancouver, Wash. On the bill were Bill Hoyer, Chandler Stevens, Jimmy Stoppard, Bert Rayner, George Hadden, Bob Reed and Hugh Milly, manager.

**LIONEL KAY**, who has been presenting his magic and daffy auction in Midwestern theaters and clubs in recent months is doing his many auctioneering with Owen and Johnson's new show, *Sons of Fun*, which opened December 1 at the Winter Garden, New York. . . **ALOMA AND PATRICIA HOLTON**, following the recent passing of their husband and father, Warren P. Holton, are continuing with their mental turn, currently playing theaters and clubs in the Pacific Northwest. . . **BERT ALBERTSON**, appearing in the Cottillon Room of the Pierre Hotel, New York, is making a donation to the British cause by entertaining groups of British children each week at some prominent New York hotel. He has created a repertoire of Middle magic for the occasion. . . **BOB NELSON**, of Nelson Enterprises, Columbus, O., cracked the November 29 issue of *The Columbus Star* with a two-page picture spread by John Bingham, showing Nelson presenting various effects and feats of magic. Nelson was a magic desk visitor late last Thursday (4), while in Cincinnati to catch the Nyru-mental set in the Hotel Gibson, Nashville. . . **HARDEEN**, in his 13th month with the touring company of *Hellasoppie*, accompanied by another of the show's features, Al Gordon, oculist, also was a visitor to the magic desk last Thursday, during the show's engagement at the Taft Theater, Cincinnati. *Hellasoppie* lays off a week before Christmas, at which time Hardeen will visit his home in New York. . . **ALIX-ANDRE**, mentalist, closed a five-weeker at the Terra Haute House, Terra Haute, Ind. December 6. . . **GEORGE D. EITZINGER**, Atlanta wizard, is setting in three weeks with his *Santa Claus* magic at the Mrs. Dickson Furniture Store in his home town. In a communication to the magic desk, Eitlinger concedes the pro magician for not sending in their routes regularly to *The Billboard* for publication in the magic list. The fault for not sending in these routes doesn't usually lie with the magicians, but with the books who wait until the last day to book him on another date, making it impossible for the magician

# "ICE FOLLIES" TERRIFIC

(Continued from page 3)

stunting of Evelyn Chigodier, the surprising and punchy comic routines of Frick and Frack, the smooth, British skating of Roy Shipstead and the rollicking comedy of Shipstead and Johnson.

Valerie and Jenna, pair skaters, are graceful beyond question. Mae Ross, billed as a "Hollywood Starlet," is a cute and competent skater. Osborne Colson is a great figure skater, and his dancing with Fran Glazier is a highlight. Bruce Mares is a speedy, punchy figure skater, whose pair work with Miss Chandler is excellent. Harra and Phyllis Legg's tilt novelty is a thoroughly enjoyable number, and Harri's solo, emphasizing lightning-speed glides and great leaps, is a show-stopper. Ruby and Bobby Mason are a cute team whose in-the-dark routine drew applause. Bobby Wisnolm's burlesque of Miss America drew much laughter and applause. The two Galbraith Brothers surprise with their simultaneous dancing, a stand-out specialty.

The McKellen Brothers' football comedy, including unusual acro stunts, is another standout. The Thomas Twins, young charming brunettes, offer graceful precision work. Kenie Brock's eccentric clowning is strong stuff, drawing much laughter and show-stopping. Page and Zwick, mixed team, do a walk along ballroom style, including lifts and spins. Arresting.

Paul Cannon, tenor, announces the specialties over the mike and sings accompaniment on some of the numbers. He works unseen. Okay.

Show music is arranged by George Hackert, and the large orchestra is led by Ernest Kratzinger. No brassy-comp-hish stuff, but good, solid music that includes woodwinds. About the only fault is the lack of authenticity on the Spanish numbers, and the dullness of the castanets in the hands of some of the skaters.

The curtain number is topical and amusing; the walk number closing the first half is still a tremendous favorite; and the final precision skating and flourishing act number is a just-right closer.

Also, the two bits for the Souvenir Program is too much. Patrons of any entertainment should get a program free. . . Paul Denis.

**CLEVELAND, Dec. 6.**—An all-time record attendance of 74,000 was set at the Arena here Sunday, November 30, with the final added matinee performance of *Ice Follies of 1942*, which closed a week under auspices of the Veterans of Foreign Wars, according to L. E. Herget, Arena manager.

Sunday's house totaled 8,250, making the fifth virtual sellout in the eight performances of the show, which moved on the Madison Square Garden.

The same company set the old Arena record of 64,820 in 1930 to open the building. John P. Proppal, county commander of the VFW, said the company would return in December, 1942, for its seventh visit to Cleveland.

The new record set is said to top any week showing in Cleveland for any indoor event.

# More U. S. Acts Returning to N. Y. From Rio After Successful Runs

**IRTO DE JANSIRO, Dec. 6.**—Kenneth and Norma, acro duo, finished 12 weeks at the Casino Uca and sailed for New York November 19. Boys will enter military service in the States. . . Gay Veighin, of the U. S. girl line at the Golden Room of the Copacabana, was discharged from the hospital following an appendectomy and returned to New York. . . Shirley Sheldon, of the line, sailed for New York November 19, leaving four girls in the line at the Copa, including Cole, Mary Lou Graham, Billie and Betty Lou Graham. . . The Okanow, Chris, U. S. line, closed at the Casino Atlantico November 12, Marjorie Beiler, Colette Gray and Marie Pynn returning to New York November 10, the rest of the girls remaining over until the boat sailing December 8. . . Basil Pomeoy, who fronts the showband at

to send in his route in time for publication. . . MYSTERIOUS MR. PAT is still preventing his magic at Southern Army camp.

# Modern Ballet Invades Niteries; Rainbow Room Began Trend; Pix Legit Also Like Concert Terpers

(Continued from page 3)

was a spectacular show-stopper, and he was booked for the Room's May and August shows in 1938, also returning in 1939 and 1940. (Rainbow Room shows run six weeks.)

Roy says he had felt for some time that his audiences were tired of ballroom teaming, and that ballroom dancers had become too standardized—learning routines from the same teachers, buying gowns from the same dressmakers, employing the same stunts, and using the same music. Limited by the show's seating capacity and high operating costs, due to its being in the 6th floor of a skyscraper, Roy could not afford names and had to dig up modest-priced but striking talent. Non-conventional dancers, culled from concerts and never before seen in supper clubs, were the solution of his problem.

Roy feels that modern dancers have "more to offer." Their dancing is more provoking, their costuming avoids the stereotyped gown-and-tails ballroom design, their music often is symphonic and classical, and the dance story itself is usually arresting. Of course, he had such problems as having the modern dancers become adjusted to the round floor (instead of the footlights and stage they knew) and their getting used to a dining audience at tables. His dancers, therefore, had to "theatricalize" their concert style so as to attract attention more quickly; they had to use lighter make-up due to proximity of close audiences, and they had to use shorter, simpler, more exciting pieces from their repertoires. These dancers, too, had to become accustomed to working in pairs, compared with the usual solos backed by large groups required in concerts and ballets. They also had to become accustomed to having a dance band as accompaniment, compared to the large symphony orchestra on one hand and single pianos on the other.

Through this difficult period of adjustment, Roy and his assistant, Edward Seay, encouraged and maintained faith in the potentialities of modern dancers. Now they look some of them for repeat engagements, knowing that the dancers are more commercial on their return dates. Jose Fernandez, who made his cafe debut at the Rainbow Room with Monna Monte, returned with Mrs. Montes four months later, with Teresita Montes after that, and with Juanita Deering eight months later. Fernandez and Deering return April 1. Mrs. Montes returns with Alicia Dolin, making his cafe debut, February 18. Jack Cole returns May 13. Charles Weidman and Catherine-Lita come in January 7.

Other modern dancers who made their night club debut at the Rainbow Room the past year have been Agnes De Mille and Hugh Laine, Miriam Wislizer and Peter Tull-Simons, Elex Kevin and Demetrius Milan, and currently, Ruth Page and Bentley Stone.

In addition, the Rainbow Room has used such other non-ballroom dancers as Lotte Goslar, Dorothy Fox, Estlin Lissi Bourier and Eugene Van Groun, Georgia Tappes and Paul Draper.

Ruth Page, currently at the Room and for years a modern dance name, is typical in her reaction to her Rainbow Room engagement. She feels the date will build up her concert tours by bringing her into contact with out-of-towners who ordinarily would not patronize a dance concert. "My engagement here is enlarging my audience," she says. "It also sharpens my dance technique."

Rainbow Room audiences are becoming educated to modern dancing. Roy, Seay, and the maître d'hôtel, Joseph Mosconi, all agree that their audiences pay close attention to modern dancers and that they don't seem "to miss the more conventional type of dance act." This may be due to Rainbow Room patrons being cosmopolitan and more likely to spend \$3.30 for a ballet or concert than patrons of a big, low-priced pitery.

Roy says his current modern dancers, Page and Stone, are an example of modern dancers being able to hold supper club audiences. They do an eight-minute serious dance to Wagner's *Liebestod* to big applause nightly.

Modern dancers, in increasing numbers, are making the jump from ballet companies and concerts to legit musicals and films, also. Vera Zorina has been in legit and films; Tamara Toumanova was in Stars in Your Eyes; Jack Cole Dancers are set for the new *Follies*; Ivan Kirov and Valentimov are in *Sons of Fun*; Eugene Von Gronn, Elex Kevin, Dorothy Fox and other modern dancers have been in Broadway shows. Gerald Balanchine, of the modern school, has directed dances for many shows, on his Catherine Littlefield, of the Philadelphia Ballet; the Humphrey-Weidman Dancers were among the very first whose modern ballet influence was felt in venues about 10 years ago; Katherine Dunham did the dance "of Cuba in the Sky."

Zorina was featured in *Golden Follies* (Golden) and now in *Louise Brooks* (Paramount), and modernistic ballet scenes have crept into operas and other films. In addition, a form of strictly ballet sports is now being released.

**BOSTON, Dec. 8.**—The regular line at the Latin Quarter has been replaced by a classical ballet troupe consisting of eight females and one male. The outfit was originally set for two weeks, but four weeks of options were picked up after the first night.

Line is produced by Curie Cameron, with wardrobe valued at \$4,000.

# Buffalo Club Owners Plan Organization

**BUFFALO, Dec. 6.**—Following a move of local bookers to organize an Entertainment Managers' Association, local niterery owners felt they should also get together. James Savage, operator of the Como Club, is the moving spirit behind the organization idea.

He says he has been secured of support by the important spots. Most important issues at hand are salary scales for entertainers and addition privileges.



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Grosses Continue Good in Chicago Vaudefilm Houses

CHICAGO.—Grosses held to an excellent level last week, and with continued good weather, good shows and huge shopping crowds they should be well above the average this week. Chicago (4,000 seats, \$32,000 house average)...

Buffalo Takes OK; Lewis Pulls 18 1/2 G

BUFFALO.—Vaudefilers continued their grip on prosperity here despite the pre-Christmas shopping and spending. While past week boasted big-time vaude layout on main stem, the current period depends entirely on the Palace Theater to keep the flesh going...

Vaudefilm Grosses

B'way Holdovers Doing Well; Strand, Para Still Big; State Opens Strong

NEW YORK.—Altho holdovers are in the majority at the Broadway vaude-films, grosses are holding up well in spite of the Christmas shopping season. The Paramount (3,884 seats, \$37,000 house average)...

To He and stage show with Equillo Brothers, Archie Robbins, Buck and Bobbie and Richard Lane, did \$40,000. The Music Hall (6,200 seats, \$64,000 house average)...

Philly Earle Big 20G; Fay's \$3,200

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture bookings, \$11,800) concluded a successful week of vaude plus strong celluloid fare December 4 to the happy tune of \$18,500. Ted Lewis with hand and unit was responsible for the draw...

Welk 16G in Minn. Holds Up Business

MINNEAPOLIS.—Lawrence Welk and cork drew \$16,000 gross week ended December 3 at Orpheum Theater to keep intact the high box-office figures enjoyed by the house in the past several months. He was Unholy Partners...

Para, L. A., Good 19G; 9G for Orph

LOS ANGELES.—Vaudefilm houses are faring well despite keen competition from Santa Claus parades and window displays that are keeping people on the streets and out of theaters. Paramount had a good \$18,000, with Christmas Eve and Skylark in their second week...

B. B. 24G in Pitts; Andrews Hefty 31G

PITTSBURGH.—Ben Bernie and his band, with a show featuring Bonnie Blue Kye, Bob Archer and the Lane Brothers, netted \$24,000 at the Stanley for the week ended December 6. On the screen, New York Town...

Springfield Okay

SPRINGFIELD, Mass.—A good vaude-film bill and good box-office results greeted Edward Harrison, new manager at the Court Square Theater here, for the three days ended Saturday (29). Harrison succeeded Ernie Whitford...

Fritcher Revue Big

SEATTLE, Wash.—Nootchy Nootchy Capers, presented by Meyer Fritcher, drew \$2,500 at the Rivoli last night, 1G over the weekly average. The show, booked by the Bert Levy office, had Bruce Patterson, Matt Korb, Don Raymond, Hal Harris, Francis Blake, Alice Reinos and the Rivoli Rockettes, a line of 11...

2 Detroit Spots Doing Strong Biz "Folies" Big 21G

DETROIT.—Business shows the usual December slump here, but vaude is doing fine, chiefly because the town's two big houses have long been without stage shows. The Michigan (4,000 seats; house average \$16,000) pulled a fall record for itself with Folies Bergere unit during an estimated \$21,000 gross...

Talent Agencies

EDDIE SIKERMAN comes back to New York for a short stay this week. MARVIN SCHENCK back in New York after a series of talent conferences with Louie B. Mayer in Hollywood. FRANK ROBBINS, of the Arty Agency, booking Zellers, Whidling, W. Va. HAY S. KNEELAND, Amusement Booking Service, Buffalo, has added several artists: Bob's night club (formerly the Red Robin), Gowanda, N. Y., five people on week-ends; Bon Ton Cafe, Lockawanna, N. Y., five people Saturdays; clubs Merry-Land and Come in Buffalo for sets; Palace Theater, burly-vaude house, one vaude act every week. BERNARD BERNARDI, New York, now has 30 floeshow units touring the East, mostly up-State New York and New Jersey. He along with most agents nowadays, complains of a scarcity of girl singers and dancers. BOBBY DE LEON'S Harlem in Dixie Revue, which closed recently with the Greenbelt Amusement Company at Palm Beach, Fla., is now playing Florida theaters.

Rain, Shopping, Hurts Wash. Biz

WASHINGTON.—Phonograph exploitation and other belly helped Warner's Fido get \$19,500 out of Birth of the Blues for week ended December 7. Rain opening day and public absorption in Christmas shopping has lowered estimates on strong film. Appointment for week ending December 11. Vaude helps. Dave Apollo, the Six Angels, Ben, Tom's New Yorkers, Danny Drifuss and the Roxettes are featured. Mogul, mentalist, held over another week for matinee lounge appearances. Loew's Capitol, expecting pre-holiday stamp, pinched on budget. Inferior Ritz and Shing, for week ended December 3, barely topped \$13,000. Confim, or Dony, barely topped at best, might do \$14,000 for week ended December 10. If so, vaude will pull them in. Bill Hiss Don Rico, Allen and Kent, the Shyrettes, Harlan Dixon and Rhythm Rockettes.

Raye 20G Good; But Under Ritz

BOSTON.—Martha Raye heading a first-act bill week ended December 4 at the MKO-Boston brought about \$20,500 into the box office for the week. Business was about average at the Ritz unit, house and the gross was a drop of about \$2,000 from the amount taken in the preceding week with Ritz Brothers. He was Week-End for Three. The Club Calloony opened a week ended Friday (5).

Robinson-Luncheon Big in Providence

PROVIDENCE.—Bill Robinson, with Jimmie Luncheon and orch. Velma Middleton, Miller Brothers and Lou, first all-colored show to play town, in almost a year, netted Metropolitan Theater \$8,100 in four days (November 27 to 30). Previous weeks with Sauter Girl unit headed by June Frenner, house got \$7,100 on three-day showing. Fry's, with Larry Bink, Barbara Blanc, Duke Art Jr., Arthur Robert and June David, Jack Lane, Jean, Jack and Judy, and Monroe Brothers, grossed better than \$8,300 on week ended November 27.

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State, New York

Vaudeville Reviews

Chicago, Chicago

Reviewed Thursday Evening, Dec. 11
A long but punchy vaude show this week. Opening performance ran an hour and 40 minutes...

Operator to the Five Jewels, women jugglers in unattractive glittering gowns, but doing a smart variety of juggling routines...

Diamond Boys, three, got a lot of laughs with their mixture of stunting, singing, gags, mouthing, pratt fillia, puns...

Miss Nelson, looking exotic as usual, offered a Latin ditty, then the belted Jim, an Hawaiian tune, encooring with a tricky Sweet Molly Malone and with a comedy Oh Johnny...

Billy De Wolfe, who played the Striped and the Rainbow Room only a few weeks ago, is making his first State appearance this week...

Show closes with 27 minutes of Mill Britton musical clowning. Britton and his 10 musicians play a few numbers while stooges wander across the stage...

Next week: Artie Shaw's band and the Shadow of the Thin Man.

Criticism: Stage this week could be dressed up better. Absence of good-looking stage settings is very noticeable.

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Chicago, Chicago

Reviewed Friday Afternoon, December 11
Clifford C. Fisher's Folies Bergere of 1942 is a lavish and gorgeously costumed production with a flock of pretty girls...

Opening production number has the ensemble in minstrel dress, and then in discussion of brilliantly caparisoned paradum. Darlene Walders, titan-haired dancer, steps off some fast and intricate tape and acrobatic numbers...

Little Fred and Company open their dog act with a rope-jumping dog who also does several other tricks then offer their balloon-breaking boxes...

La Large is one of the cleverest girls in her line. She offers a web and Roman ring act masterfully done and demonstrating perfect muscular control...

A lamp-post number with French cafe setting forms a background for the midget from the Indies, who does a hilariously funny drunk act and sings a French number, winning a big hand.

Lurline and Ashour follow with their cleverly executed apache dance, which scores solidly.

Gene Sheldon, comedy banjoist, gathers a flock of laughs with his tomfoolery on the banjo, and follows with some very good straight plucking and very funny operetta bits with his partner, Loreta Fisher.

An elaborate Arabian production number brings on Omar and Company, tumblers, three men and a girl, for some fast, furious and difficult tumbling.

Hit of the bill is Senor Veneca, ventriloquist and juggler of amazing cleverness. He works with the figure of a doll whose head is formed by his hand covered by a wig and with features painted on his fingers...

A beautiful mirror number is background for a highly entertaining dance session by Darlene Walders. Entire show is a bewitching succession of colorful production numbers with frequent song selections by Helen Mac, a blonde beauty with a sweet voice...

The picture is Splendor. Not Green.

Stanley, Pittsburgh

Reviewed Friday Evening, December 11
Johnny Long's smooth band, the Hilarious Three Stooges, the phenomenal Berry Brothers, and Phil Regan make for show-stopping stuff.

The bill opens warmly right off the bat when Johnny Long flashes his personality smile. Even if his music were ordinary the maestro's manner would cover up sins. And it is the band stands out as one of the best musical outfits ever to have played this city's only vaude house...

Following the opening, Take It, Jackson, where the outfit's flash starts itself.

Music Jimmy Mayo solo during Piano Concerto. Balladist Bob Houston reminds of Bing Crosby when he sings This Love of Mine. J. Stryker, Dear and Shepherd. Serenade, the last-named abetted with whistling for a socko hand.

The Berry Brothers, with their eccentric dancing, their tricks with a cane and their fluency at comedy, add up to sensational. They knocked themselves out in 10 minutes of the fastest routines seen here in many moons.

Long's version of Shanty in Old Shanty Town displays the ballad's virtuosity, although this spot in the show a more spectacular number might have shown them off better.

As always, Phil Regan's tenor satiates the top of Let's Be Rude, Night and Day, You and I, I Don't Want To Set the World on Fire and My Wild Irish Rose draws solid reception, particularly from the family trade. His accompanist, Jimmy Hule, shares the spotlight on the record when Phil sings Jimmy's new tune, When Kids All Talk About Their Dad.

The band's most abominably production number features Long's left-handed rendition of Estrellita.

Helen Young has acquired plenty of polish since her hotel stand here two years ago. She's a showgirl now, in both appearance and manner. Her Double Woogie Pippie and Fied Guy Named Joe stamp her as one of the better live singers. Her rendition of Diddy was one of the best ever done at the Stanley. She drew a hefty hand.

The Three Stooges are funnier than ever before. If that's possible, they're a little closer to the burlesque routines now, and some of their gags are as ancient as Joe Miller, but the way they do them is cream. They're show-dog.

Hi-Fi, featuring Miss Young and introducing various members of the orchestra, draws the curtain.

Out the screen, Unholy Partners. Mori Frank.

Colonial, Detroit

Reviewed Friday Evening, December 11
Working without a name on the bill and shunting the orchestra from the stage to the pit in order to accommodate an equine act, this week's bill is somewhat of a novelty. Despite uniformly good vaude acts, the show is poorly paced and lacks continuity.

Brown and Snyder, mixed guitar and banjo team, open with a number done in old-time vaude style. Work with zest and are very tuneful.

Bregg's Golden Horse is presented in posing numbers with three girls. Act is unique and clicks well, especially in the final patriotic bit when the horse meaningfully sprouts wings.

Peck and Peck, clever colored boys, open with vocals, follow with a shivering, loose-jointed dance and a serio-comic with slackerick, and close with a slow-motion brawl.

Three Oranics offer a variety of balancing, perch, pole and ladder work, working fast and smooth with difficult and skillful routines. In some the heavier partner carries the perch pole unsupported on one shoulder. Registered well. H. F. Redel.

Roxy, New York

Reviewed Friday Evening, December 11
Good stage layout plus a weak picture, Rex and Shins, a misguided and belated football story. The stage show is unusual—opening and closing with an acro turn and including an acro dancer as well. Yet it does not give the impression of being out of balance. Archie Robbins is still the emcee.

Harold Barron, light-wire artist, opens. Barron, who seems very youthful, does dances on the wire, tripping along to rumba, tango and other musical tempos. He is lithe, showy. Technique is very good. Act, however, should be shortened a trifle to sustain greater interest.

Sara Ann McCabe, soprano, delivered operetta tunes, including a medley composed by Rudolf Friml, such as Donkey Rodeo, Symphony Waltz, The Pirates, etc. These melodies are much more interesting than the average run of pops, but nonetheless a good voice. Miss McCabe has this, happily, rendering the melodies with warmth and style. Clicked, encores and then came for banter with emcee Archie Robbins.

Lucille Page, arabesque dancer, very solid in a series of short dances. Is given a bevy of chorus boys as background for

striking effects. Most enchanting was her acro routine to Maxie rhythm. Miss Page's acro dancing is a high art, her individual contributions being submerged to the integrated, artistic effect of the completed routine. Really wonderful stuff.

Bobby May, juggler, closer, is a very fast and skilled worker with clubs, small balls, hats and assorted objects. Devoted most of his time to club and ball routines. Technically, as good as any juggler. In comedy, however, he still has not developed as far as some of the older jugglers. Best trick item was his broad-stated on a raised prop, bouncing and juggling three balls upside down. Closer had him juggling, spinning a hoop around one leg and spinning a ball simultaneously—all this done in the dark with black light effects.

Archie Robbins is still unweaving, his best bit being an imitation of various types of female singing. Foster girls so-so this week. Business fair. Paul Ackerman.

Oriental, Chicago

Reviewed Friday Afternoon, Dec. 11
Show, headed by Johnny (Scat) Davis, packs the kind of entertainment Oriental audiences like, and attendance on opening day indicates a good week. Picture, Married Bachelor, should have a fair draw.

Davis is a friendly, hard-working front man who immediately ingratiates himself with the audience, and he has a versatile crew. No longer a live outfit, the band offers a diversified repertoire of tunes, leaning strongly to the sweet side but still giving out plenty of live. Opened the show with Tonight We Love, and followed with Robert McHenry's oldie singing It Makes No Difference Now and Sougie Woogie Pippie. McHenry, oldie has a likable personality and a well-modulated voice that put him across nicely.

Paul, Reading and Boyce, two men and a girl, offer acrobatic dance routines that are exceptionally good. Comedy, however, is weak. Scored a good hand.

Tony Cabot, sax player in the band, scored Stardust nicely, and Joe Martin did a good vocal job on You and I and I Don't Want To Set the World on Fire. Jack Leonard, comedian, has a corny line of chatter, but the audience liked his work, especially his radio impressions, and he got a whole of a hand.

A medley of waltz numbers by the band was followed by Gloria Vnn, the band's attractive chirper, who earned a nice round of applause for Yours and Mine. Davis got applause and laughs for his characteristic scat singing.

Closing were the Four Mills Brothers, with a fifth lad playing the guitar. While the boys are good on buffets, courtesy to their forte, and their singing and imitations of various instruments put them over big. Nat Green.

Orpheum, Los Angeles

Reviewed Wednesday Evening, Dec. 11
Bill has variety, but is spotty in entertainment value. At Lyons's housework is in the pit.

Opening is a slick arrangement of Stormy Weather by the Lyons group with Lester Harding rounding out his sixth week here, handling the vocals in fine style. Ork and Harding appear

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against a background rain picture, with off-stage lighting and sound effects.

Dick Nelson, impersonator, does fairly well on his mimicry. Wallace Beery and James Stewart are his best. Did well with his dramatized commercials, altho his material is a bit copy. Lester Harding continues to score amply with three numbers, one of them 'There'll Always Be an England.'

The Hackens, comedy dance team, offer nothing new. Male member banters in a foreign tongue and 'lives' grimaces that fall to produce too many laughs. Act winds up with some slick spins that get a good hand.

Mardoni and Louisa, magic, pull some good tricks for a sock performance. Mardoni's guillotine trick, in which he uses a kid from the front row, is stick-splitting. Reaction of the kid is tops as blade cuts a stalk of celery placed below the boy's neck. Had to beg off.

Will Aubrey spins some homey philosophy on his miniature days. Does a Russian hillbilly, a miniature yodel, and ends up with some old-time songs, playing his own guitar accompaniment.

Emil and Evelyn, waterboard, went big with their polished novelty work. Balancing turn is exceptional, and audience was definitely on the act's side from the start. Crowd was really converted when Evelyn did a double somersault to land hand-to-hand.

Screen films were Riders of the Purple Sage and Mystery Ship. Sam Abbott.

### Nitery Keeps Strips, Drops Other Burlys

PHILADELPHIA, Dec. 6.—Burlesque policy, which proved with a boom to Carroll's Cafe, is now being modified and shows will henceforth emphasize standard nitery acts. According to operator Stanley Carroll, burlesque policy has served its purpose well and while burly in name continues to monopolize the billings variety acts will dominate the shows. New policy brings in 'Dot Lanty, Jimmie Lewis, Shelly and Nell and Ramon, and Dianne, with Crystal Ames, and Babe Cummings the peoria. Also retains line of girls, using dancers instead of show strutters.

### Bronx Uses Names

NEW YORK, Dec. 6.—The Bronx Opera House (1,500 seats) inaugurated weekend vaude today with the Ray Hutton, Eubel Jewell, Clark Dennis, Radio Ramblers and Four Samites. Shorts and features round out the program.

### Vaudeville—Very Quick

NEW YORK, Dec. 6.—Tribune Theater, downtown neighborhood house, informed the trade this week that it will inaugurate a "quick vaudeville" policy December 13. House exec was asked what was meant by "q. v." and he explained very simply, "Three acts of vaudeville—very quick."

### New Seibilia Unit Opening in K. C.; Fifth for Central

CHICAGO, Dec. 6.—The fifth unit to be booked thru the Central Booking Office here goes into rehearsal next week. It will be known as Time of Your Life, with Anson Seibilia producing. Al Bordo and Billy Diamond, of the Central office, will handle the bookings. Unit is set to open at the Tower Theater, Kansas City, Mo., December 26.

Talent line-up includes Carl Fred and His Harmonica Lads, Dean Jank, Whitley Roberts, Peck and Peck, the Marrales, Betty Atkinson, a line of 10 girls and a 10-piece band. Betty Nutter is putting on the numbers.

New edition of Al Bordo's Seibilia unit opened Thursday (27) at Sioux City, Ia., with the Four Franka, Chick and Lee, Wilbur Hall, Jan Murray, Charley Muster, 10 Eve Rose girls and the Six Ambassadors in the line-up. Group moves on to Davenport before opening at the Oriental, Chicago, December 12.

Hawaiian Nights, Anson Seibilia unit, moves into the East December 25, opening at the Bronx Theater, New York. It is booked in that territory thru the middle of February.

Punisher unit, headed by Benny Meffo, and the group headed by Ada Leonard and her band opened Thursday (27) at Naval Base, Quantico, Va., and Camp Elliott, San Diego, respectively on the USO-Camp Shows tour.

Billy Diamond, of Central Booking, reports the office has two more unit ideas in the planning stage which may be put into production after January 1, pending success of Time of Your Life.

### New New York Club

NEW YORK, Dec. 6.—Robert Kern, opens a restaurant in the Times Square sector, Thursday (11). Spot will have entertainment, with Cornell Tamassy heading the orchestra.

## Names Draw in Detroit, But Not On Holdovers When Sans Talent

DETROIT, Dec. 6.—Generally poor business in local night spots, and film houses has been slightly countered by good business starting with the Thanksgiving holiday.

Biggest night spot, the Bowery, is running around 20 per cent above in attendance since the middle of September. Yvette Dore followed Ann Corio, who drew about 22,000 in two weeks. Miss Dore's first two weeks dropped to 10,000 each, but zoomed to 19,000 the third week when Arlene Amys was added, a figure last reached by Postree Kaye on a six-day stand last summer. Marc Ballero, impersonator, followed for two weeks with Miss Dore, drawing 10,000 the first week and 12,000 the second.

Average is around 11,000, with three of the five weeks having combined two strong acts, while the average for weeks with only one act of this caliber would be around 10,000. Late summer grosses

proved that a show without a strong name would drop to 5,000.

Spot has a steady patronage of about 5,000 weekly. Additional patronage dependent upon business conditions and the drawing power of the show, with some weeks reaching 16,000 with top names. However, a name drawing top show will taper off rapidly as the power and prove poor the second week.

With this possibility always in mind, manager Frank Barbero has refused to book names for more than a week or two at a time.

### After 21 Years . . .

NEW YORK, Dec. 6.—Joe Emery, who got most of the original rave for his comedy in South of Pines, does his current success as the original break in his 21 years of show business.

### Club Owner Is Drafted

BRIDGEPORT, Conn., Dec. 6.—William (Billy) Macanelli, who has owned the Hollywood Restaurant for 10 years, has left for Camp Devens, Mass. His brother will carry on at the club until he returns.

### Vaudeville Notes

EVELYN WILLARD, formerly of the Six Lucky Girls, has joined Paul, Reading and Boyce, current at the Riverside, Milwaukee, and set for the Oriental, Chicago, week of December 8.

JOAN MERRILL expected back to New York from the Coast soon, is being substituted for a vaude tour by Harry Healy.

MARTON OLIVERI, after 10 months at the Chez Paree, set for an army camp tour. LEW PARKER booked for the President's Ball January 30 in Washington.

HARRY GOUPAIN is staging a 20-people unit, John Powers Modelynn Ice, including eight show girl skaters and specialty acts. Unit will carry a plastic ion floor, using Sports Ice, a muck ice originated and sold by Bud Green, of New York. Goupain is also putting out a 32-people colored unit for NBO, featuring the Deep River Boys and including Ford, Bowie and Desley, Conway and Paris, and Fess Williams and band. Set to open at the Paradise Theater, Detroit.

GORDON AND ROGERS, colored team, into the Grand Theater, New York, December 11.

JACK NORWORTH, now touring with Village Green, is the subject of an article in December Esquire about his famous collection of miniatures.

McCONNEL AND MOORE, in the Hawaiian Islands the last seven weeks, play Honolulu until after the holidays, when they return to the other islands. They report Honolulu is crowded and booming with defense business.

### More Midwest Vaude Opening

SIoux CITY, Ia., Dec. 6.—The new Capitol Theater, which reopened Christmas Eve, will have occasional stage shows. Tri-State Theater Corporation said an increased seating capacity would make it more practical to handle stage attractions.

CANTON, O., Dec. 6.—Stage attractions will return to the Palace here after an absence of several weeks, December 8, when Will Bradley and oek opens a three-day engagement, according to George A. Della, manager. William Morris office set the unit.

### Non-Alcoholic Club Clicks; Terrific Sale of Milk, Cokes

MADISON, Wis., Dec. 6.—More than 300 high school students turned out November 21 for the season's first dance at Carl Hennrich's Marine Club, an experiment in a "dry night club." A permanent committee, consisting of parents and students, has been organized to promote continuance of the weekly dance during the winter. Jack Steel and his nine-piece orchestra furnished music for dancing. Waiters estimated that several hundred bottles of milk and over a thousand cokes were sold, besides pop, malted milk, rindae, and banana splits.

### Williamsville Club Changes

BUFFALO, Dec. 6.—Club Mayfair at Williamsville, N. Y., is now being run by Lee Brown, assisted by Minnie Clark. Charlie Monroe was the spot's former owner.

Layout is still sumptuous. Business is pretty good, especially week-ends. Talent policy is all-colored and has Heads Adams's five-piece swing band, intermission piano player, and colored floorshow of six or seven people.

### Congress Room a Showcase

NEW YORK, Dec. 6.—John Gluskin will book the Horizon Room of the Congress Hotel, Chicago. (Gluskin said) he will try to build up the room as a showcase for new talent. Salaries, he claims, will be above the usual for a showcase.

### New Use for Draft Card

PITTSBURGH, Dec. 6.—New use for selective service card: To be sure that patrons are at least 21, minimum age demanded by State law for buying liquor in licensed niteries, Bill Green of the Casino asks men customers to show their draft cards.

## Review of Units

### "Meet the People"

(Reviewed at the Paramount, Los Angeles, December 4)

Manager Harry Waller has two grosses to Meet the People, a 16-people unit, and Appointment for Love. The Henry Meyers-Jay Corney-Edward Ellice unit, which got its start in Hollywood, doesn't have the flavor of a big show, but they definitely is a spot for it in film theaters. Times are good, dancing is far above average, and the show moved smoothly on at opening here. Danny Dore stages it.

Some include Union Label, Stern's Remains, Fellow and a Girl, Some Old South, Elmer's Wedding Day and In Chickadee.

Vocal assignments are handled well by Jimmy Alexander, Allice Tyrell and Martin Colby. Miss Colby gives an exceptional performance in In Chickadee and does well with her deadpan singing of Fellow and His Girl, which is also handled by Danny Hoctor and Siro Robbins. Audience is then offered a swell bit of rhythm tap by Hoctor. One of the most amusing numbers is Some

Old South, with Buddy Pepper and Jack Albertson scoring heavily with their vocal and dance duet. Lorraine Kueper, a pretty blond, does a fair vocal job on Elmer's Wedding Day.

Show will undoubtedly be lightened, but it is far above the average as it stands. Orchestra (three reed three brass, three rhythm and two strings) drowned out some of the singers' material, especially recited. On dancing and vocal numbers, orchestra plays for the steppers and not the vocals, which deprives the audience of some good satirical lyrics. Sam Abbott.

### "Sweater Girl Follies"

(Reviewed at the National Theater, Richmond, Va., Friday Evening, Nov. 14)

The girls wear sweaters in one of the production numbers. Hence the name. Other than that, Solie Childs has put together a pleasing little unit which had not the same acts played this house too recently would have been better received.

Joe Franklin's canine act, with his two terriers and a Chihuahua that do barking and wind up with a triple somersault is pleasing. Page and Jewett do a number of tricks on both high and low bicycles, with Page's clowning giving the turn an added zest.

The Two Becons are adept at hand juggling and work for a considerable time head-to-head. This "strong man" bit pleased the patrons. Woodley, of Woodley and Clare, is an eccentric dancer who seems to be headed places.

All in all, it's not bad. Mr. Beamer than average "D." Money. Sam Edgington.

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WM. McNALLY

81 East 125th Street, New York

# Musicians Rap AGVA in Minn.; N. Y. Petition

MINNEAPOLIS, Dec. 6.—Fate of Twin City Local 3 of American Guild of Variety Artists hangs in balance, as sides are being taken for and against its continuance.

Ted Brown Alch, local executive secretary, said he had tendered his resignation to the national office but that he had received communications from Gerald Griffin, national secretary, and other national officers urging him to remain.

The local crisis came when three other unions refused to co-operate with AGVA. They are Minneapolis, bartenders, bartenders, and cooks and waiters. However, Alch has received assurances of aid from franchised agents.

Henry Ballard, secretary of Minneapolis musicians' local, said "we are not going to go along with AGVA," and that representatives of the Bartenders and Cooks and Waiters' unions feel the same way.

Ballard said the policy of the Minneapolis musicians' group toward AGVA was similar to that of the national musicians' organization.

"Some time back we had a 30-day agreement with AGVA," Ballard continued, "and it brought us into more hot water than we have ever experienced."

Viola Murphy, of the Twin City Artists' Bureau, says Alch "had done a missionary job that no one else would have done for the biggest amount of pay. AGVA could be a good thing and should remain here."

Johnny Williams, of the Artists' Bureau, declared AGVA was giving "protection to both the performers and bookers, and should remain."

Among the grievances of the other unions are that the Twin City local is not a nationally franchised chapter, but rather a subsidiary of the Chicago local, and also that they can't understand how a business agent can put in as much work as Alch has without getting paid.

H. J. Kilday, of the bartenders' union, declared "I have never heard of a business agent not getting paid. Alch says he gets no money."

NEW YORK, Dec. 6.—Members of AGVA here this week began to circulate a petition demanding a membership meeting of the New York local to find out why so many attacks have been leveled against AGVA, principally by Walter Winchell.

Petition described these attacks as the "beginning of a blitz on our union" and called for a meeting that had been "long overdue." Performers were directed to mail the petitions to Gerald Griffin, executive secretary of AGVA, or to Vito Meli, organizer.

Meanwhile, AGVA officials have been holding many meetings, but have not announced the date for a hearing to review criticisms against Griffin for allegedly quarreling with other members of the trade at Tommy Dopey's music publishing house, wrapping some months ago.

HOLLYWOOD, Dec. 8.—"Ladies Liberty for executive secretary of the National campaign continued to gain momentum here, with more American Guild of Variety Artists' members signing petitions for his appointment. Petitions have been signed by members of the NTO Florentine Gardens and the Cocoa Inn here, among others. Several weeks ago the Earl Carroll group signed a petition

# BAA Backed by Four A's in Latest Organization Drive

NEW YORK, Dec. 6.—Ob sign to organize the burlesque field more fully was given to the Brother Artists' Association by the Associated Actors and Artists of America, with the passage of a resolution, Monday (3). The resolution promised co-operation to BAA by recognizing the BAA unfair list, and also reaffirmed the BAA right to its jurisdiction.

The passage of this resolution is seen as a rebuke to the American Guild of Variety Artists, which had been organizing burly performers in several cities. A recent strike was averted in Minneapolis when a burly theater operator refused to recognize AGVA. Ted Brown Alch, Minneapolis organizer, was told at the last minute by Gerald Griffin, AGVA national executive secretary, to lay off.

Thomas J. Phillips, BAA executive secretary, expects to launch an organizational campaign among circuit houses outside of New York.

# Alliance Pans N. Y. Follies Houses as "Virtually Burly"

NEW YORK, Dec. 6.—Passage of a resolution by the Lord's Day Alliance asking Mayor LaGuardia to close variety revue houses on the ground that they provide "temptation" to servicemen is seen as placing a permanent blot on the effort of local house operators, along with the Brother Artists' Association, to regain permission to use the word burlesque in their advertising.

The resolution said, "Variety revue houses are virtually burlesque theaters operating under another name and character, in which performances are obscene, vulgar and perniciously poisonous to morals."

Ops have long been fighting to restore burlesque to marquee, and have successfully enlisted BAA and IATSE to aid them. The battle has been in abeyance since the summer.

put on the bulletin board by Eddie Gale, of the Debonairs.

BUFFALO, Dec. 6.—The establishment of a Buffalo branch of the AGVA started to take definite shape this week after Professor Majik, local organizer and national board representative, returned from New York and announced that Buffalo acts are falling in line with the traveling acts, which are now mostly AGVA.

About 100 persons attended at a meeting, Sunday (23) at the Hotel Employees' Union hall, which included representatives of various labor organizations. All promised 100 per cent co-operation and support with active union efforts here. Many performers at the meeting applied for AGVA memberships. During the past week about 50 new members were signed.

Majik was unsuccessful in his effort to obtain a special waiver of \$15 initiation fee for a certain period to encourage membership for reasons concerning the national AGVA set-up; among other things, AGVA's desire to get on its own feet. Majik, however, mentioned that leniency about payment will be exercised to allow a gradual payment of the initiation fee.

Another important development was a meeting between advisory committee of AGVA, Majik and local talent agents recently at the Ford Hotel.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

STAR, Brooklyn, again dopated, a few hours between shown November 37 to Revere Post (Brooklyn) of American Legion for its annual Tupper Lake tuberculosis fund party. Joan Carroll presented a live goose, one of a series of prizes. . . . JOAN CARROLL moved from the Star, Brooklyn, to the Erlinge week of November 30. Next to Norfolk, Pittsburgh, home to Syracuse two weeks over the holidays, and back here to the Republic. . . . BERYL CUPPE, dancer, recovering in Philadelphia from an appendicitis operation performed at the Jefferson Hospital. . . . LEW FEIN, comic, visited at the Hudson, Union City, N. J., by brother Ned and sister, Ceclie Reed. Hadn't seen them in five years. . . . DOTIE EDWARDS, chorus captain at the City, birthday-party backstage November 20. . . . TIRZA crashed January 12 mag with a three-pogo spread and Marlene the front page of the January Police Gazette. . . . UMO.

LIVAN was added to the cast of the Benny Moore company at the Rialto, Chicago, December 5. . . . MARJORIE DALE and sister Betty left from the Midwest to open on the Empire Circuit, December 19.

## FROM ALL AROUND:

WALTER DEKING, recently released from ven' hospital at Huntington, W. Va., after a long stay there for treatment for a bum ticker, hopped into Cincinnati last week to join his wife, Sandra Byrd, who was working a bitery there. From Cincinnati Sandra hopped to the Palm Garden, Columbus, O., for this week, with Walter going to Indianapolis for a few days' visit. He expects to be able to resume work around the first of the year. . . . FREDDIE FRAMP-TON, after twice around the Empire Circuit, has opened in stock at the Gayety, Minneapolis. Tommy O'Dell and Imogene Allen joined the Gayety cast last week. . . . BALLY WALKER is now in the line at the Gayety, Cincinnati.

## MIDWEST:

MIKE SCHUSTER has booked the following attractions on the Midwest Circuit to open with units at Buffalo Rose La Rose, December 13; Mayetta, December 20; Linda Wausau and Marie Cord, January 7; Georgia Southern, January 9; Lois De Fee, January 10; Joan Carroll, January 21. All will play the full Midwest, time, except Linda Wausau and Georgia Southern, who will play spot dates. . . . DIXIE SULLIVAN replaces Margie Dale on the Midwest unit, opening at Buffalo December 10. . . . GLORIA GARRY placed on Midwest unit that opened at Cincinnati December 8. . . . JACK LAMONT and Artie Lloyd have closed on the Midwest Circuit and booked on the Empire Circuit. Mae Brown, Gladys Fox, Chick Schless also have been booked on the Empire. . . . MISSOURI THEATER, Kansas City, Mo., scheduled to open December 25, will be known as the Polly Theater. More than \$25,000 has been spent on remodeling. . . . HEAD AND MOROAN closing on Midwest at Canton, O., and opening on the Empire at Detroit. . . . MARCIA BLUE and Ling Lee, new Chicago stripper, are booked on the Empire Circuit. . . . HARRY HIRSCH and Harry Katz are busy engaging a cast for the Alvin Theater, Minneapolis. . . . DIXIE SUL-

# Review

Erlinge, New York

(Reviewed Tuesday Evening, Dec. 2)

Show this week is a good one, featuring the cantal comedy style of Irving Selig and Max Purman. Boys' material is newer than ordinary and went over very well night caught.

Strips were somewhat below par. Joan Ann Carroll, slender blond, did longest stint, starting off with a couple of songs and then working into her peel act. Offered nothing particularly startling, but milked plenty of noise from the gallery, which is what counts. Best looker was June March, using plenty of cute facial contortions and shaping up as a corner, given a little more training. Carolyn Middle, a robust lass, did a competent 'barn and was received very enthusiastically. First strip on was Gay Knight, a cute youngster who ought to make plenty of progress. The Knight gal did exceptionally well in the skills, too, revealing a good speaking voice and excellent diction.

Specialties were contributed by Julian, an acro-tapper, and Dolores Weeks, who did a good crotch. Straight man was Bobbie Burns, and he made the comics step right along to keep him from grabbing off the laughs. He's good. Alvin Maiben contributed a brief scene-stealer in which she was decked out as a direct descendant of Sadie Hawkins.

Singing is provided by Bernice Miller, who works hard and has a nice personality. Production by Eddie Lynch; Sammy Krois is house manager; house is operated by Harold and Abe Minsky. Costumes were extremely handsome—by Follies Costumes. Dick Carter.

# Canadian Performers In Army in England

LONDON, Dec. 6.—Wally (Pot Head) Brennan, formerly juve and comedian with Fred Hurley and now with the Canadian Army here, is comedian with the Tin Hats Concert Party, with headquarters in this city, supplying entertainment for Canadian troops in England.

In the Tin Hats cast, besides Brennan, are "Spud" Cooper, character man and baritone of Vancouver, B. C.; Joe Rocks, tenor of Edmonton, Alta.; Norm Harper, cowboy specialties and juvenile Johnny Huxwood; light comedy and acrobats, of Toronto; Bill Dunstan, soubrette, and Ronny White, straight, of Nova Scotia. Stan Sheddon, formerly bandmaster of the 40th Edmonton Regiment, is musical director; Vince Rowe, of the Black Watch, is producer, and Frank G. Anders, well known in Canada for his Home Oil programs over the CBC network, is master.

Brennan says the unit is the first all-Canadian soldier concert party, and that it carries complete stage equipment, including wardrobe, a collapsible stage, and a complete switchboard.

# Alvin, Minneapolis, Resuming Dec. 26

MINNEAPOLIS, Dec. 6.—The Alvin will reopen with burlesque December 26, Harry Hirsch and Harry Katz managers, say.

Cutted July 3 by fire, the house has been completely remodeled at a cost of \$72,000, Hirsch said. Most of the 1,463 seats are new, with upholstered seats occupying the main floor and balcony.

Two shows a day, with reserved seats at 25 cents to 50 cents. Hirsch and Katz are at yet undecided between stock and roadshows. Hirsch goes to Chicago next week to line up talent. Milton Schwitzer will book. Fred Odre and seven-piece orchestra set for the pit.

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# Billroy's Ends 33-Week Season

DANIA, Fla., Dec. 6.—Billroy's Comedians, Billy Wehle, owner-manager, closed a successful 33-week tent tour here last Saturday night (29).

The show equipment and canvas have been stored here. Work will begin soon on reworking the paraphernalia in time for the 1942 tent season which begins early in March. Billy and Marion Wehle and daughter, Winona, have gone to Miami for a vacation.

Mrs. Jim Heffer, Mother Vinson and Ralph and Reba Herbert will remain in Dania. Bob and Dorothy Greer, Cal and Dorothy Owin and Kay and Johnny Rupee have gone to the Club Oasis, Leeburg, Fla. for an indefinite engagement.

Al Fitzpatrick left for Chicago to visit his daughter, Marina Jane, before going to his home in Beatrice, Neb., for the holidays. Jack Hutchinson has gone to Atlanta; Sarah Siebert to South Carolina; Eddie Milton to Miami, and Kay and Norrie Pix to the Sound Club, St. Petersburg, Fla.

# Lee L. Reid Dies On Reuben James

DALLAS, Dec. 6.—Leo L. Reid, former rep show trouper, was numbered among the missing when the U. S. S. Reuben James was torpedoed and sunk October 31.

Lee enlisted in the navy as a youth, spent a hitch there, and then returned to civilian life to become active in the Naval Reserve. He was a first-class torpedo man and had been in the service since last May.

Mr. and Mrs. Reid had not been active in show business the past two years, and had made their home in Dallas. He is survived by his wife, the former Emma Kennedy, and a four months' old daughter, Patsy Ruth, whom he had never seen.

# Ellises Closing for Holidays

TOLEDO, Dec. 6.—John Ellis's Rip Van Winkle Company closes its fall school season here December 12, when Mr. and Mrs. John Ellis will depart for their home in Grand Rapids, Mich., to spend the holidays. They will resume in schools with Rip January 6 and are booked until May 1 when Mr. and Mrs. Ellis return to the Barkoot Bros. Shows, where Ellis will again assume press and general agent duties.

# Field Minstrel Cars Sold

PORT GIBSON, Mo., Dec. 6.—P. B. Wolcott, owner of the Rabbit Foot Minstrels, who recently concluded a 69-week season of one-nighters under canvas, has sold the old A. O. Field Minstrel show cars, "Dan Emmet" and "Southland" to the Illinois Central Railroad. Wolcott bought the cars in 1928 to transport his High-Brown Follies and used the cars until 1936. He motorized his show in 1936.

# Vermont Back in Hospital

DATON, O., Dec. 6.—"Slim" Vermont, veteran tap, rep and minstrel performer, recently released from Soldiers' Home Hospital here after a long stay there, has suffered a relapse with a heart ailment and is back in Ward B of the same institution. He would appreciate hearing from his old show cronies.

# Attention! James I. Griffin

CINCINNATI, Dec. 6.—Mrs. Irene J. Griffin, of 1710 Adams Street, Chattanooga, in a communication to The Billboard offered here, requests that her husband, James Lander Griffin, drummer with the Rufus Minuties Show, contact her at once, as his brother and grandmother died recently and his sister is critically ill.

# 35MM. FILMS

Life of Our Heroes, Abraham Lincoln, Park Tom's Drama, When Zachary Taylor Had His Hair, Plymouth Plunder, Fanny Hill, Johnny Mark Henry, Port of Hate, The Good, the Bad, the Ugly, The McGee, The McGee and Family under subjects from which to choose. For complete list, send for our Big FREE Catalog TODAY. BOX B-129, Care The Billboard, Cincinnati, Ohio

# Rep Ripples Slout Laying Off For Holiday Season

DON MARLOWE, comedian, formerly with the Avon-Winlow Players in Colorado, has been held over a third week as trustee at the Ritz-Curton Hotel, Philadelphia. . . . W. W. CURRIER is reported doing okay business with his vaude-picture combination playing in Rockingham County, New Hampshire. . . . BAILEY'S SHOW, presenting a program of vaude and pictures, is getting good box-office play in the section around Huntsville, Ala. . . . TURGOEN'S SHOW is having good business in the Cape Cod section of Massachusetts with religious pictures. . . . J. A. COBURN, veteran minstrel producer and well known tent show circles, and Mrs. Coburn celebrated their 53rd wedding anniversary November 27. Coburn is now gravely ill at his home, 619 South Palm-4th Avenue, Daytona Beach, Fla. . . . PRARL AUSTIN, daughter of the late Mildred Austin, former well-known tap, rep and stock performer, was slated to leave Los Angeles, December 2 for Columbus, Ga. "Boo" Bugh, well known in burlesque circles, is driving her car thru. . . . AL FITZPATRICK stopped off at the rep desk last Monday (1) en route from Dania, Fla., where he closed the season with Billroy's Comedians, to Chicago, where he will visit his daughter, Marina Jane, before proceeding to his home in Beatrice, Neb., for the holidays. . . . BILLY WEHLE, JR. is holding down a good job in a toy factory in Detroit. . . . LEN PEY, formerly with the Billroy show, is now stapping the bass fiddle with Don Dester's orchestra, which last Thursday (4) closed a two-weeker at Hotel Netherland Plaza.

THE MUSICAL BRENNANS (Ed and Maud), of Brenham, Tex., recently enjoyed another pleasant visit from Mr. and Mrs. Harry J. Miller, affectionately known to the boys and girls of the tented drama as Mamie and Poppy Miller. Harry is one of the pioneer tent showmen of the Southwest, having spent over 30 years in the field. He is now 81

years young and still vigorous. The Millers are temporarily retired and residing in Corpus Christi, Tex., where they have a string of tourist cabins. . . . HARRY SNELL is reported getting well with the small show he has been operating in the Ogden (Utah) sector. He will invade Montana after the holidays. . . . TEXAS BILLY DQSS says he has no bees on the business his small trick is bringing him in Brogard County, Florida.

Hotel, and Ruthie was hostess in the dining room. . . . AUDREY SAUNDERS, four Washington informant, links that Chuck Payne, well-known emcee, unremembered up the middle aisle November 30 with Loretta Moore. Audrey says that Chuck has been working in the Capital City at the American Automobile Association. No sooner had we received the above information than Chuck himself came thru with the dope. Chuck adds that they were married at the Nativity Episcopal Church, and that they will honeymoon in Cuba.

REMEMBER—If you can't make it home for Christmas, at least drop the folks a card. . . . INQUIRIES CAME IN last week on the whereabouts of Charlie Spaulley, Olen West, Betty Lee Doris, Earl Harrington, Gully Lindor, Chief Archer, Gordon Hering, Clyde Stamba, Mickey Britton, Johnny Hughes, Buddy Jefferson, Joe Nally, Johnny Baker, Jean Dakin, Jerry Martone and Chad Alviso. How about coming out of hibernation and dropping the column a note, kids?

# Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

## Road Granted License To Conduct Phoenix Derbyshow

PHOENIX, Ariz., Dec. 6.—A court order directing Sheriff Lon Jordan to furnish a license to Don Busha a license to conduct a derbyshow here was issued Thursday (26) by Superior Judge Arthur F. La Prade. The order followed a hearing on Busha's petition for a writ of mandamus to compel the sheriff to issue him the derbyshow permit.

Busha, an associate of Hal J. Row, instituted the court action, after he had tendered the required license fee to the sheriff, who declined to accept it. He said the permit because he and certain other groups considered "such shows" objectionable.

Judge La Prade said, in granting the writ and order, that while he realized that "some persons are opposed to such forms of entertainment," nevertheless, the law entitled Busha to a permit.

## N. M. Show in Wind-Up

ALBUQUERQUE, N. M., Dec. 6.—At this writing the Kelly-Crowder, walkie hero has three teams and two solos and with positive elimination sprints now in effect will probably wind up tomorrow night. Show is in its seventh week. Teams are Roy Myers and Millie Bumpers, Jack Kelly and Pat Young and Marie Alessandro and Chone Arhulista. Dupe White and "Rubber-Legs" Martin are solos. The recent wedding of Mary Rombo and Tommy Garcia drew a packed house.

## One Year Ago

RAY PASSO'S derbyshow, after a two-week run in Las Vegas, Nev., opened in the National Hall, San Francisco. COLIBEUM walkie in Chicago was down to 35 teams and 34 solos. . . . MORTON GROVE, Ill., show was won by Eddie and Tom McBride. . . . CLAIRE MARTIN was working in Washington. . . . JIMMIE HOBAN and wife and Johnny and Bernice Knaplan were vacationing in Hot Springs, Calif. . . . ART and RUTHIE WOODS were in Baton Rouge, La. Art was working as bellboy at the Heidelberg.

CANTON, O., Dec. 6.—L. Verne Slout's Theater Workshop Players will close their school season at Genoa, O., December 16 and lay off until January 6, when they resume school bookings in the New England territory under supervision of Pitt F. Parker, of Boston.

E. A. McNurt, of the company, will spend the holiday layoff with his family in Sioux City, Ia. Ora Ackley will hop into Chicago to do some shopping and catches a few shows, and Slout will spend part of the time visiting his mother and children at Vermontville, Mich. The remainder of the time he will spend in Chicago.

The Slout unit will have filled 97 engagements between its early-October opening and its December 16 closing date. Slout is working on a new show to be released for tent-show consumption next season. It's entitled Toby, the Yankee-Boofole Dandy.

## Bryant Has Play Offer

NEW YORK, Dec. 6.—Billy Bryant, skipper bossman of the Bryant Showboat, which recently concluded its 13th consecutive summer season in Cincinnati, is in New York mulling a proposition which has been made him to take a leading role in a new play. Under contract, by Hob Downing, slated to be produced soon by Addis & Burke. The deal is still pending.

years young and still vigorous. The Millers are temporarily retired and residing in Corpus Christi, Tex., where they have a string of tourist cabins. . . . HARRY SNELL is reported getting well with the small show he has been operating in the Ogden (Utah) sector. He will invade Montana after the holidays. . . . TEXAS BILLY DQSS says he has no bees on the business his small trick is bringing him in Brogard County, Florida.

# OUT-OF-TOWN OPENINGS

(Continued from page 18)

Romo Vincent, Audrey Christie, E. J. Bunkley, James Farrell, Bill Bailey, Mimi Kellerman and others.

Howdy Eyes is a musical version of the box-office smash of a few years ago, Three Men on a Horse. Like most musical romances, it falls far short of expectations.

Eddie Cantor is Erwin Trovbridge, the verse-writer for a greeting card company who picks horses for a hobby. He is held by gangsters until he reveals the winner of the Gold Cup Race, and when the horse he picks finally wins after a foul, all are happy except those who invested money in the show in the first place.

There is little real entertainment. The book has been revised to conform with the weak scripts generally found in musical comedies, and the result leaves few laughs. The songs and dances are far from enough to make this one a top musical.

It is regrettable that Eddie Cantor chose this one for his return to the legitimate stage. Altho he works hard, he does most of the members of the cast, there is little he can do. In the second act he has a chance to do some of the numbers which made him famous; this is the high spot of the show.

There has been a constant cutting since the show opened here, and the entire second act has been changed around and cut to the point where it is doubtful if any member of the cast is entirely sure what comes next. But there is still a great deal lacking.

Lionel Stander and Romo Vincent both score, but have to break their backs to do it. The DeMarcos are show-stoppers with some nifty routines that show Tony's new partner, Sally, as one of the finest dancers on the stage today. They work beautifully together, Audrey Christie does a good job as Patsy's girl friend, but should be given better lines. Sara Ann McCabe, who displays a nice set of pipes, has little to do aside from one song. Bill Johnson is an engaging young gentleman with a nice voice and a charming manner. Bill Bailey has a couple of neat tap routines.

There seems to be very little that can be done for this show, without completely rewriting it. Mike Kaplan.

# WANTED

Charlie Lovgren for Mattie show starting Monday, December 16, at Valosta.

DAVID SAMPSON BELL VALDOSTA, GA.

# ATTENTION, ROADSHOWMEN

We have the best in 35MM. Sound Attractions at Napier's Prices. Also Posters and Equipment. Don't wait until you need new films. Write today for our latest list and NEW LOW PRICES. High up and wide screens are low. BOX B-141, Care The Billboard, Cincinnati, Ohio

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Domestic Works for Charlie Stock, Jimmie and Joeanna, Eddie and Patsy, Eddie and Patsy, Specialty People preferred. Write or write other road shows. AL RITCHEY, Barry Hotel, Danmport, Iowa

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

# MUSICAL COMEDY STOCK PEOPLE WANTED

Featured: Hukam Comedian with scores and quickies, Straight Man and Primo with outstanding voices, 24 Chorus Girls (salary \$30), Quartette Men, Singing-Dancing Soubrette, Specialty People useful as Stock People, outstanding Chorus Performers. Open bill weekly; rehearsals start Dec. 28th, open Dec. 29th. Show now working. Wire

# BERT SMITH

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### 16MM. Shows For Shut-Ins

SAGINAW, Mich., Dec. 6.—Don G. Bennett, male nurse and professional manager of Bennett Manor here, has some sound advice for roadshowmen interested in showing films in institutions, convalescent homes and hospitals. Bennett operates his own equipment, and, as he puts it, "I love it and wish I had the time to show 16mm. films to a better and more profitable advantage." His shows are given without charge, as a part of the service for patients, but his remarks are applicable to roadshowmen who are interested in this field.

Regular showings are offered to patients once a week and feature films and short subjects make up the program. Trend is to show cheerful pictures, comedies, light melodrama, action stories and mysteries; nothing morbid and depressing. This is an important point for the roadshowman to keep in mind for this field.

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## Non-Theatrical Films

Conducted by THE ROADSHOWMAN  
(Communications to 1564 Broadway, New York City)

### Holiday Season One of Best For Enterprising Roadshowmen

NEW YORK, Dec. 6.—The holiday season is one of the best periods of the year for roadshowmen. People are in a happy, carefree mood, and for the first time being the care of the world are forgotten. It is during this period that schools, churches and organizations turn to bazaars and other promotions to raise funds for Christmas activities, basket funds and other charitable purposes. The roadshowman, offering diversified 16mm. films in keeping with the yuletide season, offers an entertaining program, and the organizations are able to realize the required funds.

During the pre-Christmas weeks a wide variety of pictures, including comedies, mysteries, action films and melodramas, boosts attendance at the fund-raising functions. But during Christmas week the emphasis is on religious pictures and films with a purely Christmas theme.

There are a number of outstanding pictures with a religious slant available for roadshowmen thru the respective libraries. Reports have come in that reservations for Christmas films this year have been unusually heavy, indicating that the activity this year will be large.

In addition to religious films, there are many 16mm. pictures that have appeal during the Christmas season. Leading the parade, of course, is the perennial favorite, Dickens's Christmas Carol, available in 16mm. in a silent version. This film is a strong favorite with adults, as well as children. Other Christmas films are The Night Before Christmas, a film version of the poem by the same name; Christmas Time in Toyland, Story of Santa Claus, Merry Christmas and various films presenting Christmas carols. The Alice in Wonderland fantasy also goes well during the holiday season.

Roadshowmen throughout the country report that business has been very good during the first week of December, and it is anticipated that the last month of

the year will round out 1941 as one that has fulfilled the promise indicated in the earlier part of the year. Most Christmas programs during the holiday week are slanted for children, and there is a heavy increase in audience attendance during this week. This, of course, means that operators make better than average profits during this period.

The fund-raising film programs put on by various sponsoring groups during December are also very profitable for the roadshowman. Judging by the promotional activity and the line-up of Christmas programs, a new record in the 16mm. field is likely to be established.

### Cutting It Short

By THE ROADSHOWMAN

Don Knepper, Johnstown, Pa., roadshowman, writes that he is lining up a different church for every night of the week with a religious program. He is using advertising and works for a free-will offering only. With the advent of the holidays, religious pictures are heavily in demand and roadshowmen who specialize in these showings can't strike a sum.

R. C. Passio, of Starlight 16mm. Film Company, is scheduled to start production of films in Newark studios. Passio, a former roadshowman, has built up an organization to produce and distribute 16mm. films for the home market.

Robert Collier, head of the OPM news-reel section, is said to be arranging for 16mm. reductions of OPM and OPM newsreels and short subjects. It is said films will be available to non-commercial groups and defense gatherings.

### New and Recent Releases

**CARNIVAL LADY**, released by Astor Pictures Corporation. A circus thriller showing the play of human emotions beneath the tinsel. Featured are Boots Mallory and Jason Robards. Running time, 60 minutes.

**SONGS OF THE DANUBE**, released by Post Pictures, Inc. A one-reel treat to the "River of Song," the beautiful Blue Danube, which flows by Vienna, the home of such musical geniuses as Mozart, Schubert and Johann Strauss. The beauty of the locale is presented, with background music by these famous composers. For the finale there is a picturesque waltz exhibition, danced to the tune of Strauss's Beautiful Blue Danube. Running time, 9 minutes.

**OUR BILL OF RIGHTS**, released by Academic Film Company, Inc. A two-reel American history subject covering the events leading to the adoption of the first 10 amendments to the Constitution of the U. S. Running time, 30 minutes.

**AMONG HUMAN WOLVES**, released by Walter O. Gulljohn, Inc. A six-reel espionage story, with action shifting between London and Paris, while rival groups attempt to gain control of an important war invention. Running time, 60 minutes.

**AFRICA SQUEAKS**, released by Nu-Art Films, Inc. In this six-reel subject, Flip the Frog, one of the well-known film cartoon characters, goes hunting in Africa and runs into cannibals. His precocious position affords plenty of laughs. Running time, 10 minutes.

**DESERT ESCAPE**, released by Studio Mouth Chemical, Inc. An adventure and romance feature with plenty of action and suspense. Warren Hull and Isabel Jewell are co-starred. Running time, 70 minutes.

**J'ACCUSE**, released by Brandon Films, Inc. This French film was produced during the 1938 Munich conference and it tells horrible truths. Herre Van Pussen prepared the English titled version.

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# The Final Curtain

**BECKETT**—Charles Abbey, 61, radio announcer, December 1 in Presbyterian Hospital, Philadelphia. He was the oldest announcer in that city and was associated with Station WJAT. Surviving are his widow, Grace Wadsworth, and two daughters. Services December 5 in Philadelphia, with burial in Arlington Cemetery there.

**BOCKELT**—Laura, 70, mother of Ora and Earl L. Dixon, concessionaire with Beckmann & Gervy Shows, at her home in Cincinnati, November 24.

**BOGELAW**—Mabel Cooper, 40, mother of Jackie Cooper, film player, and wife of Charles Bigelow, film director, at her home in West Los Angeles, November 20. Services November 26, at the Church of the Good Shepherd, Beverly Hills, and at the Calvary Cemetery Mausoleum. Survived by her son, her mother, Mrs. Lillian Leonard; a brother, Jack Leonard, and two sisters, Mrs. Norman Taurag and Mrs. Florence Kennore.

**BOEKENHOFF**—H. J., 70, former restaurateur operator of Des Moines, December 1 in Los Angeles. His Des Moines cafe was a popular place for theatrical folk. Interment December 3 in Forest Lawn, Glendale, Calif.

**BRANDT**—Mrs. Carrie, mother of the founder of Gordon Howard Co., Kansas City, Mo., manufacturer of prize-package candy, in Minneapolis December 2. Interment in Lakewood Cemetery there December 4. Survived by a son, H. R. Brandt.

**BRODER**—Gustav, 71, former member of the Southern and Hariman theatres, Columbus, O., at his home that city November 27. He was a member of the Elks and musicians' union. Survived by his widow, a brother and a sister. Burial in Green Lawn Cemetery, Columbus.

**CALLAHAN**—Edmund J., stagehand, at his home in Cincinnati, November 30 of blood poisoning. He worked at the old Robinson and Pike opera houses, Cincinnati, years ago, and traveled with several road companies as property man. His last connection was with the Shubert Theater, Cincinnati. Survived by his mother, Mrs. Catherine; two sisters, Mrs. J. D. Johnson, Cleveland, and Mary, and two brothers, Luke J., a stagehand at the Lyric Theater, Cincinnati, and Charles D., Services at the J. J. Sullivan & Company funeral home, with burial in St. Joseph Cemetery, Cincinnati.

**CARSON**—Colt H., 62, co-owner with his brother, Drew J., of the Mayville and Palace theaters, Arctic, R. I., suddenly December 1 at his home in Centerville, R. I.

**CHEVIOT**—Mrs. Thomas C. (Sis), 89, former character actress in Englewood (N. J.) Hospital, November 18. She appeared at the New York Hippodrome when it was managed by Thompson & Dundy, and in Philadelphia with the Centwert Street Stock Company. She appeared in "Beauty and the Beast," "Heart of Oak," "Chocolate Soldier" and

"Feds," and also was a member of the Edwin Booth Company and the McCall Opera Company. Survived by her husband, Thomas, and a son, Sydney. Since she and her husband, a singer and manager, retired in 1923 they resided at the Actors' Fund Home, Englewood.

**CRAGG**—Methu, mother of George W. and Frank L. Cragg of the Detroit stage equipment firm, bearing their name, in that city December 1.

**DEKOCK**—Hubert D., 78, former vaude actor, recently in Los Angeles, services there November 27 at Wea Kirk of the Heather in Forest Lawn. Survived by two sons, George and Edward Datta.

**DOBROW**—Abraham, 65, father of Harold Dobrow, of the William Morris Agency, November 22 in New York.

**FEIST**—Mrs. Bewie, 81, widow of Leo Feist, music publisher, November 27 at home in Mount Vernon, N. Y. She leaves three sons and a brother.

**FOX**—Mrs. Lena Bernoff, 73, mother of David Bernoff, president of the Radio Corporation of America, December 4 at home in the Bronx, N. Y. Besides her son, David, she leaves her second husband, three other sons and a daughter.

**FROST**—Charlotte Lillard, 74, mother

number of the original National Sewing Machine Company, based in Belvidere, later directing a band of his own. He also was with the Bell Band, Rockford, Ill.

**JOYCE**—James C. (Slim), 52, veteran cookhouse operator, in a Tampa hospital November 30 of a heart attack. Survived by his widow, Mickey; a son, Harry, and two sisters, Katie Golden and Nello. Interment in Ocala, Fla.

**KANN**—Mrs. Bertha, 77, mother of Maurice (Red) Kann, editor of Soapbox, film trade paper, December 1 at the Post-Orlando Hospital, New York. She leaves three other sons, two sisters and two brothers. Buried in Mount Carmel Cemetery, Queens, L. I., N. Y.

**KUNTZ**—Charles P. (King the Magician), 65, retired magician, December 1 at his home in Salem, O. Survived by his widow, two daughters, a brother and three sisters. Services and burial at Salem.

**LINTNER**—Lyle, 31, trumpeter, November 23 in a Sagvevia Point (Wis.) hospital. Survived by a brother and three sisters.

**McCULLOUGH**—Frank, stage director, radio actor and radio drama instructor,

November 30. One of his better roles was in "The Grapes of Wrath."

**NYE**—Florlan, 38, former manager of the Strand Theater, Milwaukee, and more recently member of a musical act with his wife, December 1 in Milwaukee. He and his wife recently completed a tour in the South. Survived by his widow, parents, sister and brother.

**PICKLES**—Fitzhugh Lee, 29, technician for Station WBTA, Danville, Va., recently of a heart attack. He designed most of the station's equipment. He leaves his wife and his father.

**POTTS**—James F., 73, former owner of the old Variety Theater, Cincinnati, in Dayton, O., December 3. Survived by his widow, Stella; a daughter, Mrs. Park Hoxley, and two sons, Harold and Howard.

**REDLICH**—George (Dutch), known to carnival people as "Springing Ball Dutch," November 27 in Newark (N. J.) City Hospital of cancer and a stroke. He trouped with various shows for 30 years. Survived by his widow and three children.

**REED**—Mrs. Annie M., 61, wife of William A. Reed, veteran film operator, in City Hospital, Atlantic City, December 2. Her husband started in the motion picture business 45 years ago. Survived by two daughters, Anne and Mrs. Mary Dunn; two sons, Joseph F. and William M.; a brother, John Lotius, and four sisters, Mrs. Margaret O'Donnell, Mrs. Beryl White, Bette Lotius and Mrs. Marie Dorn. Services at St. Nicholas Church, Atlantic City, December 6, with interment in Mount Calvary Cemetery there.

**SANDS**—David, father of Hal Sands, New York agent, November 20 in New York.

## WELLS HAWKS

Wells Hawks, 71, publicity man, died December 4 at Pittsburgh Sanitarium, Pomona, Pa. Y. He had been an invalid since he suffered an apoplectic stroke in 1927. Hawks rose to the top of his profession and had few equals as a press agent.

A native of Charleston, W. Va., Hawks entered newspaper work in Baltimore after serving for a short period as assistant librarian at Johns Hopkins University. His first newspaper job was with The Baltimore Herald at 912 a week. Later he worked on The Baltimore Sun and The Baltimore News and then turned press agent, publishing the Academy of Music in Baltimore.

In 1899 Hawks went to New York as business manager of the old Criterion Theater. Two years later he left that post to do publicity work for the late Charles Frohman. He handled publicity for such stars as Maude Adams, Ethel Barrymore, Julia Marlowe and John Drew. He later served as publicity representative for Nora Bayes and Sam H. Harris.

Hawks did publicity for the old New York Hippodrome for eight years. He left to join the publicity department of the Metropolitan Opera House. Jobs with Dreamland Park, Coney Island, and the Ringling Bros. Circus followed. He left Ringling Bros. to become press agent for "Mary Pickford." Hawks was credited with fostering the idea that she was "America's Sweetheart."

In 1917 he volunteered to handle publicity for the United States Navy Recruiting Service. He entered the Navy as a junior lieutenant, organized its information system and was in charge of its publicity and photography.

He went to France with President Woodrow Wilson in 1919 and later was attached to the staff of Major General W. C. Neville, U. S. Marine Corps, in the Army of the Occupation in Germany. He was discharged from the Navy as a lieutenant commander and was later commissioned a reserve officer in the information section of the U. S. Naval Intelligence.

Hawks was a founder and honorary president of the Theatrical Press Representatives of America. He was also a founder and the first Abbott of The Frigate, a member of the Advertising Club and the Circus Fairs' Association.

He leaves his wife, a daughter and a brother. Buried in the family plot in Baltimore.

of Charlotte Lillard, well known in West Coast show circles, in Hollywood November 20. Services November 27 at Hollywood Memorial Park Chapel. Survived by her daughter.

**GIARDINI**—Lucy, 19, dancer, November 23 in Lakeside Hospital, Philadelphia, of a cerebral hemorrhage. Survived by her father, mother and a sister. Services November 29 in Philadelphia, with burial in Holy Cross Cemetery there.

**HAMILTON**—Alice, 69, former vaude player, in Arcadia Sanatorium, Arcadia, Calif., November 24. Her act was called "Lantern and Old Lace," a comedy monolog. Services in Los Angeles, November 28, conducted by the Troupers, with burial in Troupers' plot, Valhalla Cemetery.

**HAVILAND-TAYLOR**—Katherine, playwright and screen writer, November 18 in St. Cloud, Fla. She leaves two daughters.

**HAYBECK**—Robert Q. Sr., 70, father of El Brendel, stage and screen comedian, suddenly November 20 at his home in Philadelphia. Other survivors are two daughters, another son, two brothers and a sister. Services November 29 in Philadelphia, with burial in Hillside Cemetery there.

**HETZELL**—William Eretz, retired music publisher, November 28 in Memorial Hospital, Roxborough, Pa. He was founder with Theodore Presser of the Theodore Presser Company, music publisher in Philadelphia, retiring in 1924. A daughter survives. Services November 29 in Philadelphia.

**HOUSTON**—James Patrick, 70, retired actor, November 25 at home in New York. He appeared in many Broadway productions, including "Whoops," in 1928. Funeral conducted under the auspices of the Actors' Fund of America.

**JOHNSON**—Victor, 70, band leader, November 19 in Belvidere, Ill. He was a

November 26 in New York. He was formerly stage director for Charles Foyman, A. L. Erlinger and Flo Ziegfeld. Lately he had been a radio actor and also an instructor at the School of Radio Technique in New York.

**MCQUIRE**—Frank Charles (Slim; the Clown), 47, formerly with Art Lewis' Shows and Ringling-Barnum Circus, in a Norfolk, Va. hospital, November 27 of a complication of diabetes. He was also a roller skate artist. Mcquire was with the Big Show, 18 years and at the time he entered the hospital was with the Ormsby Theater, Norfolk. Survived by his widow, Cora, whom he married, October 1 of this year, a stepson, Donald; five sisters and one brother. Body was sent to Altoona, Pa., for burial.

**MACK**—Ernie (Eustace McLaughlin), promoter and former actor, November 25 at the George Washington Hospital, Washington, of double pneumonia. He appeared in "Play Jane, Mercenary Mary, The Gordis and Hit the Deck." More recently he promoted fairs and indoor shows. He was a brother-in-law of Eugene J. Murphy, outdoor promoter. He leaves two sisters and a daughter.

**MACK**—Frank, 33, brother of the late Charlie Mack, of the Two Black Crowns, at Veterans' Hospital, Los Angeles, November 21. Burial in National Cemetery, Sausalito, Calif., November 24. Survived by widow and son, of San Fernando, Calif.

**MILLER**—Edwin F., 67, musician, at his home in Dayton, O., November 18. He was a member of Local 101, AFM, and for 35 years was a member of the Keith Theater orchestra, Dayton. Survived by his widow, Bertha.

**MONTGOMERY**—Alexander James, 66, of the Weyburn (Iowa) Agricultural Society, in Weyburn recently. Survived by his widow, two sons, and three sisters. Burial in Weyburn.

IN MEMORY OF  
**MARGIE LEE (MOTHER) STERLING**  
Who passed away December 13, 1942,  
She is Just Away.  
Her Husband,  
**W. W. (BILL) STERLING**

**SCHULTZ**—Bernard F., 61, former animal trainer, in Richmond, Va., November 30. As a boy he joined the Peabody C. Bonlock Wild Animal Show and toured the world.

**SHOURNEY**—Thomas, 68, showman, pianist, lecturer and author, in a Houston hospital, November 17 of heart disease. Survived by a son, Edmund, Houston, and a daughter, Mrs. Jeanette S. Jones. Burial in Little Arlington, Woodlawn Cemetery, Houston.

In Loving Memory of Our Dear Son, **EDDIE**  
who passed on December 19th, 1940.  
One year has passed since that sad day,  
When one we loved was called away.  
God took him home, it was His will;  
Within our hearts he lives still.  
**PAUL AND BELLIE SULLIVAN**

**SILBER**—F. L., father of Esther Silberman, secretary to Vincent Lopez and publicity director of the Standard Luckey Agency, November 29 in Calistoga, California, of a heart attack.

**SINDING**—Christian, 86, Norwegian composer, in Oslo, Norway, December 3. (See FINAL CURTAIN on page 32)

**Walter G. Preston**

Walter G. Preston, 39, manager of the Public Service Division of the National Broadcasting Company, died December 3 at his home in New York, apparently of a heart attack. He had been ill several months ago with influenza and nervous exhaustion but had returned to work.

Born in the Yukon Territory, Canada, Preston was educated at Phillips Andover Academy and Yale University and did graduate work at the University of Chicago.

Before joining NBC he was assistant to Dr. Robert H. Hutchins at the University of Chicago. He had been with NBC since 1938, at which time he joined as assistant to the vice-president and treasurer. Later he became assistant to the vice-president in charge of education, and then became manager of the public service division.

As director of NBC's Public Service branch, he worked for close accord between the chain and the public, his philosophy being that radio was still largely undeveloped as a social and public service medium.

He is survived by his widow and his parents.

**Genaro Papi**

Genaro Papi, 54, veteran conductor of Italian repertoire at the Metropolitan Opera, New York, died November 20 at his apartment in the Hotel Woodward, New York, an hour before he was to make his first appearance of the current season conducting a revival of Verdi's "La Traviata."

A native of Naples, Italy, Papi began his musical education at the Conservatory of San Pietro, a Mallella in that city under Giuseppe Martucci and made his debut as a conductor in Padua, Italy. His success as a conductor spread and he was engaged as assistant to the conductor Cleofonte Campanella at Covent Garden, London, in 1911.

Arturo Toscanini engaged him as assistant conductor at the Met in 1913. He remained until 1916 when he was appointed a regular conductor, making his debut on November 10, 1916, in the performance of Puccini's "Manon." He remained at the Metropolitan until the close of the 1927 season when he resigned to become conductor of the Chicago Opera and the summer opera at Bryn Mawr Park, Ill. He left the Chicago Opera in 1930 and returned to the Metropolitan to replace Vincenzo Bellini.

Papi had also conducted at the St. Louis Opera Company, the San Francisco Opera Company, the opera houses in Buenos Aires and Rio de Janeiro and in the opera house at Odessa, Russia, and in Germany.

He leaves his wife, a son and a daughter, all living in Naples.

# DEFENSE THEME AT SLA BALL

## Brilliant Fete Draws 1,200; Colorful Speakers on Dais

Banquet's appropriate setting and program add new glory to League's social side—check for \$3,650 given to Canadian War Charities—members are honored

CHICAGO, Dec. 6.—Dedicated to national defense and carrying that theme throughout its program and decorations, the 29th Annual Banquet and Ball of the Showmen's League of America, held in the Grand Ballroom of Hotel Sherman Wednesday night (3), added another brilliant chapter to the League's long list of successful social affairs. Packed to capacity, the ballroom presented a beautiful sight, and the more than 1,200 guests were treated to an evening's entertainment they will long remember. John M. Duffield, serving for the first time as general chairman, handled the affair capably, and gave the League and its guests a colorful show. He was the recipient of many compliments on his work.

The setting for the banquet was novel and effective. The international theme was carried out, the balcony around the room being draped in red, white and blue bunting on which were stars and maple leaves, the V for Victory, and the Showmen's League emblem, an elephant flanked by the American and Canadian flags. Above the speakers' table were grouped seven American flags. Following the invocation by the League's chaplain, Charles W. Driver, the Hotel Sherman Post of the American Legion marched in and raised an American and a Canadian flag as the bugler sounded the colors.

Toward the close of the dinner the ballroom was darkened for the ice parade, which has become an established feature of the banquet. Heading the

## PCSA Ball Plans Mapped; Ticket Sale Progresses

LOS ANGELES, Dec. 6.—Final plans for the annual banquet and ball of the Pacific Coast Showmen's Association in the Hotel Biltmore Bowl here on December 11 were made today by the committee headed by Harry Hargrave. Ticket sale has been good, and over 1,000 are expected to attend the event, honoring members of the Western Fair Association, who will be in convention here on December 10-12.

Jerry Colonna, screen comedian, will appear at the banquet and will also attend the Ranch Jamboree to be held Saturday afternoon at Rancho Cortez.



A SET of fishing tackle, the fish and plenty of hot air were presented by the membership to retiring President Frank R. Conklin of the Showmen's League of America this past week. The scene above shows Conklin receiving the gifts from Paul, President Sam Levy of the President's Party in the Hotel Sherman November 29.

## ACA Set for Member Drive

'42 session to get under way with luncheon—official slate is retained

CHICAGO, Dec. 6.—Recommendations for a more active year of service for the body and emphasis "that it cannot and will not make any labor commitments for its membership" marked the eighth annual meeting of the American Carnival Association, Inc., in Hotel Sherman here Monday night.

Unanimous action re-elected the following roster: President, Floyd E. Gooding; first vice-president, John Francis; second vice-president, Arthur Lewis; associate secretary, Max Goodman; associate treasurer, J. F. Murphy; secretary-treasurer, Max Cohen; directors, Oscar Bloom, James W. (Patty) Conklin, Harry Dunkel, David B. Eady, James E. Strates; general counsel, Max Cohen; assistant general counsel, Hyman C. Gould, Rochester, N. Y.; associate counsel, Richard S. Kaplan, Gary, Ind.; Paul M. Conway, Maccoq, Ont.; Louis Herman, Toronto, Ont.

Applications for membership from five shows was approved, raising the membership to 54. At Conklin's suggestion, body resolved to begin its 1942 meeting with a luncheon on the Saturday preceding the regular sessions.

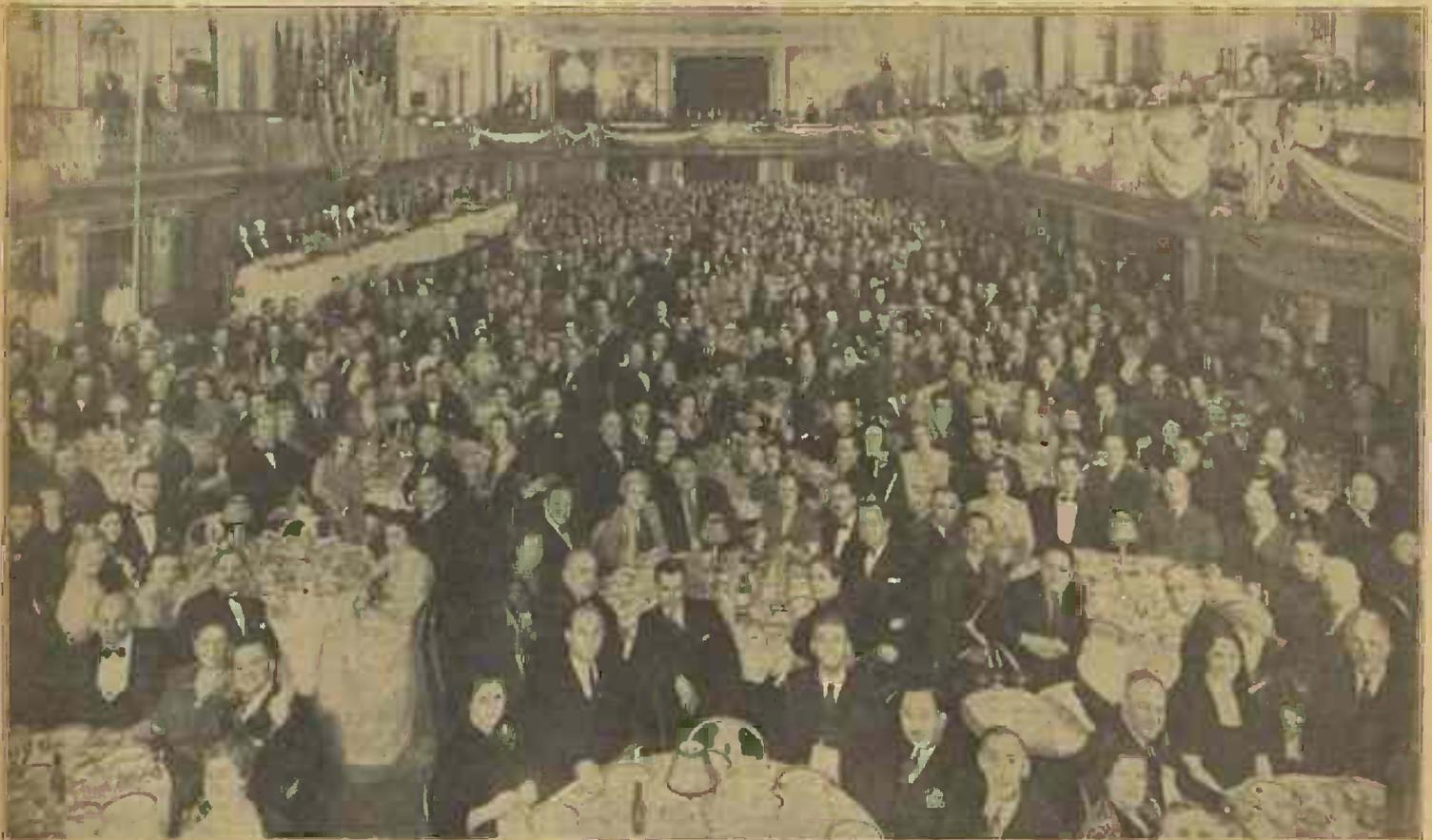
### Policies Are Approved

(Unanimous approval of the annual report of Secretary Cohen set the organs)

## Anderson to Jones; Other Dates Set

CHICAGO, Dec. 6.—Charles Williams, manager of Anderson (Ind.) Froo Fair, announced here this week that the 1942 contract has been awarded Johnny J. Jones Exposition. The Jones show last played it in 1938.

Other fairs awarded to the Jones or



THE SRO SIGN WAS HUNG IN THE BANQUET HALL of the Hotel Sherman, Chicago, on December 3 where members of the Showmen's League of America and guests assembled to make merry at the SLA's 29th annual banquet and ball. They listened to the Governor of Illinois, Hon. Dwight H. Green; the Senator from Oklahoma; Hon. Josh Lee, and Dr. John L. Davis. Charles W. Green, president of the IAFE, was toastmaster, and John M. Duffield, chairman of the banquet committee.

(This photo and all other convention photos by Atwell Studios.)

# With the Ladies At the Showmen's League Banquet-Ball

By VIRGINIA KLINE

CHICAGO, Dec. 6.—When the history of the 20th annual Showmen's League Banquet and Ball is read it will be recognized as a definite climax of a prosperous year, a climax highlighted with a blaze of orchids and splendor. The orchids ranged in size and color from the tiny true orchid shade that nested in the divided roll hair dress of Mrs. Bill Wendler thru the novelty arranged double-bloomed ones on Mrs. Patty Conklin's evening purse past the path of matched blooms down the shoulder of Mrs. Frank Conklin to the rare gold-shaded ones presented to Mrs. Noble Fairly by her son, Paul.

The Grand March was revived and proved a parade of style and color difficult to imagine if not seen. Perhaps

the two faintest costumes were the lace gowns of Mrs. Ruby Velare and her niece, Grace Cooffrey. Mrs. Velare's was black point de esprit lace over white arranged in tiers of tiny ruffles. Mrs. Cooffrey's was white Alcanon lace of slightly deeper ruffles with a sweep ruffle of bluish pink. Mrs. Sunny Bernet wore a white tulle with plum-colored velvet basins held with roses of the same shade. Mrs. Ruth Marston, president Heart of America Showmen's Club Ladies Auxiliary, wore a corset crepe with a filigree design of red sequins. Mrs. Bernie Mendelsohn wore an egg-shell chiffon with a gold military draped ornament. Mrs. Mel Knight wore black with jet sequins. Mrs. Richard Batt's choice was a dull blue dress with matching blue evening hat.

Mrs. Clara Zeiger wore one of the new three-piece evening suits of black panne velvet, long skirt with a short jacket and long sleeves and a closely buttoned blouse of cyclamen. The evening hat was a tiny skull cap of velvet with cyclamen shaded roses on top. Mrs. Jess Pearson wore a lace gown of deep fuchsia shade. Mrs. Louis Roth wore a regal black crepe with bands of sequins. Mrs. Art Blosser chose a gown of white jewel cloth with a bias arrangement of red, black and blue stripes. Mrs. Est Reid wore a black peplumed gown with narrow bands of sequins. Jackie Domblinger wore a white jersey with clinging cape of full length in lipstick red. Mrs. Jake Brizandine wore a rich dark brown shade with pointed bands of sequins. Mrs. Oscar Bloom had a combination lace and velvet gown, the blouse being black lace. The full bouffant skirt was of red velvet.

Mrs. Sam Solomon wore a crushed rose shade of crepe with tucked bands. Mrs. Goldie Fisher wore a black net deeply scalloped gown with a graduated minutest of pearl and black sequins below the waist. Mrs. Inez Demopolis wore a jubilee red with matching evening coat. Mrs. Edith Streibich was attired in a white crepe with gold outlined peplum. Mrs. Louis Keller wore black with gold-chained ornaments. Mrs. Jeanette Wall wore velvet in a purple fuchsia shade. Phoebe Carsky wore a short black dinner dress with silver fox. Mrs. Patty Conklin wore a gold shirt maker formal with reverse of gold sequins and peplum outfit. (See With the Ladies on page 31).

## Hall Bros. Chalk Good Washington, Ark., Date

WASHINGTON, Ark., Dec. 6.—Aided by favorable weather, which resulted in profitable business, Hall Bros. Shows postponed their Hope, Ark., engagement to remain here another week. Local crowds came out early and spent well. Owner George Hall is supervising side decorations and the midway is a beehive of activity. Mr. Potts left for Missouri on business, and Mr. and Mrs. M. C. McClellan are taking their annual winter vacation.

Recent arrivals included Cotton, Edits, with three concessions, W. L. Bookwick, two concessions; Mr. and Mrs. M. A. Arty, popcorn, and W. C. (Fingers) Stevens, one concession. Mrs. Beale Sbay's hit and miss ball game is topping the concessions, and Mrs. Mildred Hansen's ball game is second. Balbo Dan Hansen's tattoo shop is clicking.

## Tidwell Midway Is Winner At Big Spring Engagement

BIG SPRING, Tex., Dec. 6.—Fair weather and excellent business prevailed for T. J. Tidwell Modern Midway at its week-stand on Road Showgrounds here under USO auspices. Date, which ended November 8, marked the first time in a number of years for a carnival to play inside the city limits.

Marys Dinkham's Club Cafe was headquarters for showfolk all week, and Commodore Robinson's Red and White Grocery co-operated, in getting the Fire Department to fill outside Simon's tank and kept the midway properly policed. Miss America Show, Broadway Hill and Simon were popular and received much favorable publicity in local papers. Frank J. Lee reported.

Management plans to keep the shows out for two weeks more and then a general winter unit will play a number of dates in the cotton belt.

## Prell Signs Zaechini Act

CHICAGO, Dec. 6.—Sam Prell, general manager of World's Fair Shows, has announced the direct booking of the Edmundo Zaechini cabaret act as the first attraction for the show in 1942. Contract is for 28 weeks. Act formerly featured on the Ringling-Baronius show has been one of the more popular free attractions in the carnival field recently.

Prell announced the deal while attending the outdoor conventions here this week. Besides Prell, Charles Abbot and Eddie Rahn, general agents, also attended the meetings.

## VETERANS CARNIVAL UNIT WANTS

Black Concessions, Musical Shows, Attractions, etc. Also seek a variety of Grand Shows.

## JUGGS & MYERS

Box 144, Dec. 8-14; Henderson, S. C. 11 to 22. Out all winter.

## COOKHOUSE FOR SALE

Complete with floor and all modern equipment. 22 ft. long, 34 ft. deep, new top, hard top suitable for 80 people. Tables and chairs show counter. A. R. WHITESIDE, Gen. Del., Miami, Florida

## LEE VERNE NUNGESSER

Anyone with knowledge of the present whereabouts of the above man, please write immediately to  
BOX No. 1315, Richmond, Virginia.

## A Review of the Carnival Season of 1941

and  
Important Events and  
Happenings of the Year  
Will Be Features of the  
Holiday Greetings  
Number

Watch for This Issue  
Dated December 27

## SLA Auxiliary Dinner Clicks

President Streibich and officers inducted at installation feed—Mrs. Hock m. c.

CHICAGO, Dec. 6.—Impressive ceremonies marked the annual installation dinner of the Ladies Auxiliary of the Showmen's League of America in the Louis XVI Room, Sherman Hotel, here December 2. Mrs. Edward A. Hock was emcee. Marie Brown, installation officer, inducted these into office: Mrs. Joseph L. Streibich, president; Mrs. William Caraky, first vice-president; Mrs. Edna O'Brien, second vice-president; Mrs. Ann Doolan, third vice-president; Mrs. Rose Page, treasurer, and Mrs. Jeanette Wall, secretary.

Preceding the dinner all pledged allegiance to the flag and this was followed by a rendition of The Star-Spangled Banner, with Rita Peda handling the vocals. Invocation was rendered by Chaplain Mrs. Nora Birch. Table decorations were attractive. As the dinner got under way the lights went out and waiters entered carrying trays with the illuminated slogan, "Chicago Auxiliary Greets You."

Mrs. Edward A. Hock read congratulatory telegrams from Frank R. Conklin, SLA; Joseph L. Streibich, Midge Cohen, William Caraky, Edgar Wall, Nell Allen, Missouri Show Women's Club; Ladies Auxiliary, Pacific Coast Showmen's Association; Ladies Auxiliary, Heart of America Showmen's Club, and Martha McKay. Flowers which adorned the tables came from FCSA Auxiliary, National Showmen's Association Auxiliary, Missouri Show Women's Club, and Lone Star Club, Dallas.

Gifts were presented to new and outgoing officers, and out-of-town members were called upon for talks. Now (See SLA Auxiliary Dinner on page 31)

## Strates Re-Signs Carrell

MOLLING, S. C., Dec. 6.—Leo Carrell has re-signed to furnish his Hollywood Monkey Revue in 1942 with the James E. Strates Shows, making his third year with the shows, said Dick O'Brien, Strates assistant manager. Carrell is enlarging his show, and Manager Strates is ordering a special line of paper to exploit the attraction. Carrell's attraction has proved a drawing card the past two years.

## Wagner Signs Three Fairs

CHICAGO, Dec. 6.—Al Wagner, general manager of Great Lakes Exposition Shows, announces the following fairs already contracted for 1942: Southern Illinois State Fair, Du Quoin; Warren County Fair, Bowling Green, Ky., and Houston County Fair, Dothan, Ala.

## Toni's Amusement Closes Good Season in Bainbridge

BAINBRIDGE, Ga., Dec. 6.—Toni's Amusement Company closed its most successful season here on November 27, with President and General Manager Tom E. Rich and Mrs. Rosa Rich, secretary-treasurer, serving a Thanksgiving turkey dinner to 125 troupers in their home here. Manager Rich said quarters will open February 1. Midway decorations and a Tilt-a-Whirl will be added for 1942.

Destinations of personnel: Mark Williams' side show people, Florida; Mc and Mrs. W. C. Haeber, Bainbridge; Cynthia and Henry Pahlsson, Rustin, Fla.; Elmer Putsch, Dallas, Mo.; and Mrs. W. R. Johnson and Mr. and Mrs. Tom Hale, Bainbridge; Mr. and Mrs. Stephen and daughter, Martha, Ruakta, Fla.; LeRoy Smith and Hoppy the frog boy, Tampa; P. K. Quinn, Miami; Mackie Gorman, Pascopoula, Miss.; Mr. and Mrs. Stringer, Orlando, Fla.; Roy Wilson, Florida; and Bill Goll, Valdosta, Ga., where he will organize a winter zoo.

## S. C. Closed Fair for WF; '42 Midway To Be Enlarged

STAMFORD, Conn., Dec. 6.—World of Fun Shows closed in Quantville, S. C. to fair business and went to the barn in Springfield, S. C. reported Manager J. E. Steblar, who expects to be at his home here until after the holidays, when he will supervise construction of five new fronts at quarters. Show will have its own light plant and six new trailers in 1942.

Seven fairs, 7' celebrations and 22 weeks of still dates, were played this year in Georgia, North and South Carolina, Virginia, Maryland and Pennsylvania. At the close Joseph Steblar and family went to Miami; Mr. and Mrs. Billie Marco, New York; Tommy Scott, Charlotte, N. C.; and Willie Levine, Kansas City, Mo.

## TILT-A-WHIRL Popular and Profitable



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IMMEDIATE DELIVERY—ALL MODELS!  
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**WANTED TO BUY FOR CASH**  
Merry-Go-Rounds, 18 Ferris Wheel, Octopus and Chair Plans. Write or wire lowest cash price, also where and when rides can be seen.  
**J. M. RAFTERY**  
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**WORLD OF PLEASURE SHOWS**  
Now Booking for 1942  
**RIDES—SHOWS—CONCESSIONS**  
100 Davenport St. Detroit, Michigan

**WORLD'S FAIR AUDITORIUM**  
New Detroit, Conn. Best Location In City!  
WANT additional Attractions: Musical Shows, Comedy Shows, Circus, Magicians, Hall and Tent, 2 Nights for \$1000.00. Also Art, Tailor and Writing Acts, Trained Riders, Long wheel, etc. Also, 2nd act, 4th act, GEO. BUNKER WARE, Sign, Specialty Shows, New Britain, Conn. P.O. Box 111, Derby, Conn.

**FOR SALE**  
Complete Tent outfit, complete Trunks, Showmen's Trailer, Light Plant, Cook House, Office Trailer, No Junk, Write or Wire!  
BOX 245, MORRIS, NEW YORK

**GREAT SUTTON SHOWS**  
Just closed a 30 week season, first show in twenty-seven towns. We know what towns to play and when to play them!  
**NOW READY TO BOOK FOR '42**  
WANT Shows, Rides and Concessions. Will sell exhibits on Corn Cans, Diggers, Photos, Patriotic and Long Range Gallery.  
"Monkey Show" Byron Woods, please write. Will furnish panel prints and top for any good attraction.  
**BOX 304, OSCEOLA, ARKANSAS**

# Sedlmayr Elected President of SLA

CHICAGO, Dec. 6.—Election of officers of the Showmen's League of America was held at the clubous Monday (1). There was only one ticket in the field. Carl J. Sedlmayr was elected president for the ensuing year. Other officers elected were: First vice-president, Harry W. Hennig; second vice-president, Edward A. Hughes; third vice-president, M. J. Doolan; treasurer, William Carasky; secretary, Joseph E. Hretlich.

A report on the league showed that the year 1941 was a very successful one, and the League is in the best financial condition in its history, its assets totaling more than \$100,000.

Trustees elected were: For five-year term, Fred H. Schumann; four-year term, Edward A. Hock; three-year term, B. S. Conroy; two-year term, C. H. Fisher; one-year term, Louis Torti.

Elected to the board of governors were: M. H. Barnes, Sam and Oscar Bloom, Al R. Cohen, John M. Duffield, William A. Dumas, Walter F. Driver, Lew Dufour, George Golden, Barney & Gerety, Max Goodman, Sam Gordon, M. A. Thil, M. Hanauer, Al Moran, Larry S. Hogan, Sid W. Johns, S. T. Jessop, Lew Keller, Johnny J. Kline, Fred H. Kressmann, Robert L. Lehman, H. A. Lohrer, Louis Leonard, Roger S. Littleford, Jr., Ernest Liebman, Bernard Mendelsohn, C. D. Odum, John O'Shea, Harold (Buddy) Paddock, Irving Pollock, E. Lawrence Phillips, Sunny Bernet, Denny Pugh, Morris Lipaky, Joe Rogers, L. R. Roth, Frank D. Shean, A. L. Rossman, Dave Russell, John M. Showley, Harry Isaac, L. A. Stone, Sam Solomon, Albert Swamey, James A. Sullivan, J. C. (Tommy) Thomas, Ned E. Torti, Floyd Gooding and C. L. Wright.

Installation of officers was held Thursday night (4) with the usual ceremonies.

# Dee Lang Gets Spring Plumb

CHICAGO, Dec. 6.—Dee Lang Famous Shows were awarded contracts to furnish the midway for the annual Joplin (Mo.) Fiesta. Contracts were signed by Paul VanPool and Brick Porter, of Joplin, for the merchants there and by Dee Lang and Noble-C. Fairly, general agent of the show, here Thursday afternoon. Last year the Rubin & Cherry Exposition played the event.

## USED TENT BARGAIN

No. 8-10—Oiling covers and top roof tent, 28x60 feet, with poles, 120 in long, 10" floor, material in lot '39, 8' double flange lockers, 12x12 ft. at 100 ft. 100 ft. in stock. The good price, only 100 ft. \$245

## BAKER-LOCKWOOD

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## MATTHEW J. RILEY ENTERPRISES

1942—SEASON OPENING IN APRIL—1942  
WILL PLAY BEST EASTERN TERRITORY. WANT SHOWS OF MERIT. RIDES OF ALL KINDS. CAN PLACE LEGITIMATE CONCESSIONS.  
Address until February 1, Dolphin Hotel, Miami, Florida.

## SEASON'S BEST WISHES to our many friends

## E. J. McARDLELL'S MIDWAY OF FUN

WANT TO BUY, LEASE OR RENT for 1942 season Merry-Go-Round, Tilt-a-Whirl, Roller-Rink, Whirl, 2 Fair Horses, Airplane, Clock Tower and Stage. Better Drive will clean up if you can do up and show better a drive. All Concessions open, \$15 each. Playing City lots till last week of Nov. Wisconsin and Minnesota Fair Men, see us at openings.  
E. J. McARDLELL'S MIDWAY OF FUN, 2012 Bryant Ave., So., Minneapolis, Minnesota.

# SEE DEFENSE THEME

(Continued from page 32)

parade were waiters bearing a large telephone, and following them other waiters bore an airplane of ice. Then came two girl balancers and belted them waiters bearing the specially molded dessert. As the balloons were darkened the cuisiniers, stars and maple leaves on the balcony lit up with a phosphorescent glow, making a beautiful sight.

## Governor on the Dais

Governor Dwight H. Green of Illinois was guest of honor, and seated with him at the speakers' table was a group of well-known showmen and guests. Frank W. Conklin, retiring president of the League, welcomed the guests, then turned the gavel over to Charles W. Green, president of the International Association of Fair and Expositions, who presided as toastmaster and did a masterful job.

Those at the table, in the order in which they were seated, left to right, were Charles G. Deaver, League chaplain; Morris Hart, League counsel; William Carasky, League treasurer; R. L. Lehman, Heart of America Showmen's Association; Adria Ketchum, president NAAPPB; Harry Brown, of the U. S. Navy public relations staff; Dr. John L. Davis, humorist; Edward A. Hughes, League vice-president; Governor Green; Frank R. Conklin, retiring League president; Charles W. Green, president IAPE; Carl J. Sedlmayr, newly elected League president; Senator Josh Lee of Oklahoma; J. M. Brown, Pacific Coast Showmen's Association; Frank Shapiro, U. S. Anti-Aircraft division of the U. S. Army; Harold P. DePue, newly elected president of the IAPE; Harry W. Hennig, League vice-president; Max Madernan, president National Showmen's Association; M. J. Doolan, League vice-president; Dee Lang, president International Association of Showmen; and Joseph E. Hretlich, League secretary.

## Colorful Speakers

Sedlmayr has the League had such felicitous speakers as appeared on this year's

program. First was Governor Green, who made a short but effective address in which he complimented the League for the great work it has done. He was followed by Josh Lee, humorist senator from Oklahoma. Senator Lee is an apt talker. After a few humorous remarks he delivered a stirring address on national defense. Dr. John L. Davis, humorist, was the last speaker and for more than half an hour held the interest and attention of the audience with his pungent wit and humor.

Toastmaster Green read letters and telegrams from a number of showmen who were unable to be present. He also introduced a number of prominent guests in the audience. He was greeted with applause when he presented Edward A. Hughes, for the Canadian War Charities, a check for \$3,600 raised on several shows in Canada during the past season. As Hughes began his response, he was interrupted by the entrance of a group of Highland Bagpipers who marched to the platform and gave a stirring session on the pipes. More applause greeted Hughes' announcement that the Showmen's League had purchased \$30,000 worth of Defense Bonds.

Frank Conklin was presented with a gold life membership card in the League, as is customary for all retiring presidents. He then presented to Neil Webb and Bernard Mendelsohn gold life membership cards for securing 100 members each. Gold elephants were presented to George Terry and Rubo Liebman, who secured the most listings for the program directory, and to the Conklin Shows for securing most listings. Conklin then turned the gavel over to incoming President, Carl J. Sedlmayr, who in a stirring response pledged to do his utmost to further the interests of the League and asked full co-operation from every member.

The floozie presented during the course of the evening was an excellent one, and included Whitley Ford, radio humorist; Enigi Shubin, vocalist; Bill Lamb, comedian; and Minnie Bradley and the 18 Singing Commanders. Excellent music was furnished by Lew Diamond and his band.

# Banquet Registration

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|--|--|
| <p><b>A</b></p> <p>G. A. Abbott, ACA; Oscar and Mike Abraham, Death Driver Thrill Show; Herbert and Lucille Ackerman, Richard Miller; Mr. and Mrs. Andy Adams, Michigan State Fair, Detroit; Orace Adamadale, Conklin Shows; Rolland Ape, Newton Co. Fair, Kentland, Ind.; W. G. Admond, LeNRit; Mr. and Mrs. C. B. Afferbaugh, Ege Anguilo Co. Fair, Pomona, Calif.; Fred Ahrborg, Orange Co. Fair, Paskuska, Okla.; Jean Allen, Cole Bros. Circus; Mr. and Mrs. Ralph Ammon, Wisconsin State Fair, Milwaukee; Mr. and Mrs. Carl Amrhein; John J. Anderson, Knquirer Job Printing Co.; Mrs. Ray W. Anderson; Albert Ardmore, Oxford Associates; Lorraine Antonio, Johnny J. Jones Shows; Bernard B. Arent, Queen City Shows; Emil Arnt, Bill Humes Shows; Elizabeth Ashby; Ostrudo and Randolph Avery, Avery Productions.</p> | <p><b>B</b></p> <p>Kroger Babb, Dust to Dust Attractions; Dan Beckman, AOVA; E. Preston Bailey, Nebraska State Fair, Lincoln; Mr. and Mrs. C. G. Baker, Oklahoma State Fair, Oklahoma City; N. W. Baker, The Chicago Tribune; D. K. Baldwin, Alabama State Fair, Birmingham; William C. Baldwin; Mr. and Mrs. M. H. Barnes, Barnes-Carruthers; Estelle Baron, Gold Medal Shows; Howard J. Bary, Amusement Corporation; D. L. and Stella Baugher; Lowell Bazinet, Bazinet Shows; Walter L. Beachler; United Playworks Mrs. Co.; Harry W. Beaudoin, Midpouth Park, Memphis; Mrs. Fred Beckmann, Beckmann &amp; Gerety Shows; Maurice Bell; Jack Benjamin, Standard Amusement Co.; Sam Benjamin, World of Today Shows; Larry Bender; Mr. and Mrs. Paul D. Bergen, Mid-Summer Festival, Milwaukee; Louis J. Berger, Goodman Wonder Show; Mr. and Mrs. Leo Berrington; W. H. Bertche, North Montana Fair, Great Falls; Sam Boyers, Great Lakes Expo. Shows; John L. Bickley; George Bischoff, Conklin Shows; Tama Bissy Jr., Oklahoma Free State Fair, Muskogee; David T. Bjork, Hartman Amusement Co.; Dr. Black, Del-gye Bingo; Capt. Kenneth and Viola Blake; Mr. and Mrs. William Blomcoe, Globe Poster Corp.; John Bloom, and Mr. and Mrs. Oscar Bloom, Gold Medal Shows; Jean Blue, MGA; Mr. and Mrs. Edward Blumenfeld, General Trunk Co.; Mr. and Mrs. Emory Boucher, Quebec Exposition Provincial; Mr. and Mrs. P. A. Boudinot, Ringling Bros. and Barnum &amp; Bailey; A. C. Bradley, Dodson's World's Fair Shows; Mr. and Mrs. Charles Brakelbill, Tompkins Valley A. &amp; I Fair, Knoxville; Mrs. L. Brandenburg; John T. Branson, United Riding Service Co.; Max B. Brantman; John LaBrea, Racine Fire Dept.; W. M. Brees, Goodman Show; Mr. and Mrs. Sheldon R. Brewster, Utah State Fair, Salt Lake City; A. P. and Martha Brigg, Thrash-Duffield Fireworks Co.; Jacob W. and Kate Bruband, Rubin &amp; Cherry Shows; Gladys, Maury and Mollie Ann Brod, Gold Medal Shows; Charles J. Brown; Fred C. Bryan, U. S. Tent; Ray Marsh Bryden, International Congress of Oddities; Thomas Buchanan, Lawrence Greater Show; Oscar C. Buck, O. O. Duck Exposition; Keith Buckingham, James E. Strates Shows; Mr. and Mrs. Sam Burdord, Associated, Producers; Clara M.</p> |
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Burke, Paul Whitehead; Jack Burroth, Chicago Stadium; Mr. and Mrs. F. W. Burrows, O'Henry Tent & Awning Co.; George M. Bush, Bush-Leuber Cabocastone; H. W. Bye, ACA; Jack Byers, Dominion Dept. of Agriculture.

**C**

Mr. and Mrs. Harry Caldwell; N. E. Cameron, Montana Extension Service; Mr. and Mrs. Ford Campbell; James Campbell W. J. Campbell, Iowa State Fair, Jessup, Ia.; Emily Ann Campbell, Tri-State Fair, Superior, Wis.; Victor Onnara, Dodson's Shows; Mr. and Mrs. Shuppe Carruthers, Barnes-Carruthers; Phoebe and Mrs. William Carasky, Casey Concession Co.; C. C. Cartwright, Add-nouth Fair, Memphis; Mr. and Mrs. E. J. Casey, R. J. Casey Shows; I. Cullin, Cotlin & Wilson Shows; John W. Chapman, secretary to Governor Green; Mr. and Mrs. L. C. Chapman, Foley & Burke Shows; Albert Cheves, The Chicago Mirror; John Chres; Exhibit Supply Co.; Howard Christensen, MCA; Pete Christian, Virginia State Fair, Richmond; A. Christy, Arch Clair, Johnny J. Jones Exposition; William Claire, Cole Bros. Circus; Mae Clancy, SLA; Ace Clark, Art Lewis Shows; Mrs. Donald H. Clark, Spillman Engineering Corp.; Mrs. Earl Clark, Gold Medal Shows; William H. Clark, Indiana Assn. of Co. and Dist. Fairs; Alma E. Clausen; Ralph J. Clawson, Henries Bros. Shows; J. W. Clements, Lewis Supply Co.; Wallace Cobb, World of Mirth Shows; W. T. Cobb, Louisiana State University; C. R. Cobbs, Zor Springs; Ida E. Cohen, Max Cohen; ACA; Mrs. Midge Cohen, George A. Hamid, Inc.; Mr. and Mrs. A. R. Cohn, Conklin Shows; Clarence Cole, Indiana State Fair, Indianapolis; Emory and Irene Collins, National Speedway; John Collins, Lincoln Park, Westport Factory, Mass.; John W. Compton, Associated Trade Press; Mrs. Lloyd Conrad, Quo Run; Raythe M. Frank, Billie, Mr. and Mrs. J. W. Conklin, Conklin Shows; Mrs. Dan Connor, Val Coogan; Mr. and Mrs. T. H. Cope, Goodman Wonder Show; A. R. Corey, Iowa State Fair, Des Moines; John P. Courtney, Velure-Courtney Corp.; Mr. and Mrs. George H. Crainer, Spillman Engineering Corp.; Lawrence P. Crockett; George L. Crowder, Jimmie Lynch; C. G. Cunningham, Kansas State Fair, Ft. Dorado; L. B. Cunningham, Iowa State Fair, Des Moines; Douglas J. Curran, Jackson County Fair, Black River Falls, Wis.; Mrs. Henry T. Curtin, Sheeley Shows; Mr. and Mrs. Gene Cushman, Cushman Rug Co.

**D**

Mario P. Dahl, Goodman Wonder Shows; T. Gordon Daigh, Grand National Exhibition; Mr. and Mrs. George Davis, Johnny J. Jones Exposition; Isabelle Davis; Mr. and Mrs. E. O. Daws, Dodge County Fair, Beaver Dam, Wis.; Earl Cor. Dawson, Indiana; Francis L. Deane, Fulton Bag & Cotton Mills; J. M. Dean, Massachusetts Assn. of Fairs; Jack-son; Starr DeBella, The Billboard; John Deiner, Conklin Shows; Lieut. Eugene DeKleffer, U. S. Navy; L. G. Demberger, Indiana State Fair; Irene Demopolis, Gold Medal Shows; Jackie Dendlinger, Gold Medal Shows; Mr. and Mrs. H. A. Derenthal, Minnesota State Fair, St. Paul; Mr. and Mrs. DeGennaro, George R. Carpenter & Co.; Mrs. Macey Dinkins, Mississippi State Fair, Jackson; A. M. Ditzner, Wisconsin Dolune Corp.; Dr. Victoria Dobrient, Wisconsin Chiropodist Society; M. G. Dodson Jr. and Sr., Dodson's World's Fair Shows; Bob Doepker, The Billboard; Russell Donely, Conklin Shows; William P. Donlon, Trans-Relief; Edward Donnelly, North Dakota State Fair, Minot; Fred Donnelly, Ed and Al Hock Shows; Mr. and Mrs. M. J. Doulan; Lucille G. Dorman, Ernie Young; Dr. J. S. Dorton, North Carolina State Fair, Shelby; Joseph Drambour, Drambour & Greenpou; Freda Draper, Chicago Opera Co.; Walter P. Driver, U. S. Tent & Awning Co.; C. H. Drega, Gooding Show; Carolyn, Mr. and Mrs. Jack and Mr. and Mrs. Frank Duffield; Tom Dufour; William G. Dumas, Hopyland Shows; Harry Dunkel, Cotlin & Wilson Shows; Paul Dunn, Indiana State Fair, Indianapolis.

**E**

Mr. and Mrs. "Bute" Eagle, Beckmann & Gerety Shows; Marian Fair, Avery Productions; Bob Edwards, Eastern Amusements, Inc.; C. H. Epple; Edward Elbert, MCA; P. C. Elford, Ottawa Exhibition; Merg R. Elk, William Hamilton Producing Co.; W. W. Ellenwood, Ohio State Horticultural Society; Wenholt; O. Claude H. Hill, The Billboard; David B. Eudy, Eudy Bros. Shows; Dick Eppeland; R. W. Evans, The Billboard; R. Evertson, O'Henry Tent & Awning Co. (See Banquet Registration on page 60)

# Showmen's League of America

# Club Activities

# Heart of America Showmen's Club

Sherman Hotel Chicago

CHICAGO, Dec. 6.—Annual meeting was held December 3, with President Frank H. Conklin in the chair. With him at the table were First Vice-President Carl J. Sedlmayr, Second Vice-President Harry Hennies, Third Vice-President Edward A. Hughes, Treasurer William Carvick, Secretary Joe Streibich and Past Presidents Ed. A. Hook, Sam J. Levy, O. S. Fisher, J. O. McCaffery, J. W. Conklin, Frank P. Duffield, J. Ed. Brown, Max Linderman and Art Lewis. Nominating committee reported the regular ticket for 1942 elected. Chairman J. W. (Patty) Conklin reported a good year on the annual drive for funds. Past President Frank P. Duffield was installation officer, and Carl J. Sedlmayr assumed the chair as president for 1942. He started the year with a pep talk on the 1943 Show World Directory.

Brother Frank W. Bering, manager Sherman Hotel, gave an interesting talk. Brother George A. Hamid spoke briefly and presented his check for \$100 for the Showmen's Home Fund. Brother H. Lawrence Phillips presented the club with a check for \$623.20, the proceeds of a benefit show held by the organization just at the end of the season. Brother Chester Arthur is seriously ill in M. and S. Hospital, San Antonio. Leo Le Doux is recovering from a recent operation. Brother C. D. Coffey is back in the hospital, and Jack Lydek, Harry Mansch and Tom Vollmer are still on the sick list. Brother Tom Hankins attended his first meeting in four years. Brothers Rube Liebman and Art Samson have started an active campaign to obtain listings for the 1943 Outdoor Amusement World Directory.

Visitors to the rooms were W. D. Bartlett, Bob Parker, F. L. Deane, Oscar Bloom, Mike Brown, William H. Green, Sam Solomon, Jack Grosscup, F. W. Gooding, Denny Pugh, Harry Boucher, Paul Hahnigan, Floyd M. Shankle, Harry Elton, James C. Simpson, B. S. Corey, Frank J. Kennedy, Frank D. Shean, Harry Ross, John A. Reid, C. C. Grosscup, George Vogstad, Sam Gluskin, Murray Polans, J. W. Galligan, Morris Lipsky, Tom Sharkey, Harold Padlock, L. Lawrence Phillips, Howard Y. Barry, Art Lewis, Phil Iner, Jack Gilbert, Dr. Sam Friedman, Robert Gruber, Max Goodman, Joseph L. Goodman, George A. Hamid, Maxie Herman, Johnny J. Kline, George Westerman, L. L. Hall, A. J. Surgerman, Louis Dufour, George Davis, Ray Balzer, Eddie Hunter, L. E. Roth, Joe Schellho, Alex Stein, Harvey Wilson, E. E. Hiney, Ralph Lockett, Neil Webb, Louis Herman, W. T. Keys and Clifford Scott.

### Ladies' Auxiliary

November 27 meeting saw those officers presiding: Mrs. Joseph L. Streibich, president; Mrs. William Carvick, first vice-president; Mrs. Abner Kline, second vice-president pro tem; Mrs. Noelle Fairly, third vice-president pro tem; Mrs. Jennette Wall, secretary, and Mrs. Law Keller, treasurer. Interesting letters were read from Clara Zelger, Mabel Wright and Helen James. Past President Tom Hankins and Sister Eillian Woods had Mrs. John Healey and Mrs. Mary Nolan as their guests. Coffee and cake were served after adjournment. The \$1 award went to Bevels Simon.

On December 4 the following were elected to membership: Mrs. John Fontana, Anna E. Gooding, Mrs. Wm. J. Gastermont, Mrs. Isabel Cohn, Mrs. L. E. Pink, Mildred Grosscup, Mrs. Mildred Green, Leah Greencup, Sally Murphy, Margaret Pugh, Mildred Bonomo, Emily Elizabeth Peard, Daisy Davis, Mabel Brown, Cornelia Elliott Curtin, Mildred Josephine Bullifant, Vera Barlow, Mrs. Edna Brimmonds, Evelyn Hook, Mabel Katherine Reid, Mariana Pope, Clara Pearl Vaughn, Mrs. Sunny Bernet, Capt. M. M. Kline, Mrs. Bill Stephens, Gladys Brad, Raynell Golden, Dorothy Schorntin, Frances V. Lauther, Marie C. Stokes, Mrs. Beulah Polack, Martha Walters, Bertha Francis and Gerriet Lula Gooding.

Open House convention, November 20-December 4, was a huge success, and President Streibich thanked all members, officers and guests for participating.



## National Showmen's Assn.

Palace Theater Building New York

NEW YORK, Dec. 6.—James Davenport, entertainment committee chairman, announced these affairs beginning on December 20, and to be held on Saturday nights during the winter: President's Party, Masque Ball, Joseph McKee Night, Show and Dapen, Coney Island (Harry Rosen) Night, Lincoln Birthday Ball, Art Lewis Night, Washington Birthday Ball, George A. Hamid Night and Barn Dance. Annual election is set for December 17. Nominating committee includes Joseph McKee, chairman; Jack Lichter, Fred Murray, Ed Goodwill, Max Eichholz, Kirby C. McCoy and Sam Toppett. They issued this ticket: Art Lewis, president; Oscar G. Bacc, first vice-president; Jack Rosenthal, second vice-president; Frank C. Miller, third vice-president; Sam Rothstein, secretary; J. L. Grosscup, treasurer; Joseph H. Hughes, assistant treasurer, and George W. Traver, chaplain.

For board of trustees: Max Linderman; 8 years; George A. Hamid, 4; Joseph McKee, 3; Sam Lawrence, 2; Dave Zady, 1. Board of governors: Joe Baudis, Frank Bergen, Thomas Brady, William J. Bloch, J. W. (Patty) Conklin, Louis Dufour, Andre E. Dumont, David Endy, David Epstein, Murray Goldberg, Mack Harris, Arthur L. Hill, Hon. Harold G. Hoffman, Edward A. Hughes, Phil Isaac, Harry Kaplan, Jesse Keys, Johnny J. Kline, Joseph Landy, Low Lange, Jules Laurens, Jack Lichter, Hoga Manning, Alfred G. McKee, Charles (Doc) Morris, Fred C. Murray, Sam Peterson, Fred Phillips, E. Lawrence Phillips, William Rabkin, Bernard Rann, Matthew J. Riley, Harry Rosen, Irving Rosenthal, Charles Rubenstein, Adolph Schwartz, D. D. Simmons, James E. Strater, Elias S. Sugarman, Harry Swaman, Leonard Traub, Sam Wagner, Ben Williams, Jack Wilson, Charles Lewis, Dick Gilmore, John Marks, Joe Thomas, W. C. Kaus, King Reid, Sam Proff, Sam Taffet, Sidney Kahn, Phil Cook, Arthur Platt and Frank Wirth.

New members are Joseph E. Well, sponsored by Louis Land; George T. Fitzpatrick, Harry LaBregue; Al Dorso, Sam Rothstein; Harry Lechman, Phil Isaac; Harry Gold and Irving Richtenthaler, Sam Rothstein.

Brother Sam Peterson is back in the Eye Unit of the Medical Center here, and Robert Gruber is in Presbyterian Hospital, Philadelphia. Birthday greetings to Ralph Edson, Fred Canfield, Edward L. Orena, Bernard Becker, H. W. Dyer, Leo T. Jordan, Thomas W. Woodworth, Lester J. Rice, Harold DeGillmore, James A. Purcell, Gene O'Donnell, Joseph Westman, Edward Kneeland, Harry Heller, Max Gruber, E. M. Harding. (See NSA on page 39)

## Missouri Show Women's Club

Maryland Hotel St. Louis

ST. LOUIS, Dec. 6.—Meeting on November 27 was presided over by First Vice-President Neil Allen. At the officers' table were Second Vice-President French Deane, Third Vice-President Elmer Heide, Secretary Grace Goss and Treasurer Gertrude Lang. Dorothy Manligan, Ines Shankle and Jane Francis were out-of-town members present. Past President Norma Lang and Past President Jean Pearson made brief talks. Substantial check was received from President Judith Solomon from a benefit bingo given on 60's Liberty Show. Blind raffle prize donated by President Solomon was won by Dorothy Hayes. Daisy Davis has returned to St. Louis after a long season on Johnny J. Jones Exposition. Helen Richter is in Deaconess Hospital. Members are calling on her. Grace Goss, Norma Lang, Viola Fairly, Lottie Francis and Mabel Baysinger attended the Chicago banquet and ball. On December 11 new officers will be elected.



## Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire, Los Angeles

LOS ANGELES, Dec. 6.—Discussion of last-minute preparations for the annual banquet and ball on December 11 at the Hotel Billmore Hotel were marked the Monday meeting of the Pacific Coast Showmen's Association. On the rostrum were Joe Glacy, president; Earl Douglas and Roy Ludwig, vice-presidents; and H. A. (Pop) Ludwig, secretary. Meeting opened with the pledge of Allegiance to the Flag, followed by reading of minutes. Communication was read from Mike Krokos at Marlette Hot Springs, ordering three tickets to be presented to worthy members. George Peale sent a \$5 check and Kap Young a \$25 check for the Showmen's Day Fund.

Chairman John Miller reported finances in good shape. Checking account is \$5,423.45 and savings \$1,823.75, giving a total of \$8,247.20 in the general fund. Cemetery fund was reported as having \$2,344.25 and the sick and relief fund \$1,403.16. Chairman Ed Walsh of the hoos committee reported 76 folding chairs, which had been used thru courtesy of Downs Bros., had been bought. Jimmy Dunn and Jim Gallagher reported Bert Warren and Charlie Guberman still on the sick list. Pat Shanley has been removed from Queen of the Angels Hospital to a rest-home. Sammy Dolman, reporting for the membership committee in the absence of Chairman Jimmy Lynch, said he was going after reinstatement now that the membership drive is over. Chibwe, co-edited Mel Smith, Jack Brick, R. T. Mahurin and George Clark into the fold. Ted Letzer reported for the memorial day committee and Ross Davis for the cemetery fund group.

Arthur Comstock, Rubin & Cherry Exposition; Bill Croff, Dan Mays, George Cox, Joe Krug, O. N. Crafts, W. R. Patrick and Earl Douglas made brief talks. Harry Pink, who heads the nominating committee, reported that Ed Walsh had been nominated treasurer in place of Ross Davis, who wished to retire from active duty. Brother Davis will serve on the cemetery board. As President Glacy has resigned his appointment. Banquet and ball tickets, with Chairman Harry Hargraves serving as talker, went strong. Earl Douglas took 12; Mike Krokos 3; Abe Letton, 10; O. N. Crafts, 10; Joe Krug, 2; Ross Davis, 3, and the Ladies' Auxiliary, 15. Reinstatements were varied.

### Ladies' Auxiliary

Meeting on December 1 was presided over by President Almerita Foster, with all officers present. Committee was removed from the men's club relating to the annual banquet and ball. After a short speech by Past President Hargraves and Abe Letton a drawing was held and banquet tickets were awarded to Miltie Dohbert, Margaret Farmer, Lilabel Williams, Ethel Krug and May Ward. Rosemary Loomis won the diamond watch and Caroline Krokos the quilt. Many new members were introduced and old ones were called upon for a few words. After the business session President Foster called on candidates in the December (See PCA on page 38).



## Heart of America Showmen's Club

Reid Hotel Kansas City

KANSAS CITY, Mo., Dec. 6.—Regular weekly meeting was called to order by Past President P. W. Deam, with Secretary G. G. McClintock and Treasurer Harry Altshuler present. Minutes of the previous meeting were approved. One petition for membership was voted upon and accepted. Brother W. Frank Deimann was voted a committee of one to have charge of Memorial Day Services. Adjournment came early so as to accept an invitation from the Ladies' Auxiliary to partake of a luncheon, served in the buffet room. It is gratifying to officers to see the large attendance at meetings.

Following left to attend the 32-A Banquet and Ball: Mr. and Mrs. Neal Walters, Mr. and Mrs. Mel Vaughn, Mr. and Mrs. Abner K. Kline, Denny Pugh, Sam Benjamin, Poote Middleton, Phil Little, Harold Elliott, Roger Haney, Hymie Schriber, Harry Duncan, George Howd, D. W. Weinberger and Ruth Norton. Brother and Mrs. C. F. Zetser passed thru en route to Chicago. Brother and Mrs. Sammy Ansher have returned after a pleasant season on Rubin & Cherry Exposition. Number of members are planning a trek to the Des Moines fair meeting. Chairman of the banquet and ball committee says indications are that this year's annual will establish a new attendance record. Ladies' Auxiliary baby party will precede the banquet and ball on December 30. Past President Morris B. Creswell has disposed of his photographing business and will be associated with Midwest Mercantile Company.

### Ladies' Auxiliary

Since November 28 was a regularly scheduled social night, no business meeting was held. Members gathered in club-room for an informal hour. Letty White passed the penny box and the award, \$1, donated by Letty White, went to Nellie Weber. After the men's club meeting. (See HASC on page 38)

## 3000 BINGO

No. 1 Club... 30 cards, \$2.50; 40 cards, \$4.00; 50 cards, \$4.50; 100 cards, \$6.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50; Remaining 2100 cards \$5 per 100 set cards... members or fully covered.

## 3000 KENO

Made in 30 min or 100 cards each. Played in 5 min across the card... set of 100 cards, tally card, calling number, \$2.50.

### LIGHT WEIGHT BINGO CARDS

Black or white, pearl and turquoise. Can be removed or discarded. \$2.50 per 100, \$17 per 1000, \$1.20 per 1000, \$1 per 1000. Calling numbers, extra \$0.40. Approximate Weight: Black, Red, Green, Yellow, \$12.00; 2,000; 3,000; 4,000; 5,000; 6,000; 7,000; 8,000; 9,000; 10,000; 11,000; 12,000; 13,000; 14,000; 15,000; 16,000; 17,000; 18,000; 19,000; 20,000; 21,000; 22,000; 23,000; 24,000; 25,000; 26,000; 27,000; 28,000; 29,000; 30,000; 31,000; 32,000; 33,000; 34,000; 35,000; 36,000; 37,000; 38,000; 39,000; 40,000; 41,000; 42,000; 43,000; 44,000; 45,000; 46,000; 47,000; 48,000; 49,000; 50,000; 51,000; 52,000; 53,000; 54,000; 55,000; 56,000; 57,000; 58,000; 59,000; 60,000; 61,000; 62,000; 63,000; 64,000; 65,000; 66,000; 67,000; 68,000; 69,000; 70,000; 71,000; 72,000; 73,000; 74,000; 75,000; 76,000; 77,000; 78,000; 79,000; 80,000; 81,000; 82,000; 83,000; 84,000; 85,000; 86,000; 87,000; 88,000; 89,000; 90,000; 91,000; 92,000; 93,000; 94,000; 95,000; 96,000; 97,000; 98,000; 99,000; 100,000.

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10,000	\$7.15	50,000	\$13.75	80,000	\$20.35	250,000	\$46.75
20,000	\$8.80	60,000	\$15.40	100,000	\$22.00	300,000	\$58.00
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	\$170.00

Above prices for air-worth delivery. For each change of wording and color add \$3.00. For change of color only, \$1.50. No order for less than 10,000 tickets of a kind or color.

## STOCK TICKETS

2000 PER ROLL

1 ROLL	75c
5 ROLLS	3.50
10 ROLLS	6.50

## 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 \$50,000 HAS BEEN REACHED.



undance in cold weather," pipes Private Kenneth (Jo-Jo) Traves, Fort Bragg, N. C. "Will be out of the army in February."

AFTER his wife had won the riding pin throwing contest at a Kansas fair a man copped the 100-yard dash. Proving that practice makes perfect.

COUNT ZAINO, midget magician, closed his show with Tilley Shows and is spending his fourth winter in Laurel, Miss., with Frank Gaskins, showman, who has purchased a cafe there. Zaino reported a good season.

AFTER closing with Cunningham Exposition Shows, Don and Sally Justice joined the B & H Shows and had four weeks of good business. They will winter in East Flat Rock, N. C., and Dayton, O.

NED TORTI, Pat Purcell, Bernie Mendelson, Sunny-Ernoch, Jack Outfield and Frank Joseph. Attention! If the Musketiers keep on growing in membership they will soon be able to collect dues.

J. R. EDWARDS, owner-manager of J. R. Edwards Shows, installed his Middle Ride in a department store in Wooster, O., for the holidays. He said repositioning of rides and equipment at quarters there has been completed.

STANLEY KEYS, concessionaire the past two years for Mrs. Ray Wieselock, left North Little Rock, Ark., recently for Jackson, Tenn., to visit his daughter, Shirley, who is under treatment in an iron lung for infantile paralysis.

WORKING pictures and jewelry in North Central Illinois are Evelyn and Russell Lichtler, who reported they found Mrs. Ida Lichtler sick upon returning home for Thanksgiving. They recently purchased a new Covered Wagon house trailer.

PUBLIC denial: AM arguments which I agreed were right during the convention I now claim null and void, due to the parties with whom I agreed having gabbed my say-so thru too much entertainment.—Colonel Patch.

JOE D. MARTIN cards from Houston: "Captain and Mrs. James Perez are wintering here. Cap is manager of the Ritz night club, and Mrs. Perez is a featured dancer. He has signed as 1942 free act with Amusement Corporation of America and to manage Temptations of 1942."

WORKING at Camp Barkley, Abilene, Tex., are Emippy Kolb, cookhouse operator on World of Today Shows, his stockman, Leo Spicer, and waiter, W. Wood. Kolb is building inspector and Spicer and Wood are with the flooring crew. They expect to go to Fort Worth on another government job soon.

HOTEL OWNER—"It certainly has been a pleasure to have you folks, the quietest nights I have had in a long time." Thurgood



FLOYD E. GOODING, owner of Gooding Amusement Company and president of the American Carnivals Association, was unanimously re-elected to that post for 1942. All other officials were re-elected at the association's annual meeting at the Sherman Hotel last week.

knew you were in the house. The owner was deaf, dumb, blind and in a wheel chair.

WHILE on a winter tour Mr. and Mrs. Al Weil and daughter, Dorothy, the past season with Wallace Bros. Shows and Johnny J. Jones Exposition, visited Mr. and Mrs. R. J. Cunningham in Pensacola, Fla., where the Cunninghams are reported doing well with a scrytic station.

JOHN and Zola Williams are wintering at their farm near Leola, Ark., having closed with Bert Lorrwyn Side Show on Rubin & Cherry Exposition November 23 at Tuscon, Ariz. Mr. and Mrs. Anato Hays, en route to join the Skeeter Lorrwyn Museum at St. Louis, were their guests the night of November 23.

COLORADO BOY let me show two dollars to get my laundry out? "Where do you work, boy?" yelled the secretary. "On the worn ride out here on the midway," was the reply. "Oh, I see," said the official, "you mean the Caterpillar ride." Boy, "Yeh, yah, dat's it."

J. W. LLOYD, who had a successful season operating a Merry-Go-Round at Coney Island, N. Y., and recently returned there after an extended auto trip thru Connecticut, New Jersey, Pennsylvania and Ohio to visit fairs, was to start work on December 1 at the Hotel New Yorker as room clerk; his eighth winter there.

DUKE DEL RIO and R. W. (Doc) King report they opened their indoor museum recently in Stamford, Tex., to good results. Line-up includes Duke and Chinita Del Rio, knife throwing and whips; Captain Mallo, Iron tongue and fire-eater; Doc King, magge and lectures; Lurays, mentalist, and Ray Cody, singer.

A GROUP of young men spend their time at the convention literally in on every conversation possible. They made every room and the lobby, with cars and eyes wide open. Curiosity got the best of one showman, who asked them if they were visiting fair officials. "No," replied one, "we are efficiency students here to further our education. We were sent here to learn how it is possible for anyone to promise so much."

MRS. A. S. COOK, located at Arkansas Pass, Tex., with her husband and daughters, Edna and Mildred, reports that other trouperes there include Mr. and Mrs. Hy Rinson and Mr. and Mrs. Eddie Coffey. Mrs. Cook recently sustained a serious arm injury but is recovering. Bill Myler is in Naval Hospital, Corpus Christi, Tex. With him is Mrs. Myler.

SET UP in a store at Laurel, Miss., until March 1 are Mr. and Mrs. George Peterson, who had a good season with their photo machine on Buckeye State Shows. While playing Hattiesburg, Miss., they met Doc and Mrs. Shank, who operate a tavern near Camp Shelby. Brother Guy E. Peterson and his wife, showwriters, come in from Florida for a visit. Others there are Mr. and Mrs. Francis Johnson and Red Onion and wife with photo galleries. Ruth and Lucille Peterson attend school there.

ACA MEMBER DRIVE

(Continued from page 32)
lation behind these proposed moves:
That a definite legislative program for 1942 be adopted.

That the association's efforts in behalf of a reduction in the cost of railroad transportation and elimination of demurrage charge be continued.

That the association be authorized to pursue steps looking toward a reduction in the cost of operating motorized shows by seeking reduced rates for motor vehicle licenses and elimination and reduction of gasoline and similar taxes.

That general policies of the association, as reflected by its efforts and activities during the past year, be continued.

Secretary Cohen closed the past season as an "exceptional year" in that numerous all-time high marks went overboard, being replaced by new marks of attainment. He again emphasized care in booking and declared that "1942 will be fully as good a year as was 1941 unless there is a drastic change in present world conditions. It is our opinion that unsettled world conditions will continue thru the coming year and that the general vicissitudes of the industry will continue as in the past. Both conditions will affect the industry. However, it should be favorably affected by improved economic and industrial conditions."

Momentum Is Gained

He also said that 1941 saw the association attain its greatest growth, adding that its membership of shows is largest in its history. He pointed out that a record high number of employee memberships were enrolled. "I sincerely feel," he said, "that a great deal of credit for the good year should go to the carnival industry itself. It is awakening to its possibilities and to its rightful place in the amusement world. Altho the process was slow, it is gaining momentum and beginning to progress—to modernize itself and its methods—and this progress had a share in the attainment of this year's record results."

He took time out from the business routine to pay tribute to the memories of Fred Beckmann, a charter member of the organization, who died October 17 in Shreveport, La., and Albert Clemens (Al) Hartzmann, outdoor editor of The Billboard, whom he describes as being "one of the association's earliest friends and without whose help and interest it is doubtful whether the association would have been born." Cohen also praised the work of the staff of associate counsel and told of some of the valuable services performed for members during the year.

Credit for the largest number of employee members for the past year went to James E. Strates Shows with 203; second place to Gooding Greater Shows, 168, and third place to Cettin & Wilson Shows. It was revealed that among legal activities were scores in the regulations of the 1941 Revenue Act as it affects the industry; legislation and taxation and wage and hour law. Secretary Cohen professed his report with the statement that, "Nothing has occurred to cause us to change our opinion on these subjects and we still feel that the wage and hour law is not applicable to our industry."

The Billboard Thanked

In reporting upon public relations a resolution was unanimously adopted thanking The Billboard for contributions of space and publicity devoted to the association. Secretary Cohen again asked that members contact an associate counsel of the ACA when contemplating a date in any city in which such counsel may be located. He strongly urged that the shows use the "Member ACA" legends and cited a number of instances where they were used with great satisfaction. He said the association had again strictly adhered to its policy of "not to interfere with or dictate to any of its members, nor to meddle in members' personal or business affairs."

He cited a number of problems for the coming year which will call for careful management. They included national defense program, interstate trade barriers, additional taxes, admission taxes, interstate commerce law, highway bill-board legislation and labor activities.

Association membership includes Beckmann & Gerry Shows, Conkila Shows, Johnny J. Jones Exposition, Mighty Sheeley Midway, World of Mirth Shows, Cettin & Wilson Shows, Sol's Liberty Shows, James E. Strates Shows, World's Exposition Shows, Reid Greater Shows, Wonderland Exposition Shows, Blue Ribbon Shows, Miller Bros. Shows, Art Lewis Shows, Haller's Acme Shows, Ideal Exposition, O. C. Buck Shows, John Kilonis Shows, Happy Days Shows, United Shows of Canada, Rubin & Cherry Exposition, Gooding Greater Shows, Golden Belt Shows, Dodson's World's Fair Shows, Gold Medal Shows, Kaus United Shows, Karl Middleton Shows, Greater Exposition Shows, Spillman Engineering Company, Happyland Shows, Wallace Bros. Shows of Canada, Goodman Wonder Shows, Fair Publishing Company, Eady Bros. Shows, Clemens Schmitz, All-American Exposition, Holman's Rides, Coleman Bros. Shows, Anthony Fantasia, Rocco Fantasia, Anderson Amusements, Martin F. Bowes, State Fair Shows, Buckeye State Shows, Charles A. Long, Triangle Poster Print of Pittsburgh, Texas Exposition Shows, International Congress of Oddities, Pioneer Shows, Wallace Bros. Shows, Sunburst Exposition Shows and Bantley's All-American Shows.

Patrick's Exeter Date Okay

EXETER, Calif., Dec. 6.—Patrick's Orator Shows did fair business here the week of November 23, with Bailey's Dope Show under management of Henry James getting top gross, with other Bailey attractions doing well, reported J. M. Burns. Concessioners reported good business despite cold weather. Jump from Arvin, Calif., was made in good time and attractions opened on schedule; due to good work of Ride Superintendent Tommy Bailey and Ervin Robertson, master mechanic. Owner and Mgr. W. R. Patrick, spent the week-end in San Francisco on business.



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Ballyhoo! THE PEACE and quiet of the Hotel Sherman lobby was suddenly broken by a loud voice that kept getting louder. Had it been on a street corner, we could have called the out-lander a soap-boxer, but it was only a mug trying to impress the visiting showmen with his uncanny knowledge of how to make big money by being smarter than the run-of-the-mill trouper. The fact that the out-lander was talking shop caused mope listeners to join his lip and the louder and longer he talked the larger grew his audience. Not that they were listening because they thought his line educational, but it has long been considered good midway ethics to lend a self-admitted big shot an ear, if nothing else. Suddenly a hullabaloo broke loose across the lobby. Here was another mug making himself a self-admitted king of the midway world and the solution of all concessionaires! Louder grew the lezgarts' voices as the crowd moved back and forth to listen in. A new arrival, hearing the noise, asked another showman, "Are they the speakers for this convention?" "Speakers!" piped the showman. "Hell, no! They are just a couple of ego-operators trying to steal each other's lip."

FLYING Loop-o-Plane — Octopus — Roll-o-Plane and Now NEW FOR 1941 THE FLYOPLANE Top money ride on Crafts 20 Big Riders, Ultra modern, Greatest performance. Another Every money maker. EVERLY AIRCRAFT CO. SALEM, OREG. ABRER K. KLING, Sales Mgr. Eastern Factory Branch: RICHARD F. LUSAK, Chester, Bucks County, Pa. European Sole Agent: LUSAK BROS. Ltd., Blackpool, Eng.

Loop-o-Plane — Octopus — Roll-o-Plane and Now NEW FOR 1941 THE FLYOPLANE Top money ride on Crafts 20 Big Riders, Ultra modern, Greatest performance. Another Every money maker. EVERLY AIRCRAFT CO. SALEM, OREG. ABRER K. KLING, Sales Mgr. Eastern Factory Branch: RICHARD F. LUSAK, Chester, Bucks County, Pa. European Sole Agent: LUSAK BROS. Ltd., Blackpool, Eng.

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## Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

### James E. Strates

MULLISS, S. C., Dec. 6.—With practically all material on hand for rebuilding and enlarging, work is progressing well. Cliff Ralysa is getting electrical equipment in shape. Mike Olson is overhauling motor power units and turning them over to the paint crew. Nick Rozinas has a crew overhauling railroad cars. Bill Hegerman, info that he will arrive here early in January to build a depot front for his Miniature Train and to enlarge the Funhouse. Slim Curtis and Bertha said they will enlarge their attraction. Arthur Walsh info from Sarasota that he will be in early to build a new front for the Penny Arcade and remodel the Scooter which he just had shipped from Baton Rouge, La. Mr. and Mrs. James E. Strates, William Fleming and Keith Buckingham reported they had a good time at the NSA banquet in New York. Mr. and Mrs. Putnam are in Sarasota and are daily guests of Mr. and Mrs. Arthur Walsh on their yacht. Visitors have been Uncle Louis Strates, Mr. and Mrs. Hanneford, Charles Beagle, Lem Trainer, Mr. and Mrs. Alce Dotham and family, George Berry, Mr. and Mrs. Tom Fields, Mr. and Mrs. George Tracy and Mr. and Mrs. Art Davis and son. Orin, Uncle Louis brought in a new truck to transport his grab concession.

MARK BRYAN

### Prell's World's Fair

LUMBERTON, N. C., Dec. 7.—After closing in Wadesboro, N. C. where the show had a good week, equipment was moved here to a tobacco warehouse owned by W. O. Thompson, Robeson County Fair manager. Among those wintering here are Bob Boyd, manager of the Circus, and Jack Owen and C. W. Ladd, of Cash-Miller's show, while the writer has opened a service station and is assisted by George T. Chubbart, billing agent. Stacy Knott, Ferris Wheel foreman, and Mrs. Knott stopped over while en route to Fayetteville. The writer and Cash and Gordie Miller, opened a store show in Florence, S. C. after close of the season, but business was not good. Charles A. Abbott, general representative, reports fair bookings proceeding on schedule and Eddie Rablin reports many dates contracted. Charles Powell, general representative until going to a Corning, N. Y. hospital with a back injury early in the season, is reported convalescing. Among visitors were Randolph Bullard and Bill Norman, state superintendent of Robeson County Fair.

THOMAS W. RICE

### Pioneer

WAVERLY, N. Y., Dec. 6.—Manager and Mrs. Mickey Percell returned here after several shopping and business trips. On trip thru the Midwest they visited quarters of Floyd E. Gooding, Columbus, O. From there they went to Pineville, O. to look over Calvin Orner's Chaperone, then on to St. Louis and Jacksonville, Ill. where they visited with Glen Hyder and Ben Roodhouse, 211 Bridge Company, and placed an order for a Ferris Wheel. On their return trip they purchased a Smith & Smith Chaperone. They stopped in Reynoldsville, Pa. to visit Harry Copping, former owner of the Harry Copping show. From there they went to Curwensville, Pa. to call on Fred Robinson. Manager Percell reported everyone optimistic over 1942 prospects. Shows will be somewhat larger next year. Manager and Mrs. Percell planned on attending the Chicago convention.

B. Count Golden

### W. E. Page

RUSSELLVILLE, Ky., Dec. 7.—Rides are being painted and repaired here under supervision of Eddie Clark. Manager W. E. Page bought a new light plant. General Agent A. S. Brewer is wintering in Jackson, Tenn. Mr. and Mrs. Earl Watson left recently to spend the holidays at their home in Cleveland. George W. Waite, who will have charge of the light plant, and Mrs. White went to Atlanta for the holidays. Manager and Mrs. Page will winter here. He holds a position with a bus company here.

W. R. BOEH

### Buckeye State

LAUREL, Miss., Dec. 6.—Machinery has been installed and everything is in shape to start on the building and remodeling program mapped by General Manager Joe Geller upon his return from Chicago. Pat Brown has maintained a skeleton crew. Mrs. Josephine Geller is in Hot Springs for the winter. Frank West, West's World's Wonder Show; Capt. John M. Sheesley, Mighty Sheesley; Midway, and Mel Dodson, Dodson's World's Fair Shows, were seen around town. Homer Finley went to the Chicago meeting. Mr. and Mrs. H. G. Starbuck made a short trip to the Gulf Coast. Doc Augst, wintering here, is a frequent visitor. Ed Sweeney is tending bar at a night club in Hattiesburg, Miss.

H. O. STARBUCK

### Golden Arrow

NORMAN, Ark., Dec. 6.—General Manager and Mrs. Clyde Morton returned from a business and pleasure trip to Texas, where they purchased two light plants, five rides, 4 shows and about 20 concessions will be carried in 1942. Mr. and Mrs. Joe Sharkey, en route from California to Florida, stopped for a visit. Work is progressing on rebuilding and painting. Percy Alford is in charge of 14 workers. Mr. and Mrs. Harold Flak, operators of a ball game and penny pitch, stored their equipment here and got to visit relatives in Kansas. Mr. and Mrs. John Brock and Herman Myers left to winter in Hot Springs.

DAVE COOPER

## Los Angeles

LOS ANGELES, Dec. 8.—Talk in show circles is about the annual banquet and ball of the Pacific Coast Showmen's Association in the Hotel Billmore Bowl on December 11. PCSA Memorial Day Committee, headed by Ted LaFors, made preparations for annual services on December 7 at Showmen's Rest, Evergreen Cemetery, where the tiger, PCSA symbol, will be unveiled.

News has been received of the marriage of Dr. George W. T. Boyd to Helen Joseph Reese in Peru, Ind. November 30. Earl and Roma Douglas of the Douglas Shows, are in town from the Northwest. They were accompanied by Mrs. Douglas's sister, Gertrude Woodruff, Barney Clancy, of Joyland Shows, is in town and states that he'll be around all winter. Monroe (Moe) Eisenman and Mrs. Eisenman, of Patrick Shows, are out again following an automobile accident in which Mrs. Eisenman was the more severely injured, and their car was demolished.

Mrs. Mollie Dentous, Chicago, Lucille Dolman's sister, is in Los Angeles for the winter. Steve Henry has been discharged from Veterans' Hospital, Sawtelle, Calif., where he had been of and on since May. William J. Lowrey, of Douglas & Young Shows, and Frank Murphy, of Foley & Burk Shows, are also there. Vernon Weaver, of the Russell Bros. Shows, are in town. Show closed this week-end. Eddie Brock announced the Great Western Road. Charley Haley is still in town and was seen in the Bristol lobby. Archie Clark is in town. Bill Jessup, of West Coast Shows, will winter here.

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World's Tropic Illusion Gardens



### HM Closes Contract With Rochester Shrine

CINCINNATI, Dec. 6.—Bob Morison states that he closed contract for Hamilton-Rochester Circus to furnish show for the Rochester (N. Y.) Shrine week of March 10. He adds: "This is first contract for our company for Rochester, yet Rochester Shrine has been operated for 10 years. HM now has closed contracts for next year for Milwaukee, Kansas City, Altoona, Pa., Baltimore, Rochester, Buffalo, and Hamilton, Ottawa and Montreal in Canada."

### Acts at Fall River Lions' Club Circus

FALL RIVER, Mass., Dec. 6.—An indoor circus, sponsored by the Lions Club under the promotion of J. C. Harlacher, opened here Monday at the Casino. This is the second Casino circus presented by the Lions under Harlacher's promotion, the first, last year, being a highly successful venture. The show was booked thru the Al Martin agency. The program includes: Chet Nelson's Band, Four Doves, the Novak Troupe; Bert Sloan, wire walker; Louis and Oliver; head balancing; Captain Anderson's Dog and Pony Circus; Snyder's bears, the Dickson Brothers, comedy knockabout act, and Victoria Troupe, bicycle act. The show ran thru the week with a special matinee Saturday for school children and guests of the Lions Club.

### Al Martin Will Supply Acts for Washington Shrine

BOSTON, Dec. 6.—Al Martin was awarded the contract to supply 30 acts for the Shrine Circus to be presented in Uline Stadium, Washington, D. C. The stadium, which seats 18,000, is the home of the Washington Lions, hockey team, and the scene of touring ice shows. Martin is lining up a strong bill for the promotion, which is under direction of Frank Schneck. The Shrine's executive committee is at work on the ticket distribution plan and the nation's capital will be covered with advertising. Executive committee includes: Howard P. Foley, Moyd D. Akers, Earl Whitler, Shinn, Ralph M. Wolfe, James A. Councilor, P. Lawrence Walker, Melvin C. Smith, Neidham C. Turnage, Raymond M. Florence, Stanley D. Willis and Edmund O. Carl. The show will be presented nightly in three rings and there will be matinees on Wednesday and Saturday. Proceeds of the circus will go toward the Shrine's work in behalf of crippled children.

### 10,000 at Merchants' Show

CANTON, O., Dec. 6.—More than 10,000 children jammed the Palace Theatre here November 21 at the annual Retail Merchants' free circus, produced and directed by J. B. Malloy. Six shows had been scheduled, starting at 9 a. m., but an extra show was given at 4 p. m. to accommodate a long line outside the theater. Malloy has produced the show three consecutive years and this year's performance was acclaimed the best and most entertaining. Program included 12 acts, opening with Sonny and Jerry, wizards on wheels; Cliff Faust, comedy musician; Flying Malloys (Nancy Darnell and Valma Ziegler); Chief White Eagle and Company, snarpsnooting and archery; Silver Johnson, comedy Austin; Tinker Toy and Pal, dog and pony novelty presented by Mrs. Malloy; Art Hill, cyclist; clowning; Wells Brothers, comedy bars, and Chief White Eagle and Princess Red Wing, patriotic finale. Jack Malloy was ringmaster. Circus three years ago replaced a Santa Claus parade and is said by the merchants to be more satisfactory, as it is held indoors. A 15-piece American Legion band, and Emil Bahn at the callope provided music.

### Klein To Produce Show

CANTON, O., Dec. 6.—C. A. Klein has informed The Billboard representative here that he has been given the contract to produce and direct the Fraternal Order of Police Indoor Circus in the Armory at Charleston, W. Va. In addition to the committee, Klein is being assisted by Tom Black, and Frankie Brand.

### Ambitious Plans For Autry Rodeo

CHICAGO, Dec. 6.—Gene Autry, screen and radio cowboy, announced that he will launch his Flying A Ranch Rodeo in February at the Houston Fat Stock Show. Management will run February 6-10. Autry says the show, which has been in preparation for more than a year, will be the largest and finest of its kind ever presented. For more than a year Autry's representatives have been scouring the West and Southwest for rodeo stock, which is now being quartered at the Flying A Ranch, near Ardmore, Okla. Autry now is the owner of 170 top-tracking horses. Also included among the stock are 40 Brahma bulls, 75 parade horses for the grand entry, and what is said to be the largest privately owned herd of Texas longhorn steers in the world. The rodeo will conform to rules of Rodeo Association of America in its contracts, says Autry. In addition to the purses for individual engagements there will be \$1,500 in prize money awarded at the end of the year. Of this, \$750 will go to the "Champion All-Round Cowboy." The other \$750 will be divided among the champions in the five rodeo contest events. Only cowboys who compete in all of the Flying A Ranch Rodeo engagements will be eligible for these prizes, which will be known as the "Flying A Ranch Rodeo Awards," and which will carry with them special trophies. Autry plans to take his presentation on a tour of Eastern cities, many of which have never seen a rodeo. Plans for the production management of the rodeo are in the hands of Manager Eddie Allen, with David B. Whalen acting as rodeo press representative, and Rozee Lockette, of Brenham, Tex., arena director.

### Court of Appeals Rules Against RB

NEW ORLEANS, Dec. 6.—The Fifth Circuit Court of Appeals of the United States November 29 ruled against Ringling Bros. and Barnum & Bailey Combined Shows, Inc., in suit filed in a Western District Court of Texas against George H. Sheppard, comptroller of the State of Texas, asking return of approximately \$18,000 paid in State entertainment tax under protest in summer and early fall of 1940. The ruling was appealed from the District Court ruling against the circus recently at Fort Worth. The circus claimed the tax could not be levied legally on its shows in Texas since the name "circus" had not been specifically named among names expressed by the statutes and that nothing closely related to a circus was named. The higher court ruling said that the circus was included because the statute said "every corporation owning or operating a place of amusement that charged fees for admission" was subject to the levy.

### Big Toppers at Convention

CHICAGO, Dec. 6.—Circus and former circus men who attended the convention here this week were Terrell Jacobs, Eddie Johnson, William Claire, Jack Kippel, Leo Harshilton, J. D. Newman, Eddie Vaughn, Duke Drubrenbrock, Orrin Davenport, Irv and Sam Polack, Allen King, S. L. Cronin, Doc Waddell, D. G. Hawn, Earl Shipley, Mr. and Mrs. John Schuber, C. A. (Dad) Lawrence, Ora O. Parks, Bob Hickey, Sam Stratton, Ralph Clawson, William B. Naylor, C. Cornwall Spencer, Bill Chipman, William Linderman, Jack (Abe) Tavin, Ansel E. Waltrip, Jake J. Ditch, Frank Mahery, P. A. (Babe) Boudinot, Dan DeBaugh, Ullaine Malloy, Nickle and Gene Teter, Carl Lester, Harry LeMar, Arthur Windgater, Ab Johnson, Harry Bert, J. L. Barnes, O. B. Egolf, Paul M. Lewis, Jake

### A Review of the Circus Season of 1941

and Important Events and Happenings of the Year Will Be Features of the Holiday Greetings Number Watch for This Issue Dated December 27

### Court of Appeals Rules Against RB

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### James M. Cole Show in Ohio

CANTON, O., Dec. 6.—The James M. Cole Indoor Circus, which has been playing schools in New York and Pennsylvania, has invaded Ohio for the first time. Unit will play Shen houses.

Friedman, L. B. Greenhaw, Earl Jenny, Fred Delmar, Will Hill, Mickey Cogan, Arthur Hoffman, Jerome Hartman, Clint Finney, Howard Y. Bary, Al Beck, Vernon McCreary, C. B. Rice and J. Gould.

### Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold By STARR DE BELLE

Wagon Rut, Ga. Winter Quarters, December 6, 1941. Dear Editor: The show was to open on November 30, but because the equipment was not ready and no opening spot had been booked, the debut was delayed for another week or two. The three bosses returned to quarters after an extended wrinkle-removing trip that covered two Thanksgivings with relatives. They were surprised at the amount of work done during their absence, as they had left no money to do it with. That the show will go out much enlarged is a settled fact. A check on our personnel showed people with it from three different States. With all these out-of-State joinings, we are worried for fear that the show will drop the tradition of being a family affair. Work of getting the advance department started on the road is well under way. The management was fortunate in purchasing a one-horse panel laundry wagon (without shaft) and a two-horse hack with tongue and double-tree, complete. Assembling wagon-show rolling stock at this day and time is a difficult matter. The laundry wagon has been painted and lettered, Exploitation Department, Advance Wagon No. 8. Painting of the hack has been started and it will be lettered, Personal Living Quarters of Advance Wagon No. 8. Nephew Abeck Upp will be in charge of the advance with two men. During a recent cold spell the horses

asked the crews to slow down work but hurried it again when it warmed up. They would chill one day and get itchy feet and palms the next. On Thursday a notice went up, reading, "All members of this show are requested to attend a meeting in the cookhouse. Managers Won, Horse and Upp will deliver messages vital to the show and its people." At the meeting the paramount question brought up was: Who has or knows of anyone with \$50,000 to buy a fourth interest in the show? When the question arose as to whether a fourth interest was worth that kind of dough the owners argued the point in this manner: "Perhaps the equipment is not, but we are not selling equipment, value. We are selling labor on the same scale as a mechanic who puts a 10-cent bolt in your show and charges \$2 per hour for his work." They figure that the show is 40 years old, a combined time of 120 years for the three owners. In days it figures 43,000 and, setting their combined pay at \$5-per-day, which is considered a fair day's pay for three circus managers, the full amount for labor comes to \$217,000. By buying 25 per cent of the show for \$6 grand, the buyer not only would get in on an equal share of the labor but the equipment as well. Buyers were asked to step to the front. When no one moved we were asked to think hard for the next few days to see if we couldn't remember some friend who had that kind of dough. Most of us are the penny-for-your-thoughts type.

### Santos Artigas Has Fine Start In Havana, Cuba

HAVANA, Dec. 6.—Santos & Artigas opened their 25th season November 28 at National Theater. Show was again booked by Fred Bradus, who is also equestrian director. Played to packed house and was enthusiastically received by both press and public. Program follows: Alfred Court's mixed group of pumas, leopards and black panthers presented by Damoo Dhoret; Asevera-Konyolo and Madam Bradus, high-school act; David and Goliath, big horse and pony Liberty act presented by Arturo; Cors Davis, cloud swing and trapeze; Polidor and Guerrero, clowning; Flying Cometa, flying trapeze act with Harold Genders comedienne; Perran, black wire; Montes de Oca Duo, trampoline hand-to-hand balancing; Sugarhead, juggler; Fernando Serrin, animal and bird imitator; the Duarmona, head-balancing trapeze act; Alexandro and his basketball playing dogs. Show will play four weeks in Havana and then go to the Island of Pinar for two weeks.

### Circus-Revues On London Stages

LONDON, Nov. 8.—Circus-revues begin on London stages, November 10. At the Stoll, Kingsway, Tom Arnold presents Walk Up, Walk Up, headed by female faller, Korina from Bertram Mills and Dinkpool Tower, and in support the Gridneva, ladder act of Russian origin; Scott family of riders; Backie, trick pony, sold by Sangers at recent sale, and members of Clare Paul's Circus. At Golden Green Orpheum, converted job theater, the Anglo American Circus Variety, directed by Arthur Joel, makes its bow. Bernard Mill is now a flight lieutenant in Royal Air Force, same rank as held for some months past by Jack White, former secretary of CPA. Mill's duties are administrative. Brother Cyril, originally ruled as too old for RAF flying, also a civilian pilot of experience, continues in important job at War Office. Coco, for many years with Mills as Auguste, discharged from army as unfit, has gone on tour of military centers for ENSA. Will probably be seen back in circus next summer.

### Bill at Belfast Hipp

BELFAST, Ireland, Nov. 29.—For his three-week season of circus at Belfast Royal Hippodrome, opening Christmas Eve, Guy L. Birch has booked the McInerney Brothers, American Hobo comedy jugglers; Will Duffy and Pearl, comedy acrobats; Two Marlowe, comedy acrobats; Four Ringlands, comedy acrobats; Tex Nevada and company of cowboys in Western pastimes; Montana Four in Western harmonies; Three Doolindas, Western riders; Johnny Steekles, cowboy juggler, from Steekles family circus; Two Keefes, balancers on chains, six high; Costello, bouncing wire; Mr. Georges, trick rider; Four Steekles, Roman ring; George Knight's trick pony and performing pigeons; Kazana Sisters, high trapeze; the Lukes, motor cycling in midair; Remo and his Gladiators, feats of strength; Blondak, high wire; Silvio and his golden harp; Clown Dearys with monkeys, dogs and geese; Miss Barry's 12 young ladies; Davie Jones, 22 inches of fun, with clown Nobby Steekles, Will Scott, Pere and Pila, Mickey Max; Bob Bernard's dogs; Steekles horses.

### P. B. Purcell Buys Home in McComb, Miss.

McCOMB, Miss., Dec. 6.—P. B. Purcell, of Purcell's Stage Circus, has purchased a home and five-acre tract of land for quarters in South McComb. For past 20 years he has resided in Chillicothe and Des Moines, Ia. Show had a successful season, playing Illinois, Nebraska, Iowa and Minnesota. Closed the fall season at Koscusko, Miss. and since then has been playing schools and theaters. Harry Villegoncourt left for his home in Charleston, S. C. EMMETT KELLY, who played the Shrine Circus, Roanoke, Va., moved on westward and while in Cincinnati last week called at The Billboard office.

# With the Circus Fans

By THE RINGMASTER

President: FRANK H. HARTLESS, W. M. BUCKINGHAM  
Secretary: W. M. BUCKINGHAM  
2330 W. Lake St., Chicago  
Circus Fans' Ass'n., Editor  
(Continued from "The White Tent" in the  
Cincinnati, Ohio, Edition, 12/11)

ROCHELLE, Ill., Dec. 6.—Members of the Minort 'De Oro Tent were much in evidence at the Elks' Circus held in the Exposition Building, Portland, Me., week of November 17. Friday was Circus Fans' night, with the following Fans present: Edward Twomey, treasurer of the Elks' circus committee, James B. Tomlinson, Frank P. Ponderson, James S. McCloskey and Lawrence O. Brown. During intermission State Chairman Brown was escorted to the center ring and drew the winning tickets on the radio nightly awarded. Brown enjoyed visits with the George Hannford family, the Fallenberg and Mr. and Mrs. Con Colleano.

Ben S. Howland, Columbus, O., writes: "I finally got in a little cruising. We had an indoor show here at the State Fair Coliseum. The show was put on by the Joe Archer enterprises and I am sorry to state was not the most successful promotion. I did have a chance to do some visiting with some of my old friends. Raymond B. Dean was in charge of the press and did an excellent job. The show was very good. Ray Rogers, of the Wallace show, had charge of the acts. Joe Basile had nine pieces of his Madison Square Band here. I visited with Emmett Kelly, Zarotta Troupe, Erma Ward and Jimmy Foster."

A. Morton Smith, CPA of Gainesville, Tex., is the new conductor of the Circusians department in the Hobbies magazine. This feature, under supervision of Smith, will start in the January issue.

Mr. and Mrs. W. H. Hohenadel attended the 29th Annual Banquet and Ball of the Showmen's League in Chicago. At their table were Mr. and Mrs. Frank H. Hartless, Mr. and Mrs. Frank Burke, Eugene Whitmore and Harry Atwell of Chicago, and Dr. and Mrs. Tom Torney, of Madison, Wis. The above named were a part of a party of 40 from the Atwell Luncheon Club.

Gordon M. Potter, CPA, advises that he has bought out his partner in a radio store that they have operated in St. Joseph, Mich., for the past 10 years. The firm was dissolved in order that his partner could accept a position with the Consolidated Aircraft, San Diego, Calif. The December number of *Oak Leaf*, edited by CPA Tom Gregory, had a picture of the organization meeting of the new tent in the Circus Fans' Association recently organized in Akron, O.

### Show Banned Memorial Day

IRVINGTON, N. J., Dec. 6.—Town commission last week adopted a resolution asserting it would not permit the Ringling-Barnum Circus to pitch its tents here next Memorial Day. The resolution says that the holiday is "dedicated to the memory of those who died in defense of this country," and added that the circus should not be allowed that day because the streets and public school grounds should be reserved for use by veterans and other patriotic organizations. The show annually has come to town on Memorial Day. The Commission did not say whether application has been made by the show for another play date.

### Eddie Vaughan's Wife Ill

CHICAGO, Dec. 6.—Eddie Vaughan, former legal adjuster and circus executive, was called yesterday (8) to Dallas, Tex., by the serious illness of his wife. He had been attending the outdoor conventions here.

### Meeting of Canton Club

CANTON, O., Dec. 6.—About 100 active and social members attended a meeting of the Canton Showman's Club, November 26. Art Hill, Jack Malloy and Earl Vardel comprised the committee in charge of arrangements.

### GOOD'S CIRCUS SNAPS

From 1920 to 1941 inclusive, extra clear snap cards for the following circuses, circuses, etc., have been issued: Ringling-Barnum, Wallace, Sells, P.T. Barnum, Ringling Bros., etc. Old Time Shows, 40 Name Tent and Ringling Bros. at Scranton. Send stamp for list, or 20¢ for service. ROBERT D. GIBSON, 1800 Turret Street, Allentown, Pa.

# Letter From Stanley Dawson

COLUMBUS, O., Dec. 6.—With the winter circus playing at Ohio State Fairgrounds, Columbus became the mecca for showmen from here, there and everywhere. "Noticed at the 'lot'" were J. D. Newman, Don the Barber, Luther McCarthy, Clyde and Vera Hinsdale, Dick Cavanaugh, Eddie Richter, Cabusa, from the old Forepaugh-Bells Circus; Bert Miller, Spec Cautin, Yellow Burnett, Shorty the Wop; Ray W. Rogers, owner of Wallace Bros.' Circus; Walter Nealand, Elmer Meyers, Sam Shidler and Pearly Houser and wife. Rex McConnell from Canton came limping in at the last moment, and Charley Katz and Mr. Morgan of Zanesville, O., visited on Thanksgiving Day. R. B. Dean commuted between Columbus and Milford Center daily. Ray did the press work. Columbus papers, thanks to Sid Phillips, were generous to the circus. Rogers supplied the program, and it was creditable. Cautin was in charge of concessions, also the ticket sellers.

Dick Wayne Barlow, who is operating a rink on the fairgrounds, was a daily visitor. Orrin Davenport visited the show on the 18th. Jimmy Stevens visited his many friends and acquaintances. Shaw, formerly associated with Makimo, was in charge of props with the assistance of Hammerhead. Irma Ward was among the performers who thrilled well-satisfied audiences. Emmett Kelly also was there. In fact, the assemblage was a composite of Cole Bros., and Wallace Bros. circuses.

The social event of the week was the Thanksgiving dinner at Ginger and Bill Benson's Venetian Cafe, near the circus grounds. Forty-three people sat down to dinner. Yellow Burnett had the Gold Room chartered for himself and his guests. After dinner the assemblage put on a floorshow. Everyone was called upon to sing, dance, recite or tell a story or stand for refreshments.

A few highlights were: Shorty the Wop doing a characterization of Mungo; Bill Benson, a solo on the saw-harp; Ginger Benson in character dances; Hammerhead with a short talk on what he knows about aerial artists; Burnett with a talk on why he likes to winter in Mexico, and a short talk and recitation by the writer.

On the menu which was passed around (See Letter From Dawson on page 48)

# Under the Marquee

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

WALTER L. MAIN and Harold Moss, of Geneva, O., attended James M. Cole Indoor Circus December 1.

TRAINING—framing.

LARRY OWEN, clown, is appearing in Toyland at Sears-Roebuck store, Union City, N. J., for five weeks.

ZAVATTA TROUPE, following the Columbus, O., circus engagement, returned to their home at Rochester, Ind.

DUKE DRUKENBROD attended the Showmen's meetings in Chicago. He represented Clyde Beatty, who was unable to attend.

MRS. BEN H. VOORHEIS is employed in an attorney's office at Canton, O. She is making her home at Waynesburg, near there.

CIRCUS showmen would sacrifice their costly experiences for a nickel on the dollar.

ORVILLE SPEER, who has been on the road 32 years, cards that he expects to troupe next year. He was with Yankco Robinson Circus 11 years.

EUGENE M. HARRIN, Dayton, O., attended the Showmen's Convention and Ball in Chicago. He recently returned to Dayton from Atlanta, Ga.

E. DEACON ALBRIGHT, who has been managing the Pavilion Play picture since September 3, is now in advance of the picture *Crown of Thorns*.

A BROKEN hanger in winter is usually listed as an accident.

HURDINK BROS. comedy-bar act, worked the Sheboygan, Wis., Police Amusement Circus, December 5-7, and then headed for *Amusement*.

# Circus Model Builders and Owners' Association

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

READING, Pa., Dec. 6.—W. Fulton White, CMB of Portland, Me., is working on plans for constructing a miniature museum along the lines of Barnum's American Museum. This will tie in with his present model circus and will be in the form of a miniature doll house with sections for the menagerie, Congress of Living Wonders and miniature curios gathered from all parts of the world. White has always been a student of Barnum and has been collecting items for a number of years for the miniature museum. He recently purchased more wild animals with which he will enlarge his circus menagerie.

Stan Rogers, of Hollywood, and Ivan Christy, of Los Angeles, attended a local gathering of the CPA in Hollywood. The room in which the meeting took place was decorated with circus posters, and the circus atmosphere was emphasized by the playing of recorded circus music. The Model Builders of California are awaiting the coming of Russell Bros. Circus, which, it is rumored, will winter in that State. Christy is working on an "America" tableau wagon and has just completed a menagerie tent which will house his large display of 23 bulls, 7 zebras, 5 reindeer, 5 bison, 4 camels and various other lead stock, as well as his 31 cages. Ivan has equipment to fill 40 cars on his contemplated 75-car show.

While playing the Evansville (Ind.) Shrine Circus, Terrell and Dolly Jacobs visited William Low, CMB of Evansville, to look over Low's shop and wagon. Together with other visitors, Mr. and Mrs. Roger McGraw, of the Evansville Zoo, and the Jacobses enjoyed an old-fashioned lunch prepared in Low's Circus cookhouse by Mrs. Lucille Low.

Mr. and Mrs. Harold Moore, of Reading, Pa., and Charles Millard, of Cosmopolis, Pa., visited with Robert Good. (See MODEL BUILDERS on page 49)

BIG CROWDS attended matinee performance of Polack Bros. Circus, auspices of Shrine, in Oklahoma City, Thanksgiving Day, November 27. Show played five-day engagement there.

JACK SMITH, ticket taker on front door of Cole Bros., returned to Dayton, O., after a vacation trip in Knoxville, Tenn., and is now employed by the McColl Publishing Company.

THOSE phony military titles, captain and major, have been discarded for might and miss, in the circus business.

PINKY AND BESSIE HOLLIS, after playing night spots in Louisville and Chattanooga, will go to Tampa, Fla., for a visit. While in Cincinnati last week Pinky called at The Billboard offices.

EMIL HABN, orchestra leader and callopie player of Canton, O., has been contracted to direct the band and play callopie for the police-sponsored indoor circus at Charleston, W. Va.

JOE BASILE's band at the recent Columbus (O.) indoor circus included Phil Noble, John Cirrillo, Joe Knauer, Joe Shaffer, Pete Flammia, James Tart, Jack Cappelli, Russell De Nucci, Mickey Blah.

HOW times have changed! In order to get a job on a carnival nowadays you have to be a circus man.

CRETA BROTHERS and Helens, following the Columbus (O.) shows, moved into Club Gloria there with their comedy bar act. To circuses follows the act is Johnny Hartzell's and was with Wallace Bros. Circus.

POLACK BROS. Circus played to big crowds at Municipal Auditorium, Oklahoma City, from November 27 to December 1. (See UNDER THE MARQUEE on page 50)

# The Corral

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

## Robertson Draws 40,000 at N. O.

NEW ORLEANS, Dec. 6.—Despite cold weather and rain on opening two days of seven-day event, T. E. Robertson Rodeo, sponsored by the police department's relief committee, drew about 40,000 to the Municipal Auditorium here, November 21-27. Gate receipts were estimated at \$34,000 by Robertson and Mill Hinke, co-producer, J. M. McLemore, Alexandria, and Frank Griffin, Arkansas, were assistant promoters of the show. Rodeo attracted about 200 entries but unusually small number of contract performers. Injuries were Vaughn Kraig, Fort Towson, Okla., back injuries when thrown over head of a bucking bronk; John Merck, Sonora, Tex., leg injuries when kicked by brook in stall, and Alice Slaty, who was forced to cancel daily performances after second day when a performing horse fell on her before her act. Clyde Kline, clown, also remained out of performance the closing four days when badly infected hand caused his removal to a local hospital for treatment. Robertson and Hinke say show will probably become an annual for police. Two minor suits attached closing night receipts, but show paid all debts.

Results: (Concluding) Calf Roping—Seventh go-round, Don Hinton, 10.3 seconds; Jack Skipworth, 20.4; Claude Fletcher, 21.3, and H. D. Binns, 25.1. Eighth go-round, Amy Gamblin, 14.1 seconds; Jack Skipworth, 16.2; Claude Fletcher, 18.2, and E. Parder, 18.2. Ninth go-round, Jack Skipworth, 15.3 seconds; Glen Harp, 18.4; Jiggs Burke, 17.3, and Amy Gamblin, 18. Steer Wrestling—Third go-round, Jiggs Burke, 5.2 seconds; Jack Faroo, 6; Robert Frown and H. D. Binns, 8.1; tied third, and fourth, Fourth go-round, Floyd Lingle, 6.4 seconds; Charley Colbert, 6; Buck Jones, 6.1, and George Yardley, 6.3. Saddle Brook Riding—Fourth go-round, Louis Brooks, first and Tack Bolton, Vic Schwartz and Texas Kid Jr., tied second, third and fourth. Brahma Bull Riding—Third go-round, Frank Marshall, Grant Marshall, Manuel Enos and Jess Like.

Finals: Calf Roping—Jack Skipworth, 8.4; Amy Gamblin, 8.050; H. D. Binns, 8.27, and Claude Fletcher, 8.135. Steer Wrestling—Jiggs Burke, 6.17; George Yardley, 6.4; Charley Colbert, 6.6, and Carlos Green, 6.8. Saddle Brook Riding—Vic Schwartz, 6.0; Texas Kid Jr., 4.45; George Yardley, 6.0, and Andy Curtis, 6.15. Brahma Bull Riding—Dale Adams, 8.04; Hoyt Heffner, 6.78; Pee Woo Morris, 6.52, and Frank Marshall, 6.0. Consolation—Al Garrett, 6.28; Jack Williams, 6.28; C. J. Schellenberger and Jack Daniels, tied third and fourth, 6.12 each. Total purse was \$3,200.

BEVERLY and BILLY HARBERT, well known in rodeo circles, are playing night clubs and indoor events in Easton, Ohio. They were featured in the concert on Kay "Brox" Circus the past season.

ADAMS RODEO Company has been signed to promote the three-day rodeo at Camp Shelby, Miss. There will be three night and one matinee performances. Col. Roy F. Denson, base commander. (See CORRAL on page 48)

### RAILROAD CIRCUS SALE

All equipment including Cars for Top of Fifty Car Circus. Wagons especially for the show. Also some Animal Acts, Tramp Shows, Horses, Robertson Rodeo, Dog and Horse Shows, Lot Shows, etc. by mail. Terms by third, etc. Write for full catalogue or items.

### CHRISTY CIRCUS

South Houston, Texas

### THREE TAME LIONS

Three lions in old, excellent condition. See the advertisement. One Male Lion, five years old, and three females. For more information, write to the advertiser.

### PARK DEPARTMENT

Superintendent, Park Dept.

# IAFE BILL BLANKETS FIELD

## Interest, Scope Set Record High

Many subjects draft attention of delegates—Harold F. DePue named president

CHICAGO, Dec. 8.—International Association of Fairs and Expositions concluded its 51st annual convention on Wednesday in the Hotel Sherman with the best record for interest and scope within memory of the oldest delegate, and plans for the 1942 convention were put afoot even while visitors were departing for their respective localities to cash in on what they saw and heard. From the opening gun on Sunday morning, when directors of the International met, until the last session on Wednesday, when the new officers occupied the rostrum, there was action every minute of the way.

In the spotlight, of course, was the Advertising Clinic and Exhibit (see story in this issue), but there were other subjects to draft the attention of the vast delegations from every point in the United States and Canada. On Monday morning following judging of advertising entries on the day previous, a session devoted exclusively to considerations relating to advertising and exploitation in all principal categories was participated in by leading officials and publicity-ad executives under the chairmanship of Henry Lund, Minnesota State Fair, and secretaryship of John D. Zook, Ohio State Fair. Prominent in the informative session were Jim Malone, Florida State Fair, who explained publicity workings with daily newspapers; E. Paul Jones, State Fair of Texas, who tackled the weeklies and their operations in relation to fairs; H. W. Kolbus, Wisconsin State Fair, who described methods of outdoor poster and kindred advertising; John Zook, whose subject was radio, delivered via recording and a paper; Henry Lund, who spoke on general publicity (See RECORD HIGH on page 46)

## New One for Hollywood, Fla.

HOLLYWOOD, Fla., Dec. 6.—Veterans of Foreign Wars Post here has received a charter to conduct South Broward Agricultural Fair on a site one mile south of here, near the Hollywood dog racing plant, reported Taylor Troul, who will furnish his Spotlight Midway Shows. C. R. Plinkerman, secretary-manager, is putting much effort into formation of an exhibit department, to feature fruit displays. Dance revues will be staged nightly on an open-air stage, and there will be two afternoon horse shows and a dog show. Service men will be admitted free. Near-by schools are co-operating.

DES MOINES.—Secretary L. R. Cunningham, Iowa State fair here, said final 1941 figures showed profit of \$78,010.70, exceeded only by the \$116,000 net in 1920. Receipts were \$991,522.31, of which \$255,714.20 came from ticket sales. Expenses were \$313,508.53, of which \$100,392.56 was for premiums.

## West Coast Man New IAFE Chief



Harold F. DePue

## Bigger Program For ACDF Meet

CHICAGO, Dec. 8.—Last year J. P. Malone, Beaver Dam, Wis., urged an elaborate program schedule for the up-and-coming wing of the International Association of Fairs and Expositions, the Association of County and District Fairs. That his plea was successful was borne out in the creditable session held Monday in the Hotel Sherman with a new high in attendance and a peak in number of papers. With E. W. Williams, Manchester, Ia., in the chair, and "Busby-as-a-Beaver" Malone in the assist, the meeting swept along with precision and drew attention from a cluster of State fair and other individual members.

Speakers and their topics were J. P. Malone, Wisconsin's Concession Regulations; W. H. Clark, Franklin, Ind., Regional Meetings Held During 1941; E. W. Williams, substituting for Mrs. Don A. Detrick, Bellefontaine, O., in a discussion of Value of Monthly Bulletins; Edward O. Vollmann, Stockton, Calif., Legislation and Handling; J. M. Dean, Jackson, Miss., Accomplishments of Mississippi Association of Fairs; Albert P. Stewart, La Fayette, Ind., Informing More People in Fairdom; Mrs. Detrick's paper on The State Department of Agriculture and How It Can Co-operate. Billed but unable to appear were A. W. Lombard, Massachusetts Department of Agriculture, Attendance Analysis, and Pete H. Smith, Plainville, Tenn., Motion Pictures as a Medium of Study. At the last minute Mrs. Detrick, association secretary, had to cancel her Chicago visit.

E. W. Williams was re-elected president; Jim Malone, vice-president, and Mrs. Detrick, secretary.

## Ad Clinic Draws Heavy Response At IAFE Meet

CHICAGO, Dec. 8.—An elaborate Advertising Clinic and Exhibit first introduced last year, proved a tremendously magnetic feature of the 51st annual convention of the International Association of Fairs and Expositions in the Hotel Sherman this week under the general direction of Frank H. Kingman, Brockton, Mass., executive secretary of the International, with Henry Lund, Minnesota State Fair, as chairman, and John D. Zook, Ohio State Fair, as secretary.

Printed matter entered by member fairs ushered in the convalescence on Sunday, when judges from various Chicago advertising agencies and companies spent hours in selecting ad exhibits worthy of distinction. The International divided the display into 11 classifications embracing every major phase of fair advertising. First, second and third places were awarded by zones, the IAFE being legally divided into seven districts, of which one is Canada. Zonal choices were then pitted against one another for the final judging, and the winners will be awarded illuminated certificates of merit by The Billboard under an arrangement sponsored by the fair association.

### Results of Judging

Final Awards: Newspaper Advertising—Campaign series in the home-town paper: 1. New York State Fair, Syracuse. 2. Regina (Sask.) Provincial Exhibition. 3. Tie between Kentucky State Fair, Louisville, and Iowa State Fair, Des Moines (See HEAVY RESPONSE on page 46)

## IMCA Busy in '41; Sanctions 41 Meets

CHICAGO, Dec. 9.—During 1941 the International Motor Contest Association sanctioned 41 auto-race meets in 15 States for a total of 60 days of racing, the board of directors said in making its annual report to stockholders at the fair pow-wow here on Monday. Leader in number of days was again Iowa, with 20, and next were Wisconsin, with seven, and Minnesota, with six. Association licensed 39 drivers and registered 97 cars. IMCA records made were as follows: Gus Schrader (deceased), half-mile track, time trial, 23.20; in a Riverside Offenbauer, Minnesota State Fair, August 23; Schrader, mile track, time trial, 38.53, Riverside Offenbauer, Illinois State Fair, August 16; Jimmy Wilburn, mile track, in competition, 50 miles, 34:33.22, Riverside Offenbauer, Illinois State Fair, August 16.

Ralph T. Hemphill, Oklahoma State Fair, was re-elected president; Maurice W. Jencks, Topeka, Kan., vice-president. A. R. Corey, Des Moines, secretary-treasurer. Board consists of the officers and W. R. Hirsch, Shreveport, La.; Charles W. Green, Moberly, Mo.; Raymond A. Lee, St. Paul, and C. A. Nash, Springfield, Mass.

## Starts Fourth Year As Fair Men's Sec.



Frank H. Kingman

## 38G Allentown Net Sets 15-Year High

ALLENTOWN, Pa., Dec. 6.—Lehigh County Agricultural Society, sponsor of Great Allentown Fair, reported profit of \$38,045 from 1941 operations was largest in 15 years. Increased earnings were due largely to reduced operating expenses, especially on non-fair activities. Profit represents an increase of \$11,470 over that of 1940, marks the first time in 26 years the figure was over \$30,000.

Fair week, with income of \$121,152, and expenses of \$74,029.83, showed profit of \$46,522, but there was a loss of \$8,476 in operating expenses during the year. Income from non-fair activities amounted to \$17,007, including rentals. State and county contributions, scrap sales and auto races. Non-fair expenses were \$26,083.

Attendance was 270,823, compared with 260,968 in 1940. Officials pointed out that \$22,000 of the profit is credited to night sessions. It is felt that attendance would have been greater had not children been barred by a polio quarantine. While children are ordinarily admitted free, many are accompanied by admission-paying adults.

## Calif. State Votes 25-Cent Gate Slice

SACRAMENTO, Dec. 6.—Following recommendation by the finance committee, headed by Angus Madden, director of California State Fair here voted a reduction in admission to the 1942 fair to 25 cents, a quarter cut. Altho the slash must be approved by State Finance Director George Killian and Gov. Culbert L. Olson, both are understood to favor it and consensus is that it will go thru.

Sale of scrip books, \$5 worth of admissions for \$2.50, will be discontinued. Altho not announced, it is understood that the pass list will be sharply restricted. Cut in admission has been (See CALIF. VOTES on page 53)

## Midsouth's \$13,117 Profit Helps Annual to 27C Surplus

MEMPHIS, Tenn., Dec. 6.—Midsouth Fair here made profit of \$13,117 in 1941, giving the association a surplus of \$27,007, according to the report of Secretary-Manager Henry Beaudoin, Charles C. Cartwright was elected president of the association.

Beaudoin's report showed receipts up all along the line: Gate receipts, \$28,580 against \$18,012 in 1940; admission, \$78,010.33 against \$45,929.87; rodeo, \$11,423 against \$10,022; auto races, \$4,392 (See MID-SOUTH NET on page 53)

## A Review of the Fair Season of 1941

Important Events and Happenings of the Year Will Be Features of the Holiday Greetings Number Watch for This Issue Dated December 27

## Powwow Patter Plus a Potpourri of Persiflage

By LEONARD TRAUBE

CHICAGO, Dec. 6.—It's all over but the shouting, as the blacksmith said to the nag while giving it a hotfoot.

IMMEDIATELY Harold DePue, out of San Francisco by Montana's Great Falls, was informed of his election to the presidency of the IAFE he donned his spectacles. A hint of the Golden Gate State's new dignity?

THAT was Jake Lawson, the Ak-Sar-Ben Omaha gent, talking bridges with Henry Lund, the Minnesota publicist, who popped right back with Winter Carnival chatter. A competition by two

supreme sportsmen which Gaylord White, the auto-race promoter, lent ear to in his ever-attentive way, with Pat Purcell, world's greatest mizer-fixer, running interference.

PAUL JONES, Tulsa's gift to press-agency, wouldn't give up his bow tie for love or money. He looks like he's made for that fancy adornment.

THAT was lean, lanky Larry Fairall, of Des Moines, delivering sage advice on ad agencies with the splendid born of Old Man Experience. (See POWWOW-PATTER on page 53)



# NAAPPB DEBATES PROBLEMS

## Talks Bring Out Big Attendance

Ketchum gets second term  
—Huedepohl named v.p.  
—Hodge is renamed

CHICAGO, Dec. 6.—The multiplicity of problems confronting the amusement park industry brought out a large attendance to the 23d annual convention of the National Association of Amusement Parks, Pools and Beaches, held at the Hotel Sherman December 3, 4 and 5, and delegates were treated to a meaty program that covered every phase of amusement park operation. Many constructive papers on vital topics were read and discussed, and in addition a large portion of each day's program was devoted to pictorials, which proved to be one of the most interesting features of the meet. The *Headache Clinic* on Friday gave everyone a chance to present his views on a variety of topics.

The Penthouse Club provided the social side of the convention, and some really delightful sessions were held each evening in the house on the roof.

Due to various causes, the annual trade show, which was open from Sunday, November 30, until close of the convention, was not as large as in former years, but there was a fair representation of manufacturers of park equipments and supplies. Attendance at the show, too, was off in comparison with former years.

Initial session on Wednesday was opened with invocation by R. S. Uzzell and singing of the *Star-Spangled Banner* and *God Bless America*, with Miss Cohen as accompanist at the piano in the absence of Arthur F. Briese. A. W. Ketchum, NAAPPB president, delivered a brief address in which he urged the park men to band together more closely and asked for support from the entire membership in the program sessions. Fred L. Markey, program committee chairman, complimented Secretary A. R. Hodge and Paul Huedepohl for their cooperation and revealed the workings of the "Headache Clinic" scheduled for the final day of the meet.

Greetings were extended by representatives of several outdoor organizations, and wires from Leonard Thompson, Blackpool, England; Harry Batt, who is recuperating from injuries sustained in a recent accident, and Bert Nevins over their inability to attend this year's session were read. One of the highlights of the initial day's meet was the report of the public liability insurance committee by Norman Alexander, who told of the admirable results of the plan. Appointed to the board of directors were J. L. Coleman, Elmer Pochl, George A. Hamid, A. W. Ketchum, H. P. O'Fallen, L. B. Schloem, Charles Beers and Irving

## Gets Second Term As NAAPPB Pilot



Adrian W. Ketchum

Rosenzthal. The last named two being new to the board.

Announcement of the AREA award was made. The John R. Davies award for best exhibit of equipment and supplies went to Philadelphia Toboggan Company. The Fred W. Pearce award went to National Amusement Company, Dayton, O. Remainder of the first day's session was devoted largely to general committee reports. An inspiring address was delivered by President Ketchum on *Chins Up and Looking Ahead*, which brought many expressions of praise from the assembly. Calling attention to the future, Ketchum said that one guess is as good as another. He asked all to have faith in the business and pointed out that good sense in management and practical and sober thinking would win out over all obstacles. Ketchum painted a vivid picture of what fear could do and exhorted his listeners to rid themselves of it.

After a motion by A. A. Casassa, president Chamber of Commerce, Revere Beach, Revere, Mass., a rising vote of thanks was tendered Secretary Hodge. (See **BIG NAAPPB DRAW** on opp. page)

CHIPPewa LAKE, O.—Two speed boats of eight-passenger capacity have been purchased by Chippewa Lake Park here for 1942. Two old models were disposed of in the deal. Speed boat concession the past several years has been one of the park's most profitable attractions.

## Defense Crimps Chi Trade Show

CHICAGO, Dec. 6.—Pre-reaching effects of the national defense program on show business was reflected here this week at the trade show sponsored jointly by the National Association of Amusement Parks, Pools and Beaches and the Showmen's League of America. Majority of the exhibitors, facing curtailed production schedules because of lack of materials, displayed only pictures of their products. A few, however, had samples of their wares on the floor.

While exhibitors reported attendance of park men as excellent, many carnival concession and fair men gave the exhibit hall the go-bye. Some, in fact, never knew there was an exhibit hall, inasmuch as no banners or promotion material was spotted in the lobby or elsewhere inviting conventioners to look over the booths on the mezzanine.

Nothing shown on the exhibit floor could be classed as "new" and this, of course, also affected attendance. Ride and other heavy equipment manufacturers weren't disappointed, however, since most of them reported their 1942 production already sold. Chicago coin machine firms that exhibited had plenty of arcade operators at their factories looking over equipment.

Line-up of exhibitors and their representatives included: Allan Herschell Company, John and William J. Wendler, Beach and Pool; William B. Berry Company, W. St. C. Jones; *The Billboard*; Beach-Rocco Amusement Company, A. Blech, Ralph Rocco, William de L'hoche Jr., S. Blocher & Son, B. Hecher, Cagney Bros., Charles Cagney, Robert Parr; J. L. Campbell & Company; R. E. Chambers Company, R. E. Chambers; Chicago Roller Skate Company, Ralph and Robert Ware and Robert Ware Jr.; L. P. Hendrickson, Edward J. Hamilton's Chicago Coin Machine Company, Sam Wolberg, Sam Gensberg, Dodgem Corporation, Fred I. Markey, Cy Boud; Duro-Tast Corporation, M. A. Blazek, E. C. Rohrer, F. G. Pilscher, I. Greenberg.

El Bridge Company, Lee A. Sullivan, Glenn L. Hyder, Ben O. Roodhouse; Exhibit Supply Company, John Christ, Perc Smith, Billy DeFeins; Eyerly Aircraft Company, J. Eyrly, Abner K. and Virginia Kline; Frederick Bros., Musio Corporation, L. A. Frederick, Carl Snyder, E. W. Frederick, Gene Gaudette, Ray Johnson; Greater Shoe World; Frank Hrubetz & Company, Frank Hrubetz, D. C. (Bud) Cross; George A. Hamid, Inc., George A. Hamid, Frank Cervone, Harold Powell; Hurwood's Penny Bling Maurice Cooper, W. R. Hurwood, D. L. Butler; International Mutoscope Reel Company, William Rabkin, Al Blendow; Fred S. James & Company, Robert Mal- (See **TRADE SHOW HIT** on opp. page)

## A Review of the Park Season of 1941

and

## Important Events and Happenings of the Year

Will Be Features of the

## Holiday Greetings Number

Watch for This Issue Dated December 27

## Newcomb Trip East Is for Biz, Pleasure

ST. PETERSBURG, Fla., Dec. 6.—Walter D. Newcomb Jr., operator of Santa Monica (Calif.) Pier and the Fun House on Venice (Calif.) Pier, here on a lap of a two-month business and pleasure trip with Mrs. Newcomb, reported purchase of equipment for the 1942 season.

Newcomb bought a car in Detroit, then continued on an inspection trip of parks along the Atlantic Coast. On the Newcombs' return trip to Los Angeles, where they expect to attend the annual banquet and ball of the Pacific Coast Showmen's Association in the Biltmore Hotel Bowl on December 11, they will visit parks in Texas. While in the East Newcomb purchased a Philadelphia toboggan. He is erecting a building on Venice Pier to house a new merry-go-round. Mrs. Newcomb, owner of a gift shop on Santa Monica Pier, purchased novelties.

Newcomb reported business in the East the past season was about on a par with that in the West, operators reporting gains of 25 to 40 per cent. He said Florida resort operators are counting on a banner season and that influx of tourists is already ahead of last year's. He is president of the Venice Amusement Men's Association and said the group carried on a successful campaign this year, spending over \$20,000 on radio, billboard and newspaper advertising.

## Meyers Lake Retains DeBray

CANTON, O., Dec. 6.—Ivan L. DeBray, public relations director at Meyers Lake Park here last year, has been retained for 1942. He had been associated with various outdoor enterprises, including the Chicago World's Fair, and reported his department already has 20 major outings listed for 1942. He and Mrs. DeBray make their home at the park.

## Urged Hardihood At AREA Meeting



A. R. Hodge

## Effect of Defense Program on Industry Occupies AREA Group

CHICAGO, Dec. 6.—Impact of the national defense program on "business as usual" in the amusement device field monopolized the attention of more than two dozen leading manufacturers gathered here this week for the 17th annual meeting of the American Recreational Equipment Association. Meeting was held in conjunction with the convention of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman. AREA conclave was limited to one session, a dinner meeting on Monday, December 1, members spending the remainder of the week at their exhibit booths in the Outdoor Trade Show, sponsored jointly by the NAAPPB and the Showmen's League of America.

R. E. Chambers, first vice-president, presided, filling the vacancy created by the recent death of President C. V. Starkweather. Chamber's opening address, in which he explained the program to follow, was followed by the guest and principal speaker of the evening, W. K. Evans, of the Chicago division of the Office of Production Management. Evans minced no words in ex-

plaining the work of OPM and the position of all firms coming under its jurisdiction. Questions and answers session at conclusion of his talk produced a few bombshells, but in all cases the arguments ended with the OPM on top. The "whether you like it or not you must play ball with us" attitude of the government representative was brought forcefully home.

Members of the AREA voiced disapproval of the OPM's apparent intent to regard the amusement device manufacturing business as strictly non-essential to defense of the nation. Basing their stand on the premise that show business can and must do much in raising and maintaining national morale, AREA went on record as being definitely opposed to a non-essential and extremely low priority rating which has been thrust upon them so far. Executive committee is working direct with Washington for reclassification with Secretary R. S. Uzzell, of the R. S. Uzzell Corporation, leading the way.

Previous to the OPM discussion, program consisted chiefly of short and general addresses by visitors and AREA

members. A. W. Ketchum, president of the NAAPPB, welcomed manufacturers to the convention of the parent organization; A. R. Hodge, secretary of the NAAPPB, spoke on *Doing Business in a Changing World*, in which he urged business men to accept the changes with a "chins up" attitude, and AREA President Chambers spoke briefly along the same lines.

William Rabkin, International Mutoscope Reel Company, delivered a paper on *Taxes on Penny Arcades*; George Craner, Stillman Engineering Company, described the conversion of his plant from ride building to defense work, and Ben O. Roodhouse, El Bridge Company, read a paper on *Installation Selling*.

Officers elected for the coming year were Chambers, president; Raymond Lubbe, Lusco Brothers, first vice-president; William Rabkin, second vice-president; R. S. Uzzell, secretary, and W. F. Mangels, W. F. Mangels Company, treasurer. Elected to the executive committee were the above officers, Ben O. Roodhouse, M. W. Sellner, Sellner Manufacturing Company, and Fred Markey, Dodgem Corporation.

# American Recreational Equipment Association

By R. S. UZZELL

The convention and exhibit at Chicago had as a surprise the return of the genial Henry A. Guenther, a former president of the National Association of Amusement Parks, Pools and Beaches. Not since our meeting at the Pennsylvania Hotel, New York, has Henry been with us.

The world loves a baby. Never did a baby get the attention the Raymond Bussé youngster got. Best of all he enjoyed it and remained good natured with it all. We criticize Ray for not making the go-cart in the form of a Scooter car.

The portable Coaster has arrived. Charley Page and Aurel Vaszin are the guilty parties. It is not portable in the sense that a Ferris Wheel is or that a Whip can go up or down on a carnival schedule. It can go up in about a week and could operate in a small park or fairgrounds for two, three or five years and move to advantage in its entirety. Charley saw portable Coasters in Europe, where he collected a whole bag of tricks to help him on this portable venture of a ride that was never supposed to be portable. Herbert Schmock, who was brought up in the Coaster business and is supposed to have become wedded to that kind of work, has become a producer of fabulous tricks of no mean ability. Once the bees have begun to buzz in the hive they seem to keep it up with no rest.

Fred W. Pearce says he is a dirt farmer. He invited us all out to eat farm produce. He may be a farmer but we never saw him dirty.

Glenn Hyder, of Eli Bridge Company, seven feet six inches, is their ambassador of good will. Believe it or not, they have plenty of good will. They say he covered 48 States last year. He can cover a lot of them.

### New Committeemen

Joe McGee does not look natural on crutches. No, he did not fall off a Coaster. Just a minor ailment. Edward Carroll, Springfield, Mass., attended his first convention. He is a good tonic to circulate among the men who peddle the blues. How would tackle a park which had been closed eight years, with two attempts to open ending in failure. He got it ready to ride the rising tide of better earnings and is going to have his courage rewarded.

Martin Selner, Fairbault, Minn., and Ben O. Roodhouse, Jacksonville, Ill., are new members of the AREA executive committee and have volunteered to come to New York to a meeting of our board at a time to be set that will meet with the convenience of the greater number of us. This is the spirit that makes an organization go and get things done.

Leon Cassidy says he is getting as fine co-operation from the government and army camps at and near Wilmington, N. C., as he could ask for. They requested him to operate all winter, which he will do. He is in defense work, as he is helping to keep up morale.

R. E. Chambers was president of AREA by succession for less than one month when he was elected to the office at our November 30 annual meeting. He is steady and conservative and can be depended upon to pursue a conservative course. There are a lot of problems ahead that are going to require work. Chambers' record shows him to be unafraid of work. His fellow officers are going to give him every assistance to carry on and thru the difficult times that are coming.

There is to be an exposition in Mexico in 1945. Walter Sibley claims he has the concessions for amusements tied up. Should they change presidents down there he may have to re-tie them. Omer Kenyon has been down there too. Cliff Wilson, who knows his way around expositions, says no sale for him.

Fred Purnisher must love the business. He left his happy Florida home to trek to Chicago. Bill Schmidt and associates have a safety signal system that is surely tops. Some of us have known some frightful accidents that could have easily been prevented by this system. It will save life and surely will reduce insurance rates where used. These men have done something for the industry.

### Guenther Museum Truce

Henry Guenther was elected to the board of trustees of the American Mu-

seum to take the place of Frank W. Durling, resigned. All the members of the board welcomed him as another enthusiast of the museum.

Mrs. D. S. Humphrey is not well. This grand lady of the amusement park industry has served as treasurer of Euclid Beach Park, Cleveland, in all of the 40 years the family has owned that resort. She was a helpmate to the late Dr. S. Humphrey in every sense of the word. Her daughter, Mrs. Mabel Callay, was not with us this year because of her attendance at the bedside of her mother.

Patty Conklin gave us a good movie of the Toronto exhibition which he knows so well and for which he produces a show that satisfies so completely that he just keeps getting return engagements. He does it so that he is not burdened with a big organization to carry after the exhibition closes.

The convention hit an all-time high for handling the pressing questions and giving to members suggestions for getting and handling the business in these days of unprecedented competition for the amusement dollar. Tax, OEM, labor turnover, new fire insurance plan, extension of liability insurance plan are all of vital interest to amusement park men and all get attention.

## With the Zoos

MILWAUKEE.—Under an exchange agreement with St. Louis Zoological Society, Henry M. Keppou, new director of Washington Park Zoo here and formerly curator of birds and superintendent of anthropoid apes at St. Louis Zoo, brought a pair of eland, a Cape buffalo bull calf and a Chapman zebra mare here. Seven zebras have been sold for beef to the Wisconsin Co-Operative Packing Company because the herd became too large.

SHEBOYGAN, Wis.—Sadie, year-old lion secured from Congo Park Zoo, St. Paul, has been presented to Volkrath Park Zoo here by local police.

## TRADE SHOW HIT

(Continued from opposite page) lard; Jaques Knitting Mills, Paul H. Hudepohl; Luberman Bros. George and Fred Lauerman; Lusse Bros. Inc., Raymond and Florence Lusse, Raymond Lusse Jr.

W. F. Mangels Company, Fred W. and W. P. Mangels; Mills Novelty Company, Ed Bradley, Gloria DeMala; Modern Art Studios, R. McDonald; Money-Meters, Inc., A. M. Gordon; Morse and Rieves Company, T. Morse, M. Rieves; Multi-Color Displays, C. M. Jones; Music Corporation of America, Hogan Hancock; Pat Purcell, Art Talmadge, Lucia Zini, De Arv O. Barton, Russell Paolino; National Amusement Device Company, Aurel Vaszin, Charles Page, Mary Margaret Rooney; Orange Crush Company, S. V. Dawson, L. E. Crain; Paint Exchange of Chicago, Herbert Smith, Judd Goldman; Perry Turnstile Company, H. L. Montgomery, Conrad Trubenbach, M. P. Hendrickson; Philadelphia Toboggan Company, Herbert F. Schmock, John B. Davies, Arnold Aiman, J. A. Allen, Fred Cohen; Selner Manufacturing Company, Marvin W. and Walter M. Selner; Silent Sales Company, William Cohen, Fred Oates; U. S. Treasury Department; U. S. Tent & Awning Company, S. T. Jessup, G. W. Johnson, L. P. Sander; R. S. Uzzell Corporation, R. Z. Uzzell; Theatrical-DeWitt Fireworks Company, Frank and Jack Duffield, Ray Anderson, Art Breece;

## BIG NAAPPB DRAW

(Continued from opposite page) for the good work he has done for the organization so many years. Hodge in turn thanked the various trade papers, especially The Billboard, for their splendid co-operation with the association. Final feature was the well received pictorial, Toronto Exhibition, Profeland and glimpses of the Grandstand Show, with J. W. (Patty) Conklin, president Conklin Shows, as commentator. Showing of the picture brought much favorable comment from the assembly. Norman Bartlett wound up the session by thanking all contributors of the various pictorials scheduled for showing at the three-day meet.

At the second day's session (Thursday) Program Committee Chairman Markey got things under way with the announcement that at the round-table discussion in the morning, President Ketchum had been re-elected to serve in that capacity for 1942. Others elected were Paul H. Hudepohl, first vice-president;

J. L. Coleman, second vice-president; Irving Rosenthal, third vice-president; A. R. Hodge, secretary-treasurer, and A. L. Filogrosso, assistant treasurer. Hudepohl, Ed Scholtz and Ralph Wachs struck a humorous note here when they stopped the meeting by barging in on the assembly with signs advertising the Penthouse sessions and inviting all to attend them.

William B. Schmidt, Riverview Park, Chicago, read an interesting paper, Taking the Human Risk Element Out of Roller Coaster Operation, and showed a reel of colored motion pictures. Well received was the Recipe for Refutation paper read by Edward J. Carroll, Riverside Park, Agawam, Mass. Surprise of the meet was when Chairman Markey introduced as a guest speaker Victor Moore, one of the stars of Louisiana Purchase, his poem, It's Great To Be In New York With a 100, recited tremendously with the crowd.

Speaking on Billboards as Business Boosters, Rex D. Billings, Jr. described the road sign as one of the best means of advertising for parks. He also suggested the use of radio program tie-ups from the parks and pointed out the admirable results obtained from their use. He wound up his time on the date by thanking all for their poster contributions to the convention. C. D. Bond, special chairman, presented some telling arguments on Promotional Ideas for 1942 as gleaned from 1941 Events. He advised the assembly to make their business an all-year-around one by working out better plans of operation before and during the regular season, and cited the good work Edward J. Carroll and his Riverside Park staff are doing. He also asked all in attendance to use The Billboard at every opportunity and pointed out its value to a park operator.

Other speakers at the Thursday session were William Riseman, who spoke on Interpretive Modern Fronts; A. M. Brown, Presentation of Best Promotions of 1941; Paul H. Hudepohl, The Acute Coloring Situation; Joseph Males, The ASCAP-BMI Situation, and A. B. McSwigan, who gave the Music Royalty Report. Norman Bartlett asked for greater pictorial representation for the 1942 meetings and won support in his request from about 75 per cent of the assembly. He was promptly named pictorial chairman for next year's event and stated that if arrangements could be worked out about 50 per cent of the program sessions in 1942 would be devoted to pictorial reviews.

Thursday night A. M. Brown, Buckeye Lake Park, showed a lengthy strip of film about promotions at his park in 1941. Pic created much comment and was well received.

Concluding session, Friday, was highlighted by the highly successful Headnote Clinic, wherein all were permitted a chance to present their views on a variety of topics. It was conducted after the pattern of a radio quiz show and

had J. Z. Lambie Jr., Euclid Beach Park, Cleveland, as dean. Faculty included N. S. Alexander, Woodside Park, Philadelphia; Herbert F. O'Malley; F. W. A. Mueller, Waldameer Beach Park, Erie, Pa., and Fred W. Pearce, Fred W. Pearce & Company, Inc., Detroit. Board of advisers had John L. Campbell, A. B. Hodge, Paul H. Hudepohl, A. B. McSwigan, Charles Rose, Leonard B. Schlotz, H. P. Schmock and R. S. Uzzell. Topics discussed at length included How Do You Prepare To Change Your Admission Prices Under the New Admission Tax Law?, Will Priorities Still Amusement Park Operation in 1942?, Priority—The Mother of Invention, Are Fired Operating and Closing Hours an Asset or a Liability?, Do You Favor All Holidays on Mondays? and Social Security and Unemployment Taxes on Orchestras.

Friday's session also produced several excellent papers. Frank Harris gave the park men some excellent pointers on Building Roller Coaster Receipts in which he presented a brief but effective pictorial. Carlton Duffus, in charge of special activities, Treasury Department, Washington, D. C., presented an effective plea for co-operation of the assembly in Financing the Defense Program.

Also presented at Friday's session were these effective pictorials: Pleasant at the Beach, George K. Whitney, commentator; Belmont Park, Montreal, Rex D. Billings, commentator; Solisbury Beach, Mass., Fred L. Markey, commentator; South America, L. Luzerna Custer, commentator, and Palisades Amusement Park, Irving Rosenthal, commentator. Beach and Pool round-table discussions were held during the regular NAAPPB sessions.

After awarding of trophies by the service awards committee, of which Harvey J. Humphrey was chairman, the meeting was adjourned. The convention ended with a gala banquet in the West Room of the Hotel Sherman.

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1942 ANGLES 410 W. 4th St.  
VAN DUSEN 2-250

# The Pool Whirl

By NAT A. TOR

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

## Conventional Notes

Certainly was a well intended! Too bad so many poolmen were conspicuous by their absence. But then you can't blame some of the ops of indoor tanks, for they just can't get away at this time of year. This department will attempt to review as many of the more important topics and aquatic biz discussed as possible.

Nary a word was uttered concerning possibilities of swim pool operation in winter. Don't tell me that heads have been thrown up in the air in sheer desperation and that the subject has been completely forgotten. How long it seems since this column first brought up the subject of winter operation for open-air tanks and beaches. Must be at least eight years ago. A few ops followed the advice given here and attempted off-season operation. One or two were successful; others threw in the sponge. Man who knows much about all-year operation in this field is Art French, who accomplishes just that at Joe Day's Manhattan Beach, Coney Island, N. Y. French gave a complete description of his "seven seasons" activities at NAAPPE confabs two years ago, but his story should be brought up to date. Since then he has been attracting so much bit on winter week-ends that he is playing name bands throughout the year. Now roller rink is one of the big pullers-inners. Still it's amazing to see hundreds—sometimes thousands—of patrons playing handball outdoors on a cold winter day at Manhattan Beach. A motion picture of a day at Manhattan Beach both in summer and winter would prove a revelation at the meetings. How about that for next year, Art?

Rex Billings, of Belmont Park, Montreal, and former boss-man at Luna Park, Coney Island, was to return to Florida following the meetings. Rex sojourns down south each winter—the lucky stiff—and just makes the trek north for the annual meetings. Boy, I imagine it does his old heart good to see strides made by his youngsters in the amusement park field. Rex Jr. was just a youngster when St. rex Luna Park. Now he's a big-time manager in his own right, and many old-timers can learn something from his bag of tricks.

## Men and Mentions

Guess who's going to put on some winter shows at MacFadden Deaurillo Munge, Miami Beach, this winter? Name is Alfred Licklider, a newcomer to aquatic circles. He's a former New York advertising executive and is also the husband of Ruth Licklider, Mrs. America of 1941. Another lucky stiff!

Did you get a chance to read Ralph Beechner's story in the Christmas Special of The Billboard? Very interesting, wasn't it? Beechner knows whereof he speaks, having managed Capitol Beach water pool, Lincoln, Neb., for many years. However, I still feel that pool men should not play up water cleanliness in their ads and promotion as he advocates and as so many ops do—for it's always been my contention that those facts are taken for granted these days. And calling attention to cleanliness only raises a question that may not be on minds of patrons.

Sam Bornstein, of the concession company by the same name, writes to let us know about a new \$300,000 beach and pool to be opened at Swope Park, Kansas City, Mo. Department is grateful to Bornstein for this info and will attempt to assist him in providing data be requested.

COLUMBUS, O.—Three ringtail monkeys and 200 white mice, gifts of H. L. Griffith, of the Fort Hayes and Chittenden hotels here, have been installed in Columbus Municipal Zoo. They had been in the subway night club in the Chittenden. Additions brings the zoo's ringtail count to eight. Mickey Mouse Town, with swings and Ferris Wheel, will be built for the mice.

## RECORD HIGH

(Continued from page 42)

and paid space; L. R. Fairall, Iowa State Fair, who dwelled on ad agencies; William V. Ward, Illinois State Fair, who described the record exploitation received from promoting a contest for the "Typical Farm Family"; Wip Kinman, Ohio State Fair, who spoke on the same subject; Harry J. Frost, who delivered a talk on rules as gate prizes; Herb Dotten, New York State Fair, and Kenneth R. Hammaker, California State Fair, who took radio and general publicity as their theme.

## Reception Is Big

On Monday night a reception and buffet supper was held under the chairmanship of Hon. Samuel S. Lewis, York (Pa.) Fair, with a large representation which saw films from Illinois and Indiana State fairs and watched a show of four acts contributed by George Hamid, Boyie Woolfolk, Barnes-Carruthers and Frank Wirth agencies. Entertainers were Jess Labonatti, xylophone; Ray Conlon, ventriloquy; Parker Brothers, comedy acrobatics; and Kozak, xylophone.

Tuesday afternoon was devoted to a "Concession Clinic," with a panel of jury consisting of O. G. Baker, space head of Oklahoma State Fair; Dr. J. S. Dorton, manager of North Carolina State Fair, and others. Speakers and their topics were Harry J. Frost, Minnesota State, lunch and refreshment stands; Phil O. Travis, Tennessee State, caravans; Douglas K. Baldwin, Alabama State, exclusive privileges. During the closing innings Win Kinman, Ohio State Fair, and Howard Tooley, producer, discussed the fair's 1941 spec. By Dean's Serfy Light, as a crowd magnet, and Kenneth Hammaker, California State, drew for his subject the value of names in entertainment.

Another clinic in a convention replete with service and information was staged Wednesday afternoon in which exhibition space details were taken up by O. H. Afferbaugh, Los Angeles County Fair, chairman; Henry W. Beaudoin, Memphis, Tenn., vice-chairman, and Harry W. Pfitzer, Billings, Mont., secretary. Exhibit space and sales methods operations were taken up by Minnesota's Harry Frost and the success of exhibits being dependent upon co-operation by Fred O. Dell, secretary, Association of Exhibit Managers. William M. Gardner, Gardner Display Company, told graphically how to sell and merchandise booths, and Harry Frost urged a central agency of the IAFPE to furnish such information as will make space from national advertisers easier to sell.

## DePue Named President

Harold F. DePue, Grand National Livestock Exposition, San Francisco, and formerly at North Montana State Fair, Great Falls, was named president for 1942, succeeding Charles W. Green, Moberly, Mo., who led the sessions in concert with Frank H. Kingman, Brockton, Mass., IAFPE secretary. Herbert H. McElroy, Ottawa, Ont., was elected vice-president, and in taking the chair noted "the magnificent co-operation from the United States in this war for freedom—no God has made us neighbors, justice will make us friends." Frank Kingman was re-elected to the secretary's post by acclamation, a tribute to his grand missionary work in behalf of the International. Directors named from odd-numbered 1A zones for one year were S. S. Lewis, York, Pa., Zone 1; Wip Kinman, Ohio State, Zone 3; Frank H. Means, Colorado State, Zone 5, and Walter D. Jackson, London, Ont., Zone 7. The other directors elected last year to serve for two years, are P. T. Strieder, Florida State, Zone 2; Mrs. Ethel Murray Strimonds, Oklahoma Free State Fair, Zone 4; C. B. Afferbaugh, Pomona, Calif., Zone 6; Charles A. Nash, Eastern States Exposition, Springfield, Mass., headed the nominations committee. Sam Lewis endorses a drive for more State association memberships, and Secretary Kingman announced official membership of the associations in Connecticut and Georgia, as well as the organizations in Mississippi, Nebraska (new to the IAFPE), North Carolina and Washington. New individual members are West Virginia State Fair, Ronceverte; Bethany (Mo.) Fair, Arizona State Fair (Phoenix), Utah State

Fair (Salt Lake City) and Staunton (Va.) Fair, making the International's U. S. membership a solid 64.

## HEAVY RESPONSE

(Continued from page 42)

Moines, 4. (added position) Pacific International Livestock Exposition, Portland, Ore.; Zonal Awards—Zone 1: New York State Fair; Eastern States Exposition, Springfield, Mass.; Brockton (Mass.) Fair, Zone 2; North Carolina State Fair, Raleigh; Virginia State Fair, Richmond, Zone 3; Tie for third between Kentucky State Fair and Iowa State Fair; Ohio State Fair, Columbus, Zone 4; Oklahoma State Fair, Oklahoma City; Oklahoma Free State Fair, Muskogee; Panhandle South Plains Fair, Lubbock, Tex., Zone 5; Kansas Free Fair, Topeka; Minnesota State Fair, St. Paul; Midland Empire Fair, Billings, Mont., Zone 6; Pacific International Exposition, Portland, Ore.; Multnomah County Fair, Gresham, Ore.; California State Fair, Sacramento, Zone 7; Regina (Sask.), Provincial Exhibition; Central Canada Exhibition, Ottawa; Calgary (Alta.) Exhibition and Stampede.

Premium Book or General Prize List—Finals: New Jersey State Fair, Trenton; Oklahoma State Fair; Ohio State Fair; Zonal Awards, Zone 1: New Jersey State Fair, York (Pa.) Interstate Fair, New York State Fair, Zone 2; Florida State Fair, Tampa; Virginia State Fair, Richmond, Zone 3; Ohio State Fair, Kentucky State Fair, Iowa State Fair, Zone 4; Oklahoma State Fair; Texas State Fair, Dallas; Missouri State Fair, Sedalia, Zone 5; Colorado State Fair, Pueblo; Kansas Free Fair; Minnesota State Fair, Zone 6; New Mexico State Fair, Albuquerque; California State Fair; Los Angeles County Fair, Pomona, Zone 7; Central Canada Exhibition, Ottawa; Calgary Exhibition and Stampede; Provincial Exposition, Quebec.

Southern Program—Finals: Wisconsin State Fair, Milwaukee; Brockton Fair, Quebec, Zonal Awards—Zone 1: Brockton, Mass.; York, Pa.; Trenton, N. J., Zone 2; Tampa; Richmond, Va., Zone 3; Milwaukee; Columbia, O.; Indiana State Fair, Indianapolis, Zone 4; Dallas, Oklahoma City; Tie for third between Sedalia, Mo., and Louisiana State Fair, Shreveport, Zone 5; Kansas State Fair, Hutchinson; Topeka, Kan.; Pueblo, Colo., Zone 6; None, Zone 7; Quebec.

Southern Program and Livestock Catalog Combined—Finals: Syracuse, St. Paul, Des Moines, Zonal Awards—Zone 1: Syracuse; Springfield, Mass.; Maryland State Fair, Timonium, Zone 2; None, Zone 3; Des Moines, Milwaukee, Zone 4; American Royal Livestock Show, Kansas City, Mo., Zone 5; St. Paul; Nebraska State Fair, Lincoln, Zone 6; Sacramento, Zone 7; None.

Livestock Catalog—Finals: Dallas, Saskatoon (Sask.) Exhibition; Ottawa, Zonal Awards—Zone 1: None, Zone 2: None, Zone 3: Tie between Columbus, O., and Indianapolis; Zone 4: Dallas; Sedalia, Mo.; Tennessee State Fair, Nashville, Zone 5: None, Zone 6: Pomona, Calif., Zone 7: Tie between Ottawa and Saskatoon, Sask.

Horse Show Catalog—Finals: Pomona, Calif.; Louisville, St. Paul, Zonal Awards—Zone 1: None, Zone 2: None, Zone 3: Louisville, Indianapolis, Milwaukee, Zone 4: Nashville, Zone 5: St. Paul; Lincoln, Neb., Zone 6: Pomona, Calif.; Portland, Ore.; Sacramento, Zone 7: None.

Sales Prospectus—Finals: Des Moines, Pomona, Calif.; Springfield, Mass., Zonal Awards—Zone 1: Springfield, Mass.; Syracuse, Zone 2; None, Zone 3: Des Moines, Zone 4; None, Zone 5: St. Paul, Zone 6: Pomona, Calif.

Letter Insert—Finals: Pomona, Calif.; North Montana State Fair, Great Falls; Des Moines, Zonal Awards—Zone 1: Syracuse; Springfield, Mass.; York, Pa., Zone 2; Tampa, Zone 3; Des Moines, Milwaukee, Iowa (Mich.) Free Fair, Zone 4; Mouthon Fair, Memphis; Kansas City, Mo.; Oklahoma City, Zone 5; Great Falls, Mont.; Billings, Mont.; St. Paul, Zone 6; Pomona, Calif.; Sacramento; Albuquerque, N. M., Zone 7; Regina, Sask.; Calgary, Alta.; Quebec.

Fair Edited Newspaper or Bulletin—Finals: Tampa; Regina, Sask.; Syracuse, Zonal Awards—Zone 1: Syracuse, Zone 2: Tampa, Zone 3: Iowa, Mich.; Des Moines, Milwaukee, Zone 4; Dallas, Zone 5; Hutchinson, Kan.; Lincoln, Neb., Zone 6; None, Zone 7; Regina, Sask.; Window Card—Finals: Portland, Ore.; Dallas; Syracuse, Zone 1; Syracuse; Brockton; Mass.; Springfield, Mass., Zone 2; None, Zone 3; Indianapolis; Milwaukee; Columbus, O., Zone 4; Dallas, Oklahoma City, Tie for third between Kansas City, Mo., and Sedalia, Mo., Zone 5; Pueblo, Colo.; Great Falls, Mont.; Tie for third between St. Paul and Ak-

Sar-Ben Livestock and Horse Show, Omaha, Zone 6; Portland, Ore.; Albuquerque, N. M.; Sacramento, Zone 7; Calgary, Alta.; Saskatoon, Sask.; Regina, Sask.

Letterhead—Finals: Saginaw Fair-Michigan Farm Products Show, Saginaw, Mich.; Great Falls, Mont.; Gresham, Ore., Zonal Awards—Zone 1: Syracuse; Brockton, Mass.; York, Pa., Zone 2; Richmond, Va., Zone 3; Saginaw, Mich.; Milwaukee, Iowa, Mich., Zone 4; Memphis, Kansas City, Mo.; Lubbock, Tex., Zone 5; Great Falls, Mont.; St. Paul; Lincoln, Neb., Zone 6; Gresham, Ore.; Albuquerque, N. M.; Sacramento, Zone 7; Calgary, Alta.; Ottawa; Saskatoon, Sask.

(Note—Canadian National Exhibition, Toronto, forwarded exhibit material, but an obstacle occurred in customs due to a declaration of value on the parcel, which was not lifted in time to be exhibited.)

## Judges

M. B. Kendrick, Outdoor Advertising, Inc.; Andrew Duncan, Lee Barnett agency; C. H. Lillienfeld, National Tally Company; David W. Stotter, Lord & Thomas.

## Association Report

Following is an official statement from the IAFPE on the advertising clinic, prepared by Joan D. Zook, publicity director of Ohio State Fair, who served as secretary of the ad sessions:

"The wisdom of extending the formal activities of this convention to a clinical study of the advertising methods employed in the promotion of fairs and expositions was amply demonstrated at the Monday (December 1) sessions. Only a small percentage of the delegates to this convention are promotion men, but the sessions were attended by practically all executive delegates during some part of the proceedings. An important development of the clinic was the enthusiastic manner in which these executives participated in the question periods. It was a demonstration of their awakening interest in the problems of promotion and the manner in which their advertising and public relations employees are meeting these problems.

"Particularly noticeable was the close inspection and study of the huge display of newspaper advertising campaign, outdoor advertising, premium lists, publications, etc. Volume of this display was double that of last year, which marked the inauguration of the IAFPE Advertising Clinic. The manner in which advertising departments of the various member fairs made use of valuable information gleaned from last year's round table was evidenced by an improvement in the copy submitted for this year's competition. There was a much more direct touch to their craftsmanship and a stronger appeal in their product. There was a general feeling among the advertising and publicity men that their efforts were aided by a greater understanding on the part of exposition management of what they were trying to accomplish, and that this in turn was reflected by the increased attendance and receipts at practically all fairs held during the current year.

"Judging of the exhibits by a committee of judges composed of commercial advertising executives not identified with fairs, and expositions, consumed several hours on Sunday afternoon and evening, when findings were made in the various IAFPE zones. The task was not completed until Monday mornings when the judges again assembled to select the grand prize winners of the entire display. Their decisions were announced at the opening session, and will be included in the published report of the convention proceedings to be issued by Secretary Frank Kingman.

"The afternoon session of the Advertising Clinic was marked by a well-balanced mixture of formal addresses, round-table discussions and question-and-answer periods participated in by the representatives of exposition management as well as the so-called experts.

"It is our aim to convey to this convention an idea of developing trends: "1. It was evident that as a result of the first Advertising Clinic held last year the quality of advertising and promotion for the 1941 season was improved. "2. There was a greater understanding of the problems of promotion on the part of exposition management. "3. Advertising and promotion men employed by IAFPE members are demonstrating deeper conception of the importance of advertising and promotion." (See HEAVY RESPONSE on page 59)

## HELP DEFENSE—SAVE PAPER—HELP DEFENSE

PLACE A STANDING ORDER OR BUY YOUR COPY OF THE BILLBOARD FROM THE SAME NEWS DEALER EACH WEEK IF POSSIBLE. HELP THE BILLBOARD SAVE PAPER FOR DEFENSE BY ELIMINATING AS MUCH AS POSSIBLE UNSOLD COPIES ON THE NEWSSTANDS. YOUR NEWS DEALER WILL SAVE A COPY FOR YOU EACH WEEK IF YOU WILL ASK HIM TO DO SO.

# AAU Restricts Scope of RSROA

PHILADELPHIA, Dec. 6.—Amateur Athletic Union at its annual convention here in the Hotel Philadelphia on November 17 ruled that the Roller Skating Rink Operators' Association of the United States must relinquish the power it has been exercising over amateur roller skaters.

Without a dissenting vote the AAU adopted this resolution: "Upon motion by Mr. Rubben, regularly seconded, the committee voted to adopt the recommendation of the special committee appointed by the Amateur Skating Union to investigate roller skating with a provision to grant the ASU four months in which to comply with the recommendations and rectify the unsatisfactory conditions complained about; failing which, the alliance between the ASU and AAU be terminated." Recommendations mentioned in the resolution, which are in a report made by Daniel J. Ferris and Joseph K. Savage, are:

- 1. That amateur committees be formed to control all amateur activities.
- 2. That sanctions for competitions, exhibitions and demonstrations be awarded

# Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

by amateur committees only to amateur clubs, and for tests, without regard to whether or not the rinks at which such clubs skate or make their home or where such competitions, exhibitions and demonstrations and tests are held belong to the RSROA.

3. That amateurs be permitted to compete, give exhibitions, demonstrations, take tests, take part in revues and carnivals and become judges, irrespective of their rink affiliations.

4. That provisions be made for issuance of membership cards (not merely registration cards) to individual amateurs and to clubs at all roller rinks in the United States, without any rink operator or owner restrictions thereon, and that proper information and advice be disseminated to all of them without any distinction or preference because of rink affiliation or rink membership in the RSROA.

5. That only amateur clubs actually fostering figure skating, skate dancing or racing and not purely social activities be admitted to membership of such clubs to have only amateur officers and directors.

6. That no amateur be permitted to represent a rink, rink owner or operator.

7. That all contracts between amateurs and rink owners and operators be outlawed, and all authority and control either direct or indirect, of rink owners, operators or professionals over amateurs be abolished.

8. That pending the determination of the ASU, the amateur roller skaters are prepared to take over the entire control and financing of this sport, the RSROA revise and remodel its constitution and by-laws, rules and regulations in accordance with ASU requirements so as to provide for the administration of amateur activities by amateur committees, and that it cooperate with and support said committees and activities. Also that its board of control be made elective.

9. That the ASU appoint a special committee to supervise this reorganization.

10. That unless the RSROA reorganizes as herein recommended, or as directed by the ASU, its membership in the ASU as an amateur body be revoked and some other provision be made for its recognition and re-organization with it.

11. That in the event of such revocation of RSROA membership in the ASU and until amateurs and their clubs have been properly reorganized, the president of the ASU, with approval of its board of control, appoint a national commission and local commissions, composed of ASU men and amateur roller skaters, to supervise this sport, expenses of such commissions to be paid out of amateurs' and amateur clubs' membership fees, sanction, exhibition and test fees, and gate receipts for carnivals, demonstrations and benefits similar to RSROA nights.

12. That in the event of such revocation of the RSROA membership, said commissions form a separate amateur roller skating body to become a member of the ASU, with amateur officers, amateur board of control and amateur committees.

## RSROA-AOW Fight Is Taken to Court

NEW YORK, Dec. 6.—William Schmitz, holder of interests in Boulevard Arena, Bayonne, N. J., and other New Jersey roller rinks, filed a cross-complaint in Federal District Court here on November 27 asking \$200,000 damages from the Roller Skating Rink Operators' Association of the United States and three of its officials for unfair competition. He brought action when answering an RSROA complaint in a \$100,000 suit charging him and others with libel.

Named as defendants with Schmitz by the RSROA were his firm, America On Wheels, Mount Vernon Arena, Inc.; Daniel J. Ferris, its secretary-treasurer; Joseph K. Savage, former president of the United States Figure Skating Association; James Morton, Columbus, and Max Kacz, sports editor The New York Journal-American, and Earl Van Horn.

It was charged in the RSROA complaint that Schmitz injured the association's reputation and caused loss of membership, prospective members and dues, contributions and registration fees of amateur skaters in State and national contests held under RSROA sponsorship, thru his complaint to the Amateur Athletic Union in which he charged the RSROA with monopolistic activities. According to the RSROA, testimony presented at an ensuing investigation was published by Schmitz in his house organ, America On Wheels, in which he wrote "the main object of the RSROA is exploitation of the amateur," and by Kacz and Norton in their paper.

Schmitz's cross-complaint alleges that plaintiff tried to gain control of the roller rink business and stifle competition by barring from meets amateurs not registered with the plaintiff, appointing judges who favored RSROA registered amateurs and influencing them to use RSROA rinks to the detriment of Schmitz's business.

Charging that suppression of amateur skating in his rinks resulted in loss of \$200,000, he seeks judgment for three times that sum under the Sherman Anti-Trust Law. Court is also asked to issue an injunction against further conduct

by the ESROA of championship contests and to dissolve the association suit for \$100,000 against Schmitz and others named as defendants.

## 175G Fire Razes N. Y. Spot

BEAR MOUNTAIN, N. Y., Dec. 6.—Fire of undetermined origin destroyed Bear Mountain Skating Rink on the south shore of Igalan Lake, November 27. Firemen fought the blaze four hours before bringing it under control. Officials of Palisades Interstate Park Commission placed damage at \$175,000. Rink was said to have been the largest outdoor skating pavilion in the United States, measuring 150 by 250 feet.

SINGING WHEELS ARENA, Shrewsbury, N. J., has become a member of the Roller Skating Rink Operators' Association of the United States, reported Harold Jacobson and Alex May, managers. Rink has been equipped with automatic refreshment dispensing machines, making servings more sanitary and requiring less help. In space formerly occupied by the refreshment counter will be a display of shoe skates and pens and neckties bearing the Singing Wheels emblem. Christmas tree on wheels planned for December 24. It will be lighted and wheeled to the center of the floor. Carols will be sung as popcorn skate about the tree. Many old-timers have been invited for the event.

MANAGER Ken Kearney, Rotterdam, Columbus, O., reported membership in Rotterdam Skating Club has attained the 2,500 mark. Rink has been in operation nine months. At monthly parties, members are admitted free.

OLYMPIA Skating Rink, Philadelphia, will sponsor a fashion revue and serenade show on January 2. Herbert Cole and Jimmie Lowe are co-directors. Bill Carter's orchestra has been engaged to provide music.

"While space forbids reference to every interesting personality I have known during my association with roller skating in England, I shall tell you something about those who stand out," writes Cyril Bestall.

"One of the finest exponents of roller skating and a grand sportsman, is Bob Hulme. Hulme, who originates from Manchester and made his debut on rollers at the old Belle Vue Rink there—in (See RINKS on page 53)

The First Best Skate



**QUALITY**

RICHARDSON BALLBEARING SKATE CO.  
Established 1884  
1312-1318 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

For Health's Sake  
Skate in our newly patented ventilated roller skating shoes for men and women.



**GILASH SHOE CO.**  
Fitchburg, Mass.

No. 327 DUSTLESS FLOOR DRESSING  
Cleanses the air, removes a-man dirt with less cost and lower maintenance cost. \$4.00 per gal. \$2.75 per gal. in 5 gal. quantities. 4 gal. approved compressed air sprayer. 37.5¢. Write: P. O. Box 200, Everett, Wash. with order, balance C. O. D.

**GACAN BROTHERS**  
234 Second St. EVERETT, WASH.

**RINKS DESIGNED**  
BY EXPERIENCED ARCHITECTS  
COST NO MORE  
GET GREATER RETURNS

**ACKLEY, BRADLEY & DAY**  
ARCHITECTS & ENGINEERS  
STARR BLDG. PITTSBURGH, PA.

**FOR SALE**  
Following Skating Rink Equipments 206 pairs all sizes All Skates, good stock of Repairs, Wheels, Bearings, Cones, Clamps, Straps, etc. One of the best music and loud speaker systems, including records, and all six loud speakers and hanging frame, wiring for the six loud speakers and one microphone. This music equipment is plenty loud enough for building 60x200' or more.

**FRED SCHWARTZLOW**  
Brookfield, Wisconsin

**WANTED TO BUY**  
10,000 Pairs Used Skates and some used 150A Skates and all Parts. We pay cash. Wire or Write

**Well's Curiosity Shop**  
148 Strawberry St. Philadelphia, Pa.

## 50G Buffalo Arena Opens to Big Trade

BUFFALO, Dec. 6.—Buffalo's new Arena Roller Rink, erected at an estimated cost of \$50,000 by Melville Van Dyke, former operator of Delaware Rink here, opened recently and did capacity business in the first week of operation. Rink accommodates 500. Owner Van Dyke has put finishing touches on a large parking lot. Further expenditures are to be made on interior refinements.

Location is near a residential district, from which the management expects to draw class patronage. Few commercial amusement spots are in the vicinity. Party bookings are reported ahead of those for the same time last year at the old rink, and are said to comprise larger groups.

Personnel of the old rink has been brought along, principally Al Holley and Al Bleiman, in charge of the skate room and door staff; Owner Van Dyke's brother, Fred, co-manager, and Nelson Solby, organist. Admissions are 35 cents for women and 40 cents for men, plus tax.

## New Dance Skate



Fills all 1942 Champion Dance requirements. It is light (1 lb. 14 oz.), flexible, strong. Narrow trucks (1 3/8" wide). "Rock-Hard" maple wheels 4 7/8 dia. x 1" tread; "free-wheeling."

**CHICAGO ROLLER SKATE CO.**  
The World's Greatest Dance Skates  
4427 W. Lake St. Chicago, Ill.

## Betty Lytle ROLLER RINK SHOES

Display, recommend and sell the shoes that bear her personal endorsement. Genuine Goodyear Well Construction. 19 other styles in stock.



*Write for Catalog*

**HYDE ATHLETIC SHOE CO.**  
Diverse A. R. Hyde & Son Co.  
CAMBRIDGE MASS.

Nat Green's

# The Crossroads

CHICAGO

CONVENTIONS are great things to stay away from! But they have a certain fascination even to the when one is thru with them he hasn't a coherent thought in his head. Five days of work and play (mighty little of the latter for most of us) are a grueling experience. The carnival owners and executives, the men from the booking offices, and the acts trying to book themselves, all have a tough grind. They have to be on their toes to see that competitors don't corral their prospects and keep 'em corralled. There are plenty of tricks in the trade (we're not giving away any secrets) and they're all freely used, not always with success. When we have a breathing spell it's amusing and highly educational to watch the tactics employed and the reactions of prospects to the different lines, and then to have an agent tell us very confidentially, "We never do so and so—no presents, no kickbacks," when a customer of said agent has just showed us—oh, well, we wouldn't have mentioned such things if the aforementioned agent hadn't been so dumb as to think we'd swallow it, and we let him think so.

NOTES picked up at the outdoor conventions; Don V. Moore, former Iowa fair secretary, and Ralph T. Hemphill, manager of the Oklahoma State Fair, were in a facetious mood the other night and formed some sort of a secretary-treasurer association, with Moore and Hemphill as joint president, secretary and treasurer. It was all in fun, of course. Moore, who in the old days always was cheer and song leader, hasn't lost any of his enthusiasm, and the banquet speakers found him a responsive audience. . . . Ken Warfield came in from his home on the West Coast and brought along with him a prize-winning Doberman which he entered in the dog show here last week and copped third prize in a field of more than 120 Dobermans.

Thelma Keep, wife of George Keep, treasurer at the Grand Opera House, knows many of the show boys, and her absence this year was keenly felt. Thelma, who loves people and is a grand girl, is convalescing from an illness at a local hospital. . . . Mrs. Tony Martoni is

mourning the loss of her black spaniel Mike, to which she was very much attached. . . . Alton King, former circus animal trainer, came in from Detroit to meet some of the boys, but couldn't stay long. He's definitely taking out a show next season. . . . The Ward Twins, Jack Story and Sam Nunn, were very much in evidence around the Sherman all week. They're probably the best known announcers on the speed circuits, Jack in the West and Sam in the East. . . . Lucky Teter just about bought out the gadget counter in the Sherman, and when he left for his home in Noblesville, Ind., he was loaded down with tricks of all kinds. . . . Sam Ward, the Southwest Breeze, has gone back to roller-derbying for the winter month.

SORRY we missed Rob Roy, the fair secretary from Alexandria, Tenn. He's been running the fair there since Hector was a pup, and the two spoke to him only on the phone we know he's still got that same gift of gab and winning personality he's always had. . . . Norman Woody gave J. H. Peterson, manager of the Clay County Fair, Spencer, Ia., the CSRA award for 1941 for America's most modern fairgrounds speedway. . . . Among the interesting personalities at the convention were Cal and Ruth Thompson; owners of the White Horse Ranch, Napier, Neb. The Thompsons have developed a remarkably successful business in white animals and birds. They now have 100 white horses of a breed they have developed over a period of years. In addition they raise white cattle, dogs, pigs, chickens, turkeys, geese, ducks, cats, pigeons and fairs. Probably there is no other breeding establishment such as theirs in the entire country. . . . Doc Waddell, who styles himself the "circus preacher," made the convention for the first time in a number of years. Bill Amsen and Bob Eason, of WGN, looking for a picturesque character to guest on their radio program, heard of Doc's background and put him on the air. After interviewing Waddell, Eason asked him to give a typical show spiel, and he wowed 'em with the talk he used to make when Speedy, the high diver, was doing his sensational stunts.

mending their baggage department for efficiency in the preparation and display of exhibits of a high educational and attraction value." Now everything will be even if the government calls off the dogs in the form of the complicated and pain-in-the-cervical admission tax.

An open letter to everyone: When Christmas Day comes around send birthday greetings to Ida Cohen, mildy insurance. She collects them.

Did you ever see a lassy with a chausis like Casey? Ask Jack Downs, the wiry little man with the silvery tongue what works for Snapp Greater Shows.

We're still trying to catch up with Doc Waddell and Jake J. (Light Summer) Diach, the younger oldies in the biz. What stories those two birds must have swapped that we had the misfortune to miss!

Treat of the week was the double talk and rapid repartee between J. Eduardo Brown and Rubin the Cherry Gruber. Eddie's clever eyes are fading a little and those who know him can banter with him about it. Rubin knows him. For Rubin showed him a century note and Eddie saw everything on it, including the serial numbers. Some combination, those two.

Dribbles. . . . What about Lucky Teter and the other side of the record, J. Harrell Powell? About Arch Clair and his future plans? About Frank (Doc) Shean and Virginia Beach? About Rex Billings Jr.—will it be Detroit or an Eastern spot? About Charlie Green, who is still counting offers? About Lew Dufour—will he get his voice back after a 48-hour whispering campaign? And don't you think this is enough for a portion of your 15 cents?

## CORRAL

(Continued from page 41)

mander; Major P. Mack, camp morale officer, and Houston Anderson, VFW post commander, report. Show will be open only to soldiers and their guests. Program was originally planned by Major James E. Casteel, provost marshal at Camp Shelby and former bronk rider. Billy Keene and Hank Keenan have been signed and Keenan will clown.

STANDINGS for the Rodeo Association of America Cowboy Championship as released November 1 by Fred S. McCargor, secretary, follow: Homer Pettigrew, 3,061; Bill McMackin, 2,973; Fritz Traun, 2,958; Doff Aber, 2,768; Smoky Snyder, 2,259; Gerald Roberts, 2,132; Buck Sorrels, 2,014; Gene Rambo, 1,938; Clay Carr, 1,808; Buck Eckols, 1,768; Dick Griffith, 1,765; Jackie Cooper, 1,758; Toots Mansfield, 1,577; Hank Mills, 1,571; Hugh Bennett, 1,338; Charles Colbert, 1,328; Dave Campbell, 1,507; Louis Brooks, 1,300; Bud Spillsbury, 1,280; Vic Blackstone, 1,249; Clyde Burke, 1,247; Gene Ross, 1,243; Jack Wado, 1,240; Bob Estes, 1,238; Stub Bertlesmy, 1,226; Harry Hart, 1,218; Burel Mulkey, 1,204; Buck Wyatt, 1,200; Chat McCarty, 1,272; Alvin Gordon, 1,230; Bud Landerman, 1,230; Dick Herren, 1,223; Fiddle Curtis, 1,205; Mitch Owens, 1,204; Elmo Walls, 1,201; Hugh Clingman, 1,198; Eld Fletcher, 1,180; Bill Slevera, 1,168; Tom Knight, 1,151; Carl Mendes, 1,122; Jim Lake, 1,116; Hub Whiteman, 1,095; Buck Stambler, 1,091; Gordon Davis, 1,083; Bart Glennon, 1,073; Hoyt Hefer, 1,068; Art Moore, 1,034; John Bowman, 1,045; Jerry Ambler, 1,035; Frank Schneider, 1,004; Frank Van Meter, 1,020; Carl Doney, 1,016; Jack Skipworth, 1,005; Bronk Riding—Doff Aber, 2,768; Bill McMackin, 2,057; Fritz Traun, 1,977; Jackie Cooper, 1,786; Bull or Steer Riding—Dick Griffith, 1,765; Smokey Snyder, 1,630; Gerald Roberts, 1,133; Hank Mills, 1,077; Bareback Riding—Carl Downs, 596; Smoky Snyder, 573; Bob Estes, 493; George Mills, 454; Calf Roping—Buck Eckols, 1,768; Toots Mansfield, 1,692; Homer Pettigrew, 1,370; Clay Carr, 1,036; Steer Wrestling—Homer Pettigrew, 1,044; Hugh Bennett, 1,314; Gene Ross, 1,271; Dick Herren, 1,139; Steer Decorating—Frank McDonald, 158; Dan Connolly, 107; Dick Andrews, 60; Ray Marvly, 51; Single Roping—Tex Rode, 630; Clyde Burke, 516; King Merritt, 493; Carl Arnold, 304; Team Roping—Jim, Hudson, 248; Tommy Rhodes, 237; Asbury Schell, 206; John Rhodes, 156.

## San Fran Rodeo Results

RESULTS of the rodeo held in conjunction with the Grand National Livestock Exposition in the 12,000-seat Cow Palace, San Francisco, were: Calf Roping—First go-around, Joe Baggett, 6132; Clay Carr, 609; Andy Jauregi,

605; Gene Rambo, 633. Second go-around, Clay Carr, 6132; Dave Campbell, 630; Gordon Davis, 606; Asbury Schell, 633. Third go-around, Clay Carr, 6132; Joe Baggett, 609; Gordon Davis, 606; Asbury Schell, 633. Fourth go-around, Chuck Sheppard, 688; Leonard Block and Glen Shaw split second and third, 556 each; Joe Stinson, 622. Final, Clay Carr, 6300; Asbury Schell, 6240; Glen Shaw, 6100; Sam Fancher, 620.

Steer Wrestling—First go-around, Holloway Ornce, 6132; Chuck Sheppard, 630; Gene Rambo, 606; Carl Mendes, 633. Second go-around, Carl Mendes, 6132; Glen Shaw, 629; Harry Hart, 666; Glen Soward, 633. Third go-around, Dave Campbell, 6132; Gene Rambo, 690; Holloway Ornce, 606; Glen Shaw, 633. Fourth go-around, Glenn Tyler, 688; Glen Soward, 606; Dave Campbell, 644; Bill McMackin, 622. Final, Glen Soward, 6240; Harry Hart, 6180; Holloway Ornce, 6120; Gene Rambo, 660.

Saddle Bronk Riding—First go-around, Frank Schneider, 688; Raymond Ivory, 606; Burel Mulkey, 644; Bill Ward, 622. Second go-around, Witz Holloway, 628; Frank Schneider and Chuck Sheppard split second and third, 435 each; Fritz Traun, 422. Third go-around, Jackie Cooper, 688; Elm Flagg, 626; Gene Pruitt, Burel Mulkey and Chuck Sheppard split third and fourth, 622 each; Harvey Logue, 660; Fritz Traun, 644; Frank Schneider and Gene Pruitt split fourth, 611 each. Fifth go-around, Burel Mulkey, 688; Joe Bessler, 600; Raymond Ivory, 644; Gene Pruitt, 622. Sixth go-around, Bill McMackin, 644; Gene Rambo, 622; Elm Flagg, 611. Final, Frank Schneider, 6108; Burel Mulkey, 681; Gene Pruitt, 634; Bill McMackin, 627.

Bareback Bronk Riding—First go-around, Sam Fancher, 6104; George Mills, 678; Mitch Owens, 652; Raymond Ivory, 626. Second go-around, John Penick, 6104; Duward Ryan, 678; Raymond Ivory and Jack Spurling split third and fourth, 630 each. Third go-around, George Mills, 678; Sam Fancher, 668.50; Jim Dunn, 639; Duward Ryan and Eddie Rogers split fourth, 60.75 each. Final, George Mills, 6182; Sam Fancher, 6114; Duward Ryan, 676; Raymond Ivory, 630.

## MODEL BUILDERS

(Continued from page 41)

Edmund Holt and Charles Doth, Allentown.

After a series of showings at Hobby Shows in Harrisburg, Pa. and Camp Hill the units of five local Circus Model Builders moved to Lebanon for a stand at the YMCA show held during Thanksgiving week. The large amount of wagons and circus equipment carried caught the Lebanon people off guard, but after hasty consultations an entire room in the YMCA was given over to the circus display. Owing to the unusual nature of the displays, the circus room became the center of attraction, and those in charge were kept busy answering questions and describing the circus interest. As a result CMOBA is invited to take over the entire gym for next year's show.

## LETTER FROM DAWSON

(Continued from page 41)

and signed by everyone were the following names: William (Hague) Hoedger, Dyrer, Vic Haddad Hunter, Kitty Caplinger, Jack Shaw, Jackie Andrews, Pagono Pallotte, Benson and Ginger, Walter (Blackie) Cornell, Jeanie Baker, M. L. (Yellow) Burnett, Little Mink, Vic Wagoner, Curly Hayer, Stash Walker, Ray Riley, Specs Cautin, Charley Katz, Bill Morgan, H. J. Newton, Bill Weiss, Frank Collins, Mr. and Mrs. William E. Thomas and daughter, Jeanie; Harry P. Logan, Gene Haven and Alex Duncan.

Baron Novak was a visitor the past few days but left with Mr. Rogers of Chicago, where they are playing an engagement until after Christmas. Mr. Taylor was treasurer and auditor of the circus. Mr. Archer was the promoter, Mr. Logan in charge of banners. The sponsors were the Society for the Benefit of the Blind. Business was all that could be expected at this time of year.

Leonard Traube's

# Out in the Open

NEW YORK

## Not Ringling But the Greatest Show on Earth

CHICAGO, Dec. 8.—The annual amusement parades began here last Saturday with the traditional cat-and-bleat chore known as the President's Party of the Showmen's League of America and ended last night with the traditional ding-and-dance chukker thrown by the National Association of Amusement Parks, Pools and Beaches. In between it was so quiet and completely devoid of pyrotechnics that you couldn't hear a piano drop.

Talking about pyrotechnics, Art Breeze, who peddles them for an obscure firm called Theair-Duffield, was down to his last cigar when last seen unsmoking across the rugless Magic Carpet of the Sherman. Ocean Breeze had his hair—whatever is left of the same—full of political lights all week. Strictly the glass for the bespectacled boy with the golden shoulders.

"Is it true what they say about Lipsky?" became the byword as rumor lane tried valiantly early in the week to track down information on the sale of half of the J. J. Jones show (47 per cent, anyway) to Morris Lipsky and Buddy Paddock, concessionaire extraordinaire and practically colossal. That piece of business finally confirmed and in the bag, the talk of a Jones affiliation with the Amusement Corporation of America was thrown into a very much cocked hat—for the time being, we might add.

A big guy with a vermilion red face and a smile on his face that shows that he's withered

many a main and boy by his sheer infectiousness upon his circus at a dignified gent by joining out the Music Corporation of America. Pat Purcell's new job vied with other big news for importance in the long schedule of conclusive doings. To say that James Aloysius Purcell will make good as an outdoor representative for MCA couldn't possibly be a prediction, it's almost a fact already.

Harry Illinois rose to his feet (a tough task) at one of the park sessions and introduced himself by announcing that he's been in the ride business "for between 35 and 40 years." He's more precise when it comes to Magic Carpeting and Ferris Wheeling America's millions. They say Harry can tell you any gross of any day at any spot of his in any year you want to name. A business in Illinois, a profit in pennies, says Harry. (It shows you what the convection can do to people's apparatus.)

Newest recruit to the ranks of the International Association of Fairs and Expositions, W. L. Tabscott, of the newly named West Virginia State Fair, was an interested visitor at the IA session. He got in just under the wire to become the 60th member of the org. Four more were added later.

Howard Y. Gary marched into the barber shop, page a manuscript of his own special selection, discovered that she couldn't service him at the moment, and marched right out again fuming and getting himself. If you've ever seen the circus and freak exhibitor mad, you've seen one of the best pieces of articulate fury on both sides of the Father of Waters. (Easier to spell than Mississippi.)

The IAAE passed a resolution com-





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EARN WHILE TOURING—SELL IMPROVED Original Changeables, Roadsigns (Blue Stock Signs, cost 3c, retail 25c) KOEHLERS, 335 Gatz, St. Louis, Mo. de27x

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PAPERMEN—WORK TOBACCO MARKETS. Unusual opportunity. KENTUCKY FARMERS' MOVIE JOURNAL, Louisville, Ky. de13x

RESURRECTION PLANT—UNIQUE NOVELTY. Miracles of Nature. Costs under 2c, sells for 25c. Samples, 10c. C. E. LOCKE, 7 Rio St., Nevada, New Mexico. X

WHERE TO BUY AT WHOLESALE—500,000 Articles. Free Directory and other valuable information. MAYWOOD-B. PUBLISHERS, 1107 Broadway, New York. de27x

WINDOW SIGN LETTERS—NEW "ROMAN" style. Large size, penny each; absolutely beautiful. Free samples, new catalogue. ATLAS, 794 1/2 Halsted, Chicago. de27x

WORLD PATRIOTIC ITEM—GREAT SENSATION to all America. Samples, 10c, cost 2c. Ruth JOSEPH CURIN, 1807 Carpenter St., Chicago, Ill. X

100 LATEST COPYRIGHTED SONG HITS—1st prof. item. Samples, 10c. (None free) \$2.50 100. PILGRIM, 542C, Madison Ave., New York. X

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, SOCIAL Security Payroll Forms, Book, Match, Gummed Tape, Salesbooks, Advertising Specials, etc. Selling. Lowest prices. 40% commission. Experience unnecessary. Free deals. Sales portfolio free. DAVID HONEL PRESS, 812 Hamilton, Dept. 512, Chicago. X

INSTRUCTIONS  
BOOKS & CARTOONS

SNAPPY, THRILLING—CUBAN, MEXICAN. Pictures, Books, Booklets, Miscellaneous. Samples, 1c. SOC. JORDAN, 195-A Brighton St., Boston, Mass. X

WE CAN SUPPLY ANY BOOK—NEW OR second-hand. Out-of-print and hard-to-find. Books quickly supplied at lowest prices. We have frequent Bargain Catalogues which are sent free upon request. Write OLD PROF'S BOOK SHOP, 916 Arcadio Court, Pontiac, Mich. de27x

YOU'LL ROLL 'EM IN THE ARMS WITH OUR Trick Drawings and Rag Pictures. Catalogue BALDA ART SERVICE, Oakbrook, Ill. de27x

BUSINESS OPPORTUNITIES

ATTRACTIONS OF MERIT AT PRICES THAT you can afford to pay. 35MM. Sound only. Get our new list. BOX C-282, Billboard, de27

INVESTING? INVESTIGATE PROMPTLY. your insight on the spot. Payless Party Gun, pat. No. 2,220,119, for sale. T. PASANENE, Franklin Mine, Mich. X

OUR NEW WINTER CATALOG NOW READY—Any kind of Motion Picture you want. Brand new prints; also used, at prices you can afford to pay. 35MM. Talkies for outright sale only. Buy now before prices go up. Late releases. Free advertising. Large stock to choose from. Send for your free catalog today. BOX C-278, Billboard, Cincinnati. de27

PLACEMENT SOLICITORS MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 1941-B free. C. H. HANSON, 903 W. IRLA, Chicago. X

PERSONALS

WANTED TO KNOW WHEREABOUTS MERRILL Mears, formerly of 225 N. Erie, Wichita, Kansas. MRS. JULIA CORNET, 201 Blvd. St., Point Marion, Pa. X

PRINTING

WINDOW CARDS, TWO COLORS, 14x22. \$3.00; Herald, 10,000 each, \$10.00; card, \$12.50. Contract, coupon users write. HURD SHOPPING, Rocton, Arkansas. X

100 CARDS, 14x22, THREE COLORS, \$3.50; 45x72 Handouts, 5,000, \$6.50; 10,000, \$10.00. Cash with order. MAINSHOW PRINT, 17 North Dewey, Oklahoma City. de13x

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 BARGAIN!—JENNINGS CHIEFS, \$60.00; 2 Castle Seven 5c Slots, \$45.00; 1 25c Mills Dice, \$50.00; 1 Paces Races King, \$100.00; 1 Paces Race, \$150.00; 1 5c and 10c Cigarettes, \$85.00. 1/2 cash, balance C. O. D. MODERN MUSIC COMPANY, St. Petersburg, Fla. de13

ABOUT 150 PEANUT VENDORS, \$2.25 EACH. Hershey 1c, 5c Vendors, \$2.00 up. North-western, Detroit. Lowest prices. NORTH-SIDE SALES CO., Indiana, Ia. de13x

ABLY GUIN'S TARGET SKILL MODEL F, \$7.50 each; 2 Big Game Hunters, \$6.50 each; 1 Bingo, 1 Crisscross, both for \$5.00; 1 North-western Deluxe 1c, 5c, nearly new, \$10.95. TIMMONS, 111 West Memorial Drive, Muncie, Indiana. X

ALL KINDS OF VENDING GUMS—BALL, BARK, CHICKA, SLICK and TAB. AMERICAN CHEWING, Mt. Pleasant, Newark, (N. J.). np-de13x

BAKER KICKER, CATCHER MACHINES, 2 like new, 3 slightly used. All with stands, 5c play. Like new, \$92.00; used, \$28.00. Will prepay to West Coast. Immediate delivery. 1/2 deposit with order. WILLIAM MOORE, Box 2330, Homestead, T. M. X

FOR SALE—KICKER AND CATCHER 1c MACHINES \$19.50 each. Send 1/2 deposit. ED SLUDER & COMPANY, 3847 Vanderbilt St., Dallas, Texas. X

FOR SALE OR TRADE—GRAND NATIONALS Sport King, Long Shots. Will sell, or trade for Pin Games or Slots. Write to HENRY WEBBS, St. Johnsbury, Vt. X

FOR SALE—COUNTY FRANCHISE AND supply in five Mills' Panoram, ten Wurlitzer and Seaburg Phonographs. All on location. Winter resort, season now open; \$4,000.00 cash will handle. Write P. O. BOX 1457, Tucson, Ariz. X

GUARANTEED FREE PLAYS, \$9.00 EACH—Bally Beauties, Super Sikes, Big Sixes, Superchargers, Double Features, Scoops, Paramounts, Variety, Clippers, Snooks, many others. JONES MACHINES, Stephenville, Texas. X

NICKEL DIME QUARTER SILVER MOON CONSOLES, \$59.50; 50c, C.P., \$97.50; Double Sides, \$29.50; Weighted Stands, \$6.50; for 15. \$75.00. "GOLDMAN NOVELTY, Rockford, Ill. X

ONE MILLS ONE-FIVE BALL TABLE—FLOOR sample, like new, \$98.00. 1/2 deposit. (bal.) C.O.D. AUTOMATIC AMUSEMENT CO., 1001 College Ave., Indianapolis, Ind. X

PENNY ARCADE MACHINES OF ALL DESCRIPTIONS wanted. State make, age, price. S. M. YABROUDY, 1327 North Fulton Ave., Evansville, Ind. X

PENNY WEIGHING SCALE ROUTES, FOR SALE cheap. Southeast Texas; owner sick. Address OPERATOR, 215 E. 20th St., Houston, Texas. X

PHOTOMATICS WANTED—PAY CASH. Describe fully. Warner Automatic Voice Recorder for sale, \$395.00. MCGUIRE, 1322 Lee, Long Beach, Calif. np

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SLOTS AND CONSOLE CIGARETTES—WRITE for special prices. Also 1,000 used Pin Games. Write for our 32 page catalog on coin machine bargains. BADGER NOVELTY CO., 2546-48 N. 30th St., Milwaukee, Wis. X

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"SPECIAL"—10 1c 3-COLUMN CIGARETTE Vendors and Stands, \$10.00; 50 1c Vendex Ball Gum, \$2.50; 25 1c Robbins 2-column, \$9.50; 25 1c Bingo, Criss Cross Games, \$5.50. MCGO VENDING, 402 West 42nd, New York. X

TEN 676 WURLITZERS—COMPLETELY RE-modeled, illuminated, and done in marble glass, ready to operate, money back guaranteed, \$84.50 each. STARK NOVELTY, 611 Mahoning, Canton, O. de13

VENDING MACHINES—WE BUY, WHAT will you sell? We sell—what will you buy? Any make, but we specialize on Advance Machines. ADVANCE VENDING CO., 629 Tenth Ave., New York. X

WANTED—ROSCAROS, BOWLETTE (RS., Rockabil (rs. Target Roll (rs.; other Slick Ball Alloys. Name lowest price. L. DILLOW, 2512 Irving Park Rd., Chicago. de13

WANTED FOR CASH—ROCK-OLA TEN PINS or Evans Ten Strikes. Please state price, condition and type of dial on Evans. AL CURTIS, 50 Seward Ave., Detroit, Mich. X

WE PAY \$40.00 FOR \$165, \$80.00 FOR 245, \$10.00 FOR 615 and 24 Model Cabinets. Can also use mechanisms, ampliers and parts for these models. Advise lowest price first letter. LAREDO EXPORTING CO., Laredo, Tex. de13

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. de20x

WILL TRADE JUMBO PARADES, SLOTS, VEST Pockets, for late Model Fx, Catteded Computers or Arcade Equipment. MARION COMPANY, Wichita, Kan. de20

5 WINGS—USED 3 WEEKS, \$13.00. DUVV, Childersburg, Ala. X

10 LIKE NEW 1c ROWE GUM MACHINES; cost \$16.50 each. First \$100.00 buys them. E. N. NEW, Carroll, Iowa. X

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS—CABINET Model, All Electric Popper, \$45.00; Twelve quart heavy bakproof Popping Kettle, \$14.50. CARAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill. X

ATTENTION, ROADSHOWS AND CIRCUIT Operators—We have the best in 35MM. Sound Attractions. Also Posters and Equipment. Get our new list. BOX C-284, Billboard, Cincinnati. de27

CORN POPPERS, CARAMEL CORN EQUIPMENT, Aluminum Coated Popping Kettles, Burners, Tanks; Long Ealuns, Burch, Creter, Dumbor. NORTH-SIDE MFG. CO., Indianapolis, Iowa. de27x

FOR SALE—YORK CUSTARD MACHINE, make offer. Want to buy All-Electric; also Root Beer Barrel. FRANK KUBA, General Delivery, Lima, O. X

PLENTY OF BARGAINS IN OUR NEW CATALOG OF 35MM. Motion Picture Films; \$10,000 stock to choose from. Any kind of roadshow attractions you want. Low prices. New and used prints. For outright sale only. Late releases. Grand National Pictures and others. Plenty of Action Pictures. BOX C-280, Billboard, Cincinnati. de27

POPCORN CRISPETTE MACHINE, CARAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O. de10x

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DEVIL'S BOWLING ALLEY COMPLETE—GOOD condition, \$75.00 or best offer. Will buy Kiddie Auto-Ride. No Junk. SWAIN, Box 723, Summit, S. C. X

FERRIS WHEEL, KIDDE CHAIR PLANE, Mechanical Man attached to sound truck. Priced right for cash. PIONEER SHOWS, Waverly, N. Y. X

FOR SALE—COMPLETE EQUIPMENT AND Chairs from 700 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 So. Wabash, Chicago. de20x

FOR SALE—TWO SIXTY WATT AMPLIFIERS with Jensen Speakers, complete with Mike and Turn Table; sixteen by twenty almost new; Ten. Panel front, fifty feet; four flood light; Post Show, in good condition. Sell separate or together. E. HIBBERT, 236 Hollywood Ave., Windsor, N. J. X

PHOTO OUTFIT—THREE FOR DIME, complete, ready to take pictures; Barga Stand, complete, new last spring; several Concession Tons and Frames. G. F. LITTS, Alcoa, Tenn. X

TENTS, SLIGHTLY USED—PRE-INVENTORY concession, 10x12, 10x16, 10x20; 14x22, Carnival, 20x20, 20x40, 32x32, 30x45, 40x60, 40x70, 50x80, Sidewalk and Canister Curran. KERR MFG. CO., 1954 Grand Ave., Chicago. de20

WESTERN, ACTIONS, COMEDY AND SENSATIONAL Features at give away prices; also two reel Slickstick Comedies. Lists. BOX C-283, Billboard, Cincinnati. de27

PHOTO SUPPLIES DEVELOPING-PRINTING

A LARGE STOCK OF 35MM. TALKIES MOTION Picture Film for outright sale only. Concessions, Western, Slickstick Comedies, Exploitation Pictures, Roadshow Attractions, Exploitation and Horror Pictures, Serials. Free advertising, low prices. New and used prints. Catalog free. BOX C-279, Billboard, Cincinnati. de27

ASK FOR BIG NEW MARFIL DIRECT-POSITIVE Catalog! Complete colorfully illustrated list of accessories, equipment and supplies. Plenty of new and used, including Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. BB1, Rochester, N. Y. de27x

DEAL WITH THE ORIGINATOR—LEATHERette Folders for 135x2, \$1.65 per 100. Free samples. C. GAMMETER, 146 Park Row, New York. de13

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. de27x

FEATURES AND SHORT SUBJECTS—35MM. Sound only, at bargain prices. Send for new list and our new low prices. BOX C-283, Billboard, Cincinnati. de27

ROLLS DEVELOPED—TWO PRINTS EACH and two free Entertainment Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMNER'S STUDIO, Unionville, Mo. de10x

MOTION PICTURE FILM, EQUIPMENT and SUPPLIES

The BIG BARGAINS formerly found in this section under the above classification will now be found in the

NON-THEATRICAL FILM DEPARTMENT

along with the editorial articles, reviews of recent releases, and news items of interest to Roadshowmen and Exhibitors. Turn to the Non-Theatrical Film Department now—index and page 3 for location.

4 FOR 10 SUPPLIES. DEEP CUT PRICES. Complete line of equipment and supplies. Patriotic frames in beautiful colors. Back-grounds. Free catalog. HANLEY'S PHOTO COMPANY, 1207 Grand Ave., Kansas City, Mo. de20a

ACTS, SONGS & PARODIES

MUSIC PRINTING, \$5.00 - 100 - COMPOSING, Arranging, Recording, Orchestration, Complete service. Community songs wanted for publication. AUTO-LITHO CO., Janson, Fla.

SCENERY AND BANNERS

SCENERY, CYCLORAMS, DRAW CURTAINS, Slide Drops, Operating Equipment - New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O.

COSTUMES, UNIFORMS, WARDROBES

CLEARING SALE - EVENING GOWNS, Wraps, Stage and Menagerie Costumes, \$5.50 each up. C. CONLEY, 310 W. 47th, New York City.

EAGLE FEATHER WAR BONNET, \$9.00. BEAD Work, Vests, Moccasins, Cuffs, Wapoon, Dolls, Glass, Cans. Catalogue 5c. VERNON LEMLEY, Osborne, Kan.

INDIAN COSTUMES - HANDICRAFT SUPPLIES, Rattles, Eagle Feather Bonnets, Moccasins, Tom-toms, Anything Indian. Free catalog. PAWNEE BILLS, TRADING POST, Pawnee, Okla.

MAGICAL APPARATUS

A CATALOGUE OF MINOREADING, MENTALISM, Spirit Effects, Magic, Mesmerisms, Fore-casts, Buddha, Future Photos, Crystals, Lucky Pictures, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 104-page illustrated catalogue. 30c. NELSON ENTERPRISES, 336 S. High, Columbia, O. de13

ATTRACTIVE 216-PAGE ILLUSTRATED Pantomime/Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. KANTER'S, 8-1311 Walnut, Philadelphia, Pa. de20

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. de100

VENTRILQUIST FIGURES - BARGAINS, NEW and used figures, hats, ill. year catalog. Punch outfits. PAXTON VENTRILQUIST MFG. CO., Elwood, Kan.

ANIMALS, BIRDS, REPTILES

AA ANIMALS, BIRDS AND SNAKES, SOUTH American Parrots, Cockatiels, Monkeys, Cilas. Mixed lots of snakes for show. SNAKE KING, Brownsville, Tex. de17a

ALLIGATORS, SNAKE DEMS, \$5.00-\$20.00 - Roping Turtles, Chameleons, Frog Operatum, Bear, Squirrels, Rattlesnake Oil. Catalogue 10c. ROSS ALLEN, Ocala, Fla. de13c

ANIMALS, BIRDS, REPTILES - WRITE FOR Large free 1941 Catalogue, now ready. BEEMS, BRDS & WARD, Oceanside, N. Y.

CHIMPANZEES WANTED - ANY AGE, trained or untrained. Write full description and price to BOX 299, The Billboard, 1564 Broadway, New York. de13

PERFORMING LIONS - TWO AND FOUR LION Acts, Educated Monkeys, Dog, arena props, trick cages for sale altogether or any part. CAPT. HART, Emporia, Kan.

YOUNG MALE African Lion - FEMALE, GOOD pet, hundred dollars. HENRY OGAN, Broad-view Hotel, Tampa, Texas.

HELP WANTED

SMALL DANCE BAND WANTS STEADY ALTO Sax Man doubling clarinet. Must read well. Don't call or write. Write "ORCHESTRA" care Mr. Hahn, 224 Madison Ave., Richmond, Va. de20

NEW IDEAS - NEW MERCHANDISE - NEW WAYS TO MAKE MONEY WILL BE FOUND IN THE MERCHANDISE SECTION OF THE BILLBOARD EVERY WEEK. BE SURE TO READ IT!

WANTED - TWO MECHANICS FOR CON-soles, Soots, Wurlitzer and Seeburg Phonographs. Must be experienced. DONALD LEBERN, Columbus Amusement Company, Columbus, Ga. de13

WANTED - LION TRAINER, EXPERIENCED, sober. No advance, sure pay. BOX C-287, Billboard, Cincinnati, O.

WANTED TO BUY

HAVE SPOT FOR SHOOTING GALLERY AND Bull Pitch. Buy or lease. MARTIN THOMAS, Box 923, Key West, Fla.

WANTED TO BUY - MERRY GO ROUND Horsecars, All shapes, in any condition. Write ACE CARNIVAL SUPPLY CO., 3617 S. Halsted St., Chicago, Ill.

At Liberty Advertisements

Be a Word (First Line Large Light Capitals) 25 a Word (First Line Small Light Capitals) 15 a Word (Circle and Small Light Type) Figures Total of Words at One Rate Only MINIMUM 200 CASH WITH COPY

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 ACROBATS

BAR PERFORMER - AERIAL OR GROUND Bars. LOUIS OCZVIRK, 535 N. Clark St., Chicago. de13

AT LIBERTY BANDS AND ORCHESTRAS

ALL GIRL ORCHESTRA - SIX TO TEN PIECES. Available for hotel, restaurant, ballroom or theatre work. Real feature dance and entertaining band. Write ESTHER L. HOLT, Apt. G, 129 Wadsworth Ave., New York City. de13

BROTHER BAND - OPEN FIRST OF YEAR, finest 5 Piece Swing Unit; also novelty old-time music, played together from youth to professional efficiency. Very neat appearing band of five handsome brothers. Instrumentation: Piano, 3 Saxophones, Trumpet, Trombone, Bass Fiddle, Drums for swing and sweet. Concerto, the Saxophones, Clarinet, Trombone, Bass Fiddle, Drums, Piano and Violin for old time novelty. RUDY BOLICH, Lake Rd., Ironwood, Mich.

Available immediately - Trio, Accordion, String Bass and Electric Guitar. Good Money if desired. New outfit, different make. Address: Szigetweyer, care 1426 South, 218 N. Ohio, Edinburg, Pa. de21

Big Money All Girl Dance Orchestra wants a good engagement for New Year's Eve. Need playing every night at the Terrace, 443 Myrtle Avenue, Brooklyn, N. Y. Frank Bickman, Dir., 101-5 Northern Blvd., Flushing, N. Y. Tel. Franklin 8-0172.

Special Five or Six Piece Band and Two versatile Old Time Bands. Now working but desire change. Nations interested, arrangements, auditions. Experienced soloists, good swing. Reliable, happy, etc. Contact: Jimmy Valentine, One Day, Hazards, Ga. de27

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY FOR 1942 - Motor Drive Rider, Training desired. Have some experience. GEORGE "DEEM" ATKINSON, Shadagee Road, Saco, Maine

AT LIBERTY - BOSS - Canvas man. Also experienced Sail Maker and Builder. E. M. FOLKER, R. F. D. 1, Box 144, Limonia, Fla.

ATTENTION, MANAGERS - Booking Confectionist Act, 1942. Human Frig and Single Trapeze. VIRGIL WESTMORELAND, 304 Chestnut St., Coffey, S. C. de13

DOG AND PONY ACTS - Will furnish advertising paper for small Circles. Phone Middle and North-west States. C. R. 112 N. Alby St., St. Paul, Minn. de20

WANT TO MANAGE SIDE Show for the 1942 season. Have Acts for you also large Boss Caravan. I want Devils, write me. Address: FRANK COLEMAN, Artists in America, Act 2 Temple, Tex. de13

ALL AROUND WILD ANIMAL TRAINER - Horse wrestling and performing bears. JULES JACOT, Nevada, Or.

Two Best White Face Crows - Very best white and with wings. (Good clean background and down) for sale. Write: The Daily, 216 Webster St., Salem, Ill. de13

AT LIBERTY COLORED PEOPLE

HAMMOND ORGANIST - COLORED: Available immediately. Eighteen years' experience concert and popular numbers. Prefer cocktail lounges, theatres or hotels. Specialize in dinner music. Good appearance, excellent references. Can furnish Pianist for duo or singer on trio. REGINALD SMITH, 232 Broadway, Buffalo, N. Y. de27

AT LIBERTY MISCELLANEOUS

COMPOSER, AUTHOR AND IDEA WOMAN for radio programs and stage plays. Patent drawing ideas for hotels, etc. Comedienne (sing and dance), sing or talk child voice (not imitating anyone, but could). "Will take a legitimate job, work with promoter or co-operate. Can do bookkeeping and typing. Write details to SYLVIA BLYTHE, care The Billboard, 1564 Broadway, New York. de13

Experienced Female and Drummer - Also Orchestra. Write: 2391 Mary St., Omaha, Neb.

Skills, M. H. King - Also One Nocturne Student. All Groups: Kluge, French and July and Tenor. Write: 1111 1/2 N. 1st St., St. Paul, Minn. de27

AT LIBERTY M. P. OPERATORS

15 years' experience hands and equipment. Married, age 35, sober and reliable. Write: 1111 1/2 N. 1st St., St. Paul, Minn. de27

AT LIBERTY MUSICIANS

ACCORDION - READ, take, experienced. Prefer small combination. Location only. Young, neat, single. Available Dec. 15th. MUSICIAN, 59 E. Howard, Wisconsin, Minn.

STRING BASS - EXPERIENCED all lines. Union. No take. Above draft. R. R. SAWYER, 110 So. B, Arkansas City, Kansas.

ACCORDIONIST - DOUBLE SOME PIANO Good rhythm take off. ACCORDIONIST, 1601 W. 20th St. Place, Des Moines, Ia. de20

ALTO SAX, CLARINET - PLAY FIRST OR Third. Experienced, reliable, good reader. Tony. SIEG. ANDREW BARBERIS, 560 Lafayette, Baton Rouge, La. de13

DRUMMER - GOOD EQUIPMENT, SOME Vibes. Read, sober, single, union. No car. Prefer 3-6 piece band. Available on or before January 1. Write: C. THOMSON, 3268 N. E. Alameda, Portland, Ore. de13

DRUMMER-EMCEE - UNION, GOOD DRUMMER, soloist; can take (married only). Send photos. Cuy De Leo, Howard White Service, Alton, Mo., write, BILLY STEARNS, 3117 Fremont, South Minneapolis, Minn.

DRUMMER - NEW WHITE - PEARL OUTFIT. Two or four, solid, sober, reliable, age 21, married, no draft. Have car, go anywhere. Please call PHILIP BUCHANAN, 509 E. Main, Mt. Vernon, Ill.

GUITARIST - RHYTHM, SOLO, EXPERIENCED all lines. Prefer cocktail joint or small band. Electric outfit. Guarantee satisfaction. BOX C-277, Billboard, Cincinnati. de13

MODERN DRUMMER - TENOR AND 1/222 band experience; also small combo. Draft exempt. Have car, sober. Write or wire MUSICIAN, 1829 Logan St., Memphis, Tenn. de20

PIANO AND STRING BASS - BOTH PLENTY experienced. Desire Florida location for winter. Won't separate. Together last four years. Reliable, etc.; no parties. Write, stating name, HENRY REYNOLDS, Saugerties, N. Y. de20

STRING BASS - DRAFT DEFERRED. Available Dec. 10th. KEN R. BACHOLDER, 320 N. Washington, San Jose, Mich.

TROMBONIST - DRAFT EXEMPT, AGE 21, 4 years' road band experience. Can cut any type of music, good tone, complete service. Union, single, sober and reliable. Write or wire stating full particulars to P. M. SEITZINGER, 514 Washington St., Steubenville, Ohio.

VIOLIN DOUBLING STRING BASS - EXPERIENCED. South only. V. COURVILLE, American Legion Hall, Jacksonville, Fla.

Also Alto Sax, Clarinet, Bass Clarinet or Saxophone. Sing, dance, Ten years' experience, first class. Easy money available. Don't write. Write only. Address: KIMMEL, Philadelphia, Pa. de13

At Liberty - Girl Drummer - Also Pianist. Good soloist. Will double tenor. Union. Married. Write: 1111 1/2 N. 1st St., St. Paul, Minn. de27

Available by - Two Toms, One American and Old Snare, Snare - for battle, one snare and cocktail lounge. Union. Have experience. Write: Box 2349, care Billboard, Cincinnati, Ohio. de13

State fair details in your first issue. Other details in special. Write: The Billboard, 1564 Broadway, New York, N. Y. de13

Old Hobbies - Trumper, also pian, drums and piano. Union. Double, Vocal, Have 10 cars and car. Individual only. Prefer working conditions. Male. All in first issue. Box C-286, Billboard, Cincinnati, Ill.

Guitarist - Modern electric take off. 10 years with top bands, criss. Union, first class. Write: Freddie, 1515 E. William, Davenport, Ill.

Hammond Organist - Available. See first issue of Billboard. A try out will prove my ability for both swing and classic. Age 35; union; reasonable on fact arrangement. Address Organist, 124 E. Ford St., Allentown, Pa. de13

Harmonica - Girl, Alto, Baritone, Bass, Piano, Sax, all lines. Prefer working conditions. Write: 414 1/2 W. 1st St., Ashland, Ill., Chicago, Ill. de13

Trumper - Non-union, strictly jazz, no read. Age 24, draft exempt, order deferred. Night work experience with own band. Jump or smooth style. Extra money car. Have car. No parties. New available. "Wings" Lane, Box 304, Ocala, Fla.

AT LIBERTY PARKS AND FAIRS

NOW BOOKING FOR SEASON 1942 - HENRY Polo and Trapeze Act. DE POLO, 1810 Parkman Ave., Reading, Pa. de20

Ballroom Acrobats - Beautiful Pairing, Free, perfect, continuous; prices reasonable. Call: The Ballroom Company, 6111 Centena Road, Flint, Mich. de13

High Wire Act - Now booking 1942 date and ball shows. Other acts for winter on Grand and Aerial Acts. G. Higgins, Billboard, Cincinnati, Ohio. de13

AT LIBERTY PIANO PLAYERS

PIANIST - ACTOR - COLLEGE GRADUATE, male, single, age twenty, good appearance. Can anywhere. Good experience. ERVIN THOMPSON, Smokes, S. C.

PIANIST - LOCATION, CONCERT OR DANCE Reader, Union. Write: PIANIST, 415 S. Third, Albuquerque, N. M.

All Old Pianists for piano, organ, drums, etc. Live show, club, etc. South, per year. 1122 E. 10th, Lawrence, Kansas. Goldie, accompanied, 162 1/2, Clinton, Kan.

AT LIBERTY SINGERS

GIRL SINGER - 19 YEAR old Toronto Radio Staff Artist, Hot "J" stylist. Would like work with hot radio combo band by "Barnet-Dunham" groove. JULIE HEVITY, 7561 Harper, Detroit, Mich. de13

MALE VOCALIST - 23 years of age, draft exempt, just starting promising professional career. Personality and showmanship, smooth baritone voice and suave appearance, would make most attractive addition to any orchestra. Full complete wardrobe of formal, semi-formal and casual wear. Strictly the tall, dark and handsome type. Recording of voice, 8 by 10 glass photograph in evening clothes and any details in regard to auditioning, furnished upon request. Eventually will work with someone, so do not wait. Top-notchers and bands on the way up, take notice. Also agents with successful enterprises. No false alarms need bother, just me the public. Submit inquiries care THE PRAEAMBULUM, P. O. Box 163, Warren, Ohio.

BARITONE WANTS TO TEAM UP WITH employed pianist, organist or small band. Can M. C. Recording to reliable parties. Details. Write Box C-209, Billboard, Cincinnati. de20

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY - LATIN-AMERICAN STYLE Family Act. Father, son, three daughters; age 12 to 18. Musical specialties. Spanish Tap, Afro, Tango, Dance, Piano, Accordion, first, second guitar, Conifers, Mambo, variety costumes, car, baggage trailer. If over 400 miles must have advance. Beautiful act for anywhere. Make offer. CHAMBERS FAMILY, 1552 Magazine St., New Orleans, La.

FOUR LINE GIRLS - DOING TEN ROUTINES and change of wardrobe. Two do specialties. Write, stating full particulars in first letter. THELMA CARMEN, 252 E. Lakeview Ave., Columbus, Ohio, or call advance. Beautiful act for anywhere. Make offer. CHAMBERS FAMILY, 1552 Magazine St., New Orleans, La.

MIDGET JACKIE DUNCAN - NOVELTY SINGER, top and acrobatic dancer, straight, M. C. also comedy. First class wardrobe. For theatre or radio club. Write or wire. Home, 1049 109 Cypress Ave., Columbus, Ohio

At Liberty - Girl Pianist, Road Show - Also Vocalist. Beautiful Pairing, Free, perfect, continuous; prices reasonable. Call: The Ballroom Company, 6111 Centena Road, Flint, Mich. de13

At Liberty - Girl Drummer - Also Pianist. Good soloist. Will double tenor. Union. Married. Write: 1111 1/2 N. 1st St., St. Paul, Minn. de27



# Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## Charity Drives Point to Hefty Pre-Holiday Trade

Bingo operators cash in as organizations begin annual charity drives for Christmas baskets and toys—sales-card promotions also active

NEW YORK, Dec. 6.—With Christmas only two weeks away, churches, fraternal organizations, societies and clubs are busily engaged in promotional efforts to raise funds for their charitable activities. By far the greatest share of the fund-raising campaigns turn to bingo games to draw in the needed dollars, and the appeal of the game is now at the strongest level. Bingo operators, as a result of the extra activity during the month of December, are busier than ever at this time of the year. In most of the cases the organizations sponsoring special bazars and other social functions prefer that the bingo games that are an important feature of the events are managed by an experienced operator. According to reports coming in from outlying sections of the country, the fund-raising games have been going strong for the past several weeks, and operators state that attendance has been unusually heavy.

## Auto Accessories For Winter Make Good Pitch Items

CHICAGO, Dec. 6.—A local pitchman, who has been active during past winter seasons pushing diversified auto accessory items, claims they offer one of the best opportunities for pitchmen and demonstrators during the cold weather. The number of cars in active use throughout the country is ever increasing, and it has been estimated that more than half of the total number are logical prospects for such items as car heaters, windshield defrosters, windshield wiper blades, etc.

There are a number of heaters on the market offered at an attractive price, the pitchman said. Indicating that this equipment is in demand is seen in the fact that bingo games have been featuring heating units.

The field is not restricted to car heaters, however, the pitchman explained. There are a number of other items that can be successfully used by pitchmen and demonstrators. During the long winter months there is a steady and profitable market for anti-froze preparations, engine power boosters, electric defrosters, and even car radios.

been ironed out. The multiple shaving heads give a smoother shave, and some numbers come equipped with a light to facilitate shaving. All come attractively packaged in sturdy containers or in lasting leather pouches. In addition to the higher priced numbers, the field has been invaded by many reasonably priced items which are just as serviceable, it is claimed.

## Military Influence in Toys Featured in Displays

PHILADELPHIA, Dec. 6.—Local stores are stacked more plentifully than ever to meet the heavy toy buying expected during the Christmas shopping season. Most striking feature of the displays is the military influence. However, cowboy playsets are still outselling service play uniforms. The soldier, sailor, marine and aviator outfits are all trailing the close and sunny romances in Christmas sales. The tankmobile which formerly looked like an auto racer is now an army tank, a field service ambulance, a pursuit ship or a dive-bomber, with a toy machine gun mounted on its nose. Gadgets of the pull-across-the-floor variety now crackle and pop with simulated machine-gun fire or artillery ex-

ploding, and the battletub toy boats are now destroyers, cruisers, submarines and aircraft carriers.

The army influence is to the fore in all toy departments. Even the parlor games for the older folks have gone military, sporting such names as *Thanks Up, Bombers Afloat, Sky Riders, Flying the Team, Fighting the Flames, and Gunfire*.

Earlier predictions that plastic would supplant metal in toyland have not yet materialized. At one of the novelty supply houses, the salesman pushing promotion on a copper plate tooling kit optimistically reported there was no shortage of the sets despite priority orders on the metal.

## BINGO BUSINESS

By JOHN CARY

BRING BINGO BACK is the slogan adopted by Committee Chairman P. Edward Biertumpfel, of Union Township, N. J. He invited all persons interested in reviving the pastime in Union County to a meeting December 8 to form the "Triple B Organization" to have bingo legalized. Bingo has been banned here, but Biertumpfel says it "no more is to be classed as gambling than bridge or pinochle."

IN Southwest Mississippi and Northeast Louisiana benefit bingo bridge parties have never been more popular than at present, according to game operators and those in charge of the benefits.

Law enforcement officers of Natchez, who were called upon by some to determine the difference between bingo and lotteries, ruled that the lotteries must stop, but stated that bingo with merchandise prizes is a harmless pastime and cannot be classed as gambling.

Among the games operating here are Chris Anderson's, White's the Knights of Columbus, Natchez Council No. 1034, and churches, including the Church of the Assumption and St. Mary's Cathedral. Across the river in Louisiana practically all the Protestant and Catholic congregations hold weekly games. Bob Lannaster, Ferriday (La.) night club operator, has inaugurated a weekly bingo game at his place, an Elms Church Smith, at Charlie's Night Club, in Bienville Island, La.

BINGO OPERATORS will cash in heavily during this month, according to reports, as it is one of the most popular fund-raising mediums. Operators everywhere are reporting heavy activity, and it seems as if a new all-time high record will be established before the end of the year.

Everywhere there is heavier attendance at the bingo games, it is reported, and this is attributed to the fact that merchandise being offered this year is unusually attractive and worth while. People are in a happy, spending mood, and are willing to help out their less fortunate neighbors by attending the various benefit games.

THE SLOGAN, "If it is bingo equipment or supplies, Metro must have it," (See BINGO BUSINESS on page 56)



## DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

### OUT OF THE MAILBAG . . .

J. H. of Enid, Okla., writes: "Some time ago I received a copy of your Salesboard A. H. C's which I appreciated getting as I have been interested in salesboard deals for quite a while. I have been working department stores with pens and rings, and have several locations in mind where I could lay a lot of cards. But as I am green in the deals business there are several questions I would like to have answered.

"Where do you get the list of wholesale dealers on salesboard and salescard items, and where do you get the cards and boards? When I was in California I saw several cards that carried illustrations of the items offered, as well as the amount of money the cards took in. I wrote a couple of the board firms but all they sent was blank cards. Please put me straight on this. Also do you advise leaving just the card on location or is it wise to leave the items with the card? I have in mind a \$2.95 card, I need to sell cards. Do you believe this type of card harder to work than one on a 1 cent to 25 cent take. I am planning another card with a \$9.95 take, and to work this one on a small profit with an extra award to the winner of the card if he finishes it in 10 days."

This letter is typical of many we receive from newcomers in the field. Actually there is nothing mysterious about the salesboard business, nor is it one in which a great deal of time must be spent to learn the ropes. Anyone with a normal amount of intelligence should be able to get away winging immediately, and if the newcomer is fortunate enough to receive the guidance of an experienced operator he can start a better than fair living in short order.

Now to get down to answering the questions raised by J. H.

We have a list of deals and salesboard manufacturers which is available free for the asking. A copy was sent to J. H. A general list of premium firms can be obtained by reading the wholesale merchandise department in *The Billboard* market.

Entrepreneurs who create complete deals offer cards which are printed and illustrated as required by the deals they have. The blank cards are for operators who like to get up their own deals and are available with predetermined takes. As a rule these operators have their local printers print the necessary information on the cards.

Most cards are sold without the items, and merchandise is delivered when collections are made. However, there are some deals which will turn over faster when the awards are left on consignment, especially when the awards offered require demonstration. The Dunhill Silent Flame Lighter is a good example of the latter type of item.

HAPPY LANDINGS.

## Dry Shavers Good Christmas Item

NEW YORK, Dec. 6.—Electric shavers have been considerably improved since they first appeared on the market, and there has been an increasingly steady demand for the various makes offered. The dry shavers, which are particularly suitable gift items for the holiday season, and it is reported that considerable quantities have been ordered by merchandise users for the holiday trade.

The electric razors have many new features, but the most important point is that many mechanical difficulties have

**NEW AMERICAN MADE Patented Master Brand DANCE CHECKS**

Men's style Check (Illustrated Above)

Easy To Attach!

Use No. 1 the over Metal Band No. 2, Thin Metal Fastener No. 3 fits over both No. 1 and No. 2 to lock check securely. See Illustration above.

Ladies' Braided 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.

**GELMAN BROS.**

**Popular Items**

Write to The Billboard, Service Dept., postmark, 25 Opera Place, Cincinnati, O., for address of companies in this department supplying the items which interest you. Enclose address and stamped envelope for prompt reply.

**Defense Poster**

All merchandise users can profit by the National Defense Poster issued by Richard N. Adams, according to a report listed by the firm. The item is an illustrated pictorial patriotic poster, 11 by 14 inches in size, with appeal for every loyal American. It is said. Firm officials say the poster has appeal for people in homes, stores, offices and factories. Punch-line of the poster is the phrase: "Wake up, Americans!" It is pointed out that no town is closed for the sale of the poster, and workers handling it help in the national defense effort.

**Rings**

An attractive sterling silver ring with genuine cultured pearl is one of the jewelry items being offered by Harry Pakula & Company. The ring has flower design and plenty of flash, making it suitable for jewelry demonstration, the firm states. In addition to this item the firm has a complete line of expensive looking, low-priced jewelry for store demonstrations, including a big line of lockets, bracelets and rings. The firm's catalog also includes a complete line of military jewelry, a representative report. It is anticipated that jewelry workers will have a banner holiday season during the weeks ahead.

**Foot Gloves**

Foot Gloves are an ideal money-maker for the entire year, according to Wilson Industries, Inc., the manufacturer. This new item, but a medicine, is said to give the medication where it is needed—around and between the toes—in cases of athlete's foot or burning and itching feet. The lightweight gloves can be worn under regular hose with comfort and make it possible for the wearer to go about his regular work. It is claimed the item separates and cushions the toes and heals painful conditions quickly. (See POPULAR ITEMS on page 34)

**MECHANICAL TOYS**

ROLL-OVER CATS, \$17.00 CR.  
ROLL-OVER DOGS, \$17.00 CR.

25% Deposit on All Orders. No Catalogs

**MILTON D. MYER CO.**

222 1/2 2nd Avenue Pittsburgh, Pa.

**MECHANICAL TOYS**

WRITE FOR COMPLETE LISTING AND QUOTATIONS ON OUR LINE

Samples of 17 numbers for \$2.25 postpaid

Q-U 089, Konge, Tumbling Clown, Dancing Caper, Penguins, Concealed Monkey, Crawling Baby, Pop-Pop Boats, Bull Frog and Spooky Spider.

CASH WITH ORDER—NO C. O. D.'s

HOLIDAY CATALOG NOW READY

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 1856. Terre Haute, Indiana

**ELGIN - GRUEN \$2.95**

**BULOVA**

Take advantage of these recommended nationally advertised watches in new 41-42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest models.

**STAR WATCH CO.**

Wholesale Jewelers

106 S. BIR STREET, PHILA., PA.

**HOT REPEAT ITEM!**

*Flippy*

**MILITARY STRIP-TEASE CIGARETTE CASE**



Right now! Send for details about FLIPPY! Today's latest money maker. The most sensational insp.-less-up novelty item you ever saw. Thousands sold on sight from four-color display merchandiser. An amazing repeat item. Write or wire now!

GET THE LOWDOWN TODAY

**EVANS NOVELTY CO.**

Division of Premium Sales Co.

Dept. L-Z, 800 W. Washington, Chicago

**ATTENTION SALEBOARD OPERATORS**

A new FLIPPY labelboard is ready to ship from factory. Every one a pocket size! Details sent!

**BINGO SUPPLIES**

**JOBBERS** • WRITE FOR FREE CATALOG

- Floor Model Bingo Signage
- Electric Magnifying Viewers
- Table Model Bingo Blowers
- Rubberized Signs, Chute Cases
- Electric Film Boards
- Rubberized Throw Ball Cases
- And every other item jobbers want and need...

Ping Pong Rubberized Throw Ball Case

**METRO MFG. CO.**

**LEADING SEASONS IN FUR COATS**

Better values than ever before. ALL GENUINE FURS—COATS, SKIRTS, CAPES, JACKETS in all styles, sizes, colors. Nothing we spend to obtain the finest furs in the world and quality tailoring. Guaranteed to give you a good money returned in 3 days. Prices advanced. Write for NEW FREE CATALOG! Just off the press!

**LOWEST PRICES! H.M.J. FUR CO.**

100-11 West 23rd St., N.Y.C.

**NEW... COLORFUL BINGO**

1500 Series *Specials*

- 7 Attractive Color Combinations
- Fool Proof
- Accurate
- Tamper Proof
- Reasonably Priced

WRITE—WIRE—CALL FOR SAMPLES AND PRICES

We Manufacture a Complete Line of Bingo Supplies.

**SUNSHINE LITHO, INC.**

\$1-53 Wyckoff Street, Brooklyn, N.Y.

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COATS, JACKETS, ROBEOS

1941-42 Catalog Free

Latest 1941 Styles, Coats, Jackets, Capes, Gowns, Dresses, Corsets, Blouses, Blouses, Lowest Prices

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248 W. 30th St. N.Y.C.

**BINGO CARDS**

COMBINATIONS UP TO 3000

NO 2 CARDS ALIKE

Buy your *Bingo Specials* DIRECT FROM THE PRINTER

MARKS PRINTING CORP.

177 N. 4th Ave., NEW YORK

**SANTA With ELEC. EYES**

No. 9457 — Electric Bulb Eyes with Flasher.

Perfect for Salesboard, Store to store. Every Tavern, Store, Hotel will want one for Window and Backbar Display. 27 Inches high. Dressed in red rayon, well constructed. Get started now.

**Dozen Lots, \$36.00--Sample \$3.25**

**PITCHMEN** Closing Out All Mechanical Toys. Write for Listing and Prices.

**WIS. DELUXE CORP.** 1902 N. Third St. MILWAUKEE, WIS.

**New! P.D.Q. AUTOMATIC PHOTO MACHINE**

Today's Big Money Maker

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 Double Doz. Sets..... 3.00  
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**FREE:** Xmas Catalog and 1942 General Catalog. Thousands of Beautiful Values. Write for Them Now!

**BENGOR PRODUCTS CO.**  
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**LADIES' WATCH**  
  
**Very Flashy Yellow GOLD COLOR**  
 Fine quality with cord-strap bracelet. White enamel dial on case, 30% light rose. Guaranteed waterproof. Gift boxed. Looks like a \$10.00 watch.  
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 Musthats, Sweaters, Raincoats, Scarves, Stoles, Mitts, Socks, Lined, Pony, Kid Skin, Seal, Beaver, Fox, and every other fur from \$5.00 up.  
 WRITE immediately for our new illustrated catalog and order list put off the price. It is free.  
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**WATCHES and RINGS**  
**10 K. Solid Gold WEDDING RINGS**  
 With 5 Uncut Diamonds, Lots of 6, Ea. \$2.50  
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**LADIES' 10 K. Diamond Rings with 5 Uncut Diamonds, Lots of 6, Ea. 2.95**  
 We carry a complete line of beautiful watches. Special Price for Quarterly Orders. 25% Deposit, Balance O.O.D. Sample 50c Extra. Send for Catalog.  
**N. SEIDMAN** 175 Canal Street, New York, N. Y.

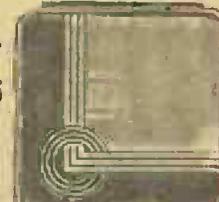
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 Pop Calendar, Orders & Sports 200 thrilling pages, 300 line art, 4000 color pictures to make money. Includes card and mailing list. 100% profit. 100% satisfaction. 100% delivery and 100% service. Write for your copy of this book. Opportunity, NOW! No charge for it.  
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**VALENTINE — EASTER**  
**MOTHER'S DAY — CHRISTMAS**  
 Always Something New  
**ARE YOU ON OUR MAILING LIST? OUR NEW CATALOGUE READY.**  
**THE GOLDWYN CO., 342 SO. DEARBORN STREET CHICAGO, ILL.**

**NOTES from SUPPLY HOUSES**

Charlie Seidel, head of M. Seidel & Son, manufacturing furriers, reports that business has been so good he has been encouraged to create an additional line of new fur coats and jackets. Charlie said: "The present season has more than lived up to its early promise and 1941 will wind up as the biggest year we have ever had."

**BINGO BUSINESS**  
 (Continued from page 34)  
 is being used by Metro Manufacturing Company. Jobbers have sent in complimentary letters to the firm complimenting it on its service and efficiency in furnishing supplies and equipment. The firm has recently increased its staff, plant and equipment as a result of increased business and as a further move to strengthen its service.

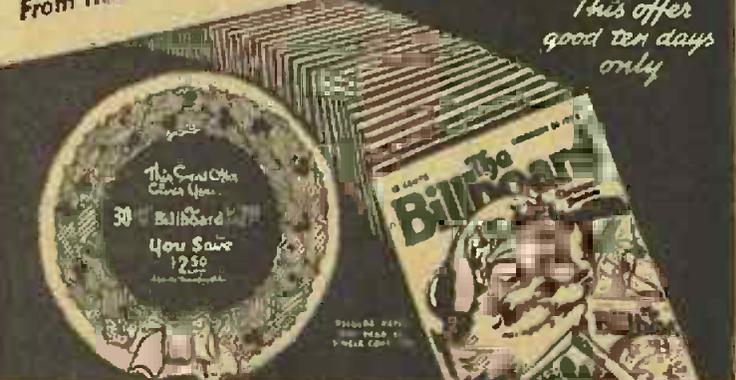
**CLOSE-OUT COMPACTS WHILE THEY LAST**  


**B23442**—Outstanding value in Compact, small box type, in American enamel colors and designs. Made in U. S. A. Size 2 1/2 x 2 1/2 x 1/2. Has double velvet puff, silver and mirror. Per Doz., \$3.75.  
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 Wholesale Distributors Since 1911  
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**FUR COATS AND JACKETS**  
**LOWEST PRICES**  
 Write for Free Price List BUY DIRECT  
 From Old Established Firm Since 1897  
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**ELGIN, WALTHAM, BULOVA**  
 Revised MASTER AND POCKET WATCHES  
 Wholesale lowest since 1914. SEND FOR FREE CATALOG.  
**LOUIS PERLOFF**  
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**KLEVER... KOMIC XMAS FOLDERS**  
 21 Canton Street..... 3.75 a 100  
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 23 Poetry Folders..... 3.00 a 100  
 24 Pictures (color)..... 1.00 a 300  
 Xmas Glass Folders 50¢ a 100 5.00 doz.  
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 All the new hot sellers in stock. Send Stamp for Cat. & NEW XMAS BULLETIN.  
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No. 2R55  
**\$3.95**  
Dozen

Very Attractive Sterling Silver Ring set with genuine Cultured Pearl. Priced for special promotion. Take advantage of this big offer!

**For Jewelry Demonstration**  
Our Catalog No. 25 features expensive looking, low priced jewelry—ideal for store demonstrations. A big line of lockets, bracelets and rings—11 situated near an army camp send for Catalog M42—Military Jewelry Catalog. State Your Business!

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**Engravers' Jewelry Demonstrators!**

Complete Line Engraving Jewelry Write for Catalog

**ENGRAVING MACHINES**  
New Success Model ..... \$ 7.50  
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ALL Orders Shipped Same Day Received.

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**CHewing GUM 260 BOX**

RETAILS FOR \$1.50

Each box holds 20 Cellulose Gum Tablets. Factory Fresh Gum! Heavy Duty! Heavy Duty! Heavy Duty! to get back 100% in gum profit. No car distributor yet started! Good idea for sample box free! 1. GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING GUM CO., 4th and St. Patrick Ave., Newark, N. J.

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**\$7.50** 10mm SOUND PRO. GRAPE COMPLETE. Features and Benefits. Washy—Biggest Bargain in the Business.

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Male Star money a line this flashy, well-dressed...  
**ZIRCONS**  
Gino de Brown Zircon... \$1.25 per Carat  
H. LOWE, BOX 528, CHICAGO, ILL.

**VETERANS! KMAH and HOLL-DAY** letters for next 3 months. Buy this for your only now. New John Deere, Fairbanks, Chevrolet, U. R. Superior. Great developer, automatic milk evaporator. Free samples. 10c.

**VETERANS' SERVICE MAGAZINE**  
103 Duane Street NEW YORK CITY

**MEDICINE MEN**

This is the new wholesale catalog of T. J. O'Neil, Inc. (Products Liability Insurance Covered.)

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Department  
127 E. Superior St. Chicago, Ill.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
(Cincinnati Office)

**ROY TATUM**... pipes in for his first time from Los Angeles, where he will remain until Christmas, moving on to the Motor City after the holidays. He would like to see pipes from Raymond Lindsey, Paul Allen, George and Red Gunn, Glenn Bagerly and Kitty.

**THOMAS J. PENDERGHAST**... now in Aiden, N. Y., and who worked cleaner thru-out the Midwest last season, wants to read pipes from Jean (Babe) Bibba, Ed Wilson, Syd Givot and Frankie Halston.

**ART COX**... pipes in from Canada, where he went from Washington after buying a trailer, to say that he was sorry to hear about Speedy Bloch and Bill Gordon. While in Pittsburgh recently, Art visited Charlie Corneux and Bill Wiegall and wife, Sylvia. He hopes Dr. George Reed and wife are still going strong, and hears that Mr. and Mrs. Bert McKibben are getting fat with a new layout on the West Coast. Art is now dispensing junkum and horn nuts in the Troost North.

**"FERGIE FEROUSON"**... special rep of General Products Labs, Columbus, O., paid us a visit on his way to Omaha" wrote Al and Wanda Vale from Moberly, Mo. Fergie and his new car both look in the pink, say the Vales.

**"AMONG GUESTS AT MY HOUSE"**... Thanking were Marie Mitchell and husband and Lee Yonell, who are working embroidery needles in Kross store here; Frank Arnold, liquid thread worker at Weinstein's; Mr. and Mrs. Hickock, stukum workers at Weinstein's; Pete Peterson, retired gummy worker; Rubin Lorraine, ex-med man; Dutch and Nellie Hendry; both pitch people; Herb Johnson, comb worker at Crystal Palace Market here, and Saylor White, liniment man from New York," writes Mary E. Bagan from San Francisco. She and her husband have left for New York and Miami for a month's vacation.

**FROM FLINT, MICH., COMES**... a pipe from Fred and Maggie Smith saying that they worked it some the past season at fairs and events thru-out Michigan, Indiana and Ohio, ending up at the Lancaster (O.) Fair. Since then they have been working chain stores in Michigan with forms, and opened the F. & W. Grand Store in Flint recently. They were saddened to hear of Speedy Bloch's death, and would like the address of Jack Bloch in Chicago. The only other demonstrator they've seen in Flint is a Mr. King, of Detroit, working a monogram machine. J. Arthur McCool worked there recently with his mineral water and sildandy. Mae Lithgoe, herb worker, left recently and is working the H. L. Green Store, Grand Rapids, where the Smiths recently visited her.

**JOHN W. COMPTON**... general manager of Associated Trade Press, Chicago, pipes in with a death notice on Adolph (Bud) Wollman, veteran paper man, who died recently in Grand Rapids, Mich. Wollman was formerly sales manager of Associated Press for 30 years. Compton also advises that he recently heard of the death in an auto accident of Harry Thrush, another paper man of Cleveland, who is a brother of Herbert Thrush.

**AL MARSH**... the paint-sprayer man, scribes from Sacramento, Calif., after a lengthy absence "I've been working factories exclusively, five days a week. They've been giving me 20 minutes at the morning, go-in, the noon hour, and the same time at the come-out. I've been managing a good living and I've always maintained that the best pitch spots are the industrial districts and the factories. The factory man is the fellow who is working and he hits the money. He's the consumer, too, and if he's intelligent enough to work as a mechanic he knows legitimate merchandise when he sees it. The sooner the pitchman learns this the better. The days of dukum and horn

nuts are over. Newark, N. J., is a good factory center, but it's hard fronting in Jersey City, Bridgeport, New Haven and Hartford, Conn., are prosperous and workable, as are Syracuse, Rochester, Radicott in New York and Cleveland, Akron and Youngstown, O. In fact, most cities in Ohio, except Columbus, are good. I've managed to corral a good car and a number of Uncle Sam's Defense Bonds. Yes, there is a living and a good one for the pitchman who works clean and with good merchandise."

**STANLEY MALDRETT**... is still in the H. L. Green Store, Charleston, S. C., where business has been good. With him is David Sax, jewelry; Mr. and Mrs. Kirland, pens and ties, and Lillian Block, cosmetics. Babe Keating, of med. bio, visited Maldrett recently and reported she's trying to fix with the locals to work in the open. Stanley writes, Babe would like to read pipes from Paul and Ethel Miller. Stanley says he, too, knows Speed Bloch and Bill Gordon very well and was saddened to hear of their deaths. He says they were both ace workers. Speed and Bill worked rum menders to swell takes, says Stanley.

**"WHILE MOTORING EAST"**... from my home in Southern Ohio I stopped off in Philadelphia to do some shopping and ran across George Fitzpatrick, a sheet pal of 20 years ago," letters Fred W. Stipes from the Quaker City. "Fitzpatrick is playing a spot in the heart of the city with his Wild Life Exhibit. Assisting him are W. Stafford, H. and L. Chase and J. Ginsburg. I also met Silvertop Jack Hoac in Philly."

**Pitchdom Five Years Ago**

Harold Watson was working the North Carolina tobacco markets with health books and astrology cards. . . Mrs. Ada Miller and Eddie Summers are operating an eating emporium at Orceville, Fla. . . Harry Coty was making arrangements to referee wrestling matches after he obtained the kelo with his money-making talks on the merits of good merchandise during the holidays. . . Arkansas was proving lucrative territory for Herbert Johnson. . . Ray (Red) Fowler was getting plenty of long green with his paddle and come-back ball demonstration. . . DeWitt Shanks was working Old Mississippi with med thru drugs. . . Doc Raggert was seen making one of those "before-the-depression-days" passouts in Middleboro, Ky. . . Frank Howard was holding down a spot in Morriston, Tenn., to excellent results. . . Ory Warner and Doc Blanton passed up the Tennessee and Kentucky spots in favor of those in Arkansas and Oklahoma. . . Francis Key was working sidewalks and restaurants to extraordinary business in Kentucky and Tennessee. . . Bert Jordan, with cat opener, blade, pens and sharpeners, was working Southern Kentucky. . . Art Nelson was in his 54th week at Notener's, Cincinnati, five and dime. . . Frank Neck was working cleaner at the F. W. Grant Company store, Milwaukee. . . Prof. Jack Scharding was chalking up a big year with his astrology and health book lecture. . . Billy Beam was lecturing on the ginseng package thru Arkansas. . . Jimmy Ryan was promoting coupon deals in stores in Chicago. . . Chief Mexas wound up a successful season working fairs. . . H. L. Crumpton, and Ed Lovell were working perfume, deodorant and powder deals in Alabama to good business. . . Doc Wilbur was working tonic in Kentucky on court and trade days to excellent take. . . That's all.

**Holiday Business**  
By E. F. HANNAN

**THE** other day I ran across an old-time vaude performer who had his ways made fair money and who was a pugger for work when vaude agents

took on the acts who had hustled most to get such work. He had been operating a penny patch concession at a beach resort all summer of good biz. He said: "I have been in the selling game the last few years since vaude dipped to an alltime low, and I also was becoming passive because of my inability to beat father time. My folks thought I should stick around the home, but I couldn't see it that way and I am glad of it. "I started in with tops in a department store during the holidays and I now got as much kick out of this holiday selling as I used to get when my stuff went across freely in old-time vaude. It puts me in mind of the days of Huber's, Austin's and Stones, where we did 10

**OAK-HYTEX BALLOONS**

**CHRISTMAS BALLOONS**

Timely numbers that get top money from holiday shoppers. New Christmas Circular Stripes are a sensation. Write for details.

**Oak Rubber Co. CLEVELAND, OHIO**

**STARR PEN CO.**

Miss Another Jack-Pot FOR YOU in creating the

**WINCHESTER PEN**

Which is now available to you in addition to our NATIONALLY ADVERTISED WALTHAM PENS and PENCILS. Send at once for the most complete price list ever offered to pen workers.

**WIN With WINCHESTER!**

**STARR PEN CO.** 800 N. Dearborn St. Dept. D, Chicago, Ill.

**AMERICA'S LATEST GRAZE YOUR NAME**

In Piped Corn Colored Letters on 2 Ostrine Trochets

**SEA-SHELL BROOCH**

Plus color, plus name appeal, plus 34 complete with Brooch Chain. Best to wear with Dress Gown. Getting a very fine one everywhere. Ask your dealer for NINE. Per. (Inventor), \$20.00. In lots of 500, \$10.00; in lots of 2,500, \$5.00. 50% cash with order, balance C. O. D.

**J. A. WHYTE & SON**  
7910 N. E. 2nd Ave. MIAMI, FLA.  
Manufacturers of Sea Shell Jewelry, Shell Lenses and Brooches. Direct Importers of West Indies Shell Carves. Trade Show Booth #10, Dept. of Hygiene.

**ELGIN & WALTHAM**

**REBUILT WATCHES \$1.75** Wholesale Only

7 Jewel, 15 Size, in S. H. Engraved Cases, at Hand for Price List. Money Back if Not Satisfied.

**CRESCENT CITY WATCH MATERIAL CO.**  
112 N. Broadway St. Louis, Mo.

**NEWEST, FAST SELLING JEWELRY**

FOR ENGRAVERS, PAIRS, MILITARY STORES, RESORTS, PROMOTIONS, ETC. FAST SERVICE! Best \$3.00 for sample or write for free catalog. MAKE US READ A NOW, CO. 307 Fifth Avenue New York, N. Y.

**REX HONES 3c Each**

Now Less Than \$4.25 a Gross

Send \$1.00, Bal. C. O. D., Prior Payment.

Each Hone is Gently Abrasive, Box, 500. A Real Just-what-you-need! Guaranteed stone of good quality. Wonderful! Write now for catalogue. Catalog for Free. Stone now at Chicago, Ill. ACT QUICK! "REX-HONES" IMPROVE YOUR MACHINES. 64-28, Chicago, Ill.

**JOIN AMERICAN RED CROSS**



shows a day when business was rolling." As I left him, he said: "This will be the best one of them, this holiday season, and wouldn't I be a chump not to be around when all that coin is being tossed around?" I agreed with him because I believe it will be the handiwork of all holiday seasons, just the kind you have been always waiting for. All the signs are out.

Indulged by Appliance Products Company. Item is made of durable steel wire and sheet metal finished in high-gloss green enamel. The sides are adjustable to assure comfort to a person of any size. Apparatus can be folded into a flat package measuring two feet square, three inches thick, weighing less than two pounds. It is claimed that this item has strong possibilities for agents and direct sellers.

Zack Terrell to announce the Thanksgiving Day football game between Male and Manual Prep schools in Louisville. Harry's 16 years of sports announcing stood him in good stead, and resultant publicity for the winter zoo was considerable.

hit. Red Ball left for New Orleans when he joined Jeanerette. Skinny Statlock has joined as general utility man. Floyd Lee joined the mechanical department. Ray Chandler is clowning the show. Slim Lynn is in charge of the candy and novelty department. Inez, Bauerscock with elephant, Eva, continues to be the center of attraction."

SHOULD we ever go back to the horse days, it will be hard to find charlatans for a six-horse hitch.

WHEN going north the press writes of the circus as the harbinger of spring, going west it's the harbinger of summer and when going south it's called the harbinger of fall. They don't harbingers the barn.

**UNDER THE MARQUEE**

(Continued from page 41)

center 3rd annual Shrine show. Much credit is due James Olson, promoter for Polack, who handled the date there.

BO-BO SMITH, with Fanny Ford and steel act, after finishing Southern fairs for Gus Sun in Atlanta, Ga., then playing Spartanburg, S. C., is now at Fields Department Store, Jackson, Mich., with coal act and clowning. Will be there until Christmas.

"I HAVE had a mind to take out a one-act railroad circus," stated one showman, who was interrupted by another with, "That's all it takes."

MAURICE MARMOLEJO, high school wire walker, last year with Russell Bros. and this season with Cole Bros., has a two-week contract with Circo Moderno in Mexico. Opened December 5 in Mexicali, B. C., and then goes to Tijuana, B. C.

THE MORALES (Felix and Eva) were home in Halls, Tenn., five days after leaving Polack Bros.' Circus when they were called to the Playland Theater, Anniston, Ala. Report good date. They are home again and expect to spend the winter there. Felix Jr. (Bonny) and Elizabeth have entered Halls Grade School.

BURING that overproduction on circuses, like crops, were plowed under. Now that production is in demand, circuses, like crops, will start springing up.

MR. and Mrs. Ansel E. (Buck) Waltrip are spending a few weeks at their home in Madisonville, Ky., following closing of Cole Bros.' Circus, on which he is a member of the advance press staff. He attended the Chicago convention, returning home for the holidays, after which they will leave for New York.

HARRY MARTIN, Mr. and Mrs. B. A. Stipe and Herbert and Betty Stille visited Bell Bros. Circus winter quarters in Glenburnie, Md. While there Stipe made plans with Sam Dock and Ray Brisson to put on indoor circuses in Seat Pleasant and Capitol Heights, Md., to be sponsored by the PTA.

"JUST finished playing Columbus, O. indoor circus date and am now playing Akron clubs with my comedy acrobatic contortion act. I had opportunity of meeting Burns Kattenburg, now living in Akron, who is writing a history of contortionists. I was amused at the amount of data he has collected," writes Dennis Stevens.

JACK HAMILTON, who does a high act under name of The Great Knell, reminiscence with members of the Charles Siegrist Showmen's Club, when he appeared for a week at the Nite Owl night club, near Canton, O. He said he had been working since last March without closing. At Canton he renewed acquaintance with Jim Moran, formerly a talker on his gide show.

WRITING from San Francisco, E. A. LaCota says: "Met Henry and I, clown, finished a pleasant six-week engagement with E. K. Fernandez Circus in Honolulu. Now, on route to Los Angeles for winter dates before leaving for the East. Abe Goldstein, Ky., is operating a small store in Honolulu and states he is going to stay there. Bernie Griggs closed November 14."

INDOOR circuses were at one time considered promotions. Now they are recognized as annual events sponsored by the best of auspices.

MICKEY HUNTER, formerly with 101 Ranch Wild West and Hagenbeck-Walrance Circus, now has a three-piece glee band, the Buckaroos, playing at Jiggs Peanut Trail in New York. Members are Ethel Blamson, piano; Lillian Verdi, sax and fiddle; and Agnes Henderson, bass and guitar. Hunter is singing harmony songs of the plains.

RADIO STATION WMMO, Louisville, "borrowed" Col. Harry Thomas from

MICHIGAN members of GHS and CMOBA met in the Hotel-Olds, Lansing, Mich., on November 23 to welcome George Rubler, CMOBA, Oxford, O. Rubler as a member of Miami University track squad appearing in the national championship run. Those present included Walter Poltschman, CMOBA, Flint, Mich., and Don Smith, GHS president, Farmington, Mich.

POLACK BROS.' CIRCUS turned away 1,000 at the night performance November 21 at Peoria, Ill. Visitors during the engagement included Harold and Jack Voise, Black Brothers, Delano Sisters, Mrs. Ethel Curtis, Hilda Nelson Burkhardt and James McElree, Billy Pope and wife, Conchita, and daughter, Dorothy, spent the week visiting Terrista and mother.

MILT HERMOTT'S CIRCUS, dog and pony novelty, is featured with the Eastern unit of Stanbery Christmas Parade, B. A. Daniel and Matt Laurisch; of Bird E. Anderson Circus, are with the Light Show carries 18 people, horse, camel, 2 reindeer, 7 white Alaskan sled dogs, 6 performing Spitz dogs, monkey and five pony-wagon floats. Unit travels on nine trucks and trailers.

CIRCUS business is so full of things these days that there is little opportunity of being bored by routine.

PASSING of Linda Jean Julian ended another glorious career. Over half a century ago Mrs. Julian, professionally known as Linda Jean, the Queen of the Flamingo Circle, was one of the greatest equestriennes of that time. She spent 46 years as a performer, covering Europe, South America, Australia, Hawaii and her native land. Until her death at the age of 80, she still felt the spirit of the circus.

STANBERY Christmas Parade unit opened in Kewanee, Ill., November 25, with 18 people, 15 ponies, horse, camel, 20 floats and 160 local people taking part. Personnel includes Lyndon Snell, manager; Loree Snell, secretary and wardrobe mistress; Milton Herrick, dog and pony act; Mrs. Harriett, whip-cracking; Hilda Marcya, producing clown; McCall, dog team; Lester Whipple, musical director; L. C. Shaller, sound system; W. L. Strat, Santa Claus; and Ode Ackerson, parade marshal.

KILTS have been worn for four centuries. Some of these thrifty side-show bidders have proved this fact.

JEAN LEROY writes: "In '35 my brother, Charles, and I were working out new gags for the Cole show and hit upon the idea of bringing a large group of clowns out of an ordinary coupe. I believe my brother had seen it done by a comedy firemen's band and that they came out of a wagon. Idea was worked out and given to Rex de Rossett. The car gag was not made for a later date. In '38 Otto Gribbling built the gag in his own way, using it in the Chicago Stadium."

LEWIS SOCIETY CIRCUS is promoted playing merchants' shows in Oklahoma to good business since closing with J. P. Sparks Show. No dates have been missed and booking has been steady. Show travels on three trucks and two trailers, including a sound car. Performance is presented in one ring and a steel arena. Program includes Captain Lee, fighting lions; Johnny Duggan, trained dogs, monkeys, and goats; Pilot, pickout pony, and two clowns with original walk-around. Lee Houston is manager and William Polack general agent.

NOTES from Ira M. Watts, Circus by Hazel King from Youngsville, La.: Enjoying lovely weather down here. Had to shed topcoats and don summer weights. John R. Ward Show passed on its way to Lafayette, La. Concession department, headed by Red Ball, is doing okay. Jack Weston is doing well with banners. Al McGee played here. Credit is due the mechanical department for keeping trucks moving without a

NOTES from Wichita, Kan., by Betty Leonard: Al G. Kelley-Miller Bros. Circus, which recently purchased the elephant Mena, is wintering in Mena, Ark., after which the elephant was named. During Polack Bros.' Circus engagement here John White presented Fred Leonard with a jumping greyhound, Jack McFarland is in town head of International Congress of Oddities. Leo Blondin, of Oklahoma City Zoo, has asked school children who listen to his broadcasts to mail him canceled postage stamps. The dye is extracted and 1,000,000 stamps will pay for a bed in a London hospital. A circus party is being planned at Bill Mommell's circus bar, Beaver Dam, Wis. Chief Keys, Port Townsend, Okla., has leased an attractive folder of Kelley-Miller Bros.' 41 route.

**PCSA**

(Continued from page 35)

3 election and short speeches were made by each. Betty Wilson, candidate for second vice-president, was the only one absent.

Allie Wrightman, of Wrightman Amusement Company, came in for a few weeks' visit with relatives and to attend meetings and holiday socials. Ethel Krug came in for the winter, also Bertie Kathie Harris. Babe Miller arrived and will open her lions. The Millers closed their concessions in Mason Beach, Ross Douglas, of Douglas Shows, dropped in at the meeting. Rosemary Loomis, chairman of the January 5 installation dinner, reported she has selected the Blue Room of the Alexandria Hotel for the event. She presented to her mother, Jessie Legonia, the diamond watch. Rose Clark returned from Okman Springs, Ethel Brown was enjoying the company of many friends. Martha Lerino was present.

**HASC**

(Continued from page 35)

adjourned lunch was prepared and served by the entertainment committee under Nellie Wober, co-chairman. Sixty places were set and the men gave a vote of thanks. President Ruth Martore, Rose Lee Elliott, Martha Walters and Pearl Vaughn have been in Chicago. Lola Hart has returned to the hospital after a short visit home. Mr. and Mrs. Carter Buton spent the week-end with Mr. and Mrs. Charlie Nathan.

You've saved two million lives... so far!

Since 1911, when the fight began, the tuberculous 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 enemy won't 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 the enemy of mankind. Our weapons are Research, Education, Prevention. Control—made possible by your use of Christmas Seals. Get them today.



**CHRISTMAS SEALS**

**Events for Two Weeks**

- December 8-13
- D. C.—Washington, Circus & Bazaar, 11-14.
  - FLA.—Jacksonville, Auto show, 11-13.
  - GA.—Waynes Co. Show, 11.
  - ILL.—Chicago, Hobby Show, 11-14.
  - IA.—Iowa State Center, Open Show, 9-11.
  - ME.—Portland, Poultry Show, 10-12.
  - MICH.—Detroit, Poultry Show, 10-11.
  - Detroit, Mich. 1-21 Club Show, 9-11.
  - Grand Rapids, Fat Stock Show, 9-11.
  - MINN.—Fireside, Poultry Show, 10-12.
  - ORE.—Gladstone, Poultry Show, 9-12.
  - PA.—Pittsburgh, Livestock show, 9-10.
  - Pennsylvania, Mail Motor Truck Show, 9-13.
  - TENN.—Knoxville, Fat Cattle Show, 10-12.
  - TEX.—Amon, Poultry Show, 10-12.
  - W. VA.—Martinsburg, Bank, Poultry Show, 10-11.
- December 15-20
- MO.—Kansas City, Poultry Show, 11-20.
  - S. C.—Charleston, Charity Ball & Frolic, 15.
  - W. VA.—Charleston, Police Indoor Circus, 15-20.

**POPULAR ITEMS**

(Continued from page 55)

The manufacturer concludes by stating that men already selling this item report excellent results.

**Jumbo Bears**

One of the attractive items for the holiday season is the Jumbo Bear offered by Jerry Gottlieb, Inc. The stuffed bear stands 16 inches high and is made of shiny, durable velvet plush. It is claimed, "There is plenty of color in the item, as it comes in black and white, gold and brown, and red, white and blue combinations. This type of merchandise is a good seller throughout the year, but there is extra special appeal during the Christmas shopping period. The Jumbo bear is a good gift item."

**Folding Seat**

A new folding seat which provides a comfortable back rest for boats, camp chairs, picnic benches, etc., has been

Here's a REAL BARGAIN!

FAMOUS \$15.00 GENUINE

**ZEPHYR ELECTRIC SHAVER**

In most attractive quality gift box. CLOSE-OUT OF 4250 PIECES

Buy them to the limit! Wonderful promotion lasts

**LOTS OF 6. Each \$1.25**

Shave \$1.45, plus postage. Full payment with all orders. Price guaranteed until Jan. 1, 1942. 10% cash advance with shipment.

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**SALESBOARD ABC's**

**DEALS, The Billboard, 1564 B'way, N. Y.**



Banquet Registration

(Continued from page 24)

Paul Fairleigh, Station WGN; Mr. and Mrs. Noble C. Fairly, Dec. Lang Shows; Jack Feldberg, DeJapp Concession Co.; Ray Peis, Zor Shrine; Helen Pennesser, South Dakota State Fair, Huron; H. L. Filbert, Lewis Bros. Circus; Leo Finch, Sam Stratton; Emma Pink, NSA; H. L. Plake, North Dakota State Fair, Minot; C. W. Pinney; Mrs. Goldie Fisher, Sol's Liberty Shows; Mr. and Mrs. Harry L. Pitton, Midland Empire Fair, Billings, Mont.; Dorothy and Paul Flanagan, Casey Concession Co.; W. C. Fleming, James E. Strates Shows; Mr. and Mrs. George B. Mint, Boyle Woodfolk Agency; Joe J. and Jean Fontana, Blue Ribbon Shows; Mr. and Mrs. C. R. Pontalino; Sam Foster, Canadian National Exhibition; Mr. and Mrs. John Francis, Maryland Shows; C. W. (Chick) Franklin, Pull's World's Fair Shows; Dr. S. Friedman, Goodman Shows; E. E. Fritzel, Kansas State Fair, Hutchinson; Harry J. Frost, Minnesota State Fair, St. Paul; Mr. and Mrs. Ray Fulton.

H. Hohenadel, CPA; Glen B. Holmes, Dec Lang Shows; J. Halligan, Conklin Shows; P. E. Hooper, Newton County Fair, Kentland, Ind.; Olga Hopper, Tommy Sacco Theatrical Mart; Irish and Ruby Horan, Jimmie Lynch; T. A. Hornbrook, Calgary Exhibition and Stampede; Bill and Mrs. Zlei Horton, Jimmie Lynch; Denny E. Howard, Goodman Shows; Mrs. Mae Howe, Conklin Shows; Mrs. Hal Hoyt, Gus Sun; Nell Hughes; Peg W. Humphrey, Circus Pub. Co.; W. L. Mickey Humphreys, National Bowlers Journal; E. A. Hunger, International Harvester Co.; Mr. and Mrs. Court Hussey, Court Hussey Orchestra; C. J. Hutchinson, Louisiana State University; Glenn L. Hyder, Eli Bridge Co.

Harry A. Illinois; Phil Isset, World of Mirth Shows; Walter A. Iria.

W. D. Jackson, Western Fair, London, Ont.; Joe Jacobson, Western Midwest Agency; Charles Jenkins; Don B. Jenkins, Jimmie Lynch; Mr. and Mrs. S. T. Jessop, U. S. Tent & Awning Co.; Robert B. Jewell, Kentucky State Fair, Louisville; Frank B. Joerling, The Billboard; Fred C. Johnson, Steele County Free Fair, Owatonna, Minn.; George W. Johnson, U. S. Tent & Awning Co.; Mr. and Mrs. A. C. Jolly, Robinson Amusement Co.; Mr. and Mrs. Charles Jones, Shrine Circus; L. F. Jones, International Congress of Oddities; Mrs. J. J. Jones; Mr. and Mrs. R. P. Judy, World of Mirth Shows.

Florence Kalter, The Billboard; Jack Katcholm, William Morris Agency; Al Kimm, Rubin & Cherry Shows; Richard S. Kaplan, ACA; John W. Kapp, City of Springfield, Ill.; Mack Kassow, Frank Wirth, Booking Assn.; Mr. and Mrs. Al Kaufmann, Conklin Shows; Mr. and Mrs. Lew Keller, Casey Concession Co.; Mr. and Mrs. H. B. Kelley, Hilldale, County Fair, Hilldale, Mich.; Joseph W. Kelly, Sheesley Shows; Frank and Louisa Kennedy, Frank Shows; Omar J. Kenyon, Hamli-Morton Circus; Mr. and Mrs. Jack W. Kerschner; Mrs. F. C. Ketter; L. H. Kibby; J. K. Buck Kidd, Motorcycle Race; Sam Kira, Bethany (Mo.) Fair; Frank H. Kingman, Brockton Fair, Brockton, Mass.; Win Kinnan, Ohio State Fair, Columbus; Mr. and Mrs. Robert Klein, Great Lakes Shows; Jack Klein, Barnes-Carruthers; Johnny J. Kline, Greater Show World; Jack Kneeland, David Irwin Bakimo Show; John J. Knerzich, Hollywood Turf Club; C. J. Knickerbocker, Iowa State Fair, Fairfax; O. E. Kohn, Fulton Bog & Cotton Mills; Margot Kohn; Peter Kotes, Beckmann & Gerety Shows; Adolph Koss, Royal American Shows; Elma Kross, Beckmann & Gerety Shows; Larry Krans, Tri-angel-Poster Print; Mr. and Mrs. Fred H. Kressman, Barnes-Carruthers; Jeanur L. Kridler, Blue Ribbon Shows; Joe Kroll; Mildred G. Krueger.

Wm. Laddie, Richard Miller, Dr. John LaMarr, Johnny J. Jones Expo; Clifford Lapham; C. J. Latseda, The Billboard; Mr. and Mrs. Albert Latta; Carl J. and Francis V. Lauther, Collin & Wilson Shows; D. M. Lavender, Columbus Fair Assn.; Columbus, Mich.; Mr. and Mrs. Max H. Levine, Tri-State Fair, Superior, Wis.; Mr. and Mrs. F. A. Lawrence, Lawrence Concessions; Howard C. Lawrence, Ionia (Mich.) Free Fair; Mr. and Mrs. Raymond A. Lee, Minnesota State Fair, St. Paul; Mrs. S. Leeb, Reynolds & Wells Shows; Elaine Lehman, Avery Productions; Myrtle Lehnert, Lewis Supply Co.; John Leonard, World of Today Shows; Jack Leonard, Rock-Ola Manufacturing Corp.; Mrs. J. R. Leonard, ACA; Lou Leonard, Casey Concession Co.; Mr. and Mrs. Sam J. Levy, Barnes-Carruthers Art and Charles Lewis, Art Lewis Shows; Mr. and Mrs. Paul M. Lewis, Lewis Bros. Circus; S. B. Lewis, York (Pa.) Inter-State Fair; Rube Lebnom, Barnes-Carruthers; Mr. and Mrs. Gntee Lilly, Nebraska State Fair, South Omaha; Moser R. Lincoln; William A. Lindemann, Minnesota State Fair, New

Ulm; Ella Linegan, Avery Productions; Herbert J. Link, La Porte (Ind.) County Fair; Mrs. Sally Lippert, Tennessee State Fair; Morris Lipaky, Johnny J. Jones Expo; Phil Little, World of Today Shows; Roger Littleford, The Billboard; Nell Lochler; Sam Stratton; John L. and Mrs. Martha Lorman, Royal American Shows; Mr. and Mrs. L. A. Londerback; L. & L. Concessions; Henry J. Lund, St. Paul Winter Carnival; Florence M. Lusse, Lusse Bros., Inc.; W. P. Lutschel, Great Lake Shows; Jimmie Lynch, Death Dodgers; Shirley Frances Lyons, Conklin Shows.

Charles McBride; Verniece McBride, Saunders Pub. Co.; Mr. and Mrs. J. C. McCaffery, ACA; A. E. McClanahan, Tennessee State Fair, Nashville; Mrs. Mae McClintock; Bill McCluskey, Station WLW; Bertha (Gyp) McDaniels, Johnny J. Jones Expo; Jack D. McDonald, Wyre Greater Shows; H. H. McFroy, Ottawa Exhibition; G. L. McFarland, Indiana State Fair, Indianapolis; T. H. McGowan; G. J. B. McGowan, Charles A. Lenz; Mr. and Mrs. J. A. McKee, Palisades Park; A. McLachlan, Wyre Greater Shows; Miss DeLacey McMurtry, Illinois Co. 4-H Club, Jackson, Miss.; Harold E. MacNeill, Brockton (Mass.) Fair; Herbert J. Madden, Tennessee Valley Fair, Knoxville; George J. and Loretta Madill, Sol's Liberty Shows; Ullaine Malloy; L. J. Malone, USO; Leone Mansater; Wallace C. Manrow, Indiana Assn. of Fairs, Goshen; Robert Mansfield, Mansfield Shows; L. M. Maple, Bethany (Mo.) Fair; Mr. and Mrs. R. Marago, Royal American and Beckmann & Gerety shows respectively; Gary Markell; Frank Marks, R. O. Spore Corp.; Mr. and Mrs. Art Martin, World of Today Shows; Ruth Martine, Deo Lang Shows; Mr. and Mrs. Vito Marzullo; George W. Mason, Jimmie Lynch; Mr. and Mrs. Paul M. Massmann; Anne Matzka, Rubin & Cherry Shows; Mr. and Mrs. Phil Maxwell, W. H. Maxwell, Iowa State Fair, Winteret, Ia.; E. C. May, Mighty Shesley Midway; Mr. and Mrs. Frank H. Means, Colorado State Fair, Pueblo; J. H. Merant, Missouri-Pacific Railroad; Walter H. Metz, Conklin Shows; Lewis L. Mellor, Bell & Howell Co.; Mr. and Mrs. W. L. Mellor, Baker-Lockwood Mfg. Co.; Berrie and Shirley Mendelson, O'Henry Tent & Awning Co.; Genevieve Meyer, Miller Amusement Enterprises; Mr. and Mrs. E. J. Millie, Nebraska State Fair, Lincoln; Bill Miller, Miller Bros. Swimming Pool; Nancy Miller; Mr. and Mrs. Richard Miller, Miller Amusement Co.; Thelma Miller, Johnny J. Jones Expo; Bert Miner, Johnny J. Jones Expo; George Miner, Northern Wis. Dist. Fair, Chippewa Falls; Mr. and Mrs. Louis M. Miner; S. M. Mitchell, Kansas State Fair, Hutchinson; J. T. Monsour, Louisiana State Fair, Shreveport; C. A. Moore; Mrs. C. D. Moore; Mr. and Mrs. Dinty Moore; Don Moore, Beckmann & Gerety Shows; Lovi P. Moore, Indiana State Fair, Rochester; William Moore, North Carolina Department of Agriculture, Raleigh; Mr. and Mrs. Henry Morgan, Schilts Brewery; Charles R. Morris, Indiana State Fair; Dorothy Morris, Bathnet Shows; Jimmy Morrissey, Baker-Lockwood Mfg. Co.; Arthur Morse; Robert M. Morse, La Porte Co. Fair, La Porte, Ind.; Mrs. John Muider, Mulder Concessions Co.; J. P. Mullen, Iowa State Fair, Ponda; J. P. Murphy, Gooding Shows; Joe Murphy, World of Today Shows.

Sam Nantel, Death Dodgers; Charles and Richard Napolitano; William E. and Dorothy M. Naplos, Beckmann & Gerety Shows; Ms. and Mrs. George H. Nelson, Lake Co. Fair, Crown Point, Ind.; Hyman Neulish; R. T. Nelson, Worth Co. Fair, Northwest, Ia.; J. D. Newman, Cole Bros. Circus; T. E. Nickerson, Bethany (Mo.) Fair; Fred J. Nissen, Racine (Wis.) Fire Department; E. H. Noll; Bethany (Mo.) Fair; J. Gilbert Noon; Robert North, Mighty Sheesley Midway; Gwynne North, William Morris Agency; John L. and Alysie Nugent, Logan Co. Fair Assn., Lincoln, Ill.; Mr. and Mrs. Sam Nun's; N. A. Nutter, Miller Amusement Enterprises.

Ralph Paolini, Paoli Novelty Station Co.; Mrs. R. A. Packard; Harold and Boots Padlock, Johnny J. Jones Expo; Rise H. Page, Great Lakes Expo; Helene Palmer, The Billboard; Bob Parker; Earl H. Parks, Gold Medal Shows; Joseph Parvon, U. S. Tent & Awning Co.; Anna Jane Pearson, Pearson Shows; R. C. Pearson, Tennessee State Fair, Nashville; Julia Pella, National Speedway; Robert Pellan, La Porte, Ind., County Fair; Meyer Peltman, Robinson Amusement Co.; H. V. Peterson, Tirroll Exposition Shows; Mrs. J. W. Peltzer; E. Lawrence Phillips; Johnny J. Jones Exposition; Mr. and Mrs. Dave Picard, Conklin Shows; Herman Pluda, Beckmann & Gerety Shows; Grace Pollock; Martanna and Ralph Pope, World of Today Shows; Mrs. E. F. Potter; Mrs. John R. Potts, Dave Picard; Bill Powell, World of Mirth Shows; Lettie Powell, Death Dodgers; D. J. Poyner, Joplin (Mo.) Fiesta; Samuel E. Preil, World's Fair Shows; E. S. Priddy, Indiana State Fair; Harry E. Prince, Lincoln Park, Westport Factory, Mass.; Art A. Proulx, UKO; Anton B. Pugal, Dodson's World's Fair Shows; Denny Pugh, World of Today Shows; Pat Purcell, MCA; A. L. Putnam, Northern Wis. Dist. Fair, Chippewa Falls.

Bill Rabkin, International Microscope Reel Co.; Edward P. Ratin, Pull's World's Fair Shows; Sally Rand; Helen and Nan Rankino, World of Today Shows; Henry L. Rapp, American Fireworks Co.; J. F. Reid, Happyland, Inc.; H. W. Reinhart, Princeton (Ind.) Fair; Marion Reno, Alma Clausen; Maynard Reuter, The Billboard; Mr. and Mrs. Curly Reynolds, Reynolds & Wells Shows; L. A. Richardson; Vaughn Richardson, International Congress of Oddities; Mrs. W. Rindernacht, All-Iowa Fair, Cedar Rapids; Irma Roach, Imperial Shows; H. A. Robertson; J. S. Robinson, University of Tennessee; Lillian Robinson, Robinson Amusement Co.; Henry S. Roeller, Roeller's Amplifying Service; Margaret Roll, Collin & Wilson Shows; Ben O. Roodhouse, Eli Bridge Co.; Louis Rosenberg, Johnny J. Jones Expo; Howard Rosene, William Morris Agency; C. Ross, Canadian National Exhibition; A. L. Roseman; Eddie and Mrs. Ann M. Roth, Blue Ribbon Shows; Rob Roy, De Kalk Co. Fair, Alexandria, Tenn.; Jack Rubin; Roy R. Ruhlman, Al. Stryke Cretio Circus; J. J. Ruha; Audubon Co. Fair, Audubon, Ia.; A. A. Russell, Nebraska State Fair; Nellie Russell Conklin Shows; Marguerite Ryan, Brown County Fair, De Pere, Wis.

Thomas Sacco, Tommy Sacco Theatrical Mart; Wilfrid and Juliette Samsou, Quebec Exhibition; Louis Sander, U. S. Tent & Awning Co.; Rose and Mary E. Sardo, Ionia (Mich.) Free Fair; Mary E. Saum; Buck Saunders, F. E. Gooding Shows; B. B. Sawyer, Signaw Co. Fair, Baginaw, Mich.; Mr. and Mrs. H. Schlossberg, Mr. and Mrs. A. Schlossberg; Adele and Robert Schlossberg, Johnny J. Jones Expo.; Norman, Louie, Lena and Mild Schlossberg, Crown Propeller Bar, Chem Schmitz; Eleanor Schneider; Joe S. Schilbo; Beckmann & Gerety Shows; Edgar L. Schooley; Lester R. and Marion B. Schrader, St. Joe Co. Fair, Centerville, Mich.; Bob Schriener, The Billboard; A. M. Schuh, Newton Co. Fair, Kentland, Ind.; Edna Schuler, Blue Ribbon Shows; Edwin Schultz, Nebraska State Fair, Frank M. Schulse; Saylo Schwarz, Goodman Wonder Shows; Mr. and Mrs. Joseph Scardino, James E. Strates Shows; C. B. Scott; Mary E. Scott, La Porte County Fair, Hammond, Ind.; G. J. Sedlmayr, Royal American Shows; A. E. Selden, the Stratosphere Man; Martin W. Selner, Selner Mfg. Co.; Carolyn Sentry, U. S. Printing Co.; Max Shaffer, W. D. Barrett; Diggs; Dave Shanker, Saunders Mide & Nor. Co.; Mr. and Mrs. Floyd M. Shankle, World of Today Shows; Albert M. Shapiro, M. Shapiro; Jaks Shapiro, Triangle Poster Printing Co.; Thomas P. Sharkey; Mr. and Mrs. Bob Shaw, Gus Sun Booking Agency; Vince Shay, Mills Novelty Co.; Frank D. Shean, Seaside Park, Virginia Beach, Va.; J. M. John D. Jr. and Dorothy Sheesley, Mighty Sheesley Midway; F. E. Sheldon, Iowa State Fair, Des Moines; Mr. and Mrs. Dave Shoptro, Deo Lang Shows; H. D. Shive, Blue Ribbon Shows; Larry E. Shroyer, Logan Co. Fair Assn., Lincoln, Ill.; Clint W. Shuford, Hennes Bros. Shows; Walter W. Siegrist, Springfield Trailer Co.; Mory Silbermann, Continental Distributing Co.; Mrs. Minnie Simmonds, Conklin Shows; W. W. and Ethel Murray Simonds, Oklahoma Free State Fair, Muskogee; J. C. Simpson, Rudolph Singer, Casey Concession Co.; Louis Sister, Great Lakes Expo; Jack Sloan, The Billboard; John A. Sloan, Racing Corp.

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W. L. Taberott, West Virginia State Fair, Lewisburg; Mr. and Mrs. W. J. Talley, Mrs. H. J. Talley, Bob's Liberty Shows; A. Gordon Taylor, La Porte Co. Fair, La Porte, Ind.; C. H. Taylor, Indiana State Fair; Hillman Taylor, Mississippi Fair & Dairy Show; Hunter Taylor, West Tennessee Dist. Fair Assn., Jackson; Raymond Taylor, Station WGN; Virgil L. Teeter, Gus Sun; Fred Tennant, State Fair of Texas, Dallas; Dave Tennesson, Frances Terry; Lucky Teter; H. B. Themer, Steele Co. Free Fair, Owatonna, Minn.; J. C. (Tommy) Thomas, Johnny J. Jones, Expo; L. I. Thomas, P. E. Gooding Shows; J. D. Thompson, Newton Co. Fair, Kentland, Ind.; W. E. and Lois Thompson, Beckmann & Gerety Shows; M. Thompson, White's Novelty House; Norman Thorne, Nite Life News; Mr. and Mrs. E. B. Thornton, Minnesota State Fair; W. W. Therp, South Dakota State Fair, Huron; Dan P. Thurber, North Montana State Fair, Great Falls; C. A. Tinsler, Steele Co. Free Fair, Owatonna, Minn.; Howard Tooley, Howard Tooley Productions; Dr. and Mrs. Tom Turney; Ned E. Loub, Victor and Molly Torti, Wisconsin De Luxe Corp.; Leonard Traube, The Billboard; Mr. and Mrs. Phil C. Travis, Tennessee State Fair, Nashville; Eugene G. Triberger, Hotel Juncau.

H. J. Van Gundy, Illinois State Fair, Springfield; Paul F. Van Pool, Joplin (Mo.) Fiesta; George Van Sack, Imperial Shows; Eddie Vaughan; Curtis J. and Mr. and Mrs. E. C. Velare, ACA; Mr. and Mrs. G. Vogstad, Beckmann & Gerety Shows; E. O. Vollmann, San Joaquin Co. Fair, Stockton, Calif.



W. and Mrs. Al Wagner, Great Lakes Expo; Julius Wagner, M. J. Doolan Enterprises; Dr. and Mrs. Leonard M. Wagner; W. J. Wallace, Tennessee State Fair, Nashville; Neal and Mrs. O. N. Walters, U. S. Printing Co.; Mrs. Jake Ward, Illinois State Fair, Springfield; Sam Ward, ACA; Ken Warfield, Lottie Mayer's Water Ballet; W. S. Warner, Oklahoma Free State Fair, Muskogee; J. H. Warren, Saskatoon, Sask.; Exhibition; I. H. Wartchow, Eastern Idaho State Fair; William B. Way, Tulsa State Fair, Tulsa, Okla.; E. W. Weaver, Gooding Amusement Co.; John B. Webb, Indiana State Fair, Indianapolis; Mr. and Mrs. Nell Webb, Conklin Shows; Barbara Weigel, The Billboard; Mr. and Mrs. Manny Weinberg, Jack and Mrs. Esther Weiner, Henrich Bros. Shows; John and W. J. Wendler, Allan Herschell Co.; George Wesner, Minnesota State Fair, St. Paul; Frank West, All-American Exposition; George W. Westerman, Amusement Corporation; E. Curtis White, Indiana Board of Agriculture; Oatford White, National Speedways; John F. White, Sioux Empire Fair, Sioux Falls, S. D.; Mr. and Mrs. P. L. White, Johnny J. Jones Expo; Eugene Whittemore, American Business Magazine; Mr. and Mrs. Jimmie Wilburn, Racing Corp. of America; A. J. Wilhelm; Mr. and Mrs. Louis Willemain, Michigan State Fair, Detroit; Mr. and Mrs. Frank Williams, Fish Williams Thrill Drivers; Jim Williams, Gooding Shows; Sam Wilner; Mrs. W. W. and the Great Willam; Cliff Wilson; Mr. and Mrs. Harvey Wilson, Johnny J. Jones Expo; Jack D. W. Winobrenner, Baker-Lockwood Mfg. Co.; Mr. and Mrs. Frank R. Winkley, Winkley Thrill Productions; Frank Wirth; Dr. and Mrs. A. J. Wochinski, SIA; O. O. Wolf, Kansas State Fair; William Wolper, World of Mirch Shows; P. A. Woods, Conklin Shows; Lillian Woods, World of Today Shows; Ted Woodward, All American Exposition; Boyce Woolfolk, Boyce Woolfolk Agency; Mr. and Mrs. G. L. Wright, Publishers Business Service; Mr. and Mrs. H. V. Wyman, South Dakota State Fair.

T. C. Young, State Board of Agriculture, Huron, B. D.; J. Charles Yule, Calgary Exhibition & Stampede.

Emanuel Zecchini, Dodson's Shows; Eduardo Zecchini, the Human Cannon Ball; William Zeidman, Mighty Shoeley Midway; Lois and D. Zucke Zeller, Robinson Amusement Co.; Philip B. Zook, Globe Poster Corp.; Mr. and Mrs. R. Zurov; John Zurov, Ohio State Fair, Columbus.

SLA AUXILIARY DINNER

(Continued from page 13) 1942 board of governors was introduced, and two distinguished guests were Carl Sedlmayr, president SLA, and Dr. Max Thorek. Both were enthusiastically received with a tremendous ovation.

New members added for 1942 totaled 150. Gifts were presented to Edna O'Shea and Freda Rosen for the membership drive. Moving pictures were shown by Bernie Mendelsohn and Whitey Newell, of the SLA, showing the progress of the organization.

Ladies' luggage set was awarded Lorraine Antone, and the radio went to Johnnie Fox. Men's luggage set was awarded to T. R. Peckman.

Guests

Attending the dinner were Edith Streibler, Phoebe Carlsky, Ann Doolan, Jeanette Wall, Rose Page, Lucille Hirsch, Midge Cohen, Clara Zeiger, Marie Brown, Nan Rankine, Mrs. Al Lettlo, Mrs. Dolgarian Hoffman, Mrs. Al Miller, Sadie Schwartz, Evelyn Hook, Mrs. Cleora Helmer, Mrs. Cora Yeldham, Mrs. H. Bolden, Mrs. Lew Keller, Mrs. L. M. Brunlere, Mrs. Ida Chase, Kielo Miller, Nellie Byrnes, Ann Stryker, Nellie Mador, Phyllis Keyes, Mrs. McKonrick, Mrs. Ed Hill, Mrs. Anna Young, Adele, and Lena Schlossberg, Beada Simon, Pearl Darling, Esther M. Weiner, Lois Thompson, Mrs. Hattie Letto, Mrs. Ray Oakes, Mrs. Maude M. Goller, Mrs. Pauline Dorf, Mrs. Martha Witter, Mrs. Mattie Crosby, Diana Scartina, Lillian Lawrence, Mildred Bonoma, Antoinette Potema, Marianna Pope, Doris West, Mabel Wright, Isabel Cohn, Lee Kaufman, Carmen Bishop, Helen Rankine, Gussie Travis, Lillian Woods, Mr. D. O. Hollis, Mrs. J. J. Harzer, Margaret Pilgrasse, Margie Frels, Marge Kelly, Kathryn Doolan, Ceila O'Connell, Marie Zirov and Mrs. Catherine Healy.

Ruth Martone, Judith Solomon, Mrs. Edward A. Hock, Inez Shankle, Mrs. Kelo Brizendine, Mrs. Fred Beckmann, Anna Jane Pearson, Virginia Elme, Viola Falry, Bertha (Gyp) McDaniel, Mrs. Ansel Waltrip, Mrs. Carl J. Lauther, Rayne Golden, Grace Goss, Jackie Dop-

linger, Mrs. Maude V. Nolan, Mrs. James W. Jackson, Mrs. George Kollo, Mrs. T. W. Hents, Mrs. George Vogstad, Gladys Brod, Mrs. Bill Stephens, Mrs. Dee Lang, Mrs. Erna, Mrs. Alice Strout, Mrs. Oscar Bloom, Mrs. Ruth Spallo, Mrs. W. Demopolis, Lillian G. Guck, Goldie Fisher, Mrs. Pearl Vaught, Mrs. Martha Walters, Mrs. M. Stammers, M. Howe, Mrs. Bob Klein, Mrs. Al Wagner, Verna Sullivan, Dorothy Sheeley, Mrs. Sunny Berbet, Mrs. Maudie O. Stokes, Dorothy Fanning, Josephine Woody, Mrs. Art Martin, Mrs. John A. Francis, Viola Blake, Mrs. Rose Reed, Elizabeth Jacks, Mabel Reid, Edna Burrows, Shirley Mendelson, Elizabeth Gooding, Doris Goutercoat, Garnet Gooding, Jean Spantana, Mrs. Anna M. Roth, Mrs. Frieda Rosen, Mrs. Sam Fidler, Mrs. Sammel Burgdorf, Mrs. Clifford Crosswith, Mrs. Nellie Eriksen, Mrs. Margaret McKib, Flora R. Elk, Mrs. Emma Fink, Mrs. Rex Billings Jr., Mrs. George Hamid, Leah Greenapoon and Mrs. Jack Olibert. Bunco and cards were played after the dinner.

WITH THE LADIES

(Continued from page 13) lined in the sequins. Her gold evening-bag carried her orchids.

Ida Cohen wore a three-piece formal of black and a turquoise-trimmed bolero with gold belt. Mrs. Margaret Storey wore black net with jet trimmings arranged in novel frills. Mrs. Raymond Lusse wore dulled blue with gold beater ornaments. Florence Lusse wore black crepe with bands of beaded accents. Mrs. Dee Lang wore sea-blue chiffon with a folded arrangement of rhinestone bands. Mrs. Charles Goss wore a Paul model in crystal green and white that accented tudor roses of the green. Verna Sullivan wore white crepe with full knife-pleated skirt. Rayne Golden wore a rumba model of white suavely streamlined and ornamented with gold. The skirt, quite short in front, was long and ruffled in the demure showing lining. Long white gloves and shoulder straps of gold with gold head arrangement made an outstanding costume. Mrs. John Francis wore black with velvet appliqued boxes. Mrs. Helen Holmes wore an evening blouse of pott point with a long black skirt. Mrs. Emma Fink wore a confetti blue with red roses. Shirley Lyons wore a slinky black crepe with red sequined half ornaments. Peggy Reynolds wore a lavishly embroidered red chiffon with long full sleeves. Mrs. George Hamid wore a black and gold costume with a huge envelope evening purse of corset with gold ornaments. Mrs. Johnny J. Jones wore a light-fitted bodice of solid sequins with a full net skirt. Daisy Davis wore red embroidered chiffon with short evening jacket of the same shade. Mrs. Jack Hopphill wore black with heavy bands of turquoise at sleeve and hem. Mrs. Midge Cohen wore a smoky blue brocade with hip-length fitted jacket. Mrs. Kenneth Blake wore white net outlined with silver sequins. Mrs. Ruth Spallo wore a flattering black sequined model. Mrs. Jack Greenapoon wore a basque green with pearl-trimmed bands. Mrs. Ed Hock wore columbine blue that in no way dulled her beautiful head of platinum gray hair. Mrs. Rayne Markel wore red and gold chiffon with dull gold jewelry. Mrs. Martha Walters wore crushed cherry red with short jacket. Mrs. Frank Duffield wore Chinese blue with gold detail. Mrs. Marie Beckmann wore black with a slight turquoise touch. Mrs. Mike Rosen wore black net with drop yoke of pearl trimming. Rose Paige wore pearl pink crepe with gold jewelry. Mrs. Al Wagner wore black with gracious folds of sequins. Mrs. Cris Miller wore a flaming red jersey with black in contrasting lines. Mrs. Al Letto wore black with a new eye-catching puff sleeve. Mrs. Inez Shemel wore a tight bodice of white with a stiff full skirt of Kelly green. Mrs. Nell Webb wore a burgundy egypte with braided rows of gold.

Bertha McDaniel wore a honey-colored gown with an effective arrangement in basque lines and a gorgeous orchid tulle to color. Mrs. Frank Conklin wore emerald green that made a perfect setting for a full row of orchids. Mrs. Fred Kreamann wore a burgundy silhouette with brocaded bodice. Mrs. Bill Wendler wore black matinee with a diamond clip. Mrs. Boots Paddock wore an extremely beautiful gown of dark Bombay blue with shoulder straps of blue sequins. Mrs. Harry Pitton wore a frothy green gown with silver trimmings. Mrs. R. B. Gooding wore black with a drop shoulder yoke of seed pearls. Mrs. Ned Torti was in demure white with a flaming hemline and wore an orchid that gave her hair a golden sheen. Mrs. Carl Lauther wore a shirtmaker formal of

soft dull rose shade with tiny pockets of fine pearls.

Mrs. Frank Shean wore a white modal on the Greek drape side with triangle-shaped gold-matched ornaments. Mrs. Sara McCaffery wore a copper green tightly fitted gown with scalloped skirt over a frolic tulle colored hemline. Dorothy Finnagan wore a black net with a bodice of taffeta in soft folds with red and green. Mrs. Minnie Simsmonds wore black net with a sequin jacket. Mrs. Frank Kennedy wore demure school-girl black with her braids arranged in effective rolls over the ears. Mrs. Myra Howe wore a beaded black gown with a tricky neckline. Mrs. John Sheeley wore slinky black with a flame-red hanky and gold tassel trimmings. Mrs. Lillian Woods wore a beige silk leg model with full-pleated bertha. Mrs. Nan Rankine wore black net with narrow shoulder straps that set off perfectly her smooth shoulders. Mrs. Jack Duffield wore white in heavy crepe with gold belt.

Mrs. Maury Brod wore brown with brown sequins. Molly Brod wore moonstone blue net with full bouffant skirt. Mrs. Charles Green wore blue and gold in cross stripes that blended to complement her blond hair. Mrs. Mellor from Kansas City wore black net and lace with frilled hemline. Mrs. Mike Wright wore a soft frilled black net with pale orchids. Mrs. Inez Martin wore a black and white bias striped gown with red velvet shoulder straps. Sally Hand was a guest at the banquet and was a gleaming eye in a dark bronze formal with literally no back at all, but liberally trimmed in iridescent sequins. She wore Kelly green long gloves and carried a trick snuff of milk to match her evening wrap. Only one of the many show babies making the banquet this year was Raymond Lusse Jr., who crowded with delight at one and all and thought it a great joke to be at a banquet at the tender age of 10 months. One Cec Raynelet spent a quiet night in peaceful sleep. John Oscar Bloom also spent the night in sleep. The Goodman baby was unable to attend this year, but her grandfather says she is doing well.



BUY United States DEFENSE SAVINGS BONDS and STAMPS

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

## Work and Play

### A Suggested Slogan for the 1942 Convention

The Billboard staff is suggesting as a slogan or motto for the 1942 Coin Machine Convention the following: "The American Way: Work and Play." The value of slogans in boosting a convention are well known. In former years an annual slogan for the industry was promoted each year. During the present time an appropriate slogan will not only be useful for the convention but will also express the spirit of the industry thruout the year.

It will also help to express the desire of the industry to do what it can under present circumstances to help the nation meet the stress of the times.



All lines of business contribute to defense, including the coin machine business. The above cartoon suggests the part that retail stores have; coin machines help retail stores. (Cartoon from *The Retailer*.)

attention to the slogan used by the retail trade and suggested that operators co-operate in every way possible with retailers in making a success of their patriotic program.

At the recent convention of fairs, parks and other amusement interests in Chicago a telling slogan was used in various ways thruout the convention hall. It was—"Recreation for the Nation." Placards, streamers and banners were used to acquaint delegates and visitors with the slogan. A slogan can be used in exhibit booths and in various ways to make known the ideals of an industry.

In selecting a slogan for the coin machine industry there is always the difficulty of making a catchy statement that will clearly represent the music, games and vending machine sections of the trade. It is easy enough to include music and amusement machines in a slogan expressing

amusement or entertainment values, but such a banner does not clearly represent the vending machine section.

In offering the banner—"The American Way: Work and Play"—all these angles were duly considered and the ideas of work and play are felt to be broad enough to represent all branches of the industry.

All of the non-defense industries are confronted with the problem of how they can best express their desire to aid national defense and at the same time help hold the American industrial system together. The best brains in industry, science and the government are worrying over this problem every day and are trying to find a solution. The problem is to win the war and at the same time keep as many people at work as possible.

Our leaders in business and government are fully aware of how necessary it is to maintain jobs for as many people as possible, and yet they find that the upsets in industry due to defense preparations are causing considerable unemployment. The problem is serious one.

Thus, every industry, however small, has a much bigger part than usual in helping to provide jobs. Each branch of the coin machine industry has its part in providing employment and also in contributing to the general progress of the country. Every member of the industry has his own business, his own job, and also he helps other businesses in many ways.

Help America to keep all its people at work. This does not interfere with defense, but rather it helps the country to keep going while every possible effort is bent toward preparedness. Those industries that cannot make war materials can best serve by keeping on the job with work for as many people as possible.

Help America Work. Help America Play. When people work hard they also need diversion. They need music. They need convenient services. They need economical amusement. They need to play.

The times demand the hardest effort possible from everybody. This is no time for anybody to shirk. The times call for strenuous work. It is equally true the harder people work the more they need to play. The coin machine industry wants "The American Way: Work and Play."

## The American Way: Work and Play



# BRIEFS OF THE WEEK

### Deaths

Herbert Cole, manager Monarch Coin Cigarette Service, Akron and Canton, O., November 22.

### Marriages

Vincent Anastasi, of New Orleans, Novelty Company, New Orleans, and Olga Brigue, November 28.  
Paul Stevens, Richmond, Va., operator, and Jessie Mabel Gilman, December 18.

### Births

A girl to Mr. and Mrs. Fritz Frank, St. Cloud, Minn. Father is a coin machine operator.  
A girl to Mr. and Mrs. Arlon Heilicher, Minneapolis, December 1. Father is a coin machine operator.  
A girl to Mr. and Mrs. Robert Bosworth, New Orleans. Father is manager of a Penny Arcade owned by New Orleans Novelty Company. Mother is former secretary of same company.  
A girl to Mr. and Mrs. Philip Pace, New Orleans, November 27. Father is son of Julia Pace, retired distributor and association official.  
A girl, Joan, to Mr. and Mrs. Emanuel Rakowky, Philadelphia, November 15. Father is member of Rake Coin Machine Exchange, Philadelphia.

### Personnel

James O. Culpapper, of Ferriday, La., formerly with Rothschild-Lyons Company, now manager of F. & N. Novelty Company, Natchez, Miss.  
W. B. Andrews, F. & N. Novelty Com-

pany, has been transferred from Natchez, Miss., to Mendville, Miss.  
Bill Nelson has joined the music department of the United Amusement Company, Kansas City, Mo.

### New Addresses

Jim Parry, 3713 Euclid Avenue, Cleveland.  
Southwestern Coin Machine Company, 607 Ninth Street, Wichita Falls, Tex.  
Joseph J. Mellwig, Cameo Vending Service, 7400 Vista Avenue, Philadelphia.  
Boris Biegel, Acme Coin Machine Exchange, 801 Main Street, Buffalo.  
George Long, F. & N. Novelty Company, Natchez, Miss.

### Firm Changes

Samuel A. Roth has withdrawn as partner in the Pasadena Novelty Company, Philadelphia.  
William Friedlander, of Grand Lakes, O., has sold his phonograph business to Peter Liskich, Cleveland.  
Amator Kirtz Company has purchased the Monarch-Ohio Cigarette Service Company, Akron and Canton, O.  
Joseph DiCarlo has taken over ownership and management of Clippard Amusement Company, Buffalo. Firm is now located at Niagara and Rhode Island Streets, Buffalo.  
Frank Pontiero, Worthington, Minn., operator, has purchased interests of Harold Moleworth, same city.

### New Firms

Joseph J. Mellwig, Cameo Vending Service, 7400 Vista Street, Philadelphia.  
Cabinet Cigarette Vender Corporation, 278 Fifth Avenue, New York.  
Principals are A. L. Weiss, V. E. Chubb and W. Goldstein.

### In Chicago Last Week

Charley Aronson, Brooklyn Amusement Company, Brooklyn.  
Sam London, Milwaukee Coin Machine Company, Milwaukee.  
Leo Weinberger, Southern Automatic Music Company, Louisville.  
E. K. Shaffer, Shaffer Music Company, Columbus, O.  
Henry Seiden, Seiden Distributing Company, Albany, N. Y.  
George Glassgold, New York.  
J. C. Steele, Hammond, Ind.  
Carl Hebrak, United Amusement Company, Kansas City, Mo.  
Carl Tripp, Ideal Novelty Company, St. Louis.  
Joe Rittenberg, Dudley Sales, Rockford, Ill.  
Jim Kilroy, Rockford, Ill.  
Bill Cohen, Silent Sales Company, Minneapolis.  
Fred Gates, Minneapolis.  
Walter DeLcamp, Dayton, O.  
Fred H. Lacey, Dayton, O.  
Bill North, Coney Island, Brooklyn.  
Bill Rabkin and Al Blensow, International Mutoscope Rent Company, New York.  
Cy Radd, Northwestern Music Company, Mount Sterling, Ill.  
Henry Fox, Rockford, Ill.  
B. W. Lanford, Southwestern Coin Machine Company, Wichita Falls, Tex.  
Lou Byrne, General Coin Machine Company, Buffalo.  
Harry Fall, Detroit.  
Sterling Stanley, Memphis.

**ALL FREE PLAY GAMES**  
**READY TO SET ON LOCATION:**

Games Listed Below \$9.00 each, two for \$15.00

- Volley
- Play Money
- Wife Fight
- Games listed below \$17.50 each, two for \$32.00
- Summer Time
- Roller Derby
- Yacht Club
- Polite game \$27.50 each
- Gold Star
- Parade
- Crescent

Standard size slot folding stands, 9-2.50 each  
American Eagles ..... 15.00 each  
Ipsos ..... 0.00 each

Write for information in regard to hours or type of slot game

1/3 deposit with order, balance C. O. D.

**R. & S. VENDING CO.**  
250 PARSONS AVE., COLUMBUS, OHIO

**Canadians. Attention**  
**WANTED FOR CASH**

- BLUE FRONTS
- CHERRY BELLS
- MILONS
- CHROME
- BROWN FRONTS

**VIGNEUX BROS.**  
790 Bay St. TORONTO, CANADA

**BARGAINS FROM DAVE MARION**

1/3 Deposit - Balance C. O. D.

- 5000 Long Game Craps ..... 1.50
- Wheel to Win ..... 2.50
- Roller Derby ..... 4.50
- Card 21 ..... 5.50
- Ace ..... 4.50
- Poker Hand ..... 7.50
- File's Push ..... 14.50
- 1/3 Deposit - Balance C. O. D.

Write for Complete List  
**MARION COMPANY**, Wichita, Kan.

## THE 1942 COIN MACHINE CONVENTION AND SHOW WILL BE HELD

## What Operators Are Coming To See

By JAMES A. GILMORE, Secretary-Manager, Coin Machine Industries, Inc.

NUMEROUS reasons were given by operators in their replies as to why the 1942 Coin Machine Show should be held, but the greatest number were to this effect: To give operators a chance to see new equipment that can be operated profitably and with little or no tax.

They wish to see machines for vending candy, chewing gum, cigars, cigarettes, cold drinks, ice cream, milk, peanuts, pictures, postage stamps and any other merchandise that can be profitably vended. We already have exhibitors signed up for every type of vending machine referred to.

They wish to see arcade machines of every type and description and they

wish to see amusement machines of all kinds.

Again, fortunately, we have exhibitors signed up to display arcade machines and amusement machines.

Thousands of operators will come to Chicago anticipating seeing every type of machine they are looking for on exhibit in the show. Thousands of them will buy what they see exhibited in the show. Their attitude will be, if it is manufactured in Chicago it should be exhibited in the show.

## Birm'ham Coinmen Buy \$4,400 of Bonds

BIRMINGHAM, Dec. 6.—Meeting in Birmingham recently, phonograph operators purchased \$4,250 worth of Defense Bonds and \$150 worth of Defense Stamps. The meeting was attended by every operator in the Birmingham district and several from out of town, about 40 operators in all.

Attending the meeting was a representative of the Treasury Department, who sold the bonds to coinmen. Also present were representatives of the Chamber of Commerce, the State Defense Committee and a Birmingham city commissioner. All three spoke to the operators.

Coinmen were enthusiastic about the placing of *Any Bonds Today?* in phonographs, and it was indicated that there would not be a single phone in Birmingham did not carry the tune.

**WE BACK OUR PRICES WITH MERCHANDISE**

**SENATE AMUSEMENT VENDING SERVICE**

Senate Building  
690 Coney Island Ave., Brooklyn, N. Y.

All American \$25.00	Double Feature \$29.00
Attention ..... 25.00	Ditto ..... 25.00
Acad ..... 14.50	Patrol ..... 10.00
Big Game ..... 24.50	Pilot ..... 12.50
Band Wagon ..... 24.50	Formation ..... 25.00
Clown ..... 18.50	Landslide ..... 17.00
Crus Line ..... 27.50	Power House ..... 37.00
Mr. Ohio ..... 18.00	Stars ..... 17.00
Crusade ..... 12.50	Vacation ..... 17.00
	A Few Chubbies 8.00

Many Others—Free Monthly Listings  
1/3 deposit—balance C. O. D., P. O. O.

**WE ARE EQUIPPED TO DO RESIDENT BUYING FOR FOREIGN TRADE**

**ATTRACTIVE PRICES**  
**On Used Counter Games**

- Sport King ..... \$85.00
- Grand Nationals ..... \$65.00
- Thistle-down ..... \$35.00
- Grand Stands ..... \$45.00
- Dead Heat ..... \$35.00
- Winning Ticket ..... \$45.00

1/3 Deposit, Balance C. O. D.

**AUTOMATIC COIN MACHINE CORP.**  
340 CHESTNUT ST.  
SPRINGFIELD, MASS.

**1942 Legislatures**

Most of the State legislatures met during 1941. The following States will have legislative sessions in 1942, convening on the dates given below:

Kentucky	January 6
Louisiana	May 11
Mississippi	January 6
New Jersey	January 13
New York	January 7
Rhode Island	January 4
South Carolina	January 13
Virginia	January 14

**OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES**  
**— ALL FREE PLAY GAMES —**

Chubbie C. O. D. Vish Flop Four Five Six Hoop Name-Call Open Park Pick 'Em Rebound Scop Sneak Spelman Super 8 Thriller Tapper Volley Voon	\$10.00 EACH	Rolling Alley Comedian Doughnut Falling Landslide Line Up Love Star Lucky Major Mr. O'Boy Score Card Sports Spots Traces Vacation White Balls Whim	\$15.00 EACH	Big League Big Top Blonde Little Girl Cradle Drip Drug Major Flirt Formation Home-Run Lead Off Musical Sherry-On-Round On Deck Powerhouse Progress Roller Derby Rotation Sara Berry Sword-Lite Short Story Syllable Stamps Tennis Three Score Yacht Club	\$22.50 EACH
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MAJORS (100) ..... \$2.50  
MIAMI BEACH ..... 2.50  
PAN-AMERICAN ..... 40.00  
PURSUIT ..... 40.00  
SEVEN UP ..... 47.50

SPORT PARADE ..... \$47.50  
STARS ..... 40.00  
SUNBEAM ..... 45.00  
TARGET SKILL ..... 42.50  
TEN SPOT ..... 37.50

Every Machine is in Perfect Mechanical Condition, Thoroughly Cleaned and Checked, Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 days and receive Full Credit.

Terms: 1/3 Deposit, Balance C. O. D.

**We Have All the New Games On Hand for Immediate Delivery. Write for Prices.**

**OLIVE NOVELTY CO.** 2625 LUCAS AVE. ST. LOUIS, MO.

**WANTED!! 100 NEW CUSTOMERS!!**  
**BY NEBRASKA'S OLDEST DISTRIBUTOR!**

Here's what we've got to offer—The finest New and Used machines of all the leading manufacturers at the RIGHT PRICES!! We feel sure that our prices, our service and our co-operation will make YOU our customer!! CONVINCE YOURSELF!! WRITE FOR OUR PRICE LIST TODAY!!

**TONY MANGANO, HOWARD SALES CO.** 1800 Fernon St. OMAHA, NEB.

**WANTED—PHONOGRAPH LOCATION MAN**

\$50.00 weekly salary, plus expense allowance and commission.  
Permanent connection for right man.  
Write or wire, BOX 300,  
The Billboard, 1564 Broadway, New York, N. Y.

**AUTOMATIC PHOTOGRAPHY**

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, names and delivers a fine personal picture in only 40 seconds! Scramble as applicants; very little weekly working PROVEN a steady money-maker. Investigate without obligation.

**INTERNATIONAL MUTOSCOPE CO., INC.**  
440-11th St. Long Beach, N. Y.

# Commercial Phonographs Build Morale

By J. E. BROYLES, Rudolph Wurlitzer Company

The problem foremost in the minds of all patriotic citizens of the United States at this critical hour is the need for providing the ultimate in national defense. There is need for union of effort for the greatest good of all. We cannot sit idly by, and by the mere effort of thought hope to accomplish the miraculous. To combat the enemy it is vital for our personal and national safety that we be prepared to withstand his powers with greater powers on our side.

It is fully realized that this government is faced with as grave if not the gravest problem it has faced since its foundation. It is faced at the present moment with the direst threat of organized force, and to combat that threat it is vital to our continued existence that we meet it with the combined resources of the nation and with the real spirit of the nation behind that effort.

The spirit of harmony must be the predominating spirit of the nation. How to obtain this harmonious co-operation is one of the foremost problems which confront us. This can only be effective if the morale of the people is kept at its highest. The most important qualification of a fighting force is its morale, the personal feelings and efforts of the individuals composing that army. This must again be supported by the morale of the home forces. If the home morale is weakened and does not work harmoniously together, then disruption enters in and the magnetic force of the structure is weakened. Morale, therefore, is a great vital question affecting us today, and means for fostering, preserving and inculcating that morale is of as great importance as is the possession of armaments.

The morale needed is not merely the morale of the soldiers who are in the front lines and who are bearing the brunt of the battle, momentous as that is, but the morale of the "back of the line" supporters must be kept up to the highest possible standard.

The greatest booster of army morale is singing and music; the army marches forward singing as with one voice its battle cry.

The frontier Indian in pioneer days at the moment of his attack almost invariably shouted or sang his battle cry.

It is not so much the words of the song, it is the harmony of the song itself, the music, which is the great leveler of our thoughts; it soothes, calms, and its impelling force means more effective concentration of effort.

Oh, yes, you say, our forefathers got along very well without electric lights, radios or phonographs. Yes, so did our armies content themselves with spears and bows and arrows. This is a new era, and the habits, customs and demands of humanity have changed with the new era.

## Music—As a Necessity

The automatic phonograph industry as a means of bolstering the national staying power, creating patriotism and maintaining American morale is an industry that should have a high rating. The impact of war news and war activities, day after day, upon the minds of the people tends to be discouraging, and a much-needed cheer is wanted during such conditions. The network of automatic phonographs in the United States can furnish this because it gives MUSIC to our—

**ARMED FORCES:** Automatic phonograph music has the heartiest approval of military and naval authorities as an important factor in building and maintaining morale among the trainees. Automatic phonographs located within the camps and stations and others near by provide recreation for these men.

**CIVILIAN DEFENSE WORKERS:** Millions of men and women, many now in new localities and far from home, needing relaxation after strenuous efforts of producing defense materials, are furnished cheer and relaxation with MUSIC from the automatic phonographs.

**GENERAL PUBLIC OF THE UNITED STATES:** Thru the use of automatic phonographs MUSIC can be used to boost the courage of the masses when there are many things to discourage. Many who are now under stress will

feel the need of good music (in some cases they cannot afford the purchase price of a radio or phonograph). They can get this music thru the use of automatic phonographs located in restaurants, hotels, taverns and other public gathering places thru the country.

President Roosevelt, in his radio address of May 27, 1941, stated:

"Defense today means more than mere fighting. It means morale, civilian as well as military . . ."

At the July 11 conference on recreation for defense workers held in Washington, Honorable Paul V. McNutt stated:

"Without relaxation and change, morale, productive activity and health are threatened—and that is something national defense cannot afford."

At the same conference, referring to the soldier and the young unskilled and semi-skilled men and girls in industry, Honorable Charles P. Taft stated:

"Both need community provision for free and low-cost amusements."

During critical periods a foe of national unity and social balance is the increased public tension. At best there are few means of relieving such tension. One of the best, however, is music . . . not just ANY music—but melodies which the listener chooses personally because they answer his particular needs.

Automatic phonographs are the only source of music open to everyone where John Q. Citizen can actually select what he wants to hear when he wants to hear it.

In this war period airplanes, ships and munitions are important, but they would be of little avail if the spirit and morale of the armed forces, the defense workers and the civilian population are not at the highest pitch. We need guns and tanks and munitions, but we also need automatic phonographs to help build and maintain this all-important morale.

An article written jointly by Honorable Leon Henderson and Honorable Donald M. Nelson entitled "Prices, Profits and the Government" which appeared in the summer, 1941, issue of Harvard Business Review contains the statement:

"Perhaps we should even devise and promote ways in which people may spend money without adversely affecting the defense effort or the national economy."

Automatic phonographs already provide an important outlet for several million dollars annually which the public has available for entertainment or other selective spending.

The manufacture of automatic phonographs requires very small quantities of metals and other vital materials in proportion to the service which these phonographs render the public in public places every day of the year as contrasted with the limited benefit derived from privately used consumer durable goods.

Per pound of metal, there are few conceivable durable goods that provide so much use, satisfaction and enjoyment and aid to public morale as does the automatic phonograph.

No other legitimate device absorbs so much excess pocket money that is "bound to be spent and not saved"—with so little consumption of metals or other "scarce" materials—as does the coin-operated phonograph.

Music, especially that available economically to the public generally, is of particular importance in this period of wartime economy, and for the reasons briefly summarized above the manufacture of automatic musical instruments should be definitely encouraged.

The manufacture of the phonographs and the accompanying records requires but a small portion of the material which is so essential for army equipment, and comparatively that portion is exceedingly small. The phonograph is as vital to present-day life as is the radio itself or the electric light, and while the call for armament material is urgent and pressing, the phonograph and the phonograph records must be kept going to keep the morale of the army life and the civilian life of the nation as a whole.

# MEN MACHINES

By HILMER STARK

### Baby Production

Last week we had on our lead paragraph "Babies From Salesboards." This week we have a baby from the jackpot of a slot. "A reasonable facsimile" of the clever birth announcement appears below. Proud father of our "jackpot baby" is John W. Myers, head of Myers Novelty Company, Walworth, Wis. He has operated machines in Wisconsin the past 10 years. Here is the announcement:

## Our "Jackpot" OF HAPPINESS

DONNA MAE MYERS



Owned and Operated by John and Dolly Myers

Hit—November 17, 1941, 5:15 a.m.  
Total Amount—7 pounds 10 ounces.  
Location—Walworth County Hospital.  
Served by—

Dr. T. J. Kroyer, Walworth, Wis.  
Dr. D. M. Jeffers, Lake Geneva, Wis.  
At home after Nov. 30, Walworth, Wis.

friendly and personal attitude of the Atlas organization. "We do our best to give the operator the best in every way," he declares.

### Mills Gets Order For 320,000 Shells

Mills Novelty Company, Chicago, announced December 5 that they had been awarded a contract by the United States Army Ordnance for immediate production of 320,000 40-millimeter shells. Fred Mills, president, reports that one of Mills's three large manufacturing plants will be devoted exclusively to production of this order and other orders for the army and navy. At the present time Mills employs about 2,200 persons.

### Victory

Operators visiting Electro-Ball Company offices in Dallas previewed Genco's Victory, new free-play pinball game. "All have been highly impressed," report officials, "with what they predict will be the greatest of all Genco games."

### Showmen

Present in Chicago during the past week were many well-known coin machine men. (See list of those "In Chicago Last Week" in the Briefs of the Week column.) The majority of them came to attend the convention sponsored by the National Association of Parks, Fools & Beaches. Because arcades have been outstanding successes on fairgrounds and with traveling shows, arcade device manufacturers have space at these shows and a number of coinmen have become interested in traveling arcades as well as in regular permanent arcades.

### We Didn't Tell All

N. Baker, general manager of Lake Coin Machine Exchange, Philadelphia, noticed that we recently mentioned that his firm had been reorganized. "But you didn't mention that we are now so organized that we can offer operators service and immediate delivery on all types of vending machines," he remonstrates. "We have a complete shop ready for reconditioning," he says. "All operators are invited in to look us over."

### 20th Anniversary

Next month will mark the 20th year in the coin machine industry for Bud Lieberman, Chicago distributor. In his recounting of that period, Bud says:

"Twenty years, some pleasant, some not so rosy—yet, I wouldn't trade a solitary year with anyone. I've had a varied experience that has brought me into intimate contact with all phases of the industry."

Bud plans to make a real event of the celebration. He's planning to list all available equipment in a gigantic presentation to operators.

### Handsome Aviator

A recent mail brought in a picture of Joe Poire Jr., who is now at Randolph Field, Tex. He gets his wings this month. He is the son of Joe Poire, prominent Iowa operator. Young Joe naturally is quite a coinman himself—or was until the air called. We suspect that he might consider this fast-stepping coin machine business a little slow after pushing a 350-mile-per-hour gas buggy thru the sky.

### Active Bondster

Down in Birmingham is where coinmen really put on a campaign when they start one. They recently did a terrific job on bonds and still are going strong. Max Hurvich writes that he inadvertently omitted the name of Jerry Gregory when he gave us news of the bond campaign a few issues back. Jerry, local Decra manager, was one of the members of the committee. "Gregory was one of the most active members of the committee," commends Hurvich.

### We Want More C. of C.'s Like Rockaway Beach's

Our correspondent from Jersey mentions in his dispatches this week that the Chamber of Commerce at Rockaway Beach, N. J., is now planning to suppress threatened stringent rules upon coin machine business in the Rockaway area. More C. of C.'s should recognize the aid given merchants by games—not forgetting the fun and recreation to be gained from the games.

### More Games in Milwaukee

During the past few years there has been an increase in the number of pin games on location in Milwaukee due to licensing of the games. "As a result," says Badger Novelty Company officials, that city, "we have carried a large stock of games. At the present time," reports Carl Happel, "we have an unusually high inventory. Our stock of satisfying equipment, we know, will be tempting to operators."

### Harlic Open House

Harlic Manufacturing Company, Chicago, has announced that the week of January 11 to 17 will be open house at their plant. They even offer to whisk you out there in a car if you'll give 'em a ring when you get into town.



SWANKY NEW ORLEANS LOCATION. Lanfant's Inn, was recently opened with the finest of equipment: Musical equipment was by Wurlitzer, and included a Victory model phono and a battery of 40 wall boxes. Seven special speakers assure correct distribution of music to all parts of the location. Lawrence Glorioso, Wurlitzer music merchant, made the installation.

## PHONOGRAPH HEADQUARTERS

16-Record MARBL-GLO WURLITZER With Illuminated Dome Completely Remodeled



Complete Ready to Operate Money-Back Guarantee \$89.50

61 Wurlitzer Counter Model \$79.50

- 616 Wurlitzer ..... \$ 59.50
- 600 Wurlitzer ..... 139.50
- 500 Wurlitzer ..... 154.50
- Mills '40 Thome of Music 149.50

MISCELLANEOUS  
Rotary Marchmaster ... \$149.50  
Radio Rifles ..... 149.50  
Chicken Sam ..... 59.50

Domes and GRILLES  
For Reconditioning 616, 600, 500—Write for Circular

1/3 Deposit With Order

GERBER & GLASS  
914 Broadway Blvd., Chicago

### RIGHT OFF LOCATION

- 2 2-12 Wurlitzer Mechanisms with Keeney Adapters in Keeney Steel Cabinets ..... \$175.00 each
- 10 Late Model Keeney 24-Record Wall Boxes, like new \$17.50 each
- 2 Rod Arrow Paces Races, 30-1 odds ..... \$165.00 each
- 2 Bakers Paces, 30-1 odds, daily double, like new \$189.50 each

O. S. CARTER  
321 Rose Street, Lexington, Ky.  
Phone 890Y

### MASTER CRAFT PADDED COVERS

- FOR AUTOMATIC COIN PHONOGRAPHS  
Save you money by avoiding damage from cabinet scratches and water-proof, and
- No. 4 Adjustable Pad (for cabinets up to 35" x 27") \$11.00
  - No. 12 Adjustable Pad (for cabinets up to 37" x 27") \$13.75
  - No. 25 One-Over Pad (for cabinets up to 35" x 27") \$10.00
  - No. 26 One-Over Pad (for cabinets up to 37" x 27") \$10.75
  - No. 30 Adjustable Covering New (for all size cabinets) ..... \$7.50

BEARSE MANUFACTURING CO.  
Inc. 1921  
2015-BEES Portland St., Chicago, Ill.

1942 CONVENTION and COIN MACHINE SHOW Will Be Held . . .  
HOTEL SHERMAN, CHICAGO  
JANUARY 12 TO 15  
YOU CANNOT AFFORD TO MISS THIS ONE

Leading the Parade  
of  
**VICTOR-BLUEBIRD**  
hits this week

**ART KASSEL'S**

**FITCH BANDWAGON SPECIAL**

**"ANGELINE"**

Sunday night, Art Kassel will introduce the dreamland "lovely" on the FITCH BANDWAGON SHOW. Millions of radio listeners will hear it—hum it—begin to look for it on every coin machine. Order now and get in on the van while it's going to town!

Art Kassel  
B-11356

"Nickel-In" on These Other  
Top-Ranking Titles

- SP** 27148 **EVERYTHING I LOVE** (From the musical production "Let's Face It")
- SP** 27110 **IT WON'T BE A DREAM ANY MORE** (Vocal refrain by Jo Stafford)
- SP** 27112 **NOW DO YOU DO WITHOUT ME?** (Vocal refrain by Frank Sinatra)
- SP** 27112 **WONDERING WHERE** (Vocal refrain by Tito, Russell Procope, Buster Harding, and Charles Brown)
- SP** **MOVE OVER** John Kirby
- SP** B-11382 **DAY DREAMING** (Vocal refrain by Ray Eberly and The Modernaires)
- SP** **A STRING OF PEARLS** Glenn Miller
- SP** **OH BABY, SWEET BABY** (What Are You Doing To Me?) PAUL PIER (Vocal refrain by "Big Boy" Walter and his Rhythm)
- SP** B-11370 **LAWDY LAWDY SIGHING AND CRYING** — Swing Blues (With vocal refrain)
- SP** B-11378 **VIOLETS FOR YOUR PURS** (Vocal refrain by Billy Murray)
- SP** **SUNSET BEAR VINE** — Jim Larkin and Jimmie Quinlan

**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 consistency of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 10 most important operating centers in the country.

## GOING STRONG

<b>I DON'T WANT TO SET THE WORLD ON FIRE</b> (12th week)	HORACE HEIDT (Larry Bush-Donno and Her Don Jazz)
<b>JIM</b> (11th week)	TOMMY TUCKER (Amy Arnold-Veloz Three)
<b>CHATTANOOGA CHOO CHOO</b> (8th week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
<b>ELMER'S TUNE</b> (6th week)	DINAH SHORE
<b>PIANO CONCERTO</b> (5th week)	GLENN MILLER (Tex Beneke-Modernaires)
<b>THIS LOVE OF MINE</b> (2d week)	GLENN MILLER (Ray Eberly-Modernaires)
	ANDREWS SISTERS
	DICK JURGENS (No Vocal)
	FREDDY MARTIN (No Vocal)
	TOMMY DORSEY (Frank Sinatra)

## COMING UP

<b>SHEPHERD SERENADE</b>	BING CROSBY
	HORACE HEIDT (Larry Cotton-Fred Lowrey-Cleo Club)

This lovely European song of the hills is just a hop and a skip away from the charmed circle. Many sections report that it is already ripe for Going Strong ranking, and most of the others predict that another week will find it on top. Has been kicking around for a long time, but the terrific radio plugging it has been given during the past several weeks has made it a prime phono attraction. Watch for it on top next week.

<b>WHY DON'T WE DO THIS MORE OFTEN?</b>	KAY KYSER (Harry Babbitt-Cenny Shamus)
	FREDDY MARTIN (Eddie Stone)
	ANDREWS SISTERS

SUN a strong item, this number is nevertheless beginning to show signs of wear and tear and is headed for the exit in scattered locations. Seemingly it is days to a threat to the occupants of Going Strong are posed, but that it can only go in one direction from now on—down. Meanwhile, tho, it is definitely a phono big-shot.

<b>THIS TIME THE DREAM'S ON ME</b>	WOODY HERMAN (Woody Herman-Ensemble)
	GLENN MILLER (Ray Eberly)

The holding its position in this category, the beautiful film ballad, slowed down slightly on its march to the top. Nothing to be alarmed about yet, but just didn't keep up the fast pace it set during the past month. Maybe it needs the hype of having the pic *Blues in the Night* play the nabe houses.

<b>THE WHISTLER'S MOTHER-IN-LAW</b>	BING CROSBY (Muriel Lane-Woody Herman's Woodchoppers)
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Here is another promising disc which slipped slightly during the past seven days. It is likely that Bing's more recent efforts have tended to overshadow his A-1 work on this particular platter. Next week or so will give us the final judgment. Can move upstairs, but might do just the reverse.

<b>B-I-B!</b>	HORACE HEIDT (Donno and Her Don Jazz)
	KING SISTERS (Rhythm Boys)

This screwy novelty is still hanging in there, making little forward progress, but not losing any ground, either. Can still spurt ahead, altho the passing weeks seem to rule against it ever making the grade. Certainly has been a fine nickel attraction.

<b>JEALOUS</b>	ANDREWS SISTERS (Male Chorus)
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This record has been having its little ups and downs in this section. Reports this week show a definite upswing in popularity, altho not nearly enough to rate a higher grade than it has. Shouldn't be counted out of the race yet, but it would not be wise to be too optimistic.

<b>THE BELLS OF SAN RAQUEL</b>	DICK JURGENS (Harry Cool)
	GLENN GRAY (Kenny Sargent)

Here is a pretty ballad which has been on the machines for several weeks, picking up more and more nickels with each passing day, but never inspiring as a hit. This week, tho, it bobbed up in enough reports to demand a slot in this section. Should be watched, but with a cool and careful eye.

<b>BY-U BY-O</b>	WOODY HERMAN (Muriel Lane)
	FREDDY MARTIN (Cyde Rogers)
	Quartet
	KAY KYSER (Harry Babbitt-Trudy-Jack-Max)

The sweet Louisiana lullaby came in here with a rush last week, and then stopped dead in its tracks. Should start moving along again during the next few days. If not, its entry will have to be branded a mistake.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

<b>TIME WAS</b> (7th week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
	5th picking up its share of the nickels.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this guide.

## PART TWO

**COIN CATCHERS FOR YOUR MACHINES!**  
Every one of these

*Columbia*  
*Okeh*

**Lucky Numbers**  
is a click disc!  
Cash in on these hits NOW!

**THE BELLS OF SAN RAQUEL**  
Xavier Cugat—Columbia 36447  
Claude Thornhill—Columbia 36431  
Dick Jurgens—Okeh 6466

**SHEPHERD SERENADE**  
Horace Heidt—Columbia 36370  
Tommy Tucker—Okeh 8353

(There'll Be Bluebirds Over)  
**THE WHITE CLIFFS OF DOVER**  
Kay Kyser—Columbia 36445  
Kate Smith—Columbia 36448  
Tommy Tucker—Okeh 6487

**ELMER'S TUNE**  
Dick Jurgens—Okeh 6209  
Benny Goodman—Columbia 36351  
The Charioteers—Okeh 6390

**I GOT IT BAD**  
(And That Ain't Good)  
Benny Goodman—Columbia 36421  
Les Brown—Okeh 6414  
Eddy Howard—Columbia 36409

**BE HONEST WITH ME**  
Gene Autry—Okeh 65980  
Horace Heidt—Columbia 36380  
Al Donahue—Okeh 6294  
Prairie Ramblers—Okeh 60628  
Light Crust Doughboys—Okeh 65113  
Roy Acuff—Okeh 66229

Trade Marks "Columbia" and "Okeh" Reg. U. S. Pat. Off.

**AT YOUR**

*Columbia*

**DISTRIBUTOR**



## Industry Mentions Magazines — Newspapers — Radio

The Chicago Sun, December 1.—In this, the 55th issue of the new Chicago morning newspaper which has been discussed nationally the past few months because of the spur to its founding, are two mentions of the coin machine industry. One, headed "Slot Machine Maker Pitches Grand Jury Aid," is the account of the December grand jury investigating county-wide gambling and the examination of business records of firms manufacturing "gambling devices." It tells that one large Chicago coin manufacturer, thru the firm's secretary, offered co-operation and said it is ready to turn the company's books and records over to the jury.

The second mention of the industry is a news item on a drive against slot machines in the county, and says that county officials will try to obtain from the Federal Internal Revenue Department the list of 3,000 persons alleged to be operating 4,000 slot machines in the 26 counties of the Northern District of Illinois under federal permits issued at \$50 per year.

The paper does not attempt to be sensational in these stories. It gives factual accounts of the situation being agitated by other Chicago newspapers.

Newsweek, November 24.—A news note tells of the election of Edwin K. Daly as president of the Horn & Hardart Company, New York, operator of the chain of Automat restaurants, to succeed the late Joseph V. Horn, founder.

The Philadelphia Daily News, November 26.—Lance McCurley, sports editor, carried a coin machine mention for the first time to the best of our knowledge. He wrote: "Mata's cigar stand in the Washington Square Building is a swell spot. The champion pinball player of the Eastern League hangs out there." "Did he say league? There's an ideal!"

The New Orleans Times-Picayune, November 25.—A column entitled "Man About Manhattan," written by George

Tucker, devotes a paragraph to automatic music boxes and their nicknames, juke boxes. Tucker says he cannot understand why operators and the industry as a whole resent the name—juke box is live, it's a part of the living language, there's a plunk to the way the name sounds. He says an effort is being made to kill it off—but it's different and it's here to stay. The Coca-Cola Company has finally accepted coke as it has been popularized by the public and accepted by the public as meaning nothing but Coca-Cola, and is using the word in its large display ads in newspapers.



"I'm not selfish. I want Dick to go to dances and have a good time in the army." From a story in Woman's Day.

The Reading (Pa.) Eagle, November 23.—Alden Scott Boyer, the Chicago man whose hobby is collecting coin-operated



GAL BROWN, OF MILLS SALES, California; the King Sisters, movie and record artists, and Herb Lindley, Mills Enterprises, meet at Sam Costlow's RCM Production office. (MR)

machines and who maintains a regular museum of them, was interviewed and his write-up sent out over UP wires, the entire article being devoted to the antique and unusual coin-operated machines in his collection, how he started it, and the history of some of his pieces.

The Cleveland Plain Dealer, November 30.—A drawing by cartoonist Kuchen shows worn-out pinball games in a junk yard with a sign on them reading, "For Sale—Cheap. Will make excellent hot beds for gardeners."

The Washington Post, November 27.—Lou Boudreau, 24-year-old shortstop, who was recently put in as manager of the Cleveland Indians, is the subject of the satire "This Morning" column by Shirley Povich. And in his description of Boudreau, Povich says: "He's

an incurable pinball machine addict. He goes for them in every town into which the Indians move, and he has to his credit some killings. The things challenge his high sensitivity to delicate touch, and in Chicago he drops around to the factory to see the latest things in pinball contraptions. In the recreation room of his home he has installed one of the finest productions ever manufactured. When Boudreau scores on it the thing coughs up 50-cent pieces, no less."

### Tucker Gets Four Okeh Hits

NEW YORK, Dec. 6.—Tommy Tucker gets the distinction of having four best sellers on the Okeh label, based on the release sheet sent out to all the Okeh distributors last week. The tunes were "I Don't Want To Set the World on Fire," "Jin," "Sugar Daddy" and "Concerto for Two."

## 3 SMASH-HIT SANTLY-JOY-SELECTIONS ON THEIR WAY TO BRING YOU PROFITS!

**1. AROUND AND AROUND SHE GOES**  
(The Belle of the Village Ball)

—today's novelty fast-tempo waltz-hit!

recorded by

- Eddy Duchin on COLUMBIA
- Dick Jurgens on OKEH
- Lawrence Welk on DECCA
- Skinny Enns on VICTOR
- Alvino Rey and The King Sisters on BLUEBIRD

**2. MADELAINE**  
—your best sweet-ballad bet today!

recorded by

- Eddy Duchin on COLUMBIA
- Dick Jurgens and Jack Leonard on OKEH
- Guy Lombardo on DECCA
- Barry Wood and Sammy Kaye on VICTOR
- Bob Chester on BLUEBIRD

**3. MISS YOU**

—popular oldie ballad making money again today!

recorded by

- Claude Thornhill and Eddie Howard on COLUMBIA
- Harry Scanik on DECCA
- Sammy Kaye on VICTOR
- Freddy Martine and Dinah Shore on BLUEBIRD

### New Three-Year Term for Rubinow

NEW YORK, Dec. 6.—At the regular directors meeting of the Automatic Music Operators' Association, Tuesday (25), Lee Rubinow and his party were re-elected to serve again for three years. The officers chosen to head the association were Lee Rubinow, president; William Stevens, vice-president, and Harry Wasserman, treasurer.

The board of directors, consisting of the above officers and five other members had one change; Henry Cooper was elected to serve a term of two years. The largest turnout of music machine operators ever to appear at an election were present, 80 of the 99 firms being represented.

A NEW FAVORITE

FOR all YOUR MACHINES!

**DOLLY DAWN**

and her PATROL BOYS



AN IMMEDIATE HIT!

Says The Billboard's "LOOMS BIG AS A LIKELY FOR THE PHONOS!" BLUEBIRD No. 11345 HALLELUJAH! A GAY RANCHERO

—and— here are other new BLUEBIRD winners by DOLLY DAWN: MARCHETA ARE YOU FAITHFUL! No. 11268 FANCY MEETING YOU SLOW POKE Watch for Four New Dolly Dawn Bluebird Records To Be Released Soon.

Currently on Tour of Nation's Leading Theaters

Personal Management: George Holt  
— Direction —  
**GENERAL AMUSEMENT CORPORATION**

**CORRECTION NOTICE**

The Title of the ERNEST TUBB record of "I'LL ALWAYS BE GLAD TO TAKE YOU BACK" was incorrectly listed in the DECCA advertisement in the December 6 issue. This same is backed by "MY RAINBOW TRAIL" on DECCA RECORD No. 5993

Sell good music  
It costs no more!  
Miracle Point Needles

U. S. GUNST COOP. 2047 W. 10 ST. CHICAGO, ILL.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

## 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.

**EVERYTHING I LOVE** ..... GLENN MILLER (Ray Eberle and Choir)  
This is the new Cole Porter ballad from the musical show *Let's Face It*. Miller's recording of it is standard phonograph material. It's played in a rich instrumental vein and has a terrific vocal treatment by Eberle and the Choir. Number is beautiful stuff all the way thru and should more than be able to cope with the current crop of competition.

**FOR ALL WE KNOW** ..... ANDREWS SISTERS (Male Chorus)  
Song was a fave several years ago and now stands a good chance of revival thru the capable handling of the Andrews girls. Deak makes for a nifty ballad, and the male chorus background fills out the arrangement, which the girls sing along the lines of their *Jenifer* disk. It's backed by the Andrews' singing of *Chattanooga Choo Choo*, which is also a bonus inducement to the operators.

**MADELAINE** ..... BOB CHESTER (Bob Haymes) BARRY WOOD  
Ballad was given an impetus by almost immediate mentions in the reports since listing it here last week. Melody is catchy and easily retained after the customer gives it a first listening. Plenty more disks of it are scheduled to hit the market. Sammy Kaye's was due last week but was held up by production schedules. Both artists listed here have done good jobs on the waxing.

**ROSE TODAY** ..... FREDDY MARTIN (Eddie Stone-Emmett) KING SISTERS (King Sisters-The Rhythm Boys)  
A repeat is given to this swingy, semi-hovely tune this week, because those operators who have not already started spotting it on the machines are going to be frantically covering up in the very near future. Number is getting more plugs daily thru the various channels, and more, and more artists are recording it. Offers a relief from the heavy diet of ballads deluging the field.

### 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.

**DON'T BE BLUE, LITTLE PAL, DON'T BE BLUE** ..... WOODY HERMAN (Woody Herman)  
A hillbilly type of tune that gets a bright rhythmic treatment, both instrumentally and vocally, by maestro Herman. Title is attractive, and the band arrests so much attention that the listener is bound to overlook the single line in the lyric that calls for being back in a year (draftee period being hiked to two and a half years since the song was written). Tune looms big for commercial appeal because of its simplicity in words and music, and Herman's lilting work on it should keep it going.

**THIS IS NO LAUGHING MATTER** ..... GLENN MILLER (Ray Eberle)  
This new torch ballad which is showing signs as a potential hit is painted most romantically by Miller. Side is monopolized by Eberle's vocalizing, but there is nothing wrong with that. Other side bears *Humpy Dumpty Heart*, also a worthy item for the operators. It comes from the picture *Playmates*, and is treated in the same manner by Miller and Eberle.

**MAKE LOVE TO ME** ..... HARRY JAMES (Helen Forrest)  
This lovely love ballad serves as an excellent vehicle for the ex-Benny Goodman songbird, now with the James band. Providing her with a rich instrumental background, with just enough of his own horn tooting to let the folks know he's there. James gives Miss Forrest full sway for most of the side. Attention is also directed to the coupling, *You Don't Know What Love Is*, with Dick Haymes in excellent voice. It's from the new Abbott-Costello film, *Keep 'Em Flying*.

**THE ANNIVERSARY WALTZ** ..... JOHNNY LONG (Bob Houston)  
This sentimental waltz song has been around for several weeks on the various record labels, and the possibility looms that it may stick around for some time. If the song does move into the hit circles, Long's entry is bound to mean much. Apart from the fact that the maestro himself is moving fast in name band circles, Bob Houston's well-modulated baritone singing in this instance goes far in enhancing this number.

**ANGELS OF MERCY** ..... BARRY WOOD (Lya Murray Singers)  
This is Irving Berlin's latest contribution in song to the nation's defenses. It is dedicated to and written for the Red Cross. Wood, an old hand at giving the stirring renditions of the current patriotic songs, provides inspiring and thrilling singing for this one. And the choir builds it all the bigger. Because of its association, the side has endless exploitation possibilities for the music operators, especially in carrying on the good-will campaign already under way with the *Army Bands Today* recording.

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 being Strong and Coming Up in Music Machines appears on another page in this department.

### Natchez, Miss.

NATCHEZ, Miss., Dec. 6.—With colder weather at hand, coin machine business is greatly improved in this section of Southwest Mississippi and Northeast Louisiana. Vending machines, pinballs and phones are doing well. Many new locations have been established recently. All operators are stocking up on Christmas numbers for phones in this area.

James C. Culpepper, Ferriday, La., operator, says he finds an oil boom has now pay rolls helping his phones and coin machines. Culpepper has a number of new locations.

W. B. Andrews, operator of Meadville, Miss., was a visitor here November 25.

Leo Delaney and B. R. Modeste recently dissolved their partnership in the coin machine business and are operating independently.

Allan Hullman, serviceman for Duane Williams, has returned from a visit in Vicksburg, Miss.

Private Conner Burns, ex-operator, was home on a furlough recently. He is now stationed at Randolph Field.

Record suggestions

For YOUR MUSIC MACHINES from



**JIMMY DORSEY**

AND HIS ORCHESTRA

featuring BOB EBERLY and HELEN O'CONNELL on DECCA records

3991 MOONLIGHT MASQUERADE backed by WASN'T IT YOU?

4075 THE SPIRIT'S GOT ME backed by CHARLESTON ALLEY

4074 THE MAGIC OF MAGNOLIAS backed by DAY-DREAM

Personal Management: Bill Burton  
— Direction —  
General Amusement Corporation

# 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 leased 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.

## "Louisiana Purchase" (PARAMOUNT)

Bob Hope-Vera Zolina-Victor Moore  
Release Date: December 26, 1941

- RECORDINGS:**
- "Louisiana Purchase"  
Hal Kemp (Victor)  
Ray Noble (Columbia)  
Tony Pastor (Bluebird)  
Sophisticated (Decca)  
"You're Lonely and I'm Lonely"  
Charlie Barnet (Bluebird)  
Chick Bullock (Okeh)  
Al Donahue (Okeh)  
Tommy Dorsey (Victor)  
Eddy Duchin (Columbia)  
Mary Martin (Decca)  
Tony Martin (Decca)  
Jan Savitt (Decca)  
Kate Smith (Columbia)  
"It's a Lovely Day Tomorrow"  
Chick Bullock (Okeh)  
Tommy Dorsey (Victor)  
Eddy Duchin (Columbia)  
Freddie Martin (Bluebird)  
Frankie Masters (Okeh)  
Louise Massoy (Okeh)  
Kito Smith (Columbia)  
Boa Wain (Victor)

## "Playmates" (RKO)

Kay Kyser-John Barrymore  
Release Date: December 26, 1941

- RECORDINGS:**
- "Humpty Dumpty Heart"  
Lou Breese (Decca)  
Bing Crosby-Woody Herman (Decca)  
Art Jarrett (Bluebird)  
Kay Kyser (Columbia)  
Glenn Miller (Bluebird)  
"How Long Did I Dream?"  
Lou Breese (Decca)  
Art Jarrett (Bluebird)  
Kay Kyser (Columbia)  
"Thank Your Lucky Stars and Stripes"  
Kay Kyser (Columbia)  
"Roses Smith and Janet Jones"  
Kay Kyser (Columbia)

## Trade Showing

Gene Krupa and his orchestra are featured in sequences from MGM's *Ball of Fire*, which will be screened for the trade in all exchange centers December 10. Operators may be interested in the film treatment of *Drum Boogie*, recorded some time ago by Gene's crew.

## More Musicals

Two more musical pictures, containing tunes which are scheduled to be recorded, will be released on or about December 26. The films, Universal's *Heavenly Creatures* and Warner's *You're in the Army Now*, are the advance heralds of a new year replete with musical productions. For 1942 release, Warner alone has nine musical films set for production, while Paramount will account for three or four.

## "Keep 'Em Flying"

In your tie-up considerations, don't forget *I'm Gettin' Sentimental Over You*, which Carol Bruce currently sings in Universal's *Keep 'Em Flying*, starring



**SOUTH BEND, IND., LOCATION** gives its patrons complete music service with a Wurlitzer phonograph, and the latest wall and bar boxes made by the same firm. Music Merchant **Carl Zimmer** (seated) supplied the system. (M.P.)

## Abbott and Costello

Latest disks available on *Sentimental* include Jack Leonard (Okeh), the Chatterboxes (Columbia) and Carmen Cavallaro, Richard Humber, Frances Langford and the Ink Spots (Decca). An extremely potent recording is Victor's, which features Tommy Dorsey and his orchestra, identified for years with *Sentimental*.

## Bing Sings

An advance tie-up hint for operators who include Bing Crosby in the list of top music machine favorites: Seven of the 11 Irving Berlin songs to be sung by Bing in Paramount's forthcoming *Holiday Inn* will commemorate the nation's legal holidays.

The festival-saluting numbers include *White Christmas*, *Let's Start the New Year Right*, *Abraham, Abraham*, *I Cannot Tell a Lie*, *This is a Great Country*, *Plenty to Be Thankful For* and the ever-popular *Easier Parade*. Other Crosby vocals in the film include *Be-Careful, It's My Heart*, *I Want To Be Lazy*, *I'll Capture a Heart* and *The Firecracker Number*. Several of these are already on the recording companies' release schedule, and Irving Berlin's authorship is a near-guarantee that the tunes will get the necessary plugging to reach hit ranking.

WASHINGTON, Dec. 6.—Paramount's new film, *Birth of the Blues*, now showing at the Warner theaters here, received co-operation from Hirth de La Vied, of the Hirth Coin Machine Company, who put stickers on his machine calling attention to music from that picture. Although this is not the first tie-up between theaters and phonograph operators in this city, it is the first time that the film exchanges have supplied stickers which list selections from the movies.

Paramount's sticker told the customers to play three different selections—*Birth of the Blues*, *The Water, the Porter and the Maid Upstairs*, and *Melancholy Baby*. De La Vied said he found that the stickers contributed much to the play his machines received.



**DEWITT (DOC) EATON**, Eastern regional director of Buckley Music System, Inc., who predicts a banner year in 1942 for music machine operators, based on the result of a survey made of Eastern Pennsylvania and New England. (M.P.)

# Standard HIT PARADE

★

**Week of Dec. 11**

- 'Cuckoo Waltz'**  
Victor-Rena Music Co. Inc. T-2030
- 'Tommy's Mustache'**  
John Corvill (Vocal) T-2017  
Hearst-Rena Music Co. Inc. (Decca) T-2018
- 'Oat Your Belly-Achin'**  
Barnie Wyle Orch. T-2015
- 'Moonlight Fjord'**  
Nordic Inst. Quartet T-2012
- 'Misirlou'**  
Alfredo Mendez Orch. (RCA Victor) T-2002  
Frank Wright (Vocal) (Eastlight) T-2009

**OPERATORS' TIP!**  
T-2035  
**YOU DARLING, YOU STOP ME**  
Harry Slinde w. Harold Grant's Orch.

ORDER FROM YOUR LOCAL JOGGER  
**STANDARD PHONO CO.**  
168 W. 23RD STREET  
NEW YORK, N. Y.

**CORRECTION NOTICE**  
In the Standard Phone Co. announcement in the December 6 issue the numbers of **YOU DARLING, YOU STOP ME**  
Harry Slinde w. Harold Grant's Orchestra was incorrectly listed.  
The number of this record is **T-2035**  
Do the word of **PETE THE PICKLEMAN ON THE CUFF**  
the title T was printed as a 7 through a typographical error. The number of this record is **T-2026**

**SWEEPING THE COUNTRY**  
**WEETEST TUNE of the year . .**  
**WINGING big profits to OPERATORS!**

The **SHRINE** ★  
**of ST. CECILIA**

Discovered and Introduced by . . .  
**AL DONAHUE**  
and HIS ORCHESTRA

Ask for **Okeh No. 6413** today!

★—the original recording by Al Donahue and his orchestra, with vocals by Phil Brito.

# TALENT and TUNES ON MUSIC MACHINES

A column of music machine operators for this group operates. The Billboard's Annual Talent and Tunes Department is based in New York in September each year.

By HAROLD HUMPHREY

## News Notes

Twenty thousand Columbia and OKeh records were turned over to the mess branch of the army last week for shipment to the boys at the overseas bases. Columbia packed the disks in cartons of 100 each, and it took a fleet of army trucks to pick them all up. When the records are shipped to Iceland and other bases, a shipment of 65 Wurlitzers automatic phonographs will accompany them. Preparation of the machines was arranged by J. E. Brayley, of the Rudolph Wurlitzer Company.

Mugsy Spender, reported here last week to have signed with Okeh, now comes forth as the exclusive disk property of Decca. Seems that Spender had not actually signed with Okeh. Decca, meantime, came in and signed the maestro to a long-term contract. Mally Misheck and his band will appear in Warner's forthcoming pic, "You're in the Army Now."

Mark Weber has a new 20-piece outfit and cut his first sides for Columbia Wednesday (3), all waitress.

Standard Phono reports that Hazel Reed's records on its label have gone over the 400,000 mark since his first recording last July.

Boys at Fort Monmouth, N. J., have named Nidegarde their favorite cafe personality, and gal paid 'em a visit last week to give personal thanks and a few songs.

Lucy Monroe, director of patriotic music for Victor, has recorded an album of old-time favorites called "Songs You Love."

Bill Dornell, vocalist, returns to the Bob Chester band this month after 10 months in the army.

Press agent for the Kern Kobbler is assuring the bride that his client's new Okeh recording, "Charlin' on Your Baby," has nothing personal about it, "cause the boys are all happily

married except one, and he's a bachelor (1). . . . Columbia has three modern polkas on the market thru its international catalog, all cut by the Globe Trailers. They are "Sleigh-Ride Polka," "Honolulu Polka" and "Bell Polka."

## Release Previews

Milt North Trio has cut Whistler's Mother-in-Law and Canadian Caper for Decca. . . . Bluebird has waxed Mitchell Ayres with Oh, Auntie; Conced the Flowers, I Opened a Trunk and The Boy With the Wistful Eyes. . . . Jack Leonard's next Okeh disks will bear the title Madeline, Who Calls? It Isn't a Dream Anymore and I'll Never Forget. . . . New Standard labels scheduled for early release include the Good-Fellows on Hall, Hall, Halo and The Wishing Well; Reno's Musette cuttings of Let's Sing Together and Times Square, and Walt Leopold and band doing Seine Polka and Happy Hunter Polka. . . . Bunny Bergau has out The White Cliffs of Dover for the new Elite label by Imperial Record Company.

## 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:

### CHICAGO:

In Autumn, Les Brown.

Les Brown proves on this disk that his band is just as well geared to the soft, sweet rendition as to the jumpier. Number is definitely a corner in the



THE SEEBURG-EQUIPPED WIGWAG CAFE, Cincinnati, is reported to be one of the largest of such music systems yet installed. The system includes a new Seeburg piano, using 20 5-10-25-cent Wireless Wailomatics, 16 5-cent Wailomatics and 5 built-in speakers. Also installed is a Seeburg public-address system. The equipment is operated by Crescent Novelty Company, Cincinnati, and was installed by Southern Automatic Music Company, (M.B.)

Windy City, according to operators' reports, Brown himself has quite a reputation around here, too, and is currently playing at the Blackhawk Cafe—which, of course, all goes to help.

### CLEVELAND:

I See a Million People, Cab Calloway, Benny Goodman.

Both the Calloway and Goodman versions of this ballad are "going strong" here, according to the operators. Ballads, however, have been going slowly recently, and the competition among them is so tense that many of them don't have a chance of survival. This one might be looked into by operators in other sections.

### SAN FRANCISCO:

Two in Love, Tommy Dorsey.

This lovely ballad was listed in "Post-Billings" a few weeks ago and is already panning out in several sections of the country. In this West Coast city Dorsey's version is beginning to catch on in the phonographs. Ditty is also getting a lot of air plugs now, too, so that will help.

### SPRINGFIELD, ILL.:

I Wish I Had a Dime, Andrews Sisters.

This one is on the other side of the Andrews' "Why Don't We Do This More Often?", and operators here report that this side is getting all the play now in this town. Gals have always been prime favorites around the Chicago area, getting the first big boost there thru the P. K. Wrigley air show.

## Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended December 6 and the week before, ended November 29, see the Music Popularity Chart in the Music Department in this issue.

## Eaton Predicts Big Year Ahead

NEW YORK, Dec. 6 (MR).—DeWitt (Doc) Eaton, Eastern regional director for Buckley Music System, Inc., back from a survey of the Eastern Pennsylvania and New England, reports he believes 1942 will be the biggest year the music trade has ever enjoyed. He is planning a trip thru New York State and the Midwest.

"Everywhere I went," Doc reported, "I found music machine operators concentrating on building their routes with the latest equipment. In every case bigger profits were reported, and indications are that the general upswing in music on every sort of location will increase further in 1942.

"The increased business by operators is not only the result of favorable notices in newspapers, magazines and radio, but because of the definite turn to music as a relaxing agent by the public. Operators tell me that what they formerly considered poor locations have jumped far beyond their expectations in popularity.

"Remote control music installations are also getting more attention than when they were first installed. I'm definitely convinced that a big year lies

ahead and I also feel that operators will be called upon by the government to perform unique services to the public and armed forces. The current music trade drive in behalf of the U. S. Treasury has won favorable comment and good-will and, as a result, other ideas will be worked out in which the music machine operator will be the moving force."

## Detroit

DETROIT, Dec. 6.—Roy's Arcade, one of Detroit's two remaining Peppercorn Arcades, has been taken over by Charles and Walter Kelly. The former owner, Harry J. Conn, was recently shot and killed by a bandit in the arcade.

J. Perez & Son are buying a number of cigarette vendors from U-Needa-You Products Corporation.

Fred Sampson, Buchanan (Mich.) operator, bought a shipment of phonographs from the Angott Sales Company.

Harry Fall, Detroit Seeburg operator, went to Chicago to attend the outdoor showmen's convention.

Frank Alluvot, of Frank's Music Company, and L. M. Carr and Stanley Best, of the Best Music Company, are extending their routes with Seeburg equipment.

Edward Grohowski has returned from a deer hunting trip, but is not showing anybody his trophies.

James Ashley, American Novelty Company, is making an average of two new Buckley music box installations a week.

Joe Hansen, mechanic for the A. P. Sauer Company, is back from a three-month sojourn in California.

Syl L'Esperance, another A. P. Sauer representative, is back from a deer hunting trip to Grand Marais, Mich.



# EXTRA

ADVANCE SHEET OF

# FREDDY MARTIN

BLUEBIRD RECORDING OF

## "SYMPHONY MODERNE"

GIVE ALL INDICATIONS OF  
OUTSELLING HIS FAMOUS  
RECORDING OF

## "PIANO CONCERTO"

ORDER FROM YOUR LOCAL DEALER NOW!

EXCLUSIVE MANAGEMENT MUSIC CORPORATION OF AMERICA



JOSE MORAND, orchestra leader, tries out the Buckley Illuminated Music Box. The picture was taken in the Purple Cow, Cincinnati, during Morand's engagement at the Hotel Netherland Plaza, that city. (M.B.)

# on the RECORDS

A critical analysis of the latest record releases, covering both the recorded and commercial angles. Turntable in heavy type refers to the potential for use in amusements. See list of records by use in music machines. See list of records by use in music machines.

(CONTINUED FROM PAGE 14)

### GUY LOMBARDO (Decca 4073)

*Memphis Blues*—PT; VO. *S-H-H-N-E*—PT; VO.  
Lombardo again leads with his chin in tackling W. C. Handy's *Memphis Blues*. There is no saxophone holding a note for 10 bars as Lombardo treated *St. Louis Blues*. Instead, it is treated the same as any other rhythm tune, and can hardly be classified as standard blues blowing. Moreover, Kenny Gardner has little objection of selling such wares. To better advantage in the convention Lombardo pattern in *Shine*. Tempo is stepped up to a livelier pace, and the waltz is better handled by the trio, with Gardner trying to cut in from behind with a vocal line.

The "Shine" evergreen is still a bright bit, and for the Lombardo followers blossoms forth again in acceptable fashion to make essential for the phonos.

### KATE SMITH (Columbia 36448)

*One O' Day*—W; V. *The White Cliffs of Dover*—PT; V.  
Radio's favorite songbird spans the pond for her vocal color in this pair. A fast-moving waltz, with the tempo set by the orchestra under the direction of Jack Miller and Miss Kate imparting a breath of old Erin, is *Rose O' Day*. More appropriate is the *Pilla-Go-Dusha* song title for the ditty, since it smacks so much of Irish double-talk. Miss Smith moves over to Dover for the Slipper. The tune is tailored for her vocal talents.

The "White Cliffs" song is of the type more closely associated with Kate Smith. She sings it with much meaning, and as a vocal specimen of this potential song type Miss Smith's entry can hardly miss.

### BARRY WOOD (Victor 27708)

*Angels of Mercy*—PT; V. *One for All—All for One*—PT; V.  
Barry Wood is again called upon to contribute his singing talents in the interests of national defense. Assisted by the Murray Singers, he duplicates *Barney Bonds Today?* thriller for three patriotic pieces. *Angels of Mercy* is Irving Berlin's tribute to Red Cross nurses. Flipover is a spirited marching number. It's inspired and stirring singing for both sides.

The "Angels" side should share the No. 1 place in machines with the "Bonds" platter, affording another excellent opportunity for the music boxes to give material proof of the best music operators are playing today in the country's defense program.

### TEDDY POWELL (Bluebird 11373)

*Serenade to a Maid*—W; VO. *I Love You Best of All*—PT; V.  
Somebody had a perverted sense of humor when they let the *Serenade* side pass thru—a waltz novelty that glorifies the Bronx cheer at the expense of the gals. Impression of the A side makes it difficult to appreciate the smooth rendition by Ruth Taylor of the tuneful ballad.

### PAUL ROBESON WITH COUNT BASIE (Okeh 6475)

*King Joe*—Part I and II—PT; VO.  
With real smart showmanship so rare on records in these days when platters sell strong in spite of what they contain, an extra garland of kudos must be credited to this label for this item. It brings together the robust, baritone voice of Paul Robeson, forgetting his classical leanings for the once in favor of the typical race blues singing, by a song cataloging the rise and fame of Joe Louis. Making for just the right blend, Count Basie's band, old hands at playing the blues, provides the musical setting. Song itself was written by Richard Wright, author of the eponymous *Nation's Son* play with Basie composing the music. The combination makes for a rare musical treat all around. It takes both sides for telling the story of Joe Louis, Robeson splitting the stages with the band. It's the first time that the race blues has been applied to a topical theme since the classic dance hall fire in Natchez, Miss., several years ago

and the disk is bound to become a most race item. Names of Robeson and Basie assure the sales possibilities; and, encore items are most in order.

For the race locations, what with a song about Joe Louis with a double-header in Paul Robeson and Count Basie, nothing less than both parts will suffice. And the sides should stick with the machines as long as the box is able to keep on making the music. Proper exploitation should find a big play for the ditty on locations beyond the race sphere, especially at the campus spots along the Eastern shores where the race blues form on record is highly acceptable.

### JAN SAVITT (Victor 27699)

*Moonlight Masquerade*—PT; VO. *M-O-T-H-E-R*—PT; VO.  
Dispensing with the shuffle rhythms, Jan Savitt gives rich instrumental treatment to two dandy ballads that complete the cycle from today to yesterday. An unbilled baritone voice, below the musical standard set by the band, adds the vocal touch. Of greater import is Savitt's revival of the grandest mother song of all times. Brings the Howard Johnson-Theodore Morse classic up to date, both in tempo and in style. Moderately paced, the trombone trio opens the chorus with celeste figures embellishing the background. Side is split between the band and vocal, a chorus to each. The same pattern is applied to the Albeniz Spanish dance theme that came to light as a *Moonlight Masquerade*. Couplet is one of the most commercial Savitt has cut in a long time, and one of the best.

The young kids may not remember the "M-O-T-H-E-R" song type of an earlier decade, but for the oldsters, that spelling on the title strip is a clinch to woo the coin. And Savitt gives them their money's worth.

### JACK TEAGARDEN (Decca 4071)

*A Rhythm Man*—PT. *Blue River*—PT; VO.  
The incantations of the voodoo doctor, as provided by the vocal chants by the boys in the band to the tom-tom accompaniments, call forward the rhythm spirits. The riffs ringing in such air are captured by composer Phil Moore to make the medicine man *A Rhythm Man*. Musically, however, it doesn't sound as interesting, the side being the conventional swinger. Teagarden's trombone lunge makes up in part for the unren edges to the band's riotous blowing. For the plattermate, excitement is even on a lower level. The *Blue River* rhythm ditty is set to a minor strain.

and in addition to the maestro's horn, there is a chorus of his unrefined caroling. Little reason in the rhyme to stop at this river's bank.

The "Rhythm Man" side is the stronger of the two, but strictly for the fans most loyal to the maestro, who is worthy of better wagers.

### SPIKE JONES (Bluebird 11364)

*Barfoot Cowboy From Old Barstow*—PT; VO. *The Old Covered Wagon Rolled Right Along*—PT; VO.  
The hot horn experts in Johnny Scott Trotter's West Coast crew come forward again as drummer-man Spike Jones and His City Slickers for a hilarious tongue-in-cheek dish of musical corn. Plavored with banjo and tuba solo, each side is a dish of golden bantam. And the comedy lyrics, voiced by Del Porter, hit the comedy bone. Cindy Walker's song about the *Barfoot Cowboy* with the burlesque for his range is a brass rail classic. Even more musical fun, in song and story is packed in the Hy Heath-Britt Wood *Covered Wagon* saga. Talls of the hazardous trip taken by Ma and Pa from the hills of Kentucky to the gold mines of California, where Pa is now making Western features.

It's a double-header dished out here. The "Barfoot" comedy song is tops for the tap and tavern trade; and the "Covered Wagon" side shapes up as a happily close, with plenty to please the city folk as well.

### GLEN GRAY (Decca 4067)

*The Bells of San Raquel*—PT; VO. *Memory Lane*—PT; VO.  
Emphasizing the smooth and sweet rhythms, the Glen Gray leads couple, in fox-trot fashion, a waltz favorite of today and yesterday. Kenny Sargent sings the opening refrain for both the current *San Raquel* ballad and for the revived *Memory Lane* melody. The trombones carry the band's standard for the closing refrain. Both sides are nice enough dance disks, but have little else to commend it.

It is highly doubtful whether either of the sides will mean anything to the machines. It is hardly likely that the Glen Gray version of the "San Raquel" song can overtake the lead of those already being used in machines, and the band's efforts for "Memory Lane" give little reason for a current revival, other than providing just another dance platter.

### HARRY JAMES (Columbia 36446)

*Make Love to Me*—PT; VO. *You Don't Know What Love Is*—PT; VO.  
Helen Forrest returns to the waxen with *Make Love to Me* and Benny Goodman's loss is Harry James's gain. Gives a heartthrobbing rendition, taking virtually the entire side to sell the song like a million. And the band comes thru with a rich orchestral setting. The *Love* ballad on the muted side is also a slow and smooth offering and follows the same pattern with Dick Haymes giving it vocal force. And there's just enough of Harry's horn to identify the maestro. Miss Forrest has the advantage in the better song selection. Haymes's ballad entry, from the *Keep 'Em Flying* picture, is a moody minor strain that is more dramatic than melody.

With Helen Forrest carrying the side and

## NOW READY FOR DELIVERY

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The Buckley Tone Tower stands on the floor—is 72" high—mounted on casters for easy handling. The cabinet is rich in design—richly furnished in three different woods and marble finish with large full panels of yellow and red glass—illuminated. The top for diffusion of sound is decorated with a chrome strip.

The Buckley Tone Tower has tone so that it reproduces the records just as originally played by the artists, adaptable for small and intimate locations or for large spaces.

Buckley Tone Tower brings additional revenue. A Music Box is placed on the front panel which means more coins and additional profits for now and regular locations.

For particulars and prices see your Buckley Distributor.



# BUCKLEY

MUSIC SYSTEM, INC.  
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W. C. STINSON, FRIN. PAL. owner of Stinson's Cafe, asks the Packard Electric remote-control system and asked its music operator, Sam Romeo, Happy Hour Novelty Company, to install a similar system in his location. W. J. Grubb, serviceman, seated at the center, made the installation. Herb Weisner, sales manager of Triangle Music Company, Cleveland, Packard distributor, Operator Sam Romeo, and Proprietor Stinson survey the completed job. (MB)

making the ballad most convincing. "Make Love to Me" shows up as a strong entry for music boxes. However, operators should not overlook the possibilities of the mated side, which gets the same swell treatment—considering that the ballad stems from the Abbott-Costello picture.

**TOMMY TUCKER (Okeh 6487)**  
The White Cliffs of Dover—PT. VC. The Train Song—PT. VC.

Having set the world on fire, Tommy Tucker has lighted a musical flame for the British Isle ballad that drips with sentiment. The song story is touched stronger than its melodic content, and is the single factor that will go far in selling it; so Tucker wisely turns the tune over to his vocal entourage. Between Amy Arnell, Don Brown and the Voices Five, with the tempo moderately slow, it's inspired pling that gives the ballad a sure-fire start. Train Song, on the other side, is a sticker. It gets the same musical setting, with Amy Arnell and the Voices Three for the vocal chorus, but it's tough to figure out whether the singers are as serious as they sound. Lyrics have the makings of a comedy novelty. Frank Fay, Joe E. Lewis and other Broadway comics who tear a song lyric apart for hilarious effect can have a field day here. Warblers solemnly proclaim that they watch the trains come in, and then watch the trains go out. Paraphrase is much more fun.

The "White Cliffs" side is the one that promises to mean much to the music operators. With Tucker already established in phono circles, he should start plenty of fires with the song.



L. H. SMITH, manager of Southern Automatic Music Company's Nashville office, recently announced the grand opening of a new record department handling records for major companies. (DR)

# West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

Another out-of-town colman to visit Los Angeles recently is Bill Oist, of the Superior Distributing Company, Seattle. . . . Evans' Tommy-Guns are going good in this section, operators report. . . . According to Jean Minthorne, Rock-Ola distributor, the sales of these music machines are clicking it off and the November sales are high. . . . Fred Kaund, Trojan Novelty Company, reports that arcade equipment is moving well. . . . Another firm selling much arcade equipment is the Mac Sanders firm. . . . Meyer Gensberg, of Genco, has left Southern California for Chicago, with Dave Gensberg coming to Los Angeles for a stay. . . . J. Frank Meyer, of Exhibit, was in town from Palm Springs to see the boys before taking off for Chicago. . . . Johnny Winn, of Long Beach, was in town for a brief visit. He reports that his daughter, who was injured in an accident, is getting along nicely and will soon have the cast removed. . . . Art Welas, Los Angeles game operator, visited the Trojan Novelty Company recently. . . . Charles E. Washburn is back in town from a trip into the northern part of the State.

said that the Los Angeles music business is best in recent months. . . . George, of San Bernardino, is expanding his operations. . . . Frank Navarro is commuting by plane between Los Angeles and Mexico City, where he handles the Beasburg line. . . . Jack Perock declares that business is on an upward trend with no peak in sight. . . . Ernest Tolmie, of Harbor Amusement Company in Wilmington, is adding new bar and wall boxes to his already large music operation. . . . W. A. Shorey, of San Bernardino, continues to make weekly trips to Los Angeles to see what's new on the sales floor.

### Southwestern Party

Southwestern Vending Machine Company marked its fifth party with open house. Business for the day was topped with Harry A. Kaplan, owner, receiving congratulatory messages from operators, distributors and factory representatives in the area. Refreshments were served under the guidance of Mrs. John Drummond, Jimmy Jones, manager, assisted Kaplan in welcoming visitors to the party, which ran from early morning until late at night.

### Mills Sales Men Busy

Down Oakland, Calif., way the Mills Sales Company, Ltd., is going to town. A. H. Bouterous, general manager, made a flying trip thru Southern California and Nevada and reports operators enthusiastic. Warren H. Taylor, general sales manager, has been rushing home to putter around the new house on Sundays. . . . kind of tough, considering all the traveling he does. Frank Sandberg, manager of the Mills Portland office, reports returning from hunting with his usual ilk. Cal Brown reports Pathofam interest booming in Los Angeles. H. D. Furnow, Las Vegas office manager, says locations are planning for the largest winter tourist trade.

H. L. Lindley, vice-president of Mills Enterprises, Inc., reports optimistic progress in Panoran Soundline. He finds machines in all territories exceeding expectations.

### Spokane Notes

SPOKANE, Dec. 8.—Interstate Novelty Company is stocking up heavily on Packard Pla-Mors.

H. D. Severson, owner of Standard Sales Company, is back from Chicago with a new Hudson picked up in Detroit.

Art Iud, of Jack R. Moore Company, is in Seattle on an extended business trip.

Walter McAdams, Orangeville, Idaho, operator of tables and phonos, has just returned to his business following three weeks' treatment in a Spokane hospital for injuries suffered in a car accident.

Frank Pate, Newport, Wash., operator, also is back on the job after two weeks in a local hospital.

### Dacy Going to Kayce

Charlie Dacy, Trojan Novelty serviceman, will spend his Christmas holidays in Kansas City. . . . Roy Woodward, reports that his business is good and that he is adding more machines. . . . Music machine business is going solidly for Fred Kohler, Los Angeles operator. . . . Leo Webb, of Webb Music Company, was on the coin row looking over new machines and equipment. . . . Hughie Macaloney came in from Ventura to see what was going on. . . . Dick Gallagher, of Orange County, spent a few hours in Los Angeles. . . . Nevada was represented here by A. Garahime, of the Garahime Music Company. . . . E. C. Orson and Paul Butts, of G. & B. Sales Company, Bakersfield, Calif., were in town to see what's new in music machines. . . . Mrs. S. L. Griffin, successful woman operator of the Valley Coin Machine Company in Ontario, Calif., was in the city recently. . . . Jimmie Dyer, serviceman for Alpha Distributing Company, has received his call from Uncle Sam. Dyer holds a transport pilot license. . . . Dale Freeman, El Centro music operator, was in town and visited the Trojan Novelty Company. . . . Jim Alle, popular Los Angeles operator, maintains a staff of 17 servicemen.

### Eisenstein With Kellys

Herman Eisenstein, serviceman at Bin Music Company, is again working for the Kelly brothers with whom he was associated some years ago in Joliet, Ill. . . . R. H. Carp, music operator, is now operating 17 movie machines. . . . Ralph Benederek, of Ralph's Music, Los Angeles,

## To Ask Philly Music Operator Help in "Smokes for Yanks" Drive

PHILADELPHIA, Dec. 8.—Having cooperated wholeheartedly in the Defense Bonds and Stamps drive, the local music machine operators will soon be called upon to support another drive in the interest of national defense. In the works is a plan for the operators to place side by side with *Any Bonds Today?* a recording of Smokes for Yanks, which was adopted as the theme song in a campaign being conducted by The Philadelphia Inquirer to collect money for cigarettes for the boys in the armed forces.

Strictly a local drive as yet, the Smokes for Yanks song was written by Frank Cepano and Harry Miller, local songwriting team, and is being highly publicized. The Pan Alley Music Company here is publishing the song, and all proceeds from the sale of sheet music will be turned over to the newspaper's Smokes for Yanks fund.

It is planned to have a recording made of the song, primarily for use in music machines. And while the music boxes will serve as a constructive force in fostering the smokes campaign, the music machines will benefit heavily from the advertising and promotion. As yet the plans are still

in a nebulous state, but expected to take definite shape in a week or so.

**ROCK-OLA TELEPHONE SYSTEM**  
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We buy broken or damaged phonograph records in any quantity. From our localities. Write what you have.  
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**TENNESSEE and ALABAMA Operators!**

Southern Automatic announces the opening of a new, large Record Department. A complete stock of all the latest hit recordings on hand at all times. Make this your Record Headquarters.

Our Refinishing and Reconditioning Departments make your old phonos look and run like new. We use the exclusive Marbleglo finish that turns your old style phonograph into a modern, live money-maker. Visit this office for more details.

"The Operators' Friends"

L. E. PIPPENGER  
BERNARD RADFORD  
L. H. SMITH

**Southern Automatic MUSIC CO.**  
425 Broad St. NASHVILLE, TENN.

**ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N. J.**

Wurlitzer 51, Doublet \$48.50	Mills 1950 Phonos	Seeburg Gem \$119.50
Wurlitzer 71, Counter \$38.00	Music	Seeburg Royal \$129.50
Wurlitzer 910, Reorganized, Light-Up Keys A	Rockola 18 Rec.	Seeburg Plaza \$139.50
Front Grille \$9.00	Light-Up G's \$2.00	Proof \$139.50
Wurlitzer 24 \$39.50	Rockola Winsor \$79.00	Seeburg Major \$289.50
Wurlitzer 800 \$49.50	Rockola 30 Standard \$39.50	Seeburg Extra \$249.50
Wurlitzer 600, Keys D \$49.50	Rockola 30 De Luxe \$39.50	
Wurlitzer 900 \$159.00	Rockola 40 Master \$49.50	
	Rockola 40 Master \$49.50	

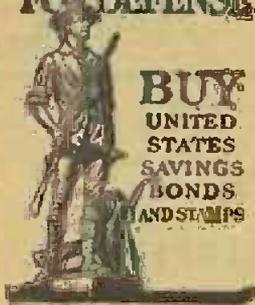
WRITE WIRE! PHONE QUICK!

**GREATEST PHONOGRAPH SALE IN HISTORY!**  
EVERYONE PERFECTLY EVERYONE READY FOR LOCATION! FIRST COME—FIRST SERVED! RUSH DEPOSIT QUICK, BALANCE C. O. D. GRAB THE PHONOS YOU NEEDED NOW! REFERENCES: YOUR OWN BANK.

# PHONOGRAPHS FOR DEFENSE

## The Campaign Goes On

### FOR DEFENSE



**CIRCLE TEN COUNCIL** Boy Scouts of America staff members and A. C. Hughes, of Electro-Ball Company, Seeburg distributor. Hughes explains to the Scout Council the phonograph industry's co-operation with the Treasury Department on bond sales. Left to right are J. M. Glady, L. D. Hochstetler, A. C. Hughes, H. L. Price and D. E. Stallard.



**CO-OPERATING WITH THE TREASURY DEPARTMENT** in sale of Defense Bonds and Stamps. Here W. A. Thomas, collector of Internal Revenue, receives checks for bonds. Left to right: A. C. Hughes, Electro-Ball Company; E. B. Stern, Seeburg Corporation; Joe Ray, phono operator; W. A. Thomas, and S. T. Loko.



**GLORIA DENALA AND THE EXHIBIT** of Mills Novelty Company, Chicago, made up for the Illinois State Department of United States Defense Savings staff, Norman Collins, administrator. It is a model display that will travel the rounds in prominent department stores and other exhibitions. (M.B.)



**LAURENCE R. NELSON**, National Commander of Disabled American Veterans, commends the J. P. Seeburg Corporation and the Electro-Ball Company for their co-operation with the U. S. in sale of Defense Bonds and Stamps. On left is Arthur C. Hughes, representing Seeburg and Electro-Ball.



**ORCHESTRA LEADER ANSON WEEKS** purchases a Defense Bond from members of a Chicago American Legion Auxiliary Post. The Seeburg Minute-Man phono was a feature of the U. S. Treasury Department booth at the Park and Pool Men's Convention held at the Hotel Sherman, Chicago, last week.



**DENNY FIELDS**, "YOUR MINSTREL MAN," is shown selling U. S. Defense Stamps to Grace Land, Janston bathing beauty, on the exhibition floor at the National Association of Parks, Pools and Beaches Convention held in Chicago last week. In the background is the Seeburg Minute-Man Symphonola.



**VENDOR SUPPLY NOTES**

The O.P.M. order limiting the use of lead and tin foils brought forth a criticism from the Reynolds Metals Company. R. S. Reynolds, president of the company, asked why lead was not to be allowed for use in making tin foil while it was still being made into lead rollers, tanks for fishing lines and ammunition for sportsmen. Reynolds complained that the order affected no other civilian use of lead; said that his company had halved its requirements by rolling the metal thinner, and now accounted for only 3 1/2 per cent of the available supply of lead in the United States, and that it would be easy by slightly raising the price to increase lead production by this fraction.

Only lead can stop the light rays which cause candies and tobacco and other products to deteriorate, he maintained.

Sugar opinion from George E. Kaiser & Company: "On the whole, the outlook for 1942 seems to point to a price level in excess of that which has ruled during the current year. Several reasons prompt us to express this opinion. First, there is the matter of the Price Control Bill, which from present indications will not become a law until next spring. We do not see how the passage of this bill can do anything but increase the price of sugar."

Data for the 27th Annual Convention of the Western Confectionery Salesmen's Association are December 11, 12 and 13 at the Congress Hotel, Chicago. This group is made up of top-ranking sales representatives of the candy industry in the Central West. A feature of their gathering is a dinner tendered the leading candy manufacturers of Chicago and near-by cities.

Despite production, raw material and shipping problems, the candy industry today is in a much stronger position than at any time during the past decade.

**COMING EVENTS**

December 21, Sunday—Annual banquet of the combined New York amusement machine operators' associations (Amalgamated Vending Machine Operators' Association and Greater New York Vending Machine Operators' Association). At Billy Rose's Diamond Horseshoe.

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.

According to a special survey released by the Bureau of Foreign and Domestic Commerce of the Department of Commerce. The current production level of the confectionery industry is 25 per cent greater than the 2,000,000,000-pound level reached in 1939, the study reveals. Albert S. Kemm, director of the survey, says that a stimulating factor in the possible effect of curtailment of consumer buying of certain durable goods. The commodities which consumers can purchase are being more stringently limited by the defense program, causing more money to be spent for such items as candy.

Insofar as candy use of vitamin substances is concerned, the industry has received a setback to a certain extent, by the recent announcement by the Committee on Food and Nutrition of the National Nutrition Council that it opposes the addition of synthetic vitamins "to carbonated beverages and confectionery." This is purely an unofficial recommendation, however, and whether or not official action will be taken is still doubtful. This is a problem which will interest members of the industry, and some sort of action will probably be taken by representatives of the industry. The inclusion of vitamins in candy is not contrary to the Federal Food and Drug Act, given proper labeling. Many manufacturers of candy already have displayed interest in the subject of adding vitamins to candy.

Vanilla Beans Mexican crop is probably not larger than 450,000 pounds. In view of the shortage, curbs are proving extremely high prices for green beans. Bourbon, an American bean, are said to be held up at South African port. Arrivals from Tahiti curtailed by lack of steamship service. Increased buying is on arrival basis due to shortage and high cost of other varieties. An advance in Tahiti price is anticipated.

Markets in Brief  
NEW YORK, Dec. 4.—Peppermint oil (dollar a pound): Natural \$5.10 to \$5.10; U. S. Pharmaceutical, \$5.25 to \$5.50.

NOTE  
CHICAGO SPOT MARKET  
New Crop  
PEANUTS  
Virginia and North Carolina

	Cents per 100 lbs. in Bags
Jumbos .....	7.50
Peanuts .....	7.25 @ 7.35
Extra large .....	10.00 @ 10.35
Mediums .....	9.70 @ 9.75
No. 1 Virginia .....	8.25
No. 2 Virginia .....	8.00 @ 8.25

	Cents per 100 lbs. in Bags
No. 1 Spanish .....	8.00
No. 2 Spanish .....	7.50 @ 7.75
No. 1 runner .....	7.90 @ 8.00
No. 2 runner .....	7.25 @ 7.50

Texas  
No. 1 Spanish .....

**National Peanut Display Contest**

ATLANTA, Dec. 6.—An outstanding feature of the National Peanut Week

**U-Need-A-Pak**  
invites you to attend  
its  
**Fifteenth Anniversary**

HOTEL SHERMAN  
CHICAGO, ILL.  
JANUARY 12-15, 1942  
BOOTHS 90, 91 and 92

DISPLAYING THE  
NORMAN BEE GEDDES-DESIGNED  
MODEL "500"  
CIGARETTE MERCHANDISER

**U-NEED-A-PAK PRODUCTS CORP.**  
195 PLYMOUTH STREET BROOKLYN, N. Y.

**MONTH OF DECEMBER Clearance Sale!**

**NORTHWESTERN VENDORS**

De Luxe 3 & 5¢ Pans .....	\$3.95	25¢ Ball 1¢ Pan .....	\$7.95
Standard 1 & 5¢ Pans .....	8.45	25¢ 1¢ Pan .....	6.00
Standard 1¢ Drop Side Pans .....	3.95	25¢ Ball Gum 1¢ Pan .....	4.95
Model 33 Peanut 1¢ (factory reconditioned) .....	4.50	TM Selector 1 & 5¢ Pans .....	15.95

**EXPERT NORTHWESTERN SALES & SERVICE RECONDITIONED**

1¢ Adams Gum Vendor .....	3.45	1¢ Advance 1 1/2 Peanut .....	\$4.45
Col. Beach, Perfect, Soap Proof, Model Pans .....	\$3.95	1¢ Robbing 2-5-1 Vendor .....	2.90
1¢ 4 Col. Model N Adams Gum, Stuppard .....	8.45	1¢ BUREL 3 Col. 5¢ Pan Factor .....	7.95
1¢ Columbia Peanut .....	1.95	1¢ BUREL 5 Col. 5¢ Pan Factor .....	8.95
1¢ Avenue 1 1/2 Gum .....	2.95	Brewer-McGuire 1 & 5¢ Peanut Reconditioned, New Legend .....	8.45
1¢ Harney Choc. .....	8.45	1¢ Nickel 1 & 5¢ Pan .....	8.45
		SILVER-KING 1¢ .....	3.95

**COUNTER GAMES**

1¢ Cris-Cross Ball Gum .....	\$4.95
1¢ Ring Ball Gum .....	5.95
1¢ Harney Target .....	5.95
1¢ Ball Gum .....	8.95
1¢ A.B.T. Challenger .....	13.95

**BALL GUM**  
GLOBES - BRACKETS - STRAIDS - CHARMS - Full Line Pan Confectionery Candy.

**7/3 DEPOSIT, BAL. C. O. D. SEND FOR COMPLETE PRICE LIST**

**NORTHWESTERN SALES & SERVICE CO.**  
539 Coney Island Ave., Brooklyn, N. Y. 58 Irvington Ave., Newark, N. J. Diglow 3-2560

**BALL GUM — Finest Quality**  
3/4" or 1/2" — Write for Samples and Prices  
**U. G. GRANDBOIS COMPANY — Kalamazoo, Mich.**

campaign will be the window contest in which will be given away over \$2,000 in prizes, announced W. B. Jester, executive secretary-treasurer of National Peanut Council, Inc. In addition to the national prize, local prizes will be given by large distributors in many cities for the best windows displaying peanuts and peanut products.

To any distributor who will give the local prize of \$25 in his city the National Peanut Council will furnish \$75 worth of window streamers free of charge. Anyone wanting to do this should advise the council at once. If their city has not

already been assigned the council will designate the firm to give the prize.

Jester says that by giving the local prize, putting on an active campaign and promoting by the national publicity of the National Peanut Council any distributor of peanuts and peanut products can really double his business in January, as many firms did last year.

The interest in National Peanut Week, January 22 to 31, is growing daily. Due to the success of last year's campaign, practically all handlers of peanuts and peanut products are co-operating this year.

Federal Tax Free  
**VICTOR MODEL V VENDOR**

STANDARD FINISH MODEL V, ONLY \$8.50 EACH.

PORCELAIN FINISH MODEL V, ONLY \$9.50 EACH.

Model V Premium Deal Complete.

Deal Ready To Sell on Location All for Only  
**\$13.50**

Machine Takes in \$1.00, Pay Location 50¢ or \$2.75, Year. Net Return is \$3.25.

TAX FREE  
**TARGET SKILLS**

BIG GAME.....\$34.50

MODEL F..... 34.50

CHALLENGER .. 29.50

Immediate Delivery — Liberal Trade-In.

1/3 Deposit Required With Order. Send for List of Now and Used Vending Machines, Confection, Gum and Baby Counter Games.

**RAKE** 3014 Market Street PHILADELPHIA, PA.

The best \$ for \$ value ever offered!  
**VICTOR MODEL V PREMIUM DEAL**

Includes 1 Model V Vendor; 1 Meter for Machine; Display Board with 20 premiums; 1100 balls of gum (20 pieces). And what's more it's  
**TAX FREE!**

ORDER YOURS TODAY!  
**\$13.50**

Down, Balance C.O.D.

**PIONEER** 401 BACKMAN ST. BROOKLYN, N. Y.

# NOVEMBER MARKET REPORTS

## More Buying as Tax Confusion Is Cleared by Important Rulings; Operators Have Banner Month

Compiled by Maynard L. Reuter

CHICAGO, Dec. 6.—The federal tax situation continued to hold the center of the coin machine stage during November, altho the power and drive put behind the Defense Bonds campaign by the music machine industry forced the tax problems to share the spotlight part of the time.

Two rulings handed down by the Internal Revenue Department—one on consoles, the other on counter games—did much to clear the air of remaining confusion on tax rulings. Ruling on consoles states that as long as no tag or other evidence of payouts is contained on a machine that would indicate that a player is entitled to receive cash, premiums, merchandise or tokens, the machine is non-taxable. Later ruling based on these same principles was laid down to govern counter games. Underlying basis for these decisions is that neither type

game falls into the "slot machine" or "pin game" categories covered by the federal tax law.

### Bond Drive

The morale-building power of the nationwide automatic phonograph network was driven home forcefully to the nation by the industry's all-out campaign to boost sale of Defense Stamps and Bonds during the month. "Phonograph for Defense Week," November 9 to 16, saw the recording, "Any Bonds Today?" in the No. 1 spot on phonographs throughout the land. Phono manufacturers, distributors, operators and service men became bond salesmen, not only getting their families and friends to be bond holders, but enlisting the services of location owners as well. Much favorable publicity was garnered by the industry in the press of the nation as a direct result.

### Buying Brisk

Buying of equipment, which picked up the end of the month as tax difficulties were settled, continued brisk during the month. Used games were reported in big demand. Many of the new games released by manufacturers were well received.

Manufacturers again were in frequent huddles with OFM officials on the raw materials situation. Six Chicago firms, in keeping with governmental advice to small business, formed a pool to seek defense contracts.

### Convention Plans

Formal plans for the 1942 Coin Machine Convention were announced during the month. January 12, 13, 14, 15 are the dates. Coin Machine Industries began actively enrolling exhibitors. At the month's end Hotel Sherman reported rooms are booked solid for the get-together, with one firm reserving 55 rooms.

### Collections Cope

For the operator, November was a banner month. Upswing in the nation's pay roll began to be felt stronger than ever in play on pin games and automatic phonos. Vending machines, especially those in factories, got excellent play. Many new vending routes opened. More movie machines went on location.

### Legal Front

Outstanding legal news of the month, aside from that emanating from the U. S. Internal Revenue Department, came at month's end when the Florida Supreme Court handed down a decision okaying coin-operated amusement devices that do not dispense any form of prize or award as legal under the 1941 law requiring occupational taxes for amusement machines.

In Milwaukee pending ordinance to license games was shelved indefinitely. Operators looked for a return of games soon in Detroit and Buffalo, where new city administrations take hold January 1. New city council in Cleveland passed an unfavorable ordinance against games.

### BALTIMORE

BALTIMORE, Dec. 6.—The sharp upswing in sales of both new and used games during the last week of November was the brightest spot in the sales picture for the month. Some of the distributors declared that 75 per cent of the sales for the month were registered during the last week.

Demand for consoles continues to be the high spot. New games, particularly consoles, were accorded a warm reception by the local trade. Counter games moved briskly, and a good demand for

diggers, cranes and target guns was reported.

Coin music machines were in good demand during the month. Same was true of remote-control units. Operators reported collection gains, especially in spots where wall boxes and counter units were in operation.

Baltimore continues to enjoy its bright spot in the national defense picture. Both employment and salaries showed marked increases during the month.

Cigarette machine sales are up, with more equipment now in operation than ever before. There also has been a seasonal upswing in the number of candy, nut and gum machines.

### BUFFALO

BUFFALO, Dec. 6.—While the coin trade did not enjoy the 20 per cent advance in business experienced by theaters, department and specialty stores here during November, the upswing was a good one. Collections and sales were excellent, trade leaders report.

Outcome of the city election early in November was favorable with the candidate the coinmen supported winning. Competition among music operators became keener during the month and there are rumors that an association will be formed soon.

On the sales front, pin games are definitely on the upswing, with used games of all types in demand.

From the operator standpoint, play on music machines was good for the month, but cooled and fell from the peaks to the depths as employment was affected by change-over from part to full-defense orders in some plants, and by strikes. Pin game picture looks brighter with a new administration moving in January 1. Movie machines haven't improved in numbers. Candy collections soared and several new routes were put out. Cig routes did well as did nut, gum and ice-cream vendors. Newest wrinkle here is the use of candy machines to vend packaged crackers alongside the milk vendors. Beverage machines still doing well, with milk machines getting the biggest play.

### CANTON, O.

CANTON, O., Dec. 6.—While Christmas shoppers throughout this district are boosting holiday sales to the highest level in history, coin machine operators report the shopping spree was reflected in their business the last few days of November and are of the opinion that December will be one of their best months in perhaps a decade.

While pinball games are meeting with some political opposition in certain localities in this territory, in the majority of the larger industrial centers they are heavily patronized.

A movement is afoot to license games in Youngstown, O., and in Canton proper some types of games have returned to private clubs where liquor is not sold, in order to comply with a State ruling.

Phono operators report placements increased during November all over the territory. Many locations that have been using bands or juggling units have installed machines to reduce overhead.



HARRY A. KAPLAN (center), owner of Southwestern Vending Machine Company, Los Angeles, receives the hand of good fellowship from his manager, James Jones, on the occasion of the fifth anniversary of the firm. In the background are operators, factory representatives and distributors who attended the party to wish Kaplan and his employees continued success.

**NOT COIN OPERATED!! TAX FREE! TAX FREE!**

That's why American Eagle is doubling and tripling profits! Locations demand it! Operators rave about it! Costs only **\$37.50**

YOUR PRESENT MARVELS AND AMERICAN EAGLES COMPLETELY CONVERTED AT FACTORY FOR **\$10.00 ONLY**

**DAVAL, 2043 CARROLL AVE., CHICAGO**  
Pacific Coast MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

**LAZAR .. HOME OF AMERICA'S FINEST BUYS**

Speeding .....	\$27.50	Speed Ball, in Case .....	\$30.50
A.B.C. Bowler .....	\$20.50	Texas Mustang .....	Write for Price
Hitting Practice .....	Write for Price	Target Ball .....	\$32.50
Booze Town .....	\$32.50	Live .....	14.50
Hi Dive .....	\$9.50	Wiper .....	14.50
Jungle .....	72.50	Wild Fire .....	37.50
Shyars '41 .....	34.00	West Wind .....	57.50
Wrestle .....	27.50	Tab. Pool .....	47.50

**THIS WEEK'S SPECIAL—PAN AMERICAN .....** \$39.50  
1425 N. Broad Street, Philadelphia, Pa. Stevenson 4320

**PUNCH BOARD MEN! SELL THIS DEAL!**

UP TO \$2.55 PROFIT ON EACH SALE  
SELL TWO BOARDS FOR \$7.50 - GIVE ONE FREE  
FREE BOARD Also Nearly Pays for Amusement

Get your order with the one guaranteed deal. Special board, factory value, and find who cannot. Game Product, distributor or shipping company. (No one else! Hundreds of regular dealers, pool rooms, amusement stores and they were waiting for you to call.)

**ORDER AT LEAST A SAMPLE - TODAY!**

This deal not sold to Retail Stores...  
... Sold Only By Distributors

DISTRIBUTORS PRICE: **\$8.25** (Includes 100¢) | **\$9.00** (Includes 100¢) | **\$4.75** (Includes 100¢)

**Act Now! BE FIRST IN YOUR TERRITORY RUSH YOUR ORDER TODAY!**

10 Days Money-Back Guarantee On First Order  
(Only Copies Registered On All Orders)

**CROWN PRODUCTS 302 EAST INDIANA AVENUE SOUTH BEND INDIANA**



**TWO WELL-KNOWN DISTRIBUTORS.** Joe Schwartz, of National Coin Machine Company, Chicago, and Sam Taran, Mayflower Novelty Company, St. Paul, meet in the Exhibit Supply Company display room while looking over Big Parade. Big Parade is passing the production record made by Knockouts. Exhibit officials' decr. (MR)

which was upped when liquor prices were substantially increased several weeks ago.

Movie machines are increasing. Drink vending sales are off slightly due to removals from many stores that need the space for holiday merchandise, but factory drink machines continue strong.

brought out a number of new bars. Business is reported to be ahead of a year ago. Gum, peanut and other vending machines continue to be well patronized.

**DALLAS**

**DALLAS, Dec. 6.**—With two big national defense projects expanding rapidly and private industry putting more people to work here, local coin machine business, along with department stores, theaters and skating rinks enjoyed better business in November. The difficulty of federal taxes has just about been ironed out and operators and distributors are optimistic about future business.

Misto machine play increased during the month. Cigarette machines increased their take and several new installations were made.

Heaviest orders in new equipment was for phonographs and wall boxes. Dallas music operators have co-operated wholeheartedly with the drive for the sale of Defense Bonds, and several firms report 100 per cent purchases of bonds among their employees. Record firms report November was one of their best months.

Shortage of new equipment held down sales for some distributors of free-play pin games. Prices for used equipment continues to hold firm. Salesboards enjoyed a big business with a wide variety of accompanying merchandise being offered for the Christmas holiday season.

Movie machines are increasing, and a new distributing firm, South Coast Amusement Company, was established during the month for Mills Panorama.

**DENVER**

**DENVER, Dec. 6.**—Altho there has been a seasonal slump here, it was much less than was expected and distributors report they already have definite indications of an upswing. Collections have been off generally, the most operators are looking for a spurt of spending that will carry thru the holidays.

Movie machines are showing the greatest increase since their introduction here. Distributors report sales holding up nicely in the surrounding territory. Ballrooms and bowling alleys are proving nice set-ups, especially for guns and other arcade equipment. Placement of machines in and near army posts continues to pay splendidly. Ball and pin games have picked up, especially in the outside territory. Sale of consoles is reported brisk.

Used machines are getting scarce. Vending machines continue much as always with near-by army locations providing small spurts in sales. Picture in general differs from usual at this time of year, with distributors already noting increases in sales rather than the usual decrease, and sales are expected to carry over at an increased pace well thru the first few months of the new year.

**DES MOINES**

**DES MOINES, Dec. 6.**—After shaking off the overhead caused by the new federal taxes, coin machine business in

**FREE PLAYS SHOW ON DIAL**  
**NEW BIG GAME**

This is a Free Play Game with no payout.

★ With a meter to register the amusement score.

★ FURNISHED WITH ANIMAL HEAD STRIPS OR FRUIT REEL STRIPS

★ ~~With~~ With Mystery Cash Payout With Token Jackpot

★ Height 42½ In.  
Width 22 In.  
Depth 23½ In.  
Weight 134 Lbs.

★ 1c-5c-10c-25c Play **15-DAY MONEY-BACK GUARANTEE**

Write for circulars and prices

**WATLING MANUFACTURING COMPANY**

4650 W. FULTON ST., CHICAGO, ILL.  
Tel. Columbus 2770. Cable Address, "Watlingite," Chicago



**CLEVELAND**

**CLEVELAND, Dec. 6.**—One of the first acts of the new city council was to pass an ordinance prohibiting pinball, slot machine or other devices that could be used for gambling purposes. This ordinance was introduced last spring and after several hearings was shelved until this month, when the new city administration had the ordinance presented to the council. There is a possibility that the operators' association will carry the case to the courts on the ground that it is not constitutional.

Phonograph operators had a good month and are looking forward to the best holiday business ever.

The tie-in with the Defense Bond sales campaign gave the Phonograph Merchants' Association a lot of favorable publicity, and co-operation with the Rock-Victor Dance Caravan helped business. So far no shortage of new phonographs has been reported.

There was some apprehension on the part of cigarette vending machine operators that the local pinball ban would affect them. However, they were assured by the safety director that merchandise vendors would not be molested.

November was a good month for ice-cream sales, and vending machine operators report they have locations for machines as soon as they arrive from the factory. Shipments of candy bars to operators showed some improvement during the month, and manufacturers

**Out in Front**

**BIG NEW BOARD**

**DERBY WINNER** ... Here's the star entry in the SUPERIOR Sweepstakes ... 1200 holes ... 5¢ per sale ... Daily Double symbols ... Takes in \$60.00 ... Total average payout is \$30.34 ... Total average profit is \$29.66 ... EXTRA-THICK DIE-CUT BOARD.

**SUPERIOR PRODUCTS** 14 N. PEOBIA ST., CHICAGO, ILL.

**EMPIRE COIN OFFERS**

Blacks ... \$44.00	Ten Six ... \$64.00
All American \$7.50	Ten Six ... \$5.00
Four Aces ... \$1.50	Spade ... \$2.50
West Wind ... \$2.50	Big Bird ... \$0.50
Fun Beam ... \$7.50	White Owl ...
Room Town ... \$2.50	P.S. ... \$7.50
Red Hawk ... \$7.50	Leggie ... \$7.50
Temple ... \$2.50	Looney ... \$2.50
Flower ... \$9.50	Cross Line ... \$2.50
Double Play ... \$4.50	Short Stop ... \$2.50
None ... \$9.50	Moons '41 ... \$0.50

**EMPIRE COIN MACHINE EXCHANGE**

2812 West North Ave., CHICAGO, ILL.

**WANTED FOR CASH**

Pinball, Baseball, Football Machines, One Fishers, Vitallines, Scales, Phonographs, Eight Bonbons, Rapid Fire, Air Defense, Air Raiders, Sky Fighters, Rotaries, Diggers and everything in Arcade Equipment! We accept trade! Wash your list today!

**MIKE MUNVES CORP.**  
593 10th Ave., New York, N. Y.

**BARGAINS**

AIR RAIDER ... \$ 99.50	BUCKLEY WALLBOX (CHROME) ... \$ 19.50
SKY FIGHTER ... 129.50	ROCK-OLA "40" MASTER ROCKOLITE WITH REMOTE ... 200.00
NITE BOMBER ... 129.50	ROCK-OLA "40" SUPER WITH ADAPTER ... 215.00
ROCK-OLA TEN PINS ... 39.00	
WESTERN BASEBALL "40" ... 59.50	
ROCK-OLA WALLBOX ... 17.50	

All equipment guaranteed reconditioned and ready for location. 1/8 cash with order—balance C. O. D.

**SHAFFER MUSIC COMPANY**

514 SO. HIGH STREET COLUMBUS, OHIO

**WANTED—PACES RACERS**

Late serials, brown cabinets. Pay cash. Wire immediately

**PRINCE GEORGE HOTEL VENDING CO.**  
Miami Beach, Fla.

**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 price first letter. BOX No. D-124, The Billboard, Cincinnati, Ohio.

# MOST Sensational SALESBOARD EVER MADE

**THE FIRST SALESBOARD WITH REAL MOVING WHEELS**

## FOUR WHEELS

ACTUALLY ROLLS ALONG COUNTER

## DOUBLE FACE

PUNCH FROM EITHER SIDE

Slot Symbol Style Tickets!

CHICAGO

TREMENDOUS PLAYER APPEAL!

### SUPER DIE-CUT

Board Takes in 1200 Holes @ 5c ..... \$60.00  
 Pays out: 8 Jackpot Punches, Average..... \$12.42  
 Consolations..... \$15.40  
 Total Payouts..... \$27.82  
**PROFIT (Average) . . . . . \$32.18**

## GAY GAMES, INC., MUNCIE, INDIANA

MANUFACTURERS OF THE INDUSTRY'S OUTSTANDING SALESBOARDS AND POPPER GAMES

Iowa soared to a record peak during the latter half of November. Operators were reported buying new equipment in record amounts, with consoles leading.

Phonograph business continues to boom here, altho in many rural spots there was a definite lag with shifting of droffees and skilled workers. The ordinance plant's weekly pay roll here passed the \$500,000 mark to boost business in all branches.

The month's activity was featured by the annual convention of the Iowa Merchandise Operators' Association, with some 60 vending operators in attendance.

Pepsi-Cola Bottling Company announced plans to construct a new \$100,000 plant here and disclosed an order for 200 coin-operated dispensers for this territory.

### DETROIT

DETROIT, Dec. 6.—Local coin machine business has entered an era of puzzling and contradictory trends that in several instances defy analysis. Bolivether of the industry in this territory for a long time has been the music machine field, with operators steadily buying more boxes and play continuing good despite a dramatic increase in number of locations.

Up until the past couple of weeks sales of music machines and remote control equipment continued high. A fairly sharp drop occurred since then, partly the result of tightening up of production and the coming of a feeling of general business uncertainty.

Directly involved in this was the outbreak of a minor warfare between rival groups within the music machine field. This situation remains unsettled at this writing, but the good will that the industry has garnered in its Defense Bond campaign has kept the fight out of the public press, and play on machines hasn't been hurt much except in specific locations where picketing was resorted to.

Careful expressions of opinion by leading figures indicate that a definite attempt to modify present restrictions on amusement-type non-payout machines thru a new city ordinance may be successful after the first of the year, when a new council takes office. Present situation is generally unsatisfactory to everybody, including the public. Sentiment is that legitimate amusement machines, as distinct from any type of payouts, should again be operated here.

Vending machine sales have been somewhat off for the past few weeks, chiefly because many operators were uncertain about taxes. Jobbers generally report marked sales pick-up after this uncertainty has been cleared away.

### FORT WORTH

FORT WORTH, Dec. 6.—Noticeable good news was made in this territory by Mills Panoram movie machines during November. Units began to appear on locations, and a North Texas distributing center is now in full operation. Newspapers here have been giving publicity to the Panoram, and the general public is beginning to take to them.

Phonographs and wall boxes continue to lead the parade, with cigarette vend-

ers running a close second. Scales are booming. Very little activity in the counter machine division, and operators are beginning to turn their attention to the non-coin-operated counter devices. In this particular area marble tables of the re-play type are scarce, as the city has not yet granted the operators a go signal. A few are operating in the county.

There is a noticeable demand for the 5-cent-type candy-bar vendors since the cool weather. There is a strong demand for all good used equipment, especially for phonographs, bulk penny vendors and penny scales.

Ball gum sales are mounting daily, as well as Jumbo and Spanish peanuts. Cushties and almonds have gone overboard as far as being used in the bulk vendors. Some small bulk candies are being used, but reports are that sales are slow. Phonograph record sales keep mounting.

### HARRISBURG

HARRISBURG, Pa., Dec. 6.—Distributors report that business was spotty in this area for November. One reason for decline is that soldiers stationed at nearby Indian town Camp Military Reservation have been south-on field duty.

Additional Federal taxes added to blues of cotton. Most Central Pennsylvania cities have their own laws on machines, and York has an ordinance pending now to increase the annual tax.

### LOS ANGELES

LOS ANGELES, Dec. 6.—Majority of column here report that trading was brisk in all fields during November.

Distributors of cigarette machines stated November sales were up over the preceding month. One firm attributed the spurt to the fact that a price increase effective December 1 had caused operators to buy in advance. Used equipment was also in demand during the month. Wall box sales continued strong.

Arcade equipment moved well in November. Arcades at beach resorts are getting a heavy work-end trade, and used equipment is in demand. Opening of new arcades in the cities and near army camps has also kept the demand for machines above expectations.

### MILWAUKEE

MILWAUKEE—Dec. 6.—With weekly pay rolls, individual earnings and average hours worked continuing to show gains over a year ago, coin machine operators report business continuing at a good level, particularly for vending machines in and about industrial plants.

Altho the estimated number of wage earners in the city dropped to 113,000 in October, compared with 114,700 in September, pay rolls reached \$3,060,000 over \$3,804,000 the previous month; weekly employes hours were 4,886,000 against 4,780,000 for September; average weekly earnings mounted from \$33.40 to \$34.96, and average hourly earnings rose to 81.8 cents over 80.7 cents, according to the State Industrial Commission, which estimated that there was a 23 per cent gain in industrial workers in Milwaukee this October over last and a 43 1/2 per cent gain in weekly pay rolls over a year ago.

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Mills 1930 1-2-3 ..... 26.50	Mills 1930 Thruway ..... 139.50
	Seeburg Grower ..... 129.50
AUTOMATIC PAYOUTS	Rock-Ola 1930 Standards ..... 129.50
Mills Four Balls ..... \$239.50	Wurlitzer 24 ..... 109.50
Mills Jumbo Parade ..... 97.50	Rock-Ola 1940 Rockabillo Counters, Nickel Plated Stand ..... 89.50
Pace 1941 Baroque Jr. .... 89.50	Pace-Ola 1930 Counters, Plain ..... 89.50
Jewelry Flash Times ..... 79.50	Wurlitzer 610s, Keyboard & Front Grille ..... 89.50
Western Big Game ..... 79.50	Rock-Ola Imperial 20s ..... 89.50
Bally Hi Hends ..... 69.50	Wurlitzer 610s, Keyboard and Rhythm ..... 89.50
Bally Grand Stairs ..... 69.50	King, 16s and 12s ..... 39.50
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## AMBASSADOR VENDING CO. 789 CONEY ISLAND AVE. BROOKLYN, N.Y.

NEW ORLEANS

NEW ORLEANS, Dec. 6.—Clearing up by the tax problems leaves operators and distributors in a more optimistic frame of mind. While phonograph distribution remains seasonably good, a pinch on certain parts is being felt. Record distributors report peak sales, but are faced with the problem of getting in enough stock to satisfy demands. Pin games, 1-ball and 5-ball free-play types continues to get the main attention and vending machines are gaining some attention with colder weather. Only banner locations are being maintained for the claw machines. The holiday season has helped rentals in the phonograph operating field but cut rates are still pinching profits. A growing demand for discarded records is reported throughout the area, with distributors of one national line of records giving 2 cents for any kind of worn out record of that brand. Another large second-hand buyer is paying 5 cents for all kinds of records. There has been no legal ruling of any note in this area during the past month and nothing is foreseen for the immediate future.

NEW YORK

NEW YORK, Dec. 6.—Sale of pin games was brisk here during the month, especially in the used game market. New machines that tickled with the local trade sold rapidly. Collections have been good and operators anticipate play will increase with the advent of colder weather. Local legal situation has held down sales in the metropolitan sector to some extent, but on the whole, bias for the month was good. Music machine business continued to boom during the month and distributors moved all available new and used equipment rapidly. Along this is usually an off season for merchant machines, sales of cigarette and candy vendors moved at a merry clip.

PHILADELPHIA

PHILADELPHIA, Dec. 6.—Conventions and week-end football games made November one of the best winter months in years for operators here. Although shipments are slower, no acute shortage has developed as yet in any line. Anticipating a possible shortage, many operators are building up their reserves. This month many new operations started. In the music line Play-at-Tune, Inc. and Cosmopolitan Music Company entered the field. Samuel Brody became the territory's newest automatic movie machine operator. In establishing the Phonovue Company, interest in the movie machines has not reached any appreciable peak. In the soft-drink vending field the summerlike weather has kept collections at high levels. Spotlight was also centered on the drink vendors as a result of the 23d annual convention and trade exposition of the American Bottlers of Carbonated Beverages held here for a week. Big business change of the month was Samuel Stern, head of Keystone Vending Company, buying out the music route of by Newman's Modern Music Company. Newman continued in the industry with pinball games. Another outstanding event of the

60 COUNTER MACHINES

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2 Ten Dollars, \$22.00; 5 Ten Dollars, \$22.00  
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1 Ten Dollars, \$22.00; American Eagle, \$10.00; if  
1 Ten Dollars, \$22.00; 4 Jacks, 7-cent, 7-cent, 7-cent,  
1 Ten Dollars, \$22.00; 20-cent, 20-cent, 20-cent, 20-cent,  
1 Ten Dollars, \$22.00; 10-cent, all perfect, \$2.00,  
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CROWN REMOVAL SPECIALS!!

Table with 3 columns listing various machine models and their prices, such as 'Aperture \$42.00', 'Merry \$38.00', 'Sinner \$48.00'.

CROWN DISTRIBUTORS

month was the amount of good will earned by the industry. Highlight was the testimonial dinner tendered at the Hotel Warwick by the Showmen's Club, social organization of indoor amusement men, in honor of Jack Berman, head of Herko Vending Company, candy vending firm.

PHOENIX

PHOENIX, Ariz., Dec. 6.—Trade in most coin machine lines in the Phoenix area was fair in November, exceeding September and equalling November, 1940, in the opinion of operators and distributors. Exception to that general trend was the slowdown in music machine business last month. The decrease, altho not extreme, was sharp enough to make itself felt both in music machine play and in record sales. Amusement machine business held steady except in the penny counter game line. Vending machine business also was reported fair, with operators anticipating good business for December, when valley winter resorts open and holiday buying gets in full swing. Defense dollars spent on construction of the four army airports in the valley, plus soldier pay rolls there, are credited with having helped keep coin machine business from falling. Also a factor has been construction of the new \$3,000,000 Goodyear Aircraft Corporation's airplane plant at Litchfield Park, 10 miles west of Phoenix. When completed plant will employ some 1,200 workers.

ST. JOHN, N. B.

ST. JOHN, N. B., Dec. 6.—With opening of winter shipping here, increased patronage of coin machines of all kinds is assured. Shipping is handled at Montreal and Quebec in the summer, and there is little work for the longshoremen and other port workers. With navigation closed on the St. Lawrence River by ice, St. John and Halifax get the business. Additional play for the coin machines comes not only from port workers but steamship crew and passengers. Phones continue in keen demand at eating places, with soldiers sailors and airmen giving the boxes a big play. Winter operation is expected to be the best in the history of this territory.

SCRANTON

SCRANTON, Pa., Dec. 6.—With spending stimulated by wage increases here during the past month, the music box industry received its share of better business. Scranton Lace plant workers were the latest to receive pay boosts, being granted an 8 per cent raise. Distribution of \$788,000 in Christmas club funds to 24,000 people in Scranton this week also is expected to add to spending in the amusement field. On the industrial front a move was launched by Mayor-Elect Howard J. Snowdon for the establishment of a municipal authority to help obtain new industries for the city. The warm weather of the past few weeks has made the anthracite market sluggish.

SPOKANE

SPOKANE, Dec. 6.—The local pinball machine market has gone into its annual stall. Distributors reported little movement, in either new or used machines during November because of the approach of January 1 and with it time for payment of city license fees. However, there was nothing slow about the play on machines, at least month was one of the best of the year. The federal tax cut down the number of pinball machines in use somewhat, but not the play. This applied, too, across the neighboring Idaho line, where slots are legal. Sale of slot machines in that territory, however, was pretty quiet, there being an excess of equipment in the winter season due to closing of many resorts. Phonograph business continued to pick up during the month.

WASHINGTON

WASHINGTON, Dec. 6.—Tempo of the national defense program has made the capital a boom town, and the coin machine field is said to be getting its share of the money that is being spent on amusement and entertainment. Sales of music machines show a decided upward trend. Remote-control units also are selling well. Pin game sales are good, the net up to levels set before the new federal excise tax. Operators have removed machines from poor locations. Collections, however, have not suffered. Sales of cigarette machines showed gains. More locations now have these machines, with operators reporting good returns. Increase in installation of candy machines shows the seasonal trend in these. So do gum and nut machines.

WILKES-BARRE, PA.

WILKES-BARRE, Pa., Dec. 6.—Aided by big pay rolls and brisk weather, the coin machine business in Wyoming Valley was reported good during the past month. Several of the operators co-operated with the Phonographs for Defense Week by putting the tune Any Body Today? in the No. 1 spot. Hans Lindeman, of Roth Novelty, arranged an outstanding display in the firm's Sportland here, and Ben Sterling, of Sterling Service, arranged a similar display in Scranton. Pinball machines have not shown any marked rise in business since installation a few months ago. Music machine biz is good, and pinball machines are getting a good play with practically all operators reporting business ahead of last year.

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# EASTERN FLASHES

By JOE ORLECK and BEN SMITH

With the weather getting wintry many coinmen have gone south, and those who haven't are just awaiting an opportune moment to pack up and run. In addition to Nat Cohn, Harry Rosen and Sidney A. Levine, who left last week, and Joe Rosen, who booted down, Dave Margolin plucked up his heels and left for points south. Benny Gruber has been in the land of sunbaths for the past six weeks; Irving Sommer, the last three. The German is on his way and Jack Somel was talking about leaving. Mike Munves intends to leave shortly. Dave Simon's only reason for remaining in the city is that Keeney's Submarine is a current hit, and Dave finds it impossible to check out.

Hub Faber, well-known sportland promoter of a few years back, has opened an elaborate toy store on 34th Street between Broadway and Seventh Avenue for the Christmas trade.

Harry Priar, Queens Novelty Company proxy, visited his friends on coin row and was optimistic about the future of the business. One of Sam Oloth's friends over at Ambassador Vending is trying to contact him.

Bill Edwards, plant Negro mechanic over at Budco's, gave an exhibition of speed in cleaning games the other day. Bill sandpapers both sides of the cabinet at one time, using each hand in the operation, and in only a few moments winds up with a perfectly cleaned machine. Hyman Budin, Lucky Skolnick and Willie Levy got down to their office early in the morning. It's easy for Budin, for he's been doing it for years, but Lucky and Willie find it quite a problem. Lucky complains he's been getting up earlier now than at any other time in his life. "But we're so busy," says Lucky, "that I've gotta get up."

Eddie Olschman runs a fine route of amusement games in Brooklyn. Eddie is a brother of Cy (Steppin' Sam) Olschman, of Philadelphia, who has successfully promoted many other ideas in addition to operating.

New York Supply Company has opened offices at 445 West 50th Street, New York, under the sole ownership of Leon Beriman. The firm carries a line of parts and supplies for coin machines.

George Penser and his two lieutenants, Irving Morris and Jack Altmick, are doing such a wonderful sales job on Mills Panorama that they have already made arrangements with a garage owner to park that Chevy.

for a rest and already writing post cards in Spanish. "Big" Olschgold, sales manager of the firm, back from the Havenhill factory this week, boarded a plane headed south almost immediately. Sam Sacks busily engaged in putting the finishing touches to his new brain child, which will be ready for general release soon.

Earle Backo, of National Novelty Company, is usually found in his coin row offices Tuesday and Thursday and at Merriek, L. I. the rest of the week. The two offices keep Backo stepping briskly.

### Of Men and Machines

Al Cohen, of Asco, Newark, N. J., keeps increasing his business throughout the country and claims the vending machine is an important part of the coin machine business today. Ambassador Vending Company, Brooklyn, run by Al Sherry, Al Koonde and Phil Gould, informs us they have a warehouse full of amusement games and are shipping out all orders promptly.

Tony Gasparro, of Western Novelties, who is quite active shipping reconditioned equipment throughout the country, received word from his brother in Lou-

## SALE

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FREE PLAYS	
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Balls Hoop	40.00
Big Show	10.00
Blonde	12.00
Boasting Alley	30.00
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Castle	14.00
Circle	10.00
Green Major	14.00
Gold Ring	22.00
Happy	45.00
Happy	10.00
High Jump	10.00
Picker	10.00
Formation	14.00
Flag Race	20.00
Glamour	10.00
Gold Star	14.00
High Dive	40.00
H. M.	41.50
Home Run	12.50
Jolly	12.50
Jump	10.00
Leader	14.00
Lucky	8.00
Miles (1940)	5.00
Merry Go Round	12.00
Mirrors	24.00
Miss Helen	47.00
Mr. Chips	310.00
Myrtle	17.00
Pepp	21.00
Parade	21.00
Play Ball	22.00
Power House	15.00
Program	17.00
Pyro	41.00
Rare Bird	21.00
Score Card	12.00
Score Game	45.00
Sea Hunt	25.00
Shut Out	27.00
Short Show	14.00
Shy Guy	37.50
South Star	47.00
Sports	12.00
Sporty	12.00
Steamer	7.00
Star Attraction	60.00
Star	24.00
Starry	10.00
Tan Truck	44.00
Three Stars	12.00
Topper	0.00
Topper	12.00
Yacht Club	14.00
Yacht	5.00
Zig Zag	40.00

### ONE BALL FREE PLAYS

Bill's Game	\$27.50	Record Time	\$72.00
Dark Horse	75.00	Sport Extra	55.00
Sport Special	110.00		

### COUNTER GAMES

Acc	64.00	Lucky Number	27.00
American Eagle	11.00	PGA's Path	3.00
American Flag	1.00	Roll a Path	3.00
Cash	1.00	Roll a Path	3.00
Dark 21	4.00	Roll	3.00
Easy	5.00	Roller Winner	3.00
Fillow	7.00	Twin Win	7.00

1/30 Deposit - Balance C. O. D.

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Big League	15.00	Nigger	30.00
Big Chief	10.00	Pyro	23.00
Band Wagon	22.00	Musica	15.00
Big Time	20.00	Program	17.00
Castle	19.00	Playball	45.00
Circle	10.00	Pyro	15.00
Formation	17.00	Powerhouse	17.00
Flag	10.00	Red, Wh. & Bl.	20.00
Flag Race	15.00	Star Attraction	60.00
Flower	10.00	Star	15.00
Fun House	15.00	Star	22.00
Flower	20.00	Star	27.00
Gold Star	20.00	Star	27.00
Gold Cup	20.00	Star	27.00
Glamour	12.00	Star	27.00
Happy	15.00	Star	27.00
Line-Up	15.00	Star	27.00
Leader	20.00	Star	27.00
Lead-Off	20.00	Star	27.00
Landscape	17.00	Star	27.00

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A. U. G. Buster	\$42.50	Blind Book	\$47.50
Attack	22.00	Can American	37.00
Bally Beauty	17.50	Red, White, Blue	22.00
Castle	10.00	Sea Hunt	35.00
Double Play	42.50	Sea Hunt	29.00
Hi-Stopper	32.50	Silver States	35.00
Home Run	40.00	Draw Ball	50.00
Landscape	18.00	Sport Parade	24.00
Lineup	17.50	Spun Up	20.00
Lineup Leader	24.00	Speedy Dancer	17.00
Lead Off	17.50	Star Ray	30.00
Major	42.50	Target Ball	30.00

Tain Six ..... \$20.00  
Velvet ..... 27.50  
Wow ..... 25.00  
Western BASEBALL (Lite-Up Backboard) 49.50  
WRITE FOR PRICE KEENEY'S AIR-PIANO (Brown Cabinet) Scientific Bating Practice 125 Drexel, Bal. C. O. D. Write for Complete List

### THERE'S ALWAYS A BETTER "BUY" AT LEHIGH

RECONDITIONED FREE PLAY GAMES AT \$9.50 EACH

Big Show	Yacht Club	Sports	On Day	Home Run	Jolly
Commodore	Yacht Club	Yacht Club	Super 5	Red Hot	Merry Go Round
Line Life	Yacht Club	Glamour	Yacht Club	Score Game	Short Show
Play	Yacht Club	Yacht Club	Yacht Club	Score Game	Short Show

RECONDITIONED FREE PLAY GAMES AT \$14.50 EACH

DUDE RANCH	RYE LINE	PLAY MATE	LANDSLIDE	WOW	POLD.
1-2-3	FORMATION	UMP	PROGRESS	LEAD OFF	

ALL GAMES CLEANED AND CHECKED, READY FOR SHIPMENT.

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## WILL PAY HIGHEST CASH PRICES

For Used Skyfighters, Ace Bombers, Rotary Diggers, Wurlitzer 412s and 616s, Drivemobiles, Photomatics and all other types of Deluxe Equipment. Tell us what you have. QUICK ACTION. BOX D-135, care The Billboard, Cincinnati, Ohio.

Jimmy Martin, DuPontier Chicago representative in Mexico for a few days

top that he is also busy selling games in England.

We received word thru the grapevine that Dave Stern, of Royal Distributors, seen quite frequently wearing that spiffy high hat. It was quite in order when Dave appeared at the Hi Hat Club in Union City recently sporting the long skimmer.

New London, of Leader Sales, Reading, Pa. is one of those impatient, efficient fellows. He conducts all his important business over the long distance phone.

Sydney Rubenstein, of Pioneer Vending Company, is developing some business in South America with vending machines, he reports. . . . Jack Kronberg tells us he is moving Crown Distributors to a new location in Newark the first of the year.

Joe Ash, genial owner of Active Amusement Machines, Philadelphia, was in New York coin row last week-end. We tried hard to catch up with him, but missed him. . . . Steve Dolwin, New York operator, returned from a Western trip. Next excursion Steve intends to make will be to go to the Coin Machine Convention in January.

Ralph Colucci, of Waterbury, Conn., recent papa to twin boys, is priming them to acquire dual possession of the heavyweight title in about 30 years. . . . Jerry Aitro, the New Haven, Conn., fashion plate, is leaving for a well-earned vacation.

J. V. Fitzpatrick, Bridgeport, Conn., with a happy smile that extended from ear to ear. . . . Frank Morris, Bridgeport, Conn., employs two secretaries, and if the word we got is true, Peggy Zacharias and Betty Picard should both enter the 1942 Atlantic City Beauty contest.

B. Reznick and his sons in Hartford, Conn., are running an efficient and profitable operation. . . . One of the girls over at Modern Vending gets into Iowa State on the cuff. She knows one of the executives. . . . Ben Polastrant, Packard Manufacturing Company sales representative in the East, in New York last week-end.

Here and There

Cluney Ehrenfeld, popular Jersey music machine operator, was in New York last week and reported business good. . . . The current sale of used machines

offered by Roy McGinnis is keeping the staff working at full speed.

There are now two Murry Simons in Brooklyn contacting the coin machine trade. The well-known Murry Simon, of Baroy Vending amusement game distributor, and the other Murry Simon who offers needles to phone operators.

Max Levine, of Scientific Machine Corporation, spent the better part of last week in Washington on important business, and Bill Rabkin flew there and came back in time to be at the National Shipman's Association banquet at the Hotel Astor. . . . Phil Shorin, Topps Chewing Gum, Inc., executive, is all smiles these days because, he claims, operators in many parts of the nation are going for his firm's line of tab-stick chewing gum.

Sam Weinblatt, of Automatic Mirror & Photo-Frims Company, Inc., reports his new line of glass picture frames is clicking with operators of 4-for-10 photo machines.

Murry Sandow, who was in Chicago recently, tells us that Exhibit's Big Parade is not only a big hit there but demands from distributors all over the country have been flooding the factory.

Lou Cantor has canceled his intended trip to the West Coast and will stay in his territory. His factory has notified him that their new modal cigarette machine is now in production, and will be coming off the production line in quantities the first of January.

Irv Mitchell, of the I. L. Mitchell Company, has been complimented by operators for the fine work he has been doing with used games, and particularly about the way his games were finished off. Therefore, with Christmas season at hand, Irving decided to give operators a bottle of his fine polish as a gift.

Tabakoff Heads Globe Staff

PHILADELPHIA, Dec. 9 (MR).—Al Tabakoff, former European and South American representative for Globe Printing Company, has been appointed managing director in charge of sales. Tabakoff's background and experience qualify him for the job and make him a natural in the promotional campaign Globe is outlining for 1942.

**TAX FREE COUNTER SENSATION!**

# KICKER and CATCHER

**100% NEW!**  
**100% MECHANICAL!**  
**100% SKILL!**  
**100% LEGAL!**

Excellent, original playing action entirely under player's control! A knockout for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries.

Latest Ruling  
**NO TAX**  
**PENNY PLAY**  
**\$29.75**  
F. O. B. Chicago

Investigate refund if tax has been paid.

**Ideal for Arcades!**

**THE BAKER NOVELTY COMPANY INC.**  
1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST      Factory Sales Representative      **HAC MOHR**      2018 W. PICO BLVD. LOS ANGELES, CALIF.

**3 BAR JACKPOT F-5240**

1640 Holes — Takes in \$82.00  
Pays-Out Average \$48.69 — Av. Profit \$33.31

**PRICE \$4.86 EACH**

**OTHER FAST SELLERS**

1025 Hole, F-5280, Wonder 3 Bar Jackpot at . . . . . \$3.63  
1200 Hole, F-5275, Horses at . . . . . 5.22  
800 Hole, F-5270, Pocket Dice at . . . . . 2.52  
720 Hole, F-5255, Pocket Jack at . . . . . 2.48  
600 Hole, F-5305, Royal at . . . . . 2.82

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave.      CHICAGO U. S. A.

**PRICES RIGHT—EQUIPMENT GUARANTEED**

**FIVE BALL FREE PLAY GAMES**

Big Time . . . \$24.00	Legionaire . . . \$40.00	Silver Bales . . . \$38.00
Broadway . . . 28.00	League Leader . . 19.50	Sky Ray . . . . . 37.50
Hiway Town . . 28.00	Majors '41 . . . . 34.50	Sluggo . . . . . 45.00
Booker, A.G.O. . 29.50	Wreck . . . . . 30.00	Snappy . . . . . 40.00
Fifty Grand . . 44.00	Piedfall . . . . . 27.50	South Pw . . . 40.50
Gold Star . . . 17.80	Red, Wh., Blue 22.50	Trailways . . . . 38.00
Lancer . . . . . 10.00	Repeater . . . . 20.00	West Wind . . . 42.50

**1 Ball Games**

Big Prize . . . \$54.80
Blue Grass . . 60.00
Dark Horse . . 75.00
Record Time . 78.00
Scott Special . 82.50

**CONSOLES AND AUTOMATIC PAYOUTS**

Big Game . . . . . \$75.00	Kenney Pastime . . . \$150.00
Cherry Motor . . . 55.00	Track Time, '37 . . . 20.50
Four Balls . . . . 250.00	Triple Time, '38 . . . 60.00
Jumbo Parade, P.O. . 75.00	Triple Entry . . . . 104.50
Lucky Luck . . . . 125.00	Peep Services, Comb. . 99.50

MILLS THRONE OF MUSIC, \$125.00      MILLS EMPRESS, \$150.00

173 W. 4th Street, Bal. O. C. D. WE HAVE MANY MORE MACHINES ON HAND. ALSO COUNTER GAMES, ARCADE EQUIPMENT, PHOTODUPLICATORS AND SLOT MACHINES OF ALL TYPES—WRITE FOR COMPLETE LIST TODAY!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

**SPECIAL: KEENEY WALL BOXES.**  
Like Now . . . . . \$14.00

**PRICE PLAY MACHINES**

Mills Meat Vender . . . \$50.00	Garage . . . . . \$55.00	Attention . . . . . \$30.00
New Champ . . . . . 40.00	Walls 1-2-3 . . . . . 25.00	Mills 1-2-3 . . . . . 25.00
A. B. C. Hooter . . . . . 60.00	Sun Dealer . . . . . 35.00	Dice . . . . . 25.00
Blue Attraction . . . . . 60.00	Wicker . . . . . 35.00	League Leader . . . . 20.00
Big Zap . . . . . 60.00	Seven Up . . . . . 35.00	Red, White & Blue . . 20.00
Brooklyn . . . . . 55.00	School Days . . . . . 30.00	Fast . . . . . 20.00
Smiley . . . . . 45.00	Neuro . . . . . 30.00	Glamour . . . . . 20.00
Hi Hat . . . . . 45.00	Salute . . . . . 30.00	Green Champ . . . . . 12.50
Waltz Beach . . . . . 45.00		

**ARCANE EQUIPMENT—"NO TAX"**

International Day-Flighter . . . \$120.00
Big Hooter . . . . . 60.00
Happy Five . . . . . 55.00
Key Counter . . . . . 70.00
Western Baseball, Free Play . . . 60.00
Western Baseball, Plain . . . . . 40.00
Keys in the Barrel . . . . . 49.50
Erant Ten Balls . . . . . 45.00

**SLOT MACHINES**

Chrome Balls (Like New) . . . . . \$100.00
24 Mills Cherry Ball, 1st. 85,000 . . 85.00
Jumbo Big Proof Chrome Balls . . 65.00
54 Brown Cherry Balls over 440,000 . 55.00
24 Mills Cherry Balls over 494,000 . 75.00
24 Mills Columbia Balls (Like New) . 45.00
Twenty Mills Big Blue Frank . . . 48.00
Walling 24 Treasure and Rollers . . 90.00
24 Mills Pocket, Blue and Gold . . 27.00
24 Mills Pocket, Green . . . . . 17.50

**ATTENTION!!! Big Parade is Even Better Than Knockout. We Have Large Supply of Both, and Also Plenty of Victories, Super Bells and Keeney's New Submarines.**

**AUTOMATICS AND CONSOLES**

Two Bakers Race (Late Serial No.) . \$195.00
Mills Four Goal . . . . . 175.00
Five Jumbos After Meets . . . . . 85.00
Jumbo Automatics . . . . . 80.00
Jumbos Past Time . . . . . 75.00
Two Pass Races . . . . . 75.00

**PHOTOGRAPHS**

Wurlitzer Model 500 . . . . . \$165.00
Wurlitzer Model 600, 4x4x6 . . . . . 145.00
Wurlitzer Model 61 . . . . . 70.00
Wurlitzer Type 52 with Keeney Adapter in Special Cabinet . . . . . 85.00

**MISCELLANEOUS**

Jumbos Chicago (like wood) . . . . \$ 80.00
Jumbos in the Big Venders . . . . . 12.00
Specials 111, 201, Telephone Get-Up complete . . . . . 300.00

**WANTED! Used Photographs and Records, Slot Machines, Arcade Equipment, and Phonographs.**

**Northwestern Music Co.      Mississippi Vending Co.**

120 W. 3rd St., Sterling, Ill.      413 Church St., Philadelphia, Miss.

Phone - 405      Phone - 283

**NEED GAMES? WE HAVE THEM!**

**ALL FREE PLAY SPECIALS!**

Over 500 Games for Disposal in Big Catalog

**NEW CITY SALES CO.**  
4855 W. ARMITAGE AVE.      Phone: Balmore 0729      CHICAGO, ILL.

**FREE PLAY GAMES**

Majors '41 . . . . . \$52.50	Stars . . . . . \$27.50	Sluggo . . . . . \$47.50
Out . . . . . 44.00	Trailways . . . . . 37.50	Crutch '44 . . . . . 44.00
Attention . . . . . 34.50	Trailways . . . . . 47.50	Pat American . . . . . 40.00
Jumbo . . . . . 36.00	1-2-3 (1893) . . . . 34.50	Legionaire . . . . . 42.50
Speed Ball . . . . . 59.50	Flanby . . . . . 38.50	Pat . . . . . 45.00
Horsehoe . . . . . 40.50	High Die . . . . . 47.50	Balls Moo . . . . . 43.50
ABC Hooter . . . . . 67.50	Striver Spray . . . . 62.00	Deluxe . . . . . 34.50

**AJAX NOVELTY COMPANY**  
18 SPROUT ST. DETROIT, MICHIGAN

**NOW**

TODAY—RIGHT THIS MINUTE—  
YOUR CHANCE FOR PERMANENT  
PROFITS WITH MUTOSCOPE'S  
TIME - TESTED, ALL - TIME  
MONEYMAKERS! Order all you  
can, WHILE you can!

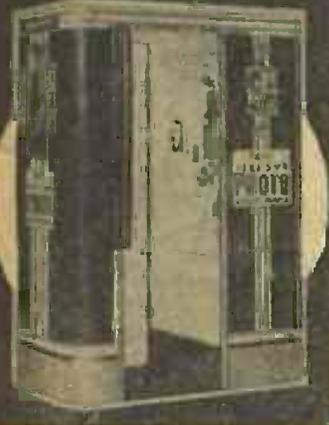
**NO LOCATION TAX!**



**ACE BOMBER**



**DRIVE MOBILE**



**PHOTOMATIC**

IMMEDIATE DELIVERY

**INTERNATIONAL  
MUTOSCOPE REEL CO., Inc.**

PENNY ARCADE HEADQUARTERS  
SINCE 1895.  
44-01 11th St., Long Island City, N. Y.

**Buckley Tone  
Power Popular**

CHICAGO, Dec. 8 (MR).—"It is just the sound equipment that I have been looking for," says L. B. McCormick, of McCormick Music Company, Greenville, N. C., distributor of Buckley Music Systems, in commenting on the new Buckley Tone Tower. Samples of this new addition to the new Buckley line have been placed in the hands of all distributors during the past 30 days, it is said.

"The Tone Tower serves as a nice piece of furniture. It is handsome in appearance and attracts attention at all times. We find that the best way to install a Tone Tower is to equip it with an illuminated music box. This is not only the installation of another box, but it is by far the best producing box in any location.

"Similar conditions must prevail in the music field in every territory. My advice is that these Tone Towers be used as part of every distributor's line."

**Keeney Console  
Business Strong**

CHICAGO, Dec. 8 (MR).—"We still can't keep up with the orders for Super Bell, Two-Way Super Bell and Four-Way Super Bell consoles. We've increased our production to the point that top production has been reached," reports Jack Keeney and General Manager Bill Ryan.

"Naturally, we are more than pleased to find ourselves with so much business. However, the manufacture of consoles is strictly a custom operation and every console must be thoroughly checked and rechecked. We are making more consoles today than we have ever made."

**Kicker & Catcher  
Hits New High**

CHICAGO, Dec. 8 (MR).—"Baker Novelty Company reports enthusiastic response from the trade on Kicker & Catcher. "It's remarkable," says Carl Huppert, sales manager, "the way orders are pouring in. In fact, we are having a mighty hard time trying to keep up with the demand.

"Of course, there's a reason! Operators are quick to recognize that Kicker & Catcher represents counter game location insurance. Not only is it a low priced machine but it is one of the few counter games in the \$10 tax bracket."

**Coinmen Clamor for  
Submarine Guns**

CHICAGO, Dec. 8 (MR).—"Every day the mail desk at the Keeney plant is stacked with orders and inquiries for the new Keeney gun, Submarine," reports Bill Ryan, general manager. "Now that the guns are proving themselves to the operators, the full force of the earning power of the Submarine gun has revealed itself.

"We've increased the production of the Submarine gun at the Keeney factory and will try to get ahead of orders."

**Wait for Further Reports**

CHICAGO, Dec. 8.—Reports were received yesterday of an unfavorable federal tax ruling on counter machines. Later reports say that further differences will be held in Washington on or about December 9, and that the industry should await further information on this subject. Information will be rushed to the trade just as soon as rulings are considered final.

**Genco Victory  
Gathers Speed**

CHICAGO, Dec. 8 (MR).—"Like Old Man River, Genco's game, Victory, is not only rolling along but gaining momentum all over the country every day," declare officials of Genco Manufacturing Company, Chicago.

Meyer Ginsburg, one of the Genco heads, says: "It's been a long time since coinmen have seen anything like the action they're getting on Victory. For the operators, the job that Victory is doing is the all-important one of zooming collections.

"For the jobbers and distributors, action on Victory have already gone sky-high, and the sales rocket is just beginning to get its second wind. We've never been so rushed for deliveries as we are now. It's a miracle game from every standpoint, especially from the viewpoint of its timeliness, both in filling a gap in operating income and in coming along at a time when the whole nation is Victory minded."

**Announce Chicago  
Panoram Distrib**

CHICAGO, Dec. 8 (MR).—Franchise for operation of Panoram in this area has been purchased by Les Martin and Bob Lindelof, Fred Mills, president of Mills Novelty Company, announced this week.

New firm will be known as the Panoram Distributors of Chicago. Two owners are also distributors of Mills Throne of Music automatic phonographs in this area. Henceforth, Martin will concentrate on the movie machine end of the business. It was announced, Mills already has four machines on location and anticipates boosting the number to 100 by the first of the year, depending on factory delivery.

In celebration of the event, members of the press, orchestra leaders and other luminaries of the entertainment world were guests of the Mills organization at an informal party at the Mills factory yesterday afternoon.

**Herbert Cole Crash Victim**

CLEVELAND, Dec. 6.—Herbert Cole, 40, manager of the Monarch Ohio Cigarette Service Company, of Akron and Canton, O., was killed instantly late Saturday night (29) in Akron when struck by an auto while crossing the street. He had been with the company nine years. His widow and three children survive. Services were held in Cleveland Monday (1), with many operators from Akron and Cleveland attending.

**PENNY ARCADES**

BETTER-EQUIPPED BY MUTOSCOPE



No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-CRAPH, FORTUNE TELLING MACHINES, DICIGERS, 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

FOR SALE — OVER 500 FREE PLAYS  
All Thoroughly Reconditioned. Write for Our List and Prices.  
**GRAND NATIONAL SALES CO.**  
2300 West Armitage Avenue (All Phones, Humboldt 3420) Chicago

**FREE**  
NOW READY  
OUR NEW 1942  
CATALOG SHOWING  
**45 DIFFERENT**  
AMUSEMENT MACHINES

(No Location Tax)

**40 DIFFERENT**  
POST CARD SERIES  
for EXHIBIT  
CARD VENDERS

BIG LINE OF ARCADE SUPPLIES

Get it NOW! Write Us!

EXHIBIT SUPPLY CO.  
4222 W. LAKE ST., CHICAGO

**MONEY-MAKING BOARDS**

From the Smallest to the Largest.

Write for Catalog

TO BOOST YOUR TAKE



PRINTING COMPANY

1023-25-27 RACE ST., PHILA., PA.

**BARGAINS—READY FOR LOCATIONS**

ABC Number . . . \$60.00	Legionary . . . \$40.00
Amals . . . 13.00	League Leader . . . 20.00
Bella Wagon . . . 48.00	Majors 1941 . . . 30.00
Band Wagon . . . 54.00	Major Goals . . . 45.00
Double Play . . . 81.00	Play Ball . . . 23.00
Do Re Mi . . . 68.00	Powerhouse . . . 12.50
Flavor . . . 17.00	Super Chubbie . . . 61.00
Fluct . . . 37.00	Sea Hunt . . . 33.00
4 Diamonds . . . 42.00	5-7-9-11 . . . 21.50
Gold Star . . . 17.00	Stars . . . 24.00
Horoscope . . . 48.00	Snappy . . . 44.00
Hit Hit . . . 43.00	Sporty . . . 12.50
Hi Hooper . . . 84.00	Three Up . . . 28.00
Leader . . . 28.00	Ten Spot . . . 46.00
Landline . . . 13.00	The Zoo . . . 47.50
\$12.00 Mail Commadore, Double Feature, Jolly, Nippy, O'Boy, Punch, Reel, Speed Demon, Three Score.	

1 1/2 Cash Deposit, Under \$18 Full Cash.  
Cable Address, COLUMBIA, N. Y.  
**MARC MUNYER, INC.** 152 West 18th St. New York, N. Y.

**WE WILL TRADE**  
MUTOSCOPE ACE BOMBERS . . . DRIVE-MOBILES . . . EVANS SUPER BOMBERS . . . SCIENTIFIC BATTING PRACTICES . . . KEENEY AIR RAIDERS . . . SEEBURG CHICKEN SAMS . . . for LATE FREE PLAY-TABLES AND CONSOLES . . . LATE MILLS, BLUE FRONTS, BROWN FRONTS, CHERRY BELLS, BONUS BELLS, JUMBO PARADES—cash or free play. WHAT HAVE YOU TO DISPOSE OF?  
WRITE . . . WIRE . . . PHONE  
**CENTRAL OHIO COIN MACHINE EXCHANGE, Inc.**  
490 S. HIGH ST., COLUMBUS, O.

**ARCADE MECHANIC  
WANTED!!**

Must be fully experienced with all types of Arcade Machines. All-year-round employment—40-hour week. BOX No. 298, The Billboard, New York City.

## Canadians Planning Special Train Cars For Conclave Trip

CHICAGO, Dec. 8.—A letter has been sent here by a representative of the Ontario Amusement Machine Association to James A. Gilmora, CMI secretary-manager, reporting that Canadian operators are preparing to attend the show in larger numbers than ever before.

The letter, signed by A. K. Woods, said: "Many thanks for your most encouraging letter. Canadian columnar are preparing for the show and we believe it will be the largest delegation ever to attend. If you have any material which would publicize the convention, we would be glad to have same to give to columnar in Canada.

"We are working on the promotion of a special rate with the railroad and we hope to have several private cars to carry Canadians into Chicago for the big event.

"We thank you for your kind invitation and will be looking forward to seeing you in January."

## Planet Presents "V" Counter Game

DETROIT, Dec. 8 (MR).—Planet Manufacturing Company has presented its new "V" counter game to the trade, and the results have been amazing, they say. Dave Firestone, in the coin machine business for many years and now sales director, reports: "This is the first time that we have decided to make ourselves known to the trade nationally. We believe that our first product, the "V" counter game, which is tax free, penny play and can be run almost anywhere in the country, is going to meet the approval of operators.

The game has 80 many new, different and original features that coinmen advise us that it will be the outstanding counter game.

"The action is really different. It's a penny counter game with dollar features. It gets the players' attention and it gives him to the game hour after hour. It has been pre-tested for many weeks on all sorts of locations, and wherever we have placed it we have had a tough job removing it. Not only the players but the location owners all well wanted the machine to remain."

## No Pre-Holiday Lull At Bally Factory

CHICAGO, Dec. 8 (MR).—The pre-holiday lull in sales failed to make its usual December 1 appearance, according to Ray Moloney, president of Bally Manufacturing Company. "On the contrary," Moloney stated, "whereas the sales curve in former years has always taken a nose-dive at this time of the year, this year it is bending sharply upward. Our big problem for the balance of the year is not sales, but production.

"Chiefly responsible for this increase in sales at a season when a decrease is expected is the phenomenal success of Bally's Club Bell multiple three-reel bell console. In replay territory, as well as in payout territory, Club Bells is ringing up collections which are hard to believe.

"Of course, the multiple feature accounts for much of this increase in earning power, but more important than that is the powerful attraction which the game has. Players apparently just can't walk away from it. Club Bells is going to rank in console history just as bumper ranked in pin game history—setting a new standard of earnings which will be hard to match in the future."

# Big Parade



## GOING PLACES for OPERATORS

"Ask any one who has them!"

GET IT!!—from YOUR DISTRIBUTOR  
EXHIBIT SUPPLY CO • 4222 W. LAKE ST • CHICAGO

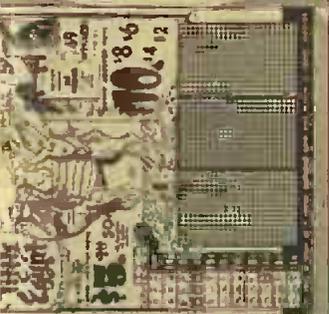
## TURNING EVERY HEAD

### LITTLE EGYPT

Get It! Oh Golly! What a Sweet Figure LITTLE EGYPT is showing the "Boys"! Sleep right up next to Gardner's New Money Maker... with Cleverly Symbolize Tekeze!

TALES IN \$26.00 — AVERAGE PROFIT \$12.00  
WRITE DEPT. 26 — CIRCLE No. 70

### THE 720 HOLE PROFIT MAKER!



**GARDNER & CO.**  
2305 ARCHER CHICAGO, ILL.

## 150 FREE PLAYS \$15.00 EACH

44 lots of five or more—cleaned, well scraped, polished and ready to go—\$17.50 in singles. Support, All Stars, Gangs, Big Town, Big Show, Rolling Alley, Triple Shot, 5 Score, Backdoor, Great, Charm, Commodore, C. O. D., Do Boy, Drum Major, Four-Five-Six, Feller, Flagship, Fifth Line, Fox Hunt, Hold-Over, Home Run, Double Feature, Jelly, Lot of Fun, Lucky, Mr. Chips, Ripper, Ocean Park, Oh Boy, Pook, Pickin' Wasy, Rotation, Score Change, Spotted, Supercharge, Super Hit, Sports, Three Score, Twister, Topper, Triumph, Topnotcher, Variety, Vacation, Vogue.

**CONSOLES**

8 1/2 Mile Double Bell	8 00.00
8 1/2 1 1/2 3 2 1/2 Mile Baranca	70.00
3 1/2 Mile Four Bell	235.00
1 Triple Top	135.00
1 Bally Big Top	195.00
1 Gallop Overboard, Big, Collier	70.00
1 1/2 1 1/2 Royal Flush	70.00

**Cleveland Coin Machine Exchange**  
2021 Prospect Avenue CLEVELAND, OHIO

## HY-GRADE BARGAINS

Big Show	\$12.50	Nippy	\$17.50
Blonde	17.50	On Deck	15.00
Big Chief	22.50	Oh Johnny	20.00
Damn Major	20.00	Riveter	35.00
Four Diamonds	40.00	Sore Sully	30.00
Flicker	25.00	Styline	15.00
Gold Star	30.00	Speedy	27.50
Handcuff	50.00	Surroundings	12.50
Jolly	15.00	Ump	10.00
Mr. Chip	12.00	Vogue	15.00
Myrtle	22.50	Variety	30.00
Nippy '41	50.00	Ho Lee	50.00

**HY-GRADE NOVELTY CO.**  
313 NORTH WINE WICHITA, KAN.

## 1942 CONVENTION and COIN MACHINE SHOW Will Be Held . .

HOTEL SHERMAN, CHICAGO  
JANUARY 12 TO 15

YOU CANNOT AFFORD TO MISS THIS ONE

**MICALL'S RECONDITIONED COIN MACHINE BARGAINS**

FREE PLAY GAMES	832.50	Daily Grand Stand	322.00
All American	57.00	CONSOLES	
Belle Hood	67.00	Reber Paces (30)	\$195.00
Big Chief	32.50	10 1/2 High Hand	170.00
Double Play	25.00	Reber Truck Team	85.00
Formation	20.00	Money (1938) Entry	110.00
Wonder	40.00	(1938) Entry	110.00
London (1941)	65.00	Jordan Star Machine	95.00
Miami Beach	32.50	(Cash Model)	49.50
Minuteman	35.00	North Square Bell	07.50
Prizefight	37.50	North Square Parade	07.50
San Antonio	35.00	Push's Races (30)	85.00
Sea Hunt	35.00	to 1)	
Shore Up	35.00		

Terms: One-Third Deposit with Order, Balance C. O. D.  
WE BUY, SELL and EXCHANGE.  
3147 LOCUST ST. ST. LOUIS, MO.

## QUALITY SPEAKS FOR ITSELF

FIVE BALL FREE PLAY	54.50	Five Ball Free Play	54.50	Five Ball Free Play	54.50
Blonde	17.50	Duke Beach	24.50	Yacht Club	117.50
Broadway	37.50	Lantern	22.50	Red Hot	15.00
Myrtle	37.50	Powerhouse	22.50	Daphne Parade	15.00
Flicker	37.50	Monde	18.50	Big Chief	14.00
Moss	32.50	Komarov	18.50	O'Boy	14.00
Big Chief	23.50	Claxton	10.50	Krom-Ball	12.00
Surround	19.50	Vacation	10.50	Super Bz	12.00
Gold Star	29.50	Glacier	10.50	Onion Par	15.00
Paradise	29.50	Glacier	10.50	Duchess	12.00
Cross	17.50	July	17.50	Super Bz	12.00

**MODERN AUTOMATIC EXCHANGE, INC.**  
2415 CARNEGIE BLDG., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.





CLEVELAND PHONOGRAPH MERCHANTS ASSOCIATION members gathered recently to meet Orrin Tucker (center, seated), orchestra leader, when he visited the offices of the association.

### Chi Coin To Release New Skill Machine

CHICAGO, Dec. 6 (Sfr).—"Next week," said Sam Gensburg and Sam Wolberg, officials of the Chicago Coin Machine Company, "we will announce officially All Star Hockey, our new skill machine. Entirely new in its conception, this machine was engineered carefully and patiently for the past several months by our engineering department. Exhaustive tests were made and each phase of its development was checked and rechecked.

"Sample games" are being shipped to Chicago Coin distributors from Coast to Coast. When the big announcement is made next week all distributors should have them on hand.

"This game," said Sam Gensburg, "marks the entry of the Chicago Coin firm into the skill machine field. In entering this field we realized that we had to produce a skill device that would stand up in earning power for months and months. With larger earning power and small depreciation the operator of such a game finds himself in a stabilized business."

### Coin Firms At Park Show

5 companies have booths; big turnout of arcade operators

CHICAGO, Dec. 6.—An excellent turnout of arcade operators and concessionaires of the outdoor show world attended the 3rd annual trade show sponsored by the National Association of Amusement Parks, Pools and Beaches and the Showmen's League of America at Hotel Sherman this week. There were 43 exhibitors, among them Exhibit Supply Company, International Microscope Reel, Chicago Coin Machine Company, Silent Sales Company and Mills Novelty Company.

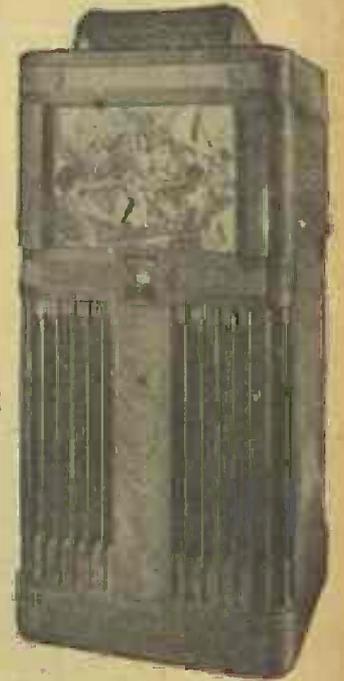
Patriotism was the keynote of the show, and in keeping with this motif the Mills booth was made up for the Illinois State Department of the United States Defense Savings staff and featured the "Buy a Bond for Baby" picture used in an advertisement in The Billboard recently. United States Treasury Department booth featured a "Seeburg Minute, Min. phonograph on which any bonds today?" played constantly.

### 1942 CONVENTION and COIN MACHINE SHOW Will Be Held . . .

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*Panoram*



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- Banner Specialty Co. 1508 Fifth Ave. Pittsburgh, Pa.
- Empire Panoram 373 Central Ave. Albany, N. Y.
- Vic Manhardt Co., Inc. 547 N. Sixteenth St. Milwaukee, Wis.
- Mills Enterprises 1630 Eighteenth St. Oakland, Calif.
- Mills Enterprises 1491 W. Washington Blvd. Los Angeles, Calif.
- E. P. Farley 412 Stratton St. Logan, W. Va.
- Ace Amusement Co. 682 Union Ave. Memphis, Tenn.
- Rocky Mountain Soundies Co. 321 First National Bank Bldg. Denver, Colo.
- The Vending Machine Co. 265A-207 Franklin St. Fayetteville, N. C.
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Reola 1938 Standards	129.00	Snapo	59.50
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Warlike 500 with Adapter	178.00	Sun Beam	47.50
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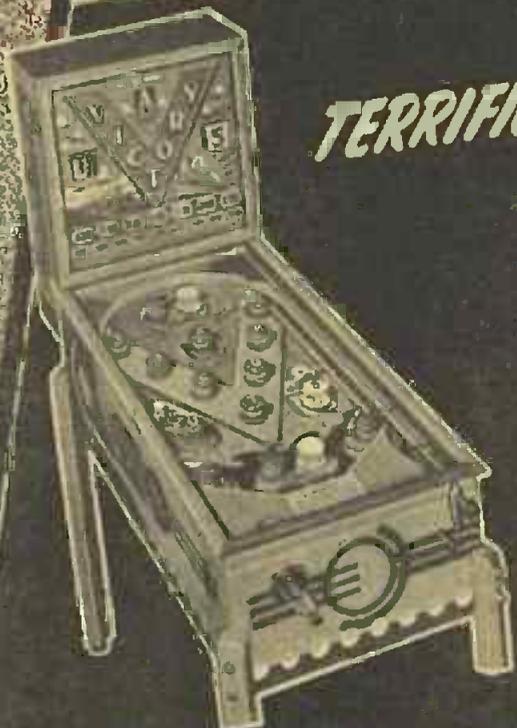
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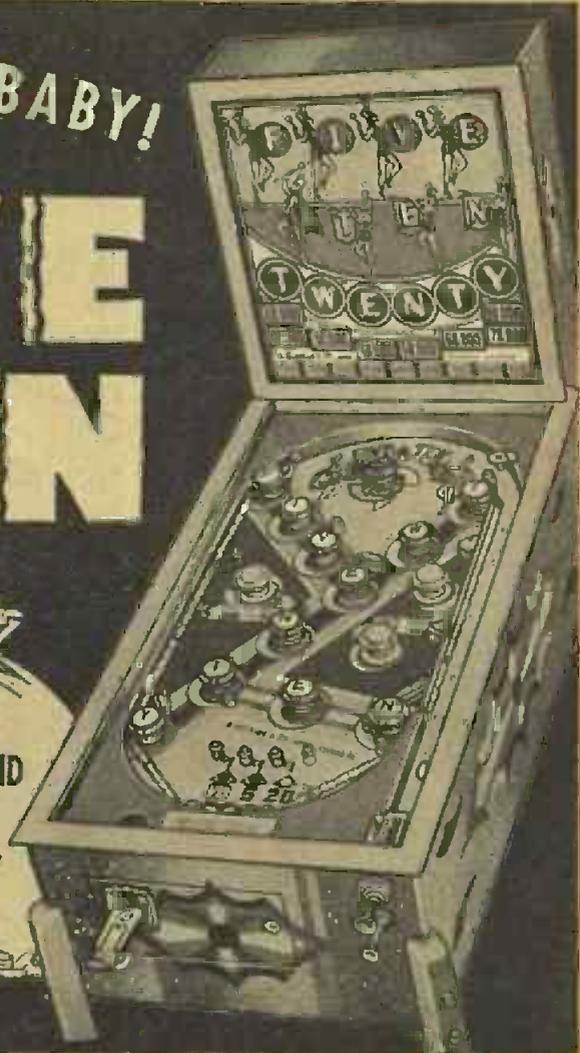
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Spell Out  
**T-E-N!**

Spell Out  
**T-W-E-N-T-Y!**  
and you've done plenty!

Also  
High Score!

YOU'LD WANT  
TO SEE A LOT  
MORE OF THIS  
**ONE!**

A RIOT OF  
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Make a date  
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**"FIVE & TEN"**  
YOU'VE GOT TO SEE IT TO BELIEVE  
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**SENSATIONAL, NEW  
SUBMARINE**

**YOU ACTUALLY SHOOT  
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Knocked down to 3 units for easy handling — fitting, docking target that moves back and forth. UP TO 250 ACTUAL SHOTS!

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**15-DAY MONEY BACK GUARANTEE**  
offer on Keeney Consoles

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Newest and Greatest of All Gun Ideas!

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- Scupper
- Outler
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- Thin Six
- Sea Hawk
- Blipper
- Stambon
- Whiffle
- Breaker
- Four Diamonds
- Four Aces
- Sport Parade
- School Days
- Scamp Up
- Wreck
- Stars
- Whiffle
- 60 Grand
- Hi Stapper
- Red, White, Bl.
- Phisher
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# GAMES

**UP TO 7-GAME EARNING POWER!**

Famous 7 and 5-coin consoles . . . packed with many times the earning capacity of single coin machines . . . yet requiring only 1 investment . . . 1 overhead! Pick these mighty money-makers and make top profits a certainty!

# 1ST!

## Evans' GALLOPING DOMINOS

BUY DEFENSE BONDS TODAY!

**FIRST AMONG OPERATORS WHO KNOW!**

The sure bet—proven by the greatest record ever attained by a coin game! 6 years in production . . . outclassing every competitor!

- NEW DESIGN PLAYING TOP
- NEW 2-TONE CABINET
- NEW FINISH 7-COIN HEAD
- SUPER JACKPOT \$6.50 ALL CASH
- MACHINE-GUN EFFECT PAYOUT
- SILENT SHIELDED MECHANISM

**FIRST AND ORIGINAL CONSOLE AND STILL UNDISPUTED TOPS!**



**EVANS' MULTIPLE COIN HEAD**  
Greatest coin head in the industry! New, improved, eye-proof . . . absolutely protects your profits . . . stops cheating cold! Ends grip from slugs, gum, string, and steel strips, etc.

# EVANS' BANG TAILS

LIGHTNING

MONEY-MAKER!

New Design Playing Top

New 2-Tone Cabinet



New Finish Coin Head

Super Jack Pot \$6.50 All Cash

Machine-Gun Effect Payout

BUY DEFENSE BONDS TODAY!

**LEADS THE FIELD! GREATEST RACING GAME BUILT!**

# Evans' LUCKY STAR

**THOUSANDS PROCLAIM IT THEIR Best Bet!**

Hailed the "luckiest buy in the industry!" A streamlined, 7-coin console at the price of a single-coin game! Fast, tense, exciting! This modern version of the original Dowey machine is a sensational success. Payouts up to 50-1! Occupies only 20" x 23" floor space!

**FASTEST MONEY-MAKER OF ITS SIZE EVER CONCEIVED!**  
BUY DEFENSE BONDS TODAY!



COMBINATION

5¢ 25¢ SLOTS

GIANT JACKPOTS

# EVANS' LUCKY LUCRE

5 Separate Coin Chutes

5 Separate Payout Cups

15 Double-Up Features

\$72 or Over Cash Jackpot

ALSO AVAILABLE FOR STRAIGHT 5¢ PLAY



**H. C. EVANS & CO.**  
WEST COAST FACTORY SALES REPRESENTATIVE

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2916 W. PICO Blvd. LOS ANGELES, CALIF.  
**MAC MOHR CO.**

*They're doing  
the job —*



JACK TEAGARDEN,  
popular Decca recording  
artist • Hear these  
latest Teagarden  
releases

- 4871 } "By Your Side"
- 4872 } "Side Street"
- 4873 } "St. Louis"
- 2644 } "Tulip Time"
- 2645 } "Black & Blue"
- 2646 } "Frieda in"
- 2647 } "C Sharp Blues"
- 2648 } "Lambly Blues"



*Here's how we  
can help!*

**FOR DEFENSE**

**BUY  
UNITED  
STATES  
SAVINGS  
BONDS  
AND STAMPS**

# Buy U.S. DEFENSE BONDS AND STAMPS

To Go Ahead — GO

**Seeburg**  
J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO

The surest way to continuous play...  
Seeburg Remote Control!

*Keep 'em flying!*

The J. P. Seeburg Corporation is Making Gun Turbine  
Assemblies For The U. S. Army Air Corps & Bomb  
Release Controls For The U. S. Army Air Corps & Signal  
Corps Radio Equipment

FOR DEFENSE



MY LOCATIONS WANT  
WURLITZER PHONOGRAPHS

Because they are **SOLD**  
on the name

**WURLITZER**  
REG. U.S. PAT. OFF.



**1** "BEFORE I LINED UP WITH WURLITZER I HAD TO WORK MY HEAD OFF TO GET LOCATIONS — AND MY TOP SPOTS WERE FEW AND FAR BETWEEN."

**2** "THEN IN MANY CASES THE LOCATION OWNER CHANGED HIS MIND WHEN A WURLITZER MUSIC MERCHANT CALLED ON HIM AND PUT IN A WURLITZER, ANYWAY."



**3** "NOW WHEN I TALK WITH A LOCATION OWNER ABOUT PUTTING IN A WURLITZER, HE'S SOLD BEFORE I START. I GET THE CREAM OF LOCATIONS — AND WHEN I PUT IN A WURLITZER IT STAYS IN."

**4** "NOW IT'S AS SIMPLE TO ME AS A B C. I KNOW LOCATION OWNERS WANT WURLITZER PHONOGRAPHS BECAUSE THEY ARE SOLD ON THE NAME. WHY TRY TO BUCK THEM? LIFE'S TOO SHORT."



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK, CANADIAN FACTORY: R C A VICTOR CO., LTD., MONTREAL, QUEBEC, CANADA

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS