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The Billboard

The World's Foremost Amusement Weekly

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THE ANDREWS SISTERS

OF DISKS *and* DOGHOUSES...



ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

May 7, 1941.

Billboard Publishing Co.,
Palace Theatre Building,
1564 Broadway,
New York City.

Gentlemen:

When we published "DOGHOUSE POLKA", we were naturally interested in getting a number of bands to make records of this tune.

In an effort to promote interest in the tune, we ran advertisements in the January 18th and February 1st issues of the Billboard.

The response to our advertisements was surprising to say the least! We received inquiries about the number from points as distant as Fairbanks, Alaska, which was most gratifying, as it immediately showed us the drawing power and wide circulation of the Billboard.


Each of the three major record companies have recorded "DOGHOUSE POLKA". Columbia brought out an Okeh record by Tommy Tucker, RCA Victor released a Bluebird record by Art Kassel and Decca brought out a record by Jolly Jack Robel.

With the kind cooperation of Mr. Joe Higgins, Mr. Leonard Joy, Messrs. Bob Stevens & Dave Kapp, the Billboard certainly took "DOGHOUSE POLKA" out of the doghouse.

More power to you.

Sincerely yours,

ROY MUSIC CO. INC.


O. B. LaPrener, Pres.

OBL/GS



This letter from O. B. LaPrener, President of Roy Music Co., Inc., barks for itself. A kennel-full of publishers have used The Billboard to call the attention of the recording industry to their tunes and to tell music machine operators about records made of their numbers.

The reason is as obvious as a Dalmatian's spots. It's simply that The Billboard is read each week by the key men in the recording industry as well as by every important music machine operator in the United States.

TREND TO SMALL COMBOS

EDITORIAL

Things That Hurt Unions

We object to jurisdictional disputes between unions that catch the employer, and often the employees, in the middle.

More and more, instances are called to our attention in which two or more unions are fighting to put their members into the same job. The union that loses usually pickets, giving the employer a headache. And the union that wins is not always the free choice of the employees involved.

Not only that, but too often unions do not secure members by convincing them that the union is the proper place for them. Instead, unions are finding it a more effective and a lazier and easier method to organize thru the employer or thru agents and bookers. This is a blitzkrieg method that traps new members, but it certainly makes a joke of the guarantee that a man can join the union of his own free choice.

Then there are unions that wander far off into fields that can hardly be called collective bargaining. The James Petrillo order that bands must play the national anthem, regardless of the wishes of the musicians themselves, the employers or audiences, is a good example of what we mean.

These are only some of the abuses. We do not claim these abuses are typical among all theatrical unions. We do not claim these abuses are reasons to denounce all unions. We do not urge curtailing of unions in any way. But we do want to let the unions know that continuation of obvious abuses will alienate public sympathy, cause dissension within the unions, and give employers and anti-unionists a wonderful opportunity to denounce unions.

If this piece will make some union leaders stop and think, fine. If it makes more union members take an active part in their union affairs, better still.

Chas. Ringling Tax Case Is Compromised

WASHINGTON, Oct. 11.—Federal tax case against Edith Ringling, executrix of the Charles Ringling estate, has been compromised for an undisclosed figure. It was learned this week-end at the United States Board of Tax Appeals. By this settlement total tax deficiencies plus interest and penalties amounting to \$907,131 were discharged from the government docket.

Three separate cases covering tax deficiencies between 1918 and 1932 were prosecuted against the estate. One case concerned \$471,808 which the government claimed due from 1918 to 1922 plus the year of 1926; another \$119,970 was claimed for the years 1923 thru 1935, and in a third case \$315,394 for the years 1927 thru 1932 was claimed.

The U. S. board in its disclosure declared "a sum offered in compromise thereof, which sum has heretofore been paid in full." It is understood that settlement of this tax case does not involve government suit for alleged back income taxes from John Ringling North, which is in the hands of the Department of Justice and now pending in Federal Court of Florida.

Hotel Spots Using More of Them For Bars, Lounges, Relief Music; Long Runs, Tips, Plenty of Work

NEW YORK, Oct. 11.—The current defense program, which is stimulating show business in many sections of the country, is resulting in severe shortages of talent among smaller cocktail units. Hotel and cafe operators, feeling the need of live talent, are turning to small musical combos, strofers and cocktail units. These small units are preferred because of the low cost involved. In many areas, especially around New York and Chicago, there has been a notable increase in spots using small orks or combinations.

General Amusement Corporation has approximately 40 cocktail units working. This department was started about six months ago and is being handled by Harry Kirby and Frank Hanzhaw. A greater concentration on cocktail combos is also seen at William Morris Agency, which is starting to book smaller orks. Eddie Smith, indie agent, is also lining up cocktail units.

Leader in the field is Music Corporation of America, with 225 small units in

hotels and cafes. About 80 of them are booked out of the New York office by May Johnson and Otto Siefolt. Miss Johnson claims there is still room for new combos.

These units are easy to handle and sell, as, once a combo is booked, the engagement may last for as long as a year, with requests coming frequently.

The field offers steady employment and has caused several leaders who formerly handled big bands to drop about 10 musicians and book as a cocktail combination. Teddy King and Sleepy Hall, who formerly worked in front of big bands, have been finding prosperity with smaller groups.

While commissions paid to bookers are not hefty, the ease with which the jobs are booked and the steady income derived from them make this department extremely profitable.

The musicians, on the other hand, not only find employment at scale or above for long terms, but often get tips (See **SMALL COMBOS** on page 31)

Near Sellout at Garden Rodeo Opener; Advance Ticket Sales Big; Autry Again Is Featured

NEW YORK, Oct. 11.—Madison Square Garden brought in its 16th annual rodeo Wednesday night and the house, which has a capacity of nearly 15,000, came dangerously close to a sellout. Even with the usual paper, it stands as the best opening-show crowd in the history of the fall classic. Paying customers numbered about 11,500. Advance sale assures a terrific take for the 19-day series which began its life in the present arena under Tex Rickard back in 1926.

Current layout is practically a replica of the 1940 opera, which first saw Gene Autry as stellar attractions. The cowboy vocalist of Republic Pictures, who also peddles Wrigley's delicious via Sunday afternoon, appears in two spots. An unscheduled highlight of his turn last year had him unburied and dropping to the ground. At this year's preem his naga, Champion and Champion Jr., took a powder from an improvised ring in which they do a routine Liberty chore and

biked around the place. Autry went to the mike and explained that the horses acted that way because they saw the Dodgers perform. This statement was received with hisses—but loud. The alfalfa warbler then tried to cover his inept statement by claiming allegiance to the Bruins from across the river. This obvious try at getting back into the customers' graces brought a compound of Brooklynese jeers and Bronxian cheers, which happen to be practically identical.

Autry's second entry shows him as the mounted glamour boy in Event 9, which features six pretty Babe's Girls in a Cutting-Out Contest in which the idea is to have each doll separate a longhorn steer from the herd. They do this stunt competently. Autry's horses come in with phofo hooves which are effective when spotlighted the distinctly uncreaky, and since "circus" seems to be the big point in this rehash for st- (See **GARDEN RODEO** on page 56)

New Fed Tax Can't Be Dodged By Cutting Admish Below Dime

NEW YORK, Oct. 11.—If movie theaters, carnivals, amusement parks and other fields (including some circuses) catering to the low admission class aim to beat the new federal tax by charging less than 10 cents and thus escaping the levy (in their opinion), they are headed in the wrong direction. The virtually 100 per cent of the amusement industry population, not excepting the film biz, has construed the tax measure, which was effective October 1, as exempting admissions under 10 cents, the law is fairly specific in taking the opposite view, but it could have been clearer in text.

Nevertheless, the wording is that there shall be a tax of "10 cents for 10 cents" of admission "or fraction thereof" of the amount paid for admission to any place, including admission by season ticket or subscription. In other words, if the admission price is, say, 9 cents, the tax is 1 cent because 9 cents, being a unit of "each 10 cents," comes within the terms of the impost. Only exception is

that no tax shall be imposed on the amount paid for the admission of a child under 12 years of age if the amount paid is less than 10 cents.

If these same branches of the business are thinking in terms of free or cut-rate practices, they'll run into the same legislative barrier. The law says that "in the case of persons admitted free or at reduced rates to any place at any time when and under circumstances under which an admission charge is made to other persons, an equivalent tax shall be collected based on the price so charged to such other persons for the same or similar accommodations, to be paid by the person so admitted." Exceptions are borns free employees, municipal officers on official business, children under 12 years of age, members of the military or naval forces of the United States when in uniform, and members of the Civilian Conservation Corps when in uniform.

So it is quite obvious that Uncle Sam is not being discriminatory. No news (See **NEW FED TAX** on page 39)

Hollywood Locals Near Revolt Over Browne-Bioff Trial

NEW YORK, Oct. 11.—Trial of George K. Browne and William Bioff in the United States District Court, with Judge John C. Knox presiding, is creating terrific interest in the trade. Sensational testimony was offered Thursday by Nicholas M. Schenck, president of Loew's, Inc.

One direct result of the trial is a revolt brewing in several IA locals in Hollywood. Those seeking to bargain with the studios without intervention by the International include Photographers' Local 659, Sound Men's Local 698, Electricians' Local 739, Make-Up Artists' Local 706, Props' Local 44, Costumers' Local 705, Labor and Utilities Local 727, (See **LOCALS REVOLT** on page 31)

Fear Pix Firms May Release Scores To Major Chains

NEW YORK, Oct. 11.—Following action by ASCAP board in voting against the release of the *Debut* score for use by unlicensed broadcasters, agitation in Tin Pan Alley has increased. Feeling in some quarters is that, unless the ASCAP catalog is back on the major chains by October 15, major picture companies producing filmicals will try to release their scores for performance on the major chains. Reason given is that the big companies are in the music business as a secondary venture, and are interested in music primarily as a means of exploiting their pictures.

While New York became increasingly nervous, it was learned that songwriters on the Coast had a secret session during (See **PIX SCORES** on page 31)

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Pitts Stations Add Two Dozen Commercials, Increase Talent As Result of Network Switches

PITTSBURGH, Oct. 11.—More than thirty new commercial spots, a score of new sustainer and thousands of dollars of new spot business opened here last week, and this as the result of the switching of three network affiliations. Employment of more live talent and increased advertising by all stations have also resulted. Twelve network programs will originate in Pittsburgh as another consequence of the web shifts.

Claiming that its dollar-volume ranks it as one of the city's "biggest" stations, KDKA now broadcasts all NBC-Rad shows except Great Gildersleeves, which is aired in recordings over KGV. In addition, KDKA retains Lowell Thomas from its former NBC-Radio lineup.

Carrying more spots than ever before and some new local commercials, WCAE likewise claims its best October as it begins full-time affiliation with Mutual Radio, having been the NBC-Rad outlet for years.

KGV, the new Blue outlet, following 21 years of independent broadcasting, reports its biggest bookings in history, with all local commercials and most of its former sustainers retained thru program rearrangements.

WJAH, local Columbia station owned by the same company that operates KGV, has no program time to sell and few spots.

The city's only independent station, WITW, is enjoying excellent success. Manager Frank Smith this week started planning with architects for a new and larger studio to be erected in the Key-stone Hotel.

KDKA New Shows

Besides the NBC-Rad line-up, KDKA has installed four new local shows. What's New in the Stores Today, shopping service conducted by Nancy Dixon, is co-sponsored six mornings weekly by Kaufmann's. Harro's, Olmsted's and Roggs & Bull. Friendly Neighbors, WITW's local co-hosting Billy Leach and guest stars is broadcast every Saturday morning by Coco Wheat, and

The Old Sooner, five-minute song period sponsored by Ludlow's, is broadcast weekly, also features Leach. A half hour of unsponsored juveniles, *Starlets on Parade*, began a weekly schedule last Saturday, with Ed Schanaghany and Betty Dugan as "host and hostess."

Where network shows conflict with local commitments, the hometown product will get right-of-way, station manager James Binkley stated. With rare exceptions, the only unsponsored periods on KDKA now are early afternoon and late night.

KDKA will broadcast three shows weekly to the Red net: *Treasure Trails of Songs*, heretofore a Blue feature, and two performances of *Reflections in Rhythm*.

WCAE Adds Programs

Feeling more optimistic now than six months ago, when the web switches were revealed, WCAE announced 11 new local programs in addition to every Mutual

Clothes-Line

RAN FRANCISCO, Oct. 11.—Local United Air Lines ticket agent successfully huddled this one. As Yvette Dore and her parrot prepared to depart on a plane to fulfill a New York engagement, the question "Is a parrot clothes?" came up.

"He's my clothes in the act, and should go as part of my regular baggage allowance," she informed the ticket agent.

"He's a pet—and excess baggage at that," the agent replied.

Miss Dore paid \$7.00 extra and boarded the plane.

commercial except one (the Astin-Fisher Mary Small show), and many Mutual sustainers heretofore unheard in this area.

New or enlarged local commercials on WCAE are *Newsworld*, *Uncle Sam's children's show*, *Fully Entertained* and *Money Six*, melange of verse, tales and music.

Local advertisers have also begun sponsorship of *Building Drummond* and *The Showoff*, Mutual co-op shows.

The right of the local programs will be (See PITTS STATIONS on page 7)



GEORGE GODFREY, one of the booking satellites of big-time vaudeville, is back in the swim again. The former Orpheum chief who later slumped to the booking helm of RKO only to be deposed by the Hiram Brown patch is casting director of *Tales of Manhattan*, film being produced by Boris Morros for 20th Century-Fox release. It's good news to us but probably not very good news to the wolves that howled at his door for so many months while he held forth in the Palace Theater Building during big-time vaudeville's last, gasping days and finally broke it down and dragged him out in the cold.

George Godfrey was in eclipse for too many years. It is heartening to learn that he has been installed as a member in good standing of the Hollywood Lodge of show business. Godfrey has ability; he is honest; he is a real showman. He should have pushed off to Hollywood immediately after the RKO debacle. That Boris Morros has given him even belated recognition is a tribute to the acumen of that colorful character.

It is true that a hefty segment of the former vaudeville showmen were justifiably hated out of show business when the streamlining process dissolved the plush and monied. Most of these gentry should never have occupied the top spots in the first place. Yet among them were men of rare ability; men who can fill with distinction important spots in today's show business.

George Godfrey is a symbol of determination that is not dimmed by temporary setbacks; of the rare metal that reveals the better after the tarnish of neglect has been polished off by happy circumstance. Together with our good wishes go the prayers of thousands of performers for whom Godfrey meant fair and square treatment and whose top-draw drawer did not double as a deposit box for the kind of "tips" that made certain other bookers independently wealthy during the Albee-Murdock and Brown-Kennedy regimes of the big time.



MONDAY (6) the international situation was pushed completely out of Broadway consciousness by Mickey Owen's snuff—the famous snuff on the third strike, that cost the Dodgers the fourth game of the World's Series. Walking the short block from 47th to 48th Street on the Stem that morning, one listener heard Owen's name exactly seven times. And, to show how one unfortunate recalls the hapless Frank Merkle, during the same stroll, heard three different references to a boy. It's one way of going down in baseball history. . . . Speaking of the Series, the out-of-towners who came in for a rare of all varieties. . . . One was heard to remark to a companion at Broadway and 42d Street that, above all, he craved to go to the Hippodrome—"because that's always the first show I take in when I come to New York." How often does he visit—every 20 years or so? . . . There's one large advertising agency that allows unfortunate actors to be auditioned by the secretary to the secretary to the directors—no kidding. She's a run-of-the-mill stenographer, and what she knows about show business she learned from reading the papers. And then people wonder why actors go mad. . . . Or take this one, from the legit field itself: A stock company director was casting *The Man Who Came to Dinner* and, after listening to one candidate, said, "I'm afraid you're not good enough to use him—because he played the part too long already." . . . An unusual case will be coming up on WMAA's *Labor Arbitration*, October 16. A night club singer was fired because the boss claimed she had lost her voice. She says there's nothing wrong with her vocal cords, and that the discharge was without foundation. So on the 16th she'll show up at the studio with an accompanist and try to prove she's right before an arbitration panel that will include Joe Hines and E. H. Oberstein.

THE ANDREWS SISTERS (This Week's Cover Subject)

FOUR years ago the Andrews girls were just another song trio, so far as the trade was concerned. Today their recording sales have passed the 7,500,000 mark in sales, their theater grosses run from \$5,000 to \$10,000 over the house average, they have appeared on the biggest of the commercial radio shows and have chalked up three Universal picture hits, "Pick Privates," "In the Navy" and "Hold That Ghost."

Wiggy's air commercial, "Double or Nothing," which made its debut in 1935, featured the girls on the air for the first time. And shortly after their start on that show they recorded "But My List Do Scheme" by Decca. These two acts brought the Andrews Sisters into the limelight, and from there on it was a matter of trying to fill all of the demands which rolled in.

From radio and records the girls began personal appearances in the country's leading theaters. These came as natural to this song trio. Patsy Andrews was the top dancing champion of her home State, Minnesota. La Verne, in those days, was winning territorial acclaim in a contest played. Maxene was the best-known woman of the trio and even today assumes a lot of those duties.

Girls are scheduled to return to the Paramount Theater, New York, soon for their ninth engagement at that house. This will wind up a tour which broke a new record in Chicago; Hartford, Conn.; Baltimore and Passaic, N. J. Following the Paramount run the Andrews will again be off for Hollywood to start on their next Universal job.

THE new George Abbott hit, *Best Foot Forward*, got itself some terrific publicity on the angle that almost everyone in the cast is under 31, and that therefore the show won't be hit by the draft, as *Pal Joey* was. So now there's a rumor (hotly denied by the Abbott office) that the State Labor Department is investigating the employment of kids falling under the provisions of the Child Labor Law. . . . From *The New York Times* "Lost and Found" columns: "Lost: Love bird, light blue, Wall Street district. Saturday, Newark." You can write your own commercial. . . . Speaking of ads, Jay Lord, who sells men's hats, was double-crossed by a copy writer who doesn't know the finer points of baseball. Trying to cash in on the Series, the Lord ad boasted a tagline reading, "My Hatting Average Is 1000." Which, unfortunately, is nothing to boast about. . . . The Theater Guild moves in a mysterious way its wondrous to perform. Casting for the leading juvenile in its revival of *A. Wilderness*, it made no secret of the fact that it was giving readings to everyone who had ever played the role, in summer stock or elsewhere. So one young actor who had received terrific kudos for his work in the part at a near-by cowtown tried to get in to get a reading. He tried, as a matter of fact, for several months—and finally was allowed to enter the sacred portals after the show had already opened! Whereat the Guild was greatly surprised to find that he'd played the part, and wanted to know where he'd been hiding himself. . . . When Hazel Scott was rehearsing with Lou Holtz at the State last week, he kidded her in Negro dialect—and she talked right back in Yiddish. So the bit was kept in the Negro.

NEMO, the songwriter, was apied holding forth to a crowd on Sixth Avenue the other day, and panicking them with assorted stories and double-talk. . . . Ben Eucher, brother of Stan, is out of the army, and is going to Chicago to take care of Ziegler's Chicago office. . . . Justin Gilbert, night club columnist for *The Berkepe Evening News*, has a fan who drops in each night and leaves him a fresh cake. He's a driver for Dugman's Bakery—and Gilbert would like to have a few more like him. . . . Chic Farmer, p. a. for El Morocco, last week sent out to newspapermen a couple of packs of cards, with "El Morocco Ota Hummy Rules" printed thereon. Ota Hummy, incidentally, has replaced poker as the most popular backstage game on Broadway. . . . Harold Stein, photographer for the two Cafe Society clubs, claims he's invented a flashlight with hair on it—for shooting half-headed patrons.

THERE'S an awful lot of fuss being raised—for perhaps the 10th time in that many years—about night club sales using devices to make actors work gratis and about the raw showing evil and its allied vices. We'd like to be among the first to acknowledge that there are evils and that show business would be better off if they were eliminated. But one must have one's feet on the ground when considering the why and wherefores of practices in a business that trades exclusively in human material.

Neither the A.O.V.A. nor any of the individuals acting on their own can hope to accomplish anything toward putting the business of an evil or a group of evils unless human nature is looked squarely in its not very comely face. You can't force an actor to limit his commission to an agent when he thinks he can gain an advantage by doing so. In most cases he not only thinks so; experience has taught him that it is so. There are some agents who aren't worth the spittle it takes to fly on them. Others can never be paid enough for what they do to advance the professional interests of the acts they handle. You can't expect compliance when you tell actors that they may not throw in a free show for a night club or a benefit for homeless canaries, a club of coppers who hand out diamond-studded badges to obliging actors—or politicians who can (See SUGAR'S DOMINO on page 21)

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BLUE NET GETS REPRIEVE

Terrific Hub Legit Season

BOSTON, Oct. 11.—The Boston Rialto will be completely open next week for the first time in about 20 years. With seven houses alight the Hub seems sure of the greatest legit year in its history.

The line-up next week will include *Blithe Spirit*, the new Noel Coward show, which debuts at the Wilbur Monday (13); a revival by the Shuberts of *Rio Rita*, scheduled to open at the Opera House Thursday (18), and *The Man Who Came to Dinner*, starring Taylor Holmes, which opens the Copley for the season. In addition, *Let's Face It* will be at the Colonial, *Doctor's Dilemma* continues at the Shubert and *Arctico* and *Old Lace* plays along at the Plymouth. The Majestic lights up on the 29th with a presentation by the Shuberts of *The Mluda*. In prospect are *Sons of Fun*, the new Olsen and Johnson show with Carmen Miranda, which bows in at the Shubert on the 23d; *Separate Rooms*, due at the Wilbur on the 27th; *Junior Miss*, Max Gordon's new show, which premeas at the Wilbur November 3, and *Pat Joey* and *Circe*.

This week's grosses were as follows: *Let's Face It* (Colonial, 1,643 seats, \$3,900 top). The new *Victory Presley* musical with Denny Kaye came in Thursday night (9). Ticketless advance built up to about \$12,000 for the first four performances, super-colossal. Next week should be at least \$25,000.

Doctor's Dilemma (Shubert, 1,660 seats, \$3,300 top). *Katharine Cornell* rolled up a neat \$28,000 for the first week, near-capacity business.

Arctico and *Old Lace* (Plymouth, 1,480 seats, \$3,75 top). With handouts all over the place and all tickets sold for a couple of weeks in advance, this one chalks up a terrific \$24,000 for the second consecutive week. Will be here for at least eight weeks.

Student Prince (Opera House, 2,944 seats, \$2,200 top). This revival is plenty popular and has been doing a near-capacity business every night. Bows out tonight after two swell weeks, \$24,500 and \$25,000 for a total of \$49,500.

Five O'Brien, which started here nine days before departing for New York, collected only middling grosses. Opening on a Thursday, it drew \$8,000 for the first four performances. Full week, ending last Saturday, brought in \$17,500 for a disappointing \$23,500.

Legit take in the Hub for the first six weeks of the season has already topped \$374,000.

Possibilities

TRADE SERVICE FEATURE
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

JUNE ALLYSON—youngster involved in the hectic proceedings of *Beat 'Em*, *Farmers*, legit musical at the Ethel Barrymore Theater, New York. Nice, young and very pretty, she has an excellent personality that stands out despite a minor role, fine stage presence, verve, and pleasantly diversified abilities. Sings and dances nicely, and reads lines like a veteran. She should screen extremely well.

For LEGIT MUSICAL

AURORA MIRANDA—singer, now making her American debut at Monte Proser's Copacabana, New York night club. She is the younger sister of Carmen Miranda, but uses only her first name on her billing, apparently to avoid appearing to cash in on her sister's name. She is young, shapely, bright-eyed and filled with personality, and can sing Brazilian ditties with plenty of swing. Obviously a good bet for a revue, particularly of cut-ins, for Latin scores.

RUD SWENEY—young and personable night club and vaude comic, caught recently at the Majestic Theater, Paterson, N. J. Impresses as likely legit fodder, with his punchy delivery and engaging routines. Has a click-filled layout of material that he puts over in top-notch form, and is also an impressionist of ability. One of the best of the new crop of comedians.

FCC Action Off Indefinitely; Stations Get 2-Year Licenses; Chains Favored on Option Time

WASHINGTON, Oct. 11.—Communitation of the government order for National Broadcasting Company to dispose of the Blue network was effected Saturday as the Federal Communications Commission voted to postpone "indefinitely" application of this regulation. In other major changes in original orders, the FCC granted to all broadcast stations a license term of two years, which doubles the existing term of authority, and radio chains were favored by a related altitude toward option time on stations of independently owned affiliates. However, the commission did not write away its intention to apply the regulation in respect to NBC Blue provided that com-

pany received six months' notice and later extensions to permit orderly sale. In other respects the FCC newly clarified monopoly regulations adopted May 2, 1941, and instead of the implication that no broadcaster may com- (See NBC BLUE NET on page 6)

Claims Franchised Agents Chiseling; N. Y. Local Planned

NEW YORK, Oct. 11.—Scheduled tonight between a committee from the American Guild of Variety Artists and the Artists Representatives' Association "to straighten them out" (the latter) will take place next week, when Gerald Griffin, AGVA exec. sec., returns from a visit to locals in the East and Midwest.

In addition to Griffin, Harry Richman and Jonas Silverstone, AGVA counsel, will comprise the committee to confer with the ARA to squawk about agents booking under scale, booking non-AGVA acts, and using contract forms other than AGVA contracts, as stipulated in the franchise agreement. Griffin said that these conditions have been going on in spite of the franchise issued to agents on terms that AGVA conditions be lived up to.

Meanwhile, AGVA is acting on setting up a new New York local by first separating the local office from the national, with the former taking separate office space in the same building as the national.

A committee, consisting of Alan Correll, Dave Fox and Gus Van, was authorized by the national board to plan a meeting of the New York local and to start contractual negotiations with small night club owners in Brooklyn and Long Island.

Capitol, SLC, to Legit

SALT LAKE CITY, Oct. 11.—A vaudeville house more than a decade ago, the Capitol Theater here will be restored for stage attractions during the 1941-42 season, under plans announced by Tracy Barnham, general manager of International Theaters, Inc. With capacity of 2,000, largest theater in the State, the Capitol for years has been a movie house. Barnham announced a line-up of stage shows, beginning with *Hellasoppin* October 13 and 14. Next will be *Ed Wynn's Boys and Girls Together* December 3 and 5. *My Sister Eileen* is slated for a January date, and there is a tentative booking for *Katharine Cornell* in *The Doctor's Dilemma* for next March.

Bergen 3G in D. M.

DES MOINES, Oct. 11.—Edgar Bergen and Charlie McCarthy opened the fall season at the Shrine Auditorium here October 3 with 2,000 customers paying approximately \$3,350. Prices ranged from 50 cents to \$2.90, tax included.

Four-Week Revues for Mexico City; Plan U. S. Acts and Line

CHICAGO, Oct. 11.—The Polles Bergere Theater in Mexico City, which closed September 30 after Andre Lasky's show folded, will be reopened around November 10 by Mario Moreno, who, under the name of Cantinflas, is a top comedian in Latin America, and Santiago Roschi. Santiago Roschi is the brother of Ramon Roschi, formerly of Ramon and Benita, who has been appointed booker and general manager of the Polles Bergere.

Ramon was in town this week to book acts thru his rep, Phil Tyrrell. Cantinflas was expected here today and with Ramon will make a three-week "good will" tour here and in the East before returning to Mexico. Ramon says that he will heartily devote his entire time to his brother's theater, he will also produce the shows, which will feature Cantinflas and include three to four American acts and 15 American girls. Ramon pointed

out that the girls must be good dancers before they will be considered for a job and each one selected will be given a season's contract (four months).

According to Ramon, he plans to bring in name bands during the 1942 season. He says name outfits are highly popular in Mexico thru their records, which are heard on music machines throughout the country. Other American talent in big demand includes star teams featuring swing tunes and strong dance acts.

Ramon says that acts will be given four-week contracts, since principals will be changed each month.

Legit for Norfolk

NORFOLK, Oct. 11.—Indications that the rich territory of this boom defense area is at last to be opened by legit interests is seen in the announcement of two roadshows to play here before Christmas.

There Shall Be No Night, with Lunt and Fontanne, has been booked into the Norva Theater for a matinee and night October 22, and *Life With Father*, with Dorothy Glen and Louis Calhern, will play the same house on a December date. Others will be booked in whenever firm commitments will permit. Manager Pierre Boulogne of the Norva said.

Give us a try! This is a chance to see how the Western Union advertising service works. We'll send you a sample of our service free of charge. No obligation on your part.

WESTERN UNION

WHOLESALE
Retail
Advertising
Sales
Service
Telephone
Cablegrams

START THE DAY RIGHT WITH NEW BUSINESS . . . YOU CAN GET IT IN THE MORNING BY SENDING LOW-RATE OVERNIGHT TELEGRAMS TODAY.

A TIP TO ALL'S & BANDS

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

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

Hair-Just WIGS

Human Hair . . . \$1.00 & Up
Human Hair . . . \$2.00 & Up
Cutting to the Theatrical Pro
Also Wig for Sport Wear
Ask your Dealer for Arranaj's
Wig Studio, in color sheet,
Call The

ARRANAJ'S
24 WALL ST. N. Y. C.

STOCK TICKETS

One Roll . . . \$.65
Five Rolls . . . \$ 2.50
Ten Rolls . . . \$ 5.00
Fifty Rolls . . . \$ 25.00
100 Rolls . . . \$ 50.00
ROLLS 2,000 EACH
Double Coupon
Double Price
No O. O. D. Orders
First Single \$4.12

THE NEW TAX LAWS

Shows a rearrangement of the addition price on all

TICKETS

Have you made these changes?

TOLEDO IS REALLY THE TICKET TOWN

For Quota Compliance Write
THE TOLEDO TICKET COMPANY
Toledo (Ticket Town), Ohio

SPECIAL PRINTED

500 or More . . . \$ 1.25
10,000 . . . \$ 10.00
50,000 . . . \$ 25.00
100,000 . . . \$ 50.00
1,000,000 . . . \$ 120.00

Double Coupon
Double Price

N. Y.'S PRODUCTION LEAD

Coast, Chi Far Behind on Program Origination on CBS, NBC Chains

NEW YORK, Oct. 11.—Analysis of origination points of commercial programs on Columbia Broadcasting System and both Red and Blue chains of the National Broadcasting Company indicates that New York is in no danger of losing its position as top production center. New York leads both the Pacific Coast and Chicago—the two other production centers by a very healthy margin on CBS, NBC-Red, and NBC-Blue. Analysis also shows the paucity of network fare originating in spots other than New York, Chicago and the Coast, the figures for this category approximating almost zero.

Figures as given hereafter are approximate.

On CBS total network commercial programs now total 64. Of these, 48 originate in New York, for a total of 38 hours and 45 minutes; 30 originate on the Coast, totaling between 17 and 18 hours, and 12 originate in Chicago, for a total of 10 hours and 45 minutes. In addition, CBS has a few traveling programs and a couple of programs originating in other cities, including one in Detroit and one in St. Louis.

NBC-Red and Blue

NBC Red network has a total of approximately 92 commercial programs, 45 of them originating in New York for a total of nearly 90 hours; 24 originating on the Pacific Coast with a total of 15 hours, and 19 originating in Chicago with a total of nearly 18 hours. Counted into the total of 92 programs are a few traveling shows with no clearly defined origination point, and one show originating in Nashville, Tenn., and carried on the chain.

On the NBC-Blue commercial programs total 41. Of these, 25, with a total of slightly more than 15 hours, originate in New York. Pacific Coast originations number six, totaling three and one-quarter hours. Washington originations are five, with a total of four hours. A few shows in Washington and one each in Wheeling, W. Va.; Camp Shelby, Miss.; and Brentwood Valley, Ky., make up the total of 41.

Trek to New York

Overwhelming New York originations are mirrored by the trek of performers to New York from Chicago and the Coast, claimed to be the greatest ever right now, with all converging on New York to get into both radio and legit for financial and prestige reasons. In the case of influx of Chi dramatic actors, additional reasons given are the

shifts of numerous Chi directors and agency men to New York.

AFRA Membership Figures

Analysis of AFRA membership concentrations closely parallels the comparative figures on program originations in the three centers. Mrs. Emily Holt, AFRA chief, figures total membership at about 12,000, of which 4,000 are in New York, 2,500 in Los Angeles and about 700 in Chicago. The remainder are thinly scattered throughout the country. According to Mrs. Holt, top AFRA membership, when organizational work is completed and all independent stations are lined up, will be about 15,000.

Phileo Continues Heavy Talent Use

PHILADELPHIA, Oct. 11.—Extensive use of talent on transcribed spots during the past 32 weeks by distributors of Phileo Radio Television Corporation throughout the country has proven so successful practice will be continued for the coming season. It was announced by Ernest B. Loveman, advertising manager at the Phileo plant here. Each week total of more than 3,100 spots are being broadcast over 212 stations. Spots are musical jingles, ranging all the way from popular music to old ballads and operatic airs.

Phileo is the only company with a spot radio campaign in which every announcement is different. Each week 13 two-minute spot transcriptions are released. Entertainers for the jingles will continue to be Frankie Hawkins and His Blue Chasers, the Johnson Quartet, the Eaton Boys, CBS announcer Frank Gallup and Sam Reed and Her Men of Color. Each group writes its own jingles to tunes of published music and many songs have been specially written for the campaign.

NBC Blue Net Gets Reprieve, But FCC's Plan Still Sticks

(Continued from page 5)

tract exclusively for his primary service area there is now the right to be the sole outlet provided the contract does not preclude other stations in the area from broadcasting public service programs refused by the affiliated broadcaster. In other words, the chain outlet enjoys first call on the network, but if it refuses to carry a show in favor of a local program, the net is free to arrange coverage from some other station near by.

Twelve hours broken up into four periods of the broadcast day were adopted as authorized option time in network contracts. It is believed that this amount will cover the operation needs of NBC, Columbia and Mutual since these companies rarely have taken more than seven hours of an affiliate's time. Originally the FCC had intended to permit no option time whatsoever, but complaints by the chains and the affiliates charged that it was impossible to sell programs to an advertiser if no one knew the time for the program or the number of stations available. In this week-end move the FCC did make an important change in existing option time practice. It requires chains, seeking to take advantage of an option, to give the affiliate 60 days' written notice in place of the customary 30 days' notice.

Following the sweeping reforms proposed last May some controversy concerning the authority of the FCC issued contracts, hearings before the Senate committee on interstate commerce, which were held last June. The subject of the Senate inquiry was proposed in the White resolution which, if voted, would have caused postponement of all FCC monopoly orders and would have made a three inquiry into the FCC operations. However, after three weeks of

Prophetic?

SYRACUSE, N. Y., Oct. 11.—After a half hour of announcing a live script of Jack Traganter's *Blue Club*, aired on a WJZ remote from the Hotel Syracuse, in which every sound word was blurted, Bill Robinson, WEAF speaker, closed the show by saying: "This is the blues network of the National Broadcasting Company."

News Sets New High On WXYZ, Detroit

DETROIT, Oct. 11.—News programs, which have played an increasingly heavy share in air time on local stations for several seasons, have set a new high of 61 on WXYZ, which pipes a large part of its straight newscasts to the eight affiliated stations of the Michigan network.

All 61 of the newscasts are now sponsored—30 weekly by Cunningham Drug chain and one each daily by Laker Bros. Coffee, Eyre Shoe Company, Berry Points, Crawford Clothes and Manhattan Soap. The only one-timer is an RCA-Victor Sunday newscast.

WFIL Personnel Shuffle

PHILADELPHIA, Oct. 11.—Important changes in personnel at WFIL were announced this week by vice-president and general manager Roger W. Clapp. Edward C. Orsini, coming in from the Ralph H. Jones Advertising Agency, Cincinnati, takes over the desk of program director October 20. He succeeds James Allan, who takes over the station's expanded press department. Allan will also handle special events and public service features.

In addition, William B. Caskey, sales promotion chief, has been tipped to the newly created post of business manager of the station. He will continue his sales promotion post in addition to his new executive duties.

Philly Talent Gets Break, as Sponsors Open the Cashbox

PHILADELPHIA, Oct. 11.—Bumper crop of sponsor coin was dashed out this week for the town's radio performers. Heaviest spender was the Yellow Cab Company. Until now using a single quarter-hour period on WCAU, cab outfit takes a strip across the board on both KYW and WCAU. Norman Jay, who conducted the WCAU show, moves to KYW at 11:10 each night for his after-dark comments. On WCAU Powers Courand gets a nightly strip of town gossip at 11:30. Both placed thru Aaron & Brown agency here for 38 weeks.

Also on WCAU Thomas Coulson, war news analyst, gets Johns-Manville Corporation, New York, to sponsor his nightly quarter-hour periods at 10:30 for the next 13 weeks, thru J. Walter Thompson agency. New York Jay grabbed off a nightly quarter-hour show for three commentaries on WFEN at 6:15, sponsored by Ben Wilks, local men's clothing store. Frank Kent gets the nod on WFEN for a nightly five-minute news spot at 5:30, sponsor being N. B. Kelly Clothes, thru Cox & Tans agency here.

Harold Davis, blending music with sports news on WDAS each night at 5:45, has a sponsor in Esslinger Beer, placed thru James B. Lamb agency here. The Happy Clarks, KYW Gospel Singers, also get a sponsor for their daily quarter-hour period at 1 o'clock, thru commentaries on WFEN at 6:15, sponsored by Ben Wilks, local men's clothing store. Frank Kent gets the nod on WFEN for a nightly five-minute news spot at 5:30, sponsor being N. B. Kelly Clothes, thru Cox & Tans agency here.

Timmy Hindman, local actor, as Bettina Brown, skidded for three shows weekly on WIP for Blumner's department store, thru H. M. Dittman agency here. Dishes out fashion hints interspersed with music, and the shows are transcribed for broadcast over WGAI, Lancaster, Pa.; WBSF, Easton, Pa.; WJLM, Wilmington, Del.; WFFG, Atlantic City, and WTGJ, Trenton, N. J.

WMCA Adds Personnel

NEW YORK, Oct. 11.—Marjorie Hays Camp and Waring Gillespie were added to WMCA this week. Miss Camp is staff writer in the continuity department and Gillespie joins the production staff.

William Royal replaces Frank Danzig in the production department Monday (13). Danzig has gone to CBS.

Duell, Sloan & Pearce Set Up Broadcasting Dept.

NEW YORK, Oct. 11.—Duell, Sloan & Pearce, publishers, are making available for broadcasting special material, including both fiction and non-fiction. In addition, company is setting up a special department to facilitate the broadcast of book material, and in some instances authors will be made available for radio appearances.

So That's the Reason

DENVER, Oct. 11.—A young lady member of the office staff of a Denver station was preparing to monitor the network for a scheduled program. Preceding the program she wanted to hear, the network was airing a session of the Defense Exposition from Grand Central Palace in New York. The young lady turned to the operator switch on an auxiliary amplifier and heard the program, but the volume was very low, due to the fact that the fader was barely open. An operator suggested she raise the lever several decibels, but the program still lacked volume.

"Turning to the operator and without the slightest bit of hesitancy, the young lady remarked, 'I know why it isn't coming in any louder, do you realize what a large building that Grand Central Palace is?'"

the chains and their affiliates would not be permitted to put more than three hours from each period under option. In trade circles it is doubted that very much use will be made of permissible periods between 11 p.m. and 8 a.m.

James Lawrence Fly, chairman of the FCC, stated that the amendments adopted Saturday would give greater stability throughout the broadcasting industry. He attributed much of this stability to a separate action which lengthened license terms to two years. Referring specifically to the rule on NBC and its two networks, Fly declared: "I believe there has been general acceptance of the principle here involved in the light of existing conditions; however, the commission has felt that every opportunity should be extended to the company to arrange its affairs and to negotiate the disposition of one of its networks without there being any form of legal compulsion. It is important that at this juncture nothing be done which will materially affect the value of properties or render unstable current operations of any network."

Commissioners Norman S. Case and T. A. M. Craven dissented from the FCC majority for "the same basic reasons previously stated in our earlier dissenting opinion." The two officials were steadfast to their original position that the commission is without authority under the law to "change radically the business structure of the broadcast industry." They express belief that radio stations be permitted the same option principles as in ordinary business.

Radio Talent

New York

By JERRY LESSER

ONE of the best performances of the current radio season was turned in last week by RAYMOND EDWARD JOHNSON in the role of the defense attorney on *Famous Jury Trials*. The production of this show definitely places BILL ROUSSEAU among the top-night directors. . . . JULIAN NOA is doing a daily series of news broadcasts for CBS. . . . JOHN BREWSTER now playing the role of Joseph Benedict on *Woman Courage*, which CHUCK VINCIGI is directing. . . . RONALD BEHRE, young actor on *Light of the World*, received this cue: "Pray that the Lord take care of Samson for delivering us from the Philistines." To which he replied, "You mean the Philistines won't bother us any more?" Director ROUSSEAU turned a deep scarlet and hoped that it wasn't noticed by the radio audience.

L BORA THATCHER, who played Mrs. Jester Lester in the late Broadway marathon, *Tobacco Road*, has returned from a West Coast vacation with a story in *Asst. Jesus's Real Life Stories*. . . . ADELAIDE KLEIN, of *Meet Mr. Neeb* and *Big Sister*, is being screened by Paramount. . . . CONRAD THIBAUULT, baritone of NBC's *Manhattan Merry-Go-Round*, is preparing for his concert in Town Hall October 27.

Chicago

By SAM HONIGBERG

BOB TRENDLER, WGN musical director who also handles the music for NBC's *Ruekerbocker Playhouse*, is one of the few persons here permitted to be on the staff pay roll of one network and work for another. . . . EDDIE AND FANNIE CAVANAUGH moved their show from WGN to Gene Dyer's new WAIT. . . . ED ALLEN landed a renewal on his *Thor Olden* morning show and at the same time copied part of the *Walgreen* news contract. Both on WGN. . . . GEORGE WILLARD, announcer, is now with WGN. . . . TOM, DICK AND HARRY lost their *Pela Napina* account because the sponsor now sells all the soap it can produce to the army. . . . GUY CHERNEY now handled by Biggie Levin for radio. . . . JOE PARSONS is doing the WLS show originally set aside for HAL CULVER. . . . That new five-a-week news and broadcast show *This Will Happen* on

His program will consist of songs in five different languages. . . . LARRY ELBJOT, who announces *Woman's Page of the Air*, has added two new sponsors to his list. . . . Look for a ciggy sponsor to announce the purchase of *His Honor, the Mayor*, starring WALTER O'KEEFE. It will be a half-hour weekly feature. . . . RIKEL KINT, producer of JOAN BLAINE'S NBC program, has been made Eastern production head of all Knox-Neaves shows, including *Mystery Men*, *Valiant Lady* and *Stories America Loves*.

LEON JANNEY has been made an honorary member of the National Committee of the United Youth for Defense organization. . . . Two extremes of radio, a top commercial and a top tyro, respectively GERTHILDE BERG and MARILYN KOPOR, are stored in the November issue of *American Magazine*. CBS's "Molly Goldberg" is radio-biographed for her 12 years of airing. Story brings out her estimated \$300,000 annual income, her writing, producing and acting in some 2,800 broadcasts.

RICHARD DYER-BENNETT, luteist and folk singer making his local night club debut at Le Reuben Blev, is also broadcasting for NBC Red Tuesdays at 1 p.m. and Sundays at 4.

PITTS STATIONS

(Continued from page 4)

went to MBK—*Love, a Girl, a Band*; *Succorsors and Sophisticated Ladies*; *Muted Music*; *Earl Traxler's Air-liners*; *Figures in Brass and Songologues*. . . . Other new WCAE sustaining programs are the hour-long *Four o'Clock Frolic*, a variety layout, two afternoons weekly; *Inquiring Reporter*, with Bob Dooly; 15 minutes Monday nights; the Pittsburgh Symphony Orchestra for an hour Sunday afternoons; and University of Pittsburgh grid games, with Jimmy Murray and Tom Tom at the mike.

KQV Changes

One of America's oldest stations, KQV has begun broadcasting 30 NBC-Blue commercial programs and many other Blue sustainers. Previously it had been occasionally linked with shows from Mutual, Columbia and NBC. . . . A new network program emanating from KQV will be *Fiesta of Music*, sustainer featuring singer Bob Carter and the orchestra of Maxine Spinaldy, who was formerly music director at KDEA. Locally, a new show features Mickey Ross's orchestra Sunday afternoons, introducing a new song weekly. . . . Several dozen local sustainers have been dropped by KQV, due to network features.

WWSW Ahead

The only station here operating 24 hours daily, WWSW, is "12 to 15 per cent ahead of last year's sales to date." Manager Frank Smith revealed. . . . Notable commercial new on WWSW are six half hours weekly to Frank & Sons, Pugh Bros., Gimble's and Logan Mattress Company. Spear's has begun one half hour weekly and General Electric five minutes six nights weekly on behalf of FM receivers. . . . The station is being swamped with re-

quests by organizations and individuals who presented sustaining programs on KDEA and KQV when those stations had more time available. . . . Consequently WWSW is turning down more local shows than ever, altho "we specialized in serving local institutions," program manager Walter Sockles declared. . . . Heavy on sports broadcasts, WWSW is airing 17 college and 11 professional football games this fall, in addition to previews and reviews. . . . Contingent on whether the FCC grants its new petition for 5,000 watts, WWSW will build new studios in the Hotel Keystone that will include an auditorium with 800 seating capacity, four major studios and two rehearsal rooms.

Hyped Promotion

Advertising and publicity efforts have been hyped here by all stations. WCAE has used page copy in *Sun-Telegraph*, along with smaller ads in *Press*, *Post-Gazette* and papers of surrounding communities, as well as cards on the backs of business. KDEA is on an exchange space-and-time deal with *Post-Gazette*, and KQV has used daily copy in *Press* following an opening ad in all three dailies per NBC. . . . Another consequence of the network changes has been expansion of auxiliary work outlet possibilities. For example, on some Mutual shows where blanket coverage of the district is desired by sponsor, near-by stations may have opportunity to take WCAE programs. Representative in that vein is the World Series broadcast over WISE, new station in Butler, Pa., with credit line there announcing that "this is a feature of WCAE." NBC-Blue programs are carried in this district by WWSW, Wheeling, as well as by KQV. Columbia shows are aired by WMBI, Uniontown. In addition to WJAB, and sometimes WLIB, Greensburg, owned by the WJAB-KQV combine.

Et Royalty Situash Coming to Head; Waxeries Warn Pubs High Rates Will "Kill Golden Goose"

NEW YORK, Oct. 11.—Problem of what constitutes adequate royalties to music publishers for use of their tunes on electrical transcriptions is expected to come to a head shortly, with the boiling point reached when the radio industry returns ASCAP making to the air and ASCAP begins making hit tunes.

Exces of wax orgs, including Lloyd Egner, of NBC-Thesaurus, and Ben Selvin, of AMP and Music, are of the opinion that if they hold out for the old fee of \$15 per year per tune on library service and 25 cents per performance per station on commercial transcriptions, the pubs will be doing themselves irreparable damage and may maneuver themselves into a position approximately that of ASCAP today.

Many of the waxeries are now getting their music for 2 cents a pressing—which is the same rate charged for phonograph records. An example is NBC-Thesaurus, which obtains songs at 2 cents from BMI publishers, SESAC publishers and 38 individual companies. Standard Radio, on the Coast, also pays the 2-cent rate and believes that an adjudication on royalties must be taken up soon. Other wax companies are making individual deals on tunes for library service by contacting the publishers direct, without recourse to the Music Publishers Protective Association, and are getting cheaper rates.

How tangled the situation has become is indicated in the fact that some of the publishers affiliated with BMI are still holding out for the \$15 and 25-cent rates, despite the fact that BMI releases its own tunes for two cents. E. B. Marks Music Corporation, for instance, whose catalog is leased to BMI in the matter of performing rights, insists on payment of the old fee.

Attitude of some transcription companies, as expressed by Egner and Selvin, is that the value of the plug over a great many stations subscribing to the c. l. service is worth more to the publisher than any direct return he can get in the way of royalties. Publishers holding out for the higher rates, however, deny this, pointing out that no song hits are made via transcriptions. They claim that it has been proved that hits can only be made via plugs on the major chains and that this has been proved by the fact that the Mutual network, when it signed its ASCAP pact in May, was unable to do much for publishers in the way of making hits.

Matter of transcription royalties has not been adjudicated and, while the situation is cooking, the contrast be-

tween MPFA and waxeries using music licensed by MPFA has exploded. Some conferences have been held, but nothing definite has been settled on the matter of transcription library fees. E. T. men are thinking of alternate proposals to the \$15 rate. Selvin, for instance, a long time ago suggested a sliding scale of \$15 a tune for the first year and \$10 and \$5 a tune for the second year—the decreasing scale being deemed adequate owing to obsolescence or lesser value of the tunes in the c. l. catalog. This plan might still be a workable compromise, as against the flat \$15 per year rate. Another plan suggested is 2 cents a tune per station, with a minimum guaranteed ranging between \$3 and \$10.

AFM Clamps Down On Coast Companies

LOS ANGELES, Oct. 11.—American Federation of Musicians, thru its Los Angeles Local 47, has clamped down on transcription companies on the Coast, and is enforcing payment of the 15 per cent stand-by charge in connection with cutting of disks by cut-of-town bands.

The 15 per cent stand-by fee has been a national AFM law, but had not been enforced on the Coast until a few weeks ago. Some wax companies have already asked influential members of the AFM to try to persuade James C. Petrillo, AFM proxy, to abate the law on the angle that it is unfair.

Unfair angle is claimed because record companies, whose product is also used for broadcasting, are not required to pay a stand-by fee when recording with an out-of-town band.

In certain sections of the country, notably New York, the c. l. stand-by fee on cut-of-town bands has always been collected, and goes to the AFM treasury.

WJR, WCAR Donate 25¢ To University of Mich.

DETROIT, Oct. 11.—WJR, Detroit, and WCAR, Pontiac, Mich., donated \$25,974 worth of time, at commercial rates, to the University of Michigan during the 1940-41 season, compilation just made shows. Shows currently starting or being revived for the fall season include a program of historic hymns, American folk songs, discussions of current events, dramatizations of short stories and a variety of special programs not fitting into any regular category.

Bristol-Myers Sponsors Dinah Shore on NBC Blue

NEW YORK, Oct. 11.—Bristol-Myers will sponsor Dinah Shore on the NBC-Blue network Sundays, 9:45-10 p.m., starting November 2. Young & Rubicam set the deal for the sponsor, and Frank Cooper, of General Amusement Corporation, represented Miss Shore. . . . Miss Shore will continue as featured warbler on Bristol-Myers' *Edible Center* program on the NBC-Red network Wednesday, 9-9:30 p.m.

WCAE, KDEA Staff Changes

PITTSBURGH, Oct. 11.—New staff men at WCAE are Robert Bitner, engineer, and announcer Bill Leyden and Joe Mutvihill. Bitner came from commercial aviation. Leyden from WING, Dayton, and Mutvihill from WMBE, Uniontown. Summer Granby, formerly an announcer, has been shifted to sales and promotion.

Henry Littlehale, formerly sports editor of *Washington (Pa.) Reporter*, has joined the KDEA news staff, replacing Lloyd Chapman, who was called into the army. Carl Stasko, of KDEA office staff, also was called.

Prisoners List Radio Favorites; Striped Gentry Like Drama Best

PHILADELPHIA, Oct. 11.—Respecting 20 *Crosby's* program popularity polls, the inmates here, guests, often wish they had the wings of an angel, have been shown to have program preferences all their own. Deputy Warden William Browley, of the Eastern State Penitentiary at suburban Graterford, revealed this week the results of his own personal survey among the inmates.

The Lux Dramatic Hour is the prime favorite among the 1,200 white prisoners. In fact, it's the dramatic shows that attract most attention among these men. *My Furry Friends* second, and the Kate Smith Hour in third spot. Comedy programs are a second choice, with Bob

Hope, Fred Allen and Jack Benny in first, second and third spots.

Among the 800 Negro prisoners here, program preference is entirely different, with singing bands the top choice. Cab Calloway is the favorite, with Count Basie second, Tommy Dorsey third and Charlie Barnet fourth.

Penitentiary holds 2,000, and there are individual cells for each inmate. Program check-up was based on periods plugged in. Each cell is wired for sound and each inmate has individual ear-phones. Selectivity is limited to the network shows only, each cell having four plugs, to cover the NBC Blue and Red, Mutual and CBS nets.

THREATEN WIRE BUILD-UPS

Burke-Van Heusen
Move Panics Some
ASCAP Songwriters

NEW YORK, Oct. 11.—Aftermath of Johnny Burke and Jimmy Van Heusen signing the publishing and radio rights of their RKO picture, *Playmates*, secure to Southern Music (SMI) is an evident lessening of morale among ASCAP songwriters, who seem ready to turn on ASCAP officials for what they describe as "leaving us to disorganization while they sit around waiting for the networks to capitulate."

Now songwriters cry that if ASCAP doesn't snap out of its lethargy, "and give us leadership and action and not the false hopes we've been getting," they're going to go over to BMI.

That's the attitude of some very prominent songwriters who hold high ASCAP ratings but have been inactive since the inception of the ASCAP-networks royalty battle.

Talk in music circles, among ASCAP publishers, writers and pluggers, is that Burke and Van Heusen were protecting their job in Hollywood in preference to protecting their ASCAP rating. Team is averaging about \$1,000 a week from RKO, and in addition received a \$10,000 advance from Southern against royalties on the *Playmates* score.

As a consequence, many songwriters have been talking of bolting ASCAP for greener pastures, as the consent decree gives them a right to do without prejudicing their ASCAP membership. ASCAP officials, on the other hand, are crying "sell-out!" and are pleading with members to have patience.

Chi Bookers Seek
Cocktail Combos;
Expand Bookings

CHICAGO, Oct. 11.—Local band bookers are combining the hinterlands for cocktail combos to fill the heavy demand from late and lounges in this area. Frederick Bros., Music Corporation invested \$1,000 recently by dispatching Bill Parent, of the office, to sign combos in small Illinois and Chicago towns. Office has about 20 outfits under contract. Small-town musicians are anxious to come here for their scale automatically jumps from about \$18 to a minimum of \$30 a week. Outsiders, however, can remain in the area controlled by the local musicians' union for only six months at a time unless they secure a job which lasts a longer period.

Ervin Barbo, of the Frederick Bros. office, says there is terrific activity in the neighborhood taverns, and demand is always bigger than the supply. Eddie Sligh, who is augmenting his cocktail department, reports, "All you have to do is take orders on good small combos. It is never a problem selling them."

Leading combos stemming from Chicago do not start up with one office, as a rule. Fighting they can land better and more consecutive jobs by being on the list of several agencies.

Ozzie Nelson With Morris

NEW YORK, Oct. 11.—Ozzie Nelson band, now appearing on the Red Skelton air show over NBC-Red, has left MCA to be booked hereafter by the William Morris agency.

Success Story

POETSMOUTH, Va., Oct. 11.—A Western Union messenger boy suddenly found himself the soloist with Tommy Dorsey's band here last week. Buddy Rich, the band's drummer, received a stinging telegram on the occasion of his birthday—the same night the band played a Gridiron Club date at the new stadium here. The messenger delivered the telegram during the dance—and had to stand in the platform and sing *Roppy Birthdays to You* with the band accompanying him.

What Will Hays Say?

NEW YORK, Oct. 11.—Leonard Arthur, who brings his ock to the Roadside West, Oceanide, L. I., Tuesday (14), is getting publicity for a stunt, choosing to get to ship with the band during the engagement. Announcements have been sent to five local colleges, stating Arthur's needs and setting the following requirements: (1) She must fill out a sweater. (2) She must have a "formal gown" figure. (3) She ought to be able to sing a little, too.

Public additions will be held. Arthur hopes the winner really will be able to sing a little, too.

H. Heidt Signing
For New Picture

OMAHA, Oct. 11.—Horace Heidt and Herbert J. Yates, of Republic Pictures, have completed a deal whereby the Heidt ork will carry the full burden of a feature film, to be made by Republic early in December.

Instead of furnishing background music for outside talent, the band itself and its various featured performers will play all the parts in the movie, and the story will be written with that arrangement in mind.

It is possible that a name comedian will be signed as the only non-Heidt performer in the flicker.

Papers will probably be signed within next few days.

Among members of outfit to get in the pic will be Donna Wood, Ronnie Kemper, Larry Cotton, Frankie Carle, Fred Lowmy, the Don Juans, Red Zerington, Jerry Bowne, Mimi Cabanna, Charlie Goodman, Ollie O'Toole and Burton Pierce.

Band appeared in *Pat of Gold*, United Artists film, last year.

GAC To Reopen
Cincinnati Branch

NEW YORK, Oct. 11.—General Annuement Corporation will reopen its Cincinnati office Thursday (16) after almost two years. Howard Sinsott, former manager of the Nichols ork, who has been working as one-night booker for GAC the past six months, will continue as such in the Cincy office. Art Fraw will handle location dates.

Move is thought to result from recent passage of Ohio licensing law, which gave GAC alternative of reopening office or transacting business thru a licensed Cincy agent.

Office will handle Midwest bookings as it did in past. Although spot has been shut down, GAC retained its lease and has been paying rent.

Lift Lansing Curfew Law

LANSING, Mich., Oct. 11.—Local musicians may now have music until 2 a.m. because of a Municipal Court decision Tuesday (7), in which city ordinance putting midnight damper on music was declared unenforceable. This regulation had driven considerable trade to out-of-town and suburban spots.

Band Remotes Chopped by NBC;
CBS Off, Too; House Orks Next?

NEW YORK, Oct. 11.—Dance remotes have been yanked off the Columbia Broadcasting System and both Red and Blue networks of the National Broadcasting System, leaving Mutual Broadcasting System as the only network carrying the name bands during the late hours. Pulling of the bands off CBS occurred Wednesday night, causing the refusal of CBS's Pittsburgh affiliate, WJAS, to employ an 11-piece house orchestra. NBC's Blue network became involved because ownership of the CBS Pittsburgh outlet and NBC-Blue Pittsburgh outlet, KGV, is the same, and therefore the KGV musicians walked out in a sympathy strike. But whereas the AFM yanked the Columbia bands, NBC itself yanked the NBC-Blue bands. Action by NBC follows the network's action of last week, at which time it pulled bands off the Red even though trouble between the Red affiliate, WMBZ, and the AFM New Orleans outlet had been settled. Petrillo has threatened to pull house bands out of the studios, which would cause a chaotic condition in radio.

Logic behind the NBC is twofold. One, network is obviously giving the AFM a nudge, also it will not admit same. Two, NBC figures it will experiment with studio pick-ups from the various affiliates, thus giving local talent a break and possibly building audience during the late 11 p.m. to 1 a.m. hours so that this time can be sold profitably.

NBC's action throwing remotes off the Blue was taken Thursday night. Plan is to combine the sustaining time during 11 p.m. to 1 a.m. hours, and feed the same pick-up to both the Red and Blue chains. This will facilitate programming. By next Tuesday (14) NBC hopes it will have the situation well enough in hand to use separate programming for the Red and Blue networks during the late hours.

NBC situation is now in the hands of William Hillips, NBC production exec.

Bands who were scheduled to broadcast remotes on the Blue this week include Benny Goodman from the Hotel New Yorker; Will Bradley, Sherman Hotel, Chicago; Gene Krupa, Palladium, Hollywood; Glenn Miller, Hotel Pennsylvania, New York; Henry Busse, Edgewater Beach Hotel, Chicago; Lou Bresca, Ches. Park, Chicago; Vincent Lopez, Hotel Waldorf, New York; Art Jarrett, Hilton Hotel, New York; Paul Whiteman, Palace Hotel, San Francisco; Bernie Cunnings, Beverly Hills Country Club, Newport, Ky.

NBC, since it stopped airing music from remote spots last Wednesday, has gotten up a schedule of dramatic and musical shows to fill in the two-hour void, which they say is being done on an experimental basis. CBS also indicated that it might follow suit, negotiations in Pittsburgh being at a complete standstill.

While the Pittsburgh Blue network walkout could be construed as labor trouble, even tho' it's only a sympathy walkout, the Red network was completely in the clear, having settled a dispute involving Station WSMR, Red outlet in New Orleans. Immediately following the settlement, NBC reversed the procedure and chopped the bands off itself.

Officials of the NBC profess to be

pleased with the filters they have already put on the air.

Members of the American Federation of Radio Artists are watching the outcome, because if this works out as the networks hope, it will open new avenues of employment for thousands of actors. Also, band agencies, leaders and music publishers are shivering over the consequences of the new policy.

The best avenue of band exploitation would be completely lost to the leaders and agencies, both of whom have come to regard network radio time from a hotel spot of sufficient importance as to work those jobs for scale prices. Agencies, however, might be able to get a regular name band salary for engagements if the intendment of air time were not a big factor in the booking. Music publishers, patiently awaiting the return of ASCAP music to the air, will suffer another blow if this exploitive means is completely lost to them.

If Petrillo retaliates with his threat to call out studio musicians on strike, and a stoppage of radio production results, one network official indicated that it might call in the government and charge with him monopoly.

Meanwhile, NBC has combined its late sustaining time on the Red and Blue networks to facilitate filling in the hours. Programs originating from New York and from affiliate stations are being fed thru both networks. CBS meanwhile is filling in with studio music.

Miller May Make More Pix

PITTSBURGH, Oct. 11.—Glenn Miller and his orchestra expect to be called to Hollywood in early January, despite their booking at New York's Hotel Pennsylvania, for a second picture with 20th Century-Fox. Miller has signed movie and hotel contracts, with understanding that if films want him and band, Pennsylvania will release him promptly.

Denying Miller money behind Ed McTavere's new band, manager Johnny O'Leary inferred that Cy Shurtman was backing Miller's former saxophonist.

In New York a spokesman for Shurtman said Shurtman was backing McTavere's band, but that so far no question of finance had come up.

Cugat Honored Right, Left

NEW YORK, Oct. 11.—Xavier Cugat was snowed under with honors this week. First he was presented with "The Order of Honor and Merit of the Cuban Red Cross with the Mark of Commander" by Miss Batista, wife of Cuba's current leader. This award was made in recognition of maestro's work in furthering Pan-American relations.

Thursday (9) Leticia Boomer gave a party in celebration of Cugat's record of nine consecutive seasons at the Waldorf-Astoria Hotel. Twenty-nine Latin American hotel ops were present.

Kyser Signs New Warbler

HOLLYWOOD, Oct. 11.—Kay Kyser's search for a gal chanter to replace Ginny Stevens ended today when he signed Dorothy Dunn to a contract.

Throw Pennies! Help USO!

PHILADELPHIA, Oct. 11.—While at the Erie Theater a couple of weeks ago Glenn Miller hit upon an unusual method of helping the USO.

Noticing that the audience took delight in throwing pennies at Pittsburgh who clambered up on the stage for impromptu living, Miller went out and bought a penny bank, instructing his boys to gather up the copper and put 'em in the slot, with proceeds to go to the USO. In five days the accumulated pennies totaled over \$12, and the bandmen were so tickled with the idea that Miller has decided to keep the thing alive. Now, whenever one of the Red Stars comes in possession of surplus copper, it goes into the little bank.

Decca Coup To Aid Bond Drive

NEW YORK, Oct. 11.—Jimmy Dorsey was scheduled to put *Any Bonds Today?* on wax for Decca this week, marking that company's first move in the campaign of the Treasury Department, the Automatic Phonograph Manufacturers Association and *The Billboard* to have the Bond song placed in the No. 1 position on each of the nation's 400,000 coin phones.

Columbia, with Kay Kyser's version of *Any Bonds Today?*, and Victor, with the Barry Wood rendition, were busy all week preparing promotional literature, stickers, posters, placards and other material calculated to aid in the campaign. Both companies planned to stand pat on the disks they already had; whether they will continue to stand pat now that Decca has injected its ace recording band into the picture is not known.

A spokesman for Victor expressed belief that Barry Wood's weekly plugging of the ditty on the *Treasury Hour*, plus fact that Wood was first to put it on record, will insure a majority of slot spots for the Wood rendition. At the time this opinion was uttered, Decca's representative in the *Any Bonds* field was Dick Robertson.

All three companies plan to exploit their disks to the fullest, with consequent aid to the Treasury's bond drive.



The Billboard

WEEK ENDING
OCTOBER 10, 1941

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGGS

Following are the 15 songs with the most plugs on MBS and on NBC and CBS. Due to the MBS-ASCAP contract, Accurate Reporting Service, source previously for all plug data, new lists only WCRB plugs, having temporarily dropped WNBC and CBS from its repertoires. MBS listings below, therefore, are supplied not only by Accurate's daily reports, taking in plugs between 8 a.m.-1 a.m. for week ending Friday, October 10, but also by recollections furnished by the MBS logs. NBC-CBS totals are furnished by the office of Research-Radio Division, College of the City of New York, including broadcasts from 8 a.m.-1 a.m. daily for week ending Friday, October 10.

For duration of this situation, which can be considered temporary until such time as WCRB and CBS sign with ASCAP, "radio-plugged" plugs (WIM, WMCA, WNBC) will not be listed. Networks' New York outlets used for this recap are WCRB (MBS), WJAZ (NBC), and WJAZ (CBS). Five tunes are designated by "P," musical production numbers as "M."

MBS PLUGS

Position Last This Wk. Wk.	Title	Publisher	Plugs
1	1. I DON'T WANT TO SET THE WORLD ON FIRE	Chorik	23
5	2. DO YOU CARE?	Campbell	26
2	3. YOU AND I	William	26
6	3. ELMER'S TUNE	Robbins	19
5	4. JIM	Kayser	17
4	4. TIME WAS	Southern	17
7	4. WHY DON'T WE DO THIS MORNING	BVC	17
7	5. KISS THE BOYS GOODBYE (P)	Famous	15
8	6. CONCERTO FOR TWO	Shapiro-Bernstein	13
—	7. BLUE CHAMPAGNE	Encore	12
3	8. YOURS	E. B. Marks	11
—	9. ANGELS CARE THEM	Black	10
—	9. GIVE ME YOUR ANSWER	Mills	10
—	9. WASN'T IT YOU?	BMI	10
4	10. I GUESS I'LL HAVE TO DREAM THE REST	Black	9

NBC-CBS PLUGS

Position Last This Wk. Wk.	Title	Publisher	Plugs
13	1. I GUESS I'LL HAVE TO DREAM THE REST	Black	41
1	2. YOU AND I	William	40
3	3. TIME WAS	Southern	33
1	4. I DON'T WANT TO SET THE WORLD ON FIRE	Chorik	27
5	5. JIM	Kayser	22
5	6. DO YOU CARE?	Campbell	24
—	7. I SEE A MILLION PEOPLE	Radio Tunes	23
3	7. YOURS	E. B. Marks	23
—	8. HI, NEIGHBOR	BMI	21
8	9. DELIAH	BMI	20
6	9. 'TIL REVELLE	Melody Lane	20
12	9. WASN'T IT YOU?	BMI	20
10	10. CITY CALLED HEAVEN	Warren	19
4	11. TWO IN LOVE	William	18

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; Bridgeport, Conn.: Highland Dry Goods Co.; Whiting Radio Service; Quinn Music Store; Boston: Boston Music Co.; The Melody Shop; Meador Music Co.; Los Angeles: Whitman Song Shop; Broadway Music Shop; Avenue Record Shop; Pittsburgh: Yorktown Record, Inc.; Philadelphia: Washburn's Department Store; Des Moines: Record Shop; Alex A. Ostlin; Denver: The May Co.; The Record Shop; Charles R. Wells Music Co.; Salt Lake City: S. G. M. Record Dept.; Portland, Ore.: Meier & Frank Co.; J. K. Old Co.; Los Angeles: Southern California Music Co.; Hollywood: Home of Music; Glenn Waldron's Music City; San Francisco: Schwabacher-Fry; Chicago: Sears, Roebuck & Co.; Marshall Field; Woodbury's; Lynn & Healy; Goldblatt Bros.; Cincinnati: Song Shop; Willis Music Co.; Honolulu: Wurlitzer Co.; Honolulu, Inc.; Honolulu Music Shop; Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co.; Los Angeles: Dan Moore Music House; Davidson Co.; Detroit: Waxman's; Orinell Bros.; Kansas City, Mo.: Music Box; St. Louis: Audion Co. of Music; Famous & Barry, St. Paul; W. J. Dyer & Bros.; Mayflower Novelty Co.; Burlington, Mass.: L. R. Lines Music Co.; Birmingham: Nolan's Radio Service Shop; E. E. Forbes & Sons; Marshall Sales Co.; Louis Priddy Dry Goods Co.; Atlanta: Oak Prescription Shop; Raleigh, N. C.: James K. Talton; C. H. Robertson Music Co.; Miami: Richards Store Co.; Burdette's, Inc.; New Orleans: Louis Gramercy Co., Inc.; G. Schirmer, Inc.; Fort Worth, Tex.: McGraw's; Remble Bros.; Phoenix Co.; San Antonio: Alamo Piano Co.; San Antonio Music Co.; Washington, D. C.: E. F. Dropps & Sons Co.; George's Radio, Inc.

NATIONAL		EAST		SOUTH	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. PIANO CONCERTO —FREDDY MARTIN	1	1. Chattanooga Choo Choo —Glenn Miller	1	1. Blue Champagne —Jimmy Dorsey
2	2. CHATTANOOGA CHOO CHOO —GLENN MILLER	2	2. Piano Concerto —Freddie Martin	2	2. Yes, Indeed —Tommy Dorsey
3	3. I DON'T WANT TO SET THE WORLD ON FIRE —HORACE HEIDT	3	3. I Don't Want To Set the World on Fire —Tommy Tucker	3	3. Piano Concerto —Freddie Martin
4	4. BLUE CHAMPAGNE —JIMMY DORSEY	4	4. I Don't Want To Set the World on Fire —Tommy Tucker	4	4. I Don't Want To Set the World on Fire —Horace Heidt
5	5. I DON'T WANT TO SET THE WORLD ON FIRE —TOMMY DORSEY	5	5. You and I —Glenn Miller	5	5. Chattanooga Choo Choo —Glenn Miller
6	6. YOU AND I —GLENN MILLER	6	6. I'll Have To Dream the Rest —Tommy Dorsey	6	6. I Don't Want To Set the World on Fire —Ink Spots
7	7. YOU AND I —GLENN MILLER	7	7. I'll Have To Dream the Rest —Tommy Dorsey	7	7. Chattanooga Choo Choo —Glenn Miller
8	8. YES, INDEED —TOMMY DORSEY	8	8. I'll Have To Dream the Rest —Tommy Dorsey	8	8. I Don't Want To Set the World on Fire —Ink Spots
9	9. YOU AND I —GLENN MILLER	9	9. I'll Have To Dream the Rest —Tommy Dorsey	9	9. 'Til Reveille—Bing Crosby
10	10. YOU AND I —BING CROSBY	10	10. I'll Have To Dream the Rest —Tommy Dorsey	10	10. I Don't Want To Set the World on Fire —Tommy Tucker
11	11. YOU AND I —BING CROSBY	11	11. I'll Have To Dream the Rest —Tommy Dorsey	11	11. I Don't Want To Set the World on Fire —Tommy Tucker
12	12. YOU AND I —BING CROSBY	12	12. I'll Have To Dream the Rest —Tommy Dorsey	12	12. I Don't Want To Set the World on Fire —Tommy Tucker
13	13. YOU AND I —BING CROSBY	13	13. I'll Have To Dream the Rest —Tommy Dorsey	13	13. I Don't Want To Set the World on Fire —Tommy Tucker
14	14. YOU AND I —BING CROSBY	14	14. I'll Have To Dream the Rest —Tommy Dorsey	14	14. I Don't Want To Set the World on Fire —Tommy Tucker
15	15. YOU AND I —BING CROSBY	15	15. I'll Have To Dream the Rest —Tommy Dorsey	15	15. I Don't Want To Set the World on Fire —Tommy Tucker

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Adley Music Supply Co.; Pittsburgh: Yorktown Record, Inc.; San Francisco: Pacific Coast Music; Sherman, Clay & Co.; Los Angeles: Morse & Freeman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: Eclipse Music Co.; Chicago: Lyon & Healy; Carl Fischer, Inc.; Gambell Hinged Music Co.; A. G. McClure; St. Louis: St. Louis Music Supply Co.; Kansas City, Mo.: Jerome Music Co.; Detroit: Orinell Brothers; San Antonio: Southern Music Co.; New Orleans: O. Schirmer of Louisiana; Atlanta: Gable Piano Co.; Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. I DON'T WANT TO SET THE WORLD ON FIRE	1	1. I Don't Want To Set the World on Fire	1	1. You and I
2	2. YOU AND I	2	2. You and I	2	2. I Don't Want To Set the World on Fire
3	3. JIM	3	3. Jim	3	3. Piano Concerto
4	4. DO YOU CARE?	4	4. Do You Care?	4	4. 'Til Reveille
5	5. 'TIL REVELLE	5	5. 'Til Reveille	5	5. Jim
6	6. I GUESS I'LL HAVE TO DREAM THE REST	6	6. I Guess I'll Have To Dream the Rest	6	6. Yours
7	7. TIME WAS	7	7. Time Was	7	7. I Guess I'll Have To Dream the Rest
8	8. YOURS	8	8. Yours	8	8. Do You Care?
9	9. TONIGHT WE LOVE	9	9. Tonight We Love	9	9. You and I
10	10. BLUE CHAMPAGNE	10	10. Blue Champagne	10	10. Maria Elena
11	11. SHOPARD SERENADE	11	11. Shopard Serenade	11	11. Chattanooga Choo Choo
12	12. CITY CALLED HEAVEN	12	12. City Called Heaven	12	12. I Don't Want To Set the World on Fire
13	13. DADDY	13	13. Daddy	13	13. I Don't Want To Set the World on Fire
14	14. GREEN EYES	14	14. Green Eyes	14	14. I Don't Want To Set the World on Fire
15	15. CHATTANOOGA CHOO CHOO	15	15. Chattanooga Choo Choo	15	15. I Don't Want To Set the World on Fire
16	16. PIANO CONCERTO	16	16. Piano Concerto	16	16. I Don't Want To Set the World on Fire
17	17. TIME WAS	17	17. Time Was	17	17. I Don't Want To Set the World on Fire
18	18. MARIA ELENA	18	18. Maria Elena	18	18. I Don't Want To Set the World on Fire
19	19. ELMER'S TUNE	19	19. Elmer's Tune	19	19. I Don't Want To Set the World on Fire
20	20. INTERMEZZO	20	20. Intermezzo	20	20. I Don't Want To Set the World on Fire
21	21. GREEN EYES	21	21. Green Eyes	21	21. I Don't Want To Set the World on Fire
22	22. YES, INDEED	22	22. Yes, Indeed	22	22. I Don't Want To Set the World on Fire

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in economic phonograph. Selections are the ones 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 retailers 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 that section.

GOING STRONG	
CREECH EYES. (13th Week)	Jimmy Dorsey.
'TIL REVELLE. (11th Week)	Kay Kyser, Bing Crosby.
YOU AND I. (9th Week)	Glenn Miller, Bing Crosby, Kay Kyser.
YOURS. (7th Week)	Jimmy Dorsey.
BLUE CHAMPAGNE. (5th Week)	Jimmy Dorsey.
I DON'T WANT TO SET THE WORLD ON FIRE. (4th Week)	Horace Heidt, Tommy Tucker, Ink Spots.
JIM. (3rd Week)	Jimmy Dorsey, Dinah Shore.
I GUESS I'LL HAVE TO DREAM THE REST. (2d Week)	Glenn Miller, Tommy Dorsey.
COMING UP	
CHATTANOOGA CHOO CHOO.	Glenn Miller.
ELMER'S TUNE.	Glenn Miller, Dick Jurgens.
WHY DON'T WE DO THIS MORE OFTEN?	Kay Kyser, Freddy Martin, Andrews Sisters.
YES, INDEED.	Tommy Dorsey.
TIME WAS.	Jimmy Dorsey.
COWBOY SERENADE.	Kay Kyser, Glenn Miller.
KISS THE BOYS GOODBYE.	Tommy Dorsey, Bas Wain, Tommy Tucker.

Musicians Balk At Open-Air Show; Force It Indoors

NEW YORK, Oct. 11.—Because the musicians involved balked at exposing themselves to possible inclement weather, the British American Ambulance Corps musical show, scheduled to be taken place Monday (13) in Yankee Stadium, has been postponed and will be run November 10 in Manhattan Center.

Entitled "Name Band Jubilee," the monster benefit was to have launched a "Dance for Ambulance" campaign under a committee composed of various big names in the music biz. The press release emanating from British American Ambulance Corps headquarters blamed the postponement and shift of scene on the fact that the original idea had been concocted by a committee of 12 sports-writers, who had suggested that a musical extravaganza might draw better than a sports show. These sportswriters, complained the publicity bureau, didn't realize that musical instruments and musicians deteriorate when exposed to mist, rain and other climatic irregularities.

It was not stated why the weather was not taken into consideration in the first place.

Denver Dancant Biz Hypoed by Live Op

DENVER, Oct. 11.—The year-round Denver Dancant Academy, now in its 26th year, is drawing crowds estimated from 6,000 to 9,000 weekly.

Spot, which has 12,500 square feet of dancing space, is in a prime downtown location. Owner John Deo recently spent \$28,000 remodeling the spot, installing a modernistic front, terraced tables, fluorescent lighting and fixing the floor, which is laid on one-half-inch felt. A pioneer in giveaways, Deo has cash raffle prizes as hypes three nights weekly. Old-time and modern dancing are the order nightly, except Thursday and Saturday, when the j-bugs take over.

On J-Bug nights, Deo operates a barn dance at another location, drawing an average of 800 dancers on Thursday and 1,500 on Saturday, with admission 25 cents for ladies, 10 cents for men. Prices on various nights vary at the Denver Dancant Academy, from 25 cents a couple bargain night to 55 cents a couple on Saturday. Spot seats nearly 600, and all concessions are operated by Deo. Nine-piece local union band is used for all sessions.

Names Bring Biz in Buffalo One-Niters

BUFFALO, Oct. 11.—A string of name band one-nighter promotions is working out for backers, Harry Altman and Roger Brown, the former a successful night club, park and ballroom owner and operator, the latter a radio personality.

First of their stands was Jan Davis, Thursday, September 11, at Altman's Glen Casino in suburban Williamsville, who grossed \$1,254, attracting 1,268 payees to the spot. Advance ballroom was well handled, especially thru Brown's own airshow announcements. Six days later Tony Pastor did okay at the Glen dancery. Attendance numbered 688 persons and total gross amounted to \$774, which wasn't fat, but still on black side of ledger.

Next band on tap was Raymond Scott, October 1. With weather getting cooler, Altman and Brown are going to promote their future one-nighters in the Kleinband Music Hall, a new building. Three more promotions will follow Scott's stand.

Rivet Me Eight to the Beam

NORFOLK, Va., Oct. 11.—Commander W. M. L. Hague, construction superintendent at the navy yard here, provides six phonograph concerts daily to workmen building the new \$5,000,000 battleship, Alabama.

Being a great, clean and good, old-fashioned micky-mouse are piped to the several thousand toilers thru an amplifying system, in order to provide soothing contrast to the din of riveting, hammering, etc. Commander Hague reports that the idea is going over big.

Music Items

Publishers and People

MARSH MUSIC has published a foot-ball song ribbing *The Sunday Morning Quarterback*, *That Great I-Told-You-So*.

Anny Banz and Eddie Blake are writing show score for the Ubangi Club to open this month on site of the Old Cotton Club.

Danny Cameron, formerly of Ros-Kripstene, has joined Reid-Singer.

Praddy Mayo will be manager of White Way Music, new pub.

Irwin Garshella's wedding this week was well attended by the song-manufacturing fraternity. Garshella is with Advance Music, currently pushing *Autumn Nocturne*.

Mills Music hops up with the fourth title to Tschakovsky's "8-Five Blues Concerto." They call it "The Song Tschakovsky Wrote," and are selling the sheets at cut rates. Other three versions are "Concerto for Two," "Tonight We Love" and "Lilacs and Love."

Song and Such

SHEPHERD SERENADE will be handled from now on by Mercer-Morris, which has taken over the selling rights. *All Girls Are Beautiful*, theme song of J. J. Fox Fur Company, will be published by Leothe Music.

I Hate To Say Goodnight, by Ralph Wilson, published by Westmore Music.

Out Where the West Begins, by Robert DeLeon, author of *Can't Get Indiana Off My Mind*, will be published by Rees & Taylor.

Willy (Rattlanski) Mathieson, a member of the Cleveland Rams professional football team, has written a song called "You Caught My Heart," which will be published by Mercer-Morris.

Philly Pickings

DONA DAVIS has peddled three tunes to New York pubs, including *Swif Waters*, which is the theme of Manuel Ovarido's rumba ork.

Alex Bartha's band introduces *I Led With My Heart*, first effort of Larry Kenney and Harry Madonna.

IMPA Constitution Ready for Members

NEW YORK, Oct. 11.—Independent Music Publishers' Association has whipped up a constitution and the org's leaders are now going around trying to get the document ratified by the members, mostly BMI pubs.

Among the more important provisions of the constitution is the article stating that dues shall amount to \$30 annually, to be paid in two installments. Also, members will be required to come across with 7½ percent of all revenue from performance fees in excess of \$500, member must pay IMPA 5 per cent, these percentages being paid against annual dues.

Four meetings per year are set by the constitution, with annual elections of a nine-man executive committee, as well as the usual officers.

The constitution also provides that IMPA shall publish periodical reports in order that the members may be kept informed on developments.

Tommy Tucker To Open New Meadowbrook; Byrne Next

COLUMBUS, O., Oct. 11.—Frank Dalley's Meadowbrook, local version of the popular New Jersey spot, will open October 23 with Tommy Tucker ork. Bobby Byrne moves in on 28th for a four-week stay.

Spot is jointly operated by Frank and Vince Dalley and Jim Pepps, of New York, on the site of the Valley Dale Ballroom, formerly run by Lou Pepps, brother of Jim.

T. D. Tops for Portsmouth

PORTSMOUTH, Va., Oct. 11.—Despite threatening weather a crowd of 1,700 turned out for Tommy Dorsey and the last outdoor dance of the season, sponsored by the Orlotron Club at the local stadium. At \$1.10 a head the gross was \$1,700 and the attendance was largest ever at a local dance, indoor or outdoor.

N. Y., Phila. Unions Hold Back Wages in Drive on Kickbacks

NEW YORK, Oct. 11.—There are 30 location spots in New York, some among the better known ones, that are paying musicians' salaries directly to Local 802, musicians' union, instead of to the musicians themselves, in a move to take the heat off the men who would have to kick part of the money back right away.

Musicians call this the "protective custody" fund because half is kept in escrow until the toolies have finished their run at the particular spot. Polley was instituted to make kickbacks more difficult. Officials of the union say they'd rather have the men being charged, and some do, when they close up like a clam when they face their employer before the trial board.

Union delegate collects the checks every week and half is turned over to the musician, who, meanwhile, stalls the spot owners by telling them he'll pay off as soon as he gets the money from the union. Local, however, gives him the rest of the sum after he has left the job. By that time the musician doesn't have anything to worry about.

PHILADELPHIA, Oct. 11.—Escrow system adopted by the local musicians' union to eliminate kickbacks on night club and club date engagements will be expanded to include other engagements.

Scott Booked Into Boston

BOSTON, Oct. 11.—Paul Bromley Corporation, operator of the Brunswick Hotel here, and Harry Moss, of MCA, have completed plans whereby Raymond Scott ork, opening in the hotel October 24, will be the first band to get more than a four-week engagement in the spot. Scott is ticketed for four weeks and options for nine more weeks.

Twenty-five per cent of all moneys is held in escrow until the end of the engagement. The enforced "saving" of 25 per cent of their salaries is meeting membership approval.

Union officials are now faced with a "kick front" situation, charging that some big bands are offering employers money for the privilege of working the spot. Leaders claim that since name bands often pay the employer cost of radio wires and newspaper advertising, they see no reason why they can't offer a cash bid for a job. However, since so very few of the localities can afford to deal with employers on a "kick front" basis, union feels that it will have little trouble keeping the situation well in hand. One case had leader offering to buy new tables and chairs for spot to get the job.

Golly's Bridgeport \$694

BRIDGEPORT, Conn., Oct. 11.—Golly Golly, third name attraction at the Hill Ballroom here this season, drew a crowd of 1,597 persons (Sunday, September 21). Admits was 65 cents for the fair sex, and a dime higher for the male dancers, making a gross of \$894.00. On Golly's two appearances last season at the Hill Ballroom he drew crowds of 891 and 1,180 persons.

L. A. Theater Goes Union

LOS ANGELES, Oct. 11.—The Burbank, vaude house, last week signed an agreement with the Musicians' Protective Association, Local 47, after being a non-union house for eight years.

Scale is in keeping with similar houses in the section. Carl van Bitter, union representative, said.



A pity, isn't it? He manages a swell band, too. But there's no use yelling at him. That trumpet ought to tell him that all he really needs is a consistent advertising campaign in *The Billboard* . . . the only all-inclusive show business news weekly that's read by all band buyers in all the branches of show business.

More Dough Around Buffalo as Clubs Ready for Big Year

BUFFALO, Oct. 11.—There is plenty of spending money around the city, and night clubs anticipate a fine season. While there are hazards, such as increased taxes and odd hours in many local industries, people continue to show desire to get out and have fun.

Bookers complain they can't get enough good acts to fill the demand, especially novelties and comedy teams. Club owners want to stretch shows and keep them diversified, and they prefer novelty acts. Girls, average ballroom teams, jugglers, magicians, skating teams, balancing acts and the like get plenty of work.

Most clubs have gone in for permanent emcees, but stick to weekly changing shows. Exception is McVan's, where acts are hired by the month for production shows. Scarcity of talent has caused many spots to employ agents, whereas formerly they booked direct.

After a very successful summer at Glen Park Barn, giant suburban ritzy in rustic style, Harry Altman moved his ritzy into the Glen Casino for the winter season October 8.

This year Altman has added a new Compa Room. In the Casino itself, one of largest night clubs in the territory, Altman is going to offer names and technical names whenever possible. Gus Van opened October 6, with Pat Cliff, singer, following week of October 13. New band is Tony Caravella.

After being shuttered all summer, Kaufman's Cafe Madrid reopened for another winter season October 8. Management remains the same, with George Kaufman, owner and manager; Bob Graham, host, and Edolis Kaufman, assistant manager. Wally Gluck is again exclusive booker and publisher. Lines are being admitted first few weeks, with budget going to the purchase of seven or eight specialty acts. Gracey Jaymes does intermission entertainment at the soloist, plus vocals.

Anderson Taking "Screen" on Road

LOS ANGELES, Oct. 11.—Silver Screen, the John Murray Anderson production at Wilshire Bowl, will go on the road immediately. Show opened September 16 in the newly decorated bowl, with K. Loeb controlling the catering privileges. It was decided to close the show after attempts to refinance the production failed. A reliable source said that the show owed the musicians' union \$2,100, while American Guild of Variety Artists said that salary payments to actors were only "two days behind."

When the show first closed it was announced that it was because of the Jewish holidays. A switch in policy with no box office, no cover charge, \$1.50 minimum and popular-priced drinks was contemplated. Anderson's announcement that the show would go on tour spiked any plans for a policy or price change, however. Loeb, owner of the building, could not be reached for a statement, but his secretary said that he would have an announcement to make soon.

A spokesman for the Anderson interest said that the unions had been cooperative, as were the actors, who consented to string along until the show got a foothold. Naomi Shaw, press agent, said the only statement she was authorized to release was that the "John Murray Anderson show has withdrawn from the Wilshire Bowl and will go on the road immediately." She will tour with the unit.

Pensacola Adds Shows

PENSACOLA, Fla., Oct. 11.—Tom's Club here now uses a floorshow. This 300-member operates on a no-cover, two-shows-a-night basis. Joe Martinez band (7) is getting top billing.

George Petrilli is the operator.

Meller Ends 23 Weeks

WILMINGTON, Del., Oct. 11.—Adrift in New York, meller, pulled out of the Rainbow Grill of the Hotel Gaillard September 20 after a successful 23-week run.

Curt Waller's orchestra in the Grill since Decoration Day, continues.

AGVA Execs' Inhibitions (Cherchez la Femme...)

NEW YORK, Oct. 11.—Women are apparently losing their place in the theatrical trade union field. It's gotten to that point, anyway, in the American Guild of Variety Artists, which discharged Mildred Roth, a member of the legal department since AGVA's inception, because she "gave the national board inhibitions."

At least that is the way Harry Richman, board member, explained it. Telling of Miss Roth's discharge, Richman said, "She is a sweet girl, but we need a man in that job." It seems, according to Richman, that the boys on the board were all choked up because they felt it ungentlemanlike to burst into profanity when discussing a night club owner or a new contract because of Miss Roth's presence. So they picked a man for the job, Jonas Silverstone.

Mrs. Hoff, Mrs. Marston, Mrs. Witherspoon at al., watch out.

Foster Staging Show in England

LONDON, Sept. 27.—George Black is unable to name his fall show at Palladium Hi Gang coming to Harry Foster's acquiring that title with stage rights from the B.M.C. Foster will start Hi Gang tour at Birmingham Hippodrome September 29, with Leigh Stafford in the cast.

Vic Oliver is to star in Black's next Hippodrome opus, *Get a Load of This*, written by James Hadley Chase, author of *No Orchids for Miss Stendish*. Also engaged for this show is Celia Lipton, daughter of Grosvenor House band leader, Sidney Lipton.

Romany Resumes; New Clubs for DC

WASHINGTON, Oct. 11.—Paul Young's Romany Room opened last week with little change in policy. Paul Nea and five-piece band from Philly, where they formerly played at the Club Ball, on the stand. Opening show featured Al Schenck as emcee, Pearl Williams, Helene Staudish, Joan and Robert Kexer, and Lee Noble.

Policy is still a glib emcee, plus a couple of acts. Altho owner-manager travels around to see floorshows in other cities, most of his bookings have played the Club Ball in the Quaker City.

Herb Sachs, former operator of the Del Rio, suburban night spot which burned to the ground last year, is planning a large new downtown club.

Alterations of the building are now in progress and the ritzy will open in November.

Hurricane Threat Tough on Miami Clubs But Everything's Okay Now

MIAMI, Oct. 11.—Niterites in this area suffered loss of business night of the hurricane threat due to lack of transportation facilities. When the threat became apparent, storage facilities for cars were taxed to capacity. With no means available to get to or back from the clubs, clubs were forced to close because there was not enough business to warrant keeping the help around.

The niterites were disappointed because their spots are all hurricane proof and they hoped that music and gaiety were a necessary stimulus to relieve tenses feelings.

Tommy Bailey and Les Sims opened Thursday (1) at the Pogo-Pogo. Local news was lavish in praise for Miss Bailey's tuneful melodies and the accompaniment of Les Sims.

The Sweeney Bar has a new policy, five acts and Don Ferrara erk. Acts are booked locally.

Charlie Hoover's *Continentale Interlude* opened Monday at Kitty Devita's. Continuous entertainment, dotted by dance interludes. Jan Murray heads the bill.

Wiv's End Club is closed, and Max

Union Probes Kendis-Stork Jam; Leader Out But Band Stays On; Name Music Stands Too Bright?

NEW YORK, Oct. 11.—Affaire Sonny Kendis, who departed from the Bandstand of the Stork Club along with his brother, drummer, while the rest of his band remained on the job, is due for an airing before the trial board of Local 602 Tuesday (14) at the instigation of Meyer Davis, who originally booked Kendis into the Stork.

Sherman Billingsley, owner of the Stork Club, allegedly gave Kendis and his band two weeks' notice and then made a deal to retain the men after the maestro left. Billingsley, however, claims that Kendis quit the club in the heat of an argument concerning brightly illuminated music stands with Kendis's name plastered on them. Billingsley says a spokesman for the musicians, who have worked with Kendis at the Stork five years, off and on, then pleaded with him (Billingsley) to be retained without Kendis at the helm.

According to charges filed with the union, Kendis had contracts with his men stipulating they couldn't play at the Stork without him. Billingsley says, however, that the contracts were only "so-called," because they were written in a notebook and meant nothing legally.

Billingsley claimed that the entire ruckus started when he told Kendis that he didn't want his name emblazoned on the bandstand. Billingsley's policy has been playing up the name of the Stork Club and building up its base as the club's personality instead of the artists employed there. Billingsley quoted Kendis as saying, "My notice goes, we leave tonight," after he told Kendis that he would have to content himself with smaller music stand billing. Billingsley says he had given the band notice two weeks previous to the incident, which occurred on September 28, coincident with the opening night of the Stork fall season.

Union, however, has a different version of the affair, with charges based on "unfair dealings" and an alleged attempt by Billingsley to evade payment of com-

Prov. Fay's Resumes After 16 Mos. Films

PROVIDENCE, Oct. 11.—Fay's Theater resumed vaude October 10 after using a straight film (Westerns and melod) policy since June, 1940. Albert J. Clark, city manager for operator Ed Fay, says house will use Al Johns, former orchestra leader at Biltmore Hotel here, as permanent leader. Johns and band will play on stage. Policy will be five or six acts full week, changed Fridays. Joe Feunberg of Amalgamated, New York, will book shows. Publicity for house will continue to be handled by John Carroll.

Johnson is Reported Looking for Five Grand to Re-open

Bill Jordan's Bar of Music will close for six weeks October 18.

Hal Hampton, daughter of Pat Malloy, ex-vaude star, has opened the Hampton-Somerville dance studio in Miami Beach.

Dave Lester has played longer at the Dempsey-Vanderbilt than any other maestro, but he is still far from his own record. He went into Loew's State in Boston for two weeks and stayed 14 years as musical director.

Sid Lewis, Shelburne Hotel erk leader, claims title to the longest engagement in Miami, 10 years without missing a day's work.

Bob Feinstein will reopen his Carrousel around November 15.

AGVA has just about everything in town sewed up.

Tobacco Road, newest spot, opened Thursday with Roberta Sherwood.

Jenny Gaines may re-name his hotel the Vanderbilt.

Benny Broock's Carrousel partnership of five will be melted down to three before its seasonal opening.

Lee Simmonds will handle fall publicity for the Dempsey-Vanderbilt Hotel following E. Ray Redman's resignation.

missions to Davis after Davis was supposed to have waived payment of commissions thru the summer months.

Billingsley says that the band is still leaderless, altho he has hired a piano player and drummer to fill the Kendis brothers' jobs and is still paying the same money to the band as he paid Kendis.

Kendis's replacement at the piano is Florence Diaz, formerly with Eddy Duchin, with Sammy Rosen succeeding Kendis's brother at drums. Pat Barber, sax man, has been designated new front for the band.

The musicians who stayed behind say Billingsley, after his fight with Kendis, offered to try them out without Kendis and also promised that, if the experiment didn't work out, he would use them as the alternate combo anyway.

When queried last week, Kendis said he preferred not talking about the dispute now, but that when he did he would reveal "surprising, unbelievable facts" about "underhanded methods" used to get him out of the Stork Club.

Stein, Lastfogel Expected To Make Personnel Changes

NEW YORK, Oct. 11.—With Jules G. Stein, head of Music Corporation of America, already in town from the Coast, and Abe Lastfogel, general manager of the William Morris Agency, on his way here for a stay of several months, it is expected that many personnel adjustments in these offices will be effected.

One MCA spokesman said that Stein is studying the office situation created by the merging of the Columbia Artists' Bureau with MCA. With the entrance of the new personnel there has been an overlapping of function, with minor clashes already occurring. Changes there will seek to streamline the organization for greater efficiency.

The Columbia group, headed by Herbert I. Rosenthal, includes Jack Bertell, Bruce Powell, Peter Theurer, Sarah Bolittle, Larry Puck, Mack Davis, Dell Peters and Merritt Coleman. Lecture bureau is headed by Mabel Scott and includes six other execs. Stenops and secretaries will bring the total Columbia personnel up to 25. Harry Gains, of the artist's bureau, is the only one of the CBS crowd that came over to MCA and then left.

Lastfogel left the Coast yesterday and will stop at Chicago and Saranac Lake before coming to New York. Nat Lefkowitz, Morris treasurer, says Lastfogel's coming here is nothing more than a periodic visit and that no radical changes in the organization are anticipated. He emphasized the fact that under the present set-up WM is looking forward to one of the biggest years in its history.

It is expected that Lastfogel will scrutinize all departments with special emphasis on the night club and new talent divisions.

New Band for Wilmington

WILMINGTON, Del., Oct. 11.—Tony Olfert and orchestra have opened at Joe's Casino at the Black Cat. Floorshow features Beth Chaslin, beginning her fifth week.

Pat Hein, manager, is offering novelty act, Sidney, the Australian dancing horse; also Walker and Walker, tap dancing, and Minnie Stewart, brass singer.

The bowling alleys in the Black Cat are drawing large crowds.

Rio Returns to Vaude

RIO DE JANEIRO, Oct. 4.—The Colonial, which has maintained vaudeville since early in March, brought in the Companhia Teatro Comico September 8. Troupe, offering 40 minutes of comedies, replaced the vaude portion of the program and, after two weeks of poor business, house reverted to vaude September 22.

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

Acts-Units-Attractions Routes

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

DeMaren, Joe & Jackie (Red Baron) Mead... DeMaren, Joe & Jackie (Red Baron) Mead... DeMaren, Joe & Jackie (Red Baron) Mead...

Haason, Paul (State) NYC, L. Haason, Paul (State) NYC, L. Haason, Paul (State) NYC, L. Haason, Paul (State) NYC, L.

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

Florita & Royvis (Simbo's 281 Club) San Francisco, Pa. Florita & Royvis (Simbo's 281 Club) San Francisco, Pa. Florita & Royvis (Simbo's 281 Club) San Francisco, Pa.

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Advance Bookings

MILLS BROTHERS: Royal Theater, Baltimore, Oct. 17 week. HICO Theater, Boston, 24 week. Erie Theater, Philadelphia, 31 week.

GAR CALLOWAY: Regal Theater, Chicago, Oct. 17. WOODY HERMAN: Strand Theater, New York, Nov. 30. Central, Panama, N. Y., Dec. 19.

BOB EVANS: Loew's State, New York, Dec. 18 week. GEORGE BERNARD DANCERS: Schroeder Hotel, Milwaukee, Nov. 2, four weeks. JIMMY DORSEY: Orpheum Theater, Minneapolis, Oct. 31. Chicago, Chicago, Nov. 7. Stanley, Pittsburg, Nov. 18. HICO Theater, Boston, Dec. 12. Metropolitan, Providence, Dec. 21. Palace, Cleveland, Jan. 16. Michigan, Detroit, Jan. 23.

Kervin, Doris, Dancers (Matinee) Foxrest... King, Charles (Diamond Horseshoe) NYC... King, Charles (Diamond Horseshoe) NYC... King, Charles (Diamond Horseshoe) NYC...

McCabe, Sara Ann (Millmore) NYC, L. MacFarland, Frank (Barney Collier's) NYC... McCabe, Sara Ann (Millmore) NYC, L. MacFarland, Frank (Barney Collier's) NYC...

Mackey, Fred (Coke Society) Downy NYC... Mackey, Fred (Coke Society) Downy NYC... Mackey, Fred (Coke Society) Downy NYC...

Merritt, Jerry (Jack & Bob's) Trenton, N. J. Merritt, Jerry (Jack & Bob's) Trenton, N. J. Merritt, Jerry (Jack & Bob's) Trenton, N. J.

Moore, Billy (Bill-Carlton) Alhambra City... Moore, Billy (Bill-Carlton) Alhambra City... Moore, Billy (Bill-Carlton) Alhambra City...

Padilla Sisters (El Chino) NYC, Pa. Padilla Sisters (El Chino) NYC, Pa. Padilla Sisters (El Chino) NYC, Pa.

Paula, Foy (Casanova) Detroit, Pa. Paula, Foy (Casanova) Detroit, Pa. Paula, Foy (Casanova) Detroit, Pa.

Rosen, Ray (New George Brooklyn) N. Y. Rosen, Ray (New George Brooklyn) N. Y. Rosen, Ray (New George Brooklyn) N. Y.

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D'Amora, Franklin (One Paris) Chi, Pa. D'Amora, Franklin (One Paris) Chi, Pa. D'Amora, Franklin (One Paris) Chi, Pa.

Vaudefilm Grosses

Stem Biz Okay; Para 50G; State 27G; Strand 30G; M. H. 72G

NEW YORK.—Despite holdovers in all Broadway houses except Loew's State, no complaints are being aired on business. Good weather and quality of product is a satisfactory combo bringing in good turnouts.

The Paramounts (3,894 seats, \$37,000 house average) is chalking up another good gross with the second week of the bill with the Xavier Cugat band and Jim, Hold Back the Dawn. Take is building up to \$10,000. Opening week produced a large \$60,000.

The Strand (3,768 seats, \$35,300 house average) is also doing all right by itself with the bill including Jan Davis and film, The Madras Paleon, now in its second stretch. Probable gross looks like \$30,000. Opening week hit \$47,000.

The Roxy (3,935 seats, \$36,500 house average), now entering the third week of *Yank in 14* and stage hit with Don Arnes, Mitchell Brothers, Archie Robinson and Miss America, is going into the third season with a probable take of \$40,000. Very good. Second week pulled \$34,000, while first hit \$37,000.

The Minsk Hall (3,350 seats, \$34,000 house average), entering the second week of *It Started With Eve* and stage with the Del Bos (who replaced the Revueurs after the first day), will wind up with a probable \$17,000. First week pulled \$17,000.

Loew's State (3,327 seats, \$32,500 house

average), with the new bill including Joe Frisco, Patricia Bowman and Paul Haskon, Maxine Sullivan and Thornton's Models with Jack Gray, along with *When Ladies Meet*, is headed for \$77,000. Last week's layout, with Lou Malles and the Hortmans, plus *Lady Is Good*, did a fine \$25,000.

Buffalo Average With Film Fare

BUFFALO.—Grosses which were magnificent several weeks ago, with top-notch name-band vaude on tap, have settled into an average groove. Weather is spotty, but helping box-office takes some. Both vaudefilmmers are tiding themselves over with sellout fare until a new string of vaude dates can be lined up. Only flesh along main stem is currently offered by Palace Theater, featuring Miko Sathro's revue, starring Charmaine.

The Buffalo (seating capacity 3,500; house average, \$11,300 for straight film bookings) opened neatly the week of October 10 with the strong film comedy *Nothing But the Truth*. Expected to do about \$14,500. Second feature is *Buy Me That Fur*. Vaude is absent, although recent vaude experiments turned out more than swell. Week ended October 9, house grossed an okay \$13,500 with six *Hold That Dawn* and *World Premiere*.

The 20th Century (seating capacity 3,500; house average for straight pictures, \$6,500) has just set a new box-office record for straight pictures by hanging up \$30,100 for a three-week stand of Betty Davess, *The Little Foxes*. Newest film gross to *Focus* was *My Favorite Wife*, with \$28,700 for three weeks some time ago. First week grabbed a terrific \$15,900; second, \$37,000, and final week, ended October 8, \$6,600. Currently the Century is plotting a big vaude line-up for the winter season. Week opening October 9 just averages so far, and points to average take of \$6,500 for *Feather Ticks a Wife* and *Ice-Capades*.

Wash. Earle Sock 21G; Capitol 18½G

WASHINGTON.—Good business is expected by local theaters which have booked sock attractions for current week. Warner's Earle, featuring Charles Boyer in *Hold Back the Dawn* on screen, is figuring on a gross of \$19,000 for week ending October 16. Stage headlines Rufe Davis, *Kiss of Gerard*, Charlie Cross, the Hudson Wonders and Roxymette. Last week, ended October 8, One Foot in Heaven surpassed estimates with sock \$21,500.

Loew's Capitol film *Feminine Touch*, plus stage, figures to do good \$19,000 for week ending October 15. Vaudeville includes the Hartmans, Jack Gilford, Jack La Rue, Cortello's Canine Mimic and Rhythmic Rocketts. Last week ended October 8, *Smith's* *Thru* brought in \$18,800.

Palomar Biz Up

HEATLE.—Altho the screen show was weak, good street bally brought the Palomar (1,450 seats) up over the weekly average of \$4,500, to gross \$5,500 last week. In the vaude booked by the Bert Levy office were Bob Peary, Gilliam and Hildebrand, Wally Coeran, White Sisters and Isley and Heller.

On screen were *Doctors Don't Tell* and *Hurry, Charlie, Hurry*. Receipts were helped somewhat when Jerry Ross, manager and owner, started off the fall season by bringing back his amateur nights Fridays.

Springfield Okay

SPRINGFIELD, Mass.—Good crowds saw a well-balanced vaude bill that closed here Saturday (4) after a three-day stay at the Court Square Theater. The Crooked Melt.

On the stage, *Country and Parke*, Fred Bankard and Gracie Cannon, *Four Daring Girls*, Fred Hughes, Don Rice and the Three Dads.

"Spices of 1941" Taking 16G in Chi; Adler and Hope Pic Cop 32G

CHICAGO.—An average week at the corbe houses, a unit of clay box-office caliber playing the State-Lake, and a presentation show augmenting the screen feature at the Chicago. *Spice* (local weather Saturday (11) didn't help matinee grosses, but the pigskin game made up for it at night by taking in the Loop en masse.

Chicago (4,500 seats; \$32,000 house average) opened its average business Friday (10) with the new *Bob Hope Picture Nothing But the Truth*, and a show featuring Larry Adler, Frank Gaby, Ben Yost's Vikings and Mary and Brach. House has to have both strong movies and A-1 box-office stage shows to draw better than routine hits. Looks like \$37,000 for the week. Management hopes to hold come an extra week if receipts during the last half hold up.

Week ended October 9, the Chicago slipped to \$31,000 with Metro's *Lady Is Good*, disappointing h-o bet, and presentation bill with Paul Gerrits and Paul Remos.

State-Lake (3,700 seats; \$13,000 house average) is playing the Harry Rogers

Count Berni Vesi unit *Spices of 1941* week of October 10 and girl angle is expected to be of some help to the box office. Pic, *Flying Blind*, is only a filler. Should do a nice enough \$10,000. Week of October 3, house opened a big \$30,000 with Irving Yablou's *Hollywood Sweater Girls* unit featuring June Preisler, Peter Lind Hayes, Barbara Pepper, Mary Healy, Peggy Moran, Cecilia Parker and Dick Baldwin. On screen, *Spooks Run Wild*.

Philly Earle Hits 17G With Clinton; Fay's Fair \$6,300

PHILADELPHIA.—Earle Theater (seating capacity 4,000; house average for straight picture booking \$14,000) in face of a heat wave and competition from name band, dance in town, fared only fair for this week ended Thursday (9). With Larry Clinton's orchestra carrying the stage show, gross hit \$17,000. Peggy Mann and Bitch Stone, from the band, supported along with standard vaude turns and Wally Brown and Annette Ames, Ray and Trent, and Sunny Rice. *Married Bachelor* on the screen. New bill opening Friday (10), with Sammy Kaye's band on tap, set off to a fast start and points to a big \$23,500. Bob Trout, localite writer of *Daddy*, supports along with Joe and Jane McKenna and the Three Smart Girls with the band providing Tommy Ryan, Arthur Wright, Marty McKenna, Maury Cross, Charlie Wilson, Alan Foster and the Three Kadets. Screen has *Heavy Aldrich* for President.

Fay's Theater (seating capacity 2,200; house average, \$6,000) also fared fairly for the week ended Wednesday (8) with a light \$6,300 in the till. Charmaine made for the burly lead with support from Ginger Manners, Bob Easton and Oude O'Dette, Emmett Outfield and Eddie Ware, Allen and Kent, Gas Foster and Billy Klavin's band. *Private Nurse* on the screen.

New bill opened Thursday (9) looks big with daily band and her unit on board aiming at a big \$8,000. *Charley Chase in Rio* on the screen.

Spokane Okay

SPOKANE.—Matthew-Dalton troupe, Spec Watkins, McFarland and Brown, Lewy and Owens and the Martiniques, supported by *Repeat at Leisure* and *Keys to Riches* on screen, grossed \$13,300 October 3-8 at Post Street. This is 800 over the average figure. Manager Bill Evans has set for this season.

Upped gross was mainly due to bigger opening night, credited to an amateur show presented as an added attraction by Bud Hansen, local emcee.

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"Gems" Unit Nice \$5,500 in Denver

DENVER.—Gems of 1941 hit a nice \$5,500 gross September 30-October 5 at the Taber Theater, 2,350 seats. Picture is considered particularly good, since unit had World Series competition for majority of matinees. According to producer Billy Arma, unit has hit nine grosses since it started from the West Coast, and did best on its Montana and Fair, Lake City dates.

Five weeks ago set in this territory, to be followed by Eastern and Southern runs. Creta Brothers and Helene, a bar act, will join the unit upon completion of fair dates, and three girls are being added to the line. For Southern dates, names will be changed to *A Night in Aslan*. Teber has no immediate future bookings. Pic was *Mad Men of Missouri* and *Out of the Fog*.

Heidt Omaha High

OMAHA.—Homer Heidt and his orchestra topped the house record of \$21,700 at the Orpheum Theater here for week ended October 9.

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Gov't Probes Phila Strip Booker Combo Cutting Into Jobs

PHILADELPHIA, Oct. 11.—Local bookers of strippers will be investigated by the federal authorities, acting on complaints of two dancers who charged that a dozen agents were unwilling to keep them from obtaining employment because they accepted work from a certain local agent. The girls registering the restraint-of-trade complaint at the office of the U. S. attorney here were Dolores (Red) Abbott and Mary O'Brien.

With them were Bernis Landis, local agent, and his attorney, A. Lincoln Meyers. "Both Dolores and Mary are being threatened with loss of their employment as strip performers," declared Meyers. "The threats arise because they accept bookings from Landis. The other 12 agents in town who book strip feasters want Dolores and Mary to work for them. To force them to accept jobs they are saying they'll drive the girls from the business if they continue to permit Landis to act as their agent. This is in violation of the Sherman anti-trust law."

Landis complained that other agents had stolen the costumes of girls to keep them from keeping amok and club dates he had booked. Complaint was made to Assistant U. S. Attorney Edward Kallik.

Balto Gayety Ahead

BALTIMORE, Oct. 11.—With everything new at the Gayety this year, owner Don Nichols reports business approximately 50 per cent ahead of last year. Improvements costing \$18,000 were made this season. Another new feature is a Friday midnight show for the first time in years. Nichols is being assisted this year by his son, Bud, and daughter, Marina, with Gus Flieg as stage manager.

The Gayety night club, under the same ownership and managed by brother Nat Nichols, is also doing capacity business.

HARRY BERRY'S Sushel's Favorites, now playing a seven-week route in New England for Publics, has been given an additional four weeks for the same circuit, indicating all the Publics houses in the Boston territory.

A PERSONAL NOTE

of sincerest thanks and deep appreciation to all friends in and out of show business who stood by me so dutifully in my hour of bereavement over the recent loss of my husband.

FRAN WHITE
(MRS. GARRETT PRICE)

The EXOTIC STRIP-TEASE SENSATION!



Mary Louise

DANCER
NUMBER-TALKER
SCENES

Now in Eastern Public Houses.
Now Touring
the Midwest Burlesque Circuit

150-Year-Old Fiddle Plays for Burly

PITTSBURGH, Oct. 11.—One of the world's oldest violins is giving service four shows daily in the pit of the Casino. Mills Hickley, former symphony musician who has traveled and studied in Europe, claims that his 150-year-old fiddle is one of two of its kind in America.

The Casino orchestra, headed by performers in every show that plays here as one of the two best burly bands in the country, also includes Billy LaPerte and Johnny Marino, trumpeters who have played with some bands.

Usherettes Help Biz At Gayety in Pitts

PITTSBURGH, Oct. 11.—Unusual at the Casino this year are usherettes, with result that house is most orderly in history. Neatly uniformed, efficient girls seem to have quieting influence on men; and, besides, hype attendance of women.

Needed by the Casino and other First Circuit houses, owner George Jaffe said, are more chorines. Only two dozen girls appeared for auditions when the theater advertised for dancers prior to opening.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

VICKI WELLES writes that it was she who headed the first show at the Gayety, Norfolk, and should get the credit for the good business that prevailed during the opener.

MANN HERTZEL, of the Republic, sent invitations to many burly fellows to attend the inaugural performance of a new movie house, the Rose-fade, in the Bronx, October 2.

MATOMA, dancer, crashed a double-page spread in circuit 21 mid-while at the 23rd, September 21 to October 4. Husband Ode Stevens, juve singer, is with the same First unit, headed by Mandy Kay, George Rose, Dolores Green and "Pigment" Markham. DONNA ROQUELLE now en route with the Endy Broc' carnival, plans a Miami stay this winter with Cleo Hoffman. BETTY MEYERS and Gene Eugene were told at the Howdy Club, Greenwich Village, last week in appreciation of their costume creations. EVELYN MEYERS and Dewey Ringer visitors here last week from Los Angeles.

FRAN WHITE hurriedly called from a First unit to attend to the funeral arrangements of her husband, Garrett Price, comic, who passed away October 9.

PAULMER C. COYNE has left the police force on the Coast to return to acting. Joined the Bobby Morris unit in St. Louis two weeks ago.

MARY LOUISE, strip tease, talker, singer and dancer, first time East, was at the Ellings with Joe Fred-Billy Amsten unit. LARRY NORMAN, singing juvenile, another first-timer from the Coast, was at the Republic with the L. B. Hump unit.

PEGGY REYNOLDS taking 30 lessons in a local gym to rid herself of excess weight. Plans to return to burly as strip.

MIRMA DEAN headed a new cast at the Ellings October 5, including Joe Fred, Billy Altsen, Floyd Harley, Ned Welch, June Marshall, Mary Louise and Diane Shaw.

VILMA JOSEY now in legit with Sons of Fun, due to open in Boston October 23.

HARRY (HICKEY) LEVAN and Lettie Bolles, former radio team, here for the first time in many years, were transferred from the City to the Gayety, Washington, to continue on the First Circuit in another unit. Another former burly great at the City, September 26 to October 11, was Joe Porto, who came from a long stay in films. Balance of cast had Billy Hagan, Fledd and George, Patricia Morgan, Pearl Mylie, Chet Blair and Arden Moody. Anthony and Rogers replaced Bolles and Enjo October 3. Last team in Star, Brooklyn. PAT FAHER and Helen Colby opened at the City October 5 to relieve Marcellita, who

More Changes For Hirst Units

PHILADELPHIA, Oct. 11.—Amy Hirst has set cast for Unit No. 29, to open October 18 at the Tree here. Principals to include Misses Lesley, Lew Fins, Paul West, Orestes Ryan, Joan Davis, Gloria Dahl, Arthur LaFleur and Mary, with others to fill.

Other changes set for units now on the road: Valore, solo dancer, replaces Charles Bristol with Unit 3. Two Lucky Bucks, Harlem dancers, joined Unit No. 3 in Buffalo. Levon and Dolce added to Unit 4 in Buffalo. Regina, juggler, replaced the Two Lucky Bucks in Boston, joining Unit 7. Et Asatin, singer, joined Unit 9 in Baltimore.

Kenny Brenna replaces Edzie (Nuti) Kaplan with Unit No. 10 at the Howard, Boston, Monday (12). Bob Ferguson was assigned as manager for Unit No. 11. Franklin Hopkins, straight, replaced Connie Ryan with the unit in Buffalo. Jean and Earl Cox, dancers, join Unit 18 in Buffalo. Bill Jutan replaced Valors in Unit 18 in Waterbury, Conn.

Lee Kearns replaced Bob Jenkins in Washington in Unit 17. Joan Maria replaced by Susan Shaw in Unit 27 in Philadelphia.

HANK HENRY, comedian, and Bob Alma, straight, are switching from burlesque to vaude, breaking in around New York.

went to Newark, and Zenta DuVal to the Star, Brooklyn. PAULA NORTON out of the Polyclinic Hospital and at home convalescing from an appendicitis operation. ALTHUR CLAMAGE to open another burly spot in Kansas City, Mo. BEN HAMILTON out of burlesque to emcee and vocalize for Sam Snyder's Water Poles on a tour of the South. JEAN DAVIS, of the City, celebrated a birthday October 6. TOM PHILLIPS, BAA chief, in receipt of many congratulations on his birthday October 4.

JACKIE WHALEN, emcee at the Club Nomad, Atlantic City, is wind up a run of 26 weeks (last year it was 24). Will play Harold Minkey's 91 Club here, arranged by Dave Cohn. CORITA still at the Peacock Club, Atlantic City.

MARCO, stripper, now at the Star, Brooklyn, just finished a stay at the Piccadilly Club, Baltimore. JOHNNY COOK, of Cook and Black, compelled to leave Unit 12 at the Palace, Buffalo, last week to fly to Philadelphia for a throat operation at the Jefferson Hospital. Expects to leave after four weeks to convalesce in Haverhill, Mass.

AMY TOMO, co-featured with "Panther" Bobb in a First unit, is laid up in a Buffalo hospital under treatment for asthma. Unable to open in Toronto, the next stop, where Micky Dennis substituted.

RUTH MASON moved from the National, Detroit, to the Hi-Ho, Chicago, opening October 10. Thence to the Grand, St. Louis, for October 17 week.

UNO.

MIDWEST:

WARREN IRONS is planning to take over the Missouri Theater, Kansas City, Mo., and operate burly shows. Because of local political conditions, Kansas City hasn't had burly in several years.

HARRY KATZ and Harry Hirst will re-open the Alvin, Minneapolis, around November 18. BEVERLY GARR is the

new chorus director at the Casino, Toronto, succeeding Lester Montgomery. ANN VALENTINE is leaving the business October 23, following her Midwest Circuit date in Cincinnati. She will remain at her home in Cincinnati.

LOUISE MILLER, former singer at the Hi-Ho, Chicago, is stock singer at the Phillies, Los Angeles. CONCHITA has returned from the West Coast and is vacationing in Milwaukee, her home town, before starting a Midwest Circuit tour.

BETTY DUVAL, joins the Mind Lynn show at the Hi-Ho, Chicago, Friday (17). Line-up also includes Harry Conley, Lew Black, Jack Pershing, John Head, Francis Morgan and the Great Togo.

KENNY BRENNIA replaced Eddie Kaplan on the Hirst and Midwest chains at the Howard, Boston, Sunday (12). Set thru Mill Schuster. BUDDY ORLANDO opens at the Ross, Cleveland, Friday (17).

PHILADELPHIA:

RED BUTTONS now come at Carroll's. CRYSTAL AMES takes over the lead at the Polles Theater, with Jean Carter holding over. BETH CALVERT and JACK CURTIS, last season on the Hirst wheel, appearing at Hotel President's Round-the-World Room, Atlantic City.

SAM BUSHMAN returns to the Polles Theater as press agent. FRANK PONTI six months at Sam's Cafe and still going. JERRY WETTER now at Ben Franklin Hotel. SID GIATHRID joins the publicity office of Sam Bushman. BOY SIDLEY ushers in new policy at Max Cohen's 820 Club. MOLLY PICOON making her local ritzy bow at Club Hall with the Four Ink Spots moving best foot to Kaitane's Lively Butcherer.

ROYAL HARMONY KINGSBERG, from local KYW, making a personal at Beans Club.

FROM ALL AROUND:

GEORGE B. HILL and wife, until recently with the burly stock at Camp Blanding, Fla., are working club and theater dates in Miami. They plan to remain there all winter. JOHN CRAWFORD, house singer at the Gayety, Cincinnati, last season, is now at the Polles, Los Angeles.

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Non-Theatrical Films

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Communications to 1564 Broadway, New York City

The Roadshowman's Place in The Entertainment Picture

NEW YORK, Oct. 11.—Roadshowmen going into theatrical communities and showing diversified, entertaining film programs are rapidly becoming an important branch of the entertainment field. Roadshowmen playing under various playing a circuit, specializing in the school market or busconstraining have all played an important part in bringing entertainment and instruction to the American public in small communities.

A steady increase in the number of bookings for roadshow programs during the summer just ended, said to have been one of the most prosperous for roadshowmen, would seem to indicate that the roadshowmen have definitely established themselves in their particular field. It is an established fact that roadshowmen in the church field have been instrumental, thru their programs, in raising funds for worthy charitable purposes. At the same time, during the holidays and on special occasions roadshowmen have brought re-

ligious films to parishes throughout the country.

A wide variety of outstanding films, silent and sound, are now available to operators and include some of the greatest stories ever filmed. Thru 16mm. and the roadshowmen these films are shown to audiences who would not be able to see the films otherwise. Many operators, particularly those in the South, Midwest and West, have built up circuits bringing merchant-sponsored shows to theatrical communities. These free shows are extremely popular and often draw thousands of people from the surrounding area.

Technical problems of projection have been simplified and all that the roadshowman needs is a projector, screen, film and a means of transportation. The capital outlay required for equipment is not high and films can be rented from film libraries at a nominal cost. Operators who are alert and who use strong promotional methods find that their profits are satisfactory. It is reported.

The roadshowman has been responsible in bringing live talent to the smaller towns. Many of the operators are versatile and present, in addition to their film program, a program of vaude.

The films that have proved most popular, according to roadshowmen's reports, have been melodramas, adventure pictures, mystery films, Westerns and comedies, with a variety of short subjects, including cartoons, traveltogs and one and two-reel comedies, rounding out the programs. Religious pictures enjoy a wide demand during holidays, and widespread interest in educational and historical features has also been noted.

The roadshowman booking his programs in theatrical towns and showing the films to family groups is performing a definite service to these communities. In addition, when showing programs sponsored by merchants of the town, the roadshowman is directly responsible for

increasing the business of the retail store.

During the past summer there was a decided spurt in the drive-in field, and a number of roadshowmen have been attracted by the possibilities offered by permanent localities during the summer. The popularity of the drive-ins with the public is an established fact, and operators who have shown 16mm. films, including the old-time movies, report that business has been quite satisfactory. In a number of the drive-ins in addition to the admission price for the show, operators add to their incomes by selling refreshments.

Judging by the increased bookings for the fall and winter seasons, the roadshowman is filling a definite entertainment need.

Party Field Season Starts

NEW YORK, Oct. 11.—The party field season for roadshowmen is getting under way in rural and city areas. Roadshowmen who have specialized in this field in past seasons state that children's birthday parties offer the best profit possibilities. Usually the programs for the youngsters include the lighter type of films, with well-known cartoon characters favored.

The problem of keeping children amused, has been satisfactorily solved. It has been found, by showing of sound and silent films to take the place of games.

Best results have been obtained in areas where parties are held in small apartments. It is reported. Some roadshowmen have been able to interest owners of the larger apartment houses to give regular performances in the children's recreation room. These bookings require considerable promotional effort, but once they are lined up they offer a steady repeat business, roadshowmen claim.

Roadshowmen active in the field point out that films used at the children's parties must be geared chiefly by the age of the audience. Usually it is safe to show comedies, cartoons and light films within the scope of the children's field, the reports state.

While the children's party field offers the best possibilities, some roadshowmen report that they have been successful in showing 16mm. films at adult parties. Contacts are usually obtained during the showings for children, it is claimed.

New and Recent Releases (Running Times Are Approximate)

MOZART, released by Brundage Films, Inc. A full-length feature built around the life story of Wolfgang Amadeus Mozart, with Stephen Haggard playing the title role in this British-produced film. Basil Dean directed, and the film includes excerpts from *The Magic Flute*, *The Marriage of Figaro*, *Don Giovanni*, the *O Mineur*, *Prague* and *Jupiter* symphonies. Music recorded by Sir Thomas Beecham and the London Philharmonic Orchestra. Running time, 74 minutes.

FISHERMAN'S WHARF, released by Walter O. Gutcheon, Inc. With San Francisco's colorful waterfront scenery as locale, this sound film features Bobby Hemen, youthful singing star; Leo Carrillo, Henry Armetta, Lee Patrick and Slicker. Story is built around the father and son companionship theme, with pathos and humor alternating. Running time, 72 minutes.

NEW THRILLS OF 1941, released by Official Films. Class-reel available in silent and sound. News presented in the reel includes Wilkie's visit to London, the Nazi bombing of Malta, the sinking of the *Bismarck*, the British advance on Tobruk and the President's pronouncement of an unlimited emergency. A highlight in the sound film is the lip synchronized colloquy between Winston Churchill and Wendell Willkie. Running time, 10 minutes.

SCHUBERT'S SERENADE, released by Walter O. Gutcheon, Inc. This is a 16mm. sound film, a musical romance based on the life of the famous composer. The dialog is in French, with English titles. Musical numbers include *Serenade*, *Moments Musicaux*, *Ann Marie* and *Rosemarie*. Running time, 80 minutes.

KILLERS OF THE CHAPARRAL, released by Astar Pictures Corporation. A two-reel thriller capturing pictorially the habits and lives of the wildest, rattlesnake, lion, alligator and weasel. There's plenty of action in the film and the climax is a fight between various species of wild life. Musical background and running commentary. Running time, 38 minutes.

BLOCKADE, released by Commonwealth Pictures Corporation. A melodrama in nine reels, packed with action and suspense. Stellar roles are played by Madeline Carroll and Henry Fonda. Running time, 79 minutes.

ORNAMENTAL SWIMMING, released by First Pictures Corporation. A colorful informative presentation of girl experts in figure and group-outdoor swimming. Front and back crawl, breast stroke in tandem, concertina, submersible, pin-wheel and other formations are shown by Tessa. A number of underwater views reveal the rhythmic patterns of various types of swimming. Running time, 10 minutes.

BOWLING ACES, released by Castles Films. A sports one-reeler, the film highlights demonstrations by Joe Piccolo, world's champion. Picture gives all phases of the sport, including many trick shots. Running time, 10 minutes.

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Merchant Shows Are Profitable

By GEORGE J. CARROLL, Manager Carroll's Outdoor Movies

I HAVE been in the sponsored outdoor movie business the last eight years. In all this time I have done my best to give good shows and service. For example, I always make it a point to get on the location early and set up well in advance of the announced time of the show. Equipment is checked carefully and the projector is examined to make sure it is free from dirt and dust. I always clean my lens before each showing and thus always have clean pictures.

It has been my experience that using a microphone to plug cold pop, ice cream and other refreshments and allowing a 30-minute intermission have noticeably increased trade for the merchants and brought favorable comments. In fact, this feature tends to limit the number of drop outs during the season.

One merchant in a small town told me that on show night he needs five clerks to handle business, whereas two are sufficient for regular evenings. He stated that trade gained as much as 85 per cent, with business going on all evening, even during the show. Many new customers were attracted to his store. This town, incidentally, only has a population of 350.

I have drawn as many as 3,000 persons per evening in one of my towns with a population of 300. This year I estimate I have shown to 150,000 persons over a period of five months. As a result of my experience I believe that the merchant-sponsored film field offers vast opportunities to alert operators. However, a wise showman will not show for less than \$12.50 for the night, even in the smallest of towns.

The programs that people in the small communities want to see include Westerns, auto racing, airplane stories, comedies, serials and cartoons. Programs should never exceed nine reels for best results. In some of the larger towns I have been able to obtain screen advertising contracts from various business houses. Usually a brief movie trailer is run over my circuits.

Operators in the field could help each other a good deal by exchanging experiences and ideas. The field is big enough and there's plenty of room for operators who can put on a good show and who understand the problems of merchants in the small towns.



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Conducted by CLAUDE R. ELLIS, ROBERT DOEPKER, Associates, Communications to 25 Opera Place, Cincinnati, O.

MORE IN SOUTH TILT TILLS

Lewis Registers 34% Increase at Greensboro Fair

GREENSBORO, N. C., Oct. 11.—Presenting one of the largest midway seasons here in years, Art Lewis shows registered a 34 per cent increase in gross receipts over last year at Greensboro Fair, September 29-October 4. All available ground was used to lay out the attractions, and the midway, with its new dross, was subject of numerous complimentary remarks from local papers. Norman Y. Chambliss, fair manager, and his staff gave good co-operation, and press department, headed by Tom Thompson, rendered invaluable assistance.

Guests at a big press party featured members of the Fourth Estate, along with guests of Oscar Art Lewis at a hot-dog luncheon in Wilton's Midway Cafe. Art and Charles Lewis, together with members of the show's staff, entertained numerous visitors to the office wagon all week. Mr. and Mrs. George A. Hamid were frequent visitors, as was Sam Hamid.

Other visitors included Ralph A. Hankinson, Bill Breitenstein, Lucky Teter and staff, Bill Kaus, Ray Perry, Spot Cooper, Charles Sutton and members of Keynote Shows, Charles Palmer, Jim Leonard, Sam Lawrence, Shish Roe, Joe Ellis, Bob Fenny, Paul Boland, Peaches O'Hair, Ira Watkins, Pete Neira, Mr. and Mrs. H. C. McCarter, Clem Schmitz and Major Godwin.

League Banquet-Ball Plans Are Under Way

CHICAGO, Oct. 11.—While John M. Duffield, general chairman of this year's Showmen's League Banquet and Ball, is away in the South, his committee members rapidly lining up plans for the annual event. One of the first to get busy was A. I. Roseman, program committee chairman, who promises that an endeavor will be made to get out an even more attractive program than last year. While it is too early to announce anything definite on the entertainment end of the banquet and ball, Hogan Hancock, chairman of the entertainment committee, and his co-workers, Eric A. Young, Edgar J. Schooley and George A. Hamid, are putting out lines for talent and a high-class show is assured. Roger S. Lillieford, J., publicity committee chairman, is making arrangements for newspaper and radio publicity, which will be started several weeks previous to the event.

With all indications pointing to record attendance, it will be the endeavor of the League to make this year's banquet and ball the finest and most elaborate in many years.

Chattanooga Fair to Hennes

CHATTANOOGA, Oct. 11.—Hennes Bros.' Shows have been signed to provide the midway at the 1941 Interstate fair here, Joe W. Hugel, fair association president, said this week. Originally scheduled for September, fair was canceled because of a polio ban.

Shoes, Not Show

CINCINNATI, Oct. 11.—A report current at Southeastern Fair, Atlanta, had Harold (Doodly) Padlock and Morris Lipsky, widely known concessionaires with the Johnny J. Jones Exposition, purchasing the JJJ show. An inquiry by *The Billboard* brought this report from Jackson, Tenn., where the show was at Western Tennessee District Fair. "Regarding the rumor from Atlanta as to the purchasing of the Johnny J. Jones Exposition by us, it is slightly incorrect. A more truthful statement would be that we were buying a couple of pairs of shoes. Best regards." (Signed) Lipsky & Padlock.



THESE GIRLS, all members of the recently organized Charanne Show, were photographed on the lawn of the Riverside Hotel, Greenville, S. C., shortly after organization's inaugural stand in that city. In the group, left to right, are Connie Heller, Marjorie McPeck, June Marr, Willa Mae Chawanna, Miss Cherie, Grace Fields, Ruth Sammons, Lucille Ansell and Patricia Chawanna, manager, all of the Gay Red Hot Femme Revue, and Betty Wright, of the Freak Show. New shows are owned and operated by Morris and Patricia Chawanna, set girl and freak show and ride operators.

NSA's Danbury Jamboree Scores

DANBURY, Conn., Oct. 11.—National Showmen's Association's annual jamboree staged in the Hotel Green Ballroom Thursday night in association with Eddy Bros.' Shows, midway attraction at Danbury Fair here this week, was a huge success, with over 600 in attendance. Ballroom proved too small to accommodate the increased attendance and it was decided to hold next year's event in the armory.

Flourish featured acts from the grandstand and Eddy Bros.' Shows. Headed by Benny Fox, of Betty and Benny Fox, aerial dance team, show was presented in grand style. Sam Rothstein handled the NSA part well, assisted by Chairman Dave Epstein and President David B. Eddy of shows and the entire staff.

The New York club was well represented with a delegation headed by John Laidy, club secretary, and Mingo Gobens, president Ladies' Auxiliary, with both making splendid speeches, which were well received. An address of welcome to all showmen was delivered by David B. Eddy on behalf of the shows and Sam Rothstein for the NSA. John Eddy presented a large bag of pennies to Auxiliary President Midge Cohen.

Stuart McClean, fair secretary, welcomed all present. Many membership applications were received from members of the shows. Many telegrams were received, including those from NSA President Max Underman and Vice-President Art Lewis. Dancing was enjoyed between

Southeast Shows' New Defense Taxes Passed to Patrons

RICHMOND, Va., Oct. 11.—Outdoor showmen of the Southeast seemed unanimous in their decision to pass on the new defense tax of 1 cent on each 10-cent admission, a survey here this week revealed. When the new tax bill was passed on September 28, practically none of the showmen in this territory had made preparations for it. None had tickets on hand showing the amount of tax paid except in the case of tickets which formerly had sold for 21 cents or over. As was evident in every branch of business, which the new bill affected, there was much confusion as to how the situation should be handled.

Of the shows contacted to date by a representative of *The Billboard*, none are absorbing the tax, with all passing the additional fee on to the patrons. Oscar Brock, owner of O. C. Brock Shows, managed to have new tickets printed and shipped to his organization at Silver Spring, Md., in time to start collecting the tax, October 1.

Art Lewis Shows are rubber-stamping the tickets on hand, with the amount of tax paid for the rest of the season. Tillie Kaus Burns, Kaus Exposition Shows, is having her old tickets rubber-stamped until new ones arrive. W. C. Kays Shows, takes care of its tax-due tickets in the same manner, with new dross due soon.

acts, and the show closed with plans already under way for a bigger and better event next year.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Sphere Ping, Ark.
Week ended Oct. 11, 1941.

Dear Editor:

For the first time in midway history an entire fair was dedicated to the Ball Game Workers of America. The event was well publicized from Coast to Coast as a ball game workers' convention. The local merchants subscribed liberally toward raising the funds to make purses large enough to demand national recognition. All money was deposited with Pete Ballyhoo, chairman and owner, who bears the brunt of the show bearing his name.

The boss agreed to subscribe his bit toward the prize money by donating \$8 a foot toward each contestant's privilege. In other words, instead of charging

them the usual \$15 per foot he let them have it for \$10. The staff members figured that he lost heavily by doing so, yet as a philanthropist he had donated liberally on the two and a half miles of front footage, so, early on Sunday a steady stream of trucks, busse trailers, autos and semi-trailers, loaded with ball game equipment, started to arrive. Some came out just as agents, and one booth, which arrived loaded on a pushcart, was more or less a vest-pocket edition of a pinball game.

With the show train scheduled to arrive at midnight, the bosses and their lot man had all day to lay out the cat racks. The first-in 1,325 feet were allotted to walking, Chaffee, the next quarter of a mile was sold to mill bottle games, the next half mile of footage went to cat racks, one eighth of a mile was

WM Gross Up 23% At Richmond Fair

RICHMOND, Va., Oct. 11.—World of Miris Shows topped their gross at Virginia State Fair here, September 22-27, about 23 per cent, according to an unofficial count made last Saturday.

Rate and show receipts were included in this increase, while figures for individual concessionaires, although available, showed corresponding hikes. Instances of this were shown by the defuge upon Secretary Charles A. Sommi's office by concessionaires offering deposits for next year's fair.

SLA's Benefits Net Canadian War Charities \$3,690

CHICAGO, Oct. 11.—Canadian war charities were aided in the amount of \$3,690 by money shows staged under Showmen's League of America auspices at Edmonton, Alberta and Toronto, League President Frank R. Conklin reports. An additional \$800 was realized on Wallace Brock's Shows of Canada at Prince Albert Exhibition.

Shows were presented under a special charter granted by the George A. Hamid and the League gained much goodwill publicity, Conklin states. At Edmonton the Barnes-Carruthers grandstand unit, under direction of Fred H. Kresemann, augmented by acts from the Conklin Shows, provided the entertainment in the Exhibition grandstand. At Toronto acts from the George A. Hamid grandstand show and Conklin's Professional furnished the entertainment. Both shows were of the midway variety and were supported heavily by participating showmen and localities.

Riley's Shows End In Black in Philly

PHILADELPHIA, Oct. 11.—Matthew J. Riley Attractions closed here last Saturday after a successful 10-week run at various locations in the city. Shows closed with six major rides, Monkey Show and 20 concessions, most of which has been stored here. Riley plans to reopen here in the spring with an enlarged show.

He left for the South, where he expects to handle some promotions for the winter.

Frank Conklin in Chi

CHICAGO, Oct. 11.—Frank H. Conklin, president of the Showmen's League of America, arrived in Chicago Wednesday and presided at the League's regular meeting Thursday night. Conklin, co-owner with J. W. (Pasty) Conklin, of the Conklin Shows, expressed himself as well pleased with the season and said that all showmen and concessions with the show had had an exceptionally good year. He said reports he had received from showmen throughout the country indicated that most of them had enjoyed good business, and he predicted that the forthcoming banquet and ball of the Showmen's League of America will be one of the biggest ever held. He planned to return to Hamilton, Ont., after a few days here.

bought by ball dodgers, 680 feet went to African tips, the next eighth of a mile was sold to roll-the-egg-out-of-bed games, big Tom's grabbed a quarter of a mile of space and make-the-mule-kick games covered another 1,325 feet. No more money on the fairgrounds being left, three sections of the fence were torn down and the egg dodger games were located on the outside. The last space sale brought protests from the ball game workers, who claimed it unfair competition, as balls and not eggs had been chosen as the official contest mascot. The boss, who is a great appeaser after he collects his cut of the prize money, insisted that the egg dodgers were not on the grounds proper and were out of his jurisdiction but that he would still fur-

(See BALLYHOO BROS. on page 13)

Burdick's All Texas (Fair) Lockhart, Tex.
 (Fair) Clifton 20-23.
 Burns, Frank (Fair) S. M.
 Burns, Harry (Fair) Greenwood, La.; (Fair)
 Clifton 20-23.
 Sifers Bros. (Globe) Truman, Ark.
 Central Am. Co. (Fair) Edenton, N. C.; (Fair)
 Bayboro 20-23.
 Central States: Clovis, N. M.
 Collins & Wilson (Fair) Durham, N. C.; (Fair)
 Wilson 20-23.
 Chasms, Jimmie (Globe), O.
 Conventman: Ware School, S. C.; Westminster
 20-23.
 Cotton States: Crawfordville, Ark.
 Crescent Am. Co. (Fair) Manning, S. C.;
 (Fair) Fairmont, N. C., 20-23.
 Crystal Expo. (Fair) Carthage, N. C.; (Fair)
 Fagland, S. C., 20-23.
 Cumberland Valley: Summersville, Ga.
 Denton, Johnny J., Tullahoma, Tenn.
 Dodson's World (Fair) Buick Hill, S. C.;
 (Fair) Gainesville, Ga., 20-23.
 Dudley, D. S.; Littlefield, Tex.; (Fair) Lev-
 land 20-23.
 Dyer's Greater (Fair) Starkeville, Miss.
 Eddy Bros.: Clinton, S. C.; Athens, Ga., 20-23.
 Fleming, M. G. (Fair) Greensboro, Ga.;
 (Fair) Cordle 20-23.
 Florida Expo.: Nash, N. C.
 Four Star (Fair) Many La.
 Gorton, John (Fair) Rock Hill, Ga.
 Frisk Greater: Hermitage, Ark.; Prescott 20-23.
 Fugand: Columbus, S. C.
 Faison: Hampton, S. C.
 Gibbs, W. A.; Anthony, Kan.
 Gold Medal (Fair) Kettering, Ala.
 Gordon Rich (Fair) Mountain View, Ark.;
 (Fair) Dayville 20-23.
 Grady, Nellie: Russellville, Ala.; Florence 20-23.
 Grand Union: Memphis, Tex.; (Fair) Quantel
 20-23.
 Great American: Richmond, Va.
 Great Lakes Expo.: Troy, Ala.; Andalusia
 20-23.
 Great Britain: Cotton Carnival: Coocoda,
 Ark.; (Fair) Forest City 20-23.
 Greater Outdoor: Grand, Tex.
 Groves Greater: Moore, Tenn.
 Hanna, Ed.; Winnsboro, Tex.
 Happy Attrs.: Leadwell, O.
 Heaton, Johnnie W. Expo.: Rocky Mount,
 N. C.; Salisbury 20-23.
 Hennies Bros. (Fair) Macon, Ga.; (Fair)
 Greenville, S. C., 20-23.
 Henry, Lew. & Clyde United; (Colored Fair)
 Abbeville, N. C.; (Colored Fair) Suwanee, Va.,
 20-23.
 Hill, P. R.; St. Matthews, S. C.; Allendale
 20-23.
 Hill, L. J. (Fair) Hazleton, Ala.; (Fair) Cav-
 endish, Ga., 20-23.
 Hugley & Gantch: Indianola, Miss.
 Hydraulic Midway: Summerville, Ala.; Chelsea 20-23.
 Ideal Expo. (Fair) South Boston, Va.; (Fair)
 Salisbury, N. C., 20-23.
 Jones, Johnny J., Expo. (Fair) Memphis,
 Tenn.; (Fair) Pine Bluff, La., 20-23.
 Joyce: Doe Falls, Calif.
 K. & M. (Colored Fair) Atlanta, Ga.
 Kins Expo. (Fair) Kinston, N. C.; (Fair)
 Greenville 20-23.
 Kaut, W. C.; Winston-Salem, N. C.; Asper
 20-23.
 Keweenaw Modern: Atlanta, Ga.
 Lane, C. E.; Black Oak, Ark.; Mendeno 20-23.
 Lang, Dew; (Fair) Hope, Ark.; Gilmer, Tenn.,
 20-23.
 Lewis Greater (Fair) Camden, S. C.; (Fair)
 Lawton, Okla.; (Fair) Washington, N. C.; (Fair)
 Hampton, Va., 20-23.
 Lorene Midway Attrs.; (Fair) Newton, Ga.
 Marie Empire: Abbeville, Ark.
 Marks: Hartsville, S. C.; (Fair) Greenwood
 20-23.
 Maryland: Steele, Md.
 Mid-Way of Mirth: Troy, Mo.
 Mighty Mound: Waycross, Ga.
 Miller, Ralph R. Am. (Fair) Jonesboro, La.
 Nash, C. W.; W. Am. (Fair) Jonesboro, La.
 O'Brien, Jason, Ark.; (Fair) Pine Bluff 20-23.
 Park, J. J., Expo. (Fair) Thomaston, Ga.;
 (Fair) Decatur 20-23.
 Page, W. E. Am. Co.; Gainesboro, Tenn.
 Palace United: Huntington, Tenn.; Ripley 20-23.
 Pappo: Haskell, Okla.
 Park Am. Co.; (Fair) De Ribber, La.; (Fair)
 Sulphur 20-23.
 Parfitt's Greater: Watsonville, Calif.
 Penn Premier: (Fair) Woodland, N. C.; (Fair)
 Southfield 20-23.
 Pike Am.: Luxora, Ark.
 (Fair) Marion, S. C., 20-23.
 Reading (Fair) Brownsville, Tenn.
 Reynolds & Wells: Yorkton, Tex.
 Rogers Greater: Barke, Ark.
 Royal American: Mobile, Ala.
 Royal Expo. (Fair) Bishop, Okla., 20-23.
 Rubin & Charly Expo.: Los Angeles, Calif.,
 14-18.
 Rubin Fr. (Fair) Meador, Tex.
 Rust Expo. (Fair) Centre, Ala.; (Fair)
 Lawrenceville, Ga., 20-23.
 Sny's United: Money, Miss.
 Sibley Midway: Ocala, Fla.; Mont-
 gomery 20-23.

Strand Bros.: Phoenix, Ariz.
 South Bros.: Russell, Okla.
 Scapp Greater: (Fair) Eunice, La.; (Fair)
 West Monroe 20-23.
 See's Liberty: Pargoulet, Ark.
 Southburn: (Fair) Yazoo City, Miss.
 Southern: (Fair) Live Oak, Fla.; Lakeland,
 Ga., 20-23.
 South-West: (Fair) Sulphur Springs, Tex.
 Sparks, J. P.: Montville, Ala.
 Star Am. Co.: (Fair) Eastburg, Ark.; (Fair)
 Merrill 20-23.
 Stratos, James E.; Gonzales, N. C.; (Fair)
 Charleston, S. C., 20-23.
 Strickland: (Fair) Nashville, Tex.; San Marcos
 20-23.
 Texas Expo.: San Angelo, Tex.
 Texas Kid: Mount Vernon, Tex.
 Tidwell, T. J.; Lufkin, Tex.; (Fair) La Mesa
 20-23.
 Tread Expo. (Fair) Moss, Ark.; (Fair) Paris
 20-23.
 Tony's Am. Co. (Fair) Duhbert, Ga.; (Fair)
 Colquitt 20-23.
 Tower Am. Co. (Fair) Hemingway, S. C.; (Fair)
 Tryo 20-23.
 Virginia Greater: (Fair) Conway, S. C.; (Fair)
 Woodson, N. C., 20-23.
 Wallace Bros.: (Fair) Jackson, Miss.; season
 20-23.
 Ward, John H. (Fair) Jonesboro, La.
 West Bros.: (Fair) Rock Hill, S. C.; (Fair)
 West Coast: (Fair) Memphis, Tenn.; (Fair)
 Gulf, 18-19; (Fair) 21-24.
 West's World's Wonder: (Fair) Alexander
 City, Ala.; (Fair) Sulphur 20-23.
 Wolfe Am. Co.: Lincolnton, Ga.
 World of Fun: (Fair) York, S. C.; (Colored
 Fair) Greenville, S. C., 20-23.
 World of Mirth: (State Fair) Raleigh, N. C.
 World of Today: Waco, Tex.
 Zuchow: (Fair) Lexington, N. C.
 Zwick, C. J.; United: (Fair) Tuscon, Ariz.,
 11-11; (Fair) Festival) Coalinga 21-24.

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 IMMEDIATE SHIPMENT ON ALL STOCK NUMBERS
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 GREENWOOD, S. C.
 Week of October 20 Till 25, and
PEE DEE FAIR at FLORENCE, S. C.
 Week of October 27 Till November 1.

WANTED . . . WANTED . . . WANTED
 Legitimate Concessions of all kinds. Can place Spit-Fire Ride for remainder of season. Best Ride territory.

JOHN H. MARKS, MARKS SHOWS
 This week at Hartsville, S. C.

SNAPP GREATER SHOWS CAN PLACE

For West Monroe, Louisiana, Fair, October 21 to 25, and Arkansas State Live Stock Show & Rodeo, North Little Rock, October 27 to November 2, and balance of season: Two or three worth-while Shows that don't conflict. Cookhouses, Juice and Grab, also Stock Concessions operating for ten cents. Address Eunice, Louisiana, this week; then West Monroe, Louisiana.

VIRGINIA GREATER SHOWS

WELDON, NO. CAR., FAIR, HALIFAX COUNTY, OCT. 20-25. WANT ALL LEGITIMATE CONCESSIONS THAT WILL WORK FOR STOCK. HAVE OPENING FOR PENNY ARCADE. WANT MONKEY SHOW AND GIRL SHOW. HAVE COMPLETE OUTFITS FOR SAME. GOOD PROPOSITION FOR TEN-IN-ONE FOR ONE OF THE BIGGEST DATES IN STATE OF VIRGINIA. PEANUT FESTIVAL, WEEK OF OCTOBER 27, AT SUFFOLK, VIRGINIA. 100,000 people in 3 days. DOWNTOWN LOCATION. WIRE OR WRITE SOL NUGER or ROCCO MASUCCI, VIRGINIA GREATER SHOWS, THIS WEEK CONWAY, SOUTH CAROLINA. FAIR P.S.: POSITIVELY NO WHEELS, ROLL-DOWNS OR GYPSIES ALLOWED.

WORLD ASSEMBLY OF STRANGE PEOPLE
 OPENING ELKHART, IND., THURSDAY, OCTOBER 16

Wants Mental Act with demonstration. Venues, arrests. Can use few more pleasant features: Arts. Sadie Anderson; Forest Layman; Buddy Antonica, wonder of Cole Brothers; Little Danny, colored dancing midget, who me immediately; Walter D. Neal, write me if open. Any acts in this vicinity desiring year-round work, write or wire. We pull the crowds. SAM J. SCHEIDLER, Elkhart, Ind.

ALL RECORDS BROKEN

Now that we have broken all records of any show ever to play Dallas Fair, we are ready to start another record-breaking winter season indoors. Opening Monday, October 20, at 704 Houston Street, Ft. Worth, Texas.

Can place real Mind Reader. Only show in a show with the Kings or Barnards agents. Can place real Beauty Act. Flexible Freds, come on. Smother the books of justice failures. Remember, we are always the first to open and last to close the museum season. All rights now care Fair Grounds, Dallas, Texas. After Oct. 20 to 704 Houston St., Ft. Worth, Texas.

INTERNATIONAL CONGRESS OF ODDITIES

MIDDLE GEORGIA STATE COLORED FAIR
 OCTOBER 20-25. MACON, GA.
 Can place Concessions of all kinds, Grand Shows, Rides, Shows, Acrobats for Penny Pitch, Virgin boys Live Rodeo Agricultural Colored Fair, Street acts for Concessions. Also place Rides for winter show in defense lines in Georgia. All wired.

BILL FRANKS, FRANKS GREATER SHOWS
 8 WASHINGTON BLOCK, MACON, GA.

MEMPHIS, TEX., WEEK OCTOBER 13; QUANAH, TEX., FAIR, WEEK OCTOBER 20

Fast Grand Shows, Cook Shows, Cash Shows, Shows, Leaf Grand, Concessions, AMES, Swing, Vulcan, Rides Rides

GRAND UNION SHOWS

W. C. KAUS SHOWS, INC.

WANT FOR BANGOR, N. E. FAIR, the heart of the defense area: COLUMBIA STATE (COLORED) FAIR, COLUMBIA, S. C., AND CHARLESTON, S. C. (COLORED) FAIR, followed by ARMISTICE CELEBRATION AT WARRAW, N. C. Want legitimate Concessions of all kinds, Sights, Noctules, etc. Want any Wags, Trio or Pitt Show, Sluggers and Side Show or Trolley-Show. Want very few for balance season new and for the balance season. Also want to hear from what for 1942 season and help in that line. All communications write or wire

W. C. KAUS, MANAGER, WINSTON-SALEM, N. C.

Midway Confab

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

FATHERS absorbing fun and taxes.

JOHNNIE Snapp Greater Shows in Brinkley, Ark., was Fred Coln.

CHARLIE LEE, who closed a profitable tour with F. R. Huth Shows, has returned to his home in Knoxville for the winter.

JOHNNIE Francis Hoot's Shows in East Prairie, Mo., were Dorothy and Eddie Malhin with concessions.

STRENGTH of a midway lies in the build-up, whether it be reputation or publicity.

HAVING closed a successful season with his Colophon Beards in Myers Bros' Shows, H. L. (Red) Bishop is representing a filling station at Parsons, Kan., his home town.

L. O. KINO, special agent and promoter, has been reading in New York since closing with the Ben Williams Shows in June.

SAM FAUSTINO, formerly with West's World's Wonder Shows, has taken management of Dorothy Sheesley's Mingo on Mighty Sheesley Midway.

IT isn't necessary to ghost because you've had a good season. Just be happy that conditions improved your showmanship.

G. C. MITCHELL, former carnivalist, pens from Kingston, N. C., that he has been signed to manage and direct Neuse-Atlantic Fair, Kinston, and Halifax County Fair, Weldon, N. C., for Neuse-Atlantic Fairs, Inc.

TOMMY GORDON, who closed an Holoophone foreman with Kennedy Bros' Shows in Traverse City, Mich., writes that he's now at the home of Madam Claudine in Cambridge, O., where he expects to winter.

MR. AND MRS. W. W. ANTHONY, with their hoop-la, closed a successful season on Happyland Shows in Michigan and will winter at the Municipal Trailer Park, Fla., they report. This year was their sixth with the hoop-la.

WHENEVER anyone offers anything free you can't get it's same midway show ready to hally.—Muggie's Machine Maze.

AMONG visitors to Tilly Shows' midway at Ed Paso, Ill., were Mr. and Mrs. P. R. Madden, who did not take to the road this year in order to continue operation of a successful garage business in Indianapolis.

IN ATTENDANCE at funeral services for Mrs. Stanley Jober, of the Jober Midgets, at Waterford, Conn., recently



CHARLES ROSE, well-known education worker, now is a member of the 28th Battalion, Company D, with headquarters at Fort Leonard Wood, Missouri. A recent addition to the membership of the Showmen's League of America, Rose was associated with John (Sheik) Lempar's concessions at fairs and an carnival before being inducted into the army.



CHARLES M. POWELL, general representative of Prid's World's Fair Shows for a number of years, is in General Hospital, Corning, N. Y., where he underwent an operation after sustaining serious injuries in an accident while on a contracting job for the shows. Powell is well known in outdoor show circles, having spent the last 30 years in the carnival field.

was Mr. and Mrs. Edgar H. (Doc) Kelley, who represented the National Showmen's Association and placed a wreath on the grave.

COLLEEN McCORMACK has returned in Houston after her second uneventful season on World of Pleasure Shows with her Underworld Show. Before leaving she signed with Manager John Quinn to return to the organization with a similar attraction next season.

AVERAGE max is a fellow who has a yen to see how he'd look and feel when making an opening on a gal-show hally.

MANAGER of Southern States Shows, John B. Davis sustained three broken ribs and a fractured left hip when a car in which he was a passenger overturned near Live Oak, Fla., October 2. He's still on the job directing his shows, however.

CLARENCE SMITH, cookhouse operator of note, stored his equipment in Cleveland after closing a month of sponsored celebrations in Ohio with J. R. Edwards' Shows at Brewster, O., October 4. Before joining Edwards he played several Northwestern Ohio fairs.

MRS. SORA SHOAT and son, Harley, letter from Henderson, Tex., that members of the Bill J. James Shows, Tommy Stevens, Doc Allman, Ray Brewer and Dutch Wilson were very thoughtful and generous when their husband and father, Jesse M. Shoat, died.

IN Ohio a man of 67 has just ridden on a street car for the first time. He should now be ducked up for midway rides.—Milo McGee.

JOE EXLER, who closed a successful season with his concessions on W. S. Cull Shows, elated the midway desk on October 15 while stopping off in Cincinnati on route to the south. He said he planned to play a few dates in Texas and Louisiana before going to Miami for the winter.

JIM STUTE, pens from Boxboro, N. C., that Captain Henry's Monkey Show chalked up its best week of the season so far at High Point, N. C. Stute says Henry is planning to put the attraction under canvas and present it circus style next year, with more animals to be added.

SINCE winding up the season with Pleasureland Shows, Huth and Bill Dewey, photo gallery operators, have been visiting relatives in Schenectady, N. Y., and George Perry, old-time talent artist of Cohoes, N. Y. They advise they will winter in Greenville, Mich., where Bill is employed by a refrigeration company.

"IT'S never too late to mend," remarked a show manager as he handed his milkmaker a patch 40 by 60 feet for a 40 by 60 feet.

SECRETARY of Gooding Greater Shows, Mrs. R. C. Drumm, was honored at a dinner party for members of the organization at the home of her sister-in-law, Mrs. Sarah Hall, in Coahuatlan, O. Guests included Mrs. Earl Insall, Mrs. Charles Hodges, Thomas and Mrs. Ward Hicks, Mrs. Ray Riffle, Mrs. George Penze and Mrs. Gerald Franz.

HAVING closed with John T. Hutchens Modern Midway in Oskosh, Wis., after two successful seasons, Mr. and Mrs. Earl Hutchens are in Ruston, where Mrs. Hutchens is entertaining in night clubs with her musical glasses and novelty musical boxes. She recently concluded a successful week's stand in the Chinese Duck story there.

FRANK C. DUFFANE, adviser from Rogers, Ark., that he closed as assistant manager of Ozark Amusement Shows and that Owners Mr. and Mrs. K. G. Claug are pleasant people to work with. He adds that he and Mrs. Duffane recently took delivery on a new house trailer and plan to winter in Michigan.

BEING a lover of fresh vegetables I was much disappointed after joining a show that advertises "We play all garden spots"—Uncle Woodzie.

C. H. DMOEGE, chief hillposter on Mighty Sheesley Midway, sustained two broken ribs, an injured arm and numerous bruises and cuts when his truck overturned on a slippery road between Albertville and Huntsville, Ala., according to reports hitting the midway desk last week. The truck was badly damaged.

"WHILE on route to Washington I visited Johnnie W. Heaton's Exposition at Asheville, N. C.," pens J. E. Harley from Greenville, S. C. "Managers Bruce and Warren Heaton have a high-class show, and help is courteous. Charles Oery's Circus Band is with it and I enjoyed a long visit with Hal Hallis, who has the Motordrums. He and I trouped with Johnny J. Jones Exposition."

"WHILE passing thru Durham, N. C., recently I visited with Tex Hodins on

Penny Pitch Games, Park Special Wheels, Bingo Games, Semi Fair Catalogue, Slack Mfg. Co.

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For Sale 27-foot-Dix-Semi Trailer, Chae T. Coor, Standard Chevrolet Co., East St. Louis, Ill.

Santa Fe Exposition Shows Want, For five winter's work in Rio Grande Valley

Convention Shows Want, For five County Fair in South Carolina and long season north

You'll Keep It Busy, Eli Bridge Company, Builders of Dependable Products

Crescent Amusement Company." Jack Gummy advises from Georgetown, S. C. "Tex has a flashy photo gallery and he says this year has been his most successful in the last eight. He plans to play winter fairs in Florida with Crescents and then return to Badinet Shows in Minnesota."

ERECTION of a pre-fabricated house in 25 minutes as a fairground exhibit should make some of these fast-stepping canvases stop and take notes.

RETURNING to the road after a two-month layoff, J. M. Burns joined Tommy Bailey's aggregation at Klamath Falls, Ore., as boss canvasser of Bailey's four shows. Unit is headed south with Patrick's Greater Shows and Bailey plans to stay out all winter. Burns says that although business is not up to par because of cold weather, Bailey seems optimistic about the future.

WILLIAM C. MURRAY, general agent Virginia Greater Shows, is in Conway, S. C., where he is staging the first fair to be held there in a number of years under Junior Chamber of Commerce auspices. Shows are providing the midway. Murray was assistant manager of Southland Park, Starke, Fla., last winter and has been a carnival agent for the last 25 years.

THERE is an old saying that "Pretty is as pretty does." Faint and neon don't alone make a trip to a midway pretty and pleasant. Make 'em feel welcome!

MR. and MRS. LA MOTTE DODSON and Philip Dodson left Los Angeles on October 3 aboard the S. S. Lurline with their Hollywood Monkey Stars for a 12-week engagement in the Hawaiian Islands under the E. K. Fernandez banner. Others in the party were Mr. and Mrs. Heuben Castang, with their chimp; Mr. and Mrs. Spiller, seals, and the Beebes and their bears.

BUDDY LAFORM, of the Five Flying LaForms, was tendered a surprise birthday party at Mount Vernon, Ind., recently by his parents and sisters, all of the act. Guests included Wright and Vivian, jugglers and contortionists; Jack and Mercedes Hamilton (The Great Knolly); Kuma, magician, and David Aldridge, chairman of the Fall Festival, where all the acts appeared to good results.



YOUTHFUL MEMBERS of the Gold Medal Shows, Lester Lindhe and Carmen Irene Clinton, who were married in a public wedding on the fairgrounds at Tusculum, Ala., on October 3 during show's engagement there. Bride's attendants included Shirley Fulton, Bernice Lamb and Alma Richards, and groomsmen were Barney Lamb, Bob Beth and Harry E. Wilson.

cently by his parents and sisters, all of the act. Guests included Wright and Vivian, jugglers and contortionists; Jack and Mercedes Hamilton (The Great Knolly); Kuma, magician, and David Aldridge, chairman of the Fall Festival, where all the acts appeared to good results.

IT will soon be time to arrive at the Sherman with blueprints of the midway for the coming season. Mostly visionary?—Cousin Faleg.

"CLOSED with Edwards' concessions on W. S. Curl Shows after a good season," L. E. (Rubi) Collins advises from Coalinga, O. "The concessions did well and are now stored in quarters on the fairgrounds at London, O. Manager and Mrs. Curl will spend a few days in Pittsburgh and head south for winter. Doc Edwards, general agent, and family again will winter in Wellston, O., where they will operate a studio. Mrs. Collins and I will take our Magic Show on a tour of Missouri schools again."

"AM EN ROUTE to join Carl and Peggie Ratliff in Woodbine, Ga.," letters Roy A. Stines from Zanesville, O. "Former carnival trouper, the Ratliffs are successfully operating a service station in Woodbine, where they have been located for the last three years. We meet plenty of trouperers passing thru there en route to Florida. I believe the Ratliffs have left the road for good and I'm planning to follow suit after about 20 years in the business."

MIDWAYS are becoming cleaner and more congenial. But it may take some time to get former devilry out of the natives' hair.—Mrs. Uperhaw.

"JUST returned here from Knoxville, Tenn., where I operated a ball game for Frank Hannasak," pens Florence Pfaher from Dodson's Tourist Court, Savannah, Ga. "This is the first fair I made this season and this year marks the first I haven't been on the road in 15. I've decided to settle here and, altho the work in Knoxville was good, I was glad to return. Was formerly with Dod-

son's World's Fair Shows, where I had the Girl Show for seven years. At Knoxville I resumed acquaintances with Rex Howe, Danny LaRough and Pete Brophy."

DURING Arthur's Mighty American Shows' stand in San Bruno, Calif., Joe and Anna Metcalf were hosts at a chicken dinner in Edele's Cafe to Mr. and Mrs. Glenn Henry, Mr. and Mrs. T. L. Dahm, Mr. and Mrs. Tod Henry, Mr. and Mrs. Maurice Leemington, George Conkling, Walter Geraldine, Manuel Marciar, Charles Marshall, Mr. and Mrs. Buddy Gritzmacher, Gordon Kyle, Mr. and Mrs. Charles Greiner, Timothy Revis, Mr. and Mrs. Jack Dyke, Mr. and Mrs. Joseph Blash, Mrs. Emma Blash and Teddy Metcalf.

WHILE Kain Exposition Shows were playing Williamston (N. C.) Fair, Monte Navarro, owner-manager of the Paradise Revue and Hollywood Models attractions, doubled in front of the grandstand with his novelty act. One of the social highlights of the engagement was a surprise birthday party tendered Jimmy Daley by Mrs. Daley. He was recipient of a huge cake and a set of matched pipes presented to him by Mrs. Daley, Monte and Clio Cio Navarro, Don Grimes and band, Jimmy Reynolds, Bunley Mock and personnel of Navarro's Paradise Revue.

"ONCE you get the hang of operating a carnival it is a simple thing if it swings naturally." We have seen them swing in all directions. Which way is "naturally"?—Oscar, the Ham.

PATRICK GREATER SHOWS' midway notes by Tommy Bailey from Napu, (See MIDWAY CONFAB on page 58)

Evans' BINGO

Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazars, carnivals, night clubs, ball-rooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass BINGO Globe, 7 1/2" diam., Cards (up to 3,000 without duplication), Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at LOW PRICES!

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Flying Dutchman AWOL

SHOWMEN will have to be more careful hereafter how they leave a Merry-Go-Round lie around where it can be easily picked up by the wrong party and go AWOL. Patrons at the third annual Allen Parish Fair, Oakdale, La., enjoyed the Bull-Headed Show, that is, all except the kiddies. It seems the show's Merry-Go-Round was stolen from in front of a drugstore in Oberlin, La., when the driver of the truck stopped for a soft drink. Up to press time the ride had not been located by police or showfolk.

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HM Sets Saturday Matinee Mark At Boston; Philly Crowds Big

BOSTON, Oct. 11.—The Hamid-Morton Circus set an attendance record during its six-day run in Boston Garden, September 29-October 4, under auspices of the Aleppo Temple. Attendance started comparatively slow at the first of the week, building to capacity Friday night, with Saturday's matinee turning away thousands, attendance being estimated at 17,000, record for the Garden. The closing show Saturday night was a near-sellout. The concert, in which the Original Lone Ranger was the chief draw, held nearly 80 per cent of each audience.

Carla, the youngest of the Wallenses, made her first professional appearance, riding a pony in the spot at the closing performance, with proud papa, Orla, and mother, Helen, looking on.

PHILADELPHIA, Oct. 11.—Hamid-Morton Circus, under auspices of La Lu Shrine Temple, for benefit of the Shriner's Crippled Children Hospital, opened here Monday night to an almost filled house of 6,500. Tuesday night was a sellout, and Wednesday night a turn-around. Matinees were also heavy. Many orphans and other institution children were guests during the matinees. Advance sales indicate sellouts for the rest of the week. William Heim, potentate, and Fredland Kendrick, chairman of the committee, expect to derive a large sum from the benefit. Joe Butler's band and the show, with Doris Reed, prima donna, sings several numbers with it during the show.

Acts comprising the show consist of Billy Rice and Davidson Trio, Dolly Jumbo, with lion and horse; Ricardo,

high pole; Terrell Jacobs and animals; Silvers Johnson and Punny Austin; Great Passer, spiral globe; Bob Eugene Troupe, aerial bar; Jim Wong Troupe, acrobats; Pape and Conello, perch and iron jaw; Captain Tebor's Boats; Riding Hanneford; Bell Troupe, acrobats; Wildwood, high wire; Flying Warch, aerial return; Peckley Ringens, bicycle run and dive; Terrell's dogs and ponies; Hamid-Morton elephants and troupe of circus. In the concert are Lee Powell, the Lone Ranger, and Major Novak, midgett. Officials for Hamid-Morton are Bob Morton, general manager; H. M. Robinson, general representative; Len Humphries, assistant to Morton.

Malloy Gets Contract For Canton Kiddie Show

CANTON, O., Oct. 11.—J. B. Malloy Circus has been given the contract for the annual Kiddie's Circus at the Palace Theatre here under auspices of the Canton Retail Merchants' Board, Charles M. Isaac, executive secretary, has announced.

The circus is free to the kiddies, and continuous performances are given from 1 to 6 p. m. The event marks the start of the holiday merchandising season. It will be the third consecutive year that Malloy has produced the circus for the merchants' group.

Mrs. Roland Butler Honored With Pass

HOUSTON, Oct. 11.—A sincere tribute to a prominent woman in the circus field happened last week here when Mrs. Roland Butler, wife of the Big Show's general press representative, was given a lifetime gold pass by Frank J. Walters for his Original Underprivileged Children's Circus. The solid gold card, handsomely engraved, was given Mrs. Butler by Walters during Mrs. Butler's and the Big Show's three-day stay in Houston. It is the No. 1 pass of this circus and was especially struck off for the occasion. A party at the Walters home here was the scene of presentation.

Cole Bros. Sets Record in Mobile With 3 Shows; Ga. Business Big

MOBILE, Ala., Oct. 11.—Cole Bros' Circus set an all-time record for circuses here October 7, playing to 33,000 persons at three performances, two being necessary at night. The attendance was due to the great increase in Mobile's population caused by many national defense industries being located here and a near-by town. It was midnight when the concert was over at the second night performance. Everyone on the show turned out to get the show off the muddy lot.

At the afternoon show the tent was better than three-quarters filled, and at the night performances it was capacity, with an estimated crowd of 2,500 or more persons being turned away. The crowd was so great at 6:45 p. m. that the chain gates were let down and Owner Zack Terrell ordered the performance to start at 7 o'clock. It required more than 50 police and highway patrolmen and almost the entire circus staff to hold the crowds in check, with the slide show and circus announcers begging the people to avoid football tactics in get in the main tent. To hold the crowd for the second show the big summer tent was thrown open at 8:10 p. m.

Arthur Windecker, manager of the Big Show, helped with terrific crowd by pecking the slide show three or four times during the night. If ever a showman's dream came true, it was in Mobile Tuesday night.

Terrell ordered full programs at both night performances, refusing to take advantage of the situation. The circus management even kicked in with a number of acts that were ordinarily used in the concert. The first night crowd, cleverly handled by the circus help and the Mobile police, were hustled out of the back end of the circus tent.

This letting a back demand here, due to his connection with City Council



MIKE GUY, the past season band leader with Wallace Bros' Circus, is now with the J. M. Cole Indoor Circus for his third year. His band is featuring a girl singer. Next season he will again take the band on the Wallace show.

Klein Unit Closes Best Year in Last 3

CANTON, O., Oct. 11.—C. A. Klein's circus unit completed its outdoor season last week at fairs at Cadiz and Ottawa, O. Unit opened its fair bookings at the Trumbull County Fair, Warren, O. August 8 and did not have a layoff thru Pennsylvania, Ohio and West Virginia. Season was the longest and most successful in the last three years.

Included in this year's unit were the Conner Troupe, Bernice Kelley's dogs and ponies and stumpin' ladder, Roberts' Circus Phil and Bonta, perch and acro, Dick Newell, roping and jangling; Tom and Betty Watsons, tight wire and perch; Jess Rides, unicycle, the Yards, adagio acro; Sensational Kaye, teakboarder; Barney and Jimmy Arsenen, comedy acrobats; Flying Aces, roller-skating duo; Great Passer, spiral globe; Chief White Eagle and Company; George Lerch, slack wire; Diamond X Rodeo, the Aerial Ortons (last week of season), and Bob Ritchie's band.

Gainesville Show Has Mediocre Biz At Closing Stand

GAINESVILLE, Tex., Oct. 11.—Gainesville Community Circus closed its 1941 season at Guthrie, Okla., September 18-17 with three performances. Business was mediocre.

The show's equipment is back in winter quarters here, and plans are being worked for the 1942 opening, scheduled for late in April.

Mr. and Mrs. Roy Stamps and Mrs. Roy Jr., Mr. and Mrs. Alex Murrell, Mr. and Mrs. G. D. Bell, Mrs. H. H. Terry, Mr. and Mrs. Morton Smith and children, Cecil H. Tinsley, Verne Brewer, Mr. and Mrs. O. P. Ryan, all of the Gainesville show, visited Ringling-Barnum circus at its Fort Worth engagement September 23. The Smiths and Mrs. Murrell also visited in Dallas.

Jerry Smith, son of Mr. and Mrs. A. Morton Smith, is in Baylor Hospital at Dallas, where he underwent an operation to set bones in his upper right arm, broken when he was kicked by a horse in the circus backyard at Guthrie, Okla. Gainesville circus folk are planning to visit the Russell and Brad Anderson shows playing near Gainesville this week and next and are looking forward to the visit late in October of the Cole show in this territory.

CPA Albert A. Marx, of Humulus, spent last Sunday in Gainesville visiting members of the Gainesville show.

J. M. Cole Opening Good at Penn Yan

PENN YAN, N. Y., Oct. 11.—James M. Cole Indoor Circus opened to 2,500 here September 29, beginning 12 weeks of one-day stands, excepting Rochester, N. Y., where it will play two days for the Rotary Club. It played its biggest day to date at Elmira, N. Y., to 3,800. The show moves on trucks and trailers. Admission is 25 and 50 cents.

Program features are the Barton family with dogs and ponies; hareback and mechanical ride, Neo Troupe; Jumbo, elephant act; three clowns and Junior Billy Barton, clown act; Mike Guy is again band leader for the third year. Featured with the band is a girl singer. Guy will again be with Wallace Bros' Circus next season.

Memphis Officials Order Removal of RB Billing

MEMPHIS, Oct. 11.—Scores of signs posted on downtown buildings, sheds and fences by Ringling-Barnum circus, showing here October 18-20, were ordered removed by city officials October 4. Advance agents of the circus held a conference with Mayor Chandler after John L. Oraker, city building commissioner, ordered all posters removed, but the mayor refused to change the ban.

Oraker contends that the posters are unsightly for many weeks after the circus leaves town and that no objections will be raised when the signs are used on regularly established sign boards or on boards purposely attached to buildings for bills.

SARASOTA, Fla., Oct. 11.—Monkeys of the Ringling-Barnum circus will have a new home at winter quarters here when the show returns next month.

Construction of a \$5,000 glass-front home has already begun. The building will be a one-story concrete block structure and will include a swimming pool, rookery playhouse and an outside arena.

Sanger Show Likely To Restart After War

LONDON, Sept. 13.—Althe Lord John Sanger & Sons, Ltd., is in voluntary liquidation, the pending sale of animals and equipment does not mean the last of Sanger's Circus in Britain. Members of the Sanger families have purchased the show's good will and name with the view of restarting the circus at the termination of the war.

LONDON, Sept. 13.—Jean Mill, forced to change title of her show from Mills Circus' legal action, is now operating as Anglo-American Circus. Four people are responsible for most of the program. Ellis Cooks, Isabelle Cooks, Rose Cooks and Steady Yelling.

Poole's Canadian Circus Closing Splendid Season

LONDON, Sept. 13.—After touring thru Yorkshire, Wales and the Midlands, Poole's Canadian Circus, owned by Tom Poole, is heading for its last stand. Business has been phenomenal, with many turnarounds.

Program: (1) Joey, educated pony, with clown, sausage. (2) Janette (daughter of Tom Poole) on trapeze. (3) Comic entree by Tomaso and Sausage (clowns). (4) Marlene Chipperfield on rolling globe. (5) Pango (son of Tom Poole), seal monkey, on high rope and perch. (6) Tomaso and local acrobats. (7) Brangies, trick seesaw horse, by Miss. Maudens. (8) La Goutte, classical poses, including Britannia. (9) Entree by Tomaso. (10) Competition. (11) Bonta (mother of Sylvia, top-mountain with Bertram Mills Cumberland riding troupe), rope spinning. (12) Chipperfield's pithed horses, presented by Maritas. (13) Profile on horseback horse. (14) The Canadian Circus (Tom Poole's family) in aerial act. Performances have been given twice daily at 4:30 and 7:45.

CHARLES LYON, who is at the U. S. Veterans' Hospital, Augusta, Ga., says Cole Bros' Circus showed the World War veterans much courtesy when it played here October 1, admitting them free to the big show and concert, with reserved seats, and supplying them with popcorn and peanuts. Transportation was furnished for the veterans by Mrs. Murphy, secretary of the American Legion auxiliary. Lyon formerly trouped with the band on the Hamid-Morton-Wallace show.

Tough Luck for Editor

MONTGOMERY, Ala., Oct. 11.—Howard Johnson, State editor of The Montgomery Advertiser, was given three passes to see Cole Bros' Circus here October 4.

On circus day Johnson was very happy when he went to breakfast, thinking how his two-year-old son would enjoy his first circus. Little Howard was at the table eating his oatmeal—at least his father thought it was oatmeal, until he took a closer look. Out of the cereal, at little Howard's mouth protruded the edge of three pieces of blue card-board. Howard dashed across the room to effect a removal, but it was too late. The passes were gone.

The Howards paid their way into the circus.

Under the Marquee

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

HUGH McGILL and parents are on a vacation trip up the West Coast. Hugh will be back in Los Angeles in a week.

OBLO H. WACH, manager of Spartan Bros. Circus, while in Cincinnati last Friday, gave *The Billboard* a call.

KEN MAYNARD, former concert feature with Cole Bros., with his horse, Taran, is on a tour of Ohio movie houses.

TEXAS O'ROURKE and family have joined the rodeo show on the World of Birth Shows, presenting roping and shooting acts.

MARK ANTHONY and Bill Cabant flew from New York to Boston to catch the Shrine Circus. They met Herb Taylor and the boys and enjoyed the show.

MYRNA KARSEY is recovering from a stomach ailment, reports William Hodge from Elwood, Ill. Myrna was with Lewis Bros.' Circus the past season.

CHIEF WHITE MAOLE and company, who had the concert on Mills Bros.' Cir-

cus, are temporarily working indoor dates in the Canton, O., district.

GEORGE WILLIAM TAYLOR, agent fan who once trouped nonprofessionally with Belle-Photo Circus, is in the U. S. Veterans' Hospital at Palo Alto, Calif.

KID CARSON, featured with the Trail Blazers, has bought a new Liberty trailer and is staying at Lee's Trailer Camp, Beverly, Mass.

ORRIN DAVENPORT is slated to come to Detroit Friday (17) to complete arrangements with Tuna (Eddie) Simpson for Detroit's annual Shrine Circus.

BILL HOFFMAN, Los Angeles circus fan, is on vacation and en route with Mrs. Hoffman to his old stamping grounds, Kansas City, Mo., where he used to hang around the Lemm Bros.' Circus.

BILL (GODFREY) DICK, formerly employed on several circuses by E. B. Storch, legal adviser, is connected with the Rudy Theater, Caribou, Me. B. A. Fura is house manager.

TEX FLANIGAN, Joe Pettit and Lee Bradley, of Hunt Bros.' Circus, were guests of Paul Nelson and Art Merkell of the Cole show while waiting that show at Raleigh, N. C.

WILLARD J. OAKLEY is in Lawrence, Mass., where he will be until November 1. After that he will go to Pennsylvania for a deer hunt, then on to Miami and Sarasota, Fla.

ROBERT AND LOIS STANLEY have received a check from Leonard Hall, referee in bankruptcy of Bristol, Va., for \$30 in final payment on their claim of \$1,000 against Haag Bros.' Circus.

MARION WALLICK and his cowboy band visited the Shrine Circus in Boston. Wallick and his band are broadcasting daily over Station WJMH there. The band has been playing at Rainbow Ranch near Derry, N. H., this season.

BARNEY AND JIMMY ARNESEN, comedy acrobats who joined C. A. Klein's circus last after finishing the season with the Lewis Bros.' Circus, wound up the outdoor season at a Weirton, W. Va., celebration for Klein and are located for the winter at Canton, O.

ALEX KING, former lion trainer, who is getting ready to take out a new show under the King Bros.' Circus title next spring, has practically completed work on his first four trailers and is looking for additional storage space while work continues at his winter quarters in Detroit.

JACK McFARLAND, formerly 24-hour man and bumper representative with circuses, last year with Dick Scatterday on the Cole show, was with Mike Costello this season on the Great Lakes Exposition Show. He visited Cole Bros. in Montgomery, Ala., and renewed acquaintances. He says he will be with a circus in 1942.

HAMID-MORTON CIRCUS, during its engagement in Philadelphia at the Arena under Shrine auspices last Wednesday (8), has the distinction of being the first circus to be subjected to the television cameras of Station WPTZ, the Philco television station in Philadelphia. Television cameras were trained on the ring continuously from 8:15 to 10:30 p.m.

JACK DEMPSEY witnessed a dress parade of 250 British flying cadets at Gunter Field, Montgomery, Ala., Saturday (4) and was host to them that night as the RAY fledglings viewed Cole Bros.' Circus. Dempsey spoke to the cadets, his speech being broadcast locally, and was the guest of officers at luncheon at Gunter Field.

WILLIS HAYLES is still in the State Hospital, Waymart, Pa. He has been there 9 1/2 years. He says there are several shows there. The last circus Willis witnessed was the Ringling show at Scranton, Pa., in 1938. He was formerly with the Lillian Leland act for seven years on the Big Show and also made three trips to (See UNDER THE MARQUEE on page 22)



Circus Model Builders and Owners' Association

By RUSS T. WARNER

(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Oct. 11.—Mr. and Mrs. Kenny Hill, C.M.S. of Burbank, Calif., are settled in their new home and Ken is busily engaged getting his workshop ready to continue work on his new 1/4-inch scale circus. Hill, like quite a few other Model Builders, started working on the smaller scale show after running up against difficulties in trying to find sufficient space in which to show his larger scale circus and also due to the transportation problem. We must agree with Kenny and the rest of the 1/4-inch Model Builders that when it comes to exhibiting more circus in less space they have a great advantage over those who build miniatures on larger scales.

His members of the C.M.S.O.A. and two members of the Ladies' Auxiliary took part in the Reading M.C. meeting recently held at Harrisburg, Pa. Those present: John McChurdy, regional manager; Charles E. Doolker, general manager; Clarence Pfeiffer, secretary-treasurer; Walter Heist Jr., Melvin Miller and Bob Garrett. The ladies present were Mrs. Mary Keim and Mrs. Katherine Heist, both of Harrisburg.

The most important subject discussed at this meeting was the question of showing more publicity for the circus at hobby shows? A program was mapped out whereby all members are to report coming hobby shows to the director of publicity, who will then arrange for circus model exhibits to be placed in those shows, thru which it is hoped the public can be made more circus minded and get a better understanding and a more friendly feeling toward circuses.

Richard Conover, C.M.S. and Mrs. (Tris) Conover, of the auxiliary, of Dayton, O., report the addition of 60 new blue and white side poles for their big top and that they are working on a new derrick for their big top canvas wagon. Conovers state that the recent regional meeting held at their home in Dayton has stirred up nearly as much circus enthusiasm around their section as a real circus would have done.

Plans have been completed for the circus social and get-together to be held at the home of Frank Updegrave and Mrs. Updegrave in Havertown, Pa. (See MODEL BUILDERS on page 42)

Dressing Room Gossip

COLE BROS.—The big news of the week was the banquet the Menage Club held at the San Carlos Hotel, Pennsylvania, Pa. It was the grandest party I have ever attended. Highlight of the evening was the presentation of the only miniature circus ever built by the women of the Menage Club to Zack Terrill. They didn't forget a thing, even the flag running the whole length of the big top was there, and the buckets outside the dressing room were also there. Uncle Charley Baltzell came 1,500 miles to attend. Baltzell is superintendent of the San Francisco Lines and a great friend of Zack Dempsey. Hazel King was badly missed, as she had worked so hard all season for the Menage Club. Mrs. Noyelles Burkhardt, in green, looked very charming at the door taking the invitations cards. Lots of credit must go to Dorothy Herbert and all the Menage Club members for their untiring efforts. (See Dressing Room Gossip on page 43)

"THE AERIAL ROMAS," "THE FLYING ROMAS" and "FLYING VAL-MARS"

Are names originated by you and used by me since 1928. Anyone using either of these titles without my authority will be prosecuted.

ATTENTION—CIRCUSES, FAIRS, AGENTS, PROMOTERS, INDOOR EVENTS, CARNIVALS

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TROQUE, Presenting four acts: 12, 10, 2, 10; 15, 10, 2, 10; 15, 10, 2, 10; 15, 10, 2, 10.

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(W.M. or Without Winter Quarters)

Including 30 Horses, Elephants, Carrot All New This Season. Seating Capacity 2500.

EVERYTHING COMPLETE AS IT FINISHED SEASON

Write: WALLACE BROS.' CIRCUS, York, South Carolina.

Only those REALLY interested, PLEASE!

The Corral

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

BIG SLIM McAULIFF, of Station WVVV, Whiting, W. Va., lost his all-American pony, Rain, while showing at Smyrna County fairgrounds. The animal's neck was broken while performing.

T. E. ROBERTSON, Little Rock, head of Robertson Rodeo, Inc., announces booking of a six-day rodeo in Municipal Auditorium in New Orleans each November for five years. The New Orleans Police Department will sponsor the shows.

WINNERS OF the two-day Victory Stampede at Cut Knife, Sask., were: Hank Hiding—Urban Dean, Herb Buske, Babcock Hiding—Lone Brown, Urban Dean; Break Hiding—Frank Vorse, Ross Indiana; Break rider—Pat Swain; Ladies' Break Hiding—Boots Henry, who also holds the Alberta championship; and Patsy Nevada. Best dressed couple were Patsy Nevada and Valma Reinhardt. Best dressed cowboy, Wally Lindstrom and Bob Lander.

PANHANDLE DONKEY HALL, COMPANY had four units playing this year thru Oklahoma, Kansas, Missouri, South Dakota, Iowa, Minnesota, Illinois, Michigan, Ohio, Arkansas and Tennessee. Business was tops everywhere, being 20 per cent over 1940. Two units ended the season in Michigan, one in Arkansas and the other in Florida, Ill. H. J. (Hap) Palmer, general agent, says they have already started booking basketball dates, opening with one unit at Big Rock, Ill., October 14. Tom King, rope spinner and whip cracker, has been contracted for the basketball season.

AL OODY, formerly known as Al Coyne, writes from Rochester, N. Y.: "Since Col. Jim Shaw was here things are going fine. Al Rochester has gone rodeo every Sunday. I had my show here on the opening day of his show. He had over 500 paid admissions. My wife, Wanda Oody, took the prizes for whip cracking. I had my tent show at the Monroe County Fair at Rush, N. Y., and had the best three days of my life in good times. Bradley Kinnead had a good year with his tent show. He has a rodeo at Aron, N. Y., each Sunday. We played there September 28. Fiddling Hank, of radio note, has joined my show and will go south with us."

PROSPECTS for one of the best shows in the rodeo history of Phoenix, Ariz., began to take form October 1 with the signing by the Phoenix Junior Chamber of Commerce of a contract with the World's Championship Rodeo Corporation for staging the annual Phoenix Championship at the State Fairgrounds. Corporation was represented by President Mark Train Clemens. Contract calls for four matinee performances and a night show. Corporation will provide all stock and contract performers. Latter will include Verna and Myrtle Goodrich, Junnie (See THE CORRAL on page 43)

NEW ARMY HORSE BLANKETS

(Buret & Coated) \$4.50 & 5.00—

8 Lbs. & 10 Lbs.

Each \$2.75 and \$3.00

PAUL TAVETIAN, 61 Rutgers St., New York

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TOPS IN DIXIE DOWNPOURS

B'ham Soars In All-Timer

Alabama State bucks handicaps to highest count—RAS has six-day record

BIRMINGHAM, Oct. 11.—A new all-time attendance record of 347,423 was set by Alabama State Fair here on September 29-October 4. This compared with a record 243,538 in 1940. Attendance by days:

Monday (School Day).....	76,942
Tuesday (Thrill Day).....	88,478
Wednesday (Governor's Day).....	89,376
Thursday (Auto Races).....	47,681
Friday (Thrill Day).....	47,681
Saturday (Final Auto Races).....	74,173

Royal American Shows grossed \$800,178.22, as compared with \$62,001.70 last year, and set a new record for a six-day showing.

These records, as pointed out by J. Warren Leach, president, and Doug Baldwin, manager, were established in spite of rain or threats of rain on four days, especially at the time of grandstand shows, and a polo event. A local coal strike also created a threat. Prizes were (See B'ham All-Time High on page 44)

Stand, Gate Best For Greensboro

GREENSBORO FAIR, Greensboro, N. C., September 29-October 4. Norman Y. Chambliss, secretary and attraction superintendent. Bert Casey, concession superintendent. Gate admissions: Adults, 35 cents; children, 25 cents; auto, 24 cents. Grandstand: Adults, day, 25 cents; night, 50 cents; children, day and night, 25 cents. Amusement budget: \$5,000. Grandstand books: George A. Hamel, Inc. Midway: Art Lewis Shows. Auto racing, big rigs: One night. Automobile thrill shows: One day, one night.

GREENSBORO, N. C., Oct. 11.—Greater Greensboro Fair here on September 29-

1940 Figures

Total attendance: 160,000. Paid admissions: 52,000. Gate receipts: \$31,750. Space and privilege receipts (not including carnival): \$2,275. Grandstand receipts: Day, \$7,750.20; night, \$2,041.75. Grandstand expenses: \$5,000. Carnival gross: \$31,000. Fair's share: \$6,250. Total revenue: \$38,000.20. Total expense: \$23,400.

October 4 had attendance of 175,000, largest in its history, with paid record (See Best for Greensboro on page 44)

Alabama in License Tangle; New Exemption Code Faulty

BIRMINGHAM, Oct. 11.—Alabama State Fair Association here has been cited by Jefferson County license inspector Bradley C. Brown for not paying a \$500 license for 1941, and penalty and citation for totaling 493 have been imposed following issuance of an attorney general's ruling that sections of the new code exempting the fair were defective.

Brown said he asked for a ruling by Attorney General Thomas A. Lawson when the fair association failed to take out the customary annual license and it was pointed out that a clause had been inserted in the new code exempting the fair.

Lawson ruled, Brown said, that the code sections exempting the fair included under Section 18. Title 11, were unconstitutional and that the fair uses the usual \$500 license.

Brown said the fair association indicated its willingness to pay the license on the basis of the ruling, but asked additional time to study the ruling and the law it involves.



EDDIE CARROLL AND HIS KEY MEN all wear smiles at Barrington Fair, Great Barrington, Mass., September 22-27, when all records for the fair were broken and a new State High team set for pari-mutuels handle at fairs. Left to right: Ralph N. Endy, Endy Bros' Show; W. J. (Bill) Tucker, midway superintendent for Endy Shows; Harry Morton, publicity and advertising director of Carroll enterprises; Edward J. Carroll, owner of Barrington Fairgrounds and general manager of the fair; David B. Endy, head of Endy Bros' Show; Joe Dranshour, construction superintendent of Carroll enterprises; Jack Greenpoen, concession chief at fair, and "Slim" Rice, Endy Shows' adjuster.

Fitton Is Chosen Great Falls Pilot

GREAT FALLS, Mont., Oct. 11.—Harry L. Fitton, for the last seven years manager of Montana Empire Fair, Billings, Mont., was chosen Tuesday to succeed Harold F. DePue as secretary-manager of North Montana State Fair here. DePue resigned last month to become manager of Grand National Livestock Exposition, San Francisco. Fitton was chosen, fair board members said, because of his successful record at Billings and his familiarity with Montana conditions. His selection came at conclusion of several conferences, at which qualifications of numerous applicants were considered.

Fitton has had wide experience as a fair manager. He served for 15 years as secretary of Central Montana Fair, Lewistown, during seven years of which he (See Fitton G. F. Manager on page 44)

210,000 Is New Gate Mark At Waterloo Cattle Congress

WATERLOO, Ia., Oct. 11.—The 1941 Dairy Cattle Congress here on September 29-October 5, closed with an all-time attendance mark of 210,000, considered all the more remarkable because of heavy rains during the week.

Largest attendance was on Wednesday and Thursday, with 40,000 estimated for each day, highest marks in recent years. Crowd estimated at 18,000 saw the final-day show, with 8,000 seated for final performance in the hippodrome.

Muskogee's 275,000 Are Pulled In All-Week Rain; Extra Shows

OKLAHOMA FREE STATE FAIR, Muskogee, September 28-October 4. Ethel Murray Simonds, secretary-manager. W. W. Almond, concession superintendent. Grandstand: Adults, day and night, 50 and 75 cents and 11; children under 12, 25 cents. Grandstand books: Music Corporation of America. Midway: Goodman Wonder Shows.

MUSKOGEE, Okla., Oct. 11.—For the first time since 1935 a week of rain prevailed for Oklahoma Free State Fair here September 28-October 4. For four straight years the fair had perfect weather. Total estimated attendance fell about 25,000 below the 400,000 estimated for 1940.

At Jimmie Lynch's Death Dodge, scheduled for a final afternoon performance on Saturday, did not play on

Green Named Ariz. State Commish Aid

PHOENIX, Ariz., Oct. 11.—Charles W. Green, president of the International Association of Fairs and Expositions, who retired last month as secretary-manager of Missouri State Fair, Sedalia, after nine years in the post, will be special assistant to the new Arizona State Fair Commission in organizing the 1941 State Fair here.

He took over duties as program director on October 5, coming from the West Coast, where he did horse judging at Los Angeles County Fair, Pomona, Calif., and California State Fair, Sacramento. He will go to Kansas City, Mo., for judging at the American Royal Livestock Show and then return here, to remain until after the State Fair. It is understood that he has received several offers to serve in an executive capacity for fair associations.

Jack T. Addington, fair commission chairman, said Green had canceled an engagement in San Francisco to be able to come to Phoenix.

CHARLESTON, W. Va.—Representatives of new West Virginia State Fair, Lewisburg-Bonocorte, formerly known as Greenbrier Valley Fair, will be sent to the annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, first week in December, it was announced by W. G. Handlen, publicity director of the State Department of Agriculture here.

1940 Figures

Total attendance (estimated): 300,000. Space and privilege receipts (not including carnival): \$10,900.75. Grandstand receipts: Day, \$9,103.85; night, \$4,256.80. Grandstand expenses: \$11,564.72. Carnival gross: \$25,103.80. Fair's share: \$5,263.20. Total revenue: \$50,023.04. Total expense: \$48,297.55.

that day, when rain had fallen steadily through the morning and kept the crowds away, they gave a performance Sunday afternoon, October 5. More than 6,000 were in the grandstand and infield. (See Rain Crimps Muskogee on page 44)

Dallas Bests Wet Openers

Count is up on early days—indie midway set-up is lauded by fair officials

DALLAS, Oct. 11.—Althe handicapped by rain since its opening day, the 53d annual State Fair of Texas here, October 4-19, drew attendance of 169,113 on the first three days, 11,800 more than for the same period of the fair's record attendance of 1940. Attendance by days:

1941	1940
Sat.113,258	Sat.111,380
Sun. 42,819	Sun. 33,736
Mon. 13,335	Mon. 12,947

Total169,113 Total157,462
Heavy clouds and showers have failed to dampen the spirits of the crowds and better spending is in evidence. Improved (See Dallas Figures Ahead on page 44)

Donaldsonville Hits Rainy High

SOUTH LOUISIANA STATE FAIR, Donaldsonville, September 28-October 5. H. S. Vickers, secretary and concession and attraction superintendent. Gate admissions: Adults, day, 50 cents; night, 25 cents; children, free; auto, 35 cents. Grandstand: Adults, day and night, 25 cents; children, 15 cents. Amusement budget: \$3,500.

DONALDSONVILLE La., Oct. 11.—The 29th annual South Louisiana State Fair

1940 Figures

Total attendance: 65,000. Paid admissions: 40,000. Gate receipts: \$15,500. Space and privilege receipts (not including carnival): \$2,100. Grandstand receipts: Day, \$3,100; night, \$700. Fair's share of carnival gross: \$2,000. Total revenue: \$23,900. Total expense: \$19,700.

here on September 28-October 5 broke all records for attendance, premiums and exhibits, despite two days of heavy rain (See SOUTH LA. RECORD on page 44)

York Battles To 100,000 Tip

YORK INTERSTATE FAIR, York, Pa., September 28-October 4. John H. Butler, secretary. William C. Thompson, concession superintendent. Samuel E. Lewis, president, general manager and attraction superintendent. Gate admissions: Adults, 50 cents; children, 25 cents; under 4 years, free; auto, 50 cents. Grandstand: Adults, day, 50 and 75 cents and 21; children, same rates as adults except Tuesday afternoon, 25 cents, and Tuesday night, 15 cents. Amusement budget: \$15,000. Midway: James E. Stratos Shows. Horse racing: Four days. Automobile thrill shows: One day.

YORK, Pa., Oct. 11.—York Interstate Fair here on September 28-October 4

1940 Figures

Total attendance: 241,328. Paid admissions: 149,970. Gate receipts: \$64,682. Space and privilege receipts (not including carnival): \$32,200. Grandstand receipts: Day, \$20,229.50; night, \$10,654.35. Carnival gross: flat rate. Total revenue: \$141,633.30. Total expense: \$112,227.30.

was hit by polo epidemic conditions, as this is considered the most seriously affected section in the State. Estimated (See YORK HURT BY POLIO on page 47)

CAVALCADE OF FAIRS

COMBINED WITH THE

SECOND ANNUAL IAFE REVIEW

- ● —
- What about the fairs in times of war?*
 - Why is Canada desperately striving to continue fair activities rather than curtail?*
 - Do fairs and annuals reflect the National morale?*
 - Does re-employment and the mad rush of business in "boom times" affect attendance?*
 - How does the Federal Government look upon county and district fairs? . . . and what does it expect to accomplish thru them?*
 - How do fairs fit into the picture of a country actually at war?*
 - What do fairs mean to exhibitors and national advertisers?*
- ● —

These and many other questions will be answered in the "CAVALCADE OF FAIRS" supplement which will be published as part of the Christmas Special Outdoor Convention Number of The Billboard dated November 29, 1941.

Once again The Billboard has made a very thoro study, analyzed facts and figures, interviewed prominent fair and government officials, searched and sought out everything of importance about fairs and exhibitions, both large and small, in this country and Canada to give its readers the most accurate information and data available and to present the highly optimistic attitude prevailing thruout this North American Continent.

WRITE FOR INFORMATION

— ● —

A SPECIAL SECTION OF

The Billboard



Cavalcade of Fairs

COMBINED WITH SECOND ANNUAL IAFE REVIEW

(REPRODUCTION OF FRONT COVER DESIGN)

The Billboard

25 Opera Place

Cincinnati

Ohio

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Ekow Travelog

THIS was the year in which an attraction highlight was the success made over a nice route by Col. Jim Ekow's Old Ranch Rodeo. Talk it from that old-timer and chute-curt expert, Herb Maddy, general representative of the circuit, that it was a season covered with glory from every point of view.

At Orange County Fair, Middletown, N. Y., the grandstand played to three turnaways and three capacity nights. At Champlain County, Emma, N. Y., four top crowds were drawn to the stand and bleachers at night and two turnaways were registered. Capacity at two night performances with three turnaways marked the Ekow show in the 8,000 seat Coliseum of New York State Fair, Syracuse. This record was followed by four capacity borders at Essex County, Topsheld, Mass., and a couple of 880 signs.

From personal observation we know how Ekow and his contingent scored at Milpoca, L. I., where the stand enjoyed the best attendance in its modern his-

tory, if not all time. A subsequent stand, Eastern States Exposition, Springfield, Mass., found the show in the inextinguishable Coliseum for six nights and closed with four top-flight houses and two with near-capacity.

That makes a route of six fairs, but the genial Herb Maddy must have left some out, for we know of a few other spots which played the Ekow gung. Maybe Maddy is only interested in the real big ones. At any rate, it is a foregone conclusion that the same circuit will be played next year. An additional note, And Director Paul Smith, Syracuse, is bringing the layout back to a November date, which will follow what is being described as the "first annual pump rodeo" in Buffalo. This one will be handled by Frank Moore, manager of the New York Garden rodeo. He will furnish the stock and features and will, of course, direct the arena.

In James Coppsell, high still performer, the same as Charles H. Coppsell, high still worker? Last week's obituary column said that Charles H. died in Burlington, Ind., on September 25. But James Coppsell sent this column a line from Lincoln, Mo., under date of September 23 in which he said that he had played 17 fairs and celebrations in addition to Lewistown and Boonville, Mo., booking independently.

IT'S A PLEASURE to repeat some of the principal headlines culled from the last issue. In an overwhelming majority of cases attractions helped to bring top stores. "Dallas (Tex.) Opening Sets New Mark"; "Pomona (Calif.) High"; "Richmond (Va.) Pulls Record"; "Largest Count at Bloomsburg, Pa.;" "Ala. Looks for Gate Mark"; "Atlanta Attracts 234,541 First 3"; "Barrington (Mass.) Put Over Big"; "Attractions Help Hylthelive (Ariz.) in Gate Mark"; "Trenton (N. J.) 300,000 To Bring Excess"; "Knoxville (Tenn.) Peak"; "Utah Advances"; "New Gate Figure at Blackfoot, Idaho"; "Peak Gross at Woodstock, O.;" "Gate Top at Allegan, Mich.;" "Milldale's (Mich.) is Ahead"; "Records Fall at Carrollton, O.;" "Dexter-ville (Mich.) Gate Up 44%"; "New Mexico Is Best." And so it goes.

Jack O'Diamond reports that his thrillery showed to 17,000 paid admissions (of 30 cents a copy, 28 cents for kids) at Hillsdale, Mich. With him were Ken and Mayra Heath, Toby the clown, George Malone, Bob Cannon and Leroy Ledy, with a dive-bombing chore by Walt Letty. Follow-up dates were Hartford City, Mich., and Auburn, Ind. Says three of his men have been called to the service. . . . Young Louie Belar, acrobatic and balancing specialist, is at home in Ottumwa, Ia., in school sessions after appearing over the circuits with DeWaldos Attractions, doing teeth receive.

C. A. Klein's Rhythms Revue of 1942 concluded a click tour of 12 weeks at Carrollton, O., Margaret Klein, director of the show, states it scored all down the line and most spots are booked. Unit played from one to three nights at each stand with special scenery and lighting. Music for the hour and a half layout was by Bob Ritchie's band. Program included an eight-girl line, June Launta, Phil and Donita, Dick Newell, Tom and Betty Waters, Conner Troupe, Jess Bitter, Paul Kobbler, Vardella, Lillian Brock, Jack Klein, son of C. A., was emcee. Unit will remain intact for club-theater spots.

New Corinth Annual Ends In Black; '42 Plans Begin

CORINTH, Miss., Oct. 11.—Closing a successful first year, North Mississippi Fair and Rodeo Show, September 22-30, sponsored by Perry A. Johns Post, American Legion, finished in the black, reported Secretary-Treasurer Don Watkins. Of over \$1,000 in the treasury \$1,500 went to funds of the Legion post and the balance to the treasury of the fair as a nucleus for a 1943 annual.

Dr. C. W. Norwood was elected president for four years. Other officers chosen are Lee Knight, Arthur Giesler, vice-presidents, and Don Watkins, re-elected secretary-treasurer and general manager.

Dover's One-Day Extension Helps Annual Buck Weather

DOVER, Del., Oct. 11.—The 31st Delaware County Fair here, October 2-3, had its first Sunday session in history, drawing a total of 3,202 paid admissions and grandstand of \$38 for the day. Besides rain, other sources regarding the success of the fair were agreed on because rain rained the three regularly scheduled. It resulted in total gate receipts above last year's. Whether the fair will wind up with a profit has not been determined. Secretary S. O. Mason said at its close. It was the first held under sponsorship of a new group, eleven after several years of operations in the red. About 8,000 tickets were sold in advance.

Stress was placed on grandstand and midway attractions, the latter being the best ever offered here. Both days of harness races were rained out, as were performances of Ranger's Rodeo. Boone County Jamboree drew about 2,500 Saturday night in spite of inclement weather. Rodeo performers were absent Sunday, with the majority of midway attractions remaining over. P. E. Gooding provided five rides in charge of Ed Drum, with George Pence as foreman. Gooding also set Captain Pitt's Hell on Wheels, Mark Williams's Ten-in-One, Push in the Dark and Eddie Karn's Fun People. Other shows were Howard Peters's Grand Animal Show, Meyers Family Glass Show and Harry E. Moore's Two Pit shows. Concessionaires were Larry Fallon, 10 stores; Charles Martin, Barney Fleeger, Red Hall and S. F. Dickson, cookhouses; Dick and Helen John, Playland; Wagner's Omelet Zorabel, photo; Dickson's popcorn; Peter's high striker, Frank's novelties and Martin's taffy.

YORK HURT BY POLIO

(Continued from page 40)

attendance was near the 100,000 mark. As all children under 16 were barred from grounds, there was a small attendance on opening Tuesday, the usual Children's Day.

Gate receipts totaled \$38,664.20, said officials, and grandstand take was \$23,668.25. About \$40,000 was received from concession sales. Saturday was the biggest day. Total attendance last year was given as 228,810.

The fair was dedicated to national defense and one of the main buildings was filled with exhibits of defense products manufactured in York and surrounding territory, contracts held in this vicinity being among some of the largest in the country. Buildings were occupied by excellent exhibits, and the displays of agriculture, horses and other stock were in excess of other years. Trotting, pacing and running races were held on four days. On Saturday afternoon Jimmie Lynch and his Death Dodgers appeared in front of the grandstand.

Grandstand attractions, furnished by Frank Wirth, included the Gibbons, impersonated act; Pallenberg's Bears; Francis Trio, comedy novelty; Outcos, riding act; 12 New Yorkers, vocalists; Bruce Martin, high-jumping horse; Christians, teeterboard; Waldors, high aerialists; Four Waiters, acrobats. At night Thrumb Up Revue was presented in five parts, and extra numbers were Don Trager, smooze and novelty musical number; Three Sophisticated Ladies, and Anita Jackson, dancer. Frank Small was musical director for the revue. Music for concerts, acts and revue was by Sping Garden Band of York, under direction of Lester Loucks. There were nightly displays by American Fireworks Company.

Concession space was all filled, bingo games predominating, and J. F. Murphy again supervised the midway. James E. Strates Shows on the midway reported good business, considering conditions. Among visitors were H. B. Correll, Carl Fickenshine, R. N. Bonds, Brian Brudeman, Charles B. Anderson, Bloomsburg, Pa., Bloom, Francis Crouse, Ebersburg, Pa., Harry LaBrecque, Tom McCormick, Tranton; Arthur Campfield and Ted Miller.

Directors are H. V. Jjams, N. S. Stewart, C. M. Chafes and Harry Payne.

Manager Watkins said a new exhibit building is to be erected on the fairgrounds, swine and other livestock stalls will be constructed and arrangements made for daily free acts in front of the grandstand, which will be enlarged by the grant of two wings to add 1,500 seats. West's World's Wonder Shows on the midway and played to large crowds.

Amarillo Beats Jupe to Black

TRI-STATE FAIR, Amarillo, Tex., September 23-October 4, Elma Taylor, co-conventer superintendent, O. L. Taylor, attraction superintendent, Gate admissions: Adults, 25 cents; children, 10 cents. Grandstand, Free. Amusement budget, \$1,000. Midway: Beckmann & Gearty Shows.

AMARILLO, Tex., Oct. 11.—Tri-State Fair here, September 23-October 4, will pay all premiums and expenses in spite of only three and a half days of halfway fair weather, a train wreck that delayed the carnival and a 2.10-inch downpour early Friday night that turned grounds into a quagmire.

While auditors' report is not completed, Ray E. Pinkney, president of the fair, said all expenses were met and that the fair association would not be in the red. Admissions on the three days that the weatherman's record totaled about \$5,000, not including season tickets.

More than two inches of rain fell on Sunday before opening day and a cold drizzle fell over the entire trade area on Monday. No attempt was made that day to collect gate admissions, as the midway had not been set up. The day was spent in dumping cattle, chat and straw on the grounds. Tuesday was cold and it was not generally known that the grounds were not a sea of mud. However, the Beckmann & Gearty Shows opened Tuesday night and a fair crowd was out.

Daily High Is Made

The weather behaved on Wednesday and \$12,342 in adult and \$2,943 in children's tickets were checked thru gates. This was an all-time high in single admission receipts. The record was broken on Friday with figures of \$13,094 and \$4,820. Thursday's total was \$11,206. Admission for adults was 25 cents, the federal tax boosting the price to 30 cents on Wednesday. Children paid a dime all week. A stiff wind dried grounds for Saturday night but day attendance was ruined by mud and cold, also the night crowd was large.

Exhibits carried much more interest and there was a larger showing in livestock because of added space provided during the year. Many exhibits tie in with the overall theme of co-operation for national defense.

J. C. Michaels attractions, booked for afternoon and night before the grandstand, were prevented by weather from giving full performances. Attendance at the wind-swept grandstand was light.

An added attraction, Coast Artillery maneuver, packed grounds for the Thursday night and Friday showings. However, much of the demonstration was hampered by rain and mud. Artillery men were brought to Amarillo from Fort Bliss, Tex., on what was termed a "field march" and camped inside the grounds. Equipment brought included anti-aircraft guns, searchlights that played over the grounds and were seen for miles, machine guns, sound detectors, power plants and range finders. The maneuver and all schools of the trade area being "dismissed" tipped attendance on Friday to a new peak in spite of cold mist and a heavy downpour.

Cars Are Commandeered

A large area inside grounds had been laid out for free parking. The rain of Friday evening caused a traffic jam in this area that promised some trouble, but soldiers, police and State traffic officers got the situation under control. Taxis and buses could not handle the crowded-at crowds, but officers commandeered citizens to load their cars with passengers.

Beckmann & Gearty Shows' train, before reaching Amarillo, was in a crushing wreck but no one concenled with the show was hurt except for bruises. One of the show's power plants was knocked from its fastenings by a car, by the impact, the engine was jammed between cars and a delay resulted. Management of the show said that, considering the weather, the week was good, as people had money and came intending to spend.

MILBERSBURG, O.—Haines County Fair here, September 2-5, rained out for two days and which, despite inclement weather, drew more than average attendance, has a \$300 deficit. It was revealed after a meeting of directors. The board would not be in the red, regardless of the 1941 loss, had not a new school exhibit building been erected this year at a cost of about \$1,300.

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Seldom
THE STRATOSPHERE
MAN
WORLD'S HIGHEST
AERIAL ACT!

SOME LATE TIME STILL OPEN

Thrilling evening performance—Dutch
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Now booking to 1942.
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THREE
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135 Feet — No Nets

Featuring their sensational and original thriller—

THE BREAKAWAY

personal management

CHARLIE ZEMATER

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ELLA CARVER

Fire Diving Act

AFTER OCTOBER 28

WILL BOOK A FEW SOUTHERN DATES

Address:

Care The Billboard, Cincinnati, Ohio.

NOTICE: Charlie Zemater is no longer booking this act.

Around the Grounds

APEX, N. C.—Apex and Fuquay-Varney Fairs were successful, drawing attendance of 20,000 on September 29-31 despite two days of rain, said Dr. Sam H. Baldwin, secretary.

GREEN BAY, Wis.—Profit of about \$1,200 was made by 1941 Brown County Fair, said Secretary William S. Klaus, sufficient to make up the loss in 1940 when the fair was rained out and leave a balance.

SAN FRANCISCO—Pat Treanor, novelty concessionaire, denied a report to *The Billboard* in the issue of September 27 that the first three days of Los Angeles County Fair, Pomona, Calif., "did not break any records" for him. He declared that the fair broke all records.

YORKTON, Sask.—Directors of Yorkton Exhibition decided to hold a Fair again next year. Reports showed the 1941 summer fair a financial success. C. R. Bull, president; W. H. Wilkinson Jr., R. E. Lamson and Jake Sherwin will attend the annual meeting of Western Canada Fairs Association in Winnipeg.

GREENFIELD, Mass.—In a report on Franklin County Fair held here on September 9-11. Treasurer William C. Conant, Franklin County Agricultural Society, said receipts had enabled the society to reduce its mortgage debt to \$1,000. When the 90th annual opened last month the debt balance was \$3,600, original indebtedness in 1926 having been \$20,000.

SAN FRANCISCO—Cash premiums totaling \$72,896 will be awarded at the 1941 Grand National Livestock Exposition here. Harold F. DePue, manager, said money will be distributed as follows: Livestock, \$47,341; horse show, \$18,000, and rodeo, \$7,555. About 6,000 premium booklets have gone to exhibitors, breeders and rodeo contestants all over the nation.

REGINA, Sask.—Dates for Class B fairs in Western Canada in 1942 were set at a meeting of Western Canada Fairs Association in Saskatoon, Sask. More than 35 delegates attended. President J. B. Holden, Vegreville, Alta., presided. Resolutions were adopted asking the federal government to give consideration to problems of Western farmers, particularly as to price of grain. Dates of Moose Jaw and Prince Albert fairs will be a week later than in 1941.

BRIDGEWATER, N. H.—Bridgewater has put in a bid for Nova Scotia Provincial Fair, local plant to be used as a nucleus. Bridgewater's 1941 annual, September 20-October 3, was the 90th. Decision has been made to continue it as a means of encouraging the growing of farm products to help the war effort. Bill Lynch shows provided the midway. Free vaude, contests and two afternoons of harness racing were offered. W. J. Crouse is secretary and treasurer, position he has held 14 years.

RUSKIN, Fla.—George D. (Duck) Buchanan, advertising artist, reported he closed his season at the Knoxville Fair, where he did advance work, and Paul Beckley did the painting. Buchanan will manage the eighth annual 1942 Florida Tomato Festival here and is again mak-

ing advance preparations. Grounds are being enlarged and an elaborate program is planned for Children's Day, when all schools in the territory will be closed. Admissions will be raised from 5 and 15 cents to 10 and 20 cents.

MISSOULA, Mont.—Western Montana Fair and Rodeo, August 29-30, with attendance of 45,000, receipts of \$30,500 and expenses of \$40,000, had a deficit of \$1,500 caused by loss of seating capacity as a result of the grandstand burning and expense of clearing debris and building temporary bleachers in order to present the rodeo the following night. Floyd Day is secretary-manager. Estimated damage was \$75,000. Fire also struck cattle barn, poultry and 4-B Club buildings and their exhibits, Indian village and some midway attractions.

EL DORADO, Ark.—Union County Fair, September 29-October 4, had attendance of 8,000 Saturday, biggest closing-day crowd in history. Fair was one of the most successful ever held in the county despite two days of heavy rain. Total attendance of 35,400 set a record, with Friday setting a single-day peak of 13,000, as 10,000 kids jammed the grounds. Grandstand manager Julius Miller said the fair would be well in the black, with receipts best in history. Premium total of \$2,300 was the most yet paid.

CALGARY, Alta.—Bleachers at west of the big concrete grandstand on the grounds will be removed and a new bleacher stand along modern lines will be built for Calgary Exhibition and Stampede. Bleachers will be like those on North Montana State Fairgrounds in Great Falls. Preliminary plans were approved by directors, who also approved a proposal to allow J. Charles Yule, general manager, to build a home on the grounds. Cost of the building, now being built, will be borne by Manager Yule on a rental basis. It was felt that if the manager were in residence on the grounds it might reduce the amount of damage done annually by vandals.

GADSDEN, O.—Harrison County Fair here on September 30-October 2 got away to a good start but was rained out on final day, which probably would have been the best, officials reported. Harness races were called off but a horse-pulling contest was held. Replacing the usual rodeo were Klein's Attractions, acts being offered on Tuesday and Wednesday, including Bernice Kelley's dogs and ponies; Tom and Betty Waiters, perch and tight wire; Dick Newell, roping and juggling, and Jule Stiles, motorcycle. Thursday night Klein's Rhythm Revue of 1941 provided grandstand entertainment with Bob Ritchie's band, six-girl line, Dix Newell, Bob Anderson and June Launce and Paul Kohler. F. K. Gooding Amusement Company had five rides in charge of Hoy Gooding, with Wagner's Arcades, Lester Rodgers's peanuts and other concessions.

ESE Is Granted Rehearing on Power Line Condemnation

SPRINGFIELD, Mass., Oct. 11.—A charge by Joshua L. Brooks, president of Eastern States Exposition here, that the exposition had received no notice of public hearing on intent of the Public Utilities Commission to take land from the exposition by right of eminent domain for a power line for Turners Falls Power & Electric Company has caused Commission Chairman Francis M. McKeon to consider reopening hearings.

Decision to reconsider came after a hearing at West Springfield on October 7 at which ESE officials claimed the case should be reopened from the beginning in regard to public interest and public necessity. Besides the 11-page statement that he read to the commissioner in support of the exposition's case, Brooks also read a sheet of supporting telegrams and letters from every important State official and all the New England State governors.

Brooks said the exposition represents an investment of \$2,500,000. Management, he said, has in the hands of 64 trustees, some coming from as far west as Chicago, and all serving without compensation.

"Now it is proposed to encircle three sides of Eastern States Exposition with a high-tension power line carrying 110,000 volts of electric current, requiring a strip

of land 100 feet wide and about 2,770 feet long and making unusable an area of both sides of this strip for some distance," his statement read in part.

National Race Biz Upped

HOT SPRINGS, Oct. 11.—Al Sweeney and Gaylord White, co-owners of National Speedway, conductor of automobile racing at major State and county fairs, completed plans here last week for an advertising campaign that will be used in connection with their auto races during 1942. They expressed satisfaction with results of this year's business and reported that they were able to show an increase in attendance at every date played so far. After taking the helms here White will leave for Houston and then go to Los Angeles, where he will spend the winter. Sweeney, accompanied by his wife, will tour the South and return to Chicago to prepare for the winter conventions.

THE CORRAL

(Continued from page 39)

Erady, Monty and Louise Montana and Dick Griffith, trick riders and ropers, and Monner Holcomb and Jabbo Fuikerson, clown. John Jordan has been re-engaged as announcer. Harry Knight again will be arena director, his third successive year in that capacity. Show will be run under Rodeo Association of America rules. Rodeo's general chairman is Joe M. Bond. Contract with Hoxbo Corporation includes a provision that it shall not participate in any rodeo here other than those sponsored by the Junior Chamber of Commerce for the next three years.

Flying X at Chi Coliseum

COL. A. L. GATEWOOD, whose Flying X Rodeo opened at the Coliseum, Chicago, October 2, is putting on a much better show than at either of his previous engagements and has a number of excellent entertainment attractions aside from riding, roping, etc. Attendance the first week was light, but with numerous publicity breaks in the dallas it is expected to build this week. Show runs thru October 19. Gatewood puts on a picturesque show, opening with a stampede and wild-horse review. Introduction

of performers and officials follows, then a quadrille in which eight couples take part. Rodeo features include bronk and steer riding, bulldogging, horse roping, trick and fancy riding and calf roping. Capt. Jinks Hoagland supplies a colorful gaudy entry, high-school horses, high-jumping horses and auto polo. The Rudynoff Family, consisting of Rudy Rudynoff, Mrs. Rudynoff and Rudy Jr., present their well-trained high-school horses. Hamilton Red Foley, popular WLS vocalist, sings songs of the range. The Mansfieldts have a good trick shooting act. Texas Slim, Collins and Company are expert whip manipulators. Cy Perkins clown and has a bucking Ford and Buck Owens and Company do trick riding and roping. Earl Button, veteran ripper and rope spinner, still gives an entertaining exhibition. Rodeo staff includes Gatewood, director general and arena director; Earl Evans, stock superintendent; Earl Button, assistant arena director; Mrs. Elsie Gatewood, secretary-treasurer; C. W. Finney, general agent; E. W. Sims, publicity trustee (is furnished by a four-piece band and electric organ).

Heavy weather most of the past week cut down attendance, but crowds materially increased toward the week-end.

DRESSING ROOM GOSSIP

(Continued from page 39)

to make that party the success it was.

Harris Reynolds had a big day in Macon, that being his home town. His mother and sister spent the day on the lot. Bechal and Joe Gilligan were on the lot saying hello to their many friends on the show. Charles Sparks took in both shows and seemed to be having the time of his life.

Birthdays the past week: Irene Mann, cowgirl with show, and Ernie White. D. D. Monach, who has the white ticket wagon, returned from Owensboro, Ky., after being away a week on account of sickness at home. Judge Palmer returned also from Owensboro due to sickness at home. There has been an epidemic of marriages this season. Six on show so far have gone and done the fatal deed. I guess John Smith will be the next, but he tells he hasn't found the girl yet. **FREDDIE FREEMAN.**

A SWELL ACT ... Now in Their 32d Consecutive Week of Laying Off.

UNCLE BENNY

If Uncle Benny would tip them off, everything would be all right. They'd start working right away. But why should he tell them that all they need is a consistent advertising campaign in *The Billboard* . . . the only all-inclusive show-business news weekly that's read by all talent buyers in all branches of show business.

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Reputable FREE ACT FOR

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HEMLOCK, N. C. FOR WEEK OF OCTOBER 27th to NOVEMBER 1st, 1941. Address: ROBERT HAWKINS, Manager, Hemlock, N. C.

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WEEK OCT. 27

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YOU CAN'T FORGET

You can't forget to buy *The Billboard* because we automatically remember to mail your copy every week on subscription. Simply add \$1 for 10-week TRIAL subscription in Circulation Dept., The Billboard, 27 Operi Place, Cincinnati, Ohio

Grass Is Found Greener at Home

CINCINNATI, Oct. 11.—Eight executives of Coney Island, Inc., here on Tuesday had reason to ponder the old saying that "the grass always looks greener on the other side of the fence," only it was flat in their case.

Early last week Edward L. Schott, president and general manager; Ralph Wachs, secretary and park manager; Leo Schott, comptroller; Shirley Watkins, superintendent of maintenance; A. W. Hutchinson, pool manager; Al Behrman, chief electrician; William Dewore, refreshment manager; and Arnold (Pussy) Fox, superintendent of grounds, boarded the Coney Island cabin cruiser, the Gale, for a five-day fishing trip up the Kentucky River.

Equipped with the best rods and reels and fishing tackle known to man, they proceeded as far up as Camp Nelson. But with all their equipment and all the knowledge and experience absorbed by these Isak Walton, Mary's bito did they get on the whole trip. They admitted this on their return, and their skills were as long and intriguing on the fish fishermen usually tell about.

So what their captain when Clarence Schumacher, utility man at the Strand Building, in which the Coney offices are located, reported that he had gone fishing Sunday on Lake Como, at Coney Island, and had caught five fish in an hour of fishing—"each of them as long as your arm." And to prove it he took them down into the basement of the building, where he had the five still wiggling in a tub of water. He had saved them for distribution among his friends. "And the biggest one got away!" he added.

"We should have stayed home!" remarked one of the disappointed fishermen.

Net for Staton Spot Is Up 19%

Enclosed Casino will be put to winter use—parking from 20 to 40 acres

OKLAHOMA CITY, Oct. 11.—Business was on the up-grade in Springlake Amusement Park here during the 1941 season, reported Roy Staton, owner and operator. Final figures show net receipts 19 per cent over last year's, he said, explaining that 1940 business was about 16 per cent to the bad, "but even so, business this season gave us a substantial gain over what we would call a normal season." Increase in gross was slightly higher than 19 per cent, but expenses were in about the same ratio.

Management has now turned attention to improvements, both for off-season activities and with an eye to 1942. Park management has announced a policy of bringing name bands to Casino Ballroom during fall and winter and has completed remodeling for indoor dancing. Casino has been enclosed by 96 10-by-12-foot wooden panels, which can be removed when outdoor dancing season returns. By enclosing part of the outdoor space seating capacity has been increased to 1,400 and total capacity to over 2,000. Casino opened its fall season October 8 with Gerie Tucker and his orchestra playing for more than 1,000.

Twenty acres have just been hard surfaced, giving parking space of 40 acres. Concrete flooring, new kitchen ranges and other improvements have been added to picnic facilities. Operator Staton said he is contemplating other major changes and additions but will not decide definitely upon them until he returns from the convention of National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, week of December 1.

CHICAGO—Mary, 2,000-pound five-toed hook-tipped African rhinoceros in Brookfield Zoo, on October 8 gave birth to a 30-pound male, which has been named Cleo. One of the two rhinoceros keepers, Robert Bean, assistant director of the zoo, said this was the first of the species ever born in an American zoo.

STUNTS ON CHI BILL

Takes at A. C., Travel Historic

Weather, defense, no W. F. opposit and "clean-up" are cited as aids

ATLANTIC CITY, Oct. 11.—Nearly everybody at this resort made money during the past season, with amusement interests especially showing a neat profit. Many regard the 1941 summer as the best in years or even in history, and every local business man agrees that profits exceeded any derived within the past four years.

A survey of all lines of business in the city shows that the past season was from 10 to more than 90 per cent better than that of 1940. If local bank deposits are a barometer, it is a fact that deposits on September 5 were \$5,660,811 more than for the same day in 1940.

Weather Big Aid

Local interests attribute the excellent seasonal business to:

Local weather for local business. It rained, raining on week-ends and when it did, the crowd was already here spending money.

No competition from the World's Fair. Due to the national defense program more people were gainfully employed, with heavy spending naturally aiding all resorts.

Virtually a complete elimination of ocean cruises, which resulted in many coming here who formerly spent vacations on water trips to other places.

It was the consensus that the police "clean-up" increased family trade during the summer.

Travel Increases Heavy

Railroad travel showed gratifying increases, according to J. O. Hackenberg, general manager of Pennsylvania-Reading Seashore Lines. His report showed that New York-Atlantic City business in July increased 27 per cent in regular business and 47 per cent in excursion business over July of 1940. Philadelphia-Atlantic City business for the same month showed an increase of 46 per cent in regular travel and 6 per cent in excursion business. August figures were equal to or better than July figures.

Beachfront hotels had the best season in years, showing increases ranging from 38 per cent up over last year. Profits were even better for avenue hotels and rooming houses, which in some cases reported more than 50 per cent in excess of 1940.

All amusement interests, including piano, business and night clubs, did land-office business all season.

The figures are backed up by the record crowds here over holidays and every week-end. Decoration Day influx and Fourth of July crowds both broke all records, while crowds of 400,000 or more were not uncommon over other big week-ends.

Briefs From All Around the Field

BALTIMORE—Penny Deyn, who ended a big season for Carlin's Park here, were heavily promoted thru daily and country newspaper advertising, augmented by spot radio announcements, and brought the top gates of the season. For more than a decade Penny Deyn at Carlin's, end-of-the-season feature, have pulled attendance not only from the Baltimore area but from Delaware, West Virginia, Pennsylvania and District of Columbia. They were staged this year at the latest date in the park's history, weeks after other amusement parks in this territory had closed. John J. Carlin Sr., owner and founder, was well pleased with the two-day returns and the response to what proved to be one of the heaviest promotions of the season.

ATLANTIC CITY.—Priorities under the national defense program resulted in loss to the Boardwalk of the Crane Company's exhibit. Closing of the exhibit was announced by General Manager



C. D. BOND, who has been named special chairman to conduct an open meeting on "Best Promotions of 1941" as part of the program being arranged by Chairman Fred L. Markey for the annual meeting of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, week of December 1. Chairman Bond promises an interest-arousing presentation.

Altman Has Long Season for Glen

WILLIAMSVILLE, N. Y., Oct. 11.—Glen Park enterprises just completed the season, holding out longer than any other similar spot in this vicinity. Owner-Manager Harry Altman said that, while his rides and concessions did not do so well despite local business prosperity, his main venture, the Barn, a giant beer garden-like nitery, scored a record season, about 30 per cent ahead of 1940, which was also plenty good. Attendance and receipts at the Barn beat anything in the western part of the State, with seating capacity over 1,400 and full houses most of the time, he said.

Casino, ballroom in the park, did not do particularly well, with dance business no better than last year's. Bernie Sandler's band was on top all season, with exception of three name one-nighters, which did not set the world on fire. Jan Savitt made an okay profit. Tony Pastor made a tiny profit and Raymond Scott barely broke even. All three orke came after the regular season had closed everywhere else in September.

Also the park will remain shuttered for the winter. Altman will continue operation of the big nitery thru the cold season, as he did last year for the first time. Crowds come from within an 80-mile radius for an evening. Name acts will be featured. Altman is only park operator in this vicinity to remain open throughout the year, with possible exception of Celeron Martins Room, which lights up for Saturdays.

Ralph Scull, also chairman of Atlantic City Planning and Improvement Association. He said the Crane Company did not feel justified in expense of a national exhibit when, because of curtailed manufacture, it could not supply demands of prospective customers.

VENICE, Calif.—Robert R. (Ted) Newcomb, general manager of the Funhouse on Venice Pier, and Mrs. Newcomb are on a six-week vacation in the South and East. They have visited El Paso, New Orleans, Chicago, Detroit, New York, Philadelphia, Atlantic City, Washington and other cities. He is combining business with pleasure, looking for ideas for the Funhouse and booking attractions for Santa Monica Pier, in which he is also interested.

AKRON.—Spacious dance pavilion in Summit Beach Park here, operated in past years during the park season, will

Open Session on Promotions

Bond named by Markey to conduct forum—standouts numerous in past season

KENNER, N. H., Oct. 11.—Promotions will be given a special place on the program being arranged for the 23d annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, week of December 1, by Program Chairman Fred L. Markey, secretary of the Dodgen Corporation here. Best Promotions of 1941 will be subject of an open forum as part of the program, to be conducted by C. D. Bond, sales manager of the Dodgen Corporation, who has been named special chairman.

"I read the editorial, 'Keep 'Em Turning' in the October 4 issue of The Billboard and was very much interested in the editorial viewpoint," said Special Chairman Bond. "There is no doubt in my mind but that the outdoor amusement industry can play a great part in the coming years in the maintenance of morale, not only among enlisted men of the army and navy, but also among the citizenry in general. With some of these thoughts in mind, Chairman Markey at the NAAPB convention program asked me to act as special chairman to conduct the open meeting.

"There have been a number of outstanding events this year; more, I believe, than at any time in the past. One of the outstanding promotions was that at Palisades (N. J.) Park in its married women's beauty pageant. Another was that conducted by A. M. Brown at Buckeye Lake, O., where the whole staff grew beards. Alex Moeller, at Waldameer Beach, Erie, Pa., has had an outstanding operation with Saltest milk people. John J. Carlin at Baltimore has had some interesting stunts at his park, as has Harry Blatt at Poughkeepsie Park in New Orleans. Throughout the country there has been a great deal of interest in the promotion of special events that have had an appeal to the public. These events no doubt have contributed a great deal (See "BEST PROMOTIONS" on page 46)

A. C. Whip Suit Dropped

ATLANTIC CITY, Oct. 11.—Vice Chancellor W. Frank Soxy last week signed an order dismissing the injunctive suit of two beach-front hotels against operation of the Whip on Susquehanna Pier. Suit was dismissed without prejudice after the Leeds & Lippincott Company, owner of the Chalfonte-Haddon Hall hotels, had withdrawn the action. In the action, filed early in the summer, it was alleged that hotel guests were disturbed by operation of the ride.

On a Zoo Man's Holiday

CINCINNATI, Oct. 11.—Capt. Curley Wilson, superintendent of Brookside Zoological Park, Cleveland, on a visiting tour of zoos, called on Supt. Joseph A. Stephan Cincinnati Zoo, and at others of the Billboard here on Thursday. He had inspected animals in Overton Park Zoo, Memphis, with Supt. N. J. Mabey. Before returning to Cleveland he intended to look over the revamped municipal zoo in Columbus, O.

HOUSTON.—A male water buffalo has been born to a Filipino species in Hermann Park Zoo here. Father was from Africa. A female silk is also among new births.

GO ON a year-round basis when reopened late this month, said Jerome T. Harriman, public relations director. Ballroom has been shuttered for remodeling, new decorations and lighting and installation of a heating plant. Antonio Jene, artist who has completed redecorating the park roller rink, is decorating the danceant, theme of which will be America. A policy of strict and name bands will be maintained.

The Pool Whirl

By NAT A. TOR

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

Funhouse Aquatics

Leave it to Brooklyn's St. George's indoor plunge to think up sump'n new. That mammoth pool has consistently been a leader among New York's enclosed natatoriums. And now it has come forward with a swell idea, one that is worthy of immediate consideration of every indoor tank in the country and also those outdoor ones which are still operating in Southern climates. A series of concave mirrors, four in all, have been set up on pillars of St. George's N-2-Citrus. Elongated heads, pot-bellied knees and away-backed profiles are all greeted with gales of laughter as patrons get their distorted reflections in so-called "Coney Island Mirrors."

Needless to add, the mirrors are a great success. Cost is practically nil and no space at all is required. Still swimmers at that plunge consider it an extra treat. Don't you think a few have already confessed that they have made extra visits to the tank only to kid one of their friends who walk in front of those funny see-yourself unknownly.

That's right. Knock your head against the wall for not thinking of the idea yourself. It's simple enough, isn't it? But you have no idea how often the simple ideas are most successful. Don't keep knocking your head, tho', for you still have time to do something about it. Consider possibilities of installing similar mirrors at your establishment. If you're doubtful, tho', no reason why you should be, the best thing is to ask your patrons if they'd like 'em. In other words, get up a small questionnaire and tell patrons what you are contemplating, inviting them to write their approval or disapproval. As a matter of fact, that might be something for you to remember on other projects that you might be planning. Why not ask your patrons beforehand? In that way you'll eliminate part of the gamble.

The few pools which have a policy of conducting questionnaires from time to time have discovered that such a practice leads to create good will. Customers appreciate the fact that operators take them into their confidence and value their opinions. And it pays in the long run.

So think of using Funhouse mirrors. If you're in doubt, do the best thing, ask your patrons about them. Come to think of it, some pools which have facilities should consider the idea of installing other Funhouse gadgets in addition to mirrors. Rolling barrels, rocking horses, slides are just a few which might go and which do not require much space. Remember, however, that certain Funhouse equipment might not be suitable for persons in bathing suits.

Envelope Folder

Bartman Knoebel, of Knoebel's park and pool, Myrtleburg, Pa., writes: "I read your column in reply to my letter concerning pool cleanliness. Your statement that dirty tanks within a locality affect the bit of the sanitary pool so well has been my contention in the past. There is also another angle. When State authorities close a pool, due to sanitation, this also scares the swimming public. However, due to the type of managers to be found at many pools it is or would be almost impossible to get them to cooperate in a cleanliness drive. This is partly due to the vast outlay in cash required to make and operate such pools properly. Be that as it may, it is just one of those things which harass any business."

"Incidentally, we are going to build a new diving tower to replace our present wood tower. Most pools, even large tanks, do not spend much for a tower. Our pool is located near the entrance to the park, so we want a unique tower. We have considered very much one similar

to the large concrete streamlined tower in that large pool at Panama. We have our own crew of mechanics. This is an important item in our business, as you may know. Also in consideration is a built-up hollow stump with limbs as different diving levels. Both of these would be rather expensive to build. Our old tower is 24 feet high and we expect to make the new one about the same size. "Do you know of any nice towers at some plunges where we can get some good ideas?" There must be other operators with tower problems.

Men and Mentions

Wolma Weiskopf is back in the press department of St. George tank, meeting James Klarnet, Hollywood boss man.

How many pool men know that Neal Lang, hubby of the film star Barbara Raye, is the Neal Lang who was formerly associated with New York's Park Central indoor pool and more recently operator of Haleside outdoor tank, Miami Beach, Fla.? He is now a bookie agent.

Tip to indoor pool men: Have you set plans for a Halloween party yet? Don't say you're not doing anything and that there's too much competition from theaters, bridge clubs, etc., all of which always run such stunts. Good idea might be to hold a Spook Swim Race. Another suggestion is diving for pumpkins.

American Recreational Equipment Association

By R. S. UZZELL

All of Reverse Beach, Mass., has taken on new tone and life. Owners of real estate there were once despairing and would have sold at a reduction. Now they are, some of them, operating on their own property but have rented other property on which they are also operating. They are unanimous in reporting better earnings than for some years and are planning better things for 1942.

A few years ago their complaint was on dog rags that they claimed were taking all of the money. The races are still there and so is Reverse Beach with all rides and attractions showing better results than they ever hoped would come again. A South Boat ride eight years old scored away ahead of the first year. Coasters had a good run and the new rides are satisfactory.

The chronic headache is of their own making. All except the Coasters and the boats bow to that 5-cent fare, with just a few exceptions. They know it is shortsighted and all wrong, but they just will not get together. Of course, they are not alone in this commercial suicide. Other beaches in America are just as foolish. The new taxes may bring them to a new get-together that will give desired results. It used to be said that bankruptcy was the only thing that could change agricultural methods. Let us hope beaches, including Coney Island, N. Y., will see the light before the sheriff makes his appearance.

Activity at Reverse Beach

Many attractions were in operation at the famous resort on Sunday, October 5, including bathing in the ocean. This is very unusual, but these men are on their toes to make the best of every opportunity. John J. Hurley, one of the old-timers with more than 40 years' continuous experience at the beach, has put in a successful trailer camp, where several concessionaires and managers live in their trailers for the season, at the close of which they hike for Florida. Others expect to remain at the camp during the winter.

At Holyoke, Mass., Mountain Park, because of factories, defense work and other increased demands for labor, Henry Martindale expects to import his labor from New York and Fanny Hubbs brings some of her employees from In-

dianapolis. The increased cost of operation has been anxious.

At West Haven, Conn., Savin Rock Saturday and Sunday operation prevailed at the late date. One large four-abreast Merry-Go-Round is heated to operate on week-ends all winter. It accommodates also a large number of games which will be kept ready at all times for business. These men are anxious to even up on that severe 1938 storm damage. John Tierman paid for his Laugh-in-the-Dark last year, the first season, and this year topped the previous season by 30 per cent. Frank S. Terrell has put the Wilcox Restaurant back on its old standard. His health has improved and he looks good for a long run yet. One would never suspect that the storm had left his place a wreck. Fred Levers is more encouraged than ever to carry on. His improvements mapped for 1942 show his faith and courage. He has a broader smile than he has had for several years. He is surely a seasoned veteran.

Markey Has Surprise

Fred L. Markey is hearing the end of his long sustained effort on the annual program. He has made it a business, with his other duties and responsibilities a side line. His program correspondence has run into a volume. He is going to spring a surprise innovation that should create interest and added attendance for the program. Mum is the word until he is ready for the release.

Cy Bond is going into action on the program. He never asks for a job and never shirks when asked to go to bat for anything that he thinks will benefit the industry. He did a fine job for the New England meeting last year. Surely his hand has not lost its dexterity. It's an all-out effort for an interesting and helpful meeting in Chicago in December. Cy has another hope that everyone will come to bat when called upon to produce for the national convention.

"BEST PROMOTIONS"

(Continued from page 45)

toward the very fine increase in receipts this year over previous years. While better business conditions that have existed throughout the country have been partly responsible for this increase in business, I am thoroughly convinced that it has been thru the greater efforts of park management in promotion and publicity that a great amount of this increase has been realized.

"With this in mind, I am preparing a set of charts with graphs on promotion and publicity, together with the various fields of activity in these two branches of the business as interest arousing to be a presentation at the convention. Along with these charts which will give a picture of promotion and advertising possibilities, I am writing the leading parks of the country to have their promotion and publicity men write me at once short articles from 300 to 500 words, stating just what they feel about the tie-up of promotion and publicity men with the park managements and the general interest shown their work by the outing organizations.

"It is in my belief that while this subject is very old and has been discussed time and time again at national conventions, we can still get a new point of view on the present-day situation and closer cooperation and direction of activities between management and promotion and publicity department.

Operation Highs and Lows

"From my travels throughout the country it is very apparent that amusement parks start off early in the season with slow business, having peaks on Saturdays and Sundays and holidays, and with considerable outing and picnic business during July and the first two weeks in August. After August 15 park business slumps and there is a very low valley in the business until Labor Day when there is another high peak, and it immediately drops off to nothing again. During the park operating season there is an average day's business necessary for profitable operation. The peaks on week-ends and Sundays increase the burden of efficient operation and the low valleys during weekdays and the dropping off of business after August 15 are experiments that many parks close during the week and operate only on week-ends.

"If at the coming convention we can stimulate park owners and operators to organize efficient promotion and publicity departments that will feature many of the special events and attractions that will be discussed at the meeting, I am thereby convinced that the profits for

1942 will be even greater than they are at the present time.

"I believe the sessions of the convention this year, which will take more or less the form of an open forum, will have something very vital for those who attend."

COLE SETS RECORD

(Continued from page 34)

train did not reach Micon yards until about 10:50 a.m. First wagon reached the lot a little after 11 o'clock and the matinee performance started only 30 minutes late.

Matinee was fair, but at night every seat was occupied and hundreds were on the ground. Jack Dempsey fought to be a big draw, and at night nearly 5,000 persons were held for the concert. Wrestling by a Micon policeman, C. H. Sault, matched with show's wrestler, billed as Young Ed Lewis, was a popular feature.

Circus officials said the week had been one of the best of the season, starting in Charleston, S. C., Monday; Columbia, Tuesday; and Augusta, Wednesday.

Charles Sparks, former circus owner now living in retirement, spent the day on the lot as guest of Manager Zach Terrell. Paul M. Conaway, former circus press agent who is a Micon attorney, also took the day off and caught both performances.

Home-Coming for Troupers

It was a home-coming for many troupers, who formerly lived or wintered in Macon, including Superintendents Ocella (Curly) Stewart, Bannerman Dick Scott, Terrell, Bill Morgan on front door; Alton Carl, steward; Harry Reynolds, wire walker and member of the Paul Wilson troupe; Bernard and Corinne Deaso, performers, and Joe Haworth, legal adviser.

Show received front-page publicity in Macon on show day, with two pieces of art and two stories. There were two 15-minute free radio broadcasts from studios here and a children's ticket buy-up with Sears, Roebuck & Company for 35-cent general admission tickets for children at matinee.

A. E. (Doc) Waltrip handled press at Augusta and Macon. In Augusta he landed 18 pieces of art in *The Chronicle* and in *The Herald*. Moon Telegraph and News were liberal with space.

Spectators filled the big top to the ring curb at night in Augusta, and the matinee was satisfactory.

This section of Georgia was fresh for a railroad circus, as it had been several years since a rail show played here.

Performance won high praise from newspaper reviewers.

MODEL BUILDERS

(Continued from page 32)

tober 19. All Model Builders and their friends have been invited to attend this meeting.

Joseph Zoltowski, recently of the U. S. Army, has returned to his home and all letters to him should be sent to his home address.

Many members of the CMBBO and the Ladies' Auxiliary availed themselves of the opportunity to visit with Terrell and Dolly Jacobs, honorary members, during their recent appearance at the Shrine Circus in Philadelphia.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Bergin-Freeman Combo in Boston

BOSTON, Oct. 11.—Fred Bergin, skate dance committee chairman of the Roller Skating Rink Operators' Association of the United States and until recently manager of Skateland, Dayton, O., has disposed of his interests in the Ohio rink and became affiliated financially with Fred H. Freeman, NSBOA president and general manager of Winter Garden and Ches Vons rollerways, Dorchester, Mass., in the operation of Bal-a-Roue Rollerway, Medford, suburb of Boston.

Bergin will be general manager of the rink, which takes the place of Lyonhurst Rollerway, Marlboro, Mass., leased by Winter Garden management the past five years. Bal-a-Roue has been retrofitted and remodeled and is expected to open in late October. Daniel McNeice, manager of Lyonhurst, and Yvonne McNeice, cashier, will hold the same positions with the new rink. Change in location was made in the belief that operations would be benefited.

Police and programs for Bal-a-Roue will be the same as those of the older organization. There will be a Medford

division of all clubs and classes. All figure club classes will be part of the Fred H. Freeman Figure Skating Club and all fees, dues and admissions will be the same. Tickets will be interchangeable.

Nantasket Rollerway, another Winter Garden-managed rink in Paragon Park, Nantasket Beach, Mass., closed one of its most successful seasons in history on September 28. It will reopen in May.

Winter Garden reopened on October 2. Management looks for the 1941-42 season to be the best in history and plans to mark its 10th anniversary with a celebration and distribution of an anniversary booklet illustrating pictorially the organization's growth.

As was the case last year, there will be three divisions of the figure skating club for skaters of varying ability. Adult dance classes, a popular feature, will be conducted Monday, Tuesday and Thursday nights after regular sessions. Friday afternoon figure skating classes for high school students will again be conducted by Mr. and Mrs. Melvin Umbach, professionals. On Saturday mornings a juvenile figure skating class will be held.

Mineola Bow Draws Over 2,000 to Floor

MINEOLA, L. I., Oct. 11.—A near-record crowd of over 2,000 turned out for grand opening of the eighth season of Mineola Roller Rink on September 16, reported General Manager Earl Van Horn. Feature attraction was a skating show, taken part in by Mineola's best skaters, including State and national title holders.

Skaters were unanimous in their approval of recently completed alterations in the rink. Most important, perhaps, was installation of a Swanson floating floor, a hard maple surface laid over a porous matrix separating it from base beams. It is said to provide a floor of unexcelled smoothness and to absorb much surface noise from skates. Lobby and side aisles have been laid with linoleum to match newly decorated spectators' seats, and locker and dressing rooms with showers have been added.

Appearing in the show were Chad Detrick, a newcomer who clicked heavily with a free style routine; Ricky Moore and George Wood, exhibition variation of the Ten Fox; Dorothy Humes and Herbert Daisley, Paschnation Fox Trot; Dorothy Lugnbuhl and Chad Detrick, pair skating; Norma Wood, free style; Dolly Durkin and Walter Hughes, the Mary Louise; Martha Weed and Jimmy Coopers, pair skating; Ellen Heischer and Clarence Carter, Rocker Fox Trot; Dorothy Lugnbuhl and Andy Wragge, Jitterbug dancing; Gordon Finnigan, free style; Martin Wood and Rita Kopinshil, shadow skating; Jean White, free style; Barbara Killip and Fred Ludwig, Olympic Swing; Terry Taylor, free style; Jean White and Walter Hughes, pair skating; Lois Goeller, free style; Walter Bickmeyer Jr., free style, and the Mineola Ballet.

New feature, Dance Night, was inaugurated on September 29 and will be held every Monday. Programs will consist of 21 numbers for couples only, with a different step for each number. Mon-

day and Friday dance classes for elementary and advanced skaters have been resumed. They will be conducted by Louise Campbell, bronze and silver medalist dancer, and Joseph Goeller, holder of the same proficiency medal, who has been added to the staff. They will also assist Francis Le Maire and Manager Van Horn in instructing the figure skating club, which has resumed Sunday morning classes. Saturday morning Children's Club sessions, started last year, were resumed on September 20. Sessions are offered at a special price. They are in charge of instructors, and dance classes are held for members at intervals. Another addition to the Mineola staff is Ed McDonald, organist. Sue will assist the duet of Charlie Cavelti and Mal Tate.

Revue for Opening Of N. J. AOW Spot

ELIZABETH, N. J., Oct. 11.—Twin City Arena, newest rink to be constructed by America on Wheels, will open here on October 16 with Claire Miller's Military Revue and exhibitions by noted skaters as featured attractions, reported Don Marshall, publicity director. Numerous personalities prominent in the sports and theatrical worlds are expected to be present. Rink is located on Sherman Avenue at the Elizabeth-Newark boundary.

Designed by Barney Singer, the building's facade is of stainless steel and porcelain and is equipped with indirect lights to create striking effects. Mirrored columns give the structure's front a modernistic touch. Railed bands of light jut from walls. One of the features of the rink is separate lounges for patrons owning their own shoe skates. Albert Schweizer, professor of architecture at New York University, and Winold Besse, professor of design at the same institution, planned interior decorating, done in a patriotic motif. An elaborate organ stage adds to the appearance.

America on Wheels operates Mount Vernon (N. Y.) Arena and six other New Jersey rinks, Capital Arena, Trenton; Casino Arena, Asbury Park; Boulevard Arena, Bayonne; Perth Amboy Arena, Passaic Skating Rink, and Roseland Rink, Long Branch.

Notes From Philly

By E. M. MOGAS

Peter Pertsch, who died October 4 in Philadelphia Naval Hospital of a heart attack, was a former member of the Four Maels, roller-skating act. He was with the act in Europe, returning to this country at outbreak of the war. Shortly after his return he opened a hair-dressing business in Philadelphia. Instead of waiting to be drafted he enlisted with the 108th Army Engineers. While on leave here he developed pneumonia, and it is believed the illness weakened his heart. For some time he was in an iron lung. Pete was one of the first Carman

Rink skaters. He was of slight build and passed army height regulations by one inch.

Philadelphia friends of Mr. and Mrs. Roy Nichols, Santa Monica, Calif., recently received cards announcing birth of a seven-pound eight-ounce son on September 13. Mrs. Nichols is one of the Keller sisters, who made an exhibition tour of rinks a few years ago for the Roller Skating Rink Operators' Association of the United States. Last year Mr. and Mrs. Nichols were professionals at Arena Rink, St. Louis, teaching dance and figure skating.

Extremely warm weather in the East has not hurt rink business. Several operators have reported excellent business and that attendance is increasing at each session. Among recent visitors at Circus Gardens Rink was Jess Bell, Detroit, who has been on a tour of Eastern rinks. Johnny Jones, who piloted Riverview Beach Rink, Pennsville, N. J., the past summer, has returned to Bridgeport, Conn., where he is on the staff of Pleasure Beach Rink. There is a persistent rumor that a syndicate has been formed to build a large sports center in Upper Darby. It would combine bowling, ice and roller skating and a film theater. Upper Darby is an exclusive area and one which is developing rapidly.

Fred (Bright Star) Murray, 78-year-old Pawnee Indian figure skater, now located at Atens (Pa.) Rink, writes that he is anticipating the birthday party which is tendered him annually by Fred Martin, general manager of Arena Gardens, Detroit. He also stated he is contemplating another Coast trip and that he has practically recovered from injuries received while on his last tour.

MAYLE GROVE ROLLARENA, in a remodelled and redecorated field house in Maple Grove Park, Lancaster, Pa., opened on October 4 under management of C. B. DePhillips.

ARENA GARDENS in Socialist Park, Sinking Springs, Pa., will operate roller skating and a film theater. It is conducting another Coast trip and that he has practically recovered from injuries received while on his last tour.

HOLLER SKATING will continue at Purves Park, Hanover, Pa., the other park attractions have closed. Sessions are scheduled for Wednesday and Saturday nights and Sunday afternoons and nights.

HAPPYLAND Roller Rink in Hastings Park, Vancouver, B. C., reopened recently with a revue and figure skating teams from Seattle as featured attractions. Rink has been reconditioned and will operate nightly and on Saturday mornings and afternoons.

ROLLER rink in Summit Beach Park, Akron, which underwent modernization the past eight weeks, was started up on October 11, said Jerome T. Harriman, park publicity director. Berry Trio was booked for the first Saturday and Sunday. Special attractions are planned for fall and winter. Interior has been rebuilt and redecorated in a patriotic theme and the floor has been reconditioned. New lighting effects have been installed. Nightly operation is planned.

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GAGAN BROTHERS
448 South St. EVERETT, MASS.

FOR SALE

40-50 lb. Test and Heavy Flow, 100 pairs of Blotting and Change Notes, Lead Neutral and Public Address, Radio, etc. Rink now in operation. Free 1940-41.

R. G. POTTER
1310 S. Sixth LOUISVILLE, KY.

FOR SALE

Five grade hard maple Detroit, Hastings Park, 41x122" systems. 2" wide, 12" long. See new and one removed. \$200. Milwaukee and Excelsior, \$100. Can be seen at Orchard, Wis., Fair Grounds, Detroit 30, Brown, G. N. FELLIX, 1510 E. Ross Ave., Cuyahoga, California.

LET'S GO! U.S.A. KEEP 'EM FLYING!



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Leonard Traube's Out in the Open

NEW YORK

Modern Rodeo History

SOME information made part of the official printed program of the 16th annual "series" rodeo at Madison Square Garden brings to mind a few thoughts gathered from previous chote-and-oueral classes. A full-page cartoon notes, for instance, that Frank Moore is manager of the show for the 13th straight year. This is a slight slip-up, by cartoonist Ted Carroll and the copy-reading department, because "California's Frank" Moore tubed up with the Garden annual beginning with the 1931 rumpus.

We remember the day in a very pleasant sort of way because it was in the spring of that year that we first met up with the man who always twirls a very enigmatic twinkle in his eye. The boss had asked us to hop to Moore's hotel and interview the gentleman on procedure for the "new deal" show. The rehashing of cards had to do with the fact that Col. W. T. Johnson was to come east for the first time to supply the stock and stage the corral. Moore told us plenty in praise of the Colonel and his cattle ranch works, and the next few years bore out Moore's remarks and then some. Colonel Johnson and Moore, his manager, are the ones responsible for putting the series in the real big-time class, where it has remained ever since.

The same cartoon also remarks that Moore staged the first New York rodeo in the old Garden back in 1925. If the wording means that Moore first brought a cowboy opera to Gotham, that's not exactly authentic. As early as 1913, if our memory is not too faulty, the great Guy Weadick put on a monster Western panorama in Sheephead Bay out near the rings of Coney Island.

The modern series begins at the new Garden in 1926, when the late Tex Rickard presents Fred Beebe's "World's Series Rodeo." This is a November scheduling for the benefit of Broad Street Hospital and it runs a modest 10 days. The arena director is Johnnie Mullins, and Major Harold S. Dibble, for years the Garden's booking chief, is a mere associate to the chief timer.

Tex Rickard is still presiding Fred Beebe's show in 1927, but the run is down to nine days. It should be mentioned that in that era there were two shows daily, a procedure which did not seem to work out so well. The 1927 manager is Allen Brasin and Mullins is still arena boss. Major Dibble has risen to the post of chief timer and way down in the lists is the name of Fred Alward, assistant arena secretary, who for the last 11 years, including this one, has officiated as head man in this division.

In 1928 Tex Rickard functions without benefit of Beebe, the cigar-smoking promoter becoming the producer himself. It is Rickard's last contribution to that sport and sports stuff itself, for the greatest promoter of the century, the propagandist par excellence, is called up

by his Maker in January, 1929, the year in which Allen Brasin is first lord of the cowboy chase. In 1930 the new patron saint of the rodeo is William P. Carey, Garden revery, and it is in this year that a new and very swell announcer comes out of hiding and makes an auspicious debut as narrator—Alfred B. Frasen, Al to his friends, who happen to be legion.

Nineteen thirty-one marks the entry of the incomparable Colonel Johnson and with it a departure in run, which is extended to an alarming 15 days. But the next year the period becomes 17 days and there is a new beneficiary, Mrs. Hearty's Milk Fund. Johnson's detestants are Bryan Booth, arena director; Fred Alford, arena secretary, and, of course, Frank Moore. Everett Colburn, who was to become managing director, is a judge. Comes 1933 and the run is for 19 days. The boss of the mob is Col. John Reed Kilpatrick, Garden president. By 1934 Harold Dibble has become assistant managing director for Colonel Johnson.

The next season there is little change except that a beneficiary has been dropped, an indication that the annual show is now completely on its own. There is little to report about 1936 that isn't good, including the revenue. But in 1937 Colonel Johnson, who showed 'em how to do it for six years running, is out. Everett Colburn is kingpin for the Garden with the combination run, including the Mack Train Chumant and Harry Knight. In 1938 it's a 24-day run, which, like some of its predecessors, is a record for a rodeo, but this peak is knocked into a cocked hat in 1939, when the duration is 26 days.

In 1940, which brings this little tale to last year, seven days are chopped off, which makes seven fewer days to see Gene Autry, the crackler-barrel, affidavimanned singer, who makes his New York debut. Mr. Autry is again the big stuff this year for 19 days.

What all this adds up to is difficult to say, even for us, except that the one guy who keeps on going for 11 years under various administrations is more other than Frank Moore, manager, he being the same fine gent who is mentioned in the second sentence of this chronicle. If you can remember that far back.

It is nice to end this informal history of New York's modern rodeo on this note, but before doing so we wish to take issue in an affectionate way with Station WOP, New York. A note item that celebrated edition claims that on Thursday, October 9, it was the first to broadcast a description of a bucking brook with a hand microphone held by the contestant, who happens to be Alice Greenough. Back in 1938, when we were associated with a rodeo in Boston, we suggested a "remote" broadcast of that character and it was done by a Boston station. We did not then claim it was the first broadcast of its kind and we therefore cannot let WOP enjoy its newly discovered day in the sun.

Nat Green's

The Crossroads

CHICAGO

MOVING a show even a comparatively short distance is likely to be a headache these days, particularly in regions where a lot of defense work is going on. San Diego, Calif., is a busy defense spot, and when the Rubin & Cherry Exposition moved in from Panama, they found the going plenty slow and opened a day late, so the show's management ran an apology in the dailies. It read: "An apology to the many thousands, and I you mean thousands, that came to attend the Rubin & Cherry Exposition last night. Because of transportation difficulties beyond our control we are unable to open as per schedule. The Rubin & Cherry Exposition will positively open tonight." Which drew this comment from C. K. Audibert: "It is good to see the change in the mind of carnival operators toward the public."

WITH Patty and Frank Conklin's Canadian show in the barn, there has been a general trek of the boys back to the States during the last week or two. While they are glad to get back home, they have no kick on the season, which was a profitable one for everybody.

All came back with sizable bank rolls. Some idea of how good it was may be gleaned from the boys' mode of travel. All strictly first class this year, and some of the boys were so anxious to get down to Miami that trains were too slow for them, so a group chartered an airliner and flew to Florida in style.

GLEANED from the gazettes: The American Weekly, mac supplement of Hearst Sunday papers, carried a story last week titled *Beasts That Bombarded America* in which one Al Wilson, described as a veteran showman, told a weird story of shows that advertise

some non-existent monster, lure the crowds into the tent by means of lurid lectures and the good old ruse string, then after the dimes have been collected announce that the man-eating monster has escaped from his cage and shout, "Run for your lives! We'd say the story is as imaginary as the monsters it describes. . . . The Chicago Daily News ran an interesting story on Mrs. Katherine Murphy, of Bangor, Mich., who will have a 10-room exhibit of human furnishings of the last 50 years at the 1941 Michigan State Fair. . . . Ashton Steven's column in the *Herald-American* of October 7 carried a letter from Harlan Tarbell, magician, who has done much to keep the magic art alive and popular. While Tarbell has never become as well known to the public as Dante Blackstone and various others, he is one of the severest magicians in the business and has tutored many youngsters who later became popular professionals.

JOHN P. MULLEN, president of Iowa State Fair board, is a great Notre Dame fan and he was in last week for the Notre Dame-Indiana game at South Bend, rooting for what used to be the Irish. . . . Harry O. Seber, back from the Conklin Shows, will remain in Chicago until after the conventions, then return to the West Coast. . . . Art Brise left the city (P) for Seattle and by the time this is in print probably will be up in the mountains skiing with Abner K. Kline. . . . Sunny Bernet, back in town from Atlanta and Birmingham, left last Sunday for the Dallas fair. . . . Sam Applebaum, concessionaire with the Kaus Exposition Shows, writes from U. S. Naval Hospital at Philadelphia that he was operated for a gall bladder and is now on the way to recovery. He hopes to be back in harness soon, either with Kaus or in Florida for the winter fair.

Walter Hale, who handled publicity for the Conklin Shows the past season, is back in Chi and making plans for winter activities. . . . According to the 805 by a prominent September 24 and is now on the way to recovery. He hopes to be back in harness soon, either with Kaus or in Florida for the winter fair.

Walter Hale, who handled publicity for the Conklin Shows the past season, is back in Chi and making plans for winter activities. . . . According to the 805 stove dope going round, at least two new circuses will be in the field next season, and one shows that has successfully toured the Midwest for a number of years will desert the canvas field for indoor affairs. . . . Like most worthwhile attractions, Shipstead & Johnson's *Ice Follies* has been playing to phenomenal business and its Chicago engagement, starting this week at the Arena, promises to be a sellout. With a gorgeous production and stars like Ben Johnson, Eddie and Roy Shindler, Ben Erhardt, Evelyn Chantrel and Bruce Mapee, and Frick and Frack it can't miss!

WHILE the "men folk" will be busy with the outdoor convention eight weeks hence, their ladies are apt to insist on being shown some of Chicago's sights. Already we have received several inquiries as to what entertainment will be available during convention week. Theatrical fare—that is, the legitimate theatre—will not be so plentiful. Gladys and Louie's Players, both now current, probably will be here and both are well worth seeing. Just what others will be on tap is problematical. In the night club line, leading spots will have their new winter shows on and there will be plenty to choose from. The Chez Paree, Empire Room of the Palmer House, and Rhumba Casino will have elaborate shows. Swing addicts will find the Parkland Room of the Sherman a hot spot. There is always a passing show in the Walnut Room of the Bismarck. For spicy shows Harry's New Yorker, Colostimo's, and the 606 Club are among the best. These and a score of other dine and dance spots should provide ample entertainment for the leisure time of visiting showmen.

BALLYHOO BROS.

(Continued from page 36)

with them with lights at 2 cents a kw., shaving at 41 cents a kw. and sprinkling for an additional 10 cents.

On Monday the event started with an all-day ball-game workers' grinding contest. All we could hear that day was "Bumpy-Daddy! Dodge 'em, Kitty!" "Thru the window!" "Get a lumber yard that time!" "Blast! Your tail's on fire!" "Baseball pitchers barred." "You don't have to knock 'em off, just lay 'em over" and hundreds of other cracks, symbols of the games. Tuesday was "Bumping and Tossing Day." No winners of either event were announced. Wednesday was set as Collecting Day for the remainder of the privileges, but was postponed because none of the operators showed up.

Thursday was the night of the grand ball for the ball-gamers and crowning of the queen. The ball was a success but the crowning of the queen started a wrangle. All contestants claimed the

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 11.—(A)ltho awaiting official announcement of the International Association of Fairs and Expositions as to time and place of its annual meeting, which will determine time and place of our annual meeting, we are unofficially informed that the IAEF will convene in the Hotel Sherman, Chicago, beginning on December 1.

Accordingly, the annual meeting of this association probably will likewise be held in the Hotel Sherman, Chicago, beginning on the night of December 1 at 11 o'clock and continuing nightly until completion of our business.

We are preparing our annual report as in previous years and find that, because of prevailing world conditions, it will be necessary to give consideration to many subjects which have hitherto been passed by as unimportant. If members or others have any ideas on subjects which they wish to submit to the annual meeting, they should communicate with us immediately so that the subjects of interest to them may be included in our annual report. As in previous years and in accordance with our bylaws, due notice of the annual meeting will be sent each of our member shows.

United States Department of Commerce has sent us much detailed information in connection with the subject of possible oil shortages in Atlantic Seaboard territory. Any member show that may be interested in this information can obtain it by writing to the association's office.

title of ball-game queen because of having been known as such for years. The title, but not the purse, was awarded to the one who had brought the most footage, which the office considered fair to all parties concerned, including the office. The rest of the days were billed as Try-To-Get-Even Days, so the games stopped playing and went to work.

As in the purses made up by the local merchants, we had to purge them. For every dollar lost by those who didn't pay off in full, 99 of the purse money was taken out by the office as a lesson to those who left between moons. We forget to mention that because all available space on the grounds had been sold to the games, it was necessary for our train to pull thru town and set up the show in Mulph, Miss., where it enjoyed a big week. MAJOR PRIVILEGE

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Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads-Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

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Notice, Selective Service Men! The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

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AGENTS WANTED FOR COMMERCIAL REPORTER PLAN. Fast sellers only. Send 10c for sample. **SUPERIOR SALES SERVICE**, Box 579, Boston, Mass.

DEMONSTRATORS — NEW WHIRLWIND Demonstrator. Nothing else like it. Rush name and address for full details. **H. BELFORT**, Engineering Bldg., Chicago. x

EARN WHILE TOURING. Sell improved, original, changeable, religious: 1 Blue Stock Sign, cost 3c, retail 25c. 1 **KODLER'S**, 335 Covert, St. Louis, Mo. oc25x

EXTRA MONEY QUICK — SHOW FRIENDS exceptional line jewelry, Leather Goods, Housewares, Radio, Toy Goods. Outstanding Commission gift items. Liberal profit. Request illustrated catalog. **BEGLEY SPECIALTIES**, 210 Fifth Ave., New York. oc18a

JUST OUT! — BEAUTIFUL THANKSGIVING, Christmas Tinial Signs, 11x14, cardboard, retail 25c; cost \$3.00, 100; 15 samples, \$1.00 postpaid. **ACHY**, 306 Bowery, New York. oc1x

KEY CHECK STAMPING OUTFITS — Big profits stamping Checks, Name Plates, Social Security Plates, **THE ART MFG. CO.**, 303 Degraw St., Brooklyn, N.Y. oc18x

REMEMBER YO-YO! — SENSATIONAL NEW game, "CHOPSTIX" will make a sweet nation. Make fast, easy money. Send 25c immediately (no stamps) for sample and wholesale prices. All territory virgin. **BOX 283-B**, Minneapolis, Minn. oc29x

SELL NEW AND USED CLOTHING from store, home, auto. Men's used Shoes, 15c Ladies' used Dresses, 10c. Other bargains. Experience unnecessary. Free wholesale catalog **SUPERIOR**, 1250-M Jefferson, Chicago. oc18a

V BROOD WITH NAME OF PERSON engraved. Not money-making item at stores. Indoor and outdoor affairs and also direct Rush 25c cents for sample and particulars. **PEWEE CREATINGS**, 313 N. Main Ave., Fayetteville, Tenn.

WHERE TO BUY AT WHOLESALE 50c/100c Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. oc29x

WINDOW SIGN LETTERS — NEW "ROMAN" style. Large sizes, penny each; absolutely beautiful. Free samples, new catalogue **ATLAS**, 7941-L Halsted, Chicago. oc25x

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BIG MONEY DAILY — **SELL BUSINESS STATIONERY**, Advertising Specialties, Book Matches, Gummed Tapes, 700 other needed items to stores, offices, professional men. 33% to profit paid daily. Biggest, best line of its kind. No experience needed. Big outfit free. **WILLIAMS**, 2130 Gladys, Dept. 510, Chicago. x

CLEAN UP NOW TILL XMAS — **FAST SELLING** Perfume Bottles - Low prices. Big profits. **MIDSON**, 2323 W. Pine, Los Angeles, Calif. oc29x

FORMULAS & PLANS

COCKROACHES KILL RESTAURANT BUSINESS. They drive customers away. Send for our speedy extermination treatment. Backed by experts. Amount sufficient to destroy thousands. \$3.00 cost paid. **HOUSE PESTS EXTERMINATORS**, Box 1472, Roanoke, Va.

BUSINESS OPPORTUNITIES

CONFESSIONERS, WHEELMEN, ETC. — **SOARING** amazingly new. Act at once. Send for **EDWARD L. ROBERTSON**, 1049 Gayden, In. Greer, Calif.

"DEFENSE MEANS DOLLARS" — **GET YOURS** now. Make at home, Egyptian Mummy, the latest novelty sensation and Lightning Picture Transfer. Sample, plan, formula, demonstration and fifty-five price, \$1.00. **JOHNSON'S DOLLARS**, 483 E. 9th St., W., Washington, D. C.

FORCED OUT OF BUSINESS ACCOUNT ILL health. Concern established 40 years manufacturing carnival supplies, 400 room furniture. **BOX C-251**, Billboard, Cincinnati. oc18

FITCHMENT SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fees. Catalog 69-8 free. **C. H. HANSON**, 503 W. Erie, Chicago. x

RECREATION PARK ON NEW ENGLAND'S finest lake. Ideal spot, fine beach, ballroom, roller rink, etc. competition. **BOX C-238**, Billboard, Cincinnati. oc18

RODDED GROUND AVAILABLE — JUST OUTSIDE of city limits. Electricity on ground. Contact **A. O. ROBERTS**, R. F. D. 1, Box 9, Lake City, Fla. Phone 386R.

SURPLUS CAPITALS—PROFIT FROM BUILDING boom. Plastics and Party Gun (Pat. No. 2,220,191) for sale. **T. PASANEN**, Franklin Mine, Mich.

INSTRUCTIONS BOOKS & CARTOONS

EARN MONEY AT ONCE WITH YOUR OWN Business. Rare, unusual plan, 25c. **T. GORDON**, 27 Gilbert St., New Haven, Conn.

TRAVELERS TO SERVE OPEN PRESS AS PRESS Correspondents— Spare-time work, good side money. Official Free-lance "Press Card" in your name and reporting instructions for \$1.00. Air mail to **BUREAU CHIEF**, Press Radio Service, 1914 11th, Washington, D. C. oc18

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. **BALDO ART SERVICE**, Okobahn, Wis. oc18a

MISCELLANEOUS

MEXICAN JUMPING BEANS — 40c HUNDRED — \$2.50 thousand. Shipment last arrived. Trial order 25c. **J. J. FRANK**, 325B Palm, Rockford, Ill. oc18

I HEAT SIX ROOMS \$20.00 YEARLY — Information 10c. **ROSENZWEIG**, Route 10-M, Cincinnati, O. x

PRINTING

100 TWENTY ROUND 5x11 LETTERHEADS and 100 lbs. Envelopes, \$1.00 postpaid. **HANOMER**, 1125 BENNEVILLE PRINTING, 907 W. Roosevelt, Philadelphia, Pa.

1,000 PERFORATED DUPLICATE NUMBERED Drawing Tickets, \$1.25; 1,000 3x4 Handbills, \$1.25; 449; \$1.50; 6x12; \$2.25. **SHO-PRESS**, 706 E. Matthews, Jonesboro, Ark.

COIN-OPERATED MACHINES, SECOND-HAND

WILL BUY OR TAKE TRADES ON USED Phonographs— Write full details on what you have to sell and what you want to buy. **NATIONAL LANG MFG. CO.**, 183 Merrick Road, Merrick, Long Island, N.Y. tnx

30 MILLS BLUE FRONTS, 10c; 15 MILLS BLUE Fronts, 10c; 10 Extraordinary Mills, 5c; 10 Jennings (J.M.), 5c; 5 Q.T.'s, 5c; 2 Q.T.'s, 10c; 2-Walling Treasures, 3c. Write or write for prices. **JOHN MUSER**, Box 544, Eugene, Ore.

30 KIRK GUESSEY SCALES. LATER SERIES, all excellent condition, \$30.00 each, one or all. Also have rats of 120 Kirk Scales in California, good locations. Full price \$12,000.00. One-half down. **McGUIRE CO.**, 1222 Lee Ave., Long Beach, Calif.

AUTOMATIC WARNER VOICE RECORDER — New type mechanism, best of condition throughout; 25c. **304c**. Dials, cat. 5c. Army camps and makes make fine locations: \$50.00 weekly take away: \$450.00 earned. **8065 V. McGUIRE**, 1922 Lee Ave., Long Beach, Calif. oc25

RAB GUIN, 1/4" **FACTORY FRESH**, 15c **BOX**; Tab, Stick, Midget Chicks, easy Vendng. **CO. AMERICAN CHEWING**, Mt. Pleasant, Newark, N.J. tnc-nc18x

DICERS AND ROTARYS — **WILL PAY CASH**. State manufacturer, year, style and price. **BRODSION COMPANY**, 540 Lake Shore Drive, Chicago, Ill. oc25

FACTORY REBUILT RED HEAD-TRACKTIMES with latest improvements including extra clear glass over decorated glass to prevent breakage of latter; greatest money making cigarette, \$35.00. One-third down, balance C. O. D. **W. E. KEENEY MFG. CO.**, 2611 Indiana Ave., Chicago.

FOR SALE — KEENEY SUPER TRACK TIMES Pastimes, Race Room, Mills Bonus, Radio Rifle, Revolver and Sates. **CHARLES PITTE**, New Bedford, Mass. oc18

FOR SALE — REFINISHED PITTLES: BLUE Fronts, 25c. \$1.25; 10c. \$39.50; War Flags, 25c. \$47.50; Extraordinary, like new, 5c. \$80.00; 25c. \$32.50; Golden, 25c. \$39.50; Jennings Chiefs, 5c. \$39.50; Rotates, 25c. \$32.50; 10c. \$29.50. Many others. 2-3 W.P. **Oppen**, \$5.00. **Two-Wheel downer**, balance C. O. D. used 2 weeks, \$9.50; Mills 1-2-3, \$32.50; Variety, Stop & Go, Fire Alarm, Circuit, Big Six, High Lite, Rink, Zip, Spotted, Chief, Super Six, \$10.00; On Deck, like new, \$22.50. Trade for Phonographs. **MUSIC MACHINE CO.**, Brunswick, Ga. x

FREE PLAYS — ALL IN A-1 CONDITION. Bangs, \$5.00; Big Six, \$5.50; Chicanos, \$5.00; Commodores, \$10.50; Fantasy, \$5.50; Goggles, \$12.50; Hudevers, \$16.50; Lone Stars, \$19.50; Red Hen, \$5.50; Double Features, \$16.50; Three Scams, \$16.50; Super Sires, \$7.50; Trillions, \$7.50; Lancers, \$13.50; Brits, \$5.50; Chevrots, \$5.50; Buckaroes, \$5.50. Over 500 more Free Plays. **Play Tables**, Catalogue free. **Send for complete list. Terms: by deposit with order, balance C. O. D. METRO NOVELTY CO.**, 2000 N. Oakley, Chicago. x

FREE PLAYS — 11 ANABELS, \$21.50 EACH; 3 Sport Parades, \$44.50 each; 3 School Days, \$14.50 each; 1 Major, 1941, \$11.50; Connie Chute— for \$5.00; W. E. EASTMAN, Camp Exchange, Camp Shelby, Miss. Telephone 596.

MILLS BLUE FRONTS, \$35.00; 16 PLAY, \$27.50; 10c. Goggles, \$27.50; 1c. Gooseneck, \$17.50; Q.T.'s, \$20.00; Vest-Pockets, \$27.50; Columbus, \$37.50; Sted. Calabawa, Mills Down. \$25.00. **ROCKPORT NOVELTY CO.**, Rockport, Tex. oc25

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog. Over 1,000 reconditioned Machine Bargains, Accessories, Parts, Supplies. **BADGER NOVELTY**, 2548 N. 20th, Milwaukee, Wis. oc25x

SPECIAL — 100 STEWART-MCGUIRE NUT, \$3.33; 100 c. Buret, \$7.50; 100 c. Column Nut, \$2.95; 30 to 1700 cast 1 Bell Gum, \$2.50; 100 to Advance Nut, \$3.95; **CAMBO VENDING**, 402 West 42nd, New York.

WANTED — ROLASCORES, BOWLETTE IRL, Rockwell Inn, Target Roll Inn, other. **Jack Ball Winys**, Name lowest price. **L. BILLOW**, 2512 1/2 Ave., Hill, Chicago. oc18

WANTED — ALL MAKES AND MODELS OF Used Phonographs and Sets. Will trade like new and used Pin Games, Comics, Scizes, Arcade Equipment and Telephone Music Set. Write for our guaranteed bargain list. **NORTH-WESTERN MUSIC CO.**, 120 W. 3d St., Sterling, Ill., or to **Mississauga Vending Company**, Philadelphia, Miss. nc1x

WANTED — CLUB CONSOLE SLOTS, MILLS OR Race, Mills F.O.K. and other Excitators. Describe fully and quote. **COLEMAN NOVELTY**, Rockford, Ill.

WILL BUY OR TAKE TRADES ON USED Phonographs— Write full details on what you have to sell and what you want to buy. **NATIONAL LANG MFG. CO.**, 183 Merrick Road, Merrick, Long Island, N.Y. tnx

30 MILLS BLUE FRONTS, 10c; 15 MILLS BLUE Fronts, 10c; 10 Extraordinary Mills, 5c; 10 Jennings (J.M.), 5c; 5 Q.T.'s, 5c; 2 Q.T.'s, 10c; 2-Walling Treasures, 3c. Write or write for prices. **JOHN MUSER**, Box 544, Eugene, Ore.

30 KIRK GUESSEY SCALES. LATER SERIES, all excellent condition, \$30.00 each, one or all. Also have rats of 120 Kirk Scales in California, good locations. Full price \$12,000.00. One-half down. **McGUIRE CO.**, 1222 Lee Ave., Long Beach, Calif.

AUTOMATIC WARNER VOICE RECORDER — New type mechanism, best of condition throughout; 25c. **304c**. Dials, cat. 5c. Army camps and makes make fine locations: \$50.00 weekly take away: \$450.00 earned. **8065 V. McGUIRE**, 1922 Lee Ave., Long Beach, Calif. oc25

RAB GUIN, 1/4" **FACTORY FRESH**, 15c **BOX**; Tab, Stick, Midget Chicks, easy Vendng. **CO. AMERICAN CHEWING**, Mt. Pleasant, Newark, N.J. tnc-nc18x

DICERS AND ROTARYS — **WILL PAY CASH**. State manufacturer, year, style and price. **BRODSION COMPANY**, 540 Lake Shore Drive, Chicago, Ill. oc25

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE quart Caramelcorn Kettles, \$7.50; twelve quart heavy Popping Kettles, \$14.50. **CARAMEL-CORN EQUIPMENT**, 122 S. Halsted St., Chicago, Ill.

MOTION PICTURE FILM, EQUIPMENT AND SUPPLIES

BIG VALUES in New and Used 16mm. and 35mm. Films, Projectors, and Equipment are to be found on the

Projectors, and Equipment are to be found on the

NON-THEATRICAL FILM DEPARTMENT

(See index)

Not only these offerings but also the latest news concerning Roadshowmen, Reviews of Film Releases, and other vital information appear in this week's issue. See the **Non-Theatrical page!**

CORN POPPERS, CARAMEL-CORN EQUIPMENT, aluminum geared Popping Kettles, Buncoes, Tanks, Long-Lakes, Birch, Creton, Dunbar, **NORTHSHORE MFG. CO.**, Indianapolis, Ind., oc18x

ORCHESTRA BUS—CAN BE USED FOR SCHOOL bus—1941 model, rust-free, dual wheels, fitted for 13 passengers; new, sleeper seats; available for school up to 30. Will brand new, 2,300 miles. **GAC Motor**, Cab over engine. **LAWRENCE DUCHOWY**, Hilbert, Wis.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE — ONE OLD STYLE TRACK MERRY-Go-round complete. Price \$185.00. Apply **Mrs. A. A. BOWDEN**, 804 E. Green St., High Point, N. C.

NEW PALMISTRY TENT, BANNER AND PORT-able Frame. Cork Shooting Gallery complete. New "Lucky Star" Penny Pitch. All party outfits. **WELCH**, 135 E. Main St., Rochester, N. Y.

ONE MINIATURE TRAIN, 165 FT. TRACK, Gasoline Engine and three Coaches. A-1 condition. \$370.00, or will trade for Kiddie Auto Ride. Can be seen at Airport Park, Wilkinson Blvd., Charlotte, N. C.

ORGAN—LIKE NEW, CLEAN, VERY SMALL, Style No. 107. Truena and symbol. This year's model. **COLSON**, 690 Park Ave., Brooklyn, N. Y.

PENNY ARCADE — OVER 50 MACHINES, Sell reasonable. Want to buy Monitor Speedway. **JOE FRIDRICK**, 2263 Newton, Detroit, Mich.

SELLING FLASHY WILD ANIMAL SHOW Front — 100-Ft. banner, 16c. 50 banners, 4 each; 100 electrically lighted animal heads, large electric signs, ticket boxes, baby starr, like new. **PROF. GEORGE KELLER**, Bloomburg, Pa.

TENTS — 8-10 LIGHTLY USED 16x12, 14x24, 20x30, 20x40, 32x32, 40x40, 30x80. **Sidewell** and **Cantonment Tents**. **KEER MFG. CO.**, 1954 Grand Ave., Chicago. oc18x

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WANTED — ROLASCORES, BOWLETTE IRL, Rockwell Inn, Target Roll Inn, other. **Jack Ball Winys**, Name lowest price. **L. BILLOW**, 2512 1/2 Ave., Hill, Chicago. oc18

WANTED — ALL MAKES AND MODELS OF Used Phonographs and Sets. Will trade like new and used Pin Games, Comics, Scizes, Arcade Equipment and Telephone Music Set. Write for our guaranteed bargain list. **NORTH-WESTERN MUSIC CO.**, 120 W. 3d St., Sterling, Ill., or to **Mississauga Vending Company**, Philadelphia, Miss. nc1x

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ASK FOR BIG NEW MARUL DIRECT-POSITIVE Catalog. Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Some free sale and profit margins. Send for free catalogue today. **MARUL & FULLER, INC.**, Dept. Bill, Rochester, N. Y. oc25x

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COLLECTION OF SHORT MONOLOGUES, WISE-cracks, Quips, Gags, one dollar. Snappy Ventri-locution Diagrams, dollar each. **TIZZARD**, 104 W. 71st St., New York.

MUSICIANS AND MUSICAL ACTS, ATTEN-tion! — New June has been released; snappy up to the times, singable. You can use it. Free to vocalists, act, bands. Send a stamp and receive a copy. **Yves of America** is the title of this outstanding work. **JOSEPH F. SCHOOL**, Route 3, Singwood, Wheeling, W. Va. oc25x

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A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up. Fur, Costumes, Mixed Bundles, \$1.00. Street Wear. **CONLEY**, 310 W. 4TH, New York.

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LARGE PROFESSIONAL MAGIC CATALOGUE. 25c. MAX MOLDEX, 220 W. 42d St., New York City, N. Y. 0620x

PROFESSIONAL DICE BOXES, \$2.00 EACH. Bulleting, 10 Tricks, 25c. Magic of Wholesale, IVAN, 104 Grand St., Brooklyn, N. Y.

ANIMALS, BIRDS, REPTILES

AA ANIMALS, BIRDS AND SNAKES — SOUTH AMERICAN PORCUPINE, PACA, COYTIMANDA, MONK, IGUANA. Mixed sets of snakes for shows. SNAKE KING, Brownsville, Tex. 8012x

ALLIGATORS, SNAKE DEN, \$5.00-\$20.00 — RACING TURTLES, CHAMELEONS, FISH, OPOMMUS, BEAR, SQUIRRELS, RATTLESNAKE OIL. Catalog 10c. ROSS ALLEN, Ocala, Fla. 0618

ALLIGATORS, SNAKE DEN, \$5.00-\$20.00 — RACING TURTLES, CHAMELEONS, FISH, OPOMMUS, BEAR, SQUIRRELS, RATTLESNAKE OIL. Catalog 10c. ROSS ALLEN, Ocala, Fla. 0625

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Catalog, now ready. MEERS BROS., 8 WARD, Ocala, N. Y.

BLACK BEARS, BADGERS, SNAKES — TAME Giant Rhinos, Monkey, educated, \$40.00. Rhinos Tame Monkeys, \$20.00; Deodorized Slinkis, \$5.00; White Rabbits, large 10 months White German Poodles. PUPPYLAND, 2045 Bagley, Detroit, Mich. 0618

MARMOSSET MONKEYS, VERY GOOD, \$12.00. 10-50c-Down Babies, \$25.00; Punks, \$15.00; Soccer Monkeys, \$35.00; Ring Tail Monkeys, \$20.00; Ant Eaters, Barbary Sheeps, Silks Deer, White Swan, Peafowl, Phoenixes, Ducks, Cranes and various other wild animals, birds and reptiles. WHIPOORWILL GAME FARM, Rockville, Md. X

MAX — GIANT RHESUS MONKEY, 5 YEARS old, trained. Four years in Paris and London. CAMPBELL, 4125 Wyoming, Kansas City, Mo.

WINTER QUARTER YOUR LIVE STOCK in our modern, all heated quarters. Expert care, best of feed, lowest rates. WHIPOORWILL GAME FARM, Rockville, Md.

HELP WANTED

BOOKING AGENT WANTED FOR VALDEVILLE, night club. Contact BOX 123, The Evening Post, 1564 Broadway, New York, N. Y. 0618

RELIABLE, ENERGETIC FLOOR MANAGER FOR Portable Kink. Heavy building for "water" sections. Year round job. Rate \$41. MEYERS BROS., RINKE, Harlem, Ky.

TOP MOUNTAIN FOR HAND TO HAND — CALL for write ROY NODOLLO, Ground Floor Back, 407 W. 47th St., New York, N. Y.

VIOLINIST DOUBLING INSTRUMENT FOR stringing quartet. Must sing. Send photo, full particulars. BILL HARRINGTON, 44 14th, Northeast, Atlanta, Ga.

WANT HIGH CLASS PROMOTER FOR REAL attraction. "The World's Smallest Cat." Have snap book containing plenty publicity. Ripley's Believe It or Not, John Hicks Strang reports. Drunks, books and small things save stamps. I'm no angel. DAN SHERWIN, Box 508, Cushing, Okla.

Wanted — GIRL MUSICIANS, ALSO MEN. Singers, Singers, Accordionists, Guitarrists and small combinations, others write. HARRY WARMAN, Tommy Lacey, Theatrical Mart, 162 No. State Street, Chicago.

WANTED TO BUY

ARCADE EQUIPMENT — ALL KINDS, AND Other Amusement Games, etc., for one of the largest amusement centers of the South. GEO. B. MACDONNELL ENTERPRISES, The Flag, Jacksonville Beach, Fla. 0612

CONY RACER AND KENTUCKY DERBY regardless of condition, for cash. THOS. NUGENT, Belmont Park, Montreal, Que., Can.

Show Family Album



PERSONNEL of the Tom Marks Company, a repertoire show, snapped the season of 1912-'13 in the Canadian Northwest. Left to right: James Perrin, husband of Arlie Marks, now living at Christie's Lake, Ont.; the late "Grandpa" Brock, company manager; Chris Allen, in Hollywood pictures; Arlie Marks, daughter of Tom Marks, now living in Perth, Ont.; John and Fanny Kane; George A. Fox (rear), musical director, living in retirement in Plymouth, N. H.; and Florida; Tom Marks, company owner-producer, residing in Perth; Ivy Lyons, Buffalo, and Joe Lyons, now appearing in burlesque in the East.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 37-27 Opera place, Cincinnati, O.

CONY RACER OR KENTUCKY DERBY GAME. Cash immediately all cash if price right. UZZELL, 130 W. 42d St., New York.

FAY CASH FOR TUMBLE BUG OR OTHER. Bids suitable for park location. G. W. LONG, Huntington Hills, Rochester, N. Y.

FAY CASH FOR KIDDE AUTO RIDE, YLTY, White, Chairoloren, Octopus. Address WILLIAM WOLF, Box 2745, Bloomington 2, Minn.

PHOTOMATIC — INTERNATIONAL MUTUOCOPERS. Want to buy in Canada. Will pay cash. Write BEN ROSENBERG, 1226 Stanley St., Montreal, Que., Can.

UNBORN SPECIMENS — WILL BUY COMPLETE show or just set of specimens. State lowest for cash. S. E. WELLER, care The Billboard, Cincinnati, O.

WANT SKATES, SHOE SKATES AND ANY other inboard rink material. Also need additional floor men. RINK, 615 Dumaine St., New Orleans.

WANT TO BUY 16MM. SOUND FILM — Trade Webster P. A. System, now House Theater, Radio Shop, Concessions, Strip Photo for 16MM. Film. Year round permanent home address: LQLA B. HERDMAN, 6645 Ave. L, Houston, Tex. Phone W 68547.

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at 5c a Word—FIRST LINE IN THIS STYLE TYPE
2c a Word—FIRST LINE IN THIS STYLE TYPE
1c a Word—ENTIRE AD in this style type.
Minimum 25c Cash With Copy

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "boxed" 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

AT LIBERTY — GOOD TUMBLER, WANTS work with a comedy act now. Age 26. For further information write SYLVESTER DOMIER, 1426 N. Myrtlewood St., New Urm, Miss. 0625

At Liberty — Tennessee. Age 29, height 5'7 1/2, weight 125. Will be job; will act; played with several "toppers". Major specialty, "Freaky Behaviors", 1714 10th Ave., Knoxville, Wis. 0623

AT LIBERTY AGENTS AND MANAGERS

CAN BOOK SCHOOL SHOW THROUGH KENTUCKY. Write RUDOLPH HAMMOND, Livingston, Ky. 0618

AT LIBERTY BANDS AND ORCHESTRAS

FOUR-PIECE "DINNER MUSIC" STRING Ensemble. No dancing: Two men, 2 girls, using Solovos, 2 Violins, Flauto, Cello, Vibracord. Concert and popular. LEWIS ARMBRISTAR, 304 Perry, Vincennes, Ind.

TEXAS MOST POPULAR BAND, EILEEN MEN, equipped the best including transportation. At Liberty Jan. 1st. Reliable managers and booking agents, please contact LEADER, 2901 Rusk, Waco, Tex. 0618

WELL KNOWN MIDWESTERN BAND — Eileen Men and girl. Styled, all special arrangements. Union Co. anywhere. For details write ORCHESTRA, 306 21st, Murfreesboro, 0620

Stump Five Five Band — Trombone, Tenorhorn, Three Sax doubling Clarinet, Trumpet and Drums. Place Violins, three and cellos. Have a tremendous variety of arrangements, music and songs. For outlines, we present an act written and arranged by ourselves. Write us. At Liberty we intend Bill Francis, Radio Station, Doris, Ala. 0625

AT LIBERTY CIRCUS AND CARNIVAL

At Liberty for Winter — Juan Marrer, Female impersonator, working following acts: Fire Eater, Ventriloquist, Radio Lecturer, Mental Art, Magic and Table Lecturer. A. C. Davis, Lecturer, Life show attraction. We have act on one location. Address Juan Marrer, Thrift Day Show, Meigs, Ark., week 13; Paris, Ark., week 20.

At Liberty — Royal Dances, "Twisted Turns" and "Big Tricks and Years Sliding, Clowns also Feature. Arrive each week with animal, giraffe and baby, 1000 equipment. Road master, one of The Billboard, Cincinnati, O.

Nella M. H. King's High Class, Novelty Musical Act: George King's Puppet Show (Punch and Judy); Alex Ventriloquist, Address 248 S. Church St., Homer Cir., Pa. 061

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MAGICIAN — FULL EVENING PROGRAM, Professional. Latest in modern magic, Schools, theatres, halls. No carnival or medicine. Have all the essentials. Advance agents, theatre. Liberal percentage to the right party willing to cooperate or will join and provide notes. Have A-1 fast and snappy Vaudeville Act. No. 38 W. 97th St., New York.

Three Shows and Two Showtelling Acts for clubs, hotels or any large show of five nights for schools, etc. No act. Bakelite, 155 S. Oak St., Birmingham, N. Y. 0618

AT LIBERTY MISCELLANEOUS

PITCHMEN — TAKE SIGN Painter along in your car for exposure. Contact your east of Chicago. JAMES KLINE, 53 St. Johns Place, Brooklyn, N. Y. 0618

WURLITZER SERVICE

Man — Six years' experience; also remote central locations. Looking for opening in Chicago or Southern Indiana. Address 80X C-254, The Billboard, Cincinnati, O. 0625

Phillett and Eschbacher Men — Now with Pittsburgh department of large theatre chain, as of last week. Will be making connection with several other acts as an orchestra, will show, etc., an additional floor man. TOWN, 2012, address, 2012 Broadway, New York, N. Y.

Have years' experience, Band or Orchestra. Ready accept new department, Studio, etc., include, show of Post letter, choose write. Box C-223, The Billboard, Cincinnati, O.

Will Book Magician or Road Artist Act include for schools, or M. C. Road Artist Act include Comedy or what have you? Will be five-act act include. Have 1940 program, act 10, contact publisher, A. W. Zahler, 1218 Post, Arlington, Va.

AT LIBERTY MUSICIANS

HAMMOND ORGANIST — Have own organ. Also double Tenor, Clarinet, Guitar and Arranger. Desire job with well organized band. Guarantee to cut in all instruments. Age 27. Plenty experience. BOX C-244, Billboard, Cincinnati, 0625

TROMBONE OR STRING — Last—Ten years' dance experience. Married, draft exempt. Have good car, house-trailer. Don't drink or smoke. Locate anywhere. Union. NEIL GIVEN, Plymouth, Wis.

A-1 TENOR SAX — ARRANGER, YOUNG, Can style band, name experience. Union. Like location in Milwaukee or Midwest. Consider all offers. BOX C-243, Billboard, Cincinnati, 0625

DRUMMER — DRAFT EXEMPT, NEW or old time jazz, stage, play Violin, Sax. JACK BOLGER, Marshall, Minn. 0625

EXPERIENCED GIRL TRUMPET — READ, range, tone. Young, single, reliable. Do vocals. Non-union at present. Prefer location with act band in East. State all in first letter. MUSICIAN, 812 Third St., Albany, N. Y.

RHYTHM GUITARIST, DOUBLING ELECTRIC Steel, age 26; union; single, and draft deferred. Would like to go back to East. Prefer cocktail lounge. REG HAYS, 141 Taylor St., Jackson, Miss.

STRING BASS — DOUBLE VIOLIN, GUITAR. Finest instruments. Read, take, play in tune. Reliable actor. Prefer unit that really works Union. Available after November 15. JACK WADE, care General Delivery, Remondoro, N. Y.

STRING BASS — ALL ESSENTIALS, READ AND take, single actor. Have good car. Will go anywhere. EDDIE HOWETH, 816 E. Tucker Pt. Worth, Tex. 0625

TENOR AND CLARINET — PHRASE ADLIB, arrange and sing. Union, age 27, solo, draft exempt. Available anywhere. Contact BOX C-249, Billboard, Cincinnati, O.

TENOR, CLARINET AND ARRANGER — ALSO Trombone. Available after the 15th of October. HERRY MARTIN, 106th and 10th, Fort McChesney, Ala.

merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

SS Revamp Will Aid Plate Sales

NEW YORK, Oct. 11.—The administration's latest move to completely revamp the Social Security system is expected to increase demand for Social Security name plates. It is reported that an elaborate plan is being worked out by Washington officials, under the guidance of President Roosevelt, as a means of controlling inflation during the war and to set as a cushion to the inevitable shock of post-war economy.

Of particular interest at this time to metal plate manufacturers is the fact that the new legislation, once it is passed, will extend Social Security coverage to practically the entire population. Many additional millions will be eligible for Social Security under the new plan, and this means that the market for the metal plates carrying name, address and Social Security numbers will be tremendously increased.

The Social Security plates have been widely accepted by the public and excellent sales have been reported. The item is very practical, as it offers the permanent record of the number and cannot be stolen or torn. There are a number of variations of the plates on the market at this time. All of them are attractive in appearance. Since introduction of selective service the plates also have space for draft and order numbers. Thus all pertinent information is retained in one compact unit.

New Epstein Novelty

NEW YORK, Oct. 11.—Mr. and Mrs. Julius Epstein announced the arrival of their first-born, a son, October 2. Julius is the head of the Epstein Novelty Company and is well known in the concession trade. He has carried on the tradition set by his father, Albert Epstein, founder of the firm. The company is widely noted for its specialization in badges, buttons, canes, whips and similar novelties.

Novelties Click As Rodeo Opens

NEW YORK, Oct. 11.—The annual rodeo has again made its appearance in Manhattan, and the streets that lead to Madison Square Garden are thronged with adults who want to see the Westeners go thru their paces during the three-week show.

The rodeo has a decided influence on the sale of whips, hats and souvenirs with Western tie-up. Street and store workers stocked up in anticipation of heavy demand, and it is expected that business will exceed that of past seasons. Throngs going to the rodeo want to have mementos of the occasion, and it is reported that buying during the first few days was brisk.

Crowds going to the Garden are also partial to items appealing to children, in lieu of them take along the youngsters. It is said that banners, pennants and balloons are among the sales leaders. Cards and novelty items of a general character are also doing well.

Pitchmen report there has been considerable demand for Scotties and novelties that squeak. Fur monkeys, crinkle dolls and comic items, particularly those with a timely tie-up with the war, are in demand.

Operators Seek Deals for Fall

NEW YORK, Oct. 11.—Salesboard operators throughout the country are busily engaged in preparing for the fall and winter seasons, according to reports received here. Interest in the salesboard field continues to grow and operators have shown that they are fully aware of the possibilities by offering seasonal and practical merchandise. In this way they have assured steady profits throughout the year.

Portable radios, pipe sets, candy in re-use containers, fur coats and robes are some of the items being stocked in anticipation of the approaching heavy holiday season. The holidays also offer salesboard operators an opportunity to feature many new items on quick-turning deals. It is fully expected that this year will wind up in a blaze of glory for operators, as people are earning money and are not reluctant to spend it. A spending spree is on and the salesboard field is getting its share of the dollars in circulation.

The wide-awake policy of operators in handling practical, worth-while items is paying dividends to progressive workers who know that the way to make certain profits is to have an item that has wide popular appeal. Alert operators are constantly on the lookout for items that have mass appeal. Most recent example of this is the instant hit made by Flippy, described as the military strip-tease cigarette case.

striking replica of a field gun with a stack of cannon balls on the field in front. Mounting is executed in richly grained wood, carefully finished and hand-rubbed, with trimmings in chrome and a large dial with easy-to-read numerals. It is worth a look-see.

Did you notice the combination Hitler tombstone-grave set just offered in last issue? (See DEALS on page 56)

Bingo Operators Preparing For Heavy Autumn Season

Popularity of the game is constantly increasing—operators are stocking up heavily on merchandise prizes for fall, winter and holiday seasons

NEW YORK, Oct. 11.—The fall season has officially started for bingo operators. They are lining up diversified merchandise for the months ahead and planning promotion campaigns to add to the drawing power of the game. Wholesalers have available a wide variety of merchandise suitable for bingo prizes, and vice operators have been taking advantage of the prevailing prices on items suitable for fall and winter months. While staple products receive the most attention, it is reported that operators are also on the lookout for merchandise that is new and has



BINGO is back with a bang in Southwest Mississippi and Northeast Louisiana, with churches as well as other organizations staging parties with refreshments owned and operated by Bob Lancaster, has a weekly bingo game, one of the most popular in North Louisiana. Players are attracted from a number of neighboring towns. The Catholic High School Alumni Association is holding weekly parties in Natchez, Miss. White's Smoke House, White's Cafe and other bingo locations in Natchez are operating again after a recent shutdown because city officers construed bingo with gambling. Rev. Charles Tobin, St. Joseph, La., and Rev. Daniel O'Hanlon, St. Mary's Cathedral, Natchez, are both using bingo games to raise funds for their churches and are faring well.

THE USE of 16mm. films has been used effectively to attract people to bingo parties. Of course, since bingo is the main entertainment feature, the film programs are limited to half-hour showings of short subjects, newsreels and comedies. Occasionally a bingo operator will present a full-length feature as an added attraction.

Usually bingo operators make a tie-up with a rodeoboyman to present the film program. The cost is nominal and it is reported that showings of films have added to the size of audiences. In addition to showings of films some operators put on live talent shows and variations of amateur night. But in all cases this entertainment is not lengthy. Bingo is still the all-important event, but the added attractions do put the audience in a good frame of mind.

REPORTS from all over the country show that the fall bingo season has got off to a good start. Operators everywhere state that business is better than ever, with increasing interest in the game shown by the public.

THE JOBBER price protection policy of the E. S. Lowe Company has been invariably featured, it is reported. "The Jobber," states Lowe, "has played an important part in the growth and popularity of bingo. They deserve most of the credit for the national distribution of bingo supplies and have made possible the countless thousands of games held in the country's smaller towns. The least we can do is to help insure their legitimate profits and maintain the feeling of good will. In keeping with this policy we offer, free of charge, our attractive index catalog imprinted with the Jobber's name."

wide popular appeal. The bingo field can look forward to one of the best seasons in years, and it is entirely possible that new attendance and receipt records may be established. Naturally, this means that operators' profits will also skyrocket to new highs. One of the best indications of the popularity of the game is the resentment of the public in cases when anti-bingo moves threaten to deprive them of the game.

Despite grim news from overseas and the problems that beset this country in these trying times, Mr. and Mrs. America continue to patronize bingo games heavily throughout the country. The no accurate survey was made, but it is no exaggeration to state that at least 10,000 games are held weekly in the East, and the pulling power of the game is not confined to this area alone. The number of games held throughout the country, the prizes awarded and the receipts received must reach staggering figures.

Merchandise sales have been upped considerably as a result of the strong public interest in bingo games. Manufacturers, wholesalers and operators have all shared in the profits, with the first two classifications enjoying extra success as a result of the demand for bingo prize merchandise. Operators have been able to add to the variety and color of their displays because of the wide choice of merchandise now offered.

Operators have learned from experience that it pays to feature better merchandise and that the items should be on a par with the stock displayed in stores. Utility and flashy dress are other points that have not been overlooked, and enthusiasm in play is greatly increased when prizes include items bearing names of nationally known manufacturers. It has been found, players today are not satisfied with just any prize. They also want quality, and operators have anticipated this trend by featuring this type of merchandise.

The holiday season is not far off and operators have been stocking up on such reliable stand-bys as electrical appliances, household wares, toys, dolls and cocktail sets, items that are suitable for Christmas gifts. While the trend is to practical items, flash is not being overlooked. Supply houses that carry in equipment demands of operators report there has been wide demand for cards, balls, blowers and other accessories.

The tremendous public interest in picture taking has created a demand for candid cameras as bingo prizes and operators are featuring many types from the lowest priced to those in the medium price range. Electric shavers are also displayed by operators, as well as gadgets designed to make household tasks easier. Operators who run games in college towns naturally feature merchandise of particular interest to students. During recent years Joe and Jane College have gone for bingo in a big way and their interest is quite understandable. Since their allowances are limited, they are staunch bingo fans, as the games offers them an opportunity to secure merchandise for a nominal sum.

Bingo operators have become increasingly aware of the tremendous possibilities of the student field. (See BINGO OPERATORS on page 56)

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAIL BAG.

H. A. I., Philadelphia, writes: "I am interested in starting in the salesboard business and would like to learn as much as possible about the business. I am about to go out with 'Flippy,' advertised in this week's issue of The Billboard, which seems to me to be a deal for stores. Could you give me an idea as to how a deal should be placed with stores; should it be sold outright or worked on a percentage? What should the storekeeper's percentage be in the latter case?"

"I have read and received information from articles in The Billboard about placing deals with individuals, or placing deals thru operators, but haven't seen anything on how to operate deals in stores. I will appreciate any information you can give me."

"This man is evidently confused as to basic operating principles. A deal is not placed thru operators. It is the operator who places the deal on location. The location may be anywhere—in an office building, factory, railroad terminal, night club or elevator, to mention just a few—and it is some individual in these locations who actually works the deal. As a rule stores are not touched unless local authorities permit such placements. However, in territories where storekeepers may be solicited, operators more often than not will sell the deal outright and make their profit on the sale. If a storekeeper is not willing to accept one of the major awards offered on a card or board as his compensation for working the deal, it isn't wise to make him a cash offer instead. Better to fix a fair margin of profit above the cost and to sell the deal outright."

The Howard Clock Company is out with another number which looks good for a play, the new Howard Census Clock. Item is timely in more senses than one and apparently has plenty of consumer appeal. Clock is set in a

HERE IS TODAY'S
BIGGEST
MONEY
MAKER



Flippy
MILITARY STRIP-TEASE
CIGARETTE CASE

Right now—send for details about FLIPPY—today's fastest and hottest money maker. What a REPEATER! It's A-M-A-Z-I-N-G! Get it today—now! Write or wire.

SALESBOARD OPERATORS!
It's now FLIPPY introduced dual to change form. Each one a winner. Get details now.

EVANS NOVELTY CO.
Division of Premium Sales Co.
Dept. J-3, 800 W. Washington, Chicago

Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Patriotic Emblems

The patriotic influence is reaching out to the car owner, according to officials of the Champion Specialty Company. The firm has added a new line of patriotic license emblems in the form of metal booster plates for motorists. They include such patriotic themes as "Victory," "Glad I'm an American," and "God Bless America." The plates are eye-catchers.

Ash Tray

A natural item for novelty workers, with a strong timely tie-up, is a novelty ash tray designed by Ben Cummings and offered by Bill Shayne, of Dixie Music Company. The item, in the shape of a grave with a tombstone at the head, features the following epitaph: "This, I Encourage, Is My Last Territorial Demand— Adolf Hitler." The novelty may be used as a combination ash tray or paper clip holder, according to the manufacturer.

Dream Baby

The approaching holiday season is expected to be one of the best in recent years, with new highs being made in sales. Toys and novelties are expected to share in the anticipated deluge of dollars spent for gifts. One of the outstanding items being offered complete in a holiday package for the Christmas boom is the Dream Baby Doll. Doll is soft stuffed, sits on a throne and is packaged in cellophane. Production is limited

and merchandise users interested in the item are urged to get in touch with the manufacturer. The firm claims that this number is suitable for holiday promotion. Product of Midwest Stuffed Toy Manufacturing Company.

Lipanalysis

Lipanalysis is a word coined by Lipanalysis Institute for what it terms is a "pitch with dignity." The firm claims that national magazines have printed news stories to the effect that character is revealed by the lips. It further states that thru its new copyrighted coded chart it is possible to become a qualified "lipologist" in one hour. It is claimed this new idea has wide appeal and can be very profitable for serious workers. It is said Lipanalysis is a money-maker wherever people gather. Charts are available with a flashy portable stand and worker can operate one or 100 spots.

Candy

Candy in re-usable containers has made a big hit, according to reports received from salesboard and bingo operators and concessionaires. A new line of premium items, introduced by the Goldwyn Company, features glass mirror vanity boxes and embossed streamlined cedar chests filled with chocolate. The firm also offers salesboard candy assortments with attractive girl pictures on the box, said to be a smash hit. Re-usable containers and girl packages have always been popular. It is stated, but the new line is expected to do better than all previous numbers.

HERE'S THE MONEY
THAT'S GOING MONEY!



A PRIZE PACKAGE!

DIXIE BELLE is one of the most coveted items in America today! 42" high... absolutely gorgeous... dressed like a queen of the Old South in a beautifully patterned Opry gown that's available in four smart shades. Everyone goes wild about DIXIE BELLE'S gown. Very full swing skirts with ruffles in contrasting colors... large puffed picture hat... famous hair shades... SHE'S THE BIGGEST GOLD WIRE IN THE BUSINESS! BETTER RUSH YOUR ORDER IN RIGHT NOW!

JERRY GOTTLIEB INC.
302-4th Ave. New York, N.Y.

BINGO SUPPLIES
FREE... NEW CATALOG JUST OFF THE PRESS
It contains the complete line of Bingo Supplies and Equipment: Bingo Blowers, Cages, Cards, Specials, etc. Mailed to you on request.
METRO MFG. CO.
Most Complete Bingo Mfr. in the Country
28 W. 14th Street, NEW YORK CITY

New! P.D.Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker
Take and Finish Black and White, or Sepia Photographs IN ONE MINUTE.
Complete outfit costs about \$60. That's all you require to start this Big Money Business.
P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-10, Chicago, Ill.

Look! Joe Hey, A.R., writes: "Ripped up back with lights. GROSSED \$39.20 SATURDAY." Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only, and run about 400 PHOTOS IN 2 DAYS."
FACTS ABOUT THIS AMAZING ONE-MINUTE PHOTO MACHINE
Requires no film or dark room. Makes Direct Positive Photos, day or night, indoors or outdoors, day 2 1/2, 4 1/2, 8 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Facilitating to SEE PHOTOS DEVELOP. A complete portable unit for making direct photos.
WRITE: From postbox, back yard, street corners, parties, fairs, carnivals— TODAY EVERYWHERE you will make big money with P. D. Q.
P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-10, Chicago, Ill.

ENGRAVERS!!!
All Orders Shipped Same Day
New Burgess Engraving Machine (operates without transformer).....\$ 7.50
Master Deluxe Engraving Machine (complete with transformer).....\$ 25.50
WE CARRY A COMPLETE LINE OF ENGRAVING JEWELRY. Write for New Catalog Today.
37 South Wabash Ave. CHICAGO, ILL.
BIELER - LEVINE, INC.

FOOTBALL AND SPECIAL OCCASION SOUVENIRS
BADGE NOVELTIES FOR FAIRS, RODEOS, CONVENTIONS AND SPECIAL EVENTS. WRITE TODAY FOR LIST OF ITEMS AND PRICES.
Always Featuring the Newest Items for the Novelty, Premium, and Specialty Man.

ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD. ST. LOUIS, MO.

PATRIOTIC LICENSE EMBLEMS
Metal Booster Plates for Motorists— "Victory," "Glad I'm an American," "God Bless America," etc. Per Doz. \$5. 100 for \$5. (Include Exp. & Postage.)
* Latest Style Patriotic Brooches—Lapel Buttons—Emblems. Sets \$1.00. Sample Assortment. Free Catalogue with.
CHAMPION SPECIALTY CO., 814-J Central Street, Kansas City, Mo.

KNIFE & PEN DEALS
Medias, Patriotic, Midget, Hunting, Jackmaster, 12 to Deal with 1c to 39c Card. Per Doz. \$1.00
BIG PROFITS: DRUG STORE NOTIONS, LOTOONS, GAMES, GARDEN GOODS, BICYCLE WRELS, CLOCKS and LAMPS.
BUY NOW

NEW AMERICAN MADE Patented Master Brand DANCE CHECKS
Men's Style Check (Illustrated Below)
Easy To Attach!
Lady's Braided Check
Write 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. (In Northbrook, Ill.)

JUST ARRIVED FUR TAILS
TWO SIZES
NEW—8 to 10 inches.....\$4.00
Per 100
NEW—10 to 18 inches.....\$6.00
Per 100
HEAVY BAMBOO CANES
\$1.00
Have You Got Our Hottest Listing? Write for Yours Today! Why Delay?

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Discount Reached With All G. O. Orders

SPECTACULAR FUR COATS
JACKETS, BOLEROS
1412 STYLES with every neckline, collar, trim, etc. of the richest of Russian Furs. Quality Workmanship at Precious Prices.
We offer Coats \$8.00
Sables, Barroettes, Up
Kulons, Kloners, Up
Squirrels, Persian Furs, Exquisite, Sables and Furs.
Buy Direct From Manufacturer and Profit.
Ask for FREE LIST and ILLUSTRATED CATALOG.
S. W. ANGLI & CO. Manufacturing Furriers
538 W. 27th St., Dept. B-7, New York, N. Y.

LEADING TALKERS IN FUR COATS
Better prices than ever before. ALL GENUINE FURS—Otter, Sable, Garm, Beaver—no AC. skins, none. Nothing was spared to obtain the most superb skins and quality. Satisfaction guaranteed or money refunded in 3 days. Prompt delivery. Write for NEW FREE CATALOG! Just off the press! LOWEST! H. M. J. FUR CO.
150-B Wm 28th St., N. Y. C.

ELGIN, WALTHAM, BULOVA
Guaranteed
WATER RESISTANT
AND POCKET
WATCHES
Wholesale Jeweler Since 1911
SEND FOR FREE CATALOG
LOUIS PERLOFF
729 Broadway, Philadelphia, Pa.

BUY U. S. Defense Savings Bonds and Stamps

CARNIVAL & BINGO SUPPLIES
MILITARY SOUVENIRS—PREMIUMS—PARTY FAVORS—HATS—BALLOONS
FOXTAILS; CANES; OUR NEW LIST IS OUT!
BE SURE AND MENTION YOUR LINE OF BUSINESS
MIDWEST MERCHANDISE CO., 1006 BROADWAY, KANSAS CITY, MO.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



"V" KEY
CHAIN
HOLDER

Made of plastic
with beaded
metal chain.
Available in
various shapes
and colors, 4
cts. to a dis-
play card.

GROSS... \$3.75

FREE—NEW 1941-'42 CATALOG, THOUSANDS OF ITEMS.

BENGOR PRODUCTS CO.
575 BROADWAY, NEW YORK, N. Y.

**FUR COATS
AND
JACKETS**

**LOWEST
PRICES**

Write for Free Price List
BUY DIRECT
From Old Established
Firm Since 1897

**COHEN BROS.
& SONS**
145 W. 24th St., N. Y. C.

LADIES' WATCH

**Very Flashy
YELLOW GOLD COLOR**

Fine quality with coral set in bezel. White
chrome back on case. 10 1/2" face size. 22-
ktted case. Imported. Gold band. Looks
like a \$10.00 watch.

83898—Each.....\$3.65

Now Outing soon ready. Get your name on
our mailing list.

When Ordering: Give Your Retail Certificate
Number or State Line of Business.

ROHDE-SPENCER
223 W. Madison Chicago

COMIC GREETING CARDS
(Glove insert)

Kings and Vice-Royals. Funniest! Suitable for
Every Occasion. Instantly Sold! Specialty
Many Copies! Meet The World's Most Popular
You're Been Waiting For!

A miniature accessory
is included with our
card, such as rubber
plate, fancy glass,
leather, paper attach-
ment, bag, etc., with
which every gift will
be complete.

Mail \$4.00 NOW for our introductory kit.
This includes our complete line
of namecards, jobbing and quantity prices on
request.

REX MFG. CO.
West. Highfield, Ohio

PLAY YOUR HUNCH!

JUST SHAKE — BANG! —
YOUR LUCKY NUMBER 25'S — The Best
Newly Patented Numbers Draw. Make Successful
Bingo Line! **Rex, Cuba, Bobs and other
games where Numbers 25's are Drawn.**
Write to Dept. "B" HUNCH PRODUCTS
215 E. Washington Blvd. Los Angeles, Calif.

"CLICK" with Hollywood SERVABAR!

The Hottest
Premium of the
Year!

AVAILABLE
NOW!

It's part of our NEW
"Stargate My" 100-Apple
the FREE Catalogue Over
Make your selection.

\$5.40
No. 740

NATIONAL PRODUCTS COMPANY, 25 W. Court St., Cincinnati, Ohio

DEALS

(Continued from page 54)
week's issue of The Billboard. Seems to us
this item should go well as a consolation
award or as a major on a small low-
table deal. Ask tray is rather unusual
and plenty of them will probably be
passed out.

Are you typing up all deals with the
football season? There are many items
you can work to profit with such a tie-
up, especially in dyed-in-the-wool col-
lege towns.

HAPPY LANDING.

BINGO OPERATORS

(Continued from page 54)
chandise styled for students' needs will
always draw, according to operators who
have worked college areas. The atmos-
phere is very informal and added ad-
vantages, usually in the form of im-
promptu amateur entertainment drawn
from members of the student audience,
have been effective in providing an en-
tertaining night. Some of the items that
have particular appeal to students in-
clude overnight and slipper bags, writing
cases, files, cigarette cases and lighters,
compacts, clock-mats, fountain pens,
lamps, clock and handbags.

GARDEN RODEO

(Continued from page 3)
fect, it turns out to be plain corn. The No. 1
box office of Republic films also
turns anecdotalists here by telling how
he met President Roosevelt at the White
House, etc. Autry's running matter is
based on a self-buildup of his presumed
humbleness, but at about \$5,000 per
week income he can afford to act like an
immortal of a posthouse. If Autry just
sang and avoided "performance" and
"production" he could get better than a
passing mark, but his advisers seem to
think differently. As the money he
commands they must be right.

Nine Contest Events

Of the 15 events 9 are in the competi-
tive class. These are cowboys' bareback
bronk riding, cowgirls' bronk riding,
mounted basketball, calf roping, saddle
bronk riding, steer wrestling, wild-cow
milking, wild-horse, steer riding and
wild horse race. Plenty of thrills for
the natives here and much sustained
applause for aerial efforts. Contrast
innings are grand entry and introduc-
tions, mixed horseback quadrille, trick
and fancy roping, Gene Autry, Autry and
the Ranch Girls, cowboys and cowgirls'
trick and fancy riding. All good, with
the discount as previously noted.

In the early part of the run the stock,
being fresh and rarin' to go, manages to
give a big shot in the arm to amuse-
ment—and this year is no exception. Some 600
head are on tap, plus a large quota of
saddles and special equipment. Everett
E. Colborn continues as managing di-
rector, Frank Moore as resident man-
ager and Fred Alvord as arena secretary
—all veterans. Judges are Leo Murray,
Harry Knight and Floyd Stillings, with
Murray held over from 1940. Dan Hines
is arena director and the announcer is
Al Peasim, who is putting in his 18th
consecutive season at this post. Ted Deglin
is publicity-advertising chief, assisted by
Fop Horn Clancy, radio, and Will C.
Murphy, newspapers.

Most grand entry is followed by the
conventional mounted quadrille, with
the pairings carrying the colors of the
Lightning C Ranch, of Dublin, Tex.,
where the stock originates. The six
couples are Everett Bowman and Alice
Greenough, Vera Goodrich and Margie
Greenough, Hoyt Helmer and Ted Lucas,

Dick Griffith and Bernice Taylor, Bill
McMackin and Mary Parks, and Hughie
Long and Mildred Mix Horner. Chester
Byers, Junior Eskew and Vera Goodrich
are back at their stations with trick and
fancy roping and the insert following
are the ever-growing McLaughlin roping
kids, Don and Gene. Current Ranch
Girls are billed along beside this line:
Susan as Marceline Rich; Miss Texas;
Marjane Rich, Miss West Texas; Jean
Marilyn Chausser, Miss North California;
Betty Ann Gooden, Miss South Cali-
fornia; Ada Lee Perner, Miss Arizona,
and Mary Mercer, Miss Sun Valley.
They're good for an abundant share in
the picture and story departments. Ever-
ett Johnson is at the same old stand
with the baton fronting the cowboy
band, but now are Flo Vallett and Ted
Vallett, drum major and drum major,
and they're especially good. Assisting
Autry and also filling the com-in are
Jimmy Wakely and the Melody Ranch
Boys.

Griffith a Standout

Dick Griffith is naturally the standout
in the trick-riding exhibit, as he can
ride rings around most specialists in
this line. In his support are Myrtle
Goodrich, Don Wilcox, Norma Holmes,
Bernice Taylor and Polly Mills. Only six
riders and only two men.

Participants as listed in program in-
sert follow:

Ted Lucas, Norma Holmes, Yvonne Del
Draskler, Alice Greenough, Margie
Greenough, Myrtle Goodrich, Mildred
Mix Horner, Mary Parks, Jane Burnett,
Bernice Taylor, Polly Mills, Vivian White,
Edna Cramer, Jean Martin Clausen,
Betty Ann Gooden, Ada Lee Perner,
Mary Ann Rich, Marcelaine Rich, Mary
Mercer, Frances Lee, Charlie Colbert,
Bill Lindley, Chill Cole, Earl Blevins,
Harold Jackson, Al Fletcher, Tom Hogan,
Doc Burk, Clyde Burk, Fred Alvord, Alvin
Gordon, Roy Lewis, Jess Goodspeed,
Smoky Santer, Bill Greenough, Dick
Truitt, John Percer, Hughie Long, Juan
Salinas, Tony Salinas, Jack McPherson,
Everett Shaw, Vic Schwan, Paul Gould,
Jimmie Coleman, Eddie Helmer, Bud
Spilburg, George Mills, Buck McKee,
Fred Barrett, Lem Reeves, Carl Doosey,
Jackie Cooper, Burel Malley, Wally Mc-
Connell, Jim Like, Bart Clennon, Cecil
Henley, Stup Bartlemay, Carl Shepard,
Shorty Matlock, Loren Fredricka, Homer
Cook, Jim Patch, Gene Ross, Joe Mendes,
Tex Jones, Howard Brown, Fritz Becker,
Dick Griffith, Jimmy Sutton, Worth
Crouch, Carl Manges, Cho McCarty, Dick
Harris, Sierra Hancock, Hugh Bennett,
Bill Lewry, Jacob Pulkerson, Gene
Pruett, Tom Knight, Henry Henson, Turk
Greenough, Bill Stevens, Carl Bedford,
Gerald Roberts, Buck Mason, Doll Aber,
Jack Wade, Sonny Hancock, Elmo Walls,
Nick Knights, Hank Mills, Toots Mans-
field, Ed Rudo, Roy Matthews, Bob
Eates, Fritz Truan, Bud Linderman, Jerry
Brown, Pete Kerscher, Buck Sorrells,
Bruce Ross, Butler Monroe, Bud Day,
Siack Ware, Jim Robillard, Carlos Green,
Frank Finley, Lyle Cottrell, Eddie Hoven-
kamp, Mike Fisher, Joe Vinea, Vance
Herman, Frank Betzel, Mason Romano,
Byron Leonobe, Bryan McCallum, Edsde
Curtis, Irbey Mundy, Bill Crawford, Hugh
Clingman, John Eric, Henry Thode,
Everett Bowman, Homer Pettigrew, Hub
Whitman, Hutson Yonnick, Buck
Dowell, Jim Whitman, Tommy Smith,
Bill McMackin, Buck Taylor, Mickey
McCroskey, Howard McCroskey, Gen
Tambo, Mike Hastings, Shorpy McCroskey,
Bob Crosby, Ted Yeuchum, Rufus Morris,
Rock Parker, Bob Walden, Dave Camp-
bell, Harry Hart, Eddie Evans, Andy
Haste, Don Wilcox, Emma Avery, Leo
Murray, John Jordan, Harold Covier,
Morgan Chancy, Jack Martin, Fred
Brierton, William Bell, Charlie Aldridge,
Everett E. Colborn, Harry Knight, Floyd
Stillings, Don McLaughlin, Chester Byers,
Junior Eskew, Gene McLaughlin, Verona
Goodrich, Bob Matthews, Bob McLaugh-
lin, Ed May, Bill Clennon, Everett
Bowman Jr., Dan Hines.

Chute Chatter

Jacob Pulkerson and O. Mills furnish
the clowning, their special songs being
the scene partners in the bull riding
event. Timms and Ted Lucas, Charles
M. Fries, Peggy Lane and C. L. Crowst.
Opening night celebs included Mrs. Will
Rogers, announcement of whose name
stopped the show; Fred and Paula Stone,
Tex Beach, Major Edward Bowen, Will

Hays, Sonja Hente and Don Topping,
Sally Rand and singer Olivia Santoro.
For some reason or other, the major's
name drew a round of boos. Printed pro-
gram was completely sold out, which
may mean good business for a paper
shortage. Probably both, Garden Pres-
idents Col. John Reed Kilpatrick saying
hello near the upstairs refreshment
counter to contestant Smoky Snyder.
Annual parade at noon Wednesday was
staged in gorgeous weather and Hazzomer
the Mayor was there in all his glory
(including boots) to receive the contin-
gent. At Thursday night performance
a hefty bulldogging contest gave the heavy-
weight to a photographer, George Miller,
and injured him, also smashing his
corners.

**MILITARY
JEWELRY**

The most attractive
class of military
jewelry you have
seen... 2 1/2 x 1 1/2
Service Medal is a
profitable... An appropriate
gift for wife, sweet-
heart, and mother.
Highly polished, va-
nium-plated... with enamel-
mounted... military medals... in choice of
Army, Infantry, Airborne, Navy and Aviation.
No. 228225—Per Set, \$1.50, Gross, \$1.80.
In bulk quantities... Special low price.
No. 228226—Per Set, \$2.50, Gross, \$3.00.
Also an ideal item for novelty stores. Send
for new designs and price lists.

25% Discount Required on All C. O. D. Orders.
MENTION YOUR BUSINESS. We do not
sell retail.

Joseph Hahn Company
Wholesale Distributors Since 1911
217-223 W. MADISON ST., CHICAGO

JOBBER-STREETMEN
**BIG NEW WINNER—
PLENTY OF
FLASH AND COLOR**

**California Natural
Miniature
STRAW FLOWERS**
In Assorted China Pops

\$1.80 Sample Dozen
\$21.60 Per Gross

POSITIVELY A BIG MONEY MAKER
1/3 Discount with gross order or more.
Balance C. O. D. Cash with sample order.
**WE MANUFACTURE THE LARGEST
AND FINEST SELLING LINE OF
FALL AND XMAS CORAGES.** Send for
sample catalogue—FREE.

QUALITY CORSAE & SUPPLY CO.
800 NO. CLARK ST. CHICAGO, ILL.

BINGO CARDS
COMBINATIONS UP TO 3000
NO 2 CARDS ALIKE

**BUY YOUR
Bingo Specials
DIRECT
FROM THE PRINTER**

ST. MARKS PRINTING CORP.
834 FOURTH AVE., NEW YORK

WALTHAM-ELGIN
Make extra money! Send for
free 1941 Catalog of Watches,
Diamonds, Jewelry, Novelties,
Largest prices.

PLYMOUTH JEWELRY CO.
168 Canal St., Dept. J, N. Y. City

No Charge

**SALESBOARD
ABC'S**

for this ex-
cellent re-
port from
The Bill-
board. Article
covers the sales-
board field
clearly and
concisely. It
has many
valuable hints for the beginner, and
experienced operators. See, well, it's
practical. Supply is limited, so write for
your free copy today!

DEALS, The Billboard, 1564 B'way, N. Y.

SHORTEST DISTANCE

"A straight line is the shortest
distance between two points." The
Billboard comes "straight" to you
on a subscription. Simply mail \$1.
for 4 weeks. TRIP, Advertising
Circulation Dept., The Billboard,
27 Opera Place, Cincinnati, Ohio

AMERICA'S LATEST CRAZE
YOUR NAME
 In Raised Coral Colored Letters
 on a Genuine Tropical
SEA-SHELL BROOCH
 OVER A MILLION SOLD
 Over 2 1/2 million specimens. Easy to assemble.
 Getting a hot job.
PRICE LIST: Great Thousands
 Sun Top Shells \$1.75 \$16.00
 Small Shells 1.00
 Jeweler's Brooch Pins ... 1.50 10.00
 Printed Brooch Cards60 4.00
 Coral Colored Letters, 50c a pound.
 Specimens, 10c. 50c. 10c. each.
 Order - Salamo, C. O. D. Use Air Mail.
 Special Delivery or Western Union for fast
 one-day service.
A. W. WYTHE & SON
 7210 N. E. 24 Ave. Miami, Fla.

MILITARY PATRIOTIC BANNERS
Biggest, Fastest-Selling Line in the Country
 CASH IN ON LIBERTY PRODUCTIONS
 Victory Banner, Size 8x12, \$14.00 Gr., \$12.00 Del.
 Victory Banner, Size 8x7, \$8.00 Gr., 7.50 Del.
 Get them American Banners.
 Size 8x12 \$14.50 Gr., \$12.00 Del.
 Get them American Banners.
 Size 8x7 8.50 Gr., 7.50 Del.
 Get them American Banners.
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PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.
 by **BILL BAKER**
 (Cincinnati Office)

ART NELSON ... will soon be leaving Toronto. He played a few small fairs to good business, winding things up, and says it's getting cold in Canada. This winter he will work a few stores in the States.

WINTER PLANS are now in order. Have you made yours?

"HOT-SHOT" AUGUSTIN ... worked Blandira, Tex., on sheet September 28, for his first day's work in over 18 months. Now he has been in the hills resting and trying to get well from tuberculosis. He is much improved but a long ways from a well man. He writes: "Old Men want hother me this winter, as I have my winter wood and my own boys ready to kill. Expect to be out in these parts another year. Wood is bringing the highest prices ever and crop is good. You can get it out here, if you have the stuff."

SOME OF THE BOYS ... and girls are long overdue with a pipe. Why not limber up and shoot one in?

THE FELLOW who knows himself first is more likely to succeed than he who does not.

WILLIAM BLUMHART ... met many of the boys in Detroit making the usual rounds. Among them was his old friend Max Chief. Blumhart says that Daniel Curran has two carloads of glass and is open to meet all comers among glass cutters. Bill and his LaBaw are going big in the Motor City.

W. C. MURPHY ... pencils from Portland, Ark. "While here I met Clowen White, who has given up the road for a while. He and White Boothby are running a restaurant here. This town is open for shows and pitchmen."

THE SUCCESSFUL pitchman is that way because he sets a pace that he always can maintain.

CHARLEY COURTEAUX ... is still pitching peelers and juicers to good results in the Youngstown, O., and Pittsburgh areas.

WHAT'S BECOME of such stalwarts of the pitch fraternity as St. Hart, Harold Watson, Joe Walsh, Morris Davidson, Blacky Kessler, Blim Rhodes, George, Michael, Johnny Ross, Fred O'Day, Clarence Morrison, Haps Mendenhall, Art Novatney, Jimmy Miller, C. W. Howard, Vandy Cooper, Billy Connors, Conrad Christensen, Al Meyers, Al Decker, Ray Harbers and Mickey Walker?

JERRY THE JAMMER SEEZ, "In some instances it pays to be indifferent, but not when it comes to paying off obligations."

EMPHET TELLS ... from the calamity howlers that ink sticks are a thing of the past, the boys and girls working the latest style pens are reported to be going to town in a big way.

ALTHO HELD OVER ... in South Bend, Ind., for another week, Stanley Naldrett soon will be in the Deep South, he pens from the Indiana city.

CHIEF BLACK HORSE ... and Jimmie Tucker recently closed a successful season at Ashley, O., with their med show. Jimmie has headed for Iowa, and Black Horse is taking a two-week vacation before opening a hall show. He recently took delivery on a new house trailer. They would like to read pipes from Mississippi Kid and Pappy Jordan.

IT'S PROBABLY true that no news is good news, but can it be applied to communications from pitchmen?

RALPH GARDNER ... tells that he closed to good results at the Cattle Congress and Dairy Show, Waterloo, Ia., where other lads hesitated to be getting their share of the long green, since rain spoiled it for two days

for the boys who worked outside. Among those sighted with booths in the buildings and at outside spots were Arthur Ward, magic; Sid Shipman, whistles; La Fay, glass cutters; Mr. and Mrs. Sid Hirsch, horoscopes; Jack Small, juicers; Jack Halligan, med; Kay Libby and mother, farmers; Tim Sullivan, pens; Hugh Smith and Speed Hetch, run menders; Mickey Romanelli, glass cutters; Dolly Kearns, run menders; Mr. and Mrs. Stevens, straw flowers; Tom Kennedy, glass cutters and horn suite; O. V. Flippa, cutters, and Ben Jackson, flasks.

UNSIGNED communications still make their appearance at the Pipes Desk. However, the editor pays no attention to them.

"AFTER WORKING ... a few street celebrations and sales days I played my first fall store date October 14," cards Bob Posey from Wabash, Ind. "Plan to continue with my store demonstrations until the Bluebirds sing in the spring. Would like to see pipes from Jimmy Jack Curran, Tom Kennedy, Melvin Shost, Al Decker, H. B. (Kelp-Malt) Kennedy, Health-Book DMMille, Al Stien, Jack Kerns, Ted Travis and all the other pipe-inners."

BIG AL ROSS ... pencils from St. Louis that Bob Beach and Red Gunn worked several decks to outstanding results at the Alabama State Fair, Birmingham. Ross, who is working the front of the Girl Show on Royal American shows, says Knut the Mouse Man, also worked to good business in Birmingham.

THEY TELL US the boys who are making the coffee territory seem to be getting plenty of the long green. Wonder how much of it is being banked.

SID (DEACON) DUBIN ... closed a successful season with the sea shells in Moody, Conn., recently. He says he'd like to read pipes from Red Lux and the Seidel Brothers.

SEVERAL of this column's readers have called the writer's attention to the fact that the Court of Mixing Nails program, aired over Station WABC, New York, is trying to locate a Mrs. Hinquinn, also known as Bertie Mae Quinn or Bertie Mae Martin, or her 10-year-old son, John Quinn. She is heir to a large estate left by her husband, who died last April. The estate must be claimed by October 31. When last heard from Miss Quinn (Martin) is supposed to have been touring the South with a med show. Anyone knowing her whereabouts is asked to have her contact the station immediately.

MEMORIES: Remember when Ned Hovey was taken to the station in Toledo for working without the proper credentials? Ned not only secured the reg but also obtained a permit by demonstrating and selling to every member of the police department present one of his latest self-filling ink sticks. These were the good old days.

CHIC DENTON ... of the road in Dallas, operating a store, says: "Cuban Mack, whom I was with on Robbins Bros." Cruise in 1938-'39, called on me recently. He is with a

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BELLEVILLE-OR-NOT Show at the Texas State Fair here. Dutch Davidson and Joe Ackerman are also at the fair."

HOT-SPOTTING is a vogue in Pitchmen since the closing of some of the big cities. It has been profitable to some members of the tribes and better fraternity, as they work the busy business districts. It takes intestinal fortitude to make the grade, however.

AL SPANS ... is still pitching code at the shipyards and steelworks in Newark, N. J. He says he has been working a fast item at Harry's Department Store on Broad Street. Tony Rayno is also there with pens and slugs. Marie Bertram is holding them with rug cleaner, adds Bertram.

OAK-HYTEX BALLOONS
HALLOWE'EN PRINTS
 Oak's orange color balloons with black dots and wishes are popular and first selling for Halloween.
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 12 GENUINE OPALS \$1.50
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THE UPPODDOW FLASHLIGHT HOLDER
 Thruout light upholders and glow. Use up if both hands. Used on ground, hanging up, or fasten to anything to clothing. For home, use or conventional use. It makes a flashlight COMPLETE! A real size. Ideal time for demonstration. Write for details.
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"Style-Hits" of the 1941 Fair Season
 Feature new embossed designs in 1941 Engraving Pins—this "style-hits" of this season's hits. There is still time to "cash-in" on these new big selling styles. Write or write for the new 1941 Engraving Catalog and see all the brand new styles. Specify Catalog Number 18.
HARRY PAKULA & CO., 5 N. Wabash Ave., Chicago, Ill.

RAY HESHERS . . . is back in Chicago, and says he is hooked with a DeFroonster to a bang. Hershers says Ray (Pats) Walton how the rigs are going down yonder.

HANG OUT AN EAR . . . fellows, and tune in on the following effusion from Eddie Gillespie, ace pitch exponent from Dallas: "Have been dropping cords and floodlights in plants and shops around Detroit for the last two months, but because of the priorities on copper and rubber, I can't work it. Moe-Fie Mettler, Stan Drake and Eddie Hoar are working cookers at the State Fair in Texas here, demonstrating to the Lone Star State's fairer sex how to whip up an elephant-size meal with nine vegetables and meat in three minutes. The boys are so accustomed to the pressure, both from the cooker and the pitch, that the other day Eddie tells the tip how safe it is with no dangerous blow-out plugs or old-fashioned steam whistle valves. He was so hot he forgot about the gas and the top of the cooker blew off like a volcano. The result was he blew the cooker, vegetables, his tip and his pipes. The other pitch boys working near by said it was the biggest and fastest blow-off they ever saw. It rained here four days, so no one is garnering any of the long green or even grabbing the hard money. Line-up at the fair includes Pop Adams, glass knives and jokers; Blankensford, paper; Doc Weidinger, tips; Fred Bluffstein, pens; Abe Whittemore, pens; Fred Allen and mother, transducer; Freddie Schaeffer, straw flowers; Jimmie Neal, jokers and glass knives; Joe Ackerman, jokers; Glen Bernard, jokers, and the writer, pens. Saw Phil Kraft working a St. Louis chain saw and getting big turns on corn pink. Worked the 1000 pipes from Act One. Bill Waldorf, Eddie Jameson, Jack Mahoney and Gummy John Schoemlin."

Pitchdom Five Years Ago

John Sweeney and Thornberg were writing plenty of sheet in Lebanon, O. Kenneth B. Reynolds was there, too. . . J. E. Nicholson was braving the early winter winds at fairs in Ohio, and hopped from there to Georgia and Alabama. . . Roy (Doc) Lett was located in St. Louis. Carl Huber had his waterproof gaiter going wild at several spots there. Others there were Bill Crauser, gummy; Tommie Lee, books; Slim Craig, sheets; Bernie Delmar, horn nuts; Phil and Marie Long, horsecooper; Bill Givens and Curly Scott, handbags. . . B. J. Stark met Salem Bedonie in Gary, Ind. . . Albert H. Marsh, still working fairs in Michigan with automatic paint sprayers to good use, stopped at the Pipes Show in Cincinnati en route to Birmingham. . . Sam H. Childers had been doing swell business thru Illinois and Kentucky with the Lord's Prayer on a pin. . . Morris Kahntroff opened an auction store in Fort Worth, Tex., after making the long jump from the Cleveland exposition. . . W. D. Cooper was enjoying

swell business on the leaf in Morgan, Miss. . . W. B. Osforth found things good around Waynesville, N. O. . . Jimmie Watson was in General Hospital, Los Angeles. . . Al Ross was at the Food Mart in Chicago. . . He met Bob Roche, who reported that Cleveland gave him his winter bank roll. . . Eddie Diebold, after 10 weeks at McCrory's in Reading, Pa., with white shoe cleaner, went to Pittsburgh. . . George A. Saucers, lone wolf of KAO fame, was still making spots in Oklahoma and Texas. He scribbled from Dallas that he hadn't seen a plebiscite in that section. . . Doc Roberts continued to play to thousands nightly in Oklahoma City—five years at the same spot. . . Harry Pelletier made the fair at Marysville, O., with jar wrenches to fair his. . . Hobby Laidlow was working in an around Oklahoma City with med to fine taken. . . Martin Block, of aspirin card fame, was frequently seen around the auditorium at Tulsa, Okla. . . That's all.

Med's the Best Show

—By E. F. HANNAN

IT IS said that Billy Rice, one of the best end-men in the minstrelsy field, obtained his start in the med show business. He always used the stump speech style that was featured by med show comedians of this type, when presented as Rice did it, it never failed to shock Luke Scholcraft, another minstrel star, tramped with med shows before joining the minstrelsy field and Lew Benedict used to tell a story in his vaude monolog of the med show he heard out with at \$6 per week and grub, and when the show pitched its tent near a field of good eating corn, over was the fodder for the performers for the time being. If the year-by crop was beans, beans were in order.

At any rate, many old-time blackface stars learned their stuff with med and were so much the better performers for it. A story is told about Jack Haverly, strolling down South Clark Street, Chicago, and stopping to listen to a banjoist playing for a med lecturer. Haverly asked the performer how much he was being paid. "Two dollars a performance, the banjoist replied, but the worst part of it is I only work every other night and that ain't work enough." "I'll give you \$5 a performance and throw in your board," Haverly said, "and you'll work every night and most of the afternoon. You'll work enough in a minstrelsy if that's what you're looking for." So Haverly took on another blackface.

Events for Two Weeks

- Oct. 13-18
 ARK—Dumas, Livestock Show, 13-15.
 CALIF.—Sacramento, Dog Show, 13.
 D. C.—Washington, Dog Show, 13.
 O.—Columbus, Oud. Fellows Celebration, 13-15.
 ILL.—Taylorville, Boy Scout Festival, 14-15.
 IND.—Indianapolis, Horse Show, 17.
 IOWA—Lynn, Golden Jubilee, 13-15.
 MD.—Baltimore, Auto & Home Show, 11-12.
 MI.—Bakerly, Farm & Home Show, 14-15.
 MASS.—Worcester, Dog Show, 14.
 MICH.—Detroit, Dog Show, 12.
 MISS.—Natchez, Horse Show, 13-14.
 MO.—St. Louis, Dog Show, 14.
 MONT.—Billings, Junior Fair Stock Show, 13-14.
 N. Y.—Buffalo, Auto Show, 11-12.
 Elmhurst, L. I. Dog Show, 13.
 Rochester, Auto Show, 11-12.
 N. C.—Charlotte, Negro Cotton Festival, 13-15.
 O.—Galien, Fall Festival, 13-15.
 Leipsch, Corn & Cattle Show, 13-15.
 LOUIS.—Bloom, 13.
 R. D.—Yankton, Pioneer Day, 13.
 TENN.—Memphis, Nat'l. Dairy Show, 11-12.
 TEx.—Treatment, Dog Show, 13-14.
 Henderson, Music Festival, 13-15.
 Houston, Food & Home Expo., 11-15.
 Houston, Dog Show, 13-15.
 WIS.—Madison, Food Show, 13-15.
 CAN.—Peterborough, Oud. Plovering Match, 14-17.
- Oct. 20-25
 ARK—Pine Bluff, Auto Show, 24-25.
 CALIF.—Center, Potato Show, 24-25.
 ILL.—Chicago, Radio in Blauvelt, 21-Mor. 2.
 IND.—Newport, Centennial & Home-Cooking, 20-25.
 KY.—Mayfield, Fall Festival, 20-25.
 LA.—New Orleans, Dog Show, 23-24.
 MICH.—Marquette, Potato Show, 21-23.
 MISS.—Dumas, Pioneer Trail Days, 19-23.
 N. Y.—Buffalo, Dog Show, 24-25.
 Rochester, Dog Show, 24-25.
 R. D.—Wilton, Pioneer Day, 23.
 Madison, Eastern Day, 23.
 Yankton, Dog Show, 23.
 TENN.—Grand Junction, Livestock Show, 23-25.
 TEX.—Gilmer, Yankton, 23-25.
 Jackson, Dog Show, 23-24.
 Taylor, Farm Festival, 23-25.
 WASH.—Seattle, Logging Congress, 23-25.

WIS.—Madison, Livestock Expo., 20-22.
 CAN.—Toronto, Ont. Dairy Industries Expo., 20-25.
 Toronto, Ont. Horse Circus, 20-25.

MIDWAY CONFAB

(Continued from page 35)

CALIF.—While playing Redding, Calif., Marie Hanks of the writer's Parisian Girl Revue, was pleasantly surprised by a visit from her parents, Mr. and Mrs. L. H. Lupton and brother, Russ, Peggy Bailey of the Fan Show, doubled at the Hilltop Cafe, local nitery. New two-ring circus attraction with the writer as emcee, is proving popular. Line-up includes Ray Wheeler's dogs, with Sherry Lane, clown, handling the act; O'Neill Twins; Skim Milk, rodeo clown, and Capt. Eric Van Der Wall's Lions.

ONE of the funniest things during winter months is a becken guy trying to appear flush and a flush showman trying to appear tapped out. One is pride and the other self defense.—Colonel Patch.

ABOUT 45 members of Siebrand Bros.' Shows were guests at a party tendered them by Walker (Death Valley Scotty) Scott and his secretary, W. W. Merrill, at Scott's home in Grapevine Canyon, Goldfield, Nev. Headed by Merrill, the group made a tour of the grounds and home and then partook of luncheon served in the patio. Among guests were Mr. and Mrs. H. Siebrand, Bill Armstrong, Mr. and Mrs. P. W. Siebrand, Pierre Andre, Gladys Belshaw, Curly Cummings, Mr. and Mrs. Harry Clark, Mr. and Mrs. McCraig and son, Darrell, Mattie Clark, Mrs. Lucy Dohly, John Dugan, Mrs. Hap Henry, Herman Jackson, Mr. and Mrs. Bill LaFourme, Henry (Swede) Peterson, Charlie Milton, Mr. and Mrs. Art Parkinson and family, Mr. and Mrs. Robert Penny, Mr. and Mrs. Les Ritter, Frankie Regan, Rex Hecall, Don Ray, Salene Stewart, Mr. and Mrs. Eddie Swanson and Mr. and Mrs. Goolie Vincent.

ASKING for a job with a side show, a naive said, "I am just a normal young man who wishes to travel." "Normal! Normal!" shouted the manager. "Then why in hell did you apply at a side show?"

OF INTEREST to transient manufacturers of ice cream are Regulations 2 and 16 of the Florida Frozen Desserts Law, which are being strictly enforced by the inspection bureau of the State Department of Agriculture. Regulation 2 provides that "No person shall operate an ice cream plant or manufacture ice cream without first having obtained a license as required by the Florida Frozen Desserts Law. Licenses are in the form of an inspection fee and are not transferable as to ownership or location of plant. An itinerant maker of ice cream shall obtain a license each time he changes location." Regulation 16,

which pertains to the manufacture of ice cream on trucks or other units that travel from place to place, provides that "only ice cream, as defined in the Florida Frozen Desserts Law, can be manufactured and dispensed from a traveling frozen deserts machine. Ice cream mix must be purchased from a licensed wholesale frozen deserts manufacturer within the State. Ice cream mix must be stored at a temperature of 30 degrees Fahrenheit or lower. Some provision for storage and keeping mix cold must be provided. Mix must be protected from contamination. No ice cream may be put thru a freezer a second time."



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100-PIECE Novelty, Gifs, Retail to \$20. **DEAL 21.50**

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1000 ASSORTED Novels, Novelties & Tractates, Retail to 10¢. **DEAL 17.50**

1200 ASSORTED Gladstone Items, Retail to 10¢. **DEAL 21.00**

400 ASSORTED Mittens and Pair of Socks, Big range, Retail to 50¢. **DEAL 24.00**

TOY & GAME ASSORTMENT #1, Retail to \$2.00. **DOZEN 7.80**

TOY & GAME ASSORTMENT #2, Retail to \$1.50. **DOZEN 3.75**

TOY & GAME ASSORTMENT #3, Retail to \$1.00. **DOZEN 1.80**

TOY & GAME ASSORTMENT #4, Retail to 75¢. **DOZEN 8.50**

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For new Sevier County Fair, Sevierville, S. C., and Marion County Fair, Marion, N. C., and two others to follow. Also Commission of all kinds. All address:

S. E. PRELL, General Manager

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LAURENS, N. C., this week; Marion, N. C., next week.

CAN PLACE

COOKHOUSE. Several weeks of fairs. Concessions of all kinds, no exclusives. Eddie Lippman no longer here. Fritz Brown manager concessions. Have Girl Show open for reliable operator. Business, contact Red Eye Hillman.

AL WAGNER

Troy, Ala., this week; Andalusia, Ala., next week.

WANTED

Manager for multiple Clark River, Manager for organized Girl Show, good week's work. Orange, Texas. Fair then Alexandria, La. CONGRESSIONS—Canton, Haverhill, Fallston, Cassville, Ocala and Tequesta, Fla. Was or came in. Many, La., Fair, this week; then Orange, Texas.

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Band Leader with Collopy Available immediately for Indian Circuses, Concessions or Musical Events. Best of materials. Address: CAPT. EMIL HAHN, 815 Garland Ave., S. W., Canton, O., Phone 3-2120.

READING'S SHOWS

Wanted—Grand Shows and Stock Concessions, Concessions Agents and Horse Shows. Show No. 1 at Montgomery, Tenn., this week; Grand Fair, No. 2 Show at Marietta, Ga. Live Stock show at Grand Junction, Tenn. All address: W. J. WILLIAMS, Bg., Brannenville, Tenn., Grand Fair, this week.

WANTED

Shows and Concessions for Texas, Ark., P. T. A. Grand Fair, Oct. 12-13! ARIZONA, Ark., P. T. A. Grand Fair, Oct. 20-22—see date and write. Must be clean. No Criminals wanted. Don't write, come on show all. Legitimate Concessions. No gambling places. Indian Circus, Feltner, no copies. Cotton crop best in 20 years. First show, first place. To S. call on Red Eye.

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Equipped with Generator and Generator. N. C. GREENFIELD, INC., 870 7th Avenue, New York City. Telephone 5-0073-0047.

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WE ARE NOW BOOKING

Act for 1942. Will buy Factory Made Kid-Ride.

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Weyland, Iowa

WANTED PHONE MEN

Tickets and Ads. Strong Receipts.

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SUITE 16, JONES BLDG., UTICA, N. Y. Phone: Utica 4-0441

FOR SALE, LEASE OR TRADE

Businesses—New, used, new modern, portable, for sale or exchange. Can be seen by appointment in Blue Ridge—please see my card. Address:

MRS. LEE PADEN

Gauleville, Ga., this week

WANTED TO BUY

Set of Players on Taylor. Must be in good condition. Please agent. No junk considered. Write to Mr. J. W. Roberts and number.

W. W. ROBERTS

214 Shawnee Drive, Louisville, Kentucky

LANCASTER COUNTY FAIR

Weyland, Va., October 20th-25th

Want Ferris Wheel with new transportation, 24 per cent, or Any kind of Ride that will receive and pay. (Round track) what we have. Concessions all over. Will guarantee you to work on all winter to South Carolina and Virginia.

THOMAS H. BOWWELL, Lee Hill, Va., this week.

Montgomery Annual Winner: Near-Capacity Crowds Out

MONTGOMERY, Ala., Oct. 11.—Montgomery County Fair, sponsored by Alabama Overseas Veterans and featuring Great Lakes Exposition Shows on the midway here September 29-October 9, played to near-capacity crowds every night. Fair was located on Bell Street across from Maxwell Field, where several thousand soldiers and cadets are stationed, and a soldiers' jayday during the week didn't hurt business any.

A percentage of one-night's proceeds was given to the Rainbow Girls (Junior Eastern Star organization) to help in their campaign to raise funds for the purchase of an iron lung for the city. The girls had a booth at the fair, where they solicited donations nightly. Weather was ideal through.

NEW FED TAX

(Continued from page 3)

to and will collect the tax from everyone except the above exceptions, and these classes are to go into in volume to be considered. The only ones who are really exempted are the kids under 12, except if the price goes beyond 9 cents. A 10-cent ticket for a child under 12 is taxable at 1 per cent.

Latest interpretation on cabaret levies stipulates that spots which have an automatic phone as the sole source of entertainment will be exempt from the 3 per cent levy. In other spots the tax will be collectible on everything the customer buys, including service. Previously a 20 per cent tax was charged on admission, but new levy eliminates this in favor of an over-all 5 per cent tax.

Taxes on critics' admissions will also have to be paid by theaters, even tho no admission is charged them. If horse shows the levy, the amount of tax which would be charged will have to be shielded out.

The tax increase on distilled liquor is already resulting in higher prices at bars and hotels. This is especially prevalent in the lower priced spots.

WASHINGTON, Oct. 11.—Price of drinks at clubs and bars will advance 3 cents in most spots here, but the upper-bracket establishments are sitting tight on the present scale. Operators are not sure whether it would be better to hike the price or cut the portions. In order to meet the general advance in liquor costs.

SHOWMEN'S LEAGUE

(Continued from page 11)

Herman, Miami; Lee Cochran, Chicago, and Patriots Gordon, Johnny J. Jones Exposition. Elected to the nominating committee for 1942 were Mrs. Lew Keller, Mrs. Edward A. Hook, Mrs. Leah M. Weber, Ester Welner, Carmes Seymour, Mrs. Al Wagner, Clara Zelger, Mrs. Charles McDougall, Mrs. Louis Henry, Vivian Miller, Nora Shost, Edith and Claire Bullock, Marie Korte and Mary V. Taylor. Bass Hamid sent in dues of \$25 and is paid up to 1942. After adjournment members were served with cake and coffee, a treat from Sister Virginia Klins.

I. O. O. F. BAZAAR

Devine St. Lot, Columbia, S. C. Now and All Winter. Free Gals.

WANT

Spittins, Beards, Five-Plains and Ochsler Performer, Mid-Cent, Monkey, Beads, etc. Day Ride, anyway, Tommy, Tuba, Drummer and Tiger, Mid-Cent, Monkey, Beads, etc. Grandstand, Plumber, Adly, Lead, Quicker, etc. All replies: DEPT. P. O. BOX 222, COLUMBIA, S. C.

F. R. HETH SHOWS

WANT

Five Act for laborer of season, Concessions of all kinds, Shows, Lead Gallery, First, 3rd, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th.

EMANUEL ZACCHINI
"Super Human Cannon Ball"
Could feature jumps over three Ferris Wheels. This act has been presented on James E. Stratos Midway for the past two consecutive years. Now open for winter dates and 1942 season.
Address: 2601 Parkland Blvd., Tampa, Fla.

ENDY BROS.' SHOWS, INC.
ATHENS, GEORGIA, SOUTH'S OUTSTANDING FAIR
WEEK OCTOBER 20
WANT Rides that do not conflict. CONCESSIONS all open. Novelty, Pitch Shows.
Followed by Panama City, Crestview, Marianna, all in Florida. Closing Miami, Shreve Fair, December 2th.
THIS WEEK CLINTON, SOUTH CAROLINA.

POLACK BROS.' INDOOR CIRCUS
Wants Promoters capable of managing advance promotions for our Shrine Dates. Salary and percentage. Ten months' work to year. Address IRV J. POLACK, Manager, week October 13, Lake Theatre, Salt Lake City, Utah; October 21 to 23, Grand Junction, Colo., week October 27, Shrine Circus, Pueblo, Colo.

WANTED INDEPENDENT SHOWS
For balance of season, consisting of all fairs. Will place any money-getting Show that does not conflict. Thirty per cent if you have your own equipment and transportation. Write or wire at once.
SOUTHERN STATES SHOWS
Live Oak, Florida, this week; Lakeland, Georgia, next week.

WANTED ... WANTED ... WANTED
"MAMMOTH TOBACCO AND HARVEST FESTIVAL"
NOV. 4-8
5 DAYS
PEOPLE WITH MONEY—ARMY MANEUVERS
NOV. 4-8
5 NIGHTS
YADKINVILLE, N. C.
Fairs Wheel—Merry-Go-Round—Oscopos—Tilt-a-Whirl—Chair-o-Planes—Kiddie Rides, Shows, Minors—Yam-Do—Fox Wagon—Any Walk Tires—Plywood—Grand—Etc. Concessions, Grand Stands—Bicycle—Rope—Pony—Polo—Pitch—Til-You-Win—Fish or Duck—Novelties—Cora & Lead Gallies—Anything Left—Eat & Drink Stands—Patrols (no Quacks). Need 50 or 100 N. W. Plant, Street Truck, Ward 2 or More Successful. Free Ads. Will consider Organized Show with above. Write—Phone—Wire J. E. SHEW, BOX E, YADKINVILLE, N. C. (Phone 48W)

WANT DANCING GIRLS
\$25.00 PER WEEK
Write or Wire DANNY GORMAN
EIGHTH STREET MUSEUM
255 N. 8th Street, Philadelphia, Pa.

Days 6 Nights
October 20-25
CAN PLACE FOR
October 20-25
"NORTH CAROLINA'S LARGEST FAIR THIS WEEK"
Johnston County Fair, Smithfield, N. C.
Can place Concessions of all kinds, including Novelties, Bales, Photo, Pony Pitch, Hoopla, Ball Games, Coupon Shows and Wheels, Hatters, Tompkins and Eddy, etc. Can place non-conflicting Shows. Address all mail: TOM CARSON, Business Manager, or LLOYD BERFAGE, Manager, Weyland (Fair), N. C., this week.

KEYSTONE MODERN SHOWS WANT
Fair Atlanta, Ga., lets organized Minstral Show or Musicians and Chorus Gals. Want organized Side Show to join on wire. Here complete outfit up and ready to go. Can place Talker and Trainer for Chimp and Monkey Circus. Legitimate Merchandise Concessions all open except Bings. Can place Cookhouses. All address: BOULEVARD AND JACKSON STREETS, ATLANTA, GA., THIS WEEK.

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

An Industry Goes Out To Sell Bonds

By J. E. Broyles, President Automatic Phonograph Manufacturers' Association

Events of great meaning to the commercial phonograph industry have been taking place during recent weeks. The national campaign to boost the sale of U. S. Defense Bonds has already been announced to the industry and the U. S. Treasury has gladly accepted the offer of the industry to render this service in behalf of national defense. With the full co-operation



and sympathy of the Treasury officials thus assured for our campaign, it is now important that we carry it forward to success.

A lot of discussions have been held on conducting such a campaign since early last summer. Some worthy examples of what can be done have been set by music associations and also distributing firms. These examples should be an inspiration to all the rest of us to get into the campaign and make it a complete success at the earliest possible moment.

The Automatic Phonograph Manufacturers' Association accepted the responsibility of sponsoring the campaign with the sincere desire to do as much as possible in the name of the industry toward supporting national defense. Each member of the manufacturers' association agreed to do as much voluntary enlistment work as possible among their own distributors and customers in order to make the campaign cost the industry as little as possible. It is important that this voluntary spirit prevail thruout every organization and every firm within the industry. It is important that every individual member of the industry voluntarily give his services and best effort toward selling Defense Bonds. It is by showing such a voluntary spirit that the campaign can be made a national success at the least cost to everybody in the trade.

The campaign is being pushed forward with the greatest possible speed. Publicity materials are being prepared by various firms and will be in the hands of the local trade as soon as it can be made available. The co-operation of the Treasury Department will be available to the industry in all of this work. Many local organizations will also develop their own promotional and publicity material to meet local conditions. Thus far the response has been very favorable in every

respect and for the good name of the industry it is important that a united purpose dominate the entire trade.

The plan is to use as much of the personal appeal and personal contact as possible. Manufacturers will appeal to their distributors, and distributors will appeal to their customers. Association workers will appeal to the membership of organizations. Trade papers will appeal to their readers. Each operator who enlists will appeal to his fellow operators and to all locations. Thus everybody will be at work and equal honor will go to all.

The industry has been well informed on the objective of placing the record "Any Bonds Today?" or other approved records on all phonographs. To accomplish this will require a lot of work, and very enthusiastic work. The week of November 9 to 15 has also been designated for special effort and for special observances. The week was selected because Armistice Day comes during that week and there will be many local patriotic observances in which the phonograph industry will take part. We are centering much attention on that week to really make a good showing.

Plans will be in the making, in the meantime, for a permanent program. This is the testing time of the industry, whether it can muster its forces and show a great national spirit. The degree to which the industry volunteers to put the campaign over during the next few weeks will determine the future aspects of the movement. The industry certainly has its greatest opportunity to perform a national service, and the call is for workers and for a supreme effort by every member of the trade.

Each week will bring new ideas and suggestions and new efforts to get 100 per cent enlistment. As local campaigns are developed, all these efforts will suggest new ideas and add zeal to the cause. A national honor roll will be arranged to give due recognition to all operators who enroll in the campaign.

We are stressing all thru the campaign that the phonograph industry is buying bonds and that it is selling U. S. Defense Bonds and not its own wares. This ideal must be kept in mind by everybody. We want to sell bonds, bonds, bonds, and the rewards to the industry will take care of itself.

Please co-operate with suggestions, ideas and with your services. The industry can use you. Call on your own association, on our association, on the trade papers, or any manufacturer or distributor and sign your enrollment card today. It is the greatest cause we have ever worked in and we must put it over.

MEN MACHINES

WALTER HURD,
THE BILLBOARD, CHICAGO

PHONOGRAPH MERCHANTS' ASSOCIATION OF CLEVELAND UNANIMOUSLY DECIDED TONIGHT TO SET ASIDE ITS REGULAR "HIT TUNE" CAMPAIGN TO PROMOTE "ANY BONDS TODAY?" BEGINNING NOVEMBER 1. DEFENSE PARADE ON ARMISTICE DAY WILL TOP THE PROMOTION, WHICH INCLUDES RADIO, NEWSPAPER, STREET CAR ADVERTISING. EVERY PHONOGRAPH WILL FEATURE THIS TUNE IN NO. 1 POSITION.

CLEVELAND PHONOGRAPH OPERATORS' ASSOCIATION.

The campaign to aid the sale of Defense Bonds is gathering momentum daily. Outstanding promotions are being planned by the Cleveland Association and the Detroit phono men. Los Angeles phono men are also heading up a nice campaign.

Not only are the phono manufacturers co-operating to boost Defense Bond sales by urging the use of the record *"Any Bonds Today?"* on phonographs, but they are canvassing their own organizations to sell bonds. Reported during the past week were two such promotions. Rock-Ola has furnished each employee with a Defense Stamp album and a contest is now on to see who can fill the books first. The stamps are sold by the firm's cashier and much enthusiasm is being shown by all employees. At a recent sales meeting of the J. P. Seeburg sales organization \$30,000 worth of Defense Bonds was subscribed by those present.

On the distributor front, Al Stern, of MONARCH COIN MACHINE COMPANY, Chicago, urges all operators to watch their p's and q's at the present time. Al goes on to assure operators that Monarch does not believe that jacks-of-all-trades can successfully refinish used games and that consequently Monarch has employed only the finest craftsmen who have been trained to repair and refinish games. "That is the extent of their duties," says Stern, "and that is all that they are required to do. Operators will back me up when I say that they are real experts."

What are the p's and q's that Al urges operators to watch? Well, he really urges watching of p, q and p—that is, performance, quality and price. He declares that Monarch is tops in supplying these requirements.



I. D. BOTKIN

Here is a young fellow who has come to be well known in Chicago manufacturing circles. He is I. D. Botkin, and the occasion for this little tribute is the fact that he has joined the Air Corps. He began his association with the coin machine industry as an office boy and beset with the thought that he could do anything, he soon found himself advancing until he was preparing advertising for the industry trade papers. As an advertising man he was unique—preparing his advertising completely. He

consulted with his superiors—then sat down and wrote his copy, did his own art work and followed it thru until it was completed. Botkin, despite his youth, has served many years with three firms, namely, Daryl Company, Mitchem Company and until recently with Gardner & Company. He is now Private I. D. Botkin, stationed at Jefferson Barracks, Mo., with Flight 29, School Squadron 558.

A blind man could see how the wheels of progress are turning at Perno Point, according to E. C. (Gene) Stephens, executive. Business has been going along at such a fast clip that Perno has taken two floors of the Standard Building, which adjoins its factory. These floors will be devoted to inspections, packaging, carding and shipping of the various types

Deaths

Mrs. Mary Ardway October 2 in Houston. She is survived by her sons, Tony and Edward, owners of the Two Brothers Amusement Company, Houston.

Marriages

Nate Gottlieb, official of D. Gottlieb & Company, Chicago, to Irene Levine October 4 in Chicago.

George Inna, serviceman for Benjamin Sterling Jr., Moores, Pa., to Mary Coyne September 27.

Births

A daughter to Mr. and Mrs. Frank Coffee September 27. Coffee is route manager for Benjamin Sterling Jr., Moores, Pa.

A son to Mr. and Mrs. Sam Millman. Millman is auditor for the Atlas Novelty Company, Chicago.

Personnel

Charles Tiemann, field secretary of the Ohio Tobacco Association and Ohio Cigarette Vendors' Association, has resigned to take a position as sales manager of H. Katsovsky, Inc., tobacco and candy jobbers.

Frederick Kietman succeeds I. D. Rotkin as advertising manager and director of publicity at Gardner & Company, Chicago. Kietkin has joined the Air Corps.

Frank Weldon has joined the Calvert Novelty Company, Baltimore, as a member of the sales and advertising departments.

Lloyd Sutton, formerly with RCA Distributing Company, Louisville, has joined the sales force of the W. B. Novelty Company, St. Louis and Kansas City, Mo.

In the Army

Malcolm Dewees, Houston, son of Lennie Dewees, large scale and vendor operator, left Houston September 28 to join the army in San Antonio.

Billy Bentch, Houston operator, has joined the Canadian Air Force.

New Addresses

Western Distributors, 599 10th Avenue, New York.

D. Robbins & Company, 503 West 41st Street, New York.

of phonograph needles manufactured by the firm.

MORRIS MAYNOR JR., Wurlitzer distributor for Virginia and Eastern North Carolina, with headquarters in Richmond, Va., recently sponsored a three-day school for Wurlitzer operators in his territory. Classes were conducted by Joseph Erdos, Wurlitzer special service manager, and W. H. Peters, service manager for the territory.

Operators attending were W. H. Parker, Robert L. Barco, D. A. Graham, W. E. Longan, Mike and Frank Gray, E. R. Bassett, Frederick Jones, Theodore Barnett, Charles E. Ivy, J. T. Freeman, Sam Dossert, O. M. Winfield, J. H. Menefee, J. M. Womble, J. H. Cameron, W. M. Alley, W. T. Owen, Thelma Chandler, John C. Amias, Robert Smith, G. S. Volley, E. B. Alley, J. W. Hawkes, G. Hanes, J. E. Fink, Frank Yewer, Allright Banks, Isaiah Robinson, L. C. Tyndall, Bruce Peyton, C. B. Beach, Earl Duncan, W. S. Riggs, John Davis, Mr. and Mrs. M. C. Partish, Wiley Peyton, George H. Mohring, Joe Fuman, Herman Hicks, Buster Warren, E. L. Parros Jr., W. H. Jennings, Rufus Baxter and George W. Whit.

Frank Weldon has joined the office force of the CALVERT NOVELTY COMPANY, Baltimore, according to an announcement from that firm. Weldon reports his pleasure at being with Calvert, stating: "Calvert has become outstanding in the distributing field. We are planning some unique promotional programs for the benefit of operators and I can think of no firm I would rather work with than Calvert on these promotions." Weldon will work with the sales and advertising departments.

Sam London, reporting on the service school sessions sponsored by the MIL-

WAUKES COIN MACHINE COMPANY, reports that operators have expressed their thanks at the firm's efforts to improve service to operators. Technical instruction pertaining to operation and servicing of Seeburg music machines was under the direction of John Baxter, of the J. P. Seeburg Corporation.

Incidentally, Sam London, head of the company, who has been ill the past month, is back on the job with renewed vigor and health.



BOB VAN WEISS

Bob Van Weiss, of Atlas Novelty Company Omaha branch office, now on the road, reports that operators are experiencing a consistent rise in play on machines. "Consequently, I am looking some swell orders," he declares.

CENTRAL DISTRIBUTING COMPANY, Kansas City, Mo., has been appointed distributor of Wurlitzer equipment for Oklahoma. It is reported, a branch office, established in Oklahoma City, will be managed by M. A. Bertels. Central is owned by Tim Crummett and Findley Mason.

A new ingredient is going into the building of the United States Navy's 25,000-ton battleship Alabama. The ingredient is music, going to the several thousand workmen in six corners daily from phonograph records played over an amplifying system. The premise is that music gives some men respite from their work under pressure.

John E. Cobb and Hy Branson, of Kentucky Springless Scale Company, Louisville distributor, are planning a great event which will "clear the decks of all the machines we now have in stock," they declare. They report that they have listed every machine they have and have put the reconditioning department to work to make each piece of equipment qualify as to quality in readiness for the sale. "We're busy on the inventory—but we expect to be busier than ever when the sale breaks in *The Billboard*," declares Branson.

The amusement machine industry was given added recognition when a new team was added to the annual Scranton Dunmore Community Chest campaign. It is called the Amusement Machine Division. Ben Sterling Jr., Moores, Pa., was appointed captain of the unit.

BRIEFS OF THE WEEK

Firm Changes

R & S Sales Company, Washington, has been sold to R. S. Blackman. The firm has been renamed the Blackman Distributing Company and is located at 1209 12th Street, N. W.

New Firms

Don Clark, Clark Distributing Company, 28 Brighton Avenue, Boston.
Mark Linkner and Sam B. Liebers, United Coin Machine Earnings, Brooklyn and Grand River avenues, Detroit.
Roy Delongpre, Peerless Sales Company, 2995 Grand River Avenue, Detroit.

E. W. Brookhart, Harry A. Rowell and William D. Jamieson, International Amusement Machine Company, 633 Title Avenue, Baltimore.

Howard M. Kushner, Philadelphia Collectrix Company, Philadelphia.

Robert Kline, Robert Kline Vending Machine Mkt., 635 Race Street, Philadelphia.

Irving Mirsch, operating concern, Philadelphia.

A. M. Reider, E. H. Mason and L. H. Harris, Miami Coin Machine Exchange, Miami.

In Chicago Last Week

Bill Cohen, Silent Sales Company, Minneapolis.

Phil Burgeson, factory representative, Northwest territory, O. D. Jennings & Company.

Morris Olmer, Cleveland Coin Machine Exchange, Cleveland.

Everett Masterson, East Coast Phonograph Distributors, Elizabeth, N. J.

In New York Last Week

Homer E. Caspehart, Packard Manufacturing Corporation, Indianapolis.

Mr. and Mrs. Nate Gottlieb, D. Gottlieb & Company, Chicago.



AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendant; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL MICOSCOPE REEL CO., INC.
44-01 11th St. Long Island City, N. Y.

MUSIC MERCHANDISING

PHONOGRAPH TAX RULINGS

Neither Games Levy Nor Cabaret Tax Applies to Automatic Phonos, Says Internal Revenue Department

WASHINGTON, Oct. 11.—Two rulings set down by D. S. Bliss, deputy commissioner of the Internal Revenue Department, and reproduced below during the past week did much to allay uncertainty among some members of the trade. Wires were sent to the Automatic Phonograph Manufacturers' Association in response to its request for definite rulings.

As the telegrams specifically state, the tax levied on coin-operated amusement and gaming devices in Section 555 of the recent Federal Revenue Act (see The Billboard, page 75, October 4 issue) does not apply to coin-operated phonographs. Neither do locations which depend solely on an automatic phonograph for the entertainment of their patrons—whether or not they provide space for dancing—have to charge patrons the 5 per cent "luxury tax." Under terms of the revenue act, this tax applies to admissions, cover charge, service, refreshments and merchandise of "roof gardens, cabarets or any similar places furnishing a performance for profit." In other words, a location which provides an orchestra and also reserves floor space for dancing must collect 5 per cent for everything a customer buys. Latter ruling was the subject matter for an Associated Press release during the past week and widely publicized in the daily press.

Actual reproductions of Internal Revenue Department rulings as wired to the Automatic Phonograph Manufacturers' Association are printed below:



WESTERN UNION



WB138-21 COLLECT DUPLICATE WUX IR WASHINGTON DC 7 136P

AUTOMATIC PHONOGRAPH MANUFACTURERS ASSN. CHICGO 7 11 12 59

C 768

REFERENCE TELEGRAM SIXTH TAX IMPOSED SECTION FIVE FIVE FIVE REVENUE ACT FORTY ONE DOES NOT APPLY TO COIN OPERATED PHONOGRAPHS.

D. S. BLISS DEPUTY COMMISSIONER.



WESTERN UNION



WB125-27 DL COLLECT WUX IR WASHINGTON DC 6 136P

AUTOMATIC PHONOGRAPH MFGS ASSN. CHICGO 7 11 12 59

120 SOUTH LASALLE ST CHGO

REFERENCE TELEGRAM SEVENTH IF ONLY ENTERTAINMENT IS PHONOGRAPH OR COIN OPERATED MUSIC MACHINE AND SPACE WHERE PATRONS MAY DANCE FIVE PERCENT CABARET TAX DOES NOT APPLY. D. S. BLISS DEPUTY COMMISSIONER.

San Antonio

SAN ANTONIO, Oct. 11.—Mike Ackman, with Buckler wall boxes, Houston office, was a recent visitor to the row, Mike is the wall box pioneer of these parts.

Mr. and Mrs. Crofts, operators of Johnson City, Tex., were in the Alamo city a few days ago. They are newcomers to the operating field.

Murray Dett, Decca Distributing Corporation, recently wed Ethel Hansbury.

Mrs. Pearl Kemp of Palominas, Tex., was right in the middle of the recent storm which swept most of the Texas

coast. Pearl says the storm did not stop their phonographs from grinding right along.

Chuck Martin, salesman for Southwestern Music Company, Columbia record jobber, is a frequent visitor among the operators here.

W. J. Kopecky, Eagle, Tex.; Mr. and Mrs. N. Bawmussen, Luling, Tex.; J. H. Crooley, La Feria, Tex., and Alvin Britton, Houston, Tex., were recent visitors to distributors' showrooms here.

Remodeling, repainting and redecorating is going on at the offices of the Commercial Music Company.

Sam May, manager of the Sam May Company, reports that sales have been

Michigan Phono Assn. Suggests Steps for Unifying Industry's Efforts in Defense Bond Drive

DETROIT, Oct. 11.—Definite steps toward uniting every branch of the automatic phonograph industry behind the national defense drive to place patriotic songs upon the No. 1 position on every phonograph in the country were evolved at a meeting of directors of the United Music Operators of Michigan at the Fort Wayne Hotel Monday night. The Michigan organization, with the co-operation of Local 737, UERAMWA, started the intensive campaign back of *Any Bonds Today?* in this area six weeks ago.

Clarifying the organizational set-up, Roy Small, conciliator for Local 737, who went to Washington to discuss details of the Detroit campaign with national officials, made it plain that he has not been given any official post but that this is a program for the industry itself to handle in support of national objectives. Small told *The Billboard*, with the approval of the UMO directors present:

"This is not a matter of creating a government job for anyone—it is a case of doing a genuinely patriotic job. It is something for the industry itself and not for any government official to put across. "We are glad to see the idea being taken up widely by other branches of the industry, including operators' groups in other cities, and notably the AMPA, as reported in *The Billboard* last week.

"Now, with many heads working on this campaign, and all sincerely eager for one objective, we must take steps to co-ordinate all our efforts in the best interest of national defense. No individual or group wants to get all the credit for this move. This is not something for anybody's private profit, whether operator, distributor or record or phonograph manufacturer.

"For this purpose we in Detroit who have given a lot of serious thought and effort to this program and have worked out the best campaign on our own machine, propose that a national all-industry committee be formed. This should include representatives of all operators' associations, record manufacturers, phonograph manufacturers, machine and record distributors, servicemen's and employees' unions, both AFL and CIO, and the trade press.

"There is one point to emphasize—this program must be put over by operators primarily. They are the ones who have direct contact with each individual location, and they must carry the banner in the forefront of the campaign for that reason.

"Something that has made the campaign a success right here in Detroit has been the wholehearted co-operation of location owners, who are asking for the record and for the Defense Bond literature. The song *Any Bonds Today?* is among the six leading records for all local operators now. Michigan leads the country in sale of bonds, and that is in large measure a tribute to the success of our campaign.

"The drive for *Any Bonds Today?* has brought the phonograph industry in this territory a favorable recognition that no branch of the coin machine business has ever earned before. Newspapers have been generous in the space devoted to the song and the campaign, running even front-page by-line articles on it. Radio stations have plugged and played the song frequently, usually with a reference in some form to the campaign. The direct

of the past few weeks. However, he expects sales to shoot skyward after the 15th.

Joe Porter, formerly with Stratus-Frank Company, Victor and Bluebird record distributors, is now with Station KABC as a technician.

result of this is that a phonograph operator in Detroit today is respected as a business man, doing his definite bit for national defense, and not just a "juke box" operator.

"The entire program has been expanded far beyond the original idea of plugging just this one song, and has become a permanent industry contribution during and following the national defense crisis. When popularity and usefulness of *Any Bonds Today?* starts to wane another new song will be ready to be placed on the No. 1 position, and the idea is to keep this spot for a patriotic number that will be timely and popular, bringing in fresh songs as often as popular demand requires. Nature and subject of the songs will change as the timeliness of current national needs changes with new developments, and this program envisages leading the morale of the nation thru whatever situations lie ahead.

"Selection of new tunes for the No. 1 position could be made by the national all-industry committee, based on reports from operators everywhere, who will be alert to find new tunes with the popular appeal that can swing them into smash patriotic hits."

An exploitation program has been prepared by Small and those who have worked on the plan here and at Caracas and Washington, using real showmanship to sell it to the nation. "Opening of drive in each large city," Small explained, "calls for a group meeting of operators, to which operators from out-State locations would be invited, with the mayor or governor to address each meeting. A well-posted speaker would be sent to each meeting to outline the whole program and in sponsoring these speakers there is an obvious field for manufacturers to do a splendid job for the industry at large. Objective of these meetings would be an educational campaign directed to the operator, so that he would learn how he could sell the drive to his location owners. Important in this will be the approach required to get the bond literature and signs placed on location, and to get the location owner to co-operate. Detailed speaking tours has shown that personal contact and not correspondence is strongly required.

"Newspaper and radio publicity on the meeting of operators would be sought. Another speaker should be the State director of the Defense Bond campaign, who can explain the methods and objectives. To start the drive in each city a mass dance in a large ballroom or auditorium would be planned, with the best name band available and artists who can be brought in by the record companies. A sponsor for the affair or broadcast as it would be placed on the air, could be found locally. Admission would be showing of a book with a defense stamp in it, thereby starting perhaps 10,000 new defense stamp accounts in the town.

"Such are the general details of the plan as worked out here. It is expected that additional and improvements will be made when the national committee with a probable representation of the best advertising minds in the country gets together.

"The defense bonds that will be sold by this campaign will furnish cash when the crisis is over for the small man, the workman, who makes up the great bulk of phonograph patrons." Small pointed out as the long-term benefit of the drive. "This will cushion the shock that will come when the defense effort is over and the readjustment to normal is made, and by giving millions some cash to tide them over it will keep that slack from being as bad as it would otherwise become."

Phono Bond Drive First News Break

LANSING, Mich., Oct. 11.—First news break on the "Phonographs-for-Defense" campaign being conducted by the automatic phonograph industry to boost the sale of Defense Bonds and Stamps appeared in *The Lansing State Journal*, October 8. Story appeared in the "Looking Over Lansing" column and reprinted verbatim a release sent out by the Billboard to editors of leading newspapers throughout the country.

Item as it appeared in the paper here read: "The nation's coin-operated phonograph industry, working in close co-operation with the United States Treasury Department, is launching a nationwide drive to boost U. S. Defense Bonds and has set as its goal the placing of a recording of *Any Bonds Today?* in all of the 800,000 music boxes that furnish popular music in thousands of restaurants, cafes and public places in all parts of the country. The selection is the theme song of the national defense savings program.

"The attention of Secretary of the Treasury Henry Morgenthau Jr. was attracted to the phonograph network when the secretary was on a recent visit to Detroit. He entered into a wager with a local official that he could find a music box in the city that did not have

the recording. After an inspection tour he agreed that the 5,100 music boxes in Detroit had the record in the No. 1 spot of each machine.

"We are adopting the idea nationally," Morgenthau said.

"Accordingly, a national program has been worked out whereby the Automatic Phonograph Manufacturers' Association will sponsor a campaign to place *Any Bonds Today?* on every machine in the country. The week of November 2 to 15 will be observed as Phonographs-for-Defense Week, and by that time the music box industry aims to have its goal fully attained. Recordings of the Treasury theme song have already been made by Kay Kyser, Harry Wood and the Decca band with Dick Robertson. Other prominent artists will also make recordings of the selection for use in the music box network.

There are over 7,000 operators of phonographs in the United States who own and service the machines. They are being rapidly organized to complete the program, and rallies will be held in many cities. The music box men will also join in many Armistice Day celebrations as part of Phonographs-for-Defense Week."

Minneapolis-St. Paul

MINNEAPOLIS, Oct. 11.—*Any Bonds Today?*, the coin machine industry's song in the national defense program, has the unqualified support of every automatic phonograph operator in the city. Enthusiastic with the plan as outlined in *The Billboard*, the music men are already beginning to stock up on the bond plaques and put them in all of their machines. Distributors are assisting by having on hand large banners publicizing the event. Already news bits on the plan are beginning to crop up in the newspaper feature columns in the city, and reports are this feature will be one of the outstanding promotions ever pulled by the industry.

Coinmen from all sections of Minnesota converged on St. Paul Thursday at the call of Tom Crosby, president of the Minnesota Amusement Games Association, for a special meet at Hotel St. Paul to discuss the tax problem. Principal speaker was B. D. Lehmann of the Internal Revenue Department.

Irv Sandler, Hy-O Amusement Company, has been spending most of his time on the road calling on coinmen since joining the Hy-O sales staff, and Hy-Greenstein, his boss, reports Irv has been sending in some swell orders from all sections of the State.

His tie-up with Horace Heidt very successful, the Hy-O Amusement Company is set with arrangements for a similar tie-up with Jimmy Dorsey, when he brings his ork to the Orpheum Theater here the week of October 31.

One of the finest pieces of promotions of the year is credited to Don Leary, of Automatic Sales Company, Donaldson's second largest Minneapolis department store, located in the heart of the Loop district, in using its Nicollet and

Seventh Street window for a "go-back-to-college" display, and right in the center of the exhibit is a Wurlitzer automatic phonograph, installed thru courtesy of Automobile Sales. The phone is causing considerable comment and it has been said the display has been one of the most successful ever installed by Donaldson's.

Harry Lerner, Minneapolis operator, is concentrating on new Seeburg phones and Watling scales for his large list of locations in the Mill City. Harry recently added a station wagon to his equipment to enable him to get around to his various locations in better time.

Andy Benna came down recently from Ironwood, Mich., to pick up a few machines for his route and to report business has been stepping along at a fast pace.

From St. Cloud, Minn., came Fred Kirshman, operator, to add new equipment to service his large list of locations.

Herman Paster, sales manager for Mayflower Novelty Company, patiently waiting an opportunity to get away on a vacation, he had originally planned a trip to Alaska last summer, finally got his chance. He left yesterday for a combined vacation and business trip. Kew, and will visit Mayflower's new offices in Buffalo and Pittsburgh. Herman also plans to stop in New York and Cleveland.

Ben Friedman, of Silent Sales Company, reports things are shaping up well for a strong fall and winter season. While he has slumped somewhat, Friedman looks forward to an upsurge in the near future.

Burglars recently broke into the coin machine offices of D. K. Carter, operator, and ransacked the place of money, merchandise and stage.

Irv Sandler, of Hy-O Amusement Company, is on a special good-will mission to South Dakota, where he is building up some fine contacts for Seeburg with operators in that territory.

Sam Taran, of Mayflower Novelty Company, is still in town but expects to leave shortly for his Pittsburgh and Buffalo offices. Sam reports business has been moving along okay. Wurlitzer phonographs, he said, are moving at an excellent pace since Mayflower took over exclusive distribution for this territory.

Among visitors to Twin Cities during the past several days were Tom Kady, of Grand Forks; Kelly Dierlein, of Chaska; Jack Lowry, of Wahaha; Harry Hayes, of Blue Earth; Murrie Berger, of Dunith; Henry Keating, of Bellingham, and Marty Farrell, of Grand Rapids.

William Moschberger, of Milwaukee, formerly of Minneapolis, Wurlitzer representative, spent two days here with Mayflower Novelty officials.

Larry Lockhart, of Acme Novelty Company, reports business has been holding up in pretty fair shape. The record department, under the direction of Vera Paster, has been doing exceptionally well, Larry said.

PHONOGRAPH
HEADQUARTERS

SPOT
LIGHT
VALUES

WURLITZER

16-Record
Completely Remodeled
MARBL-GLO
With Illuminated Dome.



\$89.50

Complete
Ready To Operate
Money-Back Guarantee

WURLITZER 61

Counter Model With Illuminated Dome

GUARANTEED \$79.50
PERFECT

With D.O. Motor, \$94.80

71 Wurlitzer Counter	Model, Floor Sample	\$139.50
616 Wurlitzer Reg.		59.50
616 Wurlitzer II, Grill		69.50
500 Wurlitzer Keyboard		134.50
500 Wurlitzer Keyboard		169.50
600 Wurlitzer Battery		144.50
600 Wurlitzer Keyboard		154.50
Mill 1940 Throne '6'		159.50
Seeburg Rex		84.50

MISCELLANEOUS

Clarry Dink, G & B	94.50
Blue Prints, G & B	45.00
White Prints, G & B	45.00
Jaqueline Dink, G & B	80.00
Electric Traveling Drums	79.50
Wurlitzer Merchandise	139.50

Brand New in Original Great
KEENEY
DE LUXE BASEBALL \$37.50

100% Play

WINGS

Seasonal
New 5-Row
Organic
Counter
Game

3 of a
kind
with 1
pack
4 of a
kind
with 2
packs
5 of a
kind
with 3
packs
10
with 10
packs

\$22.50

1/3 Deposit With Order



SPEAKERS

The Comet

Tone in beauty and tone. Equipped with baffles and volume control.

ECONOMY SPEAKER

Will House Up to 15" Speaker.
Ready for Delivery.... \$12.95

RELIABLE SPECIALTY CO.

4700 Prospect, Cleveland, O.

IMMEDIATE DELIVERY

Brand New Phonographs

BARGAIN PRICES

Special purchase makes this offer possible. Brand new 12-0-15 Phonographs—Proved the most dependable, easiest serviced mechanism of them all. 18 record capacity. Brilliant and faithful tone reproduction. Artistically designed and colorfully illuminated cabinet. Best record sound money can buy. "Dated" Audio pickup lead eliminates needle "click" and distortion. While they last—\$175.00.

G. W. HANNEY

3100 W. Ohio Street Chicago, Illinois

UNITED'S BARGAINS

—Phonographs—

1940 Envoy R. C. Seeburg	with 2 boxes	\$294.50
1940 Melotones, perfect		144.50
1939 Penny Phonos		22.50

—Free Plays—

Triumphs		\$12.50
Fantasy		12.50
Across the Board, 1 Ball		14.50

1/3 Deposit, Balance C. O. D.

UNITED COIN MACHINE CO.

7911 W. Bacher St. Milwaukee, Wis.

ADJUSTABLE
Fulco
PHONOGRAPH
COVERS

Cannot be surpassed for long life and general beauty. Fits any phonograph and resin machine.

Fulton Bag & Cotton Mills

MILWAUKEE, WIS.



A MILLS PANORAM MOVIE MACHINE is used by Paramount Pictures to show trailers of coming Paramount features to be released during the coming year. The taken at the National Convention of Theater Operators at Philadelphia, (N.Y.)

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for
price

GERBER & GLASS

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**TOP TUNES ON THE
VICTOR-BLUEBIRD
SCOREBOARD**

**"THIS TIME
THE DREAM'S
ON ME"**

A satin-smooth melody
highlighted by two
super-stylists

**ARTIE
SHAW**

27609

**GLENN
MILLER**

B-11315


A Bevy of Sure Bets!

"Who Calls?"

"On the Alamo"

Alvino Ray—B-11319

"Tchaikowsky Piano Concerto in B-Flat"

Eric Madriguera—27614

"That Solid Old Man"

Tommy Dorsey—27617

"Bi-L-Bi"

"Minks"

King Sisters—B-11317

New Vocal Version of the

Tchaikowsky Piano Concerto

"Tonight We Love"

Freddy Martin—B-11320

★ ★ ★ ★ ★ ★ ★ ★

**Your Theme for
National Defense**
**"ANY BONDS
TODAY?"**
BARRY WOOD

27478

★ The song that should be on every
coin machine in the country. ★

**ORDER TODAY
FROM YOUR VICTOR
RECORD DISTRIBUTOR**

RECORD BUYING GUIDE--PART 1

**Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators**

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

GOING STRONG

GREEN EYES (13th week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
TIL REVELLE (11th week)	KAY KYSER (Harry Babitt) BING CROSBY
YOU AND I (9th week)	GLENN MILLER (Ray Eberly) BING CROSBY KAY KYSER (Harry Babitt-Glenn Miller-Ensemble)
YOURS (7th week)	JIMMY DORSEY (Helen O'Connell-Bob Eberly)
BLUE CHAMPAGNE (6th week)	JIMMY DORSEY (Bob Eberly)
I DON'T WANT TO SET THE WORLD ON FIRE (6th week)	HORACE HEIDT (Larry Cattan-Danna and Her Don Joans) TOMMY TUCKER (Amy Arnell-Voices of the INK SPOTS
JIM (3d week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell) DINAH SHORE
I GUESS I'LL HAVE TO DREAM THE REST (2d week)	GLENN MILLER (Ray Eberly-Modernaires) TOMMY DORSEY (Frank Sinatra-Fred Piper)

COMING UP

CHATTANOOGA CHOO CHOO **GLENN MILLER** (Tex Beneke-Modernaires)

The fast-moving Choo Choo is just a puff or two from the charmed circle, and it looks like a cinch to be on top next week. It's mentioned in all reports and seems to be getting better every day in all kinds of machine locations, and, best of all, continues improving even in spots where it is already the top seller.

ELMER'S TUNE **GLENN MILLER** (Ray Eberly-Modernaires)
DICK JURGENS (No vocal)

The Miller disk pulled considerably more nickels this week than last, which accounts for the tremendous upsurge in popularity of this catchy hayseed novelty. The tune looks like a cinch for a long term on the machines, and is better than even money to cop highest honors before very long. Jurgen's version is still in the swim, but it's the Miller record that's doing the real job right now.

**WHY DON'T WE DO THIS MORE
OFTEN?** **KAY KYSER** (Harry Babitt-Glenn Miller)
FREDDY MARTIN (Eddie Stone)
ANDREWS SISTERS

This cuddly ditty made another good showing this week and continued its progress in the right direction. Many ops seem to be neglecting it, which is a mistake. In view of its outstanding success whose given a chance. When the potentialities are fully understood by all ops, this number might hit the top in a breeze.

YES, INDEED **TOMMY DORSEY** (By Oliver-Jo Stafford)
There is no overlooking the importance of this hip spiritual in swing spots but there is also no getting around the fact that it doesn't do nearly as well where the older folks congregate. Plenty strong enough for this category, but seems to lack the universal appeal needed for a sojourn at the top.

TIME WAS **JIMMY DORSEY** (Bob Eberly-Helen O'Connell)

This fine Dorsey double vocal arrangement has been hovering on the fringe for some time after making a couple of showings in "Possibilities." Until this week, however, it seemed lost behind Dorsey's more prominent disks of similar nature. At last it has come into its own, and in tip-top fashion, too. No limits can be set on its potentialities, even tho it has been around a while.

COWBOY SERENADE **KAY KYSER** (Harry Babitt)
GLENN MILLER (Ray Eberly)

The ballad of the plains suffered a relapse this week and only its extreme strength in a few territories kept it from sliding downstairs. At best it has been a spotty seller and now it looks as if the handwriting is on the wall. The next week or so will give the final verdict. Fast action is needed to save it.

KISS THE BOYS GOODBYE **TOMMY DORSEY** (Carnie Haines)
SEA WAIN
TOMMY TUCKER (Amy Arnell)

This sty movie tune did a real Humpty-Dumpty this week after showing top caliber possibilities. Maybe it has finally worn out its welcome after 18 weeks in this classification. Or perhaps it will start climbing again. It has certainly had its ups and downs.

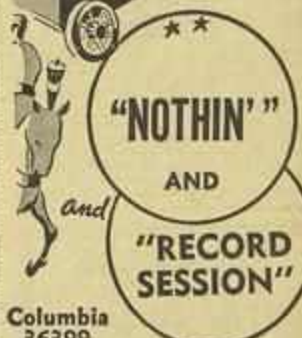
Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned in enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

MAMA **HORACE HEIDT** (Clee Club)
(7th week)

Mama tried and tried, but just didn't have the stuff. Is still good in spots, but looks licked as far as top money is concerned.

Names in parentheses indicate results. Double-dotted records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.


**FITCH
BANDWAGON
SPECIAL**

"NOTHIN'"
AND
**"RECORD
SESSION"**
**Columbia
36399**

introduced by

HARRY JAMES

TOMORROW MILLIONS WILL
TUNE IN and hear these new

red-hot hits on THE FITCH

BANDWAGON SHOW. Get on

the Bandwagon, too, with this

lucky number for your coin

machines . . .

COLUMBIA 36399! IT'S READY!
OTHER BIG NUMBERS BY HARRY JAMES:

36390 Mairlow

Minka

36296 You Made Me Love You

A Sinner Kissed an Angel

36246 It's So Peaceful in the Country

Yes, Indeed!

36222 Lament to Love

Dodgers' Fan Dance

36255 I Guess I'll Have To Dream

the Rest

I'll Never Let a Day Pass By

36339 Don't Take Your Love From Me

Duke's Mixture

Trademark "Columbia" Reg. U. S. Pat. Off.

**ORDER FROM YOUR
Columbia
DISTRIBUTOR TODAY!**

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Jimmy Dorsey will do nine songs in his forthcoming Paramount picture, "The Fleet's In." . . . Jack Teagarden's weekly radio show over the NBC-Blue network is getting plenty of attention. Also an attention-getter is Jack's staid in the Bing Crosby-Mary Martin pic, "Birth of the Blues." . . . Sammy Kaye is working on another sequel to "Daddy," known as "Daisy Mae." . . . Tommy Dorsey, Bing Field, Gene Krupa, Harry James and Jack Leonard will all be out with waxes of new tunes, "Who Can I Turn To?" . . . Glenn Miller will be back in the movies soon. . . . Orin Tucker has expanded his vocal department by adding a promising girl quartet, the Cooley Sisters. . . . Those beautiful concert spots on recent Glenn Miller records are from the horns of Bobby Hecker, who steps down from his guitar chair on occasion.

A Word to the Wise

All experienced operators know that the records of any band get more play when the band is appearing in the vicinity of the machine location. Wise operators try to keep posted on the whereabouts of recording bands in order to service their machines in advance of the band's arrival in or near town. An excellent way to keep in touch with these matters is to consult the Orchestra Routes, which appears every week in the Music Department of *The Billboard*.

Release Previews

Dessa will record Johnny Long's theme, "White Star of Sigma No." . . . Benny Goodman has waxed "I Got It Bad and That Ain't Good" for Columbia. . . . Ray Verulli now comes out with a batch of Oké records, if present negotiations go thru. . . . The Kern Kobblers, now on a Southern tour, have recorded four sides for Oké. They are "Friendly Tavern Polka," "When It's Hog Cattle Time in the Valley," "Don't Give Me No Goose for Christmas" and "When You're Cheatin' on Your Baby." . . . Vaughn Monroe will appear with "A Sweet Kissed an Angel" and "Frisby Cat" on Bluebird. . . . Count Basie will soon be set with four Oké sides, among which will be "My Old Flame" and "Fiesta in Blue."

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:

SAN FRANCISCO:

This Love of Mine. Tommy Dorsey.

One of the sweetest torch ballads of the season, this song written by Dorsey's vocalist, Frank Sinatra, has yet to catch on nationally, altho it gets scattered mentions. The stronghold at present is San Francisco, but there is every reason to believe its popularity will become more widespread once it is allowed a foothold elsewhere.

ATTENTION PHONOGRAPH OPERATORS

Info On Your Used Records. We will pay \$8.50 a hundred for records not more than one year old in clean condition. We will pay \$4.50 a hundred for older records. Not more than ten per cent of records to be Hillbilly or Blues. We pay freight, charges of one cent a record. If interest on notes we will deduct the difference from money due you. Pack records in good condition. Ship the shipment early. A check to full payment will be sent you on same day that records arrive and are as specified. Our personal representative will call and pay spot cash for lots of 10,000 or over.

National Record Co.

43-44 BRATTLE STREET, BOSTON, MASS.

BUFFALO:

Window Washer Man. Dick Kuhn.

Kuhn's versatile little outfit has not become a strong coin phonograph name yet, but if Buffalo's enthusiasm over the sprightly Window Washer Man can be taken as indication of things to come, operators in all parts of the country will do well to investigate the fine Kuhn disks. Kuhn has been playing in Buffalo.

SPOKANE:

Be Honest With Me. Freddy Martin.

This number is gaining popularity in many quarters, but it is particularly strong in Spokane, where the operators report that they can't do without it of late. Perhaps Western operators should take the hint and give the thing a few whirls.

PHILADELPHIA:

Adios. Glenn Miller.

This is Miller's closing theme. The Americanized version of a fine Latin melody finds in Glenn Miller's instrumental treatment, with excellent results for Philly operators. Where the patrons go for strong arrangements of fine melodies, Adios should draw plenty of play, be it in the East, West, South or elsewhere.

BOSTON:

All Alone. Dinah Shore.

Miss Shore is rapidly becoming a very strong draw on phonos. Her singing of this Irving Berlin oddie is drawing raves from Eastern nickel-droppers. And it should spread as soon as operators further West get in the swing.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended October 11 and week before, ended October 4, see the Music Popularity Chart in Music Department in this issue.

New Orleans

NEW ORLEANS, Oct. 11.—Unusually hot weather for October is hurting business in this area. In turn, coin machine operators are being affected.

In the East to see at least one game of the World's Series were Dan Cohen, of Pleasure Music Company; B. J. McNally, of Crescent City Novelty Company; Harry Fresh, vice-president of the Phonograph Operators' Association of New Orleans, and Andy Monte, of A. M. Amusement Company. McNally also saw the Louis-Nova fight.

Completion of one of the finest display rooms in the South is noted at the Southern Music Sales Company office. Acoustically treated walls and ceilings are finished off with wire red thick floor grates that give Eddie Bertone room a grand sales infitment for J. P. Seeburg phonographs. These hints in a letter as to what may be expected in the 1942 Seeburg phonograph makes all phonograph operators anxious to get a glimpse at the real thing.

An old-timer returns to coin machine row this week when Gus Lamana joins the staff of the Cohen brothers, and Dan Harold.

Nick Carbajal, of Dixie Coin Machine Company, is proudly displaying his first sample of J. H. Kemney's new Towers five-ball pin game. Still going over big on sales at Dixie are Chicago Coin's Star Attraction, Baily's Moniker, Exhibit's Knock-Out and Gottlieb's New Champ.

O. C. Marshall, old-timer on the Row, has joined the sales force of the O. & N. Sales Company on coin machines.

Returning from a hurried trip to Houston, where he conferred with Earl Reynolds, district sales manager for Automatic Instrument Company, Chicago, Jules H. Peres, of Peres Amuse-



IN THE "MUSIC-FOR-DEFENSE" DRIVE to sell United States Defense Bonds, members of the J. P. Seeburg Corporation sales department are taking an active part. A three-day meeting was held at the Edgewater Beach Hotel, Chicago, starting October 4. At the meeting more than \$30,000 in Defense Bonds was subscribed to by the sales staff. The drive will be extended to include Seeburg distributors, operators, locations and patrons. A large amount of "Music for Defense" literature will be made available to all Seeburg distributors, operators and locations in a gigantic promotion to spur bond sales. (MRS)

ment Company, looks forward to the firm's first shipment of new Singing Towers. The Peres company reports continued good demand for Packard Plam-Mor wall boxes.

Henry Walther Jr., vice-president of Walther Bros., who took over distribution of Columbia and Oké records October

1, reports a sharp increase in sales in the second week of the month. Loraine Singer is in charge of the new record department.

Louis Boesberg, of New Orleans Novelty Company, is using large daily ads in local sheet on recently opened Penny Arcade and reports business unusually good.

Packard PLA-MOR Distributors are Headquarters for—

● Wall boxes, speakers, bar brackets, adapters
for practically all types of phonographs including
Mills, Wurlitzer, Seeburg, and Rock-Ola.

SEE YOUR PACKARD DISTRIBUTOR TODAY

PACKARD
PLA-MOR
REGISTERED SERVICE CONTRACT
MUSIC SYSTEM

**PACKARD MANUFACTURING
CORPORATION**

INDIANAPOLIS, INDIANA

Homer E. Capehart, President



"THE PATRIOT"

AMERICA'S OUTSTANDING SPEAKER CABINET

Unsurpassably Different! Tremendous! Patriotic! Appealing! Distinctive All-Walnut Cabinet with brilliant Red, White and Blue laminated Plexiglas. Will house either 12" or 15" speakers. Generously wired. Equipped with lamps, wire and sockets. Just Plug In to light up. Size 18" x 24" x 18 1/2".

OPERATOR'S PRICE..... \$22.50

(Complete Cabinet)

F. O. B. New York City. 1.12 Dollars With

All Orders. We Ship Outside C. O. D.

MARYLAND AND WASHINGTON, D. C. OPERATORS,

WRITE TO YOUR LOCAL DISTRIBUTOR

HUB ENTERPRISES

405 West Franklin Street Baltimore, Md.

ECONOMY SUPPLY COMPANY

438 W. 45th St., NEW YORK CITY (Tel. Circle 6-8852)

FREE!
TO ALL
MUSIC
MACHINE
OPERATORS



**VALUABLE
COOPERATION
from PARAMOUNT
PICTURES TO HELP
YOU INCREASE
YOUR PROFITS!**

A million-dollar publicity and advertising campaign to stir up interest in Paramount's great new picture, "Birth of the Blues", will also create tremendous play in your machines on the records of the songs from the picture.

**These are the records
they want to hear!**

BIRTH OF THE BLUES

Bing Crosby—Decca
Benny Goodman—Columbia
Ben Wein—Victor
Teddy Powell—Bluebird

MELANCHOLY BABY

Bing Crosby—Decca
Glenn Miller—Bluebird
Teddy Wilson—Columbia
Chic Bullock—Okeh

ST. LOUIS BLUES

Alvin Karpis—Bluebird
Billie Holiday—Okeh
Art Tatum—Decca

**THE WAITER, THE PORTER
AND THE UPSTAIRS MAID**

Mitchell Ayres—Bluebird
Bing Crosby—Decca
Al Donahue—Okeh

**BY THE LIGHT OF THE
SILV'RY MOON**

Dick Todd—Bluebird
Guy Lombardo—Decca

**WAIT 'TIL
THE SUN SHINES NELLIE**

The Jesters—Decca

WAITING AT THE CHURCH

The Jesters—Decca

CUDDLE UP A LITTLE CLOSER

Dick Jurgens—Okeh
Guy Lombardo—Decca

It's FREE!
**WRITE
TODAY**

to **ALEC MOSS**
PARAMOUNT PICTURES
1501 Broadway, N.Y.C.
for free information on how
you can get local theatre
cooperation and live
selling help!

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.

MOONLIGHT MASQUERADE

JIMMY DORSEY (Bob Eberly)
VAUGHN MONROE (Vaughn Monroe)

Strongly flavored with the stuff of which phono hits are made, this sweet ballad in the *Life of Capt. Vain* is given fittingly commercial treatment by Jimmy Dorsey and Vaughn Monroe. Where used it has already caught a flock of nickels. Looks like another machine hit for J. D., with the up-and-coming Monroe standing an excellent chance, too.

BIRTH OF THE BLUES

BING CROSBY

The odds for which Crosby's current film was named has been playing second fiddle in the press releases to its glamorous platelmate, *The Waiter and the Porter and the Upstairs Maid*, but the nickel droppers seem to be taking to the Crosby solo very quickly. It looks as if either side of the record, or both, may hit the top, with *Birth of the Blues* slightly favored at this writing. Positively a must record for the ops.

MISIRLOU

WOODY HERMAN (Woody Herman)
HARRY JAMES (No Vocal)
MITCHELL AYRES (Meredith Blake)

Most pashy song on the market today, this Oriental pulse-quicker has been mentioned here before. Deserve mention again, especially in view of the above-listed three versions. All are intensely commercial and all should be given a whirl. Even where songs of this nature don't ordinarily click, *Misirlo* has enough on the ball to set precedent and draw first-class pieces.

DON'T LET JULIA FOOL YA

DICK TODD
RUSS MOGAWAN (Russ Morgan-Phyllis Lynne)
TINY HILL (Tiny Hill)

Since being given a fling here a couple of weeks ago, this lulling tune has speeded up, but still hasn't been given the break it deserves by Par Western and Par Western ops. It looks as tho it is going places and is already making money for those who use it. Those who aren't on it are hereby tipped off again.

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.

A SINNER KISSED AN ANGEL

TOMMY DORSEY (Frank Sinatra)

One of the newer ballads and bound to captivate, this lulling tune is sketched smoothly by the Dorsey dandies in a medium slow tempo. The song story borders on sophistication and the title is a teaser, all of which should enhance its rise to popularity. Dorsey's music, Sinatra's singing and a graceful melody add up to a blend that is hard to match.

BI-BI

CARL HOFF (Murphy Sisters)

This marks the maestro's disk debut and the odds are in his favor in using this tune to test his phono potentialities. The ditty is a wacky one that is beginning to attract attention, and the treatment it gets from the Three Murphy Sisters is even wackier. Their rhythm singing dominates the disk, adding a light touch of hillbilly comedy to the comedy song.

MODERN DESIGN

SAMMY KAYE (Three Kaydets and Chorus)

The radio spot announcements hallyhooping Fall Mall cigarettes are the inspiration for this lively ditty. It's screwy and wacky novelty and the Kaye crew lets its hair down for a musical take-off on the radio ad. With phono fans already familiar with the sound effects that characterize *Modern Design* (on land, in the air and on the sea), it's a cinch they'll take it up in the wax version. Attention is also directed to the platelmate, a particularly sweet and melodic ballad, *When Winter Comes*, taken in slow fox-trot-beat tempo, with Tommy Ryan's vocal adding charm to the side.

BE HONEST WITH ME

HORACE HEIDT (Fred Lowery-Gordon Macrae-Don Juan)

Stemming from the hillbilly harmonies, this ballad is given an extremely restful and pleasant mood by Heidt's soft-toned treatment. Striking effects are attained by Fred Lowery's whistling and Gordon Macrae's yodeling. The disk makes a plea in song that phono fans will find difficult to resist.

CONCERTO

GUY LOMBARDO (No Vocal)

Considering the fact that the multiplicity of instrumental platters made for greater phono play, like returns are to be anticipated from this adaptation of the Technodewey Piano Concerto No. 1 in B Flat Minor, Opus No. 23. The highly melodic and classical theme is tailored for the sunny expectations to which Lombardo's lads are so partial, and Guy's instrumental treatment is a welcome addition to the seemingly endless Concerto chain.

HARVARD SQUARE

VAUGHN MONROE

This instrumental swing piece dedicated to the college campus is a solid rhythmic rhapsody that hits the mark with the younger element who go for hot blasts for their nickels. It coppers along on an easy swing somewhat similar in construction to GLENN MILLER'S famous Pennsylvania 6-8-0000. The band boys shout out the tune title on the releases, adding to the exuberance of the thing.

Names in parentheses indicate vocalists.

Double-numbering records are purposely omitted from this column.

PART ONE

of the Record Buying Guide discussing records which are being turned and coming up in Music Machines appears on another page in this department.

THE HEIDT HIT PARADE



**HORACE
HEIDT'S**
DOUBLE VALUE
COLUMBIA RECORDS

SIDE 1
I DON'T WANT TO
SET THE WORLD
ON FIRE

SIDE 2
MAMA

Cuts Record Costs
in Half

SIDE 1
I'M A
LITTLE
TEAPOT

SIDE 2
MY HEART
RUNS
AFTER
YOU

Hit Songs
at Half the Price

SIDE 1
B-I-BI

SIDE 2
**TATTLE
TALE**

Cuts Record Costs
in Half

SIDE 1
**SHEPHERD
SERENADE**

SIDE 2
DELILAH

HORACE HEIDT'S
Double Value Records

PICTURE TIE-UP POSSIBILITIES 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 used by recording companies; (2) the national release date for each film listed; (3) the recordings of the film tunes as well as the artists and labels.

DOWN MEXICO WAY (Republic)

Gene Austry Smiley Burnett
Release Date: October 17, 1941

RECORDINGS:

Merle Ellens
Jimmy Dorsey (Decca)
Robby Byrne (Decca)
Roy Smeck (Decca)
Jimmy Wakely (Decca)
Lawrence Welk (Okeh)
Gene Krupa (Okeh)
Eddie Duchin (Columbia)
Wayne King (Victor)
Ala Lyman (Bluebird)
Tony Pastor (Bluebird)

The Cowboy and the Lady

Whitley and the Six Bar Cowboy

Over Barrel Polka

Walt Crane (Victor International)
Andrew Sisters (Decca)
Cordon's Rhythm Orchestra (Victor)
Jack Robel (Decca)
Henry Busse (Decca)
Bill Gale (Columbia)
Hooper Hot Shots (Okeh)

Lawrence Welk (Okeh)
Federal Brothers (Decca)
De Langa's Orchestra (Victor)
Wilhelm Band (Decca)
Harry Hansen (Decca)

La Alen Itas (Gay Ranchers)

Duffy Dawn (Victor)
Rover King (Columbia)
Covino Bonwell (Decca)
Bob Crosby (Decca)
Roy Rogers (Decca)
Joe Moran (Decca)

La Cachita

Oregon (Decca)
Henry King (Decca)
Mika Riley (Decca)
Diana Castello (Decca)

DUMBO

(RKO)

Walt Disney Feature

Release Date: October 31, 1941

RECORDINGS:

Flying Elephants

Charlie Spivak (Okeh)

Ebby Mine

Claude Thornhill (Columbia)
Les Brown (Okeh)

THE FEMININE TOUCH (MGM)

Rosalind Russell Dan Amiesche
Release Date: October 31, 1941

RECORDINGS:

Jessie

Eddy Howard (Columbia)
Henry Busse (Okeh)
Alvino Ray (Bluebird)
Bonnie Lunceford (Decca)
Tony Martin (Decca)
Andrew Sisters (Decca)

The Filmusic Forum

"Dumbo"

Not a guarantee, but an almost certain sign of future popularity for tunes from Walt Disney's *Dumbo* is the announcement of an unprecedented move by Irving Berlin, Inc., publisher of the score of the animated RKO film and one of the giants of ASCAP. The Berlin house clears *Dumbo* tunes for radio by simply not releasing them thru the ASCAP catalog. Likely result: the tunes, allegedly up to Disney standards (remember *Whitey White You Work* and *When You Wish Upon a Star*) and backed by network plugging, will sound over-rend on the music machine demand scale. Already waxes of two of the *Dumbo* ditties bear the Okeh and Columbia labels, with Decca and Victor set to cut their own versions soon.

"Smilin' Thru"

Operators with machines in class locations can take advantage of theater showings of MGM's *Smilin' Thru* to spot recordings of classic tunes from the score. Already released in several key cities, the Jeanette MacDonald-Brian Aherne musical opens in Cleveland, Memphis, Waterbury, Conn., and Tulsa, October 17, and in Bridgeport, Conn., October 23. Available records include the following tunes: *Smilin' Thru*—Harry Horlick, Frances Langford on Decca label; Ginny Simms on Okeh; *Smiles*—Pinky Tomlin, Justin King, Guy Lombardo, Dave Edwards on Decca; *Larry Clinton on Bluebird*; *Sammy Kaye and Chick Bullock on Okeh*. Just a song at *Madison*—Mills Brothers, Morton Downey, the Clinger Bells and Orelia Jean on Decca. *Drink to Me Only With Thine Eyes*—the Clinger Bells, Bob Hannon on Decca; *Emile Renan*, Horace Heidt on Columbia; *John Kiray* on Okeh.

Watch This Department

Jimmy Dorsey, Bonnie Lunceford, Jack Teagarden, Charlie Barnett, Alvino Ray are some of the bands whose records insure nickel nourishment for music machines, and these are some of the bands set to appear in forth-

coming filmunits. For complete dope on the recordings of film tunes, including those recordings by the artists who featured the numbers in films, operators should keep their eyes tuned to this department.

Trade Showings

The *Chocolate Soldier*, Metro-Goldwyn-Mayer musical, starring Nelson Eddy and Rhea Stevens, will be screened in the New York exchange October 16.

Small Town Deb, 20th Century Fox production, featuring Jane Withers, is to be traded-in in all exchange centers October 17.

Information on location of exchange centers and special admission restrictions can best be obtained from your local exhibitors.

Musical Filmfare

In production is a Universal picture glorifying the automatic phonograph. Entitled \$9,000,000 *Nickels*, the film features the music of Charlie Barnett and his orchestra. . . . Paramount is making a musical musical, *The Fleets In*, around the music of Jimmy Dorsey's crew, featuring nine songs by Johnny Mercer. . . . MGM has started running newspaper teasers for *Chocolate Soldier*. . . . Orson Welles is cooking up a picture in which Duke Ellington and Hazel Scott, among others, will contribute landmarks to a history of jazz. . . . Revived interest in the old-time *Jessie* is expected when MGM's *The Feminine Touch* is given national showing. This is used as background music thru-out the film. . . . Jeanette MacDonald and Nelson Eddy are to be co-starred in MGM's adaptation of the Broadway hit musical *I Married an Angel*. . . . Jinx Falkenberg will sing four new songs in Columbia's *Sing For Your Supper*, which is currently shooting. . . . Starring Judy Canova, Allan Jones and Jerry Colonna, *True to the Army*, a Paramount production, starts shooting next month.

Rock-Ola Awarded Defense Contracts

CHICAGO, Oct. 11.—Conversion of a section of the Rock-Ola Manufacturing Corporation's plant for defense production has been announced by David G. Rockola, president of the company. The firm has an order for \$1,500,000 worth of ammunition containers for the army. This is one of several large orders to be received by the company in recent weeks. The first one was for a sub-contract from the Bendix Aviation Corporation calling for metal stampings and weldings for airplane gun turret parts. Within the next few weeks nearly 500 employees will be added to the pay roll for defense work, Rockola said.

The acceptance of these defense orders by the Rock-Ola Manufacturing Corporation represents a radical departure from the normal production of the company, which for many years has been a manufacturer in the coin-operated phonograph field. The company specializes in the manufacture of automatic phonographs, scales, coin-operated me-

chanizing machines, upholstered furniture and radio cabinets.

Rockola explained: "While we do our own tooling, it was necessary to make many changes in order to handle the stainless steels and other defense materials with which we were not accustomed to work. However, there was but little loss of time and we began making deliveries on gun turret parts last August, a few weeks after the placing of the order by Bendix."

KEEP 'EM PLAYING with Standard RECORDS

T-2018 TOMMY'S MUSTACHE

Rene Muelle's Orch.
w/ Vocal Refrain
MERRY ACCORDION
Henri Reiss & His Accordion

T-2017 TOMMY'S MUSTACHE

Jean Cavall with
Harold Grant's Orch.
LET'S DO THE OLD TIME
DANCE

Rene Muelle's Orch.

T-2015 QUIT YOUR BELLIE-ACININ'

—Polka

T-2014 TAKE YOUR DRUM AND BEAT IT—Polka

Rene Muelle's Orch.

T-2013 WAITER, I'LL PAY LATER

Rene Muelle's Orch.
CHEATING CHARLOTTE

T-2009 WALTZING ON THE "KALA- MAZOO"

MISIRLOU—Fox Trio Beguine

Frank Knight with
Harold Grant and His Orch.

T-2005 POUND YOUR TABLE POLKA OLD CHIEF WALLA HOO

Barry Sisters with
Sammy Maida's Orch.

T-2002 MISIRLOU—Bolero

LINDA—Mills Bros. Orch.

—Bolero-Rumba
(Beautiful Woman)
Alfredo Miranda's Orch.
Spanish Vocals by G. Del Toro

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CATCHING ON LIKE WILDFIRE!

The Sweetest Ballad —
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THE SHIRINE of SAINT CECILIA

Just recorded by

AL DONAHUE AND HIS ORCHESTRA

with PHIL BRITO
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No. 6413

A "Sure-Click" for every one of
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NEW YORK CHICAGO
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In this time of national emergency
your country needs your help. Buy
Defense Savings Bonds and Stamps
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COIN MACHINE OPERATORS —
Don't overlook this NICKEL-CLICKER

• The Nation's No. 1 TRUMPETER
—and his MUSIC MAKERS

HARRY JAMES

Introduces His Recorded Masterpiece

YOU MADE ME LOVE YOU—

(I DIDN'T WANT TO DO IT)

COLUMBIA RECORD No. 36296

BROADWAY MUSIC CORP., 1619 Broadway, N. Y. City

"STOP and ask somebody" about this new smash novelty jump tune—
ask anybody—they'll say it's RED-HOT!

"STOP! AND ASK SOMEBODY"

Just recorded by WILL BRADLEY AND HIS ORCHESTRA COLUMBIA 36401

Published by DAVID GORRISON, 417 W. 48th Street, New York



FREDDY MARTIN

THE HOTTEST THING on RECORDS

with these Outstanding Tunes

TONIGHT WE LOVE

Based on Tchaikovsky's Concerto in B Flat Minor. New arrangement originally introduced by Freddy Martin at the Coconut Grove, Ambassador Hotel, Los Angeles.

BLUEBIRD RECORD No. 11320

WHERE IN THE WORLD

On BLUEBIRD RECORD No. 11193
By FREDDY MARTIN

On DECCA RECORD No. 3857
By TONY MARTIN

CARMEN CARMELA

On BLUEBIRD RECORD No. 11320
By FREDDY MARTIN

Tunes Published By

MAESTRO MUSIC CO.

6425 Hollywood Boulevard,
Hollywood, California

On the Records

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

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

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

(CONTINUED FROM PAGE 12)

GUY LOMBARDO (Decca 3999)

I Don't Want To Set The World on Fire—FT; *Concerto*—FT.

Adding to the blaze already started by the belted on the A side, the lush Lombardo harmonies are applied in a sprightly tempo, with Kenny Gardner giving out the usual force. The Concerto is the Tchaikovsky piano piece with the tempo slowed down to make a sugary and highly melodic instrumental.

The classic theme blending with the sweet brand of blowing expanded by the Royal Canadian, "Concerto" is the side that shows greater strength for piano play. While Lombardo is equally effective for the "World on Fire" ballad, the maestro can hardly hope to overtake the lead long piled up by the Tucker-Hald side.

VAUGHN MONROE (Bluebird 11303-11310)

I Got It Bad and That Ain't Good—FT; *Harvard Square*—FT.

The Monroe music-makers are cutting some wide corners in the ark whirl, and the fancy waxes the maestro is cutting these days are reason enough for the deepening wave of enthusiasm for this band. The first two sides (11303) match the beautiful love song inspired by a peppered serenade that's slightly on a peppered side. Monroe sings the extensive lyrical expressions of Masquerade, while Ziggy Talent steps out of the sax section to impart the novelty touch to Window Washer. For the other two come (11310), attention is arrested by the instrumental *Harvard Square*, a rhythm tune solidly on the swing side. Fashioned by Johnny Watson, the band's arranger, it takes its Glenn Miller's earlier Pennsylvania 2-5950. *The Got It Bad* side, a Duke Ellington original from his *Jump for Joy* show, starts out with a half chorus by the band sans the rhythm section that slows it down to a walk, and Marilyn Duke's throaty vocal fails to pick it up.

Standout side of the four is "Harvard Square." Maintaining a steady beat throughout, the instrumental piece is a dance delight for the machines. Real musical excitement is created, a slash to be re-created in the music boxes. Also of interest to the operator is Monroe's ballad treatment for the "Moonlight Masquerade" side.

ARTIE SHAW (Victor 27609)

This Time The Dream's on Me—FT; *VC*; *Blues in the Night*—FT; *VC*.

Shaw bows on these sides with the 23-piece crew he currently has on tour, making two Johnny Mercer-Harold Arlen tunes from the forthcoming *Personals* Lane-Betty Field screen show, *Blues in the Night*. The *Dream* ballad is taken at a moderately fast tempo that sets off the maestro's clarinet flourishes for the opening chorus. However, the side lacks luster beyond that. Bonnie Lake, Artie's new girl vocalist, brings little glory to herself or the band in handling the vocal chorus. No match for the lyrical requirements, especially at the tempo taken, she offers thin and listless singing. Better projection is illustrated for the picture's title song. The rhythmic kick is even stronger here, and the entire writhing showman's Lennox Avenue vocal and roof-raising trumpet gymnastics of "Hot Lips" Page.

While "Blues in the Night" is the more striking of the two sides, the number is a second specialty, most suited for the talents of trumpeter-vocalist Page, rather than one that is patterned to attain commercial appeal. For the Shaw fans, especially tying in with his current road tour, the side meets the machine's requirement. But the phone worth of both sides will depend largely on the popularity of the picture when it goes into mass circulation at the movie houses.

BENNY GOODMAN (Columbia 36379)

I See a Million People—FT; *VC*; *The Count*—FT.

The Count is a rif-rocketing instrumental with a heavy rhythm beat that makes it right for both the basic and Goodman following. Scoring is intricate but solid, with disk brilliance in the solo of the clarinet and trumpet. The pop side, taken at a slower tempo but with the rhythmic beat, just as heavy, radiates with the piano twinkles of Mel Powell, with Peggy Lee handling the lyrics for the opening chorus in creditable fashion.

For machines calling for heavy and hot rhythms, "The Count" side answers the call. In view of Count Basie's popularity at the race locations, this dedication disk is a particularly worthy item for such operators.

DICK TODD (Bluebird 11309)

It's Your Worry Now—FT; *V*; *Secret Hearts or Strangers*—FT; *V*.

Todd takes two standard hillbilly songs and sings both sides straight, in the slow and easy tempo called for. But the obvious attempts of the backing musicians to pipe out the corn are no help. It's an art for schooled musicians to play corny, and the pipes on this disk fail to make the grade. A jaunty clarinet predominates behind Todd's singing of Marcus Montgomery's *Worry Now*, with a mouth-organ virtuoso for the orchestral interlude. Blotted accordion squawking blunders the harrowing for Jimmy Davis's *Sweethearts or Strangers* classic.

The countryfolk are likely to snicker at these attempts to capture the hillbilly spirit in song, but on city locations, where that brand is desired and nobody knows the difference, Todd's vocal efforts are strong enough to carry the sides, with the more familiar "Sweethearts or Strangers" being the best bet.

GENE KRUPA (Okeh 6400)

Amour—FT; *VC*; *Watch The Birdie*—FT; *VC*.

Rooting his drumbeats south of the border, Krupa tries the technique used so successfully by Jimmy Dorsey on wax for the *Amour* side. With a rhythmic rumba beat, Howard Dolanay stings the first chorus straight, and for the second refrain Anita O'Day is called upon to wrap up the wordage with energetic singing. However, the only energy the side retains is for the last chorus, the ensemble in rock style, paced by Krupa's skin-beating to set off Roy Eldridge reaching for the roof with his trumpet. Blend of band and voice tends to better advantage for the *Hellasopoli* rhythm sitty that makes the platter. A heavy rhythmic beat permeates it and Miss O'Day is in better voice for the chorus task, with Eldridge again flashing for the finish.

Appeal is largely where the call is for Krupa, regardless of what he may cut.

HENRY BUSSE (Decca 3975)

Stomping Room Only—FT; *The Lady in Red*—FT.

Absent from recording circles for some time, Busse is back with a raring-to-go aggregation still devoted to the shuffle beat. Both sides are instrumental stompers, with *Stomping Room* ensemble including the Allis Wyrub-Mark Dixon side on the flipover, getting started with Busse's characteristic horn blowing, and providing proper places for the hand boys to carve solos for themselves.

Strictly lullabies for the jitterbug; the appeal is largely for the Busse fan.

RACE RECORDS

Primarily of interest to music machine operators servicing race locations and to the select clan of record students who find their musical kicks in the appreciation of unadorned Negro music, several of the recent Decca disks are worthy of attention. Best of the batch is the low-down blues of the Honey Dripper (Roosevelt Sykes) for *Spook Advice Blues* and *Travis* and *Whiskey* (7862). Backed by a rapped piano pouter and traps, both sides are slow-race blues. Advice is directed to fellows who are inclined to leave their wives. For the flipover, he philosophizes that the blues are like whiskey, and trouble only a bottle of gin.

Jewel Paige and Her Brown Brownies, the small jump band backing the blues shouter, provide spirited shouting for the Clarence Williams-Spencer Williams race classic, *I Am My Gonna Give Nobody None of This Jelly Roll* (7865). For the backing, Miss Paige calls for monetary considerations for *Give It Up*, giving this band on this side a chance to cut in with its Harlem brand of jive music.

IDA COX (Okeh 6405)

I Can't Quit That Man—FT; *VC*; *Last Mile Blues*—FT; *V*.

Properly belonging to the race lists, this old-line blues singer has been placed in the popular category, with the sides heralded as a "disk debut." For the record, Miss Cox has previously cut sides for the company's race list. Dating back to the early '30s, during the blues heyday of Bessie Smith, Miss Cox was recently rediscovered singing with a Negro tab unit. The all-star aggregation rounded up by trumpeter Red Allen gives unimpaired backing, considering the posthumous label boasts. As for Miss Cox, it would be kinder to permit her to back in her old-time glory.

In spite of its inclusion in the pop register, it rightly belongs in the race lists. It's the standard race blues that Miss Cox shouts out, but there is little of the fire or snare-biting feeling that enthuse fans at such locations even.

(See ON THE RECORDS on page 74)



ROBERT S. BLEEKMAN HAS PURCHASED THE R. & S. Sales Company, Warbler Distributor in Washington. The firm has been renamed the Bleekman Distributing Company. Above: Ted Sweazy and R. Ross, at left, owners of R. & S., sign papers that transfer their business to Bleekman. W. N. Dossou, Warbler district manager, watches over Bleekman's shoulder. (MR)



THE SECRETARY OF THE TREASURY
WASHINGTON

October 7, 1941

Dear Mr. Evans:

Please accept our sincere thanks for the cooperation The Billboard has given the Treasury Department in publicizing the National Defense Savings program.

Your contribution of news and advertising space, and the active leadership you have furnished the coin machine and amusement business to further the sale of Defense Bonds and Stamps is deeply appreciated.

You and your associates are making a worthwhile contribution to your Government in this national emergency.

Sincerely,

Secretary of the Treasury

Mr. E. W. Evans
President and General Manager
The Billboard Publishing Company
25 Opera House
Cincinnati, Ohio

Thank You, Mr. Morganthau, but the Credit Belongs to Someone Else

You see, no matter how good an idea may be or no matter how completely and thoroughly the idea is advertised to a group of people, it can never be a success unless the people themselves know how to get things done.

That's what happened to The Billboard in its campaign to sell bonds for you. Six months ago we started to publicize your bonds the same as other publishers. The campaign seemed to grow among our readers. We didn't tell operators to paste stickers on their machines. They thought of it themselves. We didn't suggest that associa-

tions pass resolutions to buy bonds. They did it on their own.

Step by step, the leaders of the industry developed new and bigger ideas. Music machine associations suggested that members place the song "ANY BONDS TODAY" on every phonograph—an idea which has now been launched on a national scale.

Yes, we appreciate your words of gratitude, but we want you to know that it was the people in the Coin Machine Industry that have really done the job. They get things done.

The Billboard Publishing Company

VENDER SUPPLY NOTES

Arthur J. Jacques, of Detroit, is developing a new machine which will dispense a pair of black or brown shoes in 30 seconds. Price of the service is 3 cents in the slot. The machine will be called Shoematic Shine Machine and will be ready for the market some time next spring.

Joseph J. Schermack, of Schermack Products, announces a new "Patrol Stamp" vending machine which sells stamps at 25 cents. It is based on a machine made by this company 30 years ago to sell Thrift Stamps. Schermack also has a new machine which dispenses 1, 2 and 3-cent stamps in the same machine at full value. The latter machine is designed for Army camp locations but is said to be good for other locations also.

The Department of Commerce reports that wholesale sales of candy for August of this year were 3 per cent higher than the previous month and that for the eight months ending with August were 14 per cent higher than the comparable period last year.

Candy venter business will undoubtedly benefit by the promotions being made for this year's Sweetest Day. Promoted to a much greater extent than it has been for the past several years, indications are that for the first time in more than 10 years, activities will be national in scope.

This year the NCA, under the leadership of President Philip P. Gert, will co-operate with the various local groups in observing the occasion on a national scale.

A report from Washington says that a program for the allocation of cellophane used by the confectionery industry and for other civilian purposes is now under consideration by OPM. Officials have not definitely decided that an allocation program is necessary, but government experts are becoming seriously concerned over the scarcity of cellophane, a critical defense material used in the manufacture of cellophane. Already the shortage has required issuance of a priorities order. The Bureau of Standards is conducting tests to compare the efficiency of cellophane and tin foil as a wrapper for food products and cigarettes. These tests are still in the pre-

liminary stage. Tin foil also represents a defense problem because of its lead content. In some cases confectionery manufacturers have already begun to substitute laminated paper for tin foil. OPM officials said. Manufacturers believe the lead content of tin foil can be cut sufficiently to allow the continued use of the product for commercial purposes.

The theme for promotion this year is defense. Promotional activities will be featured on radio programs, thru streamers, point-of-sale advertising materials and signs. During the Candy Week, which began Monday, October 14, and concludes with Sweetest Day, Saturday, October 18, the huge animated electric sign of the Corn Products Refining Company at its Edgewater, N. J., plant will herald the message: "Let It Be Said You Remembered Sweetest Day—October 18." The sign, which flickers continuously, giving the time every minute on the minute, is seen daily by thousands of motorists on the West Side and Riverside drives.

Sugar refiners met with the officials of the Department of Agriculture in Washington recently to consider possible re-allocation among refiners of the unshipped balance of Cuba's quota, which amounts to over 600,000 tons.

Confectionery Ice-Cream World, October 3, says that reports from both manufacturers and jobbers in Chicago indicate that sales of candy bars and other small units of sale skyrocketed in September to the largest sales volume experienced in that month in a number of years. This despite the warm weather, which is not conducive to the buying of candy. The demand in army camp areas is credited with being the No. 1 sales stimulator. And No. 2 is vending machine requirements, which are said to be at a new high for most sections because of placements in plants where employment is at capacity.

MARKETS IN BRIEF

NEW YORK, Oct. 9.—Peppermint oil (dollars a pound): Natural, \$3.75 to \$4. U. S. pharmaceutical, \$4 to \$4.30.

Raw and refined sugar: There were no new developments in the domestic raw sugar situation, although it was rumored that one of the smaller Eastern refiners would close temporarily because of lack of raw sugar.

COMING EVENTS

October 19—Meeting of Ohio Cigarette Vendors' Association, Neal House, Columbus, O.

October 21 to 25—Americans All Week—culminating in national observance of 55th anniversary of dedication of the Statue of Liberty.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

Nov. 30-Dec. 5—Twenty-third annual convention National Association of Amusement Parks, Pools & Beaches, Hotel Sherman, Chicago.

January 12 to 15, 1942—Annual convention of Coin Machine Industries, Inc., Hotel Sherman, Chicago.

January 14-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.

CHICAGO SPOT MARKET PEANUTS

	Cents per lb. in bags
Virginia and North Carolina	
Jumbos	7.35 @ 7.50
Fancies	7.15 @ 7.25
Extra large	10.40 @ 10.50
Mediums	8.40 @ 8.50
No. 1 Virginia	8.75 @ 9.00
No. 2 Virginia	7.00

SOUTHEAST

No. 1 Spanish	7.25
No. 2 Spanish	7.00
No. 1 runner	7.25
No. 2 runner	6.85 @ 7.00

TEXAS (NEW CROP)

No. 1 Spanish	7.50 @ 7.75
No. 2 Spanish	7.27 @ 7.50

Topps Gum Clicks With Operators

BROOKLYN, Oct. 11 (MR).—Phil and Joe Shorin, of Topps Chewing Gum, Inc., reports that its Topps gum is clicking with merchandise machine operators everywhere.

Interest has been strong since their advertising campaign began, they claim, and many letters expressing approval have been received. "We believe that the faster and bigger repeat sales, which operators report they are making with our product," explained the Shorin brothers, "are due to the high quality and natural flavor. There is a larger profit margin for operators and we are offering delectable, sticky and other promotional aids to help operators secure attention for their products."

"The success of Topps gum on thousands of retail counters makes it a certainty for success in vending machines, as the public has become well acquainted with our product. The public has approved the gum. The retail sales confirm this statement and this means that the vending machine trade is getting a product that is nationally recognized and accepted by the public."

Milwaukee Journal Upholds Venders in Strong Editorial

MILWAUKEE, Oct. 11.—Strongly against placing a tax on vending machines, the following editorial appeared on the front page of The Milwaukee Journal, October 4:

Vending Machines

"Alderman Michalski wants to license, and thereby cut into the profits of vending machines."

"He is not, at this time, after gaming devices. He is not proposing a levy on 'slot machines,' pinball games or dubious cricketer designed to park the pockets from their money. He's after the operators that vend candy bars or something else, or the glass globes that dispense a handful of salted peanuts for a penny."

"The alderman has an idea that the 'take' of these machines is substantial."

"We are told, by a presumably reliable authority, that the average monthly 'take' by a penny peanut vending machine is 85c gross. That would come to \$9.90 a year—not profit, but total income, out of which goods, investment, maintenance and other expenses must be paid."

"The 5-cent candy bar or other dispensers, of course, gross larger sums and take boxes are quite another matter. But just how Alderman Michalski hopes to net between \$150,000 and \$200,000 by licensing the 12,293 vending machines in

the town isn't clear. His license fee would have to be in the neighborhood of \$15 per machine. You can't get that kind of money out of a device that takes in \$9.90 gross in a year, or out of one that takes in three or four times as much."

"So as a revenue measure we don't think much of the Michalski vending machine ordinance. As a control measure or a punitive or confiscatory measure, it might have a punch. It perhaps would drive many of the lesser vending machines out of the market."

"The question is: Who wants them driven off? We aren't answering that question. We think, tho, that the common council should hear from merchants and others before it acts on the Michalski ordinance."

"Do vending machines materially compete against merchants who pay taxes, or are they otherwise objectionable? For the most part, according to Police Chief Kuchelski, they are installed in taverns and in large manufacturing plants. That is, they sell candy bars, cigarettes or something else, to patrons or workers, most of whom would not go to any store to buy at the time."

"We neither condemn nor uphold vending machines but recognize in them ingenious mechanical devices whose value ought to be studied before they are taxed out of business."

Glassgold Plans A Southern Trip

NEW YORK, Oct. 11 (MR).—Burnhart (Big) Glassgold, sales manager of Arthur H. DuCromber, Inc., has returned from his trip to the firm's Mavershill factory and reports sales of both the Champion cigarette merchandiser and Candy Man 6-cent candy bar machine still booming.

"I was pleased with the results of our recent Candy Man sales drive," said Glassgold, "and orders for this equipment continue to come in daily from every section of the country. In a short time I will make another trip South with Wally Sipple, our Southern representative."



They'll spend MORE . . . you'll vend MORE . . . with TOPPS—the perfect size tab gum that's putting NEW LIFE into the gum vending business! TOPPS 4 top flavors: Peppermint, Spearmint, Cinnamon, Peppin are bringing the BIGGEST and FASTEST REPEAT SALES in ALL HISTORY . . . DOUBLING AND TRIPLING FORMER COLLECTIONS . . . STEPPING UP THE ENTIRE VALUE OF EVERY ROUTE THAT FEATURES THEM! Start with TOPPS today—and watch your profits GROW! WRITE NOW FOR FREE SAMPLES AND PRICES!

**NOW!
SPECIAL
PRICE FOR
OPERATORS**

DISTRIBUTORS!

A FEW TERRITORIES STILL AVAILABLE!
WRITE FOR SPECIAL PROPOSITION NOW!
TOPPS CHEWING GUM INC.
60 BROADWAY, BROOKLYN, NEW YORK

WANTED!!

FOR CASH!!

500 Cigarette Vending Machines and 10 Selective Candy Bar Machines. State lowest price and condition. Write or Wire! BOX #279, Billboard, 1564 Broadway, New York City

UNEEDA PAK CIGARETTE MACHINES

1255—8 Cds. \$20.00; 3 Cds. \$12.50; 2 Cds. \$12.00; 12 Cds. \$20.00; 24 Cds. \$35.00; 36 Cds. \$45.00; 48 Cds. \$55.00; 60 Cds. \$65.00; 72 Cds. \$75.00; 84 Cds. \$85.00; 96 Cds. \$95.00; 108 Cds. \$105.00; 120 Cds. \$115.00; 132 Cds. \$125.00; 144 Cds. \$135.00; 156 Cds. \$145.00; 168 Cds. \$155.00; 180 Cds. \$165.00; 192 Cds. \$175.00; 204 Cds. \$185.00; 216 Cds. \$195.00; 228 Cds. \$205.00; 240 Cds. \$215.00; 252 Cds. \$225.00; 264 Cds. \$235.00; 276 Cds. \$245.00; 288 Cds. \$255.00; 300 Cds. \$265.00; 312 Cds. \$275.00; 324 Cds. \$285.00; 336 Cds. \$295.00; 348 Cds. \$305.00; 360 Cds. \$315.00; 372 Cds. \$325.00; 384 Cds. \$335.00; 396 Cds. \$345.00; 408 Cds. \$355.00; 420 Cds. \$365.00; 432 Cds. \$375.00; 444 Cds. \$385.00; 456 Cds. \$395.00; 468 Cds. \$405.00; 480 Cds. \$415.00; 492 Cds. \$425.00; 504 Cds. \$435.00; 516 Cds. \$445.00; 528 Cds. \$455.00; 540 Cds. \$465.00; 552 Cds. \$475.00; 564 Cds. \$485.00; 576 Cds. \$495.00; 588 Cds. \$505.00; 600 Cds. \$515.00; 612 Cds. \$525.00; 624 Cds. \$535.00; 636 Cds. \$545.00; 648 Cds. \$555.00; 660 Cds. \$565.00; 672 Cds. \$575.00; 684 Cds. \$585.00; 696 Cds. \$595.00; 708 Cds. \$605.00; 720 Cds. \$615.00; 732 Cds. \$625.00; 744 Cds. \$635.00; 756 Cds. \$645.00; 768 Cds. \$655.00; 780 Cds. \$665.00; 792 Cds. \$675.00; 804 Cds. \$685.00; 816 Cds. \$695.00; 828 Cds. \$705.00; 840 Cds. \$715.00; 852 Cds. \$725.00; 864 Cds. \$735.00; 876 Cds. \$745.00; 888 Cds. \$755.00; 900 Cds. \$765.00; 912 Cds. \$775.00; 924 Cds. \$785.00; 936 Cds. \$795.00; 948 Cds. \$805.00; 960 Cds. \$815.00; 972 Cds. \$825.00; 984 Cds. \$835.00; 996 Cds. \$845.00; 1008 Cds. \$855.00; 1020 Cds. \$865.00; 1032 Cds. \$875.00; 1044 Cds. \$885.00; 1056 Cds. \$895.00; 1068 Cds. \$905.00; 1080 Cds. \$915.00; 1092 Cds. \$925.00; 1104 Cds. \$935.00; 1116 Cds. \$945.00; 1128 Cds. \$955.00; 1140 Cds. \$965.00; 1152 Cds. \$975.00; 1164 Cds. \$985.00; 1176 Cds. \$995.00; 1188 Cds. \$1005.00; 1200 Cds. \$1015.00; 1212 Cds. \$1025.00; 1224 Cds. \$1035.00; 1236 Cds. \$1045.00; 1248 Cds. \$1055.00; 1260 Cds. \$1065.00; 1272 Cds. \$1075.00; 1284 Cds. \$1085.00; 1296 Cds. \$1095.00; 1308 Cds. \$1105.00; 1320 Cds. \$1115.00; 1332 Cds. \$1125.00; 1344 Cds. \$1135.00; 1356 Cds. \$1145.00; 1368 Cds. \$1155.00; 1380 Cds. \$1165.00; 1392 Cds. \$1175.00; 1404 Cds. \$1185.00; 1416 Cds. \$1195.00; 1428 Cds. \$1205.00; 1440 Cds. \$1215.00; 1452 Cds. \$1225.00; 1464 Cds. \$1235.00; 1476 Cds. \$1245.00; 1488 Cds. \$1255.00; 1500 Cds. \$1265.00; 1512 Cds. \$1275.00; 1524 Cds. \$1285.00; 1536 Cds. \$1295.00; 1548 Cds. \$1305.00; 1560 Cds. \$1315.00; 1572 Cds. \$1325.00; 1584 Cds. \$1335.00; 1596 Cds. \$1345.00; 1608 Cds. \$1355.00; 1620 Cds. \$1365.00; 1632 Cds. \$1375.00; 1644 Cds. \$1385.00; 1656 Cds. \$1395.00; 1668 Cds. \$1405.00; 1680 Cds. \$1415.00; 1692 Cds. \$1425.00; 1704 Cds. \$1435.00; 1716 Cds. \$1445.00; 1728 Cds. \$1455.00; 1740 Cds. \$1465.00; 1752 Cds. \$1475.00; 1764 Cds. \$1485.00; 1776 Cds. \$1495.00; 1788 Cds. \$1505.00; 1800 Cds. \$1515.00; 1812 Cds. \$1525.00; 1824 Cds. \$1535.00; 1836 Cds. \$1545.00; 1848 Cds. \$1555.00; 1860 Cds. \$1565.00; 1872 Cds. \$1575.00; 1884 Cds. \$1585.00; 1896 Cds. \$1595.00; 1908 Cds. \$1605.00; 1920 Cds. \$1615.00; 1932 Cds. \$1625.00; 1944 Cds. \$1635.00; 1956 Cds. \$1645.00; 1968 Cds. \$1655.00; 1980 Cds. \$1665.00; 1992 Cds. \$1675.00; 2004 Cds. \$1685.00; 2016 Cds. \$1695.00; 2028 Cds. \$1705.00; 2040 Cds. \$1715.00; 2052 Cds. \$1725.00; 2064 Cds. \$1735.00; 2076 Cds. \$1745.00; 2088 Cds. \$1755.00; 2100 Cds. \$1765.00; 2112 Cds. \$1775.00; 2124 Cds. \$1785.00; 2136 Cds. \$1795.00; 2148 Cds. \$1805.00; 2160 Cds. \$1815.00; 2172 Cds. \$1825.00; 2184 Cds. \$1835.00; 2196 Cds. \$1845.00; 2208 Cds. \$1855.00; 2220 Cds. \$1865.00; 2232 Cds. \$1875.00; 2244 Cds. \$1885.00; 2256 Cds. \$1895.00; 2268 Cds. \$1905.00; 2280 Cds. \$1915.00; 2292 Cds. \$1925.00; 2304 Cds. \$1935.00; 2316 Cds. \$1945.00; 2328 Cds. \$1955.00; 2340 Cds. \$1965.00; 2352 Cds. \$1975.00; 2364 Cds. \$1985.00; 2376 Cds. \$1995.00; 2388 Cds. \$2005.00; 2400 Cds. \$2015.00; 2412 Cds. \$2025.00; 2424 Cds. \$2035.00; 2436 Cds. \$2045.00; 2448 Cds. \$2055.00; 2460 Cds. \$2065.00; 2472 Cds. \$2075.00; 2484 Cds. \$2085.00; 2496 Cds. \$2095.00; 2508 Cds. \$2105.00; 2520 Cds. \$2115.00; 2532 Cds. \$2125.00; 2544 Cds. \$2135.00; 2556 Cds. \$2145.00; 2568 Cds. \$2155.00; 2580 Cds. \$2165.00; 2592 Cds. \$2175.00; 2604 Cds. \$2185.00; 2616 Cds. \$2195.00; 2628 Cds. \$2205.00; 2640 Cds. \$2215.00; 2652 Cds. \$2225.00; 2664 Cds. \$2235.00; 2676 Cds. \$2245.00; 2688 Cds. \$2255.00; 2700 Cds. \$2265.00; 2712 Cds. \$2275.00; 2724 Cds. \$2285.00; 2736 Cds. \$2295.00; 2748 Cds. \$2305.00; 2760 Cds. \$2315.00; 2772 Cds. \$2325.00; 2784 Cds. \$2335.00; 2796 Cds. \$2345.00; 2808 Cds. \$2355.00; 2820 Cds. \$2365.00; 2832 Cds. \$2375.00; 2844 Cds. \$2385.00; 2856 Cds. \$2395.00; 2868 Cds. \$2405.00; 2880 Cds. \$2415.00; 2892 Cds. \$2425.00; 2904 Cds. \$2435.00; 2916 Cds. \$2445.00; 2928 Cds. \$2455.00; 2940 Cds. \$2465.00; 2952 Cds. \$2475.00; 2964 Cds. \$2485.00; 2976 Cds. \$2495.00; 2988 Cds. \$2505.00; 3000 Cds. \$2515.00; 3012 Cds. \$2525.00; 3024 Cds. \$2535.00; 3036 Cds. \$2545.00; 3048 Cds. \$2555.00; 3060 Cds. \$2565.00; 3072 Cds. \$2575.00; 3084 Cds. \$2585.00; 3096 Cds. \$2595.00; 3108 Cds. \$2605.00; 3120 Cds. \$2615.00; 3132 Cds. \$2625.00; 3144 Cds. \$2635.00; 3156 Cds. \$2645.00; 3168 Cds. \$2655.00; 3180 Cds. \$2665.00; 3192 Cds. \$2675.00; 3204 Cds. \$2685.00; 3216 Cds. \$2695.00; 3228 Cds. \$2705.00; 3240 Cds. \$2715.00; 3252 Cds. \$2725.00; 3264 Cds. \$2735.00; 3276 Cds. \$2745.00; 3288 Cds. \$2755.00; 3300 Cds. \$2765.00; 3312 Cds. \$2775.00; 3324 Cds. \$2785.00; 3336 Cds. \$2795.00; 3348 Cds. \$2805.00; 3360 Cds. \$2815.00; 3372 Cds. \$2825.00; 3384 Cds. \$2835.00; 3396 Cds. \$2845.00; 3408 Cds. \$2855.00; 3420 Cds. \$2865.00; 3432 Cds. \$2875.00; 3444 Cds. \$2885.00; 3456 Cds. \$2895.00; 3468 Cds. \$2905.00; 3480 Cds. \$2915.00; 3492 Cds. \$2925.00; 3504 Cds. \$2935.00; 3516 Cds. \$2945.00; 3528 Cds. \$2955.00; 3540 Cds. \$2965.00; 3552 Cds. \$2975.00; 3564 Cds. \$2985.00; 3576 Cds. \$2995.00; 3588 Cds. \$3005.00; 3600 Cds. \$3015.00; 3612 Cds. \$3025.00; 3624 Cds. \$3035.00; 3636 Cds. \$3045.00; 3648 Cds. \$3055.00; 3660 Cds. \$3065.00; 3672 Cds. \$3075.00; 3684 Cds. \$3085.00; 3696 Cds. \$3095.00; 3708 Cds. \$3105.00; 3720 Cds. \$3115.00; 3732 Cds. \$3125.00; 3744 Cds. \$3135.00; 3756 Cds. \$3145.00; 3768 Cds. \$3155.00; 3780 Cds. \$3165.00; 3792 Cds. \$3175.00; 3804 Cds. \$3185.00; 3816 Cds. \$3195.00; 3828 Cds. \$3205.00; 3840 Cds. \$3215.00; 3852 Cds. \$3225.00; 3864 Cds. \$3235.00; 3876 Cds. \$3245.00; 3888 Cds. \$3255.00; 3900 Cds. \$3265.00; 3912 Cds. \$3275.00; 3924 Cds. \$3285.00; 3936 Cds. \$3295.00; 3948 Cds. \$3305.00; 3960 Cds. \$3315.00; 3972 Cds. \$3325.00; 3984 Cds. \$3335.00; 3996 Cds. \$3345.00; 4008 Cds. \$3355.00; 4020 Cds. \$3365.00; 4032 Cds. \$3375.00; 4044 Cds. \$3385.00; 4056 Cds. \$3395.00; 4068 Cds. \$3405.00; 4080 Cds. \$3415.00; 4092 Cds. \$3425.00; 4104 Cds. \$3435.00; 4116 Cds. \$3445.00; 4128 Cds. \$3455.00; 4140 Cds. \$3465.00; 4152 Cds. \$3475.00; 4164 Cds. \$3485.00; 4176 Cds. \$3495.00; 4188 Cds. \$3505.00; 4200 Cds. \$3515.00; 4212 Cds. \$3525.00; 4224 Cds. \$3535.00; 4236 Cds. \$3545.00; 4248 Cds. \$3555.00; 4260 Cds. \$3565.00; 4272 Cds. \$3575.00; 4284 Cds. \$3585.00; 4296 Cds. \$3595.00; 4308 Cds. \$3605.00; 4320 Cds. \$3615.00; 4332 Cds. \$3625.00; 4344 Cds. \$3635.00; 4356 Cds. \$3645.00; 4368 Cds. \$3655.00; 4380 Cds. \$3665.00; 4392 Cds. \$3675.00; 4404 Cds. \$3685.00; 4416 Cds. \$3695.00; 4428 Cds. \$3705.00; 4440 Cds. \$3715.00; 4452 Cds. \$3725.00; 4464 Cds. \$3735.00; 4476 Cds. \$3745.00; 4488 Cds. \$3755.00; 4500 Cds. \$3765.00; 4512 Cds. \$3775.00; 4524 Cds. \$3785.00; 4536 Cds. \$3795.00; 4548 Cds. \$3805.00; 4560 Cds. \$3815.00; 4572 Cds. \$3825.00; 4584 Cds. \$3835.00; 4596 Cds. \$3845.00; 4608 Cds. \$3855.00; 4620 Cds. \$3865.00; 4632 Cds. \$3875.00; 4644 Cds. \$3885.00; 4656 Cds. \$3895.00; 4668 Cds. \$3905.00; 4680 Cds. \$3915.00; 4692 Cds. \$3925.00; 4704 Cds. \$3935.00; 4716 Cds. \$3945.00; 4728 Cds. \$3955.00; 4740 Cds. \$3965.00; 4752 Cds. \$3975.00; 4764 Cds. \$3985.00; 4776 Cds. \$3995.00; 4788 Cds. \$4005.00; 4800 Cds. \$4015.00; 4812 Cds. \$4025.00; 4824 Cds. \$4035.00; 4836 Cds. \$4045.00; 4848 Cds. \$4055.00; 4860 Cds. \$4065.00; 4872 Cds. \$4075.00; 4884 Cds. \$4085.00; 4896 Cds. \$4095.00; 4908 Cds. \$4105.00; 4920 Cds. \$4115.00; 4932 Cds. \$4125.00; 4944 Cds. \$4135.00; 4956 Cds. \$4145.00; 4968 Cds. \$4155.00; 4980 Cds. \$4165.00; 4992 Cds. \$4175.00; 5004 Cds. \$4185.00; 5016 Cds. \$4195.00; 5028 Cds. \$4205.00; 5040 Cds. \$4215.00; 5052 Cds. \$4225.00; 5064 Cds. \$4235.00; 5076 Cds. \$4245.00; 5088 Cds. \$4255.00; 5100 Cds. \$4265.00; 5112 Cds. \$4275.00; 5124 Cds. \$4285.00; 5136 Cds. \$4295.00; 5148 Cds. \$4305.00; 5160 Cds. \$4315.00; 5172 Cds. \$4325.00; 5184 Cds. \$4335.00; 5196 Cds. \$4345.00; 5208 Cds. \$4355.00; 5220 Cds. \$4365.00; 5232 Cds. \$4375.00; 5244 Cds. \$4385.00; 5256 Cds. \$4395.00; 5268 Cds. \$4405.00; 5280 Cds. \$4415.00; 5292 Cds. \$4425.00; 5304 Cds. \$4435.00; 5316 Cds. \$4445.00; 5328 Cds. \$4455.00; 5340 Cds. \$4465.00; 5352 Cds. \$4475.00; 5364 Cds. \$4485.00; 5376 Cds. \$4495.00; 5388 Cds. \$4505.00; 5400 Cds. \$4515.00; 5412 Cds. \$4525.00; 5424 Cds. \$4535.00; 5436 Cds.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Oct. 11.—M. S. (Bill) Wolf, of San Diego, was in town buying new equipment and hiring new employees needed for his expanding business. Wolf will soon open a new building designed to accommodate his coin machine operations. Tentative date for the opening is November 15.

Louis Kaplan, son of Harry Kaplan, of Southwestern Vending Company, has returned to his studies in pre-med at UCLA.

Jack Gerty has opened a new arcade in Bakersfield. He closed the one at Crestline and moved most of the equipment into the new spot.

J. & R. Amusements in Bakersfield recently staged an informal opening session on the occasion of the new offices. Employees at the spot include Clarence Honeywell, Joe Shanks, Francis Hartman and Margaret Ramsey.

Albert Cassell, of California Music Company, is taking advantage of the good weather and visiting friends in towns outside of Los Angeles.

Paul Blair, of Exhibits, is out of the city working the area around San Diego.

Al Anderson and Al Schneider, of Balboa, were in the city looking over arcade equipment. Anderson has arcades in the Fun Zone in Balboa and at Camp Elliott, near San Diego, and is putting one in Santa Ana.

Barry Besuregard, who sold his business to be inducted into the army but never was, is now with Lew Haskins in Redondo Beach.

Rick Carter and Bob Snyder are operating an arcade in Los Angeles' Chinatown. Name of the spot is Nickabob.

Mildred Prosen Oaty, secretary to Mac Mohr, is back on the job after a well-earned vacation.

Al Meyers, of Gottlieb, reports that business is perking right along.

E. T. Mape, of E. T. Mape Music Company, came into Los Angeles this week from his ranch at Stockton to spend several days. Walter Huber has assumed

duties as assistant to Vance Mape in San Francisco, and Geraldine Douglas is now office manager of the Los Angeles branch.

Southwestern Vending Machine Company has been doing some improving. A new parts department has been set up at one end of the office. It is enclosed in glass.

John Hawley, of the Mac Sanders firm, is expecting to be a daddy soon.

Mac Sanders is a busy man these days now that the Keeney Submarine Gun is claiming so much attention on the West Coast. Mac says that this game is going places and he's all set to ride on the band wagon.

Nels Nelson is back in the city from the San Joaquin Valley, where he installed remotes.

Jean Minthorn, Los Angeles distributor of Rock-Ola phonographs, is expected back in Los Angeles soon from Chicago. Jean and Mrs. Minthorn made the trip to Chicago, but while there Jean was taken ill.

Milton Noriega, of San Bernardino, was in town buying Beeburgs. Noriega reports business good in that section.

Friends of Mrs. L. H. McCreary, wife of the Los Angeles branch manager of the E. T. Mape Music Company, are glad

to hear that she is recuperating from a recent operation at the Good Samaritan Hospital here.

Johnny Nelson and Bill Wolf regard that business is good with them at the Modern Coin Exchange. Nelson is back from a brief trip to Santa Paula.

Fred Gaunt, of Trojan Novelty Company, says that it looks like there isn't going to be any slackening in the demand for arcade equipment. He has been moving quite a bit of this equipment lately.

Phil Robinson, factory representative for Chicago Coin, is making a trip up the West Coast in the interest of the Chicago lines. He says Star Attraction is going like a house afire.

Hermie Cohen, West Coast representative for the Hamilton Manufacturing Company, is back from a trip to San Francisco.

Eddie Seaman, of San Bernardino, made a quick trip to the city Thursday to see what is new on the display floor.

Bill Mason, of Santa Monica, was also in town looking over new equipment in order to be ready when Santa Monica gives the go sign.

Howard Stearns and Mrs. Stearns are on a vacation trip to Georgia.

M. C. Hedcoe, of Santa Barbara, was in town and made a visit to the Paul Layman showrooms.

Dan Lufkin, of San Francisco, was among the recent visitors.

Harry Fundt, of National City, Calif., spent a few hours in the city recently talking over operation problems with local lights.

Claude Tomlinson was in from Tidare, Calif., to see what was new along the coin row.

Paul Butts, of G. & B. Sales, in Bakersfield, Calif., was also in town to look over stocks.

Paul and Lucille Layman are building a new home in Huntington Palisades. Paul said that Billy Monicker is really getting the play and that he is moving large numbers of them.

Among the visitors from Arizona was William Cliff, who came in from Phoenix. This section is getting ready for the winter season and indications are that it is going to be a top-flight year.

Carl Schott, of Yuma, Ariz., was in town after a brief visit to Mexico City.

A. M. Keene, of Taft, was in town recently following a trip from Mexico City. A. M. has been to the South of the Border town already three times this year and is considering another trip.

Elmo Robinson and wife were in Los Angeles Saturday from Phoenix.

Red Oakley, of the firm of the same name, and wife are looking forward to a big fishing trip to June Lake. Oakley says this is an annual affair. He holds the record of catching the largest trout to come out of Gull Lake in the June Lake area.

Wm Hubbard, of Phoenix, has moved into his new home there. The back yard is fenced in and Wm is raising buildings.

Charles Washburn is in the city for a breather from covering the San Joaquin Valley towns.

Mac Mohr reports that he is getting a lot of inquiries regarding the new Evans Play Ball and he is busy placing orders. Announcements have been sent out to operators to see the Evans game at a preview showing October 17.

Frank Jarrell reports that Soundview movie machines are going strong in California. Louis Byrrester, who has the 11 Western States and South America, is planning to ship quite a few of these machines to the South American section. Jarrell is sales manager for California.

Los and Walter Griffey, of Tavern Amusement Company, are planning to be at the Hollywood Palladium Friday night to hear Jimmy Dorsey. They spend their nights off visiting Hollywood spots

Special Tax Application Form

WASHINGTON, Oct. 11.—Following tax return form has been sent to all Internal Revenue offices for them in turn to send to all coin machine locations. Form reprinted below must be filled out by the location owner, notarized and submitted to the local Internal Revenue Department office with the proper fee as required under terms of the law:

Form 11-B
TREASURY DEPARTMENT
INTERNAL REVENUE OFFICE

SPECIAL-TAX RETURN

(SEE INSTRUCTIONS ON BACK)

Name	[Blank]				Home address	[Blank]
Business address	[Blank]				Date of issue	[Blank]
Kind of tax	[Blank]		for period	[Blank]	[Blank]	to June 30, 19 [Blank]
(Indicate in proper space below the information applicable)						
Number of premises	[Blank]		Character of business	[Blank]		
Bowling alleys	"Pin Ball" or other similar amusement machines					
Billiard and pool tables	"Slat" machines (see par. 1 of instructions)					
Born in and subscribed before me this		I swear (or affirm or acknowledge) that the above statements are true and correct and the above statement herein applied for is to cover only the business indicated above and at the location specified.				
day of [Blank], 19 [Blank]		(Signed)				
[Blank]		Taxpayer		[Blank]		
[Blank]		Collector		[Blank]		

This return, properly executed, must be in the hands of the Collector of Internal Revenue at the amount of the tax, on or before the last day of the month in which liability is incurred in order to avoid penalties. Checks must be certified.

Instructions

(For Full Instructions, See Regulations No. 59, 1941 Edition)

1. THE LAW: The Internal Revenue Code, as amended, imposes the following taxes:

Section 3267 (a) RATE. Every person who maintains for use or permits the use of, on any place or premises occupied by him, a coin-operated amusement or gaming device shall pay a special tax of \$10 per year in the case of a device defined in clause (1) of subsection (b); \$50 per year, in the case of a device defined in clause (2) of subsection (b); and \$10 or \$50, as the case may be, for each additional device so maintained or the use of which is so permitted. If one such device is replaced by another, such other device shall not be considered an additional device.

(b) DEFINITION. As used in this part, the term "coin-operated amusement and gaming devices" means (1) so-called "pinball" and other similar amusement machines, operated by means of insertion of a coin, token, or similar object, and (2) so-called "slat" machines which operate by means of insertion of a coin, token, or similar object and which by application of the element of chance, may deliver, or entitle the person playing or operating the machine to receive, cash, premiums, merchandise or tokens. The term does not include bona fide vending machines in which are not incorporated gaming or amusement features.

Section 3268 (a) Rate. Every person who operates a bowling alley, billiard room, or pool room shall pay a special tax of \$10 per year for each bowling alley, billiard table or pool table. Every building or place where bowls are thrown or where games of billiards or pool are played, except in private homes, shall be regarded as a bowling alley, billiard room, or pool room respectively.

2. Special tax liability is reckoned from the first day of each year, or the first day of the month during which business is commenced in the thirtieth day of June following. Where business is begun after the month of July the tax to be remitted is computed by multiplying the monthly rate by the number of months remaining in the fiscal year. If the amount so calculated involves a fraction the full cent must be included. The taxes for which this return is provided become effective October 1, 1941.

3. If application on this form is not filed with the Collector during the month in which the liability began the penalty prescribed by section 3612 (d), Internal Revenue Code, is incurred. Applicant must appear in person before an officer qualified to administer oaths and swear to the correctness of the information given on the application. If the tax covered by this return is not in excess of \$10 the return may be signed or acknowledged before two witnesses instead of under oath. No charge is made if this return is executed before a deputy collector or Internal Revenue agent.

On the first line must be entered the name of the actual owner or owners of the business, followed by the trade name if one is used, but no application will be accepted nor special-tax stamp issued in a trade name only. Removal of place of business must be registered with Collector of Internal Revenue within 30 days of such removal, or liability to additional tax and penalty will be incurred. File promptly, follow instructions carefully, and avoid delays.

that have hands clicking on music machines.

Cal Brown, of Mills Sales, has been spending his week-ends scooting around the country to see how business is going. Brown's secretary, Edna Campbell, has given up her favorite sport of swimming.

A. M. Koehn was a recent visitor here. Charles Washburn reports success with Western's Flying Champ. Incidentally, Washburn is a photographic hobbyist and is taking up color photography.

Clair Tomlinson, of Exeter, was in town for some Billy Derby's. Carl Schott, of Yonka, Ariz., was also in. From Searchlight, Nev., came A. H. Ames for games and phonographs. G. F. Cooper, of Riverside, Calif., site of several large army training camps, reports that business is strong. His service into town from the camps has been improved, helping the coin business. Walter Hill, operator of Virginia Park Arcade, Long Beach, was in town looking for machines. He finds the arcade business very good. Bud Parr, of General Music Company, reports that he will soon have an announcement of interest to operators.

Mario Castagnard, of Techniprocess, will soon release a new series of movies for coin-operated movie machines. Billboards of games to Honolulu have been ordered, but jobbers have expected a pick-up soon. Several operators here are thinking of opening spots on the Islands.



HART MUSIC COMPANY, SEATTLE, has opened a new distributing office, shown above. Jack Turner, manager, is signing an order for Packard Phonograph equipment, while Clayton Ballard, Packard Manufacturing Corporation district manager, and an operating friend look on. (IMR)

Music Box Stories Multiply In Papers; Importance Told

By WARREN BORNSCHEUER

The following article is from the magazine section of *The Baltimore Sunday Sun* of October 5.

ONE may not know offhand what a juke box is, but one has likely learned to dance to one hundreds of times. In roadside lunchrooms, city bars, dance dives, everywhere. One may never have heard the coin-operated machine, grinding out canned cacophony at a nickel per record, called by name. But in the last two years the juke has spun their way clamorously into a multi-million-dollar industry.

Already about 430,000 juke boxes are scattered thru the United States and more are being installed every day. Together they chew up 44 per cent of the American production of popular records, and nothing speeds a performer to national fame so swiftly as the juke or electrical phonograph record coin machine.

Many of the big bands that have come up in the world in the last 20 months owe their triumph in part to these nickel-driven behemoths, squatting in candy stores and lodge rooms, in humble diners and swank playrooms. The juke is all-American, as native as the hot dog. Manufactured by seven leading firms, the huge and garish purveyors of variegated rhythm dominate the popular music scene. The combined grosses of the industry from manufacturer to wholesaler to small-time center are expected to top about \$250,000,000 this year.

There's no telling just when or what started the coin machine craze, except the mad success of phonograph records themselves. Ever since Ed Parley and Mike Riley pushed the little valve down and apprised us that *The Music Goes Round* and *Round* during the bleak Christmas of 1935, the stony black dials have enjoyed a vogue that grows with every year.

In the spring of 1938 Benny Goodman strode to success via appearances in Los Angeles, Chicago and New York and innumerable barns, ballrooms and public parks in between. Benny was the first hot musician to wear the legendary mantle conferred by press agents and jitterbugs. King of Swing. With his clarinet-cepheer Goodman took a healthy slice at the disk sales record.

Best Seller in '39

But it was not until the summer of 1939 that all records were topped by a phenomenal best seller, last and most potent export from doomed Czechoslovakia, the *Hotter Than Hell*. Between Benny and the milk, hot was aces from its waltz and the phonograph business took new air into its lungs.

After its New Orleans beginnings not

just stopped smartly and logically to Chicago and Harlem, where it was bred in the back rooms of prohibition's speak-easies, in the anterooms of a flock of gambling houses, in imitation of its red-hot past in Memphis, St. Louis and the rest of the south. It moved along until the depression that darkened the '30s. Then it did a disappearing act. In its place came the music called "sweet," the lucrative fave of the Guy Lombardo and their imitators.

It took the hysteria of *The Music Goes Round* and *Round*, and innocent drinkings in such sizzling pieces as *The Flat-Foot Floogie* and *Hold Tight (Want Some Sea Food, Mama)* and *Well, All Right (Here Comes Joe From a Vaudeville Show)* to once more spell out popular music H-O-T.

Up till the advent of the juke it was Benny Goodman's fidd all the way. The Chicago tailor's son gripped a nation in the fever of a music, self-titled "lither-diller." Three years ago wily bookers and ballroom owners sighted the end of the swing craze and prepared the campaign that was going to give gold to the newling brass of Ray Kyser, Sammy Kaye and their many imitators.

The hell-fired hot music of Benny Goodman and friends began to lose favor with the public.

In its stead came a cross between legitimate hot jazz and the newer sweet music. This was the music that slung Glenn Miller across the nation. Artie Shaw was also a product of the compromise era, playing hot in careful alternation with bedraggled sweet.

But credit Miller's and Shaw's success to the juke boxes. They carried Artie Shaw's deftly swung version of Cole Porter's *Begin the Beguine* to new highs in record popularity, then turned around and did the same for a series of Glenn Miller records, *Moonlight Serenade* and *Swanee Serenade*, *The Long Is Long In the Wood*, *Tuxedo Junction*, and *Stan-dard*. The juke not only account for nearly half the direct sales of phonograph records, but act as a powerful impetus toward the sale of at least another 25 per cent. Obviously these boxes wield the big stick in popular music, the biggest stick ever.

Owners and renters of the juke boxes look forward especially each week to the trade gazettes to see what's what in their business, to what new records are "going strong," "coming up" or are "possibilities." Between pages devoted to pinball and slot machines and the doings of pitchmen and carnivals nestles the buying guide that contributes most significantly to the popular music taste of America. *The Billboard* prognostications can hardly help being right, because the juke owners buy what it recommends.

Information on Federal Tax...

The following is a summary of the latest information on the applications of the new federal tax on several types of coin machines as available to us on October 11:

1. The tax return forms are now available to regional Internal Revenue offices and are being sent to locations as fast as possible. Internal Revenue offices are requesting operators' organizations to furnish lists of locations and operators are co-operating fully. This is the proper attitude to follow.

2. Detailed instructions are included with the tax return forms and also are reprinted in this issue of *The Billboard*. These instructions should be studied carefully.

3. All rulings by the Internal Revenue department stress the literal application of the law. The text of the law specifies two types of coin machines. They are: (1) "So-called pinball and other similar amusement machines" operated by a coin, token or similar object. On the basis of this text, targets are exempt from the 110 fee because they are not pinball games and are not similar to them. There are a few types of games which may require special rulings. (2) The second type of machines mentioned in the text are slot machines of various kinds which have some form of a payout.

Please note that the Internal Revenue department is staking as closely as possible to these two classifications, and is

trying to give the trade the benefit of any doubtful cases.

4. The following list of types of machines is made, with comments according to present information:

ARCADE MACHINES—No tax on a large variety of amusement machines commonly used in arcades and sports-lands. Latest information includes in this list such machines as targets, grip machines, picture machines, fortune telling, and a lot of other small penny devices that have no payout or prize feature on or built into the machine; baseball, football, basketball and other similar machines are included in the arcade list.

If pinball games (novelty or free-play)

are used in arcades, the tax is \$10 on each game. If payout machines of any kind, large or small are used in arcades, the tax is \$50 on each machine per year.

CONSOLES—If the console is free-play only, the tax is \$10 per year. If the console has a payout mechanism, or is convertible to a payout, the fee is \$50. Locking the payout mechanism, or not having it in operation, does not count; the fee is \$50 even tho the payout mechanism is not in use.

BASEBALL GAMES, ETC.—See comments on arcade machines above.

FREE-PLAY—The department has accepted free-play as re-play or extended play and does not regard it as a tangible payout. The text of the law specifies a tangible payout in the form of cash, tokens, premiums or merchandise. Free-play games coming in the pinball class are \$10 per year. See on Consoles above for free-play consoles. The registry of free plays on a scoreboard does not remove the game from the \$10 class. The Internal Revenue office announces that it will not undertake to police the payment of awards or prizes over the counter.

COUNTER MACHINES—Reelings have already placed many of the small counter reel machines, trade stimulators, etc., with spinning reels, or that resemble a slot or bell, in the \$50 class. Any sort of prize feature, or payout arrangement on these small machines tends to put them in the \$50 class. Even a prize feature on a penny ball gun vender may put it in the \$50 class. It will be necessary to minimize very closely many types of these small machines as to the trade stimulator or other prize features. The Internal Revenue department expresses a desire to be as liberal as possible toward these machines, but will follow the text of the law in all cases.

The trade is now introducing non-coin operated counter machines. The removal of the coin slot means that the federal tax on coin-operated machines does not apply.

PAYOUTS—The text of the law specifies "slot machines" that "by the application of the element of chance, may deliver, or entitle" the player to receive cash, tokens, premiums or merchandise. It will be noticed that the coverage of any sort of payout or award is pretty broad. Any coin-operated machine that has a payout arrangement, even tho the mechanism may be shut off, comes under the \$50 class. The idea seems to be to bring all coin machines with payout features under the \$50 class. This is very hard on the penny machines.

PHOTOGRAPHS—No tax on photographic or wall boxes. A telegraphic notice to this effect has been made available to the music trade.

SCALES—No tax on vending and article machines "in which are not incorporated gaming or amusement features."

MOVIE MACHINES—No tax.

VENDING MACHINES—Bona fide vending machines are specifically exempted in the text of the law, if the machines do "not incorporate gaming or amusement features."

Information on the federal tax is now pretty well disseminated by the various trade agencies. Also, regional tax offices now have tax forms and various rulings from the Washington office. It is now important that operators co-operate with the tax offices, and especially with their locations, in complying with the law. Many locations will still be confused; operators can help get the correct information to them.

FOR QUICK SALE
In Very Good Condition
2 BUCKLEY TRUCK ODDS...\$114.50 EACH
Or Will Swap for Used Records
MANY LANSBERG
158 South Rampart Street, New Orleans, La.

WANTED
Experienced all around Mechanic on Pin Games and Mills.
AMERICAN CIGARETTE MACHINE CO.
1243 Fifth Avenue, Pittsburgh, Pa.

You can ALWAYS depend on JOE ASH—ALL WAYS
FINEST FREE PLAYS READY FOR SHIPMENT!

League Leader	\$27.50	Red Hot	\$12.50
Leader	22.50	Stars	37.50
Play Ball	35.00	Ump	25.00
Keeney Texas Leaguers, lite model, floor sample			30.00
Chicken Sam, with base			29.50

1/2 Down, Balance C. O. D. Write for Complete List.

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

Groetchen Message On Counter Games

CHICAGO, Oct. 11 (MR). — The Groetchen Tool Company announced this week that it is doing everything in its power to receive a more favorable ruling on counter games under the new Federal Tax Law which applies a 400 tax to the operator game.

"We are trying to obtain a more reasonable ruling," reports Karl Klein, Groetchen official. "In the meantime we have instructed our engineering department to go ahead with the development of certain devices which would take our games out of the coin-operated class altogether and permit their operation without the insertion of coins. At the same time, such a device would include registers for the benefit of the operator as well as the location, so as to get an accurate check on the number of plays for which location has received payment in cash over the counter."

Groetchen reports that it will immediately pass on any additional information or ruling which it is able to obtain from the Internal Revenue Department.

War Causes Music Hunger

The following article reproduced from The Miami Herald, while not concerned with the coin machine business, does show the feeling of need for more music.

"Let us have more music—or shall we? Is the question that is asking many heads in the collective heads of the musical instrument makers in the United States today.

"It seems the defense business boom has flooded the instrument makers with the greatest demand in their history with manufacturing problems keeping them running in circles.

"According to the National Association of Music Merchants they have been hit most severely in the manufacture of metal instruments, since brass, copper and zinc are high on official priorities lists.

"The piano has not escaped the dif-



ORCHESTRA LEADER TONY PASTOR recently visited the headquarters of the Cleveland Photograph Merchants' Association and was greeted by this large group of operators.

ficulties of its brothers in brass, however. The piano problem is due to lack of skilled laborers rather than a matter of priorities. Pianos still are the product of the skilled workmen since seldom do more than six men touch the instrument during its construction.

"Despite this fact, association officials report that 11,767 of the instruments were shipped during June, or an increase of 87.2 per cent over June, 1940.

"The reason for this sudden demand for music and more music, the experts declare, is that in times of stress people turn to music for relaxation and relief from mental strain. Then teaching methods have been improved and pay rolls are much bigger, they report.

"Perhaps it all means that since Uncle Sam is fortifying himself against future troubles, Mr. John Q. Public is fortifying himself against the blues."

ON THE RECORDS

(Continued from page 82)
BOB CHESTER (Bluebird 11313)

The Magic of Magnolia—FT. VC. From Maine to California—FT.

Music magic from the movies is the appealing ballad about Magnolia, a Frank Loesser-Victor Schertzinger beauty stemming from Jackie Cooper's Paramount film, *Glassdoor Boy*. The Chester treatment in a slow and soft tempo makes it particularly appealing, opening with a trombone chair for half a chorus and then calling on Bob Haynes to register with his rich baritone voice. The cross-country companion piece in march mode played with a stepped-up swing beat, highlighted by a hot trombone chorus to bring the band on for a solid ensemble finale.

The verses ballad on the A side, having the added advantage of screen exaltation, shows promise of producing magic for the music boxes. Chester is first with the side, and if the number clicks as it should it will be tough for the other band boys to top his swell treatment.

TOMMY TUCKER (Vocalion 6402)

Concerto for Two—FT. VC. Jack and Jill—FT. VC.

Records of the Technocracy B-Flat Minor Concerto in fox-trot rhythm continue to multiply. Tucker uses the A Love Song version, providing it with a softly colored arrangement that calls for the band to bring up the first chorus and Amy Arnell to sing the second refrain. Tempo is stepped up for Jack and Jill, a weak novelty.

The "Concerto" side is the one that meets phono standards. While the number of versions continues to mount each week, Tucker's platter should get a generous portion of the play, considering the fact that he and his vocalists are riding on the crest of their "World on Fire" record.

TEDDY POWELL (Bluebird 11300)

Make Love to Me—FT. VC. The Birth of the Blues—FT. VC.

A fetching new love ballad, *Make Love to Me*, gets grand introduction on the A side. A torchy tune, with the tempo paced just right to establish the mood, side features the lyric projection of both Gaylord. It's smooth chirping that Miss Gaylord gives, but for the dipper her blues vocalizing is forced and lacking in the rhythmic compulsion provided by the Powell toolers, who take the picture title theme along the powerhouse route. The ballad A side is first-class outing, and Miss Gaylord's vocalizing sets it strong all the way. If the number catches on, and it has the makings of hit parade music, Powell's side will easily capture phono favor.

FREDDY MARTIN (Bluebird 11311)

Is It Taboo?—FT. VC. Have You Changed?—FT. VC.

The musical question on the A side should soon find everybody carrying on the inquiry. Set in the entrancing bebop rhythm, Martin cracks this promising pop with musical perfection. Styled softly and smoothly, with Clyde Rogers explaining, the *Taboo* is a lovely love lyric. Slowing the tempo, with Rogers again for the vocal chores, the B-side radiates an much pop promise.

The "Taboo" side promises to provide another hit for the new season, and Martin's striking and effortless blend of smart syncopation gives it a grand start.

IN STOCK

for Immediate Shipment

Millie De Brown Front Ball	83.50
Millie De Brown Ball	78.50
Millie De Brown Ball	88.50
Millie De Brown Front 52 O.T.	88.50
54 Paces Race Rod Arrow Model with Brown Cabinet, 30-1 Oath	149.50
54 Baker Pacer, like new, Daily Double	189.50
Groetchen Taxi Columbia	46.00
Pace Sargeon St. Cash Model	57.50
Millie De Brown Parade, Cash Model	93.50
Jenny's Cup-Balls, 54 & 101 Play 69.50	

Write for our complete list of Used Machines.

STERLING NOVELTY CO.

603-571 E. Broadway LEXINGTON, KY.

SPECIAL-CLOSE OUTS

10 Miller Ray O'Lite Gun, Oliver Sam Concoction \$45.00 Each

5-BALL FREE PLAY PIN GAMES

All Perfect Condition

Each	Each		
2 Gold Star	\$30.00	2 Boom Town	\$27.50
2 Score-Line	20.00	2 Ocean Park	16.00
2 Fleet	27.50	2 Commodore	17.50
2 Paradise	45.00	2 Bride Book	17.50
2 Duke Ranch	17.50	3 Little-Care	22.50
2 Majors	30.00	2 Golden Gate	12.50
3 Ketchikan	12.50	2 Mystic	25.50
2 Love-Fun	12.50	2 Vacation	20.00
2 Pan-American	30.00		
2 Sport	22.50		

1/2 Deposit—Balance C. O. D.
CRESCENT CITY NOVELTY COMPANY
1010 Poydras Street NEW ORLEANS

WATLING

14 or 24 Double Jacket Balls	\$19.50
14 Little Duke	12.50
14 Media War Ends, 3rd Payment	24.50
Yates Knowers, Like New	24.50
Evans Ten Strike, Perfect	42.50
Billy's Silver Stars	25.00
Millie 1-2-3, Cash or P.P.	27.50
Wuestler #12, 412	24.50
Billy High Hand, Comp.	100.00

1/2 Deposit, Balance C. O. D.
KENTUCKY GUM CO.
Ovett, Kentucky

An operator recently sold over \$1,000 worth of used machines thru a single advertisement in The Billboard. Do you want to sell your used equipment while prices are high! Write us today--include a list of the machines you have on hand--we will tell you how to sell them for as little cost as \$5. No obligation. Write Today

Business Manager
25 Opera Place
Cincinnati, Ohio

IMPORTANT NOTICE TO COUNTER GAME OPERATORS

The present Federal ruling puts all counter games with an element of chance into the \$50.00 tax bracket!

BUT . . . this is no cause for alarm—nor for you to sacrifice your present counter games . . . for as usual you can depend upon the ingenuity of DAVAL engineers, who have already developed a method (and dies and tools are already being made for this new method) for making American Eagles and Marvels non-coin operated, thereby taking them out of the scope of the new tax law. A new reselectable register system will enable locations to tell how many plays have been made and will also enable the operator to tell the number of plays made between each check-up.

Not only will our new machines be made that way, but to enable you to save your present investment, DAVAL will, in a few weeks and at a very nominal charge, be able to also revamp your own American Eagles and Marvels for you.

WATCH FOR FURTHER ANNOUNCEMENTS IN SUBSEQUENT ISSUES OF THE BILLBOARD!

THE DAVAL COMPANY

2043 Carroll Ave., Chicago, Ill. (All Phones: MONroe 9310)

RECONDITIONED FREE PLAYS

2 Play Balls	\$34.50	1 Sparky	\$24.50	3 Royal Flush	\$39.50
3 Boom Town	37.50	3 Starline (Revised)	25.00	2 Ball Time	45.00
3 Zambale	29.50	1 Triumvir	25.00	2 Truck Time	36.00
3 Flitzer	29.50	1 Pat American	30.50	RAY GUNS	
7-6-4 Star	22.00	3 League Leader	27.50	5 Anti Aircraft	\$22.50
1 Gay Ray	33.33	3 Leader	30.00	50 Jungle Dodgers	19.25
1 2nd Znd	14.50	2 Mike V-9	22.50	2 Chicken Sam	35.00
2 Twin Ex	69.50	2 Whiff	22.50	2 Sky Fighters	28.50

100 Games at \$10.00 Each! 8000, 60000000, July, Puller, Groetchen, Lucky, Niopy, Spotted, Bowling Alley, etc. 1-23 M. O. Deposit, Balance C. O. D.

GENERAL COIN MACHINE CO.

227 N. 10TH ST. PHILADELPHIA, PA.

THERE'S ALWAYS A "BETTER BUY" AT LEHIGH

ARCADE EQUIPMENT

Marriage Proposition	\$35.50	Grip Teller (Model Dealer)	\$79.50	Strike It	\$99.50
Pin Striker	78.50	Bill's Eye	24.50	Foot Kicker	69.50
Striking Ball	78.50	Use a Meter	135.00	Electric Basketball	79.50

RECONDITIONED FREE GAMES, like new, \$14.50 each. Send your list for the prices you want and 1/2 deposit.

LEHIGH SPECIALTY CO.

SECOND & GREEN STREETS PHILADELPHIA, PA.

History of Movie Machines

"A Coinography Feature"

By GWEN DESPLENTER



JOE EPSTEIN, of Superior Coin Machine Exchange, Des Moines, a larger user of Exhibit Supply Company equipment, practices the success Knookness is enjoying in the Iowa territory. (HR)

In 1906 H. S. MILLS, president and founder of Mills Novelty Company and father of Fred L. Mills, departed for Paris to buy film for the first automatic movie machine manufactured in the United States. His machine was known as the Cinoscope. It operated by dropping a coin in the slot and stood 36 inches high, 36 inches wide and 24 inches deep. Three persons could operate the machine at one time. The individual dropped a coin in the slot, a shutter slipped back and the movie began, visible only to the seeker of film entertainment.

Footage of the film was 100 to 200 feet. The machines were installed in and made up a great part of the popular amusements of the day. In his Paris trip Mr. Mills had selected 150 reels. The immediate success and fast-rising popularity of viewing a movie made it evident that 150 reels were far from being enough and soon a much larger order was placed.

At that time the reels were shipped from France in paper containers. After clearing customs and censors they were immediately placed in tin cases which were especially made for them in Mills factory to protect them from deterioration. About 1909 Pathe began to make film in this country and it was no longer necessary to import from its Paris studio.

The idea of adding music and speech to the film was also developed. This was etched on a film about one-half inch wide and became a special attachment to the machine. It traveled with the film of the movie on a separate reel. This was about 1910. However, this advanced automatic movie machine never reached the market. That is, not until today, when we see it in its refined state.

Mills Novelty Company manufactured at least 26 different kinds of amusement or skill machines at that time for use in arcades. In the beginning New York City had about 32 arcades, Buffalo, 28; Chicago, 30; Atlantic City, 12. At the peak of their popularity the number of arcades in a city ran into hundreds.

The Violano-Virtuoso

Perhaps the most intricate, complicated and ingenious coin machine ever invented was the Violano-Virtuoso, which was introduced in the year 1910 and sold during the following decade. So remarkable was this invention that the United States Government declared the Mills Violano-Virtuoso to be one of the 10 greatest American inventions of the decade between 1910 and 1920. The Smithsonian Institution in Washington has one of these machines in its museum, and the Henry Ford Museum, Dearborn, Mich., also has a Mills Violano-Virtuoso on display.

The Violano-Virtuoso played one or more actual violins by means of a circular bow and contact of electric magnet fingers with the strings of the violin.

Since this instrument was operated from a paper music roll and no roll had ever been made before to operate a violin, it was necessary for Mills to invent, design and build a set of music roll cutting machine especially for cutting music rolls for the Violano-Virtuoso.

The master cutting machine was indeed a remarkable one. The artist doing the recording sat at a console similar to an organ and in touching the keys of the console corresponding to the same note on violin he punched a hole directly into the master music roll. Other machines at that time simply made a mark in pencil or graphite in the paper which afterward had to be cut out by hand with a knife. This machine of Mills actually punched the paper with the proper shaped perforation directly from the playing of the artist.

Over 10,000 of these self-playing electric violins were built and sold all over the United States and in practically every country in the world. Many are still operating and never fail to excite the wonder of the spectator and listener.

MORE PEOPLE

Subscribe to The Billboard next week before. Twice as many subscribers as three years ago. Simply mail \$1 for 10-week TRIAL subscription to Circulation Dept., The Billboard, 27 Opera Place, Cincinnati, Ohio

Denver

DENVER, Oct. 11.—Wolfowitz, head of the Wolf Sales Company, back from a trip thru Arizona, reports that prospects in that State are for the biggest winter season ever. One of the important indications of a heavy influx of tourists is the fact that hotels are booked for months ahead.

Gibson Bradshaw, of the Denver Distributing Company, reports that sales of amusements are still strong and that he recently had inquiries from Mexico and Canada.

Walter Jantz, Denver operator and secretary of the Independent Phonograph Operators' Association of Colorado, has purchased more Rock-Ola-Tone-Columbus. J. P. Blackwell, of the Blackwell Distributing Company, Denver, also has.

Wurlitzer officials and distributors have descended upon Denver hoping to make a big catch-up sale. Guests of Wolfowitz of the Wolf Sales Company, they are spending a few days at Grand Lake in picnicking pursuits. These here are Mike Hammer, Spence Reese, Ernest Pittinger, Ed Wurgler, Bill Rye, J. G. Burns, Fred Fields and Ed and Russell Smith.

The Century Music Company recently made 20 installations of 5-10-25-cent wax boxes, each installation running from 12 to 30 boxes. Century Music has opened 40 new locations in the past two weeks.

Milton Pritts, Denver operator and president of the Independent Phonograph Operators' Association of Colorado, is working on a nine speaker installation with divided channel sound, which will range from the lowest bass to the highest treble, each channel having a separate speaker. This elaborate set-up will give complete orchestration effect and different instrumentation will be audible in different parts of the location. Pritts also is working on a color organ in which different lights come on when various notes are hit, thus the notes can be identified by the varied lights.

Detroit

DETROIT, Oct. 11.—Music machine sales in the Detroit area have been carrying on steadily, with many established operators continuing to add new machines. Deals reported this week were purchases by the Dot Music Company, Frank Hanoch, Detroit Amusement Company, Don C. Klina and Walter Chewcayk, a newcomer.

Arthur J. Jacques is developing a new machine so shine shoes. It is known as the Shoematic Shine Machine. The operation is performed in 20 seconds and the machine operates for a nickel. This machine will be on the market next spring.

Joseph J. Schermack, of Schermack Products, is bringing out a new Defense Stamp vending machine, selling the stamps at a quarter. This is based on a machine made by this company 23 years

ago to sell Thrift Stamps, he said, and is proving popular where placed in location. Schermack also has another new machine, dispensing 1, 2 and 3-cent stamps in the same machine, at full value for the first time, designed especially for army camp locations, but adaptable to other spots, as well.

Mark Linkner, of Buffalo, is a partner with Sam B. Liebers in the new United Coin Machine Exchange, which opened its first store here a week ago at Brooklyn and Grand River Avenues. Linkner, a newcomer to the machine business, after learning the ins and outs of the trade here, will return to Buffalo to handle the firm's operations there, Liebers said.

Bob Bockey, who operates his amusement machine route as the Banner Novelty & Amusement Company, is busy expanding his route here.

Roy deLongpre is now located at 2093 Grand River Avenue as a partner in the new Peerless Sales Company, in the refrigeration field.

Up-State sales of music boxes continue good, reports show, with buyers this week including A. A. Gaines, of Port Huron; E. B. Skinner, of Dearborn; Harry Young, of Utica, and Roy Maszinski, of St. Johns.

Russell Trickett, partner in the Lincoln Amusement Company, is busy getting new Seeburgs on location. He is looking for a location in the suburb of Lincoln Park to open a store to return his lobbying business in used machines.

Gordon McCall, Detroit vendor operator, is readying a new type of machine to vend book matches.

Joseph Kantenman, veteran Defeat game operator, is looking for a new store location on Detroit's Machine Row on Grand River Avenue.



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1888—Tel. COLUMBIA 2770
Cable address "WATLINGINC" Chicago

P's and Q's FOR PROFITS!

PERFORMANCE—PRICE—QUALITY

TEN MILLS BLUE FRONT—OVER 600,000 SERIAL, S.J.—LIGHT CAR, \$75.00

Lower Hi-Stage—Five Ball Free Play—Broad Base—Original Crates \$45.00

FREE PLAY CONSOLES

- Mills Junior Parade, 1940 Model . . . \$ 29.50
- Mills Junior Parade, 1941 Model . . . 109.50
- Mills Junior Parade, 1941 Model . . . 119.00
- Walting Big Game, Small Model . . . 49.50
- Exhibit Long Game, Small Model . . . 49.50
- Junior's Favorite, Maribago Cal. . . \$ 84.00
- Pearl Paradise, Comb. F.P. & P.O., 120.50
- Ever's Jumbo Game & Ball . . . 120.50
- Junior's Football Tattler, New York, 125.00
- Billy No-Nonsense Comb. F.P. & P.O. 150.00

ONE BALL AUTOMATIC PAYOUT TABLES

- Billy Jockey Club . . . \$124.50
- Billy Long Shot . . . 149.00
- Billy Santa Anita . . . 170.00
- Billy O.K. Poolroom . . . 29.50
- Western Big Day . . . 27.50
- Billy Sport King . . . \$115.00
- Billy Proscenium . . . 79.50
- Kenny Wood, Ticket . . . 33.50
- Western Derby . . . 27.50
- Western Derby King . . . 27.50
- Billy Grand Hall . . . \$22.50
- Billy Thrilldown . . . 29.50
- Billy Gold Medal . . . 29.50
- Western Derby Time . . . 27.50
- Billy Icecream . . . 49.50

AUTOMATIC PAYOUT CONSOLES

- Bobor Pacer, S.P. . . . \$124.50
- Wool, Club, Brown . . . 50.00
- Mills Fox Ball . . . 50.00
- Per, 1930 . . . 235.00
- Exhibit Trooper . . . 24.50
- Mills Junior Parade, 1941 . . . 109.00
- Exhibit Long Game . . . 49.50
- Exhibit Lure . . . 120.00
- Exhibit 22 Dominion . . . 49.50
- Evans Logic Star . . . 49.50
- T. Olin . . . \$119.00
- Billy Royal Road . . . 144.50
- Billy Royal Road . . . 39.50
- Pearl Paradise, 40 . . . 104.50
- Pearl Paradise, S.P. . . . 40.50
- Mills Junior Parade, 70 . . . 39.50
- Jest, Millionaire . . . 29.50
- Evans 42 Dominion . . . 145.00
- Evans 37 Dominion . . . 49.50
- Pool 60 Rush . . . \$ 88.50
- Pool Royal, Br. . . 149.50
- Mills, Super . . . 144.50
- Walting Big Game . . . 49.50
- Junior's Fast Time . . . 44.50
- Junior's Good Luck . . . 49.50
- Kenny's Triple Entry . . . 129.50
- Evans 31 Dominion . . . 100.50
- Jest, Lenny Ball . . . 29.50
- Evans 40 Banglers . . . 149.50

MISCELLANEOUS LEGAL EQUIPMENT

- Rock-Ola Ten Pin . . . \$43.50
- Exhibit Ten Swirl . . . 49.50
- Rock-Ola H. H. . . 49.50
- Rock-Ola World . . . 49.50
- Anti-Aircraft . . . \$49.50
- Isol. Scotts . . . 19.50
- Big Slide . . . 119.50
- Billy Alley . . . 49.50

TERMS: 1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.

MONARCH COIN MACHINE CO.

1541 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO

BUD LIEBERMAN Says

1 BALL FREE PLAY SPECIALS!

- SPORT SPECIALS . . . \$86.50
- RECORD TIMES . . . 86.50
- SPORT PAGE . . . 86.50
- FREE PLAYS . . . 57.50
- GOLD CAPS . . . \$49.50
- CONGO-Free Play . . . 37.50
- EUREKA . . . 44.50
- VIKTORY . . . 46.50



"Every Deal Personally Handled by Bud"

We Distribute for All Leading Manufacturers

831 W. WASHINGTON ST. CHICAGO, ILLINOIS

JUST A STONE'S THROW FROM THE SHERMAN!

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

AT ALL 4 SOUTHERN AUTOMATIC MUSIC SALESROOMS!

For 10 Days Only!

Look at these COUNTER GAME SPECIALS!

TAVERN	\$ 5.00	HIGH STAKES	\$ 5.00
WAGON WHEELS	5.00	BUCKLEY BONES	12.50
POK O REEL	5.00	TOT	7.50
CUB	5.00	DAVAL 21	13.50
GINGER	7.50	NEW YANKEE DOUBLE	
NEW MERCURY	26.50	HEADER	12.50
PIKES PEAK	22.50	USED PIKES PEAK	17.50
NEW LUCKY STRIKE	13.95	TEXAS LEAGUER	32.50
ZOOM	7.50	NEW DAVAL RACES	13.95

NEW AMERICAN FLAGS \$13.95

EXTRA SPECIAL

MILLS FOUR BELLS, LIKE NEW, OVER 1,000 SERIAL NUMBERS

WHILE THEY LAST \$249.50

PAYOUT TABLES, CONSOLES, ETC.

BALLY PACE MAKER	\$39.50	PREAKNESS	\$12.50
TANFORAN	12.50	HEY DEY	17.50
DOUBLE HEADER	17.50	BAZAAR	17.50
DERBY DAY CONSOLE	17.50	GALLOPING DOMINOES	39.50
LIBERTY BELL CONSOLE	17.50	PACES RACES, BLACK	49.50
EXHIBIT SILVER BELL CONSOLE	\$49.50		
MILLS 1939, 1-2-3 PAYOUT	27.50		
MILLS JUMBO PARADE, CASH & CHECK	79.50		

TERMS: 1/3 DEPOSIT, BALANCE CASH OR DRAFT.

IN ORDERING GIVE SECOND AND THIRD CHOICE

4 BIG OFFICES

Southern AUTOMATIC MUSIC CO.

542 E. SECOND ST., 111 N. CAPITAL AVE., 317 W. SEVENTH ST., 425 BROAD ST.
LOUISVILLE, KENTUCKY INDIANAPOLIS, IND. CINCINNATI, OHIO MEMPHIS, TENNESSEE

EASTERN FLASHES

NEW YORK, Oct. 11.—The Victory Dinner given by Bill Rabkin, of International Microscope Heat Company, Inc., was the event of the week. At Blendow emceed, while Paul Moss, license commissioner, made an effective speech. Grace Rabkin also spoke briefly. Murray Leschin, Nat Faber, Dan Christofano, Johnny Christofano, Nate Wexler, Louis Rabkin, Max Weiss, William Peter and many others got a kick out of the affair. Earl Winters had a bright "hello" for everyone.

Nat Cohn, of Modern Vending Company, is plugging the Treasury Department's *Any Bonds Today?* song and has sent out over 2,000 letters, in addition to wires and phone calls, to leading operators urging them to place the song in the No. 1 slot on their phones. Free display cards, streamers and stickers are offered by Modern, and the firm's office in Hartford, Conn., Elizabeth, N. J., Jacksonville, Fla., and Miami are also seeking co-operation of phone operators in their race to back the song.

DeWitt (Doc) Eaton, Eastern regional director for Buckley Music System, cov-

ered up-state New York and New England last week. He states he is getting his territory all set for one of the greatest sales seasons in music history.

Herman Ferrin, sales manager for Barry (Shaggy) Sugarman, of Royal Music Company, Newark, N. J., is bringing in heavy orders, and Shury is traveling thru Jersey meeting operators and discussing how he can help them to greater profits with Buckley boxes. Maxine Ehrenfeld is reported to have developed an outstanding route of Buckley machines that are bringing him a good income.

Bert Lane, of Seaboard Sales, Inc., is clicking with Genco's games and his office is jammed with operators who compliment him on the money-making power of the games he's selling. Bert's eyes have become a bit affected and he has been wearing dark specs. Jack Berger, of Newark Coin, is getting ready to spring a surprise on the trade soon and, judging by Jack's past performances, Jersey operators won't be disappointed.

Earle C. Becke, of National Novelty Company, has won the approval of operators as a result of his free trucking service and the excellent revamping he does on used phones. Sam Engelman dropped his car the other day to try out some English cigs—and he likes them. Archie Koss, of Major Amusement, Newark, N. J., reports business is getting better.

OF MIN AND MACHINES

George Ponsler has his hands full looking after his three offices. However, Jack Mitnick, at the Panoram office; Irv Morris in Newark, and Seymour Plitch, on 47th Street, help him keep the records straight. Homer E. Capchatt, of Packard, in lawn and to the ball game in Brooklyn with distributor George Ponsler. Charlie Chapin, of Ponsler's Newark office, is considered one of the best mechanics in the coin industry, according to Jersey operators. Henry Seiden, of Albany, letters in to advise that he is running a special sale. Dick Steinberg's V. painted in large letters on the side of his Newark headquarters, continues to attract attention from passers-by. Operators are following out the idea by placing Vs on their equipment.

Myrtle Buddin, of Buddin, Inc., continues

to do one of the best jobs with reconditioned games and Stener's Super Chubbie. Mike Munves reports coin tappers are writing and wiring for more machines for additional locations for the fall season. Joe Munves is away on a sales trip thru the Eastern territory with A. B. T. Riffe Sporis, and he is expected to return to the Rosenberg-Munves offices loaded down with orders. Hymie Rosenberg, busily engaged interviewing local trade. Marc Munves is reported doing one of the biggest shipping jobs in town on reconditioned games from his uptown office.

Tony Gasparro, of Western Novelties, back in full stride again, with the phone constantly ringing as operators call for more machines. Jack Fitzgibbons in a good humor, as operators report that Billy's new Moutcher is one of the best games they've ever operated. Willie (Little Napoleon) Blatt, of Supreme Vending Company, who was away on a long vacation to escape hay fever suffering, is back at his desk working harder than ever on some new ideas. Ike Berman, of Economy Supply Company, didn't let a little thing like non-delivery of cartons for the Patriot speaker hold him down. He hopped into his car, after loading it with as many speakers as it would hold, and drove out to make personal deliveries.

FAST FLASHES

Harry and Sam Wichansky, of Ellsboth, N. J., are said to have had a good summer and are looking forward to an even greater winter. Dave Firestone, of Cent-A-Mint, still on the road and reported to be doing a great sales job with the 1-cent Mason Mint vendor. Al Sherry, Al Kozndel and Phil Gould, of Ambassador Vending Company, are topping all past sales records. Al (Acro) Rodstein, of Acro Sales, Philadelphia, is reported to have become a real home body staying at home nights and playing with the Rodstein heir. The three generals of the General Vending Service Company, Baltimore, are busier with the new Gottlieb game than they've ever been with any other machine, according to reports.

Calmer individual in the industry, according to local operators, is Milton Negler, of Mike Munves Coin Row office. Mike talks in a low-pitched, soothing voice, calmly and quickly, and always in contrast to the madhouse rush about him. Dave Stern, of Royal Distributors, Elizabeth, N. J., has had a picture of himself taken with a top hat, and operators are anxious to see it. "Just remember," says Davey, before showing it, "that we are not high hat—even if our equipment is." Phil and Joe Schorin, of Toppis Chewing Gum, are pleased with operators' reactions to their introduction of Toppis gum for merchandise machines. Both state they are interested in helping operators to greater profits. Charles Aronson, of Brooklyn Amusement Machine Company, leaves for Chicago to take up the matter of speedier deliveries of Evans Play Ball with Dick Hood and Bill Alberg.

O. V. Corporation is reported doing an exceptional job with its DuGreiner 1-cent Adams Gum vendor and look forward to a record year. Max Levine, of Scientific Machine Corporation, reports that more operators throughout the country are catching on to the idea that Betting Practice will still be going strong years from today and are ordering more machines for their routes. Max is shipping them as fast as orders are received.

Al Simon, Murray Simon and Jack Sornel are doing a great job with Chicago Coin games. They have built the Chicago line to the greatest prominence it has ever enjoyed in this territory. Al S. Cohen, of Aseo, Newark, N. J., is proudly displaying seven letters from customers complimenting the firm on the fine reconditioned machines they have shipped and on its super catalog. Al reports that vendor sales are increasing daily.

HERE AND THERE

Irv Orenstein, of Hercules, Newark, N. J., claims he gets the best ideas for his advertisements by watching the office force handling the route. Anthony Maguire organization, has been added to the staff of Service Mechanics, Inc. The firm specializes in rebuilding and refinishing vending machines. Irving Mitchell, who has been making outstanding progress as a jobber of coin-operated equipment, finds that his Double-Value Phonos (plays two records for 5 cents) is one of the fastest moving items he handles. He claims he is being rushed to supply the demands of all his customers. Murray Bandow, Weston Distributors,

located in his new quarters, finds himself surrounded by more jobs and operators than ever before. Dave Robbina has opened his office on West 41st Street, just a few steps off 10th Avenue, extending Coon Row one block. The Row now runs from 41st Street to 32d Street. Chasley Lichtman's Midtown Vending offices are being used as board of registry. The Sunday Times magazine section carried a story, "The Ubiquitous Juke Box," a mild historical item. The Sunday edition of The Journal-American carried a story and photos in the magazine section about a New York dentist who amuses his pain-racked patients with card tricks and the latest recordings from a music machine.

Manhattan Distributing Company has stocked up the showroom models with only *Any Bonds Today?* and has decorated its offices with banners and placards. Jerry Thorne claims the excise tax has not curbed buying of Wurlitzer phones. Capitol Automatic Music Company, with Bill Coates at the head and Mike Versa assisting, operate what is perhaps the largest route of music machines in the city. Five girls are needed in the office. Minerva Leitchman heads the record department, assisted by Diana Harris, Sylvia Kemp keeps the books, and Marie Bombae and Kay Zurich take care of the general office.

Frank Hart, of Newark, N. J., and Sidney Rubenstein, of Pioneer Vending Service, Brooklyn, are staunch representatives of the Victor line of vendors. Both use the term "Heure" after their names. Mr. and Mrs. Kate Gottlieb spending most of their honeymoon time in New York. Raffaels Manna, well-known Brooklyn operator, will trip down the star around Thanksgiving. His bride-to-be is lovely Peggy Delaney.

Earle Winters' challenge to golf players in the coin machine industry has brought him a flood of acceptances from points as far west as Seattle. Earle has already played Ben Rodina, of Marin Amusement Company, Washington. Ben and Earle were even up going into the 16th hole, but Earle scored a birdie on the 16th and 17th holes to win the match. Maurice Keshner writes from Boston that Billy-Bow is going stronger than ever. Latest camera bug is Bob Hawthorne.

Sam Sachs, of Acme Sales, looking peppier than ever these invigorating days. DuGreiner's offices on Coon Row buzzed with excitement and visitors from out of town last week. Included among visitors were Wally Spille, the firm's Southern representative; Bobby Kline, Pennsylvania representative; Dan Cohen, general New Orleans operator; Louis Comd, Baltimore operator, and his friend, Sergeant Louis Cohen, of the Baltimore police force. "Big" Glasgold, Julius Levy and Bob Hawthorne were on the welcoming committee.

Don Ordway, DuGreiner road serviceman, stepped down the middle aisle recently, and Herbert Smith, chief inspector at the DuGreiner factory in Haverhill, will follow him next week. Murray Bandow, head of Weston Distributors, Inc., distributor of Exhibit games, has announced the moving of the company's offices to its own building at 598 Tenth Avenue, in the heart of Coon Row.



DRIVE-IN SERVICE FOR OPERATORS is offered by a new record distributor, the Omaha Appliance Company, Omaha. In addition to the drive-in service, inside parking is provided. Here Orin Tucker, *archaic leader* (center), inspects the layout, accompanied by, left to right, Jack Hess and Neut Stammers. Behind the counter are Leonard Ambrose and John Double.

FALL BARGAINS—FREE PLAY

Attention	\$28.00	Leader	\$17.00
Animal	19.00	London	15.00
Big Chief	20.00	Myrtle	23.00
Baroque	27.00	Parade	24.00
Blowdown	16.99	Play Ball	
Band Wagon	12.00	(50¢)	35.00
Birdstots	15.00	Powerhouse	15.00
Choo Loo	17.00	Snowy	15.00
Calliope	15.00	Spook	40.00
Crown	15.00	Star	15.00
Duke Ranch	17.00	Star & Line	15.00
Edna	21.00	Star	27.00
E. Diamond	51.00	Sky Ray	45.00
Ferris	18.00	Salute	42.00
Floppy	12.00	Vortex	22.00
Gold Bug	18.00	West Wind	59.00
H. Bumper	49.00	Zodiac	22.50
Loop Leader	23.00	Zig Zag	35.00

\$15.00 Ex. Commodore, Double Funnel, Follies, Jolly, Nippy, O'Bag, Punch, Royal, Thillie.

1/3 Cash Down! Under \$18.00 Plus Cash. Cash Address: Ottumatch, N. Y.

MARC MUNVES, INC. 588 West 187th St. New York, N. Y.

Boston



THE ANNUAL DINNER AND ENTERTAINMENT given by Bill Rabkin, of International Motorcade Rent Company, October 3 at the Fifth Avenue Hotel, New York, was a gala event. Gathered together were all the leading arcade men in the metropolitan area, it was reported. Photo above shows the guests who enjoyed the dinner and entertainment. (MR)

BOSTON, Oct. 11.—Mike Pachowski, Portland (Me.) pin table operator, in town to purchase additional equipment, reports business good in Northern New England.

Music and game operator Harold Rodman had his hands full recently as a result of the theft of his car. All of his route keys were in the car and Rodman was kept busy all week drilling locks and getting new keys.

L. Capelli, who operated the arcade at Norumbega Park in Auburndale, Mass., reports business was good. The spot attracts a good crowd as a result of the ballroom in the park.

The game room operated by Dave Schultz, of Adams Cigarrette Sales, Cape Cod, in the new Commodore Club on the Cape, is attracting considerable interest.

Charley Ford, Squantum, Mass., music operator, who recently added a game route, reports collections good and business getting better.

Marjorie Kushner, Rock-Ola distributor, announces that Herman Polak will cover the Northern New England territory.

Music and game operator Luke Levine is back on the job again after a few weeks' illness and a brief vacation.

Arthur Strand, Mohawk Phonograph Company, Greenfield, Mass., reports collections mounting steadily, as the firm continues to recruit most of its locations. Paul Strand is now at Camp Frost, N. C., having been inducted a few weeks ago.

Herb Ellis, bookkeeper at the Atlas Coin Machine Company, is the newest recruit for Uncle Sam's army. Sam Colson has been hired by Atlas to take Herb's place for the duration.

Benny Ross, of Vendomatic, reports he is looking for a distributorship and expects to set a deal shortly. Vendomatic has been making great strides since its inception less than eight months ago and plans have been made for larger

quarters. It will be the third move since he was still trying to figure out how to get his vacation.

A. Lake, Rocky Point, R. I., arcade operator, is reported to have had an excellent season with his arcade.

Joseph H. Fogel, formerly with the late Barney Madrosky and now operating in Portland, Me., under the name of United Novelty Company, makes more frequent trips to Boston to get equipment as his route increases.

Jim Woodward, secretary of the Amusement Merchants' Association, announces that the first fall meeting of the pinball operators' group will be held October 16 at the Smith House on Memorial Drive, Cambridge. Daniel Dillon is president of the organization.

L. K. (Hago) Harrington, coinman and hockey expert, is making plans for the hockey season. Last year Hago traveled 16,000 miles with his team, the champion Olympics of Boston.

Atlas Coin Machine Company is mailing 50 operators a copy of a pamphlet entitled, "I Have the Answers Have You?" The pamphlet purportedly is written by "Joe Doakes" and is released thru Appreciate America, Inc., Chicago. It is a patriotic booklet.

A. Cassell, New Bedford music operator, is enlarging his route and adding pin tables.

Jobbers were kept busy during the past week by increased demands for used equipment. Customers reported collections continuing to hold their high levels and in some instances setting new records. Business as a whole was far ahead of last year.

The Wurdizer Company announced the local distributorship has been taken over by Mr. Clark effective October 1. Hub Automatic Sales Company has returned to operating machines.

Jim Woodward, secretary of the Amusement Merchants' Association and widely known pinball operator from Quincy, Mass., has just purchased a new car.

Dave Cotton, Lawrence (Mass.) coinman, in town to purchase equipment. Dave was accompanied by his son, Nat, and made the rounds of the jobbers along Coin Row.

With the Coakley impeachment trial proceedings nearing an end, local coinmen expect the Legislature to go back into session within a few days and report on the coin machine legislation now pending. Measures affecting automatic phonographs and the movie machines are on the agenda.

Bill Wells, of Apex Coin Machine Company, reports he is still kept on the hop 15 hours a day. Bill says he is afraid to stop working so hard because the shock might prove harmful.

The Caruso Brothers, Frank and Joe, of East Boston, report collections mounting on their music route. The boys are kept busy servicing their machines and seeking new locations to expand their route.

J. J. (Jorry) Colombo, A. J. C. district manager for the Eastern Seaboard, was in town briefly this week. Jerry is kept hopping covering his large territory and is a hard man to catch. At last reports

to be preparing to keep open until late in November at least. Other arcades will probably close some time during the next few weeks.

Ben Palustrant, in town for a few days to settle the Packard-Atlanta Distributing deal, starting off again on another one of his long road trips to cover his territory as district manager for Packard Manufacturing Company.

Ed Rattray, of Owl Mint, reports business continues heavy and the Owl employees are riding keeping up with orders. Fabram, still in an important factor at the Owl and is getting more attention from operators daily. The Mills movie machine is the only one of its type in this section.

Mississippi

NATCHEZ, Miss., Oct. 11.—Several thousand soldiers have been passing thru here daily en route to camps after two months of summer maneuvers in Louisiana. Natचे machine operators have had a windfall from army visitors.

Arcades report a successful season, but there are no movie machines in area. Weighing machines as well as beverage machines doing fine business. All other coin-operated machines reported doing well.

Frank Perrault Jr., manager of Berman Novelty Company, has accepted a position with Service Novelty in Jackson, Miss. The Perraults will make their home in Capital City.

Hugh C. Bowie, who has been in the U. S. Army for the past year, was recently discharged as he is over the 39-year age limit. He is now in Independence, Kan, for a visit.

SUPER SPECIALS
CHOOSE ANY GAME
2 FOR \$25

Bally Supreme	Across the Board
Big Tree	Big Show
Big Seven	Mr. Chiss
Contact	Fat
Freak	Fillies
Get of Fun	Get of Boy
Highway	Kiss Kiss
Ship & Go	Tiger
Rock	Tumble
Seven Six	Triumph

AVON DISTRIBUTING CO.
4700 Prospect Ave., Cleveland, O.
Distributors For All Leading Manufacturers

TONY GASPARRO OFFERS . . .

Double Play \$57.50	Leader . . . \$17.50
Melancholy . 57.50	Powerhouse . 17.50
My Seven . 45.00	Shore . . . 22.50
All American . 27.50	Shot Dart . 27.50
Attention . . . 27.50	Stratford . . 27.50
Big Tree . . . 27.50	Switzerland . 27.50
Dixie 37.50	Switzerland . 17.50
Formation . . 17.50	Outlines . . . 17.50

WRITE! WRITE! PHONE FOR PRICES ON ALL NEW MACHINES!

WESTERN NOVELTIES CO.
727 10th Ave., N. Y. C. Columbus 5-2026

WILL SACRIFICE . . .

Spot Photo	Jockey Clubs	Flying High
Prize Game	Fair Grounds	Pace Race

And numerous other One and Five Ball Per-Out Machines priced cheap. Send for complete list.

413 "A" AVENUE, LAWTON, OKLA.

WANT TO BUY Scientific Hand-Ball, Football, Croquet, Billiard, Pool, 3 Way Croquet, 3 Ball Croquet (75¢), 3 Ball Croquet (75¢), 3 Ball Croquet (75¢), 3 Ball Croquet (75¢).
Each \$40.00. 1 Set Sublimed Line Factors, 1 Set Exhibit Machine, \$8. Set \$45.00.

PLAYLAND AMUSEMENTS
222 West 125th St. New York City

IMMEDIATE DELIVERY NO WAITING

KEENEY SUPER BELLS SUPER TRACK TIME BALLY TURF KERBY "41" DRIBBY "ROLL 'EM

MILLS THREE BELLS FOUR BELLS SLOT MACHINES VEST POCKETS EVANS DOMINOS COLUMBIA BELLS

H. F. MOSELEY
PHYSICIAN

The following machines are offered subject to prior sale:

CONSOLES	1 Mills Q.T. Ball, 16	1 Chicago Coin Sport
1 Play Best Sr. 50	1 Gull, R.P. . . . \$29.00	1 Parson \$24.00
1 Pace Real Jr. 16	2 Greenway Columbia	1 Gullin Soccer Days 22.50
1 Pace Real Sr. 100.00	1 Gull, R.P. Like New 87.50	2 Guller Seven Up . . 47.50
2 Pps. 50 Pps.	2 Kenney Super . . . 11.50	1 Koozy Red Hot . . 15.50
Black Cabinet . . . 60.00	1 American Little	3 Kenney Super Six . . 10.00
2 Pace Real No. 4472	4 Gullin Grip Deluxe	1 Guller Spooky . . . 27.50
10 5021, 2d Play . 82.50	3 Sport-Gee, like new 5.00	1 Guller Soccer . . . 14.50
5 Jockey Set Time, F.P. 33.00	5 Gullin Grip Deluxe	ONE BALL
5 Mills Free Play	1 Leva Slew, like new 10.75	1 Bally Long Shot . . 35.50
5 Jockey Set Time, F.P. 33.00	4 A D Y Model F . . 17.00	3 Bally Kentucky . . 125.00
10 Matting 1st Series	1 A B T Challenge . . 15.50	2 Bally Record Time . 82.50
Cash Play or Check, Used 10 days, guaranteed like new 50.00	4 David Ball No. 21 . 5.00	2 Bally Blue Grass . . 125.00
1 A B T 110 Record, World Cabinet Phonograph and G Wall Room, FB . . . 140.00	2 David 8.00	2 Bally Santa Anita . 110.00
	5 Gullin Grip 2.00	1 Bally Club Thriller . . . 140.00
	2 Gullin Mercury . 13.00	1 Bally Europa . . . 25.00
	13 Gullin Vanes . . . 12.50	1 Mills T-25, F.P. . . 40.00
	1 Gullin Zephyr . . . 13.50	CONSOLES
	1 Gullin Grand . . . 15.00	2 Bally High Hand . 1102.50
	5 Gullin Liberty . . 15.50	1 Bally Royal Drive . 165.50
	FIVE BALL FREE PLAY	
	4 Bally Flicker . . . \$27.50	1 Kenner 127.50
	1 Bally Play Ball . . . 22.50	1 Gullin 50' Track . . 65.00
	1 Bally Super Ball . . 35.00	1 Time 60.00
	1 Bally Wristle . . . 25.00	1 P.P. 155.00
	1 Bally Rubber Ball . . 15.00	1 Mills Square Ball . 43.50
	1 Chicago Coin Lucky . 19.50	2 Mills Jubo Parade . 75.00
	1 Chicago Coin Phila. . 24.50	3 Mills Jubo Parade . 75.00
	2 Chicago Coin Wagon	3 Mills Jubo Parade . 75.00
	1 "41" 62.50	3 Mills Jubo Parade . 75.00
	1 Chicago Coin Bracer	3 Mills Jubo Parade . 75.00
	1 "41" 80.00	3 Mills Jubo Parade . 75.00

All orders must be accompanied by 1 1/2 deposit, balance O. D. Write and ask to be put on our mailing list. Above prices are effective October 12, 1941.

MOSELEY VENDING MACHINE EX., INC.
80 Broad Street Day Phone 3-4511 Richmond, Va. Night Phone 5-5328

MACHINE CLOSURES

PIN GAMES—FREE PLAY	SHOW GAMES—FREE PLAY
Brew Up . . . \$47.50	Movie \$37.50
Run Race . . . 42.50	Shore \$72.50
Major 1941 . 60.00	Movie \$32.50
Chief 37.50	Score Parade . 42.50
Score-Line . . 32.50	Top Five 25.00
Chief 34.00	Shy Ray 50.00

LEGAL EQUIPMENT

2 Phonomatic (P. D. Series)	\$250.00
2 Phonomatic (10 month old, like new)	\$200.00
2 Anti-Boomers (black cabinet)	\$27.50
14 Anti-Boomers (brown cabinet)	35.00

3 Trade Lempros 25.00

16 All the Machine Thoroughly Remodeled

Keeney's "SUPER BELL" in Stock for immediate delivery.

ROBINSON SALES COMPANY 3100 GRAND RIVER DETROIT, MICHIGAN

When Every Dollar Counts—

COLUMBIA

Is Your Best Bet



EACH COLUMBIA
OPERATES ON
NICKELS
DIMES
QUARTERS
—
REJECTS SLUGS
—
10 OR 20 STOP
REELS

IMMEDIATE DELIVERY LOWEST COST

You can buy Columbia for less money than any other Bell—yet it will make you more money because each Columbia Bell can be operated on Nickels, Dimes and Quarters. Extra Earning Capacity at an extra Cost. This conversion feature alone enables you to absorb the Tax. Proven reliability—completely silent in operation—Double Jackpot—Handicapped Jackpot or Gold Award Types. While supply lasts, we ship all orders within 48 hours.

GROETCHEN TOOL COMPANY

130 N. UNION ST.

CHICAGO, ILLINOIS

CAREFULLY RECONDITIONED FREE PLAYS

Arnold	\$27.00	Chubb	\$10.00	Jumper	\$17.00	Score Game	\$18.00
Arnold	35.00	Doubtful	25.00	Landside	28.00	Sports	24.00
All American	36.00	Ducky	10.00	Leader	28.00	Sports	17.00
Alyson	18.00	De Rio Hi	88.00	Lucky	11.00	Sutton	10.00
Atlanta	40.00	Double Feature	12.00	Mary 1941	65.00	Sutton	55.00
Bowling	24.00	(Batter)	10.00	Maize	18.00	Sport Parade	88.00
Battle Bank	25.00	(Ball)	10.00	Matt-Fre Race	10.00	Silver Series	55.00
Butler	10.00	Every	75.00	Punch	14.00	Singer	50.00
Big Six	16.00	Future Up	10.00	On Deck	20.00	Sloop	60.00
Big Time	27.00	Futures	17.00	Par American	75.00	Smokes	15.00
Big Score	10.00	Hi Ho	11.00	Paradise	10.00	Smokes	80.00
Blackball (Blow)	10.00	Flat	25.00	Powerhouse	28.00	Skyline	27.00
Blackboard	14.00	Fisher	48.00	Polo	27.00	Tic Tac	15.00
Blackboard	40.00	Fix Him	32.00	Play Ball (Bally)	55.00	Ton Boat	60.00
Blackboard	12.00	Formation	28.00	Play, White A	42.00	Tortoise	80.00
Blackboard	32.00	Game	23.00	Blue	42.00	Turtle	12.00
Blackboard	40.00	Gold Star	60.00	Smoky	75.00	Ung	60.00
Blackboard	12.00	Headline	14.00	Stalwart	10.00	Vaulting	22.00
Blackboard	15.00	Hemlock	68.00	Stars	82.00	White Sally	11.00
Blackboard	25.00	Hi Ho	75.00	Stratford	40.00	Tie	10.00
Blackboard	17.00	Hi Ho	70.00	Strip	16.00	Tig Zap	88.00
Blackboard	17.00	Hi Ho	70.00	Strip	16.00	Tig Zap	88.00

W. R. BURTT 208 ORPHEUM BLDG. 4-5412, WICHITA, KANSAS

BADGER'S BARGAINS

SPECIAL 1941 MILLS JUMBO PARADES \$89.50

FREE PLAYS	AUTOMATIC PAYOUTS
Bally Blue Grass like new	\$108.00
Bally Dark Horse	85.00
Bally Record Time	85.00
Western Big Prize	75.00
Western Seven Pinball	65.00
Outback Truck Record	65.00
Exhibit Leader	24.98
Golden On Johnny	24.98
Bally Governor	19.00
Bally's Doublet	19.00
Exhibit Winner	19.00
Bally Triumph	19.00

Take 1/3 Cash Deposit With Order, Balance C. O. D.
Write Today for Our Big 32-Page Catalog Hundreds of Bargains.
BADGER NOVELTY COMPANY MILWAUKEE, WIS.
3546 N. 20TH STREET

CROWN SPECIAL VALUES

Armstrong	\$18.00	Landside	\$12.00	Seven Up	\$32.50
Ashton	8.00	White	24.00	Topper	8.50
Banc	8.50	Mr. China	3.50	Triumph	8.50
Blackboard	11.50	On Deck	17.00	Travel Ball	65.00
Blackboard	14.50	Red, White, Blue	24.50	Ung	6.50
Blackboard	35.50	Supercharge	3.50	Zodiac	24.50
Blackboard	22.50	Some	8.50	Top Strike	27.50
Blackboard	54.50	So Baby	23.00	Rotation	10.50
Blackboard	19.50	Triple Entry, Coin, Cash	135.00		
Blackboard	119.00	Multiple Game, Cash	105.00		

NOW DELIVERING BALLY'S MONICKER. THE BEST GAME OF THE YEAR. WHITE FOR PRICE. PLEASE GIVE SECOND AND THIRD CHOICE. 1/3 DOWN, BAL. C. O. D.

CROWN DISTRIBUTORS

352 MULBERRY ST., NEWARK, N. J. TEL: MAR 2-7751



THESE HIGH SEEBURG OFFICIALS, Bruce Jager, comptroller; James Burton, vice-president in charge of production, and Carl T. McKeely, general sales manager, are preparing plans for the huge "Mass-for-Defense" drive to sell the sale of United States Defense Bonds. McKeely started the drive with \$30,000 subscribed for Defense Bonds by members of the sales department. Jager will conduct his drive among office employees, and Burton will be in charge of Defense Bond subscriptions among employees in his department. Each has gone on record as promising 100 per cent co-operation from every Seeburg employee. (MR)

Chi Coin Announces Urges Tourist Dollar To Spur Travel Here By Latin Americans

CHICAGO, Oct. 11 (MR).—"You've never seen anything like it," says Sam Gensberg, official of the Chicago Coin Machine Company. "Our new game, Bola-Way, has the most dramatic action we've put into a game in a long, long time. Why you actually bowl strikes in lights. Just look at the ball go zooming up the colorful alley on the backboard and knock down those pins. Yes, indeed, if it's action in a game you want, you'd certainly find it in Bola-Way."

"We've put in new scoring features, too, in this clever five-ball novelty game. The bumpers one to five, and six to ten, can be knocked out with just two balls. New spotter lanes have been added for a special incentive. The player can win on strikes, high score or on the series of bumpers knocked out."

"The operator will immediately detect a difference in the physical appearance of the game. We've changed our usual playing field treatment and we are more than pleased with the result. Players will find Bola-Way an attractive game jam packed with appeal and genuine amusement."

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS ALLIED APPROVED RECONDITIONED COIN MACHINES USED!

BALLY	EXHIBIT	GENCO	
Flitzer	\$47.50	Top Spin	\$30.50
Altitude	44.50	Seven Up	50.50
Comedian	34.50	Big Chief	45.50
Glamour	27.50	Freedom	54.50
Marx	22.50	Quick Round	34.50
Charm	19.50	Powerhouse	32.50
GOTTLINE		Fellow	24.50
See Hook	\$27.50	Mr. Chief	19.50
Sched Day	57.50	KEENEY	
Paradise	42.50	Wild Fire	\$30.50
Gold Star	35.50	Big Boy	54.50
Three Star	24.50	Speed Game	28.50
Big Show	24.50	Score Champ	21.50
Smoking Alley	24.50	Courty	19.50
CHICAGO COIN			
Sports Parade	\$32.50		
Street-List	48.50		
Staying	34.50		
Gold Star	32.50		
July	24.50		
Revvy	24.50		
Centenary	23.50		
Oh Boy	19.50		
Lucky	19.50		
Happy	21.50		

IMMEDIATE DELIVERY ALL NEW GAMES!
PHONE: CAPITOL 4747 TERMS: 1/3 DOWN, BAL. C. O. D.
Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

Industry Mentions

Magazines — Newspapers — Radio

Drug Topics, September 29.—This drug trade publication contained two items telling how penny scales boosted business in drug stores. A day on a penny scale at the Miller Drugstore, Topeka, Kan., reads: "First if your weight today is, men 165, women 115, we will treat you to any 5-cent drink of our soda fountain." Dale Miller finds a 33 per cent gain in the number of pennies poked into the slot, says the article, and not more than one penny in 20 earns the free fountain treat. The sign has the effect of encouraging many persons whose weight is nowhere near that posted on the scale to get up and see how close they will come. Every three or four days Miller changes the stipulated weights on it. He says it is a fine traffic builder.

A table holding miscellaneous items and everyday needs has been placed right next to a penny scale just inside the entrance to Taylor's Drugstore, Atlanta, and when people step up to drop a coin in the slot, they notice and patronize the adjacent table. The drugstore proprietor says the idea has proved very profitable.

The New York Times, October 5.—A news release from Iceland, telling of American soldiers stationed there, says: "In the officers' club the Americans are preparing for a dance for army nurses and local girls. The club has the same furnishings as that for the enlisted men with the addition of a juke box, bag and four bell machines."



The Saturday Evening Post, October 11. Artist, Garrett Price.

The New York Times Magazine, October 5.—In a feature article entitled, "The Ubiquitous Juke Box," and headed with a large photograph of couples dancing to music from an automatic phonograph, the author tells what research has taught him about the music machine business. He deals with the subject from the birth of the industry to the present. His comments cover the number of machines in operation in the United States, the income derived from them and how it is apportioned, the ap-

pearance of the boxes, the name juke box and how it originated, the slang civil, and records used in the machines. He says it is big business and predicts that a couple more good seasons like last winter and last summer will make it one of the nation's larger industries—like automobiles or the movies.

Movies.—Ann Sheridan gets the lead in *Juke Girl*. Talk was that Ida Lupino would play the part but the Warner studio announced that the play was originally bought for Ann, and she probably will do a fine job. Ronald Reagan will have one of the main leads.

The American Weekly Magazine, October 6.—That Dallas dentist and his unique office, equipped with music box and wall box, is in the papers again. We told of him once before when his story appeared in a local paper. Now he is getting national notice. The article says, "Within easy reach of the dreaded dentist chair is a control panel for a juke box filled with the popular tunes of the day—especially those that are on the soothing side. Patients sometimes feel little, if any, pain as the doctor works on their teeth because they are so absorbed in listening to some melody they like. Dr. O'Connor is a psychologist as well as a dentist."

The St. Louis Globe-Democrat.—Another item commenting on the increased operating hours of the United States mints, and crediting coin machines with raising it, appeared on the editorial page of this newspaper. It is entitled: "Coin of the Juke Realm." It says that the new coins, being made at the rate of 30 tons a day, don't all go into slots, but a big percentage does. And of all the mechanical machines devouring the coins, the music box takes most of them. It also states that perhaps music box patrons have solved the problem of what the government can do with that buried silver hoard.

Editorial comment on coin machines is increasing in newspapers throughout the country since the new federal tax went into effect. There is also a noticeable increase in the number of feature articles on music boxes appearing in magazines and newspapers.

The Esquire Magazine, October issue.—An illustrated article by James Monahan, "Explosion in Vulgarity," appears on Page 14 of this publication. The subject is music machines. The general tone of the writing is of the sensational type, but embodied in the article are many statistics on the industry. The comments on records will be of special interest to the trade.

Look, October 21.—Among photographs taken of Jane Russell, movie starlet, visiting a U. S. naval training station, is one showing her operating a ray target gun with a group of friends gathered round. Captain says Jane proved a good shot with the gun.



MODERN VENDING COMPANY IS MAKING AN all-out drive for the Treasury Department's song, "Buy Bonds Today!" Photo above shows the record department staff, which is stressing the punch-line of the campaign: "Place This No. 1 song in the No. 1 spot on your automatic music machines. A group of smiling operators express their approval of the drive. (DR)

AMERICAS LEADING MUSIC OPERATORS ARE BUCKLEY MUSIC SYSTEM OPERATORS



"I have been associated with the music business since the day they were equipped with horns as a factory salesman, distributor and operator. I have seen them come and I have seen them go—watching all new developments closely. I feel that I am in a position to know the operators' needs. At one time we were the world's largest operators of music machines. We have made a study of the music business and up until this point there has nothing been built on the market that will compare with Buckley Music System from the standpoint of service, eye appeal and not profits. All our operators are renting with Buckley equipment exclusively."

L. B. McCormick
McCormick Music Company
Greenville, N. C.

Write us today for the name of your nearest distributor—learn why leading music men like L. B. McCormick so highly praise Buckley Music System!

BUCKLEY MUSIC SYSTEM, INC.

4225 W. LAKE ST., CHICAGO, ILL.

CONSOLES

<p>Paces Saratoga, Skill Field, \$115.00 Keoney Track Time, Super 125.00 Paces Racers, Black Cabinet 45.00</p>	<p>Bakers Paces \$150.00 Paces Racers, Brown Cabinet 75.00 Mills Square Bells 69.50</p>
--	---

Write for our complete list of Free Play Games. Will trade Pin Games for Late Model Phonographs.

1/3 Cash—Balance C. O. D.

SHAFFER MUSIC COMPANY

514 SO. HIGH STREET COLUMBUS, OHIO

CENTRAL OHIO QUALITY BUYS

CONSOLES	GLOTS
Keoney G. H. Track Time \$ 27.50	100 Waiting Robots \$ 32.50
Keoney Kentucky Clubs 49.50	50 Jousting Clubs 42.50
Keoney Triple Entry 142.50	100 Jousting Clubs 45.00
Keoney Super Track Time 25.00	200 Jousting Clubs 49.50
Pace Saratoga or Reels 79.50	50 Jousting Club Console 69.50
Pace 1940 Saratoga, Skill 119.50	50 Brown Fronts 79.50
Wills James Paces, P. O. 115.00	100 Brown Fronts 79.50
Esqui 1939 LONGCHAMPS 45.00	50 Chrome Balls 59.50
Orpheus SUGAR KING 89.50	100 Chrome Balls 100.00
Sky Fighters \$105.00	50 Vee Pinballs 22.50
Every TEXAS LEAGUERS 39.50	Ten Strikes, 100 Dial \$32.50
Each JAILBIRDS 59.50	Ten Strikes, Free Play 39.50
Bo Bombers, P. S. White	Shakelute, Free Play 49.50
Western Baseball, 1940 89.50	Some "Ind-Bars" 55.00

Write Half Deposit With Order—Balance C. O. D.

CENTRAL OHIO COIN MACHINE EXCHANGE, Inc., 491 S. High St., COLUMBUS, OHIO

QUALITY SPEAKS FOR ITSELF

PAYOUTS	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY
Pop Bells \$215.00	Range \$10.00	Business \$15.00
Big Top, P. S. 12.50	Yacht 12.00	Moon 19.50
Dr & 2nd Paces Fronts 95.50	Keno-Ball 12.00	Double Feature 19.50
1938 Tracktime 89.50	Lot-4-Play 12.00	Yacht Club 19.50
Jumbo Parade 82.50	Draw Play 12.00	Party 19.50
Kentucky Club 39.50	Super Bit 14.00	Speedy 22.50
Northwest 39.50	On Deck 15.00	Flicker 44.50
Paces Saratoga 79.50	Caraway 15.00	Pinwheel 25.00
Santa Anita 114.50	Swelling Alley 15.00	Wynio 44.50
Long Shot 124.50	Big Show 19.00	Pinwheel 44.50
Keoney 129.50	Red Hot 19.00	Four Diamonds 44.50

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

218 BARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

PROFITS SPEAK LOUDER THAN WORDS!

Keeney's Super Bell CONSOLE



The
THOUSANDS
NOW ON LOCA-
TION MAKING
BIG MONEY IS
OUR BEST AD!

NOW SHIPPING
Fortune

Increased production
now makes it possible to
make prompt deliveries
on this greatest of all
multi-convertible 1 ball
table.

CONVERTIBLE
CASH, CHECK
OR FREE PLAY

J. H. KEENEY & CO., INC. 6630 S. ASHLAND AVENUE - CHICAGO, ILLINOIS

Coinography

Willida May Grattan

One of the few women operators in the South is Willida May Grattan, of Miami. Of fair nose and charming personality, she is co-operator of the Minute Music System. "The hand that rocks the cradle is going to save the amusement machine business," she says.

"This is a good business, but it could be made better. Coin machines men should conserve their energy and work together against the common foe of higher taxation and those who would take our means of livelihood away from us."

To this end, Mrs. Grattan battled for the Dade County Music Operator's Association and is a charter member of that organization.

Willida May Grattan is a spirited dynamo. With her co-partner, W. H. Baldwin, she drives 60 to 80 miles a day, visiting locations, changing records, doing all the mechanical repairs herself.

"The love of music, coupled with an insatiable desire to putter around machinery, were two deciding factors in getting me into the amusement machine business," she declares. Mrs. Grattan was formerly a singer in show business and once worked as a toolmaker in Jackson, Mich.

"I want to make people happy," says Mrs. Grattan, "and I find that music is the best medium to achieve that result. So I specialize exclusively on phonos. If you can find out in advance the type of music your locations require, you've gone a long way in achieving success for yourself and pleasure for others."

Mrs. Grattan takes more than a business interest in her locations. Curly girls and location owners' wives look to her for advice on every conceivable subject. From saving fruit to having babies, she has stood up for them at weddings and helped them with their problems. Her greatest ambition is to be of service and have people call on her.

She was born on a farm in Ohio. She likes to go fishing in the Everglades, because it is fun to go fishing and she is fond of wild life. As a country girl she raised a cat, a dog and a piece of string, a rat for a sticker and a cork out of an olive bottle for a float. She uses the same equipment today.

Mrs. Grattan believes the coin machine business is a good field for women because of the large number of women owning good profitable locations. Women will go to women to seek advice where they would hesitate to become too confiding with men operators.

Besides her interest in the coin machine field, Mrs. Grattan operates the Cue Club, a favorite rendezvous for young and old. She prepares her own food, specializing in bar-b-q ribs, chop suey and chicken dinners from chickens that she raises herself.



DR. C. A. SHRY, of Shry Music Corporation, Anderson, Ind., Seeburg music operator, shakes hands with Howice Heald, band leader. This Seeburg phonograph is at the Paramount Theater, Anderson, Ind., publicizing Heald's appearance. Shry is a strong customer of the Southern Automatic Music Company, Indianapolis. (M.R.)

work; (2) avoid strange garages as much as possible; (3) the big garages with men and "Hube Goldberg" testing machines are usually less honest than the smaller places where the owner wears gray overalls; (4) ask in advance for return of any parts replaced; (5) if possible tell the mechanic just what is wrong and specify the repair; (6) demand an itemized receipt on the garage's printed billhead; and (7) remember that 60 per cent will try to get away with something—skepticism is the only chance of getting a square deal.

Hotel Quiz

Here's a quiz which hotels offered patrons during the recent National Hotel Week. How many questions can you answer? Answers are printed below.

- How many hotels of 25 rooms or more are there in the United States? (a) 2,500, (b) 18,000, (c) 9,000, (d) not enough?
- How many meals do hotels serve every year: (a) 732,467, (b) 3,000,000, (c) 1,250,000,000?
- If all hotel corridors were placed end to end they would reach from New York to: (a) Chillicothe, O.; (b) several hundred miles into the Pacific, (c) sterility, (d) Yellowstone Park?
- What does it cost to furnish the average hotel room: (a) \$300, (b) \$100, (c) \$67, (d) lot of headaches?
- How much do hotels spend yearly for safety precautions and devices for the protection of guests and their belongings: (a) \$7,000,000, (b) \$375, (c) \$350,000?
- Only 100 years ago a "luxury hotel" provided men piece of coarse soap which was used by all guests until it disappeared—if it ever did. How many sacks of individually wrapped soap do modern hotels provide annually: (a) \$74,000, (b) 1,200,000,000, (c) \$75,000,000?
- What is the total number of hotel rooms in the United States: (a) 347,000, (b) 1,900,000, (c) 110,000?
- The 325,000 hotel employees earn how much in salaries and wages annually: (a) \$300,000,000, (b) \$107,000,000, (c) too much?
- Every year hotels spend how much for comfortable mattresses: (a) \$600,000, (b) \$1,400,000, (c) too much?
- How much did hotels pay in real estate taxes alone last year: (a) \$2,500, (b) \$38,000,000, (c) plenty?

ANSWERS

- | | |
|---------------------|------------------|
| 1. 18,000 | 6. 1,200,000,000 |
| 2. 1,250,000,000 | 7. 1,300,000 |
| 3. Into the Pacific | 8. \$300,000,000 |
| 4. \$300 | 9. \$1,400,000 |
| 5. \$7,000,000 | 10. \$38,000,000 |

OUR PRICES MUST BE RIGHT

All equipment advertised in The Billboard last week has been sold

LOOK OVER THIS NEW LIST OF BARGAINS—and then WIRE YOUR ORDER
KEENEY ANTI-AIRCRAFT, BLACK CABINET \$35.00
WESTERN BASEBALL DE LUXE \$4.50
DEFENSE \$44.50 BANDWAGON \$32.50 LANDSLIDE 24.50
ROCKOLA DIAL-A-TUNE WALL BOXES (WHILE THEY LAST) 14.75
ROCKOLA IMPERIAL 20s, WITH REMOTE ADAPTORS 79.50
ROCKOLA 1941 SPECTRAVOX COMPLETE IN PLAYMASTER AND
10 WALL BOXES, SLIGHTLY USED, ONLY 450.00

Extra Special... Just Traded In

10 WURLITZER 500A \$134.50
7 SEEBURG GEMS 109.50

WIRE YOUR ORDERS ON THESE IMMEDIATELY—THEY WON'T LAST LONG
AT THESE PRICES

1/3 Deposit With Order, Balance C. O. D.

HILL MUSIC CO., 200 W. Court St., Cincinnati, Ohio

HIGH-GRADE RECONDITIONED FREE PLAY CONSOLES

High Hands \$139.50 | Jungle Games \$75.00 | Mills' Mint Venders \$89.50
Jumbo Ferraris 75.00 | Big Cams \$2.00 | Mills' Owls, like new \$110.00

Above offered subject to prior sale. Enclose one-third deposit for prompt service. Write or wire for complete list of free play pin games, counter games, etc., out this week. 100% satisfaction guaranteed or your money back.

AUTOMATIC SALES CO. 203 SECOND AVE., N. NASHVILLE, TENN.

Other People's Rackets

"Look out for the garage man," warns The Reader's Digest in its July issue. Writer Roger William Hill in his article, "The Repair Man Will Gyp You If You Don't Wash Out," reports on travels throughout the country during which time his investigators checked the honesty of garage repair shops.

"Three out of five times the American mechanic who shops a car for repairs or advice at a strange garage is going to be gyped," says Hill, telling that garage men overcharge, file, invent unnecessary work, or charge for work not done, for new parts not needed, for parts not installed.

The traveling tests were conducted by two investigators, a man and a woman. They traveled in a car which was mechanically perfect. The investigator was a mechanic himself and knew the exact condition of the car at all times. To test a garage, the man would remove a wire from the ignition, easily sighted, and allow the woman to drive into the garage with the crippled car. In 347 cases 126 garage men sighted this at once and charged little or nothing. A majority, 63 per cent, took the driver for "a sucker" and treated them accordingly.

At all times the only thing wrong with the car was the detached ignition wire. Yet, the article reports, they received 74 different explanations of what was wrong and were charged as high as \$28 for the "invented trouble."

The author ends his article with seven rules for the mechanic who doesn't wish to be gyped. Briefly they are: (1) stay with the car and watch the mechanic

Arcade With Fairs Get Top Grosses

COSHOCTON, O., Oct. 11.—Helen and Dick Johns, Penny Arcade operators who operate Lake Park here, will conclude one of their most successful fair seasons with the wind-up of the annual Coshocton County Fair here October 11. Arcade grosses were up at all except one of the 10 county fairs played during the current season, they revealed.

Johns said increased employment in the communities played was reflected in arcade grosses. Patronage, he said, was better at all stands.

Kansas City

KANSAS CITY, Mo., Oct. 11.—Wallace Bryant is now managing the O. & H. Distributing Company, owned by Gus Pasmury, Kansas City restaurant man, and Toke Hayes. O. & H. recently bought out the Central Distributing Company.

Cigarette machine hits is on the up, with sales increasing noticeably in the last month. Frank Pasmury and Frank Buccaro, of Acme Amusement Company, expect the play to increase even more as the weather cools.

Philadelphia

PHILADELPHIA, Oct. 11.—Application for incorporation has been filed with the State for a new drink vending distributing firm to be located here. Papers were filed by Howard M. Kuehner, and the firm is to be known as the Philadelphia Cooledrix Company. The purpose or purposes for which it is to be organized are to buy, sell, own, operate, lease and service automatic soft-drink dispensers and automatic soda fountains.

Jack Beretti, head of Berlo Vending Company, specializing in candy vendors, has resumed his institutional advertising in the newspapers to attract navigators. Again the display ads are being spotted on the theatrical page, and for the present the ads are appearing daily in The Courier-Post newspapers in Camden, N. J.

Robert Elms makes for another newcomer to the ranks of local vending machine operators. Trading as the Robert Elms Vending Machine Mart, he has established offices and showrooms at 630 Race Street in the central city section.

In the up-State territory, Irving Mirisch has joined the vending machine fraternity. A former movie man, at one time managing the State and Majestic theaters, Gettysburg, Pa., Mirisch is placing ice-cream machines in theaters and defense plants in the territory.

Eddie Heller, former record promotion chief for Raymond Rosen Company, local Victor-Bluebird distributor, and now promoting the platters in the exclusive interests of Abe Lyman and orchestras, is due back in town for a visit next week.

Houston

HOUSTON, Oct. 11.—Malcolm Dewees, son of Lonnie Dewees, one of the largest sales and vending machine operators in the Southwest, left September 28 for army service in San Antonio. Malcolm has worked with his father in the vending machine business since he finished school.

Billy Benton, Houston operator who enlisted in the Canadian BAF several weeks ago, has been promoted to instructor in that outfit, according to reliable reports.

Mrs. Mary Arwady, mother of Tony and Edward Arwady, owner of Two Brothers Amusement Company, died at her home here October 2.

Edwin C. Lear, Seeburg sales representative, is finishing a flying course that will entitle him to a commercial pilot's license.

The Uptown Penny Arcade and amusement center has prepared for a big fall and winter season by adding nearly a hundred new machines and a recording studio. Besides the standard arcade equipment several games and two Photomatics were included.

EXHIBIT'S

KNOCK-OUT

IS A
KNOCK-OUT
ON ANY LOCATION

'Ask Any Smart Operator'

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

NO. 1 BOARD OF THE YEAR!

CONVOY

311876 2497

**IT'S BIG!
IT'S TIMELY!**

CONVOY... on the tip at every tongue today! Timely and attractively... with "eye-appeal" drawing power that'll boost profits in any location.

DIE-CUT ILLUSTRATION OF NAVY IN ACTION!
1500 holes... 5c per sale
... 125 winners... double step-up... smothering colors
... Gardner's famous slot symbol tickets, takes in \$67.50, big average profit of \$4.27. It's "full steam ahead" with CONVOY!

Order No. 1550 Convoy
Write now for circular showing Gardner's new hit board!

GARDNER
2309 ARCHER - CHICAGO

MUST SELL!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

BOX 285, MINNEAPOLIS, MINN.



ALDEN SCOTT BOYER, well-known Chicago collector of rarities, presents Fred Mills, president of Mills Novelty Company, with a cookbook about 200 years old, said to once have been in the Royal Family in London, where Boyer purchased it. (MR)

Weston Distributors Now in Own Building

NEW YORK, Oct. 11 (DH).—Murray Sandow, head of Weston Distributors, Inc., distributors of Exhibit games, announces the moving of the company's offices into its own building at 599 10th Avenue in the heart of Coyn Row.

"We are proud to represent Exhibit at these new quarters and I hope my many friends will avail themselves of the opportunity to stop in and visit with me," stated Sandow. "You are always welcome to view the latest game, which we will always have on display."

BUY EXHIBIT!
BUY EXHIBIT!
BUY EXHIBIT!
BUY EXHIBIT!
BUY EXHIBIT!

Ask
Any
Smart
Operator

WATCH FOR OUR
NEXT WINNER!
WESTON DISTRIBUTORS
INC.

Distributors of EXHIBIT Games
599 TENTH AVENUE, NEW YORK
Phone: Longacre 3-4470

MANAGER

Apprentice opportunity for experienced Manager. A well established distributor of amusements, pinball machines, etc. Must have extensive knowledge and be able to travel. Not less than \$100,000. Money to be used for operation. Employee trained in starting industrial plant. (20). Do not answer unless you are qualified. Give full particulars and include references. BOX D-112, Care The Billboard, Cincinnati, O.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

3 STAR ATTRactions THAT ALWAYS DRAW THE CROWDS!



Back in Production by Popular Demand

SKY FIGHTER



ACE BOMBER



DRIVE MOBILE

Order From Your Mutoscope Distributor.
IMMEDIATE DELIVERY

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

Penny Arcade Headquarters
SINCE 1895.
44-01 11th St., Long Island City, N. Y.

NEW BUS STATION IN WICHITA FALLS, TEX., has been supplied with a Buckley Illuminated Music System by Operator H. W. Carpenter. The system was sold by George Wren, Walbeor Sales Company, Dallas, Tex. (MR)

This Business Is Okay, Says Churvis

"Here is a letter sent to an old friend and customer," explains Mac Churvis, of Grand National Sales Company, Chicago. "This fellow was dispirited, but there was nothing wrong with him that a new slant on things couldn't cure. Here's the letter, offered in the hope that it may provide that new slant on things for anyone who may need it."

Dear Jim:

Almost everywhere one goes the question is asked: "How is business?" Instead of answering that question honestly, a lot of people prefer to start talking about what's wrong with business. We've had more than enough of that so, just for a change, let's talk about what's right with our business.

Look back over those lean years, Jim. Yes, we took it on the chin, but we weren't knocked out—and when the depression was over we found that we were in better condition than ever. So that's one thing that's right with our business: it's strong enough to weather tough times and come thru better than many other industries.

The coin machine industry is relatively young, and, as is always the case with a young industry, we've all had to learn by making mistakes. That era is behind us now. We're not thru making mistakes, because we're not miracle men; but, we've learned how to avoid all the errors we've made in the past. In other words, we know our way around. There's another thing that's right with our business—we have enough solid experience under our belts to be able to do our jobs better than ever before.

Some people point to a few instances of cut-throat competition and underhanded tactics, and groan, "That's awful!" Well, Jim, we all know that such things aren't good—but I prefer to look at the other side of the picture and see how such practices are rapidly dying out. More and more of the boys are realizing that the best way to do things is the square, aboveboard way. We can certainly put that on our list of things that are right with our business.

As far as the tax on coin machines is concerned, remember what the great supreme Court Justice Oliver Wendell

Holmes said: "The power to tax is not the power to destroy, so long as this court sits." That means something mighty important, Jim. It means that we're living in a free country where our right to do business is protected. It means that we'll pay more taxes if more taxes are needed to finance our defense of our liberty, but we'll not have to pay more than we can stand. There's something that's right with our business, because it's right for the whole country.

So that's how it is, Jim. You and I have a job to do, and we know that we can do it. Maybe it won't be easy to do the job right, but the satisfaction of doing a tough job well should be an added incentive to overcoming the difficulties that we all know about.

I'm sold on this industry. I'm confident that the things that are right with business far outnumber the things that are wrong. And because that is true, business will get better and stay better, as soon as we all go to work to make it better.

Nate Gottlieb Takes the Plunge

CHICAGO, Oct. 11.—Nate Gottlieb, ex-husband of the coin machine industry, has swapped manufacturing problems for wedding bells and bridal wiles while enjoying a honeymoon. The marriage ceremony, uniting Nate with Irene Levine, of Chicago, took place on Saturday October 4 at the Webster Hotel, Chicago, attended by the immediate families of bride and groom. After vowing I do, etc., the newlyweds, amid a shower of congratulations and best wishes, departed on their extended honeymoon trip thru the East.

Pennsylvania

WILKES-BARRE, Pa., Oct. 11 — License fees for pinball and automatic music machines have method Scranton \$10,000. Licenses have been issued for 264 pinball machines and 77 automatic phonographs.

Wilkes-Barre newspapers gave wide publicity to the new federal taxes and featured the new tax on slot machines and pinball machines.

PENNY ARCADES

BETTER-EQUIPPED BY MUTOSCOPE



★ 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-BAC, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DICERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MARKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE NOW. 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

Baltimore

BALTIMORE, Oct. 11.—Coin machine business here is steady on the upturn. New games are finding a ready sale and used games are in sharp demand. Distributors and operators are optimistic about still further increases in sales and collections.

General Vending Service Company reports brisk movement on Gottlieb's A. B. C. Bomber. They also report demand for Baker's Kicker and Catcher, Baker's Pacers, Jennings Silver Moon and Bob-tail, Pace's Saratoga and Mutoscope's Ace Bomber and Drive Mobile.

Levy Karungstan and Tony Constant, partners in the Severn Coin Machine Company, report good collections from their photo spots, with additional locations being equipped right along.

The International Automatic Machine Company, Inc., 652 Title Building, has been chartered under the laws of Maryland to deal in automatic shoe polishing machines. The incorporators are Smith W. Brookhart and Harry A. Boswell, both of Hyattsville, Md., and William D. Jamieson, of Washington.

Bally's new Monicker, 41 Derby and High Hand are outstanding in the same movement on Bally's numbers. Both Monicker and 41 Derby have been good numbers since their introduction on the market in recent weeks, while Bally's High Hand has been long a fast seller and is today one of the top-notchers in the console field, it is said.

Shipments coming thru on Rock-Cla pieces and wall boxes are making it possible for the Hub Enterprises to take care of orders on hand, states Aaron Goldsmith. The Hub also is chalking up a fine sales volume on games, with Chicago Coin's Star Attraction strong.

ARCADE EQUIPMENT

2 Texas Longhorns	\$20.00
2 World Series	58.50
2 Deluxe Western Baseballs	50.00
1 Western Baseball Blue Edition	25.00
10 Tots (like new)	15.00 Ea.
3 Anti Aircraft Guns, brown cabinet	45.00
1 Anti Aircraft Gun, blue cabinet	35.00
1 Shoot the Colonel	39.50
3 American in the Barrel	85.00
6 Ten Pin, High Shot	30.00
6 Ten Pin, Low Shot	35.00
1 Bally Alley	18.00
1 Exhibit Fish Game, F.S.	55.00
1 Sea Battle	45.00
10 Deep Picture Machines	15.00
1 Sky Fighter	125.00
1 Crash Landing	27.50
10 Holly Grapes	8.50
4 Gottlieb Three-Way Operators	10.00
2 Wild Flies	8.50
2 Short Stop	25.00
1 Merry-Go-Round	25.00
12 Advance Post Card Vendors	2.50
3 A.B.T. Challenges	18.00
7 Outlet Amuse Scales	25.00
1 Greenhow Steel Trip, Overhead	25.00
2 Bally Detectors	110.00

Write us for our complete line of used and new coin-operated Amusement Machines. For Exhibitor's complete list of arcade equipment.

125 Duquesne—Baltimore, C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2221 Prospect Avenue CLEVELAND, OHIO

FREE PLAY BUYS

Amulet	\$14.50	Major	Nov	\$10.00
All American	29.50	Minor	March	22.50
Beagle	12.50	Major	July	22.50
Choo-choo	15.50	Red	White	A
Original New!	10.00	Blue		25.00
Drum Major	18.50	Power		18.50
Double Play	67.50	Pink		18.00
Formation	21.50	Rotation		15.00
Floater	25.00	Red Hot		12.50
Outfit	18.50	Stars		27.50
Leader	17.50	Silver	Stakes	42.50
Light	21.50	Scratch-off		29.50
Lightbulb	15.50	Seven Up		55.00
Minuteman	25.50	Zombie		28.50
ALL \$10.50	Commissions	Big Ray		18.50

ALL \$10.50 — Commission — Loan-Fun. Double Feature. Name Stamp. Holloway, O'Ray, Handling.

125 Duquesne—Baltimore, C. O. D.

FEDERAL VENDING COMPANY

2326 Amsterdam Ave. NEW YORK

TeL: WADsworth 8-6522

ATTRACTIVE PRICES

On Used Counter Games

10 Yankee (used two weeks)	\$15.00 Ea.
10 Tots (like new)	15.00 Ea.
Liberty	15.00 Ea.
Mercury	15.00 Ea.
Daugh Boy	8.00 Ea.
Pick-a-Pay	8.00 Ea.
Ginger	5.00 Ea.
Poker Deck	5.00 Ea.
Tally	5.00 Ea.

1/2 Deposit and Balance C. O. D.

AUTOMATIC COIN MACHINE CORP.
340 CHESTNUT ST.
SPRINGFIELD, MASS.



"CHALK UP ANOTHER BIG ORDER for Wurlitzer Victory models," say Dan Margolis and Joe Klum, owners of the Manhattan Distributing Company, Wurlitzer New York distributor. Seated above, with Margolis and Klum looking on, are Sam and Gilbert Engelman, Columbia Music Company, New York, signing order for Wurlitzer phonographs. (MR)

Silver Spray Gathers Laurels

CHICAGO, Oct. 11 (MR).—Not often does a free play game appear for which operators go out of their way to praise as they are over Silver Spray, say officials of the Baker Novelty Company.

"Ordinarily operators are too busy taking care of their routes and performing a thousand and one other duties to take time out to compliment the manufacturer on a hit game," explained Harold L. Baker, president, "but when a game does come along that upsets records for play and collections and

achieves a location success transcending everything previously believed tops the manufacturer will hear about it from enthusiastic operators.

"Operators are giving us concrete figures on collections. Coming straight from the records of hard-headed businessmen, who are not influenced by sentiment but only hard, cold fact, they carry weight. The intention, I am sure, is not merely to compliment us on building a game with the innovations, simplified play and many other new features that make Silver Spray such a success, but actually to urge us on to faster production and speedier delivery on this hit.

"We have topped our production to a point far ahead of anything planned for Silver Spray, and right now more games are rolling off our assembly lines, including Silver Spray, Kicker and Catcher, mechanical football counter game, and Baker's Pacers, racing console, than ever before in our history."

Bally Sees Multiple Boom

CHICAGO, Oct. 11 (MR).—Demand for multiple games increased sharply during the first week of October, according to Cecoy Jenkins, general sales manager of Bally Manufacturing Company.

"We attribute this," Jenkins said, "to the new tax. Operators are acting to offset the tax as much as possible by increasing their average earnings per location, and the obvious way to do this is to obtain the benefits of multiple coin operation. Consequently, our sales volume is up on both our Turf King multiple payout and 41-Derby multiple replay. Both games have already demonstrated their power to push collections up and are the logical choice of operators who now need extra revenue to cover the tax and other increased operating costs."

Coin Output Goes Up and Up

PHILADELPHIA, Oct. 11.—Working 24 hours a day, seven days a week, the Philadelphia Mint is being pushed to turn out coins demanded by workers in defense industries and those demanded to meet the needs of the coin machine industry. An unprecedented need for coins, it was announced this week by Edwin H. Dressel, superintendent of the mint, has made necessary a large-scale expansion program requiring \$400,000 worth of new equipment and an \$187,500 extension project at the mint premises here.

"Our normal output is 850,000,000 pieces of coin a year," Dressel said. "In the last fiscal year 1,193,923,207 pieces of domestic coin were produced with a value of \$31,689,370. In the first eight months of 1941 we turned out 756,898,248 pieces with a value of \$40,695,171." Current demand, Dressel explained, is for nickels, dimes, quarters and half dollars.

SUPER Chubbie

The simplicity — fast action — and tantalizing awards make Super Chubbie the No. 1 game — Call your distributor now.



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Aurora, Illinois



SAVE WITH 'SHUGY'

WALL BOXES

All Types—All Makes—New and Used—In Stock Ready for Delivery! Write for Our Price List Now! If You Have Anything Special in Mind—Tell Us First! You'll Save Money!

PHONOGRAPHS

One of the largest stocks of used phonos in the East now on hand! Tell us what you need. Quota—Write for our Price List Immediately! ALSO . . .

Speakers—Adaptors—
"Everything in Music"

Royal MUSIC COMPANY
641 HUNTERDON ST., NEWARK, N. J.

WE WILL BUY FOR CASH

LATE ONE-BALL FREE PLAYS
CONSOLES—FREE PLAYS
MILLS BLUE FRONTS OR LATER MODELS
ALSO GUNS

State Quantity, Price and Serial Numbers in First Letter.
WRITE FOR OUR COMPLETE LIST ON ALL TYPES OF GAMES.

OLIVE NOVELTY CO.
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THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

SEA HAWK . . . \$49.50
FLICKER . . . 24.00
MIAMI BEACH . . . 52.50

DOUBLE PLAY . . . \$55.00
ZOMBIE . . . 25.00
SILVER SKATES . . . 45.00

WRITE QUICK for Our Complete Price List of All New and Used Machines!

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Packed with **PLAYER APPEAL!** It's Big!
FORWARD PASS
Sensational
FOOTBALL BOARD



FORWARD PASS . . . A profit-enticing glorifier of the grid-iron's spectacular thriller . . . 1299 Holes . . . 5¢ per sale . . . Original Football Symbol Tickets . . . Takes in \$64.00 . . . Total average payout \$28.56 . . . Total average profit \$35.44 . . . Semi-thick board . . . Intercept those serial dollars!

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

REVOLUTIONARY COUNTER SENSATION!

KICKER and CATCHER

100% NEW!
100% MECHANICAL!
100% SKILL!
100% LEGAL!

Creating a sensation everywhere! Brilliant, original playing action entirely under player's control. A knockout for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries. Cash in quick! Order today!

PENNY PLAY
\$29.75

F. O. B. Chicago
NICKEL PLAY, \$31.75



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1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST

Factory Sales Representative

MAC MOHR

2918 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, Wander 3 Bar Jack-
pot at \$3.63
1200 Hole, F-5275, Horras at 5.22
800 Hole, F-5270, Pocket Dice at 2.52
770 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.



ART GARVEY, ASSISTANT SALES MANAGER Bally Manufacturing Company, draws to a full house on High-Hand poker console, while Harry Michle, of Williamsport (Pa.) Amusement Company, gives moral support. (MR)

Daval Reports on Counter Game Tax Suggests Games Aid Bond Drive

CHICAGO, Oct. 11 (MR)—Officials of the Daval Company report that the company is expending a great deal of effort to get a ruling of a \$10 tax on counter games. "The position of counter games," they say, "may be greatly improved in the event counter games are finally taxed \$50 instead of \$10 because we have taken precautionary measures to safeguard the interests of operators."

"Daval engineers have already developed a change-over adaptable to new and used Marval and American Eagle counter games," they declared. "This takes them out of all tax brackets. This is being accomplished by closing up the coin chute and making these counter games non-coin-operated. Upon request of the player the location will turn a key enabling the machine to be played as many times as desired. The number of plays by each player will show on a special reset register thru the present last-coin-visibility-window at the right side. Another meter on the inside of the game will show the operator the total number of plays between each check-up."

"Most customers believe that the free playing of the machine without the use of coins will greatly increase the total play," Daval officials continued. "It is much easier for the player to pull the handle many times without coins than it is to find enough of the proper size coins in one's pockets to play as many times as desired. This new method will have the further advantage of eliminating the stop and, clogging or any of the other deficiencies connected with coin-operated mechanisms."

A. H. Douglas, Daval official, reports: "Many operators plan to pay the \$50 tax which they fully believe such counter games as American Eagle and Marval can stand in some of their better locations, particularly, with the 5-cent play models."

DETROIT, Oct. 11—Ray Deane, sales manager of the A. P. Seute Company, has developed an idea to have game operators aid in the sale of Defense Stamps.

Giving Defense Stamps as awards on pin games and other types of games having high scores, is the essence of Deane's proposal.

One problem that must be faced here is the fact that operation of certain types of games is not allowed in certain territories. Deane, who is enthusiastic about his idea, believes that by showing civic or other authorities that this move would definitely contribute to sale of Defense Stamps within the local territory, feels that a new attitude favorable toward games may result.

EMPIRE COIN MACHINE EXCHANGE

ARCADE EQUIPMENT

Bally Rapid Fire \$109.50
Keeley Air Assault, Blank 37.50
Keeley Red Aircraft, Brown 49.50
Keeley Air Raider 104.50

ROCKOLA TEN PINS, NI DIAL 45.00

Quinton Star Bulletin \$ 52.50
Rockola World Series 45.50
Jousting in the Barrel 50.00
Bally Shoot the Ball 139.50
Bally Donorator 139.50

We are distributors for Exhibit and other leading factories. It will pay you to make this year's headquarters for new and used coin-operated equipment.

EMPIRE COIN MACHINE EXCHANGE

2812 W. North Ave., Chicago

Genco Gun Club Hailed by Coinmen

CHICAGO, Oct. 11 (MR)—"It's a great season for duck hunting," remarks Dave Gensberg, of Genco Manufacturing Company, "judging by the response to our new game, Gun Club. In the game we have incorporated the hit-the-ducks idea that has kept shooting galleries popular. The player tries to hit the bumpers that will get the ducks and light them up for a free play award."

Bert Lane, Genco's Eastern factory representative, declares that his firm, Wechsler Sales, Inc., New York, has been swamped with orders for Gun Club. "As soon as the first games were put on location and proved their earning power, coinmen jammed our order department," said Lane. "Personally, I think that the special attraction of shooting for the big super attraction award by lighting up the letters in Gun Club and then the name Genco is primarily responsible for this game's immediate and outstanding success. Of course, the hit the ducks gimmick is causing plenty of comment as well as cashbox action. I believe that Gun Club will be one of the biggest hits we've ever had!"

FOR A FULL CASH BOX
EVERY COLLECTION DAY

Get Western's

DERBY WINNER

WESTERN PRODUCTS, INC.

925 NORTH AVE. CHICAGO

EVANS 10 STRIKE WANTED

Also 6 FT. VIKIE BALLY in operating condition. Price will be reasonable.

UNITED COIN MACHINE EXCHANGE
8101 Broadway Ave. DETROIT, MICH.

CABLE TRIPPE Price Plus Guaranteed Satisfaction

BARGAINS IN A-1 RECONDITIONED MACHINES

CONSOLES	Junior Parade, Five Play	\$70.50
Bally Dixie	Katinsky Club	26.50
Bally Royal	Pass Race, Brown, 30-1	22.50
Estl, Lamberts, Jr.	Silver Moon, Jeopards 1/2 (Libe New)	60.50
Jeopards Fast Time, Billiard	AUTOMATIC TABLES	
Jockey Club	Blue Grass (Five Play)	\$107.50
Keeley 1937 Tractor	Paragon	42.50
Keeley 1937 Sailboat, Billiard	Rawlsons	32.50
Pass Race, 20-1, Blank	Grandstand	159.50
Pass Race, 20-1, Brown	Jackpot Club	8.90
Willy Scott's Bill, Billiard	President	37.50
Walloping Big Game, F. S., 1-12 New	Sport Plus	44.50
Junior Parade (Low Head)	Traildowns	17.50
Junior Parade (High Head)	Wilds Big Race	17.50
Junior Parade (New), Lock Head	Western Chad Truck	17.50

Terms: One-Third Deposit, Balance C. O. D.
Send for Our Complete Price List on Any Game You Are Interested in.

IDEAL NOVELTY CO.
2823 Locust St. St. Louis, Mo.



APPOINTMENT OF DON CLARK as Wurlitzer distributor for New England draws congratulations from Joe Darvitz (left), Wurlitzer district manager. Clark is owner of the newly formed Clark Distributing Company, Boston. He formerly was president of the Interstate Distributing Company, distributor for Wurlitzer in Nebraska and Iowa. (MR)

MARVEL

WORLD'S GREATEST
3 REEL CIGARETTE
TOKEN PAYOUT
COUNTER GAME
WITH
MYSTERY AWARD



SAMPLE
\$34.50

Ball Gum Model
Only \$2 Extra

BALL GUM

154 Per Box, 100 Pieces. Case of 100 Boxes,
\$13.75. 1/2 Dozen, Balance C. O. D.

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1401 CENTRAL PKWY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.
SICKING COMPANY OF INDIANA
927 FL. Wayne Ave., INDIANAPOLIS, IND.

MILLS PHONOGRAPHS BELLS TABLES

Distributor CONSOLES

KEYSTONE NOVELTY & MFG. CO.

228 & 4th & 1/2 Sts., Philadelphia, Pa.
Baltimore Office:
318 Cathedral St., Baltimore, Md.

Rosenberg-Munves Expand Territory

NEW YORK, Oct. 11 (DB).—The Rosenberg-Munves Corporation has been given the entire territory east of the Mississippi River for the new Rifle Sports because of the fine showing it has been making, according to a firm announcement. In order to fully exploit the huge territory, Joe Munves will spend considerable time on the road, while Hymie Rosenberg will make short trips and look after the Colt Row office. It is reported, Harry Brown, well known to operators, will represent the firm in the South.

Another Rifle Sports has opened on Eighth Avenue and the operators report that it has met with immediate success. This makes two units operating in this city, with both going at top speed, according to firm executives.

Monroe Feted

PITTSBURGH, Oct. 11.—Vaughn Monroe was feted by a delegation from his home town, Jeannette, Pa., during week's engagement at Stanley and also by a crowd from Carnegie Tech, his Alma Mater.

Jeannette citizens presented a petition headlined "Welcome," signed by 1,500 home towners, including people with whom he went to school 15 years ago and the children of some of them. His Jeannette school principal and city's mayor appeared with him on stage for a performance.

During his stay here Monroe visited photo distributors and record retailers, a practice he follows wherever he plays.



THIS IDEA IS HOT!

Smart operators have found a way to operate the Mills Jumbo Payout in territories where "Free Play" games are being operated. Any operator knows that a payout game makes a lot more money than a "Free Play" game so it will pay you to investigate this new idea in console operating. Don't miss this opportunity! Write me today for confidential information. This idea is hot!—Pince Shay.

MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO



TAKE A PEEK AT KEY HOLE

HARLICH'S NEWEST DIE-CUT SENSATION!

It's snappy! It's flashy! It's drawing play and boosting profits in all locations. Full color art picture deeply recessed in key hole cut-out creates novel effect. Double step-up, 54 winners. Order Key Hole now.

No. 12085 \$4 Play 1200 Holes
Takes in \$60.00 Average Payout \$28.87

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1413 West Jackson Boulevard - CHICAGO, ILL.



AMERICA'S FINEST BUYS ARE CALVERT BUYS!

FIVE BALL FREE PLAY	\$34.50	Speed Ball	\$64.50	NEW COUNTER GAMES	
Attention	\$34.50	Run Game	\$8.00	Mills Vest Pocket	Cash \$24.00
Harpoon	45.50	Three Stars	14.50	Dual Amer. Pigeon	12 \$22.50
Big Show	14.50	Thriller	9.00	Dual Lucky Swallow	12 \$22.50
Big Six	9.50	Topper	14.50	Dual Rams	36 22.50
Big Three	39.50	Triumph	12.50	Dual Rat, Double of	
Broadsheet	32.50	Ten Spot	\$4.50	Nothing Parlay	22.50
Commodore	12.50	Two Six	\$5.50	Greenhorn Pikea Peak	24.50
Entry	49.50	ONE BALL FREE PLAY		Greenhorn Pikea-Ret.	18.75
Flicker	8.50	Club Twenty	\$14.50	Greenhorn Venetian	18.75
Flying Ace	34.50	Blue Grass	100.00	Greenhorn Milk	79.75
Four Aces	15.50	Dark Horse	\$5.50		
Gladiator	17.50	Speed Squared	74.50		
Golden Gate	12.50				
Hilltop	49.50				
Melons	12.50				
Mojo	32.50				
Myrtle	18.50				
Nifty	14.50				
Oriskany	14.50				
Par American	49.50				
Play Ball (Bally)	49.50				
Road Hog	12.50				
Sonye Chess	14.50				
Sonye Card	14.50				
Sonye Hand	49.50				
Speed King	18.50				
Star Skatney	45.50				
Stylite	22.50				

The Biggest Hit in 10 Years BALLY MONICKER

Our best locations report greatest popularity and demand such game in years!

PERFECT COPPER
HIGH HAND, F. P.
Cash, Concrete \$100.00
SKILL TIME '31
Cbk. Separator 69.50
PRIME TIME, Cbk. Bn. 149.50

NEW COUNTER GAMES
Mills Vest Pocket, Cash \$24.00
Dual Amer. Pigeon, 12 \$22.50
Dual Lucky Swallow, 12 \$22.50
Dual Rams, 36 22.50
Dual Rat, Double of
Nothing Parlay 22.50
Greenhorn Pikea Peak 24.50
Greenhorn Pikea-Ret. 18.75
Greenhorn Venetian 18.75
Greenhorn Milk 79.75

SLOTS
Jenn. Little Buss, 12
Cash \$29.50
Jamming By Free Play 49.50
Welling 104 Toss 29.50
A.P. Cash 29.50

NEW GAMES FOR
IMMEDIATE DELIVERY
ST. CERRY, 1-Ball, F.P.
Key & Console

TURF KING, 1-Ball, Cash
Lotto
HIGH HAND, New Piker
Game, F.P., Convertible
HOLLER, Cash F.P., Dice

SUPER BELL, F.P.,
variable Console
WE TAKE PARTICULAR
PRIDE IN THE PHYSICAL APPEARANCE AND MECHANICAL CONDITION OF
EVERY USED GAME—ALL GAMES ARE SCRAPED, SANDED AND VARNISHED.
OUR EXPERT REPAIRS—THOROUGH, QUICK AND RECOGNITION EACH
MACHINE, BUY FROM US WITH CONFIDENCE!!

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RECONDITIONED MACHINES THAT YOU CAN PUT RIGHT ON LOCATION

EVERY MACHINE GUARANTEED MECHANICALLY PERFECT

BALLY:	St. Louis	SUCCESS:
Limelight	22.50	Reg. White and
Par American	57.50	Blue
Blue Grass	39.50	EXHIBIT:
Crusade	29.00	Double Play
Play Ball	39.00	Logomarine
Beauty	12.00	Swiss
Gladiator	12.00	St. Louis
Broadsheet	32.50	St. Louis
Flicker	27.00	St. Louis
Crystal	27.00	St. Louis
Attention	42.00	St. Louis
Vegas	10.00	St. Louis
KEENEY:	St. Louis	St. Louis
4 Diamond	109.50	St. Louis

WESTERHAUS AMUSEMENT CO.

3616 DARWIN AVE. CHEVIOT, OHIO

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

Bally HIGH-HAND

STILL EARNING TOP MONEY IN REPLAY CONSOLE CLASS

NOW in its fifth month of steady volume production . . . and still leading the console class in sales and earnings! Everybody understands and enjoys poker. That's why HIGH-HAND gets big repeat play in every type of location. And the "hold-and-draw" feature insures plenty of repeat play. Step up earnings in your console spots by placing HIGH-HAND now!

FREE TRIAL OFFER! WRITE!



MONICKER

Greatest 5-ball novelty hit since Bomper! Orders coming in faster than we can ship! Rush your order to your nearest distributor now!

NOW IS THE TIME TO GO MULTIPLE

WITH AMERICA'S GREATEST MULTIPLE HITS!

TURF-KING
4-MULTIPLE PAYOUT

41-DERBY
4-MULTIPLE REPLAY



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YOU NEED IT!



BATTING PRACTICE
ORDER TODAY!
SCIENTIFIC MACHINE CORP.
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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.

Buy U. S. Defense Savings Bonds and Stamps

FALL SPECIALS

PHONOGRAPHS		PAYOUTS	
Rockola 1580 Super Rockola	\$190.00	Santa Anita \$119.00	Pass '39 Super
Rockola 1580 Super Wagon	185.00	Grand Stands	67.50
Rockola 1528 De Luxe	144.50	Grand Nationals	79.00
Rockola 1528 Standard	134.50	Thrillsters	40.00
Rockola March	98.50	Free Play Consoles	
Rockola 1528 Garden Model	84.50	Bally Big Top	\$95.00
Rockola 12 Record	89.00	Waiting Big Game, Late Mod. Floor	\$2.00
Rockola Wall Set	22.50	Baroque	60.00
Wurlitzer 500 Piano Keyboard	195.00	Willy Jumbo Parade	60.00
Wurlitzer Model 24	95.00	Bally Rapid Fire	104.00
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Gottlieb Enters Texas Mustang

CHICAGO, Oct. 11 (MR).—"Answering the challenge to produce a game that's packed with more punch, popularity and profits, we're introducing a brand-new game, Texas Mustang," say officials of D. Gottlieb & Company, Chicago.

"We're telling you that from reports from test locations, where the game has undergone grueling tests, that Texas Mustang is going places.

"Texas Mustang is a spectacular round-up of Spot Fook's famous features, long-proven favorites among the trade and public," said Dave Gottlieb, president. "In addition, we've correlated some eye-opening innovations that enable operators to ride the profit range and herd in earnings that will outdo anything they've ever laid eyes on before. Talk about flash, talk about action, talk about thrills! You will talk about them, for Texas Mustang has them besides that something extra, that unforgettable attraction to play and play that brands it the coin machine hit of the day."

Keeney Delivering Fortune on Schedule

CHICAGO, Oct. 11 (MR).—"For weeks now Keeney has been announcing that there would be a delay of two or three weeks in the delivery of their one-ball multi-convertible table, Fortune," Jack Ryan, Keeney general manager says. "This week, however, doubled production has made it possible to promise almost immediate delivery on this table from now on.

"We've added another complete assembly line exclusively for the turning out of our Fortune table," Ryan said. "For over a month now we have been far behind on our hand orders. We're gradually caught up and from now there should be no more delivery disappointments."

Ryan also said that next week will bring forth an announcement on Keeney's Super Bell console.



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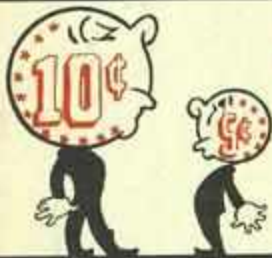


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