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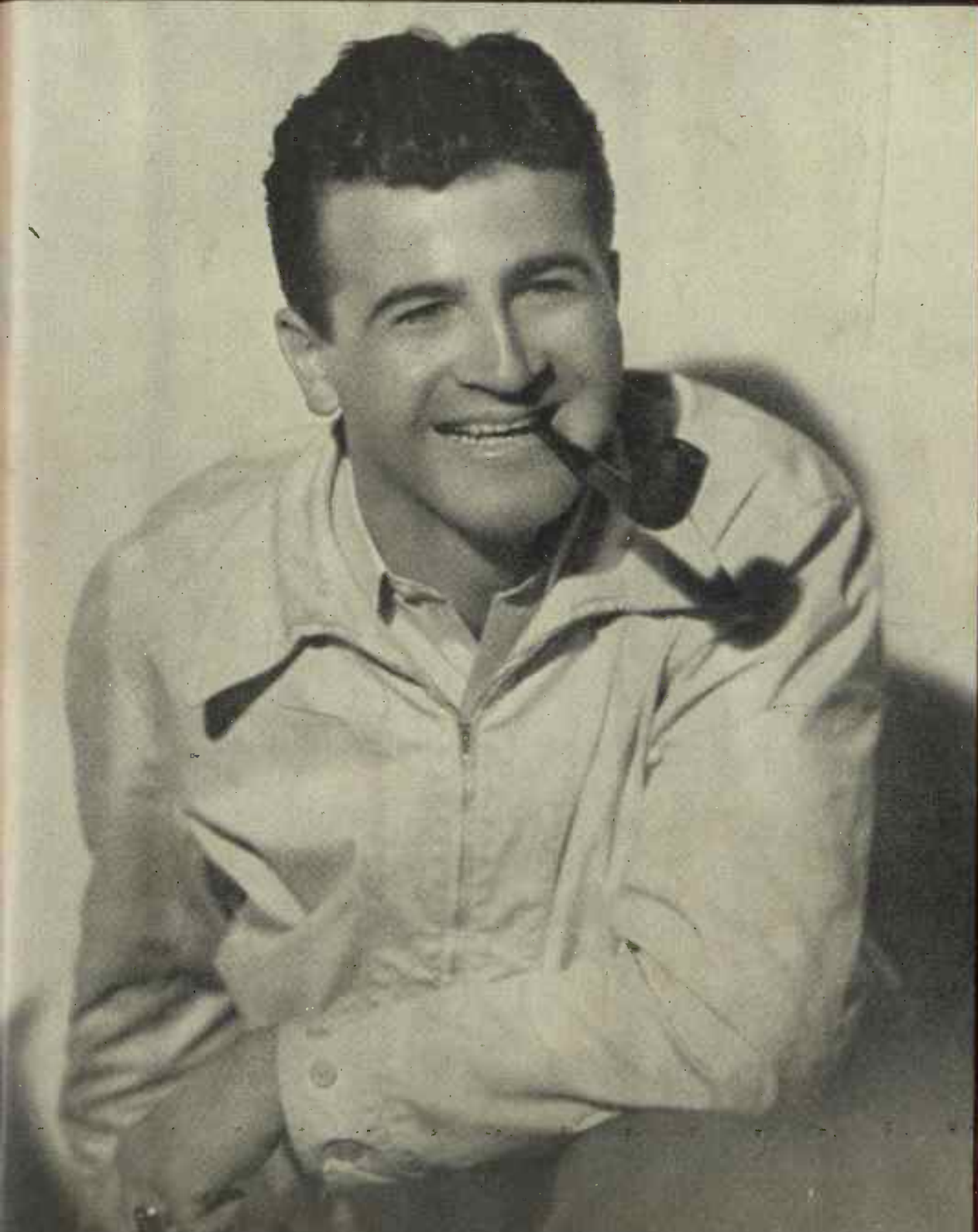
# The Billboard

The World's Foremost Amusement Weekly

NOVEMBER 22, 1941

15 Cents

Vol. 53. No. 47



"Here's That Band  
Again!"

**DICK  
JURGENS**  
And His Orchestra

5th Year  
Arago Ballroom, Chicago  
WGN-MUTUAL  
OKEH RECORDS

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*Chicago, Ill.*

**NOVEMBER 26th**

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EXCLUSIVE MANAGEMENT

**FREDERICK BROS. MUSIC CORPORATION**

NEW YORK

CHICAGO

# WAR THEMES STILL WEAK

## EDITORIAL

### It's Up to the IA

IT TOOK the United States Government to step in and write laws to one of the most disgraceful chapters in the history of unionism—the dictatorial control exercised by George Browne, Willie Bioff and their select group of mobsters over the International Alliance of Theatrical Stage Employees. The government used as its lever to pry Browne and Bioff from their throats the extortion of money from employers—but the ruling clique of the IA was guilty of even graver crimes against the IA's own members. The rank-and-file members for whose benefit the union was theoretically created, were treated like slaves by autocratic leaders—and couldn't do anything about it. It took the United States Government itself to pry them free.

The question now is, "What are the rank-and-file members and honest officials of the IA going to do?" They've been given their chance. How are they going to use it? It's not enough to put in a group of honest officials and set a righteous course. IA members must go further. They must demand that the by-laws and constitution of the union be amended to prevent the chance of a second term of mobster rule, even in the remote future.

It's a job in which they should be encouraged by all responsible employers—who, after the present mess, should certainly be able to see the advantages of having a reputable union to deal with. They should also be aided by that lumbering hierarchy of the American Federation of Labor, headed by William Green, which dozed comfortably thru the regime of Bioff and Browne—and even appointed Browne to a committee to investigate racketeering in the AFL. If Green and his somewhat subservient refuse to help, the IA should lead a campaign in the AFL ranks to oust them.

So many necessary reforms confront Dick Walsh, the newly appointed IA president, and his members that it's impossible to list them all. Among the most important, however, are the following:

At present the IA president has a four-year term and is elected only by a show of delegates' hands at the convention. The election should be held equally by a mailed-ballot national referendum in which all members participate.

It was the practice of Browne to take over any local that failed to follow orders. Locals should be made autonomous and freed from the threat of undue pressure from national officers.

Until now IA finances have been kept among the deeper mysteries. An annual accounting of all funds should be made to the entire membership.

Browne was inaccessible to officials, his membership, and the press. IA affairs hereafter should be conducted on the table instead of under it.

To prevent any future emergence of mobster rule, the IA must be run as a complete democracy, with the members making the final decisions. Unless a set-up such as this is ensured, all the efforts of Walsh and his colleagues will go for nothing. The organization must prove that it can operate as a clean, honest trade union, and the rank-and-file membership must be constitutionally empowered to kick out dishonest leaders—and bring criminal charges against them if necessary.

Then the rank-and-file members must guard their rights vigilantly and well. It's up to the IA.

## Public Goes Mostly for Escapist Stuff So Far; Less Flag-Waving In Clubs, Few Military Song Hits

By PAUL DENIS

NEW YORK, Nov. 15.—Despite the increasing number of films, songs, records, plays, radio programs, special propaganda shows and vaude-cafe song-and-dance bits that are patriotic and militaristic, audience reaction has not been enthusiastic so far, a survey indicates. Despite this, pacifist and isolationist ideas are practically non-existent in show business production. Apparently, there is a gap between what show business producers want to hand out and what audiences want to see and hear about political lines. Audiences indicate they prefer escapist entertainment, but apparently are not entirely antagonistic to militaristic themes, either. War fever has not reached a boiling point yet. People who don't care for "super-patriotic, pro-war" themes simply stay away from such entertainment.

The Interstate Commerce Subcommittee, which this summer held hearings on its investigation of war propaganda in films, brought out accusations that an increasing number of films were "pointing to war" and, of course, the film industry's denial that such was the case. Will Hays, head of the film industry's

public relations outfit, told Senator Wheeler January 16, 1942, that only 6 per cent of 1940's feature films dealt with international politics or European current events.

Since then, the number of films with political and military themes has increased. Despite this, the biggest film grosses of 1940-'41 were *Duck and Cover*, *Do-It-Yourself*, *North Was Mounted Police*, *Caught in the Draft*, *Men of Boys Town* and *Go With the Wind* (according to *Hollywood Reporter*). Not one of these five had a contemporary political theme, although two treated the peace-time draft humorously. In other words, Hollywood has been unable to turn out a single smash hit picture with a serious modern war theme.

To legit, war-theme and anti-Nazi plays have flopped, with the exception of *Watch on the Rhine*, *The Wooley* (the moderate success) and *Candle in the Wind*, the last getting weak reviews and being carried to far by Helen Hayes's unaided name draw. Two plays which preached tolerance took quick strides. Several plays brought in anti-Nazi (See *Few Military Numbers* on page 12)

## IA To Pay Defense Costs For Browne, Bioff Trial

NEW YORK, Nov. 15.—In the wake of public renunciations of George Browne and Willie Bioff by the International Alliance of Theatrical Stage Employees' newly-appointed president, Richard T. Walsh, resulting from their conviction last week of extorting almost \$1,500,000 from the film industry, it was revealed yesterday that the costs of the trial would be paid for by the IA, under the provisions of a bylaw passed two years ago during the union's Louisville convention.

When questioned, Walsh stated that the IA executive board had passed a resolution, subsequently ratified at the convention, that the union would pay legal costs to defend any officers involved in criminal proceedings. He says the IA intends to stick by it and pay the bill up to the time that Browne and Bioff were found guilty. "Other than that," said Walsh, "not another penny. They are completely on their own."

Walsh did not reveal how much the bill will amount to, but said: "It will be included in the union's next financial statement." Efforts to reach Martin

Goehay, counsel for Browne and Bioff in the trial, were fruitless, his office stating that he was "in conference." An associate of Goehay's, a Mr. Ash, hung up when asked how much the IA would have to kick in for the defense of its deposed rulers.

Legal circles, however, estimated that this type of an action, for the preliminary work and period of time covered, would cost between \$50,000 and \$75,000.

Walsh, by explaining the origin of the resolution, said it was incorporated into the bylaws because of the constant attacks upon labor leaders in various courts, and that the officers were entitled to protection from the IA when they got into legal scrapes resulting from their union activities. When asked why the resolution was thought of just two years ago, he said that at that time it was felt that such matters should be put on paper, rather than left on a hit-and-miss basis. He added that even before the passage of this resolution the IA protected its officers.

"If the delegates didn't like the idea," (See *IA PAYS COST* on page 15)

## Boston Garden Rodeo Draw 11% Ahead of '40 Business

BOSTON, Nov. 15.—With standees at the performances and better-than-average business for the remaining 12, Boston Garden's 10th annual Championship Rodeo, October 30-November 31, set a new attendance record for the 13-day stand playing to an estimated 164,950. Attendance was about 11 per cent ahead of last year. Although garden officials retained their customary reluctance to talk financial affairs, it was understood the rodeo's gross reached at least \$182,000. A seven-year attendance record for one rodeo performance was shattered at Tuesday's (9) matinee, when 18,620 jammed their way into the Garden. Standees also were the order at the November 2 matinee and matinee and evening November 3 and Armistice Day. Garden officials said the extra revenue this year was due to the fact that 18 performances were played instead of 16.

Countless columns of publicity were garnered, including a full-page spread in *The Boston Sunday Post*. Entrance of Gene Autry was good for considerable publicity and many tie-ups were effected. Injuries were fewer this year than for any in the last decade. A saddle, bought by Capt. McCarthy, was awarded to George Mills. Proceeds from the award went to defray hospital expenses of Red Fletcher. The show pulled out Wednesday, heading for Buffalo and a one-week stand.

Last-half and final winners, November 11, were: *Call Roping*—Fourth Day (three rounds), \$180.00; Homer Pettigrew (\$5.11); \$192.80; Hugh Bennett (\$5.31), \$208.39; Dee Burk (\$2.11), \$210.18. Fifth Day, Burk Ekols (\$17.31), \$196.65; Hugh Claggman and Homer Pettigrew split second and (See *BOSTON RODEO* on page 41)

## How To Make 'Em Pay

MIAMI BEACH, Nov. 15.—A new way to "embarrass a big shot into paying his tab was demonstrated here last week after the emcee had finished with his introductions of celebrities, Danny Davis, husband of Kitty Davis, of the Aislner Club, heard mentioned the name of a business executive in the audience.

Whereupon, Davis ascended the stage, took up the mike and told how the executive was wined and dined a year ago and then left without paying his \$170 tab or tipping any waiters.

Davis said the gentleman should be given a drink on the house and that the doors should be locked. The audience howled, but the tab-jacker said nothing. Davis reported later he got his money.

## Sen. Lee and Noted Humorist To Speak At Banquet of SLA

CHICAGO, Nov. 15.—John M. Dumond, general chairman of the Showmen's League of America annual Banquet and Ball to be held in the Hotel Sherman (See *LEE AT SLA BANQUET* on page 21)

## MCA's 1st Lecture In New York; Series?

NEW YORK, Nov. 15.—First feature venture of the local Music Corporation of America office since it absorbed the Columbia Artists Bureau will be the William L. Shirer appearance at Carnegie Hall Saturday night (22). Management Corporation of America, MCA affiliate, is sponsoring the lecture.

Shirer is among the several big-name lecture names included in the Columbia list MCA acquired last month.

If the Shirer date makes dough, MCA may try to work out a series at Carnegie Hall.

## In This Issue

|                           |           |
|---------------------------|-----------|
| Broadway Beat, The        | 24        |
| Burlesque                 | 25        |
| Carnival                  | 30-38     |
| Cinema and Corral         | 40-41     |
| Classified Advertisements | 41-51     |
| Coin Machines             | 52-53     |
| Crossroads, The           | 46        |
| Derbyshow News            | 27        |
| Edifice's Desk, The       | 46        |
| Fairs-Expositions         | 42-43     |
| Final Curtain             | 29        |
| General News              | 3-5       |
| General Outdoor           | 56        |
| Legitimate                | 15-16     |
| Letter List               | 47-48     |
| Music                     | 26        |
| Merchandise-Pipes         | 52-56     |
| Music                     | 5-11      |
| Music Merchandising       | 60-67     |
| Night Club Reviews        | 18-19     |
| Night Club-Vaudeville     | 17-25     |
| Non-Theatrical Films      | 21        |
| Orchestra Notes           | 8         |
| Parks-Pools               | 44-45     |
| Pipes                     | 55-56     |
| Possibilities             | 5         |
| Rails                     | 6-8       |
| Record Buying Guide       | 62 and 64 |
| Revue-Tent Show           | 27        |
| Winter-Skaters            | 39        |
| Sheet Music Listings      | 12        |
| Show Family Album         | 50        |
| Some With Most Radio Plug | 12        |
| Sports of Events          | 38        |
| Theaters                  | 4         |
| Theater's Domino          | 4         |
| Vaudeville Crosses        | 24        |
| Vaudeville Reviews        | 22-23     |

ROUTES: Circulate page 14. Act, Units and Attractions, 21. Dramatic and Musical 21. Ice Shows, 21. Carnival, 34. Circus 14. Miscellaneous, 34. Route Not Classified, 24. Events for Two Weeks, 36.

# Indoor Amusement Fields Feeling Priorities Pinch

NEW YORK, Nov. 15.—With the government tightening its control of defense material, amusement enterprises have been having increasing difficulty getting equipment and merchandise. The construction of new radio stations and new theaters is being held up, due to priority rulings, and other show-business ventures have been forced to seek substitute materials of all kinds. As a result, all show-business executives have been moving slowly in planning expansion, and a great many have had to curtail activities.

The Supplies Priorities and Allocations Board last month ruled that no construction may be started during the emergency unless vital to national defense. That would rule out theaters, radio stations, and all other amusement enterprises. Alarmed, Joseph Bernard, chairman of the Theater Division of the Motion Picture Committee Co-Operating for National Defense, hurried to Washington recently to plead for consideration on material and equipment for theaters and film studios, so that they may continue their vital public function. He pointed out that theaters need projection equipment, screens, carbons, radiotrons, neon gas, rubber mats, carbon tetrachloride, toilet fixtures, hardware, electric motors, metal toilet partitions, manila rope, electric cable and wire, denatured alcohol for paints. James E. Fly, chairman of the Federal Communications Commission, said recently that he "would not advise anyone to attempt to go into the broadcasting industry at this time" because of the construction material shortage.

Amusement device manufacturers are having a tough time getting copper, aluminum, nickel, zinc, chromium, wire, cable, brass, bronze and certain kinds of wood.

Requests for clearances on material listed under priority rulings go to the Office of Production Management in Washington, with the Electrical Products and Consumers' Durable Goods Branch handling most industries whose products are used by show business, includ-

ing photographic apparatus, sound reproduction and equipment and musical instruments.

CHICAGO, Nov. 15.—Rube Yocum, operator of the Lamb-Yocum ice show, playing hotels and cafes, reports that the shortage of materials needed to set up real ice tanks indoors has reached a dangerous stage. An average of two drums of freon gas (about 300 pounds) are needed for each date, and because it is used for defense purposes, it is all but impossible to secure it. Its normal price of 50 cents per pound has jumped to 31. Yocum said that about a drum of gas is lost during each date.

Yocum is currently appearing at Colosimo's Cafe here, where he is scheduled to stay six weeks. Material shortage situation, he said, will force indoor ice shows to book dates of long duration.

## St. Joseph Aud Active

ST. JOSEPH, Mo., Nov. 15.—The St. Joseph Auditorium, closed for several months, has sprung into life again since it was purchased and renovated by the city. Manager Otto Struckberg reports the big building booked for 20 of November's 30 days. Engagements include wrestling, lectures, four billiard shows and four nights of Water Politics of 1942. Auditorium may soon be operating at a profit for the first time in more than a decade.

## Shipstad-Johnson Icer Pulls 115G in Washington

WASHINGTON, Nov. 15.—Shipstad & Johnson Ice Follies, ending a 10-day showing tomorrow at Riverside Stadium, will gross around \$315,000, exceeding previous two years here.

Manager Johnson stated that this show is experiencing better attendance and box office all along the route, with an average of 4,700 people watching each performance. Next stops are Toronto, Cleveland and Madison Square Garden, New York, in that order.

## New Ice Unit Planned

NEW YORK, Nov. 15.—A 26-people-ice unit, to play medium-size towns which have no permanent ice arenas, is being organized by Bob Morton, of National Producing Company. The unit will carry its own portable refrigeration system, capable of freezing a 60 by 60 surface.

Rehearsals will get under way soon after the first of the year, and it is expected that the show, unnamed as yet, will be ready in February. Plan is to stay about two days in each town on a two-a-day basis. Will play two or three engagements weekly.


Morton is currently on the road lining up dates.

## "Rooms" 32C in Springfield

SPRINGFIELD, Mass., Nov. 15.—The third Playgoers attraction of the year, Separate Rooms, grossed \$3,200 for two performances Wednesday (12) at the Court Square, according to Managing Director Daniel J. Maloney.

## Thru Sugar's Domino

Picking a Scab;  
B'way Talent Case



IF REPORTS that have reached us are correct, there are several readers of The Billboard who do not religiously devour every page of every issue. It is further reported that not every Billboard reader subjects himself to the ordeal of reading this pillar every week. If evidence is given to those reports we are safe in assuming that this week's public is not entirely aware of the world-shaking fact that certain questions we publicly asked the Associated Actors and Artists of America (shades of anti-macassar!) in the July 5 episode of our weekly effusion have not yet been answered. To be more exact, we asked three questions of the Four A's as well as the AGVA, not always affectionately known as the American Guild of Variety Artists. We promised these actors' organizations—Mama Bear and one of her Baby Bears in the union movement—to answer thru the medium of this pillar provided the answers were in our hands by the end of July. No hits, no runs but, in our humble estimation, plenty of errors.

In this still free country actors' unions have the right to refuse to answer questions posed in the interest of skepticism. We do not deny the Four A's and the AGVA this right. It is not for us to exact the price from them of not availing themselves of the opportunity of clearing the air of doubt, suspicion, and distrust that exist in the minds of actors. That price will be demanded somehow and some time by the actor. We hope.

Again we say—for the benefit of its constant readers—that the actor deserves to know what happened to the idea of the one big union. He also deserves to know why nothing tangible has been done for him toward the end of advancing the interchangeability of membership cards. He has the right to know why obvious economy moves have not been instituted—and many other things that neither the Four A's nor the AGVA seems inclined to answer.

While we are questioning and retelling what we might as well touch also on the proposition of Gerald Griffin, national executive secretary of the AGVA, playing the part of a man sitting on a maul. The AGVA is helping neither itself nor Griffin by ignoring the implications of talk in the trade about Griffin's alleged inflammatory statements at the now famous Tommy Dorsey cocktail party. If Griffin is guilty, in word or spirit, he should be removed. If he is innocent the AGVA should come out unequivocally in his support. Neither the AGVA nor Griffin can afford to ignore the situation. That is, if either or both of these factors are honestly concerned with the welfare of the actor.

## DICK JURGENS

(This Week's Cover Subject)

NEXT April Dick Jurgens and his band will complete their fifth year at the Aragon Ballroom, Chicago, after which they will head for New York. Although this will be the band's first Eastern venture, the Jurgens music is by no means unknown in that region. Other records and extensive WGN-Mutual air time have done much to make the master's name as familiar along the Atlantic seaboard as in the Middle and Far West.

Jurgens' music is of the delight, up-to-the-minute commercial kind, highly danceable and presented in entertaining fashion. All the boys give clever instrumentalists and solo performers, making for a wide variety of smart production novelties and helping insure the outfit's position as one of the most versatile crews in the business.

The composing ability of some of its members has also played an important part in the band's rise. Such hit tunes as "My Last Good-bye," "If I Knew Then," "A Million Dreams Ago," "Careless," "I Do, Do You?," "Do You Care?," "Einer's Tune" and the band's theme, "Day Dreams Come True of Night," are products of the Jurgens personnel.

The band has already demonstrated its pulling power in every conceivable type of location. A recent theater tour was a big success, as was a tour of one-nighters between Chicago and Los Angeles. In recent years Jurgens has appeared in such locations as Palomar Ballroom, Los Angeles Casino, Catalina Island, Calif.; St. Francis Hotel, San Francisco; Chase Hotel, St. Louis, and, of course, the Aragon and Trianon ballrooms, Chicago.

Featured vocalists are Harry Cool and Buddy Macken.

# BROADWAY BEAT

Patrols the

ONE of the bands that stood around in front of the Father Duffy Memorial at 47th Street and the Stein for the Armistice Day program as its piece de resistance, blithely broke into, of all tunes—*Singin' the Republic*. Incidentally, regarding the Armistice program, it was startling and thought-provoking to notice the size of the crowd. In former years, parts of the street had to be roped off; this year, even the walk at the north end of the square was practically empty. Most people those days seem to take one look at a parade and then walk in the other direction. . . . Despite the fact that the male teams usually win on parade's *Dotterle of the Seas*, on last Tuesday's show the girls won a hands-down victory.

It was a team of actresses—Betty Gards, Minerva Flous, Pert Kelton and Ann Thomas. The bird-brained males were trade paper reporters—Ed Flynn, Sid Weiss, Herman Pincus and Paul Ackerman. (See Radio Department for the bloody details.) . . . Bob Merrit, who handles the advertising for several local night clubs, is placing copy for them in *The Times* in the form of a night club column signed by himself—which gave rise to the erroneous report that he was *The Times*' new night club editor. . . . Rita Hayworth (nee Cassino), who has been honoring the Stein with a visit, is nothing if not inconsistent. Scheduled to appear in the film version of *My Sister Helen*, she told at least one scribe that her favorite New York show was *Life With Father*; and, the day before the appearance of a *Time* article in which she said she hated horses because of her early stretch of Westerns, she made the presentation of the top award at the local horse show. . . . If you notice a rash of red hands among the Walgreen ingenues these days, it's all the doing of one of the big soap companies, which is conducting experiments on the effects of its product on ladies' hands. It sent out a call for girls to immerse their jaws in soap water three times daily for 20 minutes per session, at a fee of \$1 per dunk. Since the experiments last 11 days, it's a total loss of \$33—and there's no chance of getting stranded. . . . Vaddy-Vaddy Dept.: *The Billboard* can now be read while you're buying a \$6,000 fur coat in the Mink Room of Russek's Fifth Avenue.

THE Romy Theater, in advertising its Saturday midnight shows, displays a photo of a filled lobby. The only trouble is that, in the foreground, are a couple of tots whose bedtime should be around 6 p.m. Or maybe the kids have more stamina these days. . . . William Morris Jr. is co-sponsoring with the Riverside Museum an exhibition of the William Morris Collection of posters from South and Central America, including examples from the fields of education, health, government and amusements. The event was started by a reception Thursday (13) at the Cafe Francaise in Radio City, where the posters are being shown. . . . Ruth Simon, the play agent, has completed arrangements with Jay Gould for the production of *For This We Fight*, by Laurence S. Labson. . . . Dell O'Dell believes in getting out her Christmas greetings early. They've already been sent, in the form of verse, accompanied by a roll of stage money—to help with Christmas shopping. . . . When Charlie Barnet took his during his recent engagement at the Central Theater in Passaic, N. J., the first maestro to offer his services was Teddy Powell, who had been burned out of the Rustic Cabin in Englewood Cliffs, N. J., a few days before. Powell led the Barnet orchestra until Charlie was well again. . . . Speaking of the Rustic Cabin fire, it wiped out the instruments and music library of Powell's band and cost the maestro \$4,000 for new instruments and re-copied scores. But the financial aftermath came the morning after the fire—when a long-awaited piano tuner finally showed up to rejuvenate the music.

AFTER a shamefully long absence we finally got around to catching the Low's State, New York, show, last week. One who is vitally concerned with living entertainment, must not stay away too long from this last outpost of undiluted vaudeville. Sometimes it is wise to get away from something in which one has been so close. The return reveals new sights and viewpoints.

New talent of consequence is rare these days. Hustling agents and scouts will testify to that. Notwithstanding the altruistic efforts of Major Gong to pave the streets of Broadway with gold for the benefit of moribund vaudeville, a genuinely new talent item is something to marvel at and to cherish. We ran into this rare phenomenon at the State in the person of a youngster by (See "SUGAR'S DOMINO on page 25")

**The Billboard**

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# Act Shortage Around Chicago Becoming Acute

CHICAGO, Nov. 15.—The old act-shortage story in the Midwest has reached a critical stage, leading bookers agree, because of the many new cafes which have opened in and around design factory towns and army camps. Despite the obscurity of these spots, acts like to accept work there because the salary tops that offered by many city spots. Cafes do a flourishing business near army camps, mostly from officers and visiting relatives who take their boys out for a while.

Also contributing to the shortage is the coming Florida season, which is drawing many performers away, and the crop of musicals in New York, which tied up a number of acts and keeps an equal number of hopefuls close to Times Square.

Leading rooms here have given up the idea of demanding an exclusive city appearance clause from the top turns, being anxious to play them when available regardless of their past records. The Cosy Paroo is bringing in Lou Holtz tomorrow, even though his last date here was at the competitive Hi-Hat. The Hi-Hat meanwhile, is playing Betty Fields, who has long been a Cosy attraction.

The Rumba Casino booked Mary Kaye and Naldi out of the Palmer House, an unprecedented move. Team closed the hotel Wednesday (12) and moved into the Casino yesterday. Both are Loop spots.

The Blackstone and the Congress hotels are preparing to reopen their dining rooms. The Congress's managing director, John Mack, has employed Johnny Ghuskin, band manager, to handle talent. The Congress Casino is to reopen early in January with a band, policy, starting with Mitchell Ayres. The Blackstone plans to reopen its Mayfair Room under a society talent set-up. Meanwhile the smaller rooms in both hotels will continue with small musical combos.

## TARA Will Mull AE Franchise Fee

NEW YORK, Nov. 15.—Having received no notification from Actors' Equity of a ruling requiring agents to pay \$25 annually for their Equity franchise and an initial fee of \$100 for agents franchised after December 1, George Goldsmith, president of the Theatrical Artists Representatives' Association, said today that no organized opposition will be taken to the move until the agents hear directly from Equity. Spokesman for Equity said that notices to agents informing them of the move would be mailed today. Resolution was passed Tuesday (11).

Equity's reason for instituting a licensing fee for agents was cited as an effort to clear out the dead wood and, somewhat more to the point, to underwrite the cost of agents' supervision in Equity. Equity passed the ruling prior to reviewing the applications of 23 agents for franchise, and postponed further action on the applications "in case the cost makes any difference."

Goldsmith said that when he hears from Equity the agents group will "discuss" the merits of the move with the Equity Council.

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# Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

**DORA WEISSMAN**—legit character actress who last appeared in the short-lived *Man With Blood Heat* at the Belasco Theater, New York. Best known for Jewish characterizations of many types, but can fit into other varieties of character role as well. Has great sympathy and depth of insight, and has done magnificent jobs in roles calling for touching and poignant tragedy as well as shrewdly and hilariously projected comedy. Would be invaluable in films.

## For RECORDING

**JAN BART**—singer currently at Agide's International Casino on the lower East Side, New York, and also featured on a foreign-language air spot. Possesses a tenor of remarkable power and sweetness as well as wide range. Voice is young and vigorous, and his repertory includes operatic arias, along with folk songs and pops.

## For LEGIT MUSICAL

**MARY-JANE YEO**—skater currently featured in *It Happens on Ice* at the Center Theater, New York. Legit musicals contemplating ice sequences (as several are at the moment) could use her to tremendous advantage. In addition to being a superlatively able skater, she's an extraordinarily pretty youngster with one of the most captivating personalities to come along in seasons. Should also screen well.

## All Loop Legit Houses Booked

CHICAGO, Nov. 15.—Local legit season will reach its peak next Sunday (18), when all available houses in and out of the Loop will be occupied. This means six productions in town at the same time, a rare event these days.

*Blossoms Time*, which returns to the Grand Opera House Sunday (23) with Everett Marshall in the lead, will round out the half dozen. The Great Northern Theater, which used to take care of WPA productions, will relight Thanksgiving night (23) with the first Clyde Elliott and Lee Sloan stock venture, *Village Green*. Jack Northworth will do the Frank Craven role.

Stundebaker, after two successive flops (*Chadley's Aunt* and *Western Union*, flops), is trying again with *Native Son*, which came in Monday (10). Advance sale is not strong, but word-of-mouth is expected to help.

Mr. and Mrs. North opened well at the Marx Sunday (9) and the local notices were strong. May stay over the holidays. Louisiana Purchase continues to do near-capacity at the Erlanger, averaging \$25,000. *Claudia* goes into its 10th week at the Selwyn, still pulling a profitable \$13,000.

## "Norris" Weak in Buffalo

BUFFALO, Nov. 15.—After doing sensational business for first four shows, Erlanger Theater slumped slightly, with Mr. and Mrs. Norris, starring Anita Louise and Owen Davis Jr. Take was \$1,500 for eight performances, November 2-8.

# Unit Scarcity Acute; Pic Names And Columnists Scared by Taxes

NEW YORK, Nov. 15.—List of first-class units available for theaters is the smallest in many years. Simultaneously, demand for them has increased, as have selling prices. Major reason for shortage is the lack of b-o. personality and unavailability of vaude acts to round out suitable casts.

Biggest disappointment to house bookers is the extreme scarcity of picture names, who in previous years headed units. Newspaper columnists also have not been heading starlets, even with the frequency of previous years. Pic players and columnists are being advised by their managers to lay off any activity that would tend to bulge their bank accounts too much, because of increasingly high income taxes.

Only hope that bookers have of getting Hollywoodians is based on the fact that major Hollywood studios are curtailing B productions, which may result in screen layoffs for many featured players. However, stars will still be at a premium.

The only movie name now at the head of a unit is Martha Raye, who will play with a combination at three houses and also two dates as a single. Unit price is \$6,500.

Other big units on the road include the second edition of *Passions*, *Sergants*, which opens next week at Sioux City, Ia.; *Houston Nights*, Harry Howard's Beachcombers; Clifford Fischer's *Boles Berger*; George White, Sounder; Earl Carroll's *Vandier*; *Sister Girl Revis*, and the *Opposoban Revue*.

Idea and units are so scarce that a No. 2 company has been formed of the *Sister Girl Revue*. The combo will play

lesser houses. Irving Yates is booking this layout.

Cheap units have much time available in the South and Southwest. The talent shortage is evident only in units for deluxe houses. Smaller units are easier to get.

## "Roller Follies" Set for Tour

NEW YORK, Nov. 15.—The first large-scale roller skating show for arenas and auditoriums is now being organized by Harold Steinhilber, head of Jolliter Follies, Inc. Gae Foster, of Paschou & Marco, will stage the routine, with P&M's Jesse Kaye and Sam Shapton to supervise the layout.

The *Roller Follies* of 1942 will open at the Municipal Auditorium, Cleveland, January 6. A break-in date will be played either in Baltimore or Hartford prior to the Cleveland opener.

Production is estimated to cost around \$50,000, and will include a name band, a skating chorus of 32, and 40 champion skaters. Rehearsals are slated to get under way, December 1. It is expected that the pattern of the show will closely follow that of the major ice shows.

Responsible for the show is the increased interest in roller skating throughout the country. Roller rink operators say that the revival has now been in effect for five years. Business for the last two years has been "phenomenal." The promoters believe that there is sufficient interest in this form of entertainment to make the *Follies* tour profitable.

Much talent has been developed in this field, and adequate use of it until now has not been realized.

## Grand, St. Louis, Back to Legit

ST. LOUIS, Nov. 15.—Grand Theater, which for the past two years has been presenting burlesque, will return to legit, temporarily at least, beginning January 1, when the touring company of *Life With Father*, headed by Percy Waram and Margalo Ollimore, will open a three-and-one-half week engagement there. It is announced that others may follow, depending on the success of *Father*.

The burlesque shows scheduled for the Grand will be moved to the Garrick beginning November 24. The Grand Theater will remain dark from November 28 to January 1, during which time the house will be redecorated.

## "Ice-Capades" Fair in Buff

BUFFALO, Nov. 15.—*Ice-Capades* at Municipal Auditorium November 22 didn't gross as heavily as was expected. Lou Olfela, manager of the Buffalo Hockey Club, Inc., sponsor of the show, stated that, despite a take of only \$55,000 (seven performances), he has contracted to bring the show back next season. Weak attendance on early nights was blamed on newness of this show here as well as impending completion of Souja Hente unit, due in mid-December. Show built, with last night a near sell-out. Olfela reports that local sponsor broke even.

## Ballet 15G in Detroit

DETROIT, Nov. 15.—High grosses set by the reopened Wilson Theater in its first week with *Clash by Night* were closely followed by another excellent week, totaling about \$14,000, only \$700 under the figure set by the Orpheum premiere for *Portrait Galle's Ballet Russe*. The ballet record was for eight days, compared to seven for the earlier engagement.

Following this booking, the Wilson, like the Cass and Lafayette, lapsed into darkness, marking a total black-out after three houses had been running simultaneously for the first time in recent seasons.

## "Hellza" Return Big in Tulsa

TULSA, Okla., Nov. 15.—*Hellzapoppin*, with Billy House and Eddie Garr, played here for the second time in the current year, last Wednesday (6) to the second largest house of its current tour, according to Reuben Rabinovitch, business manager. The show opened the 1941-42 legit season at local Convention Hall, under the booking of Mrs. Robert Boice Carson. Audience was approximately 2,400.

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# NBC'S HEAVY SPENDING

## 13 Public Service Shows Total \$400,000 in Production Costs; Fraction of Annual Expenditure

NEW YORK, Nov. 16.—Breaking precedent, National Broadcasting Company this week revealed surprisingly large production cost figures on some of its representative public service sustaining programs. For example, 13 shows cost nearly \$400,000 annually. Figures by no means covering all public service shows, nevertheless include one sample each of the various types—ranging from kid shows to poetry and symphony broadcasts—and are indicative of the tremendous amount of money expended by the network on non-commercial broadcasts.

Production costs as given here, according to Sidney N. Stroz and Walter G. Preston, respectively vice-president in charge of programming and director of public service programs, are not exact, but represent close approximations of "out of pocket" expenses incurred by the network in the presentation of the shows. Cost of time, for instance, does not figure in the tabulations, nor does salary of staff producers, staff engineers or staff musicians.

### Not Hay

Yearly production cost of 35 programs on the Red and Blue nets totals nearly \$400,000. Shows include the NBC Symphony (with guest conductors for 24 weeks), \$60,000; Walter Damrosch's *Musical Appreciation Program*, \$50,000; *National Farm and Home Hour*, \$52,000; *Town Meeting* (26 weeks), \$30,000; *String Symphony*, \$38,000; Josef Maras's program of African folk songs, \$15,000; *Coast to Coast on a Bus*, \$20,000; Ted Malone's *Between the Book Ends*, \$16,000; *First Piano Quartet*, \$16,000; Alma Etchell's *Streamlined Journal*, \$6,500; *National Radio Forum* (26 weeks), \$5,200; *Hidden History*, \$3,200.

In addition to above official figures, the recently concluded *Good Neighbor* series, carried by the Red network for 21 weeks, totaled some \$60,000, figuring in talent such as outside arrangers and musicians, and also sundry expenses, such as bringing up diplomats from Washington, cocktail parties in honor of representatives of the different countries, etc. NBC, incidentally, could easily have sold the time on the Red net which carried the *Good Neighbor* series.

Items figuring on the costs of some of the other programs include outside musicians, speakers, traveling expenses, hiring of halls, etc. On *Town Meeting*, for instance, not is for speakers and traveling expense to New York. On *National Farm and Home Hour*, greatest out to 166 speakers and traveling expenses, because the show keeps moving. But on *Between the Book Ends* is just for Malone and one guest. On *Streamlined Journal*, Alma Etchell works for NBC but cost figures price of guests, such as Noyes McMein, etc. Cost to *Coast to Coast* on a Bus, using the same kids who were on the Jack Benny replacement show the past summer, lays out \$20,000 for the kids and Midge Tucker.

None of the production costs given above take in the terrific cost of some of the more elaborate news broadcasts.

The European round-up carried on the Blue net at 7-9:30 p.m. Wednesdays, for instance, is understood to total about \$5,000 weekly or about \$388,000 annually. Another high-priced public service show is the *Chicago Round Table*. This has a production cost of some \$30,000, but the University of Chicago absorbs a heavy part of the expense, leaving some \$7,000 to be paid by the network.

### News

Sustaining news periods carried by the Red and Blue nets total a terrific amount of time and in many instances out-of-pocket money which the nets must pay in order to get the pickups from foreign capitals. Sustaining news periods now carried by the Red and Blue networks total about 1,200 minutes weekly, with the Red net carrying 800 and the Blue 600. With the exception of a few half-hour periods, these totals are made up of quarter-hour and five-minute periods throughout the day.

### AFL Plans Radio Program

SAN FRANCISCO, Nov. 16.—Labor Council is urging all AFL unions here to contribute 1 cent per member per week toward sustaining a weekly State-wide radio program to be sponsored by the California State Federation of Labor. Cost of the proposed program will amount to \$1,000 a week, with talent to be donated free by AGWA, SAG, AFRA, Musicians' Union and associated AFL craft. Broadcast would cover a 52-week period.

## Advertisers, Agencies, Stations

NEW YORK: EDWARD LONGSTRETH, formerly radio director for Colgate-Palmolive-Peet Company, and Bruce Chapman are collaborating on two daytime serials in which the commercial palaver will be incorporated in the dialog. William Morris agency is handling both scripts. Mueller's Macaroni is sponsoring *Nero's Noon*, with Don Goddard, Tuesday, Thursday and Saturday, 12-12:30 noon on WJAP. Maxon, Inc., the agency. Ted Weber has resigned as assistant publicity director of CBS to join the advertising staff of the new Marshall Field paper in Chicago. Hal Roke, publicity director of the CBS Pacific network, will come to New York to take the vacant post. WBYN has signed contract with Rama Wine calling for 30 transcribed spot announcements weekly. Pepsi-Cola, thru Newell-Kennett, has inked pact for 30 transcribed spots. WWRL has added two national accounts, Bulova Watch Company has signed for time signals thru Slow Agency, and Pepsi-Cola for transcribed spots via Newell-Kennett. Joan Wing is new telephone supervisor at WOR. Harry Carlson, WOR announcer, back on job after a minor operation. James Martin now acting supervisor of the WOR

### Come Out of the Kitchen

DENVER, Nov. 15.—Nancy and Ned are the characters in an across-the-board show on KPXL in which cooking events, meetings of civic organizations, etc., are discussed and plugged. Sponsor sells household appliances, so many of the sequences are built around washing machines, stoves, etc.

Recently the pair were holding one of their conversations while talking the refrigerator at Nappy's home. Lady listener wrote to sponsor wanting to know just what relationship pair bore to each other and other questions relating to their personal status.

Result: At sponsor's request, future dialog of Nancy and Ned will take place outside of Nappy's home, so that listeners won't get any wrong ideas.

### FM Scale for Chi Set by AFM Local

CHICAGO, Nov. 16.—Local 10, American Federation of Musicians, has set up a scale for musicians working the local Frequency Modulation station, W59C, operated by WGN. The scale is limited to 75¢ work only.

Yearly scale is \$60 for three hours work in a period of six consecutive hours, five days a week. This applies to musicians as well as record turners. Leaders get \$10 extra per week. Overtime is \$4 an hour. Scale is about 30 per cent of the regular broadcasting fees.

Agreement is signed for one year, and calls for the employment of nine FM musicians. Union explains that the low scale was permitted because the station reaches a limited audience and has few sponsors.

## Sam Balter Asks Injunction on Program Title

PHILADELPHIA, Nov. 15.—A restraining order against the program and damages of \$100,000 are asked by Sam Balter, who formerly aired the *Inside of Sports* series on Mutual for Phillies cigars. Suit was filed on Wednesday (19) in U. S. District Court here by Mark E. Lofgren of the local law firm of Condon, LeBrun & Beechwood, and is directed against Troy & Ellington, local agency handling the account, Bayuk Cigars, Inc., sponsor, located here, and Jack Stevens, who has placed Balter on the show.

Preliminary hearing on the injunction is scheduled to come up Monday (17) before Federal Judge William H. Orkpatrick. Injunction is sought to restrain continued use of the program's title and pattern, claiming that it is infringing on Balter's property right. Moreover, bill of complaint alleged that the *Once in a Lifetime* feature of the program was originated by Balter even before he started under Phillies cigar sponsorship, and that he had used that feature on the radio previously for other sponsors.

*Inside* series originates here at WFIL for Mutual. However, neither station nor network is joined as party defendants to the action. Filing of suit is little surprise in local circles. Balter has been in town for over a week, known to be juggling with lawyers, and indicated that he would start the litigation. Balter left the show when it moved to Philadelphia from the West Coast, reportedly having differences with the agency over the stanza's point of origin. Stevens, who had been during the sports feature over the New England regional nets for same sponsor was rushed here to take over when Balter left.

## KQW Plans CBS Tie, Pending FCC Okay

SAN FRANCISCO, Nov. 15.—Altho an appeal by KQW set aside the FCC grant to KQW of an increase to 50,000 watts, latter is going ahead with pronounced plans to become the outlet for local Columbia programs by the first of the year, displacing KSFQ.

Ralph Brunton, owner of KQW, conferred part of this week with Jerry Sills and Arthur Dunham, CBS station relations directors in New York, both of whom returned East Wednesday night without making any comment.

However, Brunton expressed confidence of an eventual KQW contract with CBS, meanwhile awaiting the FCC's review of the applications of both stations. Date of the hearing has not yet been set.

## NBC Production Costs

| Program and Time   | Cost     |
|--|----------|
| NBC Symphony Orchestra, Tues. 9:30-10 p.m.                                   | \$60,000 |
| First Piano Quartet, Thurs. 10:15-10:30 p.m.; Sun. 9:45-10 p.m.              | 16,000   |
| NBC String Symphony, Sun. 4:30-5 p.m.  | 38,000   |
| Josef Maras, Sun. 3-3:30 p.m.  | 13,000   |
| Coast to Coast on a Bus, Sun. 9:15-10 a.m.                                   | 20,000   |
| Hidden History, Sun. 11:15-11:30 a.m.  | 3,200    |
| NBC Music Appreciation Hour, Fri. 2-3 p.m.                                   | 50,000   |
| America's Town Meeting of the Air, Thurs. 9:15-10:15 p.m.                    | 20,000   |
| National Farm and Home Hour, Mon.-Fri. 12:30-1:15 p.m.; Sat. 12:30-1:30 p.m. | 52,000   |
| Between the Bookends, Mon.-Fri. 1:15-1:30 p.m.                               | 10,000   |
| Alma Etchell's Streamlined Journal, Tues. 11:30 a.m.-12 noon                 | 6,500    |
| National Radio Forum, Mon. 9-9:30 p.m.                                       | 5,200    |
| Good Neighbors, Thurs. 10:20-11 p.m.   | 60,000   |

\*All shows, with the exception of *Good Neighbors* and *String Symphony*, are on the Blue network.  
Notes: NBC Symphony with guest conductors runs 24 weeks; *Town Meeting*, 26 weeks; *National Radio Forum*, 26 weeks; *Good Neighbors* series, runs for 24 weeks on the Red network.

### CHICAGO:

WERNER (NBC-Blue) is trying to hold its 5:15 p.m. kid audience with a new five-day serial, *Secret City*, written by Jack Bentkover. Station lost Jack Armstrong to WGN. WJJD will start a series of Sunday afternoon broadcasts (11:45-2:15), beginning December 14, based on the life of Abraham Lincoln. Series, to be produced by Al Hollander, station's manager, will be sponsored by Lincoln Memorial University, which is seeking funds. Preston Bradley will be commentator. The Craig E. Dennison agency is handling the Marks Clothing account, which includes *What's Your Opinion?*, spotted over WJJD. Roger T. Price is the new Club Martine scripter, succeeding John Lager, who is on a leave of absence to serve in the public relations division of the U. S. Naval Recruiting Bureau in New York. Olson Rug Company, thru Frembo, Felder & Prebba, Inc. has signed with WBBM for a new 15-minute show (6:45-7 p.m., Friday, beginning November 14), featuring the voice of Joe Allen and the music of Fred Witmer. Jack Payne, veteran writer, has joined the continuity department of WBOC, WGN's FM station. Fred G. Horn and Harold Higgins, WJJD sales department reps, back from a New York business trip. Milton's program director, during their annual meet at the Congress Hotel here Monday and Tuesday (10-11), made a number of recommendations to the chain's board of directors. They are not made public before the board acts upon them. Mutual's program director, Adolph Oppinger, was the chairman.

### PHILADELPHIA:

WHAT is last of the local indie stations to sign with ASCAP, with the net outlet still glickering. John

Timmons, Philco exec, trades his post for a \$1-a-year desk in Washington. Jack Hunter brings his singing voice to WIP. M. Leonard Malt, WDAS newscaster, leaves next Tuesday (25) for Hollywood. Roger W. Clapp, WFL general manager, arranged pact for Adam Hata to carry Herman Taylor's boxing bout promotions in 1942 on NBC. RCA-Victor switching its Music You Want stanzas from KYW to WFEN, with Bill Lang scheduled to revive the RCA news show. Don Hart, formerly of WJJD, Chicago, named chief announcer of WEN at near-by Bridgeport, N. J. Roger Williams and Clarence Fahrman's ink bag contract for new Keystone Automobile Club series on KYW. Harry Woods quitting WFL's announcing staff for a fling at New York. Veronica McCormack new WIP receptionist. Bill Lang returns his name you will remember bog sketches on KYW, Soles woman's apparel shop sponsorings.

### LOS ANGELES:

EDWARD A. LABEIN, member of the KHX sales department, joined the CBS sales staff in San Francisco last week. Henry Flynn, public relations department, succeeded Larklin and William McLaughlin took over Flynn's post. (See ADVERTISING on page 3)

# Radio Talent New York

By JERRY LESSER

**NEIL O'MALLEY** thought he was still a youngster and broke his arm playing touch football. **TRUMAN BRADLEY** was the announcer's assignment on *Shirley Temple Time*, launching December 5 the CBS Fourteen New Yorkers-not free taxi rides across town last Wednesday; with the **Meet Mr. Meek** sponsor footing the bill. Meek program moved from CBS's East 53d Street studios to CBS's Playhouse on West 43d Street after tickets had already been distributed bearing the old address. Thus, anybody who turned up at the 53d Street stand with a ticket was transported to the new place. **BILL TUTTLE**, MBS's *Shadow* producer, came up with his second authored script, *The Organ Played at Midnight*, on November 9 *Shadow* thriller. It was a beauty. . . . What a column or an interview can do for some people-with talent! **ANN THOMAS**, who was doing *Midnight* in radio, was interviewed and given a full-

page spread by **EARL WILSON**, of *The New York Post*; **WALTER WANGER** read the interview, liked what he read, plus her picture in the paper, and now **ANN** is a movie prospect.

**THAT'S HENRY HULL JR.**, son of the stage star, who is producing the *Bright Horizons* strip. . . . Looks as tho' **BAMMY RASKYN** will land a steady role on the *Mr. Meek* series, thru a small part he did last week, Salesman Sam. . . . They say that actress **FRANCES CHANEY** and **RING LARDNER JR.** are looking for a preacher. **JACK BARNETT**, the special material writer, and **LEON CARR**, the arranger, are reading a series of half-hour original operettas for radio. . . . **TONY ROBERTS**, the Fox Fur Trapper, has just been signed by **WALTER BLOOM** to a management contract. **TONY** is heard on **WAAT**.

# BMI Long-Term Operation Sure; Budget Tightened; Fees Reduced; Push in Educat'l, Concert Fields

**NEW YORK, Nov. 15.**—According to all indications, BMI will be set for operation on a long-term basis, but on curtailed budget, soon. Just what trend the radio-music company will take cannot be ascertained right now, but one of the things definitely slated for development is a drive into the educational field, involving selling of orchestras to schools. A greater emphasis upon concert and standard music as against popular tunes is also expected by the trade.

As for radio contracts, the new terms are expected to be released early next week, possibly Monday, and are expected to be signed by the change shortly thereafter. Mark Wood, NBC exec, stated earlier in the week that there was every likelihood that BMI would ink the long-term deal, and that BMI would continue operation for at least nine years, but on a somewhat curtailed budget. According to BMI, the deal is also satisfactory to CBS. Reduced fees (not one-fourth) are expected to save the radio industry some \$300,000-\$400,000 in event the entire industry signs.

The BMI radio contracts will provide for clearance of the source on national and regional networks and allowance of the usual discounts, including agency commissions and line charges. The time

period or duration of the contract will go beyond the expiration date of the ASCAP contract.

Present BMI pacts expire in March. With network signing practically assured, chief selling effort of BMI will be to line up the remainder of the industry for use of BMI music locally. BMI will try to do this by presenting the contracts to nation execs at the various NAB district meetings.

### Tightened Budget

BMI at press time would not give details as to how seriously curtailed its operations would be from now on, but execs admitted that the budget has been tightened. They point out, however, that up to this point BMI has been operating under emergency conditions—that is, special arrangements had to be made of some whose existing arrangements were ASCAP-copyrighted, etc. With the outline signed, with ASCAP and locals signing, this expense is no longer necessary.

While BMI would not say how extensive its personnel pruning has been, others in the trade claim that BMI's mechanical personnel, including arrangers, engravers and copyists, has been reduced two-thirds. As to BMI's future policy, BMI says it will continue to publish originals, but would not say that it planned to stress concert and standard music as against pop. Trade execs, however, believe this will be the case with BMI depending upon its band leader-publisher affiliates for pop hits. According to this view, band leader-pubs who are BMI affiliates, will offer the ASCAP men their only real competition. Reason for the belief that BMI will go after standard and concert music rather than pop is the feeling that it will be much easier to do so, owing to high cost of exploiting pop tunes.

# 4 of 6 Twin City Outlets Ink Pacts Returning ASCAP

**MINNEAPOLIS, Nov. 15.**—Four of six Twin Cities stations have returned ASCAP music to the air, augmenting their BMI libraries while two others are still laying off ASCAP on local broadcasts despite the society's peace with radio.

WCCO, CBS affiliate here, is using ASCAP both locally and via the web and is continuing with BMI.

KEPT, the NBC-Red station, while it has not yet signed its ASCAP contract, is in the process of negotiating and is using its music until the inkling has been completed. Kenneth Hans, vice-president and treasurer, said it would be several weeks before the contract would be signed.

WMIN, headed by Edward Hoffman, has had an ASCAP contract almost from the beginning of the radio-music war, and only several weeks ago added BMI to its library.

At WLOL, the Mutual station, headed by Walter Husted, general manager, ASCAP came back on local programs seven or eight weeks ago. BMI continues, too.

ASCAP music via the chain is heard over WTCN, NBC-Blue, but is not broadcast on local programs, according to Bob De Haven, program manager. The station is in process of negotiating with the Society and expects to return ASCAP locally at a later date.

Lee Whitting, manager of WDOY, said his station was still without an ASCAP contract and was not using its product. BMI is used. Contract inkling is expected, however.

### WQXR Signs With ASCAP

**NEW YORK, Nov. 15.**—WQXR Thursday (13) signed a pact with the American Society of Composers, Authors and Publishers returning ASCAP music to station. Pact is effective starting today, and covers use of ASCAP catalog on WQXR, the station's frequency-modulation affiliate.

Throughout the radio-music war, WQXR used no ASCAP music, station's standard music policy permitting this without undue hardship.

# Chicago

By SAM HONIGBERG

**RAYMOND MARCUS** is the 8th member of the NBC announcing school to graduate into a regular job. He is now working for WTAQ, Green Bay, Wis. . . . Procter & Gamble's *Midstream* is off the air altogether, a blow to local execs. It continued as a sustaining feature for a while, but NBC dropped it when it didn't result in a fast sale. . . . The APRA party netted \$3,000.

**WALTER PLANDORP** started a series for Goldstrum Piano Company over WMAQ Tuesday (11) labeled *Favorites in Song*. . . . **PATTI CLAYTON**, doubling between singing assignments at the Blackstone Hotel, and CBS's *Treat Time*. . . . **NORMAN GOTTSCHALK** and **JOHN HODIAK** are newcomers on *Bachelor's Chorus*. . . . **SHIRLEY VAUGHAN**, **ANGELINE ORR**, **AMANDA ROEBLER** and **HERBERT FIERFIELD** added to the *Ma Perkins* cast. . . . **ED ALLEN** has bought a home in Elmwood Park. **LEONARD CLARY**, organist, and **FRISCOLLA**

**HOLBROOK** and **JULIANN PELLETIER**, pianists, are new on **WJJD**.

**RUTH ROWARD** is really making the rounds. Part of her job includes the entertainment of 12 listeners in a local hotel-restaurant and theater weekly. . . . **RUSTY GILL** and **CHRISTINE** have another show on their schedule—this time a 15-minute revue for Sterling Insurance Company on **WBMM**, Monday thru Friday, at the early-morning hour of 6:40 to 6:55. . . . **PIERRE ANDRE**, veteran announcer, is now a teacher of radio technique, working in co-operation with the Catholic Youth Organization. . . . **OWEN VINSON**, former actor and at one time prez of the Cincinnati APRA local, is fast becoming a leading producer and writer here. . . . **ROB ELSON** is set to do a series of screen shorts in which he will forecast various sports events. . . . **NIRKI KATE** (**WAAP**, Sundays) has sold another short story to *The Chicago Daily News*.

# Pep Boys Broadcast 5,000 Comm'l Hours

**PHILADELPHIA, Nov. 15.**—Pep Boys, auto accessories chain stores, bankrolling the all-night *Deaf Patrol* on WIP since March 5, 1939, makes commercial radio broadcasting history next Saturday (22), when it attains an all-time record in the industry by chalking up 5,000 hours of consecutive commercial broadcasting. Distinction has been cited by Neville Miller, NAB proxy, who recognizes the new record as "another milestone in radio progress."

Being nightly from 1 to 6:45, o'clock stand is conducted by Mort Lawrence, who spins the platters, injects caddy jokes, reads news flashes and interjects visiting recording artists hankering for record-plugs.

# Hollywood

By SAM ABBOTT

**LUM AND ABNER** will air their Alka-Seltzer program on the RKO-Pathé studios in Culver City during the filming of their second picture. . . . **BUD HESTAND**, Screen Guild Theater announcer, has completed a specially transcribed program to be released on more than 400 stations during "Keep 'Em Flying Week." Program was recorded here. . . . **CORP. JIMMY STEWART**, in Hollywood on week-end leave from army camp, watched **JACK BENNY** rehearse.

**LEITH STEVENS**, orchestra leader on *Big Town*, has bought a number of commercial spots in North Hollywood.

**HARRIET AND OZZIE NELSON**, heard on the Raleigh Cigarette show, have purchased a new home here. . . . **FRANK BULL**, Associated sportsman on *Ed-Doh Lee*, is now broadcasting football for the 11th year. . . . **JIM AARICH**, brother of Don, is announcing the *Big Sister* program over KNX-CBS Mondays thru Fridays. . . . **KRYE AND WEN NILES**, CBS announcers, returned to Hollywood recently after a successful duck-shooting expedition into Northern California, where Wen operates a ranch in the San Joaquin Valley. . . . Five successive Wednesday evening broadcasts of the *Dr. Christian* series will originate from New York City starting December 24. . . . **JEAN HERSHOLT** is the only member of

the Hollywood cast who will go to New York, due to radio and film commitments of other members. . . . **SPIKE JONES**, drummer on the *Fibber McGee* and *Molly and Errol Music Hall* programs, will record four more tunes for early release for Bluebird. Jones' assignment is known as the *City Slickers*.

### Bannister WWJ Genl. Mgr.

**DETROIT, Nov. 15.**—In an epidemic of staff shifts which hit Detroit stations the past two weeks, WWJ is moving **Harry Bannister**, former sales manager, up to the new title of general manager. The sales manager's desk goes to **Harry Betteledge**, from the New York office of George P. Hollingsbery agency, with Harold Pflieger as his new assistant. **E. K. Wheeler**, former salesman for the station, was named manager of **W4BD**, the affiliated FM station, with Forrest Wallace named business manager of the latter.

### Swope Jr. To Navy

**NEW YORK, Nov. 15.**—Herbert Bayard Swope Jr., of CBS's sales promotion department and formerly in charge of trade press publicity, leaves CBS at the end of the month to become an ensign in the United States Naval Reserve.

### Worcester's UP Post

**NEW YORK, Nov. 15.**—Charles Worcester, former director of farm services at **WNAX**, Yankton, S. D., has been appointed by the United Press to take charge of the farm news programs. Worcester will author scripts for UP's *On the Farm* and will supervise the gathering and writing of radio news for rural listeners.

# Antresses Beat Bird-Brained Reporters on Quiz Show

**NEW YORK, Nov. 15.**—Paul Ackerman, *The Billboard's* radio editor, and three other foolhardy souls, including **Sid Weiss** of *Radio Daily*, **Ed Myun** of *Downbeat* and **Herman Phocas** of *Motion Picture Daily*, talked country-wide notoriety when they appeared as contestants Tuesday on *Mollie's Battle of the Sexes*, broadcast over NBC's Red network. The girls' team, composed of actresses **Pat Kelton**, **Mingna Mous**, **Betty Gandy** and **Ann Thomas**, gave Ackerman and his cohorts a terrific beating, proving that, while men in general may be smarter than women, trade paper men are dumber than actresses. Ye gods!

Ackerman has a few observations on his experiment:

1. He didn't sleep for three weeks prior to the *Great Escape*—in anticipation of the possibility of getting kicked. He shouldn't have slept for six weeks.
2. The capard that actresses are dumb is a canard.
3. The male team wants revenge. Also a handful of *Bulova* watches.
4. Ackerman's mother thinks he is a genius, anyway.

### WCAE Personnel Changes

**PITTSBURGH, Nov. 15.**—More staff changes. **Lee Phillips** has joined WCAE as an announcer, succeeding **Bill Layden**, who left Snooky City after two weeks on job, for new berth in Detroit station. Phillips came from **WADC**, Akron. Also new on WCAE speller staff is **John Murray**, formerly of **WRAW**, Reading. **Tenor Ralph Klumbers** has joined same station as staff singer, coming from **KYW**, Philadelphia. **Ann Murray**, formerly engineer, has been promoted to production manager berth vacated by **Dave Olsen**, who left for **WJR**, Detroit.

**WNEW's "Trailers"**

**NEW YORK, Nov. 15.**—WNEW is discarding its old station break angle and, instead, will have each of its artists sign off with a "trailer" given by himself. Stunt is an innovation in local broadcasting, and will do away with need for a resume of station's activities. Also figured a time-saver, in addition to letting each artist plug his own show and the station.

# Program Reviews

EST Unless Otherwise Indicated

## Old Gold Show

Reviewed Monday, 7-7:30 p.m. Style—Comedy, music, sketches. Sponsor—P. Lorillard. Agency—J. Walter Thompson. Station—WJZ (New York, NBC-Blue network).

Opening program of this new series for Old Gold was none too bright. Herbert Marshall, film actor, roused and played in a brief sketch with guest Virginia Bruce and Bert Wheeler and Hank Ladd delivered the comedy. Marshall okay with his emcee work, but the sketch was feeble and futile. As for Wheeler and Ladd, their routines were of ancient vintage, the reporter recalling the same chatter on the vaudeville stage. Wheeler can be a funny comic, but his emcee on this program never clicked.

Other vaude comics getting radio shows this year seem to be faced with the same chatter on the vaudeville stage. Bright spot on the program are the Merry Macs, singing quartet. They did several numbers, in addition to singing plugs for the products. The Macs are skilled warblers with good arrangements and are valuable to any variety show.

Commercials slanted on the angle that "something new" has been added to Old Gold. Paul Ackerman.

## "Keep 'Em Rolling"

Reviewed Sunday, 10:30-11 p.m. Style—Variety. Station—Sustaining on WOR (New York, MBS network).

Rolling, variety program presented by the Office of Emergency Management, slipped up as a fairly solid program Sunday. Show points up the defense effort, Padman introducing guests who briefly speak on various and interesting phases of the government's production effort. Donald Nelson, director of SPAB, spoke on the necessity and reason for priorities, and John G. Albright explained the use of spiders and spider webs in the manufacture of precision instruments.

On the lighter side, program presented Morton Gould's orchestra, with warbler Ethel Merman and Ray Block's Selbig Fourteen and a brief dramatization of Maxwell Anderson's *Valley Forge*, with Maurice Evans and Everett Sloan. This is good talent on any network show.

Permanent talent includes Padman and Gould, policy being to pick up other guests weekly.

On debut program, Miss Merman warbled *Keep 'Em Rolling*, tune written for the show by Richard Rodgers and Lorenz Hart. Gould took did a special arrangement of *I Love Louis*. Evans and Sloan very solid in their characterizations of George Washington and Colonel Tench.

If producers can keep the talent set-up on succeeding shows equal to the line-up on the first, or even near it, *Rolling* should get by very well indeed. Paul Ackerman.

## "Listen to a Strange Tale"

Reviewed Thursday, 10-10:30 p.m. Style—Drama. Sustaining over WMCA (New York).

This series constitutes a major effort for this station. Sample heard indicates that stories are fraught with interest, imagination and good writing. Only shortcoming is in the caliber of performances.

Episode caught consisted of a yarn, substitute for *Murder*, a variation of the *Death Takes a Holiday* motif, in which the powers of the nether regions decree that, because of the heavy traffic of incoming souls, a 30-day reprieve in death is necessary. The allegory dwells upon the effect on a triangular love situation on this planet. The decree didn't work out as hoped.

Marjorie Hayes Camp deserves a nod for the script and Walter Craig did well with the pacing and design of the production. Joe Cohen.

## "Fun, Inc."

Reviewed Wednesday, 8-8:30 a.m. Style—Music and chatter. Sponsor—Great Western Laundry. Agency—Salem N. Barkin. Station—WJJD (Chicago).

A pleasant morning show featuring Dick (Two-Ton) Baker, who plays a piano and chats in a cheery, eye-opening

manner. The fact that the guy can sound extremely happy at that hour of the morning for a straight 30 minutes is enough to put anyone in the right mood. His specialties are far from bad; he bangs away at a piano between chatter, which is mostly personal (emphasizing his physical bulk). A single contest offering \$20 in cash prizes daily is a tune-in stimulant. Sandwiched between Baker's work are a couple of name band records.

Wayne Nelson handles the commercial in a convincing manner. Heard Monday thru Friday. Sam Rosenberg.

## "Musical Quiz"

Reviewed Thursday, 9:30-10 p.m. PST. Style—Musical quiz. Sponsored by Ben Tipp Jewelry Store. Station—KOMO (Seattle).

Dud Williamson, who handles all Tipp's programs, emceeds this musical questionnaire, which has its good and bad spots.

Williamson has a polished voice and fairly good gags to introduce the show; but falls down a little as things get under way. He is not quite fast enough with the ad lib when the guest pulls a bone or forgets to talk.

Guests, coming from the studio audience and by invitation, are each given a set of three songs and are asked to name any one of them after hearing a few bars of piano music. If they name the song, they receive \$1. and \$3 if they can give the first line. Usually the pay-off in laughs and entertainment comes when Dud offers them \$5 if they can sing the first two lines.

One contestant is chosen from the studio audience to answer the final question and is given a diamond ring in the event he answers correctly. He is asked to name each of four songs played.

The piano music is good, and the show offers fair entertainment, coming at a slack hour in the evening. James Douglas.

## "Spotlight on Asia"

Reviewed Monday, 3:45-3:55 p.m. Style—Talk. Station—Sustaining on WABC (New York, CBS network).

A new series designed to acquaint listeners with forces at work in the Far East and the effects on the people of this country. Each show features guest speakers.

At this listening-two experts on Far Eastern affairs were heard. Rear Admiral Harry E. Yarnell, former commander-in-chief of the United States Asiatic Fleet, and Edward G. Carter discussed *The Crisis in the Far East*. Speakers spoke authoritatively, giving the listener a clearer understanding of the seriousness of the present situation in the Orient.

A good program in view of present world conditions. Elliott Goffer.

## "Behind the Scenes With the Police"

Reviewed Tuesday, 9-9:15 p.m. Style—Crime story. Sustaining on WIP (Philadelphia).

Altogether weekly as a station service feature, WIP has here a rough diamond that, with proper production efforts, can easily shape up as one of the best attention-arresters on local air lanes. Crime stories are a long-established save among set owners, and this station shapes 'em up even stronger because the setting is the local scene and strikes closer home. Moreover, this series has name magic in its program director. He is B. George Harvey, formerly special agent and administrative assistant to J. Edgar Hoover and until recently in charge of the FBI office in the Philadelphia district.

Harvey is now promotion director of the Pennsylvania Chiefs of Police Association, and this series is in the interests of that group. Program format calls for Harvey introducing and interviewing a police chief to relate the most unusual case in his careers.

When caught Capt. William E. Schaffer, of suburban Lower Merion Township, told how he apprehended the famed hoodlum story Gentleman Jim. Hush in

## WFIL's FM Outlet Bows; 7 Sponsors

PHILADELPHIA, Nov. 15.—WFIL, starting the first regular schedule of FM broadcasting last Monday (16) in bowing its W53PH, got off on its right foot commercially, with seven local sponsors bagged for the starting. With the exception of Motor Parts Company, local Zenith radio distrib which will be sponsoring daily FM demonstrations for special promotion among dealers, all of the accounts are for a minimum of 26 weeks and four linked for a full year.

Station's brief experience in FM sales indicates that advertisers and agencies are interested in long-term buys. They seem to be conscious of the fact that FM will grow rapidly, opined Roger W. Clipp, general manager of WFIL and W53PH, and that the time will become increasingly valuable. They prefer the longer contracts, he added, so that they may insure their time and get the benefit of the present rates.

Other pioneering sponsors include Seven Up Bottling Company, soft drink, daily newscasts, thru Philip Klein agency; Barry's Jewelers, Gruen watches, hourly time signals, placed direct; Lit Bros. Department Store, OE radio, daily newscasts, placed direct; Keystone Automobile Club, memberships, daily spots, thru James G. Lamb agency; Henry Huxst, Inc., mens, daily spots, thru Aaron & Brown agency, and Parkway Baking Company, bread, daily newscasts, thru J. M. Korn agency.

FM station will be linked with the American Network, with its bow. Clipp announced appointment of Felix Meyer as W53PH program supervisor. FM programs, daily from 7 to 8 p.m., will be primarily news and music, peppered with special events, and NBC-Blue sustainer WFIL is unable to carry regularly.

## FCC Okays WNEW, WOV Power Swap

NEW YORK, Nov. 15.—Federal Communications Commission this week approved a frequency swap between WNEW and WOV, whereby WNEW gets WOV's 10,000-watt power and can apply for 50,000 watts. Switch means that WNEW, heretofore at 1250 kilocycles on the dial, gets WOV's spot at 1130. In addition, WNEW will no longer have to share time with WHBI Newark (N. J.) station.

Statement of WNEW's policy under the new set-up is answered shortly. One report was that Arde Bulova, owner of WOV and part owner of WNEW, feared the multiple-ownership issue and was preparing to sell the 1130 frequency to Don Plamm, former owner of WMCA. Plamm, it was said, would like to return to radio, but does not like the WOV reputation. According to a source close to Plamm, there had been negotiations between Bulova and Plamm, but talk of a deal now is groundless.

As for the multiple-ownership issue, Bulova is believed to have no particular desire to sell WOV now—but in case the FCC's multiple-ownership rules become effective, Bulova would be left with WNEW, the more desirable of the stations, and in addition would have a better frequency and higher power.

Unofficial sources involved in the deal stated the swap was preparatory to an attempt to make WNEW the leading New York independent station. WOV was reported as planning to return to a foreign language policy.

## Spivak Hits \$1,120

SCRANTON, Pa., Nov. 15.—Charlie Spivak's orchestra, attracted \$1,500 to a dance sponsored by Buddy Club Wednesday (16) at Masonic Temple. Eight hundred tickets were sold in advance at 70 cents and 700 at the door at 50 cents for a \$1,120 gross.

crime circles as the Dinner Hour Thief. Instead of the crime-doesn't-pay patery, police chief emphasizes his crime detection technique. Personalizes the criminal and his methods and has no trouble in holding interest in his storytelling. Brings out all the color and background of the case, which Schaeffer closed in 1936. Dynamic for dramatization.

Considering the fact that the station's local originations woefully lack dramatic fare, it will be missing a sure bet if it passes up the potent possibilities of this one. Newark Ordenker.

## Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already reviewed, rate further mention. Briefs that are one-time program reviews are inadequate for a production that comes each time it is presented.

Henry Fonda, in assuming the lead in Edmund's *Drums Along the Mohawk*, presented on DuPont's *Cavalcade of America* (NBC-Blue, Monday 7:30-8 p.m.), was either chivalrous or ill-advised in playing the newlywed frontiersman, a role which is of secondary importance to the femme lead, who in this instance got only a quickie program credit at the conclusion of the program.

Program gave this tale of Indian fighting its usual careful production, ending it with quick pacing and some elegant performances.

Fonda handled his lines well. Unfortunately script had him off stage a good many moments, during which time his land (Jeanette Nolan) was called upon to sustain interest and dialog. Miss Nolan turned in a solid performance. Joe Cohen.

## Ann LaHay to New Chi Paper

CINCINNATI, Nov. 15.—Ann LaHay, director of women's programs at Station WKCY, CBS outlet here, resigned this week to become radio editor of Marshall Field's new morning newspaper in Chicago. She assumes her new duties December 1. Miss LaHay worked on newspapers before entering radio. Coming here from Denver, she had worked at WKCY since April.

## Edman Upped at WMAS

SPRINGFIELD, Mass., Nov. 15.—Herbert Edman, announcer at WMAS for the last three years, has been promoted to the position of program director. Edman succeeds Jerry Lansing, formerly of Troy, N. Y.

Paul Monson, of Foxboro, formerly at WDEV, Waterbury, Vt., has been added to the announcing staff.

## Flu Hits CKLW, Detroit

DETROIT, Nov. 15.—Flu epidemic hit heavily at CKLW here, with six key figures out as a result. Included are Campbell Ritchie, traffic manager; Frank Burke, production manager; John Gordon, program director; Bruce Clark, continuity editor; Marg Lynch, station secretary, and Budd Lynch, news commentator.

## ADVERTISERS

(Continued from page 6)  
Trull's Vitamin B1 Mints will be advertised during a series over KHX from 6:45-6:50 a.m., Monday thru Saturday, by Wes Mears. Series placed by Lockwood-Shackelford, Los Angeles. New business over KFI includes a deal set between Mission Packing Company, Los Angeles, and station by Allied Advertising Agency, Inc., to plug California Mission, Pak by means of 30 160-word participations in Art Baker's Notebook, five-a-week; KFI Bridge Club, three-a-week; Mirandy's Garden Patch and Agnes White's California Home, one-a-week from December 1 to December 12. Donald W. Thornburgh, CBS vice-president of the Western Division, presented Jean Hershey a briar pipe at the close of the 154th episode of *Dr. Christian*, marking five years on the air. . . . O. B. Hanson, vice-president and chief engineer of NBC, visited Hollywood to look over the engineering situation. . . . Industrial Shipbuilding & Engineering Company school signed deal with KHX for 100-word announcements on *Age and Shine* on Monday, Wednesday and Friday for 150 times from November 14 to November 12, 1941. H. Mayne Company handled. . . . Norman Noyes, of NBC Hollywood spot sales department, spent the week-end at Carlsbad, where he went with members of the Shriners on their annual junket. . . . Bill Henry, CBS commentator and news analyst on *Back to Back* and *Storage Company* broadcast from KHX, attended a meeting of Bekins executives in San Francisco recently. . . . Ruthrauff & Ryan, Inc., have set deal for 18 more broadcasts of *Quiz of Two Cities* over KHX-KFRQ for November-December. Chemical Company. Fact expires January 2.



Conducted by HAROLD HUMPHREY—Communications to 1564 Broadway, New York City

# STICK WAVING NOT ENOUGH

## BMI Having Pups as ASCAP Pub Cops the Plugs on "Concerto"

NEW YORK, Nov. 15.—The music biz has a weather eye cocked on the popularity-battle between ASCAP's *Concerto for Two* and the BMI *Tonight We Love*, two sets of lyrics to the same melody. Opinion is that a wip for either ditty will represent the first leg on a clean-cut plugging victory for BMI or ASCAP, with the handwriting on the wall for the losing org.

Situation was born during the recent ASCAP-network lusa, when Freddy Martin smashed with *Piano Concerto*, instrumental pop adaptation of a Tchaikowski classic. Shapiro, Bernstein bobbed up with a Jack Lawrence lyric, *Concerto for Two*, and Claude Thornhill put it on wax. Martin's publishing house, Maestro Music, then came Mars with a lyric of its own, *Tonight We Love*, and Martin himself, as well as Tony Martin, cut disks on it.

There was no real basis for comparison of the two versions, as far as radio plugs were concerned, however, until the ASCAP peace October 19. *Concerto for Two* had been sticking close to the leaders over Mutual and *Tonight We Love* was among top NBC-CBS tunes.

With the first week of open competition over all nets, however, things changed. Despite fact that *Tonight We Love* had a head start on NBC-CBS, *Concerto for Two* finished the first week with more plugs than any other song on the market (major, 8 a.m. to 1 a.m. and minor, 5 p.m. to 1 a.m.). *Tonight We Love*, while not out of the running,

was considerably behind the ASCAP product.

Total plugs for first week were: *Concerto for Two*, 24 major, 8 minor; *Tonight We Love*, 10 major, 2 minor. Shapiro, Bernstein's lead became even more pronounced during first three days of this week, with *Concerto for Two* grabbing 11 plugs and *Tonight We Love* only 4.

Tim Pan Alley insists that *Concerto for Two's* lead is not due to any superiority of the lyric. Rather, it is said, the sudden switch in NBC-CBS libraries from the BMI words to the ASCAP product proves ASCAP's original contention that as soon as experienced pups put their manpower and good will back into the struggle they would walk away with plugging honors.

## Kenton Ducks NY Bow; Door Gets Babe Russin Ork

HOLLYWOOD, Nov. 15.—Stan Kenton ork, which was to have made its New York debut Thursday (20) at the Famous Door nitery, has given Gotham the temporary go-by in order to accept booking at Palladium here, starting November 25.

After a smash West Coast build-up, Kenton was grabbed by General Amusement Corporation a couple of months ago and plans were made to bring ork east in a cloud of ballyhoo. Papers were signed by maestro to go into the New York swing den, but he begged off when given chance to play a six-wacker at Palladium, with prestige and air time that goes with the local ballroom.

NEW YORK, Nov. 15.—Famous Door here, which had planned to house Stan Kenton ork in its Eastern bow, has been persuaded by GAO to wait until around February 10 for Kenton's coming.

Door, which has Henry Nemo band booked until Thursday (20), will not extend the Nemo's booking, but will bring in Babe Russin, who is leaving the Glenn Miller band to go into the nitery with a new ork. Floorboard will feature Sammy Walsh and Carol Gould.

Nemo, whose antics at the Door have attracted attention, is set to go on a vaude tour, booked by GAO.

Operators of the Door are sold on idea that Kenton will be bigger attraction in February after more air time from Coast, and after most of his Decca disks have had a chance to circulate.

PHILADELPHIA, Nov. 15.—Paul Jordan, Chicago composer and arranger, will join Ardis Shaw at the Erie Theater here next week. Jordan will remain with Shaw to help with the arranging and also to conduct special material.

## Band Fans Hup to Panto Maestri And Demand That Their Idols Be In a Musical Groove With Orks

NEW YORK, Nov. 15.—Pop bands, swing and sweet, may be with us for a couple of aeons yet, but the front man who doesn't sing or play a musical instrument is fast becoming a vanishing American. Ever-sharpening competition among pop aggregations and the contentious struggle to create something new in order to keep on top have made the ork leader a pivot man in the past 10 years, and the slick-man who can do nothing but look nice in front of a band is as useless today as a burly stripper's priorities request for silk stockings.

The *Billboard* this week picked at random 100 name outfits, and a leader breakdown showed that 80 per cent play an instrument or sing with their bands. Of the remaining 14 per cent, all but three are old-timers who have kept in the limelight thru sheer force of personality and the more or less institutional backing behind their names. There hasn't been a newcomer to band ranks in the past few years who hasn't been either an adept musician or possessor of a commercial pair of pipes.

leader today has to be at least as hup to the live as the crowd played for. A great many pop music lovers also know their music today, and a phenom for a band leader can be smaled by them that readily.

Singers get in under the wire as being classified musicians in this break-down, because of the sea-appal angle and the fact that they do have to know a little something about a sheet of music. Of the 100 leaders surveyed, 15 per cent are singing maestri only. Another 11 per cent sing and play some sort of instrument.

Fifteen per cent tap the piano. Of these, four have swing bands; three are all honey; and the rest have sweet-swing combos. Nine of the 100 leaders are sax-tooters; six of 'em with swing bands. Nine scrape the fiddle, four on the swing side. Six of seven all-horn leaders play swing, and so do three of the five clarinet players.

Figures show that no one instrument predominates, but that it is essential for a leader to know his way around with something besides a baton.

### Musker Blue Book

NEW YORK, Nov. 15.—The 1941 edition of the local musker's social register—the Local 802, AFM, Directory—provides pertinent info concerning which instrument is played by whom, with addresses of the tooters, etc.

As usual, pianists, sax and clarinet players and oddie scrappers exceed all other groups. About 2,600 tinklers, 3,750 reed players and 3,450 flutists are listed.

Cornetists and trumpeters amount to around 2,200. There are 2,350 drummers.

Most illustrious name in the book is that of Brother-in-Good-Standing Jack Benny, 322 California Bank Building, Beverly Hills, Calif., Oxford 4423. Mr. Benny is a violinist, according to the directory.

Also listed is a gentleman named Armin Bakery, who plays the timbura. In addition, there is a salterio player, a dombra artist and a par-turmer on the Swiss hand bells.

Swing music and the resulting complete original swing arrangements have also been big contributing factors in knocking out the strictly "decorative" ork leader. Band bookers and name maestri alike agree that it takes a real musician today to scale the fame ladder. For example, Harry Moss, one-night chief at Music Corporation of America, says that an up-and-coming

## ASCAP Battle on Wash. State Law Is All Over Now

SEATTLE, Nov. 15.—ASCAP has thrown in the towel after a long battle to have State of Washington's song copyright statute declared unconstitutional.

Law requiring that ASCAP must file all titles with Washington Secretary of State was passed in 1937. ASCAP went to the courts, but got no satisfaction. Case was to be taken to United States Supreme Court by the Society, but matter was dropped like a hot potato this week and ASCAP decided to file the copyrights as required.

ASCAP's decision was impelled by State Attorney-General Troy, who announced a couple of weeks ago that all State of Washington stations carrying ASCAP ditties were violating the law, even tho music originated outside the State.

Attorney-General Troy now says that ASCAP is back in good standing and all Washington stations can use the music without violating anything.

OTTAWA, Nov. 15.—Canadian Performance Rights Society, Ltd. ASCAP's Canadian affiliate, is trying to hit Canadian Broadcasting Corporation for just under \$100,000 more in fees next year than it got in 1941. BMI Canada, Ltd., is also attempting to up its levy.

In 1941 PIES got \$107,812. Schedule for 1942 call for a take of \$203,000. PIES is asking for \$30,702, as compared with \$113,451 for 1941.

Persons having objections to the new fees have to file particulars with the Canadian Secretary of State before November 30. Hearings before the Copyright Appeal Board will be held sometime in December.

## Shaw Vows Detroit; One-Niter Does 12G

DETROIT, Nov. 15.—Gross of about \$12,000 was set Saturday by Ardis Shaw in a dance at the Agricultural Building, Michigan State Fairgrounds, sponsored by Lawrence Institute of Technology. Figure was 5,500 couples at \$2.30, with around 3,000 turnaways when check-room facilities were exhausted. Booking was thru the Mike Falk Office.

Figure appears to be a record for a Detroit dance date in recent years and marks practically the debut of this new building as a ballroom, following its use by the ROA Dance Casino two weeks ago.

## Mobile Spots Using Bands Grab Coin in Defense Bonanza

MOBILE, Ala., Nov. 15.—Defense bonus is hitting on all cylinders here and night spots using bands are doing best biz in years.

So far none of the five top spots have tried floorshows, but the way people are humming in every night there doesn't seem to be much call for any added lure. Rose Room of the Cawthon Hotel features rumba and conga lessons and gets extra trade on strength of that, but other spots use no inducements other than live music.

Class spot is Cawthon, with its Latin flavor and Jerry Gilbert's society-angled ork. Battle House gets most play at cocktail time, with Bing Bingham's small combos.

Jitterbugs patronize the Airport, where Ray Benitez band holds forth. A brand-new spot, the Beacon, is located several miles out of town and has Pop Graham's band for those who want to travel out there.

Defense workers and night owls go for Hollywood Supper Club, which uses Bill Legansu, local band.

## Gov't Says Midwest Maestros Still Owe 500G in S. S. Taxes

CHICAGO, Nov. 15.—The Internal Revenue Department here estimates that name band leaders working in this area owe the government \$500,000 in unpaid Social Security and unemployment insurance taxes, due under the old American Federation of Musicians contracts which did not specify the establishment as the employer. Action is expected to be taken against the maestros singly.

It started with Griff Williams, who paid his debts, but sued for a refund (the case has since been taken to the Circuit Court of Appeals by the government, as Williams was given a favorable decision in the Federal District Court). Last week Lawrence Welk, after having his pay checks at the TriLone Ballroom tied up, paid \$1,189 on an account totaling more than \$7,750 in back taxes. Welk attorneys have decided to delay action until after final settlement of the Williams case.

## Barnet Screams Over \$750 Pay Slice; Blames Theater Booker

NEW YORK, Nov. 15.—Charlie Barnet is in the wars again. This time the sax-tooting maestro has had \$750 sliced from his \$4,000 stipend for a week's work at the Central Theater, Passaic (November 8-12), and is threatening union action unless the theater kicks over the missing moolah.

Barnet ork opened engagement Thursday, November 8, on a four-a-day schedule, five shows Saturday, Sunday and Armistice Day. After playing one show on opening day, Barnet left the theater and went home to nurse a cold. He was out until Sunday, missing 12 shows in all. During his absence, Teddy Powell, Michael Loring, Ray Hetherington, Tommy Tucker and Harry James filled in as giglets in front of the Barnet band. Powell worked several shows.

Arthur Fisher, who booked Barnet into the Passaic, is blamed by Barnet's lawyer, Louis P. Randall, for the salary cut. Randall describes the action as "arbi-

trary" and "unreasonable." Randall inferred that, even had Barnet played the entire week and received the full \$4,000, he couldn't have wound up with \$750 clear.

Fisher, on the other hand, says that the theater people had wanted to cut even more than \$750 from Barnet's take. Saying that because of Barnet's absence the house took the worst beating it has had this season, Fisher implied that Barnet was given much the better of the deal. He said that he will welcome a union investigation.

Discussing Barnet's recent theater tour, booked by him, Fisher said that theater managers in Providence and Worcester had made no commitments to bring the leader back for return engagements.

Randall is also dismayed because, in addition to deducting \$750, the theater sliced an additional \$13, allegedly to pay cash fare for the maestro who pinch-hit for Barnet.

# On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disc 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-Trusty; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

## GLENN MILLER (Bluebird 11342)

Dynamville, Ohio—FT, VC. Papa Niccolini—W & FT, VC.

**A** TOOTHsome TWOSOME is paired for this platter, Miller providing a wealth of orchestral and vocal color for two fanciful ditties designed to soar the heights. The tip to Dynamville, Ohio is most agreeable. The tempo is paced for dream dancing and Ray Erbe starts right in with the song dreaming, enhanced by the background harmonizing of the Modernaires. A short orchestral interlude featuring the four muted trombones, with Bobby Hackbit weaving background figures on the cornet, and the solos return. Plattermate follows the Jimmy Dorsey sweet-hot song treatment without doing it so consciously. A rollicking refrain, high in melodic content, Ray Iberic sings caecura and verse sweetly in the smooth waltz tempo. And then comes Tex Benke and the Modernaires in bright fox-trot tempo, to sing in a more heated register about the shoe-lasin' pups.

Both the ballad and the waltz nicely stack up strong for phone recording. Miller is again a strong music-machine favorite and both sides are a cinch to click. The "Ohio" ballad, incidentally, has no geographical limitations.

## CHARLIE SPIVAK (Orch 6458)

This Is No Laughing Matter—FT, VC. When I See an Elephant Fly—FT, VC.

**A** BALLAD with strong possibilities of hitting the hit parade characterizes the A side. In spite of its prosaic title, Laughing Matter is a torch tune that packs a potent commercial punch. Oddly enough, it's not the maestro's heavily fluffed sweet trumpeting that calls the song and the side. If it does click, kudos belong to the song singer. Spivak's horn introduces the theme and then it all belongs to the Stardusters, singing the verse, and letting the stage for Garry Wilson, who handles the song story with great enhanced by the lustiest harmonies of the Stardusters. Backing side stems from the score of Walt Disney's Dumbo. A novelty set in a bright rhythmic tempo; practically the entire title is sold by the harmonizing of the Stardusters, mixed vocal troupe that means as much to the band as the maestro's horn.

The "Laughing Matter" waltz, with the smooth and striking singing, should go far in establishing Spivak in music machines. The flipside is worthy of note in groups with the Disney picture.

## JIMMY DORSEY (Decca 4044-A)

Andrews Sisters (Decca 4044-B)

Any Bonds Today—FT, VC. Any Bonds Today—FT, VC.

**P**ROCA skips its regular popular releases this week to let the factory catch up with back orders. This doubling of its two top record sellers is a special. And the treatment each gives to the Irving Berlin patriotic pretty makes it a super-special. Both make it a bright and highly rhythmic appeal. Dorsey leaves it up to Helen O'Connell and Bob Eberly and they don't let him down. Andrews joins in their sweet rhythmic setting, have the peppery Vic Schoen orchestra to enhance their platter. Apart from their singing, the sock chorus of the trumpet section is worth landing on ear to.

With "Any Bonds Today" the No. 1, disk these days for the music machines, it looks like the operators will have to split the top billing between both the Andrews and the Dorseys. It means tossing a coin to single out the top side, and operators would do well to place them both on top.

## TOMMY DORSEY (Victor 27633)

Embraceable You—FT, VC. The Sunshines of Your Smile—FT, VC.

**T**HE belated delivery of this Tommy Dorsey item, scheduled for release several weeks ago, was well worth the waiting. Factory mix-up in making the sides held up its release when originally scheduled. Both ballad beauties are oldies but freshens 'em up for a desired fling today. The Gerahwig embrace, set in a slow and dreamy tempo, shows Jo Stafford to good advantage for cuddlelike blunting, with the Pied Pipers in background. For the flipside, tempo is stepped up a bit and Tommy's lush tromboning and Frank Sinatra's song sobriety, the backbeats dialed out in peppery portions, split the side.

## HARRY JAMES (Columbia 86430)

Rancho Pilone—FT, VC. The Man With the Lollipop Song—FT, VC.

**J**AMES manages to make a highly melodic dance delight of the south-of-the-border cowboy song studded with a shining vocal by Dick Haymes. Sets it as a soft and romantic ballad, with Haymes' vocal taking up the entire side. Maestro uses his full-bodied string ensemble to fullest advantage, both for a manifold and tonal-painting introduction and for setting the colorful background for the ballad. Some treatment is accorded the Lollipop Song, but the song doesn't hold up. Seems from the West-End in Havana screen score, and despite the band's polish and Haymes' vocal appeal, ditty is a weakie.

It's just needless for the "Pilone" side of the platter and that's the disk that should be cushioned in music boxes.

## IRVY CARROLL (Bluebird 11346)

Thee Ain't Any Chorus (To This Song)

FT, VC. The Bartender Song—FT, VC.

**S**ides were as the disk debut for Irv Carroll. If these sides are a true indication of the band's musical capabilities, there's little here to startle the wax world, save for a pair to needle novelty tunes. Male quartet, the Carrolls, sweep the A side with the silly-dilly as the title implies. Part of the matter, there is a chorus; truth of the matter, there ain't a song. For the screendad to the bartender, Al Jennings leads the quartet in song. It's all a buidler-upper to woo the sod-dispenser for eye on the house. Only distinction, this disk achieves is in providing modern rhythms instead of Bohemian rhapsody fanfare for orchestral interlude. However, such distinction is an empty honor.

While the name of the maestro and the music it represents means little to the wax at this stage, band is bound to be carried along by the machine music "The Bartender Song" side conveys. This disc is a natural to attract the coin at the jukebox locations and in such circles, it's the personal attributes of the bartender that's going to count most for the repeat play that means so much for the phono networks.

(See ON THE RECORDS on page 46)

# On the Stand

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

## John Kirby

(Reviewed at Cafe Society Uptown, New York)

**KIRBY** returns to little-top swing location after a sojourn at Pete's Monte Carlo Beach Club, and, if opening night is any yardstick, Cafe Society patrons are tickled to death to see the great six-piece combo back.

Band's playing is absolutely beyond compare. Each of the boys is a star soloist in his own right, with Charlie Shavers on trumpet, Billy Kyle on piano, Russ Procope on alto sax and Buster Bailey on clarinet all close to absolute tops on their respective instruments. Kirby is a fine bass player, and handling necessary announcements with grace and finesse. Drummer Gordon Powell, who succeeded O'Neill Spencer a couple of months ago, fits into the organization well.

Kirby's arrangements are of a uniformly high order—one colorful, distinctive number following another, with fewer a letdown in quality. Boys play all kinds of tunes. They may not fling Crosby makes the most commonplace song sound like another starburst. Similar comment can be made about the Kirby combo. Weak-kneed pop, good pop, standards, classics, novelties are treated with equal sincerity, and benefit by it.

## Clyde Knight

(Reviewed at the Rainbow Ballroom, Denver)

**A** COMBINATION of the styles of several outfits, the Knight band is a sweet, smoothly working aggregation, and, altho comparatively new to traveling, kept the customers happy at this spot during a four-week stay. Delayed phrasing is used consistently by the three reed, three brass, four rhythm set-up. Sweetness predominates even in live work. Leads are alternated between brass and reeds, with few thin spots. Rim shots are dominated by percussion; amplified guitar leads pace on sweet themes to nice effect. Tempos are held well in a general commercial style.

Band is characterized by singing modulations, and these as well as the warblings are handled in a sellable manner. Knight himself takes care of a goodly portion of the vocals with a set of clear, powerful pipes. His frothing is broken by chatter and hand waving, aided by a nice appearance and presentable manner. Herb Rohr, guitarist, handles the more romantic ballads. Pint-sized Janet Lee sells strong on all of her warblings. Youthful and petite in appearance, girl takes a heavy portion of vocals and does equally well on novelty and straight work. Eddie, Bern, trumpet, and Rohr back the girl in trio work on boujournes.

Al Loreilo recently took over Ivory duties, with the outfit, adding a celeste which works in okay. Ralph Cunningham

ham provides arrangements. Band has wide range in its library and shows good promise of becoming one of the toppers in the street category. Trackman.

## Ranny Weeks

(Reviewed at Mayfair, Boston)

**WEEKS** is a Boston boy who has always been a favorite in his home town. His many turns around the country and his location dates in places as far away as Texas have served only to make him all the more popular on his return. He's been here at the Mayfair now for over a year and is still clicking jolidly.

Weeks is a friendly maestro whose personality alone wins him many friends. That, coupled with the fact that he is the possessor of a fine voice and to backed up by a smart club band, makes the Weeks music among the most popular in the section.

Instrumentation consists of three sax, two brass and three rhythm. With the arrangements cleverly executed to give the impression of a larger band, this crew dices out really good danceable music. Smart mixing of the set list paced so that there is something for music fans of all types.

The brass section lends sharpness to the smooth arrangements without getting blatant, and some neat effects are used with muted brass and with the rhythm and sax sections to the fore. Band has a large library.

Still a top-notcher in the field, Weeks could easily take the aggregation on this road once more. It's smart and has a distinctive style that is interesting. Weeks has a fine baritone and should give with the vocals more often.

Kaplan

## Bob Crosby

(Reviewed at Princeton Ballroom, South Gate, Calif.)

**BOB CROSBY** continues to be a band with a terrific following in this section. He is doubling from this spot to the Three Ring Time radio show.

Crosby uses an instrumentation of six brass, five reed and four rhythm, and his music is designed for both listening and dancing. There are enough features in the band to keep the listeners entertained for the entire evening.

Crosby handles vocals and fronts the band. His vocals are smooth and he knows how to sell. Vocals are also handled by Liz Tilton, with Nappy Lamar taking the mike on novelty tunes.

One of the big features in the band is the Bobcats. Members of this group include Joe Stacy, piano; Nappy Matlock, clarinet; Ray Bodie, drums; Nobby Haggart, bass; Yank Lawson, trumpet; Eddie Miller, sax; Nappy Lamar, guitar; and Lloyd O'Brien, trombone. Group is grooved for five tunes, and their set songs are sure to please even the most fastidious hep cat. On sweet tunes Crosby features Nuni Morrow, trombonist.

Arrangements are by Haggart and Matlock, who do the hot numbers, and Paul Weston on sweet swing.

Band makes a nice appearance and is an asset to any bandstand. Abbott.

# On the Air

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

By DICK CARTER

## Claude Thornhill

(Glen Island Casino, New Rochelle, N. Y., Mutual Network, Sunday (9), 10:30-10:30 p.m.)

**F**OR showmanly presentation this remains was the best in some time. Started with a bit of Thornhill's theme, announcer coming in with a brief presentation of Thornhill, and then more theme. It was done expertly, with none of the usual slapped-together-and-dumped-on-the-air quality so prevalent in radio.

Closing of show—and it was a show—came toward the middle of one of Thornhill's best numbers, and it seemed to have been done that way purposely. Wire wasn't chopped off in not a customerly crude manner, but volume lowered and announcer came back with his "leading composer" spiel. All for the purpose, of course, of making the listeners wish there had been more.

Program was varied, music enjoyable in every respect, vocalizing of Lillian Lane, Dick Harding and Bob Jenney okay. Announcer was tops.

Shows like this can only be a spur to Thornhill's popularity. Other leaders should be as careful about planning their finales.

## Tommy Dorsey

(Lakewood Ballroom, Dayton, O., CBS Network, Monday (10), 11:30-12 mid-night)

**DORSEY'S** stint was in the usual T. D. manner. Arrangements absolute, tops for listening, programing masterful and talent display on the terrific side.

What we have said about live not hearing other transmission didn't apply in this instance, largely because Dorsey's live is of a shrewd sort and never permitted to get out of control. Some wild swing was heard, all right, but there

was an excuse for it and it was not allowed to become unintelligible to the radio listener.

The Pied Pipers, posed by ten Jo Stafford, carried off vocal laurels with their beautiful harmonizing. Trumpeter Chuck Peterson also scored with his nutmeg-grater larynx on Stank Song. Frank Sinatra handled ballads well, and Connie Haines was cute in her Dixie-accented chirpings.

Announcer was of type that is unable to inform public of next number's name without throwing in some unnecessary flingo.

## Miller Gets Skip Martin

**NEW YORK, Nov. 15.**—Skip Martin, recently of the Benny Goodman band, has joined Glenn Miller, to fill the vacancy occasioned by Tex Benke's returning back to other sax. Julie Schwartz has been signed by Goodman for the also berth formerly held by Martin.

# Orchestra Notes

## Of Maestri and Men

**CHARLIE BARNET** has been booked for a \$10,000 Christmas week of one-nighters by MCA's Cleveland office. . . . **TEX BENNETT** will move back to tempo sax in the Glenn Miller band now that Babe Russin has quit to lead his own combo. Beneko was not happy playing etc. . . . **JOE BULLY**, of MCA, found himself called Joe Scully, of William Morris, here last week. . . . **PANCHO** OK set for Benjamins Franklin Hotel, Philly, as stated last week. Pancho will return to Ben Marden's Riviera for another summer, booking by Sully. . . . **BERNIE SANDLER**, 19-year-old Buffalo maestro, draws an indef holdover at Venetian Gardens, Altoona, Pa. . . . **SHEP FIELDS** has signed Ken Curtis for the vocals replacing Pat Foy. . . . **SEN BERNIE'S** latest additions are Bonnie Blue Zyn and Bob and Randy Acher—the Tune Poets, who sing and play bass, guitar and accordion. . . . **FOUR SENATORS** playing an indefinite in the new Florida Room of Roosevelt Hotel, Pittsburgh. . . . **PAUL BARON** will bow into Roosevelt Hotel, New Orleans, December 18 with his brand new band. . . . **COLE COLEMAN** took back for another season at Bordewick's, New York. . . . **JOE VENUTI** goes into Paramount Theater, Toledo, November 28, for a week. . . . **JAN SAVITT** signed for six shots on the Coca-Cola show. . . . **TOMMY TUCKER** is another maestro headed for heavy sugar Christmas week. Is booked for close to \$3,000 in the South. . . . **ORRIN TUCKER** starts one-weeker at Palace Theater, Cleveland, November 21. . . . **KVERETT HOGANLAND** drew two weeks at Muehlbach Hotel, Kansas City, Mo., opening November 21. . . . **JOHNNY (SCAT) DAVIS** starts his week at Stanley Theater, Pittsburgh, November 21. . . . **JOHNNY MCGEE** will be at the Chanticleer, Baltimore, until November 30. . . . **HORACE HEIDT** golfing and jolling about his rancho in Van Nuys, Calif.

## Midwest Melange

**MARY ANN MERCER**, who left Mitchell Ayres to do vocals for NBC in Chicago, has joined Bob Strong's band in that city and will work winter dates. . . . **DON GORDONI**, former Phil Levant vocalist, has joined Gray Gordon orchestra. . . . **LAWRENCE WELK** leaves Trianon, Chicago, November 24, for four weeks of theater work in Minneapolis, Sioux City, Des Moines and Davenport, Ia. . . . **GRIPP WILLIAMS** has hired vocalist Dorothy Dee to replace Lois Lee. . . . **EDDIE SLIGH**, Chicago booker, has appointed Al Milton, local maestro, as head of his cocktail unit department. . . . **JOHNNY MINCE**, former Tommy Dorsey clarinetist, has joined the Bob Strong orchestra. . . . **FLETCHER HENDERSON** will do a six-week term at Grand Terrace, Chicago, starting November 28, and then will head for the West Coast for the first time in several years. . . . **FREDDIE DAW** has signed with Frederick Bros. He goes into Paradise Ballroom, Chicago, December 2. . . . **ANSON WEEKS** moves into Hotel Claridge, Memphis, next week at \$1,500 per. . . . **HANK HALSTEAD**, who has been handling the cocktail unit department for Frederick Bros. in Chicago, has left the office to return to his Los Angeles home. Ervin Brabec, who has been servicing locations and handling publicity, will take on the Halstead duties.

## Coast Cacophony

**STAN KENTON** opens at the Hollywood Palladium November 25 for five and one-half weeks, to be followed by **TOMMY DORSEY**, who opens December 28 for eight weeks. . . . **SPIKE JONES** and His City Slickers are set to do four more new tunes for Bluebird. . . . **FREDDY MARTIN**, current at Los Angeles Paramount, is doing a stint at RKO. Band has been bought by State Board of Equalization, with RKO granting clearance for the three days to be played in Sacramento, Fresno and Oakland. . . . **CARLOS MOLINA** moves into the Blue Moon, Wichita, Kan., November 20 for nine days. . . . **HARRY OWENS** opened at Hollywood Roosevelt Wednesday. . . . **SKINWAY KNIS** opens for two weeks at the Los Angeles Paramount November 20. . . . **KAY KYBER** set for a new RKO picture. . . . **DUKE ELLINGTON** has been signed for Soundies at RCM Studios by Sam Coster. . . . **PAUL BARON** opens at the Palace Hotel, San Francisco, in February. . . . **OZZIE NELSON** is on a tour of one-nighters, coming into Hollywood every Tuesday for

his Red Skelton-Raleigh cigarette program. . . . **CARL RAVAZZA** in 10th week at the Baltimore Bowl. . . . **PAUL PENN-DARYS** on one-nighters in the Northwest and opens at the Century, Tacoma, November 19; then Beacon Theater, Vancouver, B. C., November 28, followed by the University of Washington from December 5 before heading East. . . . **SEN POLLACK**, on tour, will hit Sacramento, Eiko, Nev., and Reno. . . . **HENRY BUSSE** comes under the West Coast William Morris office November 24, when he plays Lubbock, Tex., en route to Hobbs, N. M. He opens at the Palace, San Francisco, November 22, following **PAUL WHITEMAN**, who opens at Florentine Gardens, Hollywood, December 3. . . . **TED LEWIS** opens at Bal Tabarin, San Francisco, for eight weeks March 6. . . . **LEONARD SUBS**, hot-trumpet player in Red Stanley's orchestra at Charlie Foy's Supper Club, has been signed by RKO for the role of Fana in *The Gay Tuffies*, which will star Charles Laughton. . . . **BOB LAINE**, who closed at Cafe Society recently, was heard on the *What's on Your Mind?* program over CBS. . . . **WINGY MANONE** guested on the *New Old Gold Show* recently.

## New England Notes

**DOLLY DAWN** and Her Dawn Patrol Boys opened a series of one-nighters at the Raynor-Maynor, Boston, where she was coupled with **MICHAEL LORINO**, also debuting in this territory. . . . **CLARENCE WEBB**, saxman with **RAYMOND SCOTT**, on the sick list. . . . **KAY KYBER** entertained the Boston press at a luncheon during his one-weeker at the RKO-Boston Theater, where he set a neat gross. . . . **HAL MCINTYRE** getting a lot of attention as he starts his first series of New England stands. . . . **GENE KRUPA** coming in for a quick schedule of one-nighters in Marlboro, Lowell and Boston. . . . **GLEN GRAY** continues on at the Totem Pole. . . . **GEORGE MACPARRANE** reported dickered for a series of one-nighters with his new band. . . . **JERRY KEARNET** and **WALTER KULLANDER**, whose band held down the podium at Hampton Beach during the summer, doing a series of one-nighters. . . . Considerable talk among musicians regarding the rumor that a showplace for bands, similar to the Meadowbrook, will be built in this section before spring. There has been no confirmation. . . . **MICKEY ALPERT** celebrating his 30th month at the Coconut Grove, Boston. . . . **GEORGE HARRIS**, who used to have the band at the Old Bradford Roof, greeting old friends at the Rio Casino, Boston, where he is now heading the band. . . . **MITCHELL AYRES** bowed in to the territory with a one-day stand in Lawrence immediately after his New York Paramount date. . . . **RUBY NEWMAN** held over at the Oval Room of the Copley Plaza Hotel, Boston. . . . **TED CROWLEY** at Boston's International Cafe.

## Atlantic Whisperings

**MEYER DAVIS** adds concert pianist **EDDIE VIOHIN** for his unit at the Ballerue-Stratford Hotel, Philadelphia. . . . **JOHN COATES** bows with his newly organized band at Hotel Hildebrecht, Trenton, N. J. . . . **JESSE CAREY** chanting with **RAY CATHRALL'S** Cavaliers at the Dancoctum, Camden, N. J. . . . **DICK WHARTON** replaces **JULES DUKE** at Hotel Philadelphia in that city, with **VINCENT RIZZO** holding over for the rumba rhythms. . . . **MICKEY ROSE** at the Poplar House, Robbinsville, N. J. . . . **JIMMIE APPELGATE** at Forks Valley Tavern near Easton, Pa. . . . **RUSSELL ELLIOTT** takes over the **AL FRANCIS** stand at the Palm Room of Hotel Penn-Atlantic, Atlantic City. . . . **THE SWINGSTERS**, all-girl gang, at Royal Hotel near Allentown, Pa. . . . **DON STOUTD** draws another term at Murray Inn, Haddonfield, N. J. . . . **NEWT BAKER** at Philadelphia's Powhatan Cafe. . . . **HARRY KELLY** at Sena's Grill, Trenton, N. J. . . . **JOLLY CAVALIERS** at the New York Restaurant, Easton, Pa. . . . **TOMMY NORNHOLD** at Park Cafe, Reading, Pa. . . . **JOHNNY POOKS** at Lehigh Valley Hotel, Bethlehem, Pa. . . . **TED JONES** and His Rhythm Boys at First Circle Inn, Camden, N. J. . . . **BERCZI DUNA** brings his Hungarian-Gypsy rhythms to the Pennsylvania Restaurant, Allentown, Pa. . . . **JACK PALCEY** draws a holdover at Rudy's Cafe, Trenton, N. J. . . . **SIS MEEHAN** and her all-girl gang new at Philadelphia's Crystal Ballroom.

# Ada Leonard, Benny Meroff on USO Tour

**CHICAGO, Nov. 15.**—Al Berde, local booker, set two bands with the USO which will tour the army camps for 16 weeks, starting November 24. Benny Meroff will start from the East as a feature of the *Funzafire* show, which has been playing vaude dates for two seasons. Ada Leonard and her all-girl band will break in this area with an all-female unit. Miss Leonard's outfit (owned by Bernice Little) winds up its "cyclic" duties this week-end with two one-nighters at the Trianon (18) and Aragon (18) ballrooms. Booking, incidentally, marks a first for William Karzaa, Aragon-Trianon op, to use a band following a date in a near-by hall room (Leonard group played Madam's in near-by Hammond, Ind., recently).

Chamber Music Society of Lower East Street's trumpet-playing maestro, Henry (Hot-Ups) Levine, has been signed by Robblin Music to write a series of instrumental solo books and a volume on the history of Dixieland jazz.

# Caravan May Play in East

**CAMDEN, N. J., Nov. 15.**—Deal is in the works for RCA-Victor to bring the Dance Caravan record promotion East, starting in Philadelphia. It is currently dickered in the Midwest, with Tommy Dorsey and Shep Fields the dance draws, and record distributors and dealers in the East have already manifested unusual interest in the idea. If the deal goes thru, other Victor-Binebird recording bands will be used. Understood that Abe Lyman is practically set as one, with Sammy Kaye mentioned as a possibility.

**PHOTOS 8x10. 4/6c**

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WEEK ENDING  
NOVEMBER 14, 1941

# MUSIC POPULARITY CHART

## SONGS WITH MOST RADIO PLUGS

Following are the 20 songs with the most plugs over the four major New York outlets (WJAP, WJZ, WOK, WABC) for the week beginning Saturday, November 2, and ending Friday, November 14. The totals are based on reports supplied by Dr. John G. Pealman, Department of Psychology, College of the City of New York, and Director of Office of Research-Radio Division, and cover all broadcasts from 8 a.m. to 1 a.m. daily. The number of plugs for these 20 songs over the independent stations (WMB, WMCA, WNEW, WQXI) covers only the period from 8 p.m. to 1 a.m. daily. Plugs taken are designated by an (P); musical country tunes with an (M).

| Position       | Title                                    | Artist              | Plugs   |
|----------------|--|---------------------|---|
| Last Two Weeks |  |                     | Major (8 a.m. to 1 a.m.)<br>Indies (8 p.m. to 1 a.m.) |
| 1              | 1. SHEPHERD SERENADE                     | Mercer-Morris       | 37 9  |
| 7              | 2. I DON'T WANT TO SET THE WORLD ON FIRE | Cherio              | 28 6  |
| 6              | 3. JIM                                   | Kayser              | 23 10   |
| 4              | 4. BELLS OF SAN RAFAEL                   | Peer                | 21 3  |
| 8              | 5. CHATTANOOGA CHOO CHOO (P)             | Peet                | 19 10   |
| 20             | 5. CONCERTO FOR TWO                      | Shapiro-Bernstein   | 19 6  |
| —              | 5. I'LL WAIT FOR YOU                     | Melody Lane         | 19 0  |
| 4              | 3. TWO IN LOVE                           | Wilson              | 19 1  |
| 2              | 5. YOU AND I                             | Wilson              | 19 4  |
| —              | 6. MADELAINE                             | Sanity-Joy-Select   | 18 1  |
| 2              | 7. D-I-BI                                | Risher              | 17 4  |
| 8              | 7. ELMER'S TUNE                          | Robbins             | 17 16   |
| 5              | 8. BY-O, BY-O                            | Majestic-Gwena-Kemp | 16 5  |
| 5              | 9. I FOUND YOU IN THE RAIN               | Pergle              | 15 4  |
| —              | 9. I GOT IT BAD                          | Robbins             | 15 12   |
| —              | 10. THIS IS NO LAUGHING MATTER           | Block               | 14 7  |
| 5              | 10. THIS LOVE OF MINE                    | Embassy             | 14 8  |
| —              | 10. YOURS                                | E. B. Marks         | 14 4  |
| —              | 11. COWBOY SERENADE                      | E. B. Marks         | 13 7  |
| 3              | 11. DELILAH                              | BMI                 | 13 4  |

## 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; Odey Music Shop; Harbom's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Orlman Music Store. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop, Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin, Dealer; The May Co.; The Record Shop; Charles E. Wade Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Motet & Frank Co.; K. Gill Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Walker's Music City. San Francisco: Schwabacher-Fray, Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rosolph Wurlitzer Co.; Cincinnati Music Shop. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box, St. Louis: Arcadia Co. of Music; Famous & Bazz. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co. Springfield, Mo.: L. E. Linn Music Co. Birmingham: Nolan's Radio Service Shop; E. S. Porche & Sons; Monarch Sales Co.; Lodia Plutz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James H. Thayer, C. H. Stephenson Music Co. Miami: Richards Store Co.; Harding's, Inc. New Orleans: Louis Orunewald Co., Inc.; O. Schizmer, Inc. Fort Worth, Tex.: McGroarty's; Kernick Bros. Furlinary Co. San Antonio: Alamo Piano Co.; San Antonio Music Co. Washington, D. C.: E. P. Drooge & Sons Co.; George's Radio, Inc. Louisville, Ky.: Stewart Dry Goods Company.

| NATIONAL                |  | EAST                    |  | SOUTH                   |   |
|-------------------------|--|-------------------------|--|-------------------------|---|
| POSITION Last Two Weeks | Title  | POSITION Last Two Weeks | Title  | POSITION Last Two Weeks | Title   |
| 1                       | 1. PIANO CONCERTO —FREDDY MARTIN                       | 1                       | 1. Piano Concerto —Freddie Martin                      | 1                       | 1. Piano Concerto —Freddie Martin                   |
| 2                       | 2. CHATTANOOGA CHOO CHOO —GLENN MILLER                 | 2                       | 2. Chattanooga Choo Choo —Glenn Miller                 | 2                       | 2. Chattanooga Choo Choo —Glenn Miller              |
| 3                       | 3. CHATTANOOGA CHOO CHOO —GLENN MILLER                 | 3                       | 3. Tonight We Love —Tommy Dorsey                       | 3                       | 3. I Don't Want To Set the World on Fire —Ink Spots |
| 4                       | 4. ELMER'S TUNE —GLENN MILLER                          | 4                       | 4. This Love of Mine —Tommy Dorsey                     | 4                       | 4. Blue Champagne —Jimmy Dorsey                     |
| 5                       | 5. 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 Tucher | 5                       | 5. Elmer's Tune —Glenn Miller                       |
| 6                       | 6. I DON'T WANT TO SET THE WORLD ON FIRE —INK SPOTS    | 6                       | 6. Elmer's Tune —Glenn Miller                          | 6                       | 6. Yes, Indeed —Tommy Dorsey                        |
| 7                       | 7. JIM —JIMMY DORSEY                                   | 7                       | 7. You Made Me Love You —Harry James                   | 7                       | 7. Time's Tune —Dick Jurgens                        |
| 8                       | 8. TONIGHT WE LOVE —TONY MARTIN                        | 8                       | 8. Jim —Jimmy Dorsey                                   | 8                       | 8. This Love of Mine —Tommy Dorsey                  |
| 9                       | 9. ELMER'S TUNE —DICK JURGENS                          | 9                       | 9. I Don't Want To Set the World on Fire —Horace Heidt | 9                       | 9. Tonight We Love —Tommy Dorsey                    |
| 10                      | 10. YOU MADE ME LOVE YOU —HARRY JAMES                  | 10                      | 10. Adios —Glenn Miller                                | 10                      | 10. Jim —Jimmy Dorsey                               |

## 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.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Balzare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gambie Hinger Music Co.; A. C. McClure. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. New Orleans: O. Schizmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

| NATIONAL                |  | EAST                    |  | WEST COAST              |  |
|-------------------------|--|-------------------------|--|-------------------------|--|
| POSITION Last Two Weeks | Title                                    | POSITION Last Two Weeks | Title                                    | POSITION Last Two Weeks | Title                                    |
| 1                       | 1. I DON'T WANT TO SET THE WORLD ON FIRE | 1                       | 1. Tonight We Love                       | 1                       | 1. I Don't Want To Set the World on Fire |
| 2                       | 2. YOU AND I                             | 2                       | 2. I Don't Want To Set the World on Fire | 2                       | 2. You and I                             |
| 3                       | 3. TONIGHT WE LOVE                       | 3                       | 3. You and I                             | 3                       | 3. Jim                                   |
| 4                       | 4. JIM                                   | 4                       | 4. This Love of Mine                     | 4                       | 4. Piano Concerto                        |
| 5                       | 5. PIANO CONCERTO                        | 5                       | 5. Shepherd Serenade                     | 5                       | 5. Tonight We Love                       |
| 6                       | 6. ELMER'S TUNE                          | 6                       | 6. Chattanooga Choo Choo                 | 6                       | 6. Elmer's Tune                          |
| 7                       | 7. SHEPHERD SERENADE                     | 7                       | 7. Jim                                   | 7                       | 7. Chattanooga Choo Choo                 |
| 8                       | 8. CHATTANOOGA CHOO CHOO                 | 8                       | 8. Why Don't We Do This More Often?      | 8                       | 8. Do You Care?                          |
| 9                       | 9. THIS LOVE OF MINE                     | 9                       | 9. Do You Care?                          | 9                       | 9. Shepherd Serenade                     |
| 10                      | 10. DO YOU CARE?                         | 10                      | 10. Elmer's Tune                         | 10                      | 10. 'Til Reveille                        |
| 11                      | 11. YOURS                                | 11                      | 11. City Called Heaven                   | 11                      | 11. Yours                                |
| 12                      | 12. I GUESS I'LL HAVE TO DREAM THE REST  | 12                      | 12. Two in Love                          | 12                      | 12. You Are My Sometime                  |
| 13                      | 13. 'TIL REVEILLE                        | 13                      | 13. I Found You in the Rain              | 13                      | 13. I Guess I'll Have To Dream the Rest  |
| 14                      | 14. TIME WAS                             | 14                      | 14. Bells of San Rafael                  | 14                      | 14. Time Was                             |
| 15                      | 15. CITY CALLED HEAVEN                   | 15                      | 15. You Are My Sometime                  | 15                      | 15. Two in Love                          |

## LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 10 most important phonograph operating centers in the country.

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

| GOING STRONG                                      |  | COMING UP                        |  |
|---|--|----------------------------------|--|
| YOU AND I. (14th Week)                            | Glenn Miller, Bing Crosby, Kay Kyser.  | WHY DON'T WE DO THIS MORE OFTEN? | Kay Kyser, Freddy Martin, Andrews Sisters. |
| I DON'T WANT TO SET THE WORLD ON FIRE. (9th Week) | Horace Heidt, Ink Spots, Tommy Tucher. | THE WHISTLER'S OTHER-IN-LAW.     | Bing Crosby.                               |
| JIM. (10th Week)                                  | Jimmy Dorsey, Dinah Shore.             | THIS LOVE OF MINE.               | Tommy Dorsey.                              |
| I GUESS I'LL HAVE TO DREAM THE REST. (7th Week)   | Glenn Miller, Tommy Dorsey.            | D-I-BI.                          | Horace Heidt.                              |
| CHATTANOOGA CHOO CHOO. (5th Week)                 | Glenn Miller.                          | THIS TIME THE DREAM'S ON THE GO. | Glenn Miller, Woody Herman.                |
| ELMER'S TUNE. (13d Week)                          | Glenn Miller, Dick Jurgens.            | TIME WAS.                        | Jimmy Dorsey.                              |
| PIANO CONCERTO. (2d Week)                         | Freddie Martin.                        | JEALOUS.                         | Andrews Sisters.                           |

## BMI-Inspired Plug Service Becomes a Permanent Set-Up

NEW YORK, Nov. 15.—Little publicized trade offshoot of the ASCAP-BMI fracas is the fact that there now exists two song-plug reporting services, where there was only one before ASCAP was lamed from the web. Martin Alexander's Accurate Reporting Service was the only plug survey available for music pubs and trade papers up until last January 1. After that date Accurate dropped NBC and CBS listings from its daily compilations, since most of its subscribers were ASCAP members, and such info became useless to them. To give BMI publishers accurate plug coverage, BMI execs enrolled the aid of Dr. John O. Peatman of the City College of New York's Psychology Department, and the doctor set up the Office of Radio-Research Division to report plugs over WJAZ, WJZ and WABC. ORRD's clerical expenses are footed by BMI, but all such help is recruited from the college.

With ASCAP back on the chains October 30, Accurate resumed its reporting of all major New York outlets and this time included WOR (Mutual). Coverage of independent stations was dropped. Accurate probably figuring that ASCAP subscribers were no longer interested in minor plugs now. Accurate's switch-back, however, left still a need for the BMI pubs, and the second-plug service, ORRD, has decided to remain in the field.

The City College group will continue to give subscribers service not only on major plugs from 8 a.m. to 1 a.m., but also on independent outlets listed in recap form from 5 p.m. to 1 a.m. Dr. Peatman stated, too, that he hopes to soon have his project a self-supporting bit. To get full coverage of both major and minor plugs for its readers, The Billboard will use City College's service, listing weekly the 20 songs with the most radio plugs over WJAZ, WJZ, WABC and WOR from 8 a.m. to 1 a.m. daily, as well as the independent station plugs on these songs from 5 p.m. to 1 a.m.

## Krupa Draws \$1,659 at Ritz

BRIDGEPORT, Conn., Nov. 15.—Gene Krupa, always a prime fave in this burg, came into the Ritz Ballroom here last Sunday (9) and drew a crowd of 1,508 persons. With the admish jacked up to \$1.10, the gross totaled a sweet \$1,658.80. This was the third largest draw of the season, being exceeded only by Artie Shaw on September 14, who drew 2,430 for a gross of \$1,002.50, and Charles Spivak on September 7 with a draw of 1,182 for a gross of \$2,178.00.

## Ain't the Sale Enough?

NEW YORK, Nov. 15.—Bill Burpham, exponent of the monogramed aspirin and location booker for Consolidated Radio Artists, wore out a solid mass of shoe leather last Monday night dancing at the Log Cabin Farms, Armonk, N. Y.—with proprietor Auggie Hausner's 12-year-old daughter. For those who scoff, however, Burpham wishes it known that he was merely precluding to become Renee De Marco's new dance partner, and the fact that he booked Tony Pastor into Log Cabin, come December 18, doesn't mean a thing.

## RCA Caravan Pulls 6,666 in Cincy; UC Cats Nettled

CINCINNATI, Nov. 15.—RCA-Victor Dance Caravan, highlighting the Tommy Dorsey and Shep Fields orchestras, attracted 2,337 dancers, at \$1.10 a head, to Topper Ballroom in Music Hall here Thursday night. Friday night, with prices the same, nearly doubled Thursday's take, when 4,329 marched thru the turnstiles. The two-day event got good promotion and advance publicity in tie-ups with The Cincinnati Times-Star and Station WERC.

A free swing concert by the Dorsey and Fields orks in Wilson Auditorium on the University of Cincinnati campus which failed to come off yesterday afternoon, as scheduled, riled the pinfeathers of some 1,200 college rag-cutters. Both leaders put in an appearance, but college cats wanted their orks, too. Local RCA-Victor officials here blamed the mix-up on the Cavalcade advance brigade, which had promised the college kids too much. University authorities had a tough time getting the disappointed live fans to leave the hall peacefully.

The Caravan did well on its five days in Public Auditorium, Cleveland. Opening night (5) pulled 3,977 admissions at 65 cents. Thursday (6) was better, with 4,382 laying it on the line. Friday (7) saw the biggest biz, with 7,628 65-cent admissions. Saturday, with admissions upped to \$1, saw 5,806 dancers in the big hall, despite inclement weather. Octaway night (8) attracted 5,377 at 65 cents.

At Lakeside Park, Dayton, O., Monday (10), the Caravan played to 3,652 dancers at \$1.10. Tuesday, at the Auditorium, Columbus, O., the Dorsey-Fields orchestra pulled 3,238, with success marked at \$1.10. In advance, and \$1.35 at the door. As the same prices, 3,967 dancers crowded the Columbus hall Wednesday.

The Caravan is set tonight and tomorrow night at the Indiana Roof Ball-

## Final Whiteman Underscale Case Settled at \$567

NEW YORK, Nov. 15.—Final episode in the Paul Whiteman underscaling case of 1939, and the only one taken to the New York Supreme Court, was settled out of court Monday (10), with Artie Dreilinger, former Whiteman saxman, now on the house staff of Columbia Broadcasting System, receiving three-quarters of his claim, or \$567 of the \$736 asked for.

Final settlement marked payment to 10 of Whiteman's musicians, who had charged before the Musicians' Union that Whiteman was paying traveling scale on out-of-town dates without the band being on the road for five consecutive days. Jam hinged around APM ruling providing that, when a New York band plays out of its jurisdiction for less than five days, the leader must pay New York scale, plus mileage and maintenance.

Whiteman, in his plea to the union, said he was under the impression that APM had given permission to a former manager. Men testified that they couldn't be out of town more than three or four days a week because of Whiteman's Chesterfield cigarette program, emanating from New York.

Whiteman was found guilty by the trial board of Local 802 and ordered to pay men the difference, amounting to approximately \$9,000. In the case of Dreilinger, Whiteman produced a contract release Dreilinger had given him, renouncing claims against Whiteman. Union took the stand that a member cannot release a leader from claims dealing with infractions of union laws.

Claim was taken before APM International board, but again turned down. Outcome of the action in court would not have affected the other decisions by the trial board, since these did not depend on any such written agreements as the one held by Whiteman over Dreilinger.

room, Indianapolis. This afternoon the T. Dorsey and Shep Fields musicians entertained BCA employees from the Indianapolis and Simpsoning, Ind., plants at a special matinee performance at the Indiana Roof.

## Booking Offices Spread Exhibits At NY Hotel Expo

NEW YORK, Nov. 15.—The 20th National Hotel Exposition, in Grand Central Palace here from Monday (10) thru yesterday, was given a play by Music Corporation of America, General Amusement Corporation, William Morris Agency and Frederick Bros. Music Corporation, all of whom had booths.

Most impressive booth was that of MCA. Features of MCA's exhibit were two well-constructed Harry Conover models, who marched up and down in front of the booth, carrying picket signs proclaiming MCA's unfairness to red ink and warning against patronizing the agency unless "you want the best." Exhibit was designed by Jack Lear to sell MCA's cocktail orks, strollers and other hotel units.

GAC's exhibit consisted of an optical illusion booth, showing the Terrace Rooms of Hotel New Yorker empty and then filled with customers. Signs declared that GAC "has provided 80 per cent of New York's entertainment during past two years."

William Morris Agency had a double booth with photos of Morris stars plastered all over the walls. Also had a coin photo grinding coat latest Basie, Monroe, Bradley and Husse records.

Simplest display was Frederick Bros., who contacted themselves with a sign announcing "Personalized Service."

When things got a little dull MCA's Lear had Frankie Brown, midget Negro page boy, rushing around the building paging Benny Goodman; but with the Conover gals on hand, things hardly ever got dull.

## Frederick Takes MCA Spot

CHICAGO, Nov. 15.—L. A. Frederick, Frederick Bros. Music Corporation prez, nabbed the booking of Jerry Jones's Handaru, Salt Lake City, from MCA during his recent tour of the West Coast. Frederick signed a season's contract, starting with Tiny Hill (current attraction), with Howard Becker, Charles Teagarden, Ned Nichols and Ralph Barlow set to follow. Jones was in town last week listening to office properties.

# ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market  
Dept. B \$19.50  
10,000 .. \$450  
20,000 .. 775  
50,000 .. 1,225  
100,000 .. 1,950  
Cash With Order—No C.O.D. STOCK TICKETS—\$17.00 per 100,000, any amount.

From

**HARMS**

## BELOW THE EQUATOR

By Cliff Friend and Charlie Tobias

## WHO CALLS?

A Great American Love Song

Prof. Mgr. MACK GOLDMAN

From

**REMICK**

A Johnny Mercer-Harold Arlen Score  
From the Warner Bros. Film  
"BLUES IN THE NIGHT"

## BLUES IN THE NIGHT

(My Mama Done Told Me)

## THIS TIME

## THE DREAM'S ON ME

## SAYS WHO?

## SAYS YOU, SAYS I!

## HANG ON TO YOUR

## LIDS, KIDS

By Al Dubin and Ernesto Lecuona

## THE ANGELS CAME THRU

Prof. Mgr. JOHNNY WHITE

From

**WITMARK**

## 'TIS AUTUMN

Romantic, In Season

## MAKE LOVE TO ME

## DON'T TAKE YOUR LOVE FROM ME

Prof. Mgr. NORMAN FOLEY

From

**ADVANCED**

## HEY, DOC!

Prof. Mgr. JOSEF NYROW

**AUTUMN**

**NOCTURNE**

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

A
Abba, Vic (Congress) Chi. h.
Agner, Charles (Sherman's) San Diego, Calif. c.
Akin, Bill (Oceana Washington) Jacksonville, Fla. h.
Albani, Pedro (President) Atlantic City, h.
Albino, Don (El Club) NYC, h.
Albin, Jack (Stacy-Trent) Trenton, N. J. h.
Allen, Bob (Arcades Club) Canton, O. h.
Allen, Bob (Homeless) Brooklyn, N. Y. h.
Almiller, George (Morty's Grill) Upper Darby, Pa. h.
Arco, Ray (Ola's Place) New Garden, N. J. h.
Armstrong, Louis (Grand Terrace) Chi. h.
Arish, Leonard (Roadside Rest) Oceanide, N. J. h.
Arturo, Arturo (Boulevard) Elizabeth, N. J. h.
Ashton, Dick (Mugs) NYC, h.
Astor, Bob (Tandem Gardens) Richmond, Va. h.
Auld, Aggie-Russay McKenric (Elorado) Cleveland, O. h.
Ayres, Mitchell (Strand) Brooklyn 26-24, c.

B
Baley, Layton (Wardman Park) Washington, D. C. h.
Bancroft, Ned (St. Anthony) San Antonio, h.
Barbara, Pat (Rock Club) NYC, h.
Barker, Art (Warwick) NYC, h.
Barnes, Charles (Mugs) Baltimore 17-19, c.
Barnett, Arno (Henry's New Yorker) Chi. h.
Barron, Kue (Edison) NYC, h.
Bastin, Jeno (Lexington) NYC, h.
Bastie, Joe (Columbia, O.) Roanoke, Va. 24-25.
Baum, Charles (Copacabana) NYC, h.
Becker, Bubbles (Grand) Detroit, h.
Becker, Denny (Van Clief) Dayton, O. h.
Becker, Maximilian (Versailles) NYC, h.
Beckie, Ben (Shubert) Cincinnati 17-20, h.
Belmont, James (Days) Tampa, Fla. h.
Bible, Billy (Cass Market) Albuquerque, N. M. h.
Black, Charlie (Studio) Phila. h.
Boer, Al (Blackhawk) Chi. h.
Brock, Dick (Elks' Log Cabin) Brooklyn, h.
Bross, Henry (Palace) San Francisco, h.
Byrne, Bobby (Belmont Plaza) NYC, h.

C
Cabin Boys (Plantation) Niagara Falls, N. Y. h.
Cahner, Oscar (Casa Marta) NYC, h.
Cameron, Eddie (Yankee Lane) Brookfield, O. h.
Cappello, Joe (Jimmy Kelly's) NYC, h.
Carlo, Don (Club Casco) NYC, h.
Carver, Don (Cortez) (Roger Smith) Washington, D. C. h.
Carr, Al (La Marquise) NYC, h.
Carroll, Erv (Dempsy's) NYC, h.
Carter, Benny (Kelly's Stable) NYC, h.
Cartwright, Bob (Nero Marquise) Florida, h.
Cassidy, Del (Commodore Perry) Toledo, O. h.
Cavallero, Carmen (Marion Washington) h.
Chester, Bob (Log Cabin Farms) Arnold, N. Y. 4-Dec. 1.
Christie, Don (The Old Club) Chi. h.
Chivello, Ed (Morocco) NYC, h.
Christians, Chris (Ocean Rendezvous) Newport Ky. h.
Clark, Ozzie (Continental) Kansas City, Mo. h.
Clark, Buddy (Park Central) NYC, h.
Clarke, Marie (The Ship) Detroit, h.
Crawford, Bill (Bal Tabarin) San Francisco, h.
Crotwell, Ted (International) Boston, h.
Cuddy, Art (Homestead) NYC, h.
Cuddy, Ray (Red's) NYC, h.
Cummings, Manuel (Henry) Pittsburgh, h.
Cunha, Joe (Fernandina) Hartford, Conn. h.
Cunha, Eric (Club 18) NYC, h.
Cunha, Del (Avalon) Chi. h.
Cunha, Del (Avalon) Chi. h.
Cunha, Del (Avalon) Chi. h.
Cunha, Del (Avalon) Chi. h.

D
Dallas, Hank (Club 18) NYC, h.
Dallas, Hank (Club 18) NYC, h.
Dallas, Hank (Club 18) NYC, h.
Dallas, Hank (Club 18) NYC, h.
Dallas, Hank (Club 18) NYC, h.
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Dallas, Hank (Club 18) NYC, h.
Dallas, Hank (Club 18) NYC, h.

E
Eddy, Ted (Island) NYC, h.
Elliott, Duke (Troadero) Los Angeles, h.
Erickson, Bob (Cypress Cafe) Miami Beach, Calif. h.
Ernie, Val (La Rue) NYC, h.
Ernie & His Nonesuch (Casablanca) NYC, h.
Escalante, Charles (Carroll's) Phila. h.
Egan, Joe (The Club) NYC, h.
Egan, Joe (The Club) NYC, h.
Egan, Joe (The Club) NYC, h.
Egan, Joe (The Club) NYC, h.
Egan, Joe (The Club) NYC, h.
Egan, Joe (The Club) NYC, h.
Egan, Joe (The Club) NYC, h.
Egan, Joe (The Club) NYC, h.
Egan, Joe (The Club) NYC, h.

F
Fennell, Fred (The Hour) Minneapolis, c.
Fisher, Mark (El Club) Chi. h.
Flak, Charlie (Tunetown) Los Angeles, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.

Orchestra Routes
Following each listing appears a symbol, N.Y. in its designation corresponding to the symbol when addressing organizations or individuals listed.
ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; r-restaurant; s-showboat; t-theater.

F
Fennell, Fred (The Hour) Minneapolis, c.
Fisher, Mark (El Club) Chi. h.
Flak, Charlie (Tunetown) Los Angeles, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.
Flanagan, Ed (Harvey) NYC 1-20, h.

G
Gaines, Charles (Carroll's) Phila. h.
Garber, Jan (Harvey) Hills Newport, Ky. h.
Gaspard, Dick (Palace) NYC, h.
George, Milton (Fox & Hounds) Boston, h.
Gilbert, Jerry (Dawson) Seattle, Ala. h.
Gilbert, Johnny (Gingham Gardens) Springfield, Ill. h.
Gibson, Harry (Madrid) NYC, h.
Gifford, Tony (Joe's Casino-Black Cat) New Castle, Del. h.
Goldie (Henry Grady) Atlanta, h.
Goodman, Benny (New Yorker) NYC, h.
Gordon, Don (Ode Cedar Inn) Brookhaven, N. Y. h.
Gordon, Ray (Merry Garden) Chi. h.
Gordon, Paul (Moonlight Gardens) Saginaw, Mich. h.
Gross, Bob (Savoy Plaza) NYC, h.
Gross, Chas (Savoy Plaza) NYC, h.
Gross, Chas (Savoy Plaza) NYC, h.
Gross, Chas (Savoy Plaza) NYC, h.
Gross, Chas (Savoy Plaza) NYC, h.

H
Hanson, Myrtle (Ole's Spanish Gardens) NYC, h.
Hardy, Bob (Lobby) Boston, h.
Harris, Jack (La Cueva) NYC, h.
Harris, Ken (Hilshire) Atlanta, Ga. h.
Hart, Jack (Springfield) Lexington, Ky. h.
Harvey, Ned (Queens Terrace) Woodside, L. I. h.
Hayes, Sherman (Crooked Lake) Avon Park, Fla. h.
Hayes, Ed (Village Vanguard) NYC, h.
Heath, Billy (Rainbow Gardens) Wichita Falls, Tex. h.
Heath, Andy (Denny's Terrace Garden) Colton, N. Y. h.
Heath, Billy (Rainbow Gardens) Wichita Falls, Tex. h.
Heckler, Ed (Fairmont) San Francisco, h.
Heery, Bill (Broadway Casino) Brooklyn, h.
Herbert, Ray (Auditorium) Kokomo, Ind. h.
Herman, Woody (Strand) NYC 20-Dec. 20, h.
Herald, Lou (Bal Tabarin) NYC, h.
Hill, Trudy (Curly Reed's) Los Angeles, h.
Hill, Tiny (Rainbow Rendezvous) Salt Lake City, h.
Hinder, Richard (Edgewater Beach) Chi. h.
Hill, Lou (Chatterbox) Montclair, N. J. h.
Hines, Al (Ag's International) Casino) NYC, h.
Hodgson, Al (Gruber's) Cincinnati, N. J. h.
Hoff, Rudy (Piccadilly) New Orleans, La. h.
Holman, Herb (Lido Club) Springfield, Ill. h.
Horton, Gigs (Andy's Supper Club) Everett, Wash. h. h.

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

I
Ishon, Hank (Columbia) Chi. h.
Ishon, Hank (Columbia) Chi. h.
Ishon, Hank (Columbia) Chi. h.
Ishon, Hank (Columbia) Chi. h.
Ishon, Hank (Columbia) Chi. h.
Ishon, Hank (Columbia) Chi. h.
Ishon, Hank (Columbia) Chi. h.
Ishon, Hank (Columbia) Chi. h.
Ishon, Hank (Columbia) Chi. h.
Ishon, Hank (Columbia) Chi. h.

J
James, Harry (Columbia) NYC, h.
James, Harry (Columbia) NYC, h.
James, Harry (Columbia) NYC, h.
James, Harry (Columbia) NYC, h.
James, Harry (Columbia) NYC, h.
James, Harry (Columbia) NYC, h.
James, Harry (Columbia) NYC, h.
James, Harry (Columbia) NYC, h.
James, Harry (Columbia) NYC, h.
James, Harry (Columbia) NYC, h.

Bands on Tour - Advance Dates

HENRY KING: Mark Hopkins Hotel, San Francisco, Jan. 1 (indefinitely).
HORACE HEIDT: Palace Hotel, San Francisco, Jan. 9 (indefinitely).
GENE KRUPA: Metropolitan Theater, Boston, Dec. 5-11.
RUBB MORAN: Edgewater Beach Hotel, Chicago, Jan. 1 (indefinitely).
JAN SAVITT: Stanley Theater, Pittsburgh, Dec. 10-25.
CHUCK POSTER: El Rancho, Corpus Christi, Tex., Dec. 10.
ELA FITZGERALD: Royal Theater, Baltimore, Nov. 21-27; RKoPalace-Theater, Cleveland, 28-Dec. 4; Warner Bros. Theater, Erie, Pa., 5-6; Warner Bros. Theater, Ambridge, Pa., 8; Warner Bros. Theater, Greensburg, Pa., 9; Warner Bros. Theater, Johnstown, Pa., 10; Warner Bros. Theater, Sharon, Pa., 11; Colonial Theater, Detroit, 12-18.
RAY PRARD: Music Box, Omaha, Dec. 7.
MEL MARVIN: Van Clief Hotel, Dayton, O., Dec. 10, four weeks; Greyhound Ballroom, Detroit, Jan. 24-Feb. 1; Moonlight Gardens, Saginaw, Mich., 2-15.

K
Kaplan, Gordon (Schiller's Farm) Bloomington, N. Y. h.
Kardos, Gene (Zimmerman's Hungarian) NYC, h.
Kerzon, Maria, Musical (Onyx) Canton, O. h.
Kessel, Art (Bismark) Chi. h.
Kavala, Al (Belmont Plaza) NYC, h.
Kay, Chris (Casino) NYC, h.
Kay, Herbie (Orpheum) Omaha 17-20, h.
Kaye, Sammy (Savoy Plaza) NYC, h.
Kendall, Dave (Paradise) Brooklyn, h.
Kendall, Dave (Paradise) Brooklyn, h.
Kendall, Dave (Paradise) Brooklyn, h.
Kendall, Dave (Paradise) Brooklyn, h.
Kendall, Dave (Paradise) Brooklyn, h.

L
Ladies of Note (Edgewater) Tallahassee, Fla. h.
Laine, Bob (Cafe Society) Hollywood, Calif. h.
Laine, Bob (Cafe Society) Hollywood, Calif. h.
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Laine, Bob (Cafe Society) Hollywood, Calif. h.

M
McDonnell, Adrian (Colonial Dinner Club) Nashville, Tenn. h.
McDonald, Bill (Village Bar) NYC, h.
McDonald, Bill (Village Bar) NYC, h.
McDonald, Bill (Village Bar) NYC, h.
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McDonald, Bill (Village Bar) NYC, h.

N
Nagel, Harold (Astor) NYC, h.
Nance, Bill (Southern Mainland) Kansas City, Mo. h.
Naselle, Marie (Latter Club) Phila. h.
Naselle, Marie (Latter Club) Phila. h.
Naselle, Marie (Latter Club) Phila. h.
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Naselle, Marie (Latter Club) Phila. h.

O
O'Brien, George (Year) Chi. h.
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O'Brien, George (Year) Chi. h.

P
Palmer, George (Blue Circle) Saginaw, Ill. h.
Palmer, George (Blue Circle) Saginaw, Ill. h.
Palmer, George (Blue Circle) Saginaw, Ill. h.
Palmer, George (Blue Circle) Saginaw, Ill. h.
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Palmer, George (Blue Circle) Saginaw, Ill. h.

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# Out-of-Town Openings

## "Ring Around Elizabeth"

(Looney St. Theater)  
PHILADELPHIA  
A comedy in three acts by Carl Armstrong. Presented by Allen Borels and William Schorr, in association with Alfred Bloomfield. Directed by William Schorr. Settings by Raymond Seely. Cast includes Katherine Emmett, Herbert Voss, Marilyn Erskine, Ruth Charpenning, Katharine Bard, Jane Goss, Martha Patterson, Lee Pezman, McKay Morris, Barry Sullivan, Gilbert O. Herman and Edwin Cooper.

Jane Goss once again demonstrates that she is one of the stage's first ladies. With skill and grace, she gives wit, warmth and wisdom to the title role of Mother Cherry, who is the shining vortex of her family and household. "Life's a net you weave yourself to hold the things you care about together," she says as Elizabeth in this new play.

The various members of the family pivot around her like a merry-go-round, their problems being sometimes amusingly light and sometimes profoundly serious. Finally Miss Goss devises a solution that once and for all will harness the mad merry-go-round.

Amelia turns the tables in breath-taking fashion, providing an escape for Mrs. Cherry from everything that has ever bothered her. She sheds her many years of matrimony and blithely reverts to her girlhood days. Feigning an attack of amnesia, she steals her daughter's brooch and plans to use her sunny, displaced inheritance in living in a big way. Even in a car, if necessary.

Miss Goss and her troupe do right well for the new comedy, playing their parts as deftly as tho they had been running for weeks instead of trying it out for the first time. Katharine Bard, as the daughter recklessly in love, and Marilyn Erskine, as the scientific youngster who knows all about the mating habits of cats and must go to Chicago for her career, are excellent. Equally capable is McKay Morris as the bewildered husband. The peppery old people are well played by Herbert Voss and Katherine Emmett. Barry Sullivan plays a charming young adventurer and Ruth Charpenning squeezes all the humor out of the maid's line. In fact, the entire cast is more than adequate. It can't take as a smash hit of the Broadway season. *Maurice Ordeanler.*

## "Play With Fire"

(Shawnee Memorial Hall)  
HARTFORD, CONN.

A melodrama by Edward Percy. Presented by Reginald Denham. Cast: Henry Hull, Howard Johnson, Mary Orr, Joan Arliss, Olga Pucka, Octavia Kenmore, Thomas Speidel, Horace MacMahon, James Marriot, Arthur Pierson.  
Play With Fire is a tightly knit, skillful, mystery melodrama, and, with Henry Hull's masterful characterization as Decius Hales, should prove reasonably successful on Broadway or anywhere else. It makes no pretension at being art, but does exactly what it is intended to do—keeps an audience interested and excited for two and a half hours.

The first act is largely devoted to setting up what is to follow. We learn that Hales is a "fence." We watch Archie Fellows discover the old man's secret, see the beginnings of a blackmail plot. Howard Johnson as Fellows, incidentally, delivers the play's finest bit of acting.

Throughout the rest of the piece we watch the progression of the blackmail plot, the ultimate murder of Fellows, and the final downfall of Decius Hales. The action is crisp, well-paced, very carefully plotted. Barring a triple-headed O'Henry ending, which strains plausibility to the breaking point, it is convincing.

Of the characters, we must be less complimentary. Hales himself is confused, inconsistent, a composite of too many stock ideas. A lesser thanplan than Hull would probably have botched him horribly. As he is, he is reasonably convincing, sometimes even moving.

The lesser characters never emerge properly. An Margaret Hales, the daughter who must be protected at all costs, Mary Orr does a particularly bad job. Granted she hasn't much to work with, but she moves and talks as tho pulled on wires. Octavia Kenmore contributes a grand "bit" otherwise the acting is

rather undistinguished, neither good nor bad.

What pulls Play With Fire thru in its crisp, decisive action and the really vibrant efforts of Henry Hull and Howard Johnson. It's far from a great play, but it is good fun. *Robert E. Prentiss.*

## "Sons of Fun"

(Shubert)  
BOSTON

A revue presented by the Messrs. Shubert. "Dialing and Fun" by Olsen and Johnson. Music and lyrics by Sam E. Pata and Jack Yellen. Dances directed by Robert Fene Du Bois. Dialog staged by Edward Dreyfus Dowling. Cast includes Ole Olsen, Chic Johnson, Carmen Miranda, Ella Logan, Frank Libuse, Rosario and Antonio, the Pitchmen, the Blitmorettes, Joe Besser, Walton and O'Rourke, Milton Charleston, Martha Rawlin, Marion and Woor, Stanley Ross, Margot Brander, Kitty Murray, Valentino, John Krou, James Little, Francis Carter, Arthur Soule, the Statler Twins, Crystal Taine, Mullen Taine and Black-paw Taine.

The duo Olsen and Johnson what-is-it opened last week to the accompaniment of cheers from critics and public. Two things are clearly evident after a long evening watching this show; one, that Sons of Fun will grow almost as much as *Hellzapoppo*; second, that it is not as good.

Sons of Fun, if you enjoy slapstick comedy, is a hilarious evening during which everything with the possible exception of the kitchen sink is thrown in. If you don't like slapstick you might as well stay home.

To attempt to describe this show would be fruitless. It defies description. In its more quiet moments, i. e., when Olsen and Johnson are backstage changing costumes, there are some eye-filling beauties who go thru nifty dance routines. There is Ella Logan and Carmen Miranda. Make your reservations about six months in advance.

Altho the curtains is advertised as somewhere between 8:30 and 9:45, the show really begins about 9 o'clock. Everyone entering the theater becomes willy-nilly a member of the cast and performs for the edification and amusement of the rest of the audience, who have either been thru it themselves or are awaiting their turn with trepidation. For example, persons with balcony seats are led into the orchestra—and reach their seats in the balcony by mounting a ladder placed in the aisle and reaching to the first row of the balcony. There are the various wind instruments used in the Coney Island fun houses and the shrieks of the female contingent when their skirts suddenly shoot upward compose the first part of the overture. The second part begins when Frank Libuse conducts the orchestra in the pit, altho the music clearly is coming from an electrical transcription backstage. He has trouble with coughing members of the cast, interrupts himself to receive a telegram and makes passes at the unfortunate holders of the first-row seats.

That, brother, is only the beginning.

There is the "bowler who comes out between each scene and sends a regular bowling ball hurtling across the stage, marks up his score and departs until the scene is over. Finally, he rolls the ball and the pins fall to fall. So he remains on stage during every scene and during intermission until—near the finale when the pins suddenly topple and he marks up his score, puts on his hat and coat and departs. There is also a snagpole-sitting gentleman with little to do and a comfortable chair stop the pole in which to do it. A woman stalks down the aisle calling, "Dear, who's going to take care of this child?" The bot grows from infancy to about 19, at which time there is a mad rush from onstage to take care of her.

Audience participation is still the thing. There is dancing on stage and in the aisles. Three men from the audience are directed by three women, the team which succeeds in getting the gentleman's undershirt off just getting a prize. A woman gives birth to a baby in the third row as a stock fits across the theater.

Carmen Miranda has two numbers in addition to the finale, neither of which is terrific. She sings and shakes with her usual aplomb, to the accompaniment of the usual hullabaloo.

The real hit of the show, however, is

# New Plays on Broadway

Reviewed by Eugene Burr

## NATIONAL

Beginning Tuesday Evening, Nov. 11, 1941

## MACBETH

A play by William Shakespeare, starring Maurice Evans and Judith Anderson. Staged by Margaret Webster. Scenery designed by Samuel Leve, constructed by McDonald Construction Company, and painted by Benjamin Studio. Costumes designed by Lemuel Ayers and executed by Helene Post Studio. Incidental music by Lehman Engel. Feudling arranged by George Sargoff, Business manager, Edgar Rivkin. Press manager, Richard Money and Sol Jacobson. Stage manager, Paul A. Foley. Assistant stage managers, Walter Williams and Thelma Chandler. Presented by Maurice Evans, in association with John Haggott.

- First Witch ..... Grace Coppin
- Second Witch ..... Abby Lewis
- Third Witch ..... William Hansen
- Duncan, King of Scotland ..... Harry Irvine
- His Son:
  - Malcolm ..... Ralph Clanton
  - Donalban ..... William Nichols
- Noblemen of Scotland:
  - Breith ..... Ernest Craven
  - Angus ..... Philip Huston
  - Cathmor ..... Erford Clegg
  - Cathmor's Son ..... Walter Williams
  - Fleance, Son of Banquo ..... Alex Courtney
  - Ross, a Nobleman of Scotland ..... John Ireland
  - General in the King's Army:
    - Henry Brandon
  - Macbeth ..... Maurice Evans
  - Banquo ..... Staas Coisworth
  - Lady Macbeth ..... Judith Anderson
  - A Messenger ..... John Strach
  - Seyton, An Officer Attending on Macbeth ..... Irving Morrow
  - A Porter ..... William Hansen
  - Macduff, A Nobleman of Scotland:
    - Herbert Rudley
  - An Old Man ..... John Parrish
  - A Page ..... Jackie Ayers
  - First Murderer ..... John Ireland
  - Second Murderer ..... John Straub
  - Attendant ..... Ada McFarland
  - Boy, Son of Macduff ..... Mida Keats
  - A Doctor ..... Richard Tyler
  - A Doctor, Courtwoman ..... Harry Irvine
  - A Waiting Courtwoman ..... Grace Coppin
  - A Young Soldier ..... Alex Courtney
  - Sward, Earl of Northumberland, General of the English Forces ..... John Parrish
  - LORDS, GENTLEMEN, GENTLEWOMEN, OFFICERS, SOLDIERS, ATTENDANTS and MESSENGERS: Evelyn Helmore, Abby Lewis, Ada McFarland, Jackie Ayers, William Nichols, Melvin Parks, Alfred Paschall.

Scotland and England  
ACT I—Scene 1: A Desert Place. Scene 2: A Camp Near Forres. Scene 3: A Heath. Scene 4: A Camp Near Forres. Scene 5: Macbeth's Castle. Scene 6: The Castle. Scene 7: The Castle. ACT II—Scene 1: The Palace. Scene 2: A Park Near the Palace. Scene 3: The Palace. Scene 4: A Heath. Scene 5: Fleance, Macduff's Child. Scene 6: England. Scene 7: The King's Palace. Scene 8: Macbeth's Castle. Scene 9: The Country Near Dunsinane. Scene 10: A Room in the Castle. Scene 11: A Camp Near Birnam Wood. Scene 12: The Castle. Scene 13: The Castle.

It's hard to imagine a Hamlet with the melodrama of the ghost and the final drawing scene taking precedence over the soliloquies; similarly, it's hard to imagine a Macbeth in which the inner drama of remorse plays second fiddle to

Ella Logan, who practically learns the lines down with each number, despite the fact that some of them are not suited to her voice at all. She looks quite in any sort of costume and works beautifully.

The Pitchmen score with their version of various ballads and musical instruments. The Blitmorettes score with some nifty tumbling routines. Rosario and Antonio have some beautiful dance routines, one of which is a show-stopper and both of which are worthy of better spotting. Stanley Ross scores effectively with characterizations of Fiddle Cantor and Ned Sparks. Joe Besser has some swell comedy roles. Diane Sinclair and Ivan Kivov contribute grand dance routines, and Valentino is given exceptional opportunities to exhibit his ballet prowess. Kitty Murray in a few live dance numbers makes a hit, and midgie Helen Magna captured the crowd's fancy.

Frank Libuse clowns thruout the show and does a great job. He is featured with Margot Brander in his regular vaude act, but in addition has some moony parts for himself. Ben Bari, in a front-curtain specialty, excited a lot of interest. Walton and O'Rourke, with their marionettes, have an all-too-brief spot in the second act and get off to a great end.

There are more people in this cast, but to go thru the list would probably produce exhaustion. *Mike Kaplan.*

the traditionally tricky and difficult with scenes and battle interludes. To it's that sort of Macbeth now on view at the National, where Maurice Evans, co-starring with Judith Anderson under Margaret Webster's direction, opened Tuesday night.

Partly, it seems, the effect was intentional and partly unplanned. Mr. Evans and Miss Webster appear to have visualized the tragedy as primarily a melodrama, in an effort to give it life and driving force for modern audiences. This is, of course, a legitimate point of view—and it need not exclude the changing, fearsome and compelling psychology of Macbeth or subtle variations of mood and value of phrasing in individual speeches. At the National, unfortunately, it does. A single psychological line is art, and the characters drive along it in a heading course, never pausing to indicate growth or changes of mood or effect. This creates a rising and powerful excitement as the outer, physical action crumbles to a climax in the battle scenes—but it fails to create or even suggest Macbeth.

And the unfortunate course is further accelerated by all-of-a-piece performances from both Mr. Evans and Miss Anderson. The whole point and passion of the tragedy is the deterioration of a strong and noble man as he is subtly ridged by the suggestions of worldly ambition and, later, by the tearing fangs of fear and remorse; to achieve the poignant crux of the drama, his figure at the end must show the evil, tragic ruin of noble capabilities—a fallen temple overgrown with weeds and algae. Mr. Evans gives never a hint of the Macbeth he has no suggestion of either strength or nobility; from the start he is merely quarrelsome and weak. As a result, there is no sense of the dynamic, changing psychology of the man, which is the true core of the play.

In addition, Mr. Evans fails to bring variety and subtlety of interpretation over to the individual speeches. For the first time in his local Shakespearean career, he is content merely to declaim. His voice seems to have lost much of its flexibility and resources of power, and he appears to force it almost constantly; as a result, he rides rough-shod over most of the individual lines. The only section to which he gives full and magnificent value is the "tomorrow and tomorrow" speech. And he, along with Miss Anderson and several other members of the cast, shows a tendency to add a beat to almost every fourth or fifth vowel sound and to lengthen some of the final consonants into almost a hum. That sort of thing is high-school elocution, not acting.

Miss Anderson, eschewing the old-fashioned idea of a domineering hellion in her interpretation of Lady Macbeth, creates an ambitious, headstrong yet loving wife who, suddenly and seemingly inexplicably, succumbs to unbelievable excess of remorse. Her interpretation, like Mr. Evans', entirely lacks the necessary dynamic growth. In addition, the too indulgent in more declamation, and seldom attempts to bring subtlety or variety to her individual speeches. She creates some effects thru the use of pauses, but they're theatrical rather than legitimately dramatic. She fails to lead up to her sudden dive into the depths of remorse; she is mannered and theatrical in her actions; and her sleep-walking scene, with its stumbling movements, suggests not somnambulism but, rather, a hang-over.

As a result, the production at the National seems a bit like Macbeth with resounding blanks where the two main personages should be. For, in contrast to the two central performances, the objective aspects of the production are magnificent. Samuel Leve's breath-catching variations in his unit set are matched by the splendid effects of Lemuel Ayers' costumes; and the work of the two bands magnificently, catching the mood of the play in gorgeous patterns of amber coloring. And Miss Webster's direction, aside from its treatment of the two chief characters, shows its usual imaginative grasp of movement and tremendous inventiveness in plotting effective stage business. More than that, in its efforts to create a forward-moving melodrama, it makes the usually dead battle scenes a stirring and exciting pageant; and its externalization thus hampers the first half much more than the second, which in many aspects benefits from it. Still more, her witch

quence, instead of being silly, as they usually are, become gripping pivots upon which the production's surface melodrama turns. They are magnificently staged with imagination, beauty and unaccountably believable effect. As remarked at the start, they and the battle scenes become by long odds the most exciting things in the play.

And there are a number of excellent subsidiary performances, including the outstanding jobs offered by Henry Brandon and Irving Morrow in the relatively small roles of Dow and Seyton respectively. Harry Irvine brings gentle dignity to his portrayal of Duncan, and later scores again as the physician. Grace Coppin—who, with Abby Lewis and William Hansen, does amazingly fine work in the witch scenes—stands out again with splendid readings as the waiting-woman in the sleep-walking interlude. Herbert Roddy brings splendid life and fire to the production as Macduff, in a fine performance that is marred only by a tendency to overact in the scene in England. Viola Keats gives beauty and pathos to her brief appearance as Lady Macduff, and other good jobs are offered by John Ireland, John Straub, Buford Cage, young Richard Tyler and various of the others. Plants Cotworth lacks entirely the solidity and strength necessary for Banquo.

Without question, it's at times an exciting production. But you find yourself wondering where Macbeth and his wife have gotten to in the midst of all the excitement.

HUDSON

Beginning Wednesday Evening, Nov. 12, 1941

THEATER

A comedy by Guy Bolton and Somerset Maugham, starring Cornelia Otis Skinner. Staged by John Golden. Settings designed by Donald Oenslager, built by T. S. McDonald. Construction Company, and painted by Triangle Studios. Company manager, George Loffler. Press agents, Bernard Simon and Howard Newman. Stage manager, Robert Burton. Presented by John Golden.

- Julia Lambert ..... Cornelia Otis Skinner
John P. Purkins ..... Leon Shaw
Eve ..... Viola Rasche
Michael Cooneyn ..... Arthur Margston
Roger Cooneyn ..... Frederick Bradley
Tom Connolly ..... John Moore
Dolly De Vries ..... Cecyl Dunn
Dolly De Vries ..... Helen Flint
Lord Charles Tombray ..... Francis Compton
Avice Clifton ..... Jane Gordon
A Stage Manager ..... George Spavin
Sergeant ..... Stanley Harrison.

ACT I—Scene 1: Living Room of Julia and Michael in Hampstead. A Morning in June, 1938. Scene 2: A Late Evening in July. ACT II—The Living Room. A Sunday Evening in August. ACT III—Scene 1: Julia's Dressing Room at the Siddons Theater. An Afternoon in September. Scene 2: The Dressing Room on the Opening Night of "Lola Montez" October, 1938. Scene 3: The Stage. An Hour Later.

To sit thru the third act of a play thinking that it had a fourth or even a fifth act is about the highest tribute that a play-weary reporter can pay to any production. During the third act of the Guy Bolton-Somerset Maugham comedy, Theater, which John Golden presented Wednesday at the Hudson, I found myself wishing that there were a couple of extra acts. Theater provides by long odds the happiest evening so far this season.

The play, was adapted by Mr. Bolton from the Maugham novel, but, according to reports, so freely adapted that the stage version is very nearly Mr. Bolton's original work. I haven't read the novel, so I don't know—but it hardly matters either way. What does matter is that Messrs. Bolton, Maugham and Golden between them, with strong assistance from Cornelia Otis Skinner, the star, and other members of the cast, have furnished a drama that is a complete delight to anyone who has ever had a glacial gleam of love for the theater—and plenty of those who haven't.

The plot of Theater is no world-staggering epic. It tells merely of Julia Lambert and Michael Cooneyn, the greatest acting team in London, who are known as the Doris and Joan of the theater because of their much-publicized happy home life. Actually, they had a very quiet American divorce three years before, unknown even to their 17-year-old son, and have lived under the same roof since, but not together.

BROADWAY RUNS

Performances to Nov. 16 inclusive. Dramatic Opened Perf.

Table with columns for play title, author, and performance dates. Includes titles like 'Annie and Old Lee', 'The Sign of the Cross', 'The Sign of the Cross', 'The Sign of the Cross'.

Musical Comedy

Table with columns for play title, author, and performance dates. Includes titles like 'Best Foot Forward', 'High School', 'Lola Montez'.

Julia, meeting Michael's extra-curricula love affairs bravely, succumbs when he suggests that she hasn't enough sex appeal left to play in a contemplated drama about Lola Montez, and sets her cap for a rapid young accountant who is compiling their income tax report. She also tells Dolly De Vries, their high school friend, about the divorce, and Dolly, who has been in love with Michael for years, feels the road is clear ahead.

Julia and her accountant start gossip which Michael resents; but he flirts so much with Dolly. And, on the evening that Julia discovers that her accountant is a cheap young opportunist, Michael announces that he and Dolly are going to get married and he is retiring from the stage. Julia is left with the production of Lola Montez on her hands—alone, because even her son, succumbing to one of the most popular but vicious fallacies about stage folk, has told her that she's always acting a part and has no real self, either on or off the stage. "I'd be afraid to follow you into an empty room," he says, "for fear that there'd be nobody there."

This, of course, is one of the most preposterous fables of the theater. It takes no inner omniscience but great strength of character and extraordinary depth of soul to convert the ink-and-paper creations of dramatists into human beings with real and dynamic (in the brief) lives of their own. Only a strong mind and a great soul can bring life of mind and soul to an endless series of creations. And Julia proves this when, beset by difficulties, she carries her solo production of Lola Montez to success. It's guts that she has, says her old stage doorman—but he means the same thing.

On opening night Michael escapes from Dolly, whom he hasn't as yet married, and drops backstage to leave flowers. Julia finds him and, turning in the best performance of her career, pretends to faint and keeps him at her side for the rest of the performance. Afterward, on an empty stage, Julia and the theater unite to call him back; he can't quite disentangle the two, but they're really the same high and very lovely thing, the call of achievement and inner beauty in both his wife and his art. Julia, happy again, walks down from the stage, thru the auditorium, and exits from the front of the house.

There are those who'll claim that there's not much there, and that what there is is corny. Those who love the theater can only pity them. Granted it's corny—what then? The corniest play ever written was Hamlet. It is only when theatricalism is cheap and ineffective that it is to be deplored. To be frankly—and effectively—theatrical is, quite obviously, the greatest achievement of the theater. It is an achievement in which the theater is wistfully aped by the better moments of life.

In addition to its joyously effective theatricalism, Theater has a deep, gay and overwhelmingly right feeling for the stage, an ability not only to speak but actually to think in theatrical idiom. And, more than that, it has some of the most genuinely amusing dialog of the season. Further still, Mr. Golden, with the acknowledged aid of Robert Milton, has staged it sturdily and effectively, polishing up its comedy magnificently and making frankly and finely theatrical its moments of inner drama. And there's still more for Miss Skin-

ner and her supporting cast do one of the greatest jobs of ensemble acting seen in seasons. Miss Skinner's face is probably the most beautiful on the stage today—but, more than that, she has an inner depth and a complete command of her medium that are magnificent. As Julia, she offers a heart-catching, beautifully projected performance that ranks with the very finest that the season can hope to see. And Arthur Margston, as Michael, has never been better. He offers a suave, polished, beautifully pointed job that serves as a perfect complement to Miss Skinner's performance.

Also scoring brilliantly is young Frederick Bradley as the son. Faced with an extraordinary difficult task, he plays with understanding and restraint that make humanly believable an essentially out-of-focus role. Helen Flint, does a splendid job as Dolly; John Moore is admirable as the accountant, Violin Rosbach and Stanley Harrison project richly detailed characterizations as Julia's dresser and stage doorman; in fact, all the cast is excellent.

Anyone who has ever had a spark of love for the theater will go wholeheartedly for Theater no matter what faults may be found in it by those who judge plays as John Mason Brown would say, by reason alone. This reporter, walking away after the final curtain, was consumed with an urge to go back to the first performance available. It's hard to think of higher praise than that.

HENRY MILLER'S

Beginning Monday Evening, November 10, 1941

SPRING AGAIN

A comedy by Isabel Leighton and Bertram Bloch, starring Grace George and C. Aubrey Smith. Staged by Guthrie McClintic. Setting designed by Donald Oenslager, built by T. S. McDonald Construction Company, and painted by Triangle Scene Studios. Company manager, William C. Tisdale. Press agent, Richard Maney. Stage manager, John Cornell. Presented by Guthrie McClintic.

ACT I—A Spring Morning. ACT II—Three Weeks Later, Afternoon. ACT III—A Week Later, Afternoon.

Spring Again, by Isabel Leighton and Bertram Bloch, which was presented by Guthrie McClintic Monday night at Henry Miller's Theater, is a pleasant and light-weight little comedy that serves admirably to bring Grace George and C. Aubrey Smith together for what should be pretty nearly a full season. There's nothing in the script itself to rank it much above the run of better film comedies; but the work of Miss George, Mr. Smith and certain of their associates is so able, so suave and so charming that the evening is turned into a complete delight.

The story is of Nell and Halstead Carter, an aging couple hag-ridden by Halstead's reverence for his father who was a great Union general in the Civil War. They've lost all their money in the crash and are supported by their daughter, Edith, a stupid social climber married to a wealthy but long-suffering spouse. Nell and Halstead live in a hotel on an allowance, and, at Halstead's insistence, spend their time almost exclusively in reverencing the deceased General Carter. To Nell, her husband's pappy has become a blue-coated dose of castor oil.

She finally brings matters to a head when Edith breaks up the marriage of her daughter, Millicent, to a struggling young writer. Nell likes Tom, her granddaughter's young husband, and doesn't like living in eternal thankfulness to Edith's domineering and Halstead's rambling confessions of the general. So she conceives the brilliant idea of turning the general to some use. She encourages Halstead to give out with anecdotes concerning the cock-eyed crotchets of his famous forebear—and she and Tom turn them into a radio serial. They not only get it on the networks, but eventually sell it to a breakfast food company for \$5,000 a week.

When Halstead, who's immersed in plans to start a sort of National Valhalla with General Carter as the central figure, finds out about the radio show, (See SPRING AGAIN on page 37)

CORT

Beginning Saturday Evening, November 9, 1941

THE WALRUS AND THE CARPENTER

A comedy by A. N. Langley, starring Pauline Lord. Staged by Alfred de Liguere Jr. Setting designed by Raymond Severy, constructed by T. B. McDonald Company and painted by Robert W. Bangman Studios. Business manager, Samuel Schwartz. Press agent, Jean Dabrynska. Stage manager, William Richardson. Presented by Alfred de Liguere Jr.

ACT I—Saturday Morning. ACT II—That Evening. ACT III—A Few Minutes Later.

By no stretch of even an india-rubber imagination could A. N. Langley's The Walrus and the Carpenter be considered a good play; but as Alfred de Liguere Jr. presented it at the Cort Theater last Saturday night, under his own direction and with Pauline Lord in the starring role, it looks much worse than there's any reason for it to look. The fault, the more than a little Mr. de Liguere is overwhelmingly Miss Lord's.

The piece is one of those mad-family mixtures that are getting to be almost as dull and annoying on the stage as the families themselves would be in real life. It depends upon many laughs, sharply pointed lines and above all, on smooth and speedy pacing that might gloss over its manifold faults. It gets none of these things from either Mr. de Liguere or Miss Lord. The directing treats the play as though it were a burlesque skit, allowing ridiculous overplaying and cartoon-strip performances, never tightening the pace or giving it even a semblance of the necessary farce drive. As for Miss Lord, her well-known "style" (which to this reporter sounds more like mere inability to remember the lines) turns the stage into a ambulance. She stutters and falters and stumbles, breaking her speeches in the most fantastic places, forcing stage-waits between phrases, and finally getting the words out in a thin and ludicrously ineffective monotone. (See NEW PLAY on page 39)



Review Percentages

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

"The Walrus and the Carpenter"—22%
YES: Lockridge (Sun).
NO: Waldorf (Post), Kronenberg (PM), Coleman (Mirror), Watts (Herald-Tribune), Brown (World-Telegram), Atkinson (Times).

NO OPINION: Mantle (News), Anderson (Journal-American).

"Spring Again"—72%
YES: Coleman (Mirror), Mantle (News), Atkinson (Times), Anderson (Journal-American), NO: None.

NO OPINION: Watts (Herald-Tribune), Kronenberg (PM), Lockridge (Sun), Waldorf (Post), Brown (World-Telegram).

"Macbeth"—83%
YES: Brown (World-Telegram), Coleman (Mirror), Watts (Herald-Tribune), Atkinson (Times), Mantle (News), Waldorf (Post), Kronenberg (PM).
NO: Anderson (Journal-American), NO OPINION: Lockridge (Sun).

"Theatre"—56%
YES: Mantle (News), NO: None, NO OPINION: Watts (Herald-Tribune), Atkinson (Times), Kronenberg (PM), Lockridge (Sun), Anderson (Journal-American), Brown (World-Telegram), Waldorf (Post), Coleman (Mirror).

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Palmer House, Empire Room, Chicago

Night Club Reviews

Rhumboogie, Hollywood

Talent policy: Production floorshows at 8:30 and 11:30; show and dance bands; intermission band; "Little show" at 10:30. Management: Edward T. Louless, managing director; Merril Abbott, producer; Dick Barston, assistant; Albert C. Fuller, publicity director. Prices: Minimum \$2.50; drinks from 50 cents.

Another good show, in for eight weeks, featuring Paul and Grace Hartman, Virginia Austin, Keith Hall, John Sebastian, the Abbott Dancers and the holdover of Griff Williams and band.

The line (12) executes two of the most clever novelties seen in a hotel show here in a long time—a cute idea based on the priorities situation in which the kids do a take-off of a mass strip (but leave enough on to keep it clean) and a machine number designed along fresh defense program lines. Beverly Allen, pretty redhead who is the line feature in this show, is singled out in the machine finale as an alert mechanic, and on her own dances to a medley of pop tunes dished out by Williams and his boys.

The HARTMANS must be a great comedy team, for the laughs they netted at the opening show were long, loud and continuous. Few teams can equal this record. They minimize dancing and get away with it, for Paul is as funny a looking guy as ever graced the confines of this smart room, and their well-timed

material is, so to speak, from start to finish. Grace is an attractive woman and a most fitting partner. Opened with their magic routine and carried on successively with an impression of a new dance team (belly laughs all the way), a congenial, nonsense to Tea for Two and finally the riotous folios. Back for an encore in which they leave a couple of ringdiers' hands literally hanging on a rope.

John Sebastian, harmonica virtuoso, rattles off a couple of classics with ease and winds 'up with an including harmonica playing of the Irish reel. Has a pleasant way of presenting the numbers and holds the attention with masterful work.

Keith Hall is a ballet-tap dancer of the modern school, working in an outfit that looks like a costumer's idea of a pilot in flight and offering routines that are up to date in conception and execution. Youthful and capable, he holds up his end nicely. Some of his fast spins stimulate applause. With Sebastian as the accompanist, Keith closes with an impressive tango.

The star of the "little show" is Virginia Austin, the originator of the Clippo clown puppet turn and still the leader in her field. It is a delightful novelty, starting with one puppet and progressing to a team and finally to a trio manipulated at the same time. Miss Austin's engaging line of patter gives her specialty distinct individuality.

Rounding out this "intermission" bill is the band in which Griff features a novel arrangement of Concerto for Two and a Little Nell novelty which wasn't quite ready for the room opening night. Dorothy Dec, new vocalist, was spotted in a couple of Mexican numbers. Fair on voice but okay on presentation.

The Williams outfit plays fine dance music. Ramon Arias' foursome, with Lisa Omsal on vocals, dish out the rumbas between major dance sets. Sam Honigberg.

Girls are not especially good looking and routines are ordinary.

Bourbon and Bayne, dance team, jure out of the show because the male partner slipped on the dance floor. They're due back next month.

Sidney Katz, sax and tenor vocals, is backed by piano and drums on the relief music. Drummer is Emil Christian, one of the Original Dixieland musicians. Fine little trio.

Club is neat, nicely lighted, and Gaston is a gracious host. Paul Dealy.

5 o'Clock Club, Miami Beach

Talent policy: Show and dance band; floorshows at 8:30, 10:30 and 2. Management: Sam and Joe Barken, owners; Lou Weiss, booker; Les Simmons, publicity; Martin, headwaiter. Prices: Dinner from \$1.50; drinks from 50 cents; minimum \$1.

Opened a week ago for the eighth season, this swank spot is claimed by its owners to be the prettiest room in the nation, costing 100 grand. Spot gets its name from slogan: "Drinks on the house at 5."

Show runs 40 minutes. With Danny Drayson, billed as the "clown prince of tap," doubling as an emcee, Drayson is passable as an emcee, but in his own specialty he's a riot. His martial taps and his impersonations got a big hand. His best is a pantomime of a ride in the subway.

Marilyn Stuart, a dainty miss with pleasing pipes, easily sold Never Say Bye-Bye, Minnie From Trinidad and Time on My Hands. Personality and voice are sure-fire.

Richards and Carton contribute their impersonations of George Arliss doing a job and a waltz as Gerbo and Durants would do it. A different routine is their hurdle tap, Chick.

Show suffers from lack of variety. Arthur Warren has a good seven-piece show band and the relief band of Alfonso Chavez is okay, too. Business is quiet. Harry B. Kind.

Barone's, Chicago

Talent policy: Shows at 9, 12 and 2; show and dance band. Management: Dan Barone, operator; Bill Klein, host; Fred Joyce, publicity. Prices: Dinner from \$1.50, drinks from 50 cents.

Barone is a veteran cafe man who, after a number of years as manager of Cokesimo's, returned to operate an old, intimate near North Side room which he once billed as the 100 Club. Spot has since had such tags as the Paddock Club (Frankie Howard, operator) and the Open Door and was dark the last few seasons. It has been remodeled at a cost of some \$15,000, much of the money having been spent on mirrored and leather-cushioned walls and a series of prominently painted nudes.

Barone should have a good night club following by this time, and it is his name that will probably draw most of the business. The show itself is of a familiar small night club pattern.

Opening Bill has Leon Fields, emcee; Jules and Joanne Walton, dance team; Rae Marsh, singer; Vera Allen, dancer, and a Winnie Hoveler line of six. Music is furnished by Don Orlando and his band (6), who excel in good dance music. The Shcrets Minton strolling trio (bass, violin, guitar) is pretty bad.

Fields is a personable comic who, unlike many small nitery funsters, doesn't get on anyone's nerves. Has a likable personality and his material, the not too punchy, is clean. Between gags he handles some screwy impressions (drink, game of poker in pantomime, Ted Lewis) which are funny, and winds up with a Tea for Two dance and an acro finish. Should develop into a favorite once he becomes accustomed to the room.

The Waltons are a good-looking team and their work is neat and fresh. Open with a competition number to a musical comedy tune, followed with a serious interpretation to a piano solo of Begin the Beguine and, finally, a rumba.

Rae Marsh concentrates on dramatic interpretations of pop tunes, which were not as effective as they should be, possibly because the mike was out of order.

Vera Allen offered a cape routine to Ravel's Bolero, a long number in which nothing happens. The Hoveler line opened and closed with two fresh numbers—a nifty Can-Can and a Harlem strut. The kids are Bunny Higgins, Betty Metz, Given Bouche, Babe Warner, Sara Bates and Margie Lucy. Sam Honigberg.

Talent policy: Dance band and floorshows at 10:30 p.m. and 12:30 a.m. Management: Norman Head and George Mahley; Jerry Drury, headwaiter; Charlotte Rogers, publicity. Prices: Dinner, \$1.50; drinks, 50 cents; minimums, \$1.50 and \$2 Saturdays.

Rhumboogie has built a reputation for good swank shows, and the current offering fits well into that category. Show is conservatively offered; in fact, too conservatively, so that some of the acts are not displayed to best advantage. See Pee Johnson and His Tom-Tom Orchestra continue, playing for both dancing and the show.

Johnson emceeds in a fair fashion to bring on the six-girl line. Sepian Beauties. Girls are nice looking and do not pretend to offer anything sensational. They do well with one-two-three-kick routines and got a big hand. Paul White and Marie Bryant, from Jump for Joy, put on the usual Harlem dance that go strong with this audience.

Judy Carroll, pretty vocalist, does a fair job on That's My Home, Changes to a blue gown that sets her off in fine style later for This Love of Mine. Her work on this was adequate, but her job on Blue Skies was far above average.

White sang Honorable Rose, during which he shows a lot of teeth and makes a lot of facial gestures. He works hard to give an outstanding song-and-dance performance.

Lovey Lane, pretty red-haired dancer of the Sepians, followed with Black and Ten Fantasy. This is one of those numbers in which gyrations count a lot, and Miss Lane uses all of them.

Miss Bryant sings I Like to Rig before going into her dance. Knows what to do to make patron repeat.

Pot, Pan and Skillet, also from Jump for Joy, are on for several dances. Band men sing Farmer in the Dell while the trio hops and skips over a floor that prevented them from showing off to advantage. Their imitations of boats are good.

For the finale White is on for a few lines of Soogie Woogie Congo, while Miss Bryant starts off the dance before the Sepians and the kitchen utensil trio get on for the curtain ringer. Lacks the flash that a fast-moving finale should give.

Lots Galloway and Alton Redd, doubling from drums, offer songs at the tables during intermissions. Miss Gals looks best in Easy Street. Sam Abbott.

Cocoanut Grove, Boston

Talent policy: Shows at 7:30 and 11:30; band for dancing and show and relief band. Management: "BW," manager; Angelo Lippi, maître d'hotel; Wally Wanger, producer; Sol Tepper, booker. Prices: Minimums, \$1.50 (\$2 Saturdays); drinks from \$1.50; drinks from 40 cents.

Good shows are the rule here and the current offering lives up to the standard set. As usual, show features three imported acts and two local favorites.

The Wally Wanger girls, open with a rumba that is one of the neatest numbers seen here in some time. The line has been swelled to 14 girls, largest in town. Gals come back for two more numbers, one of which, a ballet, features Betty Jean Landon, who handles herself nicely.

Birdie Dean, jazz dancer and control artist, clicked. Starts with an acro dance clad in a flowing gown that adds color. Working slowly, Miss Dean goes thru a fairly simple but effective routine. Sheds the gown for her control numbers, which amazed audience. Makes her splits and bends seem effortless, and glances her fine act with a chair stunt. Closes to a great hand.

Billy Payne, Boston's favorite tenor, does a swell job, singing Everything I Love and Dublin's Fair City. The latter gives him more of a chance to show his range and ability. Payne has a fine tone and plenty of personality, as his 14 years

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# Review of Units

## "Beachcombers of 1942"

(Reviewed at the Oriental Theater, Chicago, Friday, November 14)

Harry Howard has a pretty good show assigned for mass audiences. Willie Howard, in the featured spot, may draw some-biz in cities where he is still known, but it is the title and the general production idea that are most exploitable. There is enough real intent on tap to keep the unit moving at a fast pace most of the way.

A line of 14 girls and several paraders open with a torrid arched dance, with Lee Kelson giving the vocal in a nice manner. The females wiggled on and around a huge silver staircase from which Vic Hyde, the flour-selling lad from Niles, Mich., descends to do the act. He has trimmed it some here but still gets across the one-man band idea with his familiar enthusiastic mannerisms, closing with four blaring horns in one hand and a twirling baton in the other. Willie Howard has four skirts. In a couple of the more familiar ones, his brother Eugene is sadly missed. Howard burlesques the Ood-Will Hour, a soap-box orator, gets drafted in the army in a double-entendre skill and finally presents the sully-funny quartet from *Riplette*.

The Hudson-St. Clair Dancers, fine acro workers, are spotted in a final can-can turn. A bright, solid routine that nets real applause.

The Rio Brothers (3) work in two spots, starting better in the first half which takes care of their playlet and legomania. Later on they cut up on prop horses, a bit they could have used in their earlier appearance.

Martin and Allen, always a strong hand-balancing pair, are featured in the Indian production in which the girls storm them a good war dance. The athletes are satin-smooth performers, employing solid tricks only.

In the V for Victory finale, Howard repeats the patriotic ballad of his former units which is still colorful and still timely. Should substitute more talented girls to represent the fallen European countries, for a strong song or dance bit should follow the stirring introduction given each country. Sam Hontzberg.

## Orrin Tucker

(Reviewed Friday Afternoon, November 14, at the Chicago Theater, Chicago)

Tucker is far from thru and he has a bang-up one-hour show to prove it. It is a band unit that is far above the run-of-the-mill fare, with careful thought given to production and lighting, which makes each number stand out like a sore thumb. While the boys go a little overboard on novelty (since Orrin and Bonnie Baker, on their own, are really novelty skemen), they are well rehearsed and what they do is certainly worth the attention of any audience. Two sock acts are added for balance—Walter (Dare) Wahl and the Ambassadors.

Band opens behind a lavish backdrop setting with a fine arrangement of *Smoke Gets in Your Eyes*, and the pace gains speed with *Cha-cha-choo Choo Choo*, enlisting the services of the Four Bodyguards and a new kid trio billed as Sally, Darlene and Mary. Girls are cute high-schoolers, with plenty of rhythm in their harmony. Eddie Rice, novelty singer, gets a few laughs with his take-off of *The Don't Wanna*. Good personality tune.

The Ambassadors (3) punch their way in with a fast turn of acrobatics gracefully executed thru-out. Girls have a good time entertaining the audience, a warm attention-giving feature. Their feats on the elastic rope are both daring and amusing.

The Tucker family consumes the next 20 minutes or so, doing first a sweet and swing medley of *I Guess I'll Have To Dream the Best of America*, Jack Bartell, a real singer, is featured in *Rockin' Chair* and takes down a good hand. The lighter notes number, an annual Tucker

feature, is repeated, not a highlight any more but still worth the time. The maestro and his pipes register well on several cute tunes, with some nonsense support from the boys who close this chapter with their familiar paper hit but trick.

Walter (Dare) Wahl and his funny un-billed "little man" are a chick from the very entrance, the hand-balancing act still rating a high position among the great novelty acts.

Bonnie Baker closes the show. She is not a show-stopper now but holds up her lining with her now over-publicized thin voice and immobile delivery. Orrin and the boys help a lot, pitching in support in every other number. Starts with a Daddy medley, then *Do I Worry? What Are Little Boys Made Of? Jim, My Resistance Is Low* and, with the entire company, *Ma, He's Making Eyes at Me*.

House is on a five-day schedule and his at end of second show was good. Pic support, Universal's *Unfinished Business*, not a strong feature. Sam Hontzberg.

## "Gags and Glamour Revue"

(Reviewed at the National Theater, Richmond, Va. Friday, November 7)

The Hollywood Glamourettes, nine girls featuring Francis, who does a strip entitled *The Dance of the Bride*, provide the glamour mentioned in the title of this unit. The gags, unfortunately, fall short of aiding this otherwise nicely rounded show.

Relaying entirely on the wearing of an army uniform and smut, Fred Rookie, billed as the "No-Dough Boy," fell flat in attempting to sell laughs. He sings endless choruses of allegedly funny army songs and tries gags with his assistant.

Show opens nicely with the juggler, George Moore, comes on accompanied by a kitchen store laden with all the utensils usually found in a cookery, and winds up his turn juggling a coal skittle, shovel, dishpan and broom. Well received. Yvonne and Victor, apache dance team, are better than average.

Ming and Ling, Chinese singing duo, take top honors. One plays the accordion in what starts off to be a straight musical act, with the other doing vocals in an exceedingly pleasing voice. Act goes into an Oriental version of swing and later into a take-off on an American hillbilly turn, *I Am an American* ending proves almost a show-stopper.

Christie and Douglas, standard comedy acro act, are still as pleasing as ever. Their slow-motion interpretation seems to get better with time with Christie's work excellent.

Omitting Rookie's performance, Gags and Glamour will stand up with the best of the units playing this time.

Pic, *Down in San Diego*. Sam Eddington.

## NIGHT CLUB REVIEWS

(Continued from page 19)

at the helm, both as entertainers and streters. Current show doesn't have a chance to survive, being woefully weak in entertainment value. Line-up consists of Harper and Mays, ballroom dancers; Ames and Arno, comedy team; line of eight girls under the direction of Beth Berl and, of course, the Duncan Sisters. Show is emceed by orchestra leader Dick Aurandt.

Opener brings girls on for Southern bell production number which introduces Harper and Mays, followed by the zany dance antics of Ames and Arno, who practically have to kill themselves to get laughs. The Duncan Sisters are on next with their time-worn Topsy and Eva routine, Rosetta personally greeting ringiders by name.

Girls return to piano and offer a medley of songs from Topsy and Eva, which closes the show. A terrific let-down. Like

## No More Beer Benders

COLUMBUS, O., Nov. 18.—Gay Baird, female juggler, recently encountered the height of something or other while working a night club here. Featured recently in Bipey's *Believe It or Not*, she makes a complete somersault while balancing a glass of beer on her forehead. Club owner here wanted to charge her for the beer. She's now working with a glass of water.

## Stripper With Ear Muffs

PHILADELPHIA, Nov. 18.—Jean Carter, featured stripper at the Pollock Theater last week, ventured forth on the street clad in a sweater-skirt ensemble, fur coat, silk stockings, ankle socks, scarf—and ear muffs.

of girls could be used in closing, with a good fast number which is sorely needed. It hardly seems possible that a club with a line should waste it on an opener only. Show is played well by a seven-piece orchestra. Exceptionally good house was present on night when caught. Talent will have to go thru drastic changes in order for spot to continue in business. The Duncans have a host of friends here and all would like to see their club make good. Room has terrific possibilities, but will have to perk up, especially with opposition clubs producing better entertainment value. Edward Murphy.

## Hotel Nicolle, Minnesota Terrace, Minneapolis

Talent policy: Shoes of 4.25 and 42.50 show and dance band; Intermission, Arthur Murray Dancers. Management: Neil R. Messick, manager; Sally Delaney, publicity. Prices: Dinners, \$1.75 up; supper, \$1 minimum weekdays, \$1.50 Saturdays; drinks from 50 cents.

This favorite rendezvous scores again. Headlined by Reggie Childs and his 12-piece orchestra, the 30-35 minute show includes a variety of entertainment to please even the kiddies.

With Maestro Childs at the mike, the show gets off to a very homey start, with the leader introducing the three featured vocalists, and drummer, pianist, brass and sax sections each doing a chord or two.

Neil Courtney, 31-year-old lyric tenor with a voice that should take him a very long way in the business, opens with *Oh Denny Boy*, augmented by the orchestra and Childs on *Addis*. Courtney is a lad Childs picked up several months ago in Connecticut.

Mardoni and Louise, magicians, take over for a hilarious several minutes which include the miniature haunted

house and ghost number, the odd (but not decrepit) ring trick, some third-reading by Louise and the climax, a guillotine act that wows 'em. In the latter Mardoni, after spitting a head of cabbage in two under his big knife, invites a man from the audience to get his neck into it along with the cabbage, drops the menacing blade to cut up the cabbage and not hurt the subject. Mardoni works right in with the audience.

Crawford and Caskey, dancers; in their fourth return here, open with very fancy ballroom tepping, swing into a bit of acro, and conclude with rumba. Encore with some high and fast jitterbugging. Both have personality galore and the audience brought house down calling for them.

Mal Emerson, ock vocalist, sang *I Cried for You*, which he did in the usual manner, while red-headed Betty Carter, ooking comph, stepped out with *Yes*. Indeed, well received.

Childs emceeds. His is indeed a pleasing personality, one of the best ever to hit this town. His orchestra, four sax, four rhythm, with himself on fiddle, does a very creditable job for dancing. Childs has been drawing some very fine houses during his first week here, which began November 7. He is set for four weeks. Jack Weinberg.

## Lapour's RKO Dates

NEW YORK, Nov. 18.—Charles Koerner, vice-president and general manager of RKO, arrived from a trip to Hollywood with a commitment from Dorothy Lamour to do a personal appearances tour, starting in January.

## New Haven House Continues

NEW YORK, Nov. 18.—Al and Belle Dow, bookers, deny the Shubert Theater, New Haven, Conn., is cutting vaud down to Sundays only.

They point out that Ina Ray Hutton's band is playing three days this week and that *Panama* unit plays the Shubert four days next week.

## Earl Selby Cafe Reviewer

CHICAGO, Nov. 18.—Earl Selby is the new night club reviewer for *The Chicago Times*, succeeding Bob Andrews.

Critics acclaim

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PHILADELPHIA.—Rumba excitement, despite the artistic proficiency proffered, made for only ripples for the week ended Thursday (13) at the Erie Theater...

Martin Bags 30 1/2 G At Para, L. A.; 10 1/2 G for Orpheum

LOS ANGELES.—Armistice Day week proved a bonanza for vaudefilm houses here, Freddy Martin and Birth of the Blues rolling up a new record at the 3,505-seat Paramount...

Tucker Ork 20G Fine in Minneapolis

MINNEAPOLIS.—Further indication that Minneapolis is coming out of its slump is the \$20,000 gross of Orrin Tucker's ork and Bonnie Baker week ended November 13 at Orpheum here.

Orpheum management, headed by William Sears, pulled the usual promotions, along with a special one-half American Red Cross broadcast over five of the six Twin Cities radio stations...

"Folies" Okay 93C

DAYTON, O.—Clifford Fischer's Folies Bergere drew down a fairly good \$9,300 at the Colonial Theater for week ended November 13. This despite the general opinion that the show needed more sock comedy.

JUST OUT! McNALLY'S BULLETIN No. 21 PRICE ONE DOLLAR NEW, BRIGHT, ORIGINAL COMEDY...

Vaudefilm Grosses

Broadway Okay; Para, MH One-Weekers Surprisingly Strong; Strand Is Fine

NEW YORK.—Business in Broadway vaudefilmers is continuing at a satisfactory pace; altho another unreasonable warm spell is keeping out a lot of potential customers...

Earle, Wash., Tops 18G; Capitol 20 1/2 G

WASHINGTON.—Warner's Earle showing International Squadron for week ending November 20 expects \$15,500. On stage are Wally Brown, with Annette Aron; the Cantrells, Stuart and Lee, Lester Oman, and Roxxyette...

Ellington Strong 22G at Golden Gate

SAN FRANCISCO.—Duke Ellington grossed a strong \$29,000 for a week at the Golden Gate. Screen fare was Father Takes a Wife. House seats 2,900 and has 53-cent top.

Welk Big One-Dayer

SOUTH BEND, Ind.—Lawrence Welk and orchestra grossed a big \$23,747.77 at the Palace Theater here November 10 in a one-day date, playing to 5,531 people.

Thanksgiving Week Big in Chi; Orrin Tucker 39G; Howard's Revue Fine 20G

CHICAGO.—Ideal weather, combined with reliable attractions in both Loop combo houses this week, beginning November 14, will send grosses zooming again. Closing day is Thanksgiving (20), always the top day of the week.

house average), with a one-week show including One Foot in Heaven and stage bill with Lana Brothman and Stuart Morgan Dancers...

Biz Holds Up Well At Buffalo Stands

BUFFALO.—Spending in theaters, legit houses and at special shows wasn't especially good the past week, but the combo houses remained well above average in grosses with okay attractions.

Lewis 72C Four Days Providence

PROVIDENCE.—Metropolitan opened its week-end vaudefilm bill November 6 instead of usual Friday opening, with Ted Lewis unit as attraction...

ARTHUR HORAN has been engaged to emcee at the Casino Theater, New Rochelle, N. Y., for two weeks beginning November 22, when the Casino launches a vaude policy.

Thanksgiving Week Big in Chi; Orrin Tucker 39G; Howard's Revue Fine 20G

Rick on screen, turned in a fine \$40,500. It was Dorsey's first date here since becoming a leader on the music machine circuit and the gross is a reflection of his new popularity.

Kyser Terrif 36G Tops Miller Record At RKO in Boston

BOSTON.—Ray Kyser set a record for this year's vaude season at the RKO-Boston last week with a sensational \$38,000 gross for week ended Thursday (13). Night admission price at the 3,200-seat house was hiked to 65 cents...

Palomar 3d Best Cross of Season

SEATTLE.—With a good screen show and better than average vaude, the Palomar (1,450 seats) had its third largest week of the year, grossing \$7,000 to go 2G over the average. On stage were Grandma Perkins, the Saxons, Phil Arden, Grand Gardiner, and the Volera Trio...

Spokane Vaude Up Girlie Show Okay

SPOKANE, Wash.—Post Street hit \$1,300 week-end of November 7-9 for best gross since vaudefilm policy was resumed in September. Figure was \$50 higher than best previous take.

Ted Lewis Turned 'Em Away in Salem

SALEM, Mass.—Ted Lewis unit, in for a two-day spot booking, at the 3,200-seat Paramount Theater, grossed an estimated \$4,850. More than 800 persons were turned away.

Ink Spots-Hawkins Strong 24G in Pitt

PITTSBURGH.—The Ink Spots, with Erskine Hawkins' orchestra, grossed \$21,500 at 3,500-seat Stanley last week. On the screen, The Feminine Touch (MGM).



### Detroit 2,200-Seater Books Negro Names Beginning Dec. 26

DETROIT, Nov. 15.—Town Theater, formerly Orchestra Hall, will be opened December 26 with a policy of colored names. Name will be changed to Paradise. Owners are Ben and Lou Cohen, operators of a local circuit, who have had the house since last spring but have kept it closed up to now. House seats 2,200, and is being reconditioned. It was briefly used for small-time vaude last year under management of Jack Broder.

Tentative bookings include Louis Armstrong, Bill Robinson, Jimmie Lunceford and Rochester. Average show is expected to cost around \$6,000. It is located a mile from downtown district and a half mile from the Colonial, now playing vaude at 25 cents. The Town will charge 55 cents for vaude and a single first-run picture.

Local theater conditions make it impossible for this house to get desirable picture product except sporadically, and management will have to use "B" pictures and independent product.

### Beachcomber Show for San Juan, Puerto Rico

NEW YORK, Nov. 15.—Bogomé Joleznik's band, a girl line and three acts provided by the local Beachcomber club, called Thursday aboard the S.S. Coamo to open at the Escambron Beach Club, San Juan, Puerto Rico, for eight weeks. Booked thru Bill Stein of the Neil Belmont Agency.

Believed to be the first complete beach-show booked from this city for San Juan.

### IA PAYS COST

(Continued from page 3) he stated, "they could have killed it then." He opined that it was a good resolution under ordinary circumstances.

Walsh, however, was emphatic in denouncing the rule of Browne and Bloff, saying, "From this moment on, things are going to be different. None of the old shake-down or strong-arm."

Trial, which resulted in the conviction of Browne and Bloff for 8 and 10 years respectively and a fine of \$20,000 each, proved to him, Walsh said, that the film industry has enough money to pay decent wages and that "now, salaries and conditions on the West Coast will come in for a bit of adjustment."

"This time, tho," said Walsh, "the film industry will have to deal with officials who represent the membership, and not themselves." He added that he is also looking into the possibility of not appointing a "studio representative," the job formerly held by Bloff. "Maybe we don't need one," he said; "we're looking into that point." He also said that a new vice-president would be elected to the executive council from among the delegates who attended the last convention. He said that he didn't have any idea who it would be.

Meanwhile, Browne and Bloff have applied for release on bail. During the trial, both were free on \$50,000 bail, but were held without bail when sentence was passed. Government Prosecutor Mathias F. Correa said that he would oppose the move, but that, if a plea for release on bail were granted, bail would be doubled and the IA would not be permitted to advance any more funds.

NEWARK, N. J., Nov. 15.—Louis Kaufman, business agent of the Motion Picture Operators' Union here, affiliated with the IATSE, who is under indictment in Newark for conspiring with George Browne and Willie Bloff allegedly to extort \$1,000,000 from the film industry, was successful in getting his entire administration reinstated for office. Kaufman still has two years to serve. Elections are to be held December 9.

Kaufman's group will be opposed by the same group of members who appealed to the courts to take over operation of the local. Dick Walsh, new president of the IA, said that he would not intercede in the election because it would violate local autonomy.

Incumbent nominees include Harold Shadbolt, president; Daniel Olinor, vice-president; Harry Oppenheimer, recording secretary, and William O. Vester, treasurer. Anti-administration candidates include George Gilligan for president; Charles Strong for vice-president, and William Nugent for secretary.

### Cop Turns Actor, But Chief Doesn't Like It

DETROIT, Nov. 15.—Police officers can't be actors—at least not without getting an official okay. Patrolman Wayne A. Fernelius learned when he was suspended from the Detroit Police Department for two months. Fernelius has been making personal appearances as part of a safety campaign, doing a ventriloquist and dog act.

Fernelius made appearances at the Lincoln and Rex theaters, getting \$10 apiece—and didn't ask his chief. Result—he drew the suspension for making a public appearance and for accepting money without authorization, even tho' it was in the interest of the department's safety drive.

### AGVA Cuts Off Thomson Control Of Coast Locals

NEW YORK, Nov. 15.—In a move to curb the growing opposition on the West Coast to the national administration, the American Guild of Variety Artists has rescinded the sweeping powers it had given to Kenneth Thomson, head of Screen Actors' Guild, in 1940 in the management of the Los Angeles and San Francisco locals.

National executive board, which met November 1, passed a new resolution declaring his old power "null and void and to be rescinded immediately." No reason had been given for obnoxious Thomson off, except that the West Coast locals are in good shape now and capable of managing their own affairs, according to Gerald Griffin, executive secretary.

Thompson took control of the West Coast variety situation in December, 1940, and was empowered to "take such action on behalf of the national board deemed necessary" for the continued operations of the locals in California. His authority included examination of the books, hiring and firing people, and holding 40 per cent of the income collected out there for matters which might arise.

ELAINE LANE AND HARRY SMALL, novelty dance team, opens November 24 at the Coconut Grove, Boston, followed by El Morocco, Montreal, December 6 and the Club Charles, Baltimore, December 22, all two-weekers set thru Sol Topper of New York.

### L. A. Acts Boom Litomy for Sec'y; Buffalo, Boston, Minn. Activity

HOLLYWOOD, Nov. 15.—Eddie Litomy is being boomed for national secretary of American Guild of Variety Artists. Campaign to elect Litomy, local executive secretary, came to light Wednesday when it was learned that a petition sponsored by the Debonairs had been signed by nearly all the AGVA members at Earl Carroll's Theater Restaurant.

Petition proclaims that members of the show endorse Litomy in the belief "that his selection will be a tremendous step forward."

BUFFALO, Nov. 15.—The AGVA is getting noticeable response by acts and is also getting results in disputes between acts and night club owners. Professor Majl, local rep of the union's national board, held a meeting of 30 entertainers at the Ford Hotel November 2.

Professor Majl was successful in getting satisfactory settlements for act in two cases of cancellation. Despite contracts for one and two weeks, respectively, two teams were subject to cancellations in two different instances on first night, not an unusual procedure here. In the case of Winnie and Kerwin, Majl managed to have the act stay the entire week; in the other case a settlement of \$45 was made by club owner after the canceled act.

On the other hand, Majl didn't side with an act recently when he was let go after first week, despite two-week contract, because some objectionable material in routine was not removed despite club owner's repeated warnings.

### Problem Is Not Theaters But Getting Units, Says Cushman; Units Really Easy To Get Up

HOLLYWOOD, Nov. 15.—Trouble today is not in getting theaters in which to play but in getting good units, says Wilbur Cushman, for 25 years a unit booker in the Middle West. He adds that plenty of work awaits the performer who wants to go with a unit and that flat fee booking has removed the gamble of being stranded. The performer is also assured of a sufficient number of weeks to make the tour worth while, says Cushman.

Cushman points out that the day of the "package show" has arrived. Ice shows are available in this form, and most of the leading air shows are also bought this way, he said. Theaters are again turning to the unit. Most houses do not want large shows, as they do not have staging facilities and can't afford the price. Cushman adds that he is booking a number of 20-people units at flat salaries. These can be produced with union performers and musicians and yet leave a good profit for the producer. A typical one-hour unit includes an eight-girl line, five-piece band and three or four competent acts.

Standard vaude performers are on the brink of a golden opportunity in the surge toward units, the broker said. A standard act is now in a position to put out its own unit and draw a salary as well as make a profit. This, Cushman said, was especially true of groups such as circus acts that have five or more people. He cited a well-known act and said that with its seven people it could easily be augmented with other acts, a line and musicians. Unit could immediately get time in theaters in towns of 5,000 or more and keep busy until the outdoor season opens. For 20-people units, the booking is not limited to large cities. Dog acts are good as unit builders, as are horizontal bar acts and the like. Units can be built around almost any kind of an act as long as it does not have too much equipment or rigging, he added.

Cushman said he had put a unit built from a circus set into a theater that had had no flesh in years and it tripped the gross.

Units can be framed easily, Cushman said. A drapery set, photographs and advance publicity are all needed to start a unit which can be sold even before it goes into production, assuring the producer of no unnecessary loss of money or time. Since shows are booked on a

flat salary and not percentage, there is no gamble.

Failure of some units to click was blamed on too big a nut and lack of good material, with some performers resorting to stunt. Cushman pointed out that smaller theater audiences are "family people." If the show is clean, has good talent and material, it is sure to go strong.

While Cushman lives here, he is not planning to put out any units on the West Coast. His new units open in Indiana November 18 and will play westward, with Salt Lake City their Western limit.

### New Bookings Crowd Top Midwest Houses

CHICAGO, Nov. 15.—Three leading Midwest vaude houses are set with shows the rest of the year. The Chicago Theater gets a two-week show Friday (21), featuring Oil Lamb; Commanders with Blanche Bradley; Nicholas Brothers, Hollywood Blondes and the Elda Ballet, in conjunction with the film A Yank in the E. A. F. Fettes Bergers unit comes in week of December 6, to be followed successively by a Martha Raye show; a revue topped by Tony Martin and during the holiday week, the combination of Erskine Hawkins' band and the Ink Spots.

### SUGAR'S DOMINO

(Continued from page 4) the name of Joey Adams. The Low booking team of Marvin and Sidney restricted this Adams boy to one act—and maybe it was best. This Adams boy has plenty on the ball and he should build like an appetite for chow mein. He is quick; possesses charm that many youngsters deliberately throw away by trying to be wise guys with all the vulgarity of their models and none of their talents, and there is something in his personality that cries out for recognition. He is on his way. Watch him.

On the same show we renewed acquaintance (from out front) with a young lady who makes us wonder whether show business is a business after all and whether talent buying ought to be done by phony sociologists and root-hayers rather than alleged experts. The lady is Suetle Barrett and she's about the smartest thing in what is left of vaudeville and in cante today. If she had to give her occupation for a very technical census taker with a breakdown complex she would have to call herself a mimic. But anybody who thinks he knows show business and calls Miss Barrett a mimic is mistaken about thinking he knows show business. Miss Barrett is a highly talented actress, a sensational comedienne, a more than pleasing singer and an all-round entertainer rolled into a bundle of box-office dynamite. She's still young but she's been around an awfully long time.

Show business has a heap lot of explaining to do in regard to Miss Barrett. It has to explain why she isn't by this time carrying the heaviest part in a smash revue or dramatic show; why she isn't by this time somebody of consequence in the Hollywood scene. While much of her talent is visual, Miss Barrett still has plenty on the ball as a prospect for radio. So we ask also why she isn't the standard bearer or at least one of the important props in a network show. Any day you may expect Miss Barrett to be "discovered"—after being in the public eye long enough to be a tradition.

At the same viewing of the State Light we could not avoid noticing what a swell lighting job is being done at this pop-price emporium. Every act was lighted perfectly and a particularly good job was done in Miss Barrett's case. It is quite evident that the State accepts with due seriousness its responsibility as the outstanding vaudeville in its part of the country. It is doing right well by the living stage. We hope Loew will see fit to lavish such interest on other of its theaters—and that goes for BKO, too, with the help of the musicians and stagehands.

BOSTON, Nov. 15.—The deadline for new minimums expires tomorrow and it is understood that AGVA has signed all but one local booker to new contracts. Tom Sonna is local AGVA manager.

It is understood all agents have promised to book only union acts. Minimums set were as follows: Class A spots, \$55 for six-day week, \$60 for seven-day week and \$7 for one-nighters. Class C spots, \$35 for six-day week, \$40 for seven-day week and \$6 for one-nighters. Schedule for chorus lines calls for the following minimums: Class A, \$35, \$40 and \$6; Class B, \$27.50, \$32.50 and \$6; Class C, \$25, \$30 and \$5. Single one-nighters within 10-cent car-fare limits, \$6; within 50 miles, \$7; from 50-75 miles, \$8 and from 75-100 miles, \$9. These schedules apply to night clubs only.

MINNEAPOLIS, Nov. 15.—At a statement in its relations with sister crafts, AGVA (Local 3), says its business agent, Ted Brown Aich, has been turning toward settlement of claims between performers and employers.

Aich says the Artists' Bureau (Johnny Williams), National Talent Enterprise (Harry Schaffer), Hollywood Orchestra and Vaudeville Agency (Pete Brennan) and Twin City Amusement Company (Violet Murphy and Ed Fleck) have been granted AGVA license.

Settlements Brown has made include a \$45 claim by Heller and Helen dancers, against Coleman's Bar and Cafe, St. Paul. Palmier Booking Agency, of St. Paul, Aich said, will pay.

# Billy Reed Gets Film Jobs, as Burleskers Eye Studios Hopefully

LOS ANGELES, Nov. 15.—Billy (Boob) Reed has just finished work in RKO's *Syncope*, starring Jackie Cooper and Beulah Granville, and has been signed for musical shorts with Johnny Downs at Universal, where he will also do his musical dish act.

Hebbie Harris has changed at the local Pollex from straight to comedy. While Reed was at RKO, Harris pinch-hit, with the result that the Dalton Brothers, Pollex owners, have decided to keep him as a comedian.

Valerie Parks, in from New York, was offered a part in Samuel Goldwyn's *Sell of Fire*, but rejected it.

While Miss Parks was appearing at the Pollex, a contingent of strippers and show girls picketed the Goldwyn lot when it was heard that talent for the burlesque picture was being secured from every place except burlesque. The

picketing got plenty of publicity for the house.

Reed's move into pictures is the first for a Pollex performer in about a year when Gus Shilling, who was comedian here off and on for three seasons, was signed to appear in Citizen Kane (RKO), *Mexican Spitfire*, *Appointment for Love* (Universal), *Ice-Capades* (Republic) and *Dr. Kildare's Wedding Day* (MGM).

Betty Rowland worked last year in *Let's Make Music* at RKO. Rags Ragland did *Whistling in the Dark* and *Panama Hattie* not so long ago at MGM.

Because the Pollex is only 30 minutes from the studios, a number of Eastern burlesque principals have sought appearances there, in hope of getting flicker flashes. Reed was signed by RKO after he had been caught by director William Dieterle's assistant,

## Ex-Strip Hurts Figure, Collects \$700 Damages

DETROIT, Nov. 16.—Cabaret owners found a new headache this week when Circuit Judge Lester E. Mott awarded Rita West \$700 damages against the Gayety Bar. Miss West was a waitress in the spot and claimed she was tripped by a customer who was served too much liquor, resulting in permanent injuries to her figure.

Her summertime job, she said, was as a stripper with the Royal American Show, accounting for the claim for damages to her figure.

which goes into rehearsal around Christmas time.

### Cleveland:

A 28-year veteran in the burlesque business, SAM REIDER has moved into the Roxy as associate to George Young. This is Sam's second trip to Cleveland as a manager of a burlesque house, he having headed the old Colonial Theater here about 20 years ago. October business was biggest in six years. Sam came to Cleveland from St. Louis after his successful reopening of the Grand Theater in that city.

### MIDWEST:

MILTON SCHUSTER, Chicago, has booked for the new Empire Circuit: Irene O'Dare, Walt Stanford, Hazel Scott, Jeanette Miller, Julie English, Lynn Vanya, Mickey Jones, Al Pharr, O'Dell and Allen, Grace Gordon, Virginia Jones, Louise Sharry, Fred Hall and Dolly Dawson. Schuster also booked Joe Porta, who leaves the Billy Hagen company on the Midwest to join the Harry Conley-Lau Black unit at the Grand, Canton, O., November 28; Woods and Mae into the Mayfair, Dayton; the LaTerra, Palace, Buffalo; Eve Arden, Rialto, Chicago; Gutes and Clare, Palace, Buffalo, and Nancy Hart into the Roxy, Cleveland, to replace Lyn Bari, who returned to the Rialto, Chicago.

MARION MORGAN reopens on the Midwest Circuit at the Palace, Buffalo, November 21. HARRY HIRSH plans to reopen the Alvin, Minneapolis, December 28. WARREN B. IRONS and Arthur Clamage are planning to re-light the Missouri, Kansas City, on the same date. BENNY MOORE was in Peoria, Ill., last week visiting his wife.

YVETTE DARE is held over at the Bowery, Detroit. ADA LEONARD is taking her all-girl band on a tour of army camps next week.

CHARLES ROBINSON replaced Harry Myers on the Midwest Circuit at the Roxy, Cleveland, Friday (14). GEORGE YOUNG, operator of the Roxy, Cleveland, went to New York with Abbott and Costello, who have been visiting him on their way east.

### FROM ALL AROUND:

STANLEY MONTFORT is back as stage manager and house singer at the Fox, Indianapolis. RALPH CANTON and Hazel Chenbawlah, formerly in executive capacities with the Fred Hurley burles of a few years back, are now in advance of a *Drunkard* company.

### PHILLY GROSSES

(Continued from page 24)

extra special treat with Artie Shaw's band holding court. It's forgive and forget as far as the j-bugs are concerned, and if weekday biz is on par with the week-end, Shaw should hit \$28,000. Ocean (Hot Lips) Page, Dave Tough, George Arlt, Les Robinson, Jack Jenny, Paula Kelly and Jack Conniff from the band support along with Bob DuPont and the Coulters. *Two Lotts From Manhattan* on the screen.

Pay's Theater (seating capacity, 2,200; house average, \$6,000) for the first time this season splitting the burly billing with a standard vaude act hit a neat \$6,100. For the week ended Wednesday (12) with *Radianna* for the sexy alien and *Nonita Salsol's* Puppets heading the variety fare. Gus Foster's *Roxettes* and Billy Kluge's orchestra rounded out the bill, with *Mystery Strip* on the screen.

New bill opened Thursday (13) is a double-header in burly beats for the first time this season, with Dian Rowland and Marcelita, and figures on hitting big house pr. Vaude line-up includes the Three Sisters, Richard Lane, Jim Wetz Troupe and Eddie Shayne and Charlotte Armstrong. *Buy Me That Town* on the screen.

# Magic

By BILL SACHS

THE GREAT BLACKSTONE, who's rehearsed and opened his new season at the Opera House in his home town, Colon, Mich., several weeks ago and which last Thursday (13) closed a week's stand at the Oriental Theater, Chicago, is beginning an invasion of the East, with the show set for Boston Christmas week.

Peter Bouton, Blackstone's brother, is stage manager, and Ted Bunley has returned after several years' absence to again become chief assistant. New illusions include *The Bride's Dream*, *Phantom Soldier*, *Lady of the Lantern* and *Grandmother's Jardinere*. Retained from past programs are *The Vanishing Horse*, *Child's Dream of Toyland* and the *Flash Bomb* opening.

FLOYD THAYER, Los Angeles magic dealer, is out of action as the result of a nervous breakdown. CLIFFORD (formerly Punjab) is presenting his *Midnight Spook Party* in Midwest houses. At Warner's Ohio, Lima, O., November 1, Clifford played to 1,800 people. PETERIS BUKENKO, Latvian magician, also known as the Great Holando, is a cook on a British steamer plying between British ports, Canada and the United States. He was in Finland when that country declared war on Russia, and had to skip the country in favor of Ireland, where he shipped out as a cook. BOB AND SONIA KING and Tiny, vent act, have just finished two weeks at Chez Maurice, Montreal. SYDNEY LEVINE, well-known Montreal magician, who now makes his home in Casper, Que., recently paid a two-week visit to his old hometown. Sid says there hasn't been a magician on the Casper coast in two years. He keeps magic alive in that sector, however, by putting on occasional shows for the soldiers and sailors stationed there. RICHARD O. BUCK, who started his career at 18 as assistant to Marquis the Magician, now holds an important sales position in the steel industry. ROBERT EMERICO, magician, is celebrating his 14th month in the army. He's stationed at Fort Stevens, Ore. AL DELAGE and Company, after winding up at Club Top Hat, formerly the Esquire, Toronto, is playing two weeks of independent theater in Canada. HARRY L. HOLMES, comedy magician and juggler, was a recent visitor at the magic desk after winding up a week at the House of Rick, Cincinnati.

HARRY SCHILLING, after a week at Primrose Country Club, Newport, Ky., visited the magic desk last Wednesday (12) before departing for Indianapolis, where he's now showing his magical wares in the Sapphire Room of Hotel Washington. GAIL-GAIL headlines at the Club Royale, Detroit. "FOUR-A-DRINK" DORNFIELD tops the floor layout at Joe Coulters' 41 Club in the same village. WESLEY WHITEHOUSE, with his "Potpourri of Prestidigitation," is set at the Shoreham Hotel, Washington, from November 10 thru the 23d. FRED KEATING, magician and movie mogul, headlined the stage bill at the Carman Theater, Philadelphia, the week ended November 12. OTIS MANNING has just concluded a six-week stand in the Casino Room of Hotel Becc, Toledo, and leaves in a few days with his wife and daughter for another season in Florida. MARQUIS THE MAGICIAN has been set by Bob Shaw, of the Gus Sun office, for the circuit of Schine theaters in Ohio. GREEN THE MAGICIAN has just concluded a season in the Canadian prairie provinces, which he describes as his best in 10 years. Three months of steady rains in the Peace River country of Canada made the roads impassable, says Green, and he, with 250 others, many of them American big-game hunters, had to ship out 375 miles to Edmonton, Alta. on flatcars, and, after arriving there, Green turned over in a ditch with his new Mercury and trailer. He's presently laying off 10 days for repairs to the car. THE GREAT DAOMAR, after 16 weeks thru New York State, leaves this week for the Middle West. JUDITH JOHNSON, mentalist, was forced to cancel out of the Silver Moon Club, Pueblo, Colo., November 6, due to a serious hand injury which put her in General Hospital, Denver, for four days. She resumed November 11 at the Bonny Villa Club, Idaho Falls, Idaho, which she is set for two weeks.

# Burlesque Notes

(Communications to New York Office)

### NEW YORK:

MARY GRANT, first time east, with NTO's revue at the Hollywood, made her Pollex debut at the Eltinge, November 2, in a Hawaiian strip. Same Hires unit had Julia Bryan, co-featured; Marjorie and Pigeon Roy, Foster and Jacobs, Billy (Burapa) Mack, Sally and Rags O'Day, and Billy and Mary Hill, two last named a dance team, also first-timers in burly.

LOIS DE PEE returned to the Pollex for two weeks November 9. Valerie Parks came in November 10 as co-feature.

BETH JUDAY doubling in dance specialties and in the front line at the City. JACK GREENMAN, now Mann, former burly comic and now with George Jessel in *High Kickers* at the Broadhurst, threw a party at the Claridge Hotel after the premiere to celebrate his debut in legit. Another ex-burlesque comic in the same musical is Joe Martin.

JERRY PHILLIPS, showgirl, exited from the City to call November 8 for Panama for three months at the Florida Club.

MOE COSTELLO now has a rollover attachment in the pit of the Gayety, Norkalk.

GRAY SISTERS (Dottie and Clara), with Barbara Kane, are in the dancing line at the Globe, Boston.

MARGIE HART lost a couple of centuries on the Zivio-Robinson battle October 31. MURRAY LEONARD, on tour with Al Johnson's *Hold On to Your Hat*, writes about how perfect a host and hostess were Jack Cadden and Nadia at the Nadja mansion while the show played Rochester, N. Y., recently.

IRMA VOELKE crashed the front page of the *Bridgeport Herald* October 28.

BUSTIE LORENZO and Marian Morgan, first time here in 15 years, have invested in a home in Beverly Hills, Calif., which last season was occupied by Joe Yule.

LORRAINE LEE, first-time New Yorker, is being sponsored as a strip by Kratnie Parker, another Team, in the Moore-Taylor Hires unit. A younger sister of Lorraine is Dorothy Bradley, a choriste, on the Hires circuit.

THREE HARMONICA REEDS at the Star, Brooklyn, October 20 week, were Pollex show newcomers.

CHARLES P. EDWARDS, and wife, visitors here last week from their Hillcrest in the Poconos at Effort, Pa., where Alma Coleman, former burly ace, and Mrs. Charles Franklin and son, Charles Jr., were recent guests with George Adams, of the Mayfair Cafe.

LUCY BAXTER (Mrs. Bennie Moore), first time out from a year's illness, along with her cousins, Margaret Moffet and Adeline Donarini, were other visitors November 3 week from Peoria, Ill. Attended the City Theater to see the Moore-Taylor show.

TIRZA opened November 10 at Reid's nitty, Schenectady, N. Y.

MARY LOUISE celebrates a birthday November 20 in Waterbury, Conn., and daughter, Patricia Ann, will ditto, her second, December 28 in Chicago.

HINDA WASSAU extra-attractioned at the Eltinge November 9 week. To be followed by Bobby Morris and Mariane, November 16 and 23 weeks, via a Hires unit.

CARLEEN, daughter of Joe Fred and Alba Bradley, celebrated a fourth birthday October 20.

MAE BROWN, GINGER Britton, Alynne Payne, Jack Diamond, Ethel DeVoe, Charles Schultz, Harry White, Harry (Shuffle) LeVan and Johnny D'Arco are the principals of a new Hires show at the Star, Brooklyn, November 8, with Winnie Garfitt as extra attraction.

### PHILADELPHIA:

DAISY KELLY, star of *Scarlett Kelly*, made her burly bow at the Pollex week ago, last. HOWARD MONTGOMERY to Atlantic City to cruise and produce at Club Nomad.

RED BUTTONE, comic at Carroll's, signed for a role in the new *Join Pettor* comedy-drama.

CHINQUITA, GARCIA extra-added at the Troc Theater week ending Saturday (12), with Mary Grant to headline following week, making her first local appearance.

HINDA WASSAU November 26 attraction at the Orpheum, Reading, Pa.

GLADYS FOX, after a long run at the Pollex, which shuttered last week, opens at the Smart Spot, Haddonfield, N. J.

JESSICA ROGERS takes over the top spot at Carroll's.

MARNEE signed to do a dramatic part in *Friend for a Nickel*, play by Claud Broad.

The greatest value in Hotel accommodations offered solely to the profession.

**\$8 Single**      **\$10 Double**  
Without Bath

**\$10.50 Single**   **\$12.50 Double**  
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Experienced Show Girls. Long, pleasant engagements. Work six days, get paid five days. Salary \$21.00 per week. Return for specifications. Must be single. Wife or write.

GEORGE YOUNG, Roxy Theater, Cleveland, Ohio



# Non-Theatrical Films

Conducted by THE ROADSHOWMAN  
(Communications to 1564 Broadway, New York City)

## Successful Operating Methods For 16mm. Drive-In Movies

**CAMP FORREST, Tenn., Nov. 15**—William E. Saunders, who before his induction into the army was business manager of the Butler Movie Service, Danville, Ind., reports that the latest innovation in the movie-roadshow field is, drive-in movies. The drive-ins have gone over strong, Saunders claims, yet they were first introduced as a fill-in for a spot to make a complete circuit.

"Drive-ins are more successful on Sundays," Saunders explains in a letter outlining the possibilities of the field. "However, week-night attendances have proved far above the average. The locations are usually on a well-traveled highway, a mile or so from a town. Generally, a combo of a restaurant and gas station makes the ideal spot.

"A fenced field or several acres of pasture ground closed by serves as the auditorium. A fenced field has many advantages in helping keep the no-pay stragglers from slipping in. One gate is all that is needed, being used as an entrance and an exit at the end of the show. Because of the business brought in, the rent is usually taken care of by the station and restaurant. Then, too, toilet facilities are close at hand.

"One intermission is given halfway thru the performance as a rest and refreshment period. Two poles, each 20 feet high, can serve as the frame for a 12 by 16-foot screen. The screen is of heavyweight canvas, with a three-inch border stitched, around the edges and a steel ring sewed in each of the four corners for the rope. A pulley for half-inch rope should be nailed or wired at the top of each pole, each facing the opposite pole. The rope, when run thru, should have both ends touching the ground. Another pulley, with rope, should be nailed 10 feet high on one

pole for the speaker, which should face the auditorium.

"In a four-cornered field, where the highway borders one side, the poles should be set 10 feet apart and set up in one corner so that the back of screen will be toward the highway. Then by parking your cars in rows people will be able to drive out easily.

"The grounds are usually wired, so that several large bulbs can be turned on before and after the show and during intermission. A string of several bulbs over the gate and a lighted sign are helpful in drawing attention.

"The plugging of shows may be done by use of handbills in surrounding towns. Use of box-holder bills is often a big help in plugging rural areas. After the shows are once under way nightly announcements of new shows are about all that is required, and new customers will be brought in by regular patrons. On most shows of this type 5 cents per person is charged, altho for special shows 10 cents may be charged, but never on one of the nights when a chapter of a serial is being presented. This might tend to break up regular customers.

"In advertising the show, stress should be on nature's own cooling system, and the come-dressed-as-you-like angle also draws well. Fifteen-minute intermissions are usually long enough for the restaurant and not too long for the crowd. Two attractive girls are the best money-getters at the gate, and parking may be done by the operator until the show starts.

"Usually four people may run one drive-in successfully. Admission is never charged after intermission starts. Presenting a good show and courteous attention to customers' builds good will and assures success.



**WILLIAM SAUNDERS, left, pictured with his assistants, of the entrance of one of the drive-ins he operated successfully this past summer. His suggestions are given elsewhere on this page. Saunders is now serving in the army.**

Norwegian, Swedish, Danish and 16mm. sound and silent films.

Robert Bates, Connecticut operator, writes that he is planning a program made up almost entirely of defense films to show under sponsorship of clubs and merchants. Other roadshowmen throughout the country are also going in for defense films; and doing their bit to bring the defense story to the filmmakers of the nation.

Alexander Mazzyk, operating Carverton Talking Picture Service, specializes in Negro films, with his territory including Harlem, New Rochelle, N. Y., and parts of New Jersey within a 50-mile radius of New York. Alex reports there is a definite field for Negro films and he is considering expanding his activities to cover the New England States. He stresses the fact that a balanced program is essential. His programs usually include pictures on African life and short subjects on various Negro activities. He has a film on the Xavier Institute, the only Negro Catholic college in the country. For general films Negroes like mysteries, Westerns, comedies, cartoons and musical shorts.

## Cutting It Short

By THE ROADSHOWMAN

Tex Thorne and Lee Thomas, of Station WABJ, Bangor, Me., are using 16mm. films in connection with their personal appearances at Grange halls, fraternal organizations, etc., in the smaller towns. Lee reports the films are well received and make an interesting evening's entertainment. Usually the boys run a Western in keeping with their own brand of entertainment—songs of the West. Their current feature is *Tumbleweeds*, with William S. Hart.

Cyril Rots, roadshowman operating in Minnesota, says that his locality is a natural for showings of foreign-language films. He reports he has many requests for such films. However, since the people in his territory are predominantly Scandinavian, Rots is having difficulty in obtaining product. He would appreciate hearing from anyone who could let him know where he can obtain

## New and Recent Releases

(Running Times Are Approximate)

**KILLER BATS**, released by Pictorial Films, Inc. This is a seven-episode thriller starring Bela Lugosi. All about a mad scientist who does away with sundry persons by commanding bats to do his bidding. Typical Lugosi horror story. Running time, 70 minutes.

**LA MARSEILLAISE**, released by Brandon Films, Inc. A French-language film covering the French Revolution. It is said the film uncovers the true forces and motives behind events in France at that time. Jean Renoir, who directed, followed facts closely, while not overlooking the spirit and culture of the period. Cast includes Pierre Renoir, as Louis XVI, and Louis Jouvet, as the president of the National Assembly. Running time, 80 minutes.

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## Personalized Programs Will Build Interest

By MORRIS J. KANDELL, of General Film Library

**R**OADSHOWMEN can materially add to the effectiveness of their programs thru the use of personalized, local shots in their 16mm. programs. The cost is not prohibitive and the good will and interest created by the personalized reel will more than repay the roadshowman's initial outlay of cash. It has been proved time and time again that a well-planned reel devoted to local activities and personalities is a money-maker.

Usually the procedure followed by a roadshowman who wants to include local shots in his programs is to take a 16mm. camera and visit local organizations. From these sources he secures information about outstanding local personalities and activities and makes arrangements to photograph them. An operator who is not familiar with the use of a camera, or who is busy showing programs and has no time to devote to taking the necessary shots, usually arranges for an advance man to go on ahead and take the required scenes.

The possibilities of localized reels are limitless, and they need not be devoted to just indiscriminate crowd scenes. A well-planned reel can include shots of leading citizens who are doing outstanding work in the community; odd occupations, clever kid dance teams, shots of seasonal festivals, beauty pageants—these are but a few of the ideas that can be worked into a diversified and highly entertaining reel.

There is no difficulty in securing the co-operation of local groups in the actual filming of the reel. As a matter of fact, roadshowmen find it best to work closely with the leading organizations in town, including clubs, fraternal organizations, churches, etc. Only point to keep in mind is that no one is slighted by not being represented in the film and the persons appearing should not be presented in a ridiculous light. Of course, it is understood that everyone in the town cannot be represented in the film, but the leading citizens should not be overlooked.

A good idea in taking the localized shots is to make them applicable to a predetermined area instead of just one town. With a little planning the film reel can be used over and over again, with the insertion of purely local interest for an expenditure of approximately \$5 or \$6. A stock reel can be made to apply to an entire State or group of States. A very good example of this are the reels of historical interest now actually in operation. The roadshowman presents the history of a State or a certain area, bringing out highlights in the growth and development of the area. Stock shots can be obtained from a number of sources and used to fill out the background to a local newsreel. It is said that the historical or human-interest presentation of background facts, coupled with local shots, creates even greater interest on the part of audiences viewing the programs.

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**ARMSTRONG**—Frank L., formerly of the staff of the Long Island Paramount Studios and later in the industrial and commercial moving picture field in New York and Chicago, recently at Ottawa, where he was stationed with the Victoria Rifles infantry as a second lieutenant. Intermarried in West St. John, N. B. His widow and mother survive.

**BABIE**—Mrs. Lillian L., 59, mother of Count Basie, orchestra leader, October 30 at her home in Red Bank, N. J. Her husband, Harvey, also survives. Services November 2, with burial in Red Bank.

**IN APPRECIATION**

My heartfelt thanks for the understanding sympathy of friends in the passing of my beloved husband—

**FRED BECKMANN**  
Marie

**BUCK**—Dr. Frederick W., 64, former attaché of medical shows, at his home in Washington October 24. He was at one time with Doc William Franklin, of Quaker Indian fame, the Keith Shows and others. Body was sent to Flagler, Colo., for interment.

**BUDDHA**—Madan, mother of Mrs. Sam Golden, who with her husband has the side show on West Bros' Shows, in Hatchet, Miss., November 3. Survived by three sons and four daughters. Body was sent to New York.

**BURKHARDT**—Francis, 60, performer of fairs, rodeos and pioneer celebrations, in Los Angeles, November 6. Services in Hollywood Memorial Park Chapel November 12. Survived by a son, George, of Sacramento, and a daughter, Mrs. Ruth E. Reynolds, Tulsa.

**CAMERON**—Hugh, 62, actor, November 9 at home in New York of a heart ailment. A veteran of over 40 years on the stage, Cameron began his career when 17 as a call boy in the Baldwin Theater, San Francisco. He turned actor when James O'Neill put him on the stage in *The Count of Monte Cristo*. He then continued for three seasons with O'Neill's company. Since that time he had been in such shows as *Law Field's Hanky Panky* and *Conroy College*, the play that opened the Morocco Theater, New York. Beginning in 1922, with the opening of the Music Box Theater, New York, he played a total of 183 weeks in succession of Music Box revues. Other shows in which he appeared were *A Pair of Queens*, *A Full House*, *The Menest Men in the World*, *Rellyoo of 1913*, *Song of the Flame*, *Cartier, Delmar's Rebels*, *The Unexpected Husband*, *Back-Sent Drivers*, *Simple Sixes* and *Pepover*. He was last seen

**Richard Pitman**  
Richard Pitman, 67, theatrical agent and former actor, died November 13 in the Mary Immaculate Hospital, Jamaica, Queens, N. Y. He became ill last spring and suffered a relapse a month ago.  
A native of Boston, he was the son of James R. Pitman, one of Boston's leading producers and formerly affiliated with the old Boston Museum and Castle Square Theater. While attending Harvard University young Pitman decided to go on the stage, so his father recommended him to E. R. Bohgan, who gave him roles in *Havelock*, *If I Were King*, *The Song of the Sword* and others.  
In 1903 he appeared at the Empire Theater, New York, with Maude Adams in *The Pretty Sister of Jose*. Later he appeared with Viola Allen, John Drew, William H. Crane and other stars. His last stage appearance was with Nat C. Goodwin in *Why Marry?*, which opened in 1917 in the Astor Theater, New York, and which won the first of the annual series of Pulitzer prizes.  
Pitman gave up acting and became a director for the Selwyn firm. He was also stage manager for Charles Frohman, after becoming an agent he represented Philip Morris, Gladys Cooper, Maude Adams and other well-known performers. He had been a member of The Players Club 41 years.  
His wife, Rosalind Pitman, adopted daughter of Rose Coghlan, the actress, died in September, 1937. He leaves a sister.

# The Final Curtain

on Broadway in *Du Barry Was a Lady* at the 46th Street Theater. He had long been active in the Actors' Equity Association and was a member of the Lambs Club. He leaves his wife and a daughter.

**DANIELS**—Frank Henry, 67, head of the Daniels Stock Company, November 10 at his home in Hanover, Wis. Survived by his widow and two sons.

**DAVENPORT**—Kenneth, 62, former secretary to the late Douglas Fairbanks Sr., of a heart attack at his home in Hollywood November 10. The actor left Davenport a \$37,500 trust fund. Services at Wee Kirk of the Heather, Hollywood, November 14. Survived by a sister, Mrs. Eleanor S. Cassidy.

**DUSCH**—Ida C., wife of John Dusch and formerly with the Robinson and Cole circuses, in St. Vincent Hospital, Erie, Pa., November 3.

**FOOKS**—William Alden, 70, stagehand, November 8 following a heart attack, at the Hartman Theater, Columbus, O. He trouped with the David Warfield and other shows. His widow and a son survive. Services at the Schoedinger chapel, Columbus, with burial in Green Lawn Cemetery there.

**GILMER**—Marie (Mrs. Marie Freda Wilmer McOler), former dancer with the Zigfield Follies, November 11 at Cooper Hospital, Camden, N. J.

**GOFF**—Glenn, organist at the 1940 Golden Gate International Exposition, San Francisco, in that city November 9. Survived by his widow, Loren; two brothers and a sister.

**HAIN**—Mrs. Nancy, 26, who assisted her husband, Emil, in the operation of concessions, November 9 in Mercy Hospital, Canton, O. Also survived by two daughters, her parents, a brother and a sister. Services at Welsh's Pastors, Canton. Burial in Forest Hill Cemetery there.

**HARGREAVES**—Richard L., freelance publicist and husband of Helen Ferguson, screen actress of the silent days, November 11 in Hollywood.

**HERBERT**—John William Jr., 29, musician, November 8 in Nazareth Hospital, Philadelphia, as a result of an auto accident. With his brother David he composed the musical team known as the Herbert Brothers. His mother, father and another brother survive.

**HOLLAND**—Zay, 63, former actress and vaude performer, November 7 in St. James Hospital, Yonkers, N. Y. She appeared as a violinist with Lillian Russell and in several musical comedies produced by George M. Cohan.

**JULIAN**—Linda J., 39, former equestrienne with Barnum & Bailey Circus over a half century ago, November 12 in St. John's Hospital, Springfield, Ill. Survived by two nieces, Mrs. John A. Andrews, Springfield, Ill., and Mrs. Nellie Lowande, Detroit, Mich.

**KING**—Phil, former circus acrobat,

stilt-walker and producing clown, November 10 in Chicago a few minutes after being struck by a street car. King, who had been retired for a number of years except for occasional appearances during the holidays, was a well-known clown in his day. Born in Cleveland, he had been in show business 52 years. Body was cremated and the ashes laid to rest in Wilham Cemetery, Chicago. A sister survives.

**KING**—J. B., 65, bandmaster, at his home in Vincennes, Ind., November 7 of a heart attack. He was at one time with the Harris Nickel Plate and Gollmer Bros. circuses, also siding with the 10 Henry, Swathmore and Roy D. Smith Royal Scotch Highlanders bands. The past 23 years he was leader of the First Regiment Band, Vincennes. Survived by his widow, Flora.

**KNADSS**—Vernond A., 40, musician and music teacher, November 6 at his home in State College, Pa., after an illness of five weeks. He was director of the Emmaus (Pa.) Band and held a number of other musical positions. His widow, Grace I., a daughter, his father and a brother survive. Services November 10, with burial in Colonon Reformed Church Cemetery, Macungie, Pa.

**KNICKELBEIN**—Oustav E., 74, veteran stage employee, November 10 in Milwaukee. He was the first American stage manager for Sarah Bernhardt. Survived by his widow, a daughter and a son.

**LANGLEY**—Charles, 65, chief electrician at the Roger Sherman Theater, New Haven, Conn., November 3 at home in West Haven, Conn. He leaves his wife, a son, a sister and a brother.

**MCINTYRE**—W. Henry, vet band and orchestra leader, in St. John, N. B., recently. He played in and directed musical groups for over 40 years. For many years he headed the band at Victoria Park, St. John.

**MANGUM**—Golden Willard, brakeman on a Ringling-Barnum truck, instantly when he fell beneath the wheels while moving out of Birmingham. He had been with the show only a short time.

**MANNING**—Mrs. Ella Allison, 85, former singer, November 9 at the home of her daughter in Cranford, N. J. At one time she sang in a company organized by Gilbert and Sullivan in the United States. Besides her daughter she leaves a son and a sister.

**MARSHALL**—Mrs. Elma, 51, wife of Richard Marshall, San Francisco theatrical manager, in Oakland, Calif., November 12, as result of injuries sustained in an auto accident. Marshall has been affiliated with the Henry Duffy organization several years. He managed Sellic's Puppets during the 1940 Golden Gate International Exposition, and is now manager of the Alcazar Theater, San Francisco.

**PATTERSON**, C., who retired two years

ago after 26 years of service as secretary of Topsham (Me.) Fair, November 1 at his home there.

**POWELL**—Charles H., 55, salesman for National Screen Service in Detroit territory, November 2 as the result of an auto accident at Baginaw, Mich. Intermarried at Bradford, Pa.

**PURCELL**—Joe (Toby), member of the Laverne Players, in an auto accident while en route to Burnet, Tex., November 9. Survived by his wife, Polly; two sons, and two brothers, B. R. and Pat; both of Crockett, Tex.

**REDDING**—Lewis Edward (Pat), 47, one of the largest clowns in the world, at his home in Springfield, O., November 9. Redding traveled with large and small circuses and carnivals and was widely known in the profession.

**REDDING**—Mrs. Thomas Emma, mother of L. E. (Pat) Redding, well-known clown billed as the "World's fattest clown and Big Jumbo" in Springfield, O., November 9, a few hours after her son's death in the same city.

**ROTH**—Otto G., 79, former musician and music teacher, November 3 at his home in Philadelphia. A son and daughter survive. Services November 7 in Philadelphia, with burial in Greenmount Cemetery there.

**RUCKEL**—George C., 66, popcorn concessionaire, November 9 at his home in Chardon, O. His widow and two daughters survive. Services at the Burr-Smith Mortuary there. Burial in Chardon.

**SAXON**—Marler (Mrs. Eld Silverman), 37, former actress and wife of Sid Silverman, president and publisher of Variety, November 12 of a heart ailment in Harrison, N. Y., after a long illness. A native of Lawrence, Mass., she came from a theatrical family. Her mother, Pauline Saxon, and grandmother, Sarah Saxon, also were actresses. Her father, the late Daniel Landry, managed two theaters in Lawrence. Miss Saxon began her stage career at the age of 15, when she appeared with her mother in a sister not known as the Saxon Sisters. The musical comedy *Battling Butler*, in 1924, provided her with her first big chance and she was successful. Later she was seen in *My Girl, Merry Merry!*, *The Ramblers*, with Clark and McCullough in 1927, and *Up-a-Daisy*. In 1929 she left the stage and went to Hollywood where she appeared in films for a year and then retired. Besides her husband and her mother, she leaves a son, Sidney Silverman Jr., and a brother, Robert Landry, radio editor of Variety.

**SCAPERLANDA**—Pasco J., 48, member of Alfredo Cordona Tent, O.P.A. in Santa Rosa Hospital, San Antonio, November 10 after a two-week illness. He had many friends in the circus field. Survived by his widow, Terest, a brother, Tom, and a sister, Pauline. Services at St. Mary's Catholic Church, San Antonio, with burial in San Fernando Cemetery No. 2 there.

**SCHARNHORST**—Fred, 74, father of Mrs. Walter White, in Quincy, Ill., November 11 after an illness of five months. Burial November 14 in Quincy.

**SPORTS**—Samuel, 55, former night club singer in Philadelphia and Atlantic City, November 6 at his home in Philadelphia of a heart attack. His widow is known as Viola Kates, orchestra leader currently at the Open Door Cafe, Philadelphia.

**WILLKOMM**—Otto, 54, known as Nevada, strong man of the team of Mareena, Nevada and Mareena, old Keith-Orpheum headliner, November 12 in County General Hospital, Milwaukee. Survived by his father, a sister and two brothers.

**WINGATE**—Warren L., 63, clarinetist, at his home in Hartford, Conn., November 9 of a heart attack. He was at one time with the Patsy Conway, Sousa, Pryor and Ringling-Barnum circus bands, and appeared for many years with Nell O'Brien's Minstrels. Survived by his father, Wilbur. Burial in St. Mary's Cemetery, Corland, N. Y.

**WRIGHT**—Stephen, former actor, in an auto accident November 2 in Leanington, Mass. He retired from the stage 15 years ago. He leaves a sister.

## Marriages

**DUNLAP-MILK**—Dr. Ted Dunlap, and Margaret Milk, both of the Zachary Bros' Shows, in Laurca, S. C., November 1.  
**DURAND-DIXON**—Doris Durand, singer, and Janet Dixon, dancer, in Tijuana, Mex., November 7.  
**HEITZ-LIEBL**—Robert C. Heitz, member of Bob Haskins' orchestra, and Elaine C. Liebl, November 7 in Suedoygan, Wis.  
**HEYES-BENO**—Eugene Heyes, assistant concert master of the San Francisco Symphony Orchestra, and Mrs. Irene (See MARRIAGES on page 16)

## In Memoriam



**GEORGE E. ROBINSON**  
Our Partner and Pal  
Died November 22, 1923  
BECKMANN & GERETY'S WORLD'S BEST SHOWS

# Railers Go Home in Black

## Jones's Jaunt Sets Records

Return to Mid-South fairs results in boom biz. — Beatty is big draw

DE LAND, Fla., Nov. 16.—The 29-week season of the Johnny J. Jones Exposition ended at Albany, Ga., November 1, after which date the organization emigrated for De Land, where quarters were again established on Volusia County Fairgrounds. Ralph Lockett reported, latter part of the season saw the return of the Jones midway to mid-South territory after an absence of several years. New high in grosses were established all along the way. At Tennessee State Fair, Nashville, daily records were exceeded with exception of Children's Day when police restrictions kept practically (See JONES' JAUNT on page 37)



DR. CHARLES COPELAND SMITH, who will conduct the annual memorial service of the Showmen's League of America, has been successively a minister, sociologist, commentator and lecturer and is ranked as one of Chicago's outstanding speakers.

## Virginia Greater In Good Wind-Up; Murray Re-Engaged

SUFFOLK, Va., Nov. 15.—Coincident with Virginia Greater Shows' arrival in local quarters after terminating their 1941 tour successfully at Five-County Colored Fair, Zebulon, N. C. last Saturday, management announced the retention of William C. Murray as general agent and traffic manager for 1942. Murray will be Southern representative in the winter bookings for shows' route for next season.

Shows' tour this season took the organization into Maryland, Virginia and the Carolinas. Manager and Mrs. Bessie Masoulet left for their home in Orange, N. J., at conclusion of the trek, but will rejoin Murray for the fair meetings. Murray plans to spend a few weeks' vacation at his home in Greenville, S. C.

## Dual Slate Named For NSA Auxiliary

NEW YORK, Nov. 15.—A hot contest for the presidency and other offices was indicated on Wednesday when Ladies' Auxiliary of National Showmen's Association was presented with the nominees for 1942 by Bess Hamid, nominating committee chairman. After a tabulation behind closely guarded walls the following names were headed to the membership at the regular meeting:

For president—Elna Laures and Blanche Henderson; first vice-president—Marie Hughes and Leah Greenbaum; second vice-president—Margolita Hamid and Helene Rothstein; secretary—Ethel (See DUAL NSA SLATE on page 37)

## Late "Fat" Redding Was Two-Faced Only In His Profession

SPRINGFIELD, O., Nov. 15.—The circus and midway world lost another old-timer in the passing of Lewis Edward Redding, who died at his home here on November 8, "Fat" Redding, as he was called by his intimate friends, was so obese that he had a "double chin" on the back of his neck and was known as the Two-Faced Clown.

By shaving his head and thru use of make-up, he burlesqued as a clown with two faces. Prior to his death he tipped the scales at 584 pounds. He had been in ill health during the past year, losing weight rapidly.

Last season he worked Carlin's Park, Baltimore. In the early '20s he worked side shows as a fat boy. He spent many years in the late Nell (Whitney) Austin's Side Show before taking up clowning as his profession. He was known for his stumpy disposition and liberality to those who were less fortunate.

## Fontana Leases Roth Title and Show Equipment

EASTMAN, Ga., Nov. 15.—Mr. and Mrs. L. E. (Eddie) Roth, owners of Blue Ribbon Shows, said here last week that they had leased the title and equipment of their organization for 1942 to Joe J. Fontana, lease manager of L. J. Beth Shows the past season.

Announcement of the deal was made by Roth at a farewell dinner to show employees in Community Building here, at which he and Mrs. Roth were hosts. Roth said that after making the usual winter fair meetings he planned to go into temporary retirement and felt that he and Mrs. Roth had earned a vacation after directing the shows for a good many years, during which time the organization has prospered.

Shows' next season, Roth said, will be transported on 19 semis and five flat trucks and will carry 12 rides, 9 shows, free act and about 25 concessions. Organization moved into quarters on Southeastern Fairgrounds, Atlanta, November 19.

## Active Chicago Week Planned; Reservations Big for League Activities; Meetings Mapped

CHICAGO, Nov. 15.—The coming outdoor conventions, due to get under way in two weeks, are the general topic of conversation among showmen returning to Chicago, and all bring word that "everybody will be on hand."

In many States Thanksgiving Day will be celebrated on November 20, which will give ample time for showmen to spend the gala day at home and still arrive in Chicago several days ahead of the official start of convention-week activities. Numerous reservations are on file at the Hotel Sherman for November 27, 28 and 29, and by Sunday, November 30, showmen, fair men and park men will have arrived in force.

### President's Party is Start

Showmen's League of America activities of convention week will start November 29 with the President's Party, which will be held in the Crystal Room of the Hotel Sherman. Past President J. C. McShaffery, who is chairman, promises an enjoyable evening, with plenty of good entertainment. On November 30 annual memorial services will be held in the Bal Tabarin

## Lewis Closes Well in N. C.

Equipment shipped to new Norfolk quarters — construction work pushed

NORFOLK, Va., Nov. 15.—Despite extremely cold weather, Art Lewis Shows dimmed a successful 31-week tour with fair business at Tarboro (N. C.) Fall Festival last week under Chamber of Commerce auspices. Festival replaced the defunct Tarboro Fair on shows' schedule. Shows pulled into the recently purchased grounds at Princess Anne Road and Halstead Street here Sunday night.

Superintendent Howard Ingram is keeping a crew of 15 in quarters to rush completion of the two new buildings, one of which will house the rest of the wagons, while the other will be given over to the mechanical department. Downtown offices have been opened at the Monticello Hotel by President Art Lewis and General Manager Charles Lewis. Frank Seager, trainmaster, will be in charge of quarters activities, while Superintendent Ingram vacations in Hot Springs. President Lewis will leave soon for a visit with his parents in New York and to attend the National Showmen's Association Banquet and Ball. He then plans to make the Chicago meetings. Mr. and Mrs. Chas. Lewis will remain here. Mr. and Mrs. E. B. Braden left for their (See LEWIS CLOSING WELL on page 37)

## Green Toastmaster For League Banquet

CHICAGO, Nov. 15.—John M. Dunfield, general chairman of the Showmen's League of America Banquet and Ball, announced on Thursday that Charles W. Green had accepted the League's invitation to preside as toastmaster at the annual banquet to be held in the Grand Ballroom of the Hotel Sherman Wednesday night, December 3. Green is president of the International Association of Fairs and Expositions and until recently was manager of Missouri State Fair, Sedalia. He is known as an excellent speaker.

Hogan Hancock, chairman of the Entertainment Committee, returned from the Southwest late this week and with his committee members has started lining up a first-rate show.

## Conklin To Tell ACA Of War-Time Operation

ROCHESTER, N. Y., Nov. 15.—J. W. (Patty) Conklin, one of its charter members and general manager of the Conklin Shows, will address the eighth annual meeting of the American Carnivals Association, Inc., in the Hotel Sherman, Chicago, on the night of December 1.

This announcement was made from ACA offices here by Max Cohen, secretary-general counsel, who said the speaker's subject would be Operating a Carnival Under War-Time Conditions. "This topic is certainly timely in view of world conditions and we anticipate that a large proportion of the industry will want to have the benefit of Manager Conklin's experiences," said Secretary Cohen.

## BG's Beaumont Closer Is Good

BEAUMONT, Tex., Nov. 15.—Beckmann & Cooney Shows closed a successful season here last Saturday by chalking up good results at South Texas State Fair despite inclement weather. Colored Day and Joy Night proved the best days. All equipment was loaded before noon Monday for the run to new quarters in San Antonio. Joe S. Schollbo sustained three fractured ribs in a fall from the office steps. He left for his home in Houston Saturday night.

Barney S. Greer purchased a carload of lumber here before leaving. Mrs. Beckmann left a few days before closing date to spend a few days in Houston with friends before going home to San Antonio. Mr. and Mrs. A. J. Weiss will go to San Antonio for a short time and then leave for Fort Lauderdale, Fla., where they will winter. William B. Naylor left for Chicago, as did Mrs. Ike Rose and her midwife, who have a four-week engagement in a State Street department store. Mrs. Rose plans to go to New York later.

George Hillman, mailman and The Billboard sales agent, will winter in San Antonio, as will Sammy Feinberg, Ed Neville and Mr. and Mrs. Tony Ybanes. Glenn Buck, auditor, will remain at quarters for about two weeks and then will go home to Springfield, Ill. Bill McCloskey and Zorina plan to play some engagements in Texas before going north. Eddie Jameson, manager Gay Old New Orleans show, plans to open a night spot with his troupe of colored performers. Bill Salisbury is planning new illusions for next season. Mr. and Mrs. Del Ward will spend some time in San Antonio.

## Blue Ribbon's Trek Big Winner; Shows To Barn in Atlanta

ATLANTA, Nov. 15.—With season's tour cut short by two weeks because of a shortage of electric power in this sector, L. E. (Eddie) Roth's Blue Ribbon Shows returned to quarters on Southeastern Fairgrounds here on November 9 after ending a 33-week jaunt at Eastman, Ga. the previous day. Management reported this year's tour one of the most prosperous in shows' history. As has been their custom, Owner and Mrs. Roth were hosts to employees at a fare (See BLUE RIBBON TREK on page 37)

## Dr. Copeland Smith To Conduct League Memorial

CHICAGO, Nov. 15.—Bernard A. Mendelson, chairman of the annual memorial service committee of the Showmen's League of America, announced that Dr. Charles Copeland Smith, noted lecturer and radio commentator, will conduct the services to be held in the Bal Tabarin of the Hotel Sherman at 1:30 p.m. Sunday, November 30.

Dr. Smith was educated at the University of Manchester, England, from which he received a Ph.D. degree. During the first World War he received the King's medal and the thanks of Parliament for establishing and supervising war relief work on the Isle of Man. He is a citizen of the United States and one of the oldest and best-known broadcasters in the Midwest.

Meeting Schedule Heavy  
Other convention week activities in which showmen will be interested include the convention of the International Association of Fairs and Expositions, December 1-3; American Recreational Equipment Association, December 1-4; (See ACTIVE GRI WEEK on page 38)

### Great Lakes Mobile Finale Fair; 32-Wk Tour Is Successful

MOBILE, Ala., Nov. 15.—Al Wagner's Great Lakes Exposition Shows ended a highly satisfactory 32-week season in suburban Prichard last Sunday night. Business here was only fair, as the engagement was hampered by rain on two nights, while freezing weather prevailed Friday, Saturday and Sunday. Shows were forced to darken their light towers and marquees in accordance with a recent OPM order to preserve electricity for national defense.

Midway for the Parent-Teachers-sponsored stand presented 8 rides, 8 shows and 25 concessions. General Agent Bob Kline said that two shows and four rides were not set up. Shows used a small radio build-up, but little paper. Local weather forced management to cancel its contemplated stand in North Mobile, and equipment was sent to quarters in Sheffield, Ala., where renovation plans as well as those for new rides and shows are being mapped.

### Bakersfield Is Winner For Patrick's Greater

BAKERSFIELD, Calif., Nov. 15.—Patrick's Greater Shows' winter work, currently on a tour of California dates, worked to good results at the local Armistice Day celebration under Loyal Order of Moose auspices. Shows are now in their second week and business so far has been good. Date was played after a three-day layover at the filling grounds, where the Ferris Wheel and Merry-Go-Round were repaired.

Personnel includes W. E. Patrick, owner-manager; Mrs. Gladys Patrick, secretary-treasurer; Monroe Eisenman, manager; Pete Ouellette, general agent; T. H. Bailey, lot superintendent and electrician; Cookhouse, Bill Graft, owner-manager; Jiggs Jenkins, chef; Al Choceman, Ace Morris and John Carr, waiters; Bill Peterman, griddle; Ball game, Jerry and Pat O'Brien; candy apples, floor and popcorn, W. J. Swanson; jewelry and slum spindle, R. Parker; grind store, Vic Davis; agents, Barney Corey, Frankie Deemo, Blanketa, Vic Davis; agents, Harry Still, Jack Reeves, Roy Peters, Cigarette stand, Bill Scott, Pappy Miller, roll-downs, Joe Sappington, Jack Moore, Billy Bloom; cigarette penny pitch, Mrs. Ruth Sappington; high pitch, Mr. and Mrs. John Hicks; Whitney Weston, assistant.

Palms booth, the Millers; penny pitch, Ruthie Graft; grind store, Mario De Silva, Bea Newman, Bill Cotter, Donald Drake; photos, Mr. and Mrs. B. O. Beas; bowling alley, Peg and Ginger Owens, Jimmy Fox, Lea Cox; buckets, Al Smith, Slim Heinkle, Wally Steele, Freddie Broomer; nail store, Eddie Hart; palms booth, Mrs. E. Boswell; balloon store, Mrs. Bill Scott; ball game, Harry Smith; swinging ball, Bill Darby, George Stein; ball game, Evelyn R. Imboden; ham and bacon, Scotty Clarke, Jimmy Gross, Bill Robinson, George Becker; string game, Mac McPherson; front gate, James Kelly, tickets.

Rides: Hank Landea, sound car, Wonder Wheel, Nick J. Fabula, foreman; Bill Glancy, second, Merry-Go-Round, Herb Owens, foreman; J. C. Culver, second; Yankee Clipper, Tex Hendrickson, foreman; Mary Glancy, tickets, Loop-o-Plane, Glenn Hunter, foreman, Baby Auto, Mr. and Mrs. R. D. Utke.

Shows: Midget Horses and Freak Animals; O'Neil Twins; T. H. Bailey Show; Holly Ball, Acro, Keith Voree, front; Parlatan Old Reuse, J. Mildred Burns, front; Ruby Ashwell, Marie Hanka, Vicie Dare, dancers; Ronald Johnson, sound and camera; Dope, Mr. and Mrs. Henry (Wimpy) James; The Show, Gordon Perry, Irony Girl in a Fish Bowl, Wally Fred, Frances Pottote; Pushover, James Stewart, front; Vernon Wallace.

Erwin Robertson is master mechanic. Visitors included Mike Krekos, Mr. and Mrs. Ted Levitt, Mr. and Mrs. Estner, Charlie Walper, John Wais, Louis Lee, Shorty Krekos, Mr. and Mrs. Ted Wright, West Coast Shows, and Hort Campbell, Campbell Shows.

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### "So What! Or a Great Mystery of Some Midways"

By LON RAMSDILL  
will be a feature of the  
**CHRISTMAS NUMBER**  
of THE BILLBOARD  
Watch for it in the issue  
dated November 29

### Mullins, S. C. Biggie Welcome States Shows

Mullins, S. C.,  
November 15.

Editor The Billboard:  
Thru The Billboard, the show window of the show world, we welcome and convey our thanks to James E. Strates and his organization, which is "winning" in our city. Ever since their arrival they have shown themselves willing at all times to co-operate with our Chamber of Commerce and city officials in forwarding any civic movement.

We assure those members of the shows who are now away that a warm welcome awaits them upon their return to winter quarters to prepare their equipment for the 1942 season. General Manager Strates has made our community headquarters for night football games, which bring hundreds of visitors to the city weekly, by permitting his personnel to take one of the shows' massive light plants to light up our stadium. This practically gives us the exclusive football games of the district.

We have already made Manager Strates and Assistant Manager Dick O'Brien a proposition to make our city one of the largest tobacco markets in the country, the permanent winter quarters of the organization.  
Mayor James C. Hoole,  
John E. Heath, President,  
Chamber of Commerce.

### Denton Ends Tour With Fair Results in Savannah, Tenn.

SAVANNAH, Tenn., Nov. 15.—Johnny J. Denton Shows closed their season here last Saturday night; to fair business despite rain and cold weather. Sunshine Lewis reported. Shows will winter in local quarters. Organization moved in from Waynesboro, Tenn., and Owner-Manager Johnny J. Denton returned from Lawrenceburg, Tenn., where he had been hospitalized.

Concessionaires leaving here were Mike Zohorowski, E. E. Baker, W. A. Montee, P. A. Sharp, Sunshine Lewis; Slim Mayfield and Heavy Cable. Mr. and Mrs. Denton returned to Knoxville, Tenn. General Agent and Mrs. Harry C. Lewis left on a booking tour. Management and concessionaires report a good season.

### Baitly To Barn in Sanford

SALISBURY, N. C., Nov. 15.—Baitly's All-American Shows have selected Sanford, N. C., for their winter headquarters. It was learned here this week. Equipment has been stored in a warehouse there, with only a few of the personnel remaining in charge.

Work is expected to get under way in February. For the last several years shows provided the midway at Sanford's Lee County Fair.

### LEE AT SLA BANQUET

(Continued from page 3)

here on the night of December 3, today announced the engagement of United States Senator Josh Lee, of Oklahoma, and Dr. John L. Davis as banquet speakers.

Senator Lee, who is a member of many important senatorial committees and an eloquent speaker, will talk on Americanism. Dr. Davis, humorist and philosopher, is famous as an extemporaneous speaker. "Both men are known for their wit and eloquence," said Chairman Duffield, "and we feel sure they will add zest and interest to the banquet."

### West Bros. Win At Natchez Stand

NATCHEZ, Miss., Nov. 15.—Making their first appearance here, West Bros. Shows chalked up a good stand, at Franklin and Canal Streets, November 3-8, under Elks' auspices. With a 10-cent gate, opening night drew a good crowd. Weather was fair throughout. Midway had 8 rides and 6 shows.

Shows received good notices in the Natchez Democrat and Natchez Press, and newboys of both were guests of the shows' management on opening night. While here E. R. Bruer served as general manager in the absence of Owner-Manager J. W. Laughlin, with Don Trueblood as secretary-treasurer. Mrs. Laughlin is ill in a St. Louis (S. D.) hospital.

Shows came in here from McComb, Miss., where they played to poor business, because of the poor cotton crop there. Circus Side Show and Musical show led shows here. Rides did well. Friday and Saturday were the best days. Shooter was the top ride. Visitors included Mr. and Mrs. H. L. (Dud) Deley; Mr. and Mrs. Harold M. Cabell; The Billboard correspondent; Chief of Police and Mrs. E. M. Thomas; Sheriff Hyde R. Jenkins; Deputy Sam Junkin, J. I. Browne; Ned Smith, managing editor The Natchez Democrat, and Laughlin R. McDonald, editor The Natchez Press, and Key Check Harry Hisco.

### ACA Plans Tax Discussion

ROCHESTER, N. Y., Nov. 15.—General Counsel Max Cohen, American Carnivals Association, Inc., indicated here this week that one of the chief problems to be discussed at the association's eighth annual meeting in Room 118, Sherman Hotel, Chicago, beginning December 1, is the provisions of the 1941 Revenue Act, which were recently summarized in The Billboard. Cohen, in his annual report, will recommend that association members interested in the subject discuss it with him and Associate Counsel Richard B. Kaplan, Gary, Ind., and Louis Herman, Toronto; all of whom will also be present at the annual meeting. It is planned to hold three conferences apart from the regular sessions and will be scheduled, as far as possible, to suit the convenience of association's members.

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34th Show, is in Boston, where he will winter.

AFTER a successful season with Mighty Sheeple Midway, Dolly Young located Tropical Gardens, north of Cocoa, Fla., where she will operate a zoo this winter.

P. C. (SHORTY) RAY, who closed with Al Baysinger Shows, is vacationing in Tennessee. He says he plans to winter in Kansas City, Mo.

E. R. BRUER, manager West Bros.' Shows, was the guest of Deputy Sheriff Sam Junkin and a party of friends at a stag supper during shows' stand in Natchez, Miss.

THOSE big 1941 grosses may not count so heavily as contract getters. Many shows have sets of those unheard-of figures to flash this year.

MRS. VIRGINIA LAUGHLIN, secretary West Bros.' Shows, is in a Sioux Falls (S. D.) hospital recuperating from a recent illness and expects to join shows soon.

ROBERT LEWIS and Harry Thomas, after closing with Snappers Orator Shows, are wintering in Lake Charles, La., where they will build new concessions for next season.

AFTER a good season on John H. Marks Shows, as feature of Duke Jeanette's Side Show, Margie Flynn is vacationing in Miami, her manager, Don Wilkeson, reports.

MR. AND MRS. HAPPY RADFORD, shooting gallery operators, who closed with Jones Greater Shows, recently purchased C. W. Benner's show property. They report they will troupe a Peck's Bad Boy Company this winter.

IT was so hard for some troupers to save money during these terrible depression years that they don't think it necessary during these boom times.

MCCOMB, Miss., proved one of the poorest towns in the State for West Bros. shows, reported Don Trueblood, show's secretary-treasurer. Poor cotton crops was given as one of the principal reasons.

VISITORS at Mr. and Mrs. Walter B. Fox's apartment in Mobile, Ala., during Great Lakes Shows' engagement at Prichard, Ala., included Mr. and Mrs. Art Price, H. B. (Fete) Wheeler, Arthur Hill and George Flournoy.

MR. AND MRS. JACK BIRL, who closed with E. M. Dixie Shows recently, are wintering at their home in Tampa. Birl held an office position with the shows last season, while Mrs. Birl operated concessions. The latter, who is the former Betty Williams, will spend the winter giving skating lessons at a Tampa rink.

WE never start any activity in winter quarters until the fair meetings are over. Then we know whether we have rebuilding, a repainting or just a patching party.—Gate & Banner Shows.

LEO HAMILTON, manager DiArcy Girls, high act, writes from Houston that William Arley, who was killed on October 26 in a train-truck crash near Valdosta, Ga., was not a member of the DiArcy act, as was reported in a recent issue.

SENSATIONAL EATONS, high act, successfully ended a 28-week tour in Swainsboro, Ga. This year's troupe saw them appear with Gruberg's World's Famous, Penn Premier and J. J. Page Exposition shows. They report they plan to enlarge the act for 1942.

OWNER-MANAGER of shows bearing his name, J. R. Edwards returned to his home in Wooster, O., last week from a swing over the Ohio county fair circuit, on which he renewed his ties at



BERT MINER, general superintendent of Johnny J. Jones Exposition for the last three years, has been re-engaged in that capacity for 1942 by Owner K. Lawrence Phillips. Bert, who has designed and built most of the fronts on the shows, is in De Land (Fla.) quarters, where he is drafting a skeleton crew in winter activities.

Cuyahoga County Fair, Berea; Essex County Fair, Titon; and Wayne County Fair, Wooster.

SHOULD circumstances make it impossible for you to promise fair boards any new attractions for the coming season, then fall back on shavings. Fair men like bright clean midways.—Cousin Pete.

MAY HICKMAN, the former Nadine (Buster) Gavin, who at one time worked on Cleo Hoffman's water show, is now in an internment camp at Voves, France. She went to Europe with a troupe of 'drome riders in 1929 and later married there. She would like to read letters from friends. Her address is Grand Hotel Profitaling, 121 Vitel.

AFTER closing his fourth consecutive season with John H. Marks Shows at Florence, S. C., Walter D. Nealand joined Sam J. Scheidler's World's Assembly of Strange People at Monroe, Mich., as general agent and publicity director. Nealand says Scheidler has a swell lineup of acts and attractive equipment and is now arranging a route for the winter.

"RETURNED here after two successful seasons on Sims Greater Shows, where I presented Charlie, sex oddity, and Margie, stripper, with the International Revue Unit," Bobby York tells from New York. "Princess Nadine, Charlie, Margie and I are framing a new unit and plan to tour army camps this winter."

REYNOLDS & WELLS SHOWS have gone into quarters at Texarkana, Tex., their first winter there. L. C. (Curly) Reynolds left to visit his mother, who has been ill for several months. He plans to attend the Chicago, Iowa, Minnesota, Wisconsin and Texas meetings. Co-owner H. (Izkie) Wells, Sam Lieb, Raymond Taylor and W. J. Lindsay, ac-

Case Promoter Sans Suit

A MANAGER who believed in over-the-air human-interest stories made it a point to use a well-dressed ride boy for interviews. They would run along these lines—Question: "What do you do with the show?" Answer: "I am only a ride boy, sir." Question: "How do you fare with the show?" Answer: "We are well pleased with our employer and make more money than does the average local worker." The youth and appearance of the boy in radio stations made the interviews great built-ups for the show. A commentator would add, "I am surprised to find a person like this boy on a show lot. He looks and acts like a college boy on vacation." One day the show's general agent phoned the boss to come down into the hotel-lobby to meet a fair manager. "Sorry to disappoint you," stated the boss. "You can't make it" yelled the agent. "Just why can't you?" "Hmmm, hmmm," again stated the manager, "that damn radio stooge blowed with me out."

quary, are holding things down in quarters.

WHEN asked there was much activity in winter quarters, a workman replied, "As busy! There is no end to it. Everyone in quarters is working overtime getting the boxes packed for the Chicago meeting."

NOTES from Arkansas Pass, Tex., by Jack Edwards: Minnie and Cecl Sanders have their new spot about completed. Among showfolk here are Tex Chambers, Mr. and Mrs. Jim Panther, Mr. and Mrs. Kenneth Miller, Mr. and Mrs. Bender Miller, World of Today Shows; Mr. and Mrs. J. B. McMahon, Reynolds & Wells Shows; Mr. and Mrs. Luther Harvey and daughter; Sid Preston, Zepher United Shows, and Mr. and Mrs. Larry Lawrence, Sol's Liberty Shows.

NOTES from Palacios, Tex., by Al Nation: Joe Kemp's picture palace is clicking. Frank Segar's jewelry shop has taken on a holiday atmosphere, and Ray Brewer's Arcade is doing well. Abe Ohsaal, Reynolds & Wells Shows, is operating Blue Bonnet Cafe. Mrs. Nation sold her spot and is now smooching at the AC Club. Recent visitors included Mr. and Mrs. Crawford; Bill Flames Shows; Mr. and Mrs. Art Sigger, Mr. Berry and Ben Ali, Reynolds & Wells Shows; Bob Roberts, Ed Stibel Shows, and Mrs. Helen Brewes.

DURING a meeting of a show's stockholders \$10,000 was voted as a winter quarters building fund "without charge." No doubt the purchasing agent and treasurer will enjoy a good winter.—Oscar the Ham.

COURT OF MISSING HEIRS, authored by James P. Waters and Alfred Shebel, and heard over Station WABC, New York, is trying to locate a Helen Louise Herrold, supposedly with Sunset Amusement Company, who is heir to a trust estate of over \$13,000 in cash. According to Waters and Shebel, Helen Louise Herrold was born in Cleveland, and her mother and father died before she was seven years old. An aunt in Cleveland became her guardian for a number of years. Later, another aunt and uncle became her guardians in Akron, where she lived until 1935. While attending high school in Akron she disappeared and has not been seen or heard from since. It is known that at previous times Miss Herrold left the home of her guardians in Cleveland and Akron and at these times assumed the name of Jane Hart. It may be that she is living under that name now. She is of dark complexion, has brown eyes and hair and is of slender build. She is about 24 years old, weighing about 110 pounds, and is 5 feet 4 inches tall. Anyone knowing her whereabouts is asked to have her contact either the station or Authors Waters and Shebel, the Court of Missing Heirs Radio Program, Lock Box 705, New York, immediately.

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WANTED FOR SOUTH GEORGIA'S AND NORTH FLORIDA'S LAST BIG FAIR OF 1941. VALDOSTA, GA., 5 BIG DAYS AND NIGHTS STARTING TUESDAY, NOV. 25, on a new location in the city sponsored by the 4-H Clubs and Schools throughout the city and county, and the first time for a ten-cent gate. This community is in the financial condition, with plenty of cash on hand. Can place one of the best high-class shows. Also free more localities. Concessions, Position, no-resort, upside or slick. Call place Bings. All communications to John B. Davis, Mgr., Southern States Shows, ALBANY, FLORIDA, THIS WEEK

OCALA, FLORIDA, KINGDOM OF THE SUN FAIR. November 24 to 28. Letty County Fair, or follow the North Central Convention for advice referring to Gary Stewart, from (Travellers' West Shows) Around 27 Street, Illinois and any word being given. Concessions of all kind. These show spots are all good ones. Address: MIGHTY MONARCH SHOWS, Ocala, Florida

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West Coast Notes

By WALTON DE PELLATON

LOS ANGELES, Nov. 22.—All returning showfolk report fair results on their season's work. Shows still operating in this sector include Clark's Greater and Seibrand Bros. at San Diego; H. W. Campbell's, Yermo; Martin's United, Fullerton; Bowen's Joyland, Danubia; Patrick's Greater, Bakersfield, and Krokon West Coast, Forterville. Arthur's Mighty American Shows winter unit closed a successful engagement at Antelope Valley Fair, Lancaster. . . . The winter was tendered a series of birthday dinners by Mr. and Mrs. Martin E.

Arthur, Mr. and Mrs. Manfred Stewart, Mr. and Mrs. Jack Dyke, Mr. and Mrs. Joseph Blash, Mr. and Mrs. Bull Montana Walker, Mr. and Mrs. Charles Ferguson, Mr. and Mrs. John Olson, Mr. Emma Blash and Mr. and Mrs. William McKee. . . . Manfred and Miss Stewart celebrated their silver wedding anniversary in Lancaster and were tendered a dinner at a local cafe by several members of Arthur's Shows. . . . Mrs. Harry Suicker has recovered from an operation and left with her husband, Harry, for Salt Lake City, where they will have their kiddie ride in Auerbach's department store. . . . Glenn and Ethel Henry are appearing with their act at a San Diego theater, after two weeks at the Million Dollar and Hippodrome theaters here. . . . William and Junita Summers have taken an apartment on Figueroa Street, as have George Conking, Walter Gornline, Jess and Maurice Leuninger, Mr. and Mrs. Buddy Grizmacher and Bonnie Storer and her family. . . . Mr. and Mrs. Lloyd Carlson and niece, Millie, have returned to their home here. . . . Olga Coleste is reacting between pictures and has recovered from a recent illness.

history. . . . Mr. and Mrs. Charles Ford have taken an apartment in Los Angeles. . . . William Groff recently purchased Mrs. Emil Kelley's rides and is operating them on Patrick's Greater Shows. Irene Brooks is in General Hospital recuperating from a nervous breakdown.

Delbert O. McCarty is resting at his home in Portland, Ore., after a successful season with North Coast Shows. . . . Reggie Morrison is home, as are Nina Rogers and Moe Levine. . . . Rose Ogilvie will be featured over the holidays at a downtown department store. . . . Mr. and Mrs. Jack Schuller and George Bell have been presenting programs at numerous fairs and celebrations in this section. . . . Martin United Shows chalked a slick 19-day stand at Fullerton, Calif. . . . Ming Too and Ted Right reported a good season with Kiroko's West Coast Shows with their Girl Shows. . . . The Ivan and Bud Carters are engaged in defense work in this section.

On Atel is on guard duty at the Golden Gate Bridge. . . . Al and Diane Gray are presenting their act at local theaters.

WANTED DECEMBER 11-12-13-14 CIRCUS ACTS That Do or More Ground Acto Can take Containers of all kinds. . . . Address CHAIRMAN CIRCUS & CARNIVAL, Room 230, Union Bldg., Washington, D. C.

WANT Cities and Villages also need for less weeks starting Jan. 1st. Offer particulars of act and more supplied by the code. AMERICAN LEGION SHIRINE CIRCUS, 2400 Fourth St., Detroit, Mich.

WANTED IMMEDIATELY Please Men for Moose Camp, Hall, Lee Brook, more or immediately. HARRY E. WILSON, 212 E. North St., Jackson, Mich.

WANTED Men familiar with promotional work. Experienced in handling dance bands, also capable of handling parties. Write, giving full details. BOX 500, Millers, Ashland Block, Chicago.

Cleo and Moe Qualls report a pleasant season with the Clark's Greater Shows. . . . Mr. and Mrs. Jack Ehart are residing in Bell, Calif., where Jack is in business. . . . Mr. and Mrs. Allen H. Fine have taken an apartment in Hollywood, while Finn commutes daily to the winter show he is operating with Manfred Stewart and H. W. Campbell in the Imperial Valley. . . . Billie Farmer is living in Long Beach, Calif., where he has been working at a cafe all summer. . . . Mr. and Mrs. Charles Youngman's cafe in Escondido, Calif., reports good business. . . . Mr. and Mrs. Charles Miller have returned to their home in Ontario, Calif. . . . O. H. Hilderbrand is in business in Long Beach. . . . Inez Alton is visiting her family in the East but is expected to return soon. . . . Mr. and Mrs. Ed Lahay are operating a cafe in Fullerton, Calif. . . . Tommie Miller is working in an Oregon lumber camp. . . . Mr. and Mrs. Renate Massel have taken an apartment in Venice. . . . Mr. and Mrs. Martin E. Arthur left on a two-week vacation in Northern California. . . . Gordon Kyle has returned to his home in Boise, Idaho.

Walter Gornline and George Conking are night managers at two theaters on Main Street here. . . . George Morgan continues as general agent for Martin's United Shows, while wife, Ruby, is carrying on at McDonnell's Cafe on Eighth Street. . . . Mr. and Mrs. T. J. Dahm have taken an apartment in Hollywood, and Joseph and Della Ryan are at their home here, after closing with Arthur's Mighty American Shows. . . . Manuel Mercaris is appearing at a Hollywood

ACTIVE CHI WEEK

(Continued from page 30) National Association of Amusement Parks, Fairs and Beaches, December 1-4; American Carnivals Association, Inc., December 1-4; International Motor Contest Association, November 30-December 2; Central States Racing Association, leading auto race association, will have representation at the convention. . . . T. Jessop, chairman of the registration committee of the League, has arranged for a registration booth in the lobby of the Sherman, where all members of the League are expected to register and will be supplied with League buttons. Both will be opened at 6:30 p.m. November 30.

Delegates and visitors to the convention are invited to visit the booth of The Billboard in the exhibition hall of the Sherman. An attendant will be on hand at all times to give information regarding convention activities.

OUTDOOR show business in Maine this season was the best in several years," advised J. P. Snow. "Almost every town and city with a population of over 2,000 had at least one carnival, while some had as many as four shows. There were six Maine-owned organizations out all season and Andy Bros.' World of Mirth, W. C. Kaus, Art Lewis and Coleman Bros.' shows were in the state from one to nine weeks."

Page Expo Barns In Johnson City; Season Satisfies

JOHNSON CITY, Tenn., Nov. 18.—J. J. Page Exposition Shows rang down the curtain on a good 1941 tour November 8 at Swainsboro, Ga., where fair-business was registered despite six days of frigid weather. Defense Day, when a parade wound up at the fairgrounds, and Children's Day were the best days. Messrs. Varner and Black co-operated, as did The Forest Blade. OPM had the local light company manager out to restrict the amount of power used and, altho some lights were dimmed, it was not enough to keep patrons away.

Seasonal Entons, closed their seven-week engagement here. Spot prior to the closer, Monroe (Ga.) Fair, brought good business. Season began late in April and shows exhibited in Kentucky, Virginia, Tennessee and Georgia, traveling a total of 5,800 miles. Tour lasted 28 weeks. Troupers' Benefit Club, organized during the year, held its last weekly meeting and banquet in Swainsboro. Jerry Jeffrey emceed all the meetings. At the final one gifts were presented to officials of the organization for their interest in the club. Trevor Montgomery was secretary-treasurer. Owner Page was one of the principal speakers. Roy Fann will again be in charge of quarters, making his 12th year in that capacity. Work starts about January 1.

Destinations: J. J. Page, Mr. and Mrs. R. B. Searns and Chris Jernigan, Johnson City, Tenn.; William and Rosa Hicks, Rutherford, N. J.; Roy Rann, C. F. Tidwell and Red Metcalfe, Johnson City, Tenn.; Mrs. Bernice Eaton, San Antonio; Mr. and Mrs. Gus Gessmundo, Kalamazoo, Mich.; Morgan Ring, Lockport, N. Y.; E. F. Zeeck, another show; J. L. Johns, Mifflin, Ga.; Mr. and Mrs. Fred Garrett, Carrollton, Ga.; George Oingo, Kansas City, Mo., and Mr. and Mrs. Bill Schnapp, Louisiana.

Mr. and Mrs. Bob Coleman, Roy Carey, White Miller, Johnson City, Tenn.; Casey and Mrs. Mellow, another show; Mr. and Mrs. Carl and Mr. and Mrs. Charles Mellow, another show; Mr. and Mrs. John Ely and children, another show; Mr. and Mrs. Dee Hale and daughter, Valley Head, Ala.; Carl Morrison, Johnson City; Bud Higgins, Columbus, O.; Helen and Polly Hayes and Frank Diamond, another show; Willie B. Almon, Rome, Ga.; Tom Alton, Lexington, Ky.; Edward Hayes, Edgar Brown, Easton Jones, Mike Bridgforth, Luther Ervin, Fred Hood, William Reed, Sax Paison, Leona Jones, Barbara Lenox, Billy Pointe, George and Jack King, Johnson City, P. McDurdy, Frank Blair and J. L. Smith, other shows; Richard Snow, Nashville, Tenn.; Walter Harris and Aimee Harris, Atlanta, and Mr. and Mrs. Jerry Jeffery, Miami.

Sponsored Events Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER (Communications to 25 Opera Place, Cincinnati, O.)

New B. O. Record Set at Denver Show

DENVER, Nov. 15.—About 40,000, a new attendance record, turned out for this year's Auto Show in Municipal Auditorium November 3-9. Jerry Sherman, general chairman, reported this week. Event is sponsored by Denver Automobile Dealers' Association and admissions were scaled the same as at Denver theaters, 44 cents for adults, 17 cents for children and 28 cents for soldiers, with tax included.

Defense exhibits, the theme of this year's show, and the fact that the stage presentation, America on Parade, was the best show ever offered were responsible for the attendance mark. Tom Braden, association secretary and show manager, said. Stage presentation, a Sidney Page production, included Page, Peery Earle, Jerry Young, Donald Gordon's Rhythmettes, Mike and Lambert, Gene Fields and the Six Crescendos. Tony Ferraro provided the music.

previous peak. Program is sponsored by Firemen's Relief and Retirement Fund Association and show was managed by Eddie Bremer. Joe Karcher and Vic In-airthorke provided the music.

C. A. KLEIN circus unit played to three big houses at Des Moines (O.) High School Auditorium November 10-11 under United Clay Workers of America auspices. Ticket sale was held a month in advance of the circus and met with good response, committee in charge reported. A special kiddies' matinee on Armistice Day was successful. Line-up included Robert's Circus, Silvers Johnson, Carmen and Crowley, Dick Newell, Barney Arneson, Jess Sigon and Jean Shaw. Proceeds will be used for sponsoring group's picnic fund.

PLANS for the annual St. Paul Winter Carnival are under way. Arthur Derice, association president, and Henry J. Lund, managing director, announced last week. Marching units from Fargo and Duluth will participate in the festivities and have begun work in preparation for the event. Devine said Harry J. Frost and William F. Wungbauer will chairmen the two parades, with Ray Rueth, out-of-town contact chairman, co-operating. Action of the Fargo group in co-operating with the St. Paul show will be repaid by the latter group which will help the North Dakota sponsor the Jack Frost Winter Carnival at Fargo.

Long Season Ends For Dee Lang in Huntsville, Tex.

HUNTSVILLE, Tex., Nov. 15.—Challenging up one of the most successful seasons in their history, Dee Lang's Famous Shows wound up a 39-week tour; at Walker County Free Fair here. Opening in Corpus Christi, Tex., February 16, shows played 31 fair dates and traveled as far north as the Canadian border. All equipment has been stored in show's quarters on the fairgrounds.

Quarters' work is slated to get under way after the first of the year, when shows will be overhauled and several new ones will be constructed. Art and Hazel Martin will winter in the North, while John Sweaty went to St. Louis; Joe Ann Wilson and Edith Kelly, Waco, Tex.; Mr. and Mrs. Ernie Clover, Dallas; Gus and Mary Foster, Pennsylvania; Leo and Babe Hirschman and Dad Eyer, Montgomery, Ala.; Mrs. Pence and family, Houston; Mr. and Mrs. Joe Kline, St. Louis.

Mr. and Mrs. Louis Ingleheim, Mr. and Mrs. Robert Resders and Mr. and Mrs. Ray Damer will remain in quarters. Mr. and Mrs. Dee Lang will stop over in St. Louis en route to the Chicago meetings, and Mr. and Mrs. Noble O. Parly left on a trip that will end with the Chicago meeting. Recent visitors included Elizabeth Anderson, Charley and Grace Ooss, Frank Harris and family, George and Raynell Golden and J. Rogers.

BUY United States DEFENSE SAVINGS BONDS and STAMPS. Image of a soldier with a rifle and a dog.

Shorts

HOUSTON. Firemen's 26th Annual Fall Frolic at Sara Houston Coliseum drew 5,100 for five hours of dancing and floor entertainment November 7. Receipts were estimated at \$1,000 over 1940, the

# 7,800 Draw Is Big For Denver Follies; Called Biz Booster

DENVER, Nov. 15.—About 7,800 attended the second annual Mammoth Garden Roller Skating Follies here on November 6-9. In contrast to last year's show with a 15-cent admission, there was a 40-cent charge which included skating privileges. Manager Irving Jacobs produced the show; John Mason, professional, directed; Marty Buckler handled music, Matt McEnry emceed and Dave Baumgarten handled publicity.

Other than its value as a show the Follies introduced many newcomers to the rink, and Manager Jacobs reported a good number of club memberships signed. Presentation was ornate, with costuming, make-up, lighting and general staging on a par with professional presentations. It is expected to stimulate interest in skating in this area.

Staged in 20 acts, show opened with a quartet chorus of 12, climaxed by Henry Eisenband jumping over the line of girls while they were stretched over the floor. Nancy Ralston did a solo featuring whirling and back turns. Comedy turn concerning scrubwomans featured Willie Young, Stan Gutworth, Jim Young and Bob Nelson. Eight pairs of dancers performed a Continental Waltz. Night Club routine brought out two sets of twins, the Hampton and Davis sisters, in some quick-change costume action, with comedy by Willie Young and Helen Fay. Trio of Mildred Wilson, Pat Venzard and Jeanne Merrick offered ballet routine. Sheila Robinson, 9-year-old, performed some intricate solo routines. Betty Rikoff headed a baloon ballet of 18. Hurry Eisenband, in top hat and tails, gave a demonstration of speed skating. Mildred Wilson was featured in a tap routine. Eight teams of skate dancers did the Arcadia DAP, Kilian and Flirtation Waltz. Comedy knife-throwing stunt offered Willie Young and Helen Fay.

Bud Miller, Bill Matson and Orzola Morrison were featured in ballet routines and fancy skating. Hillbilly solo featured Betty Rikoff, Nancy Ralston and Jerry Smith offered acrobatic solo routines. Comedy presentation climaxed with a strong-arm stunt on skates with a wire suspension featured Willie Young and Harvey Schmidt; skate dancers in the Fourteen Step featured a constant change of partners. John Mason, professional, appeared next in solo work. Madilyn Erwin led the chorus in a baton-twirling number, and the finale, in a V-for-Victory motif, opened with a flashlight presentation and was climaxed with a tableau of the Statue of Liberty and Uncle Sam and the group staging God Bless America.

LEW-BY Rink in Wilkes-Barre (Pa.) Army held a Sadie Hawkins celebration and contest in connection with the day set aside in the cartoon. LPI Adner, special program also was staged on Halloween.

# Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

## Mineola Pro Production Up; Many Notables Enter Ranks

MINEOLA, L. I., N. Y., Nov. 15.—That Earl Van Horn's Mineola (L. I.) Rink has established something of a reputation for production of roller skating professionals is shown by a census of pros scattered over a wide area, reports Andy Wragge.

Betty Lytle, chief professional at Victor J. Brown's Ily-Way Arena and Dreamland Arena, Newark, N. J., received professional training as a member of the Earl and Inez Van Horn skating act and as chief instructor at Mineola from 1934-'37. Mr. and Mrs. Clifford Wilkens, now at Queens (L. I.) Rink, were successors to Miss Lytle at Mineola. Marjorie Waiki, another former Mineola instructor, is teaching at Skateland, Manhattan. Dorothy Chandler, member of *It Happens on Ice*, also taught at Mineola, as did Leland Pluke, who also taught at Wal-Cliff Rollerdoma, Yonkers, L. I., and is now instructor at a rink in Chester, Pa. Jerry Ziegler, who came to Mineola from Fredham Skating Palace, Bronx, when Pluke left and is now in the navy; Claire Miller, teaching at rinks operated by America on Wheels; Joe Pecht and Ted Fazio, with the Wilkenses at Queens; Helen Kell and Eddie O'Neill, 1939 silver medalist champions who head the teaching staff at Park Circle Rink, Brooklyn; Dorothy Kold and William Opatrya, 1940 amateur pair skating champions, who received professional training from the Van Horns and now teach at Empire Rink, Brooklyn; Dave Jamison, at Skateland, Manhattan, and Rockaway Rink, Edgewater, L. I.; Joe Goeller, who after teaching in 1939 and '40 at rinks in Jamestown, N. Y., and Newark, O., has returned to Mineola; Doets Schneider, Doris Treppke, Evelyn Lysaght, Kay Baines, Vee Chandler, Kay Bates, Ruth Bader, Dorothy Henkel, Meg Bruinagel, Ruth Landigrover, Louise Campbell, Florence Porter, Steve Warner, Sonny Stern, Milton Wilkins, Al Brooks and Wragge, Walter Hughes and Dolly Durkin, noted Mineola pair, are to enter professional ranks soon.

## Ragsdale Skaters Improve; \$5,000 Spent on Remodeling

DECATUR, Ill., Nov. 15.—Skaters are showing much improvement in dancing and figure skating as laid out by the Roller Skating Rink Operators' Association of the United States at Ragsdale Roller Rink here, which has been remodeled at cost of \$5,000 and now has a 65 by 132-foot floor and new decorations and equipment.

Noble Gallagher, former instructor at Moonlight Gardens Rink, Springfield, Ill., whose skaters took second and third place in State novice dance contests last spring, is now teaching here. Roller rink with cost of \$50 is planned for November 21. Skating costume style show is planned in connection with the review

## "How Class Work Helps Beach Rink"

By Benjamin F. Morey

will be a feature of the CHRISTMAS NUMBER of THE BILLBOARD

Watch for it in the issue dated November 29

of all nations and grand march of all nations. Monday dance nights held the past four weeks have been discontinued temporarily.

ROSELAND Roller Rink, Hazleton, Pa., has reopened.

SIX SESSIONS weekly have been scheduled for Strand Roller Rink, Ide-Adoo, Pa., which reopened recently. Sessions are slated for every night except Saturdays and Sunday afternoons.

OPENING recently were Skateland, Ashabula, O., which is operating nightly except Mondays, with afternoon sessions on Saturdays and Sundays, and Boyer's Rink, Austinburg, O., which is open nightly except Sundays.

SILVER LEAP Roller Rink, Springfield, Ill., the past three years owned and operated by Ira Dudley and George Kleg, closed November 4 for conversion into bowling alleys, reported Alvin N. Hysler, former floorman there. Mr. and Mrs. Hysler are on the professional staff at Roy Dehler's Moonlight Garden establishment, now Springfield's only rink. It is affiliated with the Roller Skating Rink Operators' Association of the United States. Moonlight Garden Skating Club has started classes in dance and figure skating and members are showing enthusiasm, said Hysler.

TROPHIES will be awarded winners of races and two straight waltz contests at the second annual party of the Roller Skating Club of Chicago on November 25 in Planet Rink. Door prizes will include two turkeys and a camera. Four contests, men's two-mile and senior class A girls' half-mile races and two waltz contests will be sanctioned by the Roller Skating Rink Operators' Association of the United States.

ENLARGED promotion schedules at Carlin's Park Roller Rink and Iceland

Arena, Baltimore, with at least one special event nightly at each rink, have resulted in biggest attendances in history, reported A. T. Miller, press representative. Large crowds attended a Halloween party on October 31 in the roller rink and Manager George Bushby distributed 100 prizes for costumes. First Halloween party in the ice rink also drew heavily, manager John Carlin Jr. offering refreshments. Interest in the roller rink's dance class is reported increasing. Reduced rates covering ice and roller skating at specified times are offered school children.

## NEW PLAY

(Continued from page 17) caudally calculated to kill any vestige of effect that they might otherwise possess. Lines that need pointing are allowed to flutter to the floor like dead and rather noxious leaves; lines that need force of delivery are dropped out astoundingly, as tho they were part of the recitation of a forgetful kindergarten; and every time Miss Lord walks the stage the pace necessarily drops into something alongside of which the dollhouse would look like a mill-race.

The plot concerns Esie Struyvesant and her harried efforts to bring peace to a cockeyed family. One daughter is having a child upstairs, another is walking out on her husband, the youngest is having a tempestuous affair with a Wall-green juvenile. Also, the rent is four months behind, the landlord threatens action, and an ominous butler has stolen the valuable ring that is Esie's only asset.

Need you be told that, in the end—but of course you needn't be.

There are plenty of amusing lines and one or two amusing situations, despite as many loose ends as the "before" portion of a permanent wave advertisement. With speed and the proper pointing of what laugh lines there are, everything might have been glossed over, and a mildly amusing evening might have resulted. As it was, the remains of the play left by Miss Lord were demolished by loose and often burlesqued direction.

Frank Albertson managed to stand above the ruins with a hilarious portrayal of a frantic young man about to become a father, a solid, vastly amusing job. And a youngster named Frances Hefflin did amazingly fine work as the youngest daughter, an extremely difficult role that called upon her, among other things, to do a long and all-but-unplayable drunk scene. Young Miss Hefflin did it, along with her other chores, beautifully—and if there was a hint of monotony in it, that was the fault, rather, of the author and the director. Miss Hefflin showed intelligence, imagination and great ability in making an essentially badly written role into one of the high spots of the evening.

Karen Morey and Gordon Oliver were pleasant but hampered by stodgy routine material as the divorcing daughter and an obliging real estate clerk in love with her. Alan Hewitt made believable the unbelievably written burlesque of the girl's husband, and Nicholas Joy, as the family physician who marries Esie in the end, gave an accurate impersonation of a stuffed shirt. Players in some of the minor roles offered burlesques that were both ridiculous and ineffective.

## Morton on National Board

NEW YORK, Nov. 15.—Jim Morton, roller-skating columnist of The New York Journal-American, has been appointed to the National Sports Board to direct roller-skating activities, according to John B. Kelly, assistant director of civilian defense. Board was formed to map a nationwide physical training program after athletes were said to have shown that 40 per cent of possible army graduates were unfit for military service. Morton is already in action on a Coast-to-Coast roller-skating program and expects the government-backed campaign to boom the sport.

## 25G Omaha Spot Is Opened

OMAHA, Nov. 15.—Crosstown Roller Rink, said to be one of the largest and most up-to-date rinks in the Middle West, opened here on November 11. About \$25,000 was spent to remodel and equip the building. The block-long rink was opened by Fox Brothers, who operate five rinks in Minnesota and Illinois. Arnold Wiegand is manager. Rink features a fiber knee-action floor.

ARMISTICE DAY Celebration at Earl Van Horn's Mineola (L. I.) Rink on November 21 featured distribution of hats

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No. 321 DUSTLESS FLOOR DRESSING

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**FOR SALE**

Patented Skating Rink, 40x100, 140 pairs Chicago Roller Skates, 1/2 gal. 75c per gal. 1/4 gal. 40c per gal. 1 gal. 1.00 per gal. 5 gal. 4.00 per gal. 10 gal. 7.00 per gal. 25 gal. 15.00 per gal. 50 gal. 25.00 per gal. 100 gal. 40.00 per gal.

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# RB POISON PROBE ON

## Elephant Deaths Declared Crime

"Vital clue" is sought in net spread by police as eleventh bull succumbs

CINCINNATI, Nov. 16.—Dispatches from cities played this week by Ringling Bros. and Barnum & Bailey Circus said the accident theory had been abandoned in the deaths from arsenic poisoning of 11 of its elephants and that police and private detectives had spread a dragnet for the apprehension of the perpetrator or perpetrators.

Much importance was attached to a reported search by chemists in laboratories of Emory University School of Medicine in Atlanta for a "vital clue." Sensational reports that were not verified by the circus management reached a large portion of the press, to the effect that poisoned candy or apples might have been fed to the bulls and that there was a feud on between hostlers and elephant handlers and that a suspect was being held in Danville, Va.

### Insurance May Apply

Henry Ringling North, assistant to the president of the circus organization, in response to an inquiry, wired The Billboard from Savannah, Ga., yesterday that Peggy, the 11th to go, had died that morning and that the remaining three that were sick were improving.

Asked whether insurance was carried on the elephants, he said, "We assume that we are covered under our floater policy." Insurance companies issue a "mortality livestock policy, and a floater policy, it was said, might cover all show property anywhere at any time and in any way. Circus was in Macon, Ga., on Tuesday, Augusta on Wednesday; Charleston, S. C., on Thursday; Savannah on Friday, and is in Jacksonville, Fla., today.

### Feed Being Checked

MACON, Ga., Nov. 15.—Police of three States were investigating the possible mass murder of 10 elephants of the Ringling-Barnum circus, show officials declared when the circus played here on Tuesday.

Edgar Mullin, chief of the five agents of the William J. Burns Detective Agency traveling with the show, said that feed and stored in three cities played by the show before Atlanta, were being closely checked on sales of arsenic and feed.

Chemists were testing soil where the elephants grazed in Danville, Va.; Charlotte, N. C., and Greenville, S. C., detectives said. According to reports received by the show during the date here, no arsenic had been found. Autopsies had indicated that arsenic was the cause of death. One of the elephants stricken in Atlanta had recovered sufficiently to be shipped back to the show in Macon, six days after becoming ill.

Members of the North family, now heading the Big Show, appeared stunned by a mysterious chain of circumstances which saw 10 of their elephants and four of their human colleagues die within a week. Henry Ringling North denied there was any labor controversy or any "element" that could account for a possible motive in the elephant murders.

Walter McClain, superintendent of elephants, said he believed the other elephants stricken at the same time were "on the road to recovery."

An employee killed in Birmingham last Saturday was listed as G. W. Mangrum. Helped on a truck, who fell from the vehicle and was crushed, it was reported here.

Nationwide interest in news about the elephants continued to be shown by press and radio. Don Weldon, of this [See RB POISON PROBE on page 51]

## RB Closes November 22

CINCINNATI, Nov. 15.—The Ringling-Barnum circus will end its tour at Miami, Fla., with a two-day engagement November 21-22, following which it will go into quarters at Sarasota, Fla. Total mileage will be 17,504.



MILT TAYLOR, clown with Ringling Bros. and Barnum & Bailey Circus, who died in Atlanta of a heart attack November 5, had been photographed for many years in clown white and grotesque garb which was familiar to millions of circusgoers and gaped-mouthed youngsters in front of billboards. This is how he looked without make-up, the photo probably being the last one taken of him.

## Cole Home-Run Move Speedy to Louisville Base

LOUISVILLE, Nov. 15.—After a record home run of 176 miles from the closing stand in Longview, Tex., Cole Bros. Circus is again established in its winter home on Kentucky State Fairgrounds here. It was one of the fastest home runs ever made by the show. Show train left Longview at 4 a.m. November 3 and arrived in Little Rock, Ark., at 11:45 a.m. of the same morning, two hours ahead of schedule. Two hours were consumed in Little Rock, during which stock was unloaded for feed and water, and at 1:45 p.m. the train headed toward Louisville, arriving here at 11:30 a.m. November 4. Train was unloaded and most of the equipment stored by nightfall. Show is occupying the same space provided last winter, except for new office quarters, larger and more modern. All buildings have been equipped for steam heat since last year and a larger building has been provided for wardrobe.

Owner Zack Terrill announced opening of the zoo to the general public on Armistice Day and said it would be open each Saturday and Sunday, as well as all holidays during the winter. He has [See COLE HOME RUN FAST on page 51]

## Beatty Draws 50% Of Fair Attendance

TALLAHASSEE, Fla., Nov. 15.—Clyde Beatty Animal Show closed a four-day engagement here November 8 with total attendance of 20,000. Show was held in conjunction with Leon County Fair. V. G. Phillips, fair president, reported 40,000 attendance on the four days. First day opened with cold weather and rain, and remaining three days were clear but cold. Beatty officials did not give figures of the take, but declared the attendance phenomenal in view of the size of the city and the bad break in weather. Prices for circus were 20 and 40 cents.

FRANK BRADEN, in his 13th year as press agent for Ringling-Barnum, had several visits with Charles Sparks while handling the press in Macon, Ga. Braden, at one time was a press agent for Sparks, as was Roland Butler, who is general press agent for the Big Show.

## Fight Mrs. Al Ringling Will

BARABOO, Wis., Nov. 15.—Objection to the 1937 will of the late Mrs. Al Ringling, has been filed in County Court here by Mrs. Edna Nelson, Madison, who lived with Mrs. Ringling for a time; Mrs. Cora Duval, Monroe, Mich., a niece, and William Ross, Monroe, Mich., a nephew. The 1937 will left her estate, estimated at \$6,500, to William Pritelipp, chauffeur and caretaker for Mrs. Ringling. The objection have also petitioned to probate a will which they claim was made by Mrs. Ringling about April, 1939, and which is said to have left \$100 to Mrs. Nelson, with the remainder divided evenly among Mrs. Duval, Ross and Pritelipp.

## Bell Closes Long Season

GLEN BURNIE, Md., Nov. 15.—After a long season thru the East Bell Bros. Circus closed its tour at Mount Vernon, Md., November 3. Harry Martin left for Washington, D. C.; Earl Ambon went to Phillips, W. Va., to work in a theater; Ernest Biggsstaff to Anderson, S. C.; Bob Russell to Suffolk, Va.; and Earl Cartwright to Birmingham. Show will again winter here.

## Won, Horse & Upp Combined Circus

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

By STARR DE BELLE

Wagon Rut, Ga. Winter Quarters, November 10, 1941.

Dear Editor:

After putting the show in the barn in 1935 the management decided to re-open and stage a six-year comeback. All equipment of this famous overland show has laid intact under the roofs of our palatial winter quarters. Managers Wong Won, Chief Charley Horse and Mike Upp and families arrived last week to start repairing and fitting for the coming season. The cookhouse is scheduled to open as soon as a wood-burning camp cook can be located. This show has never dropped on fall or rubber, sticking to its wagon-show policy since the Louisiana Purchase.

Upon their arrival the bosses were surprised at the growth of their show. At closing time they had 2 bears, 10 monkeys, 20 dogs, 5 goats and 12 ponies. Present check-up showed 18 bears, 50 mauls, 105 dogs, 64 goats and 50 ponies, proving that some shows grow faster without the presence of the manager. Even the caretakers had jumped from two to six. The pasture check-up showed enough four, five and six-year-old baggage stock to move the show. The bats will remain on pasture until the show gets big enough to own a Non act. Some of the old ring stock will be

used until young-stock can be broken. The old 60-foot round top, with its two 30-foot middles, will be used again. The management is convinced that the canvas didn't multiply, but to insure its usage the bags will not be opened until it is ready to be spread at the opening spot. Finding the tent poles was the next big job. The caretaker remembered stacking them against the side of a tree but all that he could locate was a pine thicket. To our surprise, we learned that the poles had taken root and grown five feet. When the bark had been removed, the paint on the poles was found well preserved and ready for use after cutting them from the roots.

Immediately after the local annual Halloween ball was over, the bosses' wives purchased enough wardrobe to properly dress the 1942 spec. Little in Laundry Land. Headlining the Husher Sisters, nieces of the owners, in an aerial swinging ladder ballet, to the accompaniment of chow calls on bugles, will be another innovation, the bugle calls to furnish the patriotic effects.

The circus will positively open at The Pin on November 30. The staff is busy trying to locate the town. Up until now they haven't located the State that it is in. All we know is that enough dated paper reading, "The Pin, One Day Only, Nov. 30," is laying on the shelf.

## Blame It on Jule

CINCINNATI, Nov. 15.—An unusual coincidence happened in the circus world recently. Three circuses, hundreds of miles apart, lost the same Saturday date on account of rain. They were Bud Anderson at Madill, Okla.; Dailey Bros. at Holden, Mo., and Russell Bros. at Denison, Tex. All lost the entire day, not even putting up canvas.

## Advance Sale Big For Macon Shrine

MACON, Ga., Nov. 14.—Advance sale of tickets for the local Shrine Circus is three times more than ever before. O. P. Lockhart, general chairman, has announced. More than 30,000 tickets have been sold, and it is expected total sales will run to 50,000 early in the week of the circus, which runs from November 17 to 22.

Acts booked for show, which is the ninth annual event for Arab Patrol of Al Shabb Temple. Include Webber Brothers and Chatita, wife; Watkins' Animals, presenting three numbers; Merrill Brothers and Sister, balancing and perch; Brown's Brothers, comedy bar and clown numbers; Tumbling Atwoods, acrobatic and comedy numbers.

## Malloy Announces Program For Kiddies' Shows at Canton

CANTON, O., Nov. 15.—J. R. Malloy, who will present the annual Kiddies' circus at Palace Theater here November 24, under sponsorship of the Retail Merchants board, announced program as follows: Sonny and Jerry, "wizards of wheels"; clown; Flying Malloy, Roman rings; Art Hill, cyclone Chief White Eagle and Princess Red Wing, sharp-shooting and archery; Silver Johnson and his comedy Austin; Tinker Toy's dog and pony novelty; clown; Walls Brothers, comedy bar act; Chief White Eagle and company, patriotic finale.

Malloy is contracted to give six shows starting at 1 p.m. Circus is free to the youngsters and signals the start of the holiday shopping season. This is the third consecutive year he has produced the merchant-sponsored circus.

## Dailey to Barn Late

CINCINNATI, Nov. 15.—R. M. Harvey, of Dailey Bros. Circus, reported that the show will close December 3 and move to permanent quarters at Arkansas Park, Tex. Show opened early in March, the late closing giving it a 30-week tour. Not a pay-day was missed or delayed during the season, he said, and while en route most of the equipment was replaced with new.

## Three-Ringer for Heaton

GREENVILLE, S. C., Nov. 15.—Plans are under way for the launching of Hubin Bros. Famous Circus, a three-ringer, under management of Bud Heaton. The show is to be modernized in every detail from front to back. Show will carry a menagerie and Side Show. Pageant of Song and Dance will be the opening spec. Heaton tramped with Ringling-Barnum, Hagenbock-Wallace, Downie Bros., Robbins Bros., Tom Mox and other circuses.

**"The Circus of Tomorrow"**  
By Edward L. Conroy  
will be a feature of the  
**CHRISTMAS NUMBER**  
of THE BILLBOARD  
Watch for it in the issue  
dated November 29







# Grandstand Attractions

By LEONARD TRAUBE

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

With the Bookers

TWO Chicago bookers invaded New York a few days ago to look over the novelty act field and to engage in other business pursuits. Charles Zeisler and Boyle Woolfolk set up house at the Plymouth Hotel and made the rounds together like Starnes twins. They were very welcome visitors at the New York office of The Billboard, showing the proverbial fat with E. E. Sugarman, in-door editor of this publication, and your correspondent.

Frank Wirth, New York booker, got back to town after sunning himself in Florida and Cuba with Mrs. Wirth and Pauline Miller, general secretary.

If, as rumor has it, Irving Grossman is no longer connected with the CMA Show office as manager of the Des Moines bureau it is news to both him and the agency on whose pay roll he happens to be. Bob Shaw, general manager, from Springfield (Mo.) headquarters, says in writing the rumor that Grossman completed one of the most successful seasons over the fair circuit in his territory. Further, that he is adding acts, and, in addition, that he will attend the trade confab in Chicago. For a person who is reported not connected, Grossman is certainly very active, don't you think?

With the Acts

The column hasn't heard about the condition of Bernice, serially-injured at the Salisbury (N. C.) Fair, on October 20 when she fell while doing a glide down a slanting wire. She was taken to a Fayetteville hospital.

Four-Merrill, previously known as Merrill Brothers and Slater, were among the first, if not the first, to receive a 1942 contract, issued by CMA. Arrangements for next year were made while they played Boonville, Ind., in July, they state.

Ted Burgess and Company presented their "Wheel of Death" with Nat D. Rodgers' unit at Hattiesburg, Miss. Unit is working army camps, two-a-day. Their knife-thrower.

Jack O'Diamonds, manager Death's Holiday Thrill Show, cards from Dayton, O., that he is in a hospital there awaiting an operation. It's the U. S. Veterans' Hospital and the ailment is double hernia.

Irish Horns, who presents the Jimmie Lynch Death Dodger on the Eastern loop, came up from the South with his lieutenant, George Nason, and departed for Philadelphia, thence to his home in Wilmington, N. C. From there to the Chicago convention. Both looked hale and hearty after a very active and most fruitful season.



## Meetings of Fair Assns.

International Association of Fairs and Expositions, December 1-3, Hotel Sherman, Chicago. Frank H. Klingman, secretary, Brockton, Mass.

Middle West Fair Circuit, December 1, Hotel Sherman, Chicago. Charles W. Green, president, Moberly, Mo.

Fair Managers' Association of Iowa, December 6 and 8, Hotel Savoy, Des Moines. E. W. Williams, secretary, Manchester.

Western Fair Association, December 10-12, Billmore Hotel, Los Angeles. Terry Paine, secretary, Sacramento, Calif.

Maine Association of Agricultural Fairs (January dates to be set), Dea's Hotel, Norway. J. S. Butler, secretary, Lewiston.

Indiana Association of County and District Fairs, January 7 and 7, Hotel Lippincott, Indianapolis. William H. Clark, secretary, Franklin.

Kansas Fairs Association, January 13 and 14, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 14 and 15, Deahler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 14-16, Lowry Hotel, St. Paul. Lewis Scottfeld, secretary, Zumbrota.

Western Canada Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Canadian Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Walter D. Jackson, secretary, London, Ont.

Western Canada Fairs Association, January 19-21, Royal Alexandra Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Michigan Association of Fairs, January 20-22, Fox Striby Hotel, Detroit. E. B. Kelley, secretary, Hillsdale.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Walden, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhisher, Lincoln. Chas. O. Marshall, secretary, Arlington.

Virginia Association of Fairs, January 28 and 27, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Texas Association of Fairs, January 30-31, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

Association of Tennessee Fairs, February 3 and 4, Nook Hotel, Nashville. O. D. Mass, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 10, Ten Eyck Hotel, Albany. C. W. Harrison, secretary, 131 North Pine Avenue, Albany.

## Fair Elections

WELINGTON, N.C. — Sandy Donald, re-elected president of Wellington Agricultural Society. Art Fenton replaces Ramsey Thomas as secretary.

YORKTON, Sask. — Charles R. Bull was re-elected president of Yorkton Agricultural and Industrial Exhibition Association. His A. Druffler was named secretary in place of the late W. J. Cowan. Don Cameron and E. R. Lamson were elected vice-presidents. C. W. McBride was re-elected treasurer.

YOUNGSTOWN, O. — Mahoning County Agricultural Society re-elected Fred McChesman, president; Vernon Orvas, vice-president; E. R. Ziegler, secretary; J. E. Harding, treasurer.

CENTRAL CITY, Ia. — Lester A. Falcon was re-elected president of Linn County Fair Association; George O. Villoga, vice-president; A. J. Schuchter, treasurer; P. G. Satter, secretary.

CUMMINGTON, Mass. — Hillsdale Agricultural Society re-elected Henry H. Snyder, president; Henry Brown, Charles J. Thayer, Mrs. Lou C. Sweet, Mrs. Leslie Juyner, Elias Snow, Franklin W. Streeter, vice-presidents; Leon A. Stover, secretary; Milton A. Howe, treasurer.

CEDAR RAPIDS, Ia. — William Rindor-Knecht was re-elected chairman of All-Iowa Agricultural Association. Others named were John L. Miller, vice-pres-

dent; H. N. Boyson, treasurer, and A. L. Taylor. Charles D. Moore will manage the fair in 1942 under a five-year contract.

INDEPENDENCE, Ia. — Buchanan County Fair Association re-elected J. B. Elliott, president; George McArthur, vice-president; E. O. Gates, secretary; John Corcoran Jr., treasurer.

RUSSELLVILLE, Ark. — CMA Walden was re-elected chairman of Pope County Fair Association; Frank Vaughn, vice-chairman; W. B. Longford, secretary; Van Moore, treasurer; C. R. Turner, manager.

FARMER-CITY, Ill. — Farmer-City Fair Association re-elected Robert P. Wilson, president; W. P. Peterson, vice-president; E. S. Wightman, secretary; E. R. Rinehart, treasurer.

## AROUND THE GROUNDS

(Continued from opposite page)

APPLETON, Minn. — At annual meeting of Swift County Fair Association held on October 30 it was reported that the 1941 annual closed with a good balance and plans were announced for extensive plant improvements for 1942. Officers are Paul Walden, president; Stuber Johnson, treasurer; Lester Evans, vice-president; J. O. Anderson, secretary.

CALGARY, Alts. — Old race track bleachers at Calgary Exhibition Grounds have been demolished. Next spring new fireproofed wooden stands will be built to seat 3,700.

FARMER CITY, Ill. — Secretary E. S. Wightman reported Farmer City Fair Association had profit of \$4,000 in 1941 from the annual and association-sponsored midget auto races. Race program for 1942 is planned.

CEDAR RAPIDS, Ia. — All-Iowa Agricultural Association is studying proposals to construct a building to house 4-H Club calf entries and to provide more

**NOW BOOKING 1942 DATES**

*Seldom THE STRATOSPHERE MAN*

World's Highest Serial Act

A spectacular night and day exhibition, thrilling, time-losing and hair-raising, and for a limited period. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS. Permanent address, care of THE BILLBOARD, Cincinnati, Ohio.

**ACTS WANTED FOR 1942 FAIR SEASON**

Interested by 1942 County 4-H, Animal Act, national and family combination during two or more acts. All acts must be first class and draw crowd. One full double in first class, make act price, write

**WILLIAMS & LEE ATTRACTIONS**

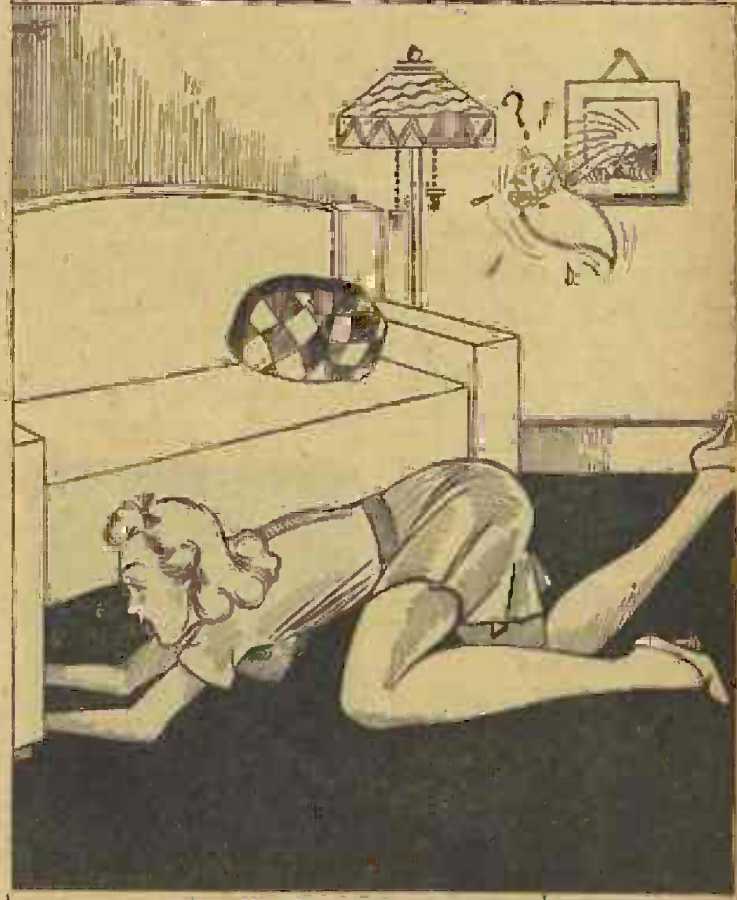
406 Holt Avenue ST. PAUL, MINN.

High rooms and added water supply facilities.

BEREA, O. — Cuyahoga County Fair here drew 82,000 and closed with profit of over \$1,000, said Secretary William H. Krosen. Attractions included a mid-way, rodeo, WHK and WGLE broadcasts from the grounds, horse races and saddle horse show. Sheep and swine exhibits were big and 4-H Club displays were unexcelled.

ATLANTIC CITY — Inclusion of a \$50,000 appropriation for a farm show there in the 1942-43 budget of Dr. William H. (See Around the Grounds on page 45)

## THE MYSTERY OF THE MISSING ACT



Their agent is looking for them. Pretty, isn't she? A couple of theater managers and night club owners are interested. But none find them. Next time, she sees them she's going to tell them to advertise consistently in The Billboard... the only all-inclusive show business news weekly that's read by talent buyers in all branches of show business.

# CHI PROGRAM TOPS

## Texas Pier Secures Priority From OPM

## Timely Topics Set for NAAPPB

Chairman Markey includes innovative feature — sale of trade show space good

CHICAGO, Nov. 15.—A hang-up program for the 23d annual convention of the NAAPPB has been produced by Chairman Fred L. Markey of the program committee and his associates. Because of the many problems presented by present world conditions, this year's convention is especially important, and in arranging the program the committee has included topics and features that will provide food for serious thought and consideration.

Secretary A. R. Hodge, in commenting on the program, said it had been the aim of the committee to deviate somewhat from the custom of previous years by introducing the Amusement College of Experience feature, which promises to be most interesting. In brief, the "college" consists of a dean, a faculty and an advisory board competent to handle any and all questions which may be put to them. In addition to topics already arranged, the faculty and advisory board will be prepared to meet all comers.

### Bartlett Has Pictures

Another innovation will be the motion picture still pictures gathered by Norman Bartlett, chairman of the pictorial section of the program. These pictures will deal not only with picturesque park views, modern fronts and latest illuminations, but also will demonstrate special promotions, merchandising methods and other features.

Secretary Hodge reports that the sale of space for the annual trade show has been gratifying, especially when the handicaps under which manufacturers have been working are considered.

Special priorities committee is at work with governmental authorities and hopes to have some good news for the industry by convention time.

### Some Booths Available

Invitations to attend the convention have been mailed to park, pier, pool and beach operators from Coast to Coast. Anyone not receiving an invitation is requested to communicate with the secretary, A. R. Hodge, Room 1130, 201 North Wells Street, Chicago. Secretary Hodge also urges manufacturers and sales organizations not already set for the trade show to communicate with him immediately. There are still a few booths available, and the marvelous business enjoyed in 1941 by the entire outdoor amusement industry promises the biggest sales possibilities in the history of the industry.

Showmen's League of America is Co- (See Chi Program Tops on opposite page)

## Biz Under War Economy To Be Theme of AREA

NEW YORK, Nov. 15.—Program for the 17th annual session and third annual dinner of the American Recreational Association in the West Room of the Sherman Hotel, Chicago, on December 1 at 7:30 p.m. has been released by Executive Secretary R. S. Uzzell. Welcoming address will be made at 9 p.m. by Adrian W. Ketchum, president of the National Association of Amusement Parks, Pools and Beaches.

Amusement business under war-time economy will be the theme of the meeting, with Secretary A. R. Hodge, of the NAAPPB, to speak on, *Doing Business in a Changing World* at 9:10, to be followed by an address by Vice-President R. E. Chambers in the place of late President C. V. Starkweather. Scheduled for 10-minute talks are William Rabkin, *Taxes on Penny Arcades*; George H. Cramer, *Converting an Amusement Ride Factory to Defense Work*, and the Chicago district representative of the Office of Production Management, *Effect of OPM and Priorities on Our Business*. First speaker during the membership's discussion period at 10 p.m. will be Raymond Luss.

John Wendler Jr. will offer a resolution for late President C. V. Starkweather at opening of the executive session. It will be followed by committee reports by R. E. Chambers, membership; Fred Lauerman, fire insurance, with discussion conducted by John Logan Campbell, NAAPPB and AREA insurance consultant; W. F. Mangels, treasurer; Fred L. Markey, finance; C. D. Good, convention exhibits, and W. F. Mangels, nominations.

## Summit Beach Buys Swings

AKRON, Nov. 15.—Nine Gilding Pony Swings, manufactured by Playground Equipment Company and in operation at Summit Beach Park here the past season, have been purchased by the park owners as permanent attractions, said Manager E. B. Gill. He said the swings proved a good attraction. Five-cent charge was made this season, but it is likely to be lifted to 10 cents in 1942, when the park plans to buy several more. Battery of the swings were in operation at Meyers Lake Park, Canton, O., the latter part of the season, and other parks in the district plan installations next year, Gill said.

ATLANTIC CITY.—Part of the resort's first permanent Boardwalk is still standing and was 50 years old on November 7. Coinciding with the anniversary was the November 9 birthday of John W. Bowen, surviving member of the Bowen Company, builder of the original Walk. In recognition of the double anniversary the city extended the builder felicitations.

## Harry Batt, Dienes Hurt in Auto Crash

NEW ORLEANS, Nov. 15.—Harry J. Batt, head of Playland, Inc., operator of Pontchartrain Beach here, is in a hospital at Madisonville, Tex., following a collision between his auto and a truck on a highway near Huntsville on November 8.

Malcolm M. Dienes, Pontchartrain auditor, who was a passenger with Batt, Mrs. Batt and Mrs. Dienes, suffered a probable fracture of the left leg, but has been transferred to a local hospital. Batt has eight broken ribs and will probably have to remain in Texas another week before being moved here. Mrs. Batt and Mrs. Dienes were badly shaken, but received only minor injuries.

Batt has been traveling thru the West since the beach closed its most successful season late in September, inspecting amusement parks in Texas and surrounding States. The party was en route to Houston from Dallas when their car and the truck collided. Entire front of the Batt car was reported demolished.

## Advertising Display Framed By Schott for NAAPPB Meet

CINCINNATI, Nov. 15.—An exhibit of advertising and publicity material developed and used by Coney Island here during the past season will be on display at the Chicago convention of the National Association of Amusement Parks, Pools and Beaches on December 2-3, said President and General Manager Edward L. Schott.

Coney representatives who will attend the convention and take part in the program include General Manager Schott, co-chairman of the NAAPPB program committee; Fred E. Wasselmann, vice-president and chairman of the board; Ralph G. Wachs, secretary-manager, and Shirley Watkins, ride superintendent.

## Rocky Glen Signs Cooper

MOOSIC, Pa., Nov. 15.—J. Francis Cooper, Boston, has been appointed director of public relations for Rocky Glen Park here, it was announced by Owner-Manager Ben Sterling Jr. Cooper will handle special events, general advertising and publicity. He will also operate Shrine Cottage at the park during the winter.

BANDUSKY, O.—Business men here are being solicited for \$5,000, their share of the cost of sponsoring the tourist program of Ohio's Lake Erie Vacationland in 1942. Another group of Sanduskians has replaced the Chamber of Commerce as the city's representative on the Vacationland board; Fred Pfeiffer has been elected chairman of the group.

PORT ARTHUR, Tex., Nov. 15.—Development and use of Pleasure Pier here became assured on November 8 with arrival of three sets of special pipe to carry electric power, gas and water across the ship channel to the project. It ended worries of pipe boosters, who feared the \$200,000 project might be left without water and lights for the swimming pool and gas for the recreational building because of difficulties in obtaining pipe.

Conduits will be installed as soon as a contract can be let. They will consist of three 500-foot lengths of heavy cast iron ball-and-socket type pipe buried 15 feet below the 24-foot bottom of the channel, along with special waterproof cable for telephone lines. Unusual depth is necessary, engineers said, so that lines will not be torn by anchors dragged by ships making emergency stops in the narrow section of the channel, a fairly frequent occurrence.

### Applies To OPM

Entire order was handled thru Peoples Gas Company after City Attorney B. T. McWhorter obtained a high priority rating for the project, by presenting the application directly to the Office of Production Management in Washington. Peoples Gas Company, Gulf States Utilities Company and the city will split the cost of dredging the channel and laying of lines.

Engineers said on Saturday the pool is virtually finished, the bathhouse nearing completion and that steel framework has been erected for the main building. Development is scheduled to open next spring.

## Eastwood Changes Start

DETROIT, Nov. 15.—Work is under way at Eastwood Park here to carry out the major building program on Eastwood Gardens, huge outdoor ballroom. Eastwood Coaster Company, operator of all rides and the swimming pool, is planning to install a new ride, as yet unselected, according to Manager Rilla McLain, and is now remodeling the Coaster and Dodgem. McLain is completing executive work on this program so that he may leave soon for an extended trip to Arizona and California, returning about February 15.

## Houston Zoo Quells Anthrax

HOUSTON, Nov. 15.—Bermann Park Zoo here reopened November 6 for the first time in three weeks after doctors declared the danger of anthrax had passed, following death of 10 valuable animals recently. Dr. Austin E. Jull, city public health director, said the public can now safely visit the zoo, since the last death occurred October 20, sufficient time for the disease to pass its climax. One zoo keeper remains in a hospital, the only one seriously affected by the anthrax spread, although all attached took the serum treatment.

"Swim Pool Promotion and Methods (I May Be Wrong)"  
By Ralph W. Beechner  
will be a feature of the  
CHRISTMAS NUMBER  
of THE BILLBOARD  
Watch for it in the issue  
dated November 29



WITH CONDITIONS keyed to wartime economy, addresses and discussions by William Rabkin (left), International Microscope Reel Company, Inc.; George H. Cramer (center), Spillman Engineering Corporation, and Raymond Luss, Luss Brothers, at the 17th annual meeting and third annual dinner of the American Recreational Equipment Association in the West Room of the Sherman Hotel, Chicago, night of December 1, will carry much interest to attending delegates because of advancing taxes and priorities on many needed materials. Rabkin has been assigned the topic of "Taxes on Penny Arcades" and Cramer will speak on "Converting an Amusement Ride Factory to Defense Work." Luss will be first speaker during the membership's discussion period.















AT LIBERTY M. P. OPERATORS

10 years' experience... M. P. Operators...

AT LIBERTY MUSICIANS

ALTO SAX DOUBLING CLARINET, VIOLIN. LEO JOHNSON...

ARRANGER - ANY COMBO CAN STYLE. Sentos to responsive parties...

AT LIBERTY - ALTO/SAXOPHONIST, CLARINET, Bass Clarinet, Saxophone...

AT LIBERTY - TROMBONE, ALL ESSENTIALS, draft exempt...

DRUMMER - PLENTY EXPERIENCE; READ and fake. New Krupa drums...

FLUTIST - ALL PROPOSITIONS WELCOME. Write fully...

LEAD TRUMPET - WELL EXPERIENCED LARGE or small combinations...

OLD-TIME HILLBILLY AND COWBOY BAND Fiddler - Would like place with good string band...

STRING BASS - NOW WORKING. WANT some good offers...

STRING BASS, ARRANGER, COMPOSER - Double Guitar, Arrange any combination...

STRING BASS - VOCALS, NOVELTIES, UNION, draft exempt...

STRING BASS - DRAFT EXEMPT. READ, fake, pizzicato...

STRING BASS DOUBLING SOME TRUMPET - Piano Player, Both age 35, union...

TENOR SAX MAN, CLARINET, VOCALIST - All essentials, FRED KIRKPATRICK...

TENOR (2nd or 4th), CLARINET, BASS CLARINET, Arranger, Union, experienced...

AT Liberty - Violinist of unusual ability, composed and interpreted all types...

AT Liberty - Guitars, Tenors, Violins, Basses, Banjos, Clarinets, Saxophones...

AT Liberty - Old fashioned Goodbye Accordion, Tenors, Violins, Saxophones...

AT Liberty - Organist, Pianist, Vocalist, all essentials, draft exempt...

AT Liberty - Organist, Pianist, Vocalist, all essentials, draft exempt...

AT Liberty - Organist, Pianist, Vocalist, all essentials, draft exempt...

AT Liberty - Organist, Pianist, Vocalist, all essentials, draft exempt...

AT Liberty - Organist, Pianist, Vocalist, all essentials, draft exempt...

AT Liberty - Organist, Pianist, Vocalist, all essentials, draft exempt...

AT LIBERTY PARKS AND FAIRS

FOR YOUR FREE ACTS - BOB FISHER'S FEARLESS FLYERS...

NOW BOOKING FOR 1942 - HIGH FOLE Acts for indoor dates...

CLARINET/ORGAN (in Person) - Original, Outstanding Monthly Troupe...

AT LIBERTY PIANO PLAYERS

PIANIST - LOCATION, HOTEL PREFERRED. Concert Dance Union, LARRY SCHUBEN...

PIANIST - EXPERIENCED, UNION, AVAILABLE immediately. Write or wire...

PIANO, ARRANGER - UNION, EXPERIENCED, draft exempt. Have car...

Do not play for stock company, houses, hotel, bars, show, club, etc...

Experienced Non-union Pianist the latest, crisp or small show...

AT LIBERTY VAUDEVILLE ARTISTS

FOR BOOKING - UNUSUAL, EXCEPTIONAL Dog Act for vaudeville or night club work...

GIRL WISHES TO JOIN DANCE TEAM - BOX 292, The Billboard, 1564 Broadway, New York.

At Liberty December 1 - The Melody Maker, King of the Hobos...

At Liberty December 15 - Well known Radio and Stage Artist...

Parade Band's Society - Circus - Dog, Pig, and Monkey featuring the Act Beautiful...

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Parade Band's Society - Circus - Dog, Pig, and Monkey featuring the Act Beautiful...

RB for Red Cross

MACON, Ga., Nov. 18.—The Greatest Show on Earth is tremendously interested in "the greatest circus on earth..."

The Armistice Day date of the Big Show coincided with the opening of the annual Fall Fair...

A. P. Barry, general chairman, and Roy Neal, chapter head, called on North of the showgrounds...

and bandmen.

Charles Sparks, Paul M. Oshway, Macon attorney; Joe O'Gilligan, former transportation official...

LETTER LIST

(Continued from page 48)

- Letter list containing names and addresses: Adams, Bob; Alexander, Frank; Anderson, Frank; ...

MAIL ON HAND AT CHICAGO OFFICE

- Mail on hand list at Chicago office: Adams, Bob; Alexander, Frank; Anderson, Frank; ...

Eddie Jackson, press agent now with Benson's Wild Animal Farm, Nashua, N. H., was among those at the show...

COLE HOME RUN FAST

(Continued from page 40) retained the services of Col. Harry Thomas, radio director and big show announcer...

Changes in Next Year's Show

Following the streamlined theme he started this season, Manager Terrell said there would be many changes in next season's performance...

# Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## Demonstrators Prepare Plans For Heavy Christmas Action

### Veteran workers getting set for unusually big season—lining up spots

NEW YORK, Nov. 15.—All the signs indicate that the coming Christmas shopping season will be one of the heaviest in many years, and qualified observers are predicting that new record highs in retail sales will be chalked up before Christmas rolls around. Demonstrators play an important part in the annual shopping spree undertaken by the American populace. Veteran workers are already lining up territories for themselves in department and variety stores throughout the country.

Heavy activity in all merchandise

lines is a foregone conclusion, according to department and variety store executives, who base their anticipations for extra heavy trade on the fact that free spending has been the rule all year. The defense program and the boom in defense industries has made its mark on pay rolls and John Q. Citizens and his wife are splurging once more—spending coin for amusements and luxury items.

Demonstrators report that there is little difficulty in finding spots this year, and locations are anxious to make arrangements if they have the spots available. Getting space in stores during the year is a tough problem, requiring all the ingenuity a demonstrator may have plus all items that has wide and unique appeal. But when the Christmas buying season rolls around, the red tape is done away with, and it is during this preholiday season that the demonstrator makes up for lost time.

Many demonstrators who have lined up stores for the holiday season are already working items not necessarily Christmas merchandise. Alert demonstrators, concentrating on Christmas specialties, chalk up unusually big sales records.

A strong point in favor of demonstrators has been the realization by store managements that they are greatly responsible for bettering sales of Christmas merchandise. A clever demonstrator weaves a forceful sales story around the article he is pushing, and is able to convince his audience that the item is something it should not be without. Usually the item can be sold at a higher markup than would be possible in the usual manner—one of the most important reasons why demonstrators are looked on with favor during the pre-holiday shopping week.

The volume of sales turned in by demonstrators on marked-up goods makes it possible for a store management to reduce prices on other items and still keep a level profit margin.

The demonstrator plays an important role in the holiday scene and it appears that his pockets will be well lined with cash when the current Christmas rush becomes a thing of the past.

## Sports Items In Big Demand

CHICAGO, Nov. 15.—With winter weather getting in bingo operators and salesboard workers have started heavy promotion of winter sports merchandise. This merchandise, incidentally, made its debut in the salesboard field on an extended scale four years ago, but it has proved very popular. This season bingo and salesboard operators expect to sell unusually large quantities of this merchandise.

Ice skates, hunting traps, lumberjack coats, sleds, snowshoes, shotguns, rifles, skis and hunting equipment appear to lead parade of items in popularity. There has been considerable interest in winter sports the past few years, due to special ski and ice skating items, package-hunting trips, winter hunting, etc. The publicity given the various events has captured the public fancy, with the result that winter sports fans are increasing in number.

The daily press has been playing up the beautiful aspects of winter sports, and this, too, has secured many new converts. Salesboard operators, particularly, are planning heavy promotions with winter items. They will be able to capitalize on the fact that many persons might be potential winter sports enthusiasts, get back the cash necessary to purchase the essential equipment. Salesboards and bingo offer them an opportunity to obtain the article of their choice for the expenditure of only a few cents.

## BINGO BUSINESS

By JOHN CARY

BINGO is growing in popularity throughout the Eastern Provinces of Canada, with indications of continued improvement in the status of the game. At St. John, N. B., 25 regular weekly bingo parties are being held in addition to occasional games. The regular parties are open to the public at 25-cent admission, and 10 to 25 cents for an extra card. At Lucky Hall the game, under different auspices, is held every week night. Usually, the capacity of the space tested. Window displays of the merchandise offered as prizes are shown.

BINGO GAMES are entering the heavy pre-holiday season, and many of the games sponsored by churches and organizations will provide funds for special charities during the Christmas tide. The game has been the means of bringing cheer and hope to many unfortunate, not only during the holiday season, but throughout the year. In spite of this, there are certain groups who feel the game should be banned, and it is only thru the efforts of prominent members of communities that bingo is able to continue.

At the recent elections in Springfield, Mass., Mayor Roger L. Putnam was re-elected for his third term on a bingo platform. This is only one city, but it would not be exaggeration to say that the same public attitude holds true in the majority of cities throughout the country.

There is no need to reiterate in these columns the fact that the game holds the interest of audiences thru its entertainment appeal. But a fact that is more or less relegated to the background, simply because persons who look after their more unfortunate neighbors rarely seek publicity, is that bingo has made it possible for communities scattered throughout the length and breadth of this land to care for their poor.

The funds realized by bingo games have been used to buy coal, clothing, food and medical attention, and to provide many other worth-while needs.

## Pro-Bingo Mayor Wins Mass. Vote

SPRINGFIELD, Mass., Nov. 15.—Bingo scored another success in the mayoralty campaign here which closed with the reelection of Democratic Mayor Roger L. Putnam for his third two-year term. His opponent, Attorney Donald M. Macaulay, also opposed the incumbent two years ago and lost by 700 odd votes.

This campaign disclosed only one new issue. Macaulay attacked the mayor for his record on the bingo question. The game is permitted here under police license, and is well regulated. Macaulay contended the mayor should have closed these "gambling games." Putnam's attitude toward the bingo interests would be the same if he were re-elected, he said, and he called bingo a "game" without terming it "gambling."

The final tabulation showed Putnam winning by almost double his 1939 total, with almost the same percentage of voters out, and was looked upon by veteran political observers here as a vindication of the mayor's stand on bingo. With few other conflicting issues at stake, they pointed out, the swing to Putnam, from the last election, could only be credited to the game issue.

## Pen, Pencil Sets Make Good Christmas Items

NEW YORK, Nov. 15.—Supply houses report heavy activity in pen and pencil sets, as merchandise users stock up with these items for the holiday trade. All types are in demand, from the carded, low-priced single pen, to individually boxed pen and pencil sets in flash settings, it is reported.

The pen set is a good holiday gift item, and indications are that workers handling pens should earn a very interesting profit before the holidays are over.

Certainly it is logical to argue that a game that makes possible such good work should be permitted to continue without interference from authorities. We have no quarrel with law enforcement officials who want to eliminate racketeers in the bingo field, but if their contention that they should let honest games alone.

### DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

King Winter is becoming an increasingly important character for salesboard operators, for with the mounting popularity of winter sports, especially skiing, he has made available many items which can be turned to profit on a card or board. Among these items are skis, windbreakers, ice skates, snow suits, robes, blankets, thermos jugs and many more. In recent years newspapers have done much to whet the public appetite for outdoor activities in winter, and operators are in an excellent position to capitalize on this. A sports deal is very much in order.

H. S. B., of Hartford, Conn., writes: "There is a large-sized plush bear being merchandised on a thousand-hole board at 5 cents per purchase. The board is illustrated with an eagle support. Do you know the firm that handles this deal?"

We do not have any information on this particular deal. However, operators who wish should have no difficulty creating one of their own. Any number of stuffed-toy manufacturers have such an item available, and salesboard firms that advertise regularly in *The Billboard* can supply the necessary boards.

The salesboard market is wide open for new ideas and new items. Manufacturers who have gone to the trouble of creating products specially designed for salesboard promotion have been simply rewarded, and there should be every incentive for other manufacturers to do likewise. When the item is right a large volume of business can be developed through operators directly and, thru their promotional efforts, retail channels opened which might not be obtainable otherwise.

We understand that college football robes in university colors with individual school letters are going to a good take in college towns. The rah-rah boys are natural for a deal.

Play the poor turkey. Here is one item that is a sure winner (or loser, depending upon how you look at it) for Thanksgiving.

The holiday seasons are a godsend to operators. It is well to remember that (See DEALS on page 51)

## Holiday Display Items Demand Is Increasing

NEW YORK, Nov. 15.—Manufacturers who specialize in display material, signs, banners, flags and other holiday window-dressing items report that activity in their merchandise has already begun. Demand for the merchandise is coming in from all parts of the country as workers stock up for the holiday rush. Some of the material applicable to Thanksgiving has sold very well, according to reports, but it is expected that the sale of Christmas items will go over the top.

Retail stores are logical prospects for the wide variety of attractive signs offered. Usually the signs are well illustrated and printed and are offered in two distinct groups. In one, the signs simply tender holiday greetings, and the second set in greetings with the merchandise angle.

Holiday window displays use considerable quantities of these and special cut-outs with holiday motifs. The items offered this year include many new and original designs. In past seasons workers who have handled these and cut-outs have made large profits, according to

manufacturer's reports. Christmas banners are another popular item with special appeal to retail store owners, offices, clubs and homes. Banners come in different sizes and are usually hand-designed.

Many other display items are also good sellers, including such staples as icicles, tree bulbs, ornaments, tree sets, etc. All of the new items are distinctive, have a flash appearance and the prices are nominal. According to workers who have handled these items from year to year, the stress is always on the promotional value of the display material and the fact that it builds good will and also brings in business.

Another group of outstanding Christmas items, not in the display field, are the Christmas cozies offered by a number of manufacturers. These cozies are colorful and reflect the real holiday spirit, being made up of holly berries, pine cones, evergreens, miniature bells, leaves and Union Hibbon fabric. A variation is the fruit cozies made up of representative fruits which grace the holiday festive boards.

## Popular Items

Write to The Billboard, Bureau, Service Department, 23 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

### Sweaters

Sweaters are popular with agents at this time of year. It is reported. A line of attractive sport sweaters is offered by Prucentral Trading Company. Included are solid-color sweaters and numbers with two-tone effects. The most popular styles are available, including pullovers and button coats. The sweaters come attractively packed, two to a display box. The sweaters are well-made, have attractive designs, and flash appeal.

### Comb-File Combo

The Comb-File Combination introduced by Peter Morroon, is not only a novelty but is a practical item. The Comb-File, of unique design, is equipped with a clip, and when placed in the pocket gives the appearance of a pen or pencil. The file is concealed in the handle, which is reversed when file is used. This unusual item, together with Amber Color Combs offered by the firm, make ideal pitch items.

### Ma Cherie Doll

Jerry Gottlieb has placed the Ma Cherie (My Darling) Doll on the market in time for the holiday trade, and it is

## STREETMEN



### Fall and Christmas Artifiical Fruit Cossages \$5.00 Per 100

Manufacturers' Prices in Bulk. Fruit, 24¢ to \$1.50 per gross; Red Christmas Berries, 10¢ per gross; Spruce Cones, 18¢ per 100. You must get samples to appreciate value of merchandise. \$3.00 FOR SAMPLES. California Baby Soap Flowers, assorted colors, \$2.50 LB.

SPECIAL—California Snow Flowers, in assorted colors only, \$1.50 Doz. 25¢ Dozen. All Orders. Balance O. O. D.

## KIM & COFFI

676 ARCH ST. PHILADELPHIA, PA.

## BINGO CARDS

100 to 5000 Card Sets. ALL SIZES, WEIGHTS, COLORS. COMPLETE LINE.

### AER-O-MIX BLOWERS

universally the best on the market, perfect for coversalls or full card games. Blows 10m high. When you reach for a ball it's there, never misses — not a toy but a real job. Write for bulletin.

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

## WARMING UP FUR COATS

Set of 3000 patterns from over 1000. ALL GENUINE FURS—Civet, Sables, Opas, Jacksons—all styles, sizes. Nothing was spared to obtain the most superb styles and quality. Satisfaction guaranteed or money refunded in 14 days. Prompt delivery. Write for NEW FREE CATALOG! Just off the press! LOWEST PRICES! H. M. J. FUR CO. 450-B West 29th St., N. Y., C.

## PAPERMEN

Can the experienced paper men do this well? Yes! Write to H. M. J. FUR CO. 450-B West 29th St., Dallas, Texas. Free return.

## GLAMOUR GIRL SENSATION

**MA'CHERIE** (MY DARLING) ...SO REAL SHE SEEMS TO BREATHE!



One of the hottest items of all time! A rousing beauty with complete position head, arms and shoes. Natural Hair and Eyebrows. Shined and colored. Height 33 inches high. with that classy Glamour Girl appearance everyone admires! Worth \$30 Retail Anywhere!

Marked 1 to a bell. 12 to a heavy cartons. Tremendous Results. Assured! Write at wire for complete details. Don't Waste a Second—Order Right Now! It's terrific!

Short an Irresistible Knockout 33 in. TALL

HER GOWN 'RETS 'EM! A line of a dress... in small... of... and... of... with a... and... that... of... on... Looks like the... Annual... such...

JERRY GOTTLIEB INC. 303 4th AVE., NEW YORK, N.Y. TEL. GRAMER 5-4435

## ATTENTION JOBBERS! BINGO SUPPLIES

Get our new catalog with your name and address imprinted. Write for particulars!

MORRIS MANDELL 1123 Broadway, New York, N.Y.

## BINGO SUPPLIES

FREE... NEW CATALOG For Jobbers Only (JUST OFF THE PRESS) It contains the complete line of Bingo Supplies and Equipment: Bingo Blowers, Cards, Spectacles, etc. Mailed to you on request. METRO MFG. CO. Most Complete Bingo Mfr. in the Country 23 W. 17th Street, NEW YORK CITY

## MECHANICAL TOYS

WRITE FOR COMPLETE LISTING AND QUOTATIONS ON OUR LINE. Samples of 17 numbers for \$2.25 postpaid: Owl Dogs, Kango, Tumbling Clown, Dancing Couples, Penguins, Concealed Monkey, Crawling Baby, Pop-Pop Beasts, Bull Frog, and Spooky Spider. CASH WITH ORDER—NO C. O. D.'s. HOLIDAY CATALOG NOW READY. Showing a complete line of Silvertone, Jewelry, Electric Appliances, Decorations, Toys, etc. Be Sure and Write for Yours Today. Please state your type of business.

## LEVIN BROTHERS

Established 1886. Terra Haute, Indiana

## BINGO CARDS

COMBINATIONS UP TO 3000 NO 2 CARDS ALIKE. BUY YOUR Bingo Specials DIRECT FROM THE PRINTER. MARKS PRINTING CORP. 40 EIGHTH AVE., NEW YORK

## SPECTACULAR FUR COATS

JACKETS, BOLEROS. 1042 STYLES with every smart detail revealing the full richness of texture. Fur Quality Workmanship at Prohibitive Price. We offer Canada, \$8.00: Sealine, Brownish, Greyish, Mink, Sable, Reddish, Krimson, Up, Quilted, Russian, Pure, Japanese, Hints and Furs. Buy Direct From Manufacturer and Profit. Ask for FREE LIST and ILLUSTRATED CATALOG. S. ANCELL & CO. Manufacturers of Fur Coats 230 W. 27th St., Dept. B-7, New York, N. Y.

## ELGIN, WALTHAM, BULOVA

Renowned Guaranteed MEN'S WRIST AND POCKET WATCHES. Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. LOUIS PERLOFF 750 Walnut St., Philadelphia, Pa.

## TANGO MANAGER WANTED

Send your the business. Have experience. Must have good references. Write. BOX 6-122, Cincinnati, O.

NEW! P.D.Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker. Prints and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Complete outfit costs about \$82. That's all you require to start The Big Money Business.

Look! Joe Hey, Ark., writes: "Ripped up booth with lights. GROSSED \$39.20 SATURDAY. Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

FACTS ABOUT THIS AMAZING ONE-MINUTE PHOTO MACHINE. Requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors. Size 2 1/2 x 3 1/2 inches, NOT TEN TYPES. Easy to operate. Sample instructions teach you how quickly. Packaging in SEE PHOTOS DEVELOP. A complete portable unit for making fine photos.

WRITE: Front porch, back yard, street corners, parties, fairs, carnivals—EVERYWHERE you will make big money with P. D. Q.

TODAY P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-14, Chicago, Ill.

## BINGO JOBBERS!

Do NOT load up on Special Game Tickets! Send us your name and address; it will be greatly to your advantage. Do it NOW—it is VERY IMPORTANT! We want to hear from everyone in the country who handles BINGO EQUIPMENT AND SUPPLIES.

WM. HAMILTON PRODUCING CO., INC. 614 New York Ave., Union City, N. J.

## 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 Novelties, Premium and Specialty Man.

## ACME PREMIUM SUPPLY CORP.

3333 LINDELL BLVD. ST. LOUIS, MO. Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

*Nationally Advertised*  
**Waterman's**

*The Greatest*  
**BOARD**  
*Success in Years!*



**PEN and PENCIL GIFT SETS**

**IN GIFT CASES**

*NATIONALLY ADVERTISED* for \$8.00 NET TO YOU

**BOARDING OPERATORS!** Pep up your old spots—bring in new ones with these FAMOUS, Genuine WATERMAN'S NATIONALLY ADVERTISED, \$8.00 VALUE in GUARANTEED Pen and Pencil Sets—in jewelry type presentation cases. Beautiful mottled finish pen with single stroke ink filler. Proprietary pencil. Men and Ladies types. IMMEDIATE DELIVERIES. Quantity orders, write. Send 25¢ deposit on C. O. D. WRITE, WIRE OR PHONE YOUR ORDER.

**\$2.50**

**D.A. PACHTER CO** MERCHANDISE MART  
CHICAGO, ILLINOIS.

**SANTA With ELEC. EYES**

No. 9457 — Electric Bulb Eyes with Flasher. Perfect for Salesboard. Store to store. Every Tavern, Store, Hotel will want one for Window and Backbar Display. 27 inches high. Dressed in red, rayon, well constructed. Get started now.

**Dozen Lots, \$36.00—Sample \$3.25**

**WITCHMEN** Closing Out All Mechanical Toys. Write for Listing and Prices.

**WIS. DELUXE CORP.** 1902 N. Third St. MILWAUKEE, WIS.



**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  
1006 BROADWAY  
**MIDWEST MERCHANDISE CO.** KANSAS CITY, MO.

**\* PATRIOTIC LICENSE EMBLEMS \***  
Natal Center Plates for Motorists—“Victory,” “I’m an American,” “God Bless America,” etc. Price \$2.00, 100 for \$5. (Include Postage & Packing.)  
\* Latest Style Patriotic Brooches—Lapel Buttons—Insignias. Send \$1.00 for Sample Assortment. Free Catalog, Write.  
**CHAMPION SPECIALTY CO.** 814-Q Central Street. Kansas City, Mo.

**ENGRAVERS!!!**  
All Orders Shipped Same Day. Complete Line of Engraving Jewelry.


**NEW STYLE ENGRAVING MACHINES**  
All Models, Complete, from \$7.50 to \$14.

WRITE FOR CATALOG

**HEILER-LEVINE, Inc.** 37 1/2 W. Wabash CHICAGO

Special Pen No. 1X204 \$12.00 Gross

Special Pen No. 1X214 \$15.00 Gross



reported that the item has met with considerable favorable comment. The doll has a composition head, arms and shoes. Other outstanding features include natural hair and eyelashes and manicured fingernails. The dress is striking, being made up of smart pastel shades of rayon satin, with the bodice and full picture hat of ecru lace. A full swing skirt has four rows of ecru lace and a row of pastel buds on the bottom. This beautiful type doll is 33 inches high and presents a Fifth Avenue appearance. Dolls come packed individually.

**Mechanical Toys**

The pre-Christmas rush is the traditional season for mechanical toys. Levin Bros. announces its new list of mechanical toys, including O-U Dogs, Kango, Tumbling Clown, Dancing Couples, Penguin, Outcasted Monkey, Crawling Baby, Pop-Pop boats, Bull Frog, Spooky Spider, etc. The mechanical feature is the attraction in all the toys, and some clever new ideas have been worked out. It is

**BENGOR DELIVERS THE GOODS**

READY FOR IMMEDIATE SHIPMENT

Isidors, Tree Buds, Ornaments, Tree Sets, Perfumes, Pen and Pencil Sets, Gifts, Xmas Cards (Regular and Special), Toys, Novelties, New Year Items, Tricks, Jokes, Etc. Thousands of Seasonal Values.

**FREE CATALOG**

And 1942 General Catalog

Write for Them Now!

**BENGOR PRODUCTS CO.**  
876 BROADWAY, NEW YORK, N. Y.

**NEW AMERICAN MADE Patented Master Brand DANCE CHECKS**



**Men's Style Check** (Illustrated Above)

**Easy To Buy!**

Take No. 1 Size Over Metal Ring No. 2. Then Metal Fastener No. 3 fits over both No. 1 and No. 2 to lock check together. See illustration above.

**Ladies' Braided Check**

Wide Variety of Designs and Colors.

Send for Free Copy of Our Big 1941 General Catalog Which Shows Complete Line of Checks at Low Prices.

**GELMAN BROS.** 19 North La Salle, CHICAGO, ILL.

**CANDY**

**SALESBOARD ASSORTMENTS**

- GORGEOUS GIRLS
- FANCY PKGS.
- RED HOT ITEMS
- CEDAR CHESTS

**OPERATORS—DISTRIBUTORS**

Cash in NOW

Big Fall and Holiday Seasons

Send for circular and Confidential Factory Prices.

**GOLDWYN COMPANY**  
542 So. Dearborn St. CHICAGO, ILL.

**WAXED FLOWERS**

No. 8—Georgia, \$27.50 per 1000, \$3.00 per 100.  
No. 7—Dallas, \$23.50 per 1000, \$2.50 per 100.  
No. 10—Florida, \$20.00 per 1000, \$2.25 per 100.

Mountain Laurel, any quantity, 30¢ lb.

25¢ Doz. Del. C.O.D. will save shipment of 100 above members for \$2.50.

with price list postpaid for \$2.50.

**FRANK GALLO**  
Importer and Manufacturer  
1429 Leavel St. ST. LOUIS, MO.



**GET IN ON THIS RED HOT REPEATER**



*Flippy*

**MILITARY STRIP-TEASE CIGARETTE CASE**

Don't get off. Stand for details about FLIPPY. Today's smart money maker. Beautiful & color display merchandise selling thousands on sight. Repeat orders selling in daily. Don't wait. Write for details NOW!

**SALESBOARD OPERATORS!**  
8 new FLIPPY cigarette cases for you. Every one a beauty! Get details today.

**EVANS NOVELTY CO.**  
Division of Premium Sales Co.  
Dept. K-4, 800 W. Washington, Chicago

**LADIES' WATCH**



**Very Flashy YELLOW GOLD COLOR**

Fine quality with cord wrist bracket. White chrome back on case. 10 1/2 inch size. Guaranteed jeweled movement. O.K. band. Looks like a \$10.00 watch.

**\$38.98—Each.....\$3.65**

New Catalogs soon ready. Get your name on our mailing list.

When Ordering Give Your Favorite Certificate Number or State Line of Business.

**ROHDE-SPENCER**  
223 W. Madison CHICAGO

**No Charge**

**SALESBOARD ABC's**

For this excellent report from The Billboard, Article cover the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today!

**DEALS, The Billboard, 1564 Bay, N. Y.**

**FREE! WHOLESALE CATALOG**

**SPONS**

4000 OPPORTUNITIES

Thousands of interesting money-making ideas, ready-made plans, successful formulas, and lots of other valuable information in this exciting catalog. Copy yours today!

**260 PAGES**

Check full of interesting money-making ideas, but know that you'll receive your complete \$2.50 to \$10 a day and (including travel expenses, lunch and other expenses) \$1000 per month!

**BUY U. S. Defense Savings Bonds and Stamps**

**FURS**  
COATS, JACKETS, BOLENEGE  
1941-42 Catalog Free  
LEAVE 1942 Styles. Coonys, Badlam, Caracul, Mink, Mouton, Lowest Prices. Practical PRICES. Fur, Scarfs, Mittens, Fox, Red Fox, etc. Write for Illustrated Catalog, Free.

**M. SEIDEL & SON**  
243 W. 50th St. N. Y. C.

**WALTHAM-ELGIN**  
Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

**PLYMOUTH JEWELRY CO.**  
343 Canal St. Dept. J. N. York

claimed. The firm also has a new holiday catalog showing a complete line of gift merchandise.

**Hospitality Tray**  
An item that may be used for many purposes is the Hospitality Tray offered by Joseph Hagin Company. The tray is made of hand-rubbed, laminated plywood to resemble walnut. It is claimed, and is non-warping and heatproof. Size of tray is 24 by 18 1/2 inches, and weighs two pounds. Another tray offered by the firm is similar to this, but has, in addition, five colorful scenes as a decoration motif.

**Fruit Corsages**  
The holiday season is reflected in a line of artificial fruit corsages offered by Kim & Cloff. It is said that this merchandise moves well and profits are good, with the cost of the item nominal.

Corsages are made of different varieties of holiday fruits, clusters of red Christmas berries, etc. The red, green and tinsel colors add to the attractiveness of the corsages. Firm also offers merchandise in bulk, including artificial fruits, Christmas berries, spruce cones, etc.

**DEALS**  
(Continued from page 52)  
John Public will spend more when offered a chance on what he would like most to have. And it shouldn't be too difficult to find out what that is. Visit local stores; see what is being displayed, ask questions and before long you should have a good picture of the type of merchandise receiving the greatest play. With this information in hand there's less likelihood of going on a Mexican sleigh ride.

**HAPPY LANDING.**

**IMPORTED WOOD CIGARETTE BOXES LIMITED QUANTITY AVAILABLE**

828414—100 Top Cigarette Box of maple finished wood. Has roll covers, holds 20 cigarettes. Size 4 1/2 by 3 1/2 (with box open). For Dec., P. O. U. Chicago, \$1.25.

828415—Cigarette Ejector. Box finished in a combination of maple, walnut and mahogany color design like hickory wood. Wooden figure of woman and her hair when lower is opened drops to eject cigarette. Size 4 1/2 by 3 1/2. For Dec., \$1.45.

25% discount required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail.

**JOSEPH HAGN CO.**  
Wholesale Distributors Since 1911  
217-223 W. Madison Street CHICAGO

**New ENGRAVING PINS**



"Style-Hits" of the 1941 Fall Season!  
Feature new embossed designs in Engraving Pins — the "Style-Hits" of this season's line. There is still time to "cash in" on these big selling items. Write or write for new Engraving Catalog; see all the brand new styles. Specify Catalog No. 26. Write Your Order!

**HARRY PAKULA & COMPANY**  
5 N. Webster Ave. Chicago, Illinois

**PITCHMEN**

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
(Cincinnati Office)

**STANLEY MALDRETT** . . . opens from Charleston, S. C., that he is in his second week in a local department store and working to satisfactory takes. He adds that David Sax is in the same store with his jewelry layout.

**BEST WAY** to be successful is to, be yourself.

**DOC R. D. SMITH** . . . best specialist, is reported to have chalked up some top takes with that item at the recent Louisiana State Fair, Shreveport.

**AUTO POLISH** . . . exponent of note, Earle B. Wilson has opened a wallpaper cleaner store in Columbus, O., and reports that business thus far has been satisfactory.

**THE NEXT** several weeks should be busy ones for novelty workers.

**P. J. CHAPMAN** . . . is still confined in U. S. Veterans' Hospital, Legion, Tex., and would like to read letters from friends!

**THE BOYS AND GIRLS** . . . would like to know what's become of Louis Swensen, Joe Colley, John Vogt, Bill Sherrick, Al Rice, Ed Oalliard, Joe Thomas, R. J. (Pop) Rogers, Frank Burah, Mike Kern, Dr. Billy Sanders, "Goo-Goo" Davis, Lewis Pickens and Walter Story.

**JERRY THE JAMMER SEY** . . . can profit by experience only after you have it.

**REPORTS** from down Natchez (Miss.) way indicate that Harry (Key Check) Hisco is working dog collars, name plates, key rings and key chains in that sector to fair-to-middlin' results.

**STILL WORKING** . . . Arkansas to good business in Little Tonany Adkins.

**COMMON SENSE** and the ability to use it is what makes for a success in any profession.

**LITTLE BAMFSON'S** . . . med layout on Prospect Avenue, Cleveland, continues to click to successful turns.

**JOINING** . . . Tom and Doris Gallagher's tent theater for the winter recently were Frank X. Lovell and children, Ralph and Jackie Davis.

**ANYBODY** work the roads at The Boston Garden? How was business?

**DOC PHIL BRADLEY** . . . and Tommy Conlon are pitching in and around New York to satisfactory takes.

**JACK (BOTTLES) STOVER** . . . and Doc Bradford are hitting the high spots in Virginia and would like to read pipe from Judge Patterson, Phil Babcock, and all the boys on the 89 of the double stand. They report they recently met Billy (The Kid) Dietrich at a stock sale and he reported a prosperous season at fairs and tobacco sales.

**THE WAY** you spent the summer determines how much you will spend this winter.

**BUBBLES AND ROMONA** . . . are at home in Chickasha, Okla., where they will winter after a successful 10-month tour with Doc Pete Thomas.

**ROSS AND COTTON WILLIAMS** . . . worked the recent horse show in Indianapolis on paper to swell takes, according to reports hitting the pipes desk from the Hoosier capital.

**BUSINESS** can be good if you have the will to make it that way.

**CONTINUOUS** good weather has made for a longer outdoor season for the boys and girls, but it will only be a few more weeks until your annual inventory reveals whether you've been successful.

**WHITEY BRANAN** . . . is working your name in sen-shel brooches in Anderson, S. C.

**BIG AL ROSS** . . . is in Cleveland and will work the mouse there in two stores from November 15 until Christmas.

**"PURVEYIN'" PAUL OPINES:** "When one of these 'I Know Everything Guys' comes along and tells you how to run your business find out what he knows by asking him to change a sandwich."

**THE BRAUNSVILLE KID** . . . after a lengthy silence, comes thru with the following from Toledo: "Boul Burns and I made a recent football game at Ann Arbor, Mich., but it wasn't so hot on the buying end for the southe boys. We then made the National Cornbuckers' date in La Salle, Ill., to good results on novelties, that is until the blow-off, when they pinched a number of the boys. From there we went to Detroit

**GORGEOUS COLORFUL CORSAGES**  
Direct from the manufacturer  
Big Xmas Seller  
**\$5.00** per 100 and up  
Sample Assortment \$1.00  
9 different novelties — your dollar will be applied on quantity order.  
**GOLDSTEIN & GUSTOW**  
51 W. 28th Street, New York City

**SELL TINSELED XMAS SIGNS**

It is a guaranteed line of Xmas Signs, 2 1/2 ft. Banner, Xmas Strangers, Out-Of-Town and many other Xmas Display Signs. Also 1 1/2 ft. Signs for Night Signs, Make Good Xmas Signs — Write Now! New Line of Signs — Discount Retailers —

**Lowy, S. W. Broadway, N. Y.** Dept. D.

**VETERANS, GET ABOARD IN THE ARMY NOW**  
Get your feet set. You need facts, wit and humor. One illustration. Quick money. Monthly earnings, steady for 50¢. Write for details to The Brass, Billboard, 375 Broadway, New York, N. Y. Enclose 10¢.

**VETERANS' SERVICE MAGAZINE**  
365 Duane Street New York City

**OAK-HYTEX BALLOON**  
**BILLY BEAR TOSS-UP**

You can make money with this appealing toss-up balloon. A hit with all children. Ask your jobber or write us for full details.

**THE OAK RUBBER CO. RAVEN OHIO**

**MY ROUTE BUILDING PLAN Starts YOU BIG PAY in a BUSINESS**

Thousands of men like you can make money big money each after work hours by our "Money-Making Home Route" Plan. Let me explain how your earnings should go UP. The more you take on our "Special Plan" of \$4.00 route. Many orders nationally advertised in Saturday Evening Post, Good Housekeeping and 100 other magazines.

Many manufacturers' special plans to increase sales and profits up to 80% and compete with chains. Free Goods Orders and Premium Deals make it easy to start. Equipment not needed. Write TODAY:  
N. G. LAYTON, President, Dept. 287, Spencer, Indiana

**ELGIN & WALTHAM REBUILT WATCHES \$1.75 Wholesale**  
7 Jewel, 15 Size, in S. K. Engraved Cases, at Cost for Price List. Money Back if Not Satisfied.  
**CRESCENT CITY WATCH MATERIAL CO.**  
112 N. Broadway St. Louis, Mo.

**STARR PEN CO.**  
Hits Another Jack-Pot FOR YOU in creating the **WINCHESTER PEN**

Which is now available to you in addition to our **NATIONALLY ADVERTISED WALTHAM PENS AND PENCILS**. Send at once for the most complete price list ever offered for pen workers.

**WIN WITH WINCHESTER!**  
**STARR PEN CO.** 500 N. Dearborn St. Dept. D, Chicago, Ill.

**V-BANNERS THAT SELL!**  
Immediate Deliveries  
Fine South Western and Fringed. This is the Banner that sells.  
8x12  
**\$1.50 • \$16.00** per Doz.  
8x7 Fringed, effect — This is the popular letter to artists.  
**90c • \$9.00** per Doz.

25% deposit with order, balance C. O. D., \$200.00. 47 Patented Banners and Jewelry Novelties. Send for Circular.  
**LIBERTY PRODUCTS**  
Manufacturing Pharmacists  
375 Broadway, Dept. 2, New York City

**"The Trend of the Pitchman"**  
By **E. F. HANNAN**  
will be a feature of the **CHRISTMAS NUMBER of THE BILLBOARD**  
Watch for it in the issue dated **November 29**

**MEDICINE MEN**  
Write today for complete catalog of Tuckers, Oils, Kaps, Gels, Tablets, etc. Low prices—rapid service. (Products Quality Insurance Covered)  
**GENERAL PRODUCE LABORATORIES**  
Manufacturing Pharmacists  
107 E. Spring St. Columbus, Ohio







# Special <sup>The</sup> Billboard Christmas Offer

**17 COPIES  
ONLY \$1.00**

Regular Rates: 1 Year \$5.00  
Single Copy 15c



## Gift Subscription Order Form

**A \$2.55 GIFT FOR A DOLLAR**

PLEASE ENTER THE FOLLOWING GIFT SUBSCRIPTIONS TO THE BILLBOARD

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

SEND GIFT CARD  YES  NO TERM \_\_\_\_\_

\*\*\*\*\*

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

SEND GIFT CARD  YES  NO TERM \_\_\_\_\_

\*\*\*\*\*

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

SEND GIFT CARD  YES  NO TERM \_\_\_\_\_

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NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

SEND GIFT CARD  YES  NO TERM \_\_\_\_\_

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NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

SEND GIFT CARD  YES  NO TERM \_\_\_\_\_

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## LOWER RATES ON GIFT SUBSCRIPTIONS

*The Special Christmas Gift Rate of*

**17 COPIES ONLY \$1.00**

includes an appropriate Greeting Card which will be mailed to each recipient announcing The Billboard subscription as a gift from you. This short-term rate is just the thing for that "dollar gift" or a weekly reminder of your thoughtfulness "until the show opens" in the spring.

### SPECIAL FULL-TERM GIFT RATES

(Effective Nov. 15 to Jan. 15)

**SINGLE 1-YEAR SUBSCRIPTION \$5.00**

(New, Renewal or Gift)

**EACH ADDITIONAL 1-YEAR SUBSCRIPTION \$3.00**

When Ordered by the Same Subscriber

Subscriptions will be extended if recipient is already a subscriber. Your own renewal may be included.

And enter my own subscription  
( new  renewal) for Term \_\_\_\_\_

SENT BY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

I ENCLOSE \$ \_\_\_\_\_

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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.

## Licensing

Many problems of modern business may be solved by a system of city licenses

Cities are important centers of the many advantages that belong to our modern civilization. This is not a reflection on the many small towns, villages and the vast rural stretches of our country, but it is a simple recognition of the trends of population and of the advantages and disadvantages that go with it.

The massing of people in cities increases not only the advantages that people enjoy but it also creates many new problems. These problems chiefly involve matters of competition, business, economics and government. City governments today face these problems in ever-increasing severity. At times city governments become so swamped by modern problems that many people are inclined to cry out that city government is a failure. However, as long as cities grow in size and number every citizen is concerned with the success of the idea of city government in general. Officials of our modern cities are to be considered for the bigness of the problems that face them.

In a previous editorial (*The Billboard*, November 15, 1941, page 60), reference was made to New York as the first city of the nation and the progress that has been made by its mayor and city administration. It is permissible to say that several important experiments have been made to improve the city government. All good ideas are at first experiments. The city government and its leaders have set important examples in many respects for other cities to follow.

One idea that has been tried with success is that of business licenses. This is a field of regulation and taxation that involves many angles and has been the subject of much discussion pro and con. Fortunately, the largest city in the nation has many capable men in its city government, and they are really accomplishing things in the field of government and regulation.

Honorable Paul Moss is commissioner of licenses in New York; and he has made a reputation in handling the problems of business licensing and regulation. Every man who is engaged in business in an incorporated city should be informed about the license system in New York and its

accomplishments, as sooner or later the subject of business licenses will come up in every city, large or small, and the idea will be extended to all lines of business, including the operation of coin machines.

There are people who say that licensing of business is an intrusion upon private rights, but a study of business conditions in any city shows that a fair and equitable system of business licensing is about the only known way to cope with certain evils common to business today.

All lines of business today are highly competitive, and

this competition leads to many unfair practices. Modern trade associations have been developed to try to cope with some of these evils of competition, but every trade organization comes face to face with problems that it cannot solve by voluntary effort. Cities that license businesses are able to enforce rules of fair trade that associations could enforce upon evildoers. For that reason some form of city licensing has become a necessity to protect small business establishments from unfair practices.

Trade evils in their worst form are sometimes called rackets, and it is in the

prevention of rackets in business that the system of licensing, such as in New York, really gets results. Any large city has its share of rackets, but New York has managed under its leaders to reduce this evil to a minimum.

A lot of problems have to be worked out in the administration of city licenses. It can be expected that New York will be in the front rank of those cities that develop a successful system. The plan of licensing business needs to be extended to include all trades that may be subject to competitive evils, or what is sometimes called racketeering.

Cities can use the license system for revenue as well as regulation, but in general the best systems plan on reasonable regulation as the main goal. Cities are important to our civilization and so is modern business. Business licensing has an important future.



Little business, including the coin machine business, is trying to find a way in making defense supplies. (Cartoon from *Minneapolis Star Journal*, September 8, 1941.)

# BRIEFS OF THE WEEK

**Deaths:**  
Harold Kushner, 10, son of Maurice Kushner, X-M Coin Machine Corporation, Boston, killed at Truistown, Ala., November 8. (Details on another page.)  
Ralph Bender, Bender Distributing Company, Charleston, W. Va., November 4.

Mrs. S. Kresberg, mother of Sam Kresberg, Eastern district manager for J. P. Seeburg Corporation.

**Marriages:**  
Richard W. Moore, Iowa representative of Decca Distributing Company, and Ada Maurine McDonald, Lorimer, Ia., in Cedar Rapids, Ia., November 20.  
Bernie Slinger and Miss P. Goldberg, of Adlertex Novelty Company, Chicago, October 28.  
Kenneth Anderson of Gardner & Company, Chicago, and Pearl Hogan, November 18.

**Births:**  
A boy, Frankie, Lee, to Mr. and Mrs. Frank Anselmo, New Orleans. Father is a member of Fuhr Play Novelty Company, New Orleans.  
Twin boys, Ralph Elliott and Robert Kent, to Mr. and Mrs. Joseph Colucci, November 1. Father is proprietor of Mattatuck Amusement Machine Company, Waterbury, Conn.  
A daughter to Mr. and Mrs. Roy E. Linnam, October 30. Father is an operator in Mount Pleasant, Tenn.  
A daughter to Mr. and Mrs. Clayton Ballard, Los Angeles.  
A daughter to Mr. and Mrs. Porter Harrison. Father is partner in D. & J. Music Company, Dallas.  
A daughter, Noel Jane, to Mr. and Mrs. J. R. Smith. Father is head of Southern Remodeling & Sales Company, Burlington, N. C.

**Personnel:**  
Al Metrovitz has joined I. Barnstebia, Minneapolis operator. Metrovitz formerly was with Silent Sales Company, Minneapolis.  
J. W. Smalley has been appointed temporary director of Southern Music Sales Company, New Orleans, succeeding the late E. M. Oertle.  
Larry Loughbon has been added to the service staff of Interstate Novelty Company, Spokane.  
Walter Zaborocki, formerly with Harrington Amusement Company, Houston, has been named service manager of Commercial Music Company's Houston branch.  
Allen Hultum has joined Service Novelty Company, Hatcher, Miss.

**In the Army:**  
Earl Murnach, operator of Caledonia, Miss., stationed at Riverside, Calif.  
Waldon Carson, serviceman for Lone Star Vending Company, San Antonio.

**New Addresses:**  
Alex Merhige, New Orleans Coin Machine Exchange, 304 Dumaine Street, New Orleans.  
Lester Yearn, Standard Music Company, 2008 Jackson Street, Houston.  
Economy Supply Company, 642 10th Avenue, New York.

**Firm Changes:**  
Phil George and James Payne have dissolved their partnership in the Mercury Amusement Company, Cleveland, Ohio. George is now operating as the Variety Amusement Company, 5713 Euclid Avenue, Cleveland. Payne has formed the Windsor Automatic Photograph Company, 1568 Alvar Road, Cleveland.  
Carter Kautzman, formerly associated with Arnold Green, in the Cur-Nel Music Company, Boston, has formed a new company, the Carter Automatic Music Company, Boston.  
C. H. Melunika, United Service Company, Phoenix, has announced the sale of his music machine interests to Roy E. Garrison, Garrison Sales Company, Phoenix.  
Budnik, Inc., is now Budco, Inc., 174 South Portland Avenue, Brooklyn.  
Willie Leroy and Lucy Skolnick joined forces with Ilynie Budnik.

**New Firms:**  
Variety Amusement Company, (See Firm Changes.)  
Windsor Automatic Photograph Company, (See Firm Changes.)  
Carter Automatic Music Company, (See Firm Changes.)  
R. & W. Distributing Company, 1634 Payne Avenue, Cleveland. Firm headed by Otry Webber and Dale Eymann.  
J. H. Peres, Peres Amusement Company, and Peter Nantala, Authentic Coin Machine Company, both of New Orleans, have formed a partnership to deal in used coin machines.  
South Coast Amusement Company of Dallas, 1712 North Orange Street, Dallas. Branches in Houston and San Antonio.  
Self Service Beverage Company, N. E. corner 19th and Norris Street, Philadelphia.

**In the Hospital:**  
Harry Batt, operator of Pontchartrain Beach, New Orleans, suffered a fractured rib in automobile accident near Galveston, Tex. Confined to hospital there.  
Max Harrison, Minneapolis operator, in Albany Hospital, Minneapolis.

**In Chicago Last Week:**  
B. D. Lazar, B. D. Lazar & Company, Philadelphia.  
Benny Robinson, Robinson Sales Company, Detroit.  
Murray Sandow, Weston Distributors, New York.  
Lou Welcher, Advance Automatic Sales Company, San Francisco.  
Bill Alberg, Brooklyn Amusement Company, Brooklyn.  
Sam Tarn, Mayflower Novelty Company, St. Paul.  
H. D. Severson, Standard Sales Company, Spokane.

**In New York Last Week:**  
Tom Singleton, arcade owner, in from Syracuse.

# Industry Mentions

## Magazines -- Newspapers -- Radio

**Parade, November 9.**—This syndicated Sunday magazine section for newspapers recently devoted three pages to an illustrated account of "Juke Box Clubhouses" in America, using a location in Rochelle Park, N. J., as a typical "clubhouse." The writer of the article said the music-box is the social hub for half-price million young Americans, and is the main attraction in locations from smart cocktail lounges to shabby, fringe roadhouses. He closes it as a major U. S. industry which fills 75,000 pay envelopes each week. Close-ups and long-shots show typical Young America: healthy, good-looking, clean-cut; enjoying itself dancing and eating. One picture is a close-up of a sign forbidding minors alcoholic beverages and another shot shows a couple of minors imbibing in soft drinks. Inter-jecting, says the author, is out, but definitely, in this location; sweet being being most popular. This is a true and desirable piece of publicity for the music box industry.

Time and PM gave space to Photographs for Defense Week in recent issue, complementing the industry on its cooperation with the Treasury Department to boost Defense Bond sales thru the record *Any Bonds Today?* in No. 3 place on music boxes throughout the country.

A Philadelphia newspaper recently took a dime-in-the-slot machine used for selling the roll at the University Club in that city. The machine is the brain child of some of the members who were bored with the job of checking attendance. It has slots in which each of the club's 84 members drops a dime opposite its name, showing a miniature drawing of himself with light. At a glance, the conductor can see who is absent. The dimes go to bolster the club's treasury.

The Chicago Tribune, November 22.—A special release from Nauau, Alabama, says that Alabama folk made it on coin to America's music boxes; that the haunting

pany, Spokane.  
Al Hanklaw, Olive Novelty Company, St. Louis.  
George Goldman, General Vending Service, Baltimore.  
Sam London, Milwaukee Coin Machine Company, Milwaukee.  
Morris Glaser, Cleveland Coin Machine Company, Cleveland.

**Tax Information**  
A feature resume of all the data and reports on the federal tax as it applies to coin machines will be published in The Billboard, dated November 29. The article will contain the latest and most reliable information available on the tax.

It will be of interest to every operator, and the information will be useful to present to location owners. Reprints of the article will also be made for distribution. Remember that The Billboard each week publishes the latest federal tax information.



"I'm doing much better than I did this morning at target practice!" —From the Dallas Times Herald.

melodies which form these islands' folk music will be pouring soon from a million juke boxes and radios in this country. It seems that a number of recent visitors to the islands, including a widely known composer, a Hollywood lyricist and a publisher, brought records and sheet music back to the United States. They are convinced they have discovered a music treat which will replace swing, and intend to capitalize on their discovery. One of the best known songs is "Papa's Blues" from the picture "Honeydew in Bali." Other songs of the island are "My Name is Morgan, But It Ain't J. P.," "Lord God, Tomatoes" and "Della Gone" (the Hawaiian version of "Frankie and Johnny").

The Cleveland Press, November 11.—A news item tells of residents of Turlock, Calif., who will chew gum for the benefit of underprivileged children. The Chamber of Commerce has distributed thru the city gum vending machines, the profits from which will be turned over to the children's fund. The machines were leased for the purpose. Houston recently used the same method to raise funds for the crippled children of that city.

The Boston Rouge State Times, November 8.—Louisiana State football players and their activities immediately prior to a big game were written up in a feature article. It was a night game and the players after eating dinner, "sat around the lobby of their hotel playing pinball machines and reading" until time to leave for the field.

The Philadelphia Record, November 4.—A news story on a special performance at the Naval Hospital for the patients and attendants, put on by members of the stage show at the Park Theater, says that "At the end of the performance, Dolly Dawn said she had noticed the hospital's juke box on her way in and promised to send an album of her recordings for it."

Much newspaper publicity is being given in many cities to pinball games and music boxes, and the industry in general on priorities and taxes and their effect on the industry.

# The 1942 Coin Machine Show Will Be Held . . .

There will be no advance registration for the 1942 convention and show.

Publicity of the 1942 convention and show will be confined to the coin machine trade papers, co-operating with the directors of Coin Machine Industries, Inc., toward its success.

The convention feature will be stressed. Every effort will be exerted to provide speakers provided by the government with the largest audiences possible. The show will not be glamorized.

Hotel Sherman is already being booked for rooms. Requests are received daily, some for as many as 25 on the same floor or in close proximity. Present indications are that Hotel Sherman will be sold out even earlier than last year, and last year they were sold out a full month before the show started.

Exhibit booths are nearly half sold out and contracts and reservations are coming in daily.

Despite differences of opinion and actual opposition from limited sources, the directors of CMI and the show manager, James A. Gilmore, are optimistic and well pleased with the prospects, they report.

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Furnish standard 110 AC 60 Cycle for operating coin-operated music machines, motion pictures, 40 radio, electric organs, pin-ball games, etc.

Complete 250 Watt, 110 AC Light Plant—List . . . . . \$127.00

Complete 500 Watt, 110 AC Light Plant—List . . . . . \$180.00

350 Watt Kato Rotary Converter—List . . . . . \$1.00

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# MUSIC MERCHANDISING

## BOND DRIVE BIG SUCCESS

### Industry Earns Praise of Press; Drive To Continue

CHICAGO, Nov. 15.—The automatic phonograph industry made its voice heard in all parts of the country this past week. It was Phonographs for Defense Week. Almost every phonograph carried the official Treasury song, *Any Bonds Today?* in the No. 1 tray as part of the industry's nationwide drive to boost the sale of Defense Stamps and Bonds.

This week marked the firing of the first big gun in the drive. With operators everywhere co-operating, the campaign is expected to gain further momentum in the weeks ahead.

#### Press Comments

Again this week reports of the innumerable publicity the industry is receiving as the result of its patriotic drive continued to come in. *Time* magazine (page 70, November 17 issue) under a paragraph headed "Patriotic Notes" carried the following:

This week in Phonographs for Defense Week. Urged on by the U. S. Treasury Department, juke-box makers and operators tried to get Irving Berlin's promotional song, *Any Bonds Today?* into the No. 1 spot in every one of the 300,000 coin phonographs of the land. The song (sung by Barry Wood for Victor, played by Kay Kyser for Columbia) is owned by the Treasury Department. A preliminary test in 5,000 Detroit juke boxes upped Defense Bond sales in the area. *The Charlotte* (N. C.) *Observer* ran a three-column picture of North and South Carolina phonograph operators who had met in the city to outline promotional plans for their part in the drive. About 60 operators were present at the meeting.

In St. Louis more than 200 operators gathered at the Melbourne Hotel November 12 to get their drive rolling. Reports at the meeting indicated that nearly every phonograph in the area had *Any Bonds Today?* on it and that employees of the operators and distributors were 100 per cent bondholders. St. Louis papers gave much publicity to the patriotic "Buy Bonds" float the phonograph men had in the Armistice Day parade and which paraded the streets all week urging the people to invest in their country.

#### Plenty Sales

How many bond sales were made thru the industry's efforts this week cannot be accurately estimated. In the lobby of the Hotel Sherman, Chicago, J. P. Seeburg Corporation had one of its Victory model phonographs, with an attractive model in attendance offering stamps and bonds for sale. One such worked was the offer of a 25-cent stamp and five plays on the phono for a quarter. A sign "Keep the Phonograph Playing" helped boost sales. Chicago *Daily News* ran a big story on this and announcement was made that more phonos and models would be put to work in other Chicago hotels next week.

In Detroit executives of Atlas Automatic Music Company, local Seeburg distributor, took their red, white and blue phono the rounds of the lobbies of Detroit's largest office buildings, with Helen O'Connell, attractive model, urging passers-by to purchase stamps and bonds from her. Similar promotions were conducted by other Seeburg distributors.

In Birmingham a committee representing the State's three largest distributors of phonographs, in conjunction with the record distributors, staged a bond rally at the Thomas Jefferson Hotel. Invitations were sent to all operators in the State. Meeting was given good publicity in the Birmingham papers. Outstanding move suggested by the committee was that operators urge locations to take their share of receipts in Defense Stamps and to encourage location

owners to persuade customers to accept change in stamps.

Another Southern city that supported the drive wholeheartedly is Richmond, Va. Morris Maynor, Wurlitzer distributor there, gave all operators a stamp album already started for them. He urged them, in turn, to start their location owners off in the same manner.

In New York and thruout the East, in addition to pushing *Any Bonds Today?* in every phonograph, operators and their employees not only bought bonds heavily but adopted the policy of using stamp albums with a stamp pasted in as tips.

#### Drive To Continue

Altho the drive reached full stride this week, it by no means is to be called off now that Phonographs for Defense Week has passed. Operators and their association executives have gone on record with statements that they intend pushing the Defense Bond drive in various ways for months to come.

### St. Louis Phonograph Operators Go "All-Out" for Defense Bonds

ST. LOUIS, Nov. 15.—Phonograph operators of St. Louis and vicinity turned out en masse Wednesday night (13) at the Melbourne Hotel for the Defense Bond meeting. Over 200 attended the rally, which was presided over by Ed Fisher, president of the Associated Phonograph Operators of St. Louis. John D. Edwards, representing the St. Louis Chamber of Commerce and one of the leaders in this city in the Buy a Defense Bond Drive, was the guest of honor and made a forceful talk.

The men responsible for the meeting, all of whom were called upon for talks were Martin C. Balensiefer, W. B. Novelty Company; John LeBon, Automatic Music Company; Carl P. Trippe, Ideal Novelty Company; Ben Axelrod, Olive Novelty Company; Harry Hunter, Interstate Supply Company, and Joe Turner, of the Decca Record Company. Others called upon for short talks were Ed Mortenoc, president of the Phonograph Owners' Association of Southern Illinois, and Frank Jorling, of *The Billboard*.

The guest speaker, congratulated and lauded the operators on their patriotism when it was brought out that practically every operator present had invested heavily in Defense Bonds and had put

### Hotelmen Put 25c Into Music Box; Get Defense Stamp and 'Any Bonds'

NEW YORK, Nov. 15.—At the 10th Annual National Hotel Exposition, which opened here Monday (10), there was an automatic phonograph in the booth of the Greater New York Committee for the Sale of Defense Stamps and Bonds. Visitors put a quarter into the coin slot and received a 25-cent Defense Stamp and a rendition of the tune *Any Bonds Today?*

The music machine was specially decorated in the minuteman motif. With colors in red, white and blue. Reports are that the coin box did a bustling business in selling the bonds.

The show, held at the Grand Central Palace, drew 15,000 representatives of hotel and allied industries. There were approximately 300 exhibits spread over three floors. The show was closed to the public, open only to members of the hotel trade. Outstanding exhibits were those of foods, wines, linens, furnishings, amusement devices and specialties for special occasions, such as New Year's, Christmas and Halloween.

### Musician Scarcity In Canada Brings Demand for Phonos

ST. JOHN, N. B., Nov. 15.—A coin-operated music machine is supplying music at Danceland here four nights weekly. Local orchestras play the rest of the week. Bruce Holder, a local coin leader, is operating Danceland and has his group in for two nights weekly. This is the first time this hall has been available every week night for public dancing.

At the Trading Post, on the west side of St. John, two music machines are supplying all the dance music. The trend toward the coin music machines has developed sharply in recent weeks at dance spots. At some places several of the machines have been installed to provide a variety of music for the dancing, with records changed daily or every second day.

The machines have also been placed in more hotel and restaurant dining rooms than ever before. This condition is prevailing all thru the Eastern provinces. The present scarcity of musicians due to enlistments in the armed forces of the Dominion has occasioned the demand for the music machines. The machines are even furnishing the music for dancing in clubs for the first time, replacing disbanded orgs.

*Any Bonds Today?* in the No. 1 spot on their machines.

The Olive Novelty Company has 100 per cent representation on Defense Bond buying. Ben Axelrod, manager of that company, stated that every employee was having a certain amount of his salary deducted each week for the purchase of a bond. Employees of the Ideal Novelty Company are also 100 per cent buyers. The week previous to the rally, the employees of that firm alone purchased in excess of \$2,000 worth of Defense Bonds. Others gave similar examples of how they are solidly behind the drive.

A gaily decorated truck, with a mounted phonograph, played *Any Bonds Today?* thruout the night in front of the Melbourne Hotel. Since the Armistice Day parade here, when it made its initial appearance in the parade, it has been touring the streets, advocating the sale of Defense Bonds. The W. B. Novelty Company had one of the Seeburg Victory red, white and blue models at the hall playing national hymns and *Any Bonds Today?* before and after the meeting. Refreshments and lunch was served after the talks.

### Tippie Klein in Philly Who's Who

PHILADELPHIA, Nov. 15.—For the first time, a member of the music machine fraternity here has been singled out for the "Who's Who in and About Philadelphia," a supplement of *The Philadelphia Dispatch*, in its November 8 issue. A similar distinction was accorded a member of the amusement machine industry when, in its *Who's Who* listing August 10 included O. H. Rothstein, head of the Banner Specialty Company.

Honor this time went to Edward (Tippie) Klein, active both as an operator in managing the Premier Automatic Music Company and as a distributor of the Packard wall boxes as head of the Atlas Distributing Company.

The supplement carried brief sketches of "men deservedly prominent in professional, mercantile, and industrial activities" in the Philadelphia area. Of Klein, it stated:

"The distribution of various types of musical sound equipment reaches huge annual proportions and is virtually in a class of its own, contributing a very considerable proportion of activity in the city's quota of commercial enterprises. Among the firms engaged in this business, we are pleased to introduce to the readers of these columns Edward (Tippie) Klein, of the Atlas Distributing Company.

"Mr. Klein, who attended South Philadelphia High School, has been identified in the business the past seven years, and is widely known thruout the trade. His machines are recognized as a standard of the highest quality in this line, and are in use among an extensive clientele, whose confidence he enjoys.

"Mr. Klein is a capable executive of the highest integrity of character and a wide business knowledge, whose genial personality is an important asset in his present connection. Possessing expert knowledge, Mr. Klein enjoys the respect and esteem of his associates in the business, is well known in other walks of life and is a representative type of citizen. A man of tireless energy and resourcefulness in the development of his specialized business, he finds relaxation in pursuit of his sole hobby on the links of the ancient and honorable game, golf."

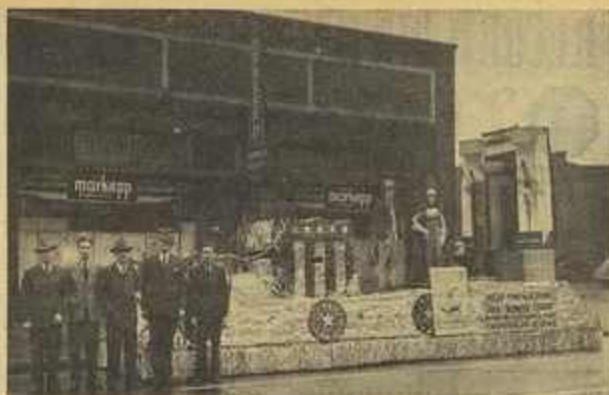


WURLITZER CHICAGO DISTRIBUTOR stages Defense Bond display. The Chicago Simplex Distributing Company co-operated fully in the drive to sell bonds and stamps. With "Any Bonds Today?" the No. 1 record on thousands of Wurlitzer phonographs in the Chicago area, officials of the firm report splendid results in the bond campaign; now just getting under way. (ME)

## Soldiers' Disk Favorites Varied, Calif. Survey Finds

LOS ANGELES, Nov. 18.—Stardust was voted the most popular tune on music machines in the vicinity of Camp Haan and March Field by members of the Signal Headquarters and Headquarters Company. Poll conducted by *The Billboard* included more than 25 per cent of the members of this company and represented the taste of men from 12 States and in ranks ranging from private to staff sergeants. Of the men voting for this selection, 93 per cent took it on the basis of the song, and there was a vote for Tommy Dorsey's rendition, the only band named in preference to the tune. Second place went to *I Don't Want To Set the World on Fire*, with 96 per cent selecting this tune on the basis of the song and the other 85 per cent on the basis of the band. Not a single vote gave *Five a Bunch* to Horace Heidt or the Ink Spots, who lead the weekly checks on record sales, but named Jimmy Dorsey as the band selling the tune.

Pvt. Edwin T. Stark, Calipatria, Calif., gave his preference as *Green Eyes*, and said that he put his money in the music boxes on the basis of the song. Pvt. Delbert W. Hobbs, Borrell, Idaho, listed his



MEYER MARCUS, OF THE MARKEPP COMPANY, Cleveland, now Rock-Ola distributor, and members of his organization pose in front of the float Markepp and the Cleveland Phonograph Operator's Association had parading thru the streets of the city urging people to buy bonds during Phonographs for Defense Week. (MR.)

favorite as the Ink Spots and cast his vote for *Maybe*, while Pvt. Virgil C. Rose, Muncie, Ind., gave *Chattanooga Choo Choo* as his favorite, as did Pvt. George M. Silveria, Los Angeles, Calif., but on the basis of Bunny Goodman's orchestra. Pvt. Norman A. Pepper, Cody, Wyo., likes bands, and while he didn't specify his preference in this line, he did go on record as being a good supporter of *Blue Champagne*. While he's getting \$21 a month, Pvt. William G. Bearden, Santa Monica, Calif., likes *I'd a Day Once a Month*, and he likes the tune regardless of the band recording it. A Los Angeles soldier, Pvt. Eugene A. Thomas, cast his vote for *Apple Blossom Time* solely on the basis of the tune, and Pvt. Robert F. Leaman, Coalinga, Calif., prefers *Piano Concerto* because Freddy Martin plays it. This stand was also taken by Pvt. Joseph M. Crail, Chico, Calif.

### For "Begin the Beguine"

Halling from Houston, Pvt. Robert L. Richardson said he preferred an oldie in *Begin the Beguine*, but that he liked it only by Artie Shaw. *Beside* (no records only) is popular with Pvt. Louis M. Villereal, Los Angeles, for his preference is "The Beside" and he doesn't care who records it—just so it isn't a bugler. Sgt. Calvin J. Byrdler, Portland, Ore.; Pvt. Rex Christensen, Orange, Calif.; and Staff Sgt. Dorr W. Mason, Oakland City, Ind., were among those who like *I Don't Want To Set the World on Fire*, with Christensen liking the song because it is recorded (or he's under the impression that it is) by Jimmy Dorsey. My Buddy is tops in popularity with Pvt. Steven Batters, Los Angeles. He likes the lyrics and melody to the song. Pvt. James M. Simpson, also Los Angeles, went back a few years to select his favorite in *Smoke Gets in Your Eyes*. Pvt. Henry C. Phillip, Redding, Calif., and Pvt. Robert L. Bryant, Pineville, Ore., were among those who selected *Stardust*. PFC William A. Beaton, Kansas City, Mo., picked Glenn Miller's *ork* as his top band, and takes any selection they make. While Pvt. Julian H. Lodge, Oakland, Calif., sticks to Gene Krupa and especially when he turns out a recording such as *Let Me Off Uptown*, with Anita O'Day and the Roy Eldridge trumpet.

Two corporals, Richard J. Dutton, Dinuba, Calif.; Donald E. Owens, Shady Side, O.; Pvt. Henry C. Phillip, Redding, Calif., and Pvt. Robert L. Bryant, Pineville, Ore., were among those who selected *Stardust*. PFC William A. Beaton, Kansas City, Mo., picked Glenn Miller's *ork* as his top band, and takes any selection they make. While Pvt. Julian H. Lodge, Oakland, Calif., sticks to Gene Krupa and especially when he turns out a recording such as *Let Me Off Uptown*, with Anita O'Day and the Roy Eldridge trumpet.

### "Yours" a Favorite

*Yours* is the favorite of Pvt. John E. Blue, Redding, Calif., and he likes the tune but Pvt. Robert W. Wharton, Fairbury, Neb., likes the Glenn Miller band on *San Valley Serenade*. Corp. Jack M. Norn spends his nickels on Harry James's *Trumpet Rhapsody*. Sgt. Charles Wilson, a New Yorker, goes for *Song of India* on the basis of his liking for Tommy Dorsey. Sgt. Clyde Meyers, Fort Worth, says that he'll take Bing Crosby seven days a week on *My Texas Rose*. Pvt. Robert F. Behrman, Hollywood, takes out his music machine trade in rumah and prefers Xavier Cugat to all the rest.

In conducting the poll *The Billboard*

found out that the soldiers of this company had little trouble in making up their minds as to the selections they liked best. They are definitely set on the selections listed.

## Tenn. Music Men Form Association

KNOXVILLE, Nov. 18.—Twelve representatives of eight operating firms formed an association here this week known as Coin Machine Merchants of East Tennessee.

N. Jack Hubbard, H. & D. Sales Company, was elected president, Tommy Gaskins, G. & G. Music Company, vice-president, and Mrs. P. C. Dillard, Standard Products Company, secretary-treasurer.

Others who signed the charter were B. J. Mooney, Triangle Music Company; Ed Thurman, Gay Novelty Company; G. W. McCade, Tennessee Automatic Music Company, and Harry Oxendine and Mrs. Ann Hood, independent operators.

No operating tie-up is included, Hubbard said.

"The association is a friendly getting together to bury the hatchet and eliminate crowding for locations and other unnecessary competition," he said.

A code of practices was set up by the association and defined in part in letters sent to customers of the eight firms.

## PHONOGRAPH HEADQUARTERS

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61 Wurlitzer  
Counter Model \$79.50

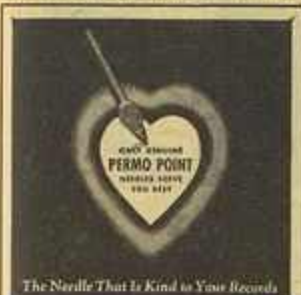
816 Wurlitzer ..... 59.50  
600 Wurlitzer ..... 139.50  
500 Wurlitzer ..... 154.50  
Sedgwick Rex ..... 84.50

MISCELLANEOUS  
Rotary Merchandise ..... \$149.50  
Shout the Cause ..... 79.50  
Chicken Sam ..... 59.50  
New Keeney De Luxe  
Baseball ..... 89.50

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A Precision Service

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3 Model 24-A, \$90.00 each; 2 Model 24, marble glow finish, reconditioned, \$110.00 each;  
5 Model 616, \$50.00 each; 4 Model 616, marble glow finish, \$50.00 each; 3 Model 400,  
twelve record, \$40.00 each; 2 Model 716, \$50.00 each. All prices F. O. B. Columbus, Ohio.  
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**SURE HITS**  
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**VICTOR-  
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**JINGLE  
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**SANTA CLAUS  
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A jolly gem by  
the genius of jive

Red-hot, rollick-  
ing rendition by

**GLENN  
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Buy double and keep both sides in  
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**They'll Play These  
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- "Violets for Your Furs" and "Somebody Loves Me" Tommy Dorsey—27690
- "This is No Laughing Matter" an "I Got It Bad and That Ain't Good" Dinah Shore—B-11357
- "The Shrine of St. Cecilia" and "Santa Claus is on His Way" Sammy Kaye—27691
- "One Foot in Heaven" Vaughn Monroe—B-11354
- "El Choclo" Tony Pastor—B-11359

**ORDER TODAY  
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RECORD DISTRIBUTOR**

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**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**

|  |   |
|--|---|
| <b>YOU AND I</b> (14th week)                             | GLENN MILLER (Ray Eberle)                                     |
| <b>I DON'T WANT TO SET THE WORLD ON FIRE</b> (10th week) | BING CROSBY<br>KAY KYSER (Merry Babbitt-Glenn Simmo-Ensemble) |
| <b>JIM</b> (8th week)                                    | HORACE HEIDT (Larry Cotton-Donna and Her Don Juans)           |
| <b>I GUESS I'LL HAVE TO DREAM THE REST</b> (7th week)    | INK SPOTS<br>TOMMY TUCKER (Amy Amell-Vocals)                  |
| <b>CHATTANOOGA CHOO CHOO</b> (8th week)                  | JIMMY DORSEY (Bob Eberly-Helen O'Connell)                     |
| <b>ELMER'S TUNE</b> (2d week)                            | DINAH SHORE   |
| <b>PIANO CONCERTO</b> (2d week)                          | GLENN MILLER (Ray Eberle-Modernaires)                         |
|  | TOMMY DORSEY (Frank Sinatra-Piano)                            |
|  | GLENN MILLER (Ray Eberle-Modernaires)                         |
|  | DICK JURGENS (Vocal)  |
|  | FREDDY MARTIN (No Vocal)                                      |

**COMING UP**

|   |                                       |
|---|---------------------------------------|
| <b>WHY DON'T WE DO THIS MORE OFTEN?</b> | KAY KYSER (Merry Babbitt-Glenn Simmo) |
|   | FREDDY MARTIN (Eddie Stone)           |
|   | ANDREWS SISTERS                       |

Still No. 1 in this category, the very cute cuddle-upper is no nearer top ranking than it was last week. While it has moved into the big money in many locations, it has started to hit the slacks in several others. However, its strength all over the country is sufficient to retain an edge over the newcomers listed below. Can make the grade next week if it pulls itself together in spots where it has started to slide.

**THE WHISTLER'S MOTHER-IN-LAW.** BING CROSBY (Marie Lane-Woody Herman's Woodchoppers)  
This novelty, featuring one of Crosby's best selling jobs, is continuing the fine progress. It is still several weeks removed from going strong, but it is on its way and has shown no weakness as yet. Reports tell us that it stands up under repeated plays and has none of the morning glory qualities so common to novelties.

**THIS LOVE OF MINE.** TOMMY DORSEY (Frank Sinatra)  
The nickel-droppers got hep to this disk and set it soaring this week. It has been a big-city one for several weeks and now shows signs of making its presence felt where the tall grain grows. It has been around quite a spell, but it is still fresh and might still get there.

**B-I-BI.** HORACE HEIDT (Donna and Her Don Juans)  
Almost all reports this week show the school-room novelty close to the leaders. It still shows little prospect of attaining highest rank, but whether it does or not, it has enough life to continue as a great pickler here for many weeks to come.

**THIS TIME THE DREAM'S ON ME.** GLENN MILLER (Ray Eberle)  
WOODY HERMAN (Woody Herman-Ensemble)  
Sensational is still the word for this tune, which picks up more locations every week. At this writing the Miller and Herman records are running a very close race, with Woody's version gaining some ground during the past seven days. Treatments are as different as two renditions of a single tune could possibly be, but both maintain the haunting mood of the thing, and both are worth a fling on anybody's machine. By the time the picture *Blues in the Night* gets around the country this song will be the biggest thing in months.

**TIME WAS.** JIMMY DORSEY (Bob Eberly-Helen O'Connell)  
Reports on Time Was varied greatly this week, with the total adding up to a big question mark. About half the operators declare that the song is approaching the exit. Other half tells us that the Dorsey disk has never been better and is among the top four or five phono attractions. As in past weeks, song's strength lies in bigger towns. It is not catching on in the villages quickly enough to warrant any predictions of a rosy future.

**JEALOUS.** ANDREWS SISTERS (Male Chorus)  
After making a terrific apart upward last week, this fine Andrews record came to a sudden and startling halt. Things like this have happened to previous tunes that eventually became prime phono items, so it would not be wise to say at this time that Jealous has been a mistake. Look for a revival on the tune next week. It has the stuff and is too young to fold up.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

**YES, INDEED.** TOMMY DORSEY (Sy Oliver-Jo Stafford)  
(21st week)  
Twenty-one weeks is a lot of weeks; it may not hit 25.

Names in parentheses indicate records. Double-numbered records are purposely omitted from this column.

**PART TWO** of the Record Buying Guide (Showing Possibilities and the Week's Best Releases) appears on another page in this department.

**NOW ON  
Okeh RECORDS**



**Benny Goodman**

and his great new band really go to town with a double-barreled hit for your gold-machines...



• Here he comes! Benny Goodman and his orchestra now recording for Okeh—and here's the first release hot off the griddle! A triple-threat combination—one of the great hit songs of all time, AND the King of Swing with a brand-new band that's the talk of the town. Every man in it is a hand-picked winner! Flipover—"The Earl." Lucky Number—Okeh 6474.

Trade lists "Columbs" and "Okeh" Reg. U. S. Pat. Off.

**ORDER FROM YOUR  
Columbia  
DISTRIBUTOR  
TODAY!**

# TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is based on the list given in September each year.

By HAROLD HUMPHREY

### News Notes

Victor is planning to have comedian Bob Hope cut disks of songs from his forthcoming films. . . . Freddy Martin and his band begin work soon on an RKO picture to be titled "Mayor of 44th Street." . . . Kay Kyser's latest, "Playmates," has been released by RKO. . . . Gene Autry's California ranch home was destroyed by fire recently, and the singing cowboy lost many valuable hobby collections. . . . Dora Drake, formerly Ringo, the feminine band leader, gets her first real movie break in Paramount's "Louisiana Purchase." . . . Bing Crosby's next film will be called "The Road to Morocco." . . . The Goodfellows, a radio vocal group, have been signed by the Standard label. Their first disk will be "When Manuel Shakes His Maraca." . . . Columbia re-signed Harry James to a three-year contract last week, and also closed a deal for Carol Bruce to record. . . . Film comedian Guy Kibbee's nephew, Gordon Kibbee, has joined Alvin Karp's band as prep boy. He's an organist and hopes to get a union card soon. . . . Amador Air war is already in progress between ASCAP and BMI between the former's "Concerto for Two" and the latter's "Tonight We Love." Both have the same melody, but different lyrics. A number of radio plays ASCAP forged ahead the first week it was back on the air with its Tchaikovsky classic. The Broadway boys look upon this battle as a sort of test of what to expect in the future as far as ASCAP and BMI songs on the other are concerned.

### Spending the Dough

Record makers the past few months have entered the exploitation field on a scale never before attempted. The promotion spending is running parallel to the terrific business they are doing. Such stunts as Victor's current Dance Caravan were unheard of in years gone by. . . . Oufit is spending thousands of dollars to tour Tommy Dorsey and Shep Fields around the Midwest with the caravan idea, which is surely a good-will and sales-promotion show. Columbia's recent tie-up with the Fitch Broadcasting air show is another example of this trend. The more of this sort of thing that takes place, the better for the operators, as promotions stimulate interest in recordings and indirectly affect the play on their machines. Besides that, wax companies design many of their promotions solely for the operators.

### Release Revue

Johnny Mercer's next Decca release will include "The Biggest Applause in the World," "Baby Mine," "When I See an Elephant Fly" and "Penny Poets." . . . Harry James has just recorded "The Devil Set Down and Cried" for Columbia. . . . Wain's next studio date for Victor will have the thrush singing "Evertime" and "That's How I Love the Blues," both from the Broadway show "Best Foot Forward." . . . Count Basie had a session with Okeh for "One Foot in Heaven," "I Struck a Match in the Dark," "All of Me," "More Than You Know," "Harvard Indifference Blues," "Down for Double," "Coming Out Party" and "Dressing the Duchess." . . . Bluebird directors have just put Vaughn Monroe down for "One Foot in Heaven," "The Duke of St. Cecilia," "And So It Ended" and "Yankee Town Shuffle." . . . Sam Donaghy's latest Bluebird recording date had the maestro doing "Half a Heart," "When Winter Comes," "Coffee and Cakes" and "I'll Never Tire of You." . . . Tommy Tucker has waxed "When Your Old Wedding Ring Was New" for Okeh. . . . Bluebird will soon have Alvin Karp on "Skunk Song," "Feed That Eagle" and "You

## Carpenter Tells of Buckley Success

CHICAGO, Nov. 15.—H. W. Carpenter, of Wichita Falls, Tex., has given us his story telling how he has built up a big music business in 10 years, starting with only his nerve and ambition," relates Harold Perkins, of Buckley Music System, Inc.

"He told his story to Collis Irby, Southwestern divisional sales manager for Buckley. Irby passed it on to me and here is what Carpenter told him: "When I started in the coin machine business I had a sack of Bull Durham

See the Lyric and "Around and Around She Goes."

### 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:

LITTLE ROCK, ARK.:

Two in Love. Tommy Dorsey.

A very sweet arrangement is dispensed by T. D. on this disk, and the coin phonograph patrons here are, finding it to their liking. Record is given a typical Dorsey treatment, with a particularly sock finish. Frank Sinatra sings it in a way that will flutter the hearts of the fair sex.

DETROIT:

Cuban Yodler. Enrie Madrignera.

Detroiters are reported to be going for this more-or-less many rumba. One reason is probably the fact that Madrignera is currently playing at one of the hotels here. Then there is also the fact that the Midwest is beginning to go for the Latin stuff, and this maestro knows all of the musical angles in that idiom.

DENVER:

Snowfall. Claude Thornhill.

This rich, melodic instrumental number has caught the ears of the phonograph network here. This is in the category of the Concerto in B Flat, and may either suffer or benefit from such a comparison. Thornhill's band has been rapidly gaining in popularity around the country, too, so many of his disks will probably be popping up in various parts of the U. S.

### Note

POST a comparative listing of songs broadcast most often over the networks during the week ended November 13 and the week before, ended November 6, see the Music Popularity Chart in the Music Department in this issue.

### Eastern Pa. Phono Association Meets

ALLENTOWN, Pa., Nov. 13.—The up-state branch of the Phonograph Operators' Association of Eastern Pennsylvania held its regular dinner meeting at Hotel Weimer, Lebanon, Pa., November 4. The meeting was well attended. Officers of the association are Martin



H. W. CARPENTER

and the "nerve. I had to set up my machines on foot until I made enough money to buy an old car. It was a pretty hard pull, but I made it and I am still in the business and like it well. I started in the machine business in Dallas in 1930. I moved to Wichita Falls in 1931. When the phonograph business started I began buying them and continued to buy new models each year.

"When wall boxes were placed on the market I used them immediately, as I could see that they were the latest step in the music field. At the suggestion of Collis Irby I have used nothing but Buckley boxes.

"I made the first wall box installation in Wichita Falls in one of the best drive-in stands in this part of the country. I have been installing Buckley Systems ever since that time. My latest installation is in our new \$25,000 bus station with the new illuminated Buckley boxes and I find it to be the talk of the town."

Sirrey, president, Lebanon, Pa.; Walter Yost, treasurer, Lebanon, Pa.; Frank Hammond, vice - president, Harrisburg, Pa., and Melvin Messer, vice-president, Allentown.



THE ANDREWS SISTERS, recording artists, showed the U. S. Defense Bonds sale by making a personal appearance in the showroom of the Modern Recording Company, New York. Shown with the Andrews Sisters is Nat Cohn, and in the background is the Secord-Minor Man Symphonies. (A.P.)

## ATTENTION! OPERATORS!

Who's the

# "Sugar Daddy"

of the

# Tommy



# TUCKER

Okeh record

6429?

Put it on your machines and you'll find out he's

# SANTA CLAUS!

Ordenker — "On the Records,"

The Billboard, says!

"It's a sequel to the Daddy rags and is as lively as the original. Has enough strength to provide exception to the rule that squeals strike out . . . and with maestro Tucker still engaging the music-box attention with his 'World on Fire' ballad, there's a ready crowd of sales to enjoy this side. Not only should it give them their money's worth, but have them coming back for more . . ."

Other Tommy TUCKER time

Specials:

"WHEN YOUR OLD WEDDING RING WAS NEW"

Okeh 6448

and "ROSE O'DAY"

Ordenker — "On the Records,"

The Billboard, says!

"It's been a long time between old-gang-of-mine hits, and the 'Wedding Ring' bit of sentimentality may sure that Tom Tucker has already established himself in phone circles and he's bound to attract attention to the song. The 'Rose O'Day' disk stacks up as a dandy for phones, especially for the day and evening trade."

Okeh 6446 "CANCEL THE FLOWERS" "THE SKUNK SONG"

To pay more is to waste money.  
Miracle Point Needles

10 12, 35 64-13 10 99, 231 PA, 100 UP, 504 RA

W.A. GIBBY COOP, 2417 NO. 30 ST. MILWAUKEE, WI

IT SOUNDS BETTER ON  
**DECCA**  
RECORDS  
TOP MONEY-MAKERS  
IN ALL  
YOUR LOCATIONS

By Popular Demand  
**BING CROSBY** Sings  
DO YOU CARE?  
HUMPTY DUMPTY HEART..... 4064  
SHEPHERD SERENADE  
THE ANNIVERSARY WALTZ..... 4065

**CARMEN CAVALLARO** Concerto ..... 3933  
Intermezzo

**GUY LOMBARDO** I Don't Want To Set the World on Fire Concerto .... 3999

**TONY MARTIN** Tonight We Love (Concerto) I Guess I'll Have to Dream the Rest ..... 3988

**BOBBY BYRNE** I Guess I'll Have to Dream the Rest What Word Is Sweeter Than Sweetheart... 3906

**ANDREWS SISTERS** Elnor's Tune Honey ..... 4008

**LAWRENCE WELK** Raise the Window Down Nickel Polka 4018

**JOHNNY LONG** Chattanooga Choo Choo Boogie Woogie Piggy 3905

**JIMMY WAKELY** After Tomorrow Gone and Left Me Blue ..... 5981

**JAY McSHANN** Swingmatism Vine Street Boogie ..... 5570

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
**Decca Defense Special**  
**ANY BONDS TODAY?**  
JIMMY DORSEY ★ ANDREWS SISTERS  
4044—On One Record—4044

**DECCA COIN MACHINE SPECIAL**  
**CARMEN MIRANDA**  
When I Love I Love—23240—  
List Price 75c

AND REMEMBER—  
IT SOUNDS BETTER ON  
**DECCA**  
RECORDS

DECCA RECORDS, INC., N. Y.  
Cascadia Distributors  
THE COMPO CO., LTD.  
London, Montreal, Quebec

**RECORD BUYING GUIDE--PART 2**

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

● **POSSIBILITIES** ●

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

**THIS IS NO LAUGHING MATTER....** SAMMY KAYE (Tommy Ryan) CHARLIE SPIVAK (Garry Stevens with the Stardusters)  
Here is one of those ballads which can be classed as a lead-pipe klatch to reach the coin phonograph heights. Besides the two recordings of it listed above, there are releases scheduled by Glenn Miller, Eddy Duchin, Dinah Shore, Barry Wood and Jack Leonard, so the operators will have plenty of choice. Lyrics offer themselves to lots of tricky arranging and ensemble chipping, as well as the plaintive torch treatment. All operators should start bending an ear to this one.

**TWO IN LOVE .....** TOMMY DORSEY (Frank Sinatra) VAUGHN MONROE  
A luring melody is dispensed here by both Dorsey and Monroe, and there is every reason to believe that it will catch on in a big way when the operators pencil it into the title-strip holders. Music and lyrics are simple and easily whistled by the amateur, after a listen or two. Title will also help in catching nickels from the customers in the throes of romance. Should have a wide appeal in most locations.

**I FOUND YOU IN THE RAIN.....** CLAUDE THORNHILL (Dick Harding)  
Another classical adaptation, this time from Chopin's Prelude No. 7. Thornhill's arrangement of it is nothing short of beautiful. Plenty of the maestro's piano tinkling is brought out in it, and all of the instrumentalists blend in for a full set of solid tonal qualities. Vocalist Harding's lyric rendition is fitting and the words are appropriate. All in all a top number, and one which should go far in the music machines.

**SWINGIN' ON NOTHIN' .....** TOMMY DORSEY (Sy Oliver-Joe Stafford)  
Gets a repeat here this week, not only because of its being a sock swing tune, but also because of its distinction at this time apart from the extraordinarily heavy flow of ballads. It's needed now to spice up the phonograph programs. The band and the Dorsey vocalists do an especially good job on a tune that has plenty of lift and danceability. Operators who haven't already given this a listen should do so right away.

● **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.

**PAPA NICCOLINI .....** GLENN MILLER (Ray Eberle, Tex Bencko and the Modernaires)  
This little ditty about a happy cobbler is a cinch to keep the music machines lit up. Miller combines the sweet with the hot, splitting the tempo between the walk and real fox-trotology. Eberly sings it smoothly in three-quarter time, and then Tex and the Modernaires take over to fix up the shoe-fixer with some swingy trimmings. Other side also shows phonograph promise and has an intriguing title, Dreaserville, Ohio, with a neat set of lyrics.

**ANY BONDS TODAY? .....** JIMMY DORSEY (Bob Eberly-Helen O'Connell) ANDREWS SISTERS (Vic Schoen's Orchestra)  
Dorsey and the Eberly girls split this single record, each giving a highly individualistic and characterful rendition of the Irving Berlin patriotic ditty. Either side is sure-fire to make the phonographs center the attention on bond buying. There's just no choosing between the two sides, each deserving of the No. 1 spot in the machines.

**EMBRACEABLE YOU .....** TOMMY DORSEY (Jo Stafford and the Pied Pipers)  
The old George Gershwin embrace becomes a honey-dripping dandy here and should once again hit high favor. Entire side, set in the slow and smooth ballad tempo, brings to light the latent vocal talents of Jo Stafford. Her lyric projecting is an attention-getter. Making it all the more cuddlesome is the singing support in the keeping of the Pied Pipers. The Sunshine of Your Smile, another old song ballad that looks big again, is on the other side.

**THIS IS NO LAUGHING MATTER... CHARLIE SPIVAK (Garry Stevens With the Stardusters)**  
A new ballad that shows strong possibilities as Hit Parade material. It's a torch tune with a better timber than the title implies. The selling is a result of the vocal efforts of Garry Stevens and the lovely background weaved by the mixed voices of the Stardusters, plus a touch here and there of the Spivak trumpet.

**RANCHO PILLOW .....** HARRY JAMES (Dick Haymes)  
This Mexican cowboy ditty gets a highly individualistic treatment in the James interpretation. Instead of a rumba-fox trot, he enhances its commercial appeal by fashioning it as a romantic ballad. Employment of the string section, together with Haymes's smart handling of the lyric, makes it an elaborate production number.

**THE BARTENDER SONG .....** IRV CARROLL (Al Jennings and the Carolleers)  
This disk marks the debut of Irv Carroll in waxing-circles. While the name and the musical quality for which it stands mean little for the phonographs, the tune title and its attending lyrical expressions make it a natural for the obvious music-machine locations. It's a lively tempo for this serenade.

Names in parentheses indicate vocalists. Double-marking records are purposely omitted from this column.

**PART ONE** of the Record Buying Guide discussing records which are being strong and coming up in Music Machines appears on opposite page in this department.



**LANNY ROSS**

sings  
THE NATION'S HIT TUNES  
ON  
VICTOR RECORDS

**SHEPHERD SERENADE**

**LAMENT TO LOVE**  
VICTOR 27572

**I GUESS I'LL HAVE TO DREAM THE REST**

**'TIL REVEILLE**  
VICTOR 27538

A sure-fire music machine hit!  
**JUST OUT!**  
**SLEIGHBELL SERENADE**  
AS WE WALK IN THE SUNSET  
VICTOR 27669  
LANNY ROSS ON THE AIR  
FIVE TIMES WEEKLY — MONDAY-FRIDAY  
CBS COAST TO COAST  
brought to you by  
FRANCO-AMERICAN PRODUCTS



# Operators!

You'll get a steady flow of "Champagne Profits" from

the "CHAMPAGNE MUSIC" of



with smooth-sweet vocals by

JAYNE WALTON

on

DECCA RECORDS

Making a HIT—EVERYWHERE!

4018 RAISE THE WINDOW DOWN NICKEL POLKA

3995 NOCHE DE RONDA DAWN

Exclusive Management: FREDERICK BROS. MUSIC CORP. NEW YORK - CHICAGO

"Hops" Everywhere!



Top Your Tunes with these TOP TUNES!

on BLUEBIRD records

## WAIT TILL THE SUN SHINES, NELLIE

No. 11332

The Billboard Says: (On The Record, November 8, 1941) —

"Chester's treatment makes the old set the new... Chester's recorded and stimulating... the disc in the new 'hot' fashion of... These treatment meets the public... needs exactly, which should be... in every..."

Used in The Billboard's "THIS WEEK'S HOT RELEASES" (Nov. 20—21).

...and don't miss MADELAINE and I WISH I HAD A SWEETHEART No. B-11355

Order these BLUEBIRD HITS Today!

MUSIC CORPORATION OF AMERICA

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

# PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

## The Filmusic Forum

**"Rise and Shine"**  
Unrecorded as yet, the tunes from the 20th Century-Fox picture *Rise and Shine* are now being appraised for platter value by the disk companies. Starring Jack Oakie, Linda Darnell and Walter Brennan, the film will be released November 21. Featured melodies include *Hail to Bolonofocoo*; *Get This Behind Me*; *Clayton*; *Central Two-Two-Oh-Oh*; *I Want To Be the Guy* and *I'm Making a Play for You*.

**Bing Sings Again**  
Just as soon as Decca's No. 1 boy, Bing Crosby, finishes his assignment with *Fred Astaire in the Irving Berlin musical, Holiday Inn*, another Crosby-Hopwood-Lamour flicker, *Road to Morocco*, will enter production. That doubles the promise of Crosby recordings of Paramount film tunes.

**"Dumbo"**  
We predicted some weeks ago that the *Dumbo* score was etched for platter pressing. Now RCA Victor has issued an album of slices from Walt Disney's elephant out from the sound track of the picture itself. While these are primarily intended for home consumption, it might mean extra profit for an operator to feature at least one of the records when *Dumbo* plays in his territory.

**Trade Show**  
Paramount's newest feature-length cartoon, out of the Fleischer Studio, will be trade-screened in all exchange centers December 4 and 5. Operator interest here would revolve around the Hoagy Carmichael ditties featured in the film.

**"Hellzapoppin'"**  
Universal's film version of Broadway's *Hellzapoppin'* isn't slated for release until December 22, but already Charlie Barnet and Gene Krupa have marketed recordings of *You Were There*, one of the ditties from the flicker.

**"Louisiana Purchase"**  
Second only to *Birth of the Blues* for the number of melodies from one picture cut by the recording companies is Paramount's forthcoming *Louisiana Purchase*, starring Bob Hope, Vera Zozina

and Victor Moore. Out of 10 tunes in *Purchase*, nine have already been recorded. Eight waxes have been made of *You Can't Brush Me Off*, six of *It's a Lovely Day Tomorrow* and seven of *You're Lonely and I'm Lonely*. Representing all three major labels are artists Edy Duchin, Jimmy Dorsey, Tommy Dorsey, Kate Smith, Tony Martin, Dick Todd and Freddy Martin.

**Musical Filmacts**  
To the music of Tommy Dorsey's orchestra, the songs of Tony Martin and the dancing of Eleanor Powell in MGM's *I'll Take Manhattan* have added the antics of Bert Lahr... Ella Fitzgerald, septa band leader, has been grabbed by Universal for *Ride 'Em, Cowboy*. . . . MGM plans to revive and revise *Rio Rita*. . . . Two new musicals set by Paramount, *Very Hot in Haiti* and a Tahitian story featuring Donna Drake, the former ork-leading Rita Rio. . . . Freddy Martin begins work for RKO's *Mapes of 44th Street* November 20. . . . Bob Crosby signed by Paramount to cut the sound track for *Holiday Inn*.

## New Mills Plant Opens

CHICAGO, Nov. 18.—Official opening of Plant No. 3 of the Mills Novelty Company on the site of the former Mills Stadium at Lake and Eliphalet avenues here took place last night with a party for Mills employees and their friends. Approximately 5,000 were on hand to partake of a buffet supper, dance to two well-known orchestras and enjoy a sparkling fireworks.

New plant is a one-story structure which covers approximately the entire block and was completed in record time so that Mills production of defense orders and other products for defense use could be speeded up.

New plant will house all the engineering, tool and die-making departments of the firm. All refrigeration units, compressors, Coca-Cola venders, etc., will now be manufactured there instead of at the Palmer Street plant, which now goes 100 per cent on munition work. New plant will employ approximately 1,000 men at capacity.

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**BENNY GOODMAN** (Columbia 36429)  
*Buckle Down Winsome!—PT, VC. Shady Lady Bird—PT, VC.*

Goodman tackles two whose only distinction is that they stem from the score of the Broadway hit musical, *Best Foot Forward*. For the "football" song on the A side, the Goodman boys hold horns in chest as they blow the march tempo for Tommy Dix, who does the ditty. Once the guest star is out of the way, band settles down to their standard rhythmic groove, paced by the maestro's clarinet wizardry. *Shady Lady* also sports a ditty culled in being removed from its stage setting. Peggy Lee's lyrical effort is an expressive reading. Tempo is spirited and the disk's only salvation is the maestro's clarinet interlude.

Little here that impresses for music machine play. Swing treatment for the typed musical comedy songs hardly makes a happy combination. Goodman likes hood enough to make the tunes stand out on their own, but it just isn't in the way.

**DOLLY DAWN** (Bluebird 11345)  
*Hallelujah!—PT, VC. A Gay Rencher—PT, VC.*

Dolly hardly needs any introduction to the diskophiles. And now that she's waving a wand of her own in addition to her song chores, the miss should eventually enhance her commercial appeal on platters. This pairing goes far in that direction. Backed by a male band devoted to rhythmic beats, it's the characteristic Dawn ditty selling that calls for singing it straight for the starting and then enveloping the lyrics with a swifty twist without detouring melodic

# on the RECORDS

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: PT—For Test; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 10)

content. Tunes here are particularly suited to her vocal range and song style. Band bringing up a bright and lively background. Miss Dolly disks a highly spirited *Hallelujah!* With the screen spotlighting the song, the Vincent Youman's classic to act for another fling. For the flipover, Miss Dawn makes for a swifty penorita, band coloring the lively tempo with a paso doble beat.

Ferociously chanting for George Hall, Miss Dolly needs no formal introducing to the disk followers. The "Hallelujah!" side finds her as the fawn best like her. And with the righteous rhythms of the band and its solo singers keeping the tune ever bright, this side particularly seems big as a likely for phones.

**EDDY DUCHIN** (Columbia 36423)  
*Every Time—PT, VC. This Time the Dream's on Me—PT, VC.*

Duchin's piano setting the pace, it's the lively opus on the A side from the

*Best Foot Forward* Broadway hit that holds the attention. An old hand at giving the musical comedy selections a true interpretation, Duchin makes the tune fairly sparkle. And between his *Steinway Bourishes*, calls upon June Robbins and Bill Heathcock to convey the song story in the typical boy-belle chanting of the musical comedy stage. Companion piece is the rather weak ballad from the *Blues in the Night* flicker, but even June Robbins' fine vocal doesn't help its favor any.

For the smart localities and hotel cocktail lounges where the theater crowd congregates, especially in the New York area where the show is in the hit class, the "Every Time" side will find wide appeal.

**RENE MUSETTE ORCHESTRA**  
*(Standard T-2030-A)*

**COLONIAL ORCHESTRA**  
*(Standard T-2030-B)*

*Cuckoo Waits—W. Take It or Leave It—PT.*

The Musette accordion of Henri Rene characterizing the international flavorings of his orchestra are used most advantageously in interpreting the *Cuckoo Waits*. Harry Grant has taken the ground effect most associated with the cuckoo clock and has arranged it as a luscious waltz melody. Rene takes it at a lively three-quarter tempo, giving a lively lilt of the call of the cuckoo. The Colonial Orchestra, also fashioned for the old-time dances with accordion and xylophone fostering the melody, completes the couplet with a lively polka piece.

These waltzes holding greatest appeal to the phone operators catering to the tap and tavern localities, the "Cuckoo Waits" is a clinch to catch the coin.

**XAVIER CUGAT** (Columbia 36424)

*A Gay Rencher—PT, VC. Moonlight Masquerade—PT, VC.*

The Cugat music magic in the acceptable South American style fairly electrifies for both of these North American adaptations. The *Rencher* pop is a gay and lively piece and Cugat fashions it as a Mexican polka. Hammerings of the marimba enhances its hot-dance character. The Spanish melody adaptation making for the B side is set in the exciting beguine beat, with fiddles and marimba heightening its intoxication. Carmen Castillo handles both vocal chores, singing the *Moonlight* lyric in Spanish.

Where the phones play a good-will ambassador, the South American rhythms for both sides loom big for phone play. Both pees are attractive and Cugat makes them all the more so.

**BOB CROSBY** (Decca 4009)

*Two in Love—PT, VC. A Sinner Kissed an Angel—PT, VC.*

Two of the current ballads are backed here. The Meredith (You and I) Willson opus on the A side is taken at a moderate tempo with the maestro tell-

ing the song story. For the *Sinner* side, and the song more suiting to Crosby's vocal range, the tempo is slowed down and the band's efforts more on the smoother side. Band does not extend itself, however, to make either side particularly bright.

Slightly for operators catering to calls for Bob Crosby, in which case the maestro and his music is shown to best advantage on the "Sinner" side. While both bands still loom big, neither has been able as yet to cut any fancy figures in song circles. And Crosby's profile plating doesn't help their cause any.

**LUCKY MILLINDER** (Decca 4041)

*Big Fat Mama—PT, VC. Trouble in Mind—PT, VC.*

The race blues become righteous in the jump rhythms of Millinder. The corpulent master music, taken at a moderate tempo and the horns heated hot, has Trevor Bacon chanting the characteristic Harlem humor, Platter companion is the wearying race blues with (Sister) Rosetta Thorne's duaky thrashing about her troublesome mind. Sister Thorne showcases the side and there's some standout blues picking on the guitar to back her low-down lullabying.

Operators of the race localities will have to garley this platter, both sides most suitable for such phone placements.

**ART JARRETT** (Victor 27665)

*Buckle Down, Winsome!—PT, VC. What Do You Think I Am?—PT, VC.*

Jarrett couples two from the *Best Foot Forward* musical. And the appeal is reserved strictly for the selective buyers of musical comedy scores. In spite of the hit proportions of the show, tunes have limited commercial appeal. Nor do they shape up strong in achieving general song popularity. The A side in a lively march-for trot in the six-eight tempo, that is permeated with the rah rah college color of football songs, Jarrett calls on a quartet of male voices, vocalist Gale Robbins, the entire ensemble, and raises his own voice as well to sell the song. Plattermate is a rhythmic fox trot of the stage's boy-and-girl school with Jarrett and Miss Robbins splitting the vocal requirements. However, in spite of the vocal abundance, Jarrett's interpretations add little to the song content of the original score.

Neither of these sides, stemming from a musical comedy that is rooted on Broadway for a long run, shapes up as suitable fare for the phone.

**JAN SAVITT** (Victor 27670)

*Little Fugue—PT. In the Hall of the Mountain King—PT.*

Classical transcriptions for swing tooling always make for disks of dubious value. Apart from the fact that they generally garner appeal from the amusement or amusement of the musicians themselves, commercial potency of such platters is practically nil. However, once it can be forgotten that *Little Fugue* is a moderation of Bach's *Fugue in G Minor*, Savitt has hit on a musical riff that creates excitement as it moves along. It being just a stone's throw from Bach to boogie-woogie, the bandwagon may look to the clarinet for fresh rhythms, just as Tin Pan Alley depends on Tchaikovsky for its love ballads. Pianist Jack Fleiss has scored the classic, and the setting Savitt provides for it makes it a right bright jump tune. Particularly entrancing are the effects created by the blend of piano and guitar, with the jazz fugue even more fashionable when deep-voiced clarinet, string bass and muted trumpet tackle the classical riff. A livelier pace is provided

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WURLITZER'S NEW BOSTON DISTRIBUTOR lost no time in joining the industry's Phonographs for Defense campaign to sell Defense Bonds and Stamps. Clark Distributing Company had its showrooms decorated in the defense motif. Sales representatives urged New Englanders to place "Any Bonds Today?" on the No. 1 tray of all phonos. As a result, the Boston drive is moving along splendidly, it is reported. (MR)

for Piel's arrangement of the Mountain King movement from Grieg's Peer Gynt Suite. But here it's just a mill-run adaptation of a classical theme.

The jump-music fans will never know the classical bearings of the "Fugue," and the side is a cleverly dressed-up disk replete with classical jive that is just as "musical" as the Harlem heat.

**MITCHELL AYRES**  
(Bluebird 11336)

I Wanna Go Back to Texas—PT; VC.  
Minkas—PT; VC.

Maestro Mitchell waves the flag for the Texas Chamber of Commerce with the yearning to return to the Lone Star State stemming from the pen of Sonny Skyler, who will have to do a lot of explaining to the Brooklyn (N. Y.) Chamber of Commerce. However, between those warring points of view at those two geographical points, there's little to the matter to please. It's a waltz tune, jerky and jazzy, and only gives Johnny Bond, Meredith Blake and the band boys a chance to exercise their tonalities for something else that might come along. The Minkas music is more like it. Taken at a moderate tempo, it serves to introduce the romance pipes of trombonist Warren Covington, blending with Miss Blake and a bit of the male quartet.

In the Texas territory that side will make for a one-time play, figuring on the blind loyalty to the State on part of the ten-gallon hat gang. And while the Russian melody is pleasant enough, competition is too great from earlier entries if "Minkas" ever catches on.

**GENE KRUPA** (Okkeh 6447)

Tico in Love—PT; VC. This Time the Dream's on Me—PT; VC.

The contrast of a sweet singing chorus by the male voice and the heated harmonies from the female chanteuse has long been reserved to Jimmy Dorsey. And considering the capabilities of the band, Krupa would do well to leave well enough alone. That's the treatment for the Meredith Willson ballad on the A side, introducing Krupa's new male balladeer in Johnny Diamond (Howard Dufay is in the army), with Anita O'Day holding down the fem chant. Tune doesn't lend itself to that sweet-hot treatment. And for more reasons than one, neither does the band. Diamond dips to better advantage for the B ballad, the the picture song itself is a weakie. Boy Eldridge's trumpet footling doesn't help it any either.

Music machine interest here is only where the call it for a Krupa platter, regardless of what it might be. In such case, it matters little which of the sides are used.

**LES BROWN** (Okkeh 6457)

Pushin' Along—PT; VC. As We Walk Into the Sunset—V.

This wailing merchandise as the Pith Bandwagon Special (November 10). And apart from the radio tie-in, it's a special in every sense of the word that should go far in raising the Brown standard even higher. Brown has certainly arrived musically, and once he can get that little push into the top shelf, the top names of the day are going to find him that company. The "Pushin'" side offers a trite entity. But Brown makes it more along briskly with his solid brand of rhythmatious. It's taken at a moderately slow tempo, and the Brown beats give it life and swing throughout. And Betty Bonney's chant is up to snuff. Surprise element is the Sunset side. Bang' boys put down their horns, and with Ralph Young the lead voice, it's an a capella choir treatment that entrances.

Close club treatment throu' for the "Sunset" side minimizes its possibilities in music boxes. But for locations calling for choral music, the sympathetic choir singing for this lovely melody makes for a major item. And for the younger element that seek out the photos for the jump rhythms, the "Pushin'" will keep 'em pickin' in calm.

**POLKAS**

Of major import to music-machine operators are these Standard label recordings of the old-time dance rhythms expertly played and interpreted by music makers capable of imparting a true international flavor. Paced by the accordion masette of Henri Rene, four lively and spirited dance polkas are platted by the Rene Musette Orchestra. With each on 'par with each other, even to the extent of this appeal, foursome includes Sweepstakes with Hot Chouder (T-2031) and Cross Your Fingers coupled with In the Flophouse.

Emphasizing the clarinets and violins, with the accordion to give it added mu-

ical-body, a dandy doubling of highly melodic and merry dance polkas are plattered by Bernie Wyle and his orchestra in Hot Fire Polka and Dolly Double (T-2024).

For the old-time music that is Scandinavian in character, the Nordic Instrumental Quartet (organ, accordion, saxophones and violin) couples a dance-inspiring twoome in Polar Bear Schottisch and Spring Rain Nambu (T-2028). The Schottisch side is taken at a moderate tempo, but is just as bright and merry as the polka music. The Nambu is equivalent to the old-fashioned waltz.

**DICK JURGENS** (Okkeh 6456)

The Bells of San Raquel—W; VC. Cuddle Up a Little Closer—PT; VC.

Doubling the old with the new, Dick Jurgens comes up with commercial dandies on both sides here. It's the three-quarter tempo for the San Raquel tune. Harry Cool chants the middle chorus, making the impression of a slow and dreamy waltz complete. The Cuddle Up oldie, regaining its wind from the Birth of the Blues flicker, is taken at a slow fox-trot tempo. Vocal bland of Harry Cool, Bob Lee, Carl Brandt and Buddy Merico makes the tune twinkle all over again.

Being spotlighted on the screen, it's the "Cuddle Up" platter that will catch the coin. Where dreamy waltz music is desired, the popular "San Raquel" ditty is a pleasant invitation to the dance.

**VAUGHN MONROE** (Bluebird 11344)

The Shrine of Saint Cecilia—PT; VC. Freidy Cat—PT; VC.

Maestro Monroe strikes both a reverent and a novelty note for this recording. Monroe spins the Shrine side with his singing. Tempo is stepped up for the flipover, and again the maestro's song dominates the disk. Band backing is rightly restrained for the A side, is bright and rhythmic for the B side. However, neither the maestro's singing nor the music making add to the original content of the songs, being conventional cutting that shapes up as a filler rather than a flash to boost the band's stock.

Monroe's name will undoubtedly mean something in attracting attention to either the ballad or the novelty side. However, the sides sport little that can hold that attention for a second spinning.

**DEAN HUDSON** (Okkeh 6460)

It's a Party—PT. You're Gone—PT; VC.

Parker Lund pounds the drums and tom-toms in fast and furious fashion to make It's a Party a concerto in drumsticks. As such, the side is limited to those who find musical delight in the savage beating of the skins with sticks. Meaning much more in attracting attention to the Dean Hudson boys, a heavy favor in New England and below the Mason-Dixon since first leaving the University of Florida campus, is the You're Gone torch ballad. It would stack up as another I'll Never Smile Again if there had been body and warmth and sympathetic understanding in the harmonizing of the Dixie Debs instead of thin pipes. Vocal deficiency, which the maestro's own singing can't cover up, clouds the appeal

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## Vending Machines Gain From Coin Circulation

**Business reports show big gain in number of small coins used**

CHICAGO, Nov. 25.—Vending machines of all types will undoubtedly experience increased business between now and the first of the year and for some time following that. This opinion is predicted upon the fact that money in circulation may reach the unprecedented level of \$11,000,000,000 in this year's buying season. Huge pay rolls of defense industries are an important factor, whereas in recent years the factor of hoarding, foreign and domestic, figured importantly.

Money in circulation now amounts to \$10,421,000,000. An increase approximating \$600,000,000 by the week before Christmas would not be surprising in the light of predictions of brisk holiday trade. Last year between the first week in November and the week before Christmas the nation's currency in circulation expanded \$432,000,000. The year before the increase was \$270,000,000.

### Holiday Preparations

Most banks are receiving shipments of coin almost daily in preparation for the holiday expansion. This year, the holiday expansion will be superimposed on a series of week-to-week gains of considerable size, due to the increase in the nation's industry and trade generally. For several months the weekly figures on money in circulation, with few interruptions, have made a succession of new high records.

There is a gain of nearly 25 per cent in money in circulation this year—one of the greatest gains on record, although the expansion at the time of the banking holiday in 1933 set the record for an increase in a short period.

Various factors now contribute to the currency expansion. Foreign hoarding of United States money in parts of Latin America, some of it presumably for the account of Europeans, is once more on the increase. The rise, however, is small compared with the large amounts of currency shipped to Europe before the war all of it presumably taken by hoarders.

Then, there is the matter of restrictions on installment credit that have been applied by the Federal Reserve Board. Bankers and lending concerns report that many persons are under the mistaken impression that all installment credit is at an end or is frowned on by the authorities. For this reason many are money at home in order to pay cash for large purchases.

Another factor is the increased use of pennies, due to sales taxes, other levies and coin machines.

Canada, Mexico, Cuba and other neighboring countries normally have considerable amounts of United States subsidiary coin in circulation, coins left by tourists and continued in use by common consent of the country's nationals. In the case of pennies, it is pointed out frequently that it is cheaper to permit the use of United States pennies than to mint copper coins.

Installations of candy, gum, nut and other vending machines in industrial plants has already upped business in these types of machines. Cigarette machines are enjoying a business pick-up. Match vendors and stamp vendors are coming in for their share after a long period of neglect. Almost daily The Billboard receives inquiries on where to purchase vendors of matches and stamps. Operators are steadily increasing their routes, getting their machines out where they can be seen and patronized.

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# MOVIE MACHINE REVIEWS

## Program 105

Produced by Techniprocess and Features. Released by Associated Producers Distributing, Inc. Release date, November 22.

**GUY RENNE** does the singing in *Always on the Beach*, as **Lud Gluskin's** orchestra beats out collegiate tempo. Film is based on an athlete's desire to make the team. In the song of the same title, it is brought out that he is trying for a letter, which he finally obtains from **Uncle Sam** entailing him to peel potatoes in an army camp. Nicely done (Techniprocess).

**MARVIN HATLEY'S** orchestra in *Kisses to You* opens in a lunch room, but following shots are made with interesting amusement park backgrounds. **Kleanor Counts** and **Gilbert Frye** sing the number. Has plenty of oomph (Features).

**GERTRUDE NIESEN** is featured in *Johny*, with **Via Erwin's** orchestra. Meet opens with **Mia Niesen** singing on the stage with off-stage voices shouting "That's not the way to sing a song." She tries it a la **Bonnie Baker** and goes solid on the **Mao West** style. She finishes it a la **Niesen**, which is good. Her rich voice puts this one across (Technicolor).

**BARRE AND ZARINA**, dancers, do a smooth job in *Don't the Argentine*, with **Marvin Hatley's** orchestra accompanying. Film has guitar trio that does outstanding work (Features).

**JACKIE BEERMAN**, well known in night club circles, sings the title tune in *Sweetest and Suggestive*, with **Lud Gluskin's** orchestra accompanying. Trick photography is used to make six sweater girls appear at the soda fountain from out of the air. They also do a dance, which is merely sufficient in action to please patrons (Techniprocess).

**BLUEBELLE TRIO** handles the vocals in *At Your Service*, with **Marvin Hatley's**

orchestra. Girls are attractive and sell well in this number using a drive-in locale. Outstanding shot is dance atop an automobile hood (Features).

**THE FOUR MERRY MEN** are featured vocally in *Oh, Susanna*, with music by **Lud Gluskin's** orchestra. **Perry Botkin's** banjo playing is outstanding. Scene is a covered wagon camp with the "settlers" sitting around a campfire listening to the tune. Several Indians, pursued by banjo, come up only to pick up the instrument and strum some peppy versions of *Oh, Susanna* (Techniprocess).

**JUNE BURNETTE AND PAULINE DRAKE** put plenty of torch into *Vasophaeticated Sue* in which **Marvin Hatley's** orchestra is heard. **Sue** is pictured as a demure creature, but at the end of the film she gets her man. A nice piece of work (Features).

## Program 1042

Produced by Minoco Productions. Released by Soundies Distributing Corporation of America, Inc. Release date: November 17.

Plenty of variety in this Soundies bill and a sprinkling of well-known names to assure steady play. Subjects were produced in Minoco's New York studios by **Fred Waller**, **Warren Murray** and **Robert Snody** divided directorial honors.

**BOB CHESTER** and his orchestra come thru on *F-7-B1* with the first Soundies in many weeks featuring a name band. Crew does a creditable job, with **Bob**, **Betty Bradley** and **Bob Haynes** all handling a chorus of the tongue-twisting lyrics.

**ROBERT (TEX) ALLEN** contributes an amusing three minutes of song, mugging and fiddle playing to the tune of *The Fella With the Fiddle*. It's a tightly knit short packed with action that should prove one of the high spots of the reel.

**PATY WALLER** goes to town on *Your Feet Too Big*, a number that has become a specialty of his. Close-ups of **Waller's** facial gestures, dance bits by a colored stepper in extra large footwear and copper-colored lassies heighten the action.

**GAYE NIXON**, night club singer, makes her Soundies debut in *I'm Going To Swing My Way Up to Heaven*. Possessing a strong voice, **Miss Nixon** works hard to punch across this ditty in forceful fashion.

**THE BAR NOTES**, youthful choral group, do up *For He's a Jelly Good Fellow* in true bathroom fashion. Several shots of good-looking gal singers in this song is presented in such a fashion to induce patrons to join in singing the number.



**BUD KINNEY**, OF THE HART NOVELTY COMPANY, in the State of Washington, and **Henk Maser**, Jennings special factory representative, shown with a Jennings Telephone Music installation. Hart Novelty Company operates Jennings Telephone Music in Washington and Oregon. (M.R.)

**KORN KOBBLERS** present their best Soundies yet in *Their Weakness Note*, because it lets the Kobblers cut loose in their own corny fashion with comedy instruments, fright wigs, etc. **Stan Fritz's** song bit as a bride and trick horn-blowing sequences should click. Several shapely cuties add interest to the short.

**DELTA RHYTHM BOYS** present another of their close-harmony toe-tunglers in *Jack, You're Playing the Game*. Their singing talents combined with the eye-appeal of their dusky sweethearts should make this bit okay with the customers.

**SONGATERS**, another Soundies chorus, sing out in *The Marine's Horn* and provide vocal background for **Devil Dog** action shots. A number definitely in keeping with the current accent on patriotism.

## Never a Game Like Victory, Says Genco

**CHICAGO, Nov. 15 (MR)**—"Release of Genco's Victory has brought the largest demand for a game in the history of Genco Manufacturing Company," report officials.

"We've had many hit games before," declares **Dave Gensburg**, of Genco, "but Victory will probably top them all. Operators are now seeing the result in what is undoubtedly the outstanding game we've ever produced."

"A rigid series of test-run locations in 14 key cities proved beyond question that Victory is a king among money-makers. Operators began to clamor for Victory but it wasn't until very recently that the game was released, and the immediate reaction it has received is history."

## Rule Skill-a-Rette In \$10 Tax Bracket

**CHICAGO, Nov. 15 (MR)**—"Because Skill-a-Rette has cigarette symbols," declares **Dick Wiggins**, of Standard Coin Maching Company, Chicago, many operators believe the machine is taxable at the rate of 50 per year. To ascertain that it was in the \$10 class, I flew to Washington and personally demonstrated Skill-a-Rette to the Internal Revenue Department and received a ruling. I understand that *The Billboard* is printing a copy of this letter under the heading "Federal Tax Information" in this issue.

"Skill-a-Rette is receiving attention from distributors and operators alike. They are anxious for a counter game with plenty of player appeal and cigarette symbols that is in the low-tax bracket."

"Enthusiastic operators and distributors are pressing us for delivery. In order to maintain our immediate delivery policy we are keying our production to a higher pitch."

"Our business of converting old models into consoles has picked up tremendously and between Skill-a-Rette, the Standard Bell and **Dubl-Bell** consoles, our plants are a beehive of activity."

### WORLD'S BEST BUYS!!

- 2 Mills 1-2-3, 1940 ..... \$4.50
- 2 Mills Oats ..... 105.00
- 1 Mill 3-in-1 ..... 82.50
- 4 Bar Game ..... 84.50
- 8 Round Time ..... 84.50
- HS-Singer ..... 82.50
- Brils Spot ..... 82.50
- Play Ball ..... 87.50
- Double Play ..... 87.50
- Santa Anita (Thick and Cub) ..... 115.00

1/2 Deposit With Order. Bal. C. O. D. Write for Complete List of All Types of Games—New and Used!

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667 Palisade Ave., Cliffside Park, N. J.

## FOR SALE ONE BALL PAYTABLES

- Hawthorne ..... \$27.50
- Grand Nationals ..... \$55.00
- Thistledowns ..... \$35.00
- Grandstands ..... \$39.50
- Thistledowns ..... \$37.50
- Sport Pages ..... \$32.50
- Winning Tickets ..... \$37.50
- Santa Anita, Sport Kings

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## WANTED TO BUY PENNY ARCADE EQUIPMENT

BAY SHORE PARK ..... Baltimore, Md.  
..... Baltimore, Md.

## 1-BALL BARGAINS

- DEAD HEAT ..... \$ 35.00
- SPORT KING ..... 100.00
- WINNING TICKET ..... 55.00
- THISTLEDOWNS ..... 40.00
- GRAND STANDS ..... 60.00
- GRAND NATIONALS ..... 70.00
- SANTA ANITA ..... 100.00
- BIG PRIZE ..... 35.00
- TRACK RECORD ..... 75.00
- HAWTHORNE ..... 40.00

1/3 Deposit and Balance C. O. D.

## AUTOMATIC COIN MACHINE CORP.

340 CHESTNUT ST. SPRINGFIELD, MASS.

## WILL TRADE

Tom Bally Coin Venders and one Centimeter for late Free Play Pin Games, Crickets, Phonographs, Guns or Diet Machines.

See Our Big Ad Page 72 This Issue

## AUTOMATIC SALES CO.

202 South Second Ave., N., Nashville, Tenn.

## WANT TO BUY

BALLY'S PARAMOUNT FINE PLAY PIN GAMES, ALSO RAPID FIRE, CRICKET BARK OR ANY REEBURG MIGHTY GAMES. MANY BOMBER AND MIGHTY TIGER (Include Lowest Cash Price and Conditions).

BOX 104, Care of BILLBOARD, ST. LOUIS, MO.



"GREATEST CONSOLE I EVER SAW!" is the comment of **Sue Furn**, **Mayflower Novelty Company**, St. Paul, as she places an order for **Bully Club Bells**. "And," adds **George Jenkins**, general sales manager of **Bully Manufacturing Company**, "that's one of the largest single orders ever placed for a Bully product." (MR)

**Fast Play Games at \$7.50 Each**

|                                   |       |                    |       |
|-----------------------------------|-------|--------------------|-------|
| Madinet                           | 8.00  | Big Ten            | 8.00  |
| Kipper                            | 8.50  | Boomer             | 8.00  |
| Goose Lucky Strike                | 12.50 | Rebound            | 8.50  |
| Double Feature                    | 8.50  | Pin                | 10.00 |
| Stans Ten Strike, P.P.            | 17.50 | Big 50             | 10.00 |
| 1940 Western Delta Baseball, P.P. | 25.00 | Eye-ball's Content | 8.50  |
| 1930 Western Delta Baseball, P.P. | 30.50 | Champion           | 11.00 |

1/2 Cash With Order. Balance C. O. D.  
815 S. Washington  
MOTORBIKE, ST. PAUL

**ORVILLE WHITE DISTRIBUTING CO.**







and his firm is enlarging its present quarters by adding the space next door to the present set-up. Approximately 2,000 square feet will be added to take care of increased business, it was reported by Earl Lape, of the firm.

HERE AND THERE

Immediately on the heels of the tragic death of Harry Zink, manager of Coast Cigarette Service, Astory, N. Y., killed in an automobile accident, another auto crash resulted in the death of the son of a well-known columnist, Harold M. Kushner, 19, son of Maurice Kushner, of X. L. Coin Machine Company, Boston, was the victim of a crash near Tuscaloosa, Ala., November 8 while on his way to a football game.

Another columnist to suffer a loss was Saul Kresberg, Eastern district manager for J. P. Seeburg Company. His mother, Sophie Kresberg, passed away Monday, November 10. . . . Jack Kay, of Ace Vending, Newark, N. J., has plenty of equipment on hand and is taking care of all his orders promptly. Jack, however, is more interested in talking about his showroom, which he claims is the class of the East.

Ike Berman informs us that Phil Boplin has resigned from Economy Supply. . . . Fred Iverson, roadman for Seeburg Sales, returned to New York from a trip thru Illinois, Michigan, Ohio, Pennsylvania and Upper New York. Fred spent a few days in the city, left again, and expects to be away until Christmas.

Some of the music machine operators wanted to know who the beautiful girl was who appeared in the photo that was part of McKelvey's editorial in the November 15 issue of The Billboard. She's Gay Hess, the same girl Nat Cahn had given to the Music Machine Association banquet. She will appear soon in a Broadway musical.

Attention: Jim Mangia; Irv Morris, Ponsler's Newark manager, took one look at your ad in the November 15 issue of The Billboard and went out and bought a \$50 bond for his young son. By the way, that ad stopped everybody in the city cold—both column and outdoors.

Seymour Pritch, manager of Ponsler's New York game department, moving at top speed taking care of his customers who went for Gottlieb's Spot-a-Card.

The three generals of the General Vending Service Company, Baltimore, Irlin Blumenfeld, Harry Hoffman and George Goldman, say they are enjoying the greatest business boom since their entrance into the coin machine field in 1921.

Jack Semel has tendered his resignation to Savoy Vending Company, Brooklyn. Al and Murray Simon will remain in charge of the firm, which represents Chicago Coin Machine Manufacturing products in this territory. "The parting was friendly in every respect," said Al Simon. Murray and I will continue to give the operators and jobbers complete co-operation.

To further the sale of Defense Stamps and Bonds and strengthen the link between the government and the music machine industry, Nat Cohn, of Modern Vending Company, installed a special Star-Spangled Seeburg phonograph in the Greater New York Committee booth for the sale of the stamps and bonds at the Hotel Show which opened Monday (16) at the Grand Central Palace. The music machine is specially built to lend



HERE ARE THE MEMBERS of the Richmond Merchants & Amusement Association, Staten Island, N. Y., gathered around the ringside at Billy Rose's Diamond Horseshoe Thursday evening, November 13, celebrating their first anniversary as an association. Shown in the picture (left to right) are Jerry Ellis, Mike Dee, Abe Green, Barney Superman, Louis Valentini, Frank Galasso, Moe Tinetti, Charles Petrone, Percy Senger, Bill Gersh, Herman Arlson, Whitey Wagner, Mike Urincola, Fred Carullo, Herbert Salmon and Leo Berna.

a Defense Stamp in a book for a quarter and play Any Bonds Today? at the same time. The promotion met with high praise and was given a featured spot in a story in The New York Times.

Budin's, Inc., Brooklyn, conducted by Hyacinthe Budin, has been reorganized to take care of the increased business. It is reported. Hyacinthe states that two well-known Brooklyn columnists, Willie Levy and Lucky Skolnick, have combined with him under the firm name of Budco, Inc. "The new firm has purchased all the stock of the old company," Hyacinthe states. "Operations will continue at the same address and in the same business of jobbing and distributing every type of coin-operated equipment."

The boys of chattering girls who dined at the Shanghai Royal on the Great White Way Armistice night were employees of local pin game distributors who have gone in for bowling in a big way. The girls had a bowling good time at Radio Center Bowling Alleys. Bowlers were Ida Cohen, Allied Wholesale; Bernice Deutsch, Vivian Block, Mildred Nelson, of Mike Munves Corporation; Isabelle Zingler, New Deal Distributing Company; Tommy and Claire Morano, Mike Munves; Helen Cohen, Budin; Ada Goodman, Savoy; Adelle Schneider, Mildred Sulzrap, of Brooklyn Amusement; Sylvia and Ethel Mardon, of Supreme; Mildred Mendales, I. L. Mitchell, and Dorothy Levine, of Acme Sales.

Monarch's Al Stern Vacations in South

CHICAGO, Nov. 18 (DR).—While Al Stern, sales manager of Monarch Coin Machine Company, is vacationing in Hot Springs, Boy Barton, head of the concern, and Clayton Nemeroff are sharing Al's sales duties. "Al is enjoying a well-earned vacation," says Barton, "and is storing up energy for the winter, which promises to be brisk. Meanwhile, Clayton and I are on our toes to give customers the usual service and prompt attention. Right now things are hum-

Chicago Coin Gets Unusual Comments

CHICAGO, Nov. 18 (MR).—"You'd get a kick out of opening some of our mail," declares Sam Wolberg. "We've received so many unusual letters that we've started a special file. One operator suggested that we show a picture of Venus in our advertising and have her saying that the operator would keep the arms she doesn't have to carry away the profits from Venus the game."

"Others have written in to say that Venus the game is so much more attractive to them, on account of the profits, than Venus the statue. Much of the mail was humorous in tone, but all revealed an underlying sense of satisfaction that in Venus we have a game that is acceptable to the playing public. They all agree that we have produced a machine that has a sound balance of scoring ideas."

"Venus has taken a firm grip with the Eastern operators if large orders mean anything. All our Eastern distributors have boosted their orders considerably. We expect the same reception on the West Coast as soon as the Western operators have had the opportunity to find out for themselves all that we have said about the game."

ming along at a great rate. With the pressure on for quality re-conditioned games and fast deliveries, we're meeting the challenge at every turn and assure all that their orders are commands to us."

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10000 hrs established route of 50 Peoria Motion Picture Machines, including Chevrolet Truck and large supply of Spare Parts. All machines now profitably located in N. Y. C. Coney Island and Apesca. A non-transferable business plus similar machines cannot be built today.

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Every machine guaranteed perfect condition—ready to be put on location and look like new.

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JANE WITHERS, 20th CENTURY-FOX STAR, scores another triumph at—this time a home run on Essau's Play Ball. In Hollywood, as everywhere else, this real-play baseball game is a favorite pastime, reports officials of H. G. Evans & Company. (MR)

BADGER'S BARGAINS SPECIAL 1941 MILLS ORIGINAL CHROME BELLS LIKE NEW—SERIALS 450,000 \$119.50. FREE PLAYS: Daily Blue Oval, Like New \$109.50; Seeburg Silver Mouse \$7.50; Mills Game Paradise \$9.50; Daily Owl Mouse \$9.50; Daily Sport Specials \$7.50; Western Big Prize, 6 Game Machine \$9.50; Western Game Paradise, 6 Coin Machine \$9.50; Seeburg Tract Odds \$9.50; Daily Gold Cup \$9.50; Mills 1039 1-2-3 \$20.50. PHONOGRAPHS: Rock-Ola 1039 80 Lines \$139.50; Warbur 1939 80Cs \$139.50; Mills 1060 Music Throne \$100.00; Seeburg Game \$100.00; Warbur 814, Remounted \$49.50; Mills Empire \$29.50; Rock-Ola Rhythm King \$20.50. AUTOMATIC PAYOUTS: Mills Peer Bull, Like New \$249.50; Seeburg Silver Mouse, Like New \$7.50; Mills Game Paradise \$9.50; Peer 1061 Seeburg Jr. \$9.50; Walling Big Game \$19.50; Daily Peep Mouse \$9.50; Peer 1039 Seeburg Jr. \$9.50; Daily Good Stand \$9.50; Daily Thrilldown \$9.50; Daily Sport Page \$9.50. AMUSEMENT MACHINES: Daily Rapid Fire \$99.50; Every Tummy Game \$9.50; Daily Bull's Eye \$49.50; Seeburg Chicken Game \$49.50; Seeburg Ant-A-Peep Game \$9.50; Every Top Strike \$9.50; Daily All-Play, Like New \$19.50.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps. BADGER NOVELTY COMPANY 2544 N. 30TH STREET MILWAUKEE, WIS.

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**FOR 1 WEEK ONLY**

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BEAUTIFULLY REFINISHED IN MARBLGLO — EA.

MILLS FOUR BELLS  
LIKE NEW, \$249.50

INTERNATIONAL  
SKYFIGHTERS, \$189.50

**FREE PLAY GAMES**

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| BELLE HOP<br>\$56.50        | BARRAGE<br>\$42.50  | CRYSTAL<br>\$32.50 |
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| STARS<br>\$41.50            | SEA HAWK<br>\$52.50 |                    |
| VELVET<br>\$42.50           |                     |                    |
| WILD FIRE<br>\$44.50        |                     |                    |

**OUT TODAY**  
NEW LIST OF OTHER  
GAMES, CONSOLES, COUNTER  
MACHINES AND PHONOGRAPHS.  
BY ORDERING GIVE SECOND  
AND THIRD CHOICE  
TERMS: 1/3 DEPOSIT, BALANCE ORDER

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MUSIC CO.

"The House That Confidence Built"  
542 S. SECOND ST. LOUISVILLE, KY.

DIRECT FACTORY DISTRIBUTORS OF SEEBURG MUSIC SYSTEMS

## West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Nov. 18.—Activities along the coin row this week were comparatively quiet but some fields continued to bubble. Arcade equipment continues in big demand, with used equipment coming in for good business. Vending machine business continued on the up, with no indication of slackening in the near future.

**Coast Chatter**

R. A. (Dick) Parina, of San Francisco, was down to attend the University of San Francisco-Loyola football game. . . . Jim Harris, representative of R. A. Parina & Company, Vancouver, B. C., reports DuGrauer equipment is going strong in that area. . . . Charles Peverly, operator of, Oxnard, was a recent visitor to the Trojan Novelty Company. . . . Ted Brown, who operates in Bakersfield and other San Joaquin Valley towns, was in the city recently looking over equipment. . . . Jerry Bergen has been signed by Sam Colow for Boundia. . . . Another city visitor was Phil Campbell, who has the exclusive on coin machine equipment at Camp Roberts, Calif. . . . Jack Gutschall, Jack Pfeffer, Al Chastek, Peter Schneider, Homer Fine and Bill Cobb are back from a deer hunt in Utah. Gutschall is showing a cold-storage receipt as proof that he bagged a couple.

George Buckman, of Buckman Novelty Company, San Diego, recently purchased a large order of Pla-Mor boxes from Jack Gutschall. . . . Nate Mack, Las Vegas (Nev.) music machine operator, spent a few hours in the city and visited Fred Gaimk. . . . Ray Eberts, local music operator, has returned from a three-week visit to Kansas City, Mo. . . . Leroy Conrad, vending machine operator in Riverside, was in town and reported his territory active.

**Pacific Powwow**

Charlie Berkmeyer, San Luis Obispo, is constructing an apartment building and hopes to have it completed before the rains set in. . . . Clayton Ballard, Packard Pla-Mor district manager for the Pacific Northwest, is a recent father. Burton Ballard reports business conditions in that section are most encouraging. He just completed a trip covering Montana, Idaho, Washington and Oregon that resulted in some fine business. . . . News from Honolulu is that Martin Stromberg is doing good business there. He returned to the Islands last June. . . . Thomas B. Swab, Lone Pine (Calif.) music operator, was in town for a visit and spent several hours with Jack Gutschall. . . . Ed Wister, Pla-Mor district manager in Arizona, New Mexico and parts of Texas, reports business tops in his section. . . . Leon (Hi-Ho) Silver, local vending machine operator, is adding to his candy and penny gum machines.

Paul Johnson and Steve King, of Johnson & King Music Company, Long Beach, are adding more photographs to their harbor district. . . . Jim Moler, of San Diego, is believed to be one of the oldest independent operators of cigarette

machines in the nation. He started way back when and is still doing good business. . . . Harry Slaughter, one-time district manager under W. E. Simmons, regional manager for Capehart Corporation, has joined Modern Music Company in Denver. Slaughter has had years of experience in the coin-operated music field and will serve as fieldman for Modern in Colorado and Wyoming. . . . Tony Parina, Los Angeles manager for R. A. Parina & Company, will make another trip thru his territory.

**Western Whispers**

Bill LeBahn, of LeBahn Music Company, in Orange County, reports the music machine business is topping anything in recent months. . . . Jack Lynn, Penny Arcade operator in Miramar, Calif., visited the Trojan Novelty Company recently. . . . Herb McClellan is getting a new supply of trick gadgets. . . . Tex LeBahn, of San Jacinto and Hemet, made his usual visit to coin row. . . . Charles E. Washburn is out of the city on a swing thru his territory. . . . Joe Noto, of Noto Bros., San Francisco, has returned to the Bay City after several days in Southern California on business and pleasure. . . . San Francisco operators are dubious about Marty Per's status—they want to know if he's a coin machine man or a restaurant man. They've nicknamed him Out. . . . Louis Dugh, of San Luis Obispo, visited the Paul Layman firm recently. . . . Dwight Osborn, formerly representative for Packard Pla-Mor in the Southern States, has joined his father in business in Los Angeles. . . . Jack Gutschall is back in the city after a successful deer hunt. . . . Perry Shicks has entered the music machine and record business. . . . Fred Quinn, of Trojan Novelty Company, is contemplating a trip thru his territory.

Ray Russell, Riverside music operator, tells us that the music machine business is booming there because of the soldiers from Camp Haan and March Field. . . . C. S. Redolph, Lompoc, Calif., was a recent visitor at the Packard Pla-Mor headquarters, Hollywood, where he purchased a quantity of equipment for the army camp near Lompoc. . . . Mario Castagnaro has completed new movie machine films and will soon offer a new release of Techniprocess movies thru Associated Producers Distributing, Inc. . . . Frank E. Parr, Eddie Cantor's double, has just finished work for Techniprocess and Features.

### Buffalo

BUFFALO, Nov. 18.—Lew Wolf, Amusement Company, praises success of Exhibit's Big Parade. Bally's new Topic isn't bad either, he maintains. There has been much talk the past few weeks about plans to form a music operators' association here. Various men are feeling out their fellow operators on the idea, and something concrete should happen soon.

**YOU BUY WITH CONFIDENCE--WE SELL WITH CONFIDENCE--A COMBINATION THAT CAN'T BE BEATEN!**

|   |  |   |
|---|--|---|
| <b>SPECIAL</b><br>West Wind<br>Double Play<br>Sports Paw<br>Dixie-Bell<br>Shades '41<br>Horsehoe<br>EA.<br><b>\$49.50</b> | Red, White, Blue . . . \$22.00<br>Play Ball (Baby) . . . 27.00<br>Sea Hawk . . . 34.50<br>Sly Ring . . . 38.00<br>Strip Shades . . . 47.50<br>Loddlie . . . 12.00<br>Yacht Club . . . 12.00<br>Sports-Lite . . . 12.50<br>Sporty . . . 12.00<br>Speedy . . . 12.00<br>Shaded . . . 12.50<br>Wavy . . . 12.50<br>Powerhouse . . . 12.00 | <b>WRITE FOR PRICE</b><br><b>BATTING PRACTICE</b><br><b>A. B. C. BOWLER</b><br><b>GUN CLUB</b><br>Fish Hunt . . . \$10.50<br>Dish . . . 10.50 |
|---|--|---|

NEWARK COINO, 107 Murray St., Newark, N. J.

**WE'VE GOT A NEW NAME . . . NEW PERSONNEL  
NEW POLICIES . . . RENEWED OFFICES . . . BUT  
WE'RE STILL THE OLDEST AND MOST RELIABLE!**

**AMERICA'S FINEST F. P. GAMES READY FOR DELIVERY!**

|                           |                          |
|---------------------------|--------------------------|
| DOUBLE PLAY . . . \$50.00 | SEA HAWK . . . \$39.50   |
| GUN CLUB—                 | SILVER SPRAY . . . 69.50 |
| Write for Price           | STARS . . . 26.50        |
| HI-STEPPER . . . 35.00    | TWIN SIX . . . 60.00     |
| A.B.C. BOWLER . . . 70.00 | WOW . . . 39.50          |
| LEAGUE LEADER . . . 26.50 |                          |

1/3 DEPOSIT WITH ORDERS. BAL. C. O. D.

**BUDCO, INC.** 174 S. Portland Ave., Brooklyn, N. Y.  
MYMIE BUDIN, LUCKY SKOLNICK, WILLIE LEVY

**QUALITY SPEAKS FOR ITSELF**

| PAYOFF:                        | FIVE-BALL FREE PLAY         | FIVE-BALL FREE PLAY        |
|--------------------------------|-----------------------------|----------------------------|
| Four Bells . . . \$25.00       | Four Diamonds . . . \$44.50 | Leander . . . \$24.50      |
| Big Top . . . 107.50           | 1941 Stars . . . 67.00      | Sporty . . . 22.50         |
| Big Peed Paris . . . 84.50     | Greenback . . . 44.50       | Blatnik . . . 10.50        |
| Junior Parade . . . 89.50      | Alphabet . . . 44.50        | Jelly . . . 10.50          |
| 1938 Truck Line . . . 69.50    | Pecker . . . 44.50          | Yacht Club . . . 18.50     |
| So German . . . 67.50          | Shade . . . 42.50           | Red Hat . . . 18.00        |
| 100 Big Game . . . 67.50       | All American . . . 44.50    | Double Feature . . . 18.00 |
| Peep Nuts . . . 67.50          | Parade . . . 44.50          | Convention . . . 18.00     |
| 1838 Kentucky Club . . . 42.50 | Gold Star . . . 44.50       | Sports . . . 12.50         |
| Kentucky . . . 120.00          | Speedy . . . 47.50          | Power UP . . . 12.50       |
| Lone Dove . . . 112.50         | Powerhouse . . . 44.50      | Newly . . . 12.50          |

1/3 Deposit With Order — Balance C. O. D.

**MODERN AUTOMATIC EXCHANGE, INC.**  
1810 BROADWAY AVE., CLEVELAND, OHIO R. 207 SOUTH AVE., BOUNGTOWN, OHIO



AT A SPECIAL DINNER OF MICHIGAN OPERATORS of music machines, this group posed for a picture showing Tommy Dorsey presenting an advance regarding to James Ashley, president of the United Phonograph Operators of Michigan. Left to right: Charles Strawn, Blue-Stream Distributing Company, Dorsey, Ashley and Roy Small.

### Federal Tax Information

The following federal tax ruling, which appeared in the November 15 issue of *The Billboard*, was deemed by many of our readers as highly important to the coin machine trade in general, and at their request is being reprinted herewith.

An important contribution to rulings on the federal tax as it applies to various models of console machines is contained in a letter from the Office of Commissioner of Internal Revenue, Washington, dated November 4, 1941. Preliminary announcement of this expected ruling was made in *The Billboard*, issue of November 8, page 61.

The manufacturer's descriptions and the rulings of the Internal Revenue office should be carefully studied in order to apply the rulings to various types of console machines now on the market.

#### Rulings on Consoles

To J. H. Keeney & Company, 6610 South Ashland Avenue, Chicago. "Reference is made to your letter dated October 15, 1941, relative to tax on coin-operated amusement and gaming devices imposed by Section 3267 of the Internal Revenue Code, as added by Section 555 of the Revenue Act of 1941.

"You make reference to a letter dated October 10, 1941, addressed to Attorney George Clarykopf, 300 Madison Avenue, New York, wherein a ruling was made as to the classification for the purpose of the rate of tax under Section 3267 of the Code of a machine manufactured by you and known as 'Super Bell' console. You state that the wording of such letter indicates that this office was under the impression that the machine was equipped entirely with an automatic pay-off device. Therefore you list the description of four models of your machines and request a ruling as to each.

"The four models with your description will be listed in order with the ruling of each model immediately following:

"**Manufacturer's description, Model A:** This model operates by the insertion of a coin and the pressing of a handle which causes three revolving reels to spin, and subject solely to chance, the machine will automatically pay out various rewards in the shape of cash or tokens."

"**Ruling by Internal Revenue Department:** From the description of Model



FORMULATING PLANS FOR THE DEFENSE BOND DRIVE among Chicago music operators are Norman S. Collins, State Administrator; Ray Bloomquist, of the Metropolitan Amusement Company; Ben Bernie, orchestra leader, and Bruce Jager, comptroller of the J. P. Seeburg Corporation. This picture was taken in the showrooms of the J. P. Seeburg Corporation. (MR)

"A" such machine falls within the classification of a slot machine and is taxable at the rate of \$50 per year.

"**Manufacturer's description, Model B:** This model operates by the insertion of a coin and the pressing of a handle which causes three revolving reels to spin. There is no automatic payout device contained in this model and scoring rows merely record free plays on the backboard which permits the player to extend the length of the game by further playing of the machine without the insertion of a coin. This is strictly a free-play game and we feel it should come within the \$10 tax bracket."

"**Ruling by Internal Revenue Department:** The machine described not being a pinball or similar type does not come within classification of amusement devices with respect to which the rate of tax is \$10 per year. If the machine does not in any manner indicate to the person playing or operating the machine that he is entitled to receive cash, premium, merchandise or tokens, the machine is not regarded as a gaming device, as defined in the act, and accordingly is not taxable."

"**Manufacturer's description, Model C:** This model is a combination of Models "A" and "B." In other words, there is incorporated in the machine one free play unit and also one automatic payout unit. We readily understand if this machine is operated with the automatic payout device operating that it should fall within the \$50 class. There are a great many machines of this model now in use. If the present user of the machine removes the payout mechanism entirely and operates it merely as a free-play amusement game then what is the tax status? This combination model, we might say, was made to simplify manufacturing problems, as it enables us to serve two different types of markets with one model. Further, it enabled the operator of free-play equipment to resell this model into a payout territory when he was thru with it, and vice versa."

"**Ruling by Internal Revenue Department:** If the payout mechanism in this model is susceptible to ready removal or attachment by the person maintaining for use or permitting the use of such machine, it is classed as a gaming device.

"**Manufacturer's description, Model D:** Model "D" is exactly the same as Model "B" insofar as it is strictly a free-play game with no automatic payout device whatsoever. Model "D," however, incorporates in its structure a pin game field. The spinning of the wheels merely sets up possible scoring combinations; the awarding of free plays on the backboard is then dependent upon the player's skill in shooting one or more balls into certain positions in the pin game playing field, which will award free plays on the backboard regardless of the action of the three spinning wheels, provided the player is successful in shooting one or more balls into that particular section of the field. In other words, Model "D" is a combination pin game, and free-play awards are dependent entirely upon the player's skill in shooting the pin game section, and the action of the three wheels



### 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. 1889—Telex 021848—2772 6644 Address "WATLINGITE," Chicago

merely gets up the possible amount of free games to be scored."

"**Ruling by Internal Revenue Department:** Such machine, inasmuch as it has incorporated therein a pin game field, falls within the classification of 'pinball' or other similar amusement machine and is taxable at the rate of \$10 per year." (Signed) D. S. Bliss, Deputy Commissioner.

### Federal Tax Info On Skill-a-Rette

To Standard Coin Machine Company, Chicago: "Reference is made in your letter dated October 27 and to your telegram dated October 27 and November 4, 1941, relative to the tax on coin-operated amusement and gaming devices imposed by Section 3267 of the Internal Revenue Code, as added by Section 555 of the Revenue Act of 1941.

"You request a confirmation of the ruling given you on October 22, 1941, by this office to the effect that the machine displayed by you and known as Skill-a-Rette was classed as a pinball-type machine and accordingly taxable at the rate of \$10 per year.

"The informal ruling given you October 22, 1941, is hereby confirmed." D. S. Bliss, deputy commissioner, Internal Revenue Department.

**ALL FREE PLAY GAMES**

PERFECT CONDITION

|              |               |         |
|--------------|---------------|---------|
| 2 Shoot      | 3 Gold Star   | \$25.00 |
| 3 Day        | 3 Light       | 15.00   |
| 3 White Girl | 3 Goodway     | 15.00   |
| 3 New Game   | 3 Lost Fun    | 10.00   |
| 10 Club      | 4 Yellow      | 10.00   |
| Teedy        | 0 Big M       | 10.00   |
| 10 in 14     | 2 Score Champ | 10.00   |
| 3 Big Girl   | 3 Buckeye     | 10.00   |
| 3 All-Star   | 1 Texas Lamp  | 25.00   |

12-Record Seeburg (troubled cabinet). Each \$27.50  
412-Weather, Each \$25.00  
12-Record Red-Gas, Each \$25.00  
14-Weather \$27.50  
25-Blackie 1044 Wall Boss, Each \$15.50  
3-333-Whitler 1st Boss, Each \$27.50

Terms: 7/22 Deposit.

**J. H. PERES AMUSEMENT COMPANY**  
522 Bayview Blvd., New Orleans, La.

**FOR SELF DEFENSE USE BALTIMORE HANDYSET LOCATION AGREEMENTS**

DESIGNED FOR ALL TYPES OF MACHINES FOR THE PROTECTION OF ALL OPERATORS IN ALL STATES.

For Free Sample and Information Write to

**BALTIMORE SALESBOOK CO.**  
120 W. 42nd St. NEW YORK CITY  
Attention: Mr. Chas. Flitcroft

**BUCKEYE BARGAINS**

|                 |       |
|-----------------|-------|
| IMPS            | 6.00  |
| AMERICAN EAGLES | 15.00 |
| SPARKS          | 15.00 |
| MARVELS         | 12.50 |
| LIBERTY         | 12.50 |
| ZOOMS           | 4.60  |
| LUCKY STRIKES   | 12.00 |

**BUCKEYE VENDING CO., INC.**  
695 S. HIGH ST., COLUMBUS, OHIO

**ARCADIE HEADQUARTERS FOR THE MIDDLE WEST**

**BARGAINS IN RECONDITIONED ARCADE MACHINES**

|                                    |         |                                 |         |
|------------------------------------|---------|---------------------------------|---------|
| A.E.T. Challenger Target           | \$17.50 | Iron Claw (O-288)               | \$32.50 |
| A.E.T. Shoot 'N' Target            | 0.00    | Mutoscope (Moving Pictures)     | 25.00   |
| A.E.T. Model F Target (Last Model) | 22.50   | Beauty Photographs              | 17.50   |
| A.E.T. Super MFP                   | 21.50   | Prismatic Picture Viewer        | 17.50   |
| Bally Alert 1941                   | 18.50   | Punching Bag (Illustrated)      | 145.50  |
| Bally Bull's Eye Gun               | 25.50   | Patrol Playball                 | 28.50   |
| Billy Ball (1st)                   | 39.50   | Pingo                           | 12.50   |
| Character Reading                  | 17.50   | Pin Games (Illustrated 1st)     | 7.50    |
| Edward G. Vendor (Quarter)         | 22.50   | (From \$7.50 and Up)            |         |
| Exhibit Phonograph (Metal Counter) | 30.00   | Pat Shot (A.E.T., New)          | 78.50   |
| Exhibit High Gun                   | 29.50   | Pull the Tiger's Tail (Exhibit) | 28.50   |
| Exhibit Shooting Alley             | 27.50   | Shooters (Advance, New)         | 12.50   |
| Exhibit Test Bench Lifter          | 24.50   | Shocks (Advance, New)           | 7.50    |
| Foot Race (Exhibit)                | 48.50   | Big Pliers (New)                | 199.00  |
| Holly Grapes (Used)                | 6.50    | Test Your Lung                  | 10.00   |
| Holly Grapes (New)                 | 8.75    | Test Your Grip (New)            | 28.50   |
| Horoscope (Pearl, 3rd, New)        | 00.50   | Viceroy                         | 17.50   |
| Horoscope Berlin, Per 100          | 2.50    |                                 |         |

Terms: One-Third Deposit, Balance C. O. D.  
Send for Our Complete Price List on Any Games You Are Interested In.

**IDEAL NOVELTY CO.**  
2823 Locust St. St. Louis, Mo.

**DUDLEY SALES CO.**

|               |         |               |         |           |         |
|---------------|---------|---------------|---------|-----------|---------|
| All-American  | \$27.50 | Maize         | \$20.50 | Stars     | \$32.50 |
| Big Girl      | 27.50   | Majors '41    | 80.50   | Ten Spot  | 49.50   |
| Do-It-All     | 48.50   | New Game      | 64.50   | Wild Fire | 38.50   |
| Dublin Play   | 43.50   | Power House   | 19.50   | Wild Wind | 89.50   |
| Four Aces     | 34.50   | Silver Blazer | 39.50   | Zambie    | 27.50   |
| Formation     | 18.00   | Sky Blazer    | 65.00   |           |         |
| Four Diamonds | 47.50   | Sports Parade | 34.50   |           |         |
| Horoscope     | 47.50   | Sun Beam      | 38.50   |           |         |
| Gold Star     | 24.50   | Street Up     | 38.50   |           |         |
| Miami Beach   | 48.50   | Stratifier    | 32.50   |           |         |

**EVERY GAME GUARANTEED IN A-1 CONDITION**  
1/3 Deposit, Balance C. O. D.

**303 7TH ST., ROCKFORD, ILL.**

# Thank, Operators

FOR YOUR TREMENDOUS RESPONSE — YOU CLEANED US OUT — BUT WE HAVE RECEIVED A HUGE NEW SHIPMENT AND AGAIN WE OFFER

## \$200 PER HUNDRED

U. S. DEFENSE TAX STICKERS

**JUST WHAT YOU NEED**  
for every machine you operate!

• **CLEAR UP CONFUSION ON YOUR LOCATIONS.**

• **MONEY ORDER MUST ACCOMPANY YOUR ORDER!**

They're going fast, so order now!

PRINTED IN RED, WHITE and BLUE

—VERY COLORFUL



**SOUTHERN AUTOMATIC MUSIC CO.**  
540-2 SOUTH SECOND ST. LOUISVILLE, KY.



ASSOCIATED OPERATORS OF LOS ANGELES COUNTY recently loaded up this truck with games, phonographs and magazines for the boys in the army at Camp Roberts, Calif. Needless to say, they were welcomed by both men and officers. Curley Robinson, managing director of AOLA, stands next to the truck.

## Detroit

DETROIT, Nov. 15.—Fred Sampson, of Buchanan Specialty Machine Corporation, Grand Rapids; Fred Zemke, of Ann Arbor, Mich., and Jackson Automatic Music Company, were among Michigan operators adding additional Packard Plasmor remote equipment to their operations.

Clyde Gippert, who operates Mills equipment at Adrian, Mich., was in to visit the Angott brothers, Packard and Mills distributors.

Harry White, George Corbetta and Tom Agency, made up the trio of Detroiters who reported wall box purchases for their established routes.

Paul Andre, Grand Ledge (Mich.) operator, took a field representative from Angott Sales out to show him how to work pheasants behind a good pointer: Score, two birds.

Tom Rinehart, whose operating territory is Grand Rapids, took Angott's bird-hunting salesman out again. Score, one cock bird on the Rinehart table, and one Airedale needing de-burring.

Michael A. Angott Jr., head of Angott Sales, Inc., is sojourning in Florida. Carl Angott is running the Detroit business in his brother's absence.

Mrs. John W. Smith, whose husband was a former mayor of Detroit and is now head of the local Panoram Company, died here November 4 after a long illness.

Walter Szwednyk, a newcomer in the Detroit operating field, is establishing a route of Mills phonographs in West Side spots.

Cornelius P. Rumely has taken over the rights for the Trading Post, four-compartment vendor manufactured here by the Henze Tool & Machine Company.

John Mahas, new field representative of the United Music Operators, is embarking on a vigorous campaign to establish the principles of the organization in the Detroit territory.

Roy Dease, sales manager of the A. P. Sauve Company, returned from a hunting expedition on Sgt. Sauve's private preserve near Fair Haven, Mich., with two pheasants and two rabbits.

Gene Callahan, manager of the Ajax Novelty Company, is being visited daily by operators crowding in to try out and inspect Bally's new Convoys.

Douglas T. Fowler, a newcomer in the Detroit operating field, is starting in with a Photomatic route.

Louis Fisher is taking over the Safe-Way Vending Company and establishing headquarters at 3736 West Grand River Avenue.

Anthony Giffel, who operates in Escanaba, Mich., was busy last week buying new phonographs for his route.

Sam Liebers, who opened the United Coin Machine Exchange two months ago, is planning to take over the store next door in his first expansion move.

Tonnie Wendt and Nellie Roth, of Muskegon, are organizing the Muskegon Vending Corporation, distributing organization, with a capital of \$25,000.

Address of the company is 83 Apple Street, Muskegon.

John Dolbrantch, of Zora Recording Studios, is readying some new Serflin and Crosstian numbers to be released soon to operators having foreign locations.

Albert A. Weidman, manager of Weidman National Sales Company, reports a lively market for both new and used cigarette vendors.

Harry Norton, Detroit music operator, is busy expanding his route and looking for new locations.

Earl Pradtke, Bay City, Mich., Seeburg operator, has opened a new music store in the downtown district there.

Clyde McDonald, who has a music route in Kalamazoo, is buying a string of new Seeburgs for his locations.

Arthur P. Sauve, head of the Sauve Company, is back at his office after an attack of the flu.

William Raack, operating as Williams Specialty Company, is doing good business with wired music, operating this department under the name of Betty Tel-o-Tone.

Michael Savinb, of Atlas Automatic Music Company, is spending most of his time on the road covering Michigan.

Benjamin Rosen, of Confection Cabinet Company, is the newest member of Detroit Variety Club.

### OPERATORS—DISTRIBUTORS

Our Board Prices Are Not Controlled Here Is More Proof!

Deal No. 1600 — 1200 Holes — 5c Takes in . . . . . \$60.00  
Gives Out . . . . . \$27.83

|                                    |        |
|------------------------------------|--------|
| 1 Billfold and . . . . .           | \$5.00 |
| 5 Billfolds and \$1 Each . . . . . | 5.00   |
| 6 @ \$1 . . . . .                  | 6.00   |
| 24 Last Sections @ 25c . . . . .   | 6.00   |
| 42 Packs-Cigarettes . . . . .      | 5.88   |

YOUR PROFIT . . . . . \$32.12  
Price \$3.25 each, 25% deposit or full remittance with all orders.

## A. N. S. COMPANY

312 CARROLL ST. ELMIRA, N. Y.

## WILL PAY HIGHEST CASH PRICES

For Used Skyfighters, Ace Bombers, Rotary Diggers, Wurlitzer 412s and 616s, Drivemobiles, Photomatics and all other types of Deluxe Equipment. Tell us what you have. QUICK ACTION. BOX D-131, care The Billboard, Cincinnati, Ohio.

### HERCULES HURRICANE OF VALUES

WE STAKE OUR REPUTATION ON THESE TERRIFIC F. P. BUYS!

|                    |         |                             |         |                                   |
|--------------------|---------|-----------------------------|---------|-----------------------------------|
| Big Show . . . . . | \$12.00 | Play Ball (Bally) . . . . . | \$29.50 | Write for Our Prices on . . . . . |
| Landlide . . . . . | 15.00   | Mil-Dapper . . . . .        | 37.50   | Star Attraction . . . . .         |
| Glars . . . . .    | 27.50   | Shower Boxes . . . . .      | 32.50   | Qui Quo . . . . .                 |
| Velvet . . . . .   | 29.00   | Sea Hawk . . . . .          | 41.50   | A. R. O. . . . .                  |
|                    |         | Double Play . . . . .       | 51.50   | Bole Way . . . . .                |

173 With Order, Balance O. O. D. Write for Complete List

HERCULES MACHINE EXCH., INC., 1175 BROAD ST., NEWARK, N. J.

## SPECIAL

|                        |          |                         |          |
|------------------------|----------|-------------------------|----------|
| Double Plays . . . . . | \$ 47.50 | Club Trophies . . . . . | \$145.00 |
| Skyflarks . . . . .    | 130.00   | Show Boats . . . . .    | 77.50    |
| Flag Crates . . . . .  | 85.00    | Snapguns . . . . .      | 77.50    |

**NEW ORLEANS NOVELTY CO.** 115 MAGAZINE NEW ORLEANS, LA.

## CONSOLES

|   |         |
|---|---------|
| Bally's Royal Flush, 5c . . . . .         | \$25.00 |
| Bally's Royal Flush, 10c . . . . .        | 60.00   |
| U.S. High Hand . . . . .                  | 175.00  |
| Bally's Big Top, 5c . . . . .             | 105.00  |
| Bally's Ticker . . . . .                  | 10.00   |
| Mills Four Balls . . . . .                | 225.00  |
| Mills Jumbo Parades, P. O. . . . .        | 60.00   |
| Mills Jumbo Parades, P. O. . . . .        | 60.00   |
| Mills Square Balls . . . . .              | 60.00   |
| Mills Six . . . . .                       | 22.50   |
| Konroy's Kentucky Club . . . . .          | 48.00   |
| Konroy's 1938 Truckline . . . . .         | 75.00   |
| Konroy's Dark Horse . . . . .             | 75.00   |
| Konroy's Triple Entry . . . . .           | 120.00  |
| Paces 1938 Route, 2c . . . . .            | 99.50   |
| Paces 1940 Barometer, P. O. Comb. . . . . | 525.00  |
| Paces 1938 Barometer, 2c . . . . .        | 75.00   |
| Paces 1935 Barometer, 10c . . . . .       | 75.00   |
| Jannings Premier . . . . .                | 25.00   |
| Jannings Multiple . . . . .               | 60.00   |
| Jannings Paradox Club . . . . .           | 65.00   |
| Jannings Orange Day . . . . .             | 75.00   |
| Jannings Fast Time, P. O. . . . .         | 70.50   |
| Evans 1938 Gunnington Dorrholm . . . . .  | 60.00   |
| Evans Jungle Camp, Comb. . . . .          | 505.00  |
| Evans Yankee . . . . .                    | 25.00   |
| 12 Truck by Deluxe Operator . . . . .     | 250.00  |
| 2 Roll From Muskegon . . . . .            | 10.00   |

173 Duquesne—Baltimore O. O.

**CLEVELAND COIN MACHINE EXCHANGE.**  
2027 Prospect Avenue CLEVELAND, OHIO

# Superior Announces Salesboard Showing

CHICAGO, Nov. 15 (MR).—Superior Products, manufacturer of salesboards, announces that it will feature a showing of its merchandise at its Chicago headquarters the week of January 12.

Sylvan L. Miller, advertising manager, in making the announcement, stated that out-of-town visitors will have the opportunity of viewing the latest Superior creations. They will be personally escorted to the factory by representatives of the firm in private automobiles. "Aside from the fact that they will enjoy the new board exhibits at the spacious Superior showrooms," he said, "they will receive an additional treat of touring the factory and seeing for themselves how salesboards are manufactured."

"The year 1941," Miller continued, "has been a highly successful one for Superior in that it has surpassed even the remarkable advancements made during 1940. Production and sales have hit new peaks plus the fact that better boards have been offered to the operators. The closing year has watched a stream of new Superior favorites catch on with the public. Among the many that hit the popularity heights are Take It or Leave It, Paul Bunyan, Hookie, the Big Black Bear, Way Back When, T-Formation, Sam's Barber Shop and numerous others."



RALPH SHEFFIELD, OF EMPIRE COIN MACHINE COMPANY, Chicago, and Morris Glaser, of Cleveland Coin Machine Exchange, Cleveland, look over the latest game, Big Parade, offered by the Exhibitor Supply Company, Chicago. (MR)

## Northern Calif. Operators Set Up New Association

By SID MACKIN

Managing Director of Amusement Merchants' Association, Inc., San Francisco

THE Amusement Merchants' Association, Inc., San Francisco, has in the past conducted its operation on a basis benefiting all operators in this area. In recognition of the many benefits received from the association thru its operations, the operators of Northern California, realizing the need for this type of organization, requested that the formal scope and operation be extended to include officially the 48 counties of Northern California, and that they be allowed to take membership in a central organization.

Great care and study were given to this far-reaching step before it was actually undertaken. The effectiveness of utilization and proper representation thru an organization of this sort being recognized by the far-sighted and leading operators thruout Northern California brought to the Amusement Merchants' Association, Inc., numerous requests over the past months to undertake such a project. Altho the step was not taken immediately, the association did work with various communities in an advisory capacity, assisting in many ways with their local problems. This procedure was followed because of the fact that to carry on an extensive organization undertaking such as this required more than just a handful of representative people, and also, its ultimate success depended upon a well-laid plan and an all-inclusive program before actual formation could take place.

All this has now been done. The actual formation of the Northern California Association took place at what was the first meeting ever held of operators from all of the 48 counties in the area. This meeting was called primarily in connection with the Amusement Merchants' Association's sponsored program in conjunction with the federal tax. The meeting was held in San Francisco at the Eagles' Hall, October 22.

Frankly, the turnout exceeded all expectations. Every county of the 48 was represented, most of the counties turning out substantial delegations. Following the presentation and discussion of the federal tax question, the subject of formal formation and extension of association activities thruout Northern California was brought up from the floor. After a thorough and complete outline of what requirements would be necessary to achieve proper organization of this type, covering such a large area, it was voted unanimously to undertake the project, all in attendance signing up then and there and paying their dues. Since then every day's mail has carried more membership applications from all parts of the State.

The overall plan of operation will require extensive work before its full effectiveness becomes recognizable. The general plan of organization will be of unit type, various units being formed in central regions which will work thru the central organization by representation. This type set-up will allow flexibility and enable the various individual regions to receive the collective benefits of

central organizations, thereby allowing what might be termed "consent-planned" programs, shaped and designed to achieve the best effect in accordance

with local conditions. This flexibility will lead itself toward a greater unity of understanding and operation within the industry and will achieve a solid front in connection with overall problems affecting the industry.

## Kansas City

KANSAS CITY, Mo., Nov. 10.—An injection of defense money along with a cold snap here has sent coin machine hits on an upturn, featuring heavier sales, more placements and an increased play in every line. Packard Pla-Mor Amusement Company, local distributor for Homer E. Capehart, Indianapolis, finds sales increasing rapidly.

Managers Frank Placone and Frank Bucero, of Acme Amusement Company, expect bigger profits when the government boosts cigarette prices. At present his is experiencing the expected upturn since cold weather. A big shipment of new machines is due around the first of the year.

Wallace Bryant, manager of C & H Distributing Company, reports a good play on Texas Mustang, produced by Gottlieb. Knockout, by Exhibit Supply, is one of the best in years, says Bryant.

One of the fastest growing outfits in this sector is the Automatic Music Company, owned by A. H. Meyers. Two weeks ago they brought in a shipment of Jennings Telephone Music boxes and began setting up studios for their operation, with Ben Friedman in charge of installation. They now have 30 locations and have orders for 60. Placings are being made as fast as material arrives.

## FREE PLAY BUYS TO OPEN YOUR EYES

|                    |         |            |         |
|--------------------|---------|------------|---------|
| Attention          | \$20.00 | Big Parade | \$27.00 |
| All American       | 25.00   | Clubs      | 25.00   |
| Belle View         | 20.00   | Clubs      | 25.00   |
| Broadway           | 23.00   | Clubs      | 25.00   |
| Madagascar         | 18.50   | Clubs      | 25.00   |
| Guide Ranch        | 17.50   | Clubs      | 25.00   |
| Duke               | 22.50   | Clubs      | 25.00   |
| Double Play        | 22.50   | Clubs      | 25.00   |
| Envy               | 28.00   | Clubs      | 25.00   |
| 4 Diamonds         | 27.50   | Clubs      | 25.00   |
| Pickar             | 18.50   | Clubs      | 25.00   |
| Peer Review        | 23.50   | Clubs      | 25.00   |
| Fortunate          | 17.50   | Clubs      | 25.00   |
| Hi Supper          | 27.00   | Clubs      | 25.00   |
| Hi Hat             | 24.50   | Clubs      | 25.00   |
| Hi Roller          | 25.50   | Clubs      | 25.00   |
| Laurel             | 25.50   | Clubs      | 25.00   |
| More               | 23.50   | Clubs      | 25.00   |
| Playball           | 26.00   | Clubs      | 25.00   |
| Playboy            | 27.00   | Clubs      | 25.00   |
| Red, White, & Blue | 21.50   | Clubs      | 25.00   |
| City Day           | 40.00   | Clubs      | 25.00   |
| Blissful Moments   | 20.50   | Clubs      | 25.00   |
| Red Head           | 28.50   | Clubs      | 25.00   |
| Fun Show           | 31.00   | Clubs      | 25.00   |
| School Days        | 25.00   | Clubs      | 25.00   |

1/3 Dues, Nat. G. O. D.

## "THE ARCADE KING" MIKE MUNVES

593 TENTH AVENUE NEW YORK

**PENNY WALL BOX**  
AN AUTOMATIC PHONOGRAPH

Automatically TRIPS AND PLAYS  
COIN OPERATED PHONOGRAPH

AVERAGES 5¢ to 7¢  
PER HOUR PLAYED

100% INCREASED COLLECTIONS GUARANTEED  
IF MONEY REFUNDED  
IF RETURNED IN 10 DAYS!

FREE! 25 FEET TWO WIRE COAXIAL CABLE

**UNITED AMUSEMENT CO.**  
310 S. ALAMO, SAN ANTONIO, TEXAS

THE actual formation of the Northern California Association took place at what was the first meeting ever held of operators from all of the 48 counties in the area. This meeting was called primarily in connection with the Amusement Merchants' Association's sponsored program in conjunction with the federal tax. The meeting was held in San Francisco at the Eagles' Hall, October 22.

### WANTED!

**\$25.00 REWARD!**

ANYBODY WHO TAKES "GARDNER BOARD" FROM THIS POINT PLACE IN JACKSON AND NEW YORK

**WANTED!**  
MUGG JACOPO PATE  
\$15.00  
\$5.00 \$4.00 \$3.00

**CRIME DOES NOT PAY... but GARDNER BOARDS DO!**

Write Dept. 122 for Circular Showing Gardner's New Board.

**GARDNER & CO.** 2309 ARCHER CHICAGO, ILL.

### OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

AUTOMATIC PAYOUTS

|                                    |          |
|------------------------------------|----------|
| 1 Racer's Races (Serial over 6000) | \$375.00 |
| 1 Derby Day (Black Top)            | 25.00    |
| 1 Fast Time (Crested Glass)        | 50.00    |
| 2 Grand Stand                      | 40.00    |
| 3 Good Luck                        | 30.00    |
| 1 Horse Show                       | 40.00    |
| 2 Jumbo Parade (High Road)         | \$7.50   |
| 1 Livestock Parade                 | 25.00    |
| 1 Long Shot                        | \$8.50   |

Write for Our Complete List on All Types of Used Games.

Every Machine except those sold "As Is" is in perfect mechanical condition, Thoroughly Cleaned and Checked. Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 Days and receive Full Credit.

Terms: 1/3 Deposit, Balance C. O. D.

**We Have All the New Games On Hand for Immediate Delivery. Write for Prices.**

**OLIVE NOVELTY CO.** 2625 LUCAS AVE. ST. LOUIS, MO.

### WE PAY CASH FOR

Used Daily One-Half Penny, etc. Daily Five-Penny Machines, etc. (Guns, Phonographs, etc.) Write for our price conditions, serial numbers. Write for our list of good buys.

**STEWART NOVELTY CO.**  
133 East 2nd, South  
Buy U. S. Defense Savings Bonds and Stamps

TAX FREE

THOUSANDS OF PHONE CALLS! LETTERS! WIRES! SINCE OUR FIRST ANNOUNCEMENT AND NOW ORDERS COMING IN EVERY HOUR!

IT'S BECOME AN AVALANCHE OF ACCEPTANCE FOR THE IDEA THAT PROVED A WINNER ON 47 TEST LOCATIONS! IT'S OPENING A NEW ERA FOR THE ENTIRE INDUSTRY! IT'S THE

NEW NON-COIN-OPERATED TAX FREE MARVEL OR 'AMERICAN EAGLE' READ THESE FACTS!!!

47 locations acclaimed the NEW, NOT-COIN-OPERATED, TAX FREE, Marvel and American Eagle because of the FASTER PLAY, BIGGER PROFITS AND CONTINUOUS ACTION! Locations had no more worries about having enough change on hand for the players! No more stopping of play when players run out of coin! These machines were challenging the players to press down the handle and NO COIN NECESSARY! The remarkable feature is that the test coin visibility used to be ticked off each play made. The scheduled operator's register indicated all the plays. THE ACTION WAS CONTINUOUS! The players liked it! The locations raved about it! The operators' PROFITS-DOUBLED!! LOOK AHEAD - GET AHEAD ... WITH THE NEW, NOT-COIN-OPERATED, TAX FREE Marvel and American Eagle ... NOW MORE THAN EVER ... THE GREATEST COUNTER GAME EVER BUILT - WRITE! WIRE! PHONE US YOUR ORDER QUICK! BE FIRST IN YOUR TERRITORY - GRAB THE BEST LOCATIONS!

Remember this! NEW NON-COIN-OPERATED Marvel (coinless) and American Eagle (coinless) DO NOT COME UNDER THE JURISDICTION OF ANY LAW REQUIRING TO COIN OPERATED DEVICES!

ONLY \$3750 EA.



Your Favorite Marvel or American Eagle Game Only \$10 EACH

DAVAL, 2043 CARROLL AVE., CHICAGO Pacific Coast - MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.



HELEN MCCONNELL, Detroit model, is shown selling U. S. Defense Bonds and Stamps in the lobby of the Hull Building, Detroit. Alongside Miss McConnell is the Scoburg Minute Man Phonograph. (M.S.)

Spot-a-Card Newest Gottlieb Offering

CHICAGO, Nov. 15, (MR).—In response to the demand from operators for another hit game utilizing the card idea, made popular by a number of Gottlieb games, the company this week announced Spot-a-Card as the game that more than fills the bill, officials said today. "The card theme was a hit from the start," they report. "Each succeeding Gottlieb game employing this game principle proved a greater success than its predecessor, and when we thought we had quit enough to satisfy the demand we met with an overwhelming insistence from operators for more. So we yielded to their urgency with Spot-a-Card.

"This new idea embraces the same popular card principle, the same simplicity, ease of play, the same popular appeal, but with many innovations and modernized features added. Its simplicity is so unusual that practically everybody can play it without paying any attention to directions, and for that reason, it strikes the fancy of occasional players just as much as of the regular fans.

pany, was in high spirits over acceptance of the new game. "When operators insist upon something you can depend that they know what they want, and we want to supply it. Spot-a-Card has been launched at their request, and that alone assures for the success of the game," he said.

Keeney Announces Submarine Preview

CHICAGO, Nov. 15 (MR).—Keeney distributors, according to Keeney's general manager, Bill Ryan, are holding a preview of the new Keeney gun, Submarine, this week.

"Operators who have been fortunate to see this new-type gun have told us," said Ryan, "that it is the greatest ability-type device they have ever seen. Our operators were quick to see the realism of the new Keeney gun added tremendously to the appeal. The player steps up to the gun and shoots ball-bearing bullets with machine-gun rapidity and can see where the bullets strike the elusive target.

"We've packed a lot of new experience for the player into our new Submarine gun. For one thing, the gun has a new scoring system that actually induces the player to shoot and shoot again. A new timing indicator schedules the player so he knows how much time to devote in shooting at the three motions of the target."

PRICES RIGHT—EQUIPMENT GUARANTEED

Table listing prices for various game machines like Five Ball Free Play Games, 1 Ball Games, etc.

CONSOLES AND AUTOMATIC PAYOUTS

Table listing prices for various console and automatic payout machines.

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

ATTENTION SOUTHERN OHIO and WEST VIRGINIA OPERATORS

To better serve you we are opening a branch office at 446 Virginia Street, East, Charleston, West Virginia. You are invited to attend our opening all day Sunday, November 23, 1941. Several hundred dollars in new equipment given away to operators as door prizes. Representatives of all leading manufacturers will be present.

SHAFFER MUSIC COMPANY 614 SOUTH HIGH STREET COLUMBUS, OHIO

CLOSEOUT—ALL USED GAMES

Table listing various used games and their prices, including All-American, Band Wagon, etc.

What is Your Best Offer? We Deposit With Order—Balance C. O. D.

AVON DISTRIBUTING CO. 4700 PROSPECT AVENUE CLEVELAND, OHIO

MAYFLOWER SPECIALS

FOR IMMEDIATE DELIVERY

Table listing records and their prices under 'RECORDED PAY OUTS'.

Table listing records and their prices under '3000 FACTORY REBUILTS'.

Table listing records and their prices under 'CONSOLES'.

Table listing records and their prices under 'TAX FREE EQUIPMENT'.

Table listing records and their prices under 'NEW FREE PLAY NOVELTY'.

Table listing records and their prices under 'USED PHONOGRAPHS'.

MAYFLOWER NOVELTY CO. 2218 UNIVERSITY AVE. ST. PAUL, MINN.



**THE BIG-TIME TRIO**—tunesmith Eddie Lane ("Let's Dream This One Out"); Jim Mangon ("We're All Americans"), author and advertising manager of Mills Novelty Company, and Leo O'Grady, salesman, beverage machines sales division, Mills. (M.R.)

**Fort Worth**

PORT WORTH, Nov. 15.—Phonograph operators in this area are co-operating with the Bond campaign by placing the "Any Bonds Today?" platter on most of their machines. The "Panther Novelty Company" and the Frankish Distributing Company are going in for the campaign 100 per cent, while other operating firms will put a large number of the disks on their phonographs. Stickers, cards and

circulars will be used to stimulate play on the number.

Former operator Johnny Wilson has accepted a selling position with the Toledo Scale Company, working out of the Fort Worth branch office. He will cover the Fort Worth and surrounding area. Wilson had been operating since back in 1925.

Harry Hoover, former operator, is again back in the harness with phones and amusement games.

George Prock, Dallas distributor, was a visitor to the row recently. George reports nice sales on all types of equipment.

E. O. Staffens, vice-president and manager Permo Point Division of Permo Products Corporation, Chicago, was a Fort Worth visitor on October 27. He was making an extensive swing around the Southwest territory in the interest of his firm's product. From Fort Worth he went to Dallas, Houston, Galveston and New Orleans.

Operators are enthused over the good news that there will be a 1942 Coin Machine Show. A large Southwest delegation is expected to attend. Special operators will be sponsored to carry the grip thru to Chicago.

C. W. Percy, head of C. W. Percy Novelty Company, Dallas, visited Fort Worth recently. C. W. has opened an attractive jobbing headquarters on McKinnet Avenue, Dallas.

Earl Reynolds, Dallas distrib., was seen making the row last week. Earl is factory representative for Singing Towers.

Several Fort Worth operators will visit the January coin machine show, traveling with the Texas delegation over the Missouri-Pacific to St. Louis, thence to Chicago over the C. & E. I. Railway. Indications point to a good attendance from the Southwest.

**Distrib. Okay Postage Vender**

NEW BRUNSWICK, N. J., Nov. 15 (M.R.)—Leading distributors have sent inquiries stating they are interested in handling the Brunswick Postage Stamp Vender, according to Al Davis, of the Automatic Sanitary Vender Corporation. Al claims that almost 75 per cent of the first mail received in answer to the firm's advertisements came from distributors.

"We want to build up one of the largest distributor organizations in the country and are formulating plans now," says Al. "We have also worked out a special proposition that will meet with the approval of firms that can distribute our machine."

"We are out to prove to the leading distributors that the Brunswick stamp vender is one of the finest items they can handle at this time."

**BERT LANE KNOWS**



WORDS CAN'T DESCRIBE THIS MIRACLE HIT — RUSH TO SEE VICTORY AND ITS SMASHING PROFITS FOR YOURSELF! IMMEDIATE DELIVERY!

**SEABOARD SALES, INC.**

419 4th Ave., N. Y. Wisconsin 7-3418

**A SHOWER OF TENS**

The most and most novel for deal on the market. 51 winning tickets and an equal chance at the top prize. The ticket cost less 120 each, \$1 to be spent. There are 5 tens, 5 ones, 10 fifty cents and one hundred quarters in the 51 \$1.20 tickets take in \$42; average return is \$2.70; average profit \$20.50. The deal with the real dramatic appeal. The ticket can be in special cases (also \$2.25) in front of set but can be set under the counter as early as a deal ticket, a card. One deal \$2.00; \$1.80 per deal. Set and set holder, 75c extra.

**BARNES NOVELTY CO.**  
New Park, Ohio

**BAKER'S PACERS**

The Game Without Competition



**1 FEDERAL TAX!  
1 MECHANISM!  
7 Coin Play!**

Why be content with single coin earnings, when you can operate this phenomenal 7-COIN MONEY-MAKER! For years the proven Aristocrat of Consoles! New model streamlined—modernized—restyled with latest innovations... still more Flash, Appeal, Action, "Come-on"! Equipped with Flashing Odds, high awards... available with Daily Double or Jack, Pot-featured, CASH OR CHECK PLAY!

Try it on our 10-Day Free Trial Plan and be convinced!

Investigate **KICKER & CATCHER** COUNTER GAME SENSATION

**THE BAKER NOVELTY COMPANY INC.**  
1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST

Factory Sales Representatives

HAC MOHR

2816 W. PICO BLVD. LOS ANGELES, CALIF.

**SKILL-A-RLETTE** SPECIAL

New counter game sensation in low tax class. See ruling on our machine from U. S. Treasury Dept. in Federal Tax Information Column of this issue. The official counter game of St. Louis, a SKILL-A-RLETTE combines the desirable features of counter games plus pin game features. A natural for locations where cigarette rest games have been outlawed.

- New
- Mechanical
- Skill
- Legal

Penny Play \$29.50

Ball Game or 2¢ Play \$25.00 Extra

F. O. B. Chicago

Cigarette or Animal Symbols Optional.

**SPECIAL INTRODUCTORY OFFER**

For a limited time we will make a liberal cash allowance on three real counter games with automatic CIGARETTE Distributors Wanted Everywhere.

**STANDARD COIN MACHINE CO.**

2807 N. WESTERN AVE.

CHICAGO, ILLINOIS



**DO BUSINESS WITH A RELIABLE FIRM!!  
CLOSE-OUT SALE!!**

BRAND NEW WALL AND BAR BOXES AND ADAPTORS!!

WRITE! WIRE! PHONE QUICK!

**ROYAL DISTRIBUTORS**

409 NO. BROAD ST., ELIZABETH, N. J. (All Phones: ELizabeth 3-1776)

WE'LL BUY FOR CASH ANY MUSIC MACHINE MADE!

**LEAD WITH LEADER'S "TRUE-VALUES"!**

**PERFECT!**

Perfect mechanical! Perfect in appearance! Perfect all ways and REGARDLESS OF PRICE! That's a perfect description of any Leader TRUE-VALUE amusement or food! Just buy some and learn for yourself!

**SPECIAL!!**

Brand New in Original Factory Sealed-Crates STAR ATTRACTION A. B. C. BOWLER TOWERS MUSTANG WRITE FOR PRICE!

**400**

PERFECTLY RE-CONDITIONED USED MACHINES ON HAND!! WRITE FOR THIS PRICE LIST NOW!



Leo Landon

**LEADER SALES CO., 141 N. FIFTH ST., READING, PA.**

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

# Big Parade



## GOING PLACES for OPERATORS

"Ask any one who has them"

GET IT!!—from YOUR DISTRIBUTOR  
EXHIBIT SUPPLY CO • 4222 W. LAKE ST • CHICAGO

## Get a Real STRIKE! DEEP SEA SPORT

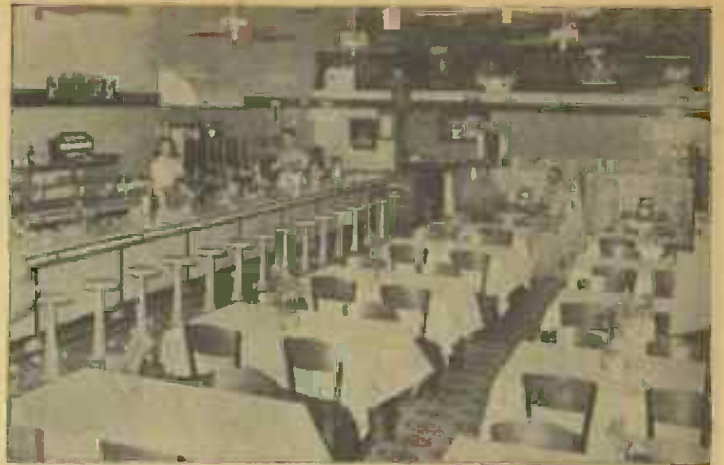
**NEW DIE-CUT BOARD**

DEEP SEA SPORT... The Wave Of Prosperity Casts Profits Your Way... 1000 Re Moles... 5¢ per sale... Fish symbols... Taken in \$40.00... Total average payout \$28.50... Average profit \$21.50... Additional profit from Re arrangement \$2.00... Total average profit \$28.50... **SEMI-THICK DIE-CUT BOARD.**

**SUPERIOR PRODUCTS 14 N. PEGASUS ST. CHICAGO, ILL.**

|   |  |  |
|---|--|--|
| Forty Parade ..... \$27.50<br>Forty ..... 24.00<br>Forty '41 ..... 20.00<br>Park American ..... 18.00<br>Forty ..... 20.00<br>Lion Hunt ..... 21.00<br>United ..... 20.00 | <b>CASH WAITING!</b><br>for WURLITZER slots and<br>other and all other used<br>amusement equipment. Send us<br>your list today!<br>173 Deen, Balansa C. O. D. Write for Complete List. | Silver Starlet ..... \$22.00<br>Top Spot ..... \$20.00<br>Lucy ..... \$20.00<br>Sunshine ..... \$22.50<br>All American ..... \$22.50<br>Duplex ..... \$22.00<br>Four Reels ..... \$21.00 |
|---|--|--|

**ATLANTIC VENDING CO., 659 Atlantic Ave., Brooklyn, N.Y.**



ANDY'S MANHATTAN CAFE, Harlingen, Tex., has been fitted with Packard Pla-Mor remote control equipment by Eddie Greer, Harlingen operator. Greer is seated in the booth at the right. C. B. Tinsley, his service manager, is seated at the left. (MR)

### Business of Making Money Is Very Good, Mint Figures Show

WASHINGTON, Nov. 15.—The money-making business is very good, thank you. That was the report from the United States mint, as they disclosed that new coins are rolling out of the stamping machines faster than ever. By working 24 hours a day, seven days a week, the mints have pounded out 1,151,575,000 American and 207,503,500 foreign coins in the last nine months—about 20 per cent more than in the similar period last year, when previous records were doubled. Circulation of coins jumped from 504 to 600 millions in the last year. The big rush is for pennies and nickels. Coin machines and salesmen have been boosting the need for these. American mints always have taken foreign orders, but Europe got most of the business before the war.

### Dallas

DALLAS, Nov. 15.—Raymond Williams, manager of Commercial Music Company, was a visitor recently to the Randolph Wurlitzer Company factory at North Tonawanda, N. Y. Williams was conferring with Wurlitzer officials on prohibitions of production and distribution for Wurlitzer products in the Texas territory. Al Mendez, district manager for the Wurlitzer company, planned in from New Orleans to join Williams in the factory trip.

Mr. and Mrs. Porter Harrison are still receiving congratulations over the birth of a daughter October 14 at Florence Nightingale Hospital. Father is a member of the D. & H. Music Company, one of the largest music operating firms in the city.

Leon Malcomsonis, local operator, had 23 Wurlitzers on locations at the State Fair of Texas. Business for the phones was exceedingly good.

O. A. Seale has recently added several new Wurlitzers to his string of music locations in the city.

George Wrenn, Texas sales representative for Walbox Sales Company, was in Dallas last week after a swing thru East Texas. George says that East Texas operators report good business.

Coin vending machines in the State of Texas produced \$235,255.86 in revenue for the State during the year ended August 31. According to the latest report of H. A. Smith, director of the cigarette and occupational division of the Texas comptroller's office, the State revenue gained \$121,563.29 over that of the previous year, when the State collected only \$113,692.57 in coin-machine taxes.

J. W. Hollingsworth, of Weatherford, Tex., has bought several new Wurlitzers to add to his music operations in that West Texas city.

Collis Irby, head of the Walbox Sales Company, reports some fine sales of

Huckley music systems from T. H. Cunningham, the firm's Oklahoma and Kansas sales representative.

B. H. Williams, manager of the Houston and San Antonio offices of the Commercial Music Company, was in the Dallas office last week while his brother Raymond visited the Wurlitzer factory. B. H. reports business on the upgrade in both South Texas cities.

Coin machine operators of Dallas backing the sale of Defense Bonds to the limit. Every coin machine office in the city has on display the attractive poster saying "Buy Defense Bonds Now." The sale of bonds among members of the industry is mounting, and some of the more aggressive salesmen for Uncle Sam are selling their friends outside the coin machine trade.

### YOU NEED IT!



**BATTING PRACTICE ORDER TODAY! SCIENTIFIC MACHINE CORP 21 STEUBEN ST. BROOKLYN, N.Y.**

### CLEARANCE SALE!

|  |   |
|--|---|
| SILVER SKATES ..... \$37.00<br>Laxoline ..... 18.50<br>Hi-Speed ..... 22.50<br>Cleaver ..... 14.50<br>Flicker ..... 22.00<br>Double Plus ..... 22.50<br>Greenline ..... 15.00<br>Coolidge ..... 17.50<br>Big Show ..... 11.00<br>Sandwagon ..... 20.00<br>Vindicator ..... 18.00<br>Elks ..... 22.50<br>Foot Ball ..... 22.50<br>Purcell ..... 22.00<br>Peachtree ..... 18.00<br>O'Boy ..... 11.00<br>Bairo ..... 25.00<br>Legionnaire ..... 22.00 | SEA HAWK ..... \$29.50<br>Monoscope ..... 24.00<br>Gold Star ..... 18.50<br>Formation ..... 20.50<br>Drum Major ..... 10.00<br>O'Big ..... 17.50<br>Commanding ..... 11.50<br>Rifle Spot ..... 14.00<br>Big Chief ..... 21.00<br>All American ..... 23.00<br>Summerline ..... 12.50<br>Sparty ..... 18.50<br>Punch Up ..... 22.00<br>Punch ..... 11.50<br>Polo ..... 17.50<br>Ripps ..... 11.50<br>Maroot ..... 18.00<br>Leader ..... 18.00 |
|--|---|

For Faster Service, Please Give Second When Ordering 175 Deen, Chicago 2, O. D.

**WRITE FOR FREE PRICE LIST. AMBASSADOR VENDING COMPANY 789 Coney Island Ave. BROOKLYN, N.Y.**





ALL-JOETIN' TO "JOETIN' JOE DINAGGIO," Les Brown's tune. Gathered around the Empress phonograph are Les Brown, orchestra leader; Charlie Snyder, of Mills Novelty; Les Martin and Bob Lindelof, Mills distributors, and Oscar Schultz, Mills photo salesman.

## Minneapolis-St. Paul

MINNEAPOLIS, Nov. 18.—Back from Washington, where they conferred with Internal Revenue officials concerning the tax situation, is the Minnesota coin machine men delegation which included Tom Crosby, president of the Minnesota Automatic Games Association; Archie La Beau, of La Beau Novelty Company, St. Paul; Wesley Smith, president of the Minnesota Automatic Games Association; Don Leary, Phil Moses and Harold Lieberman, all members of the state and city association. They spent two days in Washington and will report their findings at meetings of the two groups in the near future.

The coin machine industry is mourning the death of Morris J. Karter, 44-year-old St. Paul coinman, who passed away October 24. Born in Russia and reared in Sheboygan, Wis., Karter came to St. Paul in 1918. He was with the United States Marine Corps and about eight months ago entered the coin machine business. He is survived by his wife, Sarah; three daughters, Eileen,

Adeline and Anita; a son, Arnold; his parents, Mr. and Mrs. Louis Karter; four brothers, Jack, Albert, Charles and Sam, and two sisters, Rose and Irene. Several of his brothers are coin machine operators.

Henry H. Greenstein, executive of Hy-O Amusement Company, has been re-elected vice-president of Beth El synagogue here. His partner, Jonas Beisler, is in line for the presidency of the Beth El synagogue men's club, and altho he says he will decline the post, partner Henry advised that Jo would be the proxy, come what may.

Don (Red) Melgrop, associated with Murray Kirschbaum in the distribution of records to music machine operators for the past two years, has joined the Roycraft Company's record department. He was succeeded at Kirschbaum's by Joseph Zakas.

Congratulations are in order for Mr. and Mrs. Sol Rose on the birth of a son, Benjamin David, October 16. Daddy is a Minneapolis operator. Uncle Henry Greenstein, mamma's brother, is an exec of Hy-O Amusement Company, while Uncle Jonas Beisler, daddy's sister's husband, is the other Hy-O exec. With such a background, Benjamin David has his career all cut out for him 20 years hence.

Walter Jannicke, of Glenoco, Minn., traveled to this market to pick up some new equipment for his route.

Operators and distributors alike report that November has started off with a bang. Collections are hitting new peaks, with ops now over the tax piters and starting to buy merchandise again.

At Mayflower Novelty Company five of the office gals have organized a bowling team. The Mayflower girl trundlers are Lou Doban, Bessie Nilva, Bernice Gilman, Leah Levin and Evelyn Vegager.

Sam Taran, head of Mayflower Novelty Company, left this week for Chicago. After several business conferences he is expected to go on to Pittsburgh and Buffalo to visit the Mayflower branches in those cities.

John Porter and Edzie Mattson, Superior, Wis., coin machine operators, came to the Twin Cities this week to add to their music route.

Marty Olson, coinman of Winona, Minn., is mourning the loss of Mrs. Olson's father, A. Miller, also Winona.

Recent visitors to the city included Marty Ferrel, Grand Rapids; Fred Boyer, Baldwin, Wis.; Oscar Englund, Alexandria, and Mr. and Mrs. J. J. Stuck Jr., Sioux Falls, S. D.

Bill Mossberger, of Milwaukee, Wurlieter representative, and Tony Hicklen, of Indianapolis, Packard Manufacturing Company man, visited at Mayflower Novelty Company.

# 4

FOUR BELLS



It's the greatest money-maker of all time! It's a modern machine for modern operating needs, loaded with today's kind of playing appeal. Four Bells is the complete answer to all your operating problems. Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

## SPECIAL!!!!

Guaranteed Like New MILLS LATE MODEL JUMBO PARADE, Cash-Check Model \$89.50

- BALLY Royal Flush ..... \$69.50
  - JENNINGS Good Luck ..... 39.50
- WE HAVE EVERY TYPE OF COIN OPERATED MACHINE, NEW OR USED. WRITE FOR PRICE LISTS AND CIRCULARS.

## SICKING, INC.

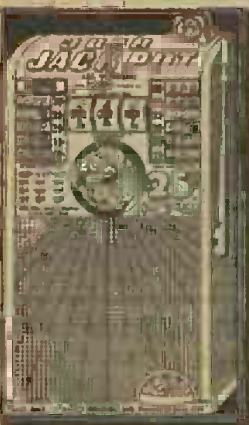
1401 CENTRAL PKWY., CINCINNATI, O.  
27 E. BROADWAY, LOUISVILLE, KY.

## LEW WOLF OFFERS

- |                      |         |                  |         |
|----------------------|---------|------------------|---------|
| Billy Beauty .....   | \$15.00 | Flirt .....      | \$19.50 |
| Blind .....          | 12.50   | Plicker .....    | 24.50   |
| Big Show .....       | 22.50   | Palmer .....     | 12.50   |
| Big Chief .....      | 30.00   | Formation .....  | 22.50   |
| Big Trip .....       | 25.00   | Blower .....     | 17.50   |
| Orbit .....          | 17.50   | Gold Coin .....  | 23.00   |
| Blackout .....       | 14.50   | Meltdown .....   | 12.50   |
| Blue Grass .....     | 30.00   | Sambo-Bull ..... | 8.50    |
| Bowling Alley .....  | 10.50   | Swamp .....      | 12.50   |
| Broadway .....       | 35.00   | Leader .....     | 22.50   |
| Brita Spot .....     | 14.50   | Limpette .....   | 17.50   |
| Bluetone .....       | 13.50   | Lot of Fun ..... | 12.50   |
| Cheer .....          | 3.50    | Mascots .....    | 15.00   |
| Charm .....          | 12.50   | Metro .....      | 22.50   |
| Chubbie .....        | 10.50   | Mr. Chips .....  | 12.00   |
| Comet .....          | 12.50   | Nippy .....      | 12.00   |
| Dark Horse .....     | 35.00   | Ocean Park ..... | 12.50   |
| Drill .....          | 17.00   | Oh Boy .....     | 12.50   |
| Double Feature ..... | 12.00   | Old Johnny ..... | 12.00   |
| Draw Major .....     | 15.00   | Red Hot .....    | 15.00   |
- 178 Broadway, BALANCE, O. O. D.  
REX AMUSEMENT COMPANY  
1448 Main Street, BUFFALO, N. Y.

## MILLS PHONOGRAPHS BELLS TABLES

Distributor CONSOLES  
KEYSTONE NOVELTY & MFG. CO.  
392 & 4th Street, Philadelphia, Pa.  
Baltimore Office  
155 Cathedral St., Baltimore, Md.



## 3 BAR JACKPOT F-5240

1640 Holes — Takes In \$82.00  
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$4.86 EACH

### OTHER FAST SELLERS

- 1025 Hole, F-5280, Wonder 3 Bar Jackpot at ..... \$3.63
- 1200 Hole, F-5275, Horses at ..... 5.22
- 800 Hole, F-5270, Pocket Dice at ..... 2.52
- 720 Hole, F-5255, Pocket Jack at ..... 2.48
- 600 Hole, F-5305, Royal at ..... 2.82

### CHAS. A. BREWER & SONS

Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

## OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

FREE PLAY GAMES—REAL VALUES—READY FOR IMMEDIATE SHIPMENT

- |                        |         |                     |         |
|------------------------|---------|---------------------|---------|
| Target Ball .....      | \$44.00 | Double Play .....   | \$52.50 |
| Red, White, Blue ..... | 22.50   | Wind Wind .....     | 37.50   |
| Wow .....              | 39.50   | Boom Boom .....     | 37.50   |
| Uno .....              | 37.50   | Big Hunt .....      | 44.00   |
| Baroque .....          | 27.50   | League Leader ..... | 27.00   |
| Major '41 .....        | 52.50   | Miami Beach .....   | 52.50   |
| Zig Zag .....          | 50.00   | Hi-Stopper .....    | 37.50   |

- Loganastro .....
 \$22.50 |
- Dupont .....
 24.50 |
- Zorbia .....
 22.50 |
- Hilma .....
 22.50 |
- Four Aces .....
 30.00 |
- 1/2 With Orders, Bal. C.O.D. Write For Complete List!
- PHONOGRAPHS
- Mills Empress .....
 \$100.00 |
- Mills Empress with Adapter .....
 224.50 |
- Kooney Wall Boxes .....
 18.50 |

## GEORGE PONSER COMPANY

519 W. 47TH ST., NEW YORK ★ 11-15 E. RUMFORD ST., NEWARK, N. J.

## One Ball Bargains—All Reconditioned

- 10 Grand Nationals - - \$ 59.50 Each
- 2 Santa Anita - - - \$95.00 Each
- 2 Kentuckys - - - 110.00 Each
- 5 Hawthornet - - - 35.00 Each

MANY OTHERS! WRITE! WIRE! PHONE!

ENCLAVE 1/2 DEPOT—BALANCE, O. O. D.

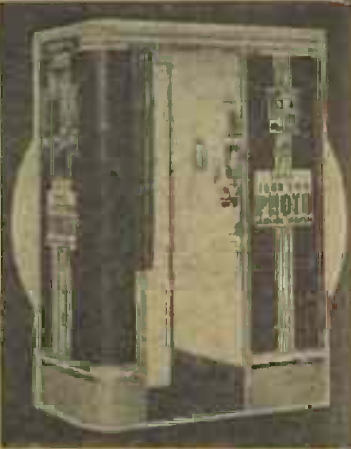
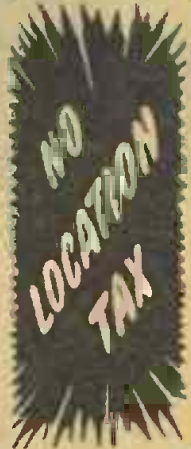
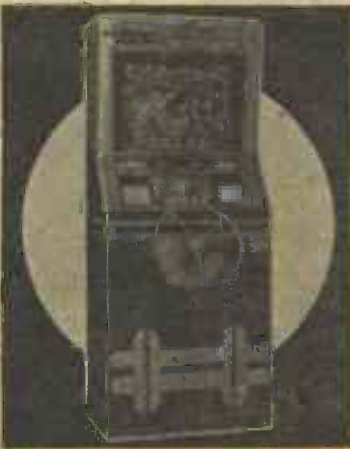
SEIDEN DISTRIBUTING CO. 1226-30 Broadway, Albany, N. Y.  
All Phones: 4-2109

# THIS OPPORTUNITY WON'T WAIT!

## DON'T MISS YOUR CHANCE FOR PERMANENT INCOME!

→ BUY... SECURITY... NOW! GET MUTOSCOPE'S TIME-PROVEN LIFETIME MONEY MAKERS—FOLLOW THE SMART OPERATORS

tomorrow's income problem TODAY... by getting started now with these three all-time hits! Never before have you faced such a need for STEADY moneymakers—and Mutoscope offers you a chance to stock up WHILE YOU CAN on the finest "sure thing" income providers in the business! And there's NO LOCATION TAX on any of them—which means extra money in your pocket right away!



### ACE BOMBER

Collections are improving by leaps and bounds on this great anti-aircraft machine... and they're sure to keep increasing as war talk continues. DON'T PASS UP A REALLY MARVELOUS INVESTMENT... the top gun in the industry for consistent, over-skyrocketing profits... ACE BOMBER!

### DRIVE MOBILE

Something entirely different—but so basically sound and "natural" in its appeal that play keeps soaring week after week! DRIVE MOBILE is another "insurance policy" to protect your income from now on!

### PHOTOMATIC

By far the most famous, most popular, most successful coin machine investment in the entire history of this business! Going stronger than ever after 7 YEARS OF PROFITABLE OPERATION ALL OVER THE WORLD! Taking millions is as natural as breathing... that's why people will NEVER stop patronizing PHOTOMATIC!

BUY ALL YOU CAN, WHILE YOU CAN, FIRST COME, FIRST SERVED. GET YOUR ORDER IN QUICK!

INTERNATIONAL MUTOSCOPE REEL CO., INC.

William Rabkin, Pres. 44-01 11th STREET, LONG ISLAND CITY, NEW YORK

### ROTOR TABLE



Something really NEW, value for steady income. \$10.50 to \$150.00. Write for Details!

### THE BEST IN USED PHONOS & POP GAMES

THEY COME TO YOU LIKE NEW!  
**FREE PLAYS**  
 Double Play ..... \$50.50  
 Wars ..... 24.50  
 Pan American ..... 47.50  
 Silver Series ..... 78.50  
 Write for: Phonograph Records, Super Grammes, Settling Practices, Drive Mobile, Silver Series, Credit to Responsible Ops.

**PHONOGRAPHS**  
 West. Counter Recd. 01. \$24.50  
 Whitman P10 Lite Up... \$4.50  
 Mills Records ..... \$57.50  
 Records Standard  
 Marbols ..... \$57.50  
**SPECIAL!**  
 Anti Aircraft, Brown ..... \$22.50  
 Write for National's "Realities."

*American Phonograph Trading Center*  
**NATIONAL NOVELTY COMPANY**  
 101 MERRICK RD., MERRICK, L. I., N.Y. (L.I. EXPRESS FREEPORT 6370)  
**NEW BRANCH: 583 Tenth Ave., NEW YORK CITY**

### Boston

BOSTON, Nov. 18.—Pinky Tomlin, band leader and songwriter, was in town for a few days as guest of the boys at the Atlas Coin Machine Company. Pinky was in town for personal appearances and made Atlas his headquarters during his stay. He later met his friend Tommy Weeks, band leader at the Mayfair Club here, Barney and Louis Blatt and Irv McColland were Tomlin's guides in his visit to the city.

Frank Howe, of Wells Beach, Me., down for a brief visit to purchase equipment for his rapidly growing music route.

Spector brothers, of Portland, Me., making selections now for their grade. They have already purchased some equipment and expect to order more in the near future. The arcade at Old Orchard Beach had a successful year despite a fire that burned the arcade out of its headquarters and forced the Spectors to set up temporary quarters for their equipment.

Local distributors report their business generally continues good. There has been a lot of comment regarding the annual Chicago show and it is expected that after the first of December most of the local activity will die down.

Andy Vries, Lynn cotman, contemplating installing remote equipment in his music locations. Andy has been eyeing the various types of selective equipment and expects to start removing his locations shortly.

Al Sharpe, one of the newest operators in Boston, busy with his remote equipment. Al recently completed an 18-box installation in Forest Hills and is busy working on other locations on his route.

The vending machine division of the Associated Jewish Philanthropies Drive has already gone 140 per cent over the quota allotted and the drive for subscribers is continuing. Ed Ravrey, of Owl Mint Machine Company, is chairman of the division team.

Luke Levine, widely known Boston music operator, busy adding remote

### MONEY-MAKING BOARDS

From the Smallest to the Largest. Write for Catalog



TO BOOST YOUR TAKE  
**GLOBE PRINTING COMPANY**  
 1023-25-27 RACE ST., PHILA., PA.

### WOULD LIKE

to get in touch with reliable party in Nebraska, Missouri, Iowa or Kansas who would be experienced in servicing and operating Free Play Tables.  
 I have a good many machines I would like to rent or lease to right party on commission basis. If party has a territory where this type of equipment could be operated, please write BOX D123, care of The Billboard, Cincinnati, O., giving all particulars.

### WANTED FOR CASH...

Book-of-the-Month, Baseball, Marbles, Grip Takers, Whistles, Socks, Photographs, Slips, Journals, Radio Free, Air Devices, Air Release, Sky Pictures, Posters, Cigars and everything in Arcade Equipment! We accept trades! Rush your list today!  
**MIKE MUNVES CORP.**  
 593 10th Ave., New York, N. Y.

equipment to most of his locations. Luke reports business is good and collections on those locations already removed have jumped considerably.

### You can ALWAYS depend on JOE ASH—ALL WAYS



**FINEST FREE PLAYS READY FOR SHIPMENT!**

|                       |                         |                         |
|-----------------------|-------------------------|-------------------------|
| All American \$22.50  | Jolly ..... \$12.00     | Stars ..... \$27.50     |
| Anabel ..... 12.50    | Leader ..... 14.50      | Scot Pool ..... 39.50   |
| Attention ..... 22.50 | Moons 'n' ..... 27.50   | See Him ..... 37.50     |
| Double Feature 18.50  | Legionaire ..... 34.50  | Bayline ..... 18.00     |
| Double Play 20.50     | Sprite ..... 21.50      | Whisper ..... 39.50     |
| Double Play 42.50     | O'Day ..... 12.50       | Sky Ray ..... 42.50     |
| Drum Major 12.50      | Playball, Bally 24.50   | Sport Parade 29.50      |
| Flam Boon 20.50       | Punch ..... 12.50       | Seven Up ..... 24.50    |
| Fisher ..... 29.50    | Rick Wagon 12.50        | Target Ball ..... 35.50 |
| Four Diamonds 42.50   | Star Attraction 64.50   | Uno ..... 17.50         |
| Formation ..... 24.50 | Spooky ..... 12.50      | Woo ..... 17.50         |
| Gold Star ..... 14.50 | Starfighter ..... 24.50 | Wildfire ..... 37.50    |
| League Leader 22.50   | Star Champ ..... 12.50  | 1/8 Iron, bat, G.O.D.   |

WRITE FOR COMPLETE LIST.

**ACTIVE AMUSEMENT MACHINES CORP.**  
 500 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

# PENNY ARCADES



**BETTER-EQUIPPED BY MUTOSCOPE\***

\* No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE-MACHINES, MUTOSCOPE LIGHT-UP TOPP CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-CRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY... IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895  
**INTERNATIONAL MUTOSCOPE REEL CO., Inc.**  
 44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK



H. F. MOSELEY  
Pres. - Treas.

**MILLS**  
Three Bells  
Four Bells  
Mills Slots  
Jumbo Parade,  
convertible  
Mills Owls

**BALLY**  
Club Bell  
High Hand  
'41 Derby  
Turf King  
Convoy  
Topic

**KEENEY**  
Super Bell  
All Models, Single,  
Twin & Four Slots  
Fortune  
Submarine Gun

**EVANS**  
Machine Gun  
Baseball  
Tommy Gun  
Dominos  
Lucky Lucre  
Super Bomber  
Bowling Alley  
Lucky Star

Daval, Exhibit, Gottlieb, Grotchen, International Mutoscope's Ace Bomber & Drive Mobile  
**MANUFACTURERS' AUTHORIZED DISTRIBUTORS FOR VIRGINIA, WEST VIRGINIA,  
NORTH AND SOUTH CAROLINA**

A FEW REPUTABLE SUB-DISTRIBUTORS WANTED IN THE ABOVE MENTIONED STATES. PRICES, OF COURSE, WILL BE BASED TO SUB-DISTRIBUTORS ON THE QUANTITY THEY ORDER. THE FACTORY MAKES THESE MACHINES, BUT DON'T FORGET WE ARE YOUR DISTRIBUTOR AND CARRY THESE MACHINES IN STOCK OR CAN GET IMMEDIATE SHIPMENT FROM FACTORY IF NOT IN STOCK.

**FOLLOWING USED MACHINES OFFERED SUBJECT TO PRIOR SALE**

Table listing various amusement machines and their prices, categorized by type (Five-Ball Free Play, One Ball, Consoles, Counter Games).

All orders must be accompanied by 1/3 deposit, balance C. O. D. Write and ask to be put on our mailing list. Above prices are effective Nov. 22, 1941.

**WANTED: MILLS 3 BELLS** Will pay up to \$300 each, according to serial numbers and guaranteed condition, delivered to us at Richmond, Va.  
**MOSELEY VENDING MACHINE EXCHANGE** 600 BROAD ST., RICHMOND, VA, Day Phone 3-4511 — Night Phone 5-5328

**5-BALL FREE PLAYS READY FOR DELIVERY**  
SEA HAWK \$39.00  
MI-STEPPER 40.00  
FLICKER 18.00  
DUPLIX 29.00  
MAJORS '41 47.50  
ATTENTION 24.00  
ZOMBIE 19.50  
ZIG IAG \$57.50  
LEADER 14.50  
SILVER SPRAY 52.50  
STRATOLINER 22.00  
SPORT PARADE 27.00  
SEVEN UP 29.00  
**PHONOGRAPHS**  
Wurlitzer Mod. 500 \$100.00  
Wurlitzer 400 Rotary 125.00  
**SPECIAL**  
TEN STRIKE  
Lava Model High Score  
Unit, Electric, Good  
Unit, \$44.00  
1/3 Deposit with Order, Balance C. O. D. WRITE FOR OUR COMPLETE LIST TODAY!

**BROOKLYN AMUSEMENT MACHINE COMPANY**  
660 BROADWAY, BROOKLYN, N. Y. (All Phones: Evergreen 8-4732)

**NATIONAL BARGAINS**  
**PHONOGRAPHS**  
Rockola 40 Super Walnut & Acetate \$228.00  
Rockola 3940 Super Resonite 205.00  
Rockola 1940 Super Walnut 185.00  
Rockola 1930 De Luxe 168.00  
Rockola 1030 Mandolin 159.00  
Rockola Top 200, 18, 16, 14, 12, 10, 8, 6, 4, 2, 1, 0, 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1100, 1200, 1300, 1400, 1500, 1600, 1700, 1800, 1900, 2000, 2100, 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900, 3000, 3100, 3200, 3300, 3400, 3500, 3600, 3700, 3800, 3900, 4000, 4100, 4200, 4300, 4400, 4500, 4600, 4700, 4800, 4900, 5000, 5100, 5200, 5300, 5400, 5500, 5600, 5700, 5800, 5900, 6000, 6100, 6200, 6300, 6400, 6500, 6600, 6700, 6800, 6900, 7000, 7100, 7200, 7300, 7400, 7500, 7600, 7700, 7800, 7900, 8000, 8100, 8200, 8300, 8400, 8500, 8600, 8700, 8800, 8900, 9000, 9100, 9200, 9300, 9400, 9500, 9600, 9700, 9800, 9900, 10000  
Wurlitzer Model 24 65.00  
Wurlitzer 01 Counter Model 79.00  
Wurl. 618 Musical-Gra. Ill. Side, Grilles 95.00  
Sears Roebuck 125.00  
Sears Roebuck 125.00  
**5-BALL FREE PLAY GAMES**  
Hi-Hat 60.00  
Do Re Mi 12.00  
Slingshot 50.00  
Sea Hawk 40.50  
Stars 48.50  
Sea Down 47.50  
Four Rows 47.00  
Double Play 47.00  
Horsehoe 48.00  
Repeater 48.00  
School Days 48.00  
Seven Up 48.00  
Sports Parade \$42.00  
Amusement 41.00  
Zombie 39.50  
Flicker 39.50  
All American 37.00  
Astorian 37.00  
Big Chief 36.00  
Globe 36.00  
Parade 36.00  
Band Wagon 33.00  
Leader 33.00  
Gold Star 33.00  
**LEGAL EQUIPMENT**  
Keeneey Am. Baseball 545.00  
Rockola Ten Pins 44.50  
Mills Rapid Fire 104.50  
Cotton Sam 68.00  
Tennis Leavers, 36 Play 27.00  
**1-BALL FREE PLAY GAMES:**  
Mills 1-2-3, 1940 544.50  
Garc Hone 60.50  
Gold Cup 39.50  
Sport Special 74.50  
Mills 1-2-3, 1939 20.00  
**FREE PLAY SLOTS**  
Mills Free Play Slots 330.50  
**TERMS:** 1/3 Deposit, Balance C.O.D.  
F.O.B. Chicago.  
**A THOUSAND ASSORTED FREE PLAY GAMES**  
Send today for bargain list. IMMEDIATE DELIVERY All New Games  
**SEND FOR YOUR FREE SAMPLE LAVAL CLEANER TODAY!**  
**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 Diversey Blvd. CHICAGO

**Look To The GENERAL For LEADERSHIP!**  
Hi Time \$30.50  
Bronze Tone 42.50  
Broadway 29.50  
Duo-tone 32.50  
Flicker 40.50  
Hi Dice 42.50  
Hi Nat. 42.50  
Leader \$22.50  
Majors '41 40.00  
Pan American 40.50  
Play Ball (Bally) 37.50  
Sea Hawk 42.50  
Shore Road 42.50  
Trailways 45.00  
Uno 29.50  
Sport Special 169.50  
Record Time 54.50  
Sea Hawk 165.50  
Mills F.P. Unit 37.50  
'40 Baseball Game 118.50  
Jumbo Parade, F.P. 69.50  
F.P. Time, F.P. 79.50  
High Hand Conv. 105.00

**THE GENERAL VENDING SERVICE CO.** 306 NO. GAY ST. BALTIMORE, MD.  
ESTABLISHED 1925—GROWING STEADILY EVER SINCE!

**DON'T MISS OUT ON THESE BARGAINS!**  
**FIVE BALL FREE PLAY**  
1 Roller Derby \$10.00  
2 Bones 40.00 Ea.  
1 Hibbitt 19.50  
1 Wave Run 12.50  
2 White Sails 12.50 Ea.  
1 Nightlight 15.00  
2 Marine 20.00 Ea.  
2 Leaders 22.50 Ea.  
**2 Crutches \$25.00 Ea.**  
1 Zombi 25.00  
1 Attention 30.00  
1 Surfboard 30.00  
2 Seven-Up 20.00 Ea.  
1 Ten Spot 60.00  
**ONE BALL FREE PLAY**  
2 Streets \$20.00 Ea.  
**1 Sport Special \$48.00**  
5 Record Tapes 70.00 Ea.  
**'AUTOMATICS**  
1 Multiple Race \$50.00  
2 Fairground 20.00 Ea.  
2 Ferris Wheel 20.00 Ea.  
2 Security Games 20.00 Ea.

**GULF STATES AMUSEMENT COMPANY**  
1228 HARRISBURG BOULEVARD HOUSTON, TEXAS  
All American \$22.50  
Sandsman 20.50  
Golf Hop 27.50  
Gold Star 28.50  
Leader 28.50  
Legionnaire 501.50  
Mito 22.50  
Mills Top 1-2-3 43.50  
Sears 39.50  
Singer 37.50  
Tango Leaper \$30.00  
Owls 21 6.50  
Mills V.P. 37.50  
Majors 18.50  
Ball Alley 20.00  
Writs Book 14.50  
Sears Day 32.50  
Flicker 24.50  
Jumbo Parade 49.50  
Banner 18.50  
Writs Book 14.50

**'TEN-SHUN! 'TOP SARGE' IS HERE**  
**AND ROLLING UP PUNCH BOARD PROFITS EVERYWHERE**  
The biggest "little" money-maker you've seen in many a moon. Plays off just like that! Double step-up with a \$10.00 top. 63 winners. 45% payout. Large type holes. Get "Top Sarge" working for you now. No. 1444 St. Play 109 Holes. Total is \$10.00 Average Payout \$4.48  
**HARLICH MFG. CO., 1413 W. Jackson Blvd. CHICAGO, ILL.**  
The Treasury Department of the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

"Greatest Console of all time!"  
IS NATION-WIDE VERDICT ON

# Bally CLUB BELLS



CASH  
CHECK OR  
REPLAY

New MULTIPLE\* Bell-Console  
boosts earnings to all-time high

Combining the old favorite bell-fruit appeal—new money magnet bonus hits—and the profit-proved changing-odds multiple-award features of Bally's great pay-tables—CLUB BELLS is hailed by operators as the greatest console money-maker ever created. Order yours today!

\*Can be set for single-coin operation.

BALLY MANUFACTURING COMPANY 2840 BELMONT AVENUE CHICAGO - ILLINOIS

NOW IS THE TIME TO  
**GO MULTIPLE**  
WITH AMERICA'S GREATEST MULTIPLE HITS!



**TURF-KING**  
4-MULTIPLE PAYOUT

**41-DERBY**  
4-MULTIPLE REPLAY



## HIGH HAND STRICTLY FREE-PLAY POKER CONSOLE

Combines thrilling bell action and age-old appeal of Poker. Popular HOLD & DRAW feature gets plenty of extra coins—insuring a full cash-box every collection. Write or see your distributor for details of FREE TRIAL OFFER!

BALLY MANUFACTURING COMPANY 2840 BELMONT AVENUE CHICAGO - ILLINOIS

**NEW!** DISTRIBUTORS FOR LEADING MANUFACTURERS  
**ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

### FREE PLAY GAMES

**CHICAGO COIN**

- Leopoldville ..... \$72.50
- Showboat ..... \$4.50
- Jumpin' ..... \$9.50
- Secret Fortune ..... \$7.50
- Blindfold ..... \$4.50
- Dialo ..... \$8.50
- Neasy ..... \$2.50

**EXHIBIT**

- Do It All ..... \$49.50
- Get Even ..... \$7.50
- Stars ..... \$4.50
- Jumble ..... \$1.50
- Lemon ..... \$2.50
- Wings ..... \$2.50

**GENCO**

- Jumpin' ..... \$74.50
- Do It All ..... \$6.50
- Get Even ..... \$7.50
- Stars ..... \$4.50
- Jumpin' ..... \$7.50
- Jumpin' ..... \$4.50
- Stars ..... \$7.50
- Stars ..... \$2.50
- Stars ..... \$2.50
- Stars ..... \$4.50
- Stars ..... \$4.50

**GOTTLIEB**

- 6666 Pool ..... \$72.50
- Hi Dice ..... \$7.50
- Stella King ..... \$4.50
- Champ ..... \$8.50
- School Days ..... \$7.50
- Parade ..... \$2.50
- Three Score ..... \$4.50
- Big Show ..... \$4.50

**IMMEDIATE DELIVERY**  
OR  
**ALL NEW GAMES**

**KEENEY**

- Four Diamonds ..... \$48.50
- Four Five ..... \$7.50
- Repeater ..... \$7.50
- Venus ..... \$4.50
- BALLY Crystal Clear ..... \$92.50
- Stratford ..... \$8.50
- Four Five ..... \$7.50
- Attention ..... \$7.50
- Crustace ..... \$1.50
- Miscot ..... \$1.50

**STONER**

- Wow ..... \$27.50
- Loop ..... \$8.50
- Baro 2-7 ..... \$9.50
- Rotation ..... \$4.50

**PAYTABLES**

- Kentucky ..... \$134.50
- Lenshook ..... \$28.50
- Scott King ..... \$19.50
- Scott King ..... \$16.50
- Face Maker ..... \$6.50
- Grand National ..... \$8.50
- Grandland ..... \$9.50
- Hearthome ..... \$6.50

**CONSOLES**

- Justage Betty Moon ..... \$119.50
- Totallier ..... \$119.50
- Redi-Jumbo ..... \$6.50
- Head ..... \$6.50
- Working Six Game, F.P. or P.C. ..... \$4.50
- Archie's Fortune ..... \$2.50
- P.C. ..... \$2.50
- Triple Star, 6 Coin ..... \$17.50
- High Wheel ..... \$69.50
- Square Bull ..... \$7.50

### PHONOGRAPHS

- WURLITZER 600 1933 24 Record Keyboard ..... \$169.50
- 600 1933 24 Record Keyboard ..... \$49.50
- 44 Cavalier 24" 78, 90, 10" Record ..... \$9.50

- ROKOLA Super Republic 40 \$104.50
- De Luxe Luxury Lite On, 1930 ..... \$44.50
- Standard 1030 ..... \$32.50
- MILLS 4077 Home of World \$142.50

- SECURD Model O 12 Rec. 8 ..... \$7.50
- Secur ..... \$39.50
- Game ..... \$34.50
- Game ..... \$24.50
- Play 20 Rec. 100.50
- Model 20 Record ..... \$22.50

WRITE FOR PRICES ON NEW AND USED SLOTS AND CONSOLES  
PHONE: CAPITOL 4767 TERMS: 1/3 Deposit, Balance C. O. D.

**Allied NOVELTY CO.** 3520 W. FULLERTON AVE. CHICAGO

## Multiple Equipment Reported in Demand

CHICAGO, Nov. 15. — "Definitely a multiple market," is the way Roy Maloney, president of Bally Manufacturing Company, sums up current conditions. "The need for increased revenue to offset increasing costs of operation," Maloney explained, "is causing operators to turn to multiple equipment. Such equipment, carrying only one tax and costing only one price, has the earning power of several single coin pieces.

"Our new Club Bells, for example, has met with the greatest response we have seen in years, as it combines the old favorite three-reef bell fruit idea, plus new bonus features, and the ever-popular changing-odds idea. Add to this powerful appeal the extra earning power of the multiple coin-chute and it's easy to see why we hooked more orders in one week than are usually received in 30 days on any other console.

"In the table class, too, multiples are in big demand. Our Turf King multiple payout and 41-Derby multiple replay have already broken all sales records for this type of equipment and the demand is increasing daily," he said.

## Keeney Consoles On Trial Offer

CHICAGO, Nov. 15 (MR). — "Our Super Bell line of consoles has proved itself to such a degree that a free trial, money-back offer has been arranged for on sample orders. It is only," said Bill Ryan, Keeney's general manager, "because each model has definitely shown that it has a positive earning power that the Keeney family of distributors and the Keeney firm itself could present such a powerful proposition to the prospective buyers. "Orders have been pouring in for the newest member of the Keeney console

**SPECIAL!**  
REPLAY PIN GAMES  
**\$15.00 EACH — 2 FOR \$25.00**

|                |            |
|----------------|------------|
| Score Chute    | 41-Derby   |
| Stroller Derby | Big Team   |
| Four-Five-Ex   | Big Show   |
| Golden Gate    | Red Hot    |
| Flipping       | Land       |
| Flips          | Big Six    |
| Blonde         | Swing Atty |
| White Balls    |            |
| Big League     |            |

**PHONOGRAPHS**

|                      |         |
|----------------------|---------|
| Wurlitzer P-12       | \$24.50 |
| Wurlitzer \$18 & 442 | \$4.50  |
| Debut 18 Record      | \$4.50  |
| Billie Do Re Mi      | \$4.50  |
| Reckless Record      | \$4.50  |

**TO AVOID DELAY, GIVE SECOND CHOICE**  
1/3 Deposit, Balance C.O.D.

**MILWAUKEE COIN MACHINE CO.**  
2130 W. Lincoln Ave., Detroit, Mich.

**WANTED! CASH WAITING**

**EVANS 10 STRIKES**  
**ROCK-OLA 10 PINS**  
**9 FT. SKEE BALLS**  
**GOTTLIEB SKEE-BOWLETTE**

All machines must be clean and in first class working condition. We will furnish credit if needed.

**UNITED COIN MACHINE EXCHANGE**  
3401 Brooklyn Ave. DETROIT, MICH.

The Best Investment in the World Today Is  
U. S. Defense Savings Bonds and Stamps

FOR 1941



**GRAHAM DISTRIBUTING COMPANY, CLEVELAND, features Defense Bond display.** Co-operating, as are all Wurliatzer distributors, in the drive to sell bonds and stamps, Graham had the special display shown in the pic. Left to right are Ernie Pejerling, assistant general sales manager for Wurliatzer, and members of the Graham staff: Helen Goodman, stenographer; Joe Young, manager; Renée Feder, stenographer; John Hodona and Sam Nagle, sales representatives. (NB)

**St. Louis Assn. Tax Conference**

ST. LOUIS, Nov. 15.—Missouri Amusement Machine Association held a spirited meeting at the Melbourne Hotel here Wednesday (29), when Louis Morris, president of the association; Dewey Cooney and Abe Jeffers made reports to the body on the current tax situation. The trio returned the day previously from a trip to Chicago, where they had gleaned a wealth of information on the federal taxes, and members of the association were glad to be thoroughly enlightened on this matter.

Sixty-three members answered the roll call at the meeting, which was to have been graced by the presence of James A. Gilmore, secretary-manager of the Coin Machine Industries, Inc., who was slated for a talk. However, urgent business matters in Chicago kept Gilmore from making the trip. Among those called on for short talks during the meeting were Art Heimke, Dick Westbrook, Fred Polinos, Walter Bowman, Ben Axelrod, John Winkelman, William Weinschke, Carl Laytne, Harry Davies, Al Miller, Leo

Turner, Nate Woolf, George Ogilvy, Carl Trippie, Mickey Belzer, Jack Rosenfeld, Dan Landsbaum, Sidney Morris, Harry Siegel, Basil Neel, Dick Tozer, Harry Librecht, William Muschbaum, Dave Monahan, John Cole, William Elig and Frank B. Joerling.

**Bernie Sassen Is New Gottlieb Distrib**

HARTFORD, Conn., Nov. 15 (AP)—Bernie Sassen, head of American Automatic Amusements, Inc., up-State New York and New England headquarters of Modern Vending Company, announces he has started the ball rolling on Gottlieb's newest sensation, Spot-a-Card. His firm was recently appointed factory sales agent for D. Gottlieb & Company.

"Gottlieb's new Spot-a-Card has already proved a smash hit on test locations in a dozen territories," Bernie stated. "The first sample orders on this game have already borne plenty of fruit in our territory, and repeat orders are already coming in, even though the game is a new release. Operators, jobbers and distributors here are looking forward to receiving the game."



**MADE TO FIT your TERRITORY!**

**Jennings' TOTALIZER (FREE PLAY) CONSOLE**  
Here's how it fits:

1. TOTALIZER is strictly a free-play game, containing no payout mechanism. It is not a convertible model. Free-play feature merely extends playing time for player without inserting another coin.
2. TOTALIZER, "not being a coin-play or similar type, does not come within classification of amusement devices with respect to which the tax is \$10 per year."
3. TOTALIZER "does not in any manner indicate to the person playing or operating the machine that he is entitled to receive cash, premiums, merchandise or tokens." Such a machine "is not regarded as a gaming device, as defined in the Act (Revenue Act of 1941), and, accordingly, is not taxable."

See Ruling of Treasury Department on page 75 this issue of BILLBOARD. Please read it.

TOTALIZER will provide a stable, profitable operation in YOUR territory. Invest wisely, safely in TOTALIZER! Start operating under this ruling NOW! Limited Stock Available for Immediate Delivery!



**JENNINGS' VICTORY CHIEF**

Jennings' Victory Chief is proud to wear the \$50 government tax stamp as its chevron of Distinguished Service.

Federal Taxes are computed from July 1st. If you bought Jennings' Victory Chief in October your pro-rated tax would only be \$37.50 for the balance of the Federal Tax year ending June 30, 1942. Buying Victory Chief in November, your tax for the balance of the Federal Tax year would be \$33.33. Buying Victory Chief for use in December, your tax would be \$29.17, etc. Put Jennings' Victory Chief on location now and enjoy year-round distinguished service.

**JENNINGS COMPANY** SINCE 1906  
4309-4339 WEST LAKE STREET - CHICAGO, ILLINOIS

**BUYS FOR WISE BUYERS!**

IN STOCK FOR IMMEDIATE SHIPMENT

BILLS Four Bills—Three Bills—Jumbo Parade Payoff or Free Play—Jumbo Comb—Free Play and Payoff Mini-Bills—Kiddie Bonus Ball—Brown Form—Club Ball—BALLY Toy Game—Hi-Hand—Roll-Em—41 Cards—TOPIC—KENNEY Super Ball—Furniture Two Way Ball—Four Way Ball—GENCO Bonus—Bun Club—EXHIBIT Big Parade—CHICAGO OOH!—Bicycle—Star Attraction—GOTTIEB Test Machine—A. B. C. Dealer.

**ONE BALL AUTOMATIC PAYOUT TABLES**

|                             |                            |                              |
|-----------------------------|----------------------------|------------------------------|
| Bally Kentucky .. \$120.50  | Bally Grand Stand \$45.00  | Western Quinella .. \$27.50  |
| Bally Long Shot .. \$85.00  | Bally Spot King .. \$18.00 | Bally Santa Anita .. \$18.00 |
| Bally Pacemaker .. 70.00    | Kennedy Winnings .. 65.00  | Bally Grand National 77.50   |
| Bally Spot Page .. 40.50    | Twists .. 65.00            | Bally Turfdown .. 40.50      |
| Bally Deluxe Prank .. 29.00 | Western Derby King 27.00   | Millie Flasher .. 34.50      |
| Bally Producers .. 17.50    | Western Derby Time 27.00   | Millie Hi-Hop .. 39.50       |
|                             | Western Hot Day .. 27.50   | Bally Gold Medal .. 30.50    |
|                             | Bally Babes .. 22.50       |                              |

**AUTOMATIC PAYOUT CONSOLES**

|                                   |                                |   |
|-----------------------------------|--------------------------------|---|
| Evans' Lucky Star .. \$110.50     | Millie Jumbo Parade .. \$24.50 | Exhibit Taxifone .. \$34.50   |
| 7-0-0-0 Head .. \$110.50          | Wash. P.P. P.O. .. \$154.50    | Evans' 37 Dominoes 48.50  |
| Exhibit Long Champ 39.50          | Millie Track King .. 29.50     | Johnnie Good Luck .. 48.50  |
| Peace Race, Jr. .. 00.00          | Millie Square Ball .. 65.50    | Kennedy Triple Entry 148.50   |
| W.J. Cab. .... 00.00              | Factory Bonus .. 65.50         | Bally Royal Draw 144.50   |
| Millie 4 Balls, Jr. 1024 .. 00.00 | Peace Revolution 51 .. 65.50   | Peace Revolution 100, 104.50  |
| Exhibit 1938 .. \$285.00          | Peace 1940 Race .. 104.50      | Peace Race, Black .. 40.50  |
| Exhibit 1938 .. \$109.50          | Walling Big Game .. 64.50      | Evans' 1940 Sweep .. 140.00   |
| Exhibit 1938 .. \$109.50          | Peace Race, Wal. .. 149.50     | Millie Jumbo Parade .. 85.50  |
| Jung. Pathfind 84.50              | Gen. J.P. Race .. 89.50        | Exhibit Ball 54 .. 84.50  |
| Exhibit 1938 .. \$60.50           | Jenn. Bull's .. 89.50          | Write for special list of free play games at lowest prices—additional discount allowed for quantity purchases. Terms: 1/3 Dep. with Order—Bal. O.O.D. or Sight Draft. |
| Luce 7 .. \$60.50                 |                                |   |
| Bally Hi-Hand 48.50               |                                |   |

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**THE BEST BUYS ARE CALVERT BUYS—ALL-WAYS!**

USED ONE-BALL FREE PLAYS

|                         |                                  |  |
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| Blue Grass .. \$100.50  | Close-Out Counter Games—Like New | Used Console Special   |
| Dark Horse .. 87.50     | David American Flags 14          | High Hand, Cash or Free Play   |
| Gold Cup .. 37.50       | David Lucky Dominoes 16          | A Real Buy at Only \$140.50  |
| Record Time .. 72.50    | David Home 50                    | 1/3 With Order, Bal. O. O. D.  |
| Record Special .. 60.50 | David Rex                        | Write for Our Complete Price List and Save Real Money on Every Game on the Market! |
|                         | David Pinco Post                 |  |
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**\$40.00 EACH**

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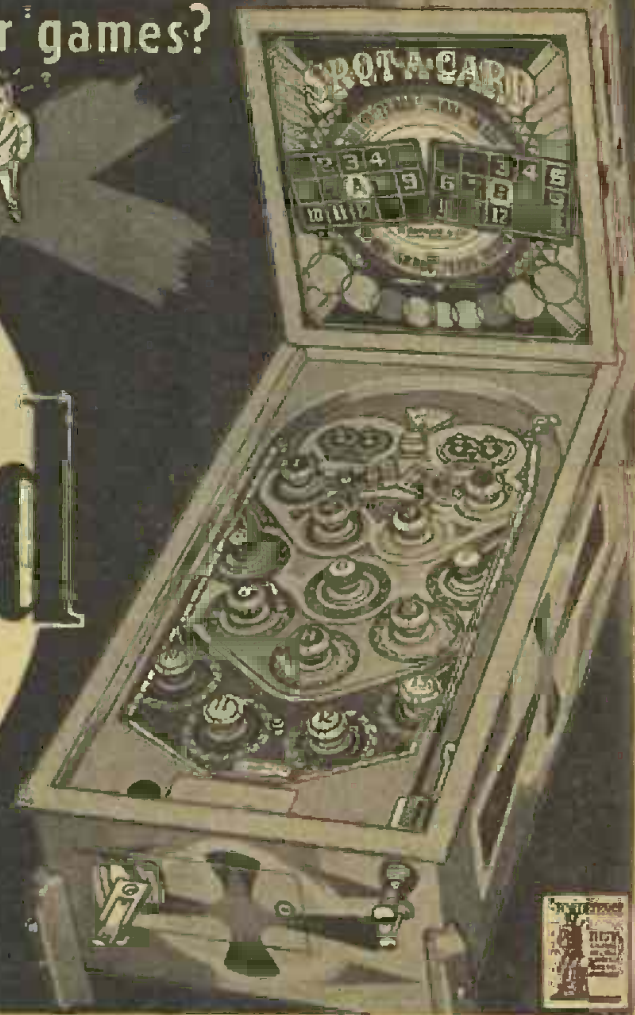
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Gottlieb's Newest Sensation

# Spot-A-Card

SNAPPY ACTION!  
BRILLIANT COLORS!  
MODERN DESIGN!  
TWO SPECIAL SPOT  
LANES! 5 WAYS TO  
WIN!  
ORDER YOURS QUICK!

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### IN UPSTATE NEW YORK AND ALL NEW ENGLAND!



NOW DELIVERING  
GOTTLIEB'S LATEST AND GREATEST HIT!  
**"SPOT-A-CARD"**  
IT'S SIMPLY TERRIFIC! IT'S THE MOST  
SENSATIONAL MONEYMAKER OF THE YEAR!  
WRITE! WIRE! PHONE!  
FOR QUICK ACTION!

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EVERYONE ADMITS  
IT'S SENSATIONAL

It's the talk of the Industry!

# Chicago Coin's VENUS

THE BIGGEST MONEY-MAKER  
TODAY-TOMORROW and 6 MONTHS from NOW!

CHICAGO COIN MACHINE CO. 1725 W. DIVERSEY - CHICAGO

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NEW, INDEXED  
ATLAS BARGAIN GUIDE!

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THE LATEST  
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Terms: 1/3 Deposit, Balance C. O. D.

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**IT'S HERE! KEENEY'S NEW "SUBMARINE GUN"**  
Special is on display and shipments are coming in soon.

**1/3 DEPOSIT - BALANCE C. O. D.**

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

# VICTORY

*ABSOLUTELY THE GREATEST GENCO GAME OF ALL TIME!*



By **GENCO**

**TERRIFIC FOR 2 BIG REASONS** { 1-THRILL-FILLED "VICTORY FEATURE"  
2-INCOMPARABLE NEW "U.S.A. FEATURE"

Every iota of our engineering skill...every ounce of our manufacturing ability...every bit of the brain, brawn and effort a really great idea deserves went into VICTORY. The result: VICTORY IS BY FAR THE GREATEST MONEYMAKER WE'VE EVER PRODUCED! The new "Victory Feature" alone would be enough to make a game a smash hit. But no--we added the sensational "U.S.A. Feature" to make doubly sure that VICTORY would actually coin money for you! THE TOUGHEST TESTS PROVE IT! On key locations in 14 cities, VICTORY'S earnings have beaten anything in coin machine history! Five really different ways to win...every one a teasing, tantalizing thriller that keeps 'em playing forever! EYE IT! TRY IT! And we'll bet our reputation that you'll BUY IT...in QUANTITIES...NOW!

★ YES, WE'RE MAKING IMMEDIATE DELIVERIES! ★

**GENCO MFG. CO.** 2621-27 No. Ashland Ave. CHICAGO · ILL.



YOU'VE NEVER SEEN ANYTHING LIKE IT!

YOU ACTUALLY SHOOT  
BALL BEARING BULLETS  
IN RAPID FIRE ACTION!

Keeney's New

# SUBMARINE

THE Thrill OF THRILLS!

No make-believe—here's a gun you actually shoot bullets, see 'em fly and hit the submarine target. Test locations have **PROVEN** it the best money making gun the industry has **EVER** seen. Amazing scoring, entirely new and clever.

### ALL ONE PIECE UNIT

Quickly knocked down to 3 units for easy handling . . . mechanical, electrical action, no compressed air. Rising, ducking target goes back and forth. New time indicator. Up to 250 **ACTUAL** shots.

IT PAYS TO OPERATE THE **BEST!**

THAT'S WHY THESE KEENEY CONSOLES ARE SOLD  
ON A 15 DAY MONEY BACK GUARANTEE!

ASK YOUR KEENEY DISTRIBUTOR FOR DETAILS

**PROVEN!**

### Keeney's TWO WAY

## Super Bell

IT'S PROVEN! Player can win on one, two or all three rows. Two coin chutes, **DOUBLE** the income. Two people can play at the same time. Cash or check (convertible). 5c chutes, extra charge for each 25c chute substituted.

### Keeney's FOUR WAY

## Super Bell

IT'S PROVEN! Player can win on one, two or all three rows. Four coin chutes, four can play, four times the income. Cash or check (convertible). 5c chutes. Extra charge for each 25c chute substituted.

### Keeney's GREAT

## Super Bell

IT'S PROVEN! Player can win on one, two or all three rows. Here's the console that out-dates, out-moded, antiquated all other consoles. With it's triple appeal it tripled earnings. Cash, check or frog play (convertible).

### Keeney's NEW MULTI-CONVERTIBLE

## Fortune

Acclaimed everywhere from coast to coast as the finest table **EVER** made. It's quickly changeable from a 1 to a 5 ball, a 1 to 4 coin, from a free play to a payout. Selling like hot cakes so order yours early—at once!

# EVANS'

## PERFECT FOR RESTRICTED TERRITORY

# GAMES

### BEST MONEY-MAKING INSURANCE YOU CAN GET!

Phenomenal Amusement Hits — Legalized in Practically Every State —  
Unequaled in Appeal and Earning Power! Soundest Investment in the Industry!

**EVANS' PLAY BALL**

**BALL ACTUALLY PITCHED AND HIT THROUGH AIR! Not Rolled!**

**MARVEL of the INDUSTRY!**

In all locations PLAY BALL is batting 1000!—putting operators in clover! Amazing, new, real-play manikin-action sets players agog. Keeps them play-hungry for more! Manikin actually play ball! Pitcher picks up ball, winds up, pitches. Batter swings, bunts, slugs, sacrifices as controlled by player! Catcher actually catches ball! Duplicates every baseball play! Quick! Clean up with this sensation! Rush your order today!

*It's the REAL McCoy!*

**EASTERN FACTORY SALES REPRESENTATIVE BROOKLYN AMUSEMENT MACHINE CO. 660 Broadway, Brooklyn, N.Y.**

**EVANS' TOMMY GUN**

**PROFIT AMMUNITION**

**SMALLEST! LIGHTEST! FASTEST! Lowest Price!**

**NEW! SAFETY STAND! NEW! TRACER BULLETS!**

The marksmanship sensation of the nation... now with amazing new refinements! New base gives absolute rigidity... adds massiveness to its appearance. New Tracer Bullets reveal each shot exactly... double excitement.

**BUY DEFENSE BONDS TODAY**

**SPECTACULAR SUPER SUCCESS!**

A phenomenal flying arsenal of super thrills for defense-minded America! Hailed with bursts of enthusiasm, acclaimed the outstanding achievement among war games. Absolutely unlike anything ever offered. Put **SUPER BOMBER** on location for super-profit action!

**NOT A GUN!**

**BUY DEFENSE BONDS TODAY**

**EVANS' CHAMPION SUPER BOMBER**

**EVANS' TEN STRIKE**

**THE OLD RELIABLE— GREATER THAN EVER!**

Refined! Improved! Speeded up, with unbelievable fast action and high scoring! Absolutely straight, shooting shock-proof manikin! More skill... strikes and spares galore! More than 2 years' unprecedented success proves it the profit producer beyond compare!

**BUY DEFENSE BONDS TODAY**

**BE SURE — WITH EVANS' SURE BETS!**

Why plod along, struggling to make money... when you can guarantee top collections with Evans' proven money-makers! Backed by the most stupendous record in the industry for performance and earnings, they're the choice of wise operators for dependable top income.

**ORDER TODAY WHILE DELIVERY IS ASSURED!**

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*And* protection for your family too...when you **BUY**

# U. S. DEFENSE BONDS



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 Is Making Gun Turret Assemblies  
 For The U. S. Army Air Corps  
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The surest way to continuous play... Seeburg Remote Control!

**IT  
GOBBLES  
NICKELS**



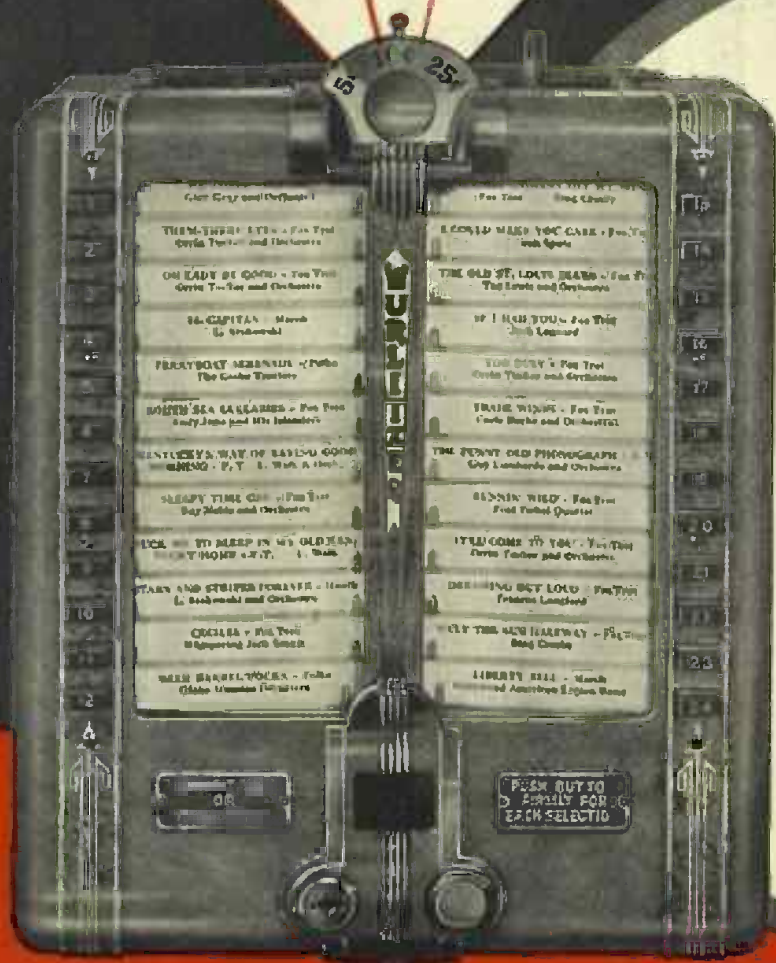
**IT  
DEVOURS  
DIMES**



**IT  
EATS  
QUARTERS  
WHOLE**



*Plenty of Extra  
Profits for  
You*



This great Wurlitzer Wall Box with its ravenous appetite for coins has a proven record of multiplying Music Merchant profits from 2 to 5 times!!

Install them in the booths or on the bar  
In YOUR locations.

Watch them render a continuous performance of collecting nickels galore—dimes by the dozen—and a full quota of quarters for you!

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

**A NAME FAMOUS IN  
MUSIC FOR OVER TWO  
HUNDRED YEARS**

**WURLITZER**

**MODEL 123 WIRELESS  
MODEL 125 DUAL-WIRE**

*Single 5, 10, 25¢ Coin Entry Wall Box*