

The Billboard

The World's Foremost Amusement Weekly

JANUARY 10, 1942

15 Cents

Vol. 54. No. 2



**NILS THOR
GRANLUND**

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Producer at the
Florentine Gardens,
Hollywood

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EDITORIAL
The FBI Knows

NOW more than ever, of course, it is necessary for us to keep our emotions under strict control. Such control is needed so that we can give our best efforts to the primary job of all of us—the winning of the war. It is also needed because now, in wartime, lack of such control so easily results in injustices of the very sort against which we are all fighting.

The show business has in it many people with foreign-sounding names—and some who are aliens. We must be careful not to allow the place of a performer's birth to influence us against him, to keep him from getting jobs, to restrict his career. What is important is not where a man was born, but his own sincere and basic convictions as expressed in action.

There have been, unquestionably, a number of people in the show business who, like Tullio Carminati, have sided with the Axis and against democracy and its ideals. But it is to be noted that Signor Carminati is now residing at Ellis Island, an address to which he was escorted by the FBI immediately after our entry into the war. We must all remember that the FBI is the finest and most efficient agency of its type that our government has ever boasted, and that it is entirely capable—as it has proved on countless occasions—of taking swift and sure care of all cases that fall within its province.

Summary action on your own part, without official sanction, can not only prove tragically unjust, but may also disrupt official action. It must be remembered that many natives of Italy now here are among the most violent anti-Fascist factions in the country; it must be remembered that many of the Germans in the show business came to America precisely because of their uncompromising stands against the Hitlerism and Nazism we are fighting. And many of the Japanese in America are sturdy and loyal in their adherence to the American cause. For example, a number of Japanese on the West Coast have, after investigation, been given such clean official bills of health that they are serving as air-raid wardens; and a Japanese nitery owner in Atlanta, after having been picked up by the FBI immediately after our entry into the war, was not only released but allowed to reopen his club.

We must not be rash; we must not leap to decisions that result in acts typical of the very brutality we are fighting. If you have suspicions as to any foreign or foreign-seeming showman or performer, report them to the FBI. That's your job; nothing more. You can rest assured that the FBI will do the rest.

Tire, Truck Sale Ban Hits Showbusiness

By EDGAR M. JONES

First of a series of stories about prospects of shows and performers for obtaining materials under the government rationing system. Others will follow on the situation as it appears after careful study by the correspondent for *The Billboard* of rulings made in Washington.

WASHINGTON, Jan. 3.—Prompt consideration of recapped and retreaded tires as a means of keeping on the road trucks and autos of outdoor shows and bands and performers who make jumps by motor is recommended by trade observers here. This conclusion is based upon authoritative information that little or none of existing stocks ever will trickle past essential services designated by government experts. There is said to be a possibility that bands and acts playing free dates in army camps may become eligible.

Rationing system instituted by the Office of Price Administration for operation after January 5 promises to eke out a supply of new tires, tubes and casings to those vehicles which are essential to public safety and health, defense industry and agriculture. It is de-

(See **TIRE, TRUCK BAN** on page 54)

Harvester Co. Good-Will Shows To Continue, Spending \$70,000 On Vaude Talent During 1942

CHICAGO, Jan. 3.—Some 3,000 dealers of the International Harvester Company will use vaudeville talent this winter totaling an estimated \$70,000. Of some 3,000 shows planned by Harvester's 87 branch houses, an estimated 2,000 will use flesh entertainment. R. S. Williams, of the firm's sales promotion department here, reveals that vaude talent is becoming increasingly popular with farmers and, to a large degree, is responsible for the mobs attracted to these annual good-will affairs.

The Harvester branches have been holding customer reunions for almost 20 years, but not until five years ago was much thought given to live entertainment. All-picture programs lost their former appeal and the attendance figures started to drop. As Williams sees it, vaude acts are a novelty to farmers who can see pictures the year-round and listen to the best radio programs any time they desire. Unless they take a lengthy trip to key cities, their entertainment is of necessity limited to their radio sets and picture houses.

One-Two-Three-Kickers To Kick for Dear Old Macy's Latin Promotion

NEW YORK, Jan. 3.—Tying up the U. S. Good Neighbor policy with a piece of smart merchandising showmanship, Macy's department store here will become the largest buyer of Latin American bands and talent in conjunction with a Latin American Fair to be run at the store from January 16 to February 6.

Setting aside a part of its fifth floor for the fiesta, store will erect a replica of a Rio de Janeiro plaza to be used as a stage for daily band, singing and dancing performances. Shows will be short waved to South America via CBS.

Each day a band and show will typify the music and entertainment customs of a different country.

Stem Houses Gross Almost Seven Million in '41; Para Leads, Roxy Next; Weekly Average \$132,183

NEW YORK, Jan. 3.—The four Broadway vaudeilliers ran well into the black with a total gross of \$6,873,500 for 1941. Theaters included are the Paramount, Roxy, State and Strand. The Paramount, which hopped into the lead last year, is still tops, with the Roxy, Strand and State again following in that order.

The Music Hall (6,200 seats), also with stageshows and the biggest Broadway grosser, is not included, as its draw depends basically on films. The stageshows there do not depend on names but rather on their institutional character.

The Paramount (3,664 seats) wound up its year with a take of \$2,183,000, followed by the Roxy's \$2,017,000, while the Strand collected \$1,607,500 and the State \$1,066,000. Weekly averages for the year were: Paramount, \$41,981; Roxy, \$38,789; Strand, \$30,913, and State, \$20,500. The Paramount and Roxy (5,835 seats) were the only ones to gain in weekly averages. In *The Billboard's* compilation last year of a season of 45 weeks, from September to June, weekly averages were as follows: Paramount, \$37,478; Roxy, \$36,127; Strand, \$33,589, and the State, \$23,811.

The Strand (2,758 seats) declined in the weekly gross because of the policy of

milking bills for an extra week due to Warner pictures being not so forte. Warner has cut out B films, and in order to secure a better selling point in peddling the films out of town often holds a film an extra week at the Strand, whether the gross warrants it or not.

The State's (3,327 seats) drop is caused by the lack of the super vaude units which gave the theater some terrific figures during 1940. In last season's compilation were layouts headed by Bob Hope, Eddie Cantor and Louella Parsons. These names did not appear this year.

Despite this the State remains one of the best arguments in favor of live (See **4 STEM DE LUXERS** on page 18)

Hamid Mexican Circus Tour May Develop Market

NEW YORK, Jan. 3.—An "All-American Circus" is set for a tour in Mexico under George A. Hamid auspices, with project being underwritten by a Mexican syndicate whose major interests are in bullfight arenas. Opening is carded for the Arena, Mexico City, on January 7. Data is for two weeks, but may hold for four. Other cities lined up include Tampico, Vera Cruz and Monterey.

Outfit will travel by railroad and will tour under canvas as a complete unit. Assembly point is Houston, from where it will move by rail. George Christy will manage unit as well as furnish his animal acts. Other talent signed includes the Hanneford Family and Alfred Court's (See **Hamid Mexican Circus** on page 17)

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Alien-Sounding Performers Feel Less Effect Than in Last War

NEW YORK, Jan. 3.—Caught up in the web of war, American showmen are beginning to realize that the effects on the entertainment industry of the current struggle and World War I may not be parallel.

Most obvious difference is that Italy was a member of the Allies when the United States entered the big show of 1917. Today, floorshow-featuring piccerias report ravioli and red wine being consumed only after the chill has been taken off by ample flag-waving, red, white and blue costuming, and other patriotic manifestations. Non-citizen Italian performers have found it harder to sell their talents, but many have minimized the difficulty by adding homespun Americana to their routines. General picture for Italian spots seems serene. Trade feels that the public likes spaghetti, even if it can't stomach Mussolini.

The only reported case of an Italian performer running afoul of the law is that of stage actor Tullio Carminati, whose pro-Fascist leanings led to incarceration at Ellis Island.

Adjustments now going on in the German entertainment sphere are not so different from 1917, when performers like Sam Bernard and Jack Pearl saw their dialect gags souring flag-fervent audiences. Stubes and rathskellers were faced with a choice of becoming cafeterias or going out of business.

World War II has treated German performers and clubs less severely. Yankee antagonism to Nazidom was felt by many German spots years before the

official war declaration; hence, a steady conversion to American atmosphere. Hardier spots, predominantly in the Yorkville area, have performed a quick about-face in the last two weeks. The 86th Street Theater, which up to December had presented only Nazi-endorsed films, closed down to reopen recently with a flicker emanating from Soviet studios. Casino pic house followed suit, even to the extent of tacking up a prominent poster inviting customers to "Register Here as an Air-Raid Warden."

Stube owners in Yorkville see no need for retitling. Rudi's and Max's, Rheinland, The Lorelei, Rotesand and other cafes still feature hasenpfeffer and German entertainment. One proprietor stated, "Business is as good as ever. The Germans in this area are no more (See ALIEN PERFORMERS on page 25)

Henie Icer Grosses 350G; Chi Record

CHICAGO, Jan. 3.—Sonja Henie and her *Hollywood Ice Revue* established a new attendance and money record here at the Stadium during her 11 performances ending Monday (5). She was originally scheduled to play 10 shows, but an avalanche of requests for tickets forced an extra performance. Heavy advance sale assured capacity biz thruout the run.

Estimated figures of her current engagement list 234,000 patrons paying out a record \$350,000. Last year the show attracted 206,000 people who emptied their pockets to the tune of \$318,000. Stadium management states that these figures top anything ever staged in the emporium.

NEW YORK, Jan. 3.—Tickets for Sonja Henie's *Hollywood Ice Revue*, which will open at Madison Square Garden here January 19, will go on sale at the arena's box office Monday (5), according to officials at the Garden. Scale of prices for the eight performances will range from \$1.10 to \$4.40, all seats being reserved.

Show has played Omaha, Indianapolis, St. Louis, Detroit, Chicago and Buffalo. The Garden will be its last stop on the seven-city tour.

Officials point out that, judging from the returns already coming in on application ticket blanks distributed out of town by the management, attendance figures may pass the record of 134,000 established here last year.

San Fran Niteries Start To Recover

SAN FRANCISCO, Jan. 3.—Neon signs again glow in fronts of night spots and show houses. Windows in the niteries were blacked out for New Year's Eve. While there are hazards, such as cessation of transportation in the event of a blackout, most club operators risked everything in the hopes of a big holiday payoff.

It is evident that entertainment business is up since town got its first war scare four weeks ago.

Employment is up a bit, dozens of performers having been put back to work. At Club Lido, Bobby Vernon and Jessie Draper are old hands at blackouts, having been in London when the war started.

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 LEGIT MUSICAL

JULIO AND KIKI—Latin dancers current at the Havana-Madrid, New York night spot. They are showmanly terpers and would score solidly in a legit musical calling for a Latin interlude. Kiki is attractive and shows marked ability in the hotter numbers. Julio (Richards) is an excellent dancer and also a producer of merit, as evidenced by the last two floorshows at the Havana-Madrid, which he staged.

For VAUDE

FRANKIE BROOKS—short, stocky young tap dancer whose work is well above average. Now appearing at the Broadway Brewery, New York night spot. Combines ballet movements with nimble, action-filled taps, spiced with spins and other variations. Rates a spot in class clubs and in vaude, either as a single or with an act. Shows real possibilities, and should continue to develop.

"Roller Follies" Set; Starts in Balto Jan. 7

NEW YORK, Jan. 3.—When Harold Steinman's *Roller Follies of 1942* opens a nationwide tour at the Baltimore Coliseum January 7, cast will include Bob Johnson, West and Page, Gloria Nord, Dolly Durkin, Finigan and Hughes, Lew Testa, Louis Santelle, Ben Klassen, Monroe and Grant, Eleanor Emanuel, the Lightning Trio, Ted Sokol and Art Alsasser.

Follies is being staged by Gae Foster, with special music and lyrics by Victor Mizzy and Irving Taylor. Costumes designed by Joan Personette, while lighting and special effects are being handled by Arthur Knorr of the Roxy Theater here.

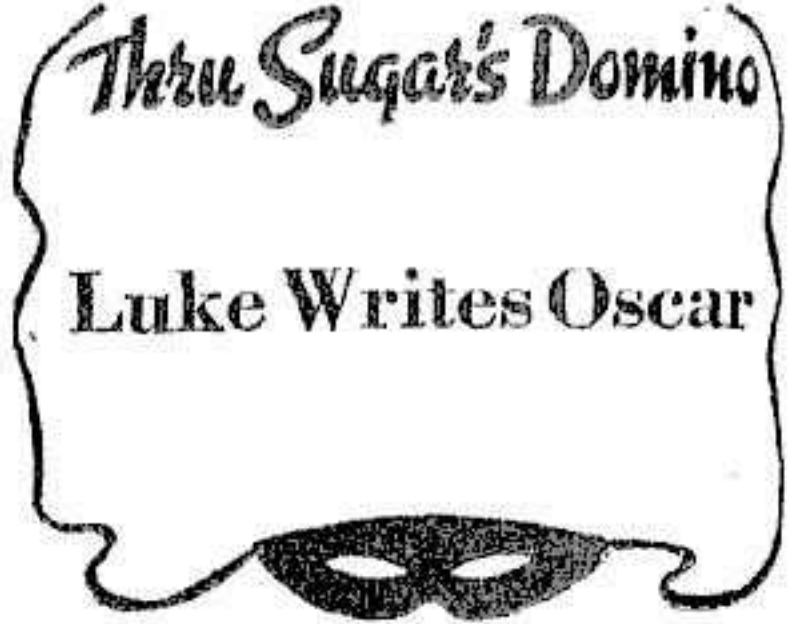
Following the Baltimore engagement the roller spec will have its official world premiere at the Arena, Cleveland, January 18, the Baltimore date rated as being a break-in. Steinman plans to tour the West until April and bring the show to New York at that time for a run.

Follies is booked by the Arena Managers' Association.

Agency Paying Off Salaries to Acts

PITTSBURGH, Jan. 3.—Elsner Theatrical Agency is paying off the remainder of the \$2,200 due acts that appeared before the Charleroi Elks in July, says local AGVA rep Nat Nazzarro Jr. Before the show went on \$1,100 was collected. Twelve acts were involved.

More than 600 entertainers now are members of AGVA here, Nazzarro claims, and more than 100 traveling acts pass thru here every month.



Oscar Topmounter, Will Rogers Memorial Hospital, Saranac Lake, N. Y.

Dear Pal Oscar:

It sure was swell to hear from you again. I wonder who the heck was responsible for spreading the report that you took your final curtain. I'm sure the guy who is responsible didn't mean any harm. Well, we've been in show business long enough to realize that the guys who mean the least harm usually wind up doing the most. That's one thing about an actor, Oscar, he more frequently than not talks too much for his own good. And the good of his brother actors. I don't suppose you'll ever forget about the bozo who talked himself out of a route on the old Fifth Floor by volunteering to take the booker out on a blind date with his own wife. Well, our friend learned at least one thing: He never took professional names seriously after that. And, boy, what hell that wife must have caught!

I'm glad to hear that you seem to be making progress. You've got to be patient, Oscar. That TB feller is awfully temperamental, they tell me. He's got to be kidded along with plenty of fresh air, sunshine, wholesome food and, above all, peace and contentment. It's too bad that you have those petty annoyances staring you in the face ever so often. You've just got to grin and bear it, Oscar. They talk about sweet charity, but in my traipsing around the country I rarely find sweetness and charity living harmoniously together. One would think that after all the messes they've had up at the Lake everything would be beer, pretzels and sunshine. Too bad about the boys they've banished to the cellar. I don't get much time to spare on this singing waiter job, but you can bet your sanitary cuspidor I'm going to look into that thing and find out what's what, who's who—and why. There's one trade paper at least that will go to the front, as it always has. Leave it to me.

You ask what's doing on the Street since you were carted away from the French Hospital 10 years ago. That's a pretty big order, ole feller, and I can't possibly fill it. I'm not so hot at this history business and, besides, when I get finished with a night's work I'm too tired to do anything let alone write a history. But this is an unexpected day off while the boss is getting hitched up. So I'll try to peck out a few things that hop into my tired mind.

I know you're not really serious about not knowing anything at all as to what has happened of late. I assume you know all about Ralph Whitehead and his annihilated AFA because Joe Jerko told me he spent quite some time with you last season while making that jump to Canada and that you chewed the fat with him for hours on end. Well, Oscar, the AFA is no more and as far as I am concerned the AGVA, its runner-up, might as well be no more either. I attended one of their sessions recently and while I don't know much about the thing they call parliamentary procedure the doings were so farcical that I'm surprised they don't tie up with a sponsor to put parts of it on the air as a comedy script. It would be much funnier than most of the programs you must be listening to up there during the long and lonely evenings. I don't know what's happened to the actor, Oscar. I'm not smart enough to know even if something has really happened to (See SUGAR'S DOMINO on page 25)

NILS THOR GRANLUND (N.T.G.)

(This Week's Cover Subject)

NO HISTORY of show business could be complete without a long chapter devoted to the incomparable N.T.G., star-maker, pioneer and precedent-setter extraordinary.

Born in Lapland, N.T.G. came to this country as a boy of nine. By his 18th year he had been, in turn, automobile race driver, aviator and press agent. He then became press representative for Marcus Loew, in which capacity his genius for exploitation and promotion attained its full flower.

It was N.T.G. who conceived the elaborate movie premiere, with lights, news-cameras and personal appearances of stars. It was N.T.G. who exploited and advertised the first full-length motion picture in this country. When radio began to gain a foothold it was N.T.G. who brought Al Jolson and Eddie Cantor and Harry Richman to the listening public. He also presented radio's first amateur program.

His greatest fame, of course, has been gained in the night club field. Texas Guinan was his protege and he was among those responsible for the rise of Harry Richman. His *Hollywood Restaurant* on Broadway, New York, set all-time night club entertainment standards. The famed *Paradise Restaurant* in New York was also his creation.

N.T.G. has been around a long time, but is not one to live in the past. His fertile imagination continues to produce startling ideas, and he still has few peers in his field. At present he is producing the shows at *Florentine Gardens*, Los Angeles. He has been there since March, 1940, his popularity unquestioned and unrialed.

Nils Thor Granlund is one of the great showmen of our time.

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Equity Members Get 19,251 Wks. Work in 5 Mos.

NEW YORK, Jan. 3.—A total of 19,251 weeks of work was performed by actors, actresses, chorus boys and girls, extras, aliens, walk-ons and staff members in New York productions, roadshows and summer stock in the five-month period from June to October, according to the Actors' Equity Association employment analysis chart. Analysis is the first of its kind, and was begun last June under the direction of Walter Greza, under instructions from the Equity Council.

According to the analysis, New York production, with 38 shows, running from June to October, provided the greatest avenue of legit employment, accounting for 9,559 weeks of the total number. This is despite the preponderance of 70 Equity companies in summer stock. Summer stock was the low watermark in employment, with 4,561 work weeks.

Touring productions for the period were responsible for 5,231 employment weeks, with 33 shows touring. Equity has no basis for comparison with former years, but will use the present chart as an employment barometer for the future.

Equity collects its information for the chart weekly. Deputy in each show sends in a report with the number of people working that week and regular cast changes.

Monthly breakdowns are as follows: New York Productions—June, 1,692 weeks; July, 1,381 weeks; August, 1,532 weeks; September, 2,130 weeks; October, 2,824 weeks. Touring Productions—June, 516 weeks; July, 427 weeks; August, 490 weeks; September, 1,628 weeks; October, 2,170 weeks. Summer Stock—June, 451 weeks; July, 1,860 weeks; August, 2,130 weeks; September, 180 weeks; October, 240 weeks.

Francy Icer in St. Paul

ST. PAUL, Jan. 3.—Dot Francy's *Star-Spangled Ice Revue*, which finished a week at the Tower Theater, Kansas City, Mo., Christmas Day, opened at Hotel Lowry here New Year's Eve to remain thru the Winter Carnival February 2. Cast includes Dot Francy, Don Condon, Gene Reichel, Harry Douglas, Thomas LaVonne, Marge Cruzan, Sara Payte, Gertrude Gruber and Judy Brennan. Norman Drolson is manager.

Loop Legit Big Over Holidays

CHICAGO, Jan. 3.—Clyd Elliott, who next week closes his third straight flop (*Take My Advice*), will try again. *Take My Advice* is holding on for two weeks, but both the play and the cast, most of the players culled from radio row here, received a thoro panning in the dailies. Elliott's forthcoming show, which like the others will be staged at the Great Northern, has not been announced yet.

New Year's week was big for the legit houses and all of them received capacity biz for the New Year's Eve performances. *Louisiana Purchase* and *Claudia* offered two performances that night. *Student Prince* company at the Grand is weak, but is getting by due to the holiday biz. *Native Son* at the Studebaker is announcing "last weeks," while *Papa Is All* is leaving the Harris tonight (3) after a two-week run.

The coming attraction schedule is bright. *Panama Hattie* comes into the Erlanger, *Pal Joey* into the Grand, while second companies of *Bathe Spirit* and *Angel Street* are in rehearsal for Loop runs.

Big Stem New Year Despite Raid Fears

NEW YORK, Jan. 3.—Despite earlier fears that a mass movement on Times Square New Year's Eve would provide too good a target for a bombing, 500,000 people converged on Broadway to celebrate the arrival of the New Year in an atmosphere that reflected air-raid caution and preparedness.

The number of people on Broadway in no way compared to last year's crowd, which numbered 1,500,000, but the dough was rolling for Broadway entertainment operators just the same. Every musical and legit show hit in town was jammed to capacity, and shows not in the category of hits did far above average business.

Night clubs and restaurants on the Stem were also completely filled. Movie houses, charging \$1.50 per ticket, also reported capacity business. Two thousand policemen and 1,000 air raid wardens, the latter being stationed at traffic lights to turn them out in case of a raid, were on duty and kept the crowds on the constant move. All of Times Square was equipped with amplification for air-raid instructions, and direction signs were posted on buildings.

Midwest Business Up Since Start of War; Clubs Booming

DES MOINES, Jan. 3.—The entertainment business has boomed in the farm belt States with the increase of the war tempo, altho some changes have been brought about and an uncertainty rests with the new year.

Operators view 1942 with some uncertainty as to receipts, but are united in the "Hey Rube" campaign to "Keep 'Em Smiling" as well as "Keep 'Em Flying."

Carl Fox, of Clear Lake, Ia., president of the Midwest Ballroom Operators' Association, struck a keynote by stating ballroom operators in the nation face a No. 1 job of keeping public morale up.

With defense plants dotted thruout the Middle West, farm prices at all-time highs and pay rolls booming, the larger industrial cities still have to experience blackouts and other detriments to amusement fields. Smaller rural spots have been hit, however, with the loss of youths from the farms and smaller communities. Heaviest enlistments so far have been from the farms.

The uncertainty in 1942 depends upon the number of draftees taken into the armed forces. With a large number of youths drafted, ballrooms, roller rinks, theaters, and to some extent, night clubs will lose customers.

The first month of the war found increased gates at most of the entertainment places, with New Year's business one of the heaviest in years in such centers as Omaha, Des Moines, Sioux City, Minneapolis and Kansas City.

Ballrooms failed to feel the customary

holiday slump, with many operators reporting business the best in recent years. Noticeable has been the fact that unknown bands bring in crowds as well as well-known combos, showing the public wants to dance.

Tom Archer, head of the Archer ballroom circuit, reported business up in ballrooms at Des Moines, Omaha, Sioux City, Sioux Falls and St. Joe.

Night clubs are doing heavy business, (See MIDWEST BIZ UP on page 3)

Maurice Schwartz Concerts

NEW YORK, Jan. 3.—Maurice Schwartz, doing "drama readings and humor," and Miriam Rubini, Argentinian who sings in six languages, opened a tour at Jordan Hall, Boston, December 28 at \$2.20 top.

This will be Schwartz's first winter concert tour. It is being booked by International Artists, Inc., with William Mercur as advance man.

Ballroom to Barracks

REVERE, Mass., Jan. 3.—One of the oldest of the Greater Boston ballrooms, the Beachview in Revere, has been taken over by the government as a barracks. More than 450 soldiers are now quartered there, eating mess from field kitchens set up on the dance floor.

Hall formerly was known as the Moorish Castle and also as the Crescent Gardens.

Booking Far in Advance Only In Towns Sure of War Status

NEW YORK, Jan. 3.—Major band-booking offices here are chugging along on a business-as-usual basis, refusing for the most part to admit the slightest lessening of revenue because of war conditions. Reports from the hinterlands insist, however, that all is not as well as it might be, especially in towns which depend for their livelihood upon one or another major industry now in the defense effort.

Detroit, for example, is in a temporary state of upheaval because the automobile biz is being overhauled to make way for all-out defense production. The alteration process means temporary unemployment for many people, plus a tight-fisted attitude on the part of people who still are working but have doubts as to what comes next. Hotel and nitery ops, therefore, are wary of making advance bookings, because they don't know when or to what degree the situation will be righted and the heavy spending will begin again. Right now it is conceded that spending is at a standstill, and band booking far in advance is definitely out of style.

Similar feeling is evident in Akron, O., seat of the rubber industry, which also is up in the air because of the strict governmental rubber rationing. Nobody in Akron and the surrounding rubber country doubts that things will bounce back and work will be as plentiful as

before, but all know that some time is going to pass before a normal economy is reached, and nobody wants to go out on a limb by booking a name ork for a location job months in advance.

Music Corporation of America and General Amusement Corporation one-night bookers here report that they are as busy as ever and expect that business will reach an all-time high within the next couple of months. They are counting on the rising of an amusement fever which is said inevitably to follow the war fever. Meanwhile they report few cancellations and claim that they have more jobs than they have bands to fill.

Best minds in the music biz regard cases like the Detroit and Akron situations as only temporary and believe that there is little reason to suppose that bookings won't be even more lucrative than before in those towns, once people find out where they are and where they are going.

NOTICE

INFORMATION WANTED ON PRESENT WHEREABOUTS OF WILLIAM F. BURKE, FORMER MANAGER TRANSIT THEATRE, ALLENTOWN, PA. SATISFACTORY INFORMATION WILL BE PROMPTLY PAID FOR. BOX 302, THE BILLBOARD, 1564 B'WAY, N. Y. CITY.



THE expected rise in theater business, once the original war jitters got under control and the usual pre-Christmas slump was over, materialized very definitely on the Stem. Boom business was the rule in the de luxe houses, and the better legit shows had a terrific week. . . . A very determined lady of indeterminate age marched up to the counter of a Broadway cafeteria at lunch time the other day and in a strident voice demanded "Yankee pot roast and Liberty cabbage." Now we know the war is official. . . . Walter Winchell, lieutenant commander in the Naval Reserve, reported for active duty last week and was assigned to the press section of the Public Relations Office of the Third Naval District, serving without pay. He'll be on duty four days a week. . . . When WHN recently took Associated Press service to supplement its United Press news, there was only one teletype machine available; so it was moved in and now rests serenely in the WHN news room. It came from the Japanese Embassy in Washington. . . . Plenty of the town's air-raid wardens were nursing headaches last week, even before the new year. A call went out Monday (29) ordering all wardens to be mobilized for duty between the hours of 10 p. m. and 2 a. m. on New Year's Eve.

THE latest Broadway rave is "exotic footwear," a fad that may or may not have been started by Carmen Miranda, with her much-jeweled and much-publicized sandals. There seem to be, quite literally, no heights to which the thing won't go. One Stem booterie is advertising "skyscraper heels"—four and a half inches tall. . . . Jack Zero glowingly reports that he has reached the eminence of doubling, just like any name performer. Only Jack's doubling as a stooge. He's now acting as the buffer for the Diamond Brothers and Buddy Walker at the Latin Quarter in Miami. . . . The dramatic unit at Fort Ontario, Oswego, N. Y., is ready to put on weekly shows for the entertainment of the boys, but at the moment is stymied because of lack of materials. The recreation hall is equipped with a stage that has overhead lights and foots but nothing else, and the lads are wondering if any showman will send along old curtains, drops, valances, borders, drape scenery or anything else that can be spared. A. P. Oakley is stage manager of the group. . . . A story is going the rounds concerning the feminine star of a hit show who recently called up the theater and said she was ill—at the last moment. After hectic preparations her understudy went on, and, according to the reports, did a notably swell job—so swell that rumors of it reached the star at her home. So the star appeared as the first act was ending and insisted on going on herself in the second and third acts. . . . There's an unconfirmed rumor around town that, because of the sudden interest in boys in uniform, Stem film patrons are even becoming polite to theater ushers.

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1941 in the Legitimate Theater

AS IN immediately preceding years, the legitimate stage during 1941 was affected primarily by circumstances over which it had no control—international events, culminating in war at the end of the year, the military program in the United States, the drafting of millions of young men, the disruption of normal national economy, the tremendous new taxes, priorities, increased pay rolls in certain areas, jitters and general hysteria induced by international policies, a devil-may-care attitude new to American life, caused by the uncertainty of what might occur next year or next month or next week—the list could go on almost endlessly. The theater, always sensitive to both economic and psychological changes in the nation, bounced like a bobbin upon the waves of national and international chaos.

As a result, the year of 1941 offered little light as to the future direction of the theater. Only one thing can be sure: so long as the current international upheaval continues, the theater will be directly affected by its fluctuating currents; and only when it has subsided—as sooner or later it must—will the stage be able to face its own future with a reasonable certainty of the direction it will take.

The year started unhappily enough, with only 23 shows running on Broadway the first Saturday in 1941 (January 4). This was a record low, one show under even the previous low of 24 established the year before. Immediately, however, things took a turn for the better. The number of shows running rose to 24 by January 11 and to 26 a week later. This, of course, was nothing to brag about; but during the similar period in 1940 the number of shows running had taken a sudden dive, and the January-to-March period, usually the best of the season, had seen an unprecedented and disastrous lull. Things were better during 1941. Production held up and even continued to rise during the period, and by February 15 there were 29 shows running, the season's peak.

During 1940 the peak had come very late—in early April—and had been caused by a flood of shows coming in for the second session of the New York World's Fair. There was no Fair during 1941, but the totals held up encouragingly anyhow. Instead of going up and then dropping suddenly out of sight during May, as they had done in 1940, they held consistently; and, when the usual spring decline did set in, the retreat was slow and orderly. Thruout June the totals for 1941 were consistently better (not much, but a little) than those for the year before.

Hopes for '41-'42

So many things outside of the theater affected plans for the new season that there was no telling how it might turn. New looseness of financing was counteracted by back-breaking new taxes; new spending habits of theatergoers were counteracted by new fears. Just before the season started, an aura of tremendous optimism prevailed. Plenty of new productions had been announced, a shortage of Broadway houses was already rumored, and all sorts of schemes were afoot. Seasoned stem trend-predictors, however, swallowed all the optimism with a couple of grains of salt.

There was no doubt that the season would be late in starting. It was. Nothing came in thruout August, and September began with only the return engagements of a couple of musicals from the previous season. After that, however, things really started to move—not as quickly or as overwhelmingly as the optimists had hoped but a lot more satisfactorily than during any other recent fall. The schedules almost began to look crowded. In addition, patronage for the better of the new plays was large. Production totals for the first four months of the new season—August thru November—have been by no means huge, but they have shown enough of an increase to be highly encouraging.

In addition, the schedules for the future look unusually healthy. How greatly they may be affected by the war it is impossible to say at the moment.

New plays opening during the fall have followed the usual trend of the past decade; either they have gone immediately into the hit class or else have closed quickly. Despite a number of extremely sudden play-deaths, however, the number of shows running on Broadway during the fall has been consistently ahead of the number running during the corresponding period of 1940. On the last Saturday of November there were 25 running, a very encouraging figure, as compared with only 20 on the corresponding Saturday of 1940.

33 Productions

This is due to two things—longer life of plays presented and, of course, an increasing number. During the season's first four months there were 33 Broadway productions, compared to 29 during 1940. But in the category of new shows the comparison is even better. Only 18 of the 29 were new shows during 1940; this year 28 of the 33 are new. Thus, the increase in premieres is already 10 in just the first four months.

Of the 33, 27 were dramas (24 new plays and three revivals) and six were musicals (four new ones and two returning from the previous season). A comparison with 1940 brings indications that the sudden rebirth of musicals—which started in 1939 with the first World's Fair—may already have petered out. Such a decline was expected; but few predicted that it would occur at least until the end of the current European war. Musical booms in wartime, and they may yet recover from their present set-back.

Of the 29 shows presented in the first four months of the 1940-'41 season, only 20 were plays and nine were musicals.

A breakdown of the 1941 fall season shows that there were no productions at all in August, as against one musical return engagement in August of 1940. September had 10 shows—eight new plays and two musical returns—as against a total of eight productions, only three of which were premieres, in 1940. October saw seven plays presented (five new ones and two revivals) and four new musicals, a total of 11. October, 1940, had had 12 productions, but only eight of them had been regular premieres, as against nine in 1941. In November, 1941, there were 11 new plays, one revival and no musicals at all. That made a total of 12, as against a total of only eight in November of the previous year.

These gains are, after all, slight enough; but they do represent a trend. If they continue thruout the rest of the season of 1941-'42, not only will it be the first season in a decade that fails to set new quantitative lows, but it may actually be the best in five years or more, so far as production totals are concerned.

War Plays

The war had an effect this fall on the content of plays. During the previous year the theater had managed to steer clear of war plays except in a single instance. During 1941, as was inevitable, they increased. During the spring the trend was little in evidence, only two plays dealing with the current struggle were produced from January to the season's end.

This fall, however, the flood began—and we can expect it to increase constantly now, with our own participation in the international conflict. By the end of November, five plays concerning the international situation had already been produced, and there were four others in which international angles prominently figured. This is, of course, a very large percentage—but it will grow increasingly larger.

Escape Plays Decrease

On the other hand, the flood of escapist drama of the most primitive sort

—low comedies, farces and musicals—that marked the start of the 1940-'41 season has largely trickled away. Even plays not dealing directly with the international situation tend to be more serious in tone; and the sudden stoppage of the renaissance of musicals has already been mentioned.

During the year a number of developments occurred in the financial and economic structure of the theater. These included the continuance of the League of New York Theaters-Actors' Equity pact, and also the control of the organizations over scalpers' surcharges, the last aided greatly by the Mitchell Bill, passed during 1940, which legally limits the amount of surcharge. The Mitchell Bill had been disputed unsuccessfully by the ticket brokers, and late in the year they launched another effort in the courts to have it declared unconstitutional.

Sunday showings of legitimate productions on Broadway, permitted by Equity for the first time in the fall of 1940, were continued during the current season. There can be no doubt that their effect has been beneficial. Hit shows seldom use them; but the intermediate productions, hanging in the balance between moderate success and immediate failure, has used them to advantage, often getting weeks of added life thru their aid.

The Experimental Theater, which was finally okayed after months of discussion by Equity and the Dramatists' Guild, went into action during the spring of 1941 and failed pretty generally to live up to the hopes that had been held of it. For one performance each, it presented a revival manned by accepted players and tryouts of two new plays enacted by mingled newcomers and veterans. This failed to touch fundamentally upon the problems for which experimental rulings had originally been suggested. Since the spring the Experimental Theater has been quiescent.

League-Guild Relations

Relations between the League of New York Theaters and the Dramatists' Guild, habitually stormy, were comparatively quiet thruout the year, despite the threat of a lawsuit that might have reached major proportions. The Guild suggested minor changes in the basic agreement with the managers, and the League's members threatened to sue the Guild as a monopoly. The suit was withdrawn after a few weeks when the Guild agreed to make certain minor compromises in its suggestions.

Equity, passing its first full year with an increased minimum (\$50) and increased initiation fee (\$100), felt little real effect from the changes. The minimum failed to affect employment in anywhere near the degree that its opponents had feared, and the raised initiation cut down somewhat on the number of new members joining the organization—which was its purpose in the first place. During the year, too, one of the original clauses in the standard Equity contract with managers was changed, largely because of publicity given the case of Carol Bruce, who was forced to give up profitable radio and night club engagements by B. G. DeSylva, producer of the stage version of *Louisiana Purchase*, in which she was then appearing. He was empowered to do this by the contract clause guaranteeing exclusive service of the performer to the manager of the show. The case raised a storm of protest and, as a result, after a vote of the Equity membership, the clause was dropped from all future contracts.

Most hectic development of the year in Equity, however, was the fight that was started in July, 1940, by Congressman Lambertson, who accused a number of Equity councilmen of being Communists. When Equity elections came up in the spring of 1941, Alan Hewitt, who had been one of Lambertson's victims but who had denied the charges and unsuccessfully demanded that the congressman show proof of them, was

refused renomination to the council by the regular nominating committee, dominated by Equity conservatives. This was so manifestly unfair that an independent group of Equity members nominated Hewitt along with several other candidates, and a bitter election battle was waged. Hewitt and two other members of the independent slate were elected—the first time in Equity history that independent candidates have been successful.

Council Resignations

As a result, Peggy Wood and Florence Reed, vice-presidents of the association, along with 10 Equity councilmen, resigned from office—claiming that the election of these three (two of whom had never been accused even by a congressman of Communist leanings) would allow the council of 50 to be dominated by "subversive" influences. Their resignations were accepted.

Growing out of the situation, however, was a demand that all Communists, Nazis and their "sympathizers" be ruled out of Equity office. The council toiled for months to draw up an amendment for submission to the membership, and finally gave up because of the impossibility of defining satisfactorily the word "sympathizers." The membership, however, voted that some amendment be submitted, regardless; and one will perhaps be offered during the early part of the coming year.

New theater groups have been less active during the past year than at any time since the late '20s—with one notable exception. This is the Savoy Opera Guild, a group of semi-pros who banded together last spring to present Gilbert and Sullivan operettas two or three nights a week, and who have been doing so ever since, with increasing success, at the tiny Cherry Lane Theater in Greenwich Village.

As for the road, it was opened up somewhat by the battle between the United Booking Office and Oscar Serlin. The battle has since simmered down, but it brought a number of film chains, particularly in the Midwest, into the legit fold for the presentation of occasional legitimate touring attractions.

High hopes were held for road grosses during the early fall of 1941, particularly in view of the loosened money in defense areas. However, these were largely premature. The road has been featured during the fall by a number of sudden and unexpected closings; and only in isolated areas, such as Boston, have the high hopes come true.

Generally, it is impossible to say what course the theater will take during the coming year. What happens to it depends primarily upon outside events. However, it showed definite gains during 1941 and displays signs of even greater ones during 1942. If the turmoil of world holocaust increases the amount of production and theatergoing, as is customary, there is no reason why the stage should not hold on to its gains even after the war is over.

HARVESTER SHOWS

(Continued from page 3)

permitted at these two-hour-and-15-minute programs, which represent a "thank you" gesture for business of the preceding year. The shows usually start their circuits between November 15 and December 1 of each year and continue to December 20. The tours resume January 5 and continue for two months.

Despite the curtailment of the manufacturing of farm implements, due to the defense program, the Harvester firm sees no reason for the elimination of the annual shows. Designed as they are to create good will, they will proceed with little interruption.

Elsie Cole and Lou Cohan are among the local bookers who have set shows for the Harvester circuits. Miss Cole booked Al Trace's comedy band. Cohan set Bruce Jordan, June Bertell and Crystal Cook.

Last year Harvester dealers entertained 1,500,000 customers. Admission is by ticket only, but tickets are mailed free of charge.

RADIO'S WAR SHORTAGES

1,000 Technical Men in Service; Ask Fly for Aid

WASHINGTON, Jan. 5.—Pressing need for technically trained men for the armed services of the United States is making vast inroads upon operating personnel of broadcasting stations, and experts this week foresaw a possibility of women standing watch over station equipment to keep them on the air. About 1,000 technical men have already left broadcasting jobs and have gone into the army or the navy, and station owners and managers have already called upon Chairman James Lawrence Fly, of the Defense Communications Board, to see if steps can be taken to assure adequate personnel to keep in business.

Office of Education, the army and the navy have officially called upon the National Association of Broadcasters to muster enough engineers for colleges and universities to teach supplemental courses to men and women to give basic training in radio. NAB program has been under way since July, 1941, but urgency of teaching more people began when Japs bombed Pearl Harbor. It is said authoritatively that no matter how many people the colleges and universities train, the supply will lag behind needs. Military secrecy cloaks the exact numbers required, but it is said to run into thousands.

Co-ordinators of program, headed by Arthur Stringer of the NAB, declare any graduate of high school having two years of high school mathematics and one year of high school physics could qualify for the courses. The educators would operate the courses outside regular curricula and would not interfere with the regular teaching staff.

Defense Communications Board officials indicated that, should stations be so pressed, the FCC requirements for operators in stations to hold first-class licenses could be lowered to second-class operators and thus open up employment possibilities for additional persons. However, stations owners are seeking to have the DCB class technical help as essential employees for seeking deferment by Selective Service boards. This is not promised now, in view of need for qualified radio engineers by military services. Instead, it is proposed to have only the chief engineer of stations hold a first-class license, while all others at operating panels hold only second-class tickets. It is felt that equipment durability and reliability will necessitate a minimum of repair.

Coast Shows Open Doors to Services

HOLLYWOOD, Jan. 3.—The latch-string to radio broadcasts is out to men in the services at both CBS and NBC.

Bing Crosby, Jack Benny, Fibber McGee and Molly, Bob Hope and Kay Kyser are earmarking a specified number of tickets to each of their broadcasts for men in uniform. Hope's own quota is 50 soldier tickets a show, almost one-sixth of his studio capacity.

At CBS Al Pearce has entertained soldiers from March Field and Camp Haan who arrived here in jeeps and transport trucks. Three or four rows are reserved for soldiers, sailors and marines at each show at KNX. Bob Burns recently gave a special show for marines. CBS said that no man in uniform has failed to see a show when the request came in.

"Aldrich" Gets 6-Year Pact

NEW YORK, Jan. 3.—Clifford Goldsmith's *Aldrich Family* has been signed to a six-year contract and will continue on the air until October, 1947, under the sponsorship of General Foods. Young & Rubicam set the deal. Contract's terms include the present star, Ezra Stone.

Aldrich Family is now in its fourth year and ranks No. 5 among all air shows, according to CAB ratings.

The Needle, Watson!

PHILADELPHIA, Jan. 3.—Best commentary on local radio was pulled the other night, innocently enough, by the announcer at one of the local stations. Announcer was chewing the fat in the station lobby with a group of radio actors. All of a sudden he cut his conversation short and ran off yelling: "Excuse me, fellows, I've got to get back in the studio. I've got a big production show coming up next and I haven't picked out the phonograph records yet!"

KYW To Set Up Talent Agency

PHILADELPHIA, Jan. 3.—First major move on part of one of the big local stations to book its radio talent on outside engagements since the AFM removed radio from the band-booking field will be engaged in by KYW, NBC-Red outlet here. Station feeds almost 20 shows a week to the network, all live talent stanzas, and figures time is ripe to cash in on reps being built up by the performers, both locally and nationally.

As a result, station will soon apply for a State license to set up a regular booking agency. Understood that station is waiting until it can buy up all the contracts held on staff artists by outside agents before it springs the talent agency.

Only other station in town with a State booking license is WPEN. However, station's booking activities have been in connection with foreign language shows, primarily Italian and Jewish units.

Entrance of KYW into the talent-booking field, while not relished by independent agents in town, looms as a break for the station's talent. Prestige of station, a 50,000-watter, and its heavy schedule of net feedings mean performers can command a better selling price. Radio performers still recall the lush days when WCAU operated the Universal Artists' Bureau, then headed by Maudie Sacks, now recording chief for Columbia Recording Corporation. Radio booking agency had the town literally tied up, both as to bands and performers, but folded when AFM started franchising band bookers to the exclusion of radio stations.

G-Man Club to KHJ

HOLLYWOOD, Jan. 3.—*Captain Jack's American Jr. G-Man Club*, with badges, membership, secret codes and all, moves its operations and operatives to KHJ January 12 after a year of origination over KPRC, Don Lee's San Francisco station. Show is sponsored by Euclid Candy Company and features Jack Goodman and his narration on *Heroes of American History*. Program will continue to be heard by both KPRC and KHJ listeners.

Censorship Set-Up Will Employ 20,000; Washington To Have 500

WASHINGTON, Jan. 3.—About 20,000 censors will eventually be employed to scrutinize mail, cables, radiograms, press and radio news in the United States, it was learned this week. Under Censorship Director Byron Price, former AP executive editor, hundreds of army and navy personnel now engaged in these duties are to be transferred to the civilian agency. It is believed now that under special orders persons in military services will be permitted to retain their ranks but are to be placed on detached service.

Price has named J. Harold Ryan, long experienced in broadcasting, as a director of Fort Industries, Inc. (WWVA, WSPD, WMMN, WLOK, WHIZ and WAGA), to supervise the program for radio. During the past week Ryan has been conferring with heads of the post-offices, army, navy, State Department, Treasury, FBI and FCC in order to ac-

See Set Manufacturing Soon Cut To Zero; Pinch Felt in Broadcast Equipm't; Mull Engineer Shortage

NEW YORK, Jan. 3.—Opinion of some of radio's leading engineers is that within a brief period the manufacture of radio receivers will be curtailed to the vanishing point, owing to the government's broader defense and war activity. Raymond F. Guy, of NBC's engineering staff, points out that such a development is extremely probable as soon as the government organizes production on a 50 per cent defense basis, as against the 20 per cent basis the country has been on until recently. Axis countries, notably Germany, are on an 85 per cent war basis.

According to Guy, the shortage in equipment for broadcasting stations is already making itself felt, with the result that stations must manage with as few replacement parts as possible. There have already been cases, he points out, where stations have been forced off the air because of a shortage of tubes. Guy adds that some manufacturers won't honor an order for tubes until the station is actually off the air—in order to be certain that the request is an absolute necessity. Other manufacturers of broadcasting equipment will not release parts until they have the raw material necessary to replace the stock. Guy believes that stations will be able to obtain sufficient materials to keep going—owing to the industry's growing importance as a communication and morale medium.

Engineer Shortage

Whether the war will result in a shortage of broadcast engineers is a moot point. Government badly needs skilled

Program Ratings Up In 41; NBC's Gain

NEW YORK, Jan. 3.—Special analysis of 24 CAB reports covering 1941, prepared by the NBC Research Division, indicates a 4 per cent increase in listening to commercial programs carried by the four networks, as compared with the previous year. According to NBC, the NBC Red network jumped to 8 per cent over 1940.

Analysis shows that the aggregate ratings earned by all four nets for 1941 were 2,558 points over 1940, NBC making the claim that the major portion of this gain was accounted for by the Red net. Of the 2,558 points gain, the Red net accounted for 2,112 points gain, or 83 per cent of the total. The other nets accounted for 446 points gain, or 17 per cent of the total.

The Red net's programs, according to the tabulation, averaged 17 per cent higher ratings at night and 22 per cent higher in the daytime than the average rating for all networks.

cathode ray engineers, design and research men, but Guy believes the industry will not be unduly disturbed. Industry now has about 5,000 to 6,000 engineers in the 800-odd stations. Of these, about 500 are associated with international broadcasting. Many of radio's engineers already hold reserve commissions in the armed services, and most of the younger engineers are scattered among the smaller stations.

In the event government must call on radio's engineers, it is felt that radio may ask for a deferment for some of the men, but Guy believes this will not be necessary, owing to the great army of skilled radio amateurs available. All told, some 50,000 ham operators are licensed (although their stations are not on the air now), and it is estimated that three-fourths of these are of an age where they could be useful to the military.

E. K. Cohan, head of the engineering department of Columbia Broadcasting System, says that, of all radio personnel, the greatest shortage is likely to be in the engineering category. He says the pinch has not yet been felt by CBS, but they know it exists. The severity of the shortage, according to Cohan, will depend upon the industry's status with respect to emergency conditions. Ninety per cent of radio's technical men, says Cohan, are valuable for war, and many are reserve officers.

Jack R. Poppele, WOR's chief engineer, states there is a definite shortage of engineers now, that a lot have served in the reserves in the army, navy and national guard, and that these are being called into the services to fill a gap in the military's technical staff.

"The older broadcast engineers," says Poppele, "will have to work harder and train newer men."

"The shortage of engineers," he adds, "is definitely more severe than a shortage of actors or performers." Poppele added that radio amateurs would be a wonderful line of secondary defense, and that the engineers who carry on at stations would have to forego "fancy experiments."

Carter's Sponsors "Gay Nineties" Cast

NEW YORK, Jan. 3.—Carter's Liver Pills, which has the *Inner Sanctum*-Boris Karloff show Sunday nights on NBC Blue, is going to experiment with a different show for the Midwest only.

Starting January 11, Carter's will sponsor *Those Good Old Days*, which will emanate from New York and use the cast of Bill Hardy's *Gay Nineties* night club here. Pat Barnes will emcee and Blanche Ring will be the first "guest star."

Odd angle is that the *Gay Nineties* is probably the first local night club to get a network sponsor. Most sponsors have shied away from night club tie-ups, feeling the nitery field lacked dignity and prestige.

Abbott-Costello, Morris Arb Delay

NEW YORK, Jan. 3.—The arbitration hearing involving William Morris Agency and Abbott and Costello, set to take place in Hollywood January 17, has been postponed. New date of the hearing has not been set.

Meanwhile witnesses here are being subpoenaed for a transcription of testimony, which will be sent to the Coast when completed.

The hearings are being held under the auspices of the American Arbitration Association. The comies are under the personal management of Edward Sherman. Wilzin & Halperin are representing the Morris office in the case, while I. Robert Broder represents Abbott and Costello.

Program Reviews

EST Unless Otherwise Indicated

"Kraft Music Hall"

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

Kraft show has undergone some fairly extensive talent changes; Mary Martin has replaced Connie Boswell, who left for a tour of personal appearances; in addition, comedy side has been hyped by the addition of Victor Borge, Danish comic. It is a tribute to Bing Crosby, program's highlight, that the Music Hall seems to survive all talent changes—these changes simply pointing up the fact that the show is completely dependent on Crosby.

Debut of Mary Martin was not particularly auspicious. She engaged in comedy sketches and warbled a few tunes. Delivered fairly well—but she is no Connie Boswell and is not likely to fill the gap. Miss Martin did her warbling both solo and in duo with Crosby, her best tune being the oldie, *Ta-Ra-Ra Boom De-Ay*. Even this was somewhat spoiled by an over-elaborate arrangement, part of the tune being done in conga rhythm.

Borge, a regular after a couple of auspicious guest shots, presents a style of comedy new to American listeners. It's rather intellectual, a bit on the screwball side, and definitely worth while. Borge has been in the country only about 10 months, still speaks with an accent, but is very easily understood. His best bit on Thursday's show was his delivery of "phonetic pronunciation," a nut rendition preceded by a pseudo-scholastic explanation.

Rest of the show was par—which is good. Crosby in usual good voice and manner. John Scott Trotter superbly handles the musical direction, and Jerry Lester okay with the gags. Guests were Wingy Mannone, who has been a frequent visitor on Kraft lately, and Dusolina Giannini, opera star. They gave out with their diverse talents, Miss Giannini warbling beautifully and Wingy blowing his horn. Best use of the guests, however, was a sketch allegedly tracing the life of Mannone. Crosby was narrator for this piece, with Mannone chiming in with jive talk. A very clever script. *Paul Ackerman.*

"War Extra"

Reviewed Tuesday, 10:30-10:45 p.m. Style—News analysis. Sustaining over WBZ (Boston).

John Barry, whose regular news broadcasts are sponsored by one of the local banks, is now on an extra three times a week on a sustaining shot with the latest news flashes. Barry is war editor of *The Boston Evening Globe* and one of the city's outstanding newspapermen.

It seems a shame that this shot isn't picked up for network consumption. Barry is one of the sanest and clearest of all commentators on the air. He has a direct, simple approach and a homey manner that most of the others lack. Listening to Barry is like listening to your next door neighbor—he talks in language you understand, draws parallels you understand and clarifies points that the lay public is generally in the dark about but which most commentators seem to take for granted. Could easily make a reputation if he went on network.

On show caught he spent a little time discussing the various aspects of the Roosevelt-Churchill meeting in Washington and then, picking up the foreign news, explained the significance of the new German moves.

Barry's shots are the first thing in the line of real public service that the Boston stations have produced—certainly the first attempt at public service that remains interesting. *Mike Kaplan.*

"Vocal Help Wanted"

Reviewed Wednesday, 3:30-3:45 p.m. Style—Singing. Sustaining on WCAU (Philadelphia).

As a clearing house for the town's vocal talents, station puts out the call each day for two aspirants. Although there is an open door here, it's not an amateur show in the strict sense. Candidates for the daily stanza are selected on the basis of auditions outside the studio. Both voices when caught admitted previous radio experience.

The *Help Wanted* sign is out daily and, eliminating one of the two voices heard on the basis of listener votes, daily winning voices enter the soloists' show Friday to compete for cash awards. Doris Havens, studio accompanist, auditions the aspirants and provides an organ background.

Two voices when caught had plenty on the ball, and stanza undoubtedly goes far in proving that there is plenty of top talent blushing unseen here. Show has been a stepping stone for a number and if the right people listen in, as they should, stanza is a short-cut for a talent scout's chores. It makes a listener's treat as well.

When caught Harold McNare belatedly *Heart and Soul*, and May Joy, a Negro, displayed tutored contralto tonils with *When a Gypsy Makes a Violin Cry*. *Maurie Grodenker.*

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. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

PHIL BAKER took over the emcee spot on Eversharp's *Take-It-Or-Leave-It* (WABC-CBS, Sunday, 10-10:30 p. m.), replacing Bob Hawk. Baker, on his opener, was not quite as fast with the gab and gags as Hawk, maintaining what seemed to be a more studied and less informal style than his predecessor. Baker did get his gags across while quizzing and chatting with the participants, but his style of delivery is much different from that of the boisterous Hawk. Baker is restrained by comparison.

Otherwise show shapes up much as before, with David Ross announcing and Eversharp giving away its money—up to \$64 for the smarter contestants. Baker tried very hard for the quizzees, and most of them did very well for themselves. *Ackerman.*

MIDWEST BIZ UP

(Continued from page 5) with many new ones springing up. Dave Fidler, manager of Club 100, reported a 45 per cent increase in business during December over a year ago. Other spots reported similar booms.

Stageshows have had a spotty reaction, with motion picture houses reacting favorably on good pictures, with off-business on poor ones. Traveling shows in Des Moines have failed to come up to par, with *My Sister Eileen* drawing only 2,000 customers at the Shrine Auditorium and *Blossom Time* on December 28 pulling the same number.

An increase in the use of stageshows is expected by the theater men, and Emil Franke, manager of the Orpheum, predicts a run of girl shows during 1942. Tri-States in Des Moines has already booked name bands, including Ted Weems, Ink Spots and Sammy Kaye for the first part of the year.

Roller rinks report increased business, with Fred Boyer, Des Moines operator, placing receipts ahead of 1940. Boyer also reported business up in Sioux City and several other Iowa spots.

Fair managers are going ahead with plans for 1942, altho they expect some curtailment. Iowa State fair men predict a large attendance, altho machinery exhibits will probably be curtailed. So far there has been no move to drop automobile racing.

New Use for Radio

LINCOLN, Neb., Jan. 3.—Page Rube Goldberg!

Doc Hull, who runs an early morning wake-up program thru which he chatters to non-back-talking Stan Sievers, his engineer, got a letter from one of his fans this week, who said:

"My boy has always been forgetting his ear-muffs this winter when he goes to school, but you've helped him remember. I tune in your program every morning by his bedside to wake him up—and, believe it or not, he usually puts the earmuffs on before the rest of his clothes."

Admirals Leave NBC For Officer Posts; Rosy Possibilities

NEW YORK, Jan. 3.—National Broadcasting Company is now suffering (?) an acute shortage of page boys, euphronically termed "admirals" in the trade. Fourteen or upwards of the sparkling lads have left the confines of Radio City for the armed services, all this happening since the Japanese attack on Pearl Harbor.

This dropping of the NBC gold braid for a worthier purpose follows other incursions made in the page-boy ranks by the draft—with the result that NBC is now lowering its page-boy standards—heretofore very high.

In brief, you do not have to be a Phi Beta Kappa lad any more to be an NBC admiral. It is no longer necessary to have a college education in fact—NBC having decided to take on boys with high-school training.

Shortage of admirals is all the more acute owing to recent NBC ruling that tours around the NBC studios be limited to 14 guests per admiral, owing to fear of

WNEW's Dec. Biz Breaks Records

NEW YORK, Jan. 3.—WNEW's business for the month of December has broken all station records, breakdown showing that 21 sponsors contracted for 1,849 quarter hours, 52 half hours and 5,468 spot announcements. With December normally a slow month, this is regarded as an indication that radio, as yet, shows no signs of being hurt by the war.

Of the contracts signed, most are for 52-week periods and all except one are national advertisers.

New business placed during the month, apart from renewals, includes Hennafoam Shampoo, for 52 weeks, a total of 312 quarter-hour periods; American Tobacco Company, 63 two-minute announcements weekly for 13 weeks for Lucky Strike; Marlin Razor Blade Company, three announcements weekly for a period of 13 weeks; Wheatena Company, 54 musical quarter-hour periods for 18 weeks; Pride of the Farm Ketchup, 10 announcements weekly for 52 weeks; Pall Mall Cigarettes, 42 announcements weekly for 13 weeks; Knox Company for Cystex, 156 quarter-hour news periods; Cascade Laundry Company, one-year contract calling for 312 quarter-hour musical programs; Adams Chic Company, year's contract for 156 quarter-hour musical programs plus 168 spot announcements; Simon Ackerman Clothes, year's contract calling for half-hour news commentary, and Mission Bell Wines, six quarter-hour periods a week plus 51 announcements weekly for 52 weeks.

Renewal biz also heavy.

sabotage, etc. Prior to emergency conditions, one admiral would often escort 35 to 40 guests.

Some of the page boys were reserve officers and now face the rosy possibility that some of their erstwhile bosses will be privates under them.

Advertisers, Agencies, Stations

NEW YORK:

BOB HAWK, recently quizmaster on Eversharp's *Take-It-Or-Leave-It*, debuts in his new program, sponsored by R. J. Reynolds Tobacco Company, January 9. Titled *How'm I Doin'?* . . . Sunnyvale Packing Company, effective January 5, sponsors *Jane Endicott, Reporter* on five CBS Coast stations Mondays, Wednesdays and Fridays, 10:45-11 PST, in interests of Rancho Soups. Lord & Thomas handled the deal. . . . *Saturday Night Serenade*, sponsored by Pet Milk Company, debuts on WABC January 17. New York outlet enlarges the program's network to 57 CBS stations. Account is handled by the Gardner Agency. . . . *Can You Top This?* WOR comedy show, will be sponsored Tuesday nights by Kirkman Company, a division of Colgate-Palmolive-Peet. . . . Gabriel Heatter's three WOR-Mutual sponsors have renewed the commentator, effective January 4. Kreml and Forhan's have renewed for 52 weeks, and Barbasol for 13 weeks. . . . The American Tobacco Company will sponsor two-minute announcements on WABC Mondays thru Fridays for Lucky Strike, effective January 5. . . . P. Lorillard Company, for Old Golds, has renewed its participation in Arthur Godfrey's morning program, 6:30-7:45, Mondays thru Saturdays, on WABC. J. Walter Thompson is the agency.

CHICAGO:

WGN reports that 1941 was the best business year in its history. Gross revenue will show an increase of about 23 per cent. In 1940 an increase of 17.9 per cent was noted over 1939. . . . Arthur F. Harre has been appointed local sales manager of WIND. He moves over from WAAF, where he held a managerial post for six years. . . . Ruthrauff & Ryan, which closed its Detroit branch, is planning to absorb some of its Motor City help in the local office. . . . W59C's newest sponsor is the Ricketts Restaurant. . . . Lucille Gilliespie, assistant continuity editor at WBEM, said "I do" to Hatcher B. Smith, architect, last week. . . . New CBS publicity writer is Don Danielson, formerly of *The Dixon* (Ill.) *Telegraph*. . . . Richard Locke, a Russell M. Seeds Agency producer, has signed for the Air Corps in the office and supply depot stationed at Jefferson Barracks, St. Louis. . . . Another former radio man in uniform is Ed Cleland, WBMM continuity writer, who is in the

Canadian Army. . . . WJJD has landed a Singing Sam *Refreshment Time* series from the Coca-Cola Bottling Company, calling for 15 minutes Monday thru Friday for 52 weeks.

PHILADELPHIA:

BILL SMITH, coming in from WKNY, Kingston, N. Y., joins the WHAT staff as publicity chief and announcer. . . . Florence Smith has joined the WFIL sales staff in a secretarial capacity with Helen Kuestner, new to the KYW office staff. . . . Lee Kyser, WIP vocalist, is a rigger at Sun Shipyard during the night hours, and Paul Titus, another chirper from the same station, spends his free hours as public relations director of the Paulsboro (N. Y.) defense crew. . . . WIBG adds a half hour to its daily schedule with the new year. . . . Harry Schlegel, former New York newspaperman, is new WPEN publicity chief, succeeding Ira Walsh, who resigned to become radio and television co-ordinator for the *Hale America* set-up under civilian defense. . . . Oswald Advertising Agency gets the National Foam System, fire prevention equipment, account, agency adding Samuel K. Bell to its staff. . . . WFIL has issued new rate card, redesigned for simplicity and readability.

LOS ANGELES:

FRANK GOSS, CBS announcer for *Hollywood Showcase*, was emcee at a Christmas charity show presented by the Long Beach Junior Chamber of Commerce. . . . Daily resume of KECA's best bets, *What's Doing*, formerly heard at 3:15 p.m. PST, Monday thru Friday, will be heard at 4:30 p.m. Monday, Tuesday, Wednesday and Friday. Old-time schedule will continue on Thursday. . . . Russ Johnston, Columbia Pacific network program director, is back in Hollywood after a flight to Fresno for conferences with KARM officials. . . . With winter setting in, KFI is issuing frost warnings to citrus fruit growers within 137,000 square mile area. Warnings are by Floyd Young, government meteorologist in Pomona. . . . Young & Rubicam, Inc., represented International Silver Company in the signing of a 52-week renewal contract for *Silver Theater*. Contract expires December 27, 1942. . . . *Signal Carnival*, heard on KFI, moves to 9:30 p.m. Sunday from the 8:05 p.m. spot.



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Radio Talent New York

By JERRY LESSER

SHEILA BROMLEY, of pictures, is here to break into radio. Heard her this week on *Michael and Kitty*. She shows great promise. . . . **DON McLAUGHLIN**, who has a son about two, has rounded out his family by getting himself a daughter, **JANET IRENE**, born December 29. . . . **LADDIE SEAMAN** lands the role of Mickey on *Front Page Farrell*. . . . **FRANK LOVEJOY** joins the cast of *Bright Horizon* this week. . . . **ADRIAN MARDEN'S** husband, **WHITNER BISSELL**, of the theater, is also trying his hand at radio, making his debut on *Grand Central Station* this week. . . . **LARRY ELLIOT** is constantly thinking up new ways to get people to buy more Defense Bonds. **ELLIOTT** bought himself \$20 worth of Defense Stamps and used them to pay his expenses for the day. The stamps were accepted without question by everyone he dealt with, and that night **ELLIOT** placed all the the left-overs in his own book. . . .

ARNOLD STANG, who for years played Seymour on *The Goldbergs*, appears soon in his first legitimate production, *All in Favor*. Play opens on Broadway soon. . . . **JOHNNY**, diminutive call boy on *Philip Morris Playhouse*, has turned over his motor cruiser to the U. S. Coast Guard. . . . **MAURICE TARPLIN** and this writer are in the midst of their sixth year on *Gangbusters*, the show whose rating rises and rises with each succeeding year. . . . **LARRY LESEUER**, CBS correspondent with the hard-hitting Red Army, threatens to start the war-trophy flood all over again in the United States. As the Russian soldiers corral the munitions and military equipment which the retreating Nazis leave behind them, **LARRY** is

doing a little collecting. A cabled Christmas message from **LESEUER** to the folks in the CBS newsroom in New York informs: ". . . and I have German trophies for all." **LARRY** evidently finds his assignment a bit tame, as there's a wistful note in his cable which reads: "Would like to be sharing your exciting times back home."

TIP of the week: Look for a new actor in the *Mortimer Snerk* role soon after the first, as **FRANK READICK** is retiring from the part. Doesn't feel easy in it. . . . **JOAN BLAINE** starts her new series, *So Big*, over CBS January 13. . . . They tell us that a Chicago ad agency has optioned **AL JOLSON'S** services for the new year. . . . **MILTON HERMAN**, who deserted the stage years ago for radio, has accepted his first stage play in many years. Is now in rehearsal. . . . **WALTER KINSELLA** is a newcomer to the *Court of Missing Heirs* cast.

EACH year we say the same thing to all readers: This is your column and it is a joy to us to print any cute happening or funny incident or juicy news tidbit concerning yourselves. But you've got to let us know about it. Just a note or a post card will do the trick.

HERE are a few laughs for you: **Trumpeter HARRY JAMES** says he heard of a very wicked ghost who is the black sheet of the family. . . . **JOHN KIRBY** knows a very tight radio producer. When one of his actors asks for a raise, the producer gives him a box to stand on. . . . Sooner or later, says **PATTI ANDREWS**, the man who spends his money like water will be around trying to float a loan.

Chicago

By NAT GREEN

THE Lind Brothers have changed their billing to the Noteworthy's for the new **WBBM** sustainers, *Sing and Swing Unlimited*, which started its Saturday morning series January 3. . . . **RUSS BROWN**, new staff baritone; **VERA LANE** and **CAESAR PETRILLO'S** band will augment the talent line-up. . . . **LESTER ELLIOTT**, producer of three successive legit flops at the Great Northern, will not give up following the closing of the current *Take My Advice*, which is good news to local radio performers. About 90 per cent of his casts are plucked from radio row. Present show has **SUNDA LOVE**, **FRANK PACELLI**, **NORMA JEAN ROSS**, **JOHN CONNOR** and **DOUGLAS HOPE**. . . . **XAVIER CUGAT** will air his next 10 Camel shows from town, since he will be stationed at the Palmer House here for the next couple of months. Program switched to **NBC-Blue** Tuesday (6). . . . **BETTY WINKLER** was back in her home town over the week-end long enough to play the lead in *Knickerbocker Playhouse's A Corpse Is Doing Nicely*.

John Harrington Jr., eight weeks old. . . . The *Carnation* show celebrated its 10th birthday Monday (5). . . . **WIND** is now playing a prominent spot in the band-remotes picture, picking up the musical combos at the *Paradise Ballroom*, *Eitel's Restaurant* and the *Rumba Casino*. . . . **WGN** has three more *Theater of the Air* operas slated for this series—*Faust*, January 17; *La Boheme*, February 21; *Lohengrin*, February 28. To boost these shows **HAROLD TURNER**, staff pianist, started an *Operetta Preview* program Thursday (1), during which he plays some of the tunes from coming productions. . . . **CALDWELL CLINE**, formerly of **WWNC**, Asheville, N. C., is a new producer at **WBBM**. . . . Bands in this area will get a break on *Coca-Cola's Spotlight Bands* programs this month when the show originates from **WGN**. Already set for spots are **LAWRENCE WELK**, **DICK JURGENS**, **DEL COURTNEY** and **ART KASSEL**. . . . **ANN HUNTER**, **WAIT** news commentator, is benefiting by a publicity build-up designed by her sponsors, *Old Settler Bread*. . . . **WBBM** started a new Friday afternoon musical, *Song of the Islands*, featuring popular Hawaiian music as interpreted by **Caesar Petrillo** and band.

JOHN HARRINGTON, **WBBM** announcer, is spending a three-week vacation in Florida. His companion is

Hollywood

By SAM ABBOTT

LUM AND **ABNER** have agreed on *The Bashful Bachelor* as the title of their second picture, recently completed at **RKO-Pathé**. . . . **RUDY VALLEE** has been renewed for the *Kraft Sealtest* show. . . . When **LOU BRING'S** young son was asked what shows he liked he named **Gene Autry's**, **Gene Simmons's** and **Al Pearce's**. **Poppa Bring** is musical director for all three. . . . **HAL PEARY'S** show, *The Great Gildersleeve*, will reach **NBC-Red** listeners at 8 p.m. **PST** beginning January 4. Program has been heard in the past at 8:30 p.m. **PST**. . . . **WEN NILES**, announcer for *Al Pearce and His Gang* over **CBS**, will appear in a new **Republic Studios** production starring **Margaret Lindsay** and **John Howard**. . . . **BILL GOODWIN**, *Blondie* announcer, is a gentleman-farmer in the

San Fernando Valley. . . . **LEITH STEVENS**, musical director of *Big Town*, had a big housewarming at his new *Tarzana* ranch New Year's Day for the cast. . . . **GALE GORDON**, heard with **SHARON DOUGLAS** on *The Second Mrs. Burton*, is an air warden in his home district. His wife, **VIRGINIA CURLEY**, is also a volunteer defense worker. . . . **GINNY SIMMS** left for Yosemite following her December 26 broadcast, for her first vacation in four years. . . . **FIBBER MCGEE** is working on a flood control project for his Encino home. He is Encino's Chamber of Commerce president. . . . **MEL BLANC**, dialectician on *Signal Carnival*, in addition to being **Pedro**, has been heard as an Irish cop, a Brooklynite, a Cockney and several others.

D of J's Action Against CBS, NBC More Drastic Than FCC's Rulings; Nets Stress Injury to War Effort

WASHINGTON, Jan. 3.—Chain broadcasting rules, ordered by the Federal Communications Commission, are mild compared to reforms sought by the Department of Justice in civil anti-trust actions brought Wednesday (31) against **National Broadcasting Company** and **Columbia Broadcasting System** in Chicago, trade observers here believe. Should the government arm of the law have its way in the courts, **NBC** would be required to put one of its two networks (**Blue**) into hands of receivers for sale to outside parties. **CBS** also would have to put three of its own operating properties (possibly **WBT**, Charlotte, N. C.; **WCCO**, Minneapolis, and **KMOX**, St. Louis) into receiver's hands for sale. Talent operations of **NBC**, since sale to former officers of the company, are said to be negligible and not subject to complaint of Justice Department. Action filed by **Thurman Arnold's** Anti-Trust Division, however, said that "artists have submitted to terms of (**NBC**) management contracts and have refused to contract with so-called independent concert or artist management agencies because of **NBC's** power to popularize talent thru performance over radio networks to a degree not enjoyed by any other management services." It asked that the court enjoin **NBC** from ever acting in this capacity again.

Entire alphabet nearly came into use as **Victor Waters**, special assistant to the attorney general, listed his charges, beginning with **A** and ending with **U**. So far as talent is concerned it was charged that there are "unknown thousands of individuals" in America possessing talent, many of whom could rise to national fame if given equal opportunity to appear before the network microphones. Justice Department spokesmen denied there had been any basis to earlier reports of the broadcasting anti-trust case being delayed by differences of opinion within the department itself. Instead it was asserted that this case, which has been underway for more than a year, pursued its normal course. Further it was declared there is no connection between this case in Chicago and the networks' injunction suits against the **FCC**, now pending in the New York courts.

Talk about town, altho unconfirmed, still insists that the Justice action against **NBC** and **CBS** is to be implemented by another civil anti-trust complaint to be filed by the **Mutual Broadcasting System**. It is reported that the **Mutual** system would ask triple damages for being kept out of major markets and deprived of network business because of alleged conspiracy between **CBS** and **NBC**.

NEW YORK, Jan. 3.—Filing of civil suits in Federal District Court, Chicago, Wednesday, against the **National Broadcasting Company** and **Columbia Broadcasting System**, alleging monopoly and calling for a drastic revamping of network radio as it exists today, elicited prompt statements of rebuttal by both **NBC** and **CBS**, **NBC** meanwhile announcing that the new developments would not hinder its plans for the separation of the **Red** and **Blue** networks. **NBC's** plan is still to hold its meeting of **NBC-Blue** affiliates in Chicago January 15 to ratify, if possible, plans for separation of the **Red** and **Blue** so that the **Blue** can begin operation by February 15 under the presidency and executive vice-presidency respectively of **Mark Wood** and **Edgar Kobak**.

Meanwhile, the chains regarded the Department of Justice's suit with a mixture of amazement and belligerence, **Niles Trammel**, **NBC** president, stating, "Substantially these same matters are already in suit in a case brought by the **NBC** against the Federal Communications Commission in the Federal Court in New York, which is already set for a hearing during the next two weeks. Why another suit was brought in Chicago on the same matters prior to the determination in New York of the powers of the Federal Communications Commission, we are at a loss to understand."

Trammel here refers to the **NBC** suit seeking to secure an injunction restraining the **FCC** from putting into effect its rulings of October 11. This comes to trial on January 12, and in it **NBC** will try to secure a clarification of the powers of the **FCC**.

Trammel further pointed out inconsistencies between demands of the **FCC** and the **D. of J.** as regards their attacks on the chains. **Trammel** states: "The suit in Chicago . . . asks liquidation of one of the two networks operated by **NBC**. It is inexplicable to me why one branch of the government should seek to compel liquidation of one of our networks when another branch of the government only recently suspended indefinitely its prior rule in that regard." **Trammel** then quoted the **FCC**, which in its last public statement on the subject said, "Any policy requiring the sale of substantial properties should be applied with due regard for the preservation of fair values, and the Commission wishes to avoid the semblance of a forced sale."

Trammel, adding that the "American public knows that no monopoly exists in radio broadcasting and that there is keenest competition for stations, artists, programs and advertisers," stated that the American system of free radio is threatened. He went on to add that "The confusion as to the purpose of this new Chicago suit is heightened by the fact that, since the declaration of war, other high authorities of the government have expressed to us their wish that nothing be done to disturb the present network structures of the **NBC**, as the full facilities of these networks are urgently needed to serve the government and the public during the present war."

"I can imagine nothing more certain to destroy this vital asset than to follow the plan of receivership and liquidation now demanded by the Department of Justice."

William S. Paley, president of **CBS**, described the Chicago proceeding as "An outgrowth of the persistent attempt by the **FCC** to tear apart the present system of network broadcasting in favor of its own impractical theories." **Paley** argued that chaos would result, freedom of the air would be destroyed and added that "CBS has challenged the Commission's right to make such regulations, and the regulations themselves, before a statutory Federal Court in New York, and this case is to be argued January 12."

He added that the Department of Justice has adopted the Commission's philosophy "in toto," and that it is "unfortunate that the networks should thus be harassed in wartime, when their whole energies should be bent to the furthering of the national effort."

CHICAGO, Jan. 3.—Radio Corporation of America, **NBC** and **Columbia** are the defendants in two civil suits filed here in United States District Court by **Daniel Britt**, assistant attorney general in charge of the anti-trust division. Suits charge the defendants with alleged monopolistic practices and seek to restrain them from entering into an exclusive contract with any radio station, from signing any station contract for more than two years, and from barring electrical manufacturers from "reasonable access" to their studios for transmission of recordings.

The suits seek to compel **RCA** and **NBC** to abandon either their **Red** or **Blue** network and enjoin **CBS** from turning over to receivers its stock interests in stations in towns with fewer than four stations. (**NBC**, in the meantime, called a meeting of **Blue** network station execs to be held at the *Drake Hotel* here January 15 to discuss the future operations of that network).

Suits charge that the two radio chains, by owning key stations and using exclusive contracts, control the broadcast time of 268 of the 800 commercial stations in the United States, with 50 of the 52 clear-channel stations among them.

Britt explained that the local action is independent of any ruling or order given by the Federal Communications Commission, this being a legal proceeding rather than an administrative regulation.

PHILADELPHIA, Jan. 3.—Possibility is that one of the local stations will go highbrow all the way, adopting the set-up of **WQXR** in New York. **WHAT**, *Philadelphia Record* part-timer, awaiting a power increase and full-time go-sign from the **FCC**, has designs on the **WQXR** program formula, with nothing but classical music to be featured.

NO AFM BLACKOUT CLAUSES

Recommendations Studied, But Org Tabs 'Em Jitters

NEW YORK, Jan. 3.—American Federation of Musicians has found itself deluged the past couple of weeks with recommendations for blackout and other war clauses for band contracts. Booking offices have been running into cases where nitery and dansant ops have asked to have their ork contracts predicated on automatic cancellations should a blackout or city-wide air raid drill threaten to hurt biz.

Union is studying the various recommendations, it reports, but says that in all probability no positive action will be taken. The AFM feels that band dates should not be canceled because of a case of jitters. One AFM spokesman pointed out that "blackout clauses" would cause no end of confusion and expense to traveling orks, which may make long hops to find that the date has been canceled on an hour's notice.

England's experience offers another argument for the AFM, altho in that country all entertainment is under centralized control. Nothing short of a real air raid gives ground for cancellation in London. Facilities are so grooved in that country now that life goes on despite an even more imminent danger than has yet faced the U. S.

Union execs here figure that much of the original excitement and panic, especially manifest on both Coasts, will die down soon, and dine and dance spots will find their biz unaffected by threats of enemy action.

Local 802, here, says it has had several questions tossed at it by worried ops and band leaders, but has made no recommendations to the national. There have been several cancellations following the war's outbreak December 7, but most of them have come under the regulation 48-hour cancellation clause. Local hasn't had a case yet where an ork was on its way to a date to find on arrival that the op wanted to cancel because of a practice blackout.

Brazilian Music New ASCAP-BMI War

NEW YORK, Jan. 3.—Soledade Brasileira de Autores Teatrais, one of the two important Brazilian performing rights societies, has assigned exclusive rights for U. S. performances of its tunes to BMI. Contract is for three years and took effect Thursday (1).

ASCAP announced last week that it had completed negotiations for a two-year agreement with ABCA (Association of Brazilian Composers and Authors). ASCAP claims that SBAT is merely composed of stage authors and penmen, whereas ABCA, it says, is the foremost org of Brazilian pop writers. BMI claims that addition of SBAT catalog to the Argentine, Mexican and Cuban societies' stuff it already has gives it the majority of outstanding Latin material.

Hot Lick Lomond

NEW YORK, Jan. 3.—Newest band instrumentation to hit New York—two bagpipes augmented by a drum—is booked solid on Fifth Avenue here, drawing crowds by the minute and paying no commissions. Oddly created symphony consists of two bagpipe players in Scottish kilts and a full-blooded Indian in feathered regalia.

Bagpipe blowers formerly worked as a duo, patrolling Fifth Avenue in behalf of the British-American Ambulance Corps, but since the U. S. entrance into the war the redskin has been added as a symbol of British-American unity—but to the complete sacrifice of musical unity.

Indian, who is the hottest of the three, with a straight tom-tom beat to the bagpipe accompaniment and an eight-beat boogie foot motion, wanted to be the band's personal manager, it is reported, but was allegedly turned down because he didn't have a law degree.

Japs Cramp T. D.

HOLLYWOOD, Jan. 3.—Defense regulations prohibiting use of spotlights cheated Tommy Dorsey and his orchestra out of a real Hollywood opening at the Palladium Tuesday night, December 30. Spots in front of the ballroom were conspicuous by their absence.

Dorsey set a record for Tuesday night openings, with 4,800 passing thru the turnstiles. Complimentaries were dropped and doorman honored only press passes. Spot charges 65 cents per person.

USO Will Foot Nut On Ork Camp Dates

NEW YORK, Jan. 3.—USO-Camp Shows, Inc., has decided to set aside a special budget to cover traveling expenses of bands touring the camps. Two weeks ago Camp Shows, in conjunction with the major booking offices, set up machinery for the bands to take in camps while on tour, but each ork was to foot its own expenses.

American Federation of Musicians gave its okay to the general picture, but was unofficially frowning on the expense idea. Many of the leaders who accepted the camp stints showed willingness to pay their own expenses, and in those cases that will be the arrangement. But orks without extra dough to spread around will now tip off Camp Shows, and the org will pay the bill.

Kemper Quits Heidt; Plans His Own Band

LOS ANGELES, Jan. 3.—Ronnie Kemper, featured novelty vocalist, has quit the Horace Heidt band and plans to come up with his own crew very shortly.

Kemper left Heidt New Year's Eve. He will probably stay around here for several weeks, ironing out angles connected with a possible radio commercial and recording contract. Expects to have own ork under way soon.

LOS ANGELES, Jan. 3.—Setting a new record of 3,000 at Casa Manana the second night after he opened, Horace Heidt went further to break that mark by hitting 3,700 Christmas night despite rain. Heidt's new mark is within 300 of the house record, set when a private party was staged and tickets were sold by committees for 30 days in advance of the event.

New record of 3,700 is particularly outstanding because of the weather. Christmas Day was rainy and foggy, making automobile transportation difficult. Casa Manana is hard to reach except by automobile.

Victor Has Squatter's Rights On 'Coke' Show; Wins 'Em All

NEW YORK, Jan. 3.—Not only are the bluebirds over the White Cliffs of Dover, but the Victor-Bluebirds have taken over the Coca-Cola show and look as if they'll be in command for several weeks to come.

Since the inception of the show nine weeks ago, the Saturday night "honor" band has, in every case, been either a Victor or Bluebird outfit. Freddy Martin carted off the "Coke" plaque four times with *Piano Concerto*. Glenn Miller won twice with *Chatanooga Choo Choo*, and Tommy Dorsey's *This Love of Mine* got the nod twice, with every probability that it will grab the cake a third time tonight.

Columbia and Decca have been given a fighting chance to squeeze into the Saturday spotlight some day by the balky attitude recently adopted by Glenn Miller's Chesterfield radio sponsors. Miller, whose *Chatanooga Choo Choo* and *Elmer's Tune* have been the two top retail record sellers in the country for

Music Pubs Taking a Beating On Renewals of Mechanicals; Cut From \$15 to \$10 Per Year

NEW YORK, Jan. 3.—According to Harry Fox, music publishers' agent and trustee, both World Broadcasting Company and Associated Music Publishers have agreed to renew contracts for use of music clearing thru Fox's office. Fox stated that there will be some reduction in fees on music used for sustaining library service, this reduction coming because many of the transcription companies' subscribing stations still have not taken out ASCAP licenses.

According to transcription execs, however, the reduction in royalties will represent a considerable saving to e. t. companies, the likelihood being that the drop is a full one-third out—from \$15 per tune for 12 months' use to \$10 a tune.

NBC-Thesaurus and Standard Radio have still not come to an agreement regarding royalties on music repped by Fox—these companies having long agitated for the 2-cents-per-pressing rate, as specified for recordings in the Copyright Act. Fox stated that Thesaurus and Standard would probably act together on a contract proposition.

Prices of music cleared by Fox for commercial transcriptions will remain the same—that is, 25 cents per use per tune for pop numbers and 50 cents per use per tune for production songs.

While the reduction from \$15 to \$10 on tunes for library service is substantial, the e. t. companies are nevertheless cutting music costs additionally by taking all excess ASCAP tunes out of their catalogs. One of the companies which have agreed to the MPPA terms is now cutting out of its catalog between 500 and 1,000 tunes. All duplicate and triplicate tunes are being reduced to

singles—that is, where two or three bands had recorded one number in different arrangements, only one is being kept. One of the companies has even conferred with its station subscribers to find out how best to accomplish this without hurting the quality of the library.

This move entails, also, a reduced number of plugs for the publishers' tunes, as well as a reduced amount of money accruing to publishers from e. t. royalties.

Pitt Area Partial To the Name Crews

PITTSBURGH, Jan. 3.—Long established name bands are the best box-office draws for suburban and smaller city theaters' one-night stands, veteran booker Joe Hiller declares after checking figures for the four dozen houses that play stagelights in the Tri-State area.

Top attractions during 1941, Hiller said, were the Ink Spots-Erskine Hawkins unit, Phil Spitalny's all-girl troupe, Artie Shaw, Cab Calloway, Ted Lewis and Abe Lyman. Best pulling younger orchestras were Alvino Rey, Bob Chester, Johnny Long and Henry King. Also strong around Pittsburgh are Maurice Spitalny and Baron Elliott, because of their having commercial radio programs over local stations.

Bands with radio and music machine reputations are the stand-by profit makers for theater and ballroom operators, Hiller said.

Outfits that have played theaters and ballrooms in this territory during the year, besides those mentioned above, are Paul Whiteman, Ted Weems, Charlie Barnet, George Hall, Gus Arnheim, Greg Gordon, Lang Thompson, Vincent Lopez, Little Jack Little, Herbie Kay, Mal Hallett, Sammy Kaye, Gene Krupa, Ella Fitzgerald, Jan Savitt, Teddy Powell, Russ Morgan, Fats Waller, Johnny Davis, Tony Pastor, Jan Garber, Tommy Tucker, Raymond Scott, Shep Fields, Vaughn Monroe, Ina Rae Hutton, Jack Teagarden, Frankie Masters, Blue Barron and Tommy Dorsey.

Of the ballrooms using traveling name bands there are the Mosque, the Croatian Hall in Braddock, the Hungarian Hall in East Pittsburgh, the Mansions and Elms in Youngstown, the Armory and Italian Ballroom in Monessen and the Aragon (formerly the Moose Temple), the Savoy and Hill City ballrooms.

Little Now in Nitery Biz

YONKERS, N. Y., Jan. 3.—Little Jack Little, veteran maestro and piano thumper, opened his own nitery here New Year's Eve. Spot used to be the clubhouse of Grassy Sprain Country Club. Little calls the place Little Jack Little Club and is using his own five-piece ork.

Health Is More Important

NEW YORK, Jan. 3.—Sherman Billingsley, owner of the Stork Club, who canned maestro Sonny Kendis some months ago, unwittingly helped him get another job—and in a sunnier clime.

While Kendis was still holding the podium at the Stork he made an album of records for Columbia entitled *A Night at the Stork Club* with a 12-piece band instead of the four he usually used at the nitery. After an argument with Billingsley he detached himself from his job, but the musicians stayed behind under another leader. When album was released last week, Lou Walters, operator of the Latin Quarter, Miami Beach, heard the records and booked Kendis—with 12 men. Open December 28 for the season.

Billingsley will have to stay in the cold north all winter and just count his money.

The Lone Arranger

LINCOLN, Neb., Jan. 3.—Byron Dalrymple, first sax and arranger for Billy Bissett's orchestra, is a true side man if there ever was one. He writes sophisticated arrangements for Bissett, which is his regular job, but he makes an average of \$200 a month writing stories for the Western magazines full of such sophisticated talk as "You've overdrawed your hand, podner."

From a Night Club to a Ballroom

By **JIMMY CONTRATTO**

(Operator, Trianon Ballroom-Cafe, South Gate, Calif.)

"NO MORE night club business for me. Give me the ballroom trade from now on," says Jimmy Contratto, owner and manager of the new Trianon Ballroom Cafe, South Gate, Calif., a 20-minute drive from downtown Los Angeles. Contratto made this statement after he was well into his new policy of ballroom operation after nine years of operating Topsy's, famous for food. When Contratto had the old Topsy's, he had everything in his favor for drawing crowds, but he saw the handwriting on the wall—increase in food prices.

So last May he closed Topsy's and remodeled the place, making the dance floor larger and the dining section smaller. He opened with Duke Ellington and a floorshow which included Peter Ray and the Four Tic Tocs. The program got off to a good start and today Contratto is glad he switched policies.

How Contratto started in the ballroom business is a story in itself. Last New Year's Eve at 5 o'clock in the afternoon he had only 350 reservations for dinner that night at \$5 per plate. He had expected 800. So he told the switchboard girl to quote a price of \$2.20 without dinner. That night Topsy's was overflowing. Contratto collected 39 admissions of \$1 each after 12:30 a.m. from those who wanted to come in for a drink or two. When it was all over Contratto thought over his attempt to sell 800 dinners at \$5, and then decided that he was in the wrong business. He sat down and planned the Trianon, today an outstanding dine and dance spot in Southern California.

In California the ballroom has one source of revenue that the Eastern op-

JIMMY CONTRATTO, operator of the Trianon Ballroom Cafe, South Gate, Calif., was at one time a building contractor. He handled projects that ran into millions, but had a yen to operate a night club. Because he wanted it as he thought it should be constructed, he put up his own building on Firestone Boulevard nine years ago. In May, 1941, he decided to convert the night club into a ballroom, which he did. Now he's glad of it.

erator doesn't have: The parking lot concession. But Contratto's parking lot attendants are instructed not to charge any fee or put pressure on anyone to get him to park. In the vicinity of the spot there is ample free parking, but Contratto's parking lot is always full.



JIMMY CONTRATTO is shown with band leader **Bob Crosby** (left), who recently set an attendance record at the Trianon Ballroom-Cafe, South Gate, Calif.

Inside, Negro bartenders are used at one bar, and some of them have been with the firm since it opened in 1932. Not so long ago there were several waitresses on the floor. One of them came to Contratto and complained that she had a party of six ordering water. She wanted to know what to do. Contratto ordered all persons to receive as much water as they wanted, for they had paid their admissions. That night all waitresses were dismissed and men replaced them the next night, with instructions to give patrons anything they wanted.

Contratto sells the photography concession, but it is still under his supervision. While the girl is allowed to solicit pictures, she has been instructed not to be insistent. This also goes for the gardenia concession, handled by the attendants in the ladies' room and in the men's room. The flowers are displayed and no sales talk is put behind them.

Another thing which Contratto watches closely is the waiters' short-changing or mooching for tips. He makes his waiters return all change to the patrons, regardless of amount. If the tip is smaller than what the waiter thinks he is entitled to, he has to grin and bear it. This policy has brought the Trianon innumerable repeat diners. The spot is located in the heart of a factory district, and many patrons are unable to afford large tips after paying for admission and dinner.

The Trianon is one of the few ballrooms in Southern California showing a profit. During the past six months its band list included Ellington, Johnny (Scat) Davis, Leighton Noble, Ted Flo Rito, Clyde McCoy and Bob Crosby. The change-over is becoming more widely known thruout the territory, with the result that the public now knows the spot as a ballroom cafe and not as a night club.

U. of Minnesota Likes the Names

MINNEAPOLIS, Jan. 3.—Going the way of other big schools, University of Minnesota has begun a policy of hiring big name bands for student functions.

In past years school aggregations and territorial bands were the vogue. This season Minnesota got off to a big-name start with Charlie Spivak for the homecoming dance. Woody Herman was set for the Foundation Ball.

In an editorial *The Minnesota Daily*, school organ, heralds the "new deal" in name bands for important social functions, pointing out that proceeds will be greater with well-known maestros.

Referring to Spivak, editorial said, "The sell-out crowd which attended the affair indicated that good music is appreciated here and will pay off both in profits for the sponsoring organization and in good feeling from the bands who like enthusiastic crowds."

Signing of the Woody Herman band, it was pointed out, marked the first time the Foundation Ball, one of the largest social functions of the school year, has had a name band since Bob Crosby was here in 1938.

Cincy Area Hot, So GAC Expands

CINCINNATI, Jan. 3.—Local office of General Amusement Corporation, which reopened three months ago after a several months' shutdown, has moved to larger quarters in Carew Tower here. Arthur W. Frew is manager and location booker. Howard Sinnott, head of the local office's one-nighter department, says that one-nighter business during December was the largest the office has handled in any previous six-month period.

GAC has set Chuck Foster's orchestra for the Hotel Netherland Plaza here for three weeks, beginning January 16, with Carl Hoff slated for a like period, opening February 6. The office also has set the Cab Calloway orchestra and unit at the Lookout House, Covington, Ky., for three weeks, beginning February 3. The local office has just signed the Hillcrest Hotel, Toledo, to an exclusive GAC contract. The Commodore Perry Hotel, in the same city, has been contracted until next June.

Frew announces that the Roosevelt Hotel, Jacksonville, Fla., will be serviced by the office, beginning March 1.

Moss Promoted

NEW YORK, Jan. 3.—Harry Moss, head of Music Corporation of America's one-night division, was given an official boost this week, according to an announcement by Sonny Werblin. Moss will continue his one-night duties, but will also service "present and added locations, besides the promotion of new bands." Werblin says it is a new division of work and that Moss is not replacing anyone.

Kramer May Keep Lincoln Dark Until James Returns

NEW YORK, Jan. 3.—Blue Room of the Lincoln Hotel here will probably remain dark until Harry James returns some time in April, according to the latest bulletins on that ever-changing subject.

Originally it was rumored that Gray Gordon would bring his new Chicago orchestra into the spot, but negotiations have fallen thru, and MCA seemingly has been unsuccessful in trying to sell Mrs. Maria Kramer, operator of the place, on hiring another band to fill until James comes back. James closed New Year's Eve and is now on a theater tour.

Bongo Boys at a Premium and Joe Is Now "Hosay"

PHILADELPHIA, Jan. 3.—Altho not hit by defense priorities or such, shortage is acute in authentic rumba bands. Town's night-lifers going strong for the south-of-the-border steps, dancers are no longer poking fun at "Brooklyn" Spaniards who make the one-two-three-kick dance music. In fact, nitery ops can't even hire rumba bands direct from Brooklyn.

Once boasting at least a half dozen authentic rumba bands playing around the town's top spots, only one bona fide crew remains—the Chavez rumba band, at Jack Lynch's Walton Roof. Other niteries consider themselves lucky to get a Mexican who can strum the guitar and sing in native tongue.

Real reason for shortage here is the better pay the South American musicians can find in other key centers, especially in New York and Boston. Considering the number of spots thruout the country catering to rumba dancers, there just aren't enough musicians to go around. One nitery op relates that, in auditioning six different rumba bands in New York thru one of the big band booking agencies, he found the only thing different about the bands were the leaders. The same musicians sat in at all the auditions.

As a result, local musicians with Latin leanings are being quick to fill the breach and cash in on the shortage. Joe Prasetto, musical director of WIP, changes his name four times a week for as many shows on the station, taking on the sobriquet of Jose Prasetto. Finding the switch from Joe to Jose has resulted in a bumper crop of outside dance work. Prasetto puts his Tin Pan Alley songs away for his studio shows and instead gives out with such stuff as *La Samba*, *Gaucho Serenade*, *La Conga* and *Tropical Serenade*. As a result Prasetto grabbed off the choice Pan-American Ball here. Don Renaldo is another who has

Nebraska Ballroom and Nitery Ops Foresee Plenty of Trouble Over ASCAP's Smart "Retreat"

LINCOLN, Neb., Jan. 3.—Plight of the ballroom operator in Nebraska has taken a definite turn for the worse, in the opinion of several who have been thinking over the recent move of ASCAP in New York, wherein the entire membership of the society was freed to fight its individual battles in Nebraska.

This was made imperative by Nebraska's anti-ASCAP measure, passed in the 1937 Legislature and upheld by the United States Supreme Court last summer, in which ASCAP was cataloged as an illegal monopoly working in restraint of trade. To get around the ban on a concerted action in Nebraska, yet collect fee for the use of music in public performance for profit, songwriters have to fight their own battles and arrive at licensing for their copyrights.

On the other hand, it indicates ASCAP is out for a finish fight, and intends to jam the Federal Court docket in Nebraska with individual suits by songwriters against individual music users. It is expected to cause a legal litter second to none in the history of the amusement business. By causing this excessive rumpus here, it may be that ASCAP is hoping to stem the tide of anti-ASCAP legislation, which has been promising to spring up in the wake of the Supreme Court decision in other States.

Several times this year the legislative bill clerks in Nebraska have been asked by letter to submit copies of the Nebraska bill to music users and to legislators in dozens of other States, in order that its format be studied for possible spread of State control of the society and its members.

The dancery operator and the movie house manager are in the worst fix, and

switched to Latin lullabies and has found it means steady work for his small crew. Maestro claims he belongs, since he hails from South Philadelphia.

the few hotels using music in Nebraska are keeping them company. None of them have been paying anything since the law was found okay in Washington, yet they've been using music all the intervening time. Most of them either didn't give it a thought or thought that the upholding of the law gave them a clean slate—carte blanche to go ahead and use any kind of music free of charge.

Some of the bookers are studying the action, and believe it may mean a new technique in selling bands. They think it may call for the percenter to watch out for two people at a time, sell the band for so much money, then sell a given program of music, for which the writers, composers and publishers have set a certain figure as a fair price for a dance date. It will mean, in the sharpest sense, that there can be no variance from the program in any way, and only the music actually listed in the contract can be played with safety.

Nebraska's attorney general, Walter Johnson, has said that all actions which may result from music usage without consent or license from the copyright holder will be civil actions, over which he has no jurisdiction, and in which he has no part. Only, says he, if the members combine into an unlawful monopoly to collect or fix prices does he go into action to protect the State statute.

Radio station owners have kept substantially in the clear, most of them hanging onto their BMI contracts and only using ASCAP music as supplied to them by properly signed and affiliated networks.

SHEBOYGAN, Wis., Jan. 3.—The Sheboygan Musicians' Association, Local No. 95, has purchased a \$1,000 Defense Bond. Harvey Glaeser is president of the union, and William Marquardt, Warren Snelder and Elmer Gritzmacher are trustees.



The Billboard

WEEK ENDING
JANUARY 2, 1942

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

Following are the 20 songs with the most plugs over the four major New York outlets (WEAF, WJZ, WOR, WABC) for the week beginning Saturday, December 27, and ending Friday, January 2. The totals are based on reports supplied by Dr. John G. Peatman, 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 (WHN, WMCA, WNEW, WOV), covers only the period from 5 p.m. to 1 a.m. daily. Partial choruses and signatures are not included. Film tunes are designated by an (F); musical comedy tunes with an (M).

Position	Title	Publisher	Plugs	
			Major (8 a.m. to 1 a.m.)	Indies (5 p.m. to 1 a.m.)
1	HOW ABOUT YOU (F)	Robbins	54	4
4	ELMER'S TUNE	Robbins	37	16
2	WHITE CLIFFS OF DOVER	Shapiro-Bernstein	37	17
5	CHATTANOOGA CHOO CHOO (F)	Feist	36	10
9	MADELAINE	Santly-Joy-Sefect	33	13
5	AULD LANG SYNE	Public Domain	31	5
3	EVERYTHING I LOVE (M)	Chappel	28	18
13	THIS TIME THE DREAM'S ON ME (F)	Remick	27	13
9	MAGIC OF MAGNOLIAS (F)	Paramount	22	9
8	A SINNER KISSED AN ANGEL	Famous	22	8
6	'TIS AUTUMN	Witmark	22	17
9	BLUES IN THE NIGHT (F)	Remick	21	9
9	THIS IS NO LAUGHING MATTER	Block	21	16
13	HUMPTY DUMPTY HEART (F)	Southern	20	12
10	ROSE O'DAY	Tobias-Lewis	20	11
11	DAY DREAMING	T. B. Harms	18	14
10	BE FAIR	Campbell-Loff	15	2
6	FROM ONE LOVE TO ANOTHER	E. B. Marks	15	4
7	I GOT IT BAD	Robbins	15	15
12	SHRINE OF ST. CECILIA	Braun	15	14

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Boston: Boston Music Co.; The Melody Shop; 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. Geithin. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Gill Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City. San Francisco: Schwabacher-Frey. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Alamo Piano Co.; San Antonio Music Co. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc. Louisville, Ky.: Stewart Dry Goods Company. Butte, Mont.: Dreibeibis Music Co.

NATIONAL		EAST		SOUTH	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. CHATTANOOGA CHOO CHOO	1	1. Chattanooga Choo Choo —Glenn Miller	1	1. Chattanooga Choo Choo —Glenn Miller
2	2. ELMER'S TUNE	2	2. Elmer's Tune —Glenn Miller	2	2. Elmer's Tune —Glenn Miller
3	3. PIANO CONCERTO	3	3. Piano Concerto —Freddy Martin	3	3. Piano Concerto —Freddy Martin
4	4. THIS LOVE OF MINE	4	4. This Is No Laughing Matter—Charlie Spivak	4	4. This Love of Mine —Tommy Dorsey
5	5. SHEPHERD SERENADE	5	5. You Made Me Love You —Harry James	5	5. String of Pearls —Glenn Miller
6	6. YOU MADE ME LOVE YOU	6	6. This Love of Mine —Tommy Dorsey	6	6. White Cliffs of Dover —Sammy Kaye
7	7. BLUES IN THE NIGHT	7	7. I Got It Bad and That Ain't Good —Duke Ellington	7	7. Shepherd Serenade —Bing Crosby
8	8. THIS IS NO LAUGHING MATTER	8	8. White Cliffs of Dover —Kate Smith	8	8. Shrine of St. Cecilia —Andrews Sisters
9	9. STRING OF PEARLS	9	9. Shepherd Serenade —Bing Crosby	9	9. Two in Love —Tommy Dorsey
10	10. WHITE CLIFFS OF DOVER	10	10. White Cliffs of Dover —Kay Kyser	10	10. By-U, By-O —Woody Herman

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
2	1. CHATTANOOGA CHOO CHOO	1	1. White Cliffs of Dover	1	1. Elmer's Tune
1	2. ELMER'S TUNE	2	2. Elmer's Tune	2	2. Chattanooga Choo Choo
4	3. WHITE CLIFFS OF DOVER	3	3. Chattanooga Choo Choo	3	3. White Cliffs of Dover
3	4. SHEPHERD SERENADE	4	4. Shrine of St. Cecilia	4	4. Shepherd Serenade
5	5. THIS LOVE OF MINE	5	5. Shepherd Serenade	5	5. Piano Concerto
6	6. TONIGHT WE LOVE	6	6. This Love of Mine	6	6. This Love of Mine
8	7. BELLS OF SAN RAQUEL	7	7. Tonight We Love	7	7. Rose O'Day
10	8. BY-U, BY-O	8	8. Bells of San Raquel	8	8. Madelaine
7	9. PIANO CONCERTO	9	9. A Sinner Kissed an Angel	9	9. Blues in the Night
9	10. ROSE O'DAY	10	10. Rose O'Day	10	10. By-U, By-O
14	11. SHRINE OF ST. CECILIA	11	11. This Is No Laughing Matter	11	11. Tonight We Love
15	12. MADELAINE	12	12. Moonlight Masquerade	12	12. You and I
11	13. TWO IN LOVE	13	13. By-U, By-O	13	13. Moonlight Masquerade
14	14. I KNOW WHY	14	14. Madelaine	14	14. Two in Love
12	15. YOU AND I	15	15. Two in Love	15	15. Anniversary Waltz

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG	
CHATTANOOGA CHOO CHOO.	(12th Week) Glenn Miller.
ELMER'S TUNE.	(10th Week) Glenn Miller, Andrews Sisters, Dick Jurgens.
PIANO CONCERTO.	(9th Week) Freddy Martin.
THIS LOVE OF MINE.	(6th Week) Tommy Dorsey.
SHEPHERD SERENADE.	(4th Week) Bing Crosby, Horace Heidt.
THE WHITE CLIFFS OF DOVER.	(2d Week) Kay Kyser, Sammy Kaye, Tommy Tucker.

COMING UP	
THE BELLS OF SAN RAQUEL.	Dick Jurgens, Glen Gray, Xavier Cugat.
BY-U, BY-O.	Woody Herman, Freddy Martin, Kay Kyser.
THE SHRINE OF ST. CECILIA.	Sammy Kaye, Andrews Sisters, Vaughn Monroe.
TWO IN LOVE.	Tommy Dorsey.
THIS TIME THE DREAM'S ON ME.	Woody Herman, Glenn Miller.
'TIS AUTUMN.	Woody Herman, Les Brown.
THE WHISTLER'S MOTHER-IN-LAW.	Bing Crosby.

Orchestra Notes

Of Maestri and Men

RAYMOND SCOTT will take a three-week vacation, during which he is expected to make some changes in his band personnel. . . . SUZANNE is now handling the vocal chores with Eugene Jelesnick at the Chanticleer, Milburn, N. J. Band goes south next week for a long term at Hotel George Washington, Jacksonville, Fla. . . . MATTY MALNECK now at the Detroit Athletic Club. . . . JOHNNY LONG has Brud Moon on sax, replacing Ted Nash. . . . PETER KARA, 28-year-old maestro, has been drafted. Band will carry on, with Kara planning to feed it arrangements and also to take the stand during his furloughs. . . . FRANKIE MASTERS goes into the Brooklyn Strand January 23. . . . POB CHESTER takes over at the New York Strand January 23 for two weeks. . . . LOU BREESE heads east for theater dates. Plays Flatbush, Brooklyn, week of February 29; Windsor, Bronx, February 6-8, and Central, Passaic, N. J., week of February 12. . . . CARL HOFF goes into Loew's State, New York, January 29. . . . EDDIE CAMDEN into Hotel Henry Grady, Atlanta, for a four-weeker, January 17. . . . DENNY BECKNER into Samoa Gardens, Flint, Mich., January 20. . . . ANDY KIRK has been set into the Grand Terrace, Chicago, for four weeks, opening January 9. LES BROWN, another Joe Glaser ork, booked for a flock of college dates in February. . . . FLOYD RAY, Coast septa ork, planning an invasion of the East. . . . BUBBLES BECKER opened at Merry-Go-Round, Pittsburgh, January 8, for an indefinite engagement. . . . OWEN SISTERS into Doc's, Baltimore, January 13. . . . KORN KOBBLERS threaten to hire a lem chirper.

Midwest Melange

PHIL LEVANT returns to Chicago for the first time in three years for a January 23 opening at Rumba Casino. Levant succeeds DON PEDRO, who opened the spot last May. . . . ACE BRIGODE returned to the Lake Club, Springfield, Ill., for another four-weeker, New Year's Day. . . . CHARLIE AGNEW has drawn his third four-week holdover at Sherman's Cafe, San Diego, Calif., and will be there thru February 11. . . . BETTY McGUIRE and her all fem ork are doing a four-weeker at LaSalle Hotel, Battle Creek, Mich. . . . BERYL ADAMS has replaced Phil Brown as one-nighter hooker in GAC's Chicago office. . . . ART FREW, GAC manager in Cincy, took in the Chi office for a week. Art doubles as buying agent for Hillcrest Hotel, Toledo, so it's small wonder that only SAC bands find their way into the spot's new room. . . . GEORGE (PEE-WEE) IRWIN and his new band have been signed by Frederick Bros. . . . JOHNNY McGEE set to follow Jimmy Richards into Gingham Gardens, Springfield, Ill. . . . DON McGRANE set to follow Bill Bardo at Commodore Perry, Toledo, February 9. . . . LANI McINTYRE opens January 16 for three weeks at Club Horia, Columbus, O. . . . GAC will book Jayfair Hotel, Jacksonville, Fla., starting March 1. . . . AL DONAHUE picks up 0 days at the Blue Moon, Wichita, Kan., starting January 23. . . . JOE E. SULLIVAN starts a four-weeker at the Music Box, Omaha, January 10.

Atlantic Whisperings

HERBIE WOODS mentioned as the follow for FRANKIE MASTERS at Benjamin Franklin Hotel, Philadelphia. . . . CLARENCE NEWMAYER takes the band at Horine's Tavern, Reading, Pa. . . . TOMMY TUCKER and BOB HESTER one-nighting it at Eastern Pennsylvania ballrooms. . . . HAP ROGERS holds over for the new year at Brookside Inn near Flemington, N. J. . . . PIFF MOORE at Hotel Americus, Allentown, Pa. . . . CARL WAXMAN, recently voted the outstanding saxophonist in Philadelphia, is quitting CLARENCE BURMAN'S band for a fling at New

York, and will be replaced by JACK TORCHIN, former CARL HOFF sax man. . . . IRV HARPER and His Knights of Rhythm at Victory Cafe, Maple Shade, N. J. . . . RED BEARD at Ace of Clubs, Reading, Pa. . . . EARL MOYER adds still another year to his long run at the Cathay Tea Gardens, Philadelphia. . . . PEE WEE IRWIN, ace trumpeter, paid a neat tribute to friendship by sitting in with CHARLIE SPIVAK'S band the other week at Philadelphia's Earle Theater, because Spivak couldn't get a replacement for an ill sideman. This despite the fact that Pee Wee was busy rehearsing his own band. . . . DANNY DANFORD making his band bow at the Cabana, Reading, Pa. . . . JOHN McQUILKEN at Shilmerville Hotel near Allentown, Pa. . . . DON RENALDO new at Lou's Chancellor Inn, Philadelphia. . . . STERLING KNIGHT'S ORCHESTRA at State Hill Garden, Reading, Pa.

Rogers Rolls Fair Ritz Gross

BRIDGEPORT, Conn., Jan. 3.—Making his first appearance of the season at the Ritz Ballroom here last Sunday, December 21, Dick Rogers drew 993 persons. With admish down to 65 cents, gross totaled \$645.45. On April 6 he drew 971 persons: with admish at 75 cents for \$728.25. April 27 maestro drew 930 persons at 75 cents for \$697.50.

Herman's Ritz Gross \$2,708

BRIDGEPORT, Conn., Jan. 3.—Woody Herman, in his first appearance of the season at the Ritz Ballroom here on Christmas night, drew a swell 2,462 attendance. With admish \$1.10, he totaled \$2,708.20. Charles Spivak, in December 21 for a one-nighter, drew 1,668 persons. With ducats priced at \$1.10, gross amounted to \$1,834.80.

Waller Goes Longhair!

NEW YORK, Jan. 3.—The following communique was received by *The Billboard* from the Fats Waller front: "Fats Waller, reverently called the 'Black Horowitz' by Oscar Levant, but known to millions as 'The Girth of the Blues,' will be presented in a piano and organ concert at Carnegie Hall Wednesday evening, January 14. This is the first time any jazz instrumentalist has actually soloed at Carnegie."

Bill Green Unveils Det. Dance Venture

DETROIT, Jan. 3.—Local Convention Hall, used intermittently for trade shows, expositions, a skating rink and meetings, is making its debut as a spot for major band dates under the management of William H. (Bill) Green, former personal manager for Rubinoff. Green has organized the Backstage Club as the promotion organization back of the venture, and opened New Year's Eve with Frank Day's band in for a one-nighter at \$1.10, making one of the most reasonably priced spots in town for the big night.

Radio, newspaper and other forms of advertising were used extensively to introduce the event, and Green is planning to bring in a series of band names at intervals. Spot is large and centrally located, a definite advantage over a number of other large halls in town.

Tucker Takes Chi Blackhawk

CHICAGO, Jan. 3.—Orrin Tucker goes into the Blackhawk Cafe here February 10 for four weeks, succeeding Johnny (Scat) Davis, who moves in Tuesday (13). Tucker accepted the date because of the spot's WGN (Mutual) air time.

Selling the Band

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

Glorifying Fat Mammies
LUCKY MILLINDER, in connection with his mid-December week at the Apollo Theater, New York, and for all future theater stands, is paying homage to little ladies hitting the scale at 200 and above by dedicating a "Big Fat Mamma" week to them. Stunt is a tie-in with Millinder's recent recording, obviously enough, *Big Fat Mamma*.

Isham Jones is another making the most of a name tie-in. While putting in a stand at the Plantation in Houston he set aside a night at which time he invited anybody named Jones to dance free for a night.

Baby Bawl
A NOVEL TOUCH in dance promotions and party dances is the "Baby Bawl" held recently at the Berkshire Country Club, Reading, Pa., with Bud Rader on the bandstand to bring the dancers back to their childhood days. Ballroom resembled a modern playground. A milk bar was a feature. The very best bibs and tuckers were rompers, pinafores and hair ribbons, and accessories were lollipops. Colorful balloons and a big sliding board completed the ballroom picture.

On the bandstand two tall wooden soldiers guarded the music makers. Boys in the band sported baby bonnets, and interspersed with the dance selections were such standards as *London Bridge* and *Here We Go Round the Mulberry Bush*.

Harold F. Oxley, personal manager of Jimmie Lunceford, has a double-duty brochure. The outside pages serve as an Oxley-Lunceford holiday greeting, while the two inside pages carry a chronological listing of all Lunceford recordings since he first started waxing in 1934.

Defense Bonds and Stamps
THE NATIONAL EMERGENCY will mean all-out support from the band boys for both national and civilian defense. The opportunities for leaders and their men to pitch in know no bounds today. This is one time that the support given may not be measured in terms of the number of press clippings it will

produce. Of immediate import is the campaign for sale of Defense Bonds and Stamps. Considering the terrific influence band leaders have on large portions of the population, as evidenced by each band's following of loyal fans, there is a big and important job ahead for each leader.

Until now, band leaders and press agents have been lax in following the lead of the nation's amusement enterprises in tying in all their advertising, publicity and promotion with the Defense Bond sale. On pictures distributed to fans nothing can be better than an affixed label calling attention to Defense Bonds and Stamps. And certainly there is enough time on any dance program or radio remote to include at least a chorus of *Any Bonds Today?*, especially since the music machine operators thruout the country have given the number the No. 1 position in all their music machines.

The idea of Defense Stamp dances, originated by Glenn Miller at New York's Hotel Pennsylvania, can be duplicated in every room thruout the country where there is a dance floor. A novel and most appropriate variation might be in co-operating with the ballroom operator to add a 10-cent Defense Stamp to the regular price of admission to the dance. When the dance is over return the stamps, already pasted in savings books, to the dancers. Thru the U. S. Treasury, special covers for the savings book may be obtained, giving it the character of a band or ballroom souvenir and at the same time stimulating the continued buying of stamps. Those music makers who feel philanthropic may follow the lead of Joe Reichman in giving a \$25 Defense Bond to every baby born on Sunday nights in the cities in which he is appearing with his ork.

Music Items

Publishers and People

C. L. BARNHOUSE Music Company, Oskaloosa, Ia., established in 1886, has affiliated with SESAC. Barnhouse catalog contains 3,000 compositions. E. B. Marks has taken over *Ages Ago*, by Lou Sugarman and Albert Gamse. Song has been recorded by Tito Guizar. Henry (Hot Lips) Levine, NBC maestro, has collaborated with Leonard Feather on something called *A Slight Case of Love*, to be published by Robbins. Green Bros. are publishing *On the Old Assembly Line*, by Ray Henderson and Buddy Green. Glenn Miller has waxed it. Alan Courtney, WOV record emcee, has written a book called *What Time Is It?*, which will be published by Simon & Schuster. Full chapters are devoted to the band and publishing fields.

Benny Carter has collaborated with Redd Evans on a new song called "Harlem on Parade," published by Reis & Taylor. Song is a tribute to colored units in the army.

Songs and Such

NO PARKING, a rhythm tune by G. Pinto, is being published by Colonial Music.

A Blue Song That Made Me Happy is the latest release of Sudlik & Siegel Music.

Viva Roosevelt! and *El Presidente* are a pair of Latin-angled tunes now being pushed by pubs. E. B. Marks has the Roosevelt song, by Xavier Cugat, and Pan-American Music is out with the other one, called a "war conga" and written by Marion Sunshine, Lazaro Herrera and Don Mario.

I've Got a Hundred Pounds of Sugar is Red Star Music's latest.

"We Did It Before and We Can Do It Again," by Cliff Friend and Charlie Tobias, is now part of Eddie Cantor's "Banjo Eyes" score. Cantor introduced the war song on his radio program and response was so great that Eddie grabbed the ditty for the show.

Philly Pickings

MOET LAWRENCE'S theme song for his WIP *Dawn Patrol* platter show, (See *MUSIC ITEMS* on page 15)

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On the Records

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

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

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

By M. H. ORODENKER

GLENN MILLER (Bluebird 11401)

Moonlight Cocktail—FT; VC. *Happy in Love*—FT; VC.

NOT since *Sunrise Serenade* captured the fancy of the public has there been another as imaginative and colorful in its tuneful qualities as the Kim Gannon-Lucky Roberts *Moonlight Cocktail* served up by Glenn Miller on the A side of this disk. The soft saxes introduce the theme, and save for a short tenor sax interlude later in the winding, the ingredients are all mixed up vocally by Ray Eberle and the Modernaires with plenty of warmth and glow. The tempo is stepped up for the *Happy* side. Band applying a rhythmic punch, side gives the seldom-heard voice of Marion Hutton. Tune itself is the average rhythmic ditty, this one from the *Sons o' Fun* musical score.

It's the "Moonlight Cocktail" that carries all the punch and the operators can be certain this sweet harmony with a dash of romance will be ordered by the phono fans for a long time to come.

JIMMY DORSEY (Decca 4102 and 4103)

This Is No Laughing Matter—FT; VC. *I Said No!*—W; VC.

The White Cliffs of Dover—FT; VC. *I Got It Bad (And That Ain't Good)*—FT; VC.

THREE ballads steadily increasing in popularity and a new novelty that promises to skip all formalities and soar to the top characterize this foursome of sides from Jimmy Dorsey. And having the edge with already accepted selections, Dorsey applies an individualistic touch in each, thus making each loom bigger. For the first pairing, *I Said No!* is the novelty item that threatens to dominate the song scene. From the forthcoming *Sweater Girl* picture, Dorsey sets to it a slow waltz tempo. While it enjoys a lilting melody, it's the lyrical expressions that sell the song. Jimmy turns it over to his singers. With plenty of gusto, Bob Eberly sings verse and chorus, Helen O'Connell carrying the closing refrain. And real cuddle-some, she confesses how she subscribed to *Liberty* magazine. Martin Block's *Laughing Matter* ballad (4102) is taken slowly and smoothly. The band opens for half chorus, paced by the maestro's clarinet, and Bob Eberly slugs out the side. For the second pairing, the war-inspired *White Cliffs* ballad is the more striking. Dorsey gives it grandiose orchestration, with as much military fire in the elaborate introduction as Tschalkowsky gave to his *1812 Overture*. Instead of the elaborate of cannon shots, the roll of tympani accompanies the song theme scored as a bugle call for soft-muted trumpets. Once the musical battlefield effects are out of the way, it settles down to the soft singing of Bob Eberly. Duke Ellington's *I Got It Bad*, soulful ballad completes the disk (4103). And it's plenty good, Jimmy's alto sax improvising the opening half chorus and Helen O'Connell getting under the lyric for the remainder. Makes for added evidence that *I Got It Bad* is still one of the best torchers of the year. This opus promises to become a standard.

Each of the four sides count as far as the music boxes are concerned. But for immediate consideration, it's "I Said No!" and "The White Cliffs of Dover" that rate face up.

TOMMY TUCKER (Okeh 6526)

I Said No!—W; VC. *Moonlight Cocktail*—FT; VC.

IT'S A two-hit parlay for this platter and Tucker's interpretations figure as strong as any other of the recorded versions. With the tune qualities of both songs on the sweet side, it's all tailor-made for the Tucker sweet harmonies. *Sweater Girl* novelty is set in a bright waltz tempo, the band playing the first chorus, with Amy Arnell taking over for the verse and chorus. The highly potent musical cocktail that makes *Moonlight* is dished up in the slow and romantic tempo. Band splits the concoction with Don Brown and the Voices Three.

The blaze Tommy Tucker started with "I Don't Want To Set the World on Fire" will burn just as brightly for his "I Said No!" and "Moonlight Cocktail." Both songs are naturals, and with Tommy already entrenched among the music box faves, there's little more that the phono operator can hope or ask for.

XAVIER CUGAT (Columbia 36469)

I Found You in the Rain—FT. *Chopin Nocturne No. 2 in E-Flat*—FT.

WHILE Tschalkowsky has become a patron saint of Tin Pan Alley, that distinction may very readily be shared by Chopin. It's two classics by the old master, and both familiar ones, that Cugat dresses up instrumentally with added tonal color in blending the Cugat Chorus with the orchestra's sections. The *Rain* opus was adopted by radio's Harold Barlow from Chopin's *Prelude No. 7*. The plattermate is perhaps better recognized as Eddy Duchin's theme song than as a classical nocturne, Cugat giving C. Taylor the arranger credits. And it's a creditable performance for both sides, both set in a medium tempo to a light beguine beat. Glossier finish, altho both are rich in melody, is applied to the *Nocturne* side, making greater use of flutes and violins to enhance its instrumental beauty. The Latin-type beats are wisely restrained for these instrumentals.

Already popularized by Eddy Duchin as his theme song, the "Chopin Nocturne" is sure to attract attention in locations where the appreciation is for the better class of music.

BUD ABBOTT and LOU COSTELLO (Victor 27737)

Laugh, Laugh, Laugh—Part I and II—FT; V.

JOE MILLER, of joke book fame, are to these two funsters what Tschalkowsky is to Tin Pan Alley. And while it may be difficult to appreciate the corny and ancient gags sight unseen, the team turns up with such regularity on the movie screens that it shouldn't be difficult to visualize the two peering right at you from the loud-speaker. Making for a present-day *Mr. Gallagher and Mr. Sheen*, this is Joe Miller set to music. The two-part story-telling makes for the song verse with the invitation to laugh sung as the chorus by the *Sportsmen*, a male quartet. Lou Bring provides the orchestral setting. It's the personal viewpoint that will bring laughs in unwinding the disk, however, there is not the spontaneity or spark of a Gallagher and Sheen here.

Considering the fact that Abbott and Costello are the laugh sensation of the nation, the phono fans are bound to be attracted. It matters none which side is turned face up, even start it in the middle of the side. Unless they are avid Abbott-Costello fans, players will hardly go beyond the initial nickel for curiosity's sake.

OZZIE NELSON (Bluebird 11403)

The Little Guppy—FT; VC. *I'm Breaking My Back Putting Up a Front for You*—FT; VC.

Since the plight of some three little fishes several years ago captured so much public fancy, it's very easy to appreciate the deep-wave of interest that will attend this tale of the poor little guppy looking for his dad—a deep sea gigolo. Ozzie Nelson sings this silly-

dilly as a bedtime story, with a "sea-water" trio assisting on the chorus breaks. There is an added humor touch when Ozzie asks the youngster to tell him how she liked his song story. And she does—in that confidential tone popularized by Mischa Auer. The *Guppy* side overshadows the novelty note of the plattermate, which has Ozzie and Harriet Hilliard painting a familiar picture of the Mrs. putting the bite on the Mr. to keep up with the fabulous Joneses.

For real comedy material, there's a good round of wholesome humor in "The Little Guppy" side, one that will sell to the phono fans on the first listen.

(See ON THE RECORDS on page 66)

On the Stand

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

Don Bestor

(Reviewed at Hotel Netherland Plaza, Cincinnati)

THERE'S nothing fancy or flashy about this combination; it's just a sound, well-balanced band that offers a good brand of music and looks wholesome and pleasing on the stand.

Employing four brass, four sax, three rhythm, with the maestro himself at the vibraharp, the band strikes good balance and precision and comes thru with rhythm that's altogether pleasing to the dancers. The band's style is diversified, giving out with sweet thru the swing and Latin pieces, but never getting too noisy on the brass.

Arrangements are in the commercial groove, with Bestor handling the sweet work, and Wayne Euchner and Roy Rader, the rhythm stuff.

Ork sports a pair of better-than-average warblers in Penny Lee, a pert brunette looker with personality and a voice, and Dave Ballentine, a sweet tenor.

Bestor gives his usual good direction to the outfit and has a knack for handling the dancers. *Sachs.*

Everett Hoagland

(Reviewed University Coliseum, Lincoln, Neb.)

UP TO his neck in p. a. trouble, Everett Hoagland didn't have too good a time with the University of Nebraska student body at its annual formal opener, the Military Ball. Coliseum here is a barn of a place, and it's possible to lose a five outfit of less than 16 or 17 pieces, much less a sedate, sweet, mellow rhythmized outfit such as Hoagland fronts.

There was no doubt, to the people who were able to log around the bandstand, that he listened good and had a nice dancing tempo, but there was some doubt in the minds of those around the fringes. Three brass, three reeds and four rhythm, the Hoagland set-up is definitely hotel and club gaited, not ballroom—and certainly not mammoth ballroom.

His singer, Don Burke, has an appropriate voice for the style of the music, but he, too, was lost in the space.

Hoagland wanted no part of it personally since he was in pinching for Gus Arnheim, who was suddenly booked away. He extended a friendly personality and showed a clean, good-looking

crew, but lack of volume, coupled with a public-address system that howled, set him back. Whatever happened to Hoagland here was not his fault. He really has a creditable, class organization. *Oldfield.*

Ray Pearl

(Reviewed at the Rainbow Ballroom, Denver)

CONSISTENTLY on the beat so far as danceable tempos are concerned, the Pearl outfit could do nicely with an attempt at stronger swing, especially in its ballroom work. Present pattern of sweet swing holds nicely for hotel or possibly nitery work, but is insufficient for j-bugs. Outfit works full most of the time, and the blend of instrumentation, four reeds, four brass and three rhythm, is equally well balanced on leads. Outfit follows a straight commercial style, but its easy-going rhythms could easily be adapted to a particular type.

Band has both quantity and quality in vocalists: Walter Bloom, guitarist, who incidentally does his picking with his left hand, works a high-pitched tenor; Buddy Madison, bass player, has a baritone range that verges on crooning; Eddie Santini handles novelties with an even tenor range. All turn in commendable jobs both in song and sell. Trio, composed of Bloom, Bob Berkeley and Jack Rowe, takes over sweet novelties and often backs other singles. Entire personnel does a nice job in glee club efforts.

Pearl is very much an easy styled fronter, both in stick waving and chatter, which, added to his constant smile, creates a general friendly atmosphere. Pearl and Steve Milazzo are responsible for arrangements. *Trackman.*

Roberson Does \$350 in Det.

DETROIT, Jan. 3.—Orlando Roberson and His Club Congo Orchestra played a one-nighter for the Beauticians' Association at the Mirror Ballroom here, drawing 400 people at 75 to 90 cents admission, for an estimated \$350 gross. Roberson, who is used to be tenor with Claude Hopkins, is back in the Club Congo here for a stand before taking his band out on the road for a string of one-nighters.

On the Air

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

By DICK CARTER

Bob Allen

(Roseland Ballroom, New York, NBC-Blue Network, Thursday (1), 11:05-11:30 p. m.)

NBC-Blue and the First Interceptor Command conspired to put the kibosh on the first half of Allen's shot. There were so many interruptions that after a while it began to seem as if Allen were being used to furnish brief musical interludes between station breaks.

Shot started off somewhere near the middle of an Allen vocal and was interrupted during the middle of the next tune in order that the air force could rehearse some wireless signals. Nobody possibly could object to this important defense work, but NBC-Blue added insult to injury by throwing in a pause for station identification (with chimes) right in the midst of the very next number.

Second half of the remote was sufficient to reveal the Allen ork as a promising one, especially strong in the vocal department, which is handled by the maestro and Dottie Reid. Allen spaced the ditties nicely. Letting the band put itself on display in a wide variety of arrangements, Miss Reid sounded like one of the best of the girl warblers, and Allen showed that he is still close to tops in the male heart-throb category.

Band seems to fit into the commercial

sweet-swing class and, as such, should do okay over the ozone.

Dean Hudson

(Hotel Syracuse, Syracuse, N. Y., NBC-Blue Network, Wednesday, December 31, 12:05-12:30 a. m.)

CONSIDERING that this was a first remote for Hudson, the 25-minute shot was well done. Hudson handled a couple of the announcements himself in an assured manner, and arrangement of the library was varied and dispensed in an easy fashion.

Musically, ork leaned toward the swiny things on most of the stuff played. All of it was decidedly commercial, but was lifted above the ordinary by deft handling of the numbers. None were stretched out too long, a fact which gave a nice pacing to the program. Interspersing of a showmanly rendition of *Annie Laurie* was a highlight. On this number Hudson had the ork do take-offs on how various bands would play it. Impersonations were all good and a refreshing relief from the usual ballad-fox trot-rumba formula.

Dixie Debs (four fems), vocal group, came in for most of the chirping. Hudson himself doing some. Gals' work is rhythmic and peppy, but not too strong on the harmony side. Hudson does a straight warbling job in a clear-pitched voice. All in all, a remote that certainly held more than one candle to the rest.

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

A

Akin, Bill (Kelly-Cawley Grill) La Salle, Ill., no.
 Alberto, Don (El Chico) NYC, no.
 Allan, Bob (Arcadia Grill) Canton, O., no.
 Allen, Bob (Roseland) NYC, b.
 Allen, Red (Club 181) NYC, no.
 Alpert, Mickey (Cocoanut Grove) Boston, no.
 Appollon, Al (Green Hills) Kansas City, Mo., no.
 Arthur, Leonard (Roadside Rest) Oceanside, L. I., N. Y., no.
 Arturo (Netherland Plaza) Cincinnati, h.
 Ayres, Mitchell (Casa Loma) St. Louis, b.

B

Bailey, Layton (Wardman Park) Washington, h.
 Barbara, Pat (Stork Club) NYC, no.
 Barbo, Bill (Commodore Perry) Toledo, O., h.
 Barnett, Arne (Harry's New Yorker) Chi., no.
 Barrie, Dick (Tantilla Garden) Richmond, Va., no.
 Barron, Blue (Edison) NYC, h.
 Basie, Count (Earle) Phila 5-8, t; (Apollo) NYC 9-15, t.
 Basie, Joe (O.E.S. Show) Paterson, N. J.; (O.E.S. Show) Sussex 12-17.
 Bartal, Jeno (Lexington) NYC, h.
 Baum, Charles (Copacabana) NYC, no.
 Beck, Buddy (Indiana State) Terre Haute, Ind., b.
 Beckner, Denny (Henry Grady) Atlanta, Ga., h.
 Becker, Howard (Utah) Salt Lake City, h.
 Benson, Ray (Ambassador East) Chi., h.
 Bergere, Maxmillian (Versailles) NYC, no.
 Bestor, Don (Roosevelt) Jacksonville, Fla., h.
 Bizony, Bela (Pierre) NYC, h.
 Bondshu, Neil (Pierre) NYC, h.
 Borr, Mischa (Waldorf-Astoria) NYC, h.
 Bowman, Charles (Wivel) NYC, re.
 Bradley, Will (Flatbush) Brooklyn 5-7, t.
 Bradshaw, Tiny (Savoy) NYC, b.
 Breece, Lou (Palace) Akron, O., 9-12, t.
 Brown, Les (Blackhawk) Chi., no.
 Bunts, Howard (Main St.) Detroit, no.
 Burkhardt, Johnny (Overflow) Wichita, Kan., until Jan. 21, no.
 Burns, Cliff (Mariemont Inn) Cincinnati.
 Byrne, Bobby (Sherman) Chi., h.

C

Cabin Boys (Brown Derby Cellar Bar) Warren, O., no.
 Calvet, Oscar (Casa Maria) NYC, no.
 Carlos, Don (Club Gaucho) NYC, no.
 Carlyle, Lyle (Frotte) Miami, Fla., no.
 Carper, Don, Quartet (Roger Smith) Washington, D. C., h.
 Carr, Al (La Marquise) NYC, no.
 Carroll, Irv (Dempsey's) NYC, re.
 Carter, Benny (Famous Door) NYC, no.
 Cavalero, Carmen (Rainbow Room) NYC, no.
 Chappello, Joe (Jimmy Kelly's) NYC, no.
 Chester, Bob (Top Hat) Union City, N. J., no.
 Chiasta, Don (Ye Olde Cellar) Chi., c.
 Childs, Reggie (Roosevelt) New Orleans, h.
 Chiquito (El Morocco) NYC, no.
 Clarke, Buddy (Park Central) NYC, h.
 Codolban, Cornelius (Russian Kretchma) NYC, no.
 Cole, Allan (Cafe Madison) NYC, c.
 Coleman, Emil (Blackstone) Chi., h.
 Collins, Joe (Flame Club) Duluth, Minn., no.
 Conde, Art (Homestead) NYC, h.
 Conniff, Ray (Nick's) NYC, no.
 Conna, Lee (Ten Eyck) Albany, N. Y., h.
 Courtney, Del (Stevens) Chi., h.
 Crawford, Dick (The Dome) Mandan, N. D., no.
 Cromwell, Chauncey (McGinnis's) Brooklyn, re.
 Cugat, Xavier (Palmer House) Chi., h.
 Carbello, Herbert (La Martinique) NYC, no.

D

D'Arcy, Phil (Monte Carlo Beach) NYC, no.
 Dale, Marvin (Oh Henry) Chi., b.
 Davis, Eddie (Larue's) NYC, re.
 Daw, Freddie (Merry Garden) Chi., b.
 Dawn, Dolly (Roseland) NYC, b.
 DeLeon, Pedro (Palmer House) Chi., h.
 Dennis, Dave (Hurricane) NYC, no.
 De Salvo, Joe (Fifth Avenue Cafe) NYC, no.
 Donahue, Al (Castle Farm) Cincinnati 10, no.
 Donahue, Sam (Coral Gables) East Lansing, Mich., b.
 Donriguez, Juan (Rogers Corner) NYC, no.
 Dorsey, Jimmy (Strand) NYC, t.
 Dorsey, Tommy (Palladium) Hollywood, Calif., no.
 Duchin, Eddy (Palmer House) Chi., h.
 Duffy, George (Graystone) Detroit, b; (Syracuse) Syracuse 15-24, h.
 Dunham, Sonny (Valley Dale) Columbus, O., no.
 Dunsmoor, Eddy (Eastman) Hot Springs, Ark., h.

E

Eddy, Ted (Iceland) NYC, no.
 Edwards, Tom (Walley's Gay 90's) Albany, N. Y., no.
 Ellington, Duke (Mainstreet) Kansas City, Mo., t.
 Emerick, Bob (Cypress Cafe) Pismo Beach, Calif., no.
 Ernie & His Norsemen (Casleholm) NYC, re.
 Ernie, Val (La Rue) NYC, no.

F

Farley, Eddie (French Village) Dayton, O., no.
 Feminine Notes, Five (Radio Frank's) NYC, no.
 Fiddle Bow Bill (Darling) Wilmington, Del., no.
 Fields, Shep (Top Hat) Union City, N. J., no.
 Fie Rito, Ted (Pacific Square) San Diego, Calif., no.
 Fischer, Darrel (Diamond Mirror) Passaic, N. J., no.
 Fisher, Freddie (Spotlight) Hollywood, Fla., no.
 Fitzgerald, Elja (Booker) Palatka, Fla., 7, a; (Whisper) Fort Lauderdale 8, c; (Sunshine) Orlando 9, no; (Cuban) Tampa 10, no; (Harlem Square) Miami 11, no.
 Flora, Jimmy (Pennsylvania) NYC, h.
 Flynn, Tommy (Merry-Go-Round) Pittsburgh, no.
 Fonseca, Basil (Copacabana) Rio de Janeiro, no.

G

Gesparre, Dick (Plaza) NYC, h.
 Gilbert, Jerry (Cawthon) Mobile, Ala., h.
 Gilbert, Johnny (Southern Mansions) Kansas City, Mo., h.

Orchestra Routes

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

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

Gilberto (Havana-Madrid) NYC, no.
 Gifford, Cal (DeWitt Clinton) Albany, N. Y., h.
 Goldie (The Chanticleer) Madison, Wis., no.
 Goodman, Benny (New Yorker) NYC, h.
 Gordon, Don (Olde Cedar Inn) Brookhaven, N. Y., no.
 Gordon, Jack (Buffalo Athletic Club) Buffalo, N. Y., no.
 Gordon, Paul (La Salle) Battle Creek, Mich., h.
 Grant, Bob (Savoy Plaza) NYC, h.
 Gray, Chauncey (El Morocco) NYC, no.
 Grayson, Val (Ohio) Youngstown, O., h.
 Green, Jack (Vienna Plaza) Zanesville, O., re.
 Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.

H

Hagenor, Herb (Statler) Buffalo, h.
 Hampton, Lionel (Brunswick) Boston, h.
 Haney, Myron (Childs Spanish Gardens) NYC, re.
 Harris, Jack (La Conga) NYC, no.
 Harris, Ken (Biltmore) Atlanta, Ga., h.
 Harstad, Jerry (Midway) St. Paul, re.
 Hart, Joe (Green Mill) Saginaw, Mich., no.
 Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., no.
 Hawkins, Erskine (Wisconsin) Milwaukee 5-8, t; (Orpheum) Minneapolis 9-15, t.
 Hayward, Eddie (Village Vanguard) NYC, c.
 Hayworth, Ronnie (Chin Lee's) NYC, re.
 Helmling, Kitty (Hoffman) South Bend, Ind., h.
 Henderson, Fletcher (Grand Terrace) Chi., no.
 Henry, Bill (Shoreroad Casino) Brooklyn, no.
 Hite, Les (Chatterbox) Mountainside, N. J., no.
 Hoagland, Everett (Gibson) Cincinnati, h.
 Hoff, Rudy (Piccadilly) Pensacola, Fla., no.
 Holmes, Herbie (New Kenmore) Albany, N. Y., 20-Jan. 16, h.
 Holst, Ernie (Stork Club) NYC, no.
 Horton Girls (Andy's Supper Club) Fayetteville, N. C., no.
 Howard, Ralph (Rotisserie) Jackson, Miss., no.
 Hudson-DeLange (Capitol Music Hall) Albany, N. Y.

I

James, Harry (tSanley) Pittsburgh, t.
 Jelenik, Eugene (Escambron Beach Club) San Juan, Puerto Rico, cc.

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

Jerome, Henry (Childs Restaurant) NYC, re.
 Johnson, King (Shelton Corner) NYC, h.
 Joy, Jimmy (Bismarck) Chi., h.
 Jurgens, Dick (Aragon) Chi., b.

K

Kardos, Gene (Zimmerman's Hungaria) NYC, re.
 Karson, Maria, Musicals (Onesto) Canton, O., h.
 Kay, Chris (Casino Russe) NYC, no.
 Kay, Danny (Stamp's) Phila, c.
 Kaye, Georgie (Hollywood) Bridgeport, Conn., re.
 Kaye, Sammy (Central) Passaic, N. J., 8-14, t.
 Kendis, Sonny (Cafe Madison) NYC, no.
 Kent, Peter (New Yorker) NYC, h.
 King, Henry (Netherland Plaza) Cincinnati, h.
 King, Teddy (Odenbach's) Rochester, N. Y., re.
 Kinney, Ray (Lexington) NYC, h.
 Kirby, John (Cafe Society Uptown) NYC, no.
 Knight, Bob (Monte Carlo) NYC, no.
 Kristal, Cecil (Surf) Sarasota, Fla., no.
 Krupp, Gene (Paramount) NYC, t.
 Kuhn, Lee (Beachcomber) NYC, no.

L

Lally, Howard (Belmont Plaza) NYC, h.
 Lande, Jules (Ambassador) NYC, h.
 Lane, Tony (Canary Cage) Corona, L. I., N. Y., no.
 Lang, Don (Colosimo's) Chi., no.
 Lang, Lou (Belvedere) NYC, h.
 La Porte, Joe (Old Roumanian) NYC, re.
 Lazala, Ramon (Park Central) NYC, h.
 Leonard, Hal (Merry-Go-Round) Dayton, O., no.
 Leroy, Howard (Zeller's) Wheeling, W. Va., re.
 Lewis, Dick (51 Club) NYC, no.
 Lewis, Eddie (Nat) Amarillo, Tex., b.
 Lewis, Ted (Riverside) Milwaukee, t.
 Lilly, Gerry E. (Smitty's) Pennsylvania, N. J., c.
 Lombardo, Guy (Roosevelt) NYC, h.
 Long, Johnny (Roseland) NYC 9-Feb. 5, h.
 Lopez, Vincent (Taft) NYC, h.
 Lukewela, Royal (Cafe Bagatelle) NYC, no.
 Luceford, Jimmie (State) Hartford, Conn., 9-11, t; (Loew) Bridgeport 12-14, t.
 Lyman, Abe (Royal Palm) Miami, Fla., no.

M

McCoy, Clyde (Shubert) Cincinnati, t.

McDowell, Adrian (Colonial Dinner Club) Nashville, Tenn., no.
 McGee, Johnny (Totem Pole) Auburndale, Mass., no.
 McIntyre, Hal (Glen Island Casino) Westchester County, N. Y., no.
 Machito (Beachcomber) NYC, no.
 Majors, Three (Pelican) Palm Beach, Fla., no.
 Malneck, Matty (Dempsey-Vanderbilt) Miami, Fla., h.
 Mann, Milt (Club Maxim) Bronx, N. Y., no.
 Marconi, Pete (Caravan) NYC, no.
 Mario, Don (Biltmore) NYC, h.
 Marsala, Joe (Hickory House) NYC, re.
 Martel, Gus (St. Regis) NYC, h.
 Marti, Frank (Copacabana) NYC, no.
 Martin, Bobby (Canary Cage) Woodside, L. I., N. Y., no.
 Martin, Dave (St. George) Brooklyn, h.
 Martin, Freddy (Waldorf-Astoria) NYC, h.
 Martin, Lou (Leon & Eddie's) NYC, no.
 Marvin, Mel (Van Cleve) Dayton, O., h.
 Matthey, Nicholas (Casino Russe) NYC, no.
 Maya, Froilan (Havana-Madrid) NYC, no.
 Melba, Stanley (Pierre) NYC, h.
 Melton, Jack (Jimmy Wright's) Plainville, Conn., no.
 Messner, Johnny (McAlpin) NYC, no.
 Miller, Glenn (Pennsylvania) NYC, h.
 Miller, Jay (Fredie's) Cleveland, no.
 Miller, Russ (Jack & Bob's) Trenton, N. J., no.
 Milton, Dick (Ray's Place) NYC, re.
 Minor, Frank (Red Mill) NYC, no.
 Monet, Gene (Greenwich Village Inn) NYC, no.
 Monroe, Vaughn (Commodore) NYC, h.
 Morand, Jose (Colony) Chi., no.
 Morris, George (Armando's) NYC, no.
 Mosley, Snub (The Place) NYC, no.
 Motley, Berk (Dude Ranch) Norfolk, Va., no.
 Mott, Vincent (Mayflower) Miami, Fla., h.
 Munro, Hal (Casino Royal) New Orleans, no.
 Murray, Duke (French Village) Dayton, O., no.

N

Nagel, Harold (Astor) NYC, h.
 Nevel, Nik (Lookout House) Covington, Ky., no.
 Newton, Frankie (Kelly's Stable) NYC, no.

O

Olmak, Val (Biltmore) NYC, h.
 Onesto, Senya (Commodore) NYC, h.
 Owen, Tom, (Crystal) Dubuque, Ia., 7, b; (Coliseum) Oelwein 8; (Legion Hall) Coggan 9; (Knoep's Hall) Stockton 10; (Forum Roof) Waterloo 12.
 Pablo, Don (Palm Beach) Detroit, no.
 Palmer, Skeeter (Royale) Detroit, no.
 Palsley, Eddie (Hollywood Beach) Hollywood, Fla., h.
 Panchito (Versailles) NYC, no.
 Pancho (Statler) Detroit, h.
 Pantone, Mike (Lark Tavern) Albany, N. Y., no.
 Parfums, Joe (Belmont Plaza) NYC, h.
 Parks, Bobby (Monte Carlo) NYC, no.
 Paul, Toasty (Olson's) Chi., re.
 Paulson, Art (New Yorker) NYC, h.
 Penman, Blondy (Silver Dollar) Clinton, Ia., no.
 Peterson, Mel (Golden Dragon) Cleveland, re.
 Porter, Alden (Nut Club) NYC, no.
 Powell, Teddy (Colonial) Dayton, O., t.
 Powell, Walter (Moonlite Gardens) Saginaw, Mich., no.
 Prima, Leon (Butler's New Room) NYC, no.
 Prussin, Sid (Diamond Horseshoe) NYC, no.

P

Raeburn, Boyd (Chez Paree) Chi., no.
 Ramos, Bobby (Chez Paree) no.
 Ramos, Ramon (Drake) Chi., h.
 Raymond, Nick (Pierre) NYC, h.
 Reid, Morton (St. Regis) NYC, h.
 Reineck, Haro (Osterhout Inn) Albany, N. Y., no.
 Resh, Benny (Bowery) Detroit, no.
 Rey, Alvin (Palace) Cleveland, t.
 Rizzone, Ray (Enduro) Brooklyn, no.
 Roberts, Chick (Tally-Ho) Albany, N. Y., no.
 Roberts, Eddie (Lido) NYC, b.

R

Rodriguez, Jack (Rumba Casino) Chi., no.
 Rogers, Dick (Roseland) NYC, b.
 Rogers, Eddy (Olympia) Seattle, Wash., h.
 Rotonda, Peter (Commodore) NYC, h.

S

Sanders, Sid (Rainbow Inn) NYC, no.
 Sandler, Bernie (Grande) Detroit, b.
 Saunders, Hal (St. Regis) NYC, h.
 Schwartz, Charles (International Casino) NYC, no.
 Shand, Terry (Lookout House) Covington, Ky., no.
 Shelton, Dick (Seven Gables) Milford, Conn., no.
 Sherry, Herb (Paradise Cafe) NYC, c.
 Siegel, Irving (Ditzel's) Phillips, Wis., no.
 Seiger, Rudy (Fairmont) San Francisco, h.
 Sissle, Noble (Diamond Horseshoe) NYC, no.
 Sless, Alvin (Gerard's) Albany, N. Y., no.
 Smith, Bob (Knotty Pines) Alameda, O., no.
 Smith, Russ (Rainbow Grill) NYC, no.
 Smith, Stuff (Ubang) NYC, no.
 Spider, Billy (Glenn Reudevous) Newport, Ky., no.
 South, Eddie (Cafe Society Uptown) NYC, no.
 Spanier, Muggsy (Arcadia) NYC, b.
 Sparr, Paul (St. Regis) NYC, h.
 Spenser, Harold (Biltmore) NYC, h.
 Spector, Ira (Chateau Moderne) NYC, no.
 Spector, Irving (Frontier Ranch) Detroit, no.
 Stanford, Stan (Belvidere) Sault Ste. Marie, Mich., h.
 Stokes, Harold (Edgewater Beach) Chi., h.
 Stower, Jerry (18 Club) NYC, no.
 Straeter, Ted (Pete's Monte Carlo) NYC, no.
 Sylvie, Don (Bertolotti's) NYC, no.

T

Tanassy, Cornel (Kern's) NYC, no.
 Teagarden, Jack (Riverside) Milwaukee, t.
 Terrace Boys (Cora & Irene's) NYC, no.
 Thompson, Grant (Enduro) Brooklyn, no.
 Thornhill, Claude (Adams) Newark, t.
 Torres, Raymond (Rainbow Inn) NYC, no.
 Tostl, George (Owl's Club) Wheeling, W. Va., no.
 Trask, Buddy (Cocoanut Grove) Manchester, N. H., no.
 Trester, Pappy (Park Recreation) St. Paul, h.
 Tucker, Tommy (Lyric) Bridgeport, Conn., t.
 Tyner, Evelyn (Waldorf-Astoria) NYC, h.

U

Ufer, Eddie (Cocoanut Grove) Toledo, O., h.

V

Varrell, Tommy (Club Bail) Brooklyn, no.
 Varzos, Eddie (Park Plaza) St. Louis, h.
 Vetro Sisters (Rainbow Room) NYC, no.
 Victor, Frank (Doc's) Baltimore, no.

W

Walter, Cy (La Martinique) NYC, no.
 Wasson, Hal (Wm. Ferry) Grand Haven, Mich., h.
 Wayne, Hal (President) Kansas City, Mo., h.
 Weik, Lawrence (Trianon) Chi., b.
 Welch, Bernie (Graystone) Lima, O., no.
 Wendell, Condie (Ace of Clubs) Odessa, Tex.
 Williams, Claude (Kelly's Stables) NYC, no.
 Wilson, Dick (Cafe Bagatelle) NYC, no.
 Wilson, Teddy (Cafe Society Downtown) NYC.
 Wingert, Doug (Pipe Creek Inn) West Falls, N. Y., no.
 Winton, Barry (Congress) Chi., h.
 Worth, Ray (Chin Lee's) NYC, re.
 Wynne, Henry (Blue Mirror) Baltimore, no.

Y

Yellman, Duke (Brown Derby) Chi., no.
 Young, Eddie (Lowry) St. Paul, h.

MUSIC ITEMS

(Continued from page 13)

By the Dawn's Early Light, which he wrote in collaboration with Moe Jaffe, will be plattered by Dolly Dawn.

Bunny Small and Frank Capano, local music pubs, combined efforts to produce Beautiful Texas Moon.

Johnny Farrow, local plugger recently back from Chicago, where he represented Nat Shilkret's music firm, goes to New York this week to become professional manager for the Roe-Krippen Music Publishing Company.

Herman Flies to Hollywood

HOLLYWOOD, Jan. 3.—Woody Herman, closing a week's stand yesterday (2) at the Earle Theater, Philadelphia, canceled all his January dates to make a quick plane hop with his band for an assignment at the Universal studios here. Band set for a spot in a new Andrews Sisters' film, Wake Up and Sing, which goes into production immediately upon Herman's arrival here this week. Studio call is for two weeks, and ork canceled another theater week, 17 one-nighters and a record date. Expect to be back in New York by January 26 for a Decca record session.

Dig It, Prof!

NEW YORK, Jan. 3.—In what is believed to be the first attempt to treat jazz as a subject of serious study, New School for Social Research here will offer a 15-week course on "Jazz, the Music of America," beginning February 4.

Course will be conducted by Robert Goffin, Belgian swing seer, and Leonard Feather, currently associated with Davis-Lieber.

A flock of swing heroes will furnish examples of the subject under discussion. Among musikers already lined up are Benny Goodman, Artie Shaw, Benny Carter, W. C. Handy and Harry James.

Bands on Tour—Advance Dates

RAY HERBECK: Ballroom, Pittsburgh, 13; Log Cabin, Armonk, N. Y., 15 (indefinite).

ARTIE SHAW: Strand, Brooklyn, Feb. 6-9; Stanley, Pittsburgh, 13 (week).

DOLY DAWN: Central, Passaic, N. J., Feb. 15 (week).

RED NICHOLS: Grand Ballroom, Chatsworth, Ill., Jan. 14; College Date,

Morgantown, W. Va., 18; Bullroom, Pittsburgh, 20; Ballroom, Monessen, Pa., 21; Auditorium, Saginaw, Mich., 24; Trianon Ballroom, Toledo, 25; Deshler-Wallick Hotel, Columbus, O., 26 (four weeks).

ANSON WEEKS: Deshler-Wallick Hotel, Columbus, O., till Jan. 23; Lantz's Merry-Go-Round, Dayton, O., 26 (four weeks).

Rio Legit Ends Good Season; Most Companies Are Permanent, With 2 Shows a Night, Plus Mats

RIO DE JANEIRO, Dec. 20.—The local legit season, just drawing to a close, has been most successful. Some stars and shows have fared exceptionally well, while others have gone thru the season at a steady pace and have managed to remain in the black. The outstanding success has been that of Dulcina and Odilon (the Lunts of South America) at the Teatro Regina, offering seven plays of Brazilian authorship and translations from the French, to a steady and consistent business. Players are very popular with the Cariocans and occasionally make tours into the hinterlands.

At the Teatro Serrador another combination, Procopio and Bibi, have pulled steady grosses all season, offering mostly plays of Brazilian authors. The Teatro Rival had Jayme Costa heading his own company, followed by Eva Tudor at the head of her own troupe, both doing excellent biz. Teatro Joao Caetano offered a series of musical revues, frequently changing performers with new attractions, utilizing the foremost Brazilian authors and composers for the shows. The Carlos Gomez was occupied the greater part of the season by Vicente Celestino and Company, presenting musical comedies by local authors and composers. At the Recreio Walter Pinto, presented musical revues, with Aracy Cortes and Oscarito heading the cast, for a 10-week run to fair biz.

The Republica offered occasional musical revues, at one time featuring the Paradise Girls from New York, with skits and dialog leaning heavily toward the blue. Shows had everything but strip tease, which as yet hasn't reached here. Teatro Copacabana, operated by the Hotel Copacabana, brought in Raul Roulin Company for three weeks to fair business.

At the Municipal the Companhia

Comedia Francesa from Paris, headed by Louis Jouvet and Madeline Orezay, came in for three weeks early in the season, winding up to terrific biz. Subscriptions sold in advance took care of the nut, rest being gravy for sponsors. Performances, 14 night and 7 matinees, were staggered over the three-week period.

Brazilian legit offerings differ greatly from those in the States, and due to the relatively small admission charges, from about 22 cents in U. S. funds up, it is necessary to give two shows nightly with a couple of matinees thrown in. Performers are well paid, according to Brazilian standards, and many have country estates where they hibernate during the off season.

In Brazil there are no actual producing companies. The standard bearers for legit have organized and usually head their own companies, presenting the plays of the foremost Brazilian authors as they are written. Many companies headed by stars have operated for years with practically the same casts year in and out. New plays are tried out and if successful are continued in the repertoire till stale.

Of the 10 legit theaters in Rio two house permanent companies, the Regina, with Dulcina and Odilon, and the Serrador, with Procopio and Bibi. Both are great attractions and they frequently go into the hinterlands, getting as far south as Buenos Aires and to the northern coastal cities of South America. Both companies are fully staffed with permanent fixtures, from company manager down to call boy.

There are no actor unions here, perhaps due to the fact that the performers become fixtures with their organizations.

With the approach of summer most houses will be dark, but all anticipate a bright outlook for next season, starting the early part of April.

BROADWAY RUNS			
	Performances to Jan. 3 Inclusive.	Dramatic	Opened Perf.
Angel Street (Golden)	Dec. 5	---	35
Arsenic and Old Lace (Fulton)	Jan. 10	---	411
Blithe Spirit (Morosco)	Nov. 5	---	70
Brooklyn, U. S. A. (Forest)	Dec. 21	---	10
Candle in the Wind (Shubert)	Oct. 22	---	86
Clash by Night (Belasco)	Dec. 27	---	9
Claudine (Booth)	Feb. 12	---	379
Corn Is Green, The (National)	Nov. 26	'40	463
Cuckoos on the Hearth (Morosco)	Sept. 16	---	127
First Crocus, The (Longacre)	Jan. 2	---	3
In Time to Come (Mansfield)	Dec. 28	---	8
Junior Miss (Lyceum)	Nov. 18	---	55
Land Is Bright, The (Music Box)	Oct. 28	---	79
Letters to Lucerna (Cort)	Dec. 23	---	15
Life With Father (Empire)	Nov. 8	'39	902
Macbeth (National)	Nov. 11	---	63
My Sister Eileen (Biltmore)	Dec. 26	'40	426
Spring Again (Henry Miller's)	Nov. 10	---	64
Theater (Hudson)	Nov. 12	---	62
Watch on the Rhine (Beck)	Apr. 1	---	319
Wookey, The (Plymouth)	Sept. 10	---	134
Musical Comedy			
Banjo Eyes (Hollywood)	Dec. 25	---	12
Best Foot Forward (Barrymore)	Oct. 1	---	109
High Kickers (Broadhurst)	Oct. 31	---	75
Lady Comes Across, The (44th St.)	Jan. 2	---	3
Lady in the Dark (2nd en- rage.) (Alvin)	Sept. 2	---	143
Let's Face It! (Imperial)	Oct. 29	---	78
Panama Hattie (48th St.)	Oct. 30	'40	494
Sons o' Fun (Winter Garden)	Dec. 1	---	40
Sunny River (St. James)	Dec. 4	---	30

nauseum. If so (and it's hardly probable) he fuled (dismally). All that *Clash by Night* symbolizes is a very stale and shoddy type of hackwork.

MANSFIELD

Beginning Sunday Evening, December 23, 1941

IN TIME TO COME

A play by Howard Koch and John Huston. Presented by Otto L. Preminger. Directed by Mr. Preminger. Settings by Harry Horner. Costumes by John Koenig. Scenery built and painted by Studio Alliance. Company manager, Raymond L. Broeder. Press representative, Frank Goodman. Stage manager, Randolph Preston.

Woodrow Wilson	Richard Gaines
Edith Bolling Wilson	Nedda Harrigan
Captain Stanley	Randolph Preston
Tumulty	William Harrigan
Colonel House	Russell Collins
Judge Brandeis	Bernard Randall
Dillan	James Gregory
Terry	Harold J. Kennedy
Smith	Philip Coolidge
Price	Edgar Mason
Gordon	Robert Gray
Dr. Cary Grayson	Alexander Clark
Henry White	John M. Kline
Professor Seymour	Maurice Burke
Signor Orlando	Vincenzo Rocco
Signor Martino	Joseph Quaranto
Monsieur Pichon	Arnold Korff
Sonino	Rene Roberti
Clemenceau	Guy Sorel
Lloyd George	Harold Young
Senator Lodge	House Jameson

PROLOG: Congress in Joint Session, April 2, 1917. Scene 1: President Wilson's Study in the White House, Washington, D. C., About the Middle of September, 1918. Scene 2: An Enclosed Deck Reserved to the American Delegation on the S.S. George Washington Approaching the Harbor of Brest on the Morning of December 14, 1918. Scene 3: A Living-Room in the House Occupied by the President Near Parc Monceau. The Time Is One Month Later, January 13, 1919. Scene 4: A Conference Room at the Quai Dorsay in the Early Part of April, 1919. Scene 5: Same as Scene 3, June, 1919. Scene 6: Same as Scene 1, Late in August, 1919. Scene 7: Same as Scene 1, March 4, 1921.

In Time To Come, written by Howard Koch and John Huston and presented by Otto L. Preminger, impresses as one of the legit season's better offerings. It is an analysis of Woodrow Wilson during the last years of the World War and shortly thereafter, when Wilson tried to save the world with his Fourteen Points and the League of Nations. The historical, the piece is obviously timely, even topical, and this—plus the fact that it is well-written and well-acted—makes it a good play which will probably have a profitable run.

The Koch-Huston opus bears the mark of extensive research, focussed on a period of American history about which much has been written and speculated. Authors' handling of the subject, too, is very objective, Wilson being portrayed neither as a saint nor sinner, but rather as a man of considerable spirituality not unmixt with pride and ambition, and unable to cope with the worldly old-world politicians negotiating with him at the peace table.

The actors' roles were particularly difficult, inasmuch as they portrayed characters with whom the playgoers are somewhat familiar, and of whom audiences have preconceived notions. Richard Gaines' portrayal of Woodrow Wilson, for instance, has some physical resemblance—not too much—and it is a tribute to both Gaines and the writers that, as the play progresses, the Wilson characterization takes on an increasing measure of validity. In varying degree, the same is true of other players, including Guy Sorel as Clemenceau and Harold Young as Lloyd George. Scene presenting these diplomats whittling down Wilson's Fourteen Points—and Wilson conceding one after the other in order to save his League of Nations—is one of the high points of the play.

Interesting touches were the authors' treatment of Wilson's more intimate friends and political associates, including his wife, Edith Bolling Wilson, played by Nedda Harrigan; Colonel House, portrayed by Russell Collins; Dr. Cary T. Grayson, played by John M. Kline, and Wilson's secretary, Tumulty, played by William Harrigan. Some of these figures, including Colonel House and Mrs. Wilson, are still shadowy to some playgoers. *In Time To Come* gives them substance and form, but how close they are to the originals is still a moot point.

Preminger's direction is skilled. The actors do not overplay, and the piece possesses a degree of economy and tightness in thought and action. This last, of course, is a credit to the writers as much as it is to Preminger.

Settings were by Harry Horner and costumes by John Koenig.

Paul Ackerman.

New Plays on Broadway

Reviewed by Eugene Burr

BELASCO

Beginning Saturday Evening, December 27, 1941

CLASH BY NIGHT

A play by Clifford Odets, starring Tallulah Bankhead. Staged by Lee Strasberg. Settings designed by Boris Aronson and built and painted by Studio Alliance, Inc. Company manager, Emmett R. Callahan. Press agent, Michel Mok. Stage manager, Stephan Eugene Cole. Presented by Billy Rose.

Jerry Wilenski	Lee J. Cobb
Joe W. Doyle	Robert Ryan
Mae Wilenski	Tallulah Bankhead
Peggy Coffey	Katherine Locke
Earl Pfeiffer	Joseph Schildkraut
Jerry's Father	John F. Hamilton
Vincent Kress	Seth Arnold

Mr. Potter Ralph Chambers
Tom, a Drunk Art Smith
A Waiter William Nunn
A Man Harold Gray
Abe Horowitz Joseph Shattuck
An Usher Stephan Eugene Cole
TIME: Summer of 1941. PLACE: Staten Island, N. Y.

ACT I—Scene 1: A Night in June. Scene 2: Several Weeks Later. Scene 3: Two Weeks Later. Scene 4: A Few Weeks Later. ACT II—Scene 1: Three Days Later. Scene 2: That Night. Scene 3: Later That Night.

The major problem concerning Clifford Odets' new play, *Clash by Night*, which was presented last Saturday night at the Belasco Theater by Billy Rose (evidently taking the place of the entire Group Theater), is why Mr. Odets decided to write it in the first place. It's the old one, endlessly retold, about the big, good-natured looby of a husband; the weary, worldly-wise wife who has affection for her spouse, but no love and much dissatisfaction; and the friend of the husband who starts off by fighting with the wife and ends by sleeping with her. She tells her husband, preparatory to leaving him, and it makes him terribly, terribly unhappy; so, at the instigation of an uncle (a vicious tippler who is likely Ku Klux Klan timber) he kills the friend with whom his wife had hoped to build a better life. This last occurs in, of all places, the projection booth of a film theater.

A predilection of outre locale, as expressed in the film booth, seems to have been mistaken by Mr. Odets for originality. The major part of the work is set in Staten Island, a locality hitherto unfavored by members of the Dramatists' Guild. If the inhabitants of that overseas burrow (or borough) are fairly presented by Mr. Odets, Manhattanites have fit cause to rejoice in the width of New York Harbor.

Without overstatement, the only other thing in seven long scenes of uninspired playmaking to mark *Clash by Night* off from the hundreds of other potboilers that have been written for stage, screen, books and magazines on precisely the same subject is the dialog. This, as is usual in an Odets drama, strains rather frightfully after colorful effects, startling

phrasing, and far-fetched metaphors that are arresting rather than apt. Despite the pervading tone of realism in the play, the speeches have no more real connection with the characters than *Celeste Aida* has with the organ-grinder who plays it; the talk is all resolutely in the author's well-worked vein, and some of it sounds almost ludicrous in the mouths of the play's people. Mr. Odets seemed determined to be Odets if it killed him—and it very nearly did. At any rate, it failed signally to resuscitate a very dead play.

Whereas formerly the dialog, tho often inappropriate, was at least fresh, strong and colorful, in *Clash by Night* it strains a ligament in an unsuccessful attempt to achieve the same effect. The ligament, incidentally, belongs to the audience.

Lee Strasberg, the director, was faced with a brutally difficult job, and did about all a director could do to overcome it. In this he is notably aided by certain members of his cast—but not by all. Probably the best performance of the lot is offered by Joseph Schildkraut as the friend, Mr. Schildkraut, previously never precisely an exponent of the quieter school, is called upon to rip out some of the most painfully phony phrases that have ever punished a performer; but he delivers them with such sincere reticence that he almost turns the role into a human being. It is a quiet, unobtrusive but superlatively excellent job. Also scoring is Lee J. Cobb as the husband. It, too, is a tough role, what with the Odets dialog and reactions; Mr. Cobb does some pretty bad things in it, but when really called upon he goes to town and emerges with some of the season's showiest performing. In view of the writing, the belief he brings to the role remains a major acting miracle. Katherine Locke, looking lovelier than I've ever seen her look before, does some of her finest work—delicate, beautifully shaded and quietly effective—as a love-sick neighbor who, when suddenly confronted with marriage, tries to run away from it for esoteric reasons best known to Mr. Odets. Robert Ryan, a newcomer to Broadway, shows solid ability as her boy-friend, and Seth Arnold does excellent character work as the uncle.

As for Miss Tallulah Bankhead, who is starred as the wife, her performance is quite beyond belief. Her voice is deeper than ever—so deep that she sounds like an excellent imitation of Lionel Barrymore. Also much deeper than ever is her Southern accent; as a Staten Island housewife who was born in Scranton, Pa., she lets loose with speech that's strictly Alabama-bound; for example, her version of "I'm tired"—emerges as "Ah'm tahd." And, in addition, she plays the woman as tho she were trying to give a burlesque of an old-time Tragedy Queen. It is, all in all, quite a performance.

There's just an off chance Mr. Odets may have thought that his characters symbolized various types of humanity—the stupid masses who hate to think and eagerly follow the suggestions of a leader, the honest people who look ahead and face what life has to bring, etc., ad

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" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero.

"In Time To Come"—94%

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

NO: None.
NO OPINION: Kronenberger (*PM*).

"Clash by Night"—22%

YES: None.
NO: Kronenberger (*PM*), Anderson (*Journal-American*), Waldorf (*Post*), Brown (*World-Telegram*), Lockridge (*Sun*).

NO OPINION: Coleman (*Mirror*), Mantle (*News*), Atkinson (*Times*), Watts (*Herald-Tribune*).

FROM OUT FRONT

"Marco Polo," Progeny and Timeliness

BY EUGENE BURR

THIS yuletide, perhaps fittingly, there have been more plays for children than at any other holiday season within memory. Theatrical fare for the youngsters has been rich and varied—*The Adventures of Marco Polo* at the New Yorker, *The Emperor's New Clothes* at the Heckscher, a marionette program on 58th Street and, somewhat further afield, *Alice in Wonderland* in Brooklyn and *Peter Pan* in Newark. Of the group, *The Adventures of Marco Polo* played a Broadway house and so seemed to rate a review. In addition, it had a script by Saul Lancourt, music by Margaret Carlisle, choreography by Ruth St. Denis and staging by Mr. Lancourt. Like the others, it was presented for a limited holiday engagement.

But reviewing it posed a problem that has come up before: Is it fair to judge a play designed for children by standards that are heavy-footed, weary and earth-bound—by standards that are, in short, adult? Obviously, it's not. No longer may this reporter recapture the starry-eyed wonder with which he watched the great Charlotte gliding over the ice at the Hippodrome or the Candy Man gallantly breaking off his fingers in *The Blue Bird* or wonderful, piebald Fritz, with William S. Hart on his back, galloping down perpendicular paths to rescue a sore-beset maiden. Today I mightn't even like them—which is just another proof of the relentless cruelty of time.

In my dilemma I turned to a young lady of my acquaintance, Dixie Lee Brock, aged nine, and asked her to help me out by doing the *Marco Polo* review for me. Obviously, she's an infinitely better judge of a show designed to appeal to children than I can any longer hope to be. She consented; and so I give you Miss Brock, reviewing *The Adventures of Marco Polo*:

"The first lesson this play taught me was to be kind to one another and always tell the truth. I thought the best dancer was Dorothy Light. I liked the music and the songs very much. My favorite song was *The Three Wise Monkeys*. I think it would be wonderful if every child in America could see this play, as we should love one another no matter what race or nationality."

According to Miss Brock, then, the play does its work, being enjoyable to the audience at which it is aimed. And if it gives rise in all its young auditors to the reactions noted by my reviewer, it's doing a magnificent, tragically-needed job in the world today. Greater and more glorious things than even *Charlotte*, the *Candy Man* and *Fritz* could return to us if we saw once more with the eyes of childhood.

SPEAKING of children—tho on a somewhat different age-level—last week's *Let-ters to Lucerne* brought together the daughters of five famous men. That two of the five showed real promise gives an unexpectedly high average; but in view of their fathers, it is somewhat less than startling. The two were Faith Brook, daughter of Clive Brook, and Mary Barthelmess, daughter of Richard Barthelmess. They're charming and attractive young ladies, and both offered jobs good enough to have been noticeable even if their names had been merely Smith and Jones.

Somewhat less successful were the only two of the group who had had previous Broadway experience, Nancy Wiman and Phyllis Avery; but only one of the quintet offered an entirely hopeless job. This was Miss Sonya Stokowski, who was—I later learned to my unbounded amazement—generally praised by the reviewers on the dailies. It is hard to think of a less effective performance than that given by Miss Stokowski—amateurish, flat and painfully ineffective, despite a sympathetic and immensely grateful role. It's difficult to see just how or why she rated the reviewers' praise. Or is it?

Many infinitely better acting jobs have been given by Miss Stokowski's own father. Unfortunately, however, he gave them when he was, theoretically at least, trying primarily to bring out the full value of some unfortunate composer's music.

SPEAKING of the reviewers, Richard Watts of the *Herald-Tribune* last Sunday answered, inferentially at least, some of my cracks concerning timeliness as against timelessness in art. Unfortunately, however, he missed the entire point of what I was trying to say. Said Mr. Watts, in part:

"Critics with an eye on posterity keep telling the playwrights that they should not waste their time on topical subjects, but should write of timeless things if their works are to survive. It strikes me that this is bad advice in several ways. Certainly it is not imperative that an author should write of today, if some other subject happens to come to mind, but to tell him that he shouldn't write a topical drama, even if that is what is on his mind, is going to an unfortunate extreme."

Of course it is. So far as I know, neither I nor anyone else holding a similar viewpoint has ever gone to such an extreme. Our point is merely that, if the playwright wants serious consideration beyond the narrow confines of his own day, he must write of his chosen topical subjects in such a way as to give them universal significance and emotional appeal. Most topical plays, unfortunately, are not so written. They base their appeal solely on their timeliness; and I and others like me deplore the fact that such merely topical values (which lie entirely outside the merits of the script) are often slobbered over by accredited critics as marks of a true work of art.

It is quite possible to be topical and, at the same time, to write in universally emotion-compelling terms—tho plays that do this are, necessarily, scarcer than the others, since they demand higher qualities in their authors. One such, however, is Lillian Hellman's *Watch on the Rhine* (which Mr. Watts also happens to think a pretty good play). Its characters and its conflicts go beyond the present-day problems on which they are based; they carry universal relevance as statements of the struggle between two always-surviving ways of life. They are not, like those in so many other topical plays, bounded only by their present applicability.

Does that make it any clearer, Mr. Watts?

"Hellza" Terrific In Phil; Held Over

PHILADELPHIA, Jan. 3.—*Hellzapoppin'*, with Happy Felton and Jay C. Flippen, is the greatest local legit sensation in more than a decade. Originally skedded for a two-and-a-half-week run, ending Saturday, Shuberts decided last Saturday (27) to have it remain at the Forrest for two more weeks, pushing back its Boston bookings. On the basis of the demand for ducats, Forrest has cleared the decks of all advance bookings and hopes to hold the show for many additional weeks.

Observers figure that it can hold on with ease until spring. Greatest advance sale ever set here was established by *Hellzapoppin'*, according to Lawrence Shubert Lawrence, general manager for local Shubert theaters. Before the first curtain rose on Christmas night, Forrest had taken in \$68,000, meaning that virtually all seats for the original booking until January 10 were sold in advance.

Only scattered matinee ducats were available.

ONE-TWO-THREE KICK

(Continued from page 3)
Macy's (Class A, according to Local 802) is \$10 per man for three hours.

A slew of singers will also participate on various days. Among them are Graziella Parraga, diplomatic ambassador of cultural relations to the United States, and Rafael Sanchez, Federico Jimerio, George Rivera, Perilla Greco, Olga Coelho, Julio Viales, Manuel Velasquez and Lorenzo Herrera. Pianists will include Ricardo Romero, Raoul Barruga, Carmen Sequerra and Hugo Balzo. Dancers signed are Violeta Hartmann, Nilda Del Prado and Sonya Correia.

Fair has as its honorary sponsor Mrs. Franklin D. Roosevelt, who will address a Ritz-Carlton Hotel dinner, which will be attended by the ambassadors of the 20 countries represented, opening night.

Mary Shank, booking the show, said that there won't be a Brooklyn Latin in the lot.

Out-of-Town Openings

"Portrait of a Lady"

(Majestic)
BOSTON

A comedy by Alexander King and Chester Erskin. Presented by Aldrich & Myers in association with Hughes & Ewing. Staged by Mr. Erskin, with setting by Donald Oenlager. Cast includes Ruth Gordon, Eloise Sheldon, Ruth Thane McDevitt, Jean Mann, Frederica Worlock, Lloyd Gough, Marjorie Bell, A. J. Herbert, Kay Strozzi, Mary Sargent, Harold Waldridge, Morgan Farley, Austin Fairman, Lyle Bettger and Edwin Gordon.

The theater today seems peopled with writers who have a burning desire to write and a penchant for making their characters mouth the most incomprehensible inanities ever penned by mortal man. *Portrait of a Lady* is one of these plays. The characters use 10 five-syllable words where three one-syllable words would do as well, and the result is such that each speech has the same effect as reading, at random, from the dictionary. Its characters are unreal people living in an unreal world which no playgoer—or human being in control of all faculties—has ever seen.

Portrait of a Lady is the story of Sheila Wyatt Munson, writer and lecturer, who has achieved great fame solely on her ability to steal material from other people. She is beginning a new book, the title of which is taken from a remark made by a cynical young newspaperman who comes for an interview. She hires him to help her with the book in order to take advantage of him and to marry him off to her son's fiancée. Her husband discovers that she is stealing material from his manuscript, and discovers also that her two previous marriages ended after trips to Trinidad—and practically coincided with the publication of her previous volumes. The parallel between her behavior and that of the praying mantis, which devours its mate in the last ecstasy of love, is so obvious that it hurts to have one of the characters comment on it. When Sheila proposes a trip to Trinidad as a birthday present, the outraged husband leaves by himself. Sheila then decides to become a farmerette, retaining her usual vigor and characteristics, but subduing them to a certain extent. The return of the husband, determined to end the marriage, is supposed to be climactic, but it is obvious that he will resign himself to his existence.

If Messrs. King and Erskin are trying to prove that men are suckers, they have succeeded. If, on the other hand, they were attempting to write a comedy, they have failed. There were fewer than a dozen laughs all evening, and the only feeling on leaving the theater was one of relief.

Ruth Gordon dragged thru her first act like a child on the way to a dentist, but managed to revive herself sufficiently in the second and third acts to give a fairly creditable performance. There were times when she made the lines believable, but for the most part her performance was as disappointing as the script.

Bowed down by the weight under which they were staggering, Frederic Worlock, Lloyd Gough and Nicholas Joy all managed to turn in plausible performances. Some good supporting work was done by Kay Strozzi, Harold Waldridge and Morgan Farley.

Mike Kaplan.

"To Live Again"

(Belasco)
LOS ANGELES

A melodrama by Myron C. Fagan. Produced and directed by the author. Cast: Ernest Wyatt, Richard Herr, Josephine Gilbert, Irving Mitchell, Charles Waldron, Tom Seidel, Julie Bishop, Don Porter, Lynn Swann, Michael Jeffrey, Don Kirke, Richard Ahearn, Forbes Murray, Michael Vallon, Alfred Hall, Ian Keith, Irene Shirley, Grandon Rhodes, John Vosper, Leslie Thomas, Lyle Clement.

To Live Again is a play in which a God-defying labor leader is out to get even with an industrial leader and his family for interfering with his marital happiness 25 years before. The labor leader, John Steele (Ian Keith), married the sister of Thomas Wray (Michael Jeffrey). When Steele's lust for power began to exert itself, his wife left him. Steele believed that Wray was respon-

sible for the separation. The wife died shortly after the separation. Dick Wray (Tom Seidel), son of Tom Wray, is to be electrocuted for the slaying of Mike McCaffrey (Michael Vallon), a Steele henchman. While Steele knows young Wray is innocent, he refuses to help and uses his political influence to send him to the chair despite reprieves. Tom Wray, deep in worry, dies during the two years covered by the main part of the play. Steele's son (Don Porter) is in love with Eileen Wray (Julie Bishop), but the marriage is blocked. Steele dies suddenly when he learns that young Wray is his son. And no wonder.

A prolog is used to convey the impression that Steele was born on a Midwestern farm in meager circumstances, and made the steady climb to power which is possible only in America. An epilog gives impressions of Steele as his "friends" testify before a tribunal after death. Value of both the prolog and epilog is doubtful.

While the show ran nearly three hours opening night, there are parts which can be condensed without much trouble. However, the show is not tiresome.

Author Fagan is lucky that the show hit at a time when many Americans dislike labor leaders who retard airplane manufacture. (The Wray plant is working on airplanes). However, labor is strong on the West Coast, and there are sure to be people who resent this characterization.

Keith turned in a brilliant performance. Outstanding, too, were Charles Waldron as Archbishop Grady, whose work in the second and third acts won thunderous applause; Don Porter, Michael Jeffrey, Julie Bishop, Irving Mitchell, Michael Vallon, John Vosper, Don Kirke and Tom Seidel.

Sam Abbott.

"White Cargo"

(The Playhouse)
WILMINGTON, DEL.

Revival of a drama by Leon Gordon. Presented by Addiss & Rorke. Staged by Dann Malloy. Setting by United Studios. Cast: Edguy Kent, Ernest Adderley, Richard E. Bowler, Don McHenry, Edward Harvey, Arthur Finn, Dann Malloy, Hayden Rorke, Ann Corio, Arthur Gilmore.

Not Broadway fare but a theatrical venture that should prove profitable on the road is this revival of a famed old play.

Burly's Ann Corio has a marquee name of no small drawing power, and does a workmanlike job in the overrated role of Tondeleyo. In support, Richard Edward Bowler, as Witzel, and Edgar Kent, as the doctor, do yeomanlike work and it is their efforts which succeed in holding the play together. Don McHenry, in the smaller role of Ashley, won applause, but the rest of the cast contributed little and added to the confusion.

The hackneyed plot is, of course, a handicap to all concerned, but the players, on the whole, appear too content to adhere to stereotyped characterizations. One could discuss the inadequacy of Hayden Rorke and others, but it seems hardly worth while.

Henry L. Sholly.

HAMID MEXICAN CIRCUS

(Continued from page 3)

wild animals along with clowns and aerial acts. Combo will consist of 76 people.

Hamid move is seen as a major attempt to develop the Mexican market. Success of this circus may mean more outfits to be sent south of the border. Movement of show will be limited to points covered by railroads, as the war has caused a scarcity of vessels and transport equipment.

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Catalog from Secretary, Room 145
CARNegie HALL, NEW YORK

4 Stem De Luxers Gross Almost \$7,000,000 in 1941; Para Leads; Roxy, Strand, State in That Order

(Continued from page 3)

shows. This house, Broadway's last pure vaude emporium, gets mainly second-run films which probably would average around \$4,000. The difference between that figure and the average take of \$20,500 is attributable to stagelings. Many of the State films this year were milked dry at the Capitol and Paramount.

Increase of a steady patronage is responsible, largely for the increased averages at the Paramount and Roxy. The Paramount, with its name-band policy, is the haven for the younger generation jitterbugs, while the Roxy concentration on family audiences is showing favorable results.

During 1941 the Paramount had fewest changes of bills, only 21. The Strand made 23 changes and the Roxy 24. The State changes weekly, but on rare occasions holds over a stagelings for an additional week.

The Paramount, booked last year by Harry Kalcheim, highlighted 1941 with the five-week engagement of Will Bradley, Danny Kaye and Jane Froman on stage, with film *Caught in the Draft*, which drew total of \$233,000. (During the last week Joe Venuti subbed for Bradley.) The first week of \$71,000 was the highest clocked during the year. House record is held by Tommy Dorsey, who, during the 1940 Christmas week, with *Love Thy Neighbor*, did \$77,000. Dorsey this year was runner-up with the weakie, *Aloma of the South Seas*, getting \$70,000. This bill ran three weeks for a total of \$154,000. Benny Goodman's first week drew a great \$68,000. Pic ran four weeks, but Goodman, when to bow out at the end of the third, had Harry James subbed. Total run resulted in \$184,000.

Other good grossers were Xavier Cugat with *Hold Back the Dawn*, which in three weeks did \$148,000, and Harry James ork with Ray Bolger and film *Skyline*, which drew \$140,000. Three weeks of Glenn Miller's ork and *Virginia* did \$128,000.

Low grosses included Ella Fitzgerald band, coupled with *You're the One*, which got \$28,000 in a single week.

The Roxy (5,835 seats), booked by Jesse Gave, is budgeted at about \$2,500 for the weekly acts. Line of Gae Foster femmes is included in the standing house staged on cost. The Roxy again provided the best weekly gross on Broadway. For the Christmas week just concluded, with Adrian Rollini Trio, Paul Gerrits and Paul Remos, along with *Remember the Day*, total is \$90,000, highest figure the house has received during the last 10 years, exceeding the figure attained by *Alexander's Ragtime Band*, previous record holder, by \$2,000. This bill will also give the house a head start for 1942. During recent months 20th Century-Fox screen product has been vastly better, with resultant better grosses.

Other outstanding Roxy grosses include the five-week stay of *Yank in the R.A.F.* and stage bill with Nicholas Brothers, Don Arres and Archie Robbins. First week did \$87,500; total take was \$242,500. This is also the highest gross for any vaudefilm run during the past year. A four-week bill with film, *A Night in Rio*, totaled \$135,000. Four weeks of *Charley's Aunt* pulled a big \$150,000. Lowest takes were the single week of *Parson of Panamint*, which got \$14,000, and *Dance Hall*, which floundered to \$22,000. A sleeper was *Tall, Dark and Handsome* and Major Bowes unit, which did \$96,000 in two weeks.

The Strand, booked by Harry Mayer with a budget of around \$7,000, is handicapped by being the smallest house on Broadway and by the "advertising runs." Four-weeker there was Jimmy Dorsey with *The Great Lie*, which totaled \$135,000. Three weeks of Sammy Kaye and *Divya Bomber* got \$120,000. First week of this bill, \$50,000, was one of the highest weekly takes of the year. Four weeks of Phil Spitalny and *Sergeant York* tabbed \$137,000. Three weeks of Woody Herman and *They Died With Their Boots On*, despite the greater interest in war news, pulled \$112,000. Low grosses included two weeks of *Wagons Roll at Night*, with Tommy Tucker and Victor McLaglen on stage, for \$43,000, and two weeks of Guy Lombardo and *Out of the Fog* for \$37,000. Single week of *Affectionately Yours*, pulled after a

week while Wayne King continued, garnered \$18,000. *Shining Hour* followed and got \$25,000.

The State, booked by Sidney Piermont with a budget anywhere from \$5,000 to \$11,000, ran a fairly even course throughout the year. When the house got a reasonable break with its second-run films it did fairly well, and when it got a picture from a Paramount run business was bad. Ritz Brothers, on bill with *Texas*, did \$32,000. Best grosser was a Lou Holtz unit with *The Philadelphia Story*, which got \$38,000. Lowest figure, \$11,000, was for *Adventures in Washington* and stagelings with Barry Wood, Larry Adler and Joe Rines.

Weekly average for the four houses on Broadway was \$132,183.

Not Much Cafe Work In Wilmington Area

WILMINGTON, Del., Jan. 3.—Two out-of-town spots, Joe's Casino at the Black Cat, New Castle, Del., and Jmmie Lambros's 250-seat Marine Hotel, Trainer, Pa., aim at class patronage.

Lower income customers seeking floorshow entertainment split patronage between Fitch's Cafe and the Hotel Merritt, both in Wilmington proper. Dance-band locations are limited to the Hotel Darling Rainbow Grill, where the Korn Kobblers got their first break, and the Dupont Hotel Grill Room. Former is presenting Fiddle Bow Bill and His Dew Valley Acorns, while the Dupont features a local crew.

Black Cat, using five acts and a band, is managed by Nat Helm. Acts furnished, tho not exclusively, by Arthur Phillips Agency in Philadelphia.

Marine Room is booked thru Danny West, of Suez Theatrical Agency in Philadelphia, with Eddie Lang's band current. Acts include emcee Jack Griffin, Jane and Anthony and Babs Roth.

One Time When She Gave Them the Bird

GALAIS, Me., Jan. 3.—Flo Nickerson, veteran producer, gave her audience the bird here. Heading the *Hooray for Life* tab touring the Northwest, she was called on at the State Theater here to present turkeys given away to patrons holding lucky seat stubs.

Tabbs have been in demand thru Maine and are playing one to three-day stands at film theaters, with box-office scales lifted for the engagements. There has been a marked demand for stage entertainment. Capacity crowds are being drawn by *Black Buds* and *Hooray for Life* tabs.

Blackout, Jitters Hit Atlanta Clubs

ATLANTA, Jan. 3.—Night club operators are having a tough time. The night following declaration of war 50 people were counted in all spots combined. The Wisteria Gardens, oldest such spot—and operated by a Japanese of long standing in the community—was closed by the government. As the owner had previously in many ways shown himself to be an American tho not a citizen, he has been permitted to reopen.

Blackouts, nothing new for Atlanta, also hurt. Last summer for weeks downtown Atlanta was darkened as power was conserved for essential war industries.

Tony Martin Cancels Phila New Year Eve

PHILADELPHIA, Jan. 3.—Caught in the maelstrom of unfavorable publicity over misunderstanding arising from his selective service call, Tony Martin canceled his skedded New Year's Eve appearance at the Earle Theater here. Last-minute substitution brought in Lucille Ball and Desi Arnaz.

Show Must Go On, Etc.

MILFORD, Conn., Jan. 3.—Diane Dixon, a dancer, hadn't thought of getting herself a partner, but got one nevertheless during her engagement at Richard Decker's Theater-Restaurant here. Following her single routine, she learned that Betty Carter, of Richards and Carter, had just met with an accident backstage and could not go on. Bob Richards had already been introduced by emcee Charles George, and there was no time to lose.

So despite the fact that she had never danced with Carter previously, she took the injured gal's place and went thru the dance, relying on her memory of the routine which she had seen several times.

Conn. B'd Checks On Alien Liquor License Holders

BRIDGEPORT, Conn., Jan. 3.—Connecticut Liquor Commission announces there are 800 aliens operating under liquor licenses in this State, which includes many night spot operators. It will investigate the backgrounds of all dispensers of liquor.

Munitions are being manufactured in Connecticut, and one of the oldest tricks of espionage is to plant agents as waiters or bartenders.

Big Show for Latin Quarter

MIAMI BEACH, Fla., Jan. 3.—Lou Walters opened the Latin Quarter December 26 on a newly raised stage presenting a show bordering on musical comedy. The Eight Reynolds Girls, who failed to appear for the opening show, supplied Walters with a few headaches as the finale had been planned around them. However, Walters put skates on the chorus, who at least made a pretty good try.

In the adjoining Harem Room is a more intimate show emceed by Buddy Walker. Three peelers, with the spotlight on Mathea Merryfield, were well received. Supplying mysticism is Rajah Raboid, mentalist.

Talent at the Latin Quarter has Martels Trio and Mignon, Senor Wincos, Diamond Brothers, Faith Bacon, Mme. Komarova's *Folies Bergere* ballet, the Hermans Williams Trio, the Hudson Wonders, Monica Moore, Mildred Law and Patricia Hall. Sonny Kendis and Jose Cortez orks supply the music.

Philly New Year's Eve Okay for Clubs

PHILADELPHIA, Jan. 3.—More than three-quarters of all available local New Year's Eve reservations were snapped up in advance. The \$10 and \$12 charge per couple was uniform among downtown hotel rooms and swankier night clubs. Basic prices were about the same as last year.

Nitery ops reported business as big or bigger than last year.

Talent Agencies

HARRY KILBY, cafe head of General Amusement Corporation, left New York Thursday (1) for two weeks in Miami. . . . JENNIE GODECK now with the William Morris Agency, New York. . . . AL SIEGEL expected back to New York from the Coast shortly, to work with a new protegee, Susan Miller. Eddie Smith will agent. . . . TERRY DONOGHUE, formerly of *The Newark Ledger*, now with the Loew publicity staff, will handle the press for the State, New York. Herman Silver to do publicity for Loew nabe houses in Manhattan. . . . GEORGE (MOE) LUCKY has joined the Ez Keough office in Chicago. . . . EDDIE SLIGH, Chicago, back on the job after a serious illness.

HARRY LOWE, with the Charles Eilman Agency, Liverpool, England, is recuperating in a military hospital. Letters can be addressed in care of *The Performer* or the Sidney Burns office in London. . . . LEE SOBIE opening a personal management office in Los Angeles. His brother Jack is now stationed at Fort Sam Houston, Tex.

N. Y. Agents Plan To Sponsor New Performer Union

NEW YORK, Jan. 3.—A meeting to organize variety performers into a separate organization will be called by the Associated Agents of America. The organization will seek to found a union to rival the American Guild of Variety Artists and which will be entirely independent.

According to Hymie Goldstein, AAA president, the new outfit is being formed to allow performers to have a voice in handling their own problems thru a union of their own choosing. Goldstein cited the fact that no local AGVA membership meeting has been called for some time as proof that the rank and file performer has no say within the present union.

Goldstein said that the set-up he contemplates will be an independent group calling for a monthly membership fee of 50 cents. He charged that AGVA's rule not permitting commissions on scale bookings is working hardship on both agents and performers, as many spots cannot afford talent for more money, thus cutting off an important source of revenue for smaller acts.

Date tentatively set for the first meeting is Monday, January 26, at the Union Church.

Bev. Hills Club Shut Till March 13; Cincy Biz Still Slow

CINCINNATI, Jan. 3.—Beverly Hills Country Club, Newport, Ky., closed New Year's Day to remain dark until March 13, with most of the executive staff transferring to Florida for the next two months. A new disappearing stage is to be installed in the interim.

While Beverly has suffered with the rest of the niteries in this area as a result of the recent war declaration, that wasn't the direct cause of the closing. Beverly's business has been good in recent months.

Business at all local niteries continues low, especially late-night sessions.

Netherland Plaza may shortly shutter its Pavilion Caprice and switch its band and floorshow to its Restaurant Continental. The Gibson Hotel has discontinued its policy of using two acts in its Rathskeller.

Atlantic City Biz Hurt by Gaming Ban

ATLANTIC CITY, Jan. 3.—Practically all top summer spots reopened for New Year's Eve. Bath and Turf Club had Bert Frohman headlining. Round the World Room of Hotel President brought in a Latin show. Bobby O'Neil headed the show at Hotel Chelsea Grill. Paradise Cafe had a full Harlem show. Big shows also offered at Ambassador Hotel's Renaissance Room and 22 Club, the Traymore's American Room, Ritz-Carlton Hotel's Merry-Go-Round, Club Carlton, Gables Inn, Paddock International, Hotel Breakers' Ship Deck and almost a dozen other.

Smaller clubs offered a "no covert, no minimum" inducement. Elsewhere prices ranged up to \$12 per couple. This resort is closed tight on gambling.

Romm Signs for 2 Years With GAC

NEW YORK, Jan. 3.—A two-year contract linked by Harry Romm with the General Amusement Corporation was signed December 17 and calls for virtually the same terms as the previous contract. Romm's take is on a commission basis.

Romm was previously set to leave, but the new pact eliminates all disputed items. Leonard Romm will continue with Harry.

Miller for Para

NEW YORK, Jan. 3.—Glenn Miller is set to move into the Paramount either January 28 or February 4. Date depends upon Miller's acceptance of bid to play the President's Birthday Ball January 30 in Washington.

New Year's Eve Biz Good in New York Despite Raid Scare

NEW YORK, Jan. 3.—The night club industry helped provide a noisy welcome for 1942 at increased minimums, with the class hotels and night clubs enjoying capacity crowds. At smaller spots and in Greenwich Village business was not up to last year's.

The last-minute lifting of restrictions preventing too great an assemblage in the Times Square sector helped make the New Year's Eve celebration a profitable one for all shows. Until lifting of the ban reservations had been coming in very slowly. About three days ahead they began to pick up, with many spots eventually reporting capacity.

Minimums ranged up to \$20, which included supper and favors. Most hotels opened every available public room for very good returns.

The Versailles ushered in the New Year on a wrong footing when at 10:45 p. m. the waiters walked out on strike, demanding an increase over their weekly \$6 pay scale. The management carried on with hastily collected substitutes.

James McKinley Bryant's Montparnasse and Marta's in the Village folded last week. Agid's International Casino, after brushing off the last patron in the wee hours of Thursday morning, failed to reopen. The talent and ork were paid off.

Fox, Detroit, Does Okay With Straight Films

DETROIT, Jan. 3.—Analysis of five-year records at the Fox Theater shows little likelihood that vaude will be revived at this big house unless conditions change drastically. David M. Idzal, managing director, says a five-year average weekly gross has been \$21,000. This included four years with stageshows most of the time.

During 1941, however, the house grossed just over \$1,000,000, or a weekly gross of over \$20,000—nearly equal to the five-year average. Only two weeks of stageshows and 40 weeks of straight pictures were used in 1941. Kay Kyser came in for an excellent week January 23 and Raymond Scott for a fairly good week March 27. (Holiday show ran the first two days of 1941 and is ignored in this compilation.)

The figures for straight pictures do not equal by one-third the top figures for vaude—\$1,300,000 annual gross in 1937. However, 1941 was an off year for movies in Detroit, as everywhere else in the nation, and the fact that the house held up to the long-time average without stageshows has encouraged Idzal in his present no-stage policy, which may be broken on rare occasions to allow some experiment.

Century, Buff, Building Vaude

BUFFALO, Jan. 3.—The 20th Century Theater here is becoming an outstanding vaudeville in this part of the country. A recent investment of \$50,000 and gave the house many improvements. Its policy of vaude shows features overture presentations of the 15-piece house band under Meyer Balsom, plus acts and territorial favorites now and then.

Opening vaude December 18 had Gertrude Lutzl, a local radio star, plus Warren Hardy. Nikitas Dipson is still owner of the Century, with Andrew Gibson part of corporation.

The advertising budget here has been tripled the past few weeks. Assistant Manager John Finley has left to manage the newly built Amherst Theater, also owned by Dipson here. Clarence Williams is taking Finley's place. Tom Strafford has been added as publicity man.

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Hey, Rubin!

BOSTON, Jan. 3.—A mishap in production arrangements had Shep Fields playing music for three solid hours, stagewaiting a capacity house in the Rhode Island Auditorium (Providence), while Joe Rubin, local promoter, and others bit their nails waiting for the backstage crew to get things ready.

Fields meanwhile played everything in the books to keep the audience from cooling off completely. Audience, however, literally cooled its heels—customers were sitting on flooring over an ice-hockey rink.

Kalcheim Understood Set for Coast Job; Berger With Levine

NEW YORK, Jan. 3.—Harry Kalcheim returned here Wednesday and is refusing to divulge his new connection. News that Kalcheim resigned the booker's post of the Paramount Circuit shocked Broadway Monday afternoon. It is understood a connection awaits him in a talent casting spot at one of the major Hollywood studios.

In the meantime, Harry Levine, assistant to Kalcheim, has been moved up, with Milton Berger leaving the Jack Davies office to assist him. They will work in conjunction with Bob Weitman, managing director of the Paramount Theater. Kalcheim will be at his office until January 20. Josh Meyers steps up in Davies' office to succeed Berger.

Kalcheim has been at this position for 10 years, since the inauguration of the pit stage band policy at the Paramount, and is generally credited with transforming the Paramount from a white elephant to the top band showcase in the country.

His parting with Paramount is amicable. Bob Weitman and others have expressed keen regret at his leaving.

N. Y. AGVA Local Seeks Bond Dough

NEW YORK, Jan. 3.—New York local of the American Guild of Variety Artists, which was revived several months ago and is being operated by a committee composed of Alan Corelli, Dave Fox and Gus Van, is still a functioning body, according to Gerald Griffin, executive secretary of AGVA, in answer to a question on what was being done about the organization situation in New York.

Griffin said that the local has been signing contracts with night club owners, but said that he didn't have the information on hand as to who they were. Griffin also says the petition being circulated around town for a membership meeting still hasn't reached AGVA. These petitions have been making the rounds for weeks.

New York local also invoked the only night club bond it has had, with Agid's International Casino, downtown nitery, which closed after New Year's Eve. All the performers were paid off up to closing but the local is collecting a claim on the bond from the Columbia Casualty Company, which bonded the club, for a week's salary in lieu of notice. The club is expected to reopen. Lou Taylor, head of the Actors' Betterment Committee, which has been fighting AGVA, will be among those collecting on the bond.

Philly Club Adding Bomb-Proof Shelter

PHILADELPHIA, Jan. 3.—Lexington Casino is planning construction of a bombproof underground shelter. Dug-out will be equipped with a bar and sufficient capacity to accommodate all customers in the event of an air raid.

At Kallners' Little Bathskeller all waitresses have enrolled as air-raid wardens for early a.m. duty.

War Ends Puppet Act

LOS ANGELES, Jan. 3.—The Humettes, puppet act, is going out of business. Jack Shafton and Bob Humes will soon be in military service. Shafton expects to be called in about three weeks, and Humes is already taking flight training at Cal-Areo School, the army's civilian training school.

Name Orks Still Great in Pitts; Vaudefilms Drew 20G Average, Pics 13G; Andrews Sis. Top Name

PITTSBURGH, Jan. 3.—Vaude weeks at the Stanley Theater were invariably better grossers than all-film weeks, a summary of 1941 box-office figures reveals. Name bands were the outstanding draws, except the Andrews Sisters and the Ink Spots, who topped individual acts in pulling power. Invariably talent with music machine and radio reputations outgrossed orchestras and acts without machine or air build-ups.

For the 50 weeks beginning January 3 and ended December 18, the Stanley registered \$998,500. Average vaudefilm weekly take was \$20,700 and \$13,260 for films only. Weekly average for 1940 was \$18,100.

Acc attraction for the year was the Andrews Sisters. They played the city's only stage house three times within 10 months and each appearance totaled far above the average. Their \$33,000 was the year's highest week when they shared billing with Gene Krupa's orchestra. They grossed \$30,400 with Johnny Davis's band and \$23,400 with Joe Venuti.

Of the 45 vaude weeks 34 presented traveling orchestras. Weakest booking was the unit show; none of the nine booked hit the weekly average. Usual Stanley policy combines a name band with one to three vaude acts or a top act with a lesser known orchestra and another act or two. When no traveling band is booked Max Adkins's pit crew supplies the music.

Opening Fridays, each week's show struts its stuff before a reviewing committee that includes Warner Theaters' Zone Manager Moe Silver (Harry Kalmine until six weeks ago), Stanley Manager Charlie Eagle and one or more department heads from the Warner district office, usually Assistant General Manager Joe Feldman, who was publicity director until the Kalmine-Silver change, and Chief Booker Harry Feinstein. Occasionally Mike Cullen, Loew's district manager who formerly staged the Stanley shows when he managed the Penn here, sits in, too. Eagle handles the show routing, lighting and scenery, with the others offering suggestions.

Where booking and newspaper evaluation rated bands as main draw of the bill, box-office figures—subject naturally to holidays, weather and competition from other entertainments—rank Glenn Miller first, followed by Eddy Duchin, Cab Calloway, Jimmy Dorsey, Aljino Rey, Sammy Kaye, Wayne King, Ted Weems, Paul Whiteman, Horace Heidt, Xavier Cugat, Guy Lombardo, Shep Fields, Phil Harris, Ben Bernie, Ted Lewis, Bob Crosby, Tony Pastor, Larry Clinton, Raymond Scott and Abe Lyman.

Combinations of bands and top acts pulled, in this order: Andrews and Krupa, Ink Spots and Hawkins, Andrews and Davis, Dennis Day and Lou Breese, Frankie Masters with Jerry Colonna and Mills Brothers, Jimmy Lunceford with Bill Robinson, Dick Stabile with Eddle (Rochester) Anderson, Johnny Long with the Three Stooges and Phil Regan, Dolly Dawn and Ralph Edwards's *Truth or Consequences*, Vaughn Monroe and Anita Louise, Pinky Tomlin and John Boles.

Relative b.-o. power of units ranked *Streets of Paris* first, followed by *Earl Carroll's Vanities*, *Folies Bergere*, Benny Meroff's *Fanzafire*, *La Conga Revue*, Blackstone, Singer's *Midgets*, *Crazy With the Heat* and *Ciro Rlimac*.

Two straight vaude bills were presented, Martha Raye and Victor McLaglen-Simone Simon. Neither neared any records.

Bookings and grosses follow: January 10, Ted Weems's orchestra, *South of Suez*, \$23,400. Singer's *Midgets*, *You'll Find Out*, \$15,400. January 24, *Streets of Paris*, *Second Chorus*, \$20,100. January 31, Larry Clinton's orchestra, *Four Mothers*, \$16,500.

February 7, *La Conga Revue*, *Son of Monte Cristo* (U. A.), \$16,500. February 14, *Mr. and Mrs. Smith* (RKO), no vaudeville, \$9,000. February 21, *Cab Calloway's unit*, *High Sierra*, \$26,800. February 28, *Folies Bergere*, *Honeymoon for Three*, \$17,500.

March 7, Andrews Sisters, Joe Venuti's orchestra, *Come Line With Me*, \$23,400. March 14, Raymond Scott's orchestra, *Footsteps in the Dark*, \$15,500. March 21, Martha Raye, *Maisie Was a Lady*, \$21,900. March 28, *Earl Carroll's Vanities*; *A Guy, a Girl, a Gob*, \$18,000.

April 4 (Holy Week), Blackstone, *The Bad Man*, \$15,800.

May 2, Horace Heidt unit, *Three Cheers for Miss Bishop*, \$21,100. May 9, Wayne King's unit, *Wagons Roll at Night*, \$22,900. May 16, *Ciro Rlimac* orchestra, *Diosa Costella*, *There's Magic in Music*, \$8,600. May 23, Abe Lyman's orchestra, *Pot of Gold*, \$13,600. May 30 (Decoration Day included), Victor McLaglen, Simone Simon, *Million Dollar Baby*, \$17,300.

June 6, Bob Crosby's band, *That Uncertain Feeling*, \$17,100. June 13, Guy Lombardo's orchestra, *The People vs. Dr. Kildare*, \$19,500. June 20, Ted Lewis's unit, *Shining Victory*, \$17,200. June 27, *Crazy With the Heat* tab, *Sunny*, \$11,200.

July 4 (including raised holiday prices), Andrews Sisters, Gene Krupa's band, *Out of the Fog*, \$33,600. July 11, Sammy Kaye's unit, *Reaching for the Sun*, \$23,800. July 18, Phil Harris's orchestra, *Bad Men of Missouri*, \$17,700. July 25, Eddie (Rochester) Anderson, Dick Stabile's orchestra, *Underground*, \$21,800.

August 1, Paul Whiteman's unit, *Barnacle Bill*, \$21,400. August 8, Shep Fields's orchestra, *Ringside Maisie*, \$19,400. August 15, Aljino Rey's orchestra, King Sisters, *Whistling in the Dark*, \$23,900. August 22, Dennis Day, Brenda and Cobina, Lou Breese's orchestra, *Dr. Kildare's Wedding Day*, \$29,700. August 29 (including Labor Day and midnight show), Jerry Colonna, Mills Brothers, Frankie Masters' orchestra, *My Life With Caroline*, \$28,800.

September 5, Eddy Duchin's orchestra, *Lady Be Good*, \$28,000. September 12, John Boles, Pinky Tomlin, *Law of the Tropics*, \$16,600. September 19, Vaughn Monroe's band, Anita Louise, *Father Takes a Wife*, \$18,100. September 26, Glenn Miller's band, *Parachute Battalion*, \$31,600.

October 3, Tony Pastor's orchestra, *International Squadron*, \$16,700. October 10, Bill Robinson, Jimmy Lunceford, *Married Bachelor*, \$24,500. October 17, Benny Meroff's *Fanzafire*, *Navy Blues*, \$17,300. October 24, Dolly Dawn's orchestra, *Truth or Consequences*, *The Maltese Falcon*, \$18,500. October 31, Xavier Cugat, *Smilin' Thru*, \$19,700.

November 7 (including Armistice Day), Four Ink Spots, Erskine Hawkins's orchestra, *The Feminine Touch*, \$31,000. November 14, Jimmy Dorsey's orchestra, *All That Money Can Buy*, \$25,000. November 21 (including Thanksgiving), Andrews Sisters, Johnny (Scat) Davis's band, *One Foot in Heaven*, \$30,500. November 28, Ben Bernie unit, *New York Town*, \$17,500.

December 5 (week war declared), Three Stooges, Johnny Long's orchestra, Phil Regan, *Unholy Partners*, \$21,200. December 12, *Earl Carroll's Vanities*, *International Lady*, \$17,700.

The Stanley's all-time record week was \$36,500, grossed in September, 1940, by a bill including Mickey Rooney.

SAMMY CLARK, Chicago agent, and Wally Vernon, comic, are now doubling as night club operators. They have opened a new spot at Odessa, Tex., known as the Village Barn.

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Casino Atlantico, Rio de Janeiro

Talent policy: Show and dance bands; one show nightly at 12:30. Management: Senor Alberto Quatrini Bianchi, managing director; Senor Nelson Firmo, chief of publicity.

Show which opened December 17 leans heavily to singing, three of the four acts dishing out Brazilian and Argentine numbers. With the departure of Carr Brothers, a duo, and Elsworth and Eleanor, dance team, the sole U. S. act in the new show is Kay, Katya and Kay, dance trio, a holdover.

Elba Miramar, Argentine singer, offered two tangos, *Como las Aves* and *La Campesita* to fair applause. Januario Oliveira, Brazilian, doing comedy and novelty numbers, has pleasing voice, nice personality and works easily.

Kay, Katya and Kay have changed their opening routine, a neat and graceful number, with boys passing the girl to one another with ease and assurance that made the difficult tricks look easy. Followed with their standard doll routine, the toe spins of the girl garnering applause. Trio has fine appearance and were liked here. Closing brought on Rosina Paga, Brazilian thrush, offering sambas and marchas. Opened with *Ja un disseram*, then *Fiu fusi fiu-Fou Fou* and *Bahiana em Hollywood*, encoring with *O, Johnny* (Portuguese lyrics) and *Si Que dor de Dentes*.

Francisco Jose Ferreira Filhos band played the show music, alternating with the Louis Cole band for dance sessions. Phyllis Cameron and Gloria Whitney, two U. S. girls, do the vocals, with additional numbers offered by Oswaldo Vianna and Diamantina Gomez, the latter also emceeing the show. James C. MacLean.

Earl Carroll's, Hollywood

Talent policy: Dance band and stage shows at 9:30 and 12:15. Management: Earl Carroll, owner; H. D. Hoyer, manager; Harry Long, stage director; Iris Davis and Eve Stanley, publicity. Prices: Admission, \$1.65; admission and dinner, \$3.30.

Carroll's is one Hollywood gay spot that is on the must list of every visiting fireman. Shows here please, and *Star-Spangled Glamour* lives up to its title. Show caught was the supper performance.

After overture by Manny Strand and his house band, Dave Apollon is on for a bit of kidding that he is taking over emceeing because the real emcee couldn't speak good English. Before the applause dies, Bill Brady and Marc Ballero are on for *Foot of a Fife*, which brings on a bevy of 31 beauties with fifes. The girls click solidly. Brady, emceeing, opens the way for audience participation, which gets a big hand. Patron danced with pretty Beryl Wallace.

Ballero packs personality and does swell impersonations of W. C. Fields, Bernie, Crosby, really wowing with his mimicry of a drunk. Had to beg off. St. Clair and Day know exactly what patrons want. Offer plenty of slick lifts and fast spins. Team is personable and

Night Club Reviews

one of the smoothest-working outfits to come into this area.

With Brady vocalizing *Wishful Thinking*, Carroll offers a top production number, *Circular Staircase*, with the beauties trailing down the steps. This is followed by *Feather Boas*, with the girls taking their places on a stand across the entire stage, and moving the boas collectively to make striking designs.

The Debonairs, going into their second year here, do a clever dance that depicts a group of penguins. Quintet is personable and their tap dances are tops in precision. Fine showmen.

Apollon returns with his guitar for outstanding work on *Dark Eyes* and *Two Guitars*. Works hard, deserving every bit of the big hand he got. Little Johnny, a carry-over from the Borrah Minnevitich group, clowns at a bass fiddle to get lots of laughs.

Jitarumba is the tune that pretty Ginger Harmon vocalizes. She has oomph and good piping.

Sock finish is *Megaphone Magic*, in which the beauties and other members of the cast hold megas reflected in black light.

Gall Gall, magician, doesn't get a fair shot in the second show, but the little that he does—most of it gags—is excellent.

Staging is good, and costumes and scenery by Jean LeSeyoux are most impressive. Dance ensembles are by Eddie Prinz. Show, while rated second to the earlier one, will create talk among out-of-towners. Sam Abbott.

Bill's Gay Nineties, New York

Talent policy: Continuous musical and singing entertainment. Management: Bill Hurdy, owner-operator; Seamon and Jacobs, press agents. Prices: A la carte.

Still going strong is Bill Hardy's atmospheric club catering to those who went to Remember When. And the entertainment carries out the scheme nicely by presenting a procession of singers and pianists in period costumes who sing and play old-time ditties, standards, comedy specials and musical comedy favorites.

Except for Lulu Bates and Ethel Gilbert, the entertainers are male. There is Spike Harrison doing such ditties as *Got a Crush on a Fuller Brush Man* and *I Brought Me Harp to the Party* in vigorous, attention-getting style. Okay, except that he uses words like "God damn" too often. John Hubert, tall and handsome tenor, sings nicely. Billy Lorraine and Harry Donnelly, the latter a double of W. C. Fields, sing and play piano respectively, doing old-time tunes pleasantly.

Bernie Grauer plays piano well and leads the community singing. Charles Strickland has a bright personality and does comedy tunes such as *She Came Rolling Down the Mountain*, *Please Don't Give Me a Goose*. Miss Gilbert's melodious voice fits in nicely with her Mae Westish costume.

The Barber Shop Quartet harmonizes pleasantly on old tunes. It is composed of Gus Wicke, Jerry White, Freddie Wheeler and Fred Bishop.

Altho the small platform is equipped with a mike, most of the entertainers avoided it and, as a result, much of the singing was drowned out by the patrons' chattering.

Incidentally, this is one of the few clubs anywhere that does not raise its prices New Year's Eve. It had a no-cover, no-minimum policy for that night. Paul Denis.

Colosimo's, Chicago

Talent policy: Shows at 8:30, 11:30 and 1:30; show and dance band; intermission outfit. Management: Mike Potson, operator. Prices: Minimum \$2; dinner from \$2; drinks 75 cents.

After a brief spell with an ice show policy, room is back to production shows. The unfortunate part of this revue is a set of stooges who discolor the show between acts. Their gags are old and poorly done and their endeavors are quite unfunny.

A couple of novel acts compensate to some degree for this sad chapter. They are the Sans-Souci Dancers (6) and Jean Richey, acrobatic roller skater. Augmenting the bill are Mildred and Maurice, Coralie and Kay, the Northwest Mounties (3), Jack Prince, Dave Malcolm and George Pronath's line of 12 girls.

The line starts the show with a lively routine to *Chattanooga Choo-Choo*, featuring Prince in the production vocal

and Miss Richey in a straight and good acro specialty. Girls also close the bill with a Cuban parade that is colorfully costumed.

The Sans-Souci Dancers are a bright Latin group who interpret native dances in an original and striking way. They impressed with a well-staged voodoo ritual and a flashy conga finale. The teams are young, alert and capable. Line-up has Bob and Aida Cruz, Renee Villon, Louis Torres, Nina Pintor and Dacito Niego.

Jean Richey is a sweet, youthful roller skating dancer who shows good promise of becoming a strong act. Experience will take care of shortcomings, noticeable primarily in the construction of her routines. Otherwise she creates talk with her smooth and skillful skating and sock acro tricks.

Northwest Mounties are a good enough song trio, concentrating on patriotic and standard musical tunes. Mildred and Maurice make a good appearance and dance well; feature hard tricks in their interpretive routines. Coralie and Kay, comedy dance pair, have a funny offering. The brunette handles the straight and the blonde the comedy. Well suited for niteries.

Dave Malcolm is the straight emcee who also brings on the crop of stooges. On his own, he repeats his familiar take-off of old-time dance steps. Jack Prince is good on production songs.

Music is furnished by Don Lang's band, featured since the departure of Hank Lishon. A musical foursome keeps intermissions lively. Sam Honigberg.

Sky Club, Miami

Talent policy: Show and dance band; floorshows at 10:30, 12:30 and 2:30. Management: Joe Ragazzo, managing director; Halperin and Grebin, bookers; James McLean, publicity; Chicko, head-waiter. Prices: Dinners from \$1.50; drinks from 60 cents; minimum \$1, except Saturdays, \$1.50.

Joe Ragazzo's first big show of the season is on the beam. Confident, Ragazzo increased his nut over last year and brought in a show from Chicago that includes Dolly Kay, Carroll and Gorman, Jack and Jill Warner, and the Margaret Faber line of six talented lovelies.

Dolly Kay, minus 65 pounds, looks chick piping *Alexander's Ragtime Band* in lusty fashion. The cash customers cared for her *Do You Care*, and she begged off with *It's a Great Day Coming*. Called back again for *Birth of the Blues* with excellent results.

Carroll and Gorman are the best ever seen in this room. Their comedy songs, with Carroll at the piano, are enthusiastically received. They sold *Far Rockaway*, and tossed in *Second Piece of Pie* for good measure. Theirs is an easy style and contagious manner.

Jack and Jill Warner, young, neat, presentable tapsters, grace the floor with nifty mannerisms and routines, clicking easily. The Margaret Faber girls do a stagedoor Johnnie number in the opening and then, in Charlie Chaplin make-up, stump to *The Parade of the Wooden Soldiers*. Plenty of costumes, novelties and talent. By far the finest line seen in this spot.

Piper Manning handles the music for the show and entertainment. Ragazzo is a genial host and all-round good fellow, which accounts for this all-year spot being in no proximity to the sheriff. Harry B. Kind.

Stuyvesant Hotel, Peter Stuyvesant Room, Buffalo

Talent policy: Dance and show band; intermission music and vocals. Management: Darwin Martin, operator of Stuyvesant properties and general manager of niteries; Joseph Klein, maitre d'hotel; Johnny Tarantello, assistant maitre d'hotel. Prices: Drinks from 40 cents; dinners from \$1.25; minimum, \$1.50 in main room Saturdays and holidays, \$1 in tavern and upstairs room.

In the year that Darwin Martin has held the reins at this sophisticated and beautiful niterie seating 230, many things have undergone a revolutionary change. Talent, while still limited in number of performers, is probably among the highest paid in this vicinity. The war cut into receipts, but things are already back to normal, according to Martin.

Food and drinks served here at reasonable prices are excellent. Service is

tops, and physical layout is lovely and intimate.

Eddy Brandt's six-piece band and Jack Kerr performing on the ivories, as well as vocal offerings during intermissions, are more than adequate in filling the room with constant musical excitement. The Brandt unit is one of the finest heard around here in a long while, and its suave rhythms are extremely danceable, yet subdued. Brandt is a very personable maestro. Ben O'Brien, accordion, doubles on the grand, where he produces some nifty double-pianology with Brandt, backed by solid rhythm section of Al Peshlaman, drums, and Dick Alexander, bass. Stanley Kosow, featured tenor sax, doubles violin. Ken Karpf, fiddle, combines with Kosow's strings, O'Brien's accordion, playing single note to resemble violin tone, to simulate a sweet violin trio. While the special effects are good, orks uses them as highlights only, sticking on the whole to regular ensemble output in society style. Vocals are handled by Brandt and O'Brien, with Karpf for trio arrangements. Books are replete with standards, Latin tunes and pops, but include a lot of novelties, which are occasionally done with funny hats, wigs, etc.

Jack Kerr, piano-playing vocalist, is at ease and knows how to make patrons feel the same way by chatting with them in between renditions. His pleasing personality is an aid in selling his songs, ranging from the classics to novelties.

Martin has booked the Harding and Moss Trio, two men and a girl, January 7 to replace Kerr. Brandt stays until Vic Abbs returns for the third time in about three years February 11.

Eva M. Warner.

Hotel Walton, Walton Roof, Philadelphia

Talent policy: Dance and show band, rumba band, production floorshows at 7:45 and 1. Management: Jack Lynch, proprietor, manager; Rudy Kistner, maitre d'; Victor Lociuk, assistant manager; Al Zimmer, banquet manager; Sam Bushman, press agent; Midge Fielding, show producer; William Morris Agency, booker. Prices: Dinners from \$1.25; drinks from 65 cents; no minimum, no cover.

The first to introduce 10-act floorshows, names and production revues to the town's night life, Jack Lynch ushers in the new year with still another innovation. Lynch has this time adopted the *Hellzapoppin* technique. The click of the zany revue presages a new cycle in local niterie divertimento.

It's a madcap Club 18 idea transplanted to the plush environs of a hotel supper room. Lynch has brought in a troupe of principals from *Hellzapoppin*, including Happy Felton, Steve Olsen, Shirley Wayne and Ruth Faber.

Still remaining from the room's original *Dansensations* revue is the line of 12 show lovelies for the opening *Blue Danube* and closing *Pan-American* spectacles, highlighting the ballroomology of Castaine and Barry and the singling of Neil Fontaine. Miles White's costume creations are ravishing and appears as new and fresh as ever.

Balancing the *Hellza* zanies are three standard turns, each a solid click: Eleanor French, with her throaty song-selling of musical comedy tunes, including *Zing! Went the Strings of My Heart*, *Embraceable You*, *'S Wonderful* and, on the recall, *Lorelei*; blond Barbara Perry, with her pert ballet and Spanish tap terping, and Roy Benson, whose uncanny magic feats are tempered with nonsensical patter that goes far in enhancing the show's pattern.

Thru it all, and running riot, are the *Hellza* characters, also marking the first time for legit performers doubling at a local niterie. *Hellza* is currently at the Forrest Theater.

Happy Felton sets the tempo with a "musical cocktail," wherein each member of the band plays a different tune. Musical stunt is a throwback to his own days as a band leader. Felton packs much personality, and his ingratiating smile makes it count for more. Sings and scratches away on a fiddle, but for the most part, cues the cut-ups of Steve Olsen and Ruth Faber. In corn-fed get-up and dead-pan, Shirley Wayne repeats show fiddling, all designed to heighten the guffaws.

Antics of the *Hellza* troupe duplicate their doings in the show and make a continuous round of wholesome fun. Everything goes, Felton even ringing in an audience participation stunt calling for the male ringdiers to model milady's chapeau, with a legit creation going to the contestant evoking the most whistling, stomping and applause. Show

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runs for 90 minutes. Room was packed and rocking in fun thruout.
Neil Fontaine (9) and Chavez's Latin American group (9) still alternating for the dance rhythms.
Helene Heath and Rose Gallo hold forth in the adjoining Tropical Bar.
Maurie Orodener.

Sherman Hotel, Panther Room, Chicago

Talent policy: Swing band; shows at 8:30 and 11:30. Management: Ernest Byfield and Frank Bering, operators. Prices: \$1.50 minimum nightly except Saturdays (\$2.50).

Bobby Byrne and band, new in this area, are made to order for the kids who make up the major share of the room's late-hour business. It is clean, solid swing, dished out in modern style by a group of men who enjoy the work. Byrne, just a kid in appearance, is at home as a front piece and quite handy on the trombone.

As an emcee of the floor bills, however, Byrne gets himself too involved in lengthy introductions. Obviously inexperienced for such an assignment, brief, to-the-point announcements should be the rule.

Show has three outside acts, a fashion display and band specialties. Plenty of entertainment on hand, but not consolidated well enough. The Byrne powerhouse starts things rolling with *I Know That You Know*, featuring Dick Farrell on the drums. Jean Blanche, striking brunet, follows with a couple of tap and acro routines. Her facial expressions are too wooden.

Jimmy Palmer, band's baritone, is another wooden performer, judging by his delivery of *Smoke Gets in Your Eyes*. And that blue spot didn't help matters either.

Gregory, Raymond and Cherie have a novel musical act, but could use better salesmanship to net the heavy response their work deserves. As it stands act is too choppy. The boys use a vacuum cleaner, air pump, rubber glove and a box equipped with an antenna, among other contraptions, to produce musical tunes. Raymond also exhibits some acrobatics, while Cherie assists in a few musical bits.

Dorothy Claire, Byrne's cute vocalist, makes you like *Chattanooga Choo-Choo* and *I Cried for You*, warbled in her inimitable style. Byrne and a trio from the bandstand follow with an entertainingly unorthodox version of *Smiles* which the kids welcome with open mouths.

Nilah Brooks, who operates a school for models here, presents eight of her curvaceous beauties in Florida beach outfits. They parade with color-fitting cocktails which they leave at ringside tables. For a laugh clown Carl Marx struts out as a bathing beauty of the Gay '90s.

The Jones Brothers, Negro trio, close the show with good harmony work. One of them bangs away at a piano while his side-kicks sing, mug and dance.
Sam Honigberg.

Hotel Taft, East Village, New York

Talent policy: Singer at piano. Management: Alfred Lewis, manager. Prices: Drinks from 35 cents.

What might ordinarily be a dead spot off the Tap Room is being turned into a profitable venture by the installation of Kay Parsons and a piano. At show caught patronage was heavy, room getting a good turnover along with a crowd that comes to drink and stay.

Miss Parsons, in half-hour turns, works up lusty community sings with oldies such as *Bird in a Gilded Cage*, *Curse of an Aching Heart* and the more familiar ditties of later vintage. The Parsons technique is simple and effective. She just sits at the ivories, asks for requests, and gets customers to join. Her pipes are lusty enough to command attention. A few drinks plus nostalgia works wonders with patrons. There's a card listing 100 songs—and patrons just yell their requests.

Prices are low enough to insure repeat trade. Patronage consists of a mixture of family trade and a heavy sprinkling of collegiates. With a big crowd in the room, the din is terrific and amusing, groups breaking off into their own song-fests.

Miss Parsons formerly conducted a showboat on the Hudson and was featured at the Casa Manana and International Casino.

Many hotels with vacant rooms could easily profit by the installation of a similar policy.
Joe Cohen.

Swan Club, Philadelphia

Talent policy: Dance and show band; floorshows at 10:30 and 12:30. Management: Joe Toll, manager; Harry Rose, host; Jolly Joyce, booker. Prices: Food a la carte; drinks from 40 cents; \$1 minimum weekdays, \$1.50 Saturdays and holidays, no cover.

Biggest excitement at this uptown nitery is the Charloters, sepi singing group doubling from *Hellzapoppin* at the Forrest Theater. Having built up a large following via radio and records, the four voices are a sensation here. Packed house opening night (December 27) couldn't get enough of their harmonic blend. Save for their rendition of *I Understand*, Charloters held their soft ballad singing in reserve and gave out with hot swing tunes, including *Gaucha Serenade*; *Ride, Ride, Ride*; *I've Got Swing for Sale*, *Old Man Mose* and *Down, Down, Down*. Had to fight their way off.

Other acts on the bill also clicked. O'Connor Twins and Berth St. Claire, two men and a girl, open the show with a military rhythm tap, but score heaviest latter when the twins indulge in a series of band impressions, boys playing violin and trumpet. Gal also gives a good account of herself on vocal impressions and dancing. All three on for tap finish, with the boys tooting sax at the same time.

Margie Smith, plat blonde, offers plenty for the optics as well as with her svelte vocal offerings. Plenty of lift in her song selling. Did five rhythmic pops before she could beg off.

Mimicry of Buddy Lewis bears watching. Youngster duplicates the facial and vocal grimaces of movie and stage stars with uncanny ease and, with both patter and pantomime on the comedy side, works fast to make for a comedy smash. Looms as a comedy comer.

Bobby Bernard, emcee, also turns in excellent lyrical tenoring of pop ballads, both new and old.

Harry Rose, formerly managing the Lexington Casino, has moved here this season. Assists Joe Toll as the affable host. A vet showman, Rose also helps routine the revue to make it count for most in providing a high degree of entertainment.

Earl Denny (5) more than adequate for the show and dance music. Another innovation at the club is a giant 154-foot rhythm bar in an adjoining room.
Maurie Orodener.

Masses Save New Year's Eve in Chi; Legit, Vaude, Biz Big

CHICAGO, Jan. 3.—The masses contributed to the success of the New Year's Eve biz in local spots, which was not the best on record but for many of the niteries the best in years. Customers were not quite ready to pay stiff tariffs, as was evidenced by the so-so biz at the Drake Hotel's ultra Camellia House, which had a \$16.05 minimum per person. The socialites who could afford it entertained at home, while the average nitery visitor wouldn't part with that much money. Room had 140 reservations.

The Sherman Hotel did big, for it exploited its popular prices days in advance. It opened its ballroom at \$2 per person, which included music by Bobby Byrne's band and floorshow. Food and liquor prices were not upped from everyday schedule. In addition, the Panther Room (\$6.50 minimum) and the Old Town Room (\$3.50 minimum) did big.

Such popular spots as the Chez Paree, the Stevens Hotel's Continental Room, Palmer House's Empire Room and the Congress Hotel's Glass Hat sold out. Rumba Casino was off during the early evening hours and the cash registers didn't start to clink before 2 a.m.

New Year's Day, however, was a dud for most after-dark rooms. Harry's New Yorker, which expects the worst on the nights following Christmas Eve and New Year's Eve, remains dark and the talent is not paid for those nights, as specified in their contracts.

Legit and vaudefilms in the Loop did heavy business. Leader in the legit field was *Louisiana Purchase*, at the Erlanger, which grossed some \$10,000 for two performances. Combo theaters switched to holiday prices at 6 p.m. and upped them to \$1.25 (Oriental) and \$1.50 (Chicago) for the midnight shows. Neighborhood houses were not as strong, ideal weather attracting most of the theatergoers into the downtown area.

Night Club Follow-Up Reviews

DRAKE HOTEL, CAMELLIA HOUSE, CHICAGO.—This ultra-smart and highly expensive society spot (the New Year's Eve minimum was \$16.50 per) is continuing its successful way with single-act attractions used twice a night to augment the rumba and tango rhythms of its veteran Latin maestro, Ramon Ramos.

Joy Hodges, lovely songstress, is the new feature and one of the best among the warblers to play here since Hildegarde. Her personality and charming delivery go well with this sophisticated atmosphere. When caught, most of her tunes were new to these ears. She sold them well and made a good impression on the broad "A" trade. Her set included *Time of Your Life*, *This Love of Mine*, *Farming* (from *Let's Face It*), *I Like It—How About You*, and an encore in Spanish.

Ramos's small combo dishes out a variety of tempos in tailored style.
Honigberg.

BISMARCK HOTEL TAVERN, CHICAGO.—An idea that clicked, novel for local cafes, is the free adaptation of situations and playlets in musical form, presented by a group of seven performers—Dick Ware, Marshall and Shields, and a line of four girls. Dave Pritchard's band helps out both from the stand and on the floor. Set-up has been bringing in money for several months, so it's a safe bet to say that it will continue indefinitely.

Atmosphere here is highly informal; hence the performers can get by with plenty of hokum. The three nightly brevities staged this month include *Pinafore*, *Gay '90s* and *Circus Revue*. The first named, which was caught at dinner time, had a slow and meaningless opening, but once the action starts the show becomes breezy and entertaining. Energetic Dick Ware is a talented emcee and a clever and fast tap dancer. Bob Marshall and Anette Shields, short on smiles and warmth of delivery (partic-

ularly the girl) but good enough on voice, handle the vocal department. The girls are young and cute. Their sailor-ette and admiral routines are freshly costumed and cleanly executed.

The Pritchard outfit plays good dance tempos and entertains generously. For good measure, the boys engage in a community song session and the customers are highly responsive.
Honigberg.

Platt Urges Pop Hits for Vaude

CHICAGO, Jan. 3.—Nate Platt, head booker for Balaban & Katz here, urges bands and singing acts to use hits of the day in their repertoires. Experience and box-office results furnish ample proof that customers want fare that is familiar to them, he says.

When Tony Martin opened at the Chicago Theater last month, he informed Platt that his entire set had been culled from hits of the day, with the set altered as soon as a new pop tune hits the top. Artie Shaw, during his recent date at the Chicago, concentrated on music unknown to the masses and this, in part, is blamed for his comparatively poor week at the box office.

Minnesota Getting Tough on Cafe Girls

ST. PAUL, Jan. 3.—In a ruling issued by Attorney General J. A. A. Burnquist here, city councils in Minnesota have authority to adopt a valid ordinance forbidding employment of women as barmaids or bartenders in night clubs.

The ruling declared that a city's charter is "broad enough to include a prohibition against women acting as barmaids or bartenders."

Pearce Sets 1st NBC Date

HOLLYWOOD, Jan. 3.—Al Pearce and His Gang move from CBS to NBC January 8. On the first broadcast from NBC, Pearce will present Eivia Allman, Mel Blanc and Ray Erlenborn, important but rarely publicized members of the gang. Margaret Lenhart will be vocalist with Lou Bring and his orchestra. Artie Auerback (Mr. Kitzel) will continue as a regular, and Wendell Niles will announce. Andy Devine will be heard intermittently on the new series.

Rhode Island Active

PROVIDENCE, Jan. 3.—New Year's Eve celebrators did not lack places to go to in Rhode Island. Tariff ran from \$9 per plate at this city's biggest hotels down to \$1.50 for dinner in the smaller spots.

All State movie and vaude theaters ran 11:30 shows.

Al Marcus Back at Club

PHILADELPHIA, Jan. 3.—Albert Marcus, who sold his Swan Club to Mrs. Mike Slavin, wife of former city detective, for \$12,000, is back at the club. State Liquor Board refused to sanction transfer of liquor license. Board contended that Mrs. Slavin is only fronting for her husband, who recently gained front-page notoriety for kicking a vice squad detective in City Hall.

Miami Niteries Expect Good Biz

MIAMI, Jan. 3.—The nitery season here looks good. Cafe ops point with optimism to the substantial attendance increases at Tropical and the big demand for hotel reservations.

The Royal Palm opened December 26 with Abe Lyman and ork, Henry Youngman, Arren and Broderick, Fritz and Jean Hubert, Lucienne and Ashour, the Yacopi Troupe and Ramon Monchito and ork.

Nat Harris's swank Clover Club opened December 22 with Anselmo Sacasas Rumba Band and Diane Denise, Anita Alvarez, Ricci de Sierra, Macombo Sextet and the Samba Sirens.

Sky Club opened December 27 with Dolly Kay, Carroll and Gorman, Jack and Jill Warner, Margaret Faber Dancers, Isabell King, Phyllis Wayne. Show under direction of Joe Raggazio.

Ray Bourbon opened December 25 at the Tepee, with Will Mahoney Jr. a hold-over. New is Chief Joining Water and his troupe of Black Foot Indians.

Diosa Costello and Pupy's Latin American Dancers opened at Frolies Club December 23. Wayne Shelton opened at Drum December 29.

Ray and Arthur from Jimmie's to George Washington, Jacksonville.

Howard-Paysee Dancers from Olympia Theater to Paddock Club.

PAUL GERRITS

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★ THE ROXY ★

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Magic

By BILL SACHS

PRINCESS YVONNE and Doc M. Irving, in mentalism and magic, and Raymond Scheetz and Company, in a program of magic and illusions, were the highlights of the New Year's Eve celebrations at the Chalfonte-Haddon Hall hotels in Atlantic City. . . . TOM OSBORNE helped usher in the new year with his magical feats at Hotel Adelphia's Cafe Marguery in the Quaker City. . . . JAY JAMES was featured in the New Year's show at the Towers Theater, Camden, N. J. . . . DR. FREDERICK KARR, mentalist, has just concluded a week at the Majestic Theater, Peoria, Ill., and is set for several more weeks in near-by territory. . . . Al J. Gabel is handling the turn. . . . SIR EDWARDS, the "man who sees tomorrow," moves into Red Gables, Indianapolis nitery, January 12 for a two-weeker. . . . BOB NELSON, of Nelson Enterprises, Columbus, O., is the new second assistant chief barker of Tent No. 2, the Variety Club, in the Ohio capital. . . . JACK HERBERT, who recently opened at the new Helsing Vaudeville Lounge, Chicago, as emcee, magician (See MAGIC on page 29)

Fields-Chester's BWR Hop

SPRINGFIELD, Mass., Jan. 3.—An estimated 3,000 persons jammed Municipal Auditorium here Monday (29) for the benefit dance sponsored by the Greater Springfield Branch of the British War Relief Society, Inc. Shep Fields and Bob Chester played for dancing. Admission was \$5 a couple, and officials figured the gross would be higher than \$7,500, as a number of tickets were sold and never used. Chester and Fields each gave their personal checks for \$250 to the fund.

New Orleans Club Burns

NEW ORLEANS, Jan. 3.—Couples dancing to a house ork just before daylight last week were forced to flee when fire broke out above the Club Ball, causing loss of several thousand dollars. Rebuilding has already started. Larry Getz is operator.

Loew Profit Up

NEW YORK, Jan. 3.—Loew's, Inc., lists its net profit for the year ending August 31, 1941, at \$11,134,593.23, which is equivalent to \$6.15 per share on common stock outstanding after deductions for preferred dividends are made. Corresponding profits for the prior year were \$4.82 per share.



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American Performers Hurrying Home From Rio de Janeiro Clubs

RIO DE JANEIRO, Dec. 27.—The Argentina sailed December 17 with American acts which cut their playdates short in the local casinos. With America in the war, most American performers wanted to get home as soon as possible. Some acts refused additional dates, others, by agreements with respective managements, were released in order to make the December 17 sailing.

Patricia Bowman and Paul Haakon were to have continued until December 30 but were released in order to sail December 17. The Copa staged a special production number for Bowman-Haakon for the new show, which ran for five days, when dancers dropped out. Basil Fomeen, U. S. band leader, fronting the show band and alternating for dance sessions, who opened at Copa September 2 and was to have continued until December 30, was released in time to sail December 17.

Elsworth and Eleanor, dance team, were arranging for additional time in the Grande Hotel Casino Guaruja, Santos, but preferred to return to New York.

Frakson, magician, went to Santos for a two-week date December 18. Starnes and Donovan, dance team, played two weeks in Grande Hotel Casino Guaruja, Santos, and returned to Rio in time to sail December 17. Jack Starnes will enter army aviation on arrival in the States. Starnes, a reserve officer in the Army Aviation Corps, turned down additional time here. Miss Donovan's plans are uncertain.

U. S. performers current in Rio are Kay, Kata and Kay, at the Atlantico; Fonzal Trio and Whitey's Congeruo

New Year's Eve Biz Great for Pa. Clubs

HARRISBURG, Pa., Jan. 3.—New Year's in Pennsylvania brought record business to most of the State's night spots, with many sold out in advance.

In Philadelphia and Pittsburgh the average New Year's celebration cost was \$12 per couple. In Scranton the swankier spots were well filled at \$10 per couple. Minimum charge in Harrisburg spots was \$5 per couple.

3 Peppers to Hollywood

PHILADELPHIA, Jan. 3.—Three Peppers, highest priced local nitery act, leave soon to open January 15 at the Radio Room of the Hollywood Recreation Center there. Peppers, currently at Frank Palumbo's Cafe, draw \$650 a week. Team booked by the Jolly Joyce office here.

Copa Girl Shows Credited With Starting Trend for Smart Spots

NEW YORK, Jan. 3.—Outstanding trend of the new night club season has been the increasing number of girlie shows in the so-called local smart spots.

Monte Proser's Copacabana started the trend when it opened 14 months ago with a six-girl ensemble, the Samba Sirens. A couple of months ago the Versailles added six girls, under direction of Midge Fielding, who had put on the shows at the Copa. When the Beachcomber re-opened this fall, it also added a girl ensemble, and ditto with La Martinique last month (eight girls) and La Conga when it added a six-girl Wally Wanger line. Even the staid Commodore Hotel added a four-girl ensemble when it brought in Vaughn Monroe, and the ultra Biltmore Hotel took on a four-girl ensemble for its new ice revue.

Two old-timers in using girl groups that are continuing are the St. Regis, with the Dorothy Lewis revue, and the Park Central, with a big girlie show staged by Boots McKenna.

The Copa has been amortizing the cost of its girlie shows by using some of the music and costumes in floorshow units sold outside for vaude and cafe dates. Its opening show used 22 costumes costing \$3,000 for its six girls in three production numbers. A Copa unit played four weeks at the Ritz Carlton Hotel, Boston; four at the Hotel New Yorker here; five at the local Paramount

dancers, at the Urea; Madelyn Cole, Mary Lou Graham, Betty Lou Graham, Billie Graham and Eibel Smith, at the Copa. Lee Brody, who arrived from New York in November, is expected to open at Urea December 22.

Francisco Maria de Souza, local booker and rep of the George Colston of South American Attractions, New York, was also a passenger on the Argentina. He is on a talent scouting tour.

Guionar Novacs, Brazilian pianist, sailed December 17 for a concert tour of the United States.

Detroit New Year's Biz on Par With '40

DETROIT, Jan. 3.—New Year's Eve business in local night spots appeared about equal to last year's, with a slight decrease in patronage but higher average spending.

At Fischer's, downtown cafe sort, early-dinner crowd was fair, with celebrants later practically filling the spot. At the Trocadero, using semi-name acts in a neighborhood spot, Manager Turk Trujam had 540 reservations at \$4.40 per head. At the Palm Beach, another leading suburban spot, Manager Mike Scuderi reported business about equivalent to last year, drawing about 500 people at \$5 and \$3.50 per head.

At the State Fair's Agricultural Building Mike Falk booked in two name bands, Jan Savitt and Alvino Rey, for a one-nighter, the most ambitious New Year's booking of this sort in recent years. Charging \$3.20 per head, the spot drew around 5,500 dancers.

Frank Barbaro's Bowery, with Beatrice Kaye featured, drew 1,200 at \$4 to \$6 cover, just under the 1,400 crowd Miss Kaye drew at regular admission the night before.

At Convention Hall Bill Green had the spot for the night, with Frank Day's band and a seven-act bill. Spot served beer only and drew about 2,800 at \$1.10 per head.

At the Club Casanova, popular-priced downtown spot, Manager Lowell Bernhardt crowded in around 700 people at \$1.10 admission.

Trend of later crowds was toward the dinner spots with music, such as Cliff Bell's, the Wonder Bar, Book Casino, Statler Terrace Room, and the Motor Bar.

Palace, Columbus, on Fence

COLUMBUS, O., Jan. 3.—Palace here has switched to straight films after several weeks of stageshows, the last being Joe Venuti ork and Andrews Sisters. Palace hasn't decided when and if it will resume stageshows.

Vaudeville Notes

MICHAEL FRIEDLANDER, well known to vaude fans a generation ago, and his wife recently celebrated their golden wedding anniversary in Chicago. Friedlander and his brother formed a musical comedy team that played major vaude until their retirement 15 years ago.

JACK FINE has closed his *Jumbo Circus Revue*. . . . EZ KEOUGH has lined up a string of Midwest dates for the *Meet the People* unit, starting with the Oriental, Chicago, week of January 9, and including a split week in Davenport, Ia., and Madison, Wis., beginning January 16; Riverside, Milwaukee, week of January 23, with Palace, Fort Wayne, Ind., January 30. . . . EARLE AND NELLIE REYNOLDS are preparing an all-girl roller skating unit for army camps. Slated to open first week in May in Camp Shelby, Miss.

OLIVE FAYE AND THE CAITS BROTHERS, new act billed as Olive and Lou Caits, is handled by Leonard and Harry Romm, New York. Act will open at the Shubert Theater, New Haven, Conn., December 31-January 1, with Michael Loring's band, following at the Opera House, Bayonne, N. J., January 2-4.

WINTON AND DIANE open week at Carman, Philadelphia, January 2, after a doubling engagement between Steuben's and Blinstrub's in Boston. . . . LYRIC THEATER, Indianapolis, getting plenty of yelps from flesh fans writing to local papers protesting the supplanting of vaude with double-features. . . . BORRAH MINEVITCH and His Harmonica Rascals signed for a Columbia film comedy, *Camp Nuts*. . . . TEX RITTER, film contract player, booked for a winter personal appearance tour, beginning with a January 10 date at Georgetown, O. Slim Andrews and two musicians will accompany.

EGUILLO BROTHERS' set for the next show at the Roxy, New York. . . . SERGEANT GERALD WILLIAM, of the 16th Air Base Squadron, Howard Field, Canal Zone, writes of a recent show at the Balboa Theater, Canal Zone, consisting of Arnie Hartman ork, Gary and De Loach, Melotones, La Rue Kemp and Arturo and Leuch. . . . JOSE BICKERDYKE, formerly of the dance team of Jose and Renita, is now in England as a corporal. . . . ANDREWS SISTERS left New York for Hollywood December 29. Will work in another Universal film, doing four songs which have not yet been selected. . . . VAL VESTOFF, New York dance teacher and former vaudevillian, was seriously hurt last week in an auto accident.

Walter Hunt Back on Job

SPOKANE, Jan. 3.—Walter Hunt, manager of the Cocur d'Alene Hotel's Dutch Mill, is back on the job following a month's illness.

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New York:

DOROTHY LEWIS was feted with a Celebrity Night party at Leon and Eddie's Sunday (28). . . . THREE ARNOLDS have sailed for the Copacabana Casino, Rio de Janeiro, to open January 2. . . . RAM AND TIGER, colored song-music duo, have gone into Gus-Andy's Somerset Cafe here. . . . JACQUELINA, singer-accordionist, opened New Year's Eve at the Terrace Room of the Plaza Hotel here.

GRAHAM SISTERS, singing, dancing and violin act, goes into the Village Barn here January 6. They are daughters of Frank Graham, local agent. . . . GLORIA MANNERS, singer and dancer, has returned from Youngstown, O., and is back at Radio Franks. . . . BOBBY GRANT starts at the Stork Club Thursday (8). . . . CARMEN AMAYA is scheduled to report to MGM in February for a film.

Chicago:

JOE JACOBSON, co-operator of the Chez Paree, has lost his mother. . . . GILLETTE AND RICHARDS return to the Blackhawk Cafe Wednesday (14). . . . DON (POPIKOFF) TANNEN joins the Rumba Casino January 23. . . . TOY AND WING, who have been set by Ray Lyte, of Dave O'Malley's office, into the Edgewater Hotel for two weeks, opening Friday (16), are the first Chinese act to play that spot. . . . RAE MARSH, singer, moved from Barone's to the 885 Club to replace Kay Vernon, whose engagement was cut short by laryngitis.

PAUL REGAN goes into the Colony Club here Friday (9). . . . LESTER OMAN held over at the Hi Hat thru January 15 and moves into the Jefferson Hotel, St. Louis, the following night.

Boston:

REDFORD AND WALLACE held over at the Crawford House. . . . GUIDO AND DREME open a week at Hi-Way Casino, North Weymouth, Mass., December 28, then to Club Capri, Lawrence, Mass., week starting January 5. . . . GEORGES AND JO ANN into the new Club Rio Casino for two weeks beginning December 29.

Club Talent

Philadelphia:

JIMMY LEWIS and Bob Sill, local emcees, to enlist in the navy. . . . VAL IRVING back at Club Bali. . . . HILDE SIMMONS, former Jack Teagarden vocalist, doing a single at Lexington Casino. . . . BOBBY BERNARD returns to emcee at Swan Club.

Detroit:

JOY ROGERS, vocalist at Club Royale, was out of the show this week on account of laryngitis. . . . EUGENE HARI, of Mata and Hari, at the Book Casino, suffered a strained shoulder during rehearsal but was able to carry on.

Hollywood:

DE VELLO AND WANDA have just completed another holdover at the Strand Theater, Long Beach. . . . DARBY AND ARDELLE, perch act, have been forced to curtail their act in intimate clubs because of the low ceilings. . . . JEWEL KINGER is playing casual dates in and around Los Angeles. . . . PEGGY EAMES, former member of *Our Gang*, is being booked by Walter Trask Jr. . . . CONCHITTA MICHELTORINA is back from dates in the Northwest. . . . THE SMILEYS, novelty act, are now playing this territory. . . . TEDDY PETERS has changed her billing from "The Mae West of Harlem" to "1908 Comedy." . . . MACK AND FAY are back in Los Angeles from San Francisco. . . . THREE ARISTOCRATS are playing army camps. . . . DOBBS AND CLARK recently closed a series of engagements in San Diego. . . . KENNETH KEMPER is doing picture work.

Here and There:

JACK COLE DANCERS and Eunice Healy start at the Royal Palm, Miami Beach, January 16. . . . CHEENA DE SIMONE DANCERS close at the Yacht Club, Pittsburgh, January 12, and open at the Roosevelt, New Orleans, three days

later. . . . GEORGE TAPPS set for the Yacht Club, Pittsburgh, January 5. . . . TOY AND WING open January 16 at the Edgewater Beach Hotel, Chicago, for an indefinite stay. . . . MARTEN BROTHERS AND FAYNE now at the new Capitol Theater Restaurant, Albany. . . . NILS AND NADINE, dance team, have gone into the Shadowland, San Antonio, thru MCA.

GARRON AND BENNETT, ballroom team, left New York December 27 for Havana to open at the Casino Nacional for four weeks with the Chester Hale show. Plan to pick up Florida dates on the way back.

MAARCOYA AND RENE GUNSETT closed January 1 at the Gibson Hotel, Cincinnati, and opened the following day at the Park Plaza Hotel, St. Louis. . . . DANNY RICHARDS, emcee, has been held a fourth week at the Haymarket Club, Detroit.

DALE HALL closed a five-week stay at the Chez Paree, Sioux City, Ia., December 23 and on the 27th opened at the Beacon Theater, Winnipeg, where she is being held until January 9. . . . SIX WILLYS open at the Royal Palm, Miami, January 16. . . . ARTINI AND CONSUELO at the Coconut Grove, Boston, for the third time within a year. . . . HARDING, MOSS and JOYCE open at the Hotel Peter Stuyvesant, Buffalo, Wednesday (7). . . . WOODS AND BRAY stay at the Nixon, Pittsburgh, until January 17. . . . JASON AND BELLE, holding over at the Colonial Inn, Singac, N. J., add the *Gauche Americano* to their routines.

BURNS TWINS AND EVELYN opened at the Brown Hotel, Louisville, December 29, to remain thru January 15. . . . SUZANNE AND CHRISTINE are set at the George Washington Hotel, Jacksonville, Fla., for two weeks beginning January 7. They recently concluded three months at the Tabaris, Buenos Aires.

CHARLIE YATES' unit at the Tic Toe in Montreal is going on its fourth week. Bob Gordon manages the show, which in-

cludes Bobby Pinkus, Lenny Ditson, Sid Gould, Ginger Dufow, Mack Pearson, Ruth Foster, Ray Lanis and Phillys Merrill. . . . JOAN BRANDON set for two weeks at the Jefferson Hotel, St. Louis, opening January 30. . . . LOU HOFFMAN opened a three-week run at the Brown Palace, Denver, Friday (9). . . . BAL TABARIN, San Francisco, has booked a new version of *Grandfather's Follies* for January 8. MCA cast the show.

NADINE AND CHARLES, after three weeks at the San Carlos Hotel, Pensacola, Fla., are current at the Roosevelt Hotel, Jacksonville, Fla. Their six-year-old daughter, Shirley Jeanne, is now in the act with them.

Winnie May Opens New Rip Tide Club

MIAMI BEACH, Fla., Jan. 3.—The Wit's End Club, which folded last summer under management of Max Johnson and ownership of Jim Reid, has been turned over by the receivers to Winnie May, the 23d Street Waffle Queen.

Winnie has changed the name to the Rip Tide Club, a late intimate spot. On the opening show December 27 were Paul Mall, emcee, and Beth Challis. A band and other acts are skedded for a later date.

NEAL ABEL is now associated with the Walter Trask Theatrical Agency, Los Angeles.

Curtains for Polly

CINCINNATI, Jan. 3.—The parrot that works in the act with Yvette Dare is going around with a crushed look these days. For the last several years he has been plucking what he thought were sarongs off his mistress's body. His feathers were ruffled the other day, however, when Miss Dare received from the laundry her stock of sarongs marked "Eight Silk Curtains."

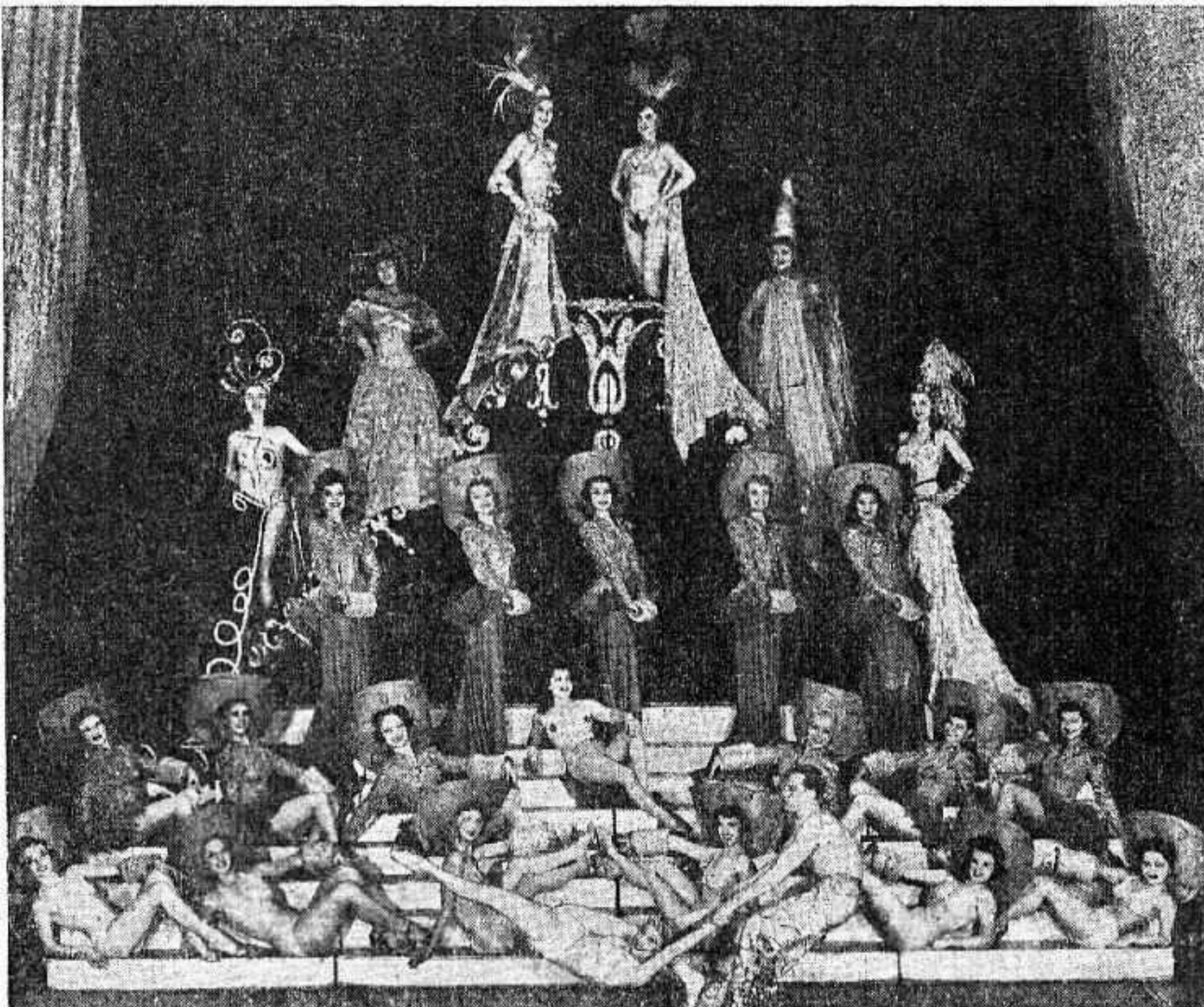
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State, New York

(Reviewed Friday Evening, January 2)

Current is a pretty fair layout of talent, with the most weakening effect coming from the headline act, Desi Arnaz and Lucille Ball (Mr. and Mrs.), who left the house cold despite Arnaz's being introduced as a hot Latin. Holiday spirit and spending, however, is still at a peak, and coupled with *Smilin' Thru* on the screen, house played to near capacity.

Opening were the Six Antaleks (four girls and two men (whose forte is class balance work on high poles of many varieties. Acrobats did some tricky muscle control work high up forming various figures in a flashy way. Went over strong, deservedly.

Paul Le Paul, a magician with a very pleasant personality, works with an un-billed blonde and a couple of dead-end looking kids from the audience, who managed to provoke the most laughs. Routine started out with the torn paper and canary bird bit and then worked into card manipulations. Climax was passing individual cards into a handkerchief clutched into the hand of one of the dead ends. Le Paul works with polish and a good sense of timing.

Arnaz preceded his wife with a song, *Spic and Spanish*, which he did at the Roxy last year and a repetition of a lot of other old material. Routine with his wife consisted of chatter and singing (medley built around *South American Way*) to only whispering applause. Arnaz, who is not a singer, attempted the ballad *You and I*, with La Ball gently resting in his arms and then a romantic after-piece on how they met in Hollywood. Mrs. Arnaz attempts many things, including Baby Snooks patter, and as a dance hall girl, for a hot rumba with her dream man. Arnaz closed with his conga drum ritual, sending himself mostly and exciting very little applause.

Standout of the evening was the Calgary Brothers, drunk pantomime performers, who did some beautifully sharp balancing while reeling around and taking pratt-falls. Act is on for 13 minutes, both spinning like tops, undressing each other with the pull of a glove, and closing with their swinging punching bag bit.

Closer is the dance team of Columbus and Carroll, first doing an unexciting, trite Viennese waltz and quickly picking up with a near top-notch routine of a "dance cavalcade." The way cavalcade started out it appeared that it would be good for laughs and a sensational throw-back. It included the Bunny Hug, the Castle Walk, Brazilian Maxixe, the Charleston, a non-descript dance-hall number, but not enough imagination was used in the presentation. Gal does a fade out at the end of each number and comes back just as she left. The use of a wig,

Vaudeville Reviews

some hair-bows and waist-sashes to typify the period might help a lot.

Ruby Zwerling in the pit.

Sol Zatt.

Colonial, Detroit

(Reviewed Friday Evening, January 2)

Show has more variety and better pacing than recent locally produced offerings. Sammy Mandell's band, on stage, shows a marked improvement over its pit performance. Danny Rogers ensembles in a style that fits the house and does a repertoire of his own comedy specialties.

The Vee Ames Girls (8) add life to the show with a navy number, with acro specialties by some of the girls and a jitterbug finale.

Guy Lauren and Ginger, musical act, open with plenty of volume and novelty. Girl, long-haired platinum blonde, has a lively accordian. Partner mixes sundry saxes, clarinets, one-handed trombone monkey-shines and clever guitar work.

Nan Blakstone, red-headed warbler who is her own accompanist, has her own unique ditties, such as *Isabella*, and individual style in more familiar numbers, as *Laziest Girl in Town*. Her sophisticated style and swift tempo keep the audience mentally alert for her subtle and overt risqué bits and allow no time to stop for belly laughs. It's all done in good taste. She has a nice control of expressive catchlights in her eyes. She ranges from straight singing to recitative monolog and one-way repartee toward the house.

The Zoppe Troupe, three men and three women, including two children, open with each manipulating separate unsupported ladders for a stage-filling spectacle. Do skillful ladder work, featuring two and three-high climbs to shoulder stands and acro work and a headstand by one partner on a swinging bar supported on the shoulders of two others on top of their own ladders.

H. F. Reeves.

Paramount, New York

(Reviewed Friday Evening, January 2)

The technicolor film, *Louisiana Purchase* (Bob Hope), and Gene Krupa band and Dinah Shore on stage have combined to get this house off to great business this week. Looks like a record gross.

The show was originally to have the Andrews Sisters, but a call from Universal Pictures forced their canceling and Dinah Shore was the substitution. She's on just before the band's final number and did a superb job. Opened with *Chattanooga Choo Choo* and then really hit with the ballads *Everything I Love, Jim*, and *I've Got It Bad*. Had to beg off. Her throaty, yearning voice is excellent for torchy numbers, giving the lyrics a sincere, emotional delivery that's very effective.

The Krupa band, a big Para favorite, does very well. Opens after a smart trailer, playing *Drummer Man* and with vocalist Anita O'Day chirping nicely. Johnny Desmond croons *This Love of Mine* in pashy style and then Miss O'Day gives *Let Me Off Uptown* and then *Thanks for the Boogie Ride*. Roy Eldridge does a fancy trumpet solo on *Rocking Chair* that's applause-winning. Just before Miss Shore's spot, the band goes to town on a congo rhythm, *Blue Rhythm Fantasy*, with the entire band beating drums in a frenzy and Krupa's own hide-beating a spectacular stand-out. Great jitterbug stuff, and a very flashy number. The band closes the show with *Drum Boogie*, Miss O'Day taking the vocal.

The band as a whole is a first-rate musical and showmanly outfit, with Krupa being the personality center. He introduces the acts and then does his fancy stick-beating. Krupa and the seven-man brass section dominate the band, altho the reeds get a break in the ballads. The band handles the sweet numbers just as smartly as it does the jive stuff. Does the show accompaniment superbly, too. The two vocalists provide effective contrast, Miss O'Day being excellent on rhythm stuff and Desmond on the ballads.

Dean Murphy and Jimmy Shea and Guy Raymond round out the bill. Murphy is spotted midway and socks across his movie-star impersonations. Does about 15 short vocal impersonations, not identifying them and depending on the audience recognizing them. His voice makes the switches deftly, and the impressions are surprisingly excellent. Closed with his well-known FDR bit,

but this time uses serious talk instead of comedy. A solid hit.

Shea and Raymond, earlier in the bill, sang and tap danced and did their comedy tango, conga and rumba, pulling laughs and getting off to a solid mitting. Good sight stuff, especially in such a big house as this.

Lighting of the entire show was excellent.

Next show will have Glenn Miller's band and *Sullivan's Travels*.

Paul Denis.

Chicago, Chicago

(Reviewed Saturday Afternoon, Jan. 3)

Latin-minded as the people are today, the average customer has his mind all made up to enjoy a Pan-American revue long before he reaches the theater. And when Xavier Cugat and his famed band are at the head of such a bill, it becomes a very simple matter to draw impressive response. Cugat, as a Latin band leader, is on top of the crop. A good reason for that distinction is the consistently strong talent supporting the band.

A talented group of singers, the Ken Christie Massed Choir, is used on the bandstand for colorful vocal effect. The five men and four women in the group harmonize effectively and lend opulence to the entire proceedings.

Another winner in the Cugat combo is Lina Romay, flashy brunet with a clear, winning voice, who puts across rhythm tunes with sock and flourish. Offered a Latin version of *Daddy* (cute) and *The Things You Are*, among others, and proved herself a bright entertainer.

Still another Cugat ace is Miguelito Valdes, who sells Afro-Cuban rhythms in a good baritone voice and an eccentric, John Barrymoreish style. It is different and good.

Band opens the show with a rumba and a medley of *Yours* and *Amapola*, followed by a brief session of Carmen Castillo, who in Spanish sings *Perfidia* and *I Want My Mama*. Good band production number is *Tonight We Love*, featuring the piano work of Raul Soller.

Two outside acts augment the show. Raul and Eva Reyes, raised in the Cugat household, double from the Chez Parce and score with their rumba, *Begin the Beguine* and conga. (The kids must be made of steel, doing a total of seven and eight shows daily.) Hal Sherman, dancing comedian, brought the only change from Latin color with his dead pan legomania routines and chatter session which boasted of some good material. His impressions of a jitterbug and Latin gigolo scored.

Featured performers return in the conga finale. House almost full end of first show.

Due to adverse flying conditions, Cugat was not able to reach his Chicago date on time. The first two shows on Friday (2) featured Don Pedro's band and Carol King, dancer, both appearing in the local Rumba Casino.

Sam Honigberg.

Music Hall, New York

(Reviewed Saturday Afternoon, Jan. 3)

Stage entertainment compressed into 40 minutes is well staged, particularly appealing to the juvenile trade, so plentiful this week. Pic, *Babes on Broadway*, should also draw a hefty family attendance. At show caught there was a four abreast line, around the house.

Opener has previously been used. Talent comprises the Glee Club, fronted by Robert Landrum, depicting couple departing on honeymoon. Station setting is realistic and moving train still gets audience gasps.

A school scene with house femmes in kiddie costumes provides atmosphere for the Emerald Sisters (2) who do their usually proficient acro work with a dash of comedy. Took a couple of bows. Grace Thomas, as the schoolmarm, lent color to this affair.

The Corps de Ballet, in a tableau, *Magie Bells*, are fronted by Marie Grimaldi, whose terps get over. Group movements are similarly okay in their colorful peacock costumes.

A tableau using a scene from the Warner short, on the signing of the Declaration of Independence, provides a stirring note ending with a reproduction of Trumbull's poetry on that theme.

Last scene, *Fire Belles*, is in a firehouse setting in which Bob Williams goes thru his routine with the hound Red Dust, which is good for many laughs. Act segues into the Rockette routine, the

girls in red firemen costumes, during which several gals slide down the brass pole. Precision work includes a rope skipping stunt, firehouse being used for that purpose. Wind up has gals climbing up ladders leading to a building in flames. A solid closer.

The symphony orchestra performed *Carillon*, a short overture.

Joe Cohen.

Strand, New York

(Reviewed Friday Evening, January 2)

Jimmy Dorsey pulled in here for a three-week stand with the Warner film version of *The Man Who Came to Dinner*, a sock b-o. combo, and at dinner show second day house was packed. Joe and Jane McKenna are the only outside act. Pot, Pan and Skillet, septa dance trio from Duke Ellington's *Jump for Joy* show, were dropped after the first show. Dorsey is carrying a pair of jitterbugs picked up on a date in Virginia Beach. By name, Neallie Bohem and Bud Robinson.

Dorsey, the band, Helen O'Connell and Bob Eberly shape up as a complete show in themselves. Eberly and Miss O'Connell come in for a larger share of the time than in their last roadway appearance, and it turns out to be just what the audience ordered. Gal gets the first call with *I Got It Bad* and a novelty titled *Arthur Murray Taught Me Dancing in a Hurry*. Eberly's solos are *The White Cliffs of Dover* and *Everything I Love*. The two pair up for *I Said No, I'm Tired a Waitin' for You* and *Green Eyes*. Both chirpers are tops in their fields, Eberly the romantic balladeer and Miss O'Connell cute and sharp. Fans in the audience go into audible "Aaaaahs" before Eberly opens his mouth, and none of the mades are let down by Dorsey's blond thrust.

Band does its stellar good job, opening with a hot original called *Murderistic* and later holding forth with *John Silver* and *Fingerbuster*. Second number gives several solos to the sidemen, including the inevitable hide session. The latter is capably handled by Buddy Schutz, and not drawn out too long as is usually the case with many orks. Maestro Dorsey rippled over the sax and clarinet on *Fingerbuster* and has lost none of his tone or dexterity with either.

Ork's instrumental set-up is now four reed, four rhythm and six brass, and displays a nice easy style which belies the precision always carried out in a clean-cut fashion. Bohem and Robinson do a good j-bug job and please the youths in the audience.

Joe and Jane McKenna give out with their comic acro antics and are well spotted, giving customers just the right amount of comedy relief. Joe opens with his "drunk" narration and the back-falls, then teams with the gal in her "ballet" jumps from a raised platform. Slapstick, but hilarious stuff.

House reverts to a Friday opening January 23, when Bob Chester band comes in with *All Through the Night*.

Harold Humphrey.

Oriental, Chicago

(Reviewed Friday Afternoon, January 2)

House continues to do big business. After a bang-up holiday week box-office activity was equally stimulating opening day (2), with Art Jarrett and band, Ethel Shutta, Britt Wood, and Alyce Serf. Screen fare has a commercial title in *Lady Scarface* but doesn't look like a draw.

Jarrett and his gang (the boys and the musical style taken from the late Hal Kemp's group) do a good job. Maestro has a pleasant personality and his pipes are okay on the popular stuff. Band apes the Kemp form smoothly and features three of its members in strong specialties. Blond and sexy Gale Robbins sells the vocals of *Chattanooga Choo Choo*, *The Latin Knows How* and *Foolish* in okay cafe style. Jack Turner repeats his funny impression of a draftee, and Randy Brooks scores on his trumpet with solid playing of *The Flight of the Bumble Bee* and *Boy Meets Horn*. Between band numbers Jarrett steps up to the mike and to the accompaniment of his guitar gets across *It Must Be True* and *I Can't Get Started With You* in fine fashion. And the band itself dishes out a couple of well-selected medleys of 1941 favorites and standards. Minor flaw is the horse-play during *Got a Date With an Angel* which, Jarrett announces, has sentimental value to the band. The straight and orthodox path for this one is more logical.

Alyce Serf, an ace among tumblers, lends speed to the opening chapter with a couple of tricky routines. Twenty-four

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cartwheels at the finish send her off to a good hand.

Britt Wood is still the funny rustic comic who whips up laughs with his individual story telling, harmonica playing and covered wagon-era singing. Clean and entertaining.

Ethel Shutta, next to closing, impressed with four numbers, tho not all of them are suitable for this pop-priced house. *Hi Neighbor* and *Having a Lonely Time* have meaning here, but *I Could Write a Book* and *Farming*, both borrowed from Broadway shows, are for the sophisticates.

Tab version of *Meet the People* comes in Friday (9), followed by Laurel and Hardy, Alice Dawn and the Seven Freddysons week of January 16.

Sam Honigberg.

Review of Unit

"All-American Follies"

(Reviewed Friday, December 19, at National Theater, Richmond, Va.)

Gene Bedini (we remember when he spelled it Jean) emcees this revue, the most pleasing we have witnessed this season. Bedini juggles, performs a few magic tricks and presents his newest protege, Tanglefoot, a youngster who dances a la Ray Bolger and gags more like Red Skelton than he really should if he wants to be an individual. Tanglefoot is talented and, with the proper handling, will go places.

Rixford Brothers are acrobats such as are seldom seen in units which play this time. They do the regular "difficult" tricks with what seemed like the greatest of ease and then added tricks which, from the reception given them, have never been seen here. A honey of an act.

Udell Triplets, in tricky red and white dresses, run thru a few swing and sweet numbers in a nice manner.

Billed as the Pitchmen, Mitchell and Bennett demonstrate "sing-a-tinas" as they did at the World's Fair. The act is a clever one, except for useless addition of a few vulgar gags.

As usual, the strip tease is present, this time Conchita doing a semi-nude, *The Dance of the Myths*. Done in blues, the act is pleasing to the male "take 'em off" customers and still would get by almost any censor.

A nine-girl line is unusual in that the girls, in addition to being swell lookers, really know how to dance.

Picture was not so good, *The Devil Pays Off*.
Ban Eddington.

Palumbo Gives Employees Defense Bonds for Bonus

PHILADELPHIA, Jan. 3.—Frank Palumbo, operator of Palumbo's Cafe and 20th Century Tavern here, played Santa to his staff last week. In addition to giving employees defense bonds as a bonus, Palumbo gave a three-week vacation with pay to Mary Kaye and Mary Grey, comedy team, new in town.



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Gov't Hires Dog Trainer

NEW YORK, Jan. 3.—Bert Rose, owner and trainer of Boots and Saddles, canine vaude act currently appearing in the RKO picture *All That Money Can Buy*, arrived in town recently at the request of the federal government.

Rose will be put to work by Uncle Sam training men to train dogs for army work.

SUGAR'S DOMINO

(Continued from page 4)

him. All I do know is that the actor missed the greatest chance in the history of the business to form a really strong organization that would benefit him and the managers as well.

This AGVA thing has as many factions as sides in a Bowery bum free-for-all. The actors who are giving their time to the thing (I mean the few who aren't politicians and can be accused at worst of trying to make a name for themselves among their kind) are as inexperienced as you were when you joined our act in Sioux City in the year Hazel graduated from tabs to the Follies. The politicians in AGVA aren't very shrewd because if they were they would first build up the organization and then play politics. These boys are too hasty; too impulsive and too cocksure of themselves. They are trying to do two things at once and you know, Oscar, it just can't be done. Remember the time you tried to combine cartwheels with a triple somersault and twist and almost broke your collarbone. Well, it isn't much different in the AGVA. Before the thing is over a lot of the boys are going to break more than their collarbones, and the actor, as usual, will get it in the well-known neck.

Don't get me wrong, Oscar. There are some pretty nice guys in the AGVA. Some of them are in New York; others are scattered all over the country in the locals, but I haven't yet heard a real good word about Chicago. There seems to be an unholy fire burning there, Oscar, and one of these days something will explode and it won't be a Jap or Nazi bomb.

You ask about vaudeville. Well, like the baldheaded guy and his hair—there's still some left but it doesn't mean anything. Here and there thruout the country there's a house that plays shows pretty regularly and pays fairly decent salaries. But there's not enough here to keep anybody really busy. And you have to be a darned good act according to present-day standards to play them all—and a very adaptable act at that. The big circuits haven't enough time between them to make it worth while to buy a pair of tap jingles. Loew and RKO use acts around New York. But please, Oscar, don't embarrass me by asking about salaries and other details. Maybe you're better off in Saranac because if you saw this for yourself you'd get a relapse that even Dr. Wilson couldn't do anything about.

It's not so bad in the night clubs, very generally speaking, but it's an entirely different kind of show business. You can get some idea of what it is all about when I tell you that Billy Rose, who knows how to operate a club on a par with the best of them, blatantly calls his current and former spots saloons. Of course, this Billy Rose, who used to be a songwriter in your time, doesn't really run a saloon, but his one-word definition tells a long story. If you can't mix in the spots you might as well forget about forging ahead. You've got to work before audiences that are six pegs below the worst houses we played on any of the routes past Chicago. The audiences are not only tough but they are in their cups more often than not—and the best customers (the ones the bosses want to please most) are the toughest ones to play to. They accord an actor less respect than a bootblack.

I'm getting kind of tired, Oscar, so will sign off. I hope to hear from you soon and don't forget to let me know how things are going up there. I was sorry to hear about Rudy Plank's death. He was sure a swell feller. Give my best to Dr. Wilson and tell him to keep his chin up. The first 100 years are the hardest. Get it?

Sorry I can't remember you to the boys at the St. Regis Restaurant. It's a Whelan's drugstore now. Funny, but the boys don't come around any more.

Your pal,
Luke Yontiff.

"Serving You With Beer and Song"
P. S.: How do you like my billing? A far cry from "The Romantic Singer of Songs You Like To Hear," isn't it?

7 U. S. Acts Still in Australia; Show Biz Conditions Very Good; Will Mahoney Has Settled There

NEW YORK, Jan. 3.—Now that the Pacific has been closed because of hostilities, American performers returned from Australia look back at the down-under country as a performer's paradise. Playing only two-a-day and no Sundays at comparatively high salaries and being treated like visiting royalty sort of spoils a performer returning to this country to work under the usual vaude conditions.

Joan Brandon, one of the last American performers to leave that country, who arrived here November 6, was scheduled to hold over for another tour of the Tivoli Circuit but begged off when the Japanese situation became tense. The Tivoli management, eager to maintain amicable relations with American acts, agreed to let her go, altho it invited her to return for another tour once the war situation clears. Only one other boat has left Australia after the Brandon sailing, and Maude Hilton and Judy Ballou were the only performers on it.

Now in Australia, probably for the

duration, are Raymond Baird, Eddie Gordon, Bille Samuels, Jan Rubini, Marie Hollis and Gardner and Kane. The majority of them like it well enough to stay for the duration of the war, says Miss Brandon.

One example of a performer who refuses to be expatriated is Will Mahoney, who has made his home in Brisbane. He spends most of his time hunting and fishing, playing the Tivoli Circuit several times a year.

Despite the war, there is still plenty of work for performers. The Tivoli Circuit maintains four houses, one each in Sydney, Melbourne, Adelaide and Brisbane. That is exclusive of the New Zealand time, which mounts up considerably. According to Miss Brandon, the war, if anything, has made the Anzac public more entertainment-conscious. Theaters are expected to operate at capacity.

American acts are well liked because of their speed and assurance, with English performers next on the list.

Even prior to the current emergency, passport and monetary restrictions had made the Australian passage hazardous. The steamship lines had already refused to accept pounds for passage, and passports had to be surrendered to Australian authorities upon landing. The lines also warned passengers that they sailed on their own risk. The United States Naval Reserve had taken over the command of boats. When the boat on which Miss Brandon sailed had been on the high seas for some time, orders were cabled thru ordering the ship to make for the nearest port. They were, however, allowed to proceed to the United States. They were convoyed a great distance.

Once Miss Brandon's apartment was ransacked, money and valuables were left untouched. It was assumed the thieves were after her passport, which was in keeping of the authorities.

\$4,000 Show for Buenos Aires Cafe Dropped Due to War

NEW YORK, Jan. 3.—Transportation problem has caused the cancellation of a 47-people unit scheduled for the Tab-A-Ris, Buenos Aires. The combo was to have sailed in February for an extended stay and was to have included Rhythm Sweethearts, a septa all-femme ork, a 16-girl line; Tip, Tap and Toe; the Vocallions and a four-people roller-skating act.

Negotiations were being handled by Eddie Smith, who set the outfit for \$4,000 weekly.

A bond of \$10,000 had already been posted with the steamship authorities by the Tab-A-Ris management.

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A

Adams, Margaret (No. 1 Bar) NYC, nc.
Adron, Emilee (Wivel) NYC, nc.
Albino, The (Rice) Houston, Tex., 2-16, h.

B

Baldwin & Bristol (Desmond) Port Huron, Mich., Jan. 1-7, t.
Ball, Lucille, & Desi Arnaz (State) NYC, t.
Banks & Fay (Flatbush) Brooklyn 5-8, t; (Windsor) NYC 9-1, t.

C

Calgary Bros. (State) NYC, t.
Cullahan Sisters (Chez Parée) Chi, nc.
Gardini (Palmer House) Chi, h.

D

D'Arcy, Jeanie (McAlpin) NYC, h.
D'Avalos, Rudolfo (Havana-Madrid) NYC, nc.
Dagmar, (Old Rumanian) NYC, re.

(For Orchestra Routes, Turn to Music Department)



Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

Dumont, Marie (Crisis) NYC, nc.
Dutton, Laura Deane (Waldorf-Astoria) NYC, h.
Dyer-Bennet, Richard (Ruban Bleu) NYC, nc.

E

Eberle, Ray (Pennsylvania) NYC, h.
Eddy, Val (Palomar) Seattle, Wash., t; (Capitol) Victoria, B. C., Can., 14-15, t.
Emerald Sisters (Music Hall) NYC, t.

F

Faye, Frances (Bowery) Detroit, nc.
Fears, Peggy (Copacabana) NYC, nc.
Ferris, Tommy (Singapore) Chi, c.

G

Galanie & Leonarda (Statler) Detroit, h.
Gale, Ann (Chick) NYC, re.
Garretson, Marjorie (Cora & Irene's) NYC, nc.

H

Hager, Clyde (Diamond Horseshoe) NYC, nc.
Hale, Geoffrey (Park Central) NYC, h.
Hall, Patricia (Versailles) NYC, nc.

Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Hubert, John (Gay 90's) NYC, nc.
Hudson Wonders (Latin Quarter) Miami, Fla., until Jan. 20, nc.

I

Ink Spots, Four (Wisconsin) Milwaukee, t; (Orpheum) Minneapolis 9-15, t.
Jardiniere, Mlle., and Madeleine Gardner (Latin Quarter) Miami Beach, Fla., nc.

POLLY JENKINS AND HER MUSICAL PLOWBOYS. Jan. 9-10, Trenton Theatre, Lynchburg, Va. For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Mon. N. Y.

Jason, Bobbe (Old Rumanian) NYC, re.
Jason & Belle (Colonial Inn) Singac, N. J., re.
Jaxon, Great (Colonial Gardens) Louisville, nc.

Presenting the Celebrated Columbia-Okel Recording Artists THE CHARIOTEERS At the SWAN CLUB, Philadelphia. Write Wire Phone JOLLY JOYCE Walnut 4877 Erie Theater Bldg. Walnut 8451 Philadelphia, Penna.

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

Johnson, Jay (St. George) Brooklyn, h.
Johnson, Merrie Vee (La Martinique) NYC, nc.
Jones, Joe (Cafe Society Uptown) NYC, nc.

K

Kashue's Hawaiians (Gibson) Cincinnati, h.
Kay, Chandra, Dancers (Pierre) NYC, h.
Kay, Dorothy (Sawdust Trail) NYC, nc.

L

LaBlanc, Billy (Palau Gardens) Cincinnati, nc.
La Chinta (Leon & Eddie's) NYC, nc.
Ladies, Six Lovely (Palmer House) Chi, h.

Lewis, Ralph (Lexington Casino) Phila., nc.
Lind, Della (Diamond Horseshoe) NYC, nc.
Lime Trio (Earle) Washington, t.

M

McDaniel, Hattie (Earle) Phila, t.
McGuire, Marcy (Helsing's) Chi, c.
McKays, The (Glenn Rendezvous) Newport, Ky., nc.
McKenna, Joe & Jane (Strand) NYC, t.

N

Nadine & Charles (Roosevelt) Jacksonville, Fla., h.
Nadia & Sasha (Casino Russe) NYC, nc.
Na Pua (Lexington) NYC, h.

O

O'Dell, Dell (Rogers Corner) NYC, nc.
Oman, Lester (Hi-Hat) Chi, nc.

P

Padilla Sisters (El Chico) NYC, nc.
Page, Ruth (Rainbow Room) NYC, nc.
Page & Nona (Tivoli) Sydney, N. S. W., Australia, Dec. 3-Feb. 1, t.

R

Rae, Jimmy (Hi-Hat) Chi, nc.
Raeburn, But (Cafe Madison) NYC, nc.
Ramirez, Carlos (La Martinique) NYC, nc.

CHEENA DE SIMONE DANCERS

Currently YACHT CLUB, Pittsburgh, Pa. Opening Jan. 15 Roosevelt Hotel, New Orleans, La. Dir.: Sol Tepper, RKO Bldg., N. Y. C.

Del Valle, Magali (Havana Madrid) NYC, nc.
Del Villar, Hector (Havana Madrid) NYC, nc.
De Vries, Enny (Piccadilly) NYC, h.

Advance Bookings

LAUREL AND HARDY: Colonial, Dayton, O., Jan. 23.
CARMEN AMAYA: Capitol, Washington, Jan. 29.
DEL COURTNEY: Oriental, Chicago, Feb. 13; Riverside, Milwaukee, Feb. 27.

BORRAB MINNEVITCH: Central, Passaic, N. J., Feb. 5.
THREE STOOGES: Arena, Trenton, N. J., Jan. 11.
WOODY HERMAN: Palace, Cleveland, Feb. 7; RKO, Boston, March 6.

Vaudefilm Grosses

Para Heading for Record; Strand's 50G Is Great; Roxy Best in 10 Years

NEW YORK.—Broadway house managers are all smiles this week. The Paramount and Roxy chalked up new records while the Strand, Music Hall and State have no cause for complaint. The b.o. bounced back with a vengeance after the lakedown because of the outbreak of war.

The Paramount (3,664 seats; \$37,000 house average) opened the new bill with Gene Krupa, Dinah Shore and pic *Louisiana Purchase*, and is heading for a lusty high of \$85,000 topping the previous Tommy Dorsey record of \$77,000. Opening day (New Year's Eve) took close to \$25,000. Bill is set to stay at least four weeks. Last and third week during which Orrin Tucker and *Birth of the Blues* tolled a fine \$42,000. Previous sessions had raked \$40,000 and \$37,000.

The Strand (2,758 seats; \$33,500 house average) has Jimmy Dorsey who opened Thursday (1) along with *The Man Who Came To Dinner*. Gross is expected to go over a great \$50,000. Last week the single session of *You're in the Army Now* with Will Osborne's band took \$40,000; good.

The Roxy (5,835 seats; \$36,000 house average) is straining the house capacity for the heaviest gross in its last 10 years. Revenue for the second week *Remember the Day* and stagershow with Adrian Rollini, Paul Gerrits and Berry Brothers is expected to hit \$75,000. Opening week did, now hold your breath, a spectacular

\$99,811. The Music Hall (6,200 seats; \$84,000 house average) with stage bill including Robert Landrum, Emerald Sisters, Marie Grimaldi and Bob Williams and *Babes on Broadway*, which opened Thursday, is expected to come to a superb \$125,000. Last week with the second stanza of *H. M. Pulham, Esq.*, and stager with Adriana and Charley and Captain Heyer, romped off to \$106,000. First week \$98,500.

Loew's State (3,327 seats; \$22,500 house average) now with bill headed by Desi Arnez and Lucille Ball along with *Smilin' Thru* expects a fine \$38,000. Last week with Ed Sullivan, Del Rio, Benay Venuta, Tune Toppers, Cross and Dunn and Eunice Healy took a pleasant \$30,000.

J. Dorsey Strong; Calloway Also Fine

PROVIDENCE.—Jimmy Dorsey's orchestra at Metropolitan here December 19-21 gave that house a healthy pre-holiday week-end business, grossing near \$9,000.

Fay's for week, with W. C. Dornfield, Carol Dean and an "international bill" of seven acts, figured around \$4,100.

Cab Calloway, in Christmas for four days at Met, did \$8,700.

Roxyettes (Earle) Washington, t.
Rozini, Carl (Park Central) NYC, h.
Rudloff, Morgan & Lubard (Leon & Eddie's) NYC, nc.
Rushing, Jimmy (Cafe Society Uptown) NYC, nc.
Russell, Bill (Park Central) NYC, h.

S
Samuels, Estelle (Jean Kesses) Waukegan, Ill., nc.
Sandler, Harold (Casino Russe) NYC, nc.
Scott, Hazel (Cafe Society Uptown) NYC, nc.
St. Clair, Sylvia (Rainbow Grill) NYC, nc.
Seville, Alfredo (RKO-Keith) Boston, t.
Shaw, Naleo (Lexington) NYC, h.
Shea & Raymond (Paramount) NYC, t.
Shelley, George (Belmont-Plaza) NYC, h.
Shepherd, Ethel (Slevadora) Detroit, nc.
Shepard, Norma (Hickory House) NYC, nc.
Sherman, Hal (Chicago) Chi, t.
Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.

Shore, Dinah (Paramount) NYC, t.
Shutta, Ethel (Oriental) Chi, t.
Simon, Simone (RKO-Keith) Boston, t.
Sims, Lee, & Iromay Bailey (Latin Quarter) Boston, nc.
Smith, Rogers & Eddy (Shubert) Cincinnati 5-8, t.
Spencer, Kenneth (Cafe Society Downtown) NYC, nc.

Stadler, The (Royale) Detroit, nc.
Stanley, Irene (Le Poissonier) NYC, nc.
Stockwell, Gene (Leon & Eddie's) NYC, nc.
Stone, Bentley (Rainbow Room) NYC, nc.
Stovanovsky, Arcadi (Russian Kretchma) NYC, nc.
Sullivan, Joe (Cafe Society Downtown) NYC, nc.

Sumner, Helen (Ivanhoe) Chi, re.
Summers, Andrew (The Avenue) NYC, nc.
Sunda (Congo) Detroit, nc.
Suns, Three (Piccadilly) NYC, h.
Swan, Lyda (Russian Kretchma) NYC, nc.
Swann, Russell (Rainbow Room) NYC, nc.

T
Talley, Mary (La Canga) NYC, nc.
Tana (La Canga) NYC, nc.
Tarasova, Nina (Casino Russe) NYC, nc.
Taylor, Lou (International Casino) NYC, nc.
Tenor & Swift (Hurricane) NYC, nc.
Thomas, Danny (5100 Club) Chi, nc.
Thomas, Shirl (Armando's) NYC, nc.
Thorson, Carl J. (Gloria) Columbus, O., nc.
Tirza (Globe) Boston 4-10, t.

TIRZA
and her Wine Bath
REPUBLIC, New York City,
January 11.
Personal management of
ALLAN RUPERT, 1897 B'way, New York City

Torrens, Fay (Havana-Madrid) NYC, nc.
Torres, Alberto (Havana-Madrid) NYC, nc.
Toy, Noel (Leon & Eddie's) NYC, nc.
Toy, Kim (Famous Door) NYC, nc.
Trahan, Al (Shubert) Cincinnati, t.
Trent, Tommy (Earle) Washington, t.
Trevor, Eddie (Versailles) NYC, nc.
Tufts, Sonny (Beachcomber) NYC, nc.
Turner, Maxine (Hi-Hat) Chi, nc.

U
Upp, Odessa (Treatment's Hall) Danville, Ill., 10.

V
Vadina, Olga (Casino Russe) NYC, nc.
Valda, Princess (Harlem Rendezvous) NYC, nc.
Vallee, Edie (Jimmie Dwyer's Sawdust Trail) NYC, nc.

Valley & Lynne (Tower) Kansas City, Mo., t.
Varone & Lord (Crystal Palace) Ayer, Mass., nc.
Vase, Emily (Biltmore) NYC, h.
Vega, Jose & Lolita (Club Gaucha) NYC, nc.
Venezia, Chiquita (International Casino) NYC, nc.
Victor, Eric (Ambassador) NYC, h.

W
Wade, Bill & Betty (New Yorker) NYC, h.
Walker, Oscar (Fifth Avenue) NYC, h.
Ward, Margie (1000) Syracuse, N. Y., nc.
Ware, Dick (Bismarck) Chi, h.
Warren, Earl (Cafe Society Uptown) NYC, nc.
Wayne, Mildred (606) Chi, nc.
Webb, Nella (Lexington) NYC, h.
Webster, Hazel (Number One Bar) NYC, nc.
Weeks, Larry (Village Barn) NYC, nc.
White, Danny (Iceland) NYC, re.
White, Jack (18 Club) NYC, nc.
White, Jerry (Bill's Gay '90s) NYC, nc.
White, Joshua (Village Vanguard) NYC, nc.
White, Madalyn (Cora & Irene's) NYC, nc.
Whitely's Lindy Hoppers (Earle) Phila., t.
Williams, Hermanos, Trio (Latin Quarter) Miami, Fla., nc.
Williams, Robert (Music Hall) NYC, t.
Williamson, Herb (Hillside) Houghton, Mich., nc.
Wink, George (Jimmie Dwyer's Sawdust Trail) NYC, nc.
Wood, Britt (Oriental) Chi, t.
Wood, Elenore (Club Charles) Baltimore, nc.
Wood, Kirk (Leon & Eddie's) NYC, nc.
(See ROUTES on page 57)

DRAMATIC AND MUSICAL

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

All in Favor (Playhouse) Wilmington, Del., 9-10.
Arsenic and Old Lace (Cass) Detroit.
Blossom Time (Memorial Hall) Salina, Kan., 7; (Grand) Topeka 8; (Memorial Hall) Independence 9; (Convention Hall) Tulsa, Okla., 10.
Claudia (Selwyn) Chi.
Claudia (Hartman) Columbus, O.
Ellis, John, Rip Van Winkle: Grand Rapids (Mich.) schools until Jan. 16.
Gilbert and Sullivan (Erlanger) Buffalo.
Hellzapoppin (National) Washington.
Hellzapoppin (Forrest) Phila.
Louisiana Purchase (Erlanger) Chi.
Mr. and Mrs. North (Plymouth) Boston.
My Sister Eileen (Wilbur) Boston.
My Sister Eileen (Metropolitan) Seattle 7-10.
Native Son (Studebaker) Chi.
Pal Joey (Nixon) Pittsburgh.
Pansy Hattie (Ford) Baltimore.
Porgy and Bess (Shubert) Boston.
Porter's of a Lady (Majestic) Boston.
Rivals, The (English) Indianapolis 5-7; (Pabst) Milwaukee 8-10.
Separate Rooms (Palace) Flint, Mich., 7; (Michigan) Lansing 8; (Michigan) Ann Arbor 9; (Keith) Grand Rapids 10.
Student Prince (Grand O. H.) Chi.
Tobacco Road (Hanna) Cleveland.
Vezel and Yolanda (Court Square) Springfield, Mass., 7; (Bushnell Aud.) Hartford, Conn., 8; (Erle) Schenectady, N. Y., 9-10; (His Majesty's) Montreal, Can., 12-17.
White Cargo, with Ann Corio (Walnut Street) Phila.

ICE SHOWS ON TOUR

Henie, Sonja. 1942 Hollywood Ice Revue (Olympia) Detroit 8-14.
Ice-Capades of 1942 (Auditorium) Providence 5-13; (Uline Arena) Washington 14-25.
Ice Follies (Arena) Phila 7-9.
Lewis, Dorothy (St. Regis Hotel) NYC.

Chi Still Big; Cugat, Holdover Pic 38G; Jarrett, Ethel Shutta Combo 19G

CHICAGO.—Theatergoers continued to be in a holiday mood the week-end following New Year's, a factor that will be well reflected in the grosses for week beginning January 2. And, too, attractions in the vaudefilmers are quite favorable, and the kids haven't been scheduled to return to school before Monday (5).

Chicago (4,000 seats, \$32,000 house average) probably missed a chance to come close to its record holiday biz this week had they opened their January 2 week bill with a new picture as well as a new stagershow. Xavier Cugat's band unit is on tap and it's big enough to match with the take of most shows at the house in 1941, but the holdover of *Shadow of the Thin Man* will hold down the gross. Take, just the same, should total \$38,000, which is fine considering the set-up. Week of December 26 house packed away a \$55,000 gross, with Erskine

Hawkins's band and Ink Spots on stage, plus the first week of *Thin Man*.

Oriental (3,200 seats; \$16,000 house average) opened to heavy biz Friday (2), with Art Jarrett's band and Ethel Shutta on stage and *Lady Scarface* on screen. The live talent is responsible for the box-office activity, which by the end of the week should see a take of \$19,000. Week ended January 1, Ted Lewis and unit, with *Three Girls About Town* on screen, piled up a record \$30,100.

Colonial, Detroit, In Holiday Slump; Armstrong \$10,000

DETROIT.—Value of names was graphically shown again at the Colonial Theater (1,500 seats, house average \$6,000) over the holidays. Two weeks ago Ella Fitzgerald and her band pulled an \$8,500 week, exceeded this fall only by Fats Waller, who did \$10,500.

Manager Ray Schreiber then went to two straight weeks of vaude, slumping to \$4,000 for Christmas week and doing a little better, \$5,200, the past week, with the aid of New Year's Eve. Past week marked the first of direct opposition from the Paradise Theater, opened (See DETROIT GROSSES on page 28)

Buffalo Does Well With Holiday Bills

BUFFALO.—Buffalo's mainstem vaudefilm houses enjoyed a pretty neat holiday week, culminating New Year's Eve with near sellouts.

The 20th Century (seating capacity, 3,000; house average, \$7,500 for straight pic) opened well at midnight show, December 31, for a week with *Playmates*, Kay Kyser's pic, plus impressive stage layout. New Year's Day grossed \$3,000, pointing to a big \$12,500 for the week. Added to the stock attraction of Meyer Balsom and the 15-piece house band are Ben Yost's eight New Yorkers, singers, plus Vera Holly, vocalist. The New Yorkers are set for a second week.

For week ended December 31 the Century fell slightly short of expectations, but did okay with house ork in *A Christmas Festival* on stage, starring Gertrude Lutzi and Warren Hardy, vocalists. Pic was Disney's *Dumbo*, which attracted gross down to \$7,700 for second week, (See BUFFALO GROSSES on page 28)

Herman Take 32½G At Philly Earle; Fay's Neat \$9,800

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture bookings, \$14,000) ushered in the new year with a fat \$32,500 for the week ended Thursday (1). It all belonged to Woody Herman's band, featuring Carolyn Grey, Billie Rogers and Frankie Carlson. The Shyrettes and Billy De Wolfe rounded out the bill. Screen had *Swing It Soldier*. Band put in 38 shows for the week, with prices upped from 68 cents to \$1.71 for the New Year's Eve sellout performances. Extra attractions for the holiday eve were Lucille Ball and Desi Arnez, last-minute fillers for Tony Martin.

New bill opened Friday pulled a surprise in face of the expected post holiday lull, with Count Basie's band topping an all-sepia show. Points to a new high for the season, well over \$34,000. Basie broke house records for opening day, topping takes of Glen Miller and the Ink Spots, each credited with a \$34,000 weekly gross and coming close to Benny Goodman's all-time opening high. Standee biz continued for the second day as well and figures on putting in 35 shows for the week instead of the usual 29. Hattie McDaniel, Freddie Gor- (See Philadelphia Grosses on page 28)

Wash. Earle Good 12G; Capitol 17G

WASHINGTON.—Week-end snow didn't discourage estimated grosses for local theaters, as Warner's Earle, showing *Man Who Came to Dinner* for nine days ending January 8, expects to do hefty \$27,000. Vaude bill lists Three Swifts, Roy Davis, Lime Trio and Roxyettes. Last week, for six days ended December 31, *You're in the Army Now* did a good \$12,000.

Loew's Capitol, for eight days ending January 7, expects good \$24,000 with *Skyhawk*. Stage features Mitzl Mayfair, Johnny Woods, Martez and De Lita, Cardini and Rhythm Rockets. Week ended December 31 saw *Tarzan's Secret Treasure* strike \$17,000.

School Show Big For Pal, Seattle

SEATTLE, Wash.—With nearly 100 youngsters, the *Holiday Revue*, presented by the Barclay School of Dance here, grossed \$6,200 at the Palomar (1,450 seats) to bring the house thru the Christmas slump over \$1,200 above average. The Barclay school brings its show into the Palomar each year during the holidays.

On screen, the Gene Autry film, *Sierra Sue*.

Scranton Capacity

SCRANTON, Pa.—An 11 p. m. vaude show was presented New Year's Eve by the Family Theater before a capacity crowd. The theater advanced its three-day vaude program to take in the holiday eve crowd. Headlining was Polly Jenkins and Her Musical Plowboys.

Marcus Revue Does SRO in Hartford

HARTFORD, Conn.—A. B. Marcus 80-people revue broke the house record at the State (2,000 seats) here, over the New Year holiday with complete SRO business New Year's Eve and the following day at a \$2.20 top and sliding down to \$1.65 and \$1.10.

This is the second date for the Marcus revue at this house in six months.

Spokane Biz Down

SPOKANE.—A cold snap, coupled with Christmas lull, beat down grosses at the Post Street and Rex.

The former, adding an extra day of vaude to open on Christmas Day, took in only about \$1,200, average for the usual three-day vaudefilm. Bill included the Smileys, Eddie Burnotte and Lucille Hughes, Julie Ballew, Harvey and Haxton and Billy Harris, plus *Moonlight in Hawaii* and *Scaled Lips*.

Rex (335 seats) grossed \$750 for week ending December 28. Vicky Darris headlined the tab show. *Hollywood Cavalcade* and *The Ghost Comes Home* were the films for latter half of week.

Dayton Good 9½G

DAYTON, O.—Reopening of stage-shows at the Colonial Theater December 26 was heralded by a large opening audience, as well as good attendance thruout the week, resulting in a box office of \$9,500. A straight five-act vaude bill headed by Al Trahan, augmented by Lois Harper, local professional dancer, and a line of 10 local girls, provided good entertainment.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

LOIS DEFEE to act as hostess and dine small groups of officers and soldiers from various camps in the different towns she plays for Hirst. . . . HELEN GREENE celebrating her 10th consecutive month at the Casino, Boston. . . . UNIT 11, at the Eltinge December 28, brought in Patricia Perry and George Corwin, Mimi Lynne, Bob and Babette Ketrow, Natasha, Bob Ferguson and Mary Murray, Max

Coleman and Frankin Hopkins. . . . OTTO EASON, roller skating dancer, was added at the Republic, New Year's week. . . . JACK (TEX) HAMILTON is negotiating for a theater in Rock Island, Ill., for burly. . . . JOAN ANDERSON doubled as strip specialist and show girl at the Gaiety Christmas week. . . . MARY BLAINE and her comedy strip now at the Ford Hotel nitery, Buffalo. . . . DOROTHY JEAN ABBOTT, 9, visited her ma, Ruth Mason, at the Eltinge, from Reading, Pa., over the holidays.

MARGIE HART, at the Gaiety Christmas and New Year's weeks, was the chief cause for the house doing seven shows December 27 and six December 28. . . . "BOZO" SNYDER, doubling on the xylophones in the Musical Johnsons' turn in a Hirst unit at the Hudson, Union City, helped to make the act a show-stopper. . . . BABE WASSAU out of the dancing line at the Eltinge last week because of a fall backstage. . . . AL ALLEN, ex-burly straight man, here over the holidays, is in charge of department store sales of glass cutlery. Left for Cleveland December 30. . . . TOMMY BRICE, now at the Empress, Milwaukee, planning a return to Buffalo. . . . TELEGRAM to the Gaiety and a letter from Ben Hamilton reported the death December 28 of Evelyn Myers, burly principal, at her home in St. Louis.

VALERIE PARKS' new method of transportation is via a specially constructed station wagon. . . . NATASHA (Mary Fisher), dancer with the Patricia Perry-Bob Ferguson unit, show-stopped at the Eltinge last week with interpretative routines. . . . JOE BABBITT came in from the Gaiety, Norfolk, Va., to join the aerial gunnery corps. . . . JOSEPHINE SKRIPNEK, usherette at the Republic, is sporting a new fur coat bought from a substantial award for damages in an auto accident two years ago. . . . BENITA FRANCIS, dancer, while making an auto jump from San Francisco to Seattle, ran off a bank, turned over three times, demolishing the car but escaped unhurt except for a bruised leg. Continued via hitch hike to make an opening date at the Rivoli, where she was featured. . . . VINCENT LOPEZ, maestro, has composed piano arrangements for the wine bath act of Tirza, who comes to the Republic January 11 from the Globe, Boston. . . . JIMMIE WALTERS visited here from the Gayety, Akron, Christmas week, during which he was the guest of Jack Mann, of *High Kickers*.

DIXIE SULLIVAN, after reinforcing Hirst units in Buffalo and Toronto weeks of December 19 and 26, respectively, opened at the Capitol, Toledo, January 2. . . . DANNY TUCKER, house singer, left the Star, Brooklyn, to join Unit 13 on the Hirst circuit, which has Mimi Lynne, Duvalda (Betty DuVal), Joyce

Brazelle, Harry Conley, Lew Black and Joe Forte. . . . LESTER MACK replaced Billy Crooks as straight man in the Looney Lewis unit in Buffalo December 28. . . . MURRAY LEONARD and Boo LaVon's Gretchen and Hank Henry's Hamish Hounds exchanged Christmas gifts, with Leah Wakefield and ma sponsoring the presentation in the Gretchen suite of the Hotel Claridge. . . . BERT C. FASIO, former comic, is now a home movie projector maker as president of the Starlight 16mm. Film Company, Newark. Starlight releases two 400-foot prints a week. UNO.

PHILADELPHIA:

KENNY BRENNER substituted at the Troc New Year's week, filling in for Al Anger, who had to drop out when his partner enlisted in the army. . . . JOAN WILLIAMS making her bow at Carroll's, with Babe Cummings moving to Jack Stamp's Cafe. . . . IZZY HIRST gave the stagehands and musicians at his Troc Defense Bonds as a Christmas bonus.

MIDWEST:

BILLY WATSON was the subject of an interview by Wolfe Kaufman in *The Chicago Sun* last week. . . . ADA LEONARD is going over big with her all-girl unit in Southern army camps. She is fronting a band now, having deserted stripping a year ago. . . . MARLANE is a holdover at the White Horse Inn, Chicago. . . . THELMA WHITE is current feature at Chicago's Brown Derby. Renee Villon recently closed a run there. . . . HOLIDAY WEEK biz was big at the Rialto, Chicago, with Billy Watson's show.

FROM ALL AROUND:

BOOTS BURNS, after an absence of three years, returned to burlesque at the Globe, Boston, January 4 in the act of Fields and Burns. . . . BERNICE (BUTCH) EHLERS, show girl at the Roxy, Cleveland, hopped to Detroit to spend the holidays with her fiancée, Michael Kennedy, of the Empress Theater staff there. . . . BENNIE WAYLAND has opened at the Roxy, Knoxville, to handle comedy.

Portland Holds Vaude

PORTLAND, Ore., Jan. 3.—Capital, presentation house managed by Jack Cave, has in its latest line-up, besides two pix, Percy Drake's seven-piece ork and Phil Arden, comedian and accordion; Percy (Happy) Pierce, colored stepper; Ted Clair, emcee, and Jack Morrison, dancing comic and impersonations. T. D. Rockwell still handling the publicity. Capital has outlasted other local houses trying vaude, including Orpheum and the Rialto.

Perry Managing Bayonne

NEW YORK, Jan. 3.—Fred Perry, former manager of the Lyric, Bridgeport, Conn., is now manager of the Opera House, Bayonne, N. Y. Previous to the Lyric post Perry was with the Comerford Circuit for 12 years.

BUFFALO GROSSES

(Continued from page 27) mainly the matinee kid trade, keeping after a neat start with \$8,200 for first week ended December 24. The Buffalo (seating capacity, 3,500; house average, \$11,800 for films only) opened okay with *They Died With Their Boots On* December 31, midnight. Eight days are expected to garner about \$15,000. Pic is single featured, a change here from usual procedure. For week ended December 31 (excluding midnight performance) the Buffalo lined up best take in many months with strong picture, *Louisiana Purchase*. It grossed \$17,400.

DETROIT GROSSES

(Continued from page 27) half a mile up the street by Ben and Lou Cohen, using all-colored stageshows. First week of vaude at the Paradise, opened December 26, proved a disappointment, with Louis Armstrong grossing around \$10,000. House seats 2,200, runs 30 shows a week and should gross a normal of \$18,000 at 55 cents admission. Increased admissions was tried out for Saturday and Sunday, upping the admissions from 55 cents to 75 cents. Trade over week-end was far off as a result. New Year's business was fair. The Armstrong gross of \$10,000 is, however, the highest gross recorded along Woodward Avenue in a long time.

Min. Burly Resumes

MINNEAPOLIS, Jan. 3.—Thanks to a top-flight opening bill and New Year's Eve midnight show, the Alvin, operated by Harry Hirsch and Harry Katz, drew \$5,300 for its first show in the rebuilt house. Gladys Fox and Jean Carter, peelers; Walter Brown, Mummy King and George Hill, comics, headed the bill.

Current bill features Lana Berl, Julia English and Connie Fonslat, strips, with Carter and Francine Morgan, other peelers, holding over; Bert Marks and Al Fahr, comics; Hughie Mack, straight man; Harmonica Reed Riders and Kenny Brothers, acts. Other holdovers are King, John Head, straight, and Gene Curtis, singer.

Jessica Rogers has been booked week of January 9, followed by Hinda Wausau week of January 16.

3d Burly for S. F.

SAN FRANCISCO, Jan. 3.—President Follies reopened Christmas Day with burlesque and flickers. Three shows daily. Opener was good, Manager Eddie Skolak reported. Three burlesque houses are currently operating here, other two being the Liberty and Kearney.

Follies principals include Flo Ash, Roberta Roberts, Doris Doreen, Marlon Roberts, Tanya, Frances Hanley, Florintina, George Warner and Jack Raily.

Corio Film Panned

NEW YORK, Jan. 3.—Ann Corio's first feature film, *Swamp Woman* (Producers Releasing Corporation), opened last week at the Central Theater, which once ran burlesque, and was yanked after a week.

The film was panned by all local picture critics as being incredibly bad, although some of the critics softened the blow by saying Miss Corio photographed well.

"Post" Plugs N. Y. Houses

NEW YORK, Jan. 3.—*The New York Post* is running reviews of Follies houses, the first local paper to do so. Reviews run in the form of review and news comment each Saturday, when advertising of Follies houses is heaviest.

PHILADELPHIA GROSSES

(Continued from page 27) don and Timmie Rogers, Baby Lawrence, Whitey's Lindy Hoppers, and from the band James Rushing, Early Warren and Jo Jones round out the bills. *Steel Against the Sky* on the screen. Fay's Theater (seating capacity, 2,200; house average, \$6,900) also coined heavy for the week ended Wednesday (31). Started Christmas Day and getting in the New Year's Eve biz, \$9,800 was recorded. With Tirza making for the burly flash, bill included Marty Bohn, Jed Dooley and Andree Evens, Max and His Gang, Six Singing Diplomats, Gae Foster's Roxettes and Billy Klais hand. *The Perfect Snob* on screen. New bill opened Thursday (1), getting in the heavy New Year's Day biz points to a heavy \$8,600, with Scarlet Kelly making for the epidermis display. Harry Savoy, Rex Weber and Francine Lamarr, Tommy Trent and Hoffman Girls round out bill. *Three Girls About Town* on the screen.



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Wehle Readying For 1942 Trek

MIAMI, Jan. 3.—Billy Wehle, manager of Billroy's Comedians, who with his wife Marion is vacationing here following the recent closing of the Billroy opy, reports that his canvassman, J. B. Scarboro, and a crew of seven are at the show's winter quarters in Dania, Fla., 20 miles north of here, repairing and rebuilding the Billroy equipment for the 1942 season, which is slated to get under way in March.

Wehle says the tent tour just concluded was a good one, with the show running thru the season without losing a single night. Practically the entire cast has been re-engaged for the 1942 trek, Wehle states.

With the Wehles at their home here are their son, Billy Jr.; his wife, Raby; their granddaughter, Judy, and their daughter, Winona. Hal and Grace Crider are also wintering here, where their son, Hammel, is in school and, incidentally, topping his class.

Mrs. James Heffner, Mother Vinson, Jimmy Heffner Jr., and Ralph and Reba Herbert are wintering at Dania. Frank and Nell Frost are at a Miami hotel.

Hayworth Changes Circle Personnel

WILSON, N. C., Jan. 3.—"SeaBee" Hayworth, now in his sixth season of rotary stock in the Wilby-Kinsey theaters in North Carolina, has changed his entire personnel, with the new unit slated to begin its journey around the Hayworth circle tomorrow.

In the new roster are "SeaBee" Hayworth, Marion Andrews, Margaret Wedell, Edith Wedell, Josephine Royster, Brodie Stirewalt, Carlton Gentry, Wesley Charles, Lucille Rothschild and Katherine Long. Ork includes Don Phillips, piano and leader; Paul Thurston, sax and clarinet; Al Corbin, trumpet; "Sunshine" Austin, electric guitar and violin, and Dick Royster, drums.

Added attractions are Darlena, exotic dancer, and Cy and His Mountaineers, hillbilly group.

Oliver, Canton Opry At Louisville Hotel

LOUISVILLE, Jan. 3.—Otis L. Oliver, well known in stock and rep circles, and Ralph Canton, veteran tab and burlesque manager, have installed their Showboat Players in the Seelbach Opry House atop the Seelbach Hotel here for an indefinite engagement.

New Year's Eve offering was *Bertha the Cloak Model*, which attracted a full house. Other old-timers to be offered are *Uncle Tom's Cabin*, *London by Gas Light*, and *The Girl and the Outlaw*. Oliver is working on a war play, *Remember Pearl Harbor*, which is also due for early presentation.

In the Showboat Players' cast, besides Oliver and Canton, are Hazell Chamberlain, Mr. and Mrs. Jim Warren, Ruth and Smiles Ayers, Earl LaRue, Charles Peagin and Rhea McColl. J. Conrad is musical director. The Fashionettes were an added attraction for New Year's week.

Showboat Vets in Reunion

INDIANAPOLIS, Jan. 3.—Capt. J. W. Menke, whose Golden Rod Showboat is in its fourth year in St. Louis; Capt. Ralph Emerson, veteran river and showboat man, and Col. H. E. Steiner, another veteran of the river and floating theaters, held a reunion here New Year's Eve, with practically all the talk centering on the subject of showboats. Captain Menke came here from Cincinnati, where he spent Christmas with relatives.



Rep Ripples Christy Obrecht Starts in March

BOB DOWNING and George Greenberg, writers of the play, *Under Canvas*, which was tried out last summer in Iowa, are with the Boston company of *My Sister Eileen* as assistant stage manager and stage manager respectively. It's the same company in which Doug Morris, last season with the Bryant Showboat in Cincinnati, has landed a role. . . . MEDE BARKER has a vaudeville picture trick operating around Eveleth, Minn., to reported good business. Ollie Barker is featured on the vaude end. . . . TATE'S SHOW is said to be getting a good play in schools around Caldwell, Idaho. . . . BIRD'S SHOW is doing well in schools and halls in the section around Anniston, Ala. Three-people trick is working under auspices. . . . MRS. CHRISTY OBRECHT, writing from Columbus, Ga., says: "Enjoyed reading your article, titled 'Repsters Have Important Job,' in the December 27 issue. The folks in our Minnesota territory will need 'bolstering.' They'll need fun, comedies and good vaudeville in every territory, not only in Minnesota." . . . AL TINT, veteran yodeler and mimic, closed a four-day engagement Sunday (4) at Hotel Rickman, Kalamazoo, Mich. . . . FRANK BLACK reports good business with his small trick around Hattiesburg, Miss. . . . KRIEL'S SHOW, showing vaude and pictures, is faring well in the Salem (Ore.) sector. . . . JOE HAYWORTH, son of Mr. and Mrs. "SeaBee" Hayworth, during his Christmas holiday away from school, appeared as a comic with his parents' North Carolina circle.

Heavy Springfield Sked

SPRINGFIELD, Mass., Jan. 3.—Daniel J. Maloney, managing director of the Playgoers of Springfield, has lined up an ambitious program for January. On the 7th *Dansation* will play here for two performances. The following Wednesday, the 14th, Cornelia Otis Skinner will play matinee and evening performances in *Theater*. Tuesday (20) the Ballet Theater will be here for an evening performance.

"Rivals" 95C in Buffalo

BUFFALO, Jan. 3.—The Erlanger, sole purveyor of legit here, is doing okay under the management of Richard Kemper and ownership of Nikitas Dipson, who took over in early fall. Latest booking, the seventh play on tap this season, *The Rivals*, went over with a bang.

Despite various b. o. obstacles such as a Christmas Day opening and first official blackout on second night of the three-day stand, December 25, 26, 27, *The Rivals* grossed a neat \$9,500. Only *Arsenic and Old Lace* and *Hold On to Your Hats* did better with \$10,000 each.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

JOE BANANAS infos that Marge Sheffield has sold her rooming houses in Chicago, and is now operating a night club on Clark Street there.

PRIVATE ALBERT E. POTTER, now serving in the infantry at Camp Forrest, Tenn., writes: "Still read the Derbyshow column every week. Been in the army nine months now, and if it weren't for *The Billboard* I'd be lost. Glad to see that some of the boys and girls are making good, but seems as if most of the old-timers have settled down for good. Had a 15-day leave last month and visited the Sid Cohen show in Chicago, but most of the kids were newcomers to me. Would like to read something on Johnny Guilfoyle, Sue Davis, Lois Moran and Eddie Albert."

WITH the strain of the holiday season over, how about some of you kids straining your writing muscles and sending in some dope on your whereabouts?

RECENT inquiries were received on Cliff Real, Johnnie Martin, Eddie Cotton, George Pinkerton, Herman Bearzi, Jimmy Burke, Jerry Bresnahan, Charles Smalley, Johnny Bowman, Pete Carjilo, Billy Baldwin, Ernie Steele, Sammy Lee, Phil Capone and Lenny Page.

EVER so often we are deluged with requests to run addresses in the column

COLUMBUS, Ga., Jan. 3.—Mr. and Mrs. Christy Obrecht, after closing their tent show at Zumbrota, Minn., November 9, motored to Chicago for a week's stay before coming to Columbus to be near their son, Christy Jr., who is attending Officers' Training School at Fort Benning, Ga., nine miles from here. They will remain in Columbus until next Monday (5), when they return to Minneapolis to begin work on organizing their show for the 1942 season.

The Christys report that the 1941 tent season was a highly satisfactory one, and they look for 1942 to pan out just as lucrative. Their cast for 1942 is virtually complete, they say. The Christy show will open indoors in March and move outdoors under a new top in May.

Christy Jr. was studying law at the University of Minnesota and was inducted into the army last June. He will be graduated from Officers' Training School in February. He had a five-day furlough over Christmas and with his parents journeyed to Panama City, Fla., for a visit.

MAGIC

(Continued from page 22)

and comedian, has been handed an indefinite holdover. . . . HENRY GORDIEN, Minneapolis magish, drove the police traffic department there nuts the other day when he appeared to pay a traffic tag fine. Gordien, in view of Darrell Lakin, traffic bureau clerk, tore up the citation tag and turned the pieces over to a bystander. Another looker-on picked two cards from a deck of cards—a deuce and an eight. "Look on page 28 of your traffic regulations book," Gordien told Lakin, who did, and found the tag fully restored. Gordien then seemingly plucked a \$20 bill from Lakin's pocket, paid his \$15 fine, received \$5 in change and walked out—to the consternation of traffic bureau officials. . . . PAUL DUKE, booked for a week at the Commodore Hotel, New York, is being held an extra three weeks. . . . PRESTON THE MAGICIAN, who has been working theaters in Kentucky, is in for a week at the Springhurst Club, Lexington, Ky. . . . SERGT. LEE ALLEN ESTES, the "Safety Magician" of the Kentucky Highway Patrol, was a visitor at the magic desk last Friday (2), while in Cincinnati on business. He is set for five school shows in Kentucky in January. . . . MARQUIS THE MAGICIAN closed his show at Sandusky, O., December 20, and worked a few Christmas dates single in the Pittsburgh area. He hopes to resume on auspice dates in the South around February 1, with Claude H. (Kid) Long on the advance. . . .

ALEXANDER, mentalist, has been handed an indefinite holdover with the Bert Smith company at the National Theater, Louisville. He is doubling with the Showboat Players, presenting old-time scripts, at the Seelbach Hotel, Louisville. Otis L. Oliver has taken over the management of Alexander. . . . LESTER LAKE (Marvel), after playing three weeks in Cincinnati for the Coca-Cola Company, jumped to Kansas City, Mo., to stage the spook scenes in the new Anton Seibilia show, *Time of Your Life*. A feature in the unit is Rita Del Gardi, femme magician. Lake broke the jump with an over-night stay in Chicago, doing the hot spots and visiting the magic dealers. . . . PAUL ROSINI closed a week's return engagement at Hotel Gibson, Cincinnati, New Year's Day.

Ogden Gets Nicoll Post On Lincoln Journal-Star

LINCOLN, Neb., Jan. 3.—Press of war news on the city desk, where he's assistant city editor, has pushed Bruce Nicoll out as radio editor of *The Sunday Journal and Star* here. Hubert Ogden now watches and writes ether stuff. Nicoll has been on the page ever since it was started more than four years ago.

Danish Tragedy Skedded

SALISBURY, N. C., Jan. 3.—*Cross on the Door*, a tragedy of the invasion of Denmark, which has just been written by Kai Heiber Jurgensen, a Danish student in the University of North Carolina Department of Dramatic Art, will be produced by the Carolina Playmakers this month.

Two other new plays, *Hand of Providence*, a drama of Quaker life in Maine by Selah Richmond, and *A Man's Game*, a comedy of the diplomatic corps by Robert Schenkkan, will also be presented.



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IN A recent ruling of the State Wage and Hour Act in Jefferson City, Mo., the attorney general's office held that women contestants were merely employees, subject to the State maximum of a nine-hour day and 54-hour week.

One Year Ago

HAL J. ROSS'S Tucson (Ariz.) show came to a close after a 30-day run. Winners were Mary Rock and Bill Fite, first; Angie Oger and Clyde Hamby, second, and Opal Ferdig and Johnny Bowman, third. . . . TWENTY AND ONE were still going in the Chicago Coliseum contest. . . . CHICK WILLIAMS, emcee with many Pop Dumlup shows, was working the Nut House, Akron, O. . . . AL LYMAN, former emcee, after several theater dates in Miami, was working at Harbor Bar, West Palm Beach, Fla. . . . BILL HARRIS was staying in Chicago between contests, as was Mildred Moore. . . . JOHNNY GUILFOYLE, emcee, was working Cusano's, a night spot near the Philadelphia airport.

Roadshow Films

SUPPLIES 16mm. & 35mm. EQUIPMENT

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



JOSEPH SAMSON, stationed with the U. S. Army Air Corps at Hickam Field, Honolulu. Joe's parents received a radiogram that he was safe after the surprise Jap attack on Pearl Harbor. Joe, before enlisting, was in charge of projection for Samson's Picture Service, Providence, operated by his father, S. D. Samson.

Canadian 16mm. Biz Booms

MONTREAL, Jan. 3.—The war has not materially affected the 16mm. field in Canada, according to a well-informed source. As a matter of fact, use of 16mm. has expanded during the war period and it is said that the prospects for 1942 are particularly good. The spirit still prevails that it can't be all war—someone has to see to it that the public is buoyed up and entertained. Roadshowmen throughout the provinces are doing a good job in this connection.

Religious pictures are doing well, it is

reported, since the French-Canadians are a pious people. Comedies, Westerns and informative short subjects are also used by operators, as well as the many excellent defense films released by the Canadian government.

There is heavy interest in all types of films suitable for classroom use, and roadshowmen specializing in this field also report demand for trade training, medical and similar instruction film. Travelogs suitable for geography study, historical subjects, handicraft and nature films, etc., are also used.

With the advent of war a large number of 16mm. sound projectors were supplied to army camps and are being used for projection of films for training purposes, it is reported. It is said that there is a fairly widespread distribution of 16mm. equipment and films among schools, colleges and other educational institutions throughout Canada, as well as in the other branches of the 16mm. field.

New and Recent Releases (Running Times Are Approximate)

ALADDIN'S LAMP, released by Castle Films, Inc. A one-reel color cartoon parody of the familiar legend. The boy, cleaning lamps for the "new lamps-for-old Peddler," rubs the magic lamp which brings the Genie who grants every wish. Plenty of laughable situations and in the final X-rays reveal that the Sultan swallowed the lamp. Running time, 10 minutes.

SENSATION, released by Walter O. Gut, Inc. A six-reel film depicting the inside story of a murder hunt. A newspaper gossip column writer, played by John Lodge, follows his own hunches and uses unorthodox methods to solve the crime. Feminine lead is Diana Churchill. Running time, 60 minutes.

THE RANGE BUSTERS, released by Ideal Pictures Corporation. A six-reel Western featuring the adventures of a trio who can ride and shoot. The three turn up at a ranch to foil villainy in the accepted Robin Hood manner. Running time, 60 minutes.

ADOPTED MOTHER, released by Astor Pictures Corporation. This seven-reel film presents the story of the regeneration of a playboy. Cast includes James Murray, Evelyn Knapp and Margaret Seddon. Running time, 60 minutes.

GENE TUNNEY VS. JACK DEMPSEY—(Sept. 22, 1927), released by 16mm. Sports Film Company. Available at last in 16mm. is the film showing the fight staged by that master showman, Tex Rickard. Entire bout, including the never-to-be-forgotten long-count episode, is caught by the camera. Running time, 30 minutes.

CRYSTAL BALLET, released by Post Pictures, Inc. A one-reel, modernized, Cinderella story against a skating background. Some impressive figure and ballet numbers. Running time, 11 minutes.

Sport Programs Good Bet for Roadshowmen

By JULIUS KLAUSNER JR., of Mogull's Film Library

ROADSHOWMEN are all aware of the fact that in these times of crisis the motion picture plays an important part in furnishing entertainment to the public. The 16mm. field, by reaching the out-of-the-way communities, will be an ever-increasing factor in making people relax from headline news strain.

The question of variety in programs is an important one, and the wise roadshowman is the one who knows just when and how to diversify his program. One effective way to add color and interest to a program is to build around the vigorous theme of sports. America is a sports-loving nation, and men and women alike participate in all conceivable types of sports activity. Therefore sport pictures are held in high regard.

The backbone of a good sports program could be a champion prize fight now that these films are available for general release. Other sports shorts which the roadshowman can readily procure include those on hunting, fishing, football, aviation, horsemanship and water and winter sports. These are only a few of the many classifications that can be obtained. It might be a good idea to group a few short subjects under some such heading as Sports Carnival.

There are sports films showing most of the prominent topnotchers going thru their routines, as well as the human-interest type subject which gives little known information about various sports. Most of the subjects average one or two reels, with a running time of from 10 to 20 minutes. Therefore it would not be difficult to group a number of these subjects into a pleasing program which would have a definite appeal to the public.

It is true, of course, that conditions vary in different sections of the country. However, the roadshowman is the most competent judge of the requirements of his territory and therefore should be able to select the type of sports subjects which would be of interest in the communities he services.

A double feature tying up a selection of sports subjects with a fast-moving Western, comedy or mystery thriller is sure-fire. Added spice can be added by including war news, patriotic and army and navy reels, and a cartoon. In following this procedure the up-to-date roadshowman can bring human-interest attractions to small-town audiences with money-in-the-pocket results.

Cutting It Short

By THE ROADSHOWMAN

Another report showing the growing importance of 16mm. films was issued by the office of John Hay Whitney in connection with the shipping of films to South America to cement friendship and understanding between the Americas. Six of 12 subjects known as *Erpi Classroom Films* have been shipped and others are being edited.

A report has been issued by the OEM film unit that a series of 12 civilian protection films in 16mm. are under way. Idea is to give the populace visual education in the vital matter of civilian protection during air raids and other war-time conditions.

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Louis vs. Pastor, 9-20-39	65	Dempsey vs. Tunney, 9-22-27	80
Louis vs. Braddock, 6-22-37	55	Dempsey vs. Sharkey, 7-21-27	55
Louis vs. Farr, 8-30-37	30	Baer vs. Galento, 1941	55
Louis vs. Godoy, 2-9-40	75	Baer vs. Comiskey, 1941	30
Louis vs. Godoy, 6-28-40	55	Sharkey vs. Carnera, 6-23-33	55
Louis vs. Schmeling, 1936	80	Farr vs. Braddock, 6-1-38	55
Louis vs. Carnera, 1935	40	Armstrong vs. Ambors, 1939	80
Nova vs. Baer, 6-1-39	55	Canzoneri vs. Petrolle, 1932	80
Nova vs. Baer, 4-4-41	55	Schmeling vs. Walker, 1932	80

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The Final Curtain

BROCKWAY—Clara M., 51, who with her husband, Chauncey W., operated a carnal corn concession at Buckeye Lake, O., December 28 at her home there. Also survived by a son and two sisters. Services December 30 and burial in Glen Rest Cemetery, Buckeye Lake.

BURNS—John P., 58, vaude comedian teamed with Joe Hurl and later in the Thatcher and Burns act, December 27 following a fall at his home in Providence. He formerly managed the Pastime Theater, Olneyville, a section of Providence, and also managed concessions at Crescent Park and Worcester. Services and burial December 30 in Cranston, R. I.

BURROUGHS—Mrs. Leopold (La Belle Tina), 63, famed circus aerialist, at the home of Charles Ferrant, Los Angeles, December 26. She was the widow of William B. Burroughs, former ticket agent for Ringling-Barnum circus. Born in Austria, she came to this country at an early age, and besides gaining fame as a solo performer, also appeared with the Leamy Sisters. She was an aunt of the late Lillian Leitzel, circus star. After retiring from circus work a number of years ago, she appeared in several movies. Survived by her brother, Bluch Landolf, a clown with Ringling-Barnum. Services December 29 in Los Angeles. Body was cremated and ashes placed in the monument erected to Lillian Leitzel and Alfredo Codona in Inglewood Cemetery, Los Angeles.

CLARK—Lydia, 58, wife of Harry Clark, concessionaire, at her home in Puyallup, Wash., recently. She and her husband were formerly with Huggins' and American United shows. Survived by her husband, three sisters and one brother. Services at Hill's Chapel, Puyallup, with burial in Woodlawn Abbey Mausoleum, Sumner, Wash.

CLIFFORN—William, 64, actor, December 23 in Los Angeles. For many years he appeared on the stage, but recently had been in films.

DENNY—William L., 54, owner of Denny Outdoor Advertising Company, Chillicothe, O., and formerly on advance of the Barnum & Bailey Circus, December 27 in Chillicothe following a stroke. He also operated concessions at Meyers Lake Park, Canton, O., for several years. Surviving are his widow and three sisters. Services and burial in Chillicothe December 30.

DORBIN—William, 60, actor, suddenly of a heart attack December 24 at the stage door of the Majestic Theater, Boston, where he was rehearsing a part in *Portrait of a Lady* with Ruth Gordon. Dorbin made his last stage appearance last season with Alexander Woolcott's *The Man Who Came to Dinner* company. Broadway productions in which he appeared include *The Devil in the Cheese*, *Her Friend the King*, *Inspector General*, *Paging Danger*, *Triplets*, *Poolecup*, *One Sunday Afternoon*, *Mahogany Hall*, *Ragged Army* and *The Fabulous Invalid*. He leaves a sister. Buried in Kalamazoo, Mich.

HILLIARD—Cornelius W., 53, former groom on the Ringling-Barnum show, at Government Hospital, Bath, N. Y., December 22. Services and burial in Aurora, Ill.

HORWITZ—Will, 55, theater owner, in St. Joseph Hospital, Houston, December 25, three days after suffering a heart attack. A graduate of the University of Michigan, he went to Houston in 1919 and opened a film exchange. After the last war he opened his first theater and at the time of his death owned the Uptown, Texan, Iris and Ritz theaters, all in Houston. Services December 26 at the Fogle-West Funeral Home, Houston, with burial in that city. Survived by his widow, Gladys, and a daughter, Mrs. Fred Gibbons.

KALSOW—Hugo, 66, violinist and orchestra conductor, suddenly at his daughter's home in Detroit January 1. He was the son of the late Fritz Kalsow, eminent cello and double bass player, and first manager of the Detroit Symphony Orchestra. Kalsow joined Detroit Opera House Orchestra in 1891 and after studying abroad joined the Detroit Symphony Orchestra, subsequently becoming first violinist and then conductor from 1900 to 1910. He directed bands in various Detroit theaters and until recently was director of a WPA orchestra there. His widow and a daughter survive. Interment at Detroit.

KNOWL—John F., 75, former cornettist with the late John Philip Sousa's band, December 27 at Harborcreek, Pa. Services and burial in Harborcreek.

Hospital, Mount Morris, N. Y., December 26 after a three-year illness. Mother is dancer known as Sandra and father is a girl show manager-talker. Parents were formerly with the James E. Strates and World of Mirth shows. Burial in Ithaca, N. Y., December 28.

NEWTON—Margaret, 76, former actress and vaude performer, January 1 at home in Gallitzin, Pa. She began her career at the age of 14 on the concert stage in New York. Later she appeared in vaude and in Chautauqua shows. She was the first woman whose voice was recorded by the late Thomas A. Edison after he perfected the phonograph.

PEYSER—Isador Louis, 76, former agent for the Melville-Reiss Shows, at the Blackstone Hotel, Long Beach, Calif., December 31. He had been associated with Nate Miller and Bertha Melville until his retirement a year ago. Burial in Pacific Coast Showmen's Rest, Evergreen Cemetery, Los Angeles, January 5.

We Wish To Thank
Our many friends for their kindness in the death of our mother and wife,
MRS. RUTH PONTICO
LOUISE and JOE PONTICO

POLSON—E. O. (Bert), 70, concessionaire formerly with Foley & Burk Shows, December 24 in Jackson Lake Hospital,

Charles Hackett

Charles Hackett, 52, concert singer and former Metropolitan Opera tenor, died January 1 at the Mary Immaculate Hospital, Jamaica, Queens, N. Y., after an appendectomy.

He appeared in concert with the late Lillian Nordica at Providence at the age of 19, and sang a tenor part in Verdi's *Requiem Mass* with Louise Homer, the late Herbert Witherspoon and Alma Gluck in Carnegie Hall. He later studied voice in Florence, Italy. Hackett made his debut with the Met in 1919 as Count Almaviva in *The Barber of Seville*. He left to join the Chicago Civic Opera Company in 1923, returning 10 years later. His first appearance with the Metropolitan was in 1939 in *Mignon*. Altho still a member of the Met, he devoted his time recently to teaching voice at the Juillard Graduate School of Music, New York, and was considered by musicians as one of the finest teachers of voice.

Some of his favorite roles were the Duke in *Rigoletto*, Don Ottavio in *Don Giovanni*, the title role in *Faust*, Romeo in *Romeo et Juliette*, and Des Grieux in *Manon*.

He leaves his wife, two daughters, a son, his mother, three brothers and two sisters.

Buried in St. Mary's Cemetery, Flushing, Queens, N. Y.

Marriages

COOPER-JAVING—William Cooper, of Cooper Bros. Show, to Milly Ewing, non-pro, in New Madrid, Mo., December 13.

DI CICCIO-VANDERBIFF—Pat DiCiccio, actors' agent, to Gloria Laura Morgan Vanderbiff, non-pro, December 28 in Santa Barbara, Calif.

FLORIAN-MINCHEFF—Jerry Florian, saxophonist with Charlie Spivak's orchestra, to Helen Mincheff, non-pro, December 20 in Philadelphia.

MYSON-NILES—Bobby Myson to JoAnn Niles, of the roller skating act of JoAnn and Niles, December 21 in Philadelphia.

PASSER-COSTELLOE—Rolf Passer, mentalist and former screen writer, to Dorothea Costelloe, his assistant, December 28 at the Fox and Hounds Club, Boston.

WRIGHT-TERHUNE—Willbur Wright, non-pro, to Maxine Terhune, daughter of Max Terhune, veteran film actor, December 9 in Kingman, Ariz.

YOUNG-DORMAN—Ernie A. Young, associated with Barnes-Carruthers Fair Booking Agency, Chicago, and Lucille Dorman, prima donna, January 3 in Chicago.

Mary Lewis

Mary Lewis (Mrs. Mary Hague), 41, former actress and Metropolitan Opera soprano, died December 31 at the Le Roy Sanitarium, New York, of a gall bladder ailment.

Miss Lewis began her professional musical career in 1919 when she ran away from home to appear in the chorus of a traveling musical show. In 1920 she went to Hollywood and appeared in Christie comedies. Later that year she went to New York and took a place in the chorus of the *Greenwich Village Follies* and was promoted before the show opened to prima donna. In 1921 she became the leading singer with the *Ziegfeld Follies*. While with the *Follies* she continued her musical studies under the tutelage of Thorner, teacher of Rosa Ponselle and Galli-Curci. In 1923 she sang at Monte Carlo and made her debut in grand opera in Vienna as Marguerite in *Faust*. She sang in London and Paris, and returned to the United States in 1925 and signed with the Metropolitan. Her career at the Met began in January, 1926, when she sang the role of Mimi in *La Boheme*.

Miss Lewis married Michael Bohnen, Metropolitan Opera basso, April 14, 1927. Five days later she left the Met. Her marriage to Bohnen ended in divorce shortly afterward. She then married Robert L. Hague, vice-president of the Standard Oil Company. Hague died in 1939 and Miss Lewis had been living in virtual retirement since then.

Her repertoire included, in addition to Marguerite in *Faust* and Mimi in *La Boheme*, the leading feminine roles in *Carmen*, *Rigoletto*, *Coq d'Or*, *Manon*, *Thais* and *Louise*.

OTIS SKINNER

Otis Skinner, 83, famed actor and father of Cornelia Otis Skinner, well-known actress and monologist, died January 4 in New York.

The son of a Cambridge, Mass., clergyman, Skinner ran away from home at the age of 19 to join Wood's Museum, Philadelphia, at \$8 per week. The following summer he was in stock at the Walnut Street Theater, Philadelphia, supporting John McCullough, Lawrence Barrett, John T. Raymond, Madame Janauschek and Mary Anderson.

His first New York appearance was in *Enchantment* in 1879. Then followed a short season with Edwin Booth at Booth's Theater, New York, where he made his first hit as Francois in *Richard III*. He later became leading man for Lawrence Barrett. In 1884 he appeared as a member of Augustin Daly's company in New York in *The Wooden Spoon*. After producing a play written by himself and his brother Charles, Skinner became leading man for Edwin Booth and Madame Modjeska. He then went to London, returning to this country to support Helen Mather. In 1892 and 1893 he was again with Modjeska.

Skinner first became a star in 1894 in *His Grace de Grammont*. His later appearances included *The King's Jester*; *Villon*; *the Vagabond*; *Rosemary*; *The Taming of the Shrew*; *The Harvester*; *The Duel* and *The Honor of the Family*. In 1895 he married Maud Durban, actress.

During his 50 years on the stage he played 325 parts, appeared in 16 Shakespearean plays and produced under his own direction 33 plays. His only movie appearance was in *Kismet*, in which he took the part of Hajj.

Consummate skill in acting, plus something of the dash and color which marked the romantic figures he liked best to portray, distinguished Skinner during his long career.

KORMAN—Sol B., 39, brother and associate of Murray Korman, theatrical photographer, December 27 at the home of his sister in the Bronx, N. Y., of a stomach ailment. He was business manager for the Korman studios and was known to many persons in show business. Besides his brother, Murray, and his sister he leaves his father, step-mother and another brother. Buried in United Hebrew Cemetery, Staten Island, N. Y.

LEVENSON—Samuel, 53, owner of the Woodbine (N. J.) Theater, December 28 at his home in that city. His widow, Bessie, and a son survive. Services and burial December 29 in Woodbine.

McALPIN—William B., 92, former Indian scout and marksman, in Miami, Okla., December 16. In 1910 he began an around-the-world horseback ride, horses for which were furnished by Joe Miller, of 101 Ranch fame. He was also a marathon walker and exhibited his rifle skill before crowned heads of Europe. Survived by his widow.

MackINLAY—William C., 76, musical director of the Colonial Theater, Boston, the past 40 years, December 31 in Boston.

MILLAR—Lee, 53, radio actor, at Glendale Sanitarium, Glendale, Calif., December 25 following a stroke. He and his wife, Verna Felton, were on programs originating in Northern California several years ago. He appeared recently on the *Sherlock Holmes* program. He had also appeared on the San Francisco and Oakland stage. Funeral in North Hollywood December 27. Survived by his widow and a son, Lee Jr.

MOTT—LaVerna, 15, daughter of Mr. and Mrs. Charles Mott, in Murray Hill

Oakland, Calif. Survived by his widow, Rhea; a brother, H. S., both of Oakland, and a daughter, Mayme Young, Portland, Ore.

REIFF—Charles H., former member of the acts of Reiff, Clayton and Reiff and Reiff and Dock, December 25 in Rochester, N. Y. The former act was composed of Reiff and his parents. Services and burial in Rochester. Survived by his widow, Mabel E., and a son, Robert F.

ROLPH—Carl P., 64, former member of John Philip Sousa's band, at his home in Mount Sterling, Ky., December 5. Survived by his widow, two daughters and a brother.

SCARPA—Ermelindo, 63, the past 15 years a member of the recording staff of RCA-Victor, Camden, N. J., December 25 at his home in Philadelphia. He was formerly associated with the Philadelphia orchestra. Services and burial December 29 in Philadelphia.

SHAPIRO—Benjamin, 42, San Francisco orchestra leader, December 21 in Reno, Nev., of a heart attack.

STERLING—Max (George McLachlan), 72, retired British magician, November 18 in Devonshire, England. He was one of the early members of the Variety Artists' Federation.

WEISS—Joseph, 68, newspaperman and former actor, December 25 in Brooklyn. Prior to entering the newspaper field Weiss appeared with the road company of *Abie's Irish Rose*.

WHEATSTRAW—Peetie (William Bunch), 39, Negro composer and musician, recently in East St. Louis, Ill., in an auto accident. Included among his compositions were *Suicide Blues*, *Cuttin' 'Em Slow*, *Gangster Blues* and *The Devil's Son-in-Law*. He leaves his wife.

Robert Hood Bowers

Robert Hood Bowers, 64, composer and conductor, died December 29 at Doctors' Hospital, New York, after an illness of two weeks.

Upon graduating from Franklin and Marshall College, Bowers studied music in Baltimore, Philadelphia and Chicago, winning the gold medal of the Chicago Auditorium Conservatory in 1902. He was a conductor for and later musical director of the Columbia Phonograph Company, and at one time was musical director of the Aeolian Phonograph Company.

Bowers wrote scores for many Broadway productions, including *Rubes and Roses*, 1903; *The Maid and the Mummy*, 1904; *The Vanderbilt Cub*, 1906; *The Hoyden*, 1907; *The Scarecrow*, 1911; *The Redheads*, 1913; *A Daughter of the Gods*, 1916; *East of Suez*, 1922; *Old English*, 1924; *Aloma of the South Seas*, 1925, and *Listen In*, 1929. He also composed incidental music for dramatic plays and at one time was musical conductor of Station WMAC, New York.

Bowers was a member of the American Society of Composers, Authors and Publishers; the Associated Musical Conductors of America, Authors' League of America, and the Lambs, Friars and Baton clubs. For his work in the production of Gilbert and Sullivan operettas in this country he was made an honorary member of the Gilbert and Sullivan Society.

He is survived by his widow, a son, two brothers and a sister. Buried in Cedar Grove Cemetery, Chambersburg, Pa.

CLUBS WELCOME KID 1942

HASC Banquet Gay Spectacle

Ball rounds out week-long social activities for Kansas City club members

KANSAS CITY, Mo., Jan. 3.—Heart of America Showmen's Club's 23d annual Banquet and Ball in the Penthouse atop Hotel Continental here on New Year's Eve, the final function of a week-long series of social activities for the club and its Ladies' Auxiliary, proved an artistic
(See HASC BANQUET on page 54)

League's Party Is Gala Event

CHICAGO, Jan. 3.—New Year's Eve party staged by the Showmen's League of America Wednesday night at the Hotel Sherman was a huge success. League members and friends numbering nearly 400—the capacity of the Crystal Room—attended and from 9 o'clock until early morning hours enjoyed a continuous round of gaiety and fun. Crystal Room was appropriately decorated in gay colors for the occasion and the celebrants were provided with noisemakers and favors of various sorts. A delicious dinner was served to the accompaniment of music by Ben Young's orchestra.

There followed an excellent floorshow with an attractive line of girls and half a dozen good acts, some of them from the show at the Panther Room of the Sherman. After the show the floor was cleared and there was dancing until a late hour. Lew Keller, chairman of the party, received many compliments on the splendid way in which the affair was handled.

Tires

ON Page 3 of this issue is first of a series of stories regarding prospects of outdoor shows for obtaining materials under the federal rationing system. Others will follow on the situation as it appears after careful study of rulings in Washington by the correspondent for *The Billboard*.



COMMITTEE OF THE LADIES' AUXILIARY, National Showmen's Association, New York, which provided a Christmas dinner for poor and underprivileged children, an annual occurrence in the rooms. Attended by about 300 kids, the spirited fete included candy, toys and other holiday offerings. A happy day for everyone. In the group are Mrs. Bert Ibberson, Flora Elk, Anna Halpin, Mrs. Nate Weinberg, Lillian Brooks, Lydia Nall, Edith Devany, Ethel Gross, Pearl Meyers, Mrs. George A. Hamid, Midge Cohen, Kate Benet, Rose Rosen, Mae Schoonmaker, Stella Feldberg, Mrs. Sam Lawrence, Frances Fournier, Mrs. Charles Lawrence, Lillian Tobias, May Riley, Mrs. Sam Rothstein, Mrs. Sam Taffet, Edith Lange (nurse), Mrs. Mack Harris, Rose Weinberg, Mrs. Charles C. (Doc) Morris and Julia Frank.

Coast Showmen's Defense Day Hikes Bond, Stamp Sale 300%

LOS ANGELES, Jan. 3.—Members of Pacific Coast Showmen's Club and Ladies' Auxiliary got behind the sale of Defense Bonds and Stamps with money and talent here Wednesday by purchasing \$8,500 in bonds and pledging \$54,000, and offering an all-day show in Pershing Square, site of the Defense House. A Ferris Wheel, loaned by Arthur's Mighty American Shows, was set up, and nearly 40 circus acts, arranged by Harry Chipman and Jack Grimes, performed throughout the day. Performers donated their services.

While army bombers roared overhead, thousands gathered in the square with Abe Lefton at the mike. Sales talk got underway immediately after the start of

the show shortly before noon. Event upped bond and stamp sales over 300 per cent over an average day, Ivan Stouffer, sale chairman, said. Pete Russell, Defense House program director, worked in co-operation with Chipman and Grimes. News photographers from the local dailies were on hand as were newsreel cameramen and representatives of the national picture magazines. Joe E. Brown and Dorothy Lamour, movie stars, made appearances in the afternoon.

Ferris Wheel rides were available thru 50-cent and \$1 stamp purchases. Show opened with Mark Cook singing *Any Bonds Today?* followed by acts presented
(See DEFENSE DAY BIG on page 54)

PCSA Christmas Party Draws 400

Event ends click social year for Coast club—Schue, Krug head committee

LOS ANGELES, Jan. 3.—Pacific Coast Showmen's Association finished off its year's social activities with a big Christmas Day dinner in the clubrooms. Event drew nearly 400. Clubrooms were decorated in yuletide colors, and the party ran until late afternoon. Menu was mainly turkey, with 40 large birds being prepared.

Committee, headed by Dutch Schue
(See PCSA PARTY DRAWS on page 37)

Sam Solomon Heads IAS Nominee Slate

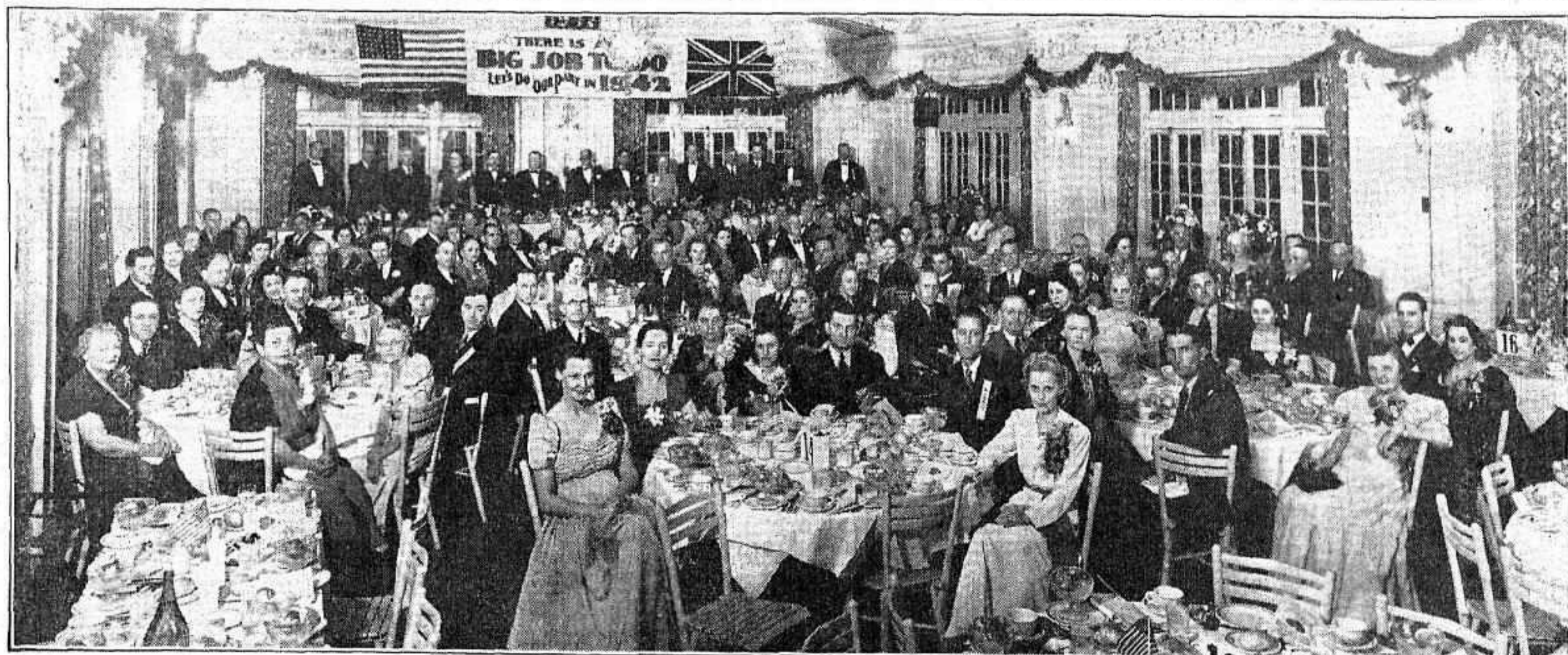
ST. LOUIS, Jan. 3.—Nominating Committee of the International Association of Showmen this week posted this regular ticket for 1942 in the clubrooms. Election is to be held January 8. For president, Sam Solomon; first vice-president, Noble C. Fairly; second vice-president, Morris Lipsky; third vice-president, Frank B. Joerling; fourth vice-president, Tom W. Allen; secretary, Lyman Cook; treasurer, Francis L. Deane; financial secretary, George W. Davis; chaplain, Floyd Hesse; sergeant at arms, Elmer Brown.

Board of governors: Dee Lang, John J. Francis, Joe Galler, Owen Ward Moore, Walter B. Fox, J. C. McCaffery, E. Walter Evans, Al Baysinger, Charles T. Goss, Harry Coulson, Euby Cobb, Emil Schoenberger, Denny Pugh, Frank Harrison, John M. Shoesley, Billy Senior, J. W. (Patty) Conklin, J. Crawford Francis, Curtis Velare and William Pink.

Nominating committee included George Davis, John Sweeney, Harry Knox and Euby Cobb.

Max Goodman at Mayo Bros.

CHICAGO, Jan. 3.—Max Goodman, owner Goodman's Wonder Shows, stopped off in Chicago for a day this week en route from winter quarters at Little Rock to Rochester, Minn. Goodman has been in ill health and he left here Wednesday for a rest and thore check-up at Mayo Bros.' Clinic in Rochester.



SCENE OF THE 23D ANNUAL BANQUET AND BALL of the Heart of America Showmen's Club in the Penthouse atop Hotel Continental, Kansas City, Mo., New Year's Eve. Event marked the finale of a week of social activities for the club and its auxiliary.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 3.—One of our early activities each year is our attendance at New York State Fair Association meeting at Albany, which is usually held early in February. We have noted in the past that the meet attracts many Eastern and New England showmen and have found that much good work is accomplished by our attendance. It gives us a second opportunity to discuss with members the details of such matters as may be of interest to them at the time.

We are planning to attend and shall be available in Albany from February 8 until February 10. It would be helpful if association members who plan to attend would advise us in advance so we can prepare such matters as may be necessary for the efficient conduct of this activity.

President Floyd E. Gooding has forwarded a copy of a letter from D. S. Bliss, Deputy Commissioner of Internal Revenue, to the Collector of Internal Revenue at Columbus, O., with reference to the tax on rides. Commissioner Bliss rules that rides are taxable and the amounts paid for admission are subject to the admission tax. We will be glad to make available the details of this ruling to any of our members on request. Greetings were received from Louis Rosenberg, Acme Advertising & Letter Service, James E. Strates Shows, Showmen's League of America, Mr. and Mrs. Gifford Ralyea, Mr. and Mrs. Walter A. Schaefer, Triangle Poster Print, Wal-

ter H. Lumpkin and Mr. and Mrs. Schuyler Putnam. From the OPM at Washington we have received additional information relative to tires, electric power, amusement machines, motor trucks and passenger cars. United States Department of Commerce has provided us with data relative to interstate trade barriers, railroad transportation and paint production. Data has also been filed relative to the possible shortage of transportation facilities for non-defense purposes. All is available to members upon request.

Rides Are Taxable Under Internal Revenue Ruling

ROCHESTER, N. Y., Jan. 3.—Max Cohen, secretary - treasurer American Carnivals Association, revealed this week that riding devices are taxable and the amounts paid for admission are subject to the admission tax. President Floyd E. Gooding, Columbus, O., obtained the ruling from Deputy Commissioner D. S. Bliss of the Bureau of Internal Revenue, Washington, via the Collector of Internal Revenue at Columbus. In releasing the contents of the ruling thru Cohen's office, Gooding indicated considerable disappointment over the nature of it, because it reversed the judgment of several revenue collectors who previously held that rides were exempt.

Deputy Bliss's letter said that "Section 1700 (a) of the Internal Revenue Code, as amended by Section 541 of the Revenue Act of 1941, imposes a tax on the amount paid for admission to any place regardless of the amount of admission charge, except that no tax is imposed on the amount paid for admission of a child under 12 years old if the amount paid is less than 10 cents.

"In accordance with these provisions it is held that charges made for rides on any amusement device which is located within an enclosure or confined to a definite structure or area represent admission charges within the meaning of the above section of the code. Charges made for rides on the Merry-Go-Round, Whip and Ferris Wheel are, therefore, amounts paid for admission and are subject to tax." Cohen said copies of the letter may be obtained by association members from his office.

Strates Adds Nelson Troupe, Four Albanis for 1942 Tour

MULLINS, S. C., Jan. 3.—Dick O'Brien, assistant manager James E. Strates Shows, this week said shows have signed Adele Nelson's Troupe of dancing and baseball elephants and the Four Albanis, aerialists, as free attractions for organization's 16 weeks of still dates. The Albanis act was booked thru Frank Wirth Agency, while the Nelson act was booked independently.

Shows also will carry a band for trips to town in the band wagon. Band also will play the free acts and present concerts in front of the marquee. A special line of paper will be carried for the acts.

Hogan in Chi Hospital

CHICAGO, Jan. 3.—L. S. (Larry) Hogan, carnival general agent, who has been suffering from a heart ailment for more than a year, is now in Alexian Bros.' Hospital. For the past year Hogan has resided in San Antonio and spent considerable time in a hospital there. He recently decided to return to Chicago to be near his many friends. Hogan arrived from San Antonio Wednesday and was met at the station by several members of the Showmen's League of America, who accompanied him to the hospital.

Gluskin Back With ACA

CHICAGO, Jan. 3.—Sam Gluskin, veteran carnival agent, is back with the Amusement Corporation of America and has been visiting Southern cities in the interest of the organization. Gluskin was with the ACA in 1940. He was with Johnny J. Jones Exposition during the first half of 1941, and at the recent outdoor meetings here he was re-engaged by ACA for 1942.

Crowds Limited on Coast

SAN FRANCISCO, Jan. 3.—Outdoor showmen on the West Coast are watching with interest for any change in the ruling made this week by Army and United States Civilian Defense authorities that public gatherings of any kind in West Coast States should be restricted to less than 5,000 persons because of the present military situation. It was announced the rule will be in force while such conditions exist. Should this situation change, the restriction on large gatherings may be relaxed.

GIRLS WANTED GIRLS AND USEFUL PEOPLE FOR RAYNELL'S NEW SHOWS

NUDE & DUDE RANCH | **GLAMOUR GIRLS** | **GIRL SLIDE**
Riders, Dancers, Singers. Any Girl Novelty Acts for Ranch Show. | Posing Girls, Girl Dancers and Girls to Feature. | Fan Dancer, Strip Dancer, Hawaiian Dancer, Bronze Dancer, Oriental Dancer.

ALSO
GOOD 6-PIECE BAND
Curley Lavier and Frances, Wire. Sure Salary. Long Season. All those holding contracts report February 25.

ANY GOOD PEOPLE INTERESTED IN A GOOD SEASON, WRITE OR WIRE:
RAYNELL
DEE LANG'S FAMOUS SHOWS | HUNTSVILLE, TEXAS
P.S.: My Shows Will Be the Largest and Finest on Tour This Season. I Present the Best Talent That Money Can Buy.—RAYNELL.

CRAFTS 20 BIG SHOWS | GOLDEN STATE SHOWS | CRAFTS FIESTA SHOWS AND CIRCUS

WANT—Experienced Ride Foremen and Ride Help for Lusse Scooters, Moon Rocket, Fly-o-Plane, Spitfire, Roll-o-Planes, Tilt-a-Whirls, Flying Scooters, Octopus, Eli Wheels, Merry-Go-Rounds, other Major Rides. Prefer men who can drive big semi-trailers. Mileage paid drivers additional to salary. Long, pleasant season to men who can stand prosperity. BOOZERS, save stamps. Also WANT NEON MEN, TOWER FOREMAN, ELECTRICIANS that can keep up equipment, ARCADE MANAGER who can repair Machines, NOVELTY ACTS for our Circus Unit, HIGH AERIAL ACT, TWO DROME RIDER-MANAGERS—HAVE ALL EQUIPMENT COMPLETE.

CRAFTS SHOWS, 7283 Bellaire, No. Hollywood, Calif.
P.S.: 1942 Season Opens FEB. 14th at Calexico, Calif.

LET'S GO AMERICA! KING REID SHOWS BUY U. S. DEFENSE BONDS!

OPENING MAY 1ST FOR 22 WEEKS IN NEW YORK AND NEW ENGLAND
The carnival that made show history in 1941. Will play our established route of money spots with our new Wonder Show, Bigger and brighter and just as good! ACTS: Want one more sensational Free Attraction. SHOWS: Animal or Monkey Circus. One more Grind Show. Showman with real ability to take complete charge of our magnificent 100-foot Side Show. CONCESSIONS: First-class Cookhouse, Diggers, Custard, Grind Stores, RIDES: Octopus, Roll-o-Plane, Kiddie Rides. We have all the rest. HELP: Sober and reliable Ride Help. Also Truck Drivers. Must be of sane mind and sound body. FOR SALE: Beautiful Dual Loop-o-Plane, complete, \$750 cash.
KING REID | Winter Quarters | DORSET, VERMONT

CETLIN & WILSON SHOWS, INC.

OPENING EARLY APRIL. FAIRS START IN JULY AND END IN NOVEMBER
We already have contracted two big celebrations and one State convention. Want Railoplane, Octopus, Spitfire or Flyo-plane with own transportation. Can also place new Eight-Car Whip or Tilt-a-Whirl. Want Foremen in all departments. Salary no object if you know the business and can produce. Don't answer otherwise. Will place one worth-while Grind Show. What have you? We can place Man and Wife to manage and operate finest framed Illusion Show in America. Holnie Hertle, please get in touch with us immediately. Can place Cookhouse and Grab.
All Address: WINTER QUARTERS, P. O. BOX 787, PETERSBURG, VA.

MATTHEW J. RILEY ENTERPRISES

1942—SEASON OPENING IN APRIL—1942
WILL PLAY BEST EASTERN TERRITORY. WANT SHOWS OF MERIT. RIDES OF ALL KINDS. CAN PLACE LEGITIMATE CONCESSIONS.
Address until February 1, Dolphin Hotel, Miami, Florida.

Hughey & Gentsch Shows

Showing with a small unit on the beach in Biloxi, Miss. Now in the 4th week and still going strong. Large aviation camp located here.
Have immediate space for three or four Concessions. We are now ready to contract for coming season Shows and Concessions, also capable People in all departments who can help in the operation of a successful carnival organization. Show will close six weeks for repairs. Opening in Biloxi early in March. Address all communications Biloxi, Miss.

FOR SALE

Turnover Crazy House, 65 semi-panel front, sockets for seventy lights, \$150.00; Single Loop-o-Plane, new 110-220 motor, \$300.00; Nine-Car Tilt, good condition mechanically, round tubs, \$900.00; First-class Cookhouse with GMC Van, new last July, for sale or rent. Will book or buy Octopus, Seven-Car Tilt-a-Whirl, with or without trucks. Want Grind Shows and legitimate Concessions for 1942 season. Open March 26th, Atlanta. Will play 16 fairs. Want Builder that can build Walk-Through Fun House on semi. Help in all departments.
SCOTT EXPOSITION SHOWS
FAIRGROUNDS, OR P. O. BOX 737, ATLANTA, GEORGIA

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

WANT TO BUY
MERRY-GO-ROUND—WILL PAY CASH
FOR SALE
50 CALLE PENNY WEIGHING SCALES
NOW ON LOCATION IN NORTHERN PENNSYLVANIA
HERMAN BANTLY
REYNOLDSVILLE, PA.

LAST CALL
SOUTH BROWARD FAIR
HOLLYWOOD, FLA., JAN. 17-24
Stock Concessions, come on or contact Max Turbes. Cookhouse open. Rides, contact Chet Dunn. Shows, anything but Girl Shows.
TAYLOR TROUT, SPOTLIGHT MIDWAY SHOWS
BOX 833, HOLLYWOOD, FLA.
Fair Grounds opposite Dog Track, U. S. No. 1

WANTED!
TRAINMASTER
Capable of Handling 30-Car Show. Address:
BOX D-159, THE BILLBOARD, CINCINNATI, O.

W. G. WADE SHOWS
Now Contracting for 1942.
Want Shows, Rides and Concessions for long season.
Address W. G. WADE SHOWS
289 Elmhurst Detroit, Michigan
Phone: Townsend 8-1508

BARLOW'S BIG CITY R. R. SHOWS Opens In Apr.
Will sell Ex. on Penny Pitch, Photos, Cookhouse, Corn Game, Pop Corn, Penny Arcade, Palmistry, Hoop-La, Long Range, Custard, Scales. No gift. Outfits open for Girl, Snake, Plant, Athletic, 5-in-1 Shows. Want Ride Foremen, Rides on percentage. Promoter, Agent with car who can post, Electrician, Show Carpenter, useful Trainmaster.
Address: 529 N. 52nd St., East St. Louis, Ill.

IMPORTANT NOTICE
All Showmen who want me to purchase their 1942 Missouri Truck and Passenger Car Licenses, please mail your titles and money orders before February 15, as I may be out of city after that date.
CHAS. T. GOSS, with Standard Chevrolet Company, East St. Louis, Illinois.

WANTED
BRONC AND STEER RIDERS. ALSO USE A FEW GOOD DOGGERS.
JAN. 13 TO 25, INDOORS
TOM AUMANN
2434 Berwyn Ave. CHICAGO, ILL.

WANTED
For West Columbia, S. C. for Jan. 5—TWO WEEKS—Jan. 17, legitimate Concessions of all kind, also Kiddie Ride and two small Shows. Am now ready to book and contract for 1942 season.
K. F. BROWNIE SMITH, W. Columbia, S. Car.

Midway Confab

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

COOKHOUSE—rummy.

MR. AND MRS. ARTHUR HAAS are wintering in Des Moines at the Chamberlain Hotel.

DUDLEY (SOLDIER) ANDREWS is in Veterans' Hospital, Alexandria, La., and would like to read letters from friends.

SKELETON crews in winter quarters closets.

MR. AND MRS. GLEN L. OSBORNE, Wallace Bros.' Shows, are sojourning in West Memphis, Ark., this winter.

BOB FOX, last season special agent for Wallace Bros.' Shows, writes that he is wintering in Tupelo, Miss.

NOWADAYS a show family without a house trailer is considered out of date.

MR. AND MRS. CHRIS SMITH carded from Richmond, Va., that they were spending the holidays there.

QUARTERS crew of Crafts 20 Big Shows is painting patriotic slogans on all of the organization's rolling stock.

LOTS of money in the midway business— but getting it out is another thing.

CONCESSIONAIRES Mr. and Mrs. Walter Steinfeldt have been signed by O. J. Bach Shows for next season.

SHOWS will troupe in winter quarters, making sleeper jumps from priority to priority.

WINTERING in Daytona Beach, Fla., are Mr. and Mrs. Jimmy Smith, who have contracted their three concessions with O. J. Bach Shows for 1942.

SIDNEY AND ANNE HOEY, corn game operators with Sol's Liberty Shows, spent the holidays with relatives in South Beloit, Ill.

"**WHAT happened to the old-time showman who used to give us one of his old suits as a bonus when the show closed?**"

MR. AND MRS. ABE FRANK, after spending the holidays with relatives in Clarksdale, Miss., left for their fishing camp.

CONCESSIONAIRES with O. J. Bach Shows, Mr. and Mrs. Jimmy DeVito are wintering in Clearwater, Fla. They have signed with the organization for 1942.

WITH carnival salaries going up with the times, we may again see ride boys setting up in silk shirts.—Oscar the Ham.

LAST SEASON with Doc Lang's Famous Shows and Johnny J. Jones Exposition, Red and Gladys Graham recently signed with Great Sutton Shows for next season.

Throw Out the Life Line

A FRONT DOOR talker who had closed his season without a dime joined a mission to kill the winter. Loudly he beat a bass drum and "hallelujahed" with the best of them. At the mission, after his day was over, he would tell his co-workers of the pitfalls of road life and the hardships of tramping. Day in and day out, when off duty, he spent his time around the mission flophouse denouncing his past life and just as loudly he shouted about the good work he would do in the future. Several weeks before the show season opened the talker disappeared from his winter home without notice. The show with which he had closed opened again in the same city. Making his first opening of the season, our mission talker, blushing, stuttering and stammering, could hardly finish. When he did wind it up, a lady walked up to the bally platform and softly said, "Captain So-and-So, I see you have again fallen to sin."

MR. AND MRS. R. F. JUDY, after another successful season with World of Mirth Shows, attended the Chicago meetings and visited with relatives in Illinois and Indiana before leaving for Sarasota, Fla., where they will winter.

"**JUST closed four weeks at Reno Club in Houston and will start indoor dates with Hamid-Morton in Milwaukee.**" write Jack and Ruby Nelson, midget show performers with J. E. Strates Shows last season.

HAVING a monopoly on shows is like having it on anything else. It doesn't mean a thing unless you have customers who want the product.—Colonel Patch.

REVUE operators with C. F. Zieger Shows last season Sidney and Mildred Presson are with a burlesque company playing Joy Theater, San Antonio. They report that many carnival folk are wintering there.

LU-LUCILLE, annex attraction with J. T. Hutchen's Museum, was forced to

PENNY PITCH GAMES
 Size 46x46", Price \$20.00.
 Size 48x48", With 1 Jack Pot, \$30.00.
 Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
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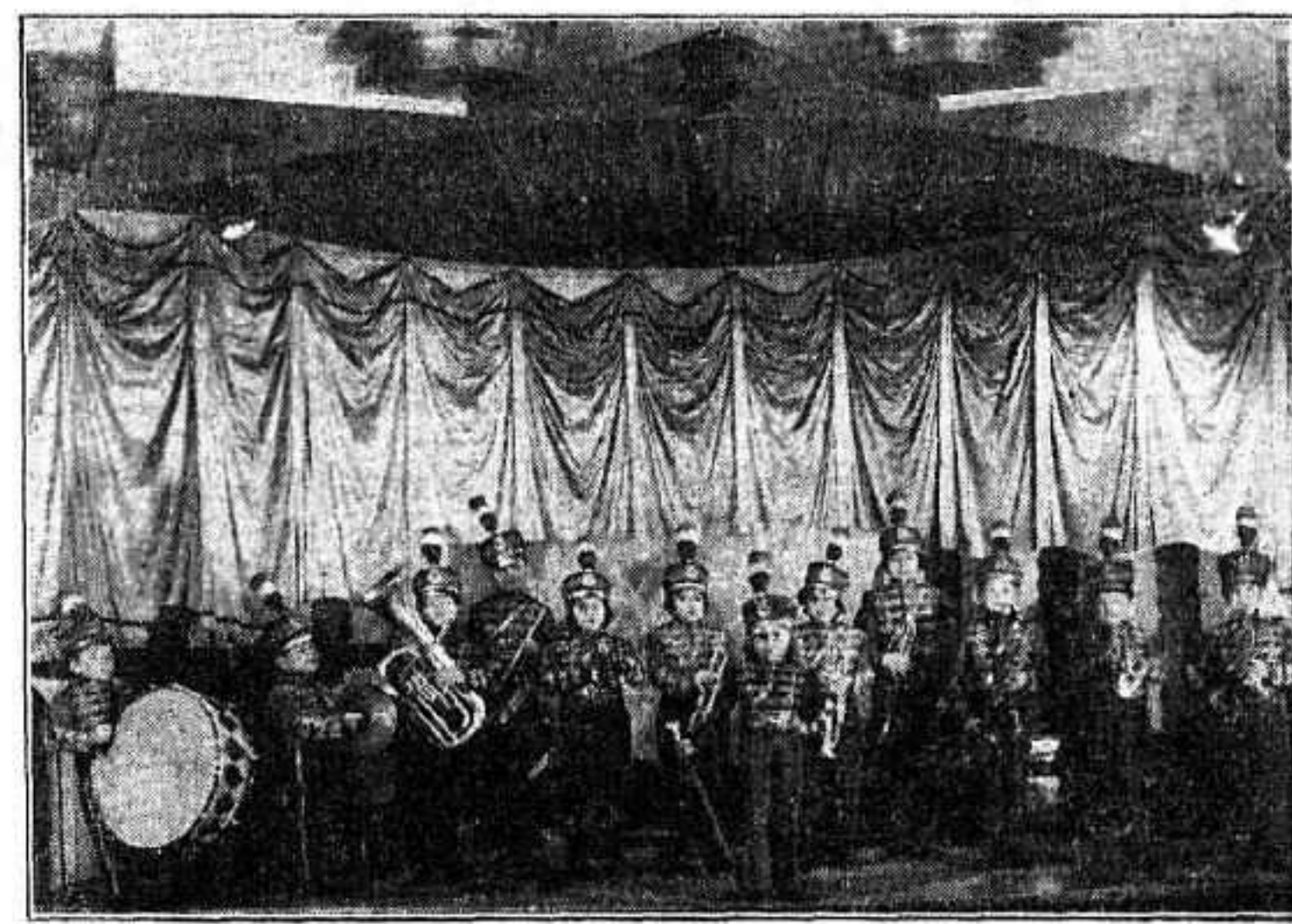
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MUSICAL MIDGET TROUPE which appeared at the New York World's Fair under the Morris Gest-Irving Friedman banner has been engaged by Max Linderman for World of Mirth Shows' 1942 tour. Billed as International Midget Troupe, unit will have a special front and new interior layout.

MR. AND MRS. R. F. KEATING report they are working to good results with Kuntz's Museum in Norfolk.

BUY Defense Bonds and Stamps! Be with it and for it!

OWNER of the show bearing his name, California Bill Steffen is now living in Los Angeles.

FORMER member of Blondin-Rellins Troupe, Private First-Class John Yancher is in Company A, 18th Infantry, Fort Devens, Mass.

CALL most side-show talkers first—and they'll agree with you!

AT CLOSE of Shrine Circus, Fort Wayne, Ind., Peggy Sylvester went to Jacksonville, Fla., for a two-week visit with her parents.

"**WHILE** in Reading, Pa., I visited Carl J. Lauther's Museum," Bill Spilviok cards from that city. "Buster Castle was working the front to good results."

MINSTREL show producer's complaint: "De fertilizer factory done stole our bandmen."

FLORENCE FISCHER, carnival trouper, is wintering in Savannah, Ga., where she is managing C. G. Dodson's Blue Top Tourist Camp.

FRANK KELLEY has booked his Frozen Alive Show on Bruce Heaton's Mighty Shows, James Kay reports from Greenville, S. C.

HERB LOWRY visited *The Billboard* Cincinnati offices last week while en route to play Florida fairs. He was with Al Renton's side show last season.

MIDWAY scandal is short lived if it happens after the fair meetings are over.—Muggin' Machine Mazie.

MEMBERS of Kaus Exposition Shows, Mr. and Mrs. Pete Benway are vacationing in Florida and report they will visit Key West while making the rounds of the State.

TRIMMING a three-grand modernistic front with dirty shirts in ticket boxes isn't a good investment.

FORMERLY with Hennies Bros.' Shows, Nickey and Jean Raymond are now operating a tavern near Tampa. He worked as a concession agent for Senator Lewis on the shows.

A GOOD staff member is one who can wake up at 2 p.m., turn over—and go back to sleep again.

FORMER chef with Johnny J. Jones Exposition, Thomas P. Felder writes from East Liverpool, O.: "I have been living here since leaving the road in 1942. Met J. C. (Tommy) Thomas, general agent, while he was here on business."

UNLOADING a show train is a dangerous job. Don't make a show or a show-off out of it.

On the Job 27 Years

F. L. Fluck's No. 12 BIG ELI Wheel with Northwestern Shows started operating in 1914. It is still his most dependable money maker. Buy BIG ELI Products for long-term profits.

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RIDES: Rocket, Ferris Wheel, Scooter or any Ride with own transportation. CONCESSIONS: Ball Games, Balloon Dart, Lead Gallery, String or Pan Game, Penny Arcade or any legitimate Concessions. SHOWS: What have you? Neal Lapnigan, write. Address all mail to **FRISK GREATER SHOWS**, Whittington Park, Hot Springs, Ark.

Crystal Exposition Shows
 Now Booking for 1942
 Want Legitimate Concessions. SHOWS—will furnish complete outfits. Want sensational FREE ACT, Ride Help and Truck Drivers. Show opens early in April at Camden, S. C. Address all mail: **W. J. BUNTS, Crystal River, Fla.**

close with that show during its Springfield (Mo.) engagement because of a stomach ailment and is now under a physician's care.

RICHARD MOORE, former electrician of Lachman-Carson Shows, after spending two winters in Veterans' Hospital, Fayetteville, Ark., has regained his health and will return to the road in 1942. He is living in Pittsburg, Kan.

FEW years ago a man over 50 had no place on midways. Before this war is over showmen will be fighting for his services.—Uncle Woodaxle.

AFTER closing her second season as side-show operator on Zacchini Bros.' Shows, Mrs. Tex Estridge, who is operating a roming house in Tampa, expects to troupe again next season. Texas Jack, front man on her show, is operating a filling station in East Tampa.

C. S. REED, carnival general agent, writes from Memphis that he underwent an eye operation and is still confined in Veterans' Hospital here. He says he received many Christmas greetings from friends and that Mrs. Reed is a daily visitor.

JAMES A. THOMAS letters from Palmetto, Fla., that Boisey De Legge's Harlem in Dixie Revue has been playing Florida clubs and theaters to satisfactory business. Show is under direction of Al Devine and will play a string of fairs in the State with Crescent Amusement Company beginning January 12.

TRAINMASTERS' alibi for loading and unloading too slow: "We are carrying a 50-car show on 40 cars." Thought you could put only a carload on a railroad car.—Milo McGoof.

RECENT visitors to James E. Strates Shows' quarters in Mullins, S. C., included Bill Leon, Louis Strates, Kid Adams, Johnny and Harriett Carillas, Charles DeCosta, Toots Devering, Mr. and Mrs. Alexander Wright, George Hildebrand, Lew Tillinger, Gus Patrick and Sam Looper.

DOLLY YOUNG entertained with a combination Christmas Day and birthday party for Ben Kaplan at her home in Tropical Garden Zoo near Coco, Fla. Guests included Mr. Redman, Mr. and Mrs. Tom Bozo, Mr. and Mrs. W. Sachan, George Pearce, Mr. Collins, Eddie and Jolly Young and Ben Kaplan.

GORDON C. ASKINS advises from Seattle, that he has been appointed air-aid warden for his neighborhood there and that he is working every day. He adds that Mr. and Mrs. Floyd Tureen, formerly with Golden West Shows, are



VIOLA FAIRLY, who headed the only ticket in the running, was elected president of Missouri Show Women's Club for 1942 at a regular meeting in the clubrooms in Maryland Hotel, St. Louis, December 11. She will be inducted into office at installation exercises in American Hotel January 17. (George Neldoff photo.)

also wintering in the Washington city, where Floyd is employed on a defense project.

WOULD like to hear an original girl show talker who can make an opening without using, "If you are still wearing long red flannel underwear and still living in the horse and buggy days, you won't like this show."—Dime Jam Johnson.

"ARRIVED in Los Angeles in time for the first blackout. Called at the home of Red and Pauline Crawford, motordrome riders, and were informed by his mother that they were still in Hawaii with Fernandez Shows. Ray and Vealata Cooper, concessionaires, are also wintering here," wrote Bob and Dot Barclay, motordrome operators and riders on Johnny J. Jones Exposition for the last five years.

JOE GALLER and Jack L. Oliver, Buckeye State Shows, motored to Mobile, Ala., on Christmas Day and ate dinner with Mr. and Mrs. Walter B. Fox. It was the fifth time that the three men had spent Christmas together and in as many States. Other visitors to the Fox apartment during the holidays included Newel and Vivian Taylor, Arthur P. Hill and Norton (Scottie) Bloom.

NOTES from Liberty United Shows' Columbia (S. C.) quarters by Ray Sharpe: Assistant Manager Tommy Carson came in from his home in Chester, Pa. General Manager and Mrs. T. C. Taylor are on booking trips thru Carolinas and Virginia. Lot Superintendent Benjamin K. Tosh and three men are overhauling rides, trucks and other equipment. Capt. Charles Smith signed his Monkey Show for 1942, and Del Tufo's rides have been booked. Shows plan to open here March 7.

Thirty Proof

NIGHT AFTER NIGHT the smart-money boys gathered in a hotel bar-room and loudly cut up big-money jackpots. One of the agents had enjoyed a good season, which everyone present knew, but had gone out for most of it playing the book. While cutting up his season's gross, the braggart set the figure at 25 grand for his end. The next night he raised the ante to 30 grand without batting an eye. The third night the jackpot became a thrice-told tale with a 35G variation. Night after night, when he rehashed his season's take, the gross jumped 5 grand until he reached the \$50,000 mark. A week passed before he found an opening to again take the floor and cut up the past season's remarkable profit. This time he set the figure at 20 grand, putting it at an all-time low in order to build it up again. "Oh! Yeah!" sneered a listener, "You had it built up to 50G. How does it happen to be only 20 now?" Bewildered at being caught after having given his last figures a week in which to be forgotten, the boaster stammered, "They must have cut the liquor tonight."

WHEN a broken canvasman asked a manager if he could eat and sleep in quarters the big shot brushed him off with, "The future holds big things for you. Remember, every cloud has a silver lining." "Huh!" snorted the canvasman. "You can't buy flops, sinkers and java with that kind of silver."

NOTES from Crystal Exposition Shows from Crystal River (Fla.) quarters by C. C. Lysher: Shows will use a red and orange color scheme for 1942 and some new transportation equipment will be added. Mike, Agnes, George and Jim Murphy arrived from Brunswick, Ga., December 20. Mr. and Mrs. John Vaday visited recently. Deep sea fishing honors and awards went to John Vaday and Tex Altum. Also contesting were Warren and Bill Bunts, Lee Sullivan, Bill and George Roberts and Carl Lysher. Flossie O'Hara and Eva Leisure won top honors in the Women's Gold Tournament.

MR. AND MRS. FRANK C. KEITH entertained relatives, friends and troupers at a Christmas Eve party in Fort Smith, Ark. A large Christmas tree, trimmed in red, white and blue, was loaded with gifts for all present. They were distributed by Keith, who played Santa Claus. A luncheon followed, after which many attended midnight mass at Church of Immaculate Conception. On Christmas Day a turkey dinner was served and guests included Mr. and Mrs. George A. Ward, Dan Davis, Mrs. Goldie Stanley, Mr. and Mrs. Dan Sherwin, Mr. and Mrs. Lee Thompson; Dan Thompson and daughter, Daisy; Mr. and Mrs. Ed Thompson and family, Mr. and Mrs. Claude Holloway, Art and Ruth Holloway, Mr. and Mrs. Max Holloway, Eva and Bill Auton, Bessie Mae Dawson, Mr. and Mrs. Neil Brickey, George Haseny, Mr. and Mrs. Frank C. Keith and Capt. Frank Holloway.

ART B. THOMAS, owner-manager of shows bearing his name, played host at a Christmas party to friends on December 22 at his quarters in Lennox, S. D. A large Christmas tree was set up in the recreation room and after distribution of gifts refreshments were served and dancing prevailed. Guests included Vern and Florence and Bernard and Doris Thomas; Carrie Smith and daughters, Pauline and Marvis; Gil Tuve, Marie Ziebarth, Alice Skie, Eddie Drowden, Mr. and Mrs. Tony Westerman, Mr. and Mrs. Johnnie Kerschman, Mr. and Mrs. Al Hamilton, Mr. and Mrs. Gil Anderson, Jack Eckerson, Oliver Larson, Goldie Van Gerpen, Red Ness, Gotilp Shetling, Mr. and Mrs. Pete De Boer and family, Joyce Skie, Terry Westerman, Gordon Kerchmann, Mr. and Mrs. Ray Larson and Jake De Boer and Tony Hoffman, former members home on furlough from the army. Thomas received numerous gifts from friends and co-workers.

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 WEEK JAN. 26TH
 Want Rides, Shows and Concessions of all kinds. Six miles from Banana Airport Project. New race horse track and grandstand. Famous Kissimmee Rodeo and Barbecue. Capt. Pollard's cannon act daily. Wire—Write
BARNEY TASSELL UNIT SHOWS
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 P.S.: Also booking for regular 1942 Season.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Jan. 3.—First Vice-President Harry W. Hennies presided at the December 26 meeting and at the table with him were Treasurer William Carsky, Secretary Joe Streibich and past presidents Edward A. Hock, Ernie A. Young and J. C. McCallery. Applications of Charles Aranson and Ben Block were presented. Brother Dan Odom is back in the hospital and Vince McCabe is resting well at Hines Hospital. Harry Mamsch and Jack Lydick are confined at their home. Tom Vollmer is out and visited the rooms. Larry Hogan is en route from San Antonio for attention at Alexian Brothers' Hospital. Al Rossman says ads for the Outdoor Amusement World Directory are coming in nicely. Discussion on the question of purchasing additional Defense Bonds was tabled until the next meeting when action on the amount to be purchased will be decided.

Brother Sam Feinberg, assisted by Dave Stevens, San Antonio Showmen's Club, were of valuable assistance in handling the burial of the late Brother Chester Arthur. Sam Nunis and Jack Story visited and George Westerman returned from his holiday vacation. Maurice Hanauer left for Oklahoma, and Vice-President M. J. Doolan and family left on an extended trip. William Klaus visited. Denny Howard and Lou Berger are in and out of town on business. Mr. and Mrs. Ned Torti advise they will be down for New Year's Eve. Communications were received from Mr. and Mrs. Frank J. Lee, Walter P. Driver, Walter Mathiesen, Harry W. Hennies; Art Lewis, O'Henry Tent Company; Mr. and Mrs. Eld T. Jessop, Herb Shive, the Mendelsons, Happy Hermans, Noble and Viola Fairly, the M. J. Doolans, Amusement Corporations of America, Nieman Studios, Robert and Alice Wicks, Mr. and Mrs. R. L. Lohmar, Bullock Amusement Company, Casey Concession Company, Jerry Kohn, Mr. and Mrs. Courtemanche, the Conklins, June Darling, Max Lindeman, Frank Fellows, O. C. Buck Shows, Harry Mazey, National Showmen's Association, Curtis and Ivah Velare, Harry Hancock, Mr. and Mrs. C. G. Dodson, George A. Hamid, Max Horwitz, Endy Bros.' Shows, Murray Goldberg, the Lew Kellers, Lawrence Greater Shows, A. W. Morris, Mr. and Mrs. Phil C. Travis, Bob Kline, Nell and Flora Webb, M. K. Brody, Tom and Violet Vollmer, Mr. and Mrs. Morris A. Haft, Mr. and Mrs. George B. Flint, Lou Henry, Ray Marsh Brydon,

Club Activities

Larry Hogan, Swank Roller Rink, John Lempart, Bert Miner, Ray and Jewell Balzer, Charles De Kreko, Mr. and Mrs. Ben Weiss, Vera Barlow, Jimmy Morrissey, Mr. and Mrs. Gerald Snellens, Mr. and Mrs. Jack Weiner, National Association Amusement Parks, Pools and Beaches, Thorek Family, Mildred and Marvin Laird, John P. Snyder, Mrs. Owens, B. J. Schilling, E. W. Weaver, George Lood, Bob and Elsie Miller, Al and Isobel Cohn.

Aut Swenson went home for Christmas. Brother Harold Dabroe sent an interesting letter with a good donation to the Showmen's Home Fund. Rube Liebman and Jimmy Campbell went to Hines Hospital and Oak Forest to bring Christmas cheer to some of club's friends and brothers.

Ladies' Auxiliary

Club held a social December 26 in the Sherman Hotel, and a good crowd attended. Members were sorry to learn that President Mrs. Joseph L. Streibich is ill at her home. Sister Grace Goss has recovered from a severe attack of laryngitis and is en route to Kansas City, Mo. Sister Norma Lang's husband underwent an operation in a St. Louis hospital and is recovering. Past President Ida Chase is at home recuperating from a serious auto accident.

Cards were received from Sisters Mrs. Al Wagner, Mrs. Abner Kline, Mrs. Charles T. Goss and Mrs. Doc Wilson.

Heart of America Showmen's Club



Reid Hotel
Kansas City

KANSAS CITY, Mo., Jan. 3.—Regular weekly meeting drew a large crowd and was presided over by Past President George Howk, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. Past President P. W. Deem is on the sick list.

A number of out-of-town members came in for the annual Banquet and Ball at the Hotel Continental New Year's Eve. Memorial Day services December 28 at the clubrooms and at club's plot in Memorial Cemetery were under direction of Brother W. Frank Delmaine.

National Showmen's Assn.



Palace Theater Building
New York

NEW YORK, Jan. 3.—The New Year's Eve party was attended by nearly 200 members and their guests. Refreshments, dancing until well into the morning, etc. Talent: Lois Ibberson singing *You Are My Sunshine*; Bibs Malang, piano; Stella Caret, medley of Gay '90s; Wilma Reese, conga; Lillian Ashton and Baird, songs. Midge Cohen, president of the Ladies' Auxiliary, also vocalized.

Birthday congratulations to James C. Simpson, Albert Young, Richard J. Whalen, C. D. Crump, Joseph Lampagnole, Stanley Kunat, Sunny Bernet, Sam Taffet, Jack Feldberg, Jack Finch, Max Eichholz, Henry S. Roeller, Thomas Heferman, Murray Goldberg, Harry S. Nelson. Brother George P. Whitehead is in A. O. Fox Hospital, Oneonta, N. Y., and improving. Brother Bob Gruver is improving.

Pacific Coast Showmen's Assn



623 1/2 South Grand Ave., at Wilshire,
Los Angeles

LOS ANGELES, Jan. 3.—Regular Monday night meeting was called to order by President Joe Glacy. A near-capacity crowd attended to honor club's retiring treasurer, Ross E. Davis. Night was dedicated as "Ross E. Davis Night." President-Elect Mike Krekos, H. O. (Pop) Ludwig, secretary, and Davis also were on the rostrum. Brother Dan Meggs is hospitalized with pneumonia. Brothers Ed Kennedy, George Rens and James Gallagher also are on the sick list. Brother Patrick Shanley, ill for several months, is reported to be coming along nicely. Brother Joe Williams was given an ovation when he announced he had enlisted in the Navy, as did Brother Mike Chontos, who enlisted in the Army.

Brother Ludwig paid tribute to President Joe Glacy and presented him with a gold life membership card. Joe was also given a standing vote of thanks by the membership. He responded with a well-received talk. Brother Milt B. Runkle handled the crowd, which filed thru to obtain their rations of turkey and trimmings served on the occasion of Ross Davis Night.

Second session opened with Brother Sheldon H. Barrett, emcee, presenting a mirrored PCSA scroll, made by Brother Eddie Citro, to Brother Davis. Davis continues as an official of the cemetery board. Because of his government duties at this time he finds it impossible to devote his full time to being treasurer of the organization. Brother Davis responded with a highly interesting talk. He was given a standing vote of thanks for his work and he leaves an office which will be hard to fill.

Committee reports came from Brother J. Ed Brown, public relations; Ed Walsh, house; Ted Le Fors, entertainment; Charles Walpert, ways and means, and Harry Chipman, publicity. Brother Bernie Mendelson, Chicago, was introduced. Vernon Reaver, of Russell Bros.' Circus advance staff, was a visitor. Brother Harry Le Mack spoke on behalf of the theatrical profession and good will of the club, and Brother Dan Stover deposited \$1 in the Lion's Head for the New Year and received a big hand.

Ladies' Auxiliary

December 29 meeting, final of the year, was presided over by First Vice-President Vivian Gorman in the absence of President Allerita Foster, who was ill. All other officers were present. Sisters Tillie Palmateer and Isabell Ross are on the sick list. Many cards were received and a letter from the Missouri Show Women's Club inviting members to attend its installation was read. Bank Night award went to Margaret Farmer and the door prize was won by Jennie Rawlings.

All agreed the Christmas party was a success and much credit was given House Chairman Lillian Schue and her staff. Large attendance has marked all the winter meetings. About 70 were present at this one. Frances Dunn, Joan Brassil and Margaret Farmer made brief talks. Ines Walsh will be in stalling officer. First Vice-President Vivian Gorman received a standing vote of thanks for the manner in which she handled the meeting. Luncheon was served at adjournment.

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, Jan. 3.—A big crowd attended the special meeting in the clubrooms December 29. Past President John Francis presided in the absence of President Dee Lang, who is in Missouri Baptist Hospital here recovering from an operation. Charles T. Goss, secretary, and Francis L. Deane, treasurer, also were at the table. Most of the talk centered about the New Year's Eve party, of which

Michigan Showmen's Assn.



156 Temple Street
Detroit

DETROIT, Jan. 3. — With Christmas spirit pervading the rooms, Vice-President Hymie Stone presided at the December 23d meeting. A number of membership applications were brought in and accepted. New rooms, which have been repainted and decorated by former President Harry Stahl, are attractive. Several hundred showmen and friends attended the club's party on Christmas Eve. Plenty of lunch and refreshments were available and event continued until early morning.

John Piamingo (Johnny Fox) is still confined in Northville (Mich.) Sanatorium, and John Vernick is in U. S. Veterans' Hospital, Rutland, Mass. Both would like to read letters from friends. Co-Chairmen George Brown and Cameron Murray are working hard on club's annual Winter Ball, which will be held in Fort Shelby Hotel January 21, in conjunction with the Michigan Fair Association meeting. Club's annual election will be held January 12.

San Antonio Showmen's Club



216 Soledad St., San Antonio, Tex.

SAN ANTONIO, Jan. 3.—A large crowd attended club's Christmas party December 25 in the clubrooms. Brother Ben Block sent the floorshow and orchestra down from his Olmos Nite Club for the occasion and a great show was given members and their guests. Dancing continued until early morning.

Elected to membership in the last two weeks were H. H. Arkie, O. C. Bloss, Carl Walker, Zeke Shunway, Dan Gorman, Joe Anshet, Jack Dillin, Peto Kling, Clarence Katz, P. P. Ellis, Jack Simon, George Harsen, Spider Johnson and W. J. Bolln. Brother L. S. (Larry) Hogan left December 30 for Chicago where he will enter Alexian Brothers' Hospital. Charles and Maude Jamison visited the rooms December 29. Christmas telegrams were received from Mrs. Marie Beckmann, Barney S. Gerety, Art Lewis, president National Showmen's Association; Joseph L. Streibich, secretary Showmen's League of America and George Howk, Heart of America Showmen's Club.

Tom W. Allen was chairman. Charles Hessa was in charge of tickets; Emil Schoenberger, refreshments; George Davis, lunch; John Sweeney and Emil Schoenberger, music; Morris Lipsky, reception; Elmer Brown and Fran B. Joerling, publicity and photography.

New Year's Eve party was held in the combined clubrooms of the IAS and the Missouri Show Women's Club making it a continuous run of rooms and halls along the entire front of the Ninth Street side of the hotel. Rooms were elaborately decorated. Copyrighted material

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All kinds of legitimate Concessions (no Wheels, Tip-Ups or Roll Downs). Can place first-class Cookhouse with one or two Grab Joints that can handle volume of business. SHOWS—Motor-drome (will furnish wagons for same), Midget Show (Maurice Miller, please write), Fat Family that can entertain, or any Platform or Single Pit Show with real attraction. Wild Life Exhibit, or Jungle Show, Franks and Attractions for the finest framed Circus Side Show on the road (salary paid out of office). Address Ray Cramer, care Show, RIDES—Especially want Rocket or Silver Streak; will also place Roll-o-Plane, latest type Tilt-a-Whirl, any Kiddie Ride excepting Kiddie Autos, first-class Pony Track with flashy ponies and equipment. Girls who have looks and talent for pretentious Musical Show, Posing Show and Hawaiian Show (all office attractions). Ride Foreman and Assistants that can keep Rides in first-class shape. Train Help—Bishop, Blue, Luther, John or any Train Help that have worked on this show before, write. Talkers, Grinders and useful People in all branches of the show business, contact us at once. Musicians for Charles Clark's All-American Concert Band. Address Charles A. Clark, Band Master, care Show. This show positively moves on 30 railroad cars, carries a 20-piece band, 2 free attractions, including Zucchini Human Cannon Ball, and offers a long season to capable Show People, Concessionaires and Ride Owners. Address:

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

Laredo Charro Days To Continue in '42

LAREDO, Tex., Jan. 3.—Directors of Charro Days, Inc., at a meeting last week unanimously voted to hold the Charro Days Celebration early this year as planned, Robin M. Pate, president, said here today.

In making the announcement Pate stated that officials voted to continue the event with the feeling that by aiding in National Defense, maintaining the morale of the people and urging the community to continue its normal life they would be doing their bit in these troubled times.

Pate said plans are already under way to make the celebration bigger and better.

Solon Urges Continuance Of Memphis Cotton Carnival

MEMPHIS, Jan. 3.—That Congressman Cliff Davis did not subscribe to the theories prompting cancellation of the Memphis Cotton Carnival because of the advent of war is evidenced in a letter to Marvin Pope, vice-chairman of the carnival publicity division. In the letter, which was published in the December 22 edition of the *Memphis Press-Scimitar*, Congressman Davis said: "The day after I received your letter about the Cotton Carnival, and before I had had an opportunity to discuss the matter with Senator McKellar as you requested, I saw in the Memphis paper that plans had been abandoned for the affair next year.

"Personally I think the more we can do along this line, the better contented many of our people would be. In my judgment, we had just as well settle down for an awfully long war and if an enterprise does not require too heavy a withdrawal of strategic material and so forth, it should go along."

The *Memphis Labor Review* in its December 26 edition devoted space on its editorial page, under the caption "We Need To Play," on the issue and agreed

with Congressman Davis. Culled from the editorial is the following: "We, like Congressman Davis, believe the carnival and all similar celebrations should be staged in 1942, their themes and their programs devoted to re-emphasizing the American will for freedom and the spirit of democracy . . . and we believe, too, that this brief period of frivolity with the bars down on many of the more somber issues of life, will prove very useful—like an adventurous week-end that sends us back to the work-a-day of Monday, better fitted and in better frame of mind to perform our everyday tasks."

Firestone Xmas Show Clicks

AKRON, O., Jan. 3.—Firestone Tire & Rubber Company's auditorium was filled to capacity five times, December 22-23, for the annual Firestone employees and families Christmas Show, produced this year for the first time by C. A. Klein, of Klein's Attractions. Circus and other entertainment was offered twice on Monday and three times Tuesday. Show included Bernice Kelley's Circus Revue, Slivers Johnson and His Comedy Car; Barney and Jimmy Arnesen and Danny Mitchell, clowns; Morris and Kelley, perch act; Buck Steele's trained dogs; Jess Sides, unicycle; Rose and Buck Steele, whip cracking and roping. Motion pictures were also on the bill and at the conclusion of the show, kiddies were given toys and a treat. Capt. Emil Hahn, with his callopo, provided circus atmosphere. Show was under direction of Klein, with Paul Sheeks, company recreation director, as general chairman in charge of arrangements.

SEVERAL HUNDRED EMPLOYEES and members of their families attended the annual Christmas Circus and Party, sponsored by Babcock & Wilcox Company, at Granada and Regent theaters in Beaver Falls (Pa.) December 21. C. A. Klein again produced the show, which was presented in two theaters instead of one as in past years. Klein divided his acts between the two houses. Show was one of the most successful and entertaining yet held, company officials said.

Chipman, Loren Kesterson, Bob and Mildred King, N. F. McLaughlin, H. J. McPherson, Wilson Pannell, Joe Blash, Jim Yates, Jerry Jackson, Arthur Thompson, Mr. and Mrs. Charles and Dawn Prosser, F. A. Ferguson, Lee Spinger, Clyde Gooding, Johnnie Doux, Jennie Riegall; Dorothy, Bud and Mike Collins; Mr. and Mrs. J. E. Clark, H. O. Wallace, Joseph Miller, Joe Blash, Lou W. Johnson, J. S. Taylor, W. E. (Donnie) Donovan, Annie B. Stewart, LeRoy Robe, Asa E. Stroud, Alex Stewart, E. H. Rateliff, Vernon Keaver, Thomas Heney, Mr. and Mrs. Everett W. Coe, I. B. McCoy, Fritz Landes, Polly Ann McInturff, Morgan Robert Ross, Frank McInturff, W. J. Swenson, L. O. Walte, W. H. McCormick, E. A. Parker, R. A. Sears, James A. Doran, Luther Norman, Mrs. James D. Smith, Walton de Pellaton, Charles T. Marshall, Mr. and Mrs. A. H. Rodin, Leo Perry, Miriam Marhoff, Bertha Coomas, Mary Andrews, Mrs. G. C. Loomis, Sam Coomas, John and Ethel Houghtaling, Mr. and Mrs. Joe Ford, C. W. Murphy, Jewel and Peggy Vaughn, F. L. Yagla, Mr. and Mrs. William Scott, Raymond F. Willows, C. D. Williamson, Joe Glacy.

Mr. and Mrs. H. A. Wallis, Donna Hale, Will Z. Smith, Bob and Jenny Perry, Ben Jacobs, Red Summerfield, Russell W. Faulkner, C. E. King, Lee Alton Hahn, Bob Chaplin, P. H. McDowell, William Bohemgls, M. T. and J. T. Kirkendall, Estelle K. Brake, Captain David and William Barnett, Milt B. Runkle, Vivian and Jeannine Horton, Vorlis H. Jones, Ray and Rose Rosard, Lolia Pepin, J. E. Pepin, H. A. (Pop) Ludwig, Joe Merde, Martha Reilly, John Kowalits, Sam Miller, Thomas J. Cole, Harry Starr, Harry Miller, M. F. Sullivan, Ruth Lee, Jerry Godfrey, Rose Scott, Eddie Trees, Ray Pitcher, Charles LeVerne, Arthur Bagshaw, Asa D. Miller, Vivian K. Gorman, Blanche Hickman, Steve Koterski, Edward L. Boss, Al Rosen.

George Burns, E. M. Payton, Eddie Boss, Betty Vance, George Ott, Robert

Meyers, Harry Ross, Mr. and Mrs. H. C. Rawlings, Mr. and Mrs. John T. Backman, Mr. and Mrs. Michael Sintic, James P. Gallagher, W. W. Wilford, Irwin D. Horowitz, Billy Roberts, Paul B. Pratt, Carlotta Courvac, Bill and Nancy Meyer, Ted and Marlo LeFors, William Lowney, George Rehn, H. A. Avidson, Al Onken, R. Mitchell, Josephine Andrews, A. H. Gratner, Hugh Bennett, Red and Ruth McAdams, Eddie Warner, Pat Mulligan, Mr. and Mrs. Ted Smith, Lucille King, A. Blair, H. A. and Elsie Grove, Walter Raymond, J. W. Clifford, Frank and Marie Forest, Arthur Hoekwald, Ted and Grace Metz, Victor L. Johnson, Abe and Rose Berman, Mrs. F. A. Frazier, C. V. Marshall, Mr. and Mrs. Bert McCoy, Bert Mayo, Mr. and Mrs. Joe Mettler, Louise, Patsy and Cliff Rich, A. F. Montie, Mrs. Phil Williams, Mrs. Peg Monza, H. V. Lear, Charles Ford and family, Mrs. H. E. Leonard, Mrs. Norma Burke, Marylin and Betty Rich, Mr. and Mrs. J. M. Brown, Max Hillman, Mrs. Ann Mullins, Dick Hunter, W. E. Groff, Goldia McCoy, Ruth Groff.

Vera and Barbara Robertson, F. E. Gilligen; Darwin, Donnie, Darlene and Dave Glenn; Ross M. Ogilvie, Mr. and Mrs. R. O. Smith, Bud and Dot White, Cy Perkins, Harry B. and Martha Levine, Ruth Kelley, Bertha McCarthy, Buddy Kelly, Ross Davis, George Taggart, Mr. and Mrs. Fred Vinson, Dick and Cecilia Kanthe, Charles Germer, Jack Ross, Frank Smith, W. E. Alexander, Herbert Schert, Mrs. J. Steinberg, Joe Miller, George Bramon; Sid, Bob and Harriet Schoenthal, George Lehman, Mr. and Mrs. Claude Barrie, J. Miller, John J. Petrie, Maude Meader, Allen and Joy Fine, Al and Babe Miller, Mr. and Mrs. Guy Marston, Mr. and Mrs. Ben Dobbert, Frank L. Bennett, Idah Delno, Mabelle Chipman Bennett, Harry B. Chipman, Guy T. Marston, M. A. Weiser, J. Henderson, Harry La Mack, Mr. and Mrs. M. E. Arthur and party, Mrs. Mary Horowitz, Ray Goodman, Edward Young, Mr. and Mrs. Louis Ricks, Mr. and Mrs. Elmer Hanscom, Steve Bernard, Mr. and Mrs. Myles Nelson, Mr. and Mrs. William Messina, Al Gross.

Matt R. Williams, Mrs. Chris Olsen, Ralph C. Black, Bill Kokler, Charlie Roberts, Effie Breon, Harry DeGarro, Joe Mauro, Harry Miller, Mr. and Mrs. Mike Alvin, Arthur Greine, Joe Goulem, Leonora Fine Horowitz, Calvin Enfield, T. Johnson, Sam Abbott, Bob Reine, M. Lundstadt, Jessie Chaves, Meyer Schlou, Paul Lashmatt, Joe Reedy, Joe Horowitz, Thomas and Mrs. Frances Murray, C. W. McConch, James Hemford, Charles Walpert, W. E. Keseler, Dorothy Arnoh, K. M. Lusk, Mrs. W. E. Groff, Harold Zibes, Nina Rodgers, Moe Levine, Georgia and S. Torgeson, Wesley Brown, Charles Bain, Mr. and Mrs. L. Crino and Mickey O'Tool.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—no markers or tally omitted.
No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6c.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.
LIGHT WEIGHT BINGO CARDS
Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker, Real Class . . . \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, size 4x5, per 1,000 . . . 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8, Loose, \$1.25 per M. Stapled in pad of 25. Per M 1.50
Box of 25,000 Black Strip Card Markers . . . 1.00

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

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for 1942 Season
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Joplin, Mo.

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MIKE ZIEGLER, Hotel Milner, Philadelphia, Pa.

World of Mirth Signs Bangor, Skowhegan Fairs

NEW YORK, Jan. 3.—Max Linderman, general manager World of Mirth Shows, announced contracts for the fairs in Bangor and Skowhegan, Me.

Skowhegan fills the spot lost in Ottawa, Ont., which went to Conklin Shows.

PCSA PARTY DRAWS

(Continued from page 32)

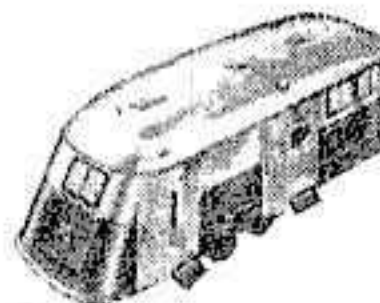
and Joe Krug, included Lillian Schue, Joe Steinberg, Oleta Joyce, Edward Ritro, Frank Murphy, Anthony Chontos, Ziba C. (Country) Yeager, L. M. Barnett, W. P. Dale, Jimmy Smith, J. R. King, Charles A. Farmer, Danny Hanson, William Sanborn, Gib C. Brush, Ray Johnson, Hollywood Towers, Chuck Gammon, Charlie Soderberg, Rocky Eastman and Charles Haley. Gammon and Towers were in charge of carving.

Presiding at the serving table was Jack Brooks, who played Santa Claus. While assisting in serving the dinner, Anthony Chontos revealed that he had enlisted in army and that he selected the Philippines for his point of service. Cooking equipment was loaned by Crafts 30 Big Shows.

Guests

In attendance were Mrs. E. L. Schulke, Mrs. N. Thompson, Nina E. Derber, Thomas Flannagan, Herbert DeWitt, Sis Cook, Jim Rogers, Mr. and Mrs. Moe Eisenman, Lillian Rogers, Joe Metcalfe and family, P. J. Flannigan, Ray Johnson, Joe Williams, Ed Davis, Edward McHale, W. D. Ament, Tiny Latham, S. M. Vandervoost, Fred Duncan.

P. N. Goode, Pat O'Brien, Nick Wagner, Mother Minnie Fisher, Mrs. Tony Tumbas, Ben Beno, W. B. Robinson, Bert



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Real Living Always—Wherever You Go

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Season 1942

Notice—All those connected with Blue Ribbon Shows in 1941 or in past years contact us at once for renewal of contracts. Want Fun House, Monkey Show, Snake Show and Grind Shows. Especially want Side Show, have complete outfit for same. Bill Brown, write. Married Couple to manage complete Life Umbro Show. Can place Roll-o-Plane, Fly-o-Plane, any new or novel Ride that does not conflict. Want Truck Mechanic to start work at once. Ride Foreman and Helpers who can drive semis. Highest salaries paid to reliable parties. Rollie Gibson, Oliver Eddy, write. Concessions open except Cookhouse and Bingo; Forrest Poole, Vernon Moore, write.

JOE J. FONTANA, Lessee-Operator, P. O. Box 994, Atlanta, Ga.

Dailey Quarters Go to Yoakum; Harvey Retained

YOAKUM, Tex., Jan. 3.—Requiring larger quarters and more training room, Dailey Bros. Circus has transferred its quarters from Aransas Pass, Tex., to Yoakum. Because of plans for an early opening, work is being rushed in quarters, where 26 people are eating in the cookhouse. New curbs are being built for all three rings. In addition to much new canvas purchased last fall to replace canvas destroyed in a Montana storm, B. C. Davenport has purchased from Baker & Lockwood the entire canvas equipment of Camel Bros. Circus.

R. M. Harvey will again be general agent for the show. Harry Doran will again be in charge of billing with several billers. Two new panel bodies have been added to the advance.

A new horse trailer and an elephant trailer are being built, also new trucks for prop and wardrobe departments. Negotiations are under way for purchase of an elephant from one of the big State fair associations. A Liberty act of 10 beautiful pinto horses is being trained.

Mrs. Eva Davenport, wife of the manager, with their small daughter, Norma Pearl, is vacationing at her home in Marblehead, Ill.

Charles (Butch) Cohn, "watch dog" of the treasury, has been on an extended trip in the North in the interest of the circus and is expected back at quarters by the middle of January.

Reynolds Skaters To Play Davenport Dates

CHICAGO, Jan. 3.—Earle Reynolds was in Chicago this week completing arrangements for appearance of his Pyramid Skating Girls with Orrin Davenport's circuit of Shrine and Grotto winter circuses.

Girls open at the Cleveland Grotto Circus and follow with two weeks at the Detroit Shrine Circus, with other dates to follow. They have also been booked by Barnes-Carruthers for the Chicago Stadium Circus next spring and by Ernie Young for the St. Louis Police Circus.

Circus Historical Society

FARMINGTON, Mich., Jan. 3.—New officers of CHS, effective January 1, are Walter W. Tyson, president, Guelph, Ont.; Gordon M. Potter, vice-president, St. Joseph, Mich.; John Lyon, secretary, Guelph; W. J. Pietschman, treasurer, Detroit; Don Smith, public relations, Farmington.

At a meeting of officers in Guelph, Ont., it was suggested that the society be divided into smaller groups, each with a director elected by members who live in his home area. Such divisions would be named after circus wagons of past or present, such as United States, Columbia, Cinderella, etc.

The CHS will accept junior members (15 years and up) at half annual dues in an effort to create an early interest in Circustiana. A club pin is being designed for early approval.

Bill Green, Washington, Kan., has obtained a model cage wagon from Don Smith for his circus room.

Bill Kasiska, Baraboo, Wis., writes that he is busy with his circus collection.

Dr. H. H. Conley, Park Ridge, Ill., prepared a special historical New Year greeting for fans and collectors.

President Tyson tells of numerous recent pick-ups for his huge collection, many of them being genuine rarities.

Mrs. Bette Leonard resigned from the society, following the recent election, and *The Billboard* column will be edited by the writer, Don Smith, Box 246, Farmington, Mich.

Tires

ON Page 3 of this issue is first of a series of stories regarding prospects of outdoor shows for obtaining materials under the federal rationing system. Others will follow on the situation as it appears after careful study of rulings in Washington by the correspondent for *The Billboard*.



R. M. HARVEY, veteran general agent, who will again pilot Dailey Bros. Circus. Before joining the Dailey show he was ahead of Russell Bros. and for many years was with the Hagenbeck-Wallace Circus. His home is in Perry, Ia.

Sparton Equipment Sold; Quarters in Lafayette, La.

LAFAYETTE, La., Jan. 3.—O. H. Wach, who for 20 years owned and operated Sparton Bros. Circus, announced that due to bad health he had sold the show on December 30 to Harry La Roy, who will take it on the road this coming season. Sale included all equipment and animals except the title, which was retained by Wach. Show closed in Beaux Bridge, La., and moved into quarters here.

Accompanied by their son and daughter, Buddy and Jo Ann, Mr. and Mrs. Wach will visit their daughters, Freda and Irma Lee, who are attending school in Los Angeles. Wach said he had no present plans, but that when his health improves he may return to the road. He denied a report that the show closed suddenly at Watson Corners, La., some time ago.

New Circus Corp. Formed

WASHINGTON, Jan. 3.—American Amusements, a Delaware corporation, has been formed for operation of the Kit Carson Circus. Officers are given as W. F. Fleeming (Kit Carson Jr.), president; R. M. Day, vice-president; C. C. Day, secretary-treasurer. Size of show or whether it is to be motorized or will travel by rail has not been decided. Program would consist of circus and numerous Wild West acts. A street parade is planned.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Mill Race, Ga.
Jan. 4, 1942.

Dear Editor:

Lot of water has run under the bridge since sending in our last letter. Because of too much water running under, over and all around one of them, it has caused the show to Sunday here or to stay until it either recedes or until we can build a raft to ferry the wagons and stock across. There is a country store near that is well stocked with salt pork and beans and, with our palmists out working for vegetables, we won't fare so badly.

Cold Shoulder, Ga., where we showed last night, was chilly both from weather and native standpoints. It seemed as tho everyone in the town tried to gyp the office. The lot owner, who rented his pasture to the show for six passes, tried to change the contract to \$1.50 because he put a 10-cent service charge on each ticket. He further claimed that our agent promised him that the show would buy 10 dozen eggs from his farm, he to give two dozen free to take care of the bad ones. But because he put a 10-cent service charge on each free egg, the cook refused to buy off of him. He claimed a service charge on a bad egg was no worse than one on a like show.

This being the first show to play the burg in six years, one would imagine that the local paper would grab at the opportunity of selling additional advertising space and would then co-operate 100 per cent, but such was not the case

Big Miami Charity Show Deferred Till 1943, Says Morton

MIAMI, Jan. 3.—It has been decided to call off the Crippled Children's Hospital show here, scheduled for February 5-7, because of the war.

Bob Morton, director of the show, in conference with W. L. Philbrick, *The Miami Herald* and the directors of the Crippled Children's Hospital, decided it was best to postpone the show and hold it on the same dates in 1943.

The committee expressed thanks to John and Henry Ringling North and all the other committees, mayors and governor of Florida and especially to the hundreds of performers who had signified their intention of appearing free of charge for this charity show.

Notes From Wichita

WICHITA, Kan., Jan. 3.—Art (Doc) Miller, Elmira, N. Y., is playing schools with his vaude and picture show. He is booked solid until April.

The Lerches spent the holidays in Bellevue, O. While working the Police Circus at Sheboygan, Wis., they visited with Al, Bill, Pete and Orville Lindermann, former owners of Sells-Sterling Circus, also Mack Heller, Irving Klauder and the Aerial Christensens.

Bobby and Carolina Gordon have closed with Polack Bros. Circus and are in Peru, Ind.

Whiteside wire act is playing theaters in California.

Slim Walker is in Australia with Wirth's Circus. No word from him since last August.

Mr. and Mrs. Bill Antes, of Russell Bros. Circus, visited Billy and Mabel Campbell in Hollywood.

Short Rest for Fred's Show

SYRACUSE, Ind., Jan. 3.—After closing a successful fall tour, Fred's Novelty Circus played four dates for underprivileged children committees and two Kiwanis dates in Springfield and Xenia, O., for Gus Sun agency. After a short lay-off in quarters here, G. W. Cline will pilot the show south. A new line of flashy paper will be used. Training has started and a new bird act has been added to the program. F. D. Whetten, owner-manager, said the show had enough rubber and motor equipment to carry it on the coming tour. Dave Le Count recently joined. Free-act season will start in June.

ALFRED FLORENZE is clowning at Clyde Beatty's Jungle Zoo and Circus, Fort Lauderdale, Fla.

For Historians' Files

JEFFERSONVILLE, Ind., Jan. 3.—Circus Chronology that appeared in the December 27 issue of *The Billboard* will be of real interest if laid away and brought to light 30 years from now. One will indeed find a changed picture. Going back only 20 years, none of the 16 truck shows of 1941 were in existence, with the possible exception of Hunt Bros., formerly Hunt's Silver Plate Show (a wagon show) that was touring more than 30 years ago. Of the two railroad shows of 1941, Ringling-Barnum circus was the only one en route 20 years ago. Well-posted circus folks recall those that have passed from the picture during that period.—C. E. Duple.

Charleston Show Scores; Attendance Not Up To Par

CANTON, O., Jan. 3.—C. A. Klein, who produced and directed the circus in the Armory in Charleston, W. Va., December 16-20, for the Fraternal Order of Police, informed *The Billboard* representative here that the venture, while a success financially, did not attract anticipated patronage. Program advertising campaign was excellent and advance ticket sale was good. Because of lack of floor space it was necessary to confine program to one ring, which was flanked on four sides with seats. Opening performance was given Tuesday afternoon with several hundred underprivileged children as guests. Biz was light first two days, but picked up considerably the last three nights.

Program: 1, Comedy bars, Brownlee Brothers; 2, pony drill, Captain Morris; 3, clowns; 4, chair balancing, Vern Orton; 5, comedy acrobats, Carmen and Crowley; 6, aerial ladders, Bernice Kelley, Myrtle Johnson and Miss Josephine; 7, table rock, Donahue and LaSalle; 8, iron jaw, Rose Steele and Grace Orton; 9, clowns; 10, Bernice Kelley on the tight wire; 11, trained dogs, presented by Rose Steele; 12, barrel jumps, Donahue and LaSalle; 13, Captain Pickard's trained seals; 14, perch, Bill Morris and Bernice Kelley; 15, concert line-up and announcement; 16, equilibrist, Barney Arnesen; 17, clowns; 18, Buck Steele's Liberty horses; 19, double traps, Aerial Ortons; 20, "Silvers" Johnson and His Comedy Austin. Concert included Rose and Buck Steele, roping and whips; Chief White Eagle and Company, trick and fancy shooting.

In clown alley were Silvers Johnson, Barney and Jimmy Arnesen and Danny Mitchell.

Bob Stevens, directed the banner and program advertising, and Bill Tumbler handled general office work and special announcements. Capt. Emil Hahn directed a seven-piece band and played callopo.

Los Angeles

LOS ANGELES, Jan. 3.—Arthur Borella, who clowning on Cole Bros. Circus the past two seasons, is wintering at his boyhood home in Gaveston, Tex.

J. Alex and Mrs. Brock are again wintering in Huntington, W. Va. They recently visited their son, who is stationed at Camp Shelby in Mississippi. While en route to Huntington they visited the Cole winter quarters in Louisville, Ky.

Arthur Springer, announcer on the Ringling show, is back home in Los Angeles.

One of the ardent supporters of the Andrew Rowe Tent, CFA, is Charles Nelson, local booker. Other local show people to attend sessions include Elden Frock and Lou Johnson, PCSA secretary.

Rich Sisters, wintering in Pasadena, Calif., have volunteered their services to sell Defense Bonds at the new glass house constructed for this purpose in Pershing Square, Los Angeles.

The father of Hugh McGill, West Coast circus fan, is recovering from a serious illness. The McGills live in Hermosa Beach, Calif. Hugh had some swank circus Christmas cards to mail out—but they arrived AC (After Christmas).

HAROLD BARNES, wire performer, after finishing two weeks at Roxy Theater, New York, spent Christmas week at his home in Miami, Fla. He is back in New York and will be in new show opening January 8 at the Versailles.

Under the Marquee

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

SIESTA season.

JESSE SIDES, unicyclist, is playing night clubs in Eastern Ohio.

HUBERT CASTLE, wire performer, is playing vaudeville dates.

BERT W. MOSSMAN, former elephant man on Ringling-Barnum and other circuses, recently enlisted in the navy.

OUTDOOR in summer, indoor in winter, the circus is no longer a seasonal business.

VETERAN bandsman Otto Grabs advises he has regained his health and will troupe again in 1942.

SIX CORDOVAS, teeterboard, and Ray Goody, tight wire, are appearing with 52d Street Jamboree, which also stars Roscoe Ails, now playing movie houses.

RAYMOND B. DEAN, Milford Center, O., has been named publicity director of a patriotic State-wide campaign to be conducted in Ohio by a committee of notables until January 30.

DAILY complaint: "The town isn't half billed."

SLIVERS AND MYRTLE JOHNSON finished two weeks with the C. A. Klein circus unit December 23 in Akron and went to Fox Lake, Wis., to spend the holidays with Mrs. Johnson's relatives.

BILLY (RAGS) MACK, after finishing a Christmas show with Art La Rue, clown cop, is playing club and vaude dates with rag picture and dog act in and around Los Angeles.

HAM and beans for workmen this winter; also hams on beans this winter.

MR. AND MRS. WALTER M. BUCKINGHAM, Gale Perry, Conn., had as guests for Christmas dinner Mr. and Mrs. Arthur Cawthra, Mrs. Comstock and Mrs. Watrous.

WILLIAM T. GILMAN, retired contracting agent and car manager, who visited Russell Bros.' quarters in Los Angeles, reports it a fine-looking outfit and in a nice spot to winter.

BEATING drums and the squeak and squawk of a flageolet make a symphony to a side-show manager's ears.

J. W. MORRISON cards from York, S. C.: "While in Charlotte, N. C., visited Specks Cautin, last season boss ticket seller with Wallace Bros.' Circus, at his Christmas store. He was doing good business."

ARTHUR HOFFMAN closed with International Congress of Oddities and is now resting at his home in Greenwood, S. C. He will manage Cole Bros.' side show.

TEMPERAMENTAL actors who only raised their eyebrows when introduced to someone they imagined beneath their stations may be lowering them while picking up seatboards before this war is over.


AL HILL, JR., son of Al Hill, former press agent for Tom Mix Circus, Blondin Stock Company and now publicity director of Los Angeles County Chamber of Commerce, signed a contract for publication of *Hash Brown*, comedy song he wrote in collaboration with Jackie Moran and Harry Harris, by Whiteman Music Publishing Company. Deal was set De-

ember 28, and the next day Hill Jr. left for the army.

"AFTER producing the 13th annual Santa Christmas parade for Jordan-Marsh Company in Boston, I have contracted to produce clown numbers for the Shrine circus in Washington for Al Martin. Clown act will have Herb Taylor Jr., Dick Taylor, Ed Chapman, Shorty Sonjanni, Rube Simmonds, Bumpy Anthony, Hip Raymond, Donabue and LaSalle, LeDeaux and myself. Following we will play Milwaukee for Hamid-Morton," writes Herb Taylor from Cambridge, Mass.

WHEN a circus manager was bragging of his ability as an executive he was interrupted by a prop boy whom he owed from the previous season with: "We know you had a good season. The fact that you are wearing pants to match your coat proves it."

ROBERT D. GOOD writes from Allentown, Pa.: "Recently I had a very enjoyable visit with Capt. and Mrs. William Heyer backstage of Radio City Music Hall, New York. Heyer is manager and trainer for Holland Dutch Van Leer Circus, which is making its first American appearance. Show consists of Liberty and dressage horse presentations made up of pure-blooded Lippinzan, Holland-Fresian and Arabian stock that was



Circus Model Builders and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Jan. 3.—Fred D. Pfening, GMB, Columbus, O., showed his miniature circus wagons and collection of old circus lithographs in connection with a circus dance held recently in Columbus. He has added a new side show banner-line to his outfit, the display being built on the order of a carnival front with a walk-thru wagon entrance, the entire line folding compactly along the sides of the baggage wagons. Mr. and Mrs. Richard Conover, CMB, Dayton, O., paid a visit to Fred Pfening and looked over his Barnes Bros.' Circus. Conover placed two of his new wagons on the Pfening lot, where they added considerable color to his large layout.

Mike Duffy, CMB, Mount Carmel, Pa., has his Hobby Carnival and Circus on display and is entertaining visitors daily. It will be open to the public during January.

Melvin Miller Jr., Harrisburg, Pa., finished a new big top for his circus and put it up for the first time during the holidays. Top is built along the lines of the Ringling-Barnum tent and is 97 inches long and 52 inches wide, having 157 poles. Show will display three 50-foot rings. Miller's miniature wagon show is built to a 1/4-inch scale and follows closely the modern trend, using tractors and elephants in place of draft stock. All performers, towners, animals and lead stock are hand molded by Mel from a special clay composition and present a very realistic appearance.

Hubler, Pfeffer, Heist Enterprises, a combine of CMB's operating the Sells Bros.' Miniature Circus under management of Clarence Pfeffer, of Johnstown, Pa., has come forth with a new and unique letterhead which advertises their show to advantage.

Menagerie tent of Milrus-Warner circus, complete with cages, bulls and lead stock, has been set up and is now on display at the home of Russ and Milly Warner, CMB's, Reading, Pa.

Among features planned for the national convention of the CMOA in Peru, Ind., in April is a historical sight-seeing trip thru the old Ringling winter quarters and a viewing of the old parade wagons and tableaux now stored there. A nationwide advertising campaign will be launched within a few weeks to acquaint circus friends and fans with the purpose of the coming national gathering.

Wrong Way

AN EARLY-DAY wagon circus closed its season in a small town in Oklahoma on the banks of Red River. Two of the performers and their wives decided to take out a small winter unit and play school houses and nickelodeons in hamlets along the river. Not having transportation for their four-people troupe, luck was with them in being able to purchase a motorless houseboat that was a little longer than the present-day house trailer. Hearing of the new show, a broken agent who owned a horse and buggy applied for and received the job of piloting the opery on its winter tour. With \$25 advance money in his pocket, which in those days was a lot of money, the agent started out. There were no telegraph offices in villages then and when he would book a date he would mail the contract back to the town he thought the show was in. On his 10th day ahead (the show was to open four days after he started) he was running low on money and, not being able to send an advance post office address, he drove back to the show. All along the route back he found no show nor any signs of it. Finally reaching the boat that was still moored where he had started, he asked the showmen what was wrong. "Wrong!" yelled his boss. "You book this thing down stream, not up!"

Imported last August by Bernard Van Leer, a former Holland steel magnate. Captain Heyer was formerly head trainer for Ringling-Barnum circus. No doubt the Van Leer show will tour the States this summer."

TWO retired showmen were discussing a circus that had recently played their home town. One found fault with everything the show did or had. His listening friend finally edged in with, "Hell, Bill! Why let it worry you? They are the ones who have to make a living with it."

IN A recent issue a reader wanted to know the year in which the Barnum & Bailey Circus opened on March 21 with the spec, *Prince of Arabia*. Don Smith, public relations director of the Circus Historical Society, Farmington, Mich., gives this data: "In 1914 Barnum & Bailey opened on March 21 in the old Madison Square Garden with the spec. It was produced under personal direction of Alfred T. Ringling and the following staff: Fred Bradna, stage director; Burns O'Sullivan, assistant; E. H. Brill, musical director; Ottokar Bartik, ballet director; Adolfe Blome, assistant; Faltis Effendi, special Oriental music. Every costume and all accessories and equipment were designed and produced within two miles of the Garden.

AS usual, a large crowd of natives gathered around a cookhouse to watch the actors eat. "Yes! Yes!" loudly spoke up one of the kinkers, "we eat like human beings. We even use knives and forks." "We know that," shot back the village cut-up, "but what entertains us is the way you're using 'em."

The Corral

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

WHERE are all the contest folks and what are they doing this winter?

PASSWORD among rodeo folk these days is "On to Colorado Springs."

REESE E. LOCKETT, cowboy mayor of Brenham, Tex., and well known in rodeo circles, is helping map plans for the rodeo to be held in connection with the Houston Livestock Show and Exposition. Eddie Brennan advises. Plans are under way to have Gene Autry launch his rodeo show there and Lockett will be arena director.

MILT HINKLE, general publicity director for the Robertson Rodeo, Inc., of Little Rock, accompanied by his boss, T. E. Robertson, visited the corral desk last week while in Cincinnati on business. During their brief stay, they advised that they planned to produce shows in a number of Ohio and Indiana towns. They also advised they contemplated playing a date in St. Louis.

HAPPENINGS in the rodeo field 10 years ago: Palmer and Worth Morris were framing a 10-act unit to play special events in the Southwest in 1932. . . Stanley Cox was wintering in Ardmore, Okla. . . Bert Higgins, roper, returned to Hollywood, Calif., after several months in Arizona. . . G. C. Gosage successfully promoted a Christmas-week engagement, under United Charity auspices, for Texas Ted Lewis's Wild West Show at Valdosta, Ga. . . Monte Montana, trick roper, was at Palm Springs, entertaining guests at hotels there. . . Frank Moore, New York Madison Square Garden impresario, stopped off in Chicago while en route east from Los Angeles, where he had been on a rodeo-promotion mission. . . Guests at Col. and Mrs. Jack W. King's Slashed Ear Ranch, Mount Victory, O., included Mrs. H. W. Van Till and E. W. Van Till, mother and brother of Mrs. King, and Pickhandle and Anna Butler. . . Chief Ed and Princess White Eagle were spending the winter in Hugo, Okla. . . Louis G. Marshall stored his Eagle Ranch Wild West outfit in Vermont. . . Contestants at a two-day charity rodeo in San Antonio, under American Legion Post auspices, included Arch Schubarth, Jess Perkins, Charlie Laidley, Ora Woods, Grayson Lubbock, Henry Brockley, Pen-tress Laidley, Jack Hoey, Opal Wood, Logan Beido, Wylie Elliott, Chief Correll, and Chester Bell.

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Billers and Billposter
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343 N. Muscatel Ave., San Gabriel, Cal.
Agents Address: J. D. NEWMAN, Winter-quarters, State Fair Grounds, Louisville, Ky.

WANTED! WANTED! WANTED!
1942 KING BROS.' CIRCUS 1942
ACTS: For Big Show, doing two or more. Must have own transportation and sleeping accommodations. State lowest in first letter. (No dickering.) CONCESSION MGR. with own equipment and must be in position to operate Cook House. We pay Cook House from office. (Concessions on percentage.) SIDE SHOW MGR.: I furnish tent, banner line and all equipment. You must furnish truck capable of transporting same. (Percentage.)
Will Buy or Lease Used Trucks in A-1 Condition
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P. S.: We open on or about May 1st, 1942, near Detroit

DAILEY BROS. (3 Ring) CIRCUS
WANTS FOR THE SEASON OF 1942
Reliable People in all departments. Performers worthy of being featured; Novelty, Aerial, Wire and Acrobatic Acts; Family Acts and Sister Teams. Good wardrobe essential. Musicians, Mechanics and Electricians. Excellent Cook House. Salaries paid daily if desired. Ray Family, Knight Troupe and the Connors, please write.
NOTE—Dailey Bros.' Circus had a prosperous season of 40 weeks in 1941. Starting early in March, the 1942 season will be as long. People with motorized circus experience and own transportation preferred.
DAILEY BROS.' CIRCUS, YOAKUM, TEXAS.
P.S.: R. M. Harvey will again pilot this circus.

FOR SALE CIRCUS
Complete or in part. Elephants, Horses, Animals of all kinds, Cages, Trucks, Tents, Seats, Light Plants, Stake Drivers, Calliopes; in fact, everything pertaining to circus. This is a complete big show. If you have cash let us know your wants. This is not distressed property, but will be priced to sell.
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Fla. Annuals Prep for 1942

Orange Fete Being Pushed

Winter Haven schedule is ahead of other years—to stress defense theme

WINTER HAVEN, Fla., Jan. 3.—Stressing defense and the value of citrus fruits, the 1942 Florida Orange Festival here will "go on as usual." General Manager Almon R. Shaffer, who has been commuting between Florida and New York for several weeks, has checked in here "for the duration" and declared that, in contrast to comparable days of past years, festival plans are ahead of schedule.

Festival directors, all of whom are veteran citrus men, either growers, shippers or canners, headed by John A. Snively Jr., 25-year-old president, announced that they believed the show would play a big part in building and sustaining public morale and that they had not even considered canceling the fete. National defense theme will be carried thruout the permanent and temporary buildings and will play a big part in exterior decoration and beautification. All service men in uniform will be admitted without charge.

Royal American Shows will again supply the midway features. Manager Shaffer said a bill of stellar acts was being assembled for afternoon and night presentation on the stage placed in a natural amphitheater on the banks of Lake Silver.

The two main buildings will be given over to citrus displays. Educational and horticulture departments will be in special buildings and a Temple of Citrus will be especially constructed for the event. A Growers' Equipment Plaza will be new this year and, despite scarcity of new tractors, spreaders, cultivators and other such tools, all available space has been sold to dealers.

In contrast to former years, all drinks, with exception of standard bottled preparations, will be made from pure citrus. Festival is being billed with 24-sheet stands in a 100-mile radius from Winter Haven on all main highways. Manager Shaffer, who recently closed the Civilian and National Defense Exposition in Grand Central Palace, New York, has spent much time during the year in planning this show.

War Talks Seen As Drawing Card At Ohio Sessions

COLUMBUS, O., Jan. 3.—Anticipating that the 17th annual convention of the Ohio Fair Managers' Association, to be held in the Deshler Wallick Hotel here on January 14 and 15, will attract a record crowd of over 2,000 fair men, concessionaires, horsemen, bookers and entertainers, plans for the gathering are going forward with that in prospect. Already over 800 banquet reservations have been made, according to Mrs. Don A. Detrick, executive secretary, Bellefontaine.

One reason for expecting a record crowd is that since drafting of the pro- (See Big O. Turnout Seen on page 44)

Miss. Show Given Victory Theme; More Aid Is Sought

FOREST, Miss., Jan. 3.—Dedicated to victory, plans for fifth annual three-day spring livestock show sponsored by Southeast Mississippi Livestock Show Association are nearing completion. Association will join Mississippi State Livestock Association and other groups in asking an increase in State aid from \$1,500 to \$2,500 for annual premiums at each of six district shows and two dairy shows. Association also went on record as favoring appropriation of \$5,000 as premium money in a State-wide finals in which winners of district shows would compete.

Officers are R. M. Christian, president; Edgar Marler, vice-president; R. L. Goodwin, secretary, and W. R. Cain, manager. Earle Johnston is chairman of publicity.

Advocates U. S. Stamps For Premium Payments

CHICAGO, Jan. 3.—George B. Flint, Boyle Woolfolk Agency, reported he has written Secretary of the Treasury Henry Morgenthau Jr. and Secretary of Agriculture Claude R. Wickard, advancing reasons why fair activities should not be curtailed during the national emergency and offering a plan for premium payments which would be of value to the defense effort.

Refuting the argument of some who claim that fairs should be eliminated because premium payments take money which might go directly toward purchase of Defense Bonds and Stamps, Flint offered a plan whereby 40 per cent of premiums would be awarded in stamps, with the remainder to be cash payments. (See Offers Premium Plan on page 49)

Ga. State Goes To Macon Club

MACON, Ga., Jan. 3.—Georgia State Fair, which had one of its most successful years in 1941, will be operated and managed in 1942 by the Macon Exchange Club, it was announced. Chamber of Commerce, which acquired controlling interest in 1940, has entered into a lease agreement with the club.

It is indicated that actual administration will continue in the hands of E. Ross Jordan, who has been general manager for 20 years, during which time control has shifted several times. In 1940 and '41 the fair was operated directly under supervision of the Chamber of Commerce and both annuals were successful. Two months ago the chamber set up a program for purchase of stock which it did not already own. It is understood that practically all outstanding stock has now been brought.

Exchange Club has been recognized as one of the most active service clubs in the State. President Charles O. McAfee has named a committee, Tom Jones, Luther Bloodworth, R. B. White, George Adams and Hugh Hill, to work out details.

Lee S. Trimble, executive vice-president of the chamber, said leasing of the fair would mean expansion of the annual's scope and make available great civic co-operation.

Fed Exhibs Get Space in Tampa

Building reserved for displays—governor bids heads of other States to attend

TAMPA, Jan. 3.—Three government departments have reserved an entire building for displays at 12-day Florida State Fair here, said General Manager P. T. Strieder. Besides the customary array of dioramas by the Department of Agriculture, the Department of Commerce and Maritime Commission will describe wartime defense operations in exhibits covering inter-American trade relations and the American Merchant Marine. Scale models of merchant ships now being rushed to completion will be a feature.

Further co-operation has also been assured by the War Department, but definite assignments have not been made. This participation is expected to be in the form of anti-aircraft displays.

Decision of fair directors to carry on with plans on a greater scale than ever has brought wholehearted endorsements from federal and State executives, Manager Strieder said. In an open letter to the press Governor Spessard L. Holland called for united support of agriculturalists and has invited all governors of other States to be his guests at the fair.

Every State institution will be represented by an exhibit. State departments of fish and game and forestry will combine in preparation of the biggest wild life show ever presented here. Florida's winter harvest of fruits and vegetables has never been more bountiful, bringing promise of elaborate displays. Several counties will show nearly 100 varieties of vegetables alone.

Ky. Group Elects Joe Polin

LEXINGTON, Ky., Jan. 3.—Joseph Polin, Springfield, was elected president of the Kentucky Association of County Fairs at the group's annual meeting here on December 29. T. B. Webber, Shelbyville, was named secretary-treasurer. Legislative committee was appointed to investigate State aid for county fairs with a view of furthering progress of agriculture. Dates were set for member fairs.

Around the Grounds

MOUNT GILEAD, O.—Dates for Morrow County Fair have been advanced several weeks in the belief weather will be more favorable. Night programs will be held.

JASPER, Tex.—Reynolds & Wells United Shows supplied the midway at 1941 Jasper County Fair and there were football games and band concerts. Fair opened with a parade and during its run there were parades by white and colored children. Three booster trips advertised the annual.

KENDALLVILLE, Ind.—Eastern Indiana Agricultural Association, sponsor of Noble County Fair, reported 1941 balance of \$550. Receipts were \$12,176, disbursements \$11,626.

BIG RAPIDS, Mich.—Mecosta County Fair Association closed 1941 books with balance of \$800, officials reported.

DENTON, Tex.—Except for an advance sale, 1941 Denton County Fair would have lost heavily because of rain on three of five days, officials said. Attractions included band concert, cotton dress style show, Negro jitterbug contest, boxing, fiddler contest and Rainbow Ramblers and Flying X Cowboys from KGKO. Large parade, with national defense and industry as its theme, was seen by about 15,000. There were hobby, model airplane, chermurgic, soil conservation, Boy Scout, women's home demonstration and WPA recreation exhibits.

XENIA, O.—Greene County Agricultural Society netted \$2,993.99 from its 1941 annual, according to report of Treasurer B. U. Bell. Of the profit, \$600 was spent on improvements, principally a new main entrance. At close of the fair the society applied \$2,250 to payment of a loan, leaving balance of \$362.

PLYMOUTH, Wis.—To clarify records and pay off deficit of \$2,440, defaulted stock of Sheboygan County Agricultural Association will be sold at public auction. Association ended 1941 with balance of \$655.25. During the year association spent \$16,802.90 and received \$16,820.45.

HARRISBURG, Pa.—Samuel S. Lewis, president of York Fair, lieutenant governor of Pennsylvania and president of the State Senate, had printed recently a novel bill, supposedly introduced in the senate, in the form of a resolution calling for national unity and extending season's greetings.

WOODSFIELD, O.—Monroe County Fair was a financial success in 1941 despite rain on the three days, said Secretary Ralph Schumacher. After payment of bills balance was over \$100 larger than in 1940. First day was big, with rain not coming until late afternoon, and over 2,000 tickets were sold for night grandstand show. Rain halted afternoon horse races the second day, but it cleared later and night show sales were bigger. (See Around the Grounds on page 43)

Fairs Have Vital Role in National Life, Says Green

Excerpts from the annual address by retiring President Charles W. Green, Moberly, Mo., before the convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 2.

I want you to know it has been a pleasure and a real honor to have been president of the International Association of Fairs and Expositions during the past year. No honor has ever come to me that has been more appreciated or has meant as much as the one which you conferred on me last December. I hope I may have done something during my incumbency that will be helpful to the membership.

Officially and personally I welcome the representatives of our member fairs to this annual gathering and I am happy today that we of the States can extend (See Vital Role for Fairs on page 49)

Mass. Annuals Carry On; Plans for ESE Going Ahead

SPRINGFIELD, Mass., Jan. 3.—The defense activities may curb exhibitors to some extent, Massachusetts fairs will carry on in 1942, said Alfred W. Lombard, State director of fairs in the department of agriculture and secretary of Massachusetts Fairs Association. He recalled that in 1917-'18 the army took over several fairgrounds for storage use. However, it is understood the War Department plans no such action this time, as arrangements for adequate facilities have been made. It was also noted that fairs were conducted in Canada in 1941 and that attendance was good and exhibits about normal.

At Eastern States Exposition office here it was stated plans were going ahead for 1942. It was reported that fair officials have been assured that the War Department will not need the grounds.

Minn. Annual Pays on Debt; All Officers Are Renamed

PARIBAUT, Minn., Jan. 3.—At annual meeting of Rice County Fair Association here Treasurer Waldo Broberg, re-elected, reported the 1941 annual successful and it was voted to pay 15 per cent of outstanding notes plus interest. All bills, amounting to \$1,783, have been paid, and the association has balance of \$1,485 on hand or due from the State. Indebtedness on notes is \$6,450. Previously 5 per cent was paid on them.

Re-elected were Chase Batchelder, president; Herman Budde and John Gloe, vice-presidents; Dr. Carl Hansen, secretary, and Ira Montgomery, assistant secretary.

Berlin Elects; '41 Net Big

MARNE, Mich., Jan. 3.—Berlin Fair Society here elected H. Fred Oltman, president; Arthur P. Edison, vice-president; David Hanson, treasurer; Mrs. Harvey Walcott, secretary, and Richard Ossewards, assistant secretary. Mrs. Walcott, who served as secretary for years, sought to resign because of illness, but was persuaded to accept reelection when the new post of assistant secretary was created. Fair showed a good profit in 1941 and reduced anticipated debt of \$5,000 for erection of a grandstand to replace one destroyed by a storm, to \$3,500. Total cost of the stand will be \$7,800.

Luxemburg Adds Day in '42

MIAMI, Jan. 3.—Julius Cahn, re-elected secretary of Keweenaw County Fair Association, Luxemburg, Wis., who is vacationing here, reported that in recognition of the association's 25th anniversary a day will be added to the 1942 annual, making a run of four days and nights. All officers were re-elected, including President August Spitzer, Vice-President John Miller and Dr. E. P. Happel, treasurer. Officials were directed to buy another \$1,000 Defense Bond.

OTTAWA.—Income from sale of farm products in prairie provinces the first nine months of 1941 totaled \$255,359,000 compared with \$208,588,000 for the same period of 1940 and an average of \$205,192,000 since 1936.

Government Relations and the IAFE: Somma's Review of 1941

Social Security, gate tax, exhibit movements occupied committee

Following is text of report for the year 1941 by Charles A. Somma, manager Virginia State Fair, chairman of Government Relations Committee of the International Association of Fairs and Expositions, delivered at IAFE convention in the Sherman Hotel, Chicago, on December 2.

In March, 1941, we received a communication from E. S. Estel, secretary, Dairy Cattle Congress, Waterloo, Ia., and E. W. Williams, secretary, Fair Managers' Association of Iowa, relative to House Bill 3620 introduced by John W. Gwynne, congressman from Iowa. The purpose of this bill is the refund of Social Security taxes paid by agricultural and horticultural organizations in 1937, 1938 and 1939 that are exempt from payment of income tax under Section 101, subsection 1, of the Internal Revenue Code.

Your chairman made several trips to Washington and contacted several members of Congress. They informed him that they did not think this bill had any chance of getting out of committee. Each member contacted gave one of the following reasons why we should not try to obtain the passage of this bill:

Congress would hesitate to refund any taxes at this time unless paid illegally. They are now trying to find means of obtaining new taxes and revenue.

Should fairs be refunded the taxes it would be nearly impossible to distribute to rightful owners their part of this tax which they paid.

In the event we pursue this piece of legislation it might jeopardize our present exemption.

Under date of April 22 a letter, copy of the bill, a questionnaire outlining the above and also the views of your committee were sent to all members of the association. One of the questions asked was, "Are you in favor of trying to secure the passage of Bill H. R. 3620?" The majority of answers to this question were of the same opinion as had been reached by your committee, that it would be useless.

At this time the House Ways and Means Committee was considering the Revenue Bill of 1941. A member of this committee informed your chairman that there were 60 to 70 bills introduced covering changes in the Social Security Act, the majority of these being the broadening of the act. He further stated that none of them would be considered until after the Revenue Bill of 1941 had been recommended. Since that time the same congressman has informed your chairman on two different visits to Washington that it was his opinion that a number of bills pertaining to the Social Security Act would not be taken up possibly until February or March of 1942. He stated that at the present time they were working on additional taxes and expected to consider a new tax bill whereby revenue would be increased in the amount of four to five billion dollars. He said that this would have to be passed before March 15, 1942, and that the Social Security bills would not be taken up until after the new Revenue Bill had been worked out.

On November 12 your chairman again discussed the bill with Congressman Gwynne, who informed him he did not think the bill would pass Congress.

In June of 1941 the Ways and Means Committee of the House had before them Bill H. R. 5417, which was known as the "Revenue Bill of 1941," in which the administration had recommended new and increased taxes in the amount of \$3,500,000,000. Your chairman tried on two different visits to Washington to find out if any of the proposed taxes would effect fairs. The committee members would not give out any information regarding new or increased taxes. The Ways and Means Committee, after several weeks of study, referred this bill to the House and the passage of the bill did away with the exemption on admissions to non-profit agricultural fairs and thus required the collection of one cent on each 10-cent admission to grounds and grandstand. This bill passed the House on August 3, which automatically placed it before the Senate, where it was referred to the Senate Finance Committee. On August 6 a letter was sent to all our members, including the secretaries of State associations who were

members of the association, giving a detailed report of the proposed tax and listing the members of the Senate Finance Committee, requesting members of the association to contact the members of the Senate Finance Committee asking them to restore the exemption.

Hearing Is Granted IAFE

Your committee requested a hearing in opposition to this tax before the Senate Finance Committee, which was granted, and on August 18 President Charles W. Green appeared before the committee. Also in attendance were Frank Kingman, secretary of the association; Courtland Jones, of the National Western Stock Show, Denver, and your chairman. President Green was received very favorably and gave reasons why this tax should not be imposed upon fairs. Your chairman filed a written brief with the Senate Finance Committee on August 22 urging restoration of the exemption and giving reasons therefor.

On August 20 your committee forwarded to all members a letter outlining just what had been accomplished, giving them some facts regarding the effect of the proposed new tax on fairs, requesting them to telephone their representatives in congress to contact members of the Senate Finance Committee urging them to restore Section 1701, Sub-Section B, Agricultural Fairs, to the Revenue Bill of 1941. Your president, secretary and chairman followed this letter by a telephone call to all members of our association in States represented by the Finance Committee.

On August 29 another letter was sent to members advising them that the Senate Finance Committee had recommended that the exemption on admissions to non-profit fairs in the Revenue Bill of 1941 be restored. Our members were advised of the importance of contacting their representatives in Congress, requesting them to support the exemption. The bill was then placed before the conferees consisting of seven members of the House and five of the Senate. Members of our association were contacted by telegram and telephone from the States which the conferees represented urging them to bring pressure upon the conferees.

The conferees rescinded the exemption and the Senate approved the bill the next day and the House concurred the following day. This action was unexpected, but your committee and officers did everything humanly possible to have this exemption restored. We felt that had the members co-operated with us as well as they did before the Senate Finance Committee, the result might have been different.

Restoration Possible

Your committee is of the opinion there is still a possibility of having the exemption restored, but it will necessitate the co-operation of each and every member of the International Association, as well as the State associations, by putting their shoulders to the wheel and helping to push it over.

At present there is a bill in the House, H. R. 5824, which was introduced by Martin J. Kennedy of New York City. This bill seeks to restore Section 1701 of the Internal Revenue Code which provides for exemption on admission taxes to non-profit fairs. Your chairman tried to contact him on two different days in Washington by person and telephone, but was unable to do so.

On August 15 another matter of great importance was brought to the attention of your committee. It seems that the Western Trunk Lines Committee had proposed a change in the rules and regulations governing the handling of exhibits for fairs and expositions as proposed in Exception No. 8 to Item No. 15-B of the Supplement No. 4 to Agent L. E. Kipps's Tariff, I. C. C. No. A-3154, to become effective September 10, 1941.

The effect of such proposal would mean that the exhibitors who use cars in excess of 40 feet 7 inches would be penalized by being forced to pay freight charges both ways, thus being denied the free return movement as heretofore granted.

Your committee wired all fairs covered by the Western carriers, chambers of commerce, breed associations, livestock registry associations, farm and agricultural papers, notifying them of the proposed change in tariff. A petition for suspension was filed on behalf of the International Association of Fairs and Expositions with the Interstate Com-

Meetings of Fair Assns.

Kansas Fairs Association, January 13 and 14, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 14 and 15, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Maine Association of Agricultural Fairs, January 14 and 15, Beal's Hotel, Norway. J. S. Butler, secretary, Lewiston.

Minnesota Federation of County Fairs, January 14-16, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Georgia Association of Agricultural Fairs, January 15, Dempsey Hotel, Macon. E. Ross Jordan, secretary, Macon.

South Carolina Association of Fairs, January 17, Wade Hampton Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

North Carolina Association of Agricultural Fairs, January 19, Sir Walter Hotel, Raleigh. W. H. Dunn, secretary, Wilson.

Western Canada Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Canadian Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Walter D. Jackson, secretary, London, Ont.

Western Canada Fairs Association, January 19-21, Royal Alexandra Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Michigan Association of Fairs, January 20-22, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

North Dakota Association of Fairs, January 22 and 23, Dacotah Hotel, Grand Forks. G. A. Ottinger, secretary, Jamestown.

Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.

Virginia Association of Fairs, January 26 and 27, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Rocky Mountain Association of Fairs, January 25-27, New Florence Hotel, Missoula, Mont. J. M. Suckstorff, secretary, Sidney, Mont.

Pennsylvania State Association of County Fairs, January 28 and 29, Americus Hotel, Allentown. Charles W. Swoyer, secretary, 522 Court Street, Reading.

Wisconsin Association of Fairs, January 28-30, Hotel Schroeder, Milwaukee. James F. Malone, secretary, Beaver Dam.

Association of Tennessee Fairs, February 3 and 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Illinois Association of Agricultural Fairs, February 4 and 5, St. Nicholas Hotel, Springfield. A. W. Grunz, secretary, Breese.

Texas Association of Fairs, February 5-7, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denjon.

New York State Association of County Agricultural Societies, February 10, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

Ontario Association of Agricultural Societies and Class B Fairs, February 11-13, King Edward Hotel, Toronto. J. A. Carroll, secretary Ontario Department of Agriculture, Toronto.

merce Commission in Washington on August 25.

As the result of your committee's work other petitions were filed by chambers of commerce in the following cities: Topeka, Kan.; St. Paul; Hutchinson, Kan.; Omaha; Kansas City, Mo.; United States Department of Agriculture, Surplus Markets Administration, Livestock and Wool Section.

ICC Investigation Postponed

On September 8 the Interstate Commerce Commission granted the suspension for investigation and hearing. On September 18 the Interstate Commerce Commission, Washington, notified your committee they had assigned October 22, 1941, as the date of the hearing in this matter, at the Hotel President, Kansas City, Mo., before Examiner Discue. Due to the fact that a number of fairs were in the midst of their annual activities

Fair Elections

KENTON, O.—Bert Frederick was elected president of Hardin County Agricultural Society; Harley P. Shick, vice-president; James H. Allen, treasurer; Charles Fulton, secretary.

MOUNT GILEAD, O.—Morrow County Agricultural Society re-elected T. C. Curl, president; J. D. Emswiler, vice-president; Fred Porter, treasurer.

KENDALLVILLE, Ind.—Mayor U. C. Brouse was re-elected secretary of Eastern Indiana Agricultural Association for the 35th year. Others named were John Schermerhorn, president; B. F. Haines, vice-president; Harold Thomas, general superintendent; Ray Glass, assistant superintendent; Dr. H. O. Williams, treasurer.

WORTHINGTON, Minn.—President J. R. Moles and Secretary W. W. Brammer were re-elected by Nobles County Fair Association.

BIG RAPIDS, Mich.—B. A. McGill was re-elected president of Mecosta County Fair Association. Others elected were William Sack, vice-president; Charles Midgley, secretary-treasurer.

PLYMOUTH, Wis.—Sheboygan County Agricultural Association re-elected Homer Melvin, president; Emil Titel and Charles Voigt Sr., vice-presidents; Henry Ott, treasurer; W. H. Eldridge, secretary; Louis Prange, general superintendent.

PRAIRIE DU CHIEN, Wis.—Tunis N. Nelson was re-elected president of Crawford County Fair Association. Others named were George Wachuta, vice-president; Leonore Feldman, secretary; Amos Sutton, treasurer.

TIPTON, Ia.—Don Smith was re-elected president of Cedar County Fair Association. Earl Elijah was named vice-president; C. S. Miller, secretary; P. W. Sear, treasurer.

MEDINA, O.—Levi Tanner was re-elected president of Medina County Agricultural Society; John Dunn, vice-president; Paul Jones, treasurer; Jay V. Einhart, secretary.

PORTLAND, Ind.—Jay County Fair Society elected William R. Smith, president; Orien E. Holsapple, secretary-treasurer; Clem Wilson, superintendent of concessions.

your committee requested the Interstate Commerce Commission to postpone the hearing to another date. The postponement was granted and hearing was assigned to December 8, 1941, at the same hotel in Kansas City, Mo.

On October 3 your committee sent a letter to all members West of the Mississippi (See SOMMA'S REVIEW on page 43)

JIMMY VAN'S AUTO-MANIACS

(Auto Thrill Show)

NOW BOOKING 1942 SEASON

OHIO FAIR MEETING ROOM 414 COLUMBUS, JAN. 14 & 15

Winter Mailing Address: General Delivery Sylacauga, Alabama

Outstanding Outdoor and Indoor Attractions

BOYLE WOOLFOLK AGENCY

605 WOODS THEATER BLDG. CHICAGO

ACTS WANTED

CAN GIVE LONG 1942 FAIR SEASON

Rush Full Details, Lowest Salary at Once.

TRUEN-ALLEN ENTERPRISES 205 SO. RUTAN WICHITA, KANSAS

New Spot Is Set for Gulfport

Schaefer Plans Easter Opening

Line-up will include rides, pool and concessions — management to book acts

GULFPORT, Miss., Jan. 3.—Construction of an amusement park, situated about midway between Gulfport and Biloxi on the Mississippi Gulf Coast, is due to start soon, with opening set for about Easter Sunday.

Permit for construction of the plant, including rides, concessions and fresh-water swimming pool, has been granted to Fred Schaefer, formerly operator of an amusement park in Corpus Christi, Tex.

Property fronts 400 feet on the beach, a quarter of a mile west of the Edge-water Gulf Hotel and was purchased outright by Schaefer, who has recently made his home in Gulfport.

Eight rides, shooting galleries, Penny Arcade and other concessions are planned by Schaefer, who said that he would book outdoor acts and lay out large free picnic grounds with barbecue pits.

Associated with Schaefer are R. E. Miller, George E. Ernst, R. W. Grisham, R. Bacon, H. L. Ernest and S. L. Wolter.

American Recreational Equipment Association

By R. S. UZZELL

First hysteria of the bombing scare is subsiding, especially in the East. It could only be done from an aircraft carrier, which would stand slim chance of getting close enough to the Atlantic Coast to become effective. There might be some attempts, but with all branches of the service on the alert, the Axis powers would make a one-way trip in all likelihood.

Canada has been in the war since 1939 with no interruption of park operations. We had blackout practice there last summer but were never called upon to make it the real thing.

Must Carry On

Plans for operation of Coast resorts are going forward with assurance that arrangements for blackouts will be ready if they are necessary.

The amusement business long ago in times of stress never faltered in its determination that the show must go on. We are to help keep up morale and help pay the war costs. We would be weak indeed if we faltered in running amusement parks while the boys go on the sea, in the air, under the sea and into the trenches.

Hockey games are drawing big patronage and pictures are doing better than last year.

A. R. Hodge, NAAPB secretary, gave a good speech at the American Recreational Equipment Association dinner on *Doing Business in a Changing World*. At its conclusion we felt like calling him Hopeful Hodge. It is far better now to use a horn. Put the hammer away. Knockers never help a lot anyway. The devil was once an angel. He knocked too much. See what happened to him.

Calls for Courageousness

If your amusement park should be bombed, which is unlikely, the government will pay you for it, so we are told.

We are facing difficulties, but why despair? Two frogs fell into a can of milk. One despaired and drowned. The other put up a good fight. It struggled hard to keep afloat. The agitation of the milk produced butter, which came to (See AREA on opposite page)

CINCINNATI.—James A. Reilly, president of the zoo here, said some officials have expressed concern over possible effect tire and gasoline rationing will have on 1942 attendance. About 60 per cent of patrons come in automobiles.

Billboards as Business Boosters

Excerpts from an address titled "Billboards as Business Boosters," made by Rex D. Billings Jr., former manager of Seaside Park, Virginia Beach, Va., before the convention of the National Association of Amusement Parks, Pools and Beaches in Chicago on December 3-5.

The realization of a dream is hardly descriptive of the way I feel at this moment. My somewhat active imagination cannot cope with the stupendous paradox of this situation. How in heaven's name am I, certainly a mere Pekinese puppy in a kennel of thoroughbred amusement park greyhounds, going to tell you anything you already do not know about advertising in our business? However, such has been my assignment and in case there might be a bone or two you might have missed in this fascinating game of customer catching, I shall humbly stick my neck out and hope for the best.

In the parks with which I have been associated there have been many methods of reaching Mr. and Mrs. John Smith and their offspring; thru their newspapers, their radio, gargantuan posters, matchbox covers, thru signs, airplane trailers, sky writing and the many eye-arresting sign novelties, such as the color wheel effect used on the Flying Scooter exhibit just outside the door.

Ad Agencies Help

We seem to have selected the newspapers, the radio and many types of placards and billboards as our main mediums, because they appeal to the majority of people in a most consistent manner. In newspaper and radio advertising problems there are several accepted organization methods. Among these the most logical is the use of an advertising agency. A modern, competent, progressive agency is without question the solution to the advertising problem of any park located in or near a large center of population. The right type of agency will take your advertising budget at the beginning of the season, mold and stretch it until your message reaches the maximum number of potential patrons. They will not only make sure that you get your advertising dollar's worth, but they will also make sure that you get all possible story and picture space in every newspaper with which they deal and in some truly efficient cases, with those papers with whom they do not deal. This, then, is a fine solution for those large amusement enterprises which deal in terms of great number of people each summer.

What then shall the amusement park do which is situated in a moderately large town and which has possibly no completely equipped advertising agency? Or, if there are several agencies to draw from, what shall the manager do when he knows that the use of an advertising agency will blast his budget wide open because of added expense?

In many such cases, the use of an advertising agency is no more expensive than other methods and in many cases when your advertising dollar is handled by experts, there is actually a healthy cash saving. It would pay anyone in such a situation to investigate thoroughly before obeying what is unfortunately a popular but basically incorrect attitude about the agencies' expensiveness. If, however, there are no agencies available or those available have been proven inadequate, then may I now enthusiastically recommend building your own agency.

Build Own Agency

We had a rather unfortunate experience with an agency in a large city in the East. Instead of using originality and punch in its ads and stories they used an abundance of P. T. Barnum cliches and spent hours searching among their dust-laden cuts for one that would in some way fit our campaign and promotions. In almost every instance our advertising lacked the essential color and novelty so necessary in our business.

As a solution we first found a good free-lance publicity man who was handling other accounts in town in fine fashion. We hired him on a seasonal basis at a very moderate figure. His job was to write and place stories as well as pictures in as many papers and as often as was humanly possible. We then



REX D. BILLINGS JR.

nosed about a bit until we found a very progressive young lady who specialized in commercial art. We then found ourselves faced with the problem of accounting for usage, etc., and with the terrifying vision of being stampeded by the hordes of people with advertising space to sell in every pamphlet and yearly or monthly periodical in the vicinity. We finally hit upon the most obvious of solutions—strangely enough—an advertising agency. They agreed to handle the accounting and budget for a very small cost. Our artist and publicity man were young and progressive and were not held down by the stilted traits of the stereotyped agency. Our first ad was a huge success. It had punch, color and action. For the rest of that season and subsequent seasons this system proved its merit in dollars and cents. True, it was almost as expensive as our Gay 90 advertising agency, but it appealed to seven out of seven people instead of two and, therefore, became more than a sound investment.

Ingenuity Required

Our publicity man was always on the job. When our 40 monkeys escaped from their island prison he was on hand with photographs and a thousand human-interest angles. Incidentally, the monkeys did actually escape and were not set free, as one might think. We knew nothing about it until the local police called frantically to tell us they had ripped the shingles from the post office roof, scared several housewives half out of their wits, stolen dozens of eggs and had created general mayhem. The climax of that little incident came when our publicity man offered to donate any monkey caught to the local university for research purposes if the university's staff of zoological experts would capture them. Tho they tried everything, from the African hole in the coconut method to using a simian Mae West as decoy, for two solid weeks they had no success and their embarrassment was climaxed when one fine morning the entire colony was found pursuing its normal life back on the island. They had evidently decided that our civilization left much to be desired. If our publicity man had not been on his toes we would have missed an extremely rare publicity opportunity.

While on the topic of publicity may I pay tribute to the person whom I think is our present-day miracle man and newspaper opportunist par-excellence. As a matter of fact, he specializes in making opportunities, such as the immortal but strictly moral kissing contest, the public invitation to appear as a side-show freak sent to Huey Long immediately after his boxing match on Long Island and many other somewhat whacky, but definitely profitable promotions. I am speaking of Bert Nevins who, the last I heard, was searching for an expert archer to shoot a doughnut off a pretty girl's head at 30 paces.

It is my sincere belief, therefore, that the average park which cannot avail itself a big-league advertising agency should use the independent publicity man-artist system. In most cases, if (See BUSINESS BOOSTERS on opposite page)

The Pool Whirl

By NAT A. TOR

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

Record Attendance

Reports from the pool committee of the National Association of Amusement Parks, Pools and Beaches indicate there was a record attendance at pool sessions of the recent confabs in Chi. 'Twas the best turnout of aquatic ops since New York meeting in '39.

Among pool men who participated in all-important round-table discussions in the Windy City were Henry A. Guenther, Olympic Park, Irvington, N. J., who had not attended a convention since 1932, and Wayne D. Becker, vet pool engineer, who was one of the founders of the old American Association of Pools and Beaches, who also had not been in attendance since '32. Others on hand included R. J. McCarthy, Federal Agency of Government Concessions, Washington; J. O. Ziegfeld, Meadowbrook swim plunge, Baltimore; Vernon Platt, Somerton (Pa.) Spring; Leonard B. Schloss, Glen Echo (Md.) Park and Pool; Roy Stalon, Spring Lake Park, Oklahoma City; Richard Batt, Pontchartrain Beach, New Orleans; Johnny Bauer, Acushnet Park, New Bedford, Mass.; Joe Malek, Peony Park, Omaha; Irving Rosenthal, Palisades (N. J.) Park and Pool, and Harry A. Ackley, construction biggie, of Pittsburgh.

Column's good friend Chauncey Hyatt, Illinois State Board of Health, in charge of sanitation for swim pools, failed to make this year's meetings because of another convention he had to attend. He was to have presented some interesting subjects, all of which were taken care of admirably by others.

Convention Flashback

In discussing filtration at the round-table get-together, Engineer Becker gave some interesting information on chemicals that are being used in filtration process, all of which, used to create a floc on filters. It was stated that due to existing shortage today of alum many pool ops are cutting down on the amount they have been using and find that they are getting better water. This seems to indicate that they have been employing entirely too much chemical in the past. At any rate that was the consensus after this particular discussion. On the last day two interesting points of argument were opened. Subjects for airing were: *Do Many Pools Provide for Day-time Dancing?* and *What Type of Music Is Furnished—Live Music or Recording?* This was practically a 50-50 proposition, but consensus was that recorded music is best for dancing around tanks.

Priority Paper

Last week this department reprinted the first portion of an interesting paper on chlorine delivered at the convention by Paul H. Huedepohl, Jantzen Swim Association, Portland, Ore., who also is manager of Jantzen Beach Park. Here follows the conclusion of this important thesis:

"It is necessary for pool operators to heed the following advice in connection with priority ruling of chlorine: (1) Estimate amount of chlorine you are going to use by checking back for the past two or three years amount of chlorine used in previous seasons. Order this amount of chlorine at least 60 or 90 days in advance of your opening and estimate amount required every 30 days and have these shipments come to you regularly.

"(2) Confer with your local health department and get an endorsement from it. (3) If difficulties arise whereby this procedure does not result in honoring of your order, take it up immediately with your State Department of Health, which will then take it up with manufacturers or with Civilian Supplies Section of Office of Price Administration and Civilian Supplies.

"(4) As soon as possible, investigate your supply of alum, soda ash and other ingredients required in proper control of swim pool waters and place your order with your supply company immediately. We have found on the Pacific Coast that a shortage of alum already exists and that it will require at least six months to fill many orders for swim pool purposes. Reason for a great deal of this shortage is that paper mills are now running 24 hours a day on defense orders, and naturally a shortage of all (See POOL WHIRL on opposite page)

With the Zoos

CINCINNATI.—Daisy, zoo giraffe, gave birth to a 75-pound offspring December 28. It is the seventh to be born here since 1879. Daisy and the father, Abe, are about seven years old.

CHICAGO.—Edward H. Bean, director of Brookfield Zoo, recently viewed two pandas, gifts of Madame Chiang Kai-Shek and her sister, Madame H. H. Kung, in appreciation of contributions to the China Relief Fund, which stopped here briefly en route from San Francisco to New York City Zoo. The animals, 11 and 8½ months old, were captured in Western China by Dr. David Graham, curator of University of West China. One of the pandas will tour the country for China relief.

Ohio Operator Branches Out

UHRICHSVILLE, O., Jan. 3.—Eddie Francis, operating Riverside Park here, has taken over the Arcade at New Cumberland, O., former dance spot. Art Burgard is in charge of concessions at the park, while Jack Shaw continues to do good roller-skating business there. Francis is in charge of the Arcade, with Frank Laux assisting. Bingo is operating at both spots.

BUSINESS BOOSTERS

(Continued from opposite page)
you are fortunate enough to get a good publicity man who is available at all times, he fits admirably into picnic promotions and other work requiring his particular talents.

Radio Has Good Points

Concerning the somewhat complex fields of radio, we have found that spot announcements during the hours between 5 and 7:30 p.m. get moderately good results. To get the most out of these short radio periods it is wise to record the many interesting and unique sounds of an amusement park in action and use them as background color while the announcer does his stuff. Another suggestion would be to make several short records using the theme of two children or adults going on one of your devices and the exclamations of glee and excitement either while riding or before and after enjoying the device. These recordings can be made for less than \$1 by your own staff on one of the many recording machines of popular make now on the market. In almost every town where there is a radio station there is a certain amount of time during the day devoted to a program known usually as *Street Interviews*. If you were to approach the manager and have a chat with him it is possible that you could get him to hold several of his interviews on the midway of your park. Radio ethics sometimes make it difficult to procure such free publicity without at least paying the line charges and an announcer. Pay it—It's worth it.

Also on almost every station there is a sports program and a sports commentator who is, particularly during the summer, hard-pressed for interesting material. Certainly you are running an amusement park, but also you are playing free acts, and these free acts necessarily involve athletes and acrobatic experts. In Montreal we averaged at least five 15-minute interviews a season with Cliff Butler on Station CFCF. It was a sponsored program as most of them are. He would interview our George Hamid satellites from the viewpoint of their acrobatic abilities and the interview would invariably wind up as a great success because of the diversity and unusualness of the interviewee. Of course, the fact that they were appearing at Belmont Park was strictly incidental, but for an incidental item, the words "Belmont Park" certainly were used to a fare-the-well.

Window Cards Great

And now we turn to billboards, posters and more particularly to the window-size placard used almost universally in our industry. This square of cardboard can be a truly wonderful method of getting across our message to Mr. and Mrs. John Smith. There are six accepted methods of manufacturing these posters: Hand painting, straight stencil, silk screen process, straight painting, offset painting and lithography.

Hand painting a poster is a very expensive pastime. Unless you have money to burn it is hardly the type of poster you would have made by the thousands. However, it does fit in wherever there is a hotel, department store or theater which would not ordinarily accept the

usual run of posters but which will display something in gentle pastel colors and in a neat script, made up especially to fit their particular atmosphere. The usual premium for such favor is the extending of park privileges to the personnel of such organizations, or something a little more concrete in the form of cash. However, such companies are rare and the hand-painted poster for general purposes is hereby relegated to the art gallery where it belongs.

The straight stencil is a simple and not too effective process. Its chief drawback is that the anchors which hold together the letters on the stencil negative always appears in the finished poster, thereby giving a visual result associated with crudeness and cheapness.

The printing method is just what its title implies—just printing. It has a great many uses, but it necessarily has little eye appeal and unless there are three or four catch words used, very little can be said in its favor with regard to arresting the roving eye of the passer-by.

In using the offset printing method, which is a comparatively new and undeniably inferior procedure, we are again in the cheaper poster field, and as in most cases, you get what you pay for. The general visual effect of a poster made using the offset method looks just like what might have been an ordinary poster, but which had been let out in the rain. It has a washed-out anemic appearance.

We come now to the vast field of lithography. A lithographed poster is customarily done in extremely artistic style, using pastel colors which shade off gently to obtain a very pleasing but somewhat quiet result. Of course, one can obtain lithographed posters made in sharply contrasting colors and which result in work lending itself admirably to the amusement theme. Lithography has many virtues. It also has one handicap. It is very expensive unless one plans to place over 10,000 units, in which case it would be advisable to use from an economical and practical viewpoint.

Silk Screen Excellent

There is one system which I have saved until last and which I most enthusiastically recommend. It is known as the silk screen process and combines outstanding effectiveness with economy. Silk screening is basically a stencil procedure without the unsightly anchors mentioned before. It lends itself admirably to striking design and rich color.

Some people are of the opinion that the silk screen is a rather recent invention. Contrary to this belief, it has been used for hundreds of years and originated, as have so many of our truly great processes, with the Chinese people.

The screen used is of the finest silk available, thereby permitting a maximum amount of paint to seep thru with a minimum irregularity of line. The manufacture of these placards involves the use of as many frames as the colors used, each covered with a single layer of silk on which a gelatinous substance has been painted to block out everything but the parts to be printed. The blank poster is inserted in the frame, the first color quickly applied and when it is dry, the second color is applied and when that is dry, unless you are using more than two colors, the poster is finished. A silk screen poster somehow retains the original vivid color of sign paint as it emerges from the can. It is not washed out or faded.

It has been estimated that the silk screen poster is economical up to the 10,000 unit point. Beyond that lithography is advised. Illustrations having to do with amusement parks do not need to be photographically accurate and, therefore, can enjoy the added advantage of being inspired by the genius of an artist rather than the mundane dullness of the camera. From actual experience I can vouch for the fact that if placed in the average store window, a properly composed silk screen poster will be the first thing to catch the eye. Screen work is being used more and more in an ever-widening field. It's used now for all manner of materials such as curtains and toys, etc. It has the virtue of appearing to be a hand-made job without hand work's expensiveness.

Paul Huedepohl has generously prepared a report on the use of advertising publicity at Jansen Beach for the 1941 season. I hope our chairman will have an opportunity to call on Mr. Huedepohl to read his paper. In any case, it is very interesting and I am sure Mr. Huedepohl will be glad to let you see a copy of it.

Also Ray Stator has contributed a paper which tells of the revolutionary change in advertising technique undertaken by his park by eliminating some

forms of advertising and emphasizing others.

Again—many thanks to you for your contribution and my personal thanks for your attention.

POOL WHIRL

(Continued from opposite page)
sorts of chemicals exists in all paper plant sections."

New praise agent for Roney Plaza cabana club and swim pool, Miami Beach, Fla., is Ira Q. Gross, former tub thumper for Floridian plunge in the same environs.

Nate Schencker, who did publicity for Floyd Zimmerman when he staged water shows at the Miami Biltmore, Coral Gables, Fla., and prior to that worked in Billy Rose's press department for the Aquacade, will soon be serving Uncle Sam. He was in training for a while and then was released on a 28-year-old barrier. But he's itching to get back into khaki and smack down a Jap. As who isn't?

AREA

(Continued from opposite page)
the top to furnish a base from which the courageous frog jumped from the can.

These are times which will try men's souls, but the polar star which has directed mariners of all ages will shine on thru this dark storm and guide us to victory and a peaceful shore.

An old and well-established bank is erecting a new building on 42d Street near Broadway, New York; not as a target for bombs, but in which to do a larger business and more adequately serve its patrons. It put on some more men. These bankers have the grit of a brave frog. Have you, Mr. Park Man and Mr. Concessionaire?

Two groups of men are ready to buy amusement parks. Here is a chance for any men who would like to write fairs to their amusement park careers. The writer takes keen interest in being the intermediary to welcome new get-up-and-go into our industry. All who want to get out should make it known.

Take Mental Inventory

This is a good time to take a thorough mental inventory. Sort over your old notions and opinions to see if they are correct. Perhaps a lot of them should be discarded. President A. W. Ketchum has been a member of our national association of park men and an officer for some time. He was once program chairman and yet at our last meeting in Chicago he said that never until he became president did he realize that a convention entailed so much work. The best way to realize the other fellow's burden and responsibility is to get under it a while or watch the changed attitude of those who try it.

George P. Smith Jr. once said the best way to know the work required of a program chairman is to try it. He knew whereof he spoke. A park manager or a manufacturer has no child's play in meeting requirements.

SOMMA'S REVIEW

(Continued from page 41)
Mississippi River and in the bordering States requesting further information regarding the number of 50-foot cars used by exhibitors at their fairs and the number of shorter length cars, also their views concerning the proposed change in the tariff. Not receiving a sufficient number of replies, your chairman forwarded another letter requesting the same information under date of November 10.

Then on November 18 your chairman was advised that the carriers decided to withdraw the proposal and to continue the present tariff in effect.

In May your committee received several letters from members relative to the possibility of the War Department making available certain military equipment for exhibition at fairs. As a result of the inquiry, your chairman was responsible for the letter sent out by Lieut. Col. Dupuy, chief of the Planning Branch,

Bureau of Public Relations, to all members of our association under date of July 5, 1941, advising them that if they were interested in having an army exhibit they should communicate directly with the commanding general of the Corps Area in which they are located. He enclosed a list of the States in Corps Areas and the address of the headquarters in each case. How many members took advantage of this your committee does not know.

In closing, on behalf of the committee and personally, I wish to thank each member of our association for his co-operation, and particularly our president, Charles W. Green, and our secretary, Frank Kingman, for their most helpful advice and assistance, as they responded to every call which was made upon them, and also for their visits to Washington on behalf of our association. I might also add that Charles W. Green left his fair on opening day to fly to Washington to appear before the Senate Finance Committee, and Frank Kingman also met your chairman in Washington on three occasions.

Respectfully submitted, Government Relations Committee, Charles A. Somma, chairman, Richmond, Va.; Paul Smith, Syracuse; Win Kinnan, Columbus, O.; William R. Hirsch, Shreveport, La.; J. J. Isaacson, Omaha; Kenneth Hammaker, Sacramento; Elwood A. Hughes, Toronto.

AROUND THE GROUNDS

(Continued from page 40)
than opening night. Rain halted races and night show on closing day. Exhibits were good.

CHARDON, O.—With a good 1941 profit, Geauga County Fair board voted to buy a \$1,000 Defense Bond.

GRAHAM, Tex.—Glenn Burgess, manager of Possum Kingdom Fair and Graham Chamber of Commerce, has resigned those positions to become manager of Alpine (Tex.) Chamber of Commerce.

★

NOW BOOKING 1942 DATES

★

Selden
THE STRATOSPHERE MAN

World's Highest Aerial Act!

★

A spectacular night and day exhibition, breathless, spine-tingling and thrill-packed. Send for pictorial circular. Permanent address, care of THE BILLBOARD, Cincinnati, Ohio. Representative—Barnes-Carruthers.

WANT

All-Girl Musical Test Show, complete. Send photos. All kinds of rides. Everything permanent for summer. To be used at Sunset Beach, W. Va. Write before Jan. 30.

ALBERT PAULINE
Bentleyville, Penna.

DO YOU NEED
GOOD USED RIDES
Or Have You Any To Sell?
BERTHA GREENBURG
Hotel Kimberly, 74th St. & Broadway, New York

LARGEST MANUFACTURERS OF MECHANICAL
SHOOTING GALLERIES
PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
W.F. MANGELS CO. CONEY ISLAND, N.Y.

**IT'S
Lusse Auto-Scooters
AGAIN
THIS SEASON**

AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them.

LUSSE BROS., INC.

AT
**PARKS, FAIRS
AND ON
CARNIVALS**

Write today for complete information without obligation.

LUSSE BROS., LTD.
Sardinia House
52 Lincoln's Inn Fields
London, W. G. 2, England

2809 N. Fairhill St.
Philadelphia, Pa.

Calif. Spot May Go For Use as Armory; Emergency Hits Biz

HEALDSBURG, Calif., Jan. 3.—War and attendant blackouts have cut business drastically at River Garden Roller-drome and Beach here and at other amusement spots along the Coast, reported Manager Armand J. Schaub. Since December 13, when a two and a half hour blackout reduced attendance to almost the point of non-existence, there has been slow improvement, but it is still far from good.

Shortly before the blackout Manager Schaub completed installation in the rink of tropical decorations and a new lighting arrangement which facilitates operation under blackout conditions. New settings had been advertised extensively. Rink ads flashed on the local theater's screen has helped the gate some. In an effort to boost business a three-month contest has been announced. Defense Bonds and stamps to be awarded patrons having best attendance records.

Adding to the management's worry was a recent survey of the 10,000-foot rink by army officials for its possible use as an armory. They said if the situation became critical the rink would be taken over, but gave assurance that they would not interfere with operation of the beach next summer.

Manager Schaub has joined a civilian defense unit here and has converted his automobile into a fully-equipped ambulance.

AOW NOTES by Don Marshall: America on Wheels, operator of eight rinks in New Jersey and New York, will introduce sale of Defense Bonds and Stamps in its rinks. To stimulate stamp sales a stamp and album in which others may be kept were presented patrons on December 29. Christmas parties were held on December 23. Candy and door prizes, the latter baskets of fruit, were distributed. At New Year's Eve parties there were special programs. Winners of games were given prizes, and souvenirs were passed out.

JACK SHAW has been named manager of Riverside Park Rink, Uhrichsville, O., recently acquired by Ed Francis, former Akron newspaperman. Shaw reported business good, with many special events planned.

Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

2 Big AOW Shows Holiday Highlights

BAYONNE, N. J., Jan. 3.—Spectacular revues, *Roller Revelations of 1942* at Casino Arena, Asbury Park, N. J., on December 26 and 27, and *Romance on Rollers* at Twin City Arena, Elizabeth, N. J., on December 20, units in the chain of eight rinks operated by America on Wheels, were highlights of the holiday season there, officials reported from Bayonne headquarters.

In the Asbury Park show, sponsored by Casino Figure Eight Club, there was a cast of over 100 appearing in three episodes and numerous and varied scenes with elaborate costumes. Because of complicated scenery used in the production, there was no public skating on the two nights. Instead the rink was converted into a theater to afford comfortable public accommodations. Several scenes were flavored with the Christmas spirit, notably in the first episode, when a number of story-book characters were brought to life, including Wizard of Oz, Old King Cole, Mickey and Minnie Mouse, the Silver Knight, Little Miss Muffet and Ferdinand the Bull. Episode 2, *Spanish Fiesta*, comprised several scenes with a Latin background, while the transition of skating from the old to the new was depicted in Episode 3, *Casino Rollerland*, featuring a Gay '90s routine, comedy by the Four Flats and a dance medley by eight couples. Finale numbers were a waltz interlude, *Viennese Night* and *Youthful Shadows*, the last featuring 20 girls.

Claire Miller, Twin City pro, directed *Romance on Rollers*. Most of the costumes were designed by skaters. Assisting in the production were Tom DeVoy, lighting director; Eddie Miller, stage manager, and Estelle Martinique, organist. It opened with a *God Bless America* number, taken part in by four girls, and followed with a pair skating routine, 14-Step formation by six couples, free style, spinning and shadow skating exhibitions; Christmas Elves and the Moth, a scene in which 17 took part; free style and comedy turns, an exhibition by Miss Miller and the finale, *We're All Americans*.

Sefferino and Cincy Judge Entertain 1,500 Dependents

CINCINNATI, Jan. 3.—William F. Sefferino, general manager of Sefferino Roller-drome here, and Judge Charles W. Hoffman of Juvenile and Domestic Relations courts, who is administrator of the Department of Aid to Dependent Children of Hamilton County, were hosts at the rink on December 29 to 1,500 children who receive aid from the department.

Numerous prizes, including sporting equipment and pins, were awarded winners of races. Gladys Lee, rink organist; Manager Sefferino and rink orchestra and staff members donated money for prizes and their efforts. Prominent citizens and business houses also made donations so that children could be picked up by bus and taken to the rink. Children collected sales tax stamps to help defray costs of refreshments and transportation. Party was given a big spread in *The Cincinnati Post*, with a three-column picture and considerable text.

"PROBLEMS of deportment and proper dress at rinks have often been subjects of discussion, writes Cyril Beasall from Chesterfield, England, "and while changing conditions are gradually amending standards of both, it is expected the subjects will always have the serious consideration of enterprising operators. An American magazine had much to say recently about several hundred girls attached to 16 rinks in Ohio and Pennsylvania agitating for amendment of a rule so that they could skate in shorter dresses. It emphasized the contrast between roller and ice rinks, telling how ice skaters went thru the same experience roller skaters are now undergoing, how they used to skate in long dresses and how present-day ice skaters wear skirts as short as is becoming.

"I have plenty of pictorial evidence showing the kind of dress American roller skaters wear and it must be admitted that in some rinks girls wear longer dresses than one might expect, judging by standards I know. It could be said that in some rinks the dress of men and girls leaves something to be desired. Quite a few girls in America appear to skate minus leg covering and there must be some who fall to see how a girl can appear at her best without stockings. There are some who think no man looks properly dressed without a coat. As to dress lengths, anything shorter than two inches above the knee seems unnecessary for ordinary rinkgoers whose program usually consists of a certain amount of plain skating plus a few dances. In the case of the exhibition skater, or those who indulge in free skating something slightly shorter might prove serviceable. In the magazine several hundred girls were pictorially recorded as favoring revision and they paraded in protest against the regulation. Yet there is an inconsistency in the matter. Why is it that the pictures showed girls, in some cases, wearing dresses shorter than two inches above the knee, while others were attired in dresses reaching below the knee?"

ROLL-ARENA, Gloucester, N. J., combined skating and dancing on New Year's Eve, with victory key rings distributed as souvenirs.

FERNWOOD Roller Rink Club, Peoria, Ill., will sponsor a State championship spinning contest on January 30, reported Harley Utzinger, vice-president and party chairman. Ernest A. Hunt is handling entry details.

COMPETITION for Illinois amateur speed, dance and figure roller-skating championships will be held at Arcadia Rink, Chicago, February 27 and 28 and March 1 and 2, meet having been awarded Arcadia by the Roller Skating Rink Operators' Association of the United States. As most of the present champs are in the service and will be unable to compete, there will be new champions in several divisions.

CONVERSION of a garage in Springfield, Mass., into a roller rink is contemplated by Manuel Miller, to whom Building Commissioner Gordon Robertson has issued a permit for alterations, to cost an estimated \$3,200.

ON DECEMBER 27 Mineola (L. I.) Roller Rink began a policy of awarding \$25 Defense Bonds as Saturday night

door prizes, reported Manager Earl Van Horn. Couples' voo-doo number will be held on January 8, with prizes to be awarded three couples. At a New Year's Eve party special numbers and distribution of souvenirs were featured.

BIG O. TURNOUT SEEN

(Continued from page 40)

gram the country has become involved in war, and there is growing belief that the possible effect the war may have on fairs in 1942 and succeeding years may enter definitely into discussions.

General program calls for group meetings Wednesday morning for presidents and vice-presidents, secretaries, treasurers, livestock department managers, women's department heads, junior fair managers and speed superintendents.

At noon there will be a women's luncheon, followed by a general session at 1:15, with President Ralph C. Haines presiding. Mayor Floyd F. Green will deliver the address of welcome, with responses by former Gov. Myers Y. Cooper and I. L. Holderman, honorary association president. Principal speakers will be A. J. Pfeiffer, chief of miscellaneous tax division, 11th district of Ohio, and William S. Ewalt, State tax commissioner. The former will speak on *New Federal Tax on Fair Gate Receipts*. The latter's subject will be *State Taxes*. General discussions on other subjects will follow.

Wednesday night will be devoted to an open speed conference and the meeting of District 1, United States Trotting Association. Judge G. W. Rittenour, president of the USTA, will be introduced. Other speakers will include T. A. Billingsley, Greenville, O., a director of the national organization and member of the State racing commission, and Roger Duncan, executive vice-president of the USTA.

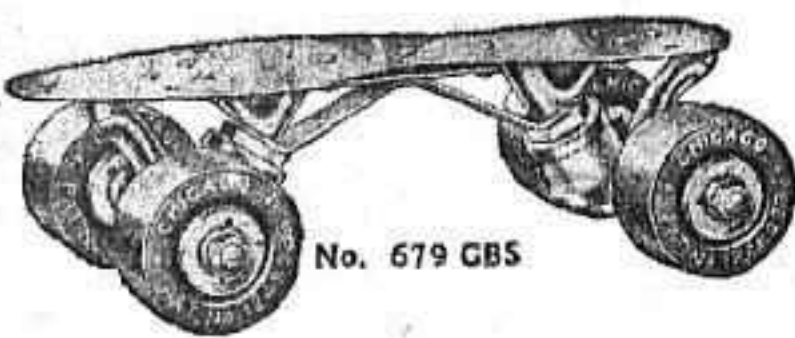
On Thursday morning there will be a joint meeting of the State board of agriculture and the Ohio Fair Managers' Association. Among speakers will be John T. Brown, State director of agriculture; Lieut. Gov. Samuel S. Lewis of Pennsylvania and president of York Fair; Ray Gill, State fire marshal; Joseph T. Ferguson, State auditor; Dale Dunafin, assistant attorney general of Ohio, and R. P. Sandles, Ohio State Junior Fair manager.

At closing general session Thursday afternoon chief speaker will be L. J. Taber, Columbus, for years president of the national grange. Feature of this session will be the trophy and division fair contest to determine the champion fair in 1941 of each division.

At the banquet Thursday night Myers Y. Cooper will be toastmaster. Speakers will be Gov. John W. Bricker and Strickland Gillilan, humorist, Washington. Floorshow will be concluding feature.

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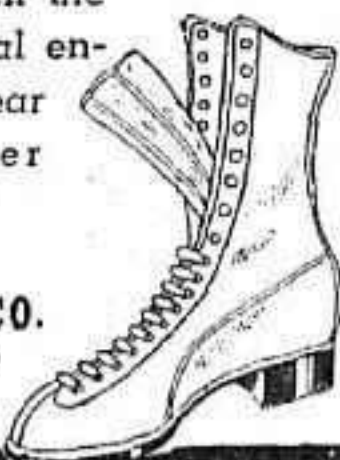
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The Editor's Desk

CINCINNATI

WHILE "Hey, Rube!" has long been passe in the circus, the revival of this rallying cry of the white tops as showdom's slogan in this war can be considered both appropriate and expressive. Time was when, with trouble on the lot, the call, "Hey, Rube!" brought all hands on the double-quick to dispose of it robustly and right now. But for a long time incipient trouble makers on lots have been effectively sloughed by police of circuses, sometimes aided by the local gendarmes. Matters of dispute which might bring on fracas are handled by tactful adjusters—which may or may not be the hard way.

John S. Riggs, Atlanta circus fan, calls attention to an article in the daily column of the Rev. Raimundo De Ovies in *The Atlanta Journal* of December 12, titled, "Hey, Rube!" "The reverend is rector of St. Phillip's Episcopal Cathedral, an outstanding church in the South," tells Mr. Riggs. "His subjects are on every conceivable idea and people, but I had no idea he knew anything about the troupers' call to arms—"Hey, Rube!"

"In a circus there is an organization about as complex as a nation," reads the rector's column, in part. "It is a huge entity made up of very many independent units; and to be part of a circus may mean any one of hundreds of occupations. There are actors, clowns, musicians, acrobats—but all of us know who performs in the rings. However, far more work of various kinds goes on out of the rings and especially when the tents are down and packed away. All sorts of jobs are done by all sorts of people; and, altho they are all related—in the sense that there could not be a circus without them—they are peculiarly individual and specialized. . . . The one thing that is thoro'ly common is loyalty to the outfit. They can quarrel among themselves and they do; but let the circus or any part of it be threatened from the outside and the rallying cry of, "Hey, Rube!" brings everyone out, with whatever weapon is handy, and with an ability for rough-and-tumble fighting which has won respect from every community that has ever challenged it.

"Something of that same active spirit of loyalty and the technique of it are developing in the nation; and the nation needs it. We have even more diverse elements in our national life than any circus and we are exceedingly independent, as units of the whole. Capital, management and business are quite as much so as labor or other organizations; and we have some warm family arguments because that independence and purely local loyalty are fundamental in a democracy. But loyalty to the whole—to the democracy—is as fundamental a principle; nor dare we forget it in such a crisis as we find ourselves. When we do, as a nation and people, realize how serious a threat there is to what we actually love more than life we shall settle our differences peaceably. We want to go on developing our own way of life, difficult as that is. We want to keep the big show going under its tri-color top; and we are going to do it, despite all our own differences and all outside interference. America is one show that is going light on. We must not judge "labor" by a few leaders—or Congress by a few congressmen!

"Hey, Rube!"

YOU'LL qualify as an old-timer by admitting memory of when grocers sold showmen calico for stage settings and when concessions were worked atop upside-down empty flour barrels on hitching lots during court and trade days.

AUTOMATIC stake drivers, canvas spools and other mechanical circus inventions now in use are to prove that going modern will help even more in labor-shortage days ahead. The trusy old bulls, already given plenty of workouts, doubtless will have a few more rows to hoe. It would not be surprising to hear of some topeavy midways storing some of the excess that called for 50 extra local men when setting up. Employment bureaus will not have the men to send to the lot. Angles in the paint market are likely to change circus and carnival color schemes. The old reliable circus red not only is a flash

and a tradition but a symbol of outdoor show biz.

MANY show operators will find it very easy to co-operate under one of the defense slogans: "Make the old things last another year."

JULIUS CAHN, "The Count of Luxemburg," will cut his Florida vacation short because "we all have work to do," and he wants to be back to represent Kewaunee County Fair, of which he is secretary, at the annual meeting of Wisconsin Association of Fairs in Milwaukee. He will miss the Tampa Fair for the first time in years, and bemoans the fact that some early celebrations that he has attended, like Plant City Strawberry Festival, have been canceled. "So I have to do some fishing," he opines, "or visit more with show people along Flagler Street." . . . J. W. (Patty) Conklin, in announcing addition to the midway contract of Sherbrooke (Que.) Exhibition to the Conklin Shows' fair bookings, remarks, "We are very pleased to receive this contract again, inasmuch as the exhibition was called off last year. The Department of National Defense is now turning the grounds back to the exhibition board. I am sure that Sherbrooke will have a bigger and better exhibition than it ever has had."

COULD the Nazis, in revamping their claims on Russian losses, have taken their cue for the hotel-lobby jackpot cutters?

QUARTERS Story: A tab show chorine, who had signed up with her first circus, was invited to winter quarters for the show's annual Christmas dinner. Several days before the much-touted feast she visited quarters. Entire conversation among the folks was about the coming festivities. "Come with me," said the cook to the new ballet girl, "and I'll show you the turkeys that the boss bought for our dinner." Looking them over, she cracked, "You can't fool me. They're not turkeys. A turkey is a unit on So-and-So's circuit."

Leonard Traube's

Out in the Open

NEW YORK

Victory Plan

WHEN the government has a problem affecting, say, manufacturers or labor, solution is made easier by conferring with the heads of the National Association of Manufacturers or one or both of the two big labor organizations, the AFL or the CIO. These groups speak for their members, interpreting their needs and prime objectives to Washington.

Because there is no one organization in outdoor show business which speaks for the business, the government may often seem arbitrary in rulings which happen to touch the various amusement branches. If the federal agencies could seek out a representative committee of this industry, civilian requirements, that is, entertainment phases, would be kept in mind.

Since no such committee exists we herewith propose one under a working title something like Outdoor Amusement Conference for Defense and Victory. Organizers and men of proven ability in each branch of the "summer" industry would be drafted. In the amusement park sphere and its affiliated arms no list of capables would be complete without:

- Leonard B. Schloss, Washington.
- Norman S. Alexander, Philadelphia.
- Herbert F. O'Malley, Rye, N. Y.
- Herbert P. Schmeck, Philadelphia.
- William de L'horbe Jr., Chicago.
- Fred L. Markey and C. D. Bond, Exeter, N. H.
- Edward J. Carroll, Springfield, Mass.
- Paul Huedepohl, Portland, Ore.
- A. W. Ketchum, St. Louis.
- A. R. Hodge, Chicago.
- Jack and Irving Rosenthal, New York.
- Lee A. Sullivan, Jacksonville, Ill.

Nat Green's

The Crossroads

CHICAGO

"TIMES change, and we change with them," says an old saw. As a matter of fact, most of our changes are superficial. If you don't think so just glance back thru the pages of *The Billboard* of 20 years ago and you'll find that the persons now living who were mentioned at that time are, for the most part, still in show biz. As a rule we're not given to retrospection, but in searching for a particular item in the January issues of 1922 we noted many names still familiar to show business and have jotted down a few.

One item chronicled that Abner K. Kline, manager of the Patterson-Kline Shows, probably would spend the winter months in Albuquerque because of ill health. Abner long since left the show end of the biz to sell amusement rides, and he's disgustingly healthy. . . . I. J. Polack was one of the owners of the World at Home Shows and had just hired Robert Gloth to manage the show for the '22 season. I. J. is now one of the leading indoor circus producers. . . . W. C. (Billy) Senior was owner of the Billy Senior Stock Company. Now he sells acts and revues for the Gus Sun Agency and has a couple of acts of his own. . . . Emmett Kelly was spending the winter with George Clark in St. Louis and rehearsing an aerial act. Since then he's got down to earth and made himself famous as a pantomime clown. He's working night clubs this winter.

We got a laugh from this item: "The Palmer House is said to have the call these days as a favorite abiding place for the more prominent showmen who are holding forth in Chicago, altho the lesser luminaries still cling to the comfy atmosphere of the more modern Hotel Planters." Here's one instance where there has been a big change. Now you'll find the outdoor big shots at the Sherman, where the informal atmosphere is more to their liking than the more staid Palmer House.

J. BEN AUSTIN was with Gentry Bros' Circus in '22 and living in Anderson, Ind. Since the Al G. Barnes Circus closed a few years ago Ben has retired

from show biz and is living the life of Riley in San Antonio, doing nothing more strenuous than collecting rents from his properties there. "Same old Ben with the same old smile," said *The Billboard* on the occasion of Ben's visit to the CHI office in '22. What do they mean—old! Ben would resent that even today.

Lead carnival story in the January 14, 1922, issue headed the Heart of America Showmen's Club story: "Monstrous Time" at New Year's Eve Party." Evidently the writer of the head neglected to look up the meaning of the word "monstrous," and the copy reader let it slip by, too.

HERE are a few more Twenty Years Ago, Dear Tom: Mr. and Mrs. Leo Hamilton had just closed the season with the Sells-Floto Circus and the missus was playing Shubert vaudeville, with Leo assisting. They're still going strong. Resting right now in Colorado but soon will be playing winter circuses. . . . Leo Lippa was operating Leo Lippa's Festival Company in Chicago, putting on indoor promotions. Last 10 years or more he's lived in Detroit, where he has devoted his time to show biz and politics. . . . Roy Barrett was clowning on the Mighty Haug Circus. He's been with many circuses since that time and will (See *THE CROSSROADS* on page 55)

League of America, National Showmen's Association, Pacific Coast Showmen's Association, Heart of America Showmen's Club and American Carnivals Association.

The fairs would be represented by these as musts:

- Harold F. DePue, San Francisco.
- Frank H. Kingman, Brockton, Mass.
- Charles A. Somma, Washington.
- Hon. S. S. Lewis, York, Pa.
- Win H. Kinnan, Columbus, O.
- Frank H. Means, Pueblo, Colo.
- P. T. Strieder, Tampa.
- Mrs. Ethel Murray Simonds, Muskogee, Okla.
- C. B. Afflerbaugh, Pomona, Calif.
- Frank Fellows, Springfield, Mo.
- Charles A. Nash, Springfield, Mass.
- William V. Ward, Springfield, Ill.
- Ralph Ammon, Milwaukee.
- Paul Smith, Syracuse.
- Raymond Lee, St. Paul.
- Kenneth Hammaker, Sacramento.
- Ralph Hemphill, Oklahoma City.
- A. R. Corey, Des Moines, Ia.
- Will Davis, Rutland, Vt.

From circus the recruits must embrace: John Ringling North, Sarasota, Fla. George W. Smith, Sarasota, Fla. Zack Terrell, Louisville. Charles T. Hunt, Trenton, N. J. Paul M. Lewis, Jackson, Mich. Bob Morton, Philadelphia. I. J. Polack, Chicago. Orrin Davenport, Chicago. C. W. Webb, Los Angeles.

The following would come from general fields:

- George A. Hamid, New York.
- Frank P. Gravatt, Atlantic City.
- M. H. Barnes, Chicago.
- Walter C. Stebbins, New York.
- Sam Gumpertz, Sarasota, Fla.
- Frank Wirth, New York.
- Ralph A. Hankinson, Orange City, Fla.
- Pat Purcell, Chicago.
- Irish Horan, Wilmington, N. C.
- Gaylord White and Al Sweeney, Chicago.
- Lucky Teter, Philadelphia.
- Louis E. Dufour, New York.
- Frank P. Duffield, Chicago.
- Fred C. Murray, New York.
- John A. Sloan, Chicago.
- Arthur E. Campfield, New York.
- Bernie Mendelson, Chicago.
- Ira Vail, Great Neck, N. Y.
- William Rabkin, New York.
- Col. John Reed Kilpatrick, New York.
- Sam J. Levy, Chicago.

The Canadian situation should be in the hands of Elwood A. Hughes, Toronto; J. W. (Patty) Conklin, Brantford, Ont.; H. H. McElroy, Ottawa; Rex D. Billings, Montreal; Emery Boucher, Quebec City, and Walter D. Jackson, London, Ont.

Who will start the ball rolling to organize the Outdoor Amusement Conference for Defense and Victory?

- R. S. Uzzell, New York.
 - Edward J. Reicher, Washington, D. C.
 - Harry A. Illions, New York.
 - Edward L. Schott, Cincinnati.
 - A. B. McSwigan, Pittsburgh.
 - Arnold B. Gurtler, Denver.
 - Abner K. Kline, Salem, Ore.
 - R. E. Chambers, Beaver Falls, Pa.
 - George P. Smith Jr., Geauga Lake, O.
 - Frank D. Shean, Virginia Beach, Va.
- If we have omitted anyone, and there is no doubt we have, it is only because there are so many capable people in the park business that room is lacking to enumerate them other than at random.

The carnival committee should take in: J. M. Sheesley, Anniston, Ala. C. J. Sedlmayr, Tampa. Sam Solomon, Caruthersville, Mo. Denny Pugh, Waco, Tex. James E. Strates, Elmira, N. Y. Melvin G. Dodson, Jacksonville, Fla. J. C. McCaffery, Chicago. B. S. Gerety, San Antonio, Tex. William Glick, Baltimore. Art Lewis, New York. John H. Marks, Richmond, Va. R. L. Lohmar, Tucson, Ariz. J. Ed Brown, Los Angeles. O. C. Buck, New York. O. N. Crafts, Hollywood, Calif. David B. Endy, Miami. Max Goodman, Little Rock, Ark. John W. Wilson, Petersburg, Va. E. M. Foley, Oakland, Calif. Harry W. Hennies, Birmingham. R. J. Clawson, Chicago. F. E. Gooding, Columbus, O. E. Lawrence Phillips, Washington. J. C. Thomas, Dover, O. Sam Lawrence, New York. Max Linderman, New York. C. J. and E. C. Velare, Tampa, and one representative each from Showmen's

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place

Parcel Post

- Buckingham, Keith, Minor, Frank Wm., 5c
Cain, Wm. H., 5c
Crews, Chas., 14c
Cushman, Victor, Ray, Yvonne, 8c
Davis, J. S., 9c
Delgado, Dianne, 21c
Demars, Alice, 16c
Johnson, Newton, M. C., 3c
Kirksey, M. C., 3c
Knowles, Eileen, 19c
LaSette, Jos., 23c
Lambert, C. L., 7c
McClane, Doris, 5c

- Abbott, Lloyd V.
ACKMAN, WM.
Adams, Al
Adams, A. S.
Adams, Mr. Babo
Adams, Carl
Adams, Dale
Adams, Dec
Adams, A. H.
Adams, Mike
Adams, Mitchell
Adams, Robt. T.
Adams, Sanford
Adams, Seth
Adams, Walter J.
Adams, Zeth
Adkins, Robt. C.
Adkinson, Gordon
Ague, Harry H.
Aiton, Tom
Akbar, Mr.
Akers, Taylor
Alabama Amuse. Co.
Aldrich, Mrs. Sam
Alden, Rocco
Alexander, Arthur
Alexandria,
Alexandria,
Alexander, W. E.
Alexander, Chester
Ali, Charlie
Alice from Dallas
Allen, Arline
Allen, Barney
Allen, Bob
Allen, Boyce C.
Allen, Charley S.
Allen, Claude
Allen, Frank
Allen & Lee
Allen, Juanita
Allen, Roy
Allen, Tom
Allerton, Bonnie
Allyn, J. W.
Albany, A. F.
Alvin, Crystal
AMES, WM.
AMOS, CHARLEY
Ana, Jackie
Anders, Mrs. Boots
Anders, Kokomo
Anders, F. L.
Anders, Mrs. Velma
ANDERSON,
ANDERSON, CARL D.
Anderson, Frank
Anderson, Margie
Anderson, Paul
Anderson, Private
Anderson, James
Andra, Pierre
Andrews, Frank
Andrews, Patsy
Andreano, Mrs.
ANDRONOWSKI, JOHN
Anger, T. A.
Annis, Ralph J.
Anthony, J. C.
Anthony, Milo
Applebaum, Sammy
Archer, H. L.
Are, Bill
Aredo, Joe
Arger, Tom
Arka, Rudolph
Armstrong, Dick
Armstrong, Miss
Arnold, Lyle
Arnold, Ervin
Arnant Brothers
Arroy, Mrs. M. A.
ARTHUR, GHEA.
ARTHUR ALLEN
Arthur, John R.
Arthur, Mrs. V. F.
Artogus, Leonard
Ashwell, Doc
Aston, Jr., Tom
Aster, Chas.
Atkins, Amos
Atkinson, Tom
Augustino, Louis
Babeneck, Phil
Avery, Gene
Ayers, Ray
Avery, Tommy
Babbs, Jack
Babbs, L. A.
Baby Colleen
Backenstoe, Willard
Baker, Earl D.
Bacon, Melvin
Badauff, Doc
Badger, Harry N.
Bahnen, Wm.
Bailey, Mrs. Dolly
Bailey, Forest
Baillie, Jack
Bain, Neil M.
Bainbridge, Joe
BAKER, FRANK
BAKER, JOHN
Baker, Harry E.
Baker, Lee N.
Baldwin, Geo.
Baldwin, (Jitterbug)
Dales, Pat
Ballonte, Paul
Ballard & Rae
Ballinger, Dorothy
Balanger, Gene
Baldwinstone, Art
Balon, Frank
Bammel, Clifford
Bancroft, Fred
Bangs, Jerry
Banks, Russell

- Biggs, Harry
Biles, Clyde
Billings, Mildred
BILLUPS,
SAMMY LEE
Binder, Herman
Birkett, Clyde L.
Birelle, Shirley
Bishop, Geo.
Bishop, LaDott
Bistany, Leo
Black Eagle,
Chief
BLACKA,
HENRY L.
Blackburn, Guy
Blackhall, Thos.
Blackwell, H. G.
BLACKWELL,
VERNON GAY
Blair, C. D.
Blair, F. Allen
Blalock, John
Heavy
Blash, Emma
Blancy, Beverly J.
Blondell, Helen
Blondin, Leon
Blundy, Eddie
Bloodworth, John
H.
Blom, Wm.
Blom, Edw. Jos.
Bogar, Florence
Bohn Trio
Boltz, Emerson
Bond, John
Bond, Mike
Booc, Dick
Book, V. D.
Booker, Letha
Boon, Leslie J.
Boothman, Elaine
Bordera, Gordon
Borella, Arthur
Botans, Homer Leo
Borin, R. D.
Bortz, Leo
Bossier, E. J.
Boswell, Fred
Bost, Wm.
Botwin, Paul
BOULTE, BENNY
Boude, C. F.
Boutreau, Adrien
Boudreau, John
BOWDEN, JOS.
THOS.
Bowe, LaVerna
Bowen, Lefty
Bower, Johnny
BOWMAN, CHAS.
THORNTON
Bowman, Ed
Boyd, Alfred
BOYD, CHAS. R.
Boyd, T. J.
Boydston, Bert
Boyle, Earl
Boyle, C. A.
Boyle, Charles F.
Bezza, Tom
Bradell, Freddie
Braden, Jim
Braden, E. B.
Bradenberg,
Raleigh
Bradford, Thelma
Bradley, Ann
Bradley, Millicent
Bradley, Raxy
Bradley, Roy
Bradley, A. C.
Bradley, O. E.
Bradshaw, Roy
Brady, Frank J.
Brady, Fred
Brady, Van
Bragg, Kelly
Bramen, Danny
BRAMLETT, WM.
GUY
Branchard, Peter
Branchcroft, Zoe Ann
Branda, Nick
Brancham, Jack
Brancham, Ruth
Branchon, Pat
Branchon, Johnny
Branchford, Rodney
Braunstein, B. F.
Bray, Geo.
Breen, Edw.
Brecht, Geo.
Breckenridge, Ed
Brenson, Bob
Brennan, Margie
Brenna, Virginia
Bresk, Frank
Brett, Howard
Brewer, Edw.
Bridgers, Mrs. H.
Briggs, B. V.
BRIGGS,
WILLARD C.
Bright, Louis
BRINEGAR,
THOMAS
Brizendino, Jako
Brison, Ray
Broderick, Paul
Brookley, C. E.
Brooks, Frank E.
Brooks, Geo. H.
Brooks, H. E.
Brooks, Johnny
BROOKS, ALVA
Brown, Barney
BROWN,
BROWN,
Brown, Eddie
Brown, Elton
Brown, Mrs. Flea
Brown, Mrs. Geo.
Brown, Harry C.
Brown, Harry K.
Brown, Harry E.
Brown, Jimmy Leo
Brown, Mrs. J.
Brown, Raleigh
Brown, Ben
(Press)
Brown, E. C.
BROWN, LESTER
LEE
Brown, Norman D.
Brown, Scotty
Brown, Mrs.
Youman
Bruce, Clarence
Bruer, E. R.
Brundage, B. B.
Brunelle, Louis
Wm.
Bruno, Joe
Brussard, Blackey
Brydon, Miss Lee



Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Bryant, G. Hodges
BRYSON, JOHN
BUCHANAN, C. T.
BUCHANAN,
LLOYD A.
BUCHANAN, THOMAS
BUCHANAN,
THEO.
BUCHANAN, RICHARD
Buck, Buddy
Buck, Stephen
Buckingham, Keith
Buckley, Dick
Buckner, Lloyd L.
Buckskin Betty
Buckley, C. O.
Bud, Pony
Budde, Harry H.
Buchling, Wm. T.
Bubnia, Mike
Bullins, Samuel
Bullock, Judd
Buley, Jimmie
Bumps, Bobbie
Bunte, Joe
Burgdorf, Sam
Burak, Anne
Burch, C. O.
Burg, Carl
Burg, Mrs.
Margaret
Burkhardt, Pete
Burga, Shorty
Burke, Danny
BURKE, WM.
FRANCIS
Burke, Mrs. Conna
Jean
Burke, James
Burke, L. W.
Burke, Neil
Burke, W. O.
Burkhart, Noyelles
Bursou, Arthur
Burns, Kay
Burns, Curley
Burns, James J.
Burns, Melba
Burns, R. L.
CHANDLER, RAY
Clancey, Fred
Chanlin, Grant
Chapman, L.
Chapman, W. C.
Charles, Artie
Charles, Bert
Chase, Clayton H.
Chatfield, Carl
Chavanne, James
Chipman, Harry
Chester, Harry
Chesters, Thero
Chico-Chico, Chief
Cheek, Ben
Chipman, Bert J.
Chipman, Gene
Cheer, Prof.
Charlie
Chilton, Jimmy J.
Choate, V.
Christian, Geo. L.
Christian, Jr.
Christian, Louis
CIGIELSKI,
THEODORE
Churka, Andy
Chueck, J. A.
Church, Clarence
Church, Luther
Ciaburri, John P.
Cibull, Mrs.
Gertrude
Clark, Miss Bobbie
Clark, Curley
Clark, Ernie
Clark, Mrs. Ernest
Clark, Irvio
Clark, Harry
Clark, Helen
Clark, Joe Jewel
Clark, John
Clark, Kitty
Clark, Mrs. Louise
Clark, Lannie
Clark, Percy
Clark, Robt. F.
Clarkson, Al
Clannan, Tim
Clannette
CLAYTON, CHAS.
WM.
Clayton, Leo
Clenn, Robt. L.
Clennents, Harry S.
Clifton, Bud
Clint, Toy
Cling, Pat
Cluck, Verman
Clybourne, Julia
Cobb, Wallace A.
Cockelberg, Al
Cockrell, Mrs.
Coffee, Julius I.
Cohen, Rex
Cohen, Milton
Cohen, Jack
Cohn, Ben
Colbert, Geo.
Colman, Ruth
Cole, Edw.
Cole, Hobo
Cole, Clyde C.
Cole, Isabell M.
Cole, Mrs. Millie
Coleman, Clarence
Collander, Jack
Colleno, Con.
Coleman, Bob
Collier, Berdie
Collier, James H.
Collins, Earnie
Collier, L. N.
COLLINS, JERRY
JOS.
Collins, Wm. Slim
Colou, Rex
Comstock, Edward
A.
Comatser, Geo.
Conallo, Art
Conley, Billy
Conlon, Jack J.
Conn, Robt. C.
Conn, Dick
Connors, Jimmy
Conroy, Jack
Conrado, Don
Conroy, Tex
Conteras, Jess
Conway, Everett
Conway, Edith
Conteras, Jos.
Cook, John D.
Cook, Capt. Allen
Cook, Donald
Cook, Willie
Cooklin, Lulu
Cooley, Al
CROSLY, FRED
HARRY
Crosby, Jack
Crosby, Miss Tiny
Crotcher, T. J.
Crusins, A. F.
Crma, Helen
Crumrine, Carl
Crowley, G. C.
Cudner, C. H.
Cudney, Mrs.
Lillian
Cunningham, B. O.
Cunningham, Jay
Cunningham, W.
Cunningham, Newman
Cunningham, H. O.
Curtis, Slim
Cuthbert, Chas.
Curtain, Mrs.
Curtis, Dayton
Curtis, Cornelia
Curtis, Paul E.
Cutler, Earl
Cyr, Joe.
Czudek, Chas.
DAILEY,
EUGENE J.
Daley, Gen.
Dales, Mickey
DALEY,
BUDFORD D.
Daley, Don
Daley, Jimmy
Daly, Joe D.
Daly, Johnny
Daley, Ray
Daniels, C. B.
Daniels, Everett
Daniels, Mrs.
Glendora
DANIEL,
NORMAN L.
Dante, Esq.
Dauville, Mr.
Beala
Danville, Eugene
DABRAH,
ALBERT FRANK
Dane, Ivette
Darroch, Jas. A.
D'Ambour & Reno
Davenport, Tom
Davidson, Morris
Davies, Richard
Davies, Wm. W.
Davis, Anna May
Davis, Buddy
Jack
Davis, Mrs. Betty
Davis, Chester
(Shows)
Davis, Dorothy
Davis, Earl M.
DAVIS, EARL W.
Davis, Geo. &
Daisy
Davis, Graham F.
Davis, Jack
Davis, Jimmie
Davis, E. Jessie
Davis, Kewpie
Davis, Lee Crash
Davis, Lou-Louvette
Davis, Mrs. Salley
Davis, White
DAVIS, WM.
ROOSEVELT
Davis, Dr. W. B.
Davis, Sparky
Davison, Jimmie
Day, Mr. Eiken
Dayson, Herbert
Dawson, Skinnie
Day, Tom
Days, Sunny
Dayre, Judith
DeArio, Bert
DeBaskie, C. Y.
DeCobb, Jimmie
DeHuen, Mae
DeKirkio, Jean
(Mr.)
DeLapart, John
DeBills, Francis
DeWitt, Miss
Bobbie
DeYoung, Mary
Jane
Dean, Aloha
Dean, Babe
Dean, Dimple
Dearduff, Ray
Decker, Al
Decker, David
Edwin
Decker, Otis
Decker, Paul A.
Deimon, Carrie
Degee, Kenneth
Deker, Alice

- Delaney, Pat
Delaney, Peggy
Delaney, Sam
Delaparte, Johnnie
Delgado, Helen
Delrine, Harry C.
Delvine, Mary
Demars, Mrs. Alice
Demarcus, Prof.
Demetro, Archie
Demetro, John
Demetro, Tom
Demetro, Walter
Denenie, Danny
Denham, Bert
Denning, Lawrence
Dennis, Russell
DENSMORE,
GORDON K.
Denson, Bill
Deul, C. R.
Denton, John
DeRistic, Frank
Desmond, Dot
Desmond, Holly
Dessereau, Margie
Devan, Danny
Devine, Lew
Detweiler, Art
Devido, Mrs.
Devos, Mrs.
Myrtle H.
DeWitt, Jack
Dewitt, T. R.
DIAL, EDWARD
Dickson, Harvey
DICKSON, PAUL
D.
Diggs, Army
Dillin, Elwood
Dimes, Jake
DIXON, ROBT.
CARL
Dixon, Corrine A.
DOBBS, WM.
DAVID
Dock, Sam
Dodson, E. L.
Dodson, LaMotte
Dodson, Phil
Butch
Dobbs, Carl
Dolan, John
DOLESCHAL,
ROY E.
Doll Family, The
Dolar, L. D.
Donald, Alexander
Donato, Frankie
Dorman, Mrs. Geo.
Dorsett, Leroy
Doto, Bert C.
Doty, Henry
Dougherty, Bill
Douglas, Dorothy
Dowell, Tommy
Downs, Jack
Doughtrey, Mrs.
D.
Downing, John
Doyle, Mrs.
Crickett
Doyle, David
Doyle, Larry
Doyle, F. J.
Drake, Bob
Drake, Mrs. Lea
Drees, Harry
Drew, James H.
Drew, Marion C.
Drill, Charlie
D'Ray, Phil
Dryden, Chas.
Duff, Mrs. G. C.
Duff, Sheldon
Duffy, Bruce
Dugan, Johnny
Dukechman,
Tommy
Dukes, Arvid
Dulzak, Michael
Dumas, Lillian C.
Dunbar, W. E.
Duncan, Capt.
Chas.
Dunham, Midge
DUNFORD, ACA
DON
Dunkel, Harry
Dunlap, Claude F.
Dunlap, Ray
Dunn, Chester A.
Dunn, Harold
Romco
Dunn, Joe
Dunn, Lyman
Dunn, Ralph
Dunn, Scotty
Dunn, Walter
Duplis, Fred
Dupliss, Fred
Durham, Fred
Dutch, Paul
Dutiel, Richie
Dutton, Harry
Dutton, M. S.
Dutton, Mrs. Nellie
DuVell, Sunny
Dworak, Reggie
Dyer, A. H.
Dykes, Fred
DYMAN, FRANK
Eagen, Walter
Eanes, Willie
Eanes, Frank
Earle, Jr., Geo.
Earle, Wm. C.
Earnhardt, E. E.
EAVES, GEWIN
T.
Eberstein, Curtis B.
Eckert, Chas.
Eddy, Doc
Edema, Barney
Edenfield, Daniel
Eder, Ray M.
Edgar, Mrs. Ada
Edgar, Horace O.
Edwards, Bob
Edwards, Ed
Edwards, Harry
EDWARDS,
LOUIS F.
Eenos, Thy
Egan, Red
Eichorn, Charlie
Eisenbarth, Gene
Esham & Kelly
Eliert, Specks
Eliker, Chas.
Eliker, Mary
Ella Tax, Show
Elliott, Doc Leroy
Ellis, Crip Bill
Ellis, Mrs. F. F.
Ellis, Harvey D.
Ellis, Kid
Ellis, R. C.
Ellis, Sam
Ellis, Sarah
Ellison, Eleanor
Ellison, Jimmy G.
Emerald Sisters
Emmerling, Alex
Emmerton, Herman
Emerson, Doc J. F.
EMIGE, JAMES
WM.
Eng, Charlotte
English, Betty
English, C. L.
English, Dean
English, Harold
ENGLISH,
HARRISON M.
English, Julie
English, Val
English, W. H.
Ehoss, Rue
Erber, Fred C.
Eric, The Great
Erwin, C. H. Jack
EUDALEY,
CLARENCE M.
Eule, Jos.
Eule, Monroe
Evans, Berry
Evans, Bob
Evans, Ed G.
Evans, James
Evans, Jean
Evans, Maryetta
Evans, May
Evans, Merle
Evans, Raymond
Evans, Sam
Everett, Grant
Everitt, Jack
EVITTS, GEO.
LEWIS
Eysted, Bam. Al.
Fabry, Vivian
Fabey, Frank
Fahl, T. I.
Fairchild, Rita
Fairfield, Dr.
Ralph
Falkner, Leo
Fanning, Jack
Faraday, Harry
FARELL, PAUL
Farrington, Gladys
Farris, Mrs. Dolly
Farthing, John
Fase, Betty
Fast, Dan
Faulkner, Louise
Faust, Ite
Fautt, Leo
Fax, The
Mysterious
Faye, Anita
Fee, John L.
FEENEY, JAMES
B.
Felke, Mrs. E.
Feltman, Dave
Felton, Harry G.
Fenelon, John
Fennell, Carrie
Ferguson, D. R.
Ferguson, James
Ferguson, Merle
Ferguson, R. L.
Ferguson, S. A.
Ferdon, Jim
Ferguson, Elizabeth
Fernandez, Joe
Ferraro, Gene
Fetta, Louis Tex
Fiber, Roxie
Fields, Sidney H.
Fields, W. E.
FIEN, DAVID
FILLMAN,
HARRY A.
Gibbs, Ed
Gibson, Mrs.
Catherine
Gibson, Frank
Giffin, Jimmy
Gilbert, Art
Gilbert, Paul
Gilbert, Ray
Giles, Eddie
GILES, RONALD
D.
Giles, Vern
Gillian, Mrs. L. B.
Gillman, Floyd
GILLSPIE,
EDW. ARTHUR
Gilly, Ralph
Giltman, Joe
GILMORE,
ROBT. IRENE
Gilmore, Pat
Gilmora, Maxine
Gilsdorf, Richard
Girard, O. E.
Gladstone, Edw.
Glaire, Wm.
Glasman, Nathan
GLEASON,
FRANK S.
Glen, Maxie
Glen, Billy
Glewn, Joan
GLORISO,
CARMELO
Gloth, Robt.
Globe, J. B.
GLOBE, WM.
HAROLD
GODING,
WARREN F.
Godsey, J. C.
Goek, R. H.
Goek, Geo.
Goffas, Geo.
Goldberg, A. G.
Goldberg, Murray
Golden, Max
Golden, Nathan
Golden, Samuel J.
Goldstone, Roy
Gonzales, R. C.
Goodbrake, Mrs.
Jennie
Goodin, Bill
Goodman, Joe
Goodnight, Leila
Goodwin, Wendell
Goody, Ray
Gordon, Arlene
Gordon, Bobby
Gordon, C. L.
Gordon, Danny
Gordon, E. J.
Gordon, Harold
Gordon, Leonard
Gordon, Lew
Gordon, Robt. A.
Gordon, Sam
Gorman, Carroll
Gorman, Ray Tex
Gory, Gene
Gosnell, Cecil

Notice, Selective Service Men! The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

- Gould, Del
- Gould, Roy
- Gowdy, M. A.
- GRABERT, JAMES E.
- GRABERT, JOS. LEWIS
- Grady, Johnny
- Grady, Kelly
- Grat, Mrs. Lucilla
- Graham, Curley
- Graham, David
- GRAHAM, GEORGE
- Gramlich, Chas.
- Grant, Miss Rena
- Grapes, Norman
- Grass, Lola & Louis
- Grassell, Mason
- Gratich, Merle
- Graves, Allison J.
- Graves, Cleo
- GRAVES, CLINTON K.
- Gray, Gary
- Gray, Geo. E.
- Gray, Jennings
- Gray, Nancy
- GRAVES, ROY
- Gray, Roy
- Gray, Tommy
- Green, Betty
- Green, Mrs.
- Green, David
- Green, Edgar
- Green, Hugh A.
- Green, J. R.
- Green, Joe B.
- Green, Lew
- Green, Marshall
- Green, Ralph E.
- Green, Rita
- Green, Russell
- Green, W. E.
- Greenberg, Harry
- Greenberg, Nathan
- Greenhagen, Scotty
- Greeno, Eddie
- Gregory, Chester
- Gregory, Wm.
- Greenell, Mildred
- Greenham, Homer
- Grey, Al
- Griffin, Doc
- Griffin, James I.
- Griffin, Mrs.
- Griffith, Juanita
- Griffin, Paul C.
- Griffin, Phillip
- Griffith, Bernice
- Grimes, Jack
- Grish, John
- Grobauer, Frank
- Groff, Howard
- Groschat, Merrell
- Gross, Geraldine
- Gross, J. P.
- Gross, Walter
- Gubers, Julie
- Gules, Walter C.
- Gunn, Geo.
- Gutermutt, Chas.
- Gwyer, John
- Hang, Mrs. Alice
- Hang, Ernest
- Hans, Harvey
- Hackett, Betty
- Hackmanitz, Jimmy
- Hackler, Lloyd
- Haddad, Victor
- Haden, Lou Ann
- Hafley, Col. Frank
- Hagen, O. L.
- Hahn, R. M.
- Hale, Peggy
- Haley, Chas. L.
- Haley, T. H.
- Halin, Heinie
- Hall, Arthur
- Hall, Barbara
- Hall, Chas. Red
- Hall, Ed L.
- Hall, Harold
- Hall, Jake
- Hall, Jimmy
- Hall, Mrs. Leo
- Hall, Lew
- Hall, Major John
- Hall, Marguerette
- Hall, Otis
- Hall, Robt. W.
- Hall, Mrs. Ruby
- HALL, WALTER
- HALL, WENDELL
- Halligan, Jack
- Hallings, Ward
- Hallman, L. E.
- Halter, Mrs. Alice
- Hahn, Eugene J.
- HAMILTON, ARCHIBALD H.
- Hamilton, Doc G.
- Hamilton, Fred B.
- Hamilton, Mrs.
- Hamilton, Joe
- Hamilton, Leo
- Hamilton, Texas
- Hamilton, Robt.
- Hamilton, Virgil S.
- Hamplett, J. C.
- HAMILTON, MOI
- HAMMOND, CARL JOS.
- Hammond, E. B.
- Hampton, Jack
- Hancock, Bob
- Hanan, E. P.
- Hanchett, Mrs.
- Hann, Anna
- Hand, Mazie
- Hankins, Mrs.
- Hanley, Cecil
- Hanson, Tommy
- Hammerschmidt, Red
- Hannah, Bill
- Hannan, E. F.
- Hannigan, James
- Hannson, Harry
- Hannson, Bob
- HAPACK, JOE R.
- Harpwood, Earl
- Happy, Tom & Jerry
- Hard, Richard
- Hardman, John
- Hardman, Mrs. J.
- Hardman, Diana
- Harding, Steve F.
- Hardy, Wm.
- Harbina, Barney
- Harlos, Geo.
- Harmon, Geo.
- Harmon, Mrs.
- Harms, Geo.
- Harn, D. H.
- Harn, H. A.
- Harper, Eugene A.
- Harper, James
- Harper, Willie
- Harpool, Walter P.
- Harrell, Mrs.
- Harrell, N. N.
- Harrigan, Edw.
- Harris, A. M.
- Harris, Bing
- Harris, Day
- Harris, Fred A.
- Harris, Geo.
- Harris, H. B.
- HARRIS, JAMES MONROE
- HARRIS, JAMES COLUMBUS
- Harris, Pearl D.
- Harris, R. D.
- Harris, Mrs.
- Harrison, Bill
- HARRISON, JOHN DUVAL
- Harrison, Frank
- Harrison, Jessie
- Harrison, Sisters
- Hart, Eddie
- HART, EVERETT, JOHN
- HART, JAMES HENRY
- Hart, Margie
- Hartsburg, Charlie
- Hartsell, E. D.
- Hartwell, Daisy
- Hartwick, Doc
- Hartzell, John
- Hartzman, Wm.
- Hartzog, Harry
- Harvey, Mrs.
- HASKETT, DONALD D.
- Hassan, Thomas
- Hasson, Thomas
- Hatfield, Jos.
- Hawn, Mrs. Bessie
- Havens, Mrs. Myrtle
- Hawkins, Hayden
- Hawl, Geo.
- Hayden, Paul
- Hayes, Buster
- Hayes, Ed. Anato
- Hayes, Jack
- Hayes, Lester
- Hayes, Pat
- HAYES, KAY
- Haywood, Josephine
- Head, B.
- Head, Harry
- Hearn, Maury D.
- HEARN, THOS. E.
- HEATEN, RUSSELL R.
- Heck, Luther C.
- Heddings, Mrs.
- HEDGECOCK, REX K.
- Hefferman, Thos.
- Hegeman, Wm. E.
- Heines, Jerry
- Heinz, Eddie
- Heller, Geo. M.
- Hellponstall, Carl
- Hofferan, Dr. Joe.
- HELM, CHAS. E.
- HELM, CHESTER ROBT.
- HELMINSKI, JOS. J.
- HELMS, KERMIT CLIPTON
- Hemphill, Louie
- Henderson, Curtus
- HENDERSON, FRANK
- Henderson, Jack
- Hendricks, Cecil
- Hendricks, Eddie
- HENDRICKS, ROBT.
- HENDRIX, EUGENE W.
- Hendrix, Paul C.
- Hendrixson, Fruchie
- Henley, Mrs. Ethel
- Henry, Robt.
- Henry, S. S.
- Henry, Wm.
- Henson, Virginia
- Henze, Jack
- Herbert, Paul
- Herman, Ben
- Herman, Bert
- Herman, Eddie
- Heron, Jimmy
- Hershey, Stella
- Heth, Henry
- Hett, Jo Jo
- Hewitt, Gladys
- HICKLE, ARTHUR P.
- Hickman, Red
- Hicks, Cal
- Hicks, Glen
- Hicks, John
- Hilgenbotham, Jack
- Higgins, Herman
- Higgs, H.
- Hilderbrand, Roy
- Hilman, A. G.
- Hiles, Ruth
- Hill, C. N.
- Hill, Clyde
- Hill, F. O.
- Hill, Gery
- Hill, Geo. & Leona
- HILL, James W.
- Hill, Stacy E.
- Hillborn, Dick
- Hilford, Frank
- Hilston, Bob
- HILSINGER, FLOYD ERNEST
- Hilton, Daisy
- Hilton, Maude
- HINDS, ALTON GEORGE
- Hinckley, Leo
- Hinckley, R. H.
- Hinds, Alton G.
- Hines, Albert
- Hinuant, Diana
- Hirsh, Leo
- Hobbs, Danal
- Hobbs, Ellen Rose
- Hochter, Thomas
- HOCKADAY, LONNIE
- Hodgeman, Gene
- Hodges, Bobbie
- Hodges, Chas.
- Hodge, Geo. A.
- Hodge, Mack
- Hodgin, Marvin
- Hoey, Sid
- Hoff, Rudy
- Hoffman, Bob
- Hoffman, P. Z.
- Hoffman, (Peezee)
- Hoffman, L. F.
- Hoffman, Hans
- Hoffman, Arthur
- Hoffman, Norman
- HOWARD, H.
- Hogan, Sanford L.
- Holley, Christine
- HOLLINGS, HOLLAND E. SNOEDEN
- Holland, George
- Holliday, Jack
- Hollingsworth, Blackie
- HOLMAN, THEODORE
- Holmes, Geo.
- Holmes, J. H.
- Holmes, Lillie
- HOLMES, MILLS ARTEMAS
- Holston, Nat
- Holt, A. Clayton
- Holt, Clayton
- Holton, Patricia
- Homburg, Henry
- HONEYCUTT, HURSTLE H.
- Hooper, Earl
- Hooper, Frank
- Hop, Marilyn
- Hopkins, Mrs.
- Hopwood, Burke
- Horal, Shadocks
- Horigan, Nap
- Horn, Johnny & Jesada
- Horn, Mae
- Horner, Thomas
- Horompo, Paul
- Horrell, Chas.
- Horton, Cecil
- Horton, W. M.
- Horwitz, Edw.
- Hosmer, Bruce
- Hotchkiss, Mitzel
- Houb, Otto
- HOUGHEN, KENNETH D.
- Hough, Paul
- Hourigan, Nap
- House, Mae
- Houston, Leo
- Howard, Bob
- HOWARD, CHARLIE
- Howard, Kay
- Howe, Bob
- Howell, Doc
- Howell, Edith
- Howey, Clyde
- Howey, Mrs.
- Howe, Evelyn
- Howie, Vern
- Hoyt, Sid
- Hubbard, Mrs.
- Hubb, Joe
- Hubert, Eileen
- Huddle, Mrs. Pearl
- Hudson, Mrs.
- Hudspeth, Fred
- Huffman, Mrs. Cleo
- Huffie, John
- Hughes, Buddie
- Hughes, Eddie
- Hughes, Lucille
- Hull, S. A.
- Hulme, Geo.
- HUNT, DANIEL
- Hunt, Kid
- Hunt, Ralph
- HUNT, UNION BANNER
- Hunter, Gladys
- Hurdley, Spencer
- HURD, HENRY M.
- Hurd, Jimmy
- Husson, Jack
- Hussey, Camilla
- Husted, Sherman
- Huston, Walter
- Hutchens, Earl
- Hutcherson, R. L.
- Hutchinson, Lester
- Hutchinson, Marie
- Hutchinson, W. G.
- Hutson, T. W.
- Huttop, Betty
- Hutzler, Virgil
- Hymon, James
- Ingles, Earl
- Ingraham, Albert
- Inscho, Chas.
- Iola, Miss
- Irwin, David
- ISON, EARL EUGENE
- Isom, Julia
- IVEY, GROVER
- Jackson, Effie
- Jackson, Ellis T.
- Jackson, Helen
- JACKSON, JIMMIE B.
- Jackson, Luther
- Jackson, Silver
- Jackson, Wild Dick
- Jacobs, Rudy
- JACOBS, EARL PREDERICK
- Jacobs, Eddie
- Jacobson, Dona
- Jacobson, Herman
- Jagger, Jas. N.
- James, C. C.
- James, Mrs. Julia
- James, Mrs. Lillian
- James, Martha
- JAMES, VYVA ELMER
- Jameison, Eddie
- JANECEK, JOHN S.
- Jarvis, Carl
- JARRARD, WM. LUTHER
- Jaris, Lounie
- Jarvis, Slim
- Jason, Fred
- Jeffries, Carl
- Jenkins, Rastus
- Jennier, Walter
- JENNINGS, GROVER L.
- Jennings, Janney
- JENSEN, RALPH PALMER
- Jeter, Van L.
- Jett, C. C.
- JILES, RICHARD D.
- Johns, J. L.
- Johns, Riley
- Johns, Steve
- JOHNSON, AT-BERT JOHN
- Johnson, Andrew
- Johnson, Charles
- Johnson, Clayton
- Johnson, Cleo
- Johnson, Dallas H.
- Johnson, Eddie H.
- Johnson, Mr.
- Johnson, Jack
- Johnson, Jessie
- Johnson, J. W.
- Johnson, J. B.
- Johnson, Prof. Job
- Johnson, Midino
- Johnson, Mike
- Johnson, Theo.
- Johnson, Rellon
- Johnson, Russell B.
- JOHNSON, THOMAS F.
- Johnson, Windy
- Johnsons, Ray
- Johnston, Ray
- Joiner, David
- Jones, Mrs. Agnes E.
- Jones, A.
- Jones, B. H.
- Jones, Ben R.
- Jones, Carl T.
- Jones, Mrs. Joy
- Jones, Mrs. Marion
- JONES, DOUGLAS ARNOLD
- JONES, JOHN W.
- Jones, Kenneth
- Jones, Mrs. Marie
- Jones, P. M.
- Jones, Percy
- Jones, Polly
- Jones, Ray D.
- Jordan, Joe T.
- JORDAN, HENRY
- Jordan, Red
- Jordan, Sandra
- Joseph, Frank
- Joseph, Stanley
- Josephine, Jolly
- Joyce, Marty
- Joyce, Victoria
- Juilen, Harry
- Julien, Lee Pat
- Justus, Don
- Justin, John J.
- Kaaf, Edna
- Kahn, Mrs. Margio
- Kahos, Harry
- Kain, E. J.
- Kaiser, Martha
- Kalen, James B.
- Kaler, Vic
- Kaller, Carl
- Kamm, Al
- Kamm, Iona
- Kanapa, Halo N.
- Kane, Jimmy
- Kanerna, Gus
- KANERVO, HENRY I.
- Kann, David Abu
- Kaplan's Arcade, Sam
- Kaplan, Ben
- Kaplan, Mike
- Kaplan, Morris
- Kaplan, Sam
- Kappelman, R.
- Karamola, Tom
- Karkeet, Geo.
- Karns, Leonard
- Karns, Ed L.
- Karo, Helen
- Karr, Joe
- Kasher, Chas.
- Kashin, Tom
- Kats, Larry
- Kaufman, Mrs.
- Kausman, Elmer G.
- Kay, E. B.
- Kaw, Irene
- Kawekin, Peter D.
- Keane, Scotty
- Keating, Bob
- Keating, Jimmy
- Keating, R. M.
- Keatley, Geo.
- Keaton, James S.
- Kee & Tuck
- Keeler, Walter
- Keenan, Al
- Keenan, Eddie
- Keating, Mrs. Babe
- Keith, Midge
- Keith, Mrs.
- Minnie
- Kelley, Alvin
- Kelley, Mrs. Betty
- Kelley, Eugene
- Kelley & Hayes
- Kelley, Miss Jackie
- KELLY, JOE
- Kelley, Margie
- Kelley, Michael & Reba
- Kelly, T. W.
- Kelly, Wm. T.
- Kelzen, Emma
- Kenon, Bill
- Kenard, Wayne
- Kenlo, John
- Kenner, Beadie
- Kent, Cleo
- Kent, Jack
- Kentucky Lee
- Kenyon, Dick
- Kepler, Jack
- Kepler, Jesse R.
- Kereskes, Geo.
- Kerkis, Harry
- Kerns, Lester
- Kessler, Jack
- Ketrow, Frank
- Ketterer, Chas. B.
- Kettle, Chas. B.
- Kettle, Dene
- Kettle, Lillian
- Kerstone, Lillian
- Kerster, Richie
- Kiehl, E. L.
- Kilgore, J. D.
- Kilpatrick, H. M.
- Kinball, Kathleen
- Kinball, Bill
- Kinchloe, Mielkie
- King, Betty
- King, Clara & Kellie
- King, Clarence R.
- King, Duke
- King, Grace & Gabe
- King, Hazel
- King, Henry
- King, Kellie
- King, L. G.
- King, Margie
- King, Mickey
- King, Nancy
- King, Patrick T.
- King, Mrs. Rose T.
- King, Rosa Lee
- King, Roy
- Kingbury, Donald
- Kingman, Mrs. P. S.
- Kingston, Helene
- Kinnard, Diana
- Kinney Bros.
- Kirksey, Marvin C.
- Kirk, H. H.
- Kirschman, Wm.
- Kist, Frank
- Kleider, Tiny L. H.
- Kittorman, H. W.
- Klanatsky, Andrew
- Klayborn, Harry
- Kleider, Paul A.
- Klein, Clarence
- KLINE, ALBERT COLVIN
- Kline, Bob
- Kline, Nate
- Kline, P. H.
- Kling, Pete
- Knauf, Mrs. Earl
- Knight, Clarence
- Knight, Peltz R.
- Knight, H. C.
- Knight, Irving W.
- Knight, J. W.
- Knight, Richard J.
- Knight, Jack
- Knox, Deland
- KNOX, FORREST DALE
- Koford, Wm.
- Kohl, Eddie
- Kolms, Don
- Kolb, Ray
- Kolb, Robt.
- Kolsson, Allen
- Korston, Joe
- Korte, Mrs. Ruth
- Kosher, Chas. D.
- Koster, Chas. H.
- Koungot, Alexander
- KOUSIOS, JOS. ANDRIAN
- Kramer, L. W.
- Kratz, Willis
- Kranz, Wm.
- Krestes, Geo.
- Krews, Henry
- Krutz, Wilma
- Kuhn, Mrs. Lillian
- KULP, CHAS. J.
- Kunz, Wendell
- Kuni, Lani
- Kurtz, Al
- Kutz, Lawrence
- Kylio, Dorothy
- LaBarra, Chuck
- LaBounty, Paul
- LaBreaque, Harry
- LaCampania
- LaCost, Sherman
- LaDelle, Jackie
- LaDux, Mario
- LaFaye, O.
- LaFayette, A. E.
- LaFlair, Warren
- LaFollette, Great
- LaFontaine, Amie J.
- LaGran, Steve
- LaJay, Mildred
- LaMar, Paul
- LaMar, PeeWee
- LaMoind, Frank
- LaPaarl, Harry
- LaPine, Harry
- LaPoint, Ruth
- LaRane, Harry & Eva
- LaRue, Bobbie
- LaRue, Freddie & Gale
- LaRue, Frenchie
- LaRue, Jimmy
- LaSalle, Joseph
- LaValle, Eddy
- LaVerne, Joan
- LaVerne, Tholma
- LaVone, Walter E.
- Lacy, Dorothy
- Ladanyi, Mrs. T.
- Ladd, Mrs. Louise
- Ladlaw, John
- Lake, S. W.
- Lakesson, Perry S.
- Lamar, B. W.
- Lamb, Alexandria
- Lamb, Frances B.
- Lamb, J. P.
- Lamb, L. B.
- Lamb, Marie
- Lamb, Scott
- Lamont, C. R.
- Lamont, Geo. A.
- Lamont, June
- Landaker, H.
- Landers, Pat
- Landorf, Black
- Landue, Philip
- Lane, B. J.
- Lane, Mrs.
- Lane, Catherine
- Lane, Frank B.
- Lane, Jack P.
- Lane, Paul
- Lane, Waneta
- Langford, Dick
- Langley, Mack
- Langham, Harvey
- Lanham, Peggy
- Lang, Albert H.
- Lannone, Richard
- Larabie, Jimmie
- Larcy, Eileen
- Larimer & Hudson
- Layton, Sylvester
- Larkin, Bobby
- Lasch, Walter
- Lesky, S.
- LASLEY, BENJ. VERNON
- Lynn, Dono
- LYONS, JAMES R.
- Lytell, Fred
- Lytton, Courtland
- Lytton, Frank
- McAlister, Tate
- McAllen, Geo.
- McAllister, Conde
- McArthur, Hugh L.
- McAvoy, Danny
- McBride, Wm. Lawrence
- McBride, JAS. WM.
- McBride, P. S.
- McCaffery, Buck
- McCAHEM, FRANK OLIVER
- McCall, Hubby L.
- McCannell, Jimmie
- McCampbell, A. P.
- McCann, Jimmie
- McCarroll, R. L.
- McCARTER, JOHN SAMUEL
- McCart, R. C.
- McCarthy, Ambrose
- McCauley, Harry
- McCaskoy, J. H.
- McClain, Mary B.
- McClain, O. C.
- McClay, Mickey
- McClean, Bill
- McClellan, J. T.
- McClellan, Mrs. Cora
- McClelland, J. C.
- McCloskey, F.
- McCloy, Clarence
- McCLURE, JOHN PAUL
- McCluskey, T. F.
- McClusky, Bill & Juanita
- McCormack, ALONZO
- McCormick, Jess
- McCoy, JAMES ODELL
- McCoy, M. P.
- McCoy, Mac
- McCoy, J. B.
- McCurbin, Danny
- McDaniel, Bill
- McDaniel, Pauline
- McDonald, Peggy
- McDonald, Frank
- McDonald, Mr. Ivan
- McDonald, Danzil
- McDonald, Jack
- McDonald, Chas.
- McDonald, Jack
- McDonald, (Wye)
- McDonald, Mrs. Kay
- McDonald, Mrs. Mary
- McDonald, Wm. D.
- McDonald, Wm. F.
- McDonald, Sally
- McDonald, Cliff
- McDowell, Carl
- McDowell, Karl
- McDwin, Capt.
- McFALL, WAYNE
- McFarland, Mack
- McFARLING, WILLARD LEE
- McGee, Andrew N.
- McGee, Lester
- McGee, Pag
- McGee, Pauline
- McGee, James
- McGinnis, Cletus
- McGinnis, Bob
- McGinnis, J. F.
- McGrath, P. A.
- McGuire, Fred
- McHendricks, R. G.
- McIvers, Paul
- McKay, Walter & Helen
- McKee, Mrs. Nannie
- McKenna, Edward F.
- McKnight, C. H.
- McKittick, W. R.
- McKnight, Jack
- McKowsky, Alice
- McLaughlan, Alex
- McLane, Jane
- McLaughlin, Alexander
- McLaughlin, Bill
- McLellan, Frank
- McLellan, Bobbie
- McLennore, Leonard
- McLennore, V.
- McMAHAN, MOTE PAUL
- McMaster, W. B.
- McMatt, J. L.
- McNAMARA, JAMES
- McNamore, V.
- McNaul, Mae & Maud
- McNeill, A. W.
- McPride, Danny
- McQuinn, Billy
- McREYNOLDS, WM. RUSSELL
- McSpadden, J. R.
- McVay, Capt.
- McVey, James
- McWhirter, Ray
- McWhirter, Clyde
- Mabee, Bill
- Mace, Phil
- Mack, Blondie
- Mack, Cuban
- Mack, A. C.
- Mack, Musical May
- Mace, the Morry
- Mackie, Ann
- Macaria, Jack
- Madden, Tom
- Maddox, Earl L.
- Maddox, Ray
- Madigan, James P.
- Mahdi, L. D.
- Mahl, Jule
- Mahoney, Mrs. Jack
- Mahoney, Mrs. Jean
- Maibach, Geo.
- MAILHOT, THEODORE W.
- Mailhot, Ted
- Maison, Jay C.
- Makar, Johnnie
- Malask, Jack
- Malbin, Ed
- Malcolm, Dave
- Males, Jack
- Mallory, C. E.
- Mallory, Clyde
- Mallor, Uthaine
- Malone, Molly
- Mancy, Eva & Eddie
- MANGLE, MICHAEL A.
- Manhattan Players
- Manley, John
- Mann, Carl
- Mannheimer, J. B.
- Mannheimer, Joe B.
- Manning, Ross
- Mansell, M.
- Mansfield, Frank & Marie
- Mansfield, Jack
- Mansfield, Robt.
- Mansfield, Shooting
- Manville, C. F.
- Marasno, Gladys F.
- Marcell, Dr. Marcus
- March & Play
- Mareuse, Lew
- Marietta, Roy E.
- Marinick, Bill
- Marino, Hippodrome
- Markle, Marjorie
- Markis, Grover
- Marlow, Sam
- Marlowe, Donald
- Marlowe, Mrs. Theol N.
- Marr, J. A.
- MARSHALL, HOWARD
- Marshall, Richard
- Marshall, Thurman
- Marshbanks, Maio
- Marshotte, Bob
- Martin, Art
- Martin, Mrs. Birdie
- Martin, Carl
- Martin, Mrs. Daisy
- Martin, Edward T.
- Martin, Edwin B.
- Martin, Mrs. Ethel
- Martin, Fern
- Martin, Mrs. Gail
- Martin, Harry P.
- Martin, Hot Half
- Martin, Jack
- Martin, Janet
- Martin, Karl
- Martin, Kippie
- Martin, Mickey E.
- Martin, Robert
- Martin, W. Terry
- Martin, Tom
- Mauser, Joseph
- Mason, Billy
- Mason, Jay
- Mason, John
- Mason, Raymond
- Mason, Miss Ruth
- Massey, Phil
- Masters, Johnny
- Mathews, Clerieta
- Matson, Ellis
- Mathews, Ben
- Mathis, Benny
- Maul, Mrs. R. Davidson
- Maurice & Andie
- Maurice, Fred
- Maxwell, Joseph
- May, Mrs. Thekla
- Mayor, Geo. F.
- Mayer, Prof.
- Livingston
- Mayfield, Murray H.
- MAYO, S. C.
- Mays, Bob
- Mayman, David
- Mayman, Gilbert
- Meachum, Homer
- Meade, Mrs. Julia
- Meade, W. H.
- MEALY, CYRIL C.
- MEDINA, PETE
- Medley, Thos.
- Meek, Mrs. Damsa
- Meeker, Geo.
- Meeks, Betty
- Meers, Mario
- Mefferd, Buddy
- Megerie, Howard
- Meggs, Dan J.
- Meineta, Waldo G.
- MEISS, RAYMOND T.
- Melba & Russel
- Melville, Mrs. Bertha
- Mencher, Ted
- Menmett, Eddie
- MEPORE, MATTIO JOS.
- Mercer, Jean
- Merchant, Ted
- Mercy, Dorothy
- Mercy, Nat
- Merrill, Robert
- Merritt, Ray
- Merrithews, Mrs.
- Merritt, L. L.
- Morris, Betty J.
- Marvin, Robt.
- Messick, Tommy
- Mettler, Raymond
- Metz, Mrs. Grace
- Metz, Ted
- Mexican Rosa
- Meyers, A. E. F.
- Meyers, Ben
- Meyers, Brovino
- Meyers Jr., Earl
- Meyers, Frank H.
- Meyers, Harry
- Meyers, Johnny
- Meyers, Pauline
- Meyers, Steve
- Mieal, Johnny
- Michals, Robert
- Michell, Charlie
- Michener, Louis
- Mieller, James
- Miguel, Walter Jess
- Milares, Frank
- MILAN, CHAS. R.
- MILANOVICH, ELI
- MILANOVICH, JOHN
- MILANOVICH, SAM
- Miles, Chas. J.
- MILNE, LOUIS
- Miller, A. B.
- Miller, A. C.
- Miller, Art
- Miller, Bobby
- Miller, C. E.
- Miller, F. W.
- Miller, Fred
- Miller, H. A.
- Miller, J. R.
- Miller, Blackie
- Miller, Cash
- Miller, Chandler
- Miller, Cole
- Miller, Dick
- Miller, Mrs. Ethel
- Miller, Flossie
- Miller, Hazel
- Miller, Harvey
- Miller, Jerry
- Miller, Little Joe
- Miller, Nat
- Miller, Paul C.
- Miller, Princess
- Miller, R. A.
- MILLER, RICHARD
- MILLER, RALPH
- MILLER, ROBT. CHAS.
- Miller, Roy
- Miller, Shep
- Miller, Ted
- Miller, Wanda
- Miller, White
- Millette, Iva
- Millette, Penny
- Miller, A. B.
- Milken, Geo. P.
- Mills, Bobby
- Mills, Chester
- Mills, Jimmy
- MILLS, JOHN LINCOLN
- Mills, Mrs. Opal
- Milo, Anthony
- Milsp. M. J.
- Minah, Babe
- Miner, Frank
- Mincer, Glenn
- Miska, Miss Rita
- Minor, Wm. Frank
- Mitchell, Anthony J.
- Mitchell, C. A.
- Mitchell, Charlie
- Mitchell, Danny
- Mitchell, Frank J.
- Mitchell, G. C.
- Mitchell, G. L.
- Mitchell, Geo. J.
- Mitchell, Jack
- Mitchell, John
- Mitchell, Juan
- MITCHELL, JUDKINS THOS.
- Mitchell, Leroy
- Mitchell, Peggy
- Mitchell, Roy
- Mitchell, Roy F.
- Mite, Major & Midget Joe
- Mix, Art
- Mixon, Eddie
- Mitulis, Adam
- Mobley, Harry
- Model, Harry
- Moe, Arthur
- Mollen, Frank
- Monahan, Dave
- Monahan, Eddie
- MONROE, GEO. ELMER
- Monroe, Preacher
- MONTEAGUE, IVAN L.
- Montana, Tricie
- Montanero, Dorothy
- MONTELO, JAS. THOS.
- Montez, Loreta
- Montford, Stanley
- Montgomery, Bert
- Montgomery, Don
- Montgomery, Trevor
- Moore, A. L. Dinty
- MOORE, ARTHUR RALPH
- Moore, Chas.
- MOORE, EARL EDW.
- MOORE, ELIJAH CLARE
- Moore, Mrs. Effie
- Moore, Frenchie
- MOORE, GLENN GORDON
- Moore, Mrs. Goldie
- Moore, Mrs. Helen
- Moore, Jack Del
- Moore, JOHN DAVID
- Moore, Park
- Moore, Patrick H.
- Moore, Robt.
- Moore, Rosalie E. or Maudie
- Moore, Roscoe
- Moore, Thomas
- Moore, W. J.
- Moore, Whispering (Rodeo Clown)
- Moorehead, Speed
- Morales, Dorothy
- Morales, Teresa
- Moran, Geo.
- Moran, James
- Moran, June
- Moran, Tony
- Morey, Henry A.
- Morgan, Aggie
- Morgan, Bud
- Morgan, Duke
- Morgan, Fred
- Morgan, Mrs. H. H.
- Morgan, Jack
- Morgan, Lamou
- Morgan, Laymon
- Morgan, Stina
- Morgan, W. E.
- Morris, Chip
- Morris, Claude
- Morris, B. D. Doc
- Morris, Joe Jam
- Morris, PeeWee
- Morris, Roy L.
- Morrissey, D. T.
- Morrison, Ray
- Mortalaro, James
- Mortensen, Mrs. Fred
- Mortier, Paul
- Morton, Robert
- Moser, Willey
- MOSLEY, WILLIE LAWSON
- Moss, Al
- Moss, Anna Ray
- Moss, Chas.
- Moss, Lee
- Mottler, Ernest
- Mouton, Ben
- Moulton, Frank
- Moyer, E. H.
- Moyses, Ed A.
- Mulkey, Virgil H.
- Murphy, D. C.
- Murphy, Eddy
- Murphy, Jerry J.
- Murphy, Joe
- Murphy Jr., John J.
- Murphy, Joseph
- Murphy, K. C.
- Murphy, Walter
- Moreland
- Murray, W. M.
- Murray

- O'Bryan, Pat
O'Connell, Dorothy G.
O'Connell, Helen
O'Connell, Margaret
O'CONNOR, MICHAEL JOS.
O'Connor, John J.
O'Dare, Barney
O'Day, Jerry
O'Donnell, Jack
O'Dell, Blackie
O'Dell, Jessie
O'Dell, Mrs. Minnie
O'Donnell, Thomas
O'Hara, Bob
O'Hara, Mrs.
O'Hara, Mrs. Dorothy
O'Hara, Mrs. Robt.
O'Harrall Jr., Victor P.
O'Leary, James
O'Neil, Mrs. G. G.
O'Neil, Esther
O'Neil, Frank J.
O'Neil, Mrs.
O'Rear, Johnny
O'Reilly, Jerry
O'Reilly, Pat
O'Shaughnessy, Austin
O'Shay, Whitey
Oakerson, Mrs. Margaret
Obricht, The
Oderick, C. J.
Odgers, Mrs. Georgia
Odgers, Roy
Ody, Kaye & Mel
Oefinger, Bill
Ohanan, Theo. M.
Okado, Mrs. Edith
Olenick, John
Olliver, Patsy
OLLIVIN, EDWIN H.
Olson, Chas. (Waverl)
Olson, Margaret
Olson, L. Don
Onyx the Clown
Orr, Allen
Orr, Jack
Orrell, Renee
Orton, Tex
Osborne, Harry
Osborne, James
Osbourne, Jas. L.
Oshen, Geo.
Osten, J. L.
OSTROWSKI, JULIUS F.
Ott, Jerry
Otto, Bert
Otis & Prescotts
Overfield, Bill
Overman, Wally
Owens, A. Frank
Owens, Frank
Owens, Arthur
Owens, Bill (Billposter)
Owens, Miss Elaine
OWENS, GER. ALD RUFUS
Owens, Richard
Owens, Tex (Slim)
Owens, Wm.
Oykhner, Barney
Paddock, Mrs. Baddie
PAGE, PAUL EDWARD
Page, W. C. (Blackie)
Paige, Marjorie
Palert, Al
Palen, Bud
Palin, Wm. G.
Palmer, Alfred M.
Palmer, Buck
PALMER, CHESTER C.
Palmer, Howard & Iva
Palmer, Joe V.
Pano, Joseph
Panc, Billy & Conchitta
Pappas, Gus
Panther, James
Paradise, Mrs. Hattie
Paradise, Jimmie
Pargio, Prof. Charles
Patee, Pat Miss
Parent, Arthur
Paris, F. R.
Parker, Bobby
Parker, Freddie
Parker, Harry
Parker, Mrs. Sue
Parks, Mrs. Billie
Parks, James A.
Parnely, Windy
PARNISE, PATSY
Parmon, Leslie
Parrish, Dale
Parrot, Wm.
Parsons, E. M.
Parsons, Garley
Parsons, Jack
Parsons, John T.
Passo, Jim
Pasterson, Eddie
Pastor, Frank
Paul, Prince
PATRICK, ROY WILSON
PATRICK, RYAN HAROLD F.
Patterson, L. W.
Patton, Cliff
PATTISON, JAS. RUDOLPH
PATTON, JAS. GUMFORT
Paugh, Harry
Paul, Bob
Paul, Mrs. Daisy
Paul, R. J.
Paulert, Albert
Paulus, Eugene
Pavan, Louis
Payne, Chas. F.
Payne, Chas. H.
Payne, Jimmie
Payne, Mabel
Payne, Harro
PAYNE, WM. GREER
Payne, Joe
Pearce, Charles
Pearl, Joe
Pearl, Walter J.
Peavey, R. E.
- Peck, Kenneth
Pellett, Peggy
Pellis, Margaret
Peltier, Fred
Pence, Lonnie
Pendleton, Julian
Penkin, Dixon
Pentlick, Jon
Pepper, W. H.
Peralta, Victor
Perchal, Thos.
Peroz, Ernest
Perdue, Jacqueline
Perkins, Frank D.
Perkins, Geo. M.
Perkins, Henry
Perry, Bob
Perry, C. H.
Perry, Raymond
Perry, Mrs. Rose
Perry Twins
PERRY, ROBERT
PERRY, WILLIE
Persons, Allen
Pestello, Wynn
Pesano, Joe
Peters, Marie & Robt.
Peters, Stephen
Peterman, Irene
PETERSON, GLENN F.
Peterson, Julia
Peterson, Vic
PETEUSKY, GEORGE
Petrella, Louis
Petrollo, Mike
Petro, Janice
Petry, Helen
Petre & Rafael
Pfahl, Chuck
Pfeiffer, Harry
Phelps, W. P.
Phelps, Verne
Phillion, Eddie
Phillips & Seymour
PHILLIPS, CARROL
Phillips, Evelyn
Phugh, Benny
Pielot, Alexander
Pickering, Dan
Pickert, Rolly & Verma
Pierce, James
Pierce, Ralph
Piercy, Mrs. Hazel
Pike, Lewis J.
Pitcock, Roger
Pitce, Stella S.
Pitzer, Billy
Pizzola, Ted
Piaz, Stanley J.
Platt, Johnny
Poe, Bill & Irene
POEL, MARVIN H.
Pokoluk, Olga
Pollock, Chas. Edw.
Pollock, Harry
Polite, John
Polk, Mrs. Bessie
Polk, Olla
POMPONENI, ANTHONY
Pontion, Joe
Pontius, Mrs. Catherine
Porch, Harry
Poole, Forrest O.
POORE, JERRY
POSCOPE
Pope, Mrs. Billie
Poplin, Charles
Poplin, Tommy
Poppentose, Ted
Porter, Charles
Portella, Clinton
Poseb, Bailey D.
Potter, Halia H.
Potter, Lola Mae
Potts, Helen
Powell, Arthur E.
Powell, Carl
Powell, J.
Powell, Mrs. Marie
Powell, Lee
Powell, S. B.
Powers, Frank J.
Prebich, Arthur
Prechak, Michael
Preskitt, C. T.
PRESNELL, ALEXANDER
Prest Show, Frank
Preston, Charlotte
Price, Ben
Price, Harry C.
Price, Julia
Price, Kenneth C.
Price, Walter X.
Price, William
Price, W. O.
Pritchett, Mrs. Golda
Proctor, Dick
Proctor, Fern
Procter, Mrs. Geo.
Prosper, Harry
Prozer, Sam
Pruit, Tex
Purse, Boots
Putnam, Sky
Purdue, Geo.
Purce, Vic
Purgis, Carl
Puschick, Erma
Pursell, Bud
Qualls, Knox
Quirk, Ralph H.
Quilan, Country
Quimlan, Robt.
QUINN, CYRIL E.
Rao, Mrs. Sadie
Raber, Art
Radie, Leo
Radcliffe, E. B.
Rafferty, Wm. Allen
Rafferty, James
Ragsdale, S. L.
Rahn, Edw.
Rain in Face, Chief
Raine, Steve
Raines, Charles
Raisz, Blanche
Raley, Silver
Ralph, E. R.
Rameau, Bessie
Raming, Tony
Ransy, Estelle
RANA, BILL
Ranfner, Lawrence
Ransall, Jean
Ransall, Mrs. Sue
Ranslow, Eugene
Rankin, Capt. Red
Rankins, Helen
RAPER, ARNOLD
- Rasmussen, Andy
Raterink, Jack
Rauker, Wm.
Rawley, Lloyd Dick
Ray, E. C.
Ray, Edith
Ray, Madeline
Ray, B. V.
Raxe, Buster
Raze, Elaine
Razg, Vickie
Razvann, Ernie
Razvann, Ray
Raymond, W. D.
Raymond, W. D. Buddy
Rea, Levan
Rea, Ted
Read, Russell Roy
Reade, Frank
Reader, Patsy Delaney
Reano, A.
Rearick, Wm.
Reaver, Vernon
Reaves Jr., J. D.
Redman, J. D.
Redman, Norton
Redding, Joe
Reece, Lawrence P.
Reed, Daniel F.
Reed, Mrs. Billy
Reed, Helen Doery
Reed, Danny
Rees, Mathew A.
Reenes, Joan
REEVES, CLIFF RUDOLPH
Reeves, Daisy
Reeves, Mrs. Edw.
Reeves, G. C.
Reeves, Harry
Reeves, Howard
Regan, Tommy
REEVES, JAS. LELAND (Lion Act)
Reichert, Gilbert
Reid, Bill (Drummer)
Reimers, E. H.
Reiter, E. C.
Renaud, Thos. Al
Renfro, Toby
Rennick, Mel
Reno, Edward
Reuser, Randolph
Renton, Al
Reuters, Lawrence G.
Rex, Edna
Reynolds, C. W.
REYNOLDS, CLARENCE W.
Reynolds, Elery S.
Reynolds, Jean
Reynolds, Maximo
Reynolds, Ralph J.
Reynolds, Violet
Rhea, Princess
Rhinehart, Geo.
Rhoades, Dusty
Rhodes, Gertrude
Rieck, Joe
Rice, Cecil
Rice, Als. Dab
Rice, Charles H.
Rice, C. H.
Rice, G. D.
Rice, Jerry
Rice, Margie
Rice, Peg
Rice, Thomas
Rich, Betty & Marylyn
Richard, Doc
Richard, Joseph
Richards, Herbert
Richards, H. E.
Richards, Martin
RICHARDSON, JOE GORDON
Richby, Maurice
Richie, Frank
Rickmans, Bert
Richardson, Jack
Richter, Louise
Rider, Joe
Riddick, Johnnie
Riebe, Doris
Riecken, Earl
Riesfnack, Maria E.
Rieffensch, Rose
Rieley, Bud
RIFLEY, ALLEN WALKER
Riggs, C. V.
Riker, Mrs. Mary
Riley, Dan
Riley, Edward
Riley, Mike
Riley, Razor
Rinehart, Mrs. Bye
RINEHART, JACK L.
Rinehart, Ollie
Ringling, Geo. K.
Ripley, Harry
RIPLEY SHOWS
Ritchie, Frank
Ritter, George
Rittley, Mrs. Johanna
Ritter, Marie
Ritter, Robt.
Ritz, Capt. R. V.
Rivers, Mrs. Carley
Rivers, Rudy
Rivers, Wm. John
Roach, Jack
Rodes, Arthur
Rouk, Chas.
Robbins, Blackie
Roberge, Victor
Roberts, Clint
Roberts, Earl
Roberts, Ernest
Roberts, Edw.
Roberts, Shirley
Roberts, J. H.
ROBERTS, GERALD H.
Roberts, Lemar
Roberts, Shaughai
Roberts, Thayer
Roberts, Will & Geo.
Roberts, Mrs. Unice
ROBERTSON, RICHARD CHAS.
ROBINSON, ANDREW
Robinson, Chas.
Robinson, Dick
- Robinson, Ralph J.
ROBINSON'S SILVER
MINSTREL
Robinson, Tommie
Robinson, Tricie S.
Robinson, Willie
Rocco, Mrs. Frances
Rocco, R. W.
Rock, Joe
Rockwarf, Mrs. Dorothy
Rockway, Jack
Rodgers, Carroll
Rodgers, Eddie
Rodgers, Mickey
Roebuck, Leo
Roehrig, Mrs.
Roche, Johnnie
Rochford, W. T.
Rogers, Bill
Rogers, Bob
Rogers, E.
Rogers, Donna
Rogers, Eddie
Rogers, H. B.
Rogers, Harry
Rogers, Lorraine
Rogers, O. G.
Rogers, Martha
Rogers, Mevin
Rogers, Peggy
Rogers, Mrs. Sue
Rogan, Stella
Roland, Jeff & Mary
Rollins, Harry
Romo, Betty
Rooks, Allen
Rose, J. J.
Rose, Louis
Rose, Arthur D.
Rose, Doro
Rose, Tex
Rossier, Roy
Rosebrook, Bob B.
Rosen, H. B.
Rosen, Joe
Rosen, M. F.
Rosen, Mike
Rosenberg, Jim
Rosenberg, Louis
Rosenberg, Morris
ROSENTHAL, SAMMY
Ross Bros.
Ross, Charles Arkie
Ross, Franklin J.
Ross, Hal J.
Ross, Joe
Ross, Jack Ralph
Ross, James C.
Ross, Leonard
Roth, Benjie
Roth, Edwin
Roth, Walter
Rotholz, Fabian P. P.
Ruffman, Sol
Rountree, Robt.
Rountree, Robt. & Rownds, James
Rowland, Mrs. Leava
Rowland, Oliver A.
Rowley, Bill
Royal, Stella
RUCKEL, JOHN H.
Ruffian, Frank
Rupe, Johnny
Rush, Mrs. Austin
Rush, Chas.
Rush, Al
Russell, Bob
Russell, Joseph
Russell, Louis
Russell, Richard
RUDER, CLEVE
Runge, H. E.
RUSH, WM. JAKE
Rusher, A. D.
Rusher, Al
Rus, Charlie
Russell, James Al
Russell, Jimmie
Russell, Paul Tess
Russell, Slim
Ruth, Pete
Rutledge, John T.
Ryan, Chas. Boston
Ryan, C. C. Buck
Ryan, Dick
Ryan, Ed R.
Ryan, Fred J.
Ryan, Jack A.
Ryan, James J.
Ryan, Pat
Ryan, Vera & Russell
St. Clair, Joy
Saber, Ann
Sabot, Chas.
Sacks, Mae
Sadtler, Ellis D.
Sager, Frank
Sagan, M.
Sakobie Sr., James
Sakobie, Mrs. James
Salsberg, Saul
Salvadore, Mike
Samoska, Mabel
Sanders, Eddie L.
Sauders, Edward
Saudin, Savala E.
Saunders, Monroe
Saunders, Mrs. Kay
Santa Fe Show
Santag, Joseph
Sarin, Mrs. Erika
Saunders, Ora
Savage, Sammy
Sazhi, Henry
Scahs, Dottie
Scannon, Frank
Scurfio, Anthony
Schaffer, Bernard
Schaeffer, Max
Schack, Gene
Schloer, Wm.
Schneek, Alie
Schneider, Don
Schneifield, Marie
Schollhu, Joe
Schrober, Harry
Schrest, Leo
Schriuscher, A. F.
Schub, Ted
SCHULTZ, STANLEY NORMAN
Schulte, Jack
Schuma, Toj
Schwacha, Chas.
- Schwartz, Herman
Seiworn, Oliver
Sciardino, Joe
Seinl, Biagio
Scott, A. C.
Scott, Chas. E.
Scott, C. S.
Scott, Mrs. Cats
Scott, E.
Scott, Earl H.
Scott, Howard L.
Scott, Mrs. Kathleen
Scott Jr., Karl
Scott Jr., Thos. J.
Scruggs, Smokey
Scully, Tom
Scott, Turner
Scourge, Troy
Seamus, Braxton
Searey, Joe T.
Sebra, Earl
Sechrist, Claude
Secord, Harry
Secker, L.
Seers, R.
Seigrist, Joe
Seize, Steward
Seiferth, Chas.
Seifert, Mrs. Marie H.
Sein, Howard
Seldan, E. R.
Selinger, Ben
Sells, Jack
Semon, St
Serlin, Sam
Setz, Val
Setzer, Ward M.
Sexton, Mrs. Billie
Sever, H. G.
Sewell, Garland
Sewell, Dave
Sawell, Peggy
Seymour, Arthur
Seymons, Bert
Seymour, Doc
Shad, Miss G. B.
Shadd, Geraldine
Shaffer, Army
Sham, Nick
Shankland, R. W.
Shanks, Mrs. Marie
Shapiro, Dave
SHAPIRO, HAROLD H.
Sharding, Jack
Sharkey, Ted
Shanna, Sam
Shaver, Margaret
Shaw, Billy & Idylle
SHAW, FRANK WEST
Shaw, Louis F.
Shay, Eugene H.
Shea, Fred
Shean, Frank
Shean, G. C. C.
Sheffield, C. Magician
Shields, Sarah
Shell, Spory
Shelly, Dick
Shelton, Dick
Shelton, James
Shepherd, Frank
Sheppard, Mrs. L. R.
Sherly, Archie
Sherlock, Joe
Sherman Jr., Carl
Sherman, Mrs. Bea
Sherman, Jackie
SHERWIN, HARRY
Sherman, Nick
Sherrick, Wm.
Sherwood, Richard B.
Shields, P. A.
Shiner, Eugene
Shinn, I. R.
Shipley, Sterling
Shitky, Marion C.
Shoemaker, F. W.
Shoemaker, Ray
Shoek, Eileen
Shot, Bunny
Showalter, H. E. Sailor
Shrader, Owen
Shriner, Mary
Shrivers, Jack
Shroyer, Irene
Shuck, Clarence
SHUMAKER, J. B.
SHULER, BERTKLEY
Shultz, Adeline
Shunman, Billy
Shunway, Zeke
Sinnaker, Robt.
Sinyratos, Tho
Sicka, Carrie
Siegrist, Arthur
Siegrist, Chas.
Siggers, Adam
Sikorsky, Frank
Silbove, Frank & John
Silver, Hal
Silverstone, Lou
Sills, Harry
Sims, J. P.
Simmons, Flex
Simmons, Orrie
Simmons, Russell
Simons, Carry
Simons, Buddy
Simon, Leopold
Simpson, Mrs. Clara
Simpson, Jack
Simplins, Winfield
Sincley, Bill
Sincley, Mrs. Ida
Sindles, Hal L.
Sink, Percy
Sinnell, H. H.
Skeets, Harley
Skidmore, Skippy
Slaughter, Vernon
Slaughter, Ray
Sloan, MIDGE
Slout, Vern
SMALES, ARTHUR L.
Smallwood, Bruce
SMITH, MICHAEL
Smith, Mrs. Ada
SMITH, BARNETT K.
Smith, Bash
Smith, Miss Billy
SMITH, ED ANDER
- Smith, Camille
Smith, Carl
Smith, Chas. C.
Smith, Dick
Smith, Mrs. Eca
Smith, Fred
Smith, Frank
SMITH, FRANK CARL
Smith, Fred H.
Smith, Fred (Bal Game)
SMITH, GLEN EDW.
Smith, Harry
Smith, Mrs. Hattie
Smith, Howard R.
Smith, (Magician)
Smith, Hugh
Smith, Jack F.
Smith, Jack & Clifford
Smith, James C.
Smith, Jr., J. T.
Smith, John Blackie
Smith, Marty
Smith, Leonard
Smith, Mel
Smith, Minnie Dial
Smith, Punk
Smith, Rex
Smith Jr., Richard
Smith, Sidney S.
Smith, Slim
Smith, Steve (Bull)
SMITH, THOS. M.
SMITH, URAI CHESTER
Smithley, Mrs. Elnora
Smock, Guy
Smuel, Don
Smoodin, Robert
SNELL, LAWRENCE R.
Snellenberg, Max
SNODDERLY, RAY M.
Snodgrass, Mrs. Nona
Snooks, Miss Pinkie
Snow, C. L.
Snow, Dolores
Snow, Mrs. Nellie
Snow, Mrs. Leon
Snyder, Bill
Snyder, Dick
Snyder, Eddy
Snyder, G. A.
Snyder, Gladys
SOBEL, HAROLD
Sonderland, Capt. Karl
Southern, Lawrence
Southern, Pat
Southwell, Clara
Spalding, Joan
Spafford, Verne
Sparks, Alden
Sparks, Alton
Sparks, Cress
Sparks, Jim
Sparks, M. E.
Sparks, Robt. F.
SPARPANA, C. JOS.
Spaulding, Bill
Spaulding, Joan
Spence, Milford
Spore, Orrille
Spencer, Doris
Spillman, A. A.
Spillman, Don
Spillman, Bud
Spitzer, Harry
Spitzer, W. A.
Spivey, James
Spouse, Victor
Spring, Tony
SPURLOCK, JAS. C.
St. Clair, Phil
St. Clair, Robt.
St. Maria, Thomas
St. Onge, Joe
Stacey, Mrs. Lida
Stack, Richard
Stafford, R. M.
STACK, PORTER GRAY
Stafford, Mrs. Rolla
Stahler, H. E.
Stanczak, Frances G.
Standford, D. J.
Stankovitch, Bernice
Stanley, Chas. W.
Stanley, Gus
Stanley, Johnny
Stanley, Lee
Stanley, Minnie
Stanley, Rose
Stanley, Stephen
Stanley, Ted
Stanton, G.
Stanton, Johnny
Stark, Mickey
Starks, Curt
Staton, W. G.
Stauffer, Bernice
Steebe, Erich
Steele, Ethel V.
Steele, Livonia
Steffin, Sammy
Stein, Al
STEIN, LEE
Stein, Wilbur
Steinfeld, Walter
Steinman, Olga
Stempson, Kelley
Stephens, C. A.
Stephens, Charles
Stephens, E. J.
Sterchio, E. B.
Sterlin, Dock
Sterling, D. B.
Sterling, Edythe
Stern, Louis
Sterner, Al
Steve, Frank
Steve Miller
Stevens, Charles
Stevens, Julia S.
Stevens, Pete
Stevens, T. A.
Stevens, J. A.
Stevens, Jack
STEVENS, LLOYD T.
Stevens, Raymond Ed
Stewart, Connie
Stewart, Harry
- Stewart, John
Stewart, R. E. Bob
Stewart Sisters
STEWART, THEODORE R. VINCENT
STEWART, DAVID
Stien, Mrs. Alex
Stilman, Mrs. Olga
Stilwell, Linnie
Stites, Albert
STEWART, VINCENT DAVID
Stock, Helen
Stoffel, Walter
Stoltz, Geo.
Stone, Curly Bill
Stone, Harry R.
Stone, Henry
Stone, John Mason
Stone, L. O.
Stone, Maxine
Stonley, Mrs. Luis
Stonley, Marion
Stone, Sam
Stone, Sterling
Stoneman, Joe
Stoney, Helen
Stout, Eugene C.
Stratton, Louis
Strickland, Earl
Strand, Marlene
STRATTON, WM. H. LOUIS
Stratton, Sam
Strasberg, Eddie
Strass, Frank
Strass, Robt. J.
Street, Edd
Street, Leon
Strickland, Dewitt
Strickland, Smokey
Strong, Bob
Struble, O. Frank
Strubby, Brots
Strund, Boets
Studebaker, Paul
Styles, T. R.
Suduth, Forrest
Sullivan, Arthur
Sullivan, Chas.
Sullivan, Les
Sullivan, Margie
Sullivan, Sully & Blanche
Sullivan, W. O.
Summers, Harold
Sumstrom, John E.
Summers, J. E.
Sush, Al
Sutton, Anna
Sutton, Mrs. Kathleen
SUTTON, KENNETH
Sutton, Streamline
Sutton, Whitey
Svee, John
SWANSON, LEROY CHAS.
Swanson, S.
Swartz, John
Swartzlander, L. E.
Swartzwood, Emory
Sweet, Geo.
Sweet, Sammy
Swinburn, Roy
SWISHEL, GERALD E.
SWORD, BOOTS W.
Sword, J. W.
Sword, Jack
SYPRETT, DEAN EDW.
Sykes, Vera
SYLOW, JAMES
Sylvia, Bill
Taevel, Brent
Talbot, Hugh
Talent, Bill
Talley, Sarah
Talley, Harry
Tarluck, Leo
TAUBER, SIDNEY
Tashahasha, Harry
Tassell, Barney
Tassilo, Joe
Tawes, Ken
Taylor, Mrs. Betty
Taylor, Mrs. Catherine
Taylor, Clarence H.
TAYLOR, CLARENCE L.
Taylor, Herb
Taylor, Leroy
Taylor, Joan Pearl
Taylor, Newell
TAYLOR, SILVER JIM
Taylor, W. E.
Taylor, Wm. H.
Telmon, Han Ming
Telford, Ted
TEMPLE, MARVIN ALVA
Temple, Nellie M.
Templeton, Patrick G.
Tennyson, Dave
TERRY, CHESTER
TIAMES, CLARENCE J.
Terrill, Billy
Texas Tommy
Teznan, Frank
Teznan, Morris
Theits, Beverly L.
Thomas, Bob
Thomas, Dewey E.
Thomas, Mrs. Mildred
Thomas, Nick
Thomas, Oke
Thomas, R. L.
Thomas Trio, Roy
Thomas Jr., W. W.
Thomas, Tommy
Thomas, H. W. & Betty
Thompson, Nelson
Thompson, B. H.
Thompson, H. S.
Thompson, Earl
Thompson, Fred
Thompson, Harry
Thompson, Hubert S.
Thompson, Luther
Thompson, John Geo.
Thompson, Marion
Thompson, Pete
Thompson, Ray
Thompson, Russell
- Thompson, Rosemary
Thompson, N.
Thompson, W. E.
Thomdreflow, Chief
Thurmer, E. P.
Thurmer, Loward
Thurmer, Buddy
Thurpe, Dale
THORNBERRY, ARLIN HILTON
Thurmer, E. P.
Tibby, Harry
Tidgett, A. J.
TIDMORE, NAT CLARK
Tirman, J.
Tibley, John
Tibby, Arling
Tibley, J. W.
Tibby, Mrs. Joe
Tilman, Francis
Thigley, Bill
Toid, C. H.
Tomaiti, Al
Tompon, Mrs. Carl
Tompon, James
Tompon, Mrs. Helen
Tom, Ed
Tomman, Hugh
Towles, A. N.
Tranham, Clifford
Travis, Cliff
Trivender, Al
Trombley, Rose
Trout, Mrs. Aggie
Troughton, Merle
Troughton, Ross
Truan, Peatone
Truesdale, Lyman
Tritt, Joe
Tryler, J.
Tubbs, Walter S.
Tucker, E. H.
Tucker, James
Tucker, Johnny
Tucker, Wm.
Tuchill, Edward
Turner, Joe
TURNER, WALLIE
Turnquist, Carl
Turrok, Julius
Tullons, Tom
Tweedale, Edw. L.
Twist, Egan
Twitty, Junior
Twitty, Wm.
Twohouse, Chief
TWOHOUSE, GARTH
Tyler, Toby
Tyne, Helen
Ubrich, Leo
Ullar, Joseph
Ulmer, Jack
Umbley, Chet
Underwood, H. C.
Urich, Dewey
Urich, Miller
Usher, Geo.
Vaday, John
Valde, Pat
Valenzia, H. E. (Ding)
Van Buren, Jack
Van Buren, Reginald
VanCurvan, Ivan
VANDELINER, LAWRENCE A.
Vandyke, A.
Vandyke, Judy
Van, Billie
Van, Freda & Fred
Van, Herman
Vanhorn, Miss Jackie
Van Housier, Marshall
Van-Hout, Ernest
Van, Johnnie
Van Krone, P. W.
Vani, J. M.
Van Sickle, Roy J.
Vanzant, Kenneth
VARELLA, ARMAND
Varnell, Chieck
Vejnaska, Mike
Venning, Don
Vernon, Art & Ducky
Verona, Lady
Viall, Robt. F.
Vinson, Harold
Vioil, R. F.
Viscont, M.
Vivion & Walters
Vogstad, Geo.
VOGSTEAD, KENNETH
Vogt, Al
Vogt, Johnnie
Volera, Stanley
Volstead, George
Vonberg, Jack
VonLynd, Alma
Wade, Billy
Wade, Douglas
Wade, Mrs. Mae
Wadley, Ruba
Wagner, Chas.
Wagner, Jack
Wagner, Mrs. Rose
Wagner, Whitie
Wahner, Rupert
Waite, Jesse M.
Wakoff, F. S.
Waldo, Alice
Waldo, Elmer
Waldron, Dr.
Waldron, Frank
Waldorsh, Stanley
Walker, Carl
Walker, Mrs. Garnet
Walker, Prof. H.
Walker, Mrs. W. W.
Walker, Mrs. Nell
WALKER, JAKE
Walker, Robt. B.
Walker, Turner
Walker, Asbworth
Walker, Wm.
Wall, Juanita
Wallace, Frances
Wallace, Thos.
Wallace, W. M.
Wallenda, Karl & Helen
Walley, Edw. S.
Walsh, Billy
Walsh, Jack
Walsh, Tex
Walters, W. H.
Walters, Ken
Walton, Lou
- Wannier, Bobbie
Wander, Hoppy
Warbrinton, Clyde
Ward, Bill & Dot
WARD, CASIUS AL
Ward, Jack C.
Ward, Mrs. Mayme
Ward, Ralph
Ward Jr., Jack
Ward, R. W.
Ware, Grover E.
Ware, Mrs. Mae
Warfield, Ken
Warren, Billy
Warren, Earl E.
Warren, Floyd R.
Warren, Hugh C.
Warren, Robt. A.
Warren, S. R.
Warren, Warren L.
Warwick, S. W.
WASHBURN JR., NELSON ALFRED
Washington, JOSEPH
Wasserman, Mom
Wasserman, Sol
Wasson, Joe
WASHINGTON, LEROY
Waters, Esther
Waters, Dr. Guy
Waters, Janet
Waters, Tim
Watling, Mrs. Paul
Watkins, J. W.
Watson, Betty Jane
Watson, H. T.
Watson, Louis L.
Watts, Ann
Watts, Chas. E.
Watts, Cotton
Watts, Herman
Watts, John
Waver, Anthony
Wayne & Marlin
Weaver, Henry
Weaver, James
Webb, C. W.
Webb, Claude
Webb, Mrs. Grace
Webb, Elizabeth & Slim
Webb, Harry D.
Webb, Slim
Weber, Eli
WEBBER, GEO. W.
Webster, Curley
Webster, Jas. H.
Wedin, Buddy
Weekley, Mrs. Eddie
Weer, J. C.
Weinstein, Julian P.
Weiss, Bennie
Weiss, "Pickles"
Weiss, Mrs. Kay
Weiss, Russell
Weitzel, Edw. F.
Welch, Milton
Weller, S. E.
Wells Bros. Bar Act
Wells, Herman
Wells, Loretta
Wells, Oakley
Wells, Tommy
Wenick, Morris
Werdell, Mrs. Joan
WESLEY, GEORGE
West, Fred
West, Major James
West, N. L.
Westgard, Doc C.
Western, Geo. J.
Western, M. J.
Western, Stanley
Westlake, Rose
Westmoreland, Sticks
Weston, J. W.
Westphal, Mrs. Gus
Wertz, Ed
Wheeler, Kenneth
Wheeler, Raymond C.
Whitaker, E. V.
White, Babe
White, Bob
White, C. W.
White Eagle, Chief
White, Geo. Red
White, H. B.
White Jr., Robt.
Whitaker, Casey
Whitaker, George
Whitely, Jack Hinky
Whyte, Douglas
Whitberley, Ralph W.
Wicks, Dorothy
Wickes, Bobby
Wicks, Robt. F.
Wier, Mrs. Ethel S.
Wies, Marty
WIGGIN, JAS. EDGAR
Wiles, Cash
Wiley, George W.
Wilerson, H. W.
Wilderson, H. B.
WILKARD, FRANK DAVID
WILLARD, VERNIE CLYDE
WILLIAMS, JAMES
Williams, Anna
Williams, Barry & Pat
Williams, Bubba
Williams, C. E. (Chick)
Williams, Claude J.
Williams, Clifford
Williams, Dixie
WILLIAMS, ELLMORE
Williams, Frank
Williams, Jack Everett
Williams, John
Williams, Jay
Williams, Jeanne
Williams, Jimmie R.
WILLIAMS, JOSEPH WARD
Williams, Max Hope
Williams, Mark
Williams, Paul
Williams, Tennessee
Williams, Verne
Wills, Mrs. Billy
Wilson, Chuck
Wilson, Jim
Wilson, Harry T.
WILSON, ALFRED JONES
Wilson, Billie
Wilson, Bob
WILSON, CLARK DOUGLAS
Wilson, Cliff
Wilson, Diana Lee
Wilson, Duke
Wilson, Mrs. F. W.
WILSON, FRED
Wilson, G. E.
Wilson, Gardner
WILSON, HARRY JNO.
Wilson, Mrs. Inez B.
Wilson, Josef Adlai
Wilson, Kenneth Duke
Wilson, Mrs. Emiley
Wilson, Frank P.
Wilson, John Red
Wilson, Lloyd Mickey
Wilson, Popeye
Wilson, Mrs. Rose
Wilson, Russell
Wilson, Mrs. Sylvia
Wilson, Stack
Wilson, Ted
Wilson, Walter
Wilts, Cash
Winberly, Mrs. H. D.
Winberly, Mrs. Jean
WIMMER, ORMAN RUDOLPH
Windecker, Art
Windsor, Kay
Windsor, Walter
Wineman, Sully
Windsill, Cliff
Winetroub, S. B.
Winnashick, Chief W. P.
Winnie, Winsome
Winsted's Mighty Minstrels
Winters, Geo.
Winters, James A.
Wise, Benny
Wise, Frank
Withers, Howard
Withersbine, V. Jos.
Wizards, three Aerial
Wolf, Elsie
Wolf, Jeff
Wolf, Peter J.
Wolf, Art
WOLLARD, ROBT. LEM
Wolper, Wm.
Wong, Jim
Wong Jr., Nea
Wood, Mrs. Bart
Wood, Carolyn Lee
Woods, Mrs. Florence G.
Wood, Madeline
Woods, Mrs. Madeline
Woodall, Bill
Woodruff, Henry W.
Wood, Madeline (Doc Bois)
Woods, Wilmon
Woodall, Gus
Woodard, Katherine
WOODARD, RAY
Woods, Bryan
Woods, F. H.
Whitely
Woods, John
Woods, Robert
Woodward, Ernie O.
Woodward, Jimmie
Woodrich, C. H.
Woody, W. H.
Woolsey, Floyd
Worman, Nat
Worth, Martin
Wortham, Marvin
Wortham, Mrs. Billie
WOZNAK, FRANK JOS.
WRAY, JAS. LINTON
Wren, June
Wren, Terry
Wright, Charley Leland
Wright, Gerard R.
Wright, Johnny
Wright, Wm. W.
Wunder, Paul John
WYATT, THOS.
Wyble, Glenn
Wyett, Lee
Wyckoff, Bill
Wyer, Davis
Wyrner, Sune
Wyrning Duo
Yamanaka, Geo.
Yancey, Beamon
Yarmon, Junior
Yat, Toy
Yates, Eddie
Yazrac, John
Yeley, Lester M.
Yennie, Harold
Yenzer, Daniel
Yoder, Albert
Yon, Y. L.
York, John
York, Raymond
Young, C. S.
Young, Jack

YOUNG, DONALD W.
Young, John A.
Young, Eddie & Dolly
Young, Floyd (Minstrel)
Young, Gus
Young, Helen
Young, H. J.
YOUNG, J. FLOYD
Young, Mary
Young, Peaches
Young, Mrs. Ruth
Young, R. B.
YOUNG, THEODORE M.
Youngblood, Zeke
Yowman, Mae
Yvonne & LaMarr
Yvonne, Madam
Zarate, Lupe

Zabarskie, James
Zelner, Mike
Zera, Larry
Zibek, Jack
Zigler, Geo.
Zindura, Harry
ZIMINSKI, BERNARD A.
Zimmerman, Clinton
Zimmerman, Harry
Zimmerman, M. C.
Zingaro, Frank
Zingo, Jimmy
Ziolkowski, Ernest
Zlotowski, J. J.
Zombro, Frank
ZUCKER, MORTIMER
ZUBEL, ALEXANDER
ZURINSKAS, ALBERT
Zyeda, Madame

Parker, Miss Jerry
Phillips, William
Sinclair
Pickard, Roy
Pickett, Arthur
Powell, Bill
Proctor, Irene
Presson, Sydney
Rahn, E. P.
Ramsdale, Lon
Randow, Gene
Raucci, Sisto
Raveill, Don
Anthony
Ray, Archie
Raymond, Emma
Reynolds, James
Reynolds, Joyce
Maxwell
Reed, Glorie
Revola, Johnny
Rittley, Harry
Robinson, Ann
Robbins, Sam
Robbins, W. F.
Robie, Edna
Roe, Chuck
Roe, Jimmy
Rogers, Harry
Rogers, Mrs. Ralph
Sanfilippo, Joe
Shultz, Charlie
Shuster, Julius R.
Siewer, Mrs. O. R.
Sloth, Robert
Smithy, Capt.
Charles T.
Sneddon, Robert
Spear, Harry
Spencer, George
Sterling, Frank
Stone, Jack
Sven, Asta

Stein, Mrs. A. E.
Stona, Ruth
Stultz, Tommie
Sugden, W. E.
Sutton, Anna
SUTTON, WILLIE
SWINTON, ELLA
Taylor, Earl
Tassito, Felix A.
Toster Sisters
Thompson, Arthur
Thompson, Wanda
Toney, James
Tripp, Johnny
Tucker, Luck
Van, Joe E.
Ventosa, Mr. & Mrs.
Zanons
Vantino, Harold
Voise, Harold
Washington, Geo. Dewey
Wayne, Anne
Webb, Esther
Wibber, Sam
White, Bob
Willoughby, Hollis F.
Wilson, Duke
Wong, Neo
Woodward, Jimmie
Wright, Harry P.
Wynters, Pamela
Ybanez, Mr. & Mrs.
Zarborowski & Family, Mr. & Mrs. Mike
Zanons
Mansfield, Roy
Marano, Mrs.
MARQUETTE, ALFRED
Martin, Terry
McKinley, Joe
McQueen, R. C.
Miller, Bertram
Miller, Jacob E.
Miller, LeRoy
Miller, Lucille
Miller, Ralph
Mitchell, Ted
Mittman, E. N.

Moore, Miss
Moorehead, Harold
Morgan, Lou.
Morton, Lacy L.
Moss, Leo
Nelson, Arthur C.
Nelson Jr., Charles
Norman, Mrs. Dolly
O'Brien, Robert L.
Obely, Lawrence
O'DEA, JAMES ROBERT
Owens, Prince
O'Neil, Patrick J.
Opal, Abe
Owen, Bill
Owen, Marvin & Eddie
Page, W. C. (Blackie)
Pearl, Walter J.
Phillips, Morgan
Proctor, Mrs. Emma
QUINN, DAN J.
Quinn, John (Hoosier)
Rawlings, W. R.
Ray, Ralph (Ky)
Ray, J. L.
Reagan, George
Reeves, Gochal L.
Reeves, Leon G.
REID, CLAYTON
REED, ALBERT
LAWRENCE
Rice, Warren
Riebo, Miss Doris
Riley, Art
Richard, S. W.
Robb, T. W.
ROSE NEWBRILL EUGENE
Rose, Roy R.
Rowe, Jack
Rumbley, Eldridge
Sanda, Mrs. Rustina
Schollin, Joe
Scott, Mrs. Darlene
Seymour, William
Shanway, Zeke
Sitenberg, Sid
Signor, Sig
Sims, Mrs. Ruby
SOMERFIELD, EDWARD
Spann, Virginia
Stamper, Edgar
Stark, Abe
Starkey, John D.
Stetler, Virgil
STELL, EDGAR
Stiger, W. J.
Stipanovich, Milton
Stoltz, L. E. (Peggy)
Stoher, Tex
Swan, Mrs. Rustina
Taggart, Geo.
Taylor, Raymond
TERRELL, LEROY
Thomas, James
Thompson, E. L.
Thompson, Tommie
Thompson, W. E.
Tucker, W. E.
TYLER, FINIS DAVID
Ulear, Joseph
Vanderford, Ruby
VEIJE, GORDON
Vreeland, Jack
Washburn, Nelson
Waight, Heavy
Wecker, W. B.
Weiss, Bernard
West, Paul
Whisner, L. H.
White, George P.
Wilson, Bill (Mike or Monk)
Winters, J. W. (Jimmy)
Wilson, Mrs. Pop
Wilson, Tom & Ann
Willse, Cash
Wippel, Rosina
Zilla

MAIL ON HAND AT ST. LOUIS OFFICE

380 Arcade Bldg. Parcel Post

Butcher, O. J. 28c
Cummings, Mrs. Ruth, 5c
Frye, James G., 23c
Johnson, Kaye B., 15c
Thompson, Billy, 6c
Adhison, Gordon
AGMAN, CARL
WALDMAR
Allen, Lillian
Alford, Zed
ANGEL, HOWARD
WILLIS
Baker, T. L.
Balderson, Art
Bakwin, Bill
Barrow, Miss Bobbie
Belano, J. J.
Bell, O. A.
Bell, Vern
Benham, Richard
BENNETT, LLOYD
COLTON
Bing, Bernice
Birchman, Arthur
Booth, H. M.
Boyle, Mrs. Duke
Brooks, Anna
Bryer, Harry & Mabel
Bryer, Ollie
Bryer, Harry
Brown, Irvin F.
Brooks, Londe (Red)
Bunce, Edgar B.
Buckner, M. E.
Butler, Charles
Butler, L. H. (Whittie)
Burns, Mrs. R. A.
Caulip, Walter
CARROLL, BURNELL
Carter, Mrs. J. C.
Cawthorne, Wild Bill
Chalkins, W. N.
Chambers, Tex
CHAMPEAU, ANTHONY
GORDON
Cook, Miss Phyllis
Colby, Jeff
Conyer, Mrs. Edith
Cooley, Stella & Abe
Conway, Harry
Conyer, Mrs. Harry
Cov, Bill (Conkhouse)
Craig, Cliff
Chas.
Cross, B. O.
Crowell, H. W.
Davis, Dick
Dawson, Thos. (Skinny)
Dickerson, Harry
Doran, James
Doyl, F. J.
Decker, Joe
Dedmon, Miss Carrie
Diaz, F. P.
DIXON, JACK CLADD
Duffy, Fern
EIK, Chief Big
Ellis, Madam Rose
Emerson, S. C.
Farnell, Jimmy
Felice, Mrs. Ernest
Fetterly, Miss Bernette
Fidler, F. C.
Fisher, A. H.
Fleming, Thomas
Fortune, Mrs. George
Forrest, Thomas P.
Foss, Miss Ehabelle
FRID, ROLAND EDWARD
Friend, Homer
From, Roy
Frye, James G.
Gable, Earl E.
Gehritz, Burton & Julia
Giles, Vera
Glynn, Mac A.
Goldstein, A.
Goldstone, Roy
Goad, Joe
Gowl, Bob
Graves, Tex
Haley, H. D.
HALL, EDWARD THOMAS
Hammons, Cherokee
Hanasaki, Frank
HARRIS, DONALD CURTISS
Harris, W. R.
Haun, Eddie
Hilderbrand, Frank B.
Hill, Eddie
Hoey, Sid
Holt, A. Clayton
Howe, Rex
Hunter, Blackie
Hutcherson, Mrs. Jack
Jaeger, Mrs. Jack
JACKSON, GLENN LOUIS
Johnson, Kay B.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway

Abbott, Salam
Adameck, Ignac
Adams, Anthony
Adams, Grover
Albertson, Jack
Adams, John
Adella, Rose
Adler, Frank
Agno, Harry
Allen, Miss Dodo
Anderson, Francis Dick
Antoleks, The
Appell, Robert W.
Araki, Tan
Arley, Charley
Buccamazz, Michael
Ballant, Yangel
Bangs, Jerry
Barent, Charles
Barro, Ted
Bartou, John
Baso, Al
Bayles, Bill
Bang
Bell, Anne
Bentum, Jack
Bentum, Blanche
Benway, Wm.
Berry, Cerrill O.
Boedman, Orlando
Boisneau, Charles B.
Boland, Jane
Bohler, Nina
Bowden, Art
Bowen, Lefty
Bozeman, James K.
Bradley, A. C.
Bradley, Phillip
Bradon, Jack
Bresse, Wm. M.
Brice, Bill
Brockett, Zorita
Brogan, George
Brown, Harry K.
Brown, May
Bruce, Clarence
Buffalo, Big Chief
Burch, Bob
Butler, Al
Cahill, Joseph
Carlton Sisters
Carroll, Don
Carroll, Robert
Carsey, B. T.
Chadwick, Mrs. Mae
Chasland, George
Christansen, J. M.
Churchill, Jane
Claire, Wm.
Clancy, Thomas Henry
Clayton & Phillips
Oline, Rubin
Olymer, Harry (Midget)
Coburn, Robert
Cody & Cody
Coleman, Mac
COLEMAN, RUSSELL
PORTER
Conturo, Lucy
Covey, Mary
Cortott, Carl
Coughlan Jr., G. W.
Cruz, Miguel de La
Daly, Joe
DANIELS, WILLIAM AMI
David, Jack
Davis, George
Dean, Shannon
Deanna & Dol Campo
Dearo, Bert
Delago, Al
Delassio, Pete
DuMoes, Luana
Dennis, Ann
Doran, D.
Dowell, Buck
Driscoll, George
DuLac, Roy G.
Dunn, Tiney
Dupont, Bert
Dwyer, Robert
Easton, Bob
Edwards, Richard
Emerald Sisters
Erdell, Russell
Evans, Bob
Evanson, Harry
FALLER, JOHN WILLIAM
Farnsworth, John
FARRELL, FRANCIS
FAVREAU, CHARLES E.
FAYREAU, CHARLES F.
Fay, Frankie
Fisher, Mart
Fields, Harry
Ford, Billy
Franco, Delaware
Fuller, Howard
Gagnon, George
Ganaus, Ray
Gangler, Joe
Gates, Rita A.
Gilbert, R. A.
Gilbert, Jack
Glickman, Sam
Gordon, E. B.
Goss, Ollie
Gould, Helen

MAIL ON HAND AT CHICAGO OFFICE

12th Floor Ashland Bldg., 155 No. Clark St., Parcel Post

Frazer, Al, 27c
Golding, Fred, 5c
Adams, Billy
Adams, Ruth
Virginia
Albright, Louella
Allen, Eddie
Ames, Robert
Anderson, Elmer E.
Anderson, Lawrence
Arenz, Mr. & Mrs. Thomas
Atterbury, Bob & Louise
Austin, Mrs. H. T.
Austin, George
AVERILL, WILLIAM
Ballera, Mr. & Mrs.
Bavelly, Mr. & Mrs. A. H.
Barnes, Harold
Barisade, Rich
Beard, Mr. & Mrs. "Art"
Benesch, Frank
Boehm, Miss Mary
Bergton, Rellie
Bernard, Bulle
Bozeman, Ann
BINGAMAN, CLARENCE PAUL
Booth, Charles William
Brightwepp, Eava Pino
Brod, Mr. & Mrs. Maury
Brown, Harry
Butler, Eddie
Carey, Dan
Claire, Rodita & Hans
Clayton & Phillips
Clifford, Jack
Coffey, Jim M.
Cohen, Dave
Coughil, Mr. & Mrs. L.
Corbett, Edward
Davies, Dorothy
Dearo, Mr. & Mrs. Bert
DeCaro, Mr. & Mrs. Leo
Dickerson, Harry
DILLON, SAM
Dixon, Irene
DOERING, HERBERT WILLIAM
Drake, Marvin
DuBoise, Wilfred
Farrington, Mr.
Fetter, Louis T.
Fink, Harry
FOGLESONG, FREDERICK E.
FRICHT JR., BERT CHARLES
Garner, Matlan
Garvey, Hugh
Gembely, William
Goldfin, Dave
Graham, John B.
Griffith, Marion
Garner
Grove, Joseph
Haig, Mr. & Mrs. Ray
Hall, Harold
Halstead, James E.
Hanslick, Robt.
Hapgood, Earl "Hap"
Hardham, Mrs. Pat
Hardwick, Louis
Harris, Jack W.
HARRISON, ELBERT
BERNEST
HASSEN, OLLIE
Hazard, Mr. & Mrs. Hap
Hill, Ruth M.
Huddleston, Robert
Huening, Frank
Hunt, Bob
Ingles, Dixie
Ingleson, Robert
Jerome, Paul
Johnson, Mr. & Mrs. Harry Lee
Johnston, Brooks E.
Johnson, Abe
Joy & Juanita, 19c
Marshall, Ray, 5c
Jonca, Little Johnny
Jonett, Jean
Joy & Juanita
Kani, David
Katama, Princess & Willie
Kobout, Mr. & Mrs. Joe
Kuni, Lomny "Joseph"
LaMarr, Elaine
Lamond, Mr. & Mrs. Dave
LaMour, Gertrude
Landaker, Mr. & Mrs. H. O.
Landre & Verna
La Temple, Tho
Laves, Claude D.
LeBeau, Melanie
LEE JR., HARRY
Leshart, Roy
Lewis, Mr. & Mrs. Noto
Littlejohn, Frank
Loranzo, Buster
McAfee, Irene
McCameron or NeCamron, Morris
McDonald, Roy "Mickey"
McKIDDIE, JASPER
Mack, Marquita
Mallory, Ullaine
Manning, Mr. & Mrs. Otis
Markham, Andrew I.
Marshall, Ray
Marquita, Princess
Martin, Bobby
Martin, Ray
Mayers, Prof. L.
Melbin, Eddie
Meneth, Eddie (Bumps)
Michulaza, Michael
Miles, Joe
Miller, Max
Miller, Morris
Monale, Pedro
Moore, Rosalia E. or Mandie
Monehu
Moss, Florence
Naida & Perez
Noon, Gilbert
Opal, A. M.
Osborne, Charles G.
Osborne, S. P.
Palmer, Maria
Pearl & Montrose
Pelke, Myrtle & Chester
Perez, Mr. & Mrs. E.
Perry, G. Eben
Potter, Henry P.
Rady, James G.
Rankin, Mrs. Nan
Ray, Claire
Rector, Bill
Regan, George W.
Rogan, R. M.
Roberts, Mr. & Mrs. Stewart
Rohlet & Dorothea
Rooks, Mrs. Violetta
Rosenheim, J. C.
Rowan, W. W.
Roy, George
Russell, Helen
Schueerman, Frank A.
Seifert, Mrs. Loretta
Serov, Alfred
Sexton, T.
Seymour, Raymond
Sheffer, Fread
Shepard, Mr. & Mrs. Merrill
Siegrist, Arthur
Simpon, Bill
Snall, Shirley
Sparks, Robert G.
Spaulding, Joan
Starr, Harry
Stewart, Manted L.

VITAL ROLE FOR FAIRS

(Continued from page 40)

a special greeting to our members across the border to the north. I am sure we all realize the importance of our organization, but I would like to impress on each of you that in a large measure the success of this convention depends on your interest and attendance at the sessions just starting. Our deliberations are only advisory, but I feel confident this 51st session of the IAFE will be productive of much useful information to all who attend.

Like many of you, I was reared in the tradition of fairs and have been actively identified with them all of my adult life. I am very proud of having had the opportunity of devoting much of my life to a business that is directed toward the advancement of our country and the inspiration of our citizens. I feel rather fortunate in having been privileged to study the fair from several different angles. In this short report of my stewardship I shall not attempt to point out the many and diverse problems that confront a fair manager, nor recommend how all of these problems can be solved, but I do want to record some of the information and impressions gained in my contact with the fair world as patron, exhibitor, judge and manager.

Our fairs and expositions provide a medium for mass education thru observation and comparison and study and at the same time afford clean recreation and wholesome entertainment to citizens of both sexes and all ages.

Institutions of Progress

No one can estimate what proportion of the progress made in America, since the first fair was held in 1804, might be attributed to our fairs, but it is undisputed that they have contributed much to our American way of living and are certain to continue to be barometers of our agricultural progress and show windows of our industrial achievements.

Most people agree the most authentic record of the beginning of the human race is the Book of Genesis. In the 10th Chapter of Genesis we find references to the merchant families of Tarsish, Tubal and Togarmah as amongst the principal traders at the fairs. If our fairs had not filled a needed want and had not been doing a definite good they could not have lived thru the ages.

A successful fair is not an accident. It takes property directed energy and hard work on the part of the management. A good fair manager must have vision and ability to make his fair serve a real worth-while purpose to the community, State or province that it serves.

The manager of a fair is operating a distinct and important educational enterprise and deserves the support of everyone interested in the advancement of community welfare. He is conducting a demonstration of the enterprise and prosperity of the people he represents.

President McKinley believed the fair was an asset when, in his last public address, he said, "Fairs and expositions are the timekeepers which mark the progress of States and nations."

I doubt if there is a more hazardous business than operating a fair, because it is seasonal, works entirely against a date, is required to make long range contracts and must anticipate many factors months in advance and make commitments accordingly.

I therefore think it speaks much for the courage and resourcefulness of the great body of men who are the directing geniuses of our great fairs; who have brought them thru depressions, floods,

wars, inclement weather and countless other adverse conditions and at the same time, kept them in the favor of the public.

Fairs are the only institutions that record improvement and progress in the livestock industry, which is recognized as the cornerstone of agriculture. It is doubtful if much improvement in livestock would ever have been made if it had not been for the opportunity of comparison furnished by the show ring. Standards of excellence are created in the show ring.

Amusements Necessary

A wisely planned and well-balanced fair must include good wholesome entertainment for all ages. If there is evidence that the management knows how to interest and entertain its patrons and seeks to give these patrons the best to be had in the entertainment field, the proper reaction will come from the public. And the attendance in numbers makes the fair a financial success.

In 1917 the fairs were asked by President Wilson, the National Food Administration and the Secretary of War to continue operation as a means of encouraging food production and maintaining national morale. Our fairs today are playing an important role in national life by furnishing a medium for the federal government to popularize the defense program. A striking example was the big defense exhibit at Eastern States Exposition, Springfield, Mass., this year. Secretary of Agriculture Wickard recently said "Food will win the war," and with the all-out effort to increase production of foodstuffs our fairs will continue to play the important role in the progress of human endeavor which they have in the past.

Our fairs and exhibitions are symbols of our nation's past and of its present and future glory. They typify the varied resources and the progressive accomplishments of its citizenry. Few undertakings are more important, or are more effective in building civic pride. Probably no other enterprise holds an equal selling power for State, province or nation.

OFFERS PREMIUM PLAN

(Continued from page 40)

He also emphasized the importance of fairs by pointing out that they are vital in buoying morale of rural people thru entertainment programs and that programs for organizations such as Future Farmers of America and 4-H clubs are of definite use at this time when there will be tremendous increase in demand for farm products.

Citing examples of what his plan would mean to the government, Flint said total 1941 premium payments in Iowa were \$428,691, which computed on his plan would mean \$171,476 going toward defense. In Illinois the sum would have been about doubled. He said a conservative estimate of what the plan would yield from all fairs is \$6,000,000. In suggesting the 40 per cent figure he said the remainder must be cash payment so that exhibitors can pay entrance fees, costs of feeding stock and incidentals.

PORTLAND, Ind.—Jay County Fair here in 1941 was the most successful in years, closing with balance of \$3,000, reported Superintendent of Concessions Clem Wilson. Grandstand attendance broke all records. Plans are made for erection of a new 4-H stock pavilion.

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati
(25 Opera Place)

Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. If you sell printing and advertising specialties we have an excellent sideline featuring Decalcomania Name Plates in small quantities. "RALCO," 727 Atlantic Ave., Boston, Mass. x

EARN WHILE TOURING — SELL IMPROVED. Original, Changeables; Religious (Blue Stock Signs, cost 3c; retail 25c). KOEHLER'S, 335 Coetz, St. Louis, Mo. ja31x

"GIVE 'EM HELL, AMERICA!" 10c WINDSHIELD STICKERS! Sweeping America like wildfire! 50¢. Samples 10c. SOUTHWEST SALES, 799 College, Beaumont, Texas. x

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. ja24x

LOCAL AGENTS WANTED TO WEAR AND demonstrate suits to friends. No canvassers. Partial payment plan. Up to \$12 in a day. Experience unnecessary. Valuable demonstrating equipment, actual samples free. PROGRESS TAILORING, Dept. A-207, 500 Throop, Chicago. x

AGENTS & DISTRIBUTORS

WHO MAKE TOP MONEY READ THE MERCHANDISE SECTION OF THE BILLBOARD EVERY WEEK.

-DO YOU?-

SELL NEW, USED CLOTHING FROM HOME. Auto. Store — Men's Suits, 77c; Pants, 21c; Topcoats, 38c; Dresses, 20c; Ladies' Coats, 35c. Other bargains. Catalog free. SGN, 565B Roosevelt, Chicago. x

TAX RECORDS FOR EVERY BUSINESS — GOOD sellers and commission. Four different kinds. COLUMBIA PRINTERS, Box 6801 North, Pittsburgh, Pa.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. ja24x

WINDOW SIGN LETTERS — NEW "ROMAN" style. Large sizes, penny each; absolutely beautiful. Free samples, new catalogue. ATLAS, 7941-L Halsted, Chicago. ja24x

SALESMEN WANTED

BIG MONEY DAILY — SELL SOCIAL SECURITY Payroll Forms, Business Stationery, Advertising Specialties, Book Matches, Gummed Tape, 700 other necessities to stores, offices, professional men. 33 1/3% profit paid daily. Best line of its kind. No experience needed. Outfit free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 51, Chicago. x

BUSINESS OPPORTUNITIES

ARCHERY RANGES EARN BIG PROFITS. LAST summer I averaged \$100 week with commercial range. Plans, full details for setting up, operating. STANLEY JOHNSON, Salamanca, N. Y.

PITCHMEN! SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

PORTABLE ROLLER RINK — NORTHERN Maple Floor, 40' x 90', 125 Watt Sound System, 160 Pairs of Chicago Skates, Grinder, Repair Parts; now operating in building. First \$1000.00 takes it. PAUL MATTLE, 121 E. Broad St., Spartanburg, S. C. ja17

SKATING RINK AND GARAGE BUILDINGS — Covers 103x200 ft., well located, \$25,000. Renting at \$250.00 per month. \$65,000 refund in 1924. Skating Equipment also; cost \$4000, sell \$700. Must sell. Particulars. CULP, 3309 6th, S. W., Canton, O.

INSTRUCTIONS BOOKS & CARTOONS

BOOKS, JOKES, NOVELTIES, FUN CARDS — Large assortment, \$1.00. Lists 10c. Cartoon Booklets, \$2.50 hundred. BONCURA, 545 Bushwick Ave., Brooklyn, N. Y.

YOU'LL CLICK WITH ANY AUDIENCE WHEN presenting our Lightning Cartoons and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. ja17x

MISCELLANEOUS

MINIATURES — MEXICAN BLOWN GLASS Animals, ten different, \$1.00; twenty, \$1.95. Potted Flower, 25c. Free hobby catalogue. QUIVIRA SPECIALTIES, Winfield, Kan.

PRINTING

GET OUR PRICES ON PRINTING — WINDOW Cards, 14x22, colors, \$3.00 hundred; Heralds, 4 1/2 x 12, 5,000, \$6.00. HUBBARD SHOPPRINT, Mountain Grove, Mo. ja17x

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELEC- tive Candy Bar Vending Machines. Also 1c Candy, Gum and Peanut Machines. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-ja10x

ERIE DIGGERS, BUCKLEY TREASURE ISLAND Diggers, Mutoscope, Merchantmen Diggers, Arcade Machines, Candy Bar Machines, Scales. NATIONAL, 4242 Market, Philadelphia, Pa.

FOR SALE — 5c PACE SARATOGAS, IN GOOD condition mechanically, cabinets refinished and good buy for \$75.00 each. Deposit required. SPARKS SPECIALTY COMPANY, Soperton, Ga. ja10x

FOR SALE — SMALL MIXED ROUTE, NETTING about \$100.00 per week; \$2,500.00 cash. Terms on balance. C. E. DAWSON, Afton, Okla.

FOR SALE — ONE 1c SKILL-A-RETTE CIGA- rette Machine, \$15.00. This machine used only two weeks. Will ship in original carton. Tax bracket, \$10.00. RED LINE VENDING CO., New Hampton, Ia. x

FOR SALE — 14 JENNINGS CIGAROLAS, \$175.00. BADGER MUSIC CO., Sullivan, Wis. Phone 50. x

IMPS, \$6.00; LIBERTYS, \$12.00; WINGS, \$15.00. Slots, write for list or send picture of what you want. Vest Pockets, \$25.00; Columbia Double Jackpot, \$35.00; Q. T., 1c play, \$25.00; 10c play, \$35.00; Keeney Track Time, Red Head, \$50.00. One-third deposit. O'BRIEN'S, 89 Thames St., Newport, R. I.

JENNINGS CIGAROLAS, MODEL XVV, AND straight five cent play, clean and in good mechanical condition, \$85.00. ROBERT HERSHNER, Iberia, O.

JUMBO PARADES, FREE PLAY, \$70.00; MILLS Free Play Venders, \$65.00; Bally High Hand, \$145.00; all in excellent condition. 1/2 Deposit. balance C. O. D. J. O. YOUNG, 1722 West End, Nashville, Tenn. x

PHOTOMATICS WANTED — PAY CASH. Describe fully. Warner Automatic Voice Recorder for sale, \$395.00. McGUIRE, 1322 Lee, Long Beach, Calif. np

PRICED TO SELL — CLEAN MILLS FREE PLAY Mint Venders, \$62.50; nickel Jennings Century Escalator, \$32.50; Bally Free Play High Hand, clean, \$155.00. Third deposit. WINTON BROWN, 631 N. Spring St., McMinnville, Tenn.

WANTED — ALL TYPES OF SLOT MACHINES. UNITED NOVELTY CO., Delauney and Division Sts., Biloxi, Miss. ja10

WANTED — ROLASCORES, BOWLETTE JR'S., Rockball Jrs., Target Roll Jrs.; other Skee Ball Alleys. Name lowest price. L. BILOW, 2512 Irving Park Rd., Chicago. ja10

WANTED TO BUY — PENNY ARCADE OR Machines for same, cash. CHAS. HILBERT, 1225 78th St., North Bergen, N. J.

WANTED TO BUY — 100 A.B.T. MODEL F Targets with Blue Cabinets and Metal Heads. State condition and best cash price. W. B. COPLEY, 1604 Guess Road, Durham, N. C.

WILL BUY FOR CASH — CHICKEN SAMS, Shoot-the-Chutes, Ten Strikes, Ten Pins and Western Baseballs. Machines will be accepted (any condition) and cabinets are refinished in our shop. Name lowest price. CHICAGO NOVELTY CO., 1348 Newport Ave., Chicago, Ill. x

WILL BUY FOR CASH — SKY FIGHTERS, ACE or other Bombers, late free play Pin Ball. Quote any kind of Arcade Equipment. ACE MUSIC CO., 3417 Main St., Dallas, Tex.

WILL TRADE 17 MILLS FREE PLAY MINT Venders for 17 Free Play Jumbo Parades. JAMES PEARSON, 1203 Elliston St., Old Hickory, Tenn.

WORLD SERIES AND JAIL BIRD. SOME CASH for two Jennings Fast Times, remote control, free play. F. SCOTT, Fairfax, S. D.

25 TAX FREE KICKER-KATCHER, 1c PLAY, \$17.50 each. 1/2 deposit. Shipped in original cartons. DENSON NOVELTY CO., Cameron, Tex.

30 CONVERTED MARVELS AND AMERICAN Eagles, tax free, each \$17.95; 10 Old Age Pension, \$7.50; 6 Green Vest Pockets, \$19.50; 10 Multiple Coin Liberty Twins Win, \$8.95; 15 Wings and Pok-o-Reel, \$9.95; 15 Groetchen Zephyr, \$12.75; 1 Spinner Winner, \$9.95; 1 Galloping Dominoes, \$7.95; 10 Rollopacks, \$7.95; 10 Imps, \$4.95; 2 Dixie Dominoes, \$5.95; 3 Mills Jumbo, C.P., F.S., \$129.50; 2 Mills Gold Chrome Bells, 5c, \$119.50. Send 1/2 deposit with order. FRANCO NOVELTY CO., P. O. Box 927, Montgomery, Ala. x

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE quart heavy leakproof Popping Kettle, \$14.50. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 So. Wabash, Chicago. ja17

FOR SALE — PORTABLE SKATING RINK, maple floor. Tent, 50x100. With or without equipment. Now operating near largest army post and adjoining city. SANFORD, Box 413, Fayetteville, N. C.

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WATCHES — FIVE USED RUNNING POCKET and Wrist Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 311, St. Louis, Mo. x

MOTION PICTURE FILM, EQUIPMENT and SUPPLIES

The BIG BARGAINS formerly found in this section under the above classification will now be found in the

ROADSHOW FILM DEPARTMENT

along with the editorial articles, reviews of recent releases and news items of interest to Roadshowmen and Exhibitors. Turn to the Roadshow Film Department now—see index on page 3 for location.

FOR SALE—SECOND-HAND SHOW PROPERTY

BEAUTIFUL MECHANICAL FARM SHOW. Excellent condition; large Trailer, Scenery, Sound equipped. Off season price, \$300.00. Write GOLDEN LOUGH, Blackwell, Okla.

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FOR SALE — TENT, 40x70, PRACTICALLY new, \$225.00; 16MM. Devry Projector, \$250.00; 180 Canvas Folding Chairs, \$75.00; also a late 1939 Glider House Trailer with modern features, sleeps 4, 18 ft., only \$398.00. Write TALBOT'S TRAILER CAMP, Leesville, La.

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USED 60x140 DRAMATIC TENT WITH SIDE- wall. Stored at Waco, Tex. Will sell cheap for cash. BOX C-303, Billboard, Cincinnati.

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MUSICAL INSTRUMENTS, ACCESSORIES

KING ALTO, \$100.00; CONN TENOR, \$120.00; King Soprano, \$80.00; Pan. Am. Trumpet, \$50.00; new Bacon Banjo, \$150.00; King Clarinet, \$75.00; Buescher Bass Sax, \$150.00. All like new. Cash. AUB HORTON, 102 Underwood St., Fayetteville, N. C.

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MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL- ism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. ja17x

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LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. ja10x

ANIMALS, BIRDS, REPTILES

AA ANIMALS, BIRDS AND SNAKES. SOUTH American Pacas, Coatimundis, Monkeys, Gilas. Mixed dens of snakes for shows. SNAKE KING, Brownsville, Tex. ja17x

FOR SALE CHEAP—FOUR PONIES, FIVE DOGS, Goat, Monkey; Truck Trailer, complete. Acts ready to go. BOX C-304, The Billboard, Cincinnati, O.

HELP WANTED

ALTO SAXOPHONE — JOIN ORGANIZED band; good location job. Also Musicians, Girl Singer and Dancers, write, BERK MOTLEY, Dude Ranch, Norfolk, Va.

DRUMMER — ABLE TO SELL AND TAKE PART in novelties. Location with small combo. STAN STANFORD, Belvidere Hotel, Sault Ste. Marie, Mich.

FAT PEOPLE FOR GRIND SHOW — SALARY or percentage or both. Write EDDIE KARN, 2260 N. W. 27th Ave., Miami, Fla. ja10

MAN WITH CAR TO BOOK DRAMATIC COM-pany into schools and colleges thru South. Liberal commission. L. VERNE SLOUT, Room 515 Congress Hotel, Chicago, Ill.

MUSICIANS — STEADY LOCATION, SIX nights, twenty-two dollars weekly. Need solid Drummer with good outfit; also Sax Men. Must be sober, dependable and good readers. Give age, experience, phone number and draft possibilities. Address ORCHESTRA LEADER, Box 2011, Wichita, Kan. ja10x

PIANO MAN WANTED JANUARY 5 TO WORK with Midwest territory band. Must fake. HANK WINDER, 1435 Sec. Ave., S. E., Cedar Rapids, Ia.

UNINCUMBERED LADY WHO HAS A CAR and Trailer to assist Mentalist coming season with Carnival Side Show. BOX C-305, Billboard, Cincinnati.

WANTED — A REAL PIN-BALL TABLE ME-
chanic. Good salary. SOUTHERN AMUSE-
MENT CO., 313 N. Royal St., Mobile, Ala.

WANTED TO BUY

BUY, SELL OR EXCHANGE — MINIATURE Circus Equipment, complete Mechanical Circus for small Merry-Go-Round; Shetland Ponies or any other useful show property. W. R. COLVIN, Box 591, Tulsa, Okla.

CASH FOR WAR MATERIALS — WORLD AND present war. What have you? EDDIE KARN, 2260 N. W. 27th Ave., Miami, Fla. ja10

PORTABLE OR SECTIONAL BUILDINGS FOR cash. State all. NED GORDON, Auditorium Hotel, Houston, Tex.

USED LEAD SHOOTING GALLERY WITH STEEL walls. Give size and cash price. Also used Duck Pond. E. PERA, Geneva, O.

WANTED — USED SOLO-VOX AND HAM-
mond Tone Cabinets. Advise your best price. LEAH HOLT, 434 W. 29th, Spokane, Wash.

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AT LIBERTY AGENTS AND MANAGERS

ACTS INTERESTED IN BEING REPRESENTED at Minnesota Federation of County Fairs' Convention, January 14-16, 1942, please send photos and lowest to EARL C. PETEY, Address, 3617 Bryant Ave., S., Minneapolis, Minn. Time is short. Hurry! ja17

Advance Agent with car. Experienced, sober, reliable, live wire. Will book any box-office attraction of merit. Acquainted theatres, circuits all territories. Have 20 to 30 weeks' consecutive profitable Southern routes waiting for Stage Units, Novelty Shows, Bands. Can join immediately. Write or wire Bert Howard, care General Delivery, Atlanta, Ga. ja10

**NEW IDEAS—
NEW MERCHANDISE
NEW WAYS TO MAKE
MONEY WILL BE FOUND
IN THE MERCHANDISE
SECTION OF
THE BILLBOARD
EVERY WEEK.
BE SURE TO READ IT!**

Show Family Album



HERE is the personnel of the old Darr-Gray Stock Company, snapped at Athens, Tex., in December, 1920. Organized in Edwardsville, Ill., in 1916, the show played Missouri, Illinois, Arkansas and Texas for 16 years, disbanding at Athens in late December, 1933. Left to right in the top row are Bill Wesley, T. C. Owens, Jessie Carter, Dude Arthur and Marius Nygard. Second row: H. V. Darr, co-owner and manager, who recently completed his fourth year as contracting agent for Al G. Kelly & Miller Bros.' Circus; Bill Lahey; Joe Cunningham, deceased; Lance Davis; Ray Thorrell, deceased; Bud Hawkins, now playing schools and clubs with a dog and monkey act; Gene Stuttsberry; Frank Hayden; N. V. Gray, co-owner and director; Joe Bittner and Steve Burton. In the front row are Jack Darr; Mrs. H. V. Darr, treasurer; the late Blanche Cunningham, Toots Davis, Henryetta Thorell, Dot Hawkins, Rilla Stuttsberry, Laura Chase, Floss Burton and Steve Burton Jr.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

Producer's Assistant — Publicity or Promotion. Eight years' experience producing, promoting and managing orchestras and vaudeville units in East. Licensed by A. F. of M. 25 years old. Due to shoulder injury given disability discharge from Army. Must connect immediately. Leo Sobie, General Delivery, Hollywood, Calif.

AT LIBERTY ACROBATS

ACROBAT FOR WIRE, AERIAL AND BARS. PAUL ESTON, Glasgow, Ky.

AT LIBERTY BANDS AND ORCHESTRAS

S.S. AMERICA ORCHES-tra—Modern jazz and classical music. Under direction of DICK KRAETKE, 84 Horatio St., New York City. Watkins 9-1940.

After January 20 — Boots Martha Trio. Piano, Sax doubling Clarinet, Drums. This band is terrific. Featured musiciana, union. Go anywhere, money talks. Ticket if distance. Address care Paramount Orchestra Service, Southbridge, Mass. ja17

Available for dates after February 1st, 1942—America's newest dance band sensation. When you hear "The Band With the Gland for Rhythm" you're listening to Johnny Wilson, his drums and his orchestra, featuring lovely vocalist Terry Blair and the Wilsonaires. Fourteen all union men. The band with personality, new ideas and featuring novelties and special arrangements in the modern design. Guaranteed strictly box office. Open for all engagements—hotels, clubs, theatres, ballrooms, radio and records. Get your booking date in early. Write or wire immediately. Murray Clinton, Manager, 1658 Broadway, New York City. ja10

Five-Piece Dixie Combo, organized one year. Experienced clubs, hotels, lounge, radio; commercial, swing, novelties. Reliable, sober unit. Library, uniforms, union. Five men playing nine instruments. Write, wire all. Joe Perri, Jorgensen's Tavern, Escanaba, Mich.

Four Piece Band — Piano, Sax, Trumpet, Drums. Reliable hotels and clubs, no stage units. Bob Herron, 504 E. Chestnut, Dodge City, Kan. ja17

AT LIBERTY CIRCUS AND CARNIVAL

CARNIVAL SECRETARY-TREASURER, AUDI-tor — Experienced and capable handling large show. Go anywhere. References. State top salary. JOHN H. HOBDAV, 2155 N. El Molino, Altadena, Calif. ja10

6 SMART DOGS AND A CLOWN — GOOD enough for anybody's vaudeville show, unit or indoor circus. WILSON'S DOG CIRCUS, care The Billboard, Cincinnati, O. ja24

Two Neat White Face Clowns — Very best white and satin wardrobe. Good clown walkaround and clown numbers for indoor circus and stage shows. The Bakers, 215 Whitaker St., Salem, Ill. ja10

AT LIBERTY COLORED PEOPLE

Ambitious Colored Man, thirty-eight years old, intelligent, good appearance, personality, desires traveling position of some sort; preferably theatrical, musical field. Being an entertainer, singer, most familiar with same. What have you? Write Jimmy Bumbrey, 6011 Houston St., Pittsburgh, Penna.

AT LIBERTY MAGICIANS

MAGICIAN — MAGIC, ILLUSIONS, JUGGLING, Cartooning, Punch and Judy, Wardrobe, beautiful apparatus. Act or full show. Experienced schools, vodvil, etc. Man 37, wife, 27. Have transportation. MAGICIAN, 1945 Berkeley Way, Berkeley, Calif.

PALMISTRY, CARD READING, ASTROLOGY, Handwriting, Character Analysis. Prefer hotels and night clubs. PROF. DON LEO, Billboard, 1564 Broadway, New York. ja17

AT LIBERTY MISCELLANEOUS

Nellie M. H. King — High class Novelty Musical Act, George King, Punch and Judy and Venetian Acts. Outstanding attractions for indoor shows. Box 35, Homer City, Pa. ja24

AT LIBERTY MUSICIANS

BARITONE AND ALTO SAX — NOVELTY songs. Married, draft exempt. Location only. MUSICIAN, Box 182, Clinton, Iowa. ja10

BASS — BRASS OR STRING. AVAILABLE January 6. Good recommendations. Write or wire MUSICIAN, 318 Vardaman, Jackson, Miss. ja10

DRUMMER — AGE 20, PLENTY EXPERIENCE. Read and fake. Krupa drums. Go anywhere. Also have other men. Wire or write FRED PITTS, 318 Vardaman, Jackson, Miss. ja10

DRUMMER — 21, UNION, EXPERIENCED, sober, exempt, single. Big band preferred. New black pearl drums. Will go anywhere, location preferred but will consider all reliable offers. Panics, mickeys, lay off. State all, including salary, in first communication. Available January 1. Write or wire DICK BALDRIDGE, 1320 Chestnut St., Port Huron, Mich.

DRUMMER — AGE 19; 5 YEARS' EXPERIENCE. fine equipment. Union, sober and reliable. Write or wire CHARLES AMATO, 820 Sheldon Ave., Grand Rapids, Mich.

TENOR SAX DOUBLING STEEL GUITAR — Read, fake, union. Small or large band anywhere east of Mississippi River. Married, 28, house trailer, deferred. State salary. KENT MILLER, 616½ W. 5th St., Winona, Minn.

TENOR SAX, CLARINET — EXPERIENCED. South preferred. EARL TAYLOR, General Delivery, Pensacola, Fla. ja10

TRUMPET — READ. SOBER, NO CARD. AGE 28. All offers considered. South only. Write full particulars to SIDNEY ANTELL, Exeter, Mo.

VIOLINIST DOUBLING CELLO AND SAX — Experienced pit, symphony, radio. Age 40, sober, reliable. Wife experienced Pianist, Organist. KESHNER, 504 Perry, Vincennes, Ind.

Alto Sax Doubling Clarinet — Fine tone, right reader, modern, experienced all lines. Non-union but would join. Have car; draft exempt. Don Cooper, General Delivery, Des Moines, Ia.

Drummer — Young, experienced, wishes to join band. Shows, dance, commercial, swing. Also sing. Norman Cogan, 4309 10th St., Sunnyside, L. I. N. Y. ja17

Electric Guitarist (Spanish) — Vocalist, modern. Will fit with any combo. Feature solos and vocals on all tunes. Good rhythm. 514 N. 4th St., Paducah, Ky. ja17

Good Duo Team—Accordion and Guitar. Specialize in popular and hillbilly music. Read and fake. Have had radio, hotel, stage, tent and med. show experience. Have plenty of talent and personality. Guitarist also sings. Accordionist is union and also has P.A. System and 100mm. Sound Projector if needed. Would like to join musical group, but will accept anything. Will join together or separately, but would prefer to join together. Bob & Bud, 705 E. Main St., Danville, Ill.

Guitarist — Modern, electric, take off. Thirteen years with top bands, trio. Union, draft deferred. Write Freddie Stivers, 2145 E. William, Decatur, Ill. ja31

Hammond Organist — Non union. Cocktail lounges, restaurants, hotels. Swing or classic. Do not own instrument. Draft exempt. John Raymond Darr, Ford Hotel, Buffalo, N. Y. ja17

Lead Trumpet — Second preferred. Shows, goes, strictly business. Cocktail unit preferred. Others considered. 835 Midway, Paul Chapman, Hotel Worthy, Springfield, Mass.

AT LIBERTY PARKS AND FAIRS

High Pole Act — New booking 1942 date and thrill shows. Other acts for indoor dates. Ground and Aerial Acts. G. Higgins, Billboard, Cincinnati, Ohio. ja31

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST — HAVE SOLOVOX. JIMMIE SHADDIX, Grantville, Ga. ja17

PIANIST — AVAILABLE JANUARY 6. Experienced. Prefer sweet or commercial band work. Location jobs. Music conservatory graduate. Northern offers considered as home is Pennsylvania. Write or wire IRVING MCGHEE, 350 Vardaman Ave., Jackson, Miss. ja10

PIANIST — LOCATION. CONCERT OR DANCE. Reader, union. Write PIANIST, 415 S. Third, Albuquerque, N. M.

PIANIST DOUBLING ACCORDION — CON-
servatory graduate, draft deferred. Read or
fake, vocals, arrange some. Travel or locate.
Available on two weeks' notice. Address
PIANIST, 14 Spruce St., Gloversville, N. Y.

Pianist at Liberty — Grandstand recues, production and booking agents, write; burlesque and beer garden leaders, note; clubs using line girls, singers and small combos, contact also. Dick Tope, Box 204, Newnan, Ga.

AT LIBERTY VAUDEVILLE ARTISTS

Dixie Dandy Dog and Monkey Circus — Five Dogs, one large Baboon, one Rhesus Monkey open for clubs, theatres, schools, etc. Bud Hawkins, 3834 Drakewood Drive, Cincinnati, O. ja24

Low A. Bozo Ward — Novelty Pantomimist. Some open time after January 10. All comedy; they laugh, they scream; 8 to 10 minutes of ridiculous nonsense. The first Bozo strip tense, plays on spoons, doorspring, callopa, etc. Entertains the guests at the tables with music, magic, stories, for-tunes, etc. Produces comedy bits. A real drawing card for clubs, night clubs, smokers, etc. Good pay brings good value, good value brings good business. Why not pay? Also producing clown with props for circus. Write or wire immediately. 416 Columbia St., Brooklyn, N. Y.

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PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Survey Shows Items Most In Demand by Service Men

Trend is definitely for practical merchandise for everyday use

WASHINGTON, Jan. 1.—An informal survey of the requirements of the men in the armed forces brought out the fact

that the boys list their preferences for 25 indispensables. Most of the items are those that have been handled successfully by workers operating near army, navy and military bases.

The survey can give relatives and friends an idea as to the "must" gifts for selectees.

The results of the survey proved beyond question that cigarettes and tobacco rated tops with the service men, and hold spot No. 1 on their list of suggested gifts. The other 24 favorites (not arranged in order of preference) are reported as follows:

Razor blades, sewing kits, soap, wrist watches, socks, shoebrushes and cleaning kits, fountain pens, safety razors, change purses, pocket knives, flashlights, playing cards, pocket combs, cigarette lighters, writing paper, books, clothes-brush, underwear, handkerchiefs, candy, cameras, magazines, spot-removing kits and unbreakable mirrors.

This list should be of some aid to workers already covering camps and those who contemplate entering this field.

Variety Noted In War Items

NEW YORK, Jan. 3.—The war has stimulated the demand for timely novelties and the industry has already introduced many striking items. So far the trend has been to banners, pennants, posters, badges, buttons and flags. Most of the numbers feature patriotic slogans such as "Remember Pearl Harbor" and "Down With the Rising Sun." Variations of service records and loyalty pledges have also appeared. These latter items are impressive in appearance, using multiple colors and plenty of art work on good paper.

The pennants and banners tying in with the war are attractively designed, with patriotic subjects for background and eye-catching appeal. Manufacturers have given considerable thought in producing these items so that public interest would be stimulated.

Some of the other patriotic items that have appeared recently include a miniature airplane propeller with red, white and blue tips; balloons with patriotic

Jersey Bingo Advocates Suggest Local Option Via Legislature

UNION, N. J., Jan. 3.—The Triple B Organization has been formed here with a slogan, "Bring Bingo Back." The group includes 35 bingo advocates representing both political parties, it is reported. Partisanship has been forgotten in the interests of bringing back the favorite pastime of this city. A strong campaign is being planned and it is expected that it may bring the desired results.

The Triple B members have been busy drafting plans that will restore bingo on a non-commercial basis. A committee has already been named to try to have Prosecutor David lift the ban he placed on the game last month on recommendation of the October grand jury.

Six or seven groups that sponsored non-commercial games have been the moving figures in the present activity. Mrs. Madeline Ellis and Mrs. Charles Simmons have been appointed chairman of the committee to call on David. If the arguments they put forth fail to cause the



By JOHN CARY

THE OUTLOOK for 1942 in the bingo field is bright, according to informed observers. The game's popularity continues to reach new highs; operators are constantly improving their games by variations and adoption of interest stimulating ideas; a wider selection of merchandise is drawing more players, and equipment manufacturers are busy working out new ideas. The war offers operators continued profit-making opportunities since bingo, a time-honored medium for fund-raising projects, lends itself admirably to the plans of organizations throughout the country seeking funds for patriotic purposes. It is bound to be a good year for all bingo operators who are on their toes and quick to grasp every opportunity to cash in.

AS SOON as Metro Manufacturing Company is settled in its new quarters it will release several recently completed items to the trade, according to Sid Fingelstein. Sid explains that the new items will be the firm's first promotion in what is expected to be a big business year.

MORRIS MANDELL, just returned from a short vacation from Lakewood, N. J., is all set to start things humming again. He has many new ideas for 1942 and will soon make a special announcement of interest to the trade.

A MUCH-NEEDED vacation in Florida is being spent by E. S. Lowe. On his return soon after the first of the year an important announcement will be issued by E. S. Lowe & Company with reference to the firm's bingo plans for 1942. Added personnel and a new department head are expected to make 1942 the biggest in the firm's history.

themes and slogans; Victory buttons; a heavy output of American flags, and posters. The war has also increased activity in patriotic jewelry, it is reported, and there is an ever-increasing demand for military emblem jewelry as well. As time goes on it is expected that many additional items with patriotic and timely themes will be introduced.

ban lifted the group is prepared to take further steps.

Union Township Committee Chairman Biertuempfel, who has been active in the organizing of the group, is making the necessary arrangements for an appointment with David. He was named chairman of Triple B and will preside at the next meeting sometime this month. Frederick Schanz was named secretary.

Biertuempfel, while admitting that he might be sticking his neck way out in bringing up the bingo question at this time, took issue with the two schools of bingo thought. One of these was credited to David, who allegedly said recently that legalized gambling was the solution to the gambling problem. Biertuempfel violently disagreed with this proposal on the grounds that it would have a demoralizing effect on the youth of the community. It is well known that youths in this area, particularly those employed in defense industries, have more money than ever before. Legalization of gambling

Trend to Practical Mdse. Items Is Noted in All Fields

CHICAGO, Jan. 3.—For quite some time there has been a steady trend to the use of practical items in all the various branches of the premium merchandise field. Bingo and salesboard operators have long been leaders in pushing lasting, serviceable merchandise. Concessionaires also have sensed the change in public demand and their displays feature merchandise designed to bring players back again and again.

According to leading supply houses and jobbers, the trend is expected to continue in 1942, and it is anticipated that this policy will add greatly to receipts throughout the year. Electric appliances lead the parade of time-proven favorites, with radios, clocks, blankets, silverware, household gadgets, kitchen utensils and similar merchandise also finding favor with the public. Chief attraction is that these items are essential for everyday use and can be obtained at expenditure of a nominal sum via bingo, salesboard or other concessionaire games.

Novelties also play an important part in the merchandise picture for 1942, and it is freely predicted by trade leaders that there will be a swing to war novelties. In addition to the many patriotic items now available, many other timely novelties are expected to appear. Comic novelties will also be put out in large quantities to meet the public demand, it is reported.

There are indications now that all kinds of red, white and blue items will dominate the merchandise field throughout the year. Many merchandise users are planning to push lapel pins, banners and pennants and other patriotic numbers. Salesboard and bingo operators are considering red, white and blue giveaways as good-will builders in keeping with the spirit of the times.

The unanimous opinion is that with further spending for the war effort, 1942 should prove to be a highly successful one for the merchandise field.

would create a very unhealthy situation, according to Biertuempfel.

On the other extreme, Biertuempfel explained, is the group typified by Rev. John B. Crowell, Elizabeth (N. J.) Presbyterian pastor, who recently branded bingo "stupid and moronic." Those who feel this way "should find out that many good people get real, honest fun out of bingo," Biertuempfel said. Rev. Crowell's argument is weak since people throughout the country do enjoy bingo, and the group as a whole cannot be classified as stupid and moronic since they are devout church-goers. As a matter of fact, bingo games sponsored by churches have done much to alleviate the suffering of the more unfortunate members of the community, as all well-informed persons know.

Biertuempfel pointed out that the organization will do all in its power to convince the authorities that bingo as played in Union is wholesome. If stiff resistance is encountered the group will agitate for legislation allowing local option on the game. There should be as much support in Trenton for local option bingo as there was for the pari-mutuel bill, according to Biertuempfel.

Women members of the Triple B group pointed out that bingo has aided the charity funds of sponsors, helped pay defense costs thru admission taxes, and provided amusement for many who don't like movies, dancing and card games.

The action in Union is expected to attract the attention of other communities throughout the country where bingo is banned. If it succeeds in restoring the game, even under the local option angle, it might form a precedent that may well be followed in other cities. One important point at this time, according to reports, is the fact that bingo can be used to raise funds for local patriotic and defense efforts.



A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

LOOKING AHEAD.

No one can predict with any reasonable accuracy what 1942 holds in store for us. We know that it is going to be a troubled year . . . many of us will be serving in the armed forces of Uncle Sam, the rest will be doing what we can on the home front to help bring early defeat to the mad dictators of the world. But withal, the wheels of industry must turn and turn they will. Operators will continue to create and distribute deals and many of them may use the card and board to stimulate the sale of Defense Bonds and Stamps. The latter service is one which we should all resolve to render to our fullest capacity.

Merchandise trends in all probability will be closely allied with our defense effort. Such items as will help keep the average citizen comfortable or amused or informed or make his lot easier under present conditions should move very well for operators everywhere. In this category will be found portable radios, watches and clocks, flashlights, thermos jugs, blankets, pocket knives, leather jackets, ski suits, reversible weather-proofed rain garments, etc. Of course, there will be other types of awards offered thru 1942, some new, some old, and all in all operators should wind up getting their share of the long green.

The finest deal in the world will not pay out unless enough cards are placed to take care of the law of averages. Some spots complete faster than others. Some don't pay out at all. But if sufficient number of locations are covered the average return will be satisfactory when the deal itself is basically sound. When placements are made wisely the operator cleans up. It is because of this that the placement man plays such an important part in the success or failure of a deal.

A placement man to be worth his salt must be a good pavement pounder, a good judge of locations, a good talker and above all he must be a good cold-turkey solicitor. He must be able to walk in sold on a prospect he has never seen before and not only sell him on the idea of working a card, but must also inspire him to literally break his neck to complete the deal as fast as possible. It is in rapidity of turnover that real money is made.

A good placement man can close 18 to 20 orders a day. When placements run much over that figure it is usually a sign of indiscriminate spotting. It is important to get coverage, but it is also important to use discrimination while getting it. An operator soon finds this out when he checks returns.

HAPPY LANDING.

Fastest Selling NOVELTY SENSATION!

Flippy

MILITARY STRIP * TEASE CIGARETTE CASE

Here's a timely bombshell of military mirth. FLIPPY is the greatest repeat item you have ever handled. A real money-maker! Don't delay. Join the FLIPPY sales-parade today.

Send for Folder
EVANS NOVELTY CO.
Division of Premium Sales Co.
Dept. No. A-2
800 W. WASHINGTON CHICAGO

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

Pearl Harbor Pin

West Coast streetmen and novelty workers are hopping on the band wagon with the new Remember Pearl Harbor plastic lapel pin, Zill Products reports. This attractive piece of merchandise is dignified in design, yet flashy enough to catch the public eye. It has sold like hot cakes in towns along the Pacific. Item has none of the earmarks of cheapness. It is a quality product. Pin is 1 1/2 by 1/2 inches in size and made in red, white and blue bars, with the lettering "Remember Pearl Harbor" stamped across the face in either blue and red on white or gold on transparent red and blue. Pin comes complete with a good-gripping pin catch. An attractive display card is furnished with gross orders. Pins are also available in school, fraternal or military colors with special reading matter. Workers are finding this number one of the fastest patriotic sellers to be placed on the market in recent months, the company declares.

Ski Girl Doll

In keeping with the winter season, Jerry Gottlieb has introduced Sun Valley Sue, the all-American ski girl doll. Doll is fully equipped with ski shoes, skis and poles; wears a bright, colorful, two-tone ski suit; a ski cap with tassel, sweater and gloves. Doll is 27 inches high and comes with natural eyelashes and blond hair. The item has a lifelike appearance and it is claimed the doll has created a sensation wherever it was shown. The firm has offered a number of special doll idea offerings, and the ski doll, its latest creation, is one of the most outstanding items introduced by the company.

War Banner

The line of patriotic banners and novelties offered by Liberty Products has always tied in with timely events, a firm executive reported. Their latest product, he explained, is a Remember Pearl Harbor banner. It is 9 by 12 inches in size, made of satin with gold fringe tassel and spearheads. The catch slogan of this war is said to be spreading, and therefore there is a wide market for this banner. A circular covering the entire line is offered without cost.

War Poster

An attractive six-color patriotic poster printed on cardboard, suitable for window display and similar purposes, has been produced by Edward Lowe Art Studio. Item is 14 by 22 inches in size and features patriotic pictorial design. Agents handling this item have a chance to cash in, the firm reports.

Safety Scrapers

A practical item is the Safety Scraper offered by Champion Specialty Company. Firm states the item scrapes icy windshields, paint, etc. It also may be used to cut paper and cardboard and is useful

PLUG SCREWS INTO ANY SOCKET

RING FITS CEILING RING



NOW FLUORESCENT

LIGHTING FIXTURES

Screw INTO SOCKET JUST LIKE

CHANGING ORDINARY LIGHT BULB!

NO MORE Costly Installation—NO MORE Special Wiring—NO MORE Extra Equipment—NO MORE High Prices—MODELS, SIZES, for every use!

Sensational Opportunity FOR AGENTS AND DISTRIBUTORS

Hundreds of the smartest Distributors and Salesmen in the country are asking—"How Can I Get Into Fluorescent Lighting?" They see it coming—and coming fast. They saw one million tubes sold in 1939. They saw the sale jump in 1940 to EIGHT Million Tubes. They see 1941 offering markets for FIFTY MILLION or more—and they want to get in while the big money is to be made.

Huge markets now opened by this latest development—and unbelievable volume to be gotten this year because of vastly reduced prices—fixtures with tubes, complete, ready to light to sell at retail for less than \$5.00. This is the biggest Distributor opportunity since the invention of radio. It offers salesmen the biggest earnings of the decade. It's the ONE chance of your life to clean up and at the same time establish a business with a future big enough to satisfy anyone.

All facts are free—including our exclusive territory plan—no obligation. Rush your name today. Tie up now with the Fluorescent LITE-KING and go to the top with us.

NORTH AMERICAN MFG. CO.
DEPT. 81-A, 433 E. ERIE ST., CHICAGO, ILL.

SAVES one third on light bills.

GIVES 98 1/2 % true daylight

NO glare—no deep shadows—no yellow cast

ALL parts Underwriters tested and approved

FIXTURES complete with tubes as low as \$4.95

COMPLETE Line for Stores, Factories, Homes. At Prices Never Before Quoted

RUSH COUPON

Samuel A. Ward, Pres.
North American Manufacturing Co.,
Dept. 81-A, 433 E. Erie Street,
Chicago, Ill.
Please send me your complete presentation showing the opportunities that exist today in the Fluorescent Lighting Field. I am under no obligation whatever and there is no charge for this information.
Name
Address
City State

BINGO SUPPLIES

JOBBER: Write for Free Catalog

- Floor Model Bingo Blowers
- Electric Magnifying Viewers
- Table Model Bingo Blowers
- Rubberized Bingo Chute Cages
- Electric Flash Boards
- Rubberized Throw Ball Cages

And every other item jobbers want and need... the most complete Bingo line! "If it is Bingo Equipment or supplies—Metro MUST have it!"

METRO MFG. CO. 28 W. 15 St. NEW YORK CITY

SERVICE FLAGS

FOR THE HOMES OF THE ONES IN THE ARMED FORCES. Are you prepared to meet the demand? We can furnish you three qualities. \$1.25, \$1.00, and 50c sellers. Write for Dealers' Prices.



GEO. LAUTERER CO.
165 W. MADISON CHICAGO, ILL.

LADIES' WATCH



Very Flashy YELLOW GOLD COLOR

Fine quality silk cord wrist bracelet. White chrome back on case. 10 1/2 line size. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch.

B3898—Each \$3.65

New Catalog soon ready. Get your name on our mailing list. When Ordering Give Your Resale Certificate Number or State Line of Business.

ROIDE-SPENCER
223 W. Madison Chicago

LEADING SELLERS IN FUR COATS

Better sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superb styles and quality! Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW FREE CATALOG! Just off the press! **LOWEST PRICES!** H. M. J. FUR CO.
150-B West 28th St., N. Y. C.

REMEMBER PEARL HARBOR DIGNIFIED PLASTIC LAPEL PINS

Nothing like it on the market. Assorted colors. 75¢ doz. \$7.25 gross. Free display cards with gross orders. Sample 15¢. Cash with order.

ZILL PRODUCTS
1833 Hyperion Ave. Hollywood, Calif.

VALENTINE BOUDOIR DOLL BEAUTIFUL WHITE and RED COSTUME--24 INCHES HIGH IDEAL FOR SALES PROMOTIONS, PREMIUMS, DISPLAY, ETC.

Sample, \$2.00 Postpaid. Cash in full with sample orders. **\$19.75**
N6276 Per Dozen
25% deposit with stock orders.

LEVIN BROTHERS

Established 1886. Terre Haute, Indiana



Complete outfit costs about \$60. That's all you require to start this Big Money Business.

Look! Joe Hoy, Ark., writes: "Rigged up booth with lights. GROSSED \$39.20 SATURDAY." Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

FACTS ABOUT THIS AMAZING ONE-MINUTE PHOTO MACHINE

Requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

Army Camps, Stores, Street Corners, Fairs, Carnivals, Bazaars, Picnics, EVERYWHERE—you will make BIG MONEY with P. D. Q.

WRITE TODAY P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-1, Chicago, Ill.

COME ON AMERICA—LET'S KEEP 'EM FLYING



A TIMELY NOVELTY SENSATION

Authentic reproduction of an airplane propeller 10 inches long in beautiful natural wood finish with red, white and blue tips. Aeroplane dial type thermometer in hub, reads from minus 20 to plus 120. Striking in appearance, ornamental, useful. On attractive, colorful counter display cards. Looks like a \$1.00 value. Unit of 12 carded for display, only \$3.60. Operators, pitchmen, agents, write, wire or 'phone your order now!

30c EA.

D. A. PACHTER COMPANY

MERCHANDISE MART CHICAGO, ILLINOIS

BUY NOW—AVOID WORRY—SAVE MONEY

INVENTORY CLEAN-UPS—REASONABLE QUANTITIES

Well Under Present Market Prices

—BALANCED SELECTIONS—

FOR PREMIUM—NOVELTY—SPECIALTY—SALESBOARD MEN

State Your Business for Proper Listings



ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD. ST. LOUIS, MO.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

It's Sweeping The Nation . . .



"Remember Pearl Harbor" Felt Pennants

The slogan "Remember Pearl Harbor" is sweeping the nation—and so are our Pennants. They're made of real felt with a blue background, red trimmings and "Remember Pearl Harbor" imprinted in white. Here's a hot number that is going to make it hot for the Japs.

100 REMEMBER PEARL HARBOR PENNANTS..... \$6.00

'REMEMBER PEARL HARBOR' BUTTONS

Button is 1 1/4 in. size with pin. "Remember Pearl Harbor" is imprinted in white on a dark blue background.

100 \$1.10 1000 \$10.00

LATEST WAR SLOGAN BUTTONS

Come in 25 different sayings, done up in color.

100 \$1.10 1000 \$10.00

"V" VICTORY BUTTONS

100 \$1.10 1000 \$10.00

"V" VICTORY BANNER

9"x12", made of rayon satin, done up in color.

DOZEN \$1.40



Stock Up Now!

BENGOR PRODUCTS CO.,

878 BROADWAY

NEW YORK CITY

"MY PLEDGE of ALLEGIANCE" PATRIOTIC BANNER

Sells on sight and made on silk with rayon silk flock. No paint.

SOMETHING BEAUTIFUL
Size 12"x16"

Price 3 Doz. \$11.25
6 Doz. 21.00
12 Doz. 39.00

1/3 Cash, Balance C. O. D.

We also manufacture the highest grade Flock Pillow Tops on the market.

Send for Samples and Prices.

A B C NOVELTY CO., Inc.
6823 So. Halsted, Chicago, Ill.

in a sewing kit. It is reported that agents and pitchmen have found the public receptive to this item.

Army Ring

Military jewelry is selling big again, according to reports. One of the many numbers offered by Pakula & Company is an insignia army ring available for all services. The rings, with proper insignia, come in yellow or white finish, and the engraving is intricate and attractive. The firm features a complete line of engraved jewelry, and catalogs are available for military or engraved jewelry on request.

Toss-Ups

One of the most staple items, according to the Oak Rubber Company, is the toss-ups. The Mickey Mouse toss-up produced by the firm is said to be a dependable money-getter at all times and places. It shows Mickey with a big grin, and the balloons are offered in several different sizes. The toss-ups are available in flashy packages which add to their appeal.

TIRE, TRUCK BAN

(Continued from page 3)
clared that the meager amount on hand makes a generous policy absolutely impossible.

While some argument may be made upon the morale elements of entertainment by circuses, carnivals and other shows and performers to prove essential nature, it is a big question whether any progress would result, in view of the limited supplies.

Until government economists, especially in the OPA, feel more confident about rubber stocks it is difficult to see how outdoor shows and other troupes and performers who travel by auto can obtain new materials for their trucks, trailers and cars. The alternative is to strip all excess weight from the shows, to run fewer vehicles and to exercise care in operating speeds, tire pressures, etc., so as to prolong the life of present equipment as much as possible.

At present no limit has been put on sale of used, recapped or retreaded tires but there is no guarantee that a ration-

ing system will not be eventually applied to these, too.

NEW YORK, Jan. 3.—A severe blow, unpredictable in proportion, was dealt itinerant show business and other arms of the entertainment industry with the announcement by the Office of Production Management Thursday (1) that a complete ban has been invoked on the sale of light and heavy trucks as well as new private autos. OPM order ties up stocks in dealers' hands until January 15, and meanwhile a rationing system is being worked out similar to that which applies to tires.

Details of production suspension will be examined Monday (5), when officials of the auto industry meet with government agency heads. There is small consolation in the announcement that no restrictions are being placed on used or second-hand cars. An amendment to the "freezing" order on cars permits completion of conditional sales, chattel mortgage and similar auto purchase contracts when delivery was made prior to January 1. Donald H. Nelson, priorities chief of the OPM, said that additional amendments will probably be issued to cover "hardship" situations which may develop. Whether traveling bands, acts, units or outdoor show business can qualify for this identification is questionable.

Auto race and thrill show troupes are directly affected by the government order on tires. One Chicago race outfit said it has enough tires for two seasons, but this is represented as an unusual case.

DEFENSE DAY BIG

(Continued from page 32)
by Betty Rich, trapeze; Johnson Brothers, jugglers; Bert Fischer's chimps; Marlyn Rich; Cheerful Gardner's elephants, Sensational Blairs, California Troubadours, Slim Pickens, Jenny Perry, Lenora Faye, Martha Ray; Princess Olga Celesta and her leopard, Nissa; Madame Mullins, Leon Blondin's Monkey Circus; Aristocrats of the Air, Orlys Tumbas, Montic Montana and Company, Tex Orten, Frank Chicarella, Mark Smith's Rancho Cortez horses; Four Apollos and Covan Dancers.

Side Show line-up included Schlitz, pinhead; Penguin Girl; Jolly Josephine, fat girl; J. E. Pepin's rooster; Josephine Martinez, snakes. Music was provided by Los Angeles County Band and George Surtees, drums, and Sam Abbott, flageolet. Chuck Gammon served as "Gay Nineties" announcer. Clowns were Larry Bozo Valli, E. A. LaCola, Billy (Rags) Mack, John Little Bozo Pizzo, Merle Henry and George Perkins.

In the purchase of the bonds by the club and its auxiliary, brief talks were made by Joe Glacy, Ross Davis, H. A. Pop Ludwig, Dr. Ralph Smith, Allerita Foster, Vivian Gorman, Rose Rosard, Margaret Farmer, Mabelle Bennett, and Mother Minnie Fisher, chaplain. Ben Beno was equestrian director. In addition to the purchases made by the club several individual members stepped to the mike to announce their purchases. Among them were Ray Rosard, \$1,000; Ed Walsh, \$500; Mr. and Mrs. Harry Sucker, \$1,200, and Barney Flannagan, \$1,000.

Two calliopes, loaned by Roy Jenkins, started off the day. Ferris Wheel had Frank Wells as its foreman. Peanuts donated by Mellos Peanut Company were sacked for sale by a group from the Auxiliary, including Margaret Farmer, Allerita Foster, Mabelle Bennett, Rose Rosard, Gladys Forrest, Ann Nye, Angie Roman, Mother Minnie Fisher and Orlys Tumbas.

HASC BANQUET

(Continued from page 32)
success. Hotel's spacious dining room was profusely decorated and featured an illuminated sign bearing the numerals "1942." Below the sign was a large banner with the inscription "There Is a Big Job To Do, Let's Do Our Part in 1942." This banner was surrounded by American, Canadian and British flags. Floral offerings were plentiful.

Guests were seated at 8 p.m. as the orchestra struck up the navy *Anchors Away* song and past and present officers marched to the speakers' table. Retiring President Robert L. Lohmar, with a few fitting remarks, introduced Toastmaster Charles W. Green, who called upon the assemblage for a minute of silent prayer for the boys in the service and a victory for the country in the present crisis. Acting Chaplain W. Frank Delmaire then gave the invocation. After dinner, Toastmaster Green gave an interesting talk on America's participation in the war and expressed the assurance that, as in the past, people of the show world could

be relied upon to do their part to retain American privileges.

Congratulatory Wires

He then read telegrams of good wishes for 1942 from Joe Glacy, Pacific Coast Showmen's Association; Midwest Merchandise Company, Rubin & Cherry Exposition, Rely Castle Burglon, Norma and Dee Lang, Jed Brown, Everett and George Coe; Jack Ruback, president San Antonio Showmen's Club; Dave Stevens, H. N. Reeves, Marle Beckmann, Ladies' Auxiliary, PCSA; Frank Duffield, Showmen's League of America and Auxiliary; Missouri Show Women's Club, Tom Allen, Frank Fellows, Harry Vilet, Leo Levin, Slim Johnson; Claude R. Ellis, outdoor editor *The Billboard*; Keith and Peggy Chapman, International Association of Showmen, and Lola and Jimmie Hart.

Introduced from the speakers' table were W. Frank Delmaire, chaplain; Past President John R. Castle; Harry Hennies, representing the Showmen's League of America; Abner K. Kline, representing PCSA; Ben Roodhouse, Eli Bridge Company; Ruth Ann Levin, president Ladies' Auxiliary, HASC; Ruth Martone, retiring president of the auxiliary; C. F. (Doc) Zeiger, second vice-president; Noble Fairly, first vice-president; Clay Weber, third vice-president; Robert L. Lomar, retiring president; President L. C. Reynolds, and Tom Collins, *Kansas City Journal*.

Members Honored

Green then presented Ruth Martone a brooch from auxiliary members in appreciation of her administration and untiring efforts in 1941. L. C. Reynolds was given a gold life membership card. Both were accepted with fitting remarks. Highlight was introduction of Tom Collins, guest speaker, who scored heavily with his humorous anecdotes.

Retiring President Lohmar expressed appreciation for support given him during his administration and expressed his well wishes and support to President-Elect Reynolds. President Reynolds responded with a timely speech and all pledged their support. Following the activity at the speakers' table floor was cleared and dancing prevailed to the music of Richard Torres orchestra. During the evening numerous patriotic songs were offered by the assemblage. Event continued until 2:30 a.m. and was one of the most outstanding in club's history. Much credit was given Chairman Art Brainerd and his committee.

Guests

Denny Pugh, World of Today Shows; Charles Rotollo, Elite Exposition Shows; Frank (Boxie) Warfield, Rubin & Cherry Exposition; Ethel Galbraith and Joe Levin, Heart of America Shows; Laura Anderson and Bill Wilcox, Bud Anderson Circus; Frank H. Capp, Baker-Lockwood Company; Mrs. Debs Pifer, C. F. Zeiger Shows; Peggy Smith, Reynolds & Wells Shows; Maude (Keel) Womack; Phyllis Smith, Kansas City; Kenneth Krueger, Reynolds & Wells Shows; George Waldenburg, Baker-Lockwood Company; Mr. and Mrs. Norris B. Cresswell, Midwest Mercantile Company; Mr. and Mrs. Al Baysinger, Al Baysinger Shows; W. P. Holston, Midwest Mercantile Company; Tony Martone, Heart of America Shows; Mr. and Mrs. Joseph Bowen and Mr. and Mrs. Noble Fairly, Dee Lang Shows; Sam Benjamin, World of Today Shows; Mr. and Mrs. Charles T. Goss, Standard Chevrolet Company; Verma Bauman, Dee Lang Shows.

Chester I. Levin, Midwest Mercantile Company; Margie Hagstrom, Eugene Friedmaire and Don C. Dunlap, Baker-Lockwood Company; Joe J. Smith; Mr. and Mrs. Cliff Adams; Mrs. J. W. Gupp-tell, Hennies Bros.' Shows; Mr. and Mrs. Charles W. Green, Sedalia, Mo.; Mr. and Mrs. Roger E. Haney, R. E. Haney Amusement Company; Mr. and Mrs. Harold (Whitey) Elliott, Feld Chevrolet Company; Mr. and Mrs. Courad G. Haney; Fred Cox; F. M. Shortridge, L. G. Massey, Mr. and Mrs. Al C. Wilson, Blanche Francis, Mr. and Mrs. E. S. Bond; G. E. Freeman, Hennies Bros.' Shows; Billie Bedoni.

Mr. and Mrs. Carter G. Buton; Nellie Shannon, Rubin & Cherry Exposition; Mr. and Mrs. Ellis White; Mr. and Mrs. Sam Anscher, Hennies Bros.' Shows; Jake and Elsie Brizendine, Rubin & Cherry Exposition; Mrs. Peggy Reynolds, Reynolds & Wells Shows; Mrs. Glenn L. Hyder, Eli Bridge Company; Mr. and Mrs. J. O. Shannon, Rubin & Cherry Exposition; Mrs. Daisy Hennies, Hennies Bros.' Shows; W. J. Lindsay, Reynolds & Wells Shows; Ruth Martone, Heart of America Shows; Ben O. Roodhouse, Eli Bridge Company; Trixie Clark, Reynolds & Wells Shows; Mr. and Mrs. C. F. (Doc)

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed
MEN'S WRIST AND POCKET WATCHES
Wholesale Jeweler Since 1914.
SEND FOR FREE CATALOG.
LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

FURS
COATS, JACKETS, BOLEROS
1942 Catalog Free
Latest 1942 Styles. Coneys, Sealines, Caraculs, Muskrats, Mouton Lamb, Persian Faws, Skunks, Silver Fox, Red Fox, etc. Write at Once for Reduced Price List Free.
M. SEIDEL & SON
243 W. 30th St. N. Y. C.



Zeiger, Zeiger United Shows: Mr. and Mrs. Abner Kline, Eyerly Aircraft Company; Ruth Ann Levin, Midwest Merchandise Company; Harry W. Hennies, Hennies Bros. Shows; W. Frank Delmaine; Mr. and Mrs. William Crowe, Reynolds & Wells Shows; Jimmie Morrison, Baker-Lockwood Company; G. Martin; Mr. and Mrs. H. Wells, Reynolds & Wells Shows.

Mr. and Mrs. Joe Levine; Mr. and Mrs. E. Thonneson, Baker-Lockwood Company; Tom C. Hall, Mr. and Mrs. T. H. Jones; Mr. and Mrs. Hymie Schrieber, Schrieber Merchandise Company; Mr. and Mrs. Henry Hakan, W. R. Wilkerson Jr., Dr. E. A. Allen, Mrs. John H. Tietze, Patricia Fleming, Georgia Witter, James Wilkerson, James Mitchell, Mrs. W. R. Wilkerson Jr., and John H. Tietze, Haus-Wilkerson Insurance Company.

Tacky Party Clicks

Harlequins, pierrots, señoritas, cabaleros, cowboys, hula dancers, hoboes and girls of the Gay '90s made for a gay and festive gathering at the annual Ladies' Auxiliary Tacky Party in banquet room of the Reid Hotel December 30. Traditional Hoosgow and Kangaroo Court held full sway with Past Presidents Lohmar, Hennies, Martone and Castle and President L. C. Reynolds as judges, dispensing sentences on those brought before them. They were ably assisted by Norris B. Cresswell, sheriff; George Howk, court clerk; Homer Pennington and Bill Wilcox, police, and Bert Davenport, jailer. Music was provided by the Musical Ishams, including Mr. and Mrs. Walter Isham, Tiny Clark and Chief De Mille.

Mollie Ross and Doc Brown served under direction of Nellie Weber, entertain-

ment committee co-chairman. W. Frank Delmaine was in charge of the door, assisted by Ellis White and Hattie Howk.

Registrations

Among those who registered were Mrs. Davis, Loretta Ryan, Mollie Ross, Boots Marr, Henry A. Campbell, Gus Dashbach, Georgia Brown, Mrs. Charles Horn, Mrs. Ralph Noble, W. E. Harris, Jack Miller, Margaret Pennington, Velma Chandler, Lucille Parker Hemmingway, Wanda and Mr. and Mrs. V. M. Gerteis, Mr. and Mrs. Chadwick, Jockey Stevens, Jack Cotton, Leola Campbell, George Carpenter, Dorothy Morphew, Conrad and Rosalee Haney, Peggy Happy, Mr. and Mrs. Roger E. Haney, Mr. and Mrs. Charles T. Goss, Mr. and Mrs. C. J. Weber, Mrs. Anna J. and Glenna Pierson, Freda Hyder, Bob Nelson, John E. Staff, Swede Plank, Billie Bedoni, J. R. Hughes, Margaret Poulk, Mr. and Mrs. Abner K. Kline and Jess Nathan.

Debs and Polly Pifer, Mr. and Mrs. C. F. (Doc) Zeiger, Mr. and Mrs. Art Brainerd, Naomi Porter, Mr. and Mrs. Al Baysinger, Mr. and Mrs. C. G. Buton, Bob Lohmar, Harry Hennies, Mr. and Mrs. L. C. Reynolds, Mr. and Mrs. L. K. Carter, Verma Bauman, Mr. and Mrs. Buck Ray, Sam Benjamin, Mrs. Alma Flynn, Mr. and Mrs. Hymie Schrieber, Bill Crowe, W. J. Lindsay, Dan Kelly, Lyle and Ruth Wells, Mr. and Mrs. Tony Martone, Leona Crowe, Mr. and Mrs. Noble C. Fairly, Mary and Katherine De Mille, Pearl Strong, Leslie Conley, J. W. Bush, Mr. and Mrs. Chester I. Levin, Norris B. Cresswell, Bill Wilcox, Effie Brown, F. M. Shortbridge, Frank Ryan, Mr. and Mrs. L. C. Reynolds, Billie Willis, Thomas (Skinny) Dawson, Jackie Wilcox, O. J. Hack, Mrs. Ralph Billman, Mr. and Mrs. Jake Brizendine, Jack Kelton, Mr. and Mrs. Harold Elliott, Mrs. Leslie Howell, Mary Brown and Ruby Combs.

Fern Black, Mrs. Daisy Richardson, Luet, Edward Chandler, Myrtle Starling, Oliver Jones, Edith Moon, Charlene Stewart, Darby Hicks, Lynn Stewart, C. E. Hunt, Lette White, Fred Cox, Mr. and Mrs. Al C. Wilson, Ruth Spallo, L. G. Massey, Barbara Nolte, Bert Davenport, Mr. and Mrs. Neal Walters, Ivan Mikaelson, Marnie Lux, Mr. and Mrs. Logstone, Ted Stephenson, Bert Davenport, Mr. and Mrs. Frank Calhoun, Charles Dunlap, W. P. Holston, Edith Beebe, June Ortega, Helen Brainerd Smith, Mrs. Gerlach, James Sullivan, Charlie Rotollo, Sammy Ansher and Dewey Thomas.

Memorial Services Impress

Impressive ceremonies marked the HASO Memorial Services for departed members in the clubrooms at 2:30 p.m. December 28 and later at the club's plot in Memorial Cemetery. The Rev. Herbert Duncan, son of Brother Harry Duncan, officiated and delivered an inspiring message to the living and eulogized the dead. Vocalist and pianist was Mrs. Neicher Richardson. Services were in charge of Brother W. Frank Delmaine.

Cars were provided for transportation of all and the caravan, under police escort, motored to Memorial Cemetery, where a large red and white floral heart with the club's emblem was placed at the base of the monument and brief services were held. Entourage then motored to Forest Hill Cemetery to the grave of Brother Orville W. Hennies for services there.

Attendance

Attending the services were Buck Ray, George Carpenter, Henry Campbell, Jake Brizendine, Fred A. Tousley, Ivan Mikaelson, Lettie White, L. G. Massey, Mrs. Elsie Brizendine, Mr. and Mrs. Harry Duncan, Tommy Cook, Dan Kelly, Ruth Ann Levin, W. J. Lindsay, Mrs. Dorothy Morphew, Leola Campbell, Mickey Humphries, Ruth Spallo, Margaret Pennington, Blanche Francis, Mr. and Mrs. Abner K. Kline, Lester Howell, Frank Ryan, W. P. Holston, Sam Benjamin, Mrs. Edith Moon, Myrtle Starling, Ruth Martone, Denny E. Howard, Norris B. Cresswell and Nellie Weber.

Mr. and Mrs. R. E. Haney, Mr. and Mrs. C. F. (Doc) Zeiger, Mrs. A. T. Brainerd, Hattie Howk, Mollie Ross, Jackie Wilcox, C. J. Weber, Frank McDow, John R. Castle, Tony Martone, George A. Dean, Georgia Brown, Ellis White, John J. Lynn, George Elser, Bill Wilcox, Al C. Wilson, Bert Davenport, Harry Altshuler, Thomas (Skinny) Dawson, James and Homer F. Pennington, George Howk, Chester I. Levin and Lester Carter.

THE CROSSROADS

(Continued from page 45)

be playing indoor dates this winter. . . Rocky Wolfe was singing the praises of White City Park, where Ora O. Parks also was a member of the public relations

GENUINE WATER-MAN'S PEN and PENCIL GIFT SETS



IN GIFT CASES

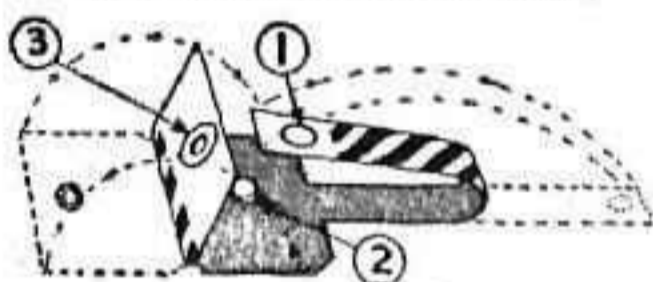
NATIONALLY ADVERTISED for \$8.00 NET TO YOU

BOARDMEN! 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. Propel-ropel pencil. Men and ladies types. IMMEDIATE DELIVERIES. Quantity users, write. Send 25% deposit on C. O. D. WRITE, WIRE OR PHONE YOUR ORDER.

\$2.50

D.A. PACHTER CO MERCHANDISE MART CHICAGO, ILLINOIS.

NEW AMERICAN MADE Patented Master Brand DANCE CHECKS



Men's Style Check (Illustrated Above)

Easy To Attach! Hole No. 1 fits over Metal Stud No. 2. Then Metal Fastener No. 3 fits over both No. 1 and No. 2 to lock check securely. See illustration above.

Wide Variety of Designs and Colors. Send for Free Copy of Our Big 1941 General Catalog Which Shows Complete Line of Checks at Low Prices.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

MILITARY JEWELRY



The most attractive piece of military jewelry you have ever seen! Every Service Man is a prospective customer. An appropriate gift for wife, sweetheart and mother. Highly polished, yellow-finished Double-Hearts with enamel-trimmed, rose-finished, military insignia drop in choice of Army, Infantry, Artillery, Navy and Aviation. No. 236J325—Per. Doz. \$2.00. Gross \$22.40. In heavily gold-plated quality. Individually boxed. No. 236J326—Per. Doz. \$4.20. Gross \$48.00. Also an ideal item for Novelty Stores, Hotel News Stands and Drug Stores. 25% Deposit Required on All C. O. D. Orders. MENTION YOUR BUSINESS. We do not sell retail.

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No Charge

SALESBOARD ABC'S

for this excellent reprint from The Billboard. Article covers 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 Bdwy, N. Y.

DER—"PHEW"—RER



You're right—that's what he is. There's no need for thought—it has already proven its sales appeal. It's hot right now—don't wait. Get started on the hottest item that has ever hit the market. You can create your outlet to your own choosing—it was tried in stores and stopped mobs—sells on sight. Board Operators, here it is. Write for prices. State business. Size 5 1/4 x 5 1/2 inches. Packed 48 to carton.

SAMPLE POSTPAID 50 Cents Each

We Carry a Complete Line of Premium Merchandise Always First With the Latest

WISCONSIN DE LUXE CORP. 1902 NO. THIRD STREET MILWAUKEE, WIS.

★ PATRIOTIC

and Novelty Brooches, Lapel Buttons, Insignias, Metal Booster Auto Plates. Send \$1 for Sample Assortment.

★ FLAG SETS WITH SUCTION CUP—3 Flags—\$1.50 Doz. Sets.

Serapes, Ice Windshields, Paint; Cuts Paper, Cardboard, etc. Ideal for Sewing Kit. Per Doz., \$1.20.

Full Line for Wagon Jobbers, Premium and Salesboard Operators, House Canvassers. Free Catalog—Write **CHAMPION SPECIALTY CO.** 814-Z Central Street KANSAS CITY, MO.

KNIVES & PENS

Patriotic, Midget, Hunting, Jackmaster

POCKET LIGHTERS

Bowling, Bottle, Novelty Cigar, 12 to Display. Per Display \$1.85

Include Deposit & Postage on Orders.

ELGIN • GRUEN \$2.95 BULOVA Start at

Take advantage of these re-conditioned nationally-advertised watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.

STAR WATCH CO. Wholesale Jewelers 124 S. 8th STREET, PHILA., PA.

WHOLESALE CATALOG FREE

For Salesmen, Dealers & Agents 260 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunity. NOW. No charge for it.

SPORS Your KEY to PROSPERITY in 1942 **4000 MONEY-MAKERS** FAST-SELLING PROFITABLE GOODS

WHOLESALE CATALOG NO. 58 SPORS COMPANY

SPORS CO., 142 11th St., Le Center, Minn.

OAK-HYTEX BALLOONS

SOLDIER TOSS-UP

ONE of today's fastest sellers. 20" high. Complete with cardboard feet in decorative envelope. Ask your jobber or write us for details.

The OAK RUBBER CO. RAVENNA, OHIO.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

OF INTEREST . . .
to pitchfolk is the announcement made last week by the Agriculture Department in Washington that tobacco supplies at the beginning of the marketing year were above normal. Department officials said that the increased output is needed to insure a sufficient supply to meet domestic consumption needs and requirements for export.

THE LOUDER the pipes and the bigger the jackpots in the hotel lobbies and eating emporiums the slimmer the passout when working the push.

MED WORKERS . . .
of note, Mr. and Mrs. Jack Murray worked leather goods in a department store in Louisville to successful turns. They left recently for the Carolinas, where they will go back to working med. They would like to read pipes from Pop Adams and Donald Crabb.

SOL ADDIS . . .
continues to work New York to good results, according to word hitting the pipes desk from the Eastern metropolis.

RESPECT the rights of every human and animal and you will fare nicely during your lifetime.

TOM KENNEDY . . .
ace pitch performer, pipes from Rockford, Ill.: "Closed here December 24 after conducting leather goods sales in the W. T. Grant and Metropolitan stores. In the latter store I employed two girl demonstrators, who had the job of initialing billfolds and neckties, while I handled the work at Grant's. I realize that all demonstrations were discontinued last summer on the Grant chain. This was because a lot of wise-cracking punks were working for peanuts and were worth just about what they received in the way of remuneration. A few weeks ago I had the pleasure of meeting one of the finest flukem workers in the business. This fellow was going for a dollar a bottle and really passing it out. When a man can hold down one spot with flukem for three weeks at a dollar a copy he has to be good. I've seen a few flukem workers in my time, but this chap starts where most of them leave off. Incidentally, there was a lot in Rockford that could be worked, but one of the so-called smart boys closed it last summer. I had a demonstration in the Walgreen stores until the early part of December, but I reopen again on the chain January 5."

WORRY ABOUT mistakes you can control, not those beyond your control.

OTTO A. ZANGE . . .
is still working to good results in McKees Rocks, Pa."

MR. AND MRS. O. J. BUTCHER . . .
and daughter, Betty, well known in pitch circles, spent the holidays in Canalou, Mo.

ANY ITEM in Pitchdom is hot. It becomes cold only when you grow cold.

"IT WAS WITH DEEP . . .
regret that I read of the death of Tom Sigourney, vet pitchman," scribbles Bob Posey from Jackson, Miss. "Few are the pitchmen who did not at some time or other day-and-date or split time and space with him. I know he will be greatly missed by all the knights who knew him or worked with him."

LUCILLE AND EDDIE ROBERTS . . .
known to their many friends in the pitch field as Lucille and Eddie Gallard, spent the holidays in Montreal.

DON'T WASTE time on those 1942 resolutions unless you intend to keep them.

AFTER A LENGTHY . . .
silence M. G. Dyer fogs thru the following effusion from New Albany, Ind.: "Made a number of fairs in Michigan last season and met many of the boys and girls of the tripe and keister fraternity. Found the shops in Lansing okay. Soybean Festival at Taylorsville, Ill., was good despite much rain. I managed to get my share of the long green

with the peelers last season. Played spots in West Frankfort and Marion, Ill., but found the money short. Beatty's five and dimer at Princeton, Ind., proved a winner. After closing here will visit my mother at Knoxville for about a month. Will hit the road again after the holidays. Would like to read pipes from Doc Thurman, Doc Fry, Pappy Fulton, Wayne Garrison, Doc Burton and Donald Crabb.

LET'S HAVE SOME of the pipes sprung at the hot stove league meetings.

LEND AN EAR . . .
fellows, for Jack Haller is coming thru with a pipe, the first one in many a moon. Writing from Springfield, Ill., Jack says: "Just concluded working mechanical toys here to fair business. It started out well, but when war broke out it was like a funeral for a week, with Japanese toys out of the picture. One of my agents had his table kicked out in the street. I also had jewelry and pens in a local department store and garnered fair turns with them. I've returned to working the sales days with med and plan to stay with them until the season opens. Would like to read pipes from Ed St. Matthews, Al Rice, Bill Brooks, Ralph Meyers and Buster Robinson."

BEST AND MOST important clause in Pitchdom's security act is "collect the money pitches."

WHATEVER BECAME . . .
of Ken Reynolds, Kid Smith, Joe Clark, Bill Thomas, Charlie Watkins and William C. Perry?

WATCH THE ISSUE . . .
of *The Billboard* the last week of each month and consult the lists for information on the national events which are now in progress and those which soon will be on deck. At all other times the boys shooting pipes will keep you informed on the still spots and what conditions are.

THEY PUT men in jail for driving a car while intoxicated. They put pitchmen on relief when working under the same influence.

JOE COLLIER . . .
former pitchman, is working at the navy yards in Pascagoula, Miss., according to Harry (Key Check) Hiseo, who has just returned to Natchez, Miss., from a visit to Mississippi Gulf Coast.

ROBERT KAPLAN'S . . .
Arcade has been stored in Port Gibson, Miss., and Kaplan has purchased the service stations there and in Picayune, Miss.

NEW YEAR'S DAY had no sooner run its course when some of the boys in the South began talking about the bluebirds and going north.

HARRY HOFFMAN . . .
former pitchman, is in Port Gibson, Miss., in business. He says he may return to road in 1942, however.

Soap
By E. F. HANNAN

ANOTHER of the standard med and pitch items which have had their spurts of coming and going is soap. Almost always a by-product with med shows and others, it has again moved up the sales scale, and last summer I saw a platform worker plugging soap alone and getting good results.

The most successful workers in this line have been those who have stuck close to the medicinal soap, the kind that is useful in dandruff and other hair diseases and for skin afflictions. Never has there been a time before when men and women crave something to keep their heads and faces in the beauty class, due perhaps in good part to the close-ups that the movies have been so liberal with.

Among the old-time successful soap workers was Sid (Doc) Hill, who at times

Patriotic Jewelry Selling Big Again!



Army Ring No. 103
\$1.50
Dozen

Yellow or White Finish
(Insignias for all Services)

Military Jewelry is now Tremendous. Write today for our Military Jewelry Catalog and see our complete line of military emblem jewelry . . . Specify Catalog No. M-42.

Engraving Jewelry
Feature a complete line of low priced jewelry: Engraving Locketts, Bracelets, Rings, Pins, etc. — Ideal for engraving . . . Specify Catalog No. 26.



PAKULA & CO.
5 N. Wabash Ave.
Chicago, Illinois

GOOD BUYS ALWAYS

PATRIOTIC LABEL INSIGNIA. Red, white & blue, carded, 100 Cards **\$0.80**
GOD BLESS AMERICA BUTTONS. The better kind . . . 100 BUTTONS **.95**
REMEMBER PEARL HARBOR, 3 colors, and other slogan buttons, 100 BUTTONS **1.05**
BANNERS. Latest war slogans, including Pearl Harbor and Service Banners. Gross \$8.45 . . . DOZEN **.72**
PENNANTS with latest war slogans, 100 PENNANTS **5.75**
ARMY RINGS with Insignia, yellow or white finish. Gross \$10.50. DOZEN **.90**
SERVICE GUIDE BOOK. Retail \$2.50. 16 pages, 4 colors. 100 BOOKS **3.00**
RAZOR. This is sure a bargain. Lots of 6, each \$1.25 . . . EACH **1.45**
DOUBLE EDGE BLADES. First quality. 5 to box cellophaned. 100 Blades 38¢ . . . 1000 BLADES **3.75**
8 FIRST AID STRIPS. In window front elaborate folder. Gross Folders **2.35**
EFFICIENT PENCIL SHARPENERS. Conv. pocket size. . . GROSS **2.25**
COMBS. Big value . . . GROSS **2.95**
25 YEARS OF VALUE GIVING
Deposit of 25% with all C. O. D. orders.
192-Page Catalog with shipment.

MILLS SALES CO.
Our Only Mailing Address OF THE YORK INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

Engravers!! Jewelry Demonstrators!!

Complete Line Engraving Jewelry Write for Catalog

ENGRAVING MACHINES
Standard Model . . . \$12.50
Diamond Point Model . . . 18.50

All Orders Shipped Same Day Received.

BIELER-LEVINE, INC.
37 South Wabash Ave. CHICAGO

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 to pen workers.

WIN With WINCHESTER!
STARR PEN CO. 500 N. Dearborn St. Dept. D, Chicago, Ill.

SELL ACE BLADES

Millions Sold
Ace Blade prices reduced. Flashy display cards. Each blade honed in oil to hair-splitting sharpness. Buy at factory prices—pocket middle man's profits. Blades free for sampling your trade. We pay shipping. Rush name for free blade, factory prices.

ACE BLADE CO.
68 E. Eagle St. Dept. 525 Buffalo, N. Y.

GOODRICH HONES TOP THE FIELD EVERY \$1 BRINGS YOU \$5

Pitchmen, window workers, jobbers, distrs. Flash demonstration sells 'em fast to the boys in camp and to every self-shaver. Made by the Goodrich Co., Est. 1864—your confidence statement. Each HONE in 50¢ Silver DeLuxe Box. Sample 10¢; low gross prices.

GOODRICH, 1500 W. Madison St., Dept. BG-1, Chicago, Ill.

ZIRCONS Genuine White Diamond Cut **3 for \$2.75**

Blue or Brown Zircons—\$1.25 per Carat

ZIRCON RINGS SOLID GOLD Ladies or Gents **\$4 to \$8 EACH**

B. LOWE, BOX 311, ST. LOUIS, MO.

CANVASSERS! FAST SELLER—BIG MONEY-MAKER

Since Japan declared war on us we have had bigger business in two weeks than the past 3 months put together.

Our Rayon Safin Banner, in full color, shows American Eagle with 9 3/4" wing spread, over series of American flags, flags of 20 American Republics along border, and slogan "In God We Trust To Save America!"

Greatest patriotic item, attractive and an asset in window of home or office. Proven in Greater New York. Will outsell any banner in the country. Tremendous seller since Japan did the dirty work.

BANNERS AVAILABLE IN 2 SIZES:
13"x11"—Fast 25c Seller
\$1.10 Sample Doz., Gross \$12.00.
6 3/4"x5 1/2"—Fast 10c Seller
60c Sample Doz., Gross \$6.75.

25% with order, bal. C. O. D. F. O. B. New York. You can safely buy several dozen with a guarantee. If you cannot sell these within 3 days we will gladly refund your money. Territories open for distributors.

REITER NOV. CO., 1123 B'way, N. Y. City

REMEMBER PEARL HARBOR!

Live Patriotic Posters—14x22. Beautifully Colored

Sells on sight. Get in on this Money-Maker Today! Designed by an artist. Not just a Plain Poster. Sample 50¢ and wholesale selling offer.

EDWARD LOWE ART STUDIO
800 Broad St. NEWARK, N. J.

ELGIN & WALTHAM

REBUILT WATCHES \$1.75 Wholesale Only

7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back if Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway St. Louis, Mo.

GET IN THE BIG MONEY!

WALKIESNAP CAMERAS
for Sidewalk Photos, complete with Card Recording Equipment, \$99.50. Ready to go.

BASS CAMERA COMPANY
Dept. BL
179 West Madison St. CHICAGO

SHEET WRITERS WANTED

Two A-1 Subscription Men, Sport Magazines. All winter's work in industrial cities. Address: **FLOYD KING, Mgr., Sportmen's Exhibit, 603 Main St., Hartford, Conn.**

MEDICINE MEN

Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St. Columbus, Ohio

raised himself into the big-money class with soap sales and then lowered himself into the small-change class thru too much use of the elbow. Hill used to pride himself on the fact that he could wake up broke and by begging use of the landlady's kitchen stove and a pot to boil his soap in he would emerge with something to talk about and to get the money with.

Don't overlook soap if you are working men, as it will more often than not be the nut carrier. It would be hard to live without soap.

St. Louis

ST. LOUIS, Jan. 3.—L. S. (Larry) Hogan, carnival general agent, passed thru the city December 31 en route from San Antonio to Chicago to re-enter Alexian Bros.' Hospital. Hogan changed trains here accompanied by a nurse and was met at the station by Tom W. Allen, Adele Volkert, John Francis, Tom Sharkey, Charles (Red) Keltner, Charles Wammuff, John Sweeney, Emil Schoenberger and Frank Joerling, all of whom saw him off and wished him well. Joseph O'Brien, general agent and assistant manager Lake State Shows, was here for several days visiting friends. He purchased two rides before leaving for Indianapolis to attend the Indiana fair meeting. From there he will go to several other fair meetings before returning to Bay City, Mich., shows' quarters.

Ray Cramer, Side Show manager Dodson World's Fair Shows, visited *The Billboard* office Wednesday while en route from his home in Ottawa, Kan., where he spent the holidays with relatives, to Jacksonville, Fla., quarters of the shows. Cecil Eddington passed thru en route from Milwaukee, where he worked Gimbel's Department Store for six weeks preceding Christmas, to Texarkana, Tex. Charles DeKreko has recovered sufficiently from his illness to make a trip to Louisville, Ky., where he will visit his brothers, Jean, Gabe and Joe, all of whom have been residing in that city for the last several years.

Ralph R. Miller, owner Ralph R. Miller Shows, passed thru Wednesday en route from Louisiana to the East. Emil Schoenberger, Greater Exposition Shows, is recovering from injuries sustained in a recent automobile accident in Southern Missouri. Hadige Delgarian visited the DeKreko family for several hours last week while on the last leg of a trip from Los Angeles to his Chicago home. Dee Lang, owner Dee Lang's Famous Shows, is expected to leave Missouri Baptist Hospital next week. Mr. and Mrs. Charles T. Goss returned yesterday from Kansas City, where they attended Heart of America Showmen's Club annual Banquet and Ball. Morris Lipsky, Johnny J. Jones Exposition, returned to his home here this week after a trip to Washington. Ed Moran, general agent Al Baysinger Shows, left today for the North and in the interest of his shows.

ROUTES

(Continued from page 27)

Wood Trio (Tod) Youngstown, O., h.
Woodd, Napua (Lexington) NYC, h.
Woods & Bray (Nixon) Pittsburgh 5-17, c.
Woods, Johnny (Capitol) Washington, t.

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

B. & H. Am. Co.: Port Royal, S. C.
Bill Joy: Lake Park, Ga.; Valdosta 12-24.
Brownie Am. Co.: West Columbia, S. C.
Butler & Sorrell: Phillips, Miss.
Crescent Am. Co.: Bowling Green, Fla., 12-17.
Evangeline: Washington, La.
Hughey & Gentsch: Biloxi, Miss.
M. & G. Am.: Ty Ty, Ga.
Tower Am. Co.: West Columbia, S. C.

CIRCUS

Polaek Bros.: (Robinson Auditorium) Little Rock, Ark., 13-16.

MISCELLANEOUS

Alexander, Mentalist (National Theater) Louisville 5-7.
Braig, George M., Show: Crystal City, Tex., 5-10; Laredo 12-17.
Daniel, B. A., Magician: Fort Dodge, Ia., 5-10.
DeCleo, Harry, Magician: Marysville, O., 5-10.
Campbell, Loring, Magician: Newton, Utah, 7; Lyman, Wyo., 8; Mayville, Mich., 13; Goodrich 14; Tecumseh 15.
Lippincott, Magician: La Grange, Ga., 8-10.
Long, Leon, Magician: Tampa, Fla., 5-10; St. Petersburg 12-13; Punta Gorda 14; Ft. Myers 15-17.
Lucy, Thos. Elmore: North Little Rock, Ark., 7-30.
Slout, L. Verne, Theater Workshop: E. Hartford, Conn., 7; Boston, Mass., 8-11.
Virgil, Magician: Pharr, Tex., 8; Mercedes 9; Mission 12; Edinburg 13; Santa Rosa 14; Kingsville 16.

ADDITIONAL ROUTES

(Received Too Late for Classification)
Barnes, Harold (Versailles Club) NYC 5-17.
Blond Rumba Team (Club Casanova) Detroit 5-10.
Burns Twins & Evelyn (Brown Hotel) Louisville 5-15.
Martez & Delta (Capitol) Washington 5-10.
Munro & Adams (Jimmie's Club) Miami, Fla., 1-31.
Renault, Francis (Bartlet Club) Rochester, N. Y., 5-17.
Roberts, Jack & Renee (Redmen's Club) Rochester, N. Y., 5-10.
Suzanne & Christine (George Washington Hotel) Jacksonville, Fla., 7-20.

Events for Two Weeks

January 5-10
 COLO.—Delta. Poultry Show, 5-8.
 CONN.—Middletown. Poultry Show, 7-9.
 KAN.—Emporia. Poultry Show, 5-10.
 MICH.—Bay City. Poultry Show, 8-11.
 Breckenridge. Community Fair, 8-9.
 N. J.—Newark. Dog Show, 11.
 N. Y.—New York. Poultry Show, 7-11.
 New York. Dog Show, 9.
 S. D.—Watertown. Poultry Show, 6-9.

January 12-17
 CALIF.—Long Beach. Poultry Show, 4.
 IDAHO—Sun Valley. Winter Sports Carnival, 17-18.
 MASS.—Boston. Poultry Show, 14-18.
 MINN.—Northfield. Winter Carnival, 16-17.
 N. D.—Grand Forks. Poultry Show, 12-16.
 TEX.—Mission. Citrus Fiesta, 15-17.

Ernie Young Marries

CHICAGO, Jan. 3.—Ernie A. Young, widely known fair booking agent and revue producer, and Lucille Dorman, who was prima donna on a Young revue last season, were married here today. The marriage came as a surprise to Young's friends, as a denial of marriage rumors was made last fall. Young's first wife died about two years ago.

Here's the Year's Winner!

"Plant" your money with MARVEL PLANT BALL and watch it "grow." Yes, sir. Here's your answer to that prayer for a winner for winter. Marvellous the way it fascinates women. Wonderful Department Store or house to house item. It's an "All-in-One" Garden—No Dirt—No Muss—Just Wet—It Grows. Rush 25c for sample.

Quantity Prices 10c Each Prepaid

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 Box 111, Harlan, Iowa

"REMEMBER PEARL HARBOR"

Extra Special Edition—Also Calendars!
 ORDER NOW! Patriotic Joke Books of Fun and Facts, 5TH COLUMN EXPOSED—2c, sells 10c.
 Flag Respects—3c, sells 15c; approved by all Veteran Organizations. U. S. Supreme Court decision protects salesmen everywhere. COPIES FREE. Samples 10c. **VETERANS SERVICE MAGAZINE** (23rd Year), 169 Duane St., N. Y. City.

SUBSCRIPTION MEN

Make more money selling this flashy, specialized Farm Magazine. Attractive \$1.00 deal. Sells fast at farm sales, carnivals, shows and on rural routes. Experienced men wanted anywhere north or east of Missouri River. List publications previously worked and territory you expect to cover. Write H. M. CURLEY, Manager of Agents, Room 311, Sandstone Bldg., Mount Morris, Ill.

WANT

Experienced Phone and Program Men

Like to hear from outstanding Circus and Animal Acts. Like to hear from A-1 Orchestra and Big Revue. A lot of good dates to follow. Bill Osborne and Nickles, write, Wire or wire

TOM HASSON
 American Legion Youth Center
 Chestnut Ave. and Seventh St., Altoona, Pa.

WANTED

Free Acts of every description for the Eastern Fairs and Parks for the coming season. Send literature and lowest prices.

WEAVER & COOKE
 Agents
 BOX 806, LEXINGTON, VIRGINIA

DEMOCRACY AND VICTORY

REMEMBER PEARL HARBOR

AMERICA SPEAKS

THE WINNER OF THEM ALL!

REMEMBER PEARL HARBOR! AMERICAN FLAG, VICTORY PINS, ETC. Enamelled Red With Blue Colors. A Real 25c Seller.

Displayed 3 Doz. Assorted to a Card
 * \$2.25 Per Card 4 Cards \$8.50

THE KING OF WAR SLOGAN BUTTONS

Badgeboard Workers, Streetmen, News Stands.
 Drug Stores, Confectionery Stores—Real Winner for Defense Plant Workers.

FAST 5c SELLER CAMPAIGN BUTTONS WERE BIG! THIS IS MUCH BIGGER!!

\$5.00 for 500 NEW SLOGANS EVERY DAY **\$9.00 Per 1000**

Sample Assortment 50 Buttons, \$1.00. Special Buttons for Pin-On Men and Vets. We Welcome Your Business.

BUD & SCHATT, Mrs., 456 Pearl St., New York City

WAR SLOGAN BUTTONS!!

God Bless America Buttons—\$1.00 per 100

New Slogans

Remember Pearl Harbor We Will Whip the Japs
 To Hell With Hirohito To Hell With Hitler
 Wanted for Murder Kick Them In the Axis
 Down With the Rising Sun Write for Quantity Prices
 PER 100
 25% Deposit With Order. Bal. C. O. D.

\$1.25

New Slogans Every Day! Send for Our Complete Up-to-Date Price List

EPSTEIN NOVELTY CO., Inc.
 116 PARK ROW, NEW YORK, N. Y.

"REMEMBER PEARL HARBOR" BANNER

Beautiful Addition to the LIBERTY LINE of Patriotic Banners and Novelties.

All Americans will Remember Pearl Harbor and will be anxious to buy this five-color 9"x12" satin banner with gold fringe, tassel and spearheads. Wire or Airmail Orders Today. First Come, First Served.
\$1.80 DOZEN, \$18.00 GROSS.
 1/3 deposit with order, Balance C. O. D. Biggest line of Patriotic Banners and Jewelry Novelties.

Sample Assortment \$1.00.

LIBERTY PRODUCTS Dept. B, 277 Broadway NEW YORK, N. Y.

1942 President's Ball Posters

Here is a beautiful 4-color 14x22 Window Card designed especially for the President's Birthday Ball. Every community is a potential buyer. Agents, write at once. Sells for \$6.00 per 100.

BOWER SHOW PRINT Fowler, Indiana

WHO WILL WIN THIS WAR?

Pitchmen, Streetworkers, Hustlers, Attention!

Get in on this one. A brand-new item. The heads of the six major governments at war, Roosevelt, Churchill, Hitler, Mussolini, Stalin and Tojo, pictured on a sheet. When properly folded the picture of the winner will emerge. Guess who it will be? Patriotic! Up to the minute! Everybody buys! Sells for 10¢ and up; \$2.50 per 100 (50% deposit with your order); sample 10¢.

Copyrighted E. M. SEIBOLD, 97-36 63RD DRIVE FOREST HILLS, L. I., N. Y.

WANTED **WANTED**

CONCESSION AGENTS

GRIND STORES WHEELS

Also

CORN GAME HELP

17 FAIRS—32 WEEK SEASON. WORK EVERY WEEK. NO OFF TIME.

Write or Wire **GEORGE A. GOLDEN**
 Care DEE LANG'S FAMOUS SHOWS, HUNTSVILLE, TEXAS

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

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

"I Will Win the War!"

A Guest Editorial by James T. Mangan



"KEEP 'EM FLYING." Cartoon by Shoemaker in The Chicago Daily News.

"They" means our men in uniform. "We" means the other guy--his money, his muscles, his life. Knowing how bad the war is right now, how much worse it can quickly get, we wish "they" or "we" would hurry up and crush the enemy by the end of next week. But the pronoun "they," or the pronoun "we," will never win this war. It can only be won in one way: by you, the reader of this message, and every other citizen of the United States, young or old, taking to his heart this fierce and holy resolve: "I will win the war!"

This is the time for the first person singular. It used to be egotism, bad taste, to use the pronoun "I." Now, if you're talking about the war or thinking about the war, it's bad taste, insincerity, or plain stupidity, to use any

pronoun other than "I." This war is unlike any other the United States has ever known. The future of our nation, the greatest prize of all civilization, may depend on a single engagement with the enemy in some remote corner of the world. The chips are down--the most gigantic and expensive chips in history--and radium dice rattle in the hands of fickle fate.

America has been the citadel of the individual--now the individual can decide whether he wishes to remain an individual. The fool says: "I hope we win so I can keep my individual freedom, my individual fortune." The real man says: "The only way I can be an individual is to admit right now that the whole war and the duty of beating the enemy is my individual duty--and I refuse to 'let George do it!' I will win the war!"

The coin machine industry proudly accepts this thesis: I Will Win the War! And we here and now call upon all its members, and all artists, designers, creators, writers, inventors, engineers, thinkers and tradesmen--all the genius and talent that is America--to join with us in a proclamation more fateful than the Declaration of Independence, more binding than the oath of allegiance: I Will Win the War.

1942 Coin Machine Show Will Not Be Held

Official CMI Release

This message is repeated so that the thousands upon thousands of operators, distributors and jobbers from all over the United States, Canada and Mexico who planned to attend the 1942 show will not come to Chicago, January 12 to 15, only to find themselves disappointed.

Incredible as it may seem to many of you who have looked forward to the annual Coin Machine Show as a combined vacation and buying trip, the manufacturers cannot welcome you as heretofore. It is a fact that no matter how much they like you and your business, they cannot entertain you at their plants as has been their custom. It is a fact they would very much prefer that you write, wire or telephone your orders. It will save both time and money for both them and you. Time and money saved these days can well be devoted to help win the war as quickly as possible.

Speaking in behalf of the manufacturers of coin-operated machines, I beg of you to heed their plea and co-operate with them by staying home and work and save and buy Defense Savings Bonds and Stamps.

Again speaking in behalf of the manufacturers: Our New Year Wish to All of You—

Before another year dawns upon us, may the tide of battle for our country and her allies be so definitely in our favor that the bright sunlight of hope and encouragement will have dispelled the last vestige of gloom and despair.

Keep Your Chins Up, Keep 'Em Flying, Keep 'Em Rolling.
James A. Gilmore, Secretary-Manager, Coin Machine Industries, Inc.

TRADE SERVICE FEATURE OF THE BILLBOARD BRIEFS OF THE WEEK

Births

A son to Mr. and Mrs. Al Sebring. Father is head of Grand National Sales Company, Chicago.

Marriages

Louis Glachman, Raymond Rosen Company, Philadelphia, and Anne Escourt December 28.

Sylvia Berta, Silent Sales Company, Minneapolis, to Ensign Neil Sorenson. Mac Rothbell, manager of Newark (N. J.) office of Northwestern Sales & Service Company, and Wesleyan Spitz, of Brooklyn, December 27.

Personnel

Hawkeye Novelty Company, Des Moines, has added Vincent Hadley and William Dutton as employees.

Arlie Stewart has returned from Wallace, Idaho, to resume his former position as manager of the record department for Wellcome Music Company, Spokane.

In Military Service

Bill Curry, Magic Music Company, Miami, to Army Signal Corps.

Tom McCook, salesman for Motor Parts Company, Philadelphia, joined the Naval Reserve and will be stationed at Cape May, N. J.

New Addresses

J. Paris & Sons Tobacco Company, 2325 Grand River Avenue, Detroit.

Weston Distributors, Inc., distrib for Exhibit, moved offices to 437 West 42d Street, New York.

Century Sales Company to 33-37 East 17th Street, New York, February 1.

Albert M. Rodstein, Arco Sales Company, Philadelphia, has taken over the firm formerly operated by Herman Jaffe and known as Independent Specialty Company.

Kathryn Antonelli, Hibbing, Minn., has taken over the coin machine route founded by her father, the late J. B. Healey.

Ben Friedman, Pioneer Distributing Company, Minneapolis, has taken over a route formerly owned by Acme Novelty Company.

New Firms

Onyx Music Company, a partnership of John Ozyzewski and two sons, John Jr. and Charles, at 10333 Joseph Campau Avenue, Detroit.

Jack Semel, formerly connected with Savoy Vending Company, now at 1392 Bedford Avenue, Brooklyn.

West Coast Notes

By WALTON DE PELLATON

LOS ANGELES, Jan. 3.—Coin machine men on the West Coast are set for 1942, and predict that it will be an outstanding year for them. While they realize they will have new problems to face, most of them are optimistic as to the outlook. Vending machine business is definitely facing its brightest year, with factories expanding and production keyed high. Most of the factories doing defense work are operating three shifts, seven days a week.

While celebrations welcoming the new year were curtailed somewhat by rules and regulations, many of the operators took time off from their work to help bring in 1942.

Mrs. Jones Hostess

Mrs. James Jones, wife of the manager at Southwestern Vending Machine Company, recently entertained friends from Kansas City, Mo. . . . Mac Mohr is contemplating a trip to Chicago to visit friends and have a look-see at the factories he represents on the Coast. His lines include Daval, Baker and Evans. . . . Louis Kaplan, operator, is back at

Design for Posters

By JIM MANGAN

ON JANUARY 8, in Art Center, 820 North Tower Court, Chicago, a historic meeting will take place. Under one roof will gather a congregation of individual talent and personal ability to make the whole world stop and wonder. The meeting will be for one purpose: to help those there find out and promptly employ the quickest and surest means of defeating the enemies of the United States.

Scientific Violence

Because the Society of Typographic Arts has considered itself the advance guard of the design movement in this part of the country, and because the scientific violence of the present war contains so many definite characteristics of design, brutally but efficiently used, the STA, by its own right and on its own recognition assumes sponsorship and leadership of this event.

New Meaning of the Designer

In the first World War the artist was synonymous with the war poster. In this war it is proved folly to try to draw any guidance or experience from the old one. We say let the artist and designer make posters—that's fine. But let us think of design in terms of what it truly is: the use of basic law to achieve a special intention (to beat Hitler), every move springing out of a new invention and being executed with craftsmanship, perfection! Of this ideal of design the present-day designer and artist may and will positively go far beyond mere posters. You who read this now, you who attend the January 8 meeting, know in your heart that you owe it to your calling and your manhood; that you at least try to be the father of a project more damaging to the enemy than the surprise assault on Pearl Harbor was to us!

U. S. Government Officials

A delegation of United States government officials will address the meeting. Among them will be Dan Tracy, Assistant Secretary of Labor; Verne Zimmer, director of Bureau of Labor Standards in complete charge of the campaign to speed production of preventing accidents; Harry Guilbert, safety director of the Pullman Company, nationally known safety expert, and several other experts on war production. For printed announcement and questionnaire which allows any citizen of the United States to participate, without obligation, write at once to R. H. Middleton, secretary, Society of Typographic Arts, 2032 North Claybourn Avenue, Chicago. Make haste!

his study desk at UCLA following Christmas holidays. . . . Stanger Kelly, of Kelly Automatic Machine Company, formerly Sun Music Company, is gradually getting used to California weather. . . . Al Cassell, of California Music Company, reports that business is clicking it off, with hillbilly tunes getting a good play. . . . Spike Jones, leader of the City Slickers, recently visited the California Music Company, in the interest of his new tune, *Barstool Cowboy*. City Slickers are on the calendar for more tunes. . . . Johnny Winn, popular Long Beach coin machine man, makes Los Angeles his headquarters about twice weekly. Friends are glad to know that his daughter is recovering from injuries sustained in an automobile accident. She's slightly over a year old now.

—NO FEDERAL TAX—

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THE NEW COUNTER GAME SENSATION OF 1942.

NEW JITTER PIN ARRANGEMENT.

AUTOMATIC TILT.

A PROVEN PENNY GETTER IN ALL LOCATIONS.



Order Yours Today \$22.50 Each

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Night Bombers, Rapid Fires, Air Defense, Air Raiders, Sky Fighters, Bowl-a-Barrels, Baseball Machines, Grip Testers, Vitalizers, Scales, Phonographs, Rotaries, Diggers and everything in Arcade Equipment! We accept trades! Rush your list today!

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593 10th Ave., New York, N. Y.

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On Used Machines

THISTLEDOWN \$30.00
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1/3 Deposit, Balance C. O. D. Wanted To Buy—Used Mills Bonus and Keeney Super Track Time.

AUTOMATIC COIN MACHINE CORP.

340 CHESTNUT ST. SPRINGFIELD, MASS.

OLIVE'S BARGAINS IN ALL A-1 RECONDITIONED MACHINES

Chubbie	Pick 'Em	} \$10.00	Each
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Terms: 1/3 Deposit, Balance C. O. D. WRITE FOR OUR COMPLETE PRICE LIST ON ALL TYPES OF GAMES.

WE WILL BUY MILLS SLOT MACHINES (State Price, Quantity and Serial Numbers in First Letter)

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It has captured the hearts of Americans, young and old—1¢ play—Curlands of Appeal—No service worries—100% legal—Winners Automatically Recorded—Not an overnite freak—Location tested—Inexpensive—Long lasting. Wire your distributor or factory today—Don't Delay.

Sample \$12.95—Carton of 3 \$34.50

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COIN MACHINE CO. OF AMERICA
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Bomb Hitler by
Buying Defense Bonds

BARGAINS

30 Paces Races, 30-1, C.P.	\$59.50 Ea.
10 Mills Jumbos, Free Play	84.50 "
3 Exhibit Glaws, Perfect	59.50 "
10 Mills Blue Fronts	49.50 "
10 Mills Melon Balls	59.50 "
10 Mills Brown Fronts	69.50 "
50 Others, All Kinds	15.50 Up

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| Brite Spot | Leader | | Score-a-Ling | Topper |
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LET'S BE WINNERS—INVEST IN AMERICA
BUY U. S. DEFENSE BONDS & STAMPS

ROY MCGINNIS

2011 Maryland Ave., Baltimore, Md.

MUSIC MERCHANDISING

Music Bright Spot in Cleveland Coin Machine Picture in 1941

Defense contracts, along with "Hit-of-the-Month" music campaign and organization of Colored Operators' Association, were big aid in business

CLEVELAND, Jan. 3.—Automatic phonograph business chalked up substantial gains in all lines here during the past year. Avalanche of local defense contracts that boosted employment and pay rolls to new highs not only opened more locations, but also hyped play at well-established spots. Operators everywhere reported more business. While better financial conditions undoubtedly were greatly responsible for the prosperous 1941 operators enjoyed here, the widespread use of wall boxes and other remote control equipment, the aggressive "Hit-of-the-Month" campaign carried on by the Cleveland Phonograph Merchants' Association, and other such factors did more than their share to contribute to the operators' prosperity.

"Hit-of-the-Month" Campaign

In the "Hit-of-the-Month" campaign a record was chosen by vote of all association servicemen members, which in their opinion showed the earmarks of being a crack hit on the boxes during the 30 days prior to selection. This disk was then promoted in large-sized paid newspaper advertisements, on car cards, radio programs, etc., as the "Hit-of-the-Month." Ads all urged people to hear the tune on their nearest automatic phonograph.

Campaign marked another milestone in music machine association press relations. Credit for it belongs to Jack Cohen, vice-president of the CPMA. Bowling in February 1, campaign was tested for three months. By that time its value was so well established, the budget was increased and the campaign carried on stronger than before.

Group, however, put aside pop records during November and nominated *Any Bonds Today?* as their hit selection as they threw the entire resources of their organization wholeheartedly behind the drive to sell Defense Bonds and Stamps. Recordings of *Any Bonds Today?* were placed in the No. 1 spot on all machines. A patriotic float and sound truck toured the streets promoting the campaign as every member became a bond salesman for the U. S. Treasury Department.

Other Highlights

Other outstanding news events of the year here were the organization of the colored operators into the Phonograph Merchants' Affiliate Association, the second annual convention of the Ohio State Automatic Phonograph Owners' Association held at the Hotel Statler here in May, and the annual outing of the CPMA in the fall. Association doubled the size of its quarters during the year, worked out methods of close cooperation between servicemen and operators and changed the name of servicemen to Music Salesmen.

Jerry Antel, president of the association, resigned in the summer to start up in business in Washington. He was succeeded by Vice-President Peter Lukich. Graham Distributing Company entered the local field to distribute the Wurlitzer line during the year. Markepp Company took on Rock-Ola phonos, and the Acme Phonograph Company, Seeburg distributes, opened branches in other Ohio towns. Several record distributing firms also enlarged their quarters.

Remember Pearl Harbor

A new patriotic record, *Remember Pearl Harbor*, is now available and deserves to be placed on all automatic phonographs in the country, preferably in a top position, according to an announcement just made by the Automatic Phonograph Manufacturers' Association.

"Automatic phonographs are becoming more and more important in the Victory program of this country in developing and maintaining civilian morale, and the use of this new record will make a substantial contribution by the phonograph industry toward this objective," the announcement declared.

Chicago To Have Numerous Conclaves

CHICAGO, Jan. 3.—Altho the 1942 Coin Machine Convention was called off, Chicago still expects to entertain a record number of conventions during 1942. One of the early conventions, and one of great interest to operators of cigarette vending machines, will meet at the Palmer House, January 13 to 17. It is the National Association of Tobacco Distributors.

Convention visitors to Chicago will hit the 250,000 mark in January, spending an average of \$100 each, or a total of \$25,000,000.

This was the estimate of William J. Hennessy, manager of the convention bureau of the Chicago Association of Commerce, based on conventions already booked.

Again in 1942, as since 1926, Chicago will lead the cities of the country in conventions and in convention attendance, Hennessy added.

Hennessy also said: "I believe our convention visitors in 1942 will be only a little short of 1,000,000 persons."

He went on: "Of course, January will be the big month by a wide margin. The next biggest convention month will be October, when more than 100,000 visitors, bent on business, will come to the city from all over the country."

"The big conventions in January will be that of the National Cannery, for which 40,000, as compared with the 30,000 of last year, will be in Chicago; the National Shoe Manufacturers and Retailers, with an attendance of 30,000; the Furniture Mart, with 25,000 buyers, and the Housewares Manufacturers' Association, with 10,000 in town."

"In October the high marks will be the National Restaurant Association, 15,000; the National Safety Council, 10,000; and the Interstate Post Graduate Medical Association, 5,000."

Hennessy pointed out that the conven-



OPERATOR RALPH LEMBO, of Itta Bena, Miss. (left), is proud of his large plantation in the Delta region, where he raises the longest staple cotton. Lembo is also proud of his Buckley music systems, according to Tri-State Music System, Mississippi Buckley distributors. (MR)

Dorsey Brothers Are Tops in Phonos in Pennsy Coal Regions

WILKES-BARRE, Pa., Jan. 3.—The Dorsey brothers have a monopoly on the top places of the automatic music machines in this area, according to a survey recently in the anthracite region.

With Tommy Dorsey retaining his last year's position in the top class of local popularity, Jimmy's rise was meteoric in view of the fact that he wasn't even considered among the leaders in a survey made more than a year ago.

As a result of his recordings of *Amapola* and *Green Eyes*, among others, Jimmy Dorsey lifted the crown from Glenn Miller, who took this area by storm in 1939, and continued his reign as the chief during 1940, with Tommy close on his tracks.

The annual survey of the local music-box operators revealed that Sammy Kaye and Tommy Tucker also forged ahead of Glenn Miller during 1941, with Freddy Martin close behind.

Vocalists Same

However, the upheaval did not spread to the vocalists, with Bing Crosby and the Andrews Sisters retaining their popularity as the top vocal attractions on the machines for the second consecutive year. While the Inkspots remained in the running, the recordings of Dick Todd and the King Sisters were giving Bing and the Andrews Sisters a stiff race for

the top money honors. In the polka class the honors go to Jolly Jack Robel and Brunon Kryger, the latter a local man. Since the area is composed of many foreign born the polkas go over big in many locations.

The top tune of the year, according to the survey, was *Amapola*, recorded by Jimmy Dorsey, with *Boogie Woogie Bugle Boy*, by the Andrews Sisters; *Piano Concerto*, by Freddy Martin; *Intermezzo* and *You Are My Sunshine* following in that order.

At the close of the year the tunes either coming up or going strong were *White Cliffs of Dover*, *Shrine of St. Cecilia*, *Elmer's Tune* and *Chattanooga Choo Choo*. Late luminaries as far as up and coming bands are concerned are Harry James, Les Brown, Charlie Spivak and Alvino Rey.

Patriotic Tunes Spurt

The war has brought a definite trend toward patriotic music, according to the operators. Except for a few tunes, the music-box patrons are not favoring jitterbug music with the movement continuing toward sweet music.

A marked trend toward co-operation with theater managers has been noticed, with at least one operator, Hans Lindeman, of Roth Novelty Company, making several tie-ups with movie tunes.

Censor Halts War Contract Publicity

WASHINGTON, Jan. 3.—The War Department has announced it has discontinued making public information on war contract awards.

Restrictions against contract information are of such a nature that inquiry regarding individual awards will not be answered, it was said. It was explained that contract details constitute information of military value to the enemy. This censorship step follows by several months similar action by the navy.

It was not made clear whether government contract awards other than military would be made public.

Lumber Output Fraction Higher Than Year Ago

WASHINGTON, Jan. 3.—Lumber production in the week ended December 20 was 4 per cent below the preceding week but bookings and shipments rose 31 and 2 per cent, respectively, the National Lumber Manufacturers' Association reports.

Compared with the corresponding week of 1940, however, production was up 0.5 per cent, while shipments dropped 22 per cent and bookings increased 31 per cent.

During the week ended December 20 production by 438 mills amounted to 213,450,000 board feet, against 221,448,000 feet produced by 464 mills in the preceding week; shipments aggregated 204,412,000 feet, against 199,850,000, and orders called for 288,867,000 feet against 221,301,000.



ELLIOTT & ATLAS DRIVE-IN RESTAURANT is one of the most heavily patronized locations in Longview, Tex. Featuring a complete Wurlitzer music system, the picture above shows a group of car-hops, with Wurlitzer Music Merchant Travis Richard at the left, and co-owner Elliott at the right. Note outdoor installation of remote control boxes. (MR)

MEN & MACHINES

Conducted by C. H. STARK

Communications to 155 North Clark Street, Chicago

War Brings

Interesting Coinographies

The war has brought to life the past history of coinmen in an interesting manner. Perhaps one of the most interesting is that of Hymie Zorinsky, Omaha distributor and proprietor of the H. Z. Vending Company. *The Omaha Evening World*, December 17, carried a story about coinman Zorinsky, relating in the headline: "Once Forced Into Red OGPU Omaha Would Fight for U. S."



Hymie Zorinsky

Zorinsky was 17 years old when he became a member of a self-protection league at the time the Russian revolution broke out. At that time he was living in Kiev, site of much rioting and killing. Members of the league were pressed into the Red army. Zorinsky was wounded in action while a brother and two sisters were killed, and spent six months in a hospital.

Recovered, he wanted to return to civilian life, but was ordered to join the OGPU, Russian secret police. Finally, with the remainder of his family he escaped to America. When he arrived here he spoke five languages. He recounts that he knew only one word of English, however, and that word was "job." Now heading his own business, he is married and has two children.

Zorinsky has joined the home guard declaring: "America has been good to me and my only regret is that my family responsibilities keep me from going to the front line against the enemies. This is the greatest country in the world and I would gladly lay down my life for it."

Christmas Party

For Ideal Employees

Carl Trippe, head of Ideal Novelty Company, St. Louis, was host to his employees at a Christmas party December 20. A turkey dinner was served with all the trimmings. Later motion pictures of the previous year's party, held at one of Trippe's roller skating rinks, were shown. As a wind-up to the party, each employee was given a Christmas bonus of a week's pay. Then all took in a midnight show.

Add 1942 Resolutions

Sam Kleiman, Allied Novelty Company, Chicago, takes an optimistic view of 1942. "There's no blues singing at Allied headquarters—that's part of our new year resolutions. We're all set to make 1942 a victory year. Because we're starting off with a large, fine stock of equipment, we expect to substantially increase the number of Allied customers. Another resolution is to intensify and improve our service to the acme of perfection in all departments."

London Fares Well

Edward Graves, writing under the nom de plume of "Sevarg," writes that Hymie Horwitz, official of Chicago Automatic Machine Supply, London, also an official fire watcher, recently passed a quiet night by devoting his time to checking up on Chicago's supply of spare parts

for amusement games. "But before long he realized it would be fruitless to think of completing such a task in one night." Which seems to indicate that there is a fairly large supply of parts available for English coinmen.

Addresses of English Coinmen

By the way, if you should wish to drop a line to any English coinmen, many of whom are well known to coinmen in this country, the following have been gleaned from the December 6 issue of *World's Fair*, English equivalent to *The Billboard* in the amusement field:

Chicago Automatic Machine Supply, 13, St. George's Road, Elephant & Castle, S. E. 1.

Stannite Automatics, Ia, St. John's Road, Tottenham, N. 15.

Samson Novelty Company, Ltd., 1-3 Brixton Road, London, S. W. 9.

Universal Electrical Company, 221, City Road, London, E. C. 1.

Manzi's Automatic Supply Ltd., 1114, High Road, Whetstone, N. 20.

G. Vinall, 15, St. George's Square, Sunderland.

H. Robinson, 5, Middleton Boulevard, Nottingham.

Doubleday, 38, Albion Road, Stoke Newington, London, N. 16.

Jepson, 8, Paradise Street, Ramsbottom, Lancs.

Troutbeck, Chester Road, Woodford, Cheshire.

Peerless Enterprises, Ltd., 111-113 Upper Tooting Road, London, S. W. 17.

W. Stewart, 3, Downside Road, Sutton. Sheffras, 303, Cambridge Heath Road, London, E. 2.

P. C. Bolland, "Cartref," Brynmor Road, Aberystwyth, Wales.

Crawford's, 3, Massie Road, Dalston, E. 8.

J. W. Shingler, 43, Cleveland Avenue, Scarborough.

Mullens Automatics Company, Ltd., Rownall, Wetley Rocks, Stoke-on-Trent.

Emergency Creates

Coinwoman

A year and a half ago saw the establishment of a route of pinball games by John T. Barron. Harry J. Miele, manager of the Williamsport Amusement Company, Williamsport, Pa., reports that Barron was successful in maintaining and operating his route until he was called by Uncle Sam to serve his country. The route was then taken over by his



John T. Barron



Mary T. Nicholls

aunt, Mary T. Nicholls, who is said to be doing a fine job and is very well liked by everyone on the games route. Thus another coinwoman was set up to do business. She declares that when Private Barron returns from army duty she expects to have it in the same fine shape he left it.

New Year Motto

Chalk up a bright mark for Herb Jones, ad manager of the Bally Manufacturing Company. Herb, in his letters and memos sent out shortly before the end of 1941, came up with a timely motto. Appended to his letters was the salutation: "Wishing You a Slap the Jappy New Year."

Time for Action;

Wishing Isn't Enough

"These are greeting days and it is appropriate that we all do our share of spreading good cheer and wishing luck to each other. We want to express our sincere thanks to all for their patronage over the past year," declares W. R. Hoppel Jr., head of the Badger Novelty Company, Milwaukee. We cannot help but feel that this year we must realize that wishing is not enough, but that we must all resolve to be in on the action necessary to fulfill our wishes. We of the coin machine business have not only a grave responsibility to our country, but are faced with an important job of supplying customers with equipment. We resolve to be in action every day of 1942 so that our supply of machines will be the best possible to meet the demand.

Mills Contribution

To Red Cross

Fred L. Mills, president of the Mills Novelty Company, announced December 29 that he was sending a check for \$1,000 to James B. Forgan, chairman of the Chicago Red Cross relief drive, as Mills' contribution to the Chicago drive.

Add Coinmen's

War Activities

Jim Mangan, ad man of the Mills Novelty Company, Chicago, has been named general chairman of the Win-the-Fight Committee of the Society of Typographic Arts. The Society is composed of leaders of the design movement in printing, advertising and industry and has called all artists, designers and craftsmen to join the war effort. A special meeting has been called for January 8, at which the society will hear how it may help the war program.

Add Coinmen

In State Home Guards

Al Sharpe, Boston coin machine operator, has joined the Massachusetts State Home Guard.

We've Got Them.

Says Monarch

Monarch Coin Machine Company, thru Al Stern, reports to operators that they are in position to deliver new games. "In spite of curtailed production and heavy demand for new equipment, we are in a position to take care of our customers' needs," said Stern. "We foresaw shortage possibilities and made advance reservations on equipment. We are now able to fill practically all orders for the best of the new games. Not only are we geared to supply new games, but we also can supply reconditioned used machines of every type."

Turn About

Is Fair Play

Nick Russo, Boston operator, announced recently that he had formed the Juke Box Publishing Company, to publish songs. He hopes to "put the shoe on the other foot" by getting orchestras to plug his tunes, remembering the music machines have done much for orchestras via the record route. Russo's plans are said to include other music operators throughout the country.

Milwaukee Coin

Christmas Party

Employees of the Milwaukee Coin Machine Company gathered at the organization's office before Christmas for a combination Christmas party and celebration of the end of a successful year. Prexy Sam London, emceed the festivities, and following the usual custom distributed a semi-annual bonus to all employees. Confidence in the future of the company and industry was expressed. "Come what may," declared London, "I am proud to say that I have a group that can always be depended upon to give operators the kind of service that has made us so popular among the nation's coinmen."

Bill Kenealy Better

Bill Kenealy, sales manager for the Madeen Automatic Exchange, Youngstown, O., is back on his feet after being confined to a sickbed.

Sell It, Says Lieberman

Bud Lieberman reports that business is going on as usual at his Chicago distributing establishment. "I'm certainly not taking advantage of restricted supply," he says. "If I've got the equipment—whether it is new or used—it is for sale."

Milwaukee Coinmen Had Strong Year; Optimistic for 1942

MILWAUKEE, Jan. 3.—Coin machines in practically all lines, but particularly in the phonograph and vending machine field, enjoyed good business during 1941.

Milwaukee industry, for example, in 1941 culminated the busiest year in its history with an all-time record output of \$940,000,000 value, as against the \$912,000,000 former factory high of 1929, according to Irvin J. Ott, manager of the Milwaukee Association of Commerce's industries division.

Milwaukee county wholesale and jobbing business also rose to a new all-time high.

Earnings of workers in Wisconsin industries totaled at least \$142,793,100 more in 1941 than in the previous year on the basis of federal old-age insurance tax collections.

Coin machine operators are optimistic concerning 1942, especially those with phonograph and vending machine routes.

WURLITZER
16 Record MARBLGLO



Complete, Ready to Operate,
Money-Back Guarantee... **\$89.50**

61 Wurlitzer, Counter	\$ 79.50
616 Wurlitzer	59.50
600 Wurlitzer	149.50
500 Wurlitzer	159.50
Mills '40 Throne of Music	149.50

100 Brand New!
Ready for Delivery:
Ace Bomber
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For Remodeling 616, 600, 500—
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It costs no more!*

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HITS OF THE WEEK
NOW PLAYING ON
VICTOR RECORDS

SAMMY KAYE playing

"REMEMBER PEARL HARBOR"
THE NEW
BATTLE CRY
OF DEMOCRACY

IT'S a sensation! It's the battle cry of every aroused American! It's the song of the year that's swept the nation within a week! Set to a stirring tune as full of wallop as the "Over There" of World War I—and played with spine-tingling fervor by Sammy Kaye.

Patriotic music is needed now, and "Remember Pearl Harbor" is the most inspiring of them all. Do your part and get it for your coin machine at once!

ALSO STARRING THIS WEEK

"Dear Mom"
SAMMY KAYE

You get this record on the other side of "Remember Pearl Harbor." It's full of humor and full of pathos. A soldier's letter home, set to a simple melody that's sure to pull lots of listeners!

Remember, you get both these repeat attractions on one Victor Record!
—Keep 'em playing!

Order them today from your
VICTOR-BUEBIRD RECORD DISTRIBUTOR

RECORD BUYING GUIDE--PART 1

TRADE SERVICE FEATURE
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

CHATTANOOGA CHOO CHOO (12th week)	GLENN MILLER (Tex Beneke-Modernaires)
ELMER'S TUNE (10th week)	GLENN MILLER (Ray Eberle-Modernaires) ANDREWS SISTERS DICK JURGENS (No Vocal)
PIANO CONCERTO (9th week)	FREDDY MARTIN (No Vocal)
THIS LOVE OF MINE (6th week)	TOMMY DORSEY (Frank Sinatra)
SHEPHERD SERENADE (4th week)	BING CROSBY HORACE HEIDT (Larry Cotton-Fred Lowery-Glee Club)
THE WHITE CLIFFS OF DOVER (2d week)	KAY KYSER (Harry Babbitt-Glee Club) SAMMY KAYE (Arthur Wright-Choir) TOMMY TUCKER (Amy Arnell-Don Brown-Voices Five)

COMING UP

THE BELLS OF SAN RAQUEL	DICK JURGENS (Harry Cool) GLEN GRAY (Kenny Sargent) XAVIER CUGAT (Carmen Castillo-Chorus)
--------------------------------------	---

Jurgens picked up some more locations this week, moving far out in front of his competition and bringing this lovely ballad within challenging distance of the leaders. Another week of this fine progress and the song might be up there in "Going Strong." A lot will depend upon the next seven days.

BY-U, BY-O	WOODY HERMAN (Muriel Lane) FREDDY MARTIN (Clyde Rogers-Quartet) KAY KYSER (Harry Babbitt-Trudy-Jack-Max)
-------------------------	--

Altho it slowed a little this week, this melodious novelty managed to land in the No. 2 position and looks strong enough to do plenty of damage to its competition. Furthermore, it still packs plenty of promise of becoming a "Going Strong" item before its course is run. All it needs is a couple of more weeks at the pace it set last week. It can do it.

THE SHRINE OF ST. CECILIA	SAMMY KAYE (Allan Foster-Choir) ANDREWS SISTERS (Male Chorus) VAUGHN MONROE (Vaughn Monroe)
--	---

The tender song of hope moved right along this time, with the added impetus given by the public's discovery of the Monroe disk. No. 3 this week, the *Shrine* has enough stuff to skip the slots above it and vault right into the upper story next week. At this writing Kaye and the Andrews girls are running about even, with Monroe coming up fast.

TWO IN LOVE	TOMMY DORSEY (Frank Sinatra)
--------------------------	------------------------------

Composer Sinatra's love song, played by T. Dorsey and sung by Composer Sinatra, gained only slightly this week, but managed to hold its position on the ladder. At this time it is impossible to foretell what is going to happen with the ditty, or when it will happen. Suffice to say that anything can happen—so don't be surprised if the thing either makes "Going Strong" or disappears completely within the next three weeks.

THIS TIME THE DREAM'S ON ME...	WOODY HERMAN (Woody Herman-Ensemble) GLENN MILLER (Ray Eberle)
---------------------------------------	---

All was not so well with the picture tune this time. Only found its way into a few more locations, and didn't make too much progress in spots where it already was established. A spotty showing such as this song made during the past seven days usually spells doom. However, it is getting good plugging over the radio, and both disks are of high caliber, so maybe the ditty will pick up. Song was widely heralded when it first appeared on the scene, and for good reason. Many people think the Herman platter is one of the finest ballad disks he has ever made. Perhaps the public has yet to make up its mind.

'TIS AUTUMN	WOODY HERMAN (Woody Herman-Carolyn Grey-Ensemble) LES BROWN (Ralph Young)
--------------------------	--

The operators inform us this week that *'Tis Autumn* merely held its own and didn't look ready for a sustained upward drive. Should be watched closely. Perhaps the title is what is keeping it from the top—as it has everything required for phono success but a timely, catchy title.

THE WHISTLER'S MOTHER-IN-LAW.	BING CROSBY (Muriel Lane-Woody Herman's Woodchoppers)
--------------------------------------	---

"Not so bad" is this week's verdict. This novelty may never hit the top, but it is doing plenty all right for itself and is a "must" in many sections. Hardly likely that it will ever rise above this slot, it may stick a while longer.

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."

JEALOUS (9th week)	ANDREWS SISTERS (Male Chorus)
---------------------------------	-------------------------------

Still gets some whir's.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

HITS OF THE WEEK
NOW PLAYING ON
BLUEBIRD RECORDS

Biggest hit of the week!

ALVINO REY
playing
"Deep in the Heart of Texas"

Fitch Band Wagon Special that you will hear Sunday

It's one of those catchy ballads with a refrain they can't refrain from joining in and singing—the kind of record that gets the repeat business on your coin machine. But definitely! Coupled with "I SAID NO." They'll say YES to this one—a novelty tune with a tantalizing vocal by Yvonne King.
B11391

ADDED ATTRACTIONS OF THE WEEK

- "EVERYTHING I LOVE" "HAPPY IN LOVE" Dinah Shore—B-11413
- "SOMETIMES" "STREET OF REGRET" Vaughn Monroe and his Orch.—B-11411
- "REMEMBER PEARL HARBOR" "WE'RE GONNA HAVE TO SLAP THE DIRTY LITTLE JAP" Carson Robison & Orch.—B-11414
- "GOODBY, MOMMA, I'M OFF TO YOKOHAMA" Teddy Powell and Orch.—B-11412

Keep your coin machine cashing in with the latest
VICTOR-BUEBIRD RECORDS



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

"Sergeant York"

Horace Heidt has released a Columbia recording of *Kimancero Down to Cairo* from the Warner picture *Sergeant York*. Sung by the postman as he rides along the mountain trails during the first half of the film, the tune has been given a swing arrangement which features Donna and the Don Juans on the vocal.

"Rhapsody in Blue"

Advance hint: Look for re-issues of recordings of George Gershwin melodies when the late composer's screen immortalization, *Rhapsody in Blue*, is released by Warner in the spring. Most of the popular Gershwin tunes are featured in the picture, and the recording companies can be expected to profit by the attendant publicity.

"H. M. Pulham, Esq."

Operators who find it profitable to spot a few oddies on their machines may be interested in the memory-stirring tunes heard in MGM's *H. M. Pulham, Esq.* Of the six songs featured, *Meet Me Tonight in Dreamland*, *Where Do We Go From Here?* and *Three o'Clock in the Morning* are listed in the Columbia, Decca and Victor catalogs.

"Red River Valley"

Listed below for the benefit of operators catering to the hillbilly trade are the recordings of "Red River Valley" from the Republic picture of the same name to be released January 30.

- Texas Jim Robertson (Bluebird)
- Riley Puckett (Victor)
- The Vagabonds (Victor)
- Ranch Boys (Decca)
- Bradley Kincaid (Decca)
- Leo Solleau's Four Aces (Decca)
- Pinky Tomlin (Decca)
- Dean Hudson (Okeh)

"Sweater Girl"

Paramount's *Sweater Girl* is garnering enormous publicity as a result of its two featured tunes, *I Said No* and *I Don't Want To Walk Without You*, earning the approval of so many recording artists. Line-up for *I Said No* includes Alvino Rey (Bluebird), Jimmy Dorsey (Decca), Nan Wynn (Victor), Tommy Tucker (Okeh), Claude Thornhill (Columbia), with others set on the release schedule. Rey's recording is already making itself felt on the machines.

Latest addition to the *I Don't Want To* roster is Harry James on Columbia. Guy Lombardo (Decca) and Kate Smith (Columbia) released their wax versions a week ago.

Record Round-Up

From Paramount's *Birth of the Blues*,

By the Light of the Silvery Moon has been newly recorded by Ray Noble on Columbia.

Ray Kinney has issued two Victor waxings, *Blue Shadows and White Gardenias* and *Sing Me a Song of the Islands*, from the 20th Century-Fox film *Song of the Islands*.

Freddy Martin set for Bluebird recordings of three picture tunes. Two of these, *Heavenly, Isn't It?* and *When There's a Breeze on Lake Louise*, are from RKO's *Mayor of 44th Street*, in which the Martin orchestra is featured. The third, *I Remember You*, is from Paramount's *The Fleet's In*.

White My Lady Sleeps from *The Chocolate Soldier* to be released on Columbia by Ray Noble.

Xavier Cugat planning to issue a Latin treatment of *I Said No* on Columbia.

Trade Screening

Warner Brothers will nationally trade-show *Juke Girl*, starring Ann Sheridan and Ronald Reagan, in all exchange centers February 3.

Information on location of exchange centers and admission restrictions on trade screenings can best be obtained from the manager of your local movie theater.

"Texas Man Hunt"

Another tie-up possibility for operators dealing in hillbilly and cowboy numbers presents itself in connection with the Westerner *Texas Man Hunt*. Bill Boyd, star of the film, has recorded the lead tune, *My Pony on the Range*, for Bluebird, and Gene Autry will probably wax the ballad for Columbia.

New Orleans

NEW ORLEANS, Jan. 3.—With the opening of the 10-day Sugar Bowl events Christmas Day, New Orleans drew added attention of the sports world with re-opening of horse racing at the century-old Fair Grounds and acquisition of the East-West football games in addition to the New Year's Sugar Bowl game between Missouri and Fordham. Hotels and all available lodging space were filled to overflowing and coin machine operators had big patronage. Loss of the Mardi Gras season is going to be felt, but there is every indication that influx of winter visitors will be very heavy.

It is with pleasure that coinmen learn that Harry Batt, operator of Pontchartrain Beach, is now getting around his home after his serious automobile accident in Texas when eight ribs were fractured.

Virgil Christopher, territory factory representative of Bally Manufacturing Company, stopped over from Miami, en route to his home town, Miamisburg, O., for the holidays.

HELLO! HELLO! HELLO!

Okeh gives you a new red-white-and-blue hit!



"GOOD-BYE MAMA" I'M OFF TO YOKOHAMA"

Okeh 6545

A natural for your machines with **FRANKIE MASTERS** and his Orchestra



Tab this as a must—it's a profit-pulling platter that's going places. Grade A bandwork by Frankie and his boys... and the lyrics pack a punch in every line. Singable, danceable—here's a number that's got everything. Put it to work for you now—here's a red-hot hit that's in tune with the times.

PUBLISHED BY CHAPPELL & CO., INC.

Get

Trade Marks "Columbia" and "Okeh" Reg. U. S. Pat. Off.



Okeh 6545 TODAY!



ED SHAFFER TALKING OVER THE RESULTS of his firm's Defense Bond and Stamp drive meeting with Ohio's U. S. State Administrator McSweeney. The meeting was held in the showrooms of the Shaffer Music Company, Columbus, O.



32 COMPLETELY STOCKED BRANCHES TO SERVE YOU. ORDER THESE DECCA RECORDS FROM YOUR NEAREST BRANCH TODAY!

JIMMY DORSEY	The White Cliffs of Dover I Got It Bad... 4103
BING CROSBY	Shepherd Serenade Anniversary Waltz... 4065
WOODY HERMAN	'Tis Autumn I Guess I'll Be on My Way... 4095
ANDREWS SISTERS	Chattanooga Choo Choo For All We Know... 4094
RUSS MORGAN	Somebody Else Is Taking My Place Prisionero Del Mar... 4098
JIMMY DORSEY	This Is No Laughing Matter I Said No... 4102
CONNIE BOSWELL	Sweethearts or Strangers I'll Keep on Loving You... 3959
LOUIS ARMSTRONG	I Used To Love You Leap Frog... 4106
GUY LOMBARDO	Madelaine I Don't Want To Walk Without You... 4104
LAWRENCE WELK	I'm Thinking Tonight of My Blue Eyes The Band Begins To Play... 4100
INK SPOTS	Nothin' Someone's Rocking My Dream Boat... 4045
LUCKY MILLINDER	Big Fat Mama Trouble in Mind... 4041
ANDY KIRK	47th Street Jive Big Time Crip... 4042
JIMMIE DAVIS	Won't You Forgive Me? I Loved You Once... 5999

Decca Defense Special
ANY BONDS TODAY?
JIMMY DORSEY ★ ANDREWS SISTERS
4044—On One Record—4044



DECCA RECORDS, INC., N. Y.
Canadian Distributors
THE COMPO CO., LTD.
Lachine, Montreal, Quebec

RECORD BUYING GUIDE--PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

MOONLIGHT COCKTAIL GLENN MILLER (Ray Eberle and The Modernaires)
TOMMY TUCKER (Don Brown and Voices Three)

Coin phonograph operators will find a natural in this one for all locations. The Miller disk in particular is a buy, since it has a double threat by being coupled with *Happy in Love*, from the musical show *Sons o' Fun*. The *Cocktail* side has a honey of a treatment, both lyrically and instrumentally. The tune is catchy and rhythmic. The Tucker disk has a similar treatment and is coupled with the potentially popular *I Said No*.

THE MAGIC OF MAGNOLIAS JIMMY DORSEY (Bob Eberly)
BOB CHESTER (Bob Haymes)

A film tune from Paramount's *Glamour Boy*, and it listens with all the commercialism needed to drive it up the hit ladder. The J. Dorsey recording of it looks as if it would be the logical puller-upper, and Eberly's vocal handling of the lyrics has all the pashy-pash needed for the female trade. The Chester version should definitely be considered, too, on this tune.

HOW ABOUT YOU? TEDDY POWELL (Peggy Mann)
JUDY GARLAND

Another picture tune, this one from MGM's *Babes on Broadway*. It's a lily and fresh ballad and is due for a lot of plugging both as a result of the film and radio. Powell gets off a particularly good arrangement of it, and Miss Mann does a neat vocal job. The Judy Garland disk will no doubt get lots of play, because Miss Garland sings the song in the picture.

WINTER WEATHER BENNY GOODMAN (Peggy Lee-Art London)
BOB CHESTER (Betty Bradley)

This is a jump tune, and as such offers a needed variety to the steady flow of ballads current. Both of the above versions listed have plenty of zip and punch plus good vocals. Operators with locations craving good danceable rhythms will find it a natural for such spots. Goodman cuts out with some hot clarinet stuff on his disk, and his followers will find it one of his best in some time.

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.

MOONLIGHT COCKTAIL GLENN MILLER (Ray Eberly-Modernaires)

Sweet harmony with a dash of romance is mixed here for a musical concoction that looms as big for the music machines as did *Sunrise Serenade* several years ago and, in its own way, *Elmer's Tune* more recently. Has a lot in common with both of the earlier hit tunes. Glenn Miller sets it in a slow tempo and most of the side is devoted to the singling of Eberly and the Modernaires.

I SAID NO JIMMY DORSEY (Bob Eberly-Helen O'Connell)

This is another song natural that will stay in the music machines for a long time to come. Stemming from the *Sweater Girl* picture, it's a novelty item with a cute melody. But the words are what count, and Dorsey's vocalists really sell 'em, especially the punch-line that follows all the teasing. Eberly and Miss O'Connell pack plenty of punch and humor in their renditions.

CHOPIN NOCTURNE No. 2 IN E-FLAT XAVIER CUGAT

This familiar piano classic emerges as a beautiful instrumental under Cugat's masterful handling. The melodic qualities are highlighted and Cugat's South American rhythms are judiciously subordinated. Considering the huge success of Tschalkowsky in the music machines, there should be a measure of interest in Chopin as well. Further help to the disk is fact that it is Eddy Duchin's theme song.

THE LITTLE GUPPY OZZIE NELSON (Ozzie Nelson)

Considering all the furor caused some years back by the three little fishes, the same interest may be manifested in this comedy song. Fashioning it as a bedtime story to a youngster, Nelson takes the entire side to relate the story of the poor little guppy who is always looking for his father, a deep-sea gigolo. The fish talk is reserved for a vocal trio which cuts in occasionally. For added punch, Nelson takes the record out with one of those confidential last lines made famous by Mischa Auer of the films.

MY OLD FLAME COUNT BASIE (Lynne Sherman)

Here is Basie out of his usual pattern, but maintaining the sensational rhythm beat and tonal effects that set him and his crew apart in swingdom. Lynne Sherman, first white singer to record with a big-name colored band, does a wonderful selling job on the torch lyrics first sung by Mae West in *Belle of the Nineties* some years back. Miss Sherman has a compellingly sincere delivery and should be brought back soon. This disk will make its way along the phono network. Flipover has plenty to offer as a jump tune; title is *Tom Thumb*, featuring some swell Basie pianistics.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

Boston

BOSTON, Jan. 3.—Business slumped as a result of the Christmas shopping rush. Distributors for the most part were not too busy, as most operators spent their spare time making gift purchases rather than business purchases. Operators who stopped to chat for a few moments disclosed that altho collections had slumped, the slump was not as large as was expected for Christmas week.

Christmas recordings of all kinds were in demand during the week, with operators finding Bing Crosby stand-bys the best bets. Crosby's recordings of *Silent Night* and *O Come All Ye Faithful* were particularly good numbers.

Ben Palastrant, Packard Manufacturing Corporation district manager, returned here to take a Christmas vacation and warned all who would listen that he would remain in town until after New Year's. Ben has been out of town so much within the past few months that he is getting to be treated as a stranger.

Al Sharpe, now in the State Guard, recently completed a 20-box installation in Roslindale and reports he is satisfied with results. Al says collections have increased greatly since installing the remote-control apparatus.

Al Chadwick, Lawrence, Mass., coin man, in town for a brief visit to pick up equipment and see what the distributors were offering, discloses business good in the textile section.

Nick Russo, Boston operator, has formed the Juke Box Publishing Company, Inc., to publish new songs and plug them thru music machines. First tune, *My Heart's on Fire*, is now being (See BOSTON on opposite page)

FROM THE NATION'S FIGHTING SLOGAN..

... comes a new magnetic, rousing song-hit!

★ Gene KRUPA'S "KEEP'EM FLYING"

OKEH 6606 • backed by "Thanks for the Boogie Ride"

Here's what The Billboard says:

"... apart from its patriotic value 'Keep 'Em Flying' is a righteous rhythmic dish... robust and rousing... Driving force for Flying is even more marked on the Boogie Ride. A swiny novelty... A MAGNET FOR CATCHING THE NICKELS."

There couldn't be a more timely tune for the music machines!

★★★★★★★★

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunas Supplement is issued the last week in September each year.

By HAROLD HUMPHREY

News Notes

Okeh's first four-side test of the Korn Kobblers sold so many disks right off that the novelty orchestra has already been re-signed for more studio sessions, probably to be toolfed before the end of the month. . . . Tony Martin had some trouble with his draft board in Los Angeles when he went on tour before taking his physical exam. Seems there was some misunderstanding, and Martin was under the impression he could report in Chicago. . . . Jack Leonard, who was recently released from service on the over-28 age limit, received notice that he is on call again as an active reservist. . . . Standard Phono has made several tie-ups with national magazines to help select "Lo-Lo-Lita (The Girl Friend of the Army)," and the mags are holding contests

among their readers to find the gal who best fits the description lyricized on the recording. . . . Gene Krupa has the distinction of making a record which the United States Air Corps will use on some 1,500 radio stations thruout the country to help in recruiting. It's titled "Keep 'Em Flying." . . . Claude Thornhill and his band are the latest in the mounting list of artists to wax the novelty ditty "I Said, 'No.'" Song is catching on fast in the machines. . . . The much-rumored and denied leave-taking of Bonnie Baker from the Orrin Tucker band is again on the gossip pans. This time reports have it that the "Oh, Johnny" gal will go on her own in February. . . . Horace Heidt has dubbed his new daughter Hildegard Harriett Heidt. . . . Lionel Hampton and his 16-piece band have finally made their first

records. The ex-Goodman man had to leave Victor for Decca to get his new band waxed because Victor's contract with Duke Ellington called for no other big colored band on its 50-cent label.

Release Prevues

Lynne Sherman makes her record debut with the Count Basie band with *My Old Flame*, which has just been recorded along with two others, *All of Me* and *More Than You Know*. Glenn Miller has recorded *On the Old Assembly Line*, a patriotic number, for Bluebird. . . . Lionel Hampton's first Decca releases will be *Just for You, My Wish, Southern Echoes* and *Nola*. . . . The Goodfellows, vocal trio, have done a coupling for Standard Phono titled *Farmer's Serenade* and *Honolulu Lullaby*. . . . Muggsy Spanier's first Decca releases will include *More Than You Know, Little David* and *Can't We Be Friends?* . . . Louise Massey and the Westerners have made a waxing of *Nothing Matters Anymore* for Okeh. . . . Henri Rene's Musette has just done a coupling for Standard with the titles *Oyster Stew* and *Tickle Toe*. . . . Walt Leopold's latest dinking for Standard had the maestro doing *Emily for Me* and *Carrot-Top*. . . . Johnny Long did a session for Decca with *The Night We Called It a Day, A-I in the Army* and *Dear Arabella*. . . . *Somebody's Rocking My Dream Boat* has recently been waxed by Benny Goodman (Okeh), Ginny Simms (Columbia), Claude Thornhill (Columbia), Artie Shaw (Victor), Shep Fields (Bluebird), the Four Tones (Bluebird) and Charlie Spivak (Okeh).

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:

CLEVELAND:

Keep 'Em Flying. Gene Krupa.

A patriotic number that is already among the top rankers on the coin phonographs here. Columbia is plugging the disk as an official army air corps recruiting song and has shipped the recording out to many radio outlets to be played for that purpose. The sloganized title is already well known, so perhaps operators can cash in around other sections of the country.

CHARLESTON, W. VA.:

I Found You in the Rain. Freddie Martin.

This lovely ballad was given a listing in the "Possibilities" section of the Record Buying Guide a few weeks ago but hasn't meant anything yet as a national phonograph item. However, in this town the operators report the tune as a definite top puller now. Martin's popularity now no doubt has a lot to do with it.

WILKES-BARRE, PA.:

I'm Thrilled. Glenn Miller.

Miller has always been a prime favorite in this industrial city, according to the operators, and this number along with two other Miller disks, is grabbing most of the nickels here at present. The *I'm Thrilled* waxing has all of the typical Miller powerhouse behind it, and operators elsewhere may find they can profit on it, too.

NOTE

FOR a comparative listing of songs broadcast most often over the networks during the week ended January 3 and the week before, ended December 27, see the Music Popularity Chart in the Music Department in this issue.

BOSTON

(Continued from opposite page) printed and it is expected that recordings will be made by Kay Kyser and Ina Ray Hutton.

Sam Marks, of Fall River, Mass., reports he is busy remoting most of his locations. Increases in collections have already been noted.

Ray Shea, Worcester, Mass., music operator, reports business good. Ray adds he is concentrating on remoting as many of his locations as possible.

Norman Herman and Nathan Fram, of Central Distributing Company, busy looking for pin tables to add to their fast-growing route.

NEW RELEASES ON Standard RECORDS

- T-2026 "PETE THE PICKLEMAN"
"ON THE CUFF"
Rene Musette Orch.
- T-2027 "SILLY-DILLY POLKA"
"HITCH-HIKER POLKA"
Joe's Merry-Makers
- T-2033 "ON THE HOUSE"
"BIRTHDAY KID"
Colonial Orch.
- T-2035 "YOU DARLING, YOU"
"STOP ME"
Barry Sisters with Harold Grant's Orch.
- T-1003 "EL COJO"
"TE HE DE SONAR"
(I'll Dream of You)—Bolero
Alfredo Mendez Orch.
vocal: G. Del Toro
- T-2042 "PUT A LIGHT IN THE WINDOW"
"WHEN MANUEL SHAKES HIS MARACAS"
"The Good-Fellows" with Harold Grant's Orch.

Standard HIT PARADE

Week of Jan. 8th

1. "CUCKOO WALTZ"
Henri Rene Musette Orch. T-2030
2. "MISIRLOU"
Alfredo Mendez Orch. (Spanish) T-2002
Frank Knight w. Harold Grant's Orch. (vocal) T-2009
3. "POUND YOUR TABLE POLKA"
Barry Sisters T-2005
4. "GREETINGS"
Brad Reynolds w. Harold Grant's Orch. (vocal) T-2007
5. "FLAT TIRE POLKA"
Bernie Wyto and his Orch. T-2024

PATRIOTIC TIP!!

"LO-LO-LITA (The Girl Friend of the Army) T-2007
Brad Reynolds with Harold Grant's Orch.

ORDER FROM YOUR LOCAL JOBBER

STANDARD PHONO CO.
168 W. 23RD STREET
NEW YORK, N. Y.

With the sensational recording of SHEPHERD SERENADE by BING CROSBY ★

(Also recorded by:)

- LANNY ROSS on Victor
- ART JARRETT on Bluebird
- TOMMY TUCKER on Okeh
- JOHNNY LONG on Decca
- TONY PASTOR on Bluebird
- DICK TODD on Bluebird
- HORACE HEIDT on Columbia

★... you get this
FLIPOVER—

—another big-time money-maker at no extra cost!

BING CROSBY'S ANNIVERSARY WALTZ (Also recorded by:)

- WAYNE KING on Victor
- FREDDY MARTIN on Bluebird
- EDDY DUCHIN on Columbia
- GENE KRUPA on Okeh
- JOHNNY LONG on Decca

MAYFAIR MUSIC CORP., 1619 Broadway, New York

OPERATORS! You CAN'T miss with this—

"THE DEVIL SAT DOWN AND CRIED"

Just recorded by The World's No. 1 Trumpeter HARRY JAMES on Columbia 36466

Published by WALTER BISHOP, 1650 Broadway, New York

COUNT BASIE (Okeh 6527)

My Old Flame—FT; VC. *Tom Thumb*—FT.

If there is any doubt as to the capabilities of a jive swing band, especially a Negro band, being able to play a ballad with the polish of a Glenn Miller or one of the Dorsey boys, *My Old Flame* removes that doubt. In fact, one has to look twice at the label to make certain that the letters really spell out Count Basie. Save for a short trumpet interlude, and he lips it straight, side is devoted to the soft torch chanting of Lynne Sherman. But there's much more than the svelte singing. Set in a slow tempo, the Basie boys are really in a sugar groove. And without sounding salty. There are beautiful voicings in instrumental blends and highly imaginative figures for the vocal accompaniment. Sounds as if Benny Goodman's Eddie Sauter had a hand in this scoring. Song itself is the oldie from the *Belle of the Nineties* flicker. Side also brings Miss Sherman out of vocal retirement. She's the wife of Milt Ebbins, Basie's personal manager. The *Tom Thumb* side is an instrumental jumper, replete with the fine ensemble rhythm-rocking of the

on the **RECORDS**

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 14)

Basie bandmen and plenty of the maestro's own dexterity on the keyboard.

The fact that Count Basie can dish it out sweet along with the other swing bands, makes the "My Old Flame" side a natural for the music machines, and should be met with wild acclaim among the phono fans.

CLAUDE THORNHILL (Columbia 36472)

This Love of Mine—FT; VC. *Chattanooga Choo Choo*—FT; VC.

Thornhill hops onto two established favorites with this coupling. The maestro's one-finger pounding of the melody on the piano opens the slow ballad side, *This Love of Mine*, with Lillian Lane completing the side with a draggy and uninspired vocal. The tempo is stepped up for the railroad special. Again the maestro tees off, this time his keyboarding in a flashier element. Miss Lane joins with Bob Jenney to carry the rest of the side in the typical boy-belle pattern.

Both tune titles are still going strong in the music machines, but these entries are hardly strong enough to cut in on the current flow of nickels.

DOLLY DAWN (Bluebird 11402)

There Goes My Dream—FT; VC. *Pig-Foot Pete*—FT; VC.

Interest here starts with the B side, Dolly pacing her boys vocally in peppery fashion, eight-to-the-bar much of the way. From the *Keep 'Em Flying* picture, Miss Dawn sings about the mythical Kansas City character credited with bringing the boogie-woogie up to date. The *Dream* side, strictly sweet, is a smooth enough ballad, with Miss Dawn's vocal capabilities still the band's best feature.

Capitalizing on the "Keep 'Em Flying" picture when it is playing around the corner, the "Pig-Foot Pete" side makes an excellent movie-phonograph tie-up.

GUY LOMBARDO (Decca 4104, 4105)

Madeline—FT; VC. *I Don't Want To Walk Without You*—FT; VC.

Cancel the Flowers—FT; VC. *Wait 'Till the Sun Shines, Nellie*—FT; VC.

The familiar Lombardo lush rhythms make each of the four sides offered here a typical Lombardo platter. On the basis of song qualities, the hit marker points to *I Don't Want To Walk Without You*. An easy and tuneful ballad from the *Sweater Girl* movie score, it's bound to become one of the first song rages of the new year. Set in romancy tempo, Carmen Lombardo gives voice to the lyric. Phil Spitalny's war-inspired song ballad of Normandy, *Madeline*, completing the couplet (4104), is cut with the identical pattern, including brother Carmen for the vocal refrain. *Cancel the Flowers*,

by the *World on Fire* writers, has Kenny Gardner for the vocal. The ballad is taken at a brighter tempo, which goes far in covering up the triteness of a melody that puts the swell song story at a heavy disadvantage. Harry Von Tilzer's *Nellie* for the plattermate (4105) shines again as set by Lombardo in a lively tempo, the Lombardo Trio singing it and the piano duo turning in a rollicking chorus.

Of the four sides, "I Don't Want To Walk Without You" looms biggest as a hit potential for music machines. Without numerous record versions put out, it's a free-for-all for the phono play. Lombardo's entry should come in for a good portion of the coins.

WILL BRADLEY (Columbia 36470)

Sleepy Time Gal—FT; VC. *Who Can I Turn To*—FT; VC.

The old and the new are coupled here, Will Bradley treating both in identical fashion. The brighter side is the *Sleepy Time* oldie. The maestro's trombone, sliding sweetly, opens the side, with Terry Allen giving bary voice to a second refrain. Band picks it up with a heavier rhythmic beat, and carries it out for another half chorus, with the clarinet carrying the lead. Tempo is slowed down for Alec Wilder's *Turn To*, a sad and moody torch. Bradley's horn sets down the melodic theme and Terry Allen again asks the musical question.

"Sleepy Time Gal" was a swell song then and still is now, having lost none of its appeal over the years. Bradley's reviving is worthy of a sticker in the music machines.

SKINNAY ENNIS (Victor 27735)

Dreamsville, Ohio—FT; VC. *Around and Around She Goes*—W; VC.

The breathless and whispered singing style of maestro Ennis is particularly adaptable to the *Dreamsville* ballad. Band gives it a bright tempo and contributes a smooth chorus on its own. The waltz novelty about the belle of the village ball is also taken at a bright and lively tempo. Skinnay again leads the singing, but too seriously for this ditty. Side also marks the record bow of Carmine, band's new canary. However, it's an abortive debut, gal stepping up only for the song's verse and the few closing bars.

Strictly for locations where there are Skinnay Ennis fans; for them, "Dreamsville, Ohio" is the face-up side for the machines.

AL DONAHUE (Okeh 6528)

It Isn't a Dream Any More—FT; VC. *Popocatepetl*—W; VC.

For richly flavored dance rhythms set in a soft and smooth style, Al Donahue here makes the invitation to hoof all the more inviting. Counting as much is the sterling vocal quality of Phil Brito.

The *Dream* side represents a tuneful ballad, with Brito's soft ballad style singing it big, and alto sax and sub-tone clarinet providing the instrumental interlude. Even more pleasing is the slow and dreamy waltz interpretation that makes the plattermate.

A waltz, especially if it's in the romantic mood, always goes far in rounding out a dance program. Donahue's "Popocatepetl" fills that need expertly for the machines at dance spots.

DICK TODD (Bluebird 11406)

The White Cliffs of Dover—FT; V. *How About You?*—FT; V.

For song selection, no recording artist could ask for more. However, the label's troubadour doesn't make the most of his advantage in this instance. The *White Cliffs* side sells itself, but Todd is at loss in making *How About You?* count. The ballad is from the *Babes on Broadway* picture, designed along the more sophisticated lines, and its inherent qualities stack it up as a hit potential.

Dick Todd misses the mark here. On strength of the song title, "The White Cliffs of Dover" means something for the singer's followers. But in general the side can hardly hope to cut into the machine popularity of the earlier band versions.

DICK JURGENS (Okeh 6525)

I Guess I'll Be on My Way—FT; VC. *Sweetheart or Strangers*—FT; VC.

A ballad of recent date coupled with a folk classic makes another excellent dance disk under the Dick Jurgens banner. Harry Cool's vocal starts the windings for *On My Way*, with the band cutting in with a smooth chorus on its own. The tempo is stepped up for Jimmy Davis's *Sweethearts or Strangers*, with Buddy Moreno doing the vocal. However, the classic loses much of its charm and appeal set to the faster tempo with heavier beats applied.

Little here for general operator use, save for those in the Midwest territory, where the band has its strongest hold among the phono fans. There it matters little which side is face up in the machines.

ALVINO REY (Bluebird 11404)

Liebestraum—FT. *Not a Star in Sight*—FT; VC.

The famous and classic love song of Franz Liszt, *Liebestraum*, serves as an excellent showpiece for the maestro's proficient pickings on the electric guitar. Paced at a slow tempo, the entire side is devoted to Alvin's wizardry at the instrument. The flipover introduces a new ballad by Ray Noble. In the same slow tempo, Alyce King paints a pretty picture vocally, with the guitar and trumpet interlude making it pleasurable thruout.

The Franz Liszt "Liebestraum" makes for dreamy music of classical leanings and is bound to find much favor at machine locations where the better music is favored.

CAROL BRUCE (36471)

The Boy With the Wistful Eyes—FT; V. *You Don't Know What Love Is*—FT; V.

This marks the record bow of Carol Bruce. And, appropriately enough, the *Wistful Eyes* side is from her *Keep 'Em Flying* picture. However, save for the screen association, the song is a dull item with a dreary melody. The colorful arrangement scored by Alec Wilder, calling for male voices to augment the studio orchestra, goes for naught. To better advantage is Miss Bruce's full-voiced throating for the blues ballad on the flipover. It's not confined to the strict dance tempo, has better tune material for Wilder's fanciful scoring, and Miss Bruce is afforded broader opportunities to sell the song. In all, it's the movie name rather than the vocal talent displayed that means most for this label.

Not designed to curry favor with the phono fans, this disk is for counter sales solely.



Guy LOMBARDO
and his
Royal Canadians

- bringing you
The Sweetest MUSIC
THIS SIDE OF HEAVEN

on these **DECCA** records

4014 I DON'T WANT TO WALK WITHOUT YOU

(featured in the Paramount Picture "Sweater Girl")

4105 CANCEL THE FLOWERS WAIT TILL THE SUN SHINES, NELLIE

(featured in the Paramount Picture "Birth of the Blues")

4066 SAILBOAT IN THE SKY EASY STREET

On the Air—for Colgate Tooth Paste, every Saturday, 8-8:30 P.M. CBS—Coast to Coast

In Person—Hotel Roosevelt, N. Y.

EXCLUSIVE MANAGEMENT
MUSIC CORPORATION OF AMERICA

NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO CLEVELAND DALLAS



MAKING WITH THE HANDS—Willie Howard, well-known comedian, and James Mangan, advertising manager of Mills Novelty Company, meet in Mills Panoram room and talk. (MR)

A TWIN NOVELTY HIT!
MODERN DESIGN
backed by
SKUNK SONG
DECCA 4086
by
JOHNNY MESSNER
AND HIS ORCHESTRA

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

Christmas and New Year weeks, as in all other years, blew in with business slackening down for all. A pick-up is expected within the next few weeks.

Coming and Going

Leo Willens and Murray Wiener off for Chicago to attend the tobacco distributors' convention. . . . Lou Canto also leaves for the tobacco show, and then will take the train to the Coast for a week or so.

Everett Masterson in from Elizabeth, N. J., for a visit. Everett is one of the most friendly personalities in the business.

Irving Fishelberg, of Atlantic City, in New York getting supplies for his arcades in the playground of Jersey.

George Ponsler, Jack Mitnick and Irving Morris leave New York January 9 to attend the Mills Panoram party.

Tom Singleton, the arcade owner from up-State New York, spent the early part of the week in the city. Tom was formerly associated with the carnival business and still is a top showman at heart.

Buy Defense Bonds

Joe Darwin in close conference with Dave Margolin, of Manhattan Distributing Company, Wurlitzer distributors in New York. Margolin, by the way, was appointed on the committee to sell Defense Bonds and Stamps for the phonograph division by Washington.

Jack Barry assigned John Graham scouting and purchasing talent for Minoco Soundies films. Johnny formerly signed some talent and directed. Barry returned from a short visit to Atlanta.

Buy Defense Bonds

George Ponsler has a new plan of operation for operators who are interested in Panorams and he makes it sound very interesting. "Under the new plan," Ponsler claims, "Panoram operators can't

miss making fine profits with little investment."

Al Simon returned to his offices after a bout with the flu. Murray Simon was taking care of the business during Al's absence. Al and Murray can now both concentrate on Chicago Coin's Hockey, which is in great demand.

New Offices

Jack Semel opened jobbing offices on Bedford Avenue, near St. Marks Avenue, Brooklyn. Jack's offices are only half a dozen blocks away from Ebbets Field, making it easy to get to in the summer months. Semel will buy and sell both new and used equipment while running an operation on the side.

Barney (Shug) Sugeran almost ready to open his new offices, which he claims "are the most beautiful show-rooms in the country."

Buy Defense Bonds

Earl Winters has put his golf clubs in cold storage and will hibernate for the balance of the winter. He has taken over so many of the coin machine boys the past year that he says he may have to enter the National Open to get some real golfing competition.

Holiday Notes

Max Levine and Fred Hallparn, accompanied by their wives, saw the New Year in at Lake Placid. Max did not forget his camera.

Roy McGinnis sporting a new watch—a Christmas gift from his staff.

Fred Iverson, Seaboard Sales, in town for the holidays. We understand Fred ran a special party for a bunch in the city on New Year's Day.

Ben Becker, roadman for Weston Distributors, spent the holidays in Atlantic City, N. J.

Buy Defense Bonds

Sam Sacks says he will definitely have his surprise ready for official showing right after New Year. It has a music machine tie-up, of course.

Nino Crisonino, of Oakwood Amusements, Mount Vernon, N. Y., has his own ideas on how to keep going during the war period.

Ike Berman, of Economy Supply Company, still in Florida. May be back in a week or so.

Fast Flashes

Tony Gasparro and "Butch" look for real action in a very few weeks.

Nat Cohn and Harry Rosen, of Modern Vending Company, steamed up about a new item they will have ready for the trade in the near future.

Mike Munves was away from his office part of the week, resting up most likely from his holiday celebrations.

Hymie Rosenberg is playing with the idea of entering the jobbing and distributing field again.

Buy Defense Bonds

RESOLUTION FOR 1942



BETTER BUILT BY BUCKLEY

BUILD A BETTER BUSINESS
with

BUCKLEY MUSIC SYSTEM

DIRECT "TOUCH-TO-TOUCH" ACTION

Operators on tens of thousands of locations are profiting from Buckley Music System installations. The public likes Buckley . . . the locations favor Buckley . . . and America's leading operators know that it doubles and triples earnings with minimum service costs. When you think of Music Systems, think of Buckley! Keep in touch with your Buckley distributor.

LET'S MAKE THE ROAR OF AMERICA'S GUNS THE MUSIC OF VICTORY!

BUCKLEY MUSIC SYSTEM INC • 4225 W • LAKE ST • CHICAGO

Mississippi

NATCHEZ, Miss., Jan. 3.—Business is still perking up in salesboard departments, reports J. C. Culpepper, of the F&N Amusement Company, Ferriday, La., and Natchez.

Allen Hullum has returned from holiday visit with friends and relatives in Vicksburg, Miss. Allen is service manager of Service Novelty Company.

Sam Serio and Sam McCabe, Seramac Novelty Company, have disposed of some of their machines and plan to sell others. They are undecided as to whether or not to continue operation of the company.

Bill Eidt reports his 1941 business was excellent. Says the new year should be fine. His holiday business was never better, he says.

Operators of this section have been doing their part for American Red Cross War Fund drive. They are also placing *Any Bonds Today?* in the No. 1 spot on phonos.

F&N Amusement Company's Jim Culpepper recently enjoyed visit from Charles Chesser, representative of Wurlitzer, who has quarters in Memphis.

Des Moines

DES MOINES, Jan. 3.—Art Wittern, of the Hawkeye Novelty Company, announces he has made two additions to his production staff and plans to make several more immediately as a result of a new product which he will introduce on the market shortly.

New additions are Vincent Hadley, a former member of the company, and William Dutton, both of Des Moines. Wittern plans to go on a 24-hour schedule in order to manufacture a sufficient supply of his new product and possibly start a second factory.

Gerald Cooper, a former member of the Marines, has joined the Gibson Distributing Company here to service phonographs. C. Aubrey Gibson, head of the company, announced. Cooper was recently released from the Marines.

Factory and offices of Ideal Manufacturing Company, local firm, have been moved to Oskaloosa, where it will continue to turn out novelties.

Dallas

DALLAS, Jan. 3.—Members of the Dallas Coin Machine trade are happy that Coin Machine Industries, Inc., sponsor of the 1942 Coin Machine Convention, have lined up their full support for the National Defense Program by calling off the January show. Now that war has been declared, everybody in the industry is turning to plans to help win the war. Local leaders of the industry were outspoken in their praise of the quick action of the board of directors in advising the trade of the change in plans.

W. W. (Mike) Ackman of the South Coast Amusement Company, Houston,

visited friends on coin row recently. Mike was formerly associated with the Wren Sales Company here.

Robert Erhardt Jr., son of one of Louisiana's leading operators, recently made a visit to the Commercial Music Company to increase his knowledge of Wurlitzer phonographs.

Ed Roe, field engineer for Mills Novelty Company, was in the city last week conferring with Burt Davis, of the South Coast Amusement Company.

J. W. (Wink) Williams, local manager for Commercial Music Company, is back from another of his frequent trips to West Texas.

W. S. Harper, well-known operator of Brownwood, Tex., has purchased a number of new Panoram Soundies which he will operate in his city, where the headquarters of Camp Bowie are situated.

Out-of-town operators who were purchasing coin machine merchandise from local distributors recently included Frank Emerson, Greenville, Tex.; M. T. Johnson, Breckenridge, Tex.; Joe Fristoe, Waxahatchie, Tex.; R. E. Garrett, Ardmore, Okla., and Les Frankerich, Fort Worth.

London

LONDON, Nov. 20.—Solly Shefras' sons are making good progress in their respective fighting services. Morry, who acted as sales manager at Fetter Lane, has passed grading tests in the Royal Army Ordnance Corps and is likely to go forward for promotion. Phil, secretary of Shefras Automatics, Ltd., who played a most prominent part in trade organizations, is shaping well as a signal man in the Royal Navy.

Owing to plant and staff concentrating on war production effort, Stannitt Automatics have practically ceased overhauls and sale of used equipment.



THE NETWORK OF WURLITZER PHONOS working for Uncle Sam in hundreds of theater lobbies plugging "Any Bonds Today?" was augmented by this Wurlitzer installed in the Orpheum Theater, Wichita, Kan., by Central Distributing Company, during appearance of the movie "Keep 'Em Flying." The Wurlitzer Colonial phonograph boomed the picture, helped sell Defense Bonds and did a fine publicity job for Wichita music merchants.



MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Communications to 155 North Clark Street, Chicago

NATD Meets Jan. 13-17

Round table discussions and merchandising clinic will be featured on program

CHICAGO, Jan. 3.—The 10th annual convention of the National Association of Tobacco Distributors will open at the Palmer House here January 13 and continue for five days. A big feature of the tobacco convention will be the round-table conferences on various trade topics and among these topics is that of cigarette vending machines. Cigarette vendors will be discussed from many angles, including their relation to the tobacco trade in general. Manufacturers of cigarette machines display their latest devices in the exhibit hall during the convention.

Like many other trade conventions, the impact of war raised the question of whether the NATD would meet this year. After considerable discussion the directors decided to carry out the meeting as planned.

An outstanding feature of the convention will be a "merchandising clinic," according to the association announcement. Joseph Kolodny, executive secretary of the NATD, says that careful plans have been made so that the clinic will prove of great value to all who attend. Sales problems as encountered by tobacco wholesalers in the daily course of their business, and particularly those problems arising out of the emergency created by the national defense program, will be given a "thoro examination, diagnosis and prescription for cure," it was announced this week.

At the organization's previous convention the operation of a complete model distributing house, demonstrating the most efficient methods of wholesaling tobacco products and allied merchandise, proved a phenomenal success in that many distributors who attended the convention were encouraged not only to improve the physical character of their establishments, but also their operating methods.

War Increases Problems

"In order to contribute to a still further degree toward the improved efficiency of the tobacco wholesalers generally, the NATD is undertaking the gigantic task of bringing the merchandising and operating problems of the distributor figuratively into a surgical amphitheater where they will be 'operated upon and dissected' in the presence of a vast throng of convention delegates," declared Secretary Kolodny.

"In the same manner that other branches of the industry are passing thru a period of great trials and tribulations, due to the national emergency, the distributors likewise find it imperative to make many fundamental adjustments in their businesses," continued Kolodny. "Not since World War I have we been confronted with such serious problems flowing from priorities and allocations, rising costs, shortage of competent labor, transportation difficulties and many other factors, including the problem of obtaining sufficient supplies of needed merchandise."

Statement About War

When the declaration of war threatened to upset plans for the convention, Kolodny issued the following official statement as to why the NATD would hold its convention as planned:

"The United States is now involved in the war. The suddenness of its entry into this world-wide conflict has jolted and shocked every citizen. No reasonable human being can underestimate the magnitude of our task. Our President definitely stated that it will require the

full whole-hearted and unreserved support of all, attended by a great many sacrifices. We believe that the American people are ready and willing to accept the many unpleasant consequences.

"Because of this tragic development several inquiries have reached this office to ascertain our intentions regarding the 10th Anniversary Convention, to be held at the Palmer House, Chicago, January 13-17, 1942.

"History teaches us that mobile armies, vigilant navies, a powerful fleet, an audacious airforce, and an abundance of armaments, are all indispensable prerequisites toward winning battles.

"The unity and morale of the citizens at home, the non-disturbance of normal business pursuits, the support that the citizenry extends to the government, the loyalty and fidelity that they repose upon their leaders—these are the indispensable essentials toward winning wars.

"The conventions of the NATD have been effective instrumentalities in crystallizing and cementing a closer relationship and understanding among members of the trade and the entire industry. This kind of activity, therefore, is consonant with the needs and exigencies of the present hour.

"We shall, therefore, set out with renewed zest and vigor to make it an even bigger convention, to render it as an even more effective manifestation in the furtherance of unity of purpose among the participants, all of which can't help making an effective contribution toward unity of purpose among all citizens."

U-Need-a-Pak Execs To NATD Meeting

BROOKLYN, Jan. 3 (MR).—Leo Wilens and Murray Wiener, vice-president and secretary respectively of U-Need-a-Pak Products Corporation, will be in Chicago January 13 to 17 to attend the convention of the National Association of Tobacco Distributors.

"Altho we are not displaying the Norman Bel Geddes-designed Model 500 cigarette merchandiser, we want to greet all our friends and customers among the tobacco distributors," they said, "and will make our headquarters at the Sherman Hotel in Suites 512, 514 and 515."

Coin Machines in OPM List Banning Tin Use March 31

WASHINGTON, Jan. 3.—The government this week prohibited the use after March 31 of tin in 29 different products—including musical instruments, tinfoil, toys, household furnishings, jewelry, buckles and various novelties—and ordered an immediate 50 per cent reduction in tin used for such purposes.

No new restrictions were placed on tin used in cans and other containers, but the OPM priorities division said a conservation order would be issued shortly limiting production and use of those items.

The curtailment affects tin, tin alloys and scrap, but exempts tin in type-metal for re-use in the printing and publishing trade.

OPM officials estimated that the order would cut down the potential demand for tin in 1942 by some 15,000 tons. Rigid conservation of the metal is necessary, they explained, because of the stoppage of tin shipments from British Malaya, source of more than 80 per cent of this country's normal tin consumption of about 100,000 tons a year. The 17,000,000-000 tin-lined cans manufactured annually in the United States consume more than 60 per cent of the nation's supply.

Other items in which the use of tin will be prohibited after March 31 include advertising specialties, beverage dispensing units, buttons, chimes and bells, fasteners, ornaments and fittings, pewter, refrigerator trays, seals and labels, and slot, game and vending machines.

HOME RUN FEDERAL TAX FREE!

The New Outstanding Ball-Gum Vendor With a Fascinating Amusement Feature. HOME RUN has a brand-new and clever baiting arrangement that is operated by a trigger which bats the ball through the air.

Size 11"x21"x15"

Sample Home Run With Approximately 5,000 Balls of Gum Only\$24.50
Home Run Without Ball Gum, In Lots of 10 or More 10.50 Ea.
All Orders Require One-Third Cash, Bal. C. O. D.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

FEDERAL TAX FREE VICTOR MODEL "V"

MODEL V PREMIUM DEAL COMPLETE CONSISTS OF THE FOLLOWING:
1 Model V Vendor, Standard Finish...\$8.50
1 Insert in Machine50
1 Premium Display Board with 20 Premiums 3.50
Machine Filled with 1100 Balls of Gum, Including 20 Striped Balls .. 1.00

Complete Deal Ready To Set on Location All for Only\$13.50
Machine takes in \$11.00, pay location 25% or \$2.75. Your net return is \$8.25.
Your profit on every refill is \$3.75. 25 lbs. of Premium Gum, appr. 5000 Balls, only \$4.50. Many Model V Premium Deals will empty 2 to 3 times a week. Be active in your territory with this proven money maker. Order one or more deals today, place them on location and see the money roll in.
Terms: 1/3 Cash With Order, Balance C. O. D., or Send Full Amount and Save C. O. D. Cost.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

Federal Tax Free VICTOR MODEL V VENDOR

STANDARD FINISH MODEL V, ONLY

\$8.50 EACH.

Model V Premium Deal Complete.

Deal Ready To Set on Location All for Only **\$13.50**

Machines Takes in \$11.00, Pay Location 25% or \$2.75. Your Net Return is \$8.25.

1/3 Deposit Required With Order. Send for List of New and Used Vending Machines. Wanted—Vending Machines of All Kinds.

RAKE 2014 Market Street PHILADELPHIA, PA.

ASCO WEEKLY SPECIALS

MASTER No. 77
1c-5c COMBINATION

Reconditioned to look and work like NEW!! The finest combo vendor built! Vends Salted Nuts, Ball Gum, Candies, Etc., Etc. THEY'RE GOING FAST! Rush 1/2 Deposit, We Ship Balance C. O. D. ACT NOW!!

\$6.95 EA.

\$6.50 EA. LOTS OF 5

SEND 25c For OUR BIG, FULLY ILLUSTRATED CATALOG SHOWING COMPLETE LINE!

ASCO, 140 ASTOR ST., NEWARK, N. J.

ROLL-A-PACK

The leading Counter Cigarette-Dispenser Game. A Game With Real Action and a Thrill.

Sample ROLL-A-PACK **\$12.50**

Case of 4 ROLL-A-PACKS Only \$45.00.

1/3 Certified Deposit, Bal. C. O. D. Buy ROLL-A-PACKS by the Case and SAVE Yourself \$5.00.

EASTERN 350 Mulberry St. NEWARK, N. J.

NOW YOU CAN DISTRIBUTE BOOK MATCHES At A Profit!

Vends 2 books for 1c. Two carton (100 books) capacity. Loads direct from carton. Two-tone brown hammerloid finish. Sturdy, dependable and extremely low priced. Box Match Vendor also available. Write for details!

NORTHWESTERN, MORRIS, ILL.

STEADY MONEY MAKER!

2 IN 1 VENDOR

RUSH YOUR ORDER NOW FOR AMERICA'S FINEST MERCHANDISE VENDOR

THE LAST BATCH LEFT

Only **\$12.50** REGARDLESS OF QUANTITY

TERMS: Full Remittance for Samples! One-Half Deposit on Quantity Orders!

WRITE For Complete Bargain List of New & Used Machines!

I. L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE. B'KLYN, N.Y.

CIGARETTE VENDING MACHINES

U-Need-a-Pak 6 Col. Cigarette Machines with Floor Std. \$29.50 As Illustrated. Capacity, 170 packs, Slug proof. Use or 20c Models. Reconditioned like new. Terms: 1/2 with order, balance C. O. D. Write for complete catalog of cigarette and 5c candy bar machines.

D. ROBBINS & CO.
503 W. 41st ST. NEW YORK CITY

VENDER SUPPLY NOTES

The Department of Agriculture sought thru a 20 per cent increase in 1942 sugar quotas January 1 to assure the nation an ample supply, largely thru domestic production. Secretary of Agriculture Wickard said the increase was necessary because Hawaii and the Philippines probably will not be able to meet their full quotas.

Regent king-size cigarettes, product of the Riggio Tobacco Corporation, Brooklyn, which were introduced about two months ago in a round shape and cup pack, recently made their appearance with a cork tip. Price is the same as the original oval-shaped Regents selling in the cardboard box. The cork tip is available only in the cup packing.

Two provisions of major importance to the confectionery and ice-cream industries were included in a supplemental trade agreement signed at Havana week of December 21 between the United States and Cuba. One provision reduced the duty on Cuban sugar from 90 cents a hundred pounds to 75 cents because of what the State Department termed "the desirability, particularly in the light of the emergency situation created by the Axis powers, of maintaining Cuba's position as a supplier of sugar to the United States." The other is to include in the agreement "a specific reservation regarding measures adopted for the protection of essential interests in time of war or other national emergency."

The new agreement also provides duty rates of 50 per cent below those formerly applied to molasses and sugar sirups under the tariff act of 1930. Based on averages of 1940 imports of various types, the new rates will be equivalent to about 40 per cent according to value for edible molasses, 19 per cent for liquid sugar and 2 per cent for industrial molasses.

Results of selective service tests prove that the constant use of ice cream and other dairy products in the diet helps build good, strong teeth, according to the National Dairy Council. Some authorities believe that bad teeth could be almost eliminated in a single generation if mothers would follow the proper diet regime before their children are born and see that the offspring keep up a diet strong in food, such as ice cream, butter and cheese. Ice-cream vending machines provide the ideal dispenser, for they can be placed in spots convenient for the general public—which alone will increase consumption—they are sanitary, and just the sight of a clean, shiny machine

full of ice-cream bars is enough to make people want them. There are not enough ice-cream venders on location. People eat almost as much ice cream during winter months as they do during summer.

The American Chicle Company, gum manufacturer, has renewed for a six-month period the NBC newscaster Don Goddard, who set a record for news broadcasting during the first week of the war, being on the air every 15 minutes with the latest bulletins in addition to writing and broadcasting twice daily a 15-minute news spot. Goddard is heard for Chiclets three mornings a week, Monday, Wednesday and Friday.

Three match companies, Federal, West Virginia and Universal, have merged, effective January 1, and will be known as Universal Match, Inc., with headquarters in Ferguson, Mo.

Markets in Brief

NEW YORK, Jan. 1.—Sugar: Trading in raw sugar futures was suspended "until further notice." Action believed to be prompted by Washington authorities as an immediate aftermath to the announced purchase by the U. S. Government of the entire 1942 Cuban sugar crop.

Peppermint oil (dollars per pound): Natural, \$7 to \$7.25. U. S. Pharmaceutical, \$7.50 to \$7.75.

**NUTS
CHICAGO SPOT MARKET
PEANUTS
Virginia and North Carolina**

	Cents per lb. in bags
Jumbos	7.75 @ 8.00
Fancies	7.35 @ 7.50
Extra large	10.50 @ 10.75
Mediums	10.00 @ 10.25
No. 1 Virginia	9.90 @ 10.00
No. 2 Virginia	9.10 @ 9.25
Southeast	
No. 1 Spanish	9.12 @ 9.25
No. 2 Spanish	7.75 @ 8.00
No. 1 runner	8.25 @ 8.35
No. 2 runner	7.50 @ 7.75
Texas	
No. 1 Spanish	9.10 @ 9.25

Tobacco Trade Quota, Acreage Boosted 10 Pct.

WASHINGTON, Jan. 3.—The Agriculture Department this week announced a 10 per cent increase in the national marketing quota and a corresponding increase in all farm acreage allotments for the 1942 flue-cured crop of tobacco.

Tobacco supplies at the beginning of the marketing year were above normal, but the department said that the increased output is needed to insure a sufficient supply to meet domestic consumption needs and requirements for export.

In the last half of this year, cigarette consumption, which accounts for four-fifths of the flue-cured tobacco used in the country, was 18 per cent higher than in the same period last year. This was an all-time record. The 1941 flue-cured crop is estimated at 650,000,000 pounds, while next year it is expected to be more than 750,000,000 pounds.

Donates Candy To Crippled Kids

PHILADELPHIA, Jan. 3.—Jack Beresin, head of the Berlo Vending Company, earned plenty of kudos for the candy venders Monday (29). Always identified with charitable enterprises here, Beresin distributed free bars of candy to more than 800 underprivileged children from local, public and private institutions to make their theater party more complete.

The party was held at the Uptown Theater, where the youngsters, mostly orphans and crippled children, were treated to a special preview of *Mr. Bug Goes to Town* by the local Paramount Pictures exchange. When Earle W. Swelgert, local Paramount head, announced the theater party for the youngsters, Beresin immediately volunteered the candy for the children. The gesture was mentioned by all the local newspapers in reporting on the theater party.

American Tobacco Co. Cancels Cigarette Rise

NEW YORK, Jan. 3.—The American Tobacco Company announced yesterday that the 57-cent a 1,000 increase in

Cigarette Price Issue Breaks Into Headlines

Price ceiling established to protect public; OPA appeals to manufacturers

CHICAGO, Jan. 3.—The nation watched with keen interest to see the effect of the American Tobacco Company's announcement December 27 of an increase of 1 cent a package in the wholesale price of Lucky Strike cigarettes, the company's leading brand. It did not have long to wait. Price administrator, Leon Henderson, immediately summoned the American Tobacco Company to a conference in Washington to discuss the price increase. At the same time Henderson telegraphed the nine other leading tobacco companies asking them not to follow American's lead.

Faced with the flat refusal of the tobacco company to withdraw the scheduled increase, December 29 Henderson retaliated with an announcement that the government would impose a price ceiling on cigarettes at a level which would cancel the advance.

He made the announcement when, after three hours of conferences at which OPA officials exerted extreme pressure on the American Tobacco Company, the firm still maintained its refusal to withdraw the price advance.

Price Study Rejected

OPA requested that the advance be postponed until the government office had time to make a thoro study of the cost and price situation. The request was rejected, said Henderson.

The administrator said the company offered only "limited data" in justification of the increase, which raised the wholesale price of the brand 57 cents a thousand, from \$6.53 to \$7.10. Other major tobacco companies did not follow the advance.

Henderson said his primary purpose in the price order was "to prevent an increase in the price of cigarettes to the public."

"Under the circumstances, and considering that the Lucky Strike increase might involve advances on the part of other manufacturers, OPA is compelled to issue a schedule of maximum prices for cigarettes at or about the levels of December 26, 1941," explained Henderson.

In the past, jobbers pointed out, fluctuations in the price of one leading brand have been followed within a week or two by most rival brands. The prevailing retail price of Lucky Strikes in New York is 16 cents a package.

Cigarette Venders Affected

An increase in the price of cigarettes would make necessary the removal of hundreds of packs from cigarette vending machines in order to insert the correct change in the pack wrap in keeping with the advanced prices. Some operators, no doubt, would prefer to let the packs already in their machines go at the old price rather than go to the trouble necessary to make the change adjustment.

This year cigarette production for the

cigarette prices posted last week has been rescinded because of the new price ceiling fixed by the Office of Price Administration. On December 27 American notified its dealers that wholesale prices were being advanced from \$6.53 to \$7.10 a 1,000 less discounts. The American announcement touched off an OPA inquiry which resulted in an order fixing prices at the levels prevailing December 26.

industry as a whole should run about 205,000,000,000. On this basis, 50 cents per thousand net increase figures out at a \$100,000,000 additional gross income for the companies for 1942.

The proposed price rise, if it stood, would have put the wholesale price of cigarettes at the highest level since March 7, 1922.

While this substantial increase apparently would more than offset the cost increases to date, congressional action to raise more money might whittle away some of the indicated gains, unless all of the prospective increase in taxes is added to the price of the cigarettes.

The increase of 25 cents per thousand in the cigarette tax on July 1, 1940, was less than had originally been considered by Congress. It is believed to be not unlikely that Congress will add 75 cents per thousand to the cigarette tax next year, and an even greater increase would not be too surprising.

American Tobacco Company apparently went into first place in cigarette sales in 1941 with just under 50,000,000,000 Lucky Strikes sold. Reynolds Tobacco's Camel has been running at almost the same level as Luckies, according to surveys of the industry. Liggett & Meyers in 1941 probably sold about 37,000,000,000 Chesterfields, with its sales increasing during the year. Philip Morris & Company is selling about 18,000,000,000 of its Philip Morris cigarettes a year.

Roosevelt Asks Congress To Cut Peanut Loan Rate

WASHINGTON, Jan. 3.—President Roosevelt this week asked Congress to revise mandatory commodity loan rates on edible peanuts which, he said, now are "excessive in relation to the loan rates on other commodities."

The President noted that he has signed legislation extending the life of the soil conservation and domestic allotment act to assure producers of basic agriculture commodities continuation of 85 per cent of parity crop loans.

He added, however, that in making 85 per cent of parity loans applicable to peanuts, appropriate consideration was not given to the comparability of the parity price for peanuts with parity prices for other products.

KEEP THEM BUYING 50 VARIETIES FOR VENDING MACHINES

WRITE FOR NEW PRICE LIST

PAN CONFECTIONS

345 W. ERIE ST. CHICAGO, ILL.

BEST USED MACHINE BUYS

Here's the way to Bigger VENDING MACHINE PROFITS

NORTHWESTERN VENDORS

DeLuxe 1 & 5¢ Porc.	\$9.95
Standard 1 & 5¢ Porc.	6.50
Standard 1¢ Drop Slot Porc.	3.95
Model 33 Pnut. 1¢, factory recond.	4.50
#39 Bell 1¢ Porc.	7.95
#39 1¢ Porc.	6.95
#33 Ball Gum 1¢ Porc.	4.95
Tri Selector 1 & 5¢ Porc.	15.95

OTHER SPECIAL BARGAINS

1¢ Adams Gum Vendor, 8 Col., Mech. Perfect, Slug-Proof, Needs Paint	\$3.95
1¢ 4 Col. Model N Adams Gum, Slugproof	8.45
5¢ Columbus Peanut	1.95
1¢ Advance Stick Gum	2.95
1¢ Hershey Choc.	5.95
1¢ Advance #11 Peanut	4.45
1¢ Robbins 2-in-1 Vendor	3.95
1¢ BUREL 3 Col.	7.95
1¢ Snacks 3 Col. Slug Ejector	8.95
Stewart-McGuire 1 & 5¢ Peanut Reconditioned, New Lacquer	3.45
Masters 1 & 5¢ Porc.	5.95
SILVER-KING 1¢	3.95

BALL GUM

1/2 In.—170 Count. 5/8 In. Spot—Ring. Box or Bulk.

GLOBES - BRACKETS - STANDS - CHARMS - Full Line Pan Confection Candy.

Order Today! All Prices Subject To Change Without Notice. 1/3 Deposit, Balance C. O. D. Send For Complete Price List.

NORTHWESTERN SALES & SERVICE CO.

589 Coney Island Avenue, Brooklyn, N. Y. Phone: BUCKminster 4-2266

58 Frelinghuysen Avenue, Newark, N. J. Phone: Bljelow 3-2560

NEW 10 PLAY "PEEK SHOW"

Nation's Most Gorgeous Photographic Models! Fast "Money Maker" that gets 10 pennies from most players. 1c per Photograph, 10 Pictures. New View-A-Scope or "Peep Show" only \$24.50 each. New Gypsy Rose Lee Films, Sally Rand, Earl Carroll's, etc.

STRIP TEASE GIRLS in ACTUAL PHOTOS

TORR 2047A-SO: 68 PHILA., PA.

RUSH YOUR ORDER TO

Announcing

The January 31 "ANNUAL COIN MACHINE BUYERS' GUIDE" ISSUE OF THE BILLBOARD

As a coin machine operator you want to know how the "Victory" Program is going to affect you. You want to know how coin machine manufacturers will be affected. Of course, you also want to know what kind of machines and how many you will be able to purchase in 1942.

The Billboard is going to tell you in its January 31 issue. Besides a complete review of the year 1941, as well as lists of associations, territorial reports, association reports, etc., The Billboard will publish all available material and statistics about the effect the war has had and will have on the Coin Machine Business.

Don't miss it! It's going to be the biggest, most important Special Issue for operators ever published.

THIS ISSUE WILL HAVE MORE READER INTEREST AND ADVERTISING EFFECTIVENESS THAN THE USUAL CONVENTION ISSUE

**The
Billboard**



Industry Mentions Magazines -- Newspapers -- Radio

Time, January 5.—Evidently confusing the phonograph bond campaign with "slot machines," the following appeared in the column "Miscellany": "In Spokane appeared a patriotic slot machine: when a player hits the jackpot with a quarter the machine plays *The Stars and Stripes Forever*, an attendant hands him a \$25 Defense Bond."

The Dubuque Herald, December 24.—Slot machines of '90s were difficult to beat, says a UP release. The item is a news story on a slot machine which was used on a Missouri River gambling boat. Instead of one slot, which modern machines have, the old machine had six. Under each slot was a color, and if the wheel on the front of the machine stopped on the color chosen the machine paid in pro-

portion to the odds shown. Players could put nickels in all six slots at the same time, and if the wheel stopped on none of the colors the house won. There was no jackpot, the article said, but the machine would pay out as many as 40 nickels on one play.

The Wilkes-Barre Record, December 20.—Large newspaper space was given to the case of the pair who stole a cigarette machine and were later captured when a blood trail led police to them. They were sentenced to a year in the county jail, but the judge granted clemency because neither had been in trouble before. Oddly, the defendant first arrested and the one who spread the trail of blood was not the one who cut his hand while entering the store to get the machine.

Police toured the homes of all the local young men suspected of being guilty, looking for signs of blood, and finally found a trace of it on the gate and porch of a house, but the young man who lived there had no cuts on his hands. It finally developed that after breaking into the cigarette machine he had taken the other youth to his home to wash and treat his cut hand but had neglected to wash his own hands of blood after administering first aid. It was one fellow's blood on another fellow's hands that provided the clue that solved the case.

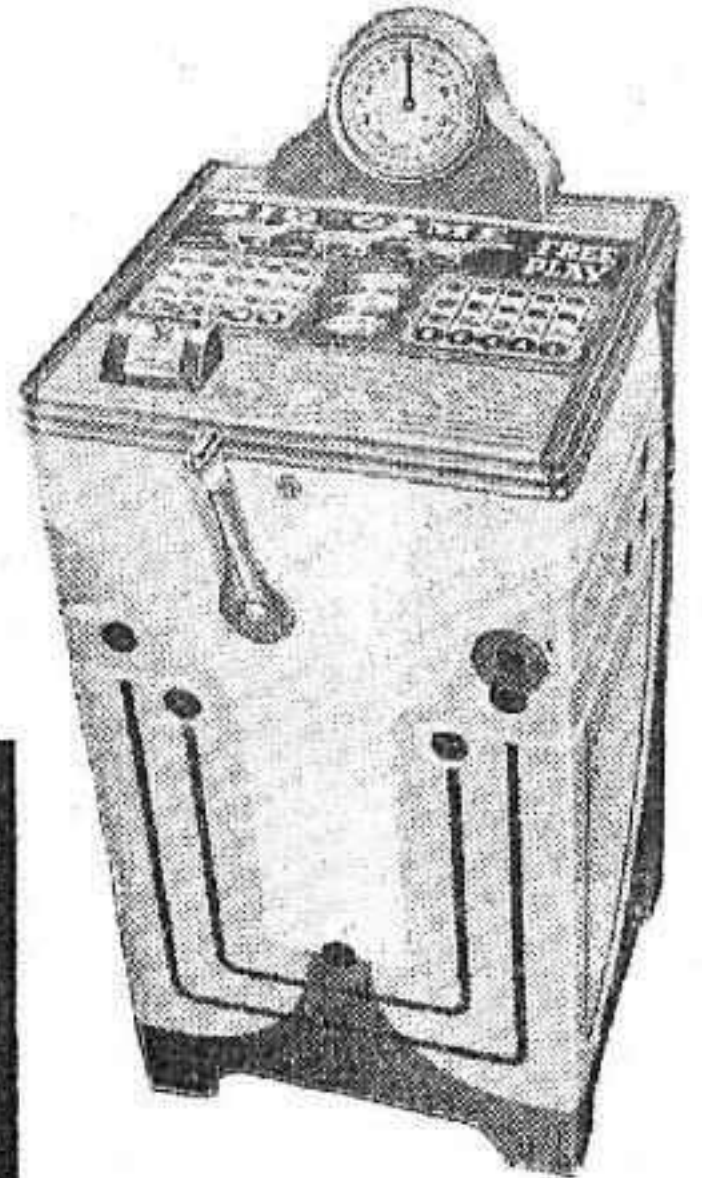
PM, December 22.—Here's what one reader thinks should be done with pinball games: "Dear Editor: Here is the only use that all the pinball games should be put to. Make up special slugs for machines. When a customer wishes to play a machine he exchanges his money for slugs plus Defense Stamps—one stamp for each 10 cents—no prizes. In this way pinball games will be taken out of the gaming class and put to defense aid use." And beneath it appeared: "Pending the adoption of this idea we will personally contribute all our pinball winnings to the Red Cross.—Ed."

The Des Moines Tribune, December 23.—A little cartoon of a man and a pinball game appeared in the column "Front Row," by Elizabeth Clarkson Zwart, and beneath the sketch: "When Wayne Ackley plays a pinball machine he takes a wooden horseshoe from his pocket and puts it on the machine frame for good luck."

Station WCFL, Chicago, has a daily program which is listed as "Giant Juke Box of the Air. Phone Western Union your requests." It is a request phonograph record program.

The Milwaukee Journal, December 28.—In a special section of the Sunday edition devoted to the contributions of Milwaukee and Wisconsin to help fight the war, this newspaper published a news item on the federal tax collections in the State which help to carry on the war. A paragraph of the story was devoted to the new federal tax on coin machines. The comment chiefly related to slot machines, saying that altho the slots are illegal in the State, still they netted Uncle Sam a jackpot of \$402,741. It is probable that the revenue from pinball games is also included in this total.

The Pittsburgh Press, December 9.—News columns carried a story about distributors in Portland, Ore., carrying patriotic numbers on coin phonographs and a story on coin music concerts held every Tuesday afternoon at Central



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1888—Tel.: COLUMBUS 2770
Cable address "WATLINGITE," Chicago

Michigan College in Mount Pleasant, Mich.

Movie Mentions.—An automatic music box is seen and heard in a taproom scene in *I Wake Up Screaming*. But Victor Mature and some of his friends are having a worry session and they ask the bartender to shut the machine off.

The Chicago Herald-American, December 31.—The business news page of this news- (See INDUSTRY MENTIONS on page 75)



"That's Different" by Sam Groff.—From The Seattle Times.

SCRATCHING YOUR HEAD WON'T BRING PROFITS.

CONVERTING YOUR PRESENT MARVELS AND AMERICAN EAGLES TO TAX FREE. NOT COIN-OPERATED MODELS FOR ONLY A \$10 BILL WILL BRING YOU SPEEDIER, STEADIER, BIGGER PROFITS! WILL HELP YOU HELP YOUR COUNTRY BY HELPING YOU TO BUY MORE DEFENSE BONDS.

ONLY \$37.50
BALL GUM MODEL \$2 EXTRA

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast - MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

VICTORY FOR AMERICA!

VICTORY! America's byword! Gardner's overnight, coast to coast sensation! The No. 1 Board of Gardner's 1941-42 hit Parade! Original slot symbol tickets—100 winners—double step-up jackpots! Brilliantly colored—deep die-cut! \$25 top award! Every "seasoned" operator will order this one!

Order No. 1450 VICTORY

Takes In: 1450 at 5c. \$72.50
Pays Out: 30.75
AVERAGE PROFIT . . \$41.75

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

GARDNER & CO. 2303 ARCHER CHICAGO, ILL.

ASSN. AWARD WINNERS JAN. 31

Material Now Being Assembled For Judging; To Be Announced January 31 Issue; Spirited Competition

CHICAGO, Jan. 3.—With the expiration of the official deadline two days ago for submission of eligible material for the 1941 *Billboard* Association Awards, staff members are now in the middle of the task of sorting, classifying and assembling the piles of material submitted. As soon as this important job is finished entries will be placed in the hands of J. E. Broyles, president of the Automatic Phonograph Manufacturers' Association; Nathaniel S. Leverone, president of the National Automatic Merchandising Association, and an official representative of Coin Machine Industries, Inc. These men, together with Walter W. Hurd, coin machine editor of *The Billboard*, comprise the official board of judges.

As announced in the April 26 issue, the purpose of *The Billboard* Association Awards is threefold:

1. To foster public relations activities among State and local amusement games, phonograph and vending machine associations.
2. To give public recognition to those groups who do an outstanding job each year to make the public in their territories more favorably disposed to coin machines as a result of their public relations programs.
3. To provide an interchange of sound and successful public relations ideas among associations.

Plenty Competition

Ever since the announcement of *The Billboard* Association Awards association executives have been pouring in explanations and examples of their work. Amount of material already prepared for the judges is proof enough of the tough job that lies ahead of these men. Judging will be on the basis of what each association set out to do; methods they used to obtain objectives and the success achieved.

Originally it was planned to announce the award winners at the annual coin machine banquet held the last night of the convention. All material that has been submitted was to be attractively mounted and displayed at the annual association executives' banquet held dur-

ing convention week. With the cancellation of the show, however, it was decided to announce the awards in the annual Amusement Machine Buyers' Guide issue, to be published January 31.

Awards To Be Made

Grand award will go to the association which in the opinion of the judges has done the best all-round outstanding job of public relations work during the year. Supplementary award will be bestowed on the association which the judges decide has done the best job of promoting favorable publicity for the trade in its local press, on the radio or thru the distribution of printed matter. Another supplementary award will go to the group that has done the best job of creating good will for the trade by co-operating as a group in local civic movements such as Red Cross drives, Community Chest programs, Safety Campaigns and other civic and charitable enterprises. Several special awards may be made by judges for outstanding achievements that do not fall into the scope of those outlined above.

Competition has been limited to State, city and district associations only.

Robbins Reports Demand Up For Used Cigarette Venders

NEW YORK, Jan. 3 (DR).—Dave Robbins, head of D. Robbins & Company, distributor of reconditioned cigarette machines, reports that as a result of recent developments there has been a greatly accelerated demand for used equipment.

"From all sections of the country operators are sending in orders for more reconditioned equipment than ever before," stated Robbins. "We have a wide and varied selection at this time and wise operators are stocking up now with all additional equipment they will require. Reports from operators reveal that cigarette venders are bringing in steady returns, and a number of operators are also considering further expansion of their operations."

Federal Tax Ruling

Tax Application in U. S. Territories and Possessions

Atlas Novelty Company,
Chicago

Attention: Howard Freer

Gentlemen:

Reference is made to your letter dated November 18, 1941, in which you ask whether the use tax on coin-controlled machines applies to the United States

possessions, such as Puerto Rico and Hawaii.

Hawaii is not a possession but a territory of the United States. The special taxes imposed by Section 3267 of the Internal Revenue Code, as added by Section 555 of the Revenue Act of 1941, with respect to coin-operated amusement and gaming devices apply in the States, the Territories of Alaska and Hawaii and the District of Columbia, but not in any possession of the United States.

Puerto Rico is a possession of the United States and, accordingly, the taxes imposed by Section 3267 of the Code do not apply in that island.

(Signed) D. S. BLISS,
Deputy Commissioner.

Jack Semel Opens Brooklyn Offices

BROOKLYN, Jan. 3 (DR).—Jack Semel opened jobbing offices this week at 1392 Bedford Avenue, Brooklyn, under his name. Jack is one of the old-timers in the pin game business, having had many years' experience in operating and jobbing.

Semel, until quite recently, was associated with Savoy Vending Company. In addition to running the jobbing business and buying and selling new and used machines, Jack will conduct an operation in the boro.

"We go into the jobbing business at this time," explained Semel, "even tho some of our colleagues feel a little apprehensive about the business. We have every hope and faith in the coin machine business and we know we can operate profitably. We have a large amount of used equipment to start off with and are able to acquire additional machines."

"The many friends we have in the city as well as thruout the rest of the country will enable us to sell and buy steadily. As soon as many coinmen release equipment they are hoarding at this time there will be plenty of action."

Board Biz Up, Says Tabakoff

NEW YORK, Jan. 3 (MR).—Al Tabakoff, president of Globe Printing Company, reports that business has increased tremendously for the salesboards put out by this firm, especially since the international situation became acute last June.

"It is indeed flattering to note the increased activity," Al said. "We are developing a lot of new accounts and have received considerable business from coin machine operators. Our regular customers come back for repeat business because we make it our business to have a complete, timely and profitable line."

"We are filling all orders promptly in spite of the tremendous demand for our boards. Our firm has been one of the leaders in this field for many years with timely, colorful, money-making boards. Our large, well-equipped staff understands the needs of the operator and takes care of those needs with boards that are always up-to-the-minute."

Puts Nickel in Music Machine, Then Shoots Self

AVOCA, Pa., Jan. 3.—"Music Hath Charms," the wise ones said, but Norman Cranston, of near-by Moosic, probably didn't believe in the sayings of the wise one.

Following a quarrel with a man whom he had been friendly, Cranston entered an Avoca tavern Christmas night, walked up to the automatic music machine, inserted a nickel, and as the music started took out a pistol and shot himself over the heart. He was taken to the hospital in a critical condition by Avoca police who had been searching for him. At latest reports he was recuperating.

The eerie part of the affair is the fact that after he inserted the nickel in the machine and then drew out his gun and shot himself, the patrons in the establishment thought they were witnessing a practical joke. It wasn't until the proprietor of the place went to the man lying on the floor that it was discovered he actually shot himself.

Attempts to discover the name of the tune which he picked for his dirge were fruitless.

Bomb Hitler Game Is Well Received

INDIANAPOLIS, Jan. 3.—"Altho we didn't enter into actual production until December 20, we have already received more orders for our Bomb Hitler counter game than we even faintly anticipated," states Charles Snellenburg, sales manager for Coin Machine Company of America.

"This game has been ruled non-taxable under the special tax act of 1921, and our force is working day and night to get these games to the operators in the order that we received their orders. The appeal of this game is universal. We all desire to bomb Hitler, and now is the chance for the smart operator to cash in on this fervent desire."

"Another interesting point is the fact that Bomb Hitler is made 99 per cent from non-defense materials, making it patriotic in more ways than one," Snellenburg concluded.

NOW IS THE TIME TO
GO MULTIPLE

WITH AMERICA'S GREATEST MULTIPLE HITS!



CLUB BELL—3-reel bell-fruit console with changing odds, 4-multiple play . . . new fascinating bonus features. **REPLAY OR PAYOUT.**
PIMLICO—multiple replay one or five ball game . . . packed with profit-proved features plus perpetual attraction of Double Reserve.
Order **CLUB BELLS** and **PIMLICO** from your distributor today.

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO - ILLINOIS

BRAND NEW STAR ATTRACTIONS

in original cartoons **\$94.50**

WRITE FOR NEW LIST CONTAINING HUNDREDS OF ALL TYPES OF MACHINES

SOUTHERN AUTOMATIC MUSIC COMPANY

542 SOUTH SECOND STREET

LOUISVILLE, KENTUCKY



Take a Squint at CURTAIN RAISER

Another HARLICH Punchboard Sensation!

Stops 'em dead! Alluring litho-art picture in full color. Clever die-cutting adds realism. A quick profit-maker. **45% payout.** Order **CURTAIN RAISER** now!

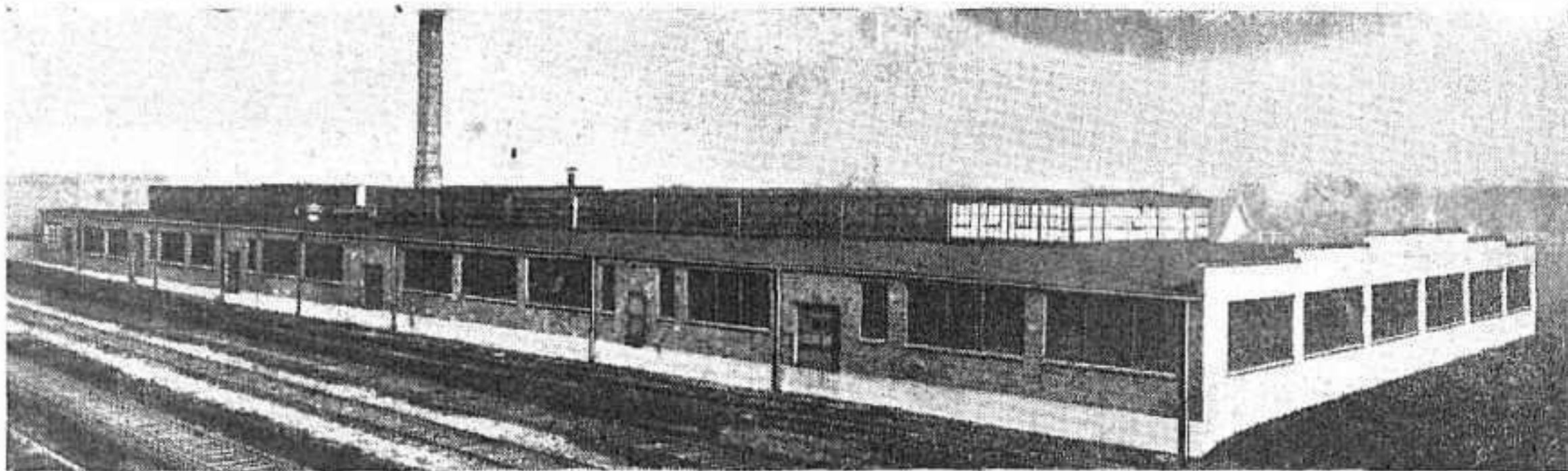
No. 12111 5¢ Play 1200 Holes
Takes in \$60.00 Average Payout \$26.92
Average Gross Profit 33.08

WRITE FOR NEW CIRCULAR



HARLICH
MANUFACTURING CO.

1413 West Jackson Blvd.
CHICAGO, ILL.



HOMER E. CAPEHART, president of Packard Manufacturing Corporation, announces the acquisition of this new plant at 2900 Columbia Avenue, Indianapolis. The plant will be used in the manufacture of war materials. (MR)

Coin Mch. Biz Has Ups and Downs In New Orleans Area During Year

NEW ORLEANS, Jan. 3.—Expansion of industrial operations mainly thru defense contracts, higher returns on staple agriculture products and minerals native to this area and success of new machines manufactured during the period helped to make 1941 a successful year for the average coin machine operator here.

In most quarters, however, music and merchandise vending machine men complained that profits were not up to the record-breaking returns of 1940. Several reasons were advanced for the cause of the slow down.

First, the phonograph: The first half of the year brought perhaps the greatest patronage boxes ever enjoyed here. During this period pay rolls were expanding and cotton farmers were beginning to cash in on a rapidly advancing market. Large numbers of lumber camps ran full time. Slump came during the summer when the trade began to feel the effects of vacationing, thousands of young men leaving for the army and larger industrial areas of the North and Middle West.

Fall Pick-Up

During August and September army maneuvers in Louisiana and South Arkansas, with 500,000 men participating, the soldiers were too busy to give any time to entertainment except where furnished at cantonments. This was the low-water mark in phonograph patronage of the year. Mid-September brought reopening of schools and colleges and this also slowed down operations.

The first signs of recovery came during October when first cool spells were

accompanied by the opening of the football season and growing tempo of industrial activity. The outbreak of war has thus far had no outward effect on the phonograph business, but distributors are feeling the shortage of certain replacement parts and inability to get machines as fast as operators would like to have them.

Claw Machines

The federal tax hit hardest at claw machines here. Enjoying unbroken operations for many months in recent years when pin games, bells and consoles were barred from operations both in the city and a greater portion of the State, claw operators reduced operations approximately 70 per cent when the federal levy of \$50 a year was imposed in mid-fall. Over wide areas of the State, bells, counter games and consoles remained out most of the year, but came back to adjoining Jefferson Parish in November.

Pin games returned to operation in the city after several months' absence early in the year, but their return was not at first well greeted by the patrons. The pick-up gained slight momentum late in the summer, and the closing two months saw peaks set for the 12-month period.

Operators Are Optimistic About '42

There are plenty of good second-hand machines of all types on the market, and money circulation is sure to continue at record-breaking pace with assurance of the government that major crop prices will be maintained along with full operations of near-by industrial plants.

Who Made Boxers?

An inquiry has been received about a machine which offered two miniature boxers as its amusement feature. It seems that some machines of this type were seen in Chicago a few years back. Upon the deposit of a coin the player could manipulate the boxers until one was knocked down, or something like that.

Our records do not show who made the machine. We will appreciate any information as to the name of the firm making such a machine or one similar to it. Please address Coin Machine Department, The Billboard, 155 North Clark Street, Chicago.

J. & J. Nov. Teams in Bond Buy Contest

DETROIT, Jan. 3.—Taking the lead in a patriotic move that will bring the coin machine field into active participation in Defense Bond sales, James A. Passanante, head of J & J Novelty Company, Detroit operators, is enlisting his employees in bond sales contests. These, incidentally, are for purchases by the employees themselves, a surer test of patriotic effort than merely selling the idea to others.

The employees have been divided into three teams of 12 employees each, men and women alike, with captains. The executives of the company, whose purchases will be higher, are excluded from the contest.

The company presented every employee with \$5 worth of Defense Stamps at the first meeting of the year Friday morning (2) as a start. When the book is filled and turned in on the purchase of a \$100 bond, costing \$75, the company will give each employee another \$5 to start off on another bond.

Contest is on a six-month basis, with each member of the winning team—the teams are patriotically named the Reds, White and Blues—slated to receive a \$25 Defense Bond as prize. In addition they will be guests at a banquet. Members of the other teams will also be present; and the runners-up will be dined on a banquet of hot dogs, while the third place team will be served pork and beans.

Blackboard with name of each contestant, by teams, is being placed in the office to show the status of the race daily.

Passanante emphasized that this contest will be repeated for the duration and is not just a one-time effort.

Stores Cautious In '42 Forecasts

NEW YORK, Jan. 3.—Merchants found 1941 a banner sales year, but numerous uncertainties make them conservative in their appraisals of the outlook for 1942, according to a telegraphic survey made by *The New York Times*.

This country's all-out war effort, with inevitable heavy curtailment of many types of consumer goods, will dominate retailing next year and will demand the utmost of management in flexible planning, quick adjustments to change, and sustained efforts to keep prices as low as possible.

Shifts in consumer buying power, higher taxes, rising expenses and labor shortages, in addition to all possible steps to aid the victory program and maintain civilian morale, were ranked as problems that will require courage and patience in their solution.

★ 1942's ★ OUTSTANDING GAMES

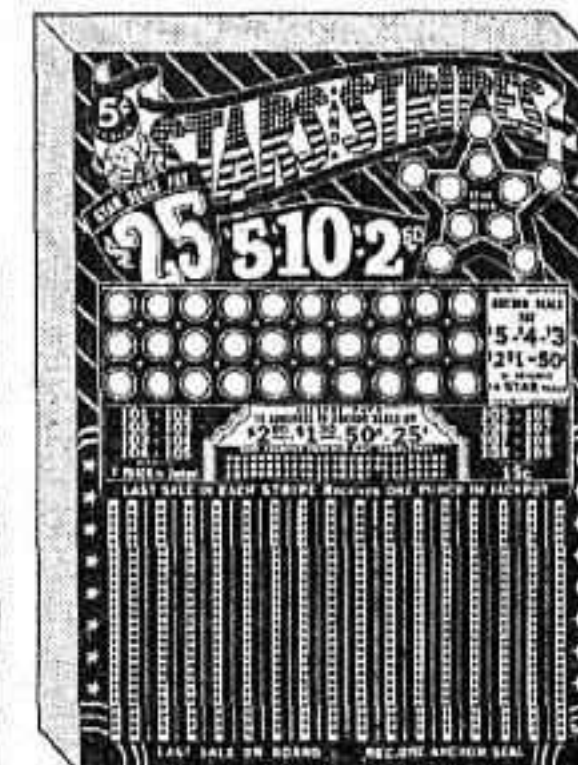


BABE PAUL BUNYAN

First Salesboard with Real Moving Wheels. Super Die-Cut. Double-face. Punch from either side. Slot Symbol Tickets. Most Sensational Board on the Market Today!
Takes in 1200 Holes @ 5c\$60.00
Total Payout\$27.82
PROFIT (average)\$32.18



Patriotic, Action-Filled Design. Die-Cut. Timely! Slot Symbol Tickets.
Takes in 1080 Holes @ 5c\$54.00
Total Payout\$24.92
PROFIT (average)\$29.08



STARS AND STRIPES

Fast Play! Sensation on Every Location. Patriotic, Colorful!
Takes in 1200 Holes @ 5c\$60.00
Total Payout\$33.84
PROFIT (average)\$26.16

BE THE FIRST IN YOUR TERRITORY TO HAVE THESE OUTSTANDING GAMES

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana



H. F. MOSELEY
Pres.-Treas.

WARNING

Immediate delivery! We have them in stock. Mills' Three Bells, Four Bells, Brown Fronts, Gold Chromes and Blue and Gold Vest Pockets, Chrome Vest Pockets, Jumbo Parades, cash pay. Also Groetchen's Bells, Evans' Dominos, Groetchen's Slots, Bally High Hand, Club Bell, Pimlico. Phone, write or wire us for your requirements.

WANTED

500 Mills Chrome Bells, Brown Fronts, Three Bells, Four Bells, also Keeney Triple Entry and Pastime, giving serial numbers and guaranteed condition of cabinet, mechanism and glass, also lowest cash price delivered to us F. O. B. Richmond.

All Machines Offered Subject To Prior Sale. All Prices Subject To Change Without Notice.

FIVE BALL FREE PLAY		CONSOLS		6 Mills Three Bells, like new. Write for Prices	
3 Bally Play Ball	\$42.50	1 Bally Royal Draw	\$189.50	6 Mills Future Play, #425257 to 434232	\$ 75.00
1 Bally Roller Derby	15.00	1 Evans Lucky Star	125.00	2 Seeburg Chicken Sam	89.50
1 Bally Headliner	11.50	1 Keeney '38 Skill Time	125.00	1 Bally Conroy, F.S.	189.50
5 Bally Mystic	35.00	1 Mills Jumbo Parade, Blue Cab., C.P., #7041	119.50	COUNTER GAMES	
1 Bally C. O. D.	10.00	1 Mills Four Bells, SU	280.00	4 ABT Model F	\$17.50
1 Bally Broadcast	37.50	1 Mills Jumbo Parade, Comb. Vender	152.50	1 ABT Challenger	11.50
1 Bally Speed Ball	62.50	5 Mills Free Play Venders	82.50	1 Groetchen Zephyr	6.50
5 Bally Flicker	39.50	1 Mutoscope Drive Mobile, F.S.	182.50	1 Groetchen Ginger	5.00
3 Chicago Coin '41 Majors	52.50	1 Mills Golf Ball, F.S.	175.00	11 Groetchen Liberty	11.50
1 Chicago Coin Show Boat	62.50	1 Pace Race Baker Cab., #6046, 5¢ Play	99.50	35 Groetchen Mercury	11.50
1 Chicago Coin Ocean Park	12.50	1 Pace Race Red Arrow, #8152, 25¢ Play	187.50	10 Groetchen Yankees	7.50
1 Chicago Coin Home Run	27.50	1 Pace Race Red Arrow, J.P., #6319, 5¢ Play	179.50	1 Groetchen Marvel	7.50
1 Exhibit Conquest	10.00	2 Pace Race, #5539-5982, 5¢	92.50	23 Groetchen Columbia Bell Twin J.P., Fruit Reels	67.50
1 Exhibit Flagship	15.00	1 Pace Reels Jr., 1¢ Play	65.00	20 Groetchen Columbia Bell Rear Door Pay, GA	67.50
1 Exhibit Zombie	27.50	All Orders Must Be Accompanied by 1/3 Deposit, Balance C. O. D.		1 Mills Chrome Vest Pocket Meter	39.50
1 Genco Gun Club	62.50	Write and Ask To Be Put on Our Mailing List, Above Prices Effective January 2, 1942.		2 Mills Green Vest Pockets	29.50
ONE BALL				1 Rockola Black Magic	15.50
1 Bally Eureka	\$ 32.50				
1 Bally Grand National	100.00				
1 Mills Owl	110.00				

WANTED
Fifty 1938, 1939 and 1940 Regular Model Dominos, also Jackpot Models. Write, wire or phone us what you have, giving serial numbers and guaranteed condition. No broken parts.
MOSELEY VENDING MACHINE EX., INC.
00 BROAD ST., RICHMOND, VA. Day Phone 3-4511—Night Phone 5-5328

COUPON GAMES

TIP GAMES

JAR GAMES

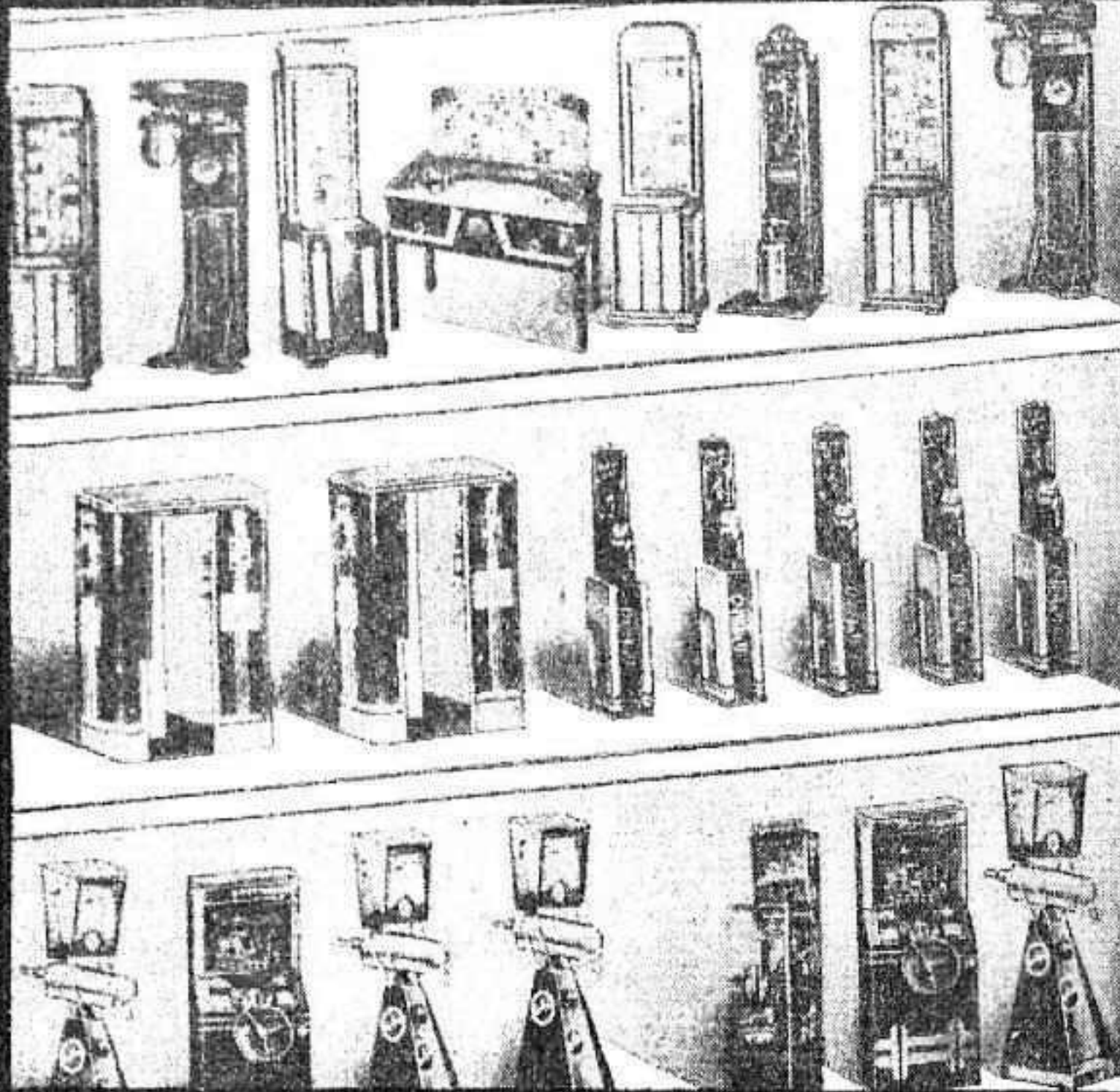
E-Z PICKIN'

BASEBALL TALLY CARDS

SALESBOARDS

You Can Depend On MUTOSCOPE

FOR 47 YEARS AMERICA'S OUTSTANDING MANUFACTURER
OF TIME-TESTED PROFIT-PROVEN HITS!



Penny Arcade Headquarters Since 1895

INTERNATIONAL MUTOSCOPE REEL CO., Inc.
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK



PENNY ARCADE in Lakeside Park, Denver, is another of the attractive arcades fully equipped by Mutoscope. (M.R.)

Business 15 to 30 Per Cent Better in Iowa During 1941

DES MOINES, Jan. 3.—Iowa closed one of its most successful years during 1941 for coin machine operators, with business rated from 15 to 30 per cent better than 1940.

Probably the most outstanding feature of 1941's business was the influx of defense workers to larger cities, notably Des Moines, Burlington and the tri-cities area, with operators changing business operations to meet the new situation.

Phonograph operators reported the highest level of increased business although generally all lines showed nice jumps over 1940. Pinball operations were extended throughout the State, although the close of the year saw receipts drop off slightly.

Merchandise vending operators jumped into the war picture with their candy, peanut, gum and soft-drink machines installed in defense and ammunition plants, showing a definite place for this type of business in the defense program.

Many New Locations

Likewise, phonograph and pinball operators found new locations necessary because of the defense workers. Phonograph operators discovered swing and hillbilly numbers were required in many of the new spots virtually untouched prior to the emergency.

Whereas a year ago, pinball machines were limited to about only two of the 99 counties to any extent, they were in nearly half of the State at the close of the year with many of the smaller cities approving licensing of the machines.

A favorable supreme court decision, although not actually a test case, aided the pinball operators. At the present time

a test case is pending before the State supreme court and it is expected to have an important bearing on operations in the future.

The coin machine operators were successful in defeating unfavorable bills in the Iowa legislature last spring which would have been harmful to the business and put many of them out of business. Bills which would have placed heavy license fees on all types of machines, including phonographs, would have made operations impossible now under the new federal taxes.

Although operators showed some unity in defeating the anti-bills, the State still lacks organization of an association to combat unfavorable legislation and publicity.

Vending Machine Group

The Iowa Merchandise Operators' Association is the only organization operating in the State, but it is limited to merchandise vending operators. This organization is probably one of the strongest in the country and is headed by C. H. Robinson, president, and Mrs. F. M. Merriam, secretary, both of Des Moines.

Ice-cream vending machines made an outstanding inroad in the State last year and promise to take a front seat this year. One of the reasons for success of the machines in Des Moines is the large number of insurance offices in the city which are first-class locations.

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS



RECONDITIONED COIN MACHINES USED!

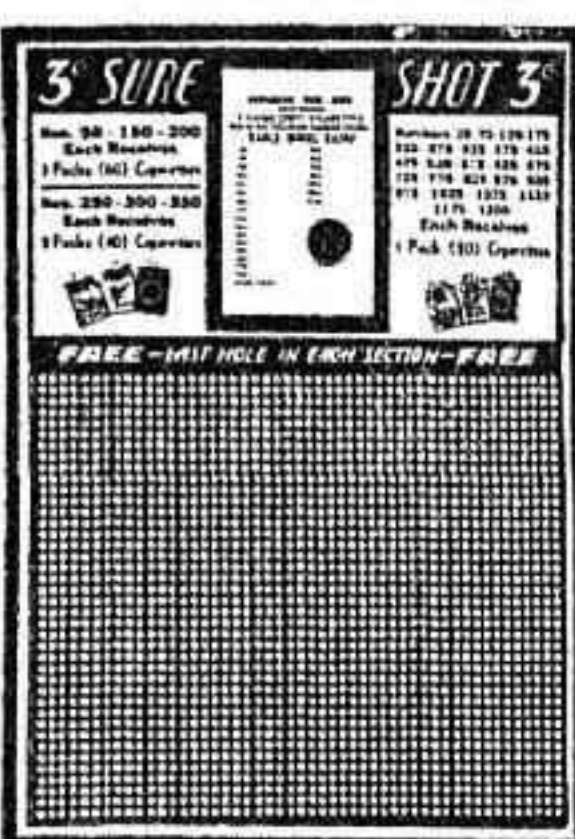
FREE PLAY GAMES THOROUGHLY RECONDITIONED

Line-Up	\$32.50	Jolly	\$22.50	Lucky	\$19.50	Chubby	\$17.50
Sara Suzy	29.50	Commodore	21.50	Mr. Chips	18.50	Contact	17.50
Blondie	26.50	Cowboy	21.50	O'Boy	18.50	Double Feat. (Bally)	17.50
Lancer	24.50	Mascot	21.50	Rebound	19.50	4-5-8	17.50
Rotation	24.50	Nippy	21.50	Super Charger	19.50	Parachute	17.50
Sporty	24.50	Roxy	21.50	Supreme, Bally	19.50	Side Kick	17.50
Three Score	24.50	Thriller	21.50	Topper	19.50	Spot 'Em	17.50
Big Show	22.50	C. O. D.	19.50	Triumph	19.50	Super Six	17.50
Gott, Bowling	22.50	Flash	18.50	Vogue	19.50	Variety	17.50
Alley	22.50	Golden Gate	19.50	Big Six	17.50	White Sails	17.50
Follies	22.50						

Terms: 1/3 Deposit, Balance C. O. D. PHONE: CAPITOL 4747

Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

HERE IT IS—THE "SURE SHOT"



Cigarette and Premium Board
Exceptionally attractive 4-color board . . . Unusual flash and eye-appeal. A real hot number! Available in four sizes:

1500 Holes Takes in . . . \$37.50 Pays Out . 60 Packs Price . . . \$3.05	2000 Holes Takes in . \$49.95 Pays Out . 60 Packs Price . . . \$3.80
2500 Holes Takes in . . \$62.50 Pays Out . 70 Packs Price . . . \$4.65	3000 Holes Takes in . . \$79.50 Pays Out . 70 Packs Price . . . \$5.48

Note: This board comes with or without the top center label, enabling you to insert whatever premiums you desire. Please specify your preference when ordering.

WRITE FOR NEW
FREE CATALOG



AJAX BOARD CORP. • 54-56 BLEECKER STREET • NEW YORK

Defense Savings Bonds can be registered in the name of children as well as adults.

Dade County Okays Games

MIAMI BEACH, Fla., Jan. 3.—Pinball games and other machines got the green light to operate in Dade County Friday, when Circuit Judge Ross Williams ruled on a test case brought by Sol. J. Levy, arrested for operating without a license.

The judge ordered Levy to tender the license money within 48 hours to tax collector Hayes Wood, saying this would give him the right to continue to operate the machine. His decision referred to a Supreme Court ruling of December 2, holding the machines were not gambling devices unless actually used for gambling.

Loot Machines

ALTOONA, Pa., Jan. 3.—Report was made by Jacob Silverman, manager of the Strand Theater, that thieves gained entrance to the theater and escaped with about \$8 in nickels which they extracted from a candy machine located on the mezzanine floor.

The police upon investigation expressed the belief that the entrance was gained thru a rear fire escape.

The door to the main office on the mezzanine floor was pried open and desk and file cabinet drawers were rifled, but nothing was taken.

100% LEGAL

Proven Best by Every Test — The Greatest Baseball Game Ever Built!

BATTING PRACTICE

SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

WANTED

ALL KINDS OF ARCADE EQUIPMENT! HIGHEST PRICES PAID!! WRITE! WIRE! PHONE US TODAY!

SAVOY VENDING CO.

651 ATLANTIC AVE., BROOKLYN, N. Y.
All Phones: NEvins 8-3183

1 Sky Fighter	\$150.00
5 American Eagles (Gum Venders) (\$50.00 for all 5)	11.00 Ea.
1 Gem, 1¢	5.00
Send 1/3 Deposit—Balance C. O. D.	
WALTER J. FOSTER	
3512 Chevrolet Ave.	Cincinnati, O.

Delay Decision In Slug Trial At Minneapolis

MINNEAPOLIS, Jan. 3.—No decision from the Federal Court at Minneapolis in the trial of W. W. Wilcox Manufacturing Company, Chicago; its president, James M. Voorhees, and Mike and Nala Gellman of Minneapolis, will be announced until late February or early March.

The defendants, charged with violation of Sections 377, 378, 381, 282 and 550 of the United States Criminal Code in connection with the manufacture and sale of slugs, readily admitted their manufacture and sale and their similarity to United States coins in size and metallic content, but contended there was no violation of the law in such acts.

Following the trial, which took place at Minneapolis December 17, 18 and 19, the government and defendants were given an opportunity to submit briefs, and it will be late in February before these briefs will be required.

Hockey by Chi Coin A Long-Run Game

CHICAGO, Jan. 3 (MR).—Officials of the Chicago Coin Machine Company report that their All-Star Hockey will not be a short-run game. They intend to keep on making this game for a long time. "We'll keep on making this amusement device as long as we are allowed to produce them. Naturally, because of restricted production, our deliveries will have to be restricted on a quota basis to our distributors. Operators can safely order All-Star Hockey even for future requirements and future deliveries now with the full knowledge that the machines will not be slashed as closeouts or dumped on the used equipment market.

"Operators," said Sam Gensburg and Sam Wolberg, "are highly elated with the remarkable earnings of the All-Star Hockeys now on their locations. Many have told us that they have never experienced such player and location satisfaction. It pleases us to hear such reports but we are not surprised. Before All-Star Hockey was put into production, test models thoroughly convinced us that we had the type of skill machine that players and operators have long sought."

Bonus for Employees

At Christmas Party

CHICAGO, Jan. 3 (DR).—Eddie and Morrie Ginsburg, officials of the Atlas Novelty Company, were hosts at the annual Christmas Eve party for members of the Atlas organization.

A program of dancing, refreshments and plenty of good food made the evening a joyous occasion.

Early in the afternoon Howard Freer, speaking for all Atlas employees, presented Eddie and Morrie with a gift to show their appreciation and loyalty.

Immediately afterward every Atlas employee received a liberal bonus of cash and Defense Bonds.



JAN BART, vocalist, and Harold Kahn, orchestra leader, sign to make Columbia records together. Mike Hammer, Bart's personal manager, and Nat Cohn, of Modern Vending, look on approvingly. (DR).

Birmingham, Ala.

BIRMINGHAM, Jan. 3.—Max and Harry Hurvich, of the Birmingham Vending Company, Rock-Ola distributor, are so much alike few people can tell them apart, but it really doesn't make any difference, as their business interests run in the same channel.

Lowell E. Matthews, of G. & S. Distributing Company, said Wurlitzer did its best business ever in Alabama in 1941.

INDUSTRY MENTIONS

(Continued from page 71)

paper mentioned "slot, game and vending machines" in its summary of the OPM order of the above date placing a ban on the use of tin in 29 different items of manufacture after March 31. This newspaper mention is typical of similar mention made in newspapers all over the nation in reporting the ban on tin.

The Town Tattler column, by Nate Gross, appearing in this same newspaper, also has given good-sized space to the coin machine industry. Gross comments on the fact that Chicago is the center of automatic phonos and coin machines in general and tells of some of the defense work being done here in large coin machine factories.

Motion Picture Herald, December 27.—Contending that war has knocked out the juke box movie line, this paper states that movie machines may fade into the Valhalla occupied by such games as Tom Thumb Golf and other games. Devoting two columns to the priorities orders concerning coin machines, it rather gleefully paints the darker side of the picture for the coin movie machines. This attitude is easily understood after reading the article a little further when it states that "the influx of movie boxes has continued steadily since they were introduced 11 months ago. More than 400 are on location throughout the New England area, and collections range from \$30 to \$150 weekly. It is estimated that the machines already have taken more than \$1,500,000 out of the territory since they were imported. Movie exhibitors throughout the area are reported firmly opposed to the machines."

WHILE THEY LAST!

FREE PLAY CONSOLES

MILLS JUMBO PARADE . . . \$ 94.50

BALLY HIGH HAND . . . 159.50

JENNINGS SILVER MOON . . . 159.50

WATLING BIG GAME . . . 89.50

USED SUPER BELLS, Like New
(WRITE FOR PRICE)

AUTOMATIC HIGH HAND . . \$159.50

SOUTHERN AUTOMATIC MUSIC CO.

542 South Second St.

Louisville, Ky.

Data Wanted

THE ANNUAL BUYERS' GUIDE for coin machine operators will appear in *The Billboard*, January 31 issue. This is an annual feature which operators have come to depend upon for information about the many machines and products now on the market. In that issue we also publish other important data about the coin machine trade.

In order to make our data as complete as possible we make the following requests to special groups within the trade:

TO COIN MACHINE MANUFACTURERS:

If your firm has not already mailed us a complete list of all machines and products offered to the coin machine trade and now on the market, please mail us such a list at once. This information is for the BUYERS' GUIDE. List each machine or product by name and also give a very brief description of the product. The information should reach our Chicago office not later than January 15.

TO MUSIC MACHINE OPERATORS:

In this issue we announce our annual poll of music operators to pick the best or most popular record in phonographs during 1941. A poll blank is published in this issue for your convenience. We want to announce the results of this poll, or at least the tentative results, in our January 31 issue. So please mail your vote to our Chicago office as soon as possible.

TO ASSOCIATION SECRETARIES:

Each year we publish a directory of trade associations in the coin machine industry. This directory is used generally by the trade for correspondence with the various associations. We are requesting association officials to give us the necessary data for bringing the directory up to date.

1. Give full name of association.
2. Official headquarters address of the association.
3. Name and address of the secretary and president.
4. Names of other officers and directors.
5. Times of regular meetings of the association.

Many associations send an annual report for publication in *The Billboard*, telling what the association has done during the past year and what it plans to do this year.

These reports give good publicity to your association and are helpful as an exchange of ideas with other associations. We would appreciate having a report from your organization.

Address all communications to Coin Machine Department, *The Billboard*, 155 North Clark Street, Chicago. Copy should reach the above address by January 15 to be in time for the important January 31 issue.

TAX FREE COUNTER SENSATION!

KICKER and CATCHER

100% MECHANICAL! 100% LEGAL! Latest Ruling
100% SKILL! No Batteries! NO TAX
No Wires! PENNY PLAY
\$29.75

Ideal for Arcades!

F. O. B. Chicago

THE BAKER NOVELTY COMPANY INC.

1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST

Factory Sales Representative

MAC MOHR

2916 W. PICO BLVD.
LOS ANGELES, CALIF.

AIR CIRCUS

BY EXHIBIT



with **NEW ARMY**
and **NAVY** features
DOUBLE KNOCK-OUT POCKETS
WIDE OPEN BUMPER LAYOUT
See Your Distributor

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO



SIMPLEX DISTRIBUTING COMPANY, Miami, has arranged this Defense Bond display in conjunction with the Rudolph Wurlitzer Company. Wurlitzer distributor, Simplex, reports that the display has encouraged many to buy bonds.

Decentralization Move Gives Patent Office to Richmond, Va.

WASHINGTON, Jan. 3. — Richmond, Va., instead of New York, originally chosen, was designated today as the future home of the United States Patent Office in the impending migration of government agencies to make office room here for 40,000 defense workers by July 1.

No changes were announced for transferring 11 other agencies, the "first batch" under Presidential executive order, to Philadelphia, Chicago and Pittsburgh or St. Louis. The first transfers involve approximately 10,000 officials and employees and their families.

The transfer of the Patent Office affects only 1,460 employees and their families, but lawyers, draftsmen, searchers and other specialists who bring the total affected up to an estimated 20,000 persons. These specialists who claimed dependence on the office and its records said they must follow it wherever it went or turn to new fields in which they had not been trained.

In designating Richmond, the government made many concessions and apparently met the necessities of the specialists. In Washington will remain not only the commissioner's office, but the applications division, the assignment division, the solicitor's office and the defense divisions responsible for safeguarding inventions and the filing of foreign applications.

Thus the attorneys will be able to continue to practice in Washington and not be forced to go to Richmond unless they have cases to argue before the board of

patent appeals. Draftsmen and others outside government offices may also continue their practice in Washington.

To Richmond will go approximately 1,230 of the 1,460 employees and their families. The transfer probably will begin soon after January 1.

Bally Multiples In Big Demand

CHICAGO, Jan. 3 (MR). — "The new year started off with a rush of orders for multiple equipment," reports George Jenkins, general sales manager of Bally Manufacturing Company. "The trend toward multiple-coin machines, which has been gaining momentum all fall and winter, is now stronger than ever, as operators prepare for 1942 operations.

"Leading in sales volume is Bally's Club Bells, the multiple three-reel bell console, designed for either payout or replay operation. Combining the old favorite bell-fruit appeal and whirling reel action with the suspense of changing odds and the light-up flash of a console, Club Bells is proving to be the fastest money-maker that has hit the market in years. In the pin table class, the Pimlico multiple replay game is chalking up new records for earnings. Sales volume on both Club Bells and Pimlico prove that operators are acting on our advice that 'now is the time to go multiple.'"

AVAILABLE FOR IMMEDIATE SHIPMENT	
SLOTS	VENDING MACHINES
1 25¢ B.F., 399,000 Ser. \$65.00	100 Columbus 1¢ Porc. Fin. Nut Vendors. Ea. . \$4.50
1 5¢ B.F., Slugproof Head, Brown Finish . . . 75.00	50 Northwestern #33 Nut Vendors 4.50
1 10¢ B.F., Slugproof Head 75.00	2 Northwestern Tri Selectors 15.00
1 10¢ B.F., 399,000 Ser. 65.00	10 Silver Kings 4.50
1 10¢ B.F., Double Jack 50.00	CONSOLES
1 5¢ Cherry Bell 69.50	Mills Four Bells . . . \$239.50
2 5¢ Brown Fronts 89.50	Pace Saratogas, 5¢ or 10¢ 79.50
1 10¢ Brown Front 89.50	Mills Square Bells . . . 69.50
1 25¢ Brown Front 89.50	Jumbo Parades, P.O. . . . 95.00
1 5¢ Extraordinary 39.50	Jumbo Parades, F.P. . . . 95.00
1 25¢ Extraordinary 39.50	Fast Times, F.P. 79.50
2 5¢ Q.T. Lite Cabinet. . . . 39.50	Kentucky Club 49.50
2 1¢ Q.T. Lite Cabinet. . . . 39.50	Spinning Reels 95.00
2 25¢ Jennings Chief 45.00	'38 Track Times 75.00
1 10¢ Jennings Chief 45.00	Royal Flush, 5¢ 75.00
1 5¢ Galile 37.50	Royal Flush, 10¢ 75.00
1 10¢ Galile 37.50	Pacer Races, Black 55.00
1 25¢ Galile 37.50	Triple Entry 135.00
1 25¢ Pace Blue Front 47.50	Jennings Multiple 55.00
7 5¢ Green Vest Pockets . . . 25.00	5 Singing Towers, like now, 1941 Model—Write for Price.
3 1¢ & 5¢ Blue & Gold Vest Pockets 35.00	
ARCADE EQUIPMENT	
5 Radio Rifles \$69.50	
3 World Series 59.50	
1 Daval Bumper Bowling . . . 35.00	
2 Texas League 25.00	
5 Electric Drop Picture Machines with Legs 35.00	
6 Drop Picture Machines, Hand Wind 17.50	
1 Bally Alley 20.00	
10 Buckloy Deluxe Diggers 79.50	
3 Photomatics Write	
2 Drive Mobiles 195.00	
2 Batting Practice 110.00	
1 Green Cabinet Western Baseball 39.50	
5 Mutoscope Diggers 39.50	
6 Latest Type Model F A.B.T. Targets 17.50	
1 1¢ Home Run Ball Gum Vender 15.00	
2 A.B.T. Targets 10.00	
1 Kirk Fortune Scale 85.00	
1 Baker's Sky Pilot 110.00	
FIVE BALL FREE PLAYS	
Airports \$12.50	Do Re Mi \$55.00
All American 40.00	Defense 39.50
Attention 40.00	Dixie 25.00
Anabel 19.50	Drum Major 18.00
Bandwagon 35.00	Do Boy 25.00
Bally Beauty 17.50	Dude Ranch 30.00
Bordertown 30.00	Fleet 25.00
Big Town 19.50	Formation 25.00
Box Score 15.00	Follies 15.00
Big Chief 32.50	Four Roses 45.00
Bowling Alley 18.50	Fox Hunt 25.00
Big Six 15.00	Fifth Inning 12.00
Big Show 18.00	Flagship \$15.00
WE BUY, SELL OR TRADE All Types of Coin-Operated Equipment. 1/2 Deposit, Balance C. O. D.	Flicker 39.50
CLEVELAND COIN MACHINE EXCHANGE	Gold Star 30.00
	Home Run 20.00
	Jolly 18.00
	Landslide 29.50
	Lucky 15.00
	Majors '41 52.00
	Metro 35.00
	Mr. Chips 15.00
	O Boy 18.00
	Polo 18.00
	2021 PROSPECT AVE. CLEVELAND, OHIO

HIGHEST PRICES—SPOT CASH NOW!!!

We want 5,000 Mills, Pace, Jennings Slots (Jackpot Bells), Console Models, Pace Reels or Saratogas, Paces Races, Black or Brown (needed at once).

Write Quick—Give Serials and Descriptions—We Mean Cash—

All makes repaired, rebuilt, made like new. We have America's finest factory facilities, lowest prices, work guaranteed, estimates given. Why bother with so-called jobbers. Come to headquarters for real satisfaction. Our 15 years' unparalleled success is our reference.

QUICK ACTION NOW PACE MFG. CO., INC.
MAKES YOU MONEY 2909 Indiana Ave., Chicago, Illinois

ROTOR TABLES



A NEW KIND OF PIN GAME YOU CAN GET!
ROTOR TABLES capture locations where you never had a chance before! Tops for steady income. INVESTIGATE NOW!
USED ROTOR TABLES
Rotor Bump \$89.50 Confucius Say \$107.50
Jitterbug 84.50 Hellzapoppin 119.50
Credit to Responsible Ops • Write for National's "Newsette"
"America's Phonograph Trading Center"
NATIONAL NOVELTY COMPANY
193 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320
NEW BRANCH: 583 Tenth Ave., NEW YORK CITY

WANTED—PENNY ARCADE MACHINES

Large operator is in the market for ALL TYPES of Penny Arcade machines. Pays cash! Send complete list immediately, giving condition and best prices first letter. BOX No. D-124, The Billboard, Cincinnati, Ohio.



PROFESSOR KAY KYSER recently dropped around to the showrooms of Modern Vending Company, New York, and aided greatly in the sale of Defense Bonds and Stamps to a large gathering of New York music operators. Shown with him are Sam Kressberg, Eastern representative of Seeburg; Nat Cohn, of Modern Vending Company. In the background is the elaborate setting in which the Seeburg Minute-Man Symphonola is featured.

Northwest Coinmen Surmount Problems To Have Big Year

SPOKANE, Jan. 3.—Coin machine men here say 1941 was one of their best in spite of several factors that worked against them during the last several months.

A total of 477 pinball machines were licensed by the city during the year as compared with 442 in 1940. Sales of both new and used pin games were good until the State tax commission issued new licensing regulations in July that would have classified payout as illegal slot machines in public locations. Business fell off while the controversy was aired in court. Altho the coin men's contention that the commission had exceeded its authority was upheld, the operators' confidence had not fully recovered when along came the new federal excise taxes, curtailment of production and the war. Sales of the pinballs always dwindle away as the end of the

year approaches because the city license fees are not prorated.

The federal tax weeded out some pinballs and virtually all the penny counter games which are legal across the neighboring Idaho line.

Phonos have held up well, as have wall boxes. Candy vending machines of the bar type made their appearance in theaters during the year and are popular. Movie machines did not do the business expected of them.

Gottlieb Striving To Satisfy All

CHICAGO, Jan. 3 (MR).—Reporting on production of Gottlieb's Five and Ten, Nate Gottlieb today stated that every effort is being made to keep everybody satisfied as much as possible in view of manufacturing restrictions. "The problems of production, set up by materials allocations for defense work, are no less difficult to solve at this time, but the excellent co-operation of our customers has certainly gone a long way to relieve the severe strain on members of our order department," he said.

"As always, our first thought is to help our distributors and their customers as much as we can. Inasmuch as Five and Ten has definitely proved to be the most phenomenal game we have ever produced, we are more than ever concerned with the job of trying to keep everybody happy. I can only repeat, and I speak for every Gottlieb official and employee, that we are doing and will continue to do everything that human ingenuity, machinery and materials will permit to get Five and Ten into the coinmen's hands, in line with federal manufacturing restrictions."

It's What You Buy, Says Keeney Exec.

CHICAGO, Jan. 3 (MR).—"Yes, we're preaching over and over again that it isn't how much equipment the operator has out, but what kind. Experience has proved," said Keeney's General Manager Bill Ryan, "that operators who confine their activities to better paying equipment in better paying spots can get along with far less equipment and still come out way ahead of the operator who works on a large unconcentrated scale. "Many operators tell us that 10 Super Bell consoles bring in far greater revenue than former larger operations.

"And the same story holds true, for our Submarine gun. Every large-scale operator says that each Submarine gun is a large earner. There's no doubt in our minds," said Ryan, "that the operator should buy only the type of equipment that will make the most money—it will always pay in the long run."



AL TABAKOF SAYS:

GET ON BOARD FOR BIGGER TAKES WITH GLOBE'S NEW MONEY-MAKING BOARDS.

OH MAMMY!

What a profit-booster this terrific, die-cut board is! Mammy will bring in the nickels faster than you can say "Sho Nuff." Over 80 winners... Mammy Jackpot pays out \$1 to \$15. Slot-machine symbols. Feature: Mammy has Movable Eyes! Order today and let Mammy change yo luck and boost yo take!

1200 holes—5c a play
Takes In\$60.00
Pays Out (Average).. 28.60

Average Profit\$31.40

Price \$5.70



WRITE FOR OUR COMPLETE CATALOG OF MONEY-MAKING BOARDS



GLOBE

PRINTING COMPANY
1023-25-27 RACE ST., PHILADELPHIA, PA.

SPECIAL!!!!
Guaranteed Like New
MILLS LATE MODEL FOUR BELLS, Cash and Check ... **\$245.00**
MILLS LATE MODEL JUMBO PARADE, Cash—Check Mod. **\$89.50**
BALLY Royal Flush\$69.50
WE HAVE EVERY TYPE OF COIN OPERATED MACHINE, NEW OR USED. WRITE FOR PRICE LISTS AND CIRCULARS.
SICKING, INC.
1401 CENTRAL PKWY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.

McCALL'S RECONDITIONED COIN MACHINE BARGAINS

FREE PLAY GAMES	Seven Up .. \$39.50
All American \$32.50	Sky Ray .. 32.50
Belle Hop .. 57.50	Speed Ball .. 37.50
Big Chief .. 32.50	Sport Parade .. 37.50
Double Play .. 45.00	Spot Pool .. 42.50
Formation .. 25.00	Sunbeam .. 42.50
Horoscope .. 49.50	Dayal Draw .. \$ 7.50
Leader .. 25.00	"21" .. \$ 7.50
Majors, '41 .. 49.50	Vest Pocket .. 22.50
Miami Beach .. 55.00	Bell .. 22.50
Pan Amer .. 42.50	AUTOMATICS
Playball .. 39.50	Mills Square .. \$49.50
School Days .. 55.00	Bells .. \$49.50
Sea Hawk .. 37.50	Bally Grand .. 52.50
Terms: 1/3 Dep. With Order, Bal. C.O.D.	Stand .. 52.50
WE BUY, SELL AND EXCHANGE.	
3147 Locust, St.	
ST. LOUIS, MO. McCALL NOVELTY CO.	

WANTED
EVANS OR ROCK-OLA TEN PINS
Rapid Fires—Music Boxes—A. B. T. Used Rifle Range—All Types Arcade Machines.
S&W COIN MACHINE EXCHANGE
2418 Grand River Detroit, Mich.

MAYFLOWER SPECIALS

FREE PLAY GAMES	Flying Champ .. \$99.50	Mills Q. T., Late .. \$39.50
Track Record .. \$79.50	Grand National .. 89.50	JENNINGS
Paradise .. 44.50	Grand Stand .. 79.50	Silver Moon Chief .. \$99.50
Zombie .. 44.50	Pace Maker .. 69.50	Silver Chief .. 84.50
Gold Star .. 39.50	Stepper Upper .. 69.50	Silver Sky Chief .. 84.50
Champ .. 39.50	Thistle Down .. 49.50	Dixie Bell .. 59.50
Mascot .. 34.50	Hawthorne .. 49.50	Chief .. 54.50
Lime Light .. 34.50	Gold Medal .. 49.50	WATLING
Sparky .. 34.50	Sea Biscuit .. 49.50	Rollatop .. \$34.50
Fleet .. 29.50	Horse Shoes .. 49.50	Treasury .. 24.50
Dough Boy .. 29.50	Blue Ribbon .. 49.50	PAGE
Glamour .. 29.50	1-2-3, Late AC .. 42.50	DeLuxe Slug Proof .. \$69.50
Big Town .. 24.50	Peddle Pusher .. 39.50	All Star Comet .. 37.50
Double Feature .. 24.50	Sport Page .. 39.50	Comet .. 29.50
Summer Time .. 22.50	Derby Time .. 29.50	GROETCHEN
Sports .. 22.50	Derby Clock .. 29.50	Columbia Gold Award .. \$49.50
Sporty .. 22.50	Derby King .. 29.50	Columbia Jackpot .. 49.50
Commodore .. 22.50	Across the Board .. 22.50	SLOT CONSOLES
Score-a-Line .. 22.50	CONSOLES	Club Bell, 50¢ Like New .. \$180.00
Follies .. 22.50	Mills Four Bells, Late .. \$295.00	5, 10, 25¢ .. 170.00
Wings .. 22.50	Bangtails, Fl. Sam., '41 .. 289.50	Golf Vender .. 129.50
Mr. Chips .. 22.50	Galloping Domino, Jackpot, F.S. .. 279.50	Callie Console DeLuxe, 5, 10, 25¢ .. 99.50
Yacht Club .. 22.50	Lucky Lucre .. 169.50	Callie Console, 5, 10, 25¢ .. 80.00
Home Run .. 22.50	Triple Entry .. 149.50	Misc. Safe Stands, Used .. 7.50
Roxy .. 19.50	Silver Moon, Fl. Sample .. 129.50	LEGAL EQUIPMENT
Top Notcher .. 19.50	Jumbo Parade .. 115.00	Anti Air Craft .. \$44.50
Entry .. 19.50	Saratoga (Rails) .. 99.50	World Series .. 59.50
Short Stop .. 19.50	Parces Reels (Rails) .. 89.50	Gott. Triple Grip, Long .. 9.50
Lite-a-Gard .. 19.50	Siant Top Galloping .. 79.50	View-a-Scope .. 12.50
Score Champ .. 19.50	Domino .. 79.50	A. B. T. Target Skill, Yellow Cab. .. 9.00
Big Show .. 19.50	Jennings Fast Time .. 69.50	A. B. T. Target Skill, F Model .. 15.00
Nippy .. 19.50	Square Bells .. 69.50	Metal Typar .. 99.50
O'Boy .. 19.50	Saratoga, 1939 .. 59.50	NON COIN OPERATED
Lucky .. 19.50	Royal Flush .. 49.50	New Marvels, 1¢ Perc. Combination .. \$25.00
Rotation .. 19.50	Stanco Bell .. 49.50	TERMS: 1/3 Deposit With Order, Balance C. O. D.
Roller Derby .. 15.00	Red Head Track Time .. 39.50	
Fantasy .. 15.00	MILLS	
Super Six .. 15.00	Reconditioned by Factory Trained Mechanics, Like New	
Super Charger .. 15.00	Chromes Regional .. \$169.50	
Champion .. 15.00	Brown Front Knee Action Drill Proof .. 119.50	
Lot of Fun .. 15.00	Blue Fronts, 425,000 and Up .. 109.50	
Red Hot .. 15.00	PAY OUT TABLES	
Gott. Bowling .. 15.00	Spinning Reels .. \$99.50	

MAYFLOWER NOVELTY CO.

2218 UNIVERSITY AVE. ST. PAUL, MINN.

QUALITY SPEAKS FOR ITSELF

PAYOUTS	FREE PLAY	FREE PLAY
Big Top .. \$105.00	Up & Up .. \$14.00	Vacation .. \$19.50
Jumbo Parade .. 95.00	Supercharger .. 14.00	Sporty .. 19.50
1941 Paces Saratoga .. 114.50	Spottem .. 14.00	Blondie .. 22.50
1938 Tracktime .. 72.50	Scoop .. 14.00	Powerhouse .. 22.50
Paces Saratoga .. 67.50	Pickem .. 14.00	Formation .. 27.50
Paces Races .. 64.50	Commodore .. 14.00	Big League .. 22.50
1938 Kentucky Club .. 42.50	O'Boy .. 14.00	Homerun .. 22.50
Sport Special, F.P. .. 77.50	Roxy .. 17.50	Barrage .. 32.50
1939 Mills 1-2-3, F.P. .. 37.50	Yacht Club .. 17.50	Bandwagon .. 27.50
Gold Cup, F.P. .. 37.50	Jolly .. 17.50	Flicker .. 37.50
Breakneck, F.P. .. 22.50	Mascot .. 19.50	Malers 1941 .. 57.50

1/3 Deposit With Order—Balance C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

Defense Savings Bonds can be registered in the name of children as well as adults.



AMERICA'S GREATEST AIM
GENCO'S GREATEST GAME

GENCO MFG. CO., 2621-27 No. Ashland Ave. CHICAGO · ILL.



"ALL OUT FOR DEFENSE BONDS," proclaims the Commercial Music Company, Dallas. To boost the sale of bonds and use of the tune "Any Bonds Today?" on automatic phonographs, Commercial arranged this display in its showrooms.

State, Local Tax Bills Highest Ever

NEW YORK, Jan. 3.—The nation's tax bill for State and local government rose to all-time records in 1940 and 1941 at a time when federal collections were jumping to unprecedented levels to meet the costs of rearmament and war, according to a study made by the Division of Industrial Economics of the Conference Board.

State and local taxes reached a total of \$8,538,000,000 in 1940, nearly \$400,000,000 greater than the previous peak in 1938, and the Conference Board preliminary estimates indicate that they rose to about \$8,925,000,000 in 1941.

The need for more State and local taxes presages possible movements for more taxation on amusement devices.

Federal Record Set

These figures compare with total federal tax collections of \$5,539,000,000 for 1940 and a record \$7,673,000,000 for 1941. Higher rates on a considerably larger national income indicate that there will be an even greater increase in federal collections in the fiscal year 1942.

The highest per capita State and local tax bill in 1940 was paid in New York and amounted to \$103.77. New Jersey followed with \$97.29 per capita. Next in order were California, \$92.14; Nevada, \$90.11; Massachusetts, \$87.76; Connecticut, \$83.82; Illinois, \$78.24; Rhode Island, \$77.61; New Hampshire, \$74.62, and Arizona, \$71.30. The United States average was \$64.70 per capita.

South's Figures Lowest

Lowest tax collections per capita were found in Arkansas with \$25.44; Alabama, \$29.57; Georgia, \$30.44; South Carolina, \$30.50; Mississippi, \$31.63; Tennessee, \$33.28; Kentucky, \$33.29; Virginia, \$34.60; North Carolina, \$35.88, and Oklahoma, \$43.95.

Even the lowest of these per capita taxes, Arkansas's \$25.44, is found to be higher than the nation's per capita tax bill for all taxes—federal, State and local, as late as 1915.

States with highest total taxes were New York, \$1,469,000,000; California, \$638,000,000; Pennsylvania, \$635,000,000; Illinois, \$619,000,000; Ohio, \$452,000,000; New Jersey, \$405,000,000; Massachusetts, \$380,000,000; Michigan, \$340,000,000; Texas, \$294,000,000, and Wisconsin, \$207,000,000.

Coin Machine Firms Get Victory Contracts

In the listing of War Department Supply Contracts for the period of June-September, 1941, a number of firms in the coin machine field are announced as having received contracts for war materials. The total of the contracts for this period awarded to these firms approximates \$1,500,000.

Following is the list of firms receiving contracts during this period:

Bearse Manufacturing Company, Chicago. Makes padded covers for phonographs and other coin-controlled equipment.

Johnson Fare Box Company, Chicago. Makes parts for coin machines.

Moto-Scoot Manufacturing Company. Manufactures motorized scooters, which

coin machine firms handle in large numbers.

Stoner Manufacturing Company, Aurora, Ill. Game and vender manufacturer.

In previous periods numerous coin machine firms have received large war materials orders.

RADIOGRAM STATION · THREE WISE OWLS
MAGIC EYE · NAUGHTY PEEKS · RAMASEES
LOVE NESTS · SCREEN TEST · MAGIC HEART
PIKES PEAK BIKE RIDE · SMILING SAM
BAG PUNCHING · CHINNING MACHINE
FIST STRIKER · COCKEYED CIRCUS
KISS-O-METER · THREE WHEELS OF LOVE
THE GREAT WHATSIS · POST CARD VENDERS
FOOT VITALIZER ETC · ETC · ETC · ETC.

ALL PROVEN MONEY MAKERS
(NO LOCATION TAX ON THESE MACHINES)

WRITE · PHONE · WIRE
for BIG ILLUSTRATED CIRCULAR

FREE PLANS FOR A MODERN
(Small—Medium—Large) PENNY ARCADE upon request.

EXHIBIT SUPPLY COMPANY
Leading Penny Arcade Equipment Manufacturer for 40 Years

4222-30 WEST LAKE ST · CHICAGO

40 DIFFERENT POST CARD
SERIES for EXHIBIT POPULAR
CARD VENDERS Now Ready!

A Sure Break-Through!

A TERRIFIC BOARD

OVER THE TOP . . .
Smash board that packs
a "BANG" of profits! . . .
1650 holes . . . 5¢ per
sale . . . Buddies tickets
. . . Takes in \$82.50 . . .
Total average payout
\$34.50 . . . Total aver-
age profit \$48.00 . . .
EXTRA-THICK DIE-CUT
board.



SUPERIOR PRODUCTS 14 N. PEORIA ST.
CHICAGO, ILL.

ATTENTION, ILLINOIS OPERATORS

We have in stock now new Mills, Bally and Pace Machines. Three Bells, \$350.00; Gold Chrome, Glitter, Q. T. Bells, Turf Kings, Jockey Clubs, Kentucks, \$155.50, and Pace Saratogas. These machines new and in original crates. USED MACHINES
Sport Pages, \$47.50; Arlingtons and Preakness, \$19.50; Mills Blue, F.S., J.P., \$79.00; Mills Blue, F.D., J.P., \$55.00; 1941 Pace Saratogas, \$120.00; Jennings Derby Days and Liberty Bells, slant top, light cabinet, \$39.50; Pace Comets, \$45.00; Jennings Chiefs, \$45.00; Mills Yellow, S.J.P., 24, \$40.00; Sky Scrapers and Wolf Heads, \$25.00; Vest Pocket, \$25.00; all Ten and Twenty-Five Cent Machines \$5.00 extra; 1941 Silver Moon Chief, \$85.00; 10¢ Super Chief, \$75.00; Pace Console "Royal Comet," \$85.00; Q. T. Green Fronts, \$45.00; 1 Pace Races, brown, late serial, rebuilt at factory, \$145.00; 1 Pace Races, brown, few parts missing, as is, \$50.00.

TERMS: Send one-third deposit or come in and see these machines.
P. & H. DISTRIBUTING CO. 220-222 N. FIFTH ST.
SPRINGFIELD, ILL.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

CENTRAL OHIO QUALITY BUYS

TAX FREE EQUIPMENT	
Keeney Anti-Aircraft Guns, Merblodge	\$49.50
Seeburg Chicken Sams	49.50
Seeburg Jailbird	59.50
Seeburg Baseball Gun	49.50
Evans In-a-Barrel, F.P.	99.50
Evans 1940 Free Play Ten Striko	95.00
Texas Leaguers	29.50
Battling Practice	139.50
Ace Bombers	199.50
Evans SUPER BOMBERS, like new	219.50
Keeney Air Raiders	109.50

SLOTS	
1¢ Blue Front Mills, Q.T.	\$39.50
5¢ Blue Front Mills, Q.T., 201,000, with stand	49.50
1¢ Mills Blue and Gold Vest Pockets, new	39.50
1¢ Mills Glitter Q.T., F.S.	52.50
5¢ Watling Rotatop	42.50
10¢ Watling Rotatop	45.00
Columbia Fruit Reels, J.P. like new	59.50

CONSOLES	
'38 Track Times	\$79.50
Grey Head Track Times	29.50
Kentucky Clubs	59.50
Royal Flush	69.50
Sugar King	69.50
Multiple Races	59.50
Galloping Dominos	29.50
5¢-10¢ Comb. Stance Bell	79.50
5¢ Beulah Park	65.00

Half Deposit With Order, Balance C. O. D.
Central Ohio Coin Machine Exchange, Inc.
491 S. HIGH ST. COLUMBUS, O.

English See Delay in Coin Machine Export at War End; Reason---Large U. S. Demand

Item from *World's Fair*, published in England:

"I gather that Ralph Horwitz, Chicago Automatic Machine Supply, London, is building up a reserve of games for immediate after-the-war use, he having received from a well-known London shipper a hint that importations from America are not likely to be coincident with the return of peace."

The average American coinman would perceive that the foregoing is definitely food for thought. "Why?" he would ask, "do English coinmen think that the United States will be unable to supply them with coin machines following the war's end? Do they imply that the industry will be nonexistent—or are there other reasons for their opinions?"

Coinmen here are of the opinion that there will be a tremendous coin machine business after the successful culmination of the war. He feels that the coin machine business has been making giant strides and that it has proved its worth in many respects. After the war is finished he feels there will exist a tremendous demand for the machines which have been more or less rationed to operators during the hostilities.

Our average coinman has an idea that all of the factories producing during peacetime will maintain their contacts with the coin machine industry even though some of them should divert their complete energies to war materials work during the emergency. At the present time he knows that most of the factories are continuing to produce machines—in lesser amounts, but still producing and maintaining that contact which will keep them in the eye of their customers and retain their future patronage. The operator knows that even those factories which do divert their entire energies to war work will maintain contact and

services to the operator in order to preserve their peacetime business.

See Greatest Era

Does Mr. Average Operator think that the business will encompass more manufacturers, distributors and operators after the war? Most assuredly. A 10-minute discussion brings about the thought that there are many factories being erected to make the sinews of war. When the war effort is thru these factories will have to turn to the production of normal peacetime goods. Our average operator has a hunch that a due percentage of these war factories will be switched to the manufacture of coin machines. He foresees the greatest development that the coin machine field has ever witnessed.

He foresees that after the war the people will react with a craving to forget the past and will seek more amusement and diversion. He sees that he will have many more locations.

Considering all of this, our operator does not see anything foreboding in the opinion of the English coinmen that the United States will not begin exportation of machines coincident with the end of the war. He knows that the huge domestic demand may preclude the shipment of any machines outside continental limits until that demand is satisfied.

Ships Busy on Other Things

Another aspect which the English coinmen may visualize is the status of the merchant marine after the war. It is possible that the marine arm may be depleted from sinkings. It is highly probable that every available ship will be busy carrying reconstruction materials from the "perpetrators of humanity" rather than arms from the "arsenal of democracy."

All of this is written, of course, on the assumption that we shall win the war. Meanwhile coin machine men are doing their part to aid our country to finance the war, and until they are called to active participation in the war program they are doing their part buying Defense Bonds and Stamps.—H. S.

Canton Coinmen Have Biggest Year

CANTON, O., Jan. 3.—Canton's multitudinous plants, pumped full of war orders, put more people to work in 1941 than in any other year. Total industrial employment had zoomed to 33,329 at year's end, a gain of 8,224 over last year, when employment totaled 25,105.

District coin machine operators, without exception, report 1941 the best year ever for them. Improved business conditions, soon after the start of the year, reflected in their grosses, and the upturn was consistent.

New federal tax bill, paramount issue of the year in the industry, hurt some

GOTTLIEB'S
MILLION DOLLAR
BABY . . .

FIVE and TEN

Spell Out
F-I-V-E!
T-E-N!
T-W-E-N-T-Y!

Plus
HIGH SCORE
for
ACTION!

Prices
Subject to
Change
Without
Notice



D. GOTTLIEB & CO.

1140-1150 N. KOSTNER AVE.

CHICAGO



BERT LANE

Says
FORTITUDE FOR '42

REMEMBER PEARL HARBOR!

BUY DEFENSE BONDS

SEABOARD SALES, INC.

619 10th Ave., N. Y. Wisconsin 7-5688

SPECIAL!

REPLAY PIN GAMES

\$15.00 EACH — 2 FOR \$25.00

Score Champ	Brite Spot
Roller Derby	Super Six
Flagship	Mr. Chips
Follies	Lancer
Big Six	Bangs
Big League	Champion
Commodore	Lucky
Double Feature	Chevron
Jumper	Roxy

\$18.50 EACH — 2 FOR \$33.00

Short Stop	Merry-Go-Round
Landslide	Wings
Cadillac	Limelight
Formation	On Deck
Fleet	Playmate

TO AVOID DELAY, GIVE SECOND CHOICE
1/3 Deposit, Balance C.O.D.

MILWAUKEE COIN MACHINE CO.
3130 W. Lisbon Ave., Milwaukee, Wis.





JOE WEINBERGER, SOUTHERN AUTOMATIC MUSIC COMPANY OFFICIAL, is shown discussing the sale of U. S. Defense Bonds and Stamps with Ohio's U. S. State Administrator McSweeney (right) at a recent meeting held in Columbus, O.

at the time of enactment but eased to some extent as the year closed. Declaring that the \$50 federal tax on penny payouts is prohibitive, operators in the district have shelved between 400 and 500 machines of this type. Cigarette vending machines enjoyed a big year in the district despite the fact that they charged 2 cents a pack more than majority of the retail stores. Candy, nut and drink venders experienced a big year, especially drink machines in industrial plants. Used machine sales thruout the district held up well. Movie machines were slow in getting a foothold in this territory, but in recent weeks many have made their appearance in the better downtown spots and are reported doing okay. Penny Arcade operators are looking forward to even a better year in 1942, with defense contracts certain to insure continued high wages and increased spending at the parks and outdoor places this summer.

See
Bernie Sosson

GET A FRESH START FOR '42 WITH A PROVEN HIT!

FIVE & TEN

A GREATER GOTTLIEB GAME!
NOW DELIVERING!

Official Factory Sales Agents in New England and Upstate New York for
D. GOTTLIEB & CO.

AMERICAN AUTOMATIC AMUSEMENTS, INC.
356 Homstead Ave., Hartford, Conn.
(Phones: 5-2184, 5-2185)

MILLS PHONOGRAPHS
BELLS TABLES

Distributor
CONSOLES

KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.
Baltimore Office:
615 Cathedral St., Baltimore, Md.

Buy U. S. Defense Savings Bonds and Stamps

The Only WAY TO BUY RIGHT!
Buy the MACHINES THAT MAKE the MOST MONEY!

**THE GUN THAT'S A GOLD MINE!
 Keeney's SUBMARINE**

Nothing to compare with it—for appeal, for earnings. Nothing to compare with the realism of actually shooting ball-bearing bullets. GET YOURS!

- Keeney's SUPER BELL Consoles**
- Keeney's SUPER BELL Two Way** Player wins on 1, 2 or all 3 rows.
 - Keeney's SUPER BELL Four Way** Two chutes, two can play. 3 row appeal.
 - Keeney's SUPER BELL** Four chutes, four can play. TOP EARNINGS!

J. H. KEENEY & CO. Inc.

"THE HOUSE THAT JACK BUILT"

6630 S. ASHLAND AVE.

CHICAGO, ILL.



SUCCESS OF THE BUSH DISTRIBUTING COMPANY as Wurlitzer distributors is well known throught the Middle West, opine Wurlitzer officials. Bush has showrooms and offices in Des Moines and Milwaukee. The picture above shows the Milwaukee establishment. (MR)

Jack Moore Finds New Use For Old Pin Games, Phonos

PORTLAND, Ore., Jan. 3.—Coin machine men are not easily stumped. They have a knack of surmounting obstacles. Thus, when Jack Moore, West Coast distributor, faced the problem of completing his new Portland building in spite of material shortages, he put on the thinking cap.

Ransacking his used machine stocks in Portland, Seattle, San Francisco and Salt Lake City, Moore salvaged materials needed to finish the building. For example, every piece of glass in the building is a pin table top—93 old pinball machines being used for the job. Set lengthwise in the front of the building, the retired pin-game tops produce a striking modernistic appearance which has won favorable comment from architects. Discarded top-glass also provides practically all interior partitions, and much of the beautiful wood paneling in the building is salvaged paneling from discarded phonographs and consoles.

"The new Moore Building," Moore explained, "is built out of pin games in a double sense. Actual pin game material enters largely into the construction. More important, the success of the pin

games we have distributed in the Far West during the past 10 years is the very cornerstone of our new building. We consistently brought the operators the kind of games that kept them prosperous. As a result we have been prosperous and our constantly expanding business has made our new Portland building necessary. And as the games I'm talking about—the games that have insured prosperity to Western operators—are Bally games, our new building is known by operators in the territory as Bally's Western Home."

No Export Figures To Be Released

The Department of Commerce will no longer release foreign trade statistics. This means that monthly total figures will not be available on coin machine exports. Year-end totals will not be released either, it was stated. This ruling will hold for the duration of the war.

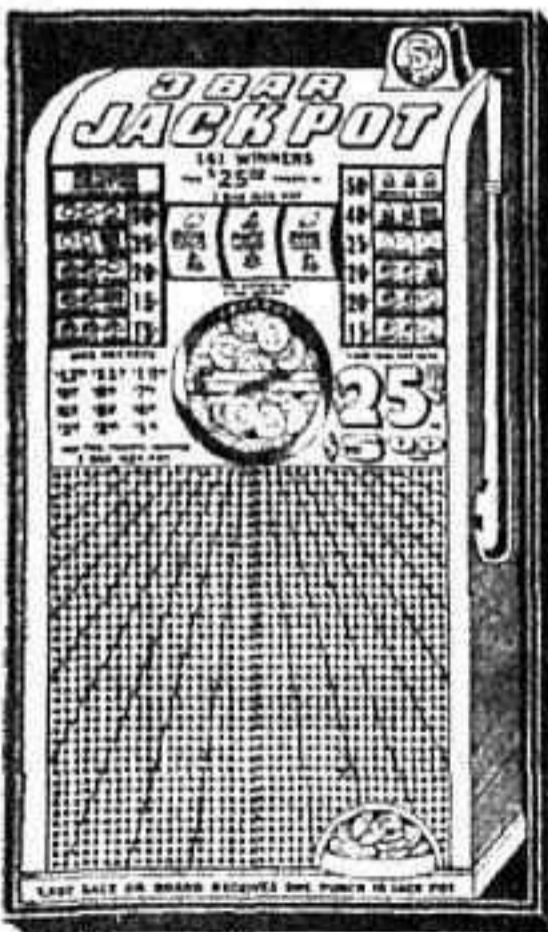
**GUARANTEED DELIVERY!
 NEW GAMES IN STOCK
 FOR IMMEDIATE SHIPMENT**

Exhibit Big Parade \$129.50	Keeney Two-Way Bell \$354.50	Mills Vest Pocket Bells, Blue and Gold \$47.50
Gottlieb Five & Ten 129.50	Keeney Four-Way Bell 485.00	Int'l. Microscope Drive-mobile, Fl. Sample 199.50
Chico Star Attraction 95.00	Keeney Super Bell 299.50	Scientific Batting Practice, Fl. Sample 159.50
Gottlieb Spot a Card 119.50	Jennings Bobtail Totalizer F.P. Console 199.50	Bally Turf King 269.50
Genco Victory 129.50	Mills Jumbo Parade, F.P. 174.50	Bally Convoy Ray Gun 209.50
Stoner Three Up 69.50		
Mills Jumbo Parade, Mint Vend., Comb. F.P. & P.O. 199.50		

Write for Prices on New and Rebuilt Mills Slot Machines.
 TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT OR C. O. D.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.



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.

NOW—NO TAX

(Latest Gov't Ruling)

ON PIKE'S PEAK



Now PIKE'S PEAK is one of the very few counter games that is absolutely **TAX FREE**.

Operators have come to realize that PIKE'S PEAK is not a novelty game with a short life but makes steady profits all year 'round.

In addition to being **TAX FREE** PIKE'S PEAK is a legal game of skill and thousands of locations await its installation.

Price?—Very low—Our Supply limited. Act today!

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THE DEXTER DAIRY BARN, Detroit, expresses complete satisfaction with its Packard Pla-Mor system installed by Packard distributor, Angott Sales Company, Detroit, for Operator Frank Staffe. (MR)

West Coast Coinmen See Good 1942 Despite War

LOS ANGELES, Jan. 3.—West Coast coin machine men are preparing for a big 1942 despite the fact that the war is close to this shore. While reports are trickling in of Jap submarine attacks on coastwise shipping and instructions are being given for blackouts and fighting incendiary bombs, coinmen are confident that machines will play an important part in maintaining morale during 1942.

As the year turns, coin machine operators are busy securing equipment with the view of tackling the big job that is ahead of them. Jobbers and distributors believe that January, 1942, will be better than the same month of 1941. Business that month was good despite the fact that general taxes and other matters put down the amount of money to be put back into their businesses. February and March, 1941, found business moving along on a smooth scale. Real play on machines began in April when the factories turning out defense materials swung into top production.

Good Summer Business

Business of April caliber continued thru the summer and into the first part of October. During the fall there was some decrease in Penny Arcades along the beachfronts, but the establishment

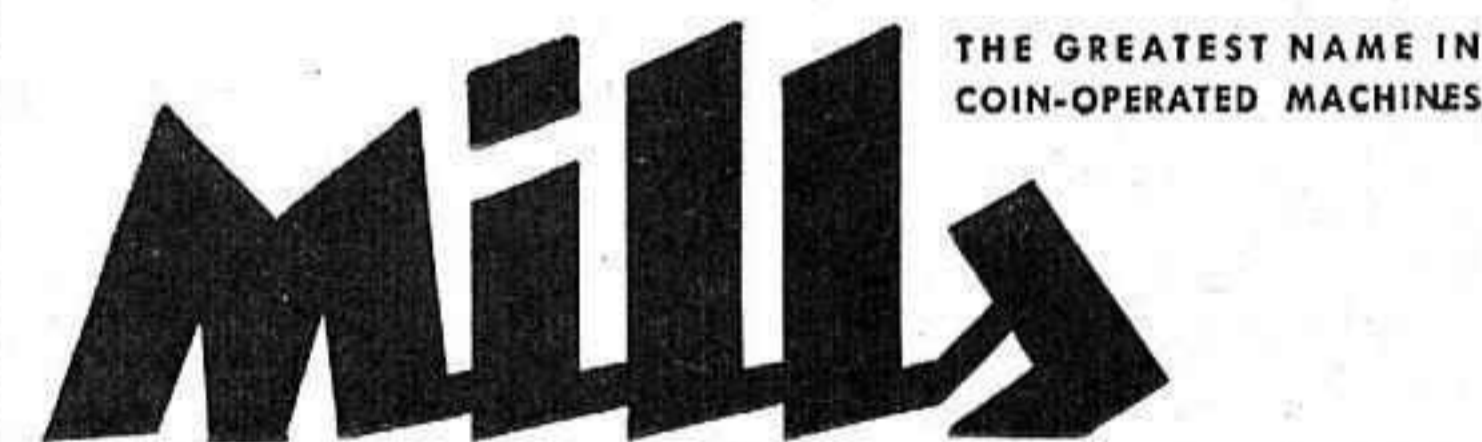
of more of the spots in the downtown area made it possible for jobbers to move quite a bit of equipment.

During the year there has been a steady increase in the demand for vending machines. Factory operators have found that a 5-cent candy bar in the middle of the morning and in the afternoon boosts efficiency and production, and more of these venders were installed as the employment went steadily upward. Cigarette machines have also been on the upswing during 1941.

1941 Outstanding Year

All in all, 1941 was an outstanding year for operators on the Coast. Money has been plentiful, and from the jobbers' standpoint the year was exceptionally good in that not a single "flop" was introduced on the local market. Games ranged from fair to very good, but there was not a single lemon during the market in this section during the past 12 months, jobbers pointed out. Operators found that all games bought during the year had good re-sale values.

There are more people employed in this section than ever before and factories are running seven days a week. Since these people and others in this section must have amusement, coin machine men see a bright year ahead.



You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years. MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

DEAL #204
68c ea.



ARTFOTO CIGARETTE CASE

Thin as a Wafer. Size 3 1/8" x 6 3/4". Holds twenty cigarettes. Enameled metal in White, Black, Khaki, Blue, Green, Brown. A snappy Lady design on inside cover.

FREE—With each case a 20-hole push card, 1c to 20c, take-in is \$2.10, or a 25-hole push card, 1c to 25c, take-in is \$3.25.

Operators—This is a wonderful item for the plan of giving one to the winner and one to the seller.

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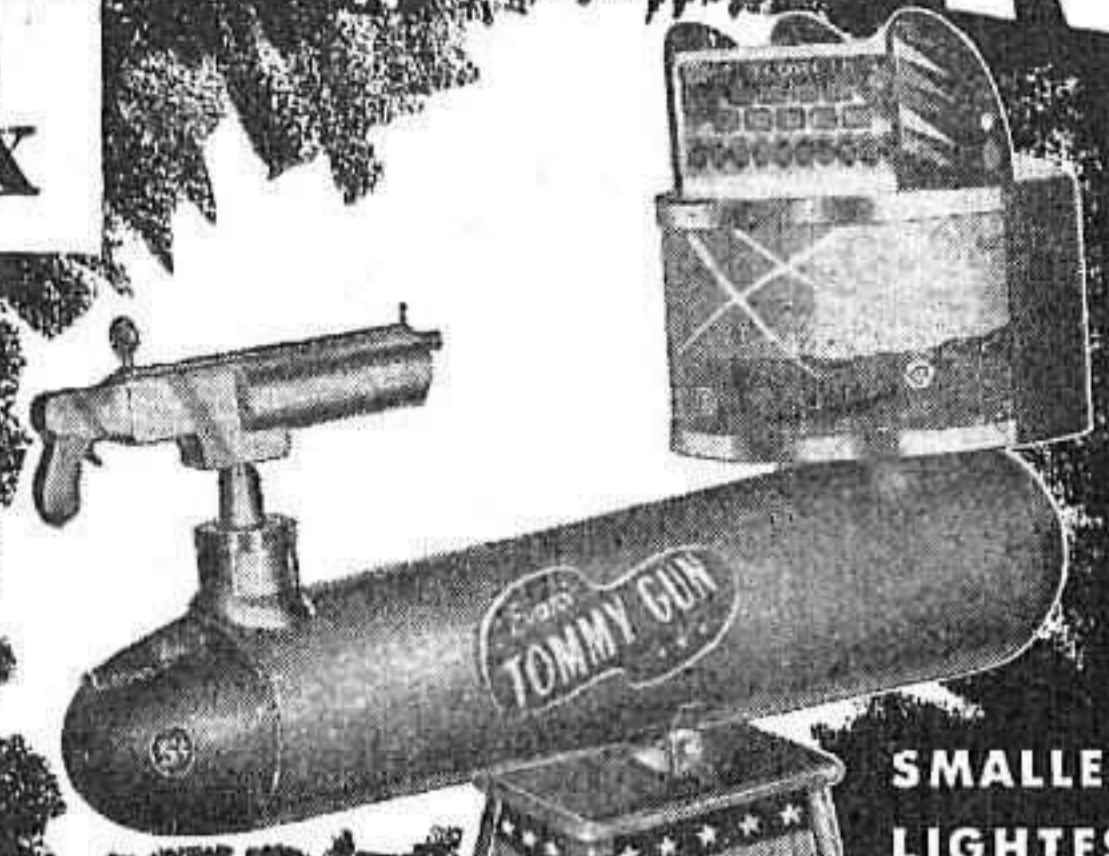
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LET'S GO AMERICA!

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Attentions 9
Gold Stars 9
Zombies 5
Metros 5
Big Chiefs 0
Stratoliners 5
Salutes 5
League Leaders 0
All Americans 0

Fleets

Masoots 2
Cross Lines 4
Three Scores 4
Bordertowns 5
Sky Lines 5
Leaders 5
Pylons 0
Anabel 0
Sara Suzy 0

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Rock-Ola Super Rockolites, Adapter .. \$249.50
Seeburg Commanders, Elec. Selector .. 249.50
Rock-Ola Super Rockolites .. 209.50
Rock-Ola Master Rockolites .. 189.50
Rock-Ola Master Walnuts .. 179.50
Wurlitzer 500s .. 169.50
Wurlitzer 500s, Circular Keyboard .. 149.50
Rock-Ola 1939 De Luxe .. 149.50
Mills 1940 Thrones .. 149.50
Mills 1939 Thrones .. 139.50
Seeburg Crowns .. 139.50
Rock-Ola 1939 Standards .. 139.50
Wurlitzer 24s .. 109.50

Rock-Ola 1940 Rockolite Counters, Nickel Plated Stands .. 89.50
Rock-Ola 1939 Counters, Plain .. 69.50
Wurlitzer 616s, Keyboard & Front Grill .. 69.50
Rockola Imperial 20s .. 69.50
Wurlitzer 616s .. 59.50
Rock-Ola Rhythm Master and Rhythm Kings, 16s and 12s .. 39.50
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CONSOLES

FREE PLAYS
High Hands
Jennings Fast Times
Bob Tall Totalizers
Pace Saratogas
Jumbo Parades
Big Games

PAY OUTS

Fast Times
Pace Saratogas
Paces Reels
Big Games

Royal Flush
Jumbo Parades
Keeney Track Times
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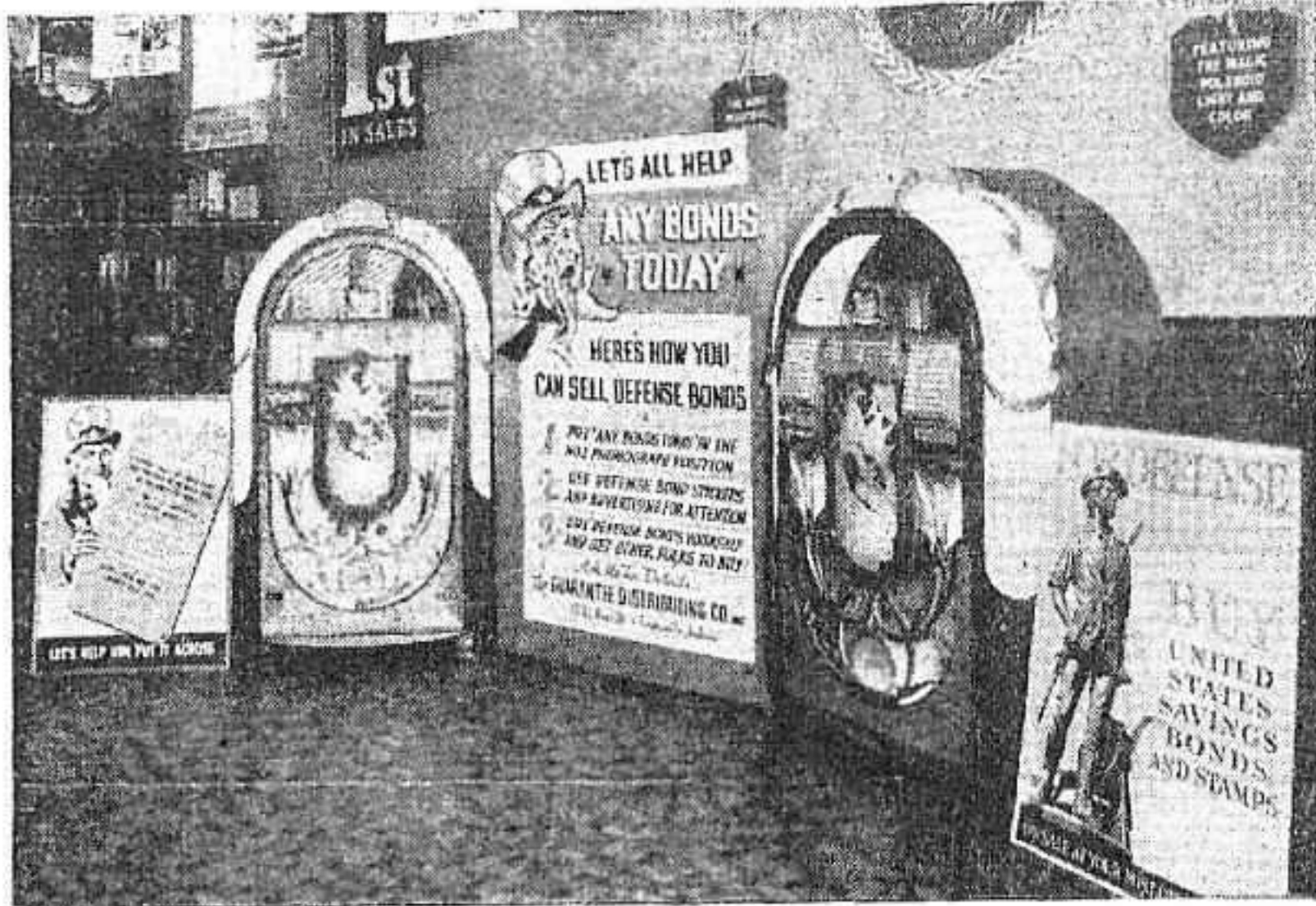
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GUARANTEE DISTRIBUTING COMPANY, Evansville, Ind., proclaims that it is proud to be a part in the drive to sell Defense Bonds. Here is the display set up in its showrooms to encourage operators to buy and sell Defense Bonds. Guarantee is Wurlitzer distributor for that area.

Daval Conversion Popularity Disclosed

CHICAGO, Jan. 3.—The Daval Company is proud of the fact that its conversion to non-coin operated models of American Eagle and Marvel are growing more popular every day, they report.

Al S. Douglas and Dave Helfenbein, of the firm, declare: "When we first introduced the idea of making the Marvel and the American Eagle non-coin-operated, there was conjecture pro and con. Today this has all been dispelled. The operators have since learned that under the new ruling the use tax of \$50 applies to any coin-operated game featuring drums or reels, that the non-coin-operated models of the American Eagle and Marvey are tax free and that these machines have been meeting with the approval of the location

owners wherever they have so far been introduced.

"As an operator wrote us who sent 35 American Eagles to be converted into non-coin-operated models, 'After testing the first machine you converted for me I discovered that you had found the way out for the operator of counter games. Not only that, but the other day I read that the government was going to withdraw as many pennies and nickels as it possibly could to salvage the copper and nickel in these coins. This instantly convinced me that your non-coin-operated model was more than ever important at this time.'

"Letters of this kind," Douglas and Helfenbein stated, "convince us that we are on the right path. We hope that more and more operators will see the light of this man's experience and send us their machines to be converted so that they will be insured of the greatest possible profits in the months to come."

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- '41 Majors
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- Barrage
- Boomtown
- Twin Six
- Sea Hawk
- Sluggo
- Wildfire
- Sport Parade
- School Days
- Seven Up
- Velvet
- Stars
- Salute
- Zombie
- Flicker
- Attention
- All American
- Metro
- Paradise
- Big Chief
- Bandwagon
- Formation
- Line Up
- Fleet
- China Boy
- Sparky

PAYTABLES

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- Jackpot Models
- Grandstand
- Grand National
- Hawthorne
- Long Shot
- Kentucky
- Pacemaker
- Santa Anita
- Sport King
- Thistledown

CONSOLES

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- Lato Head
- Waiting Big
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- Pace's 1939
- Saratoga, 5c
- Jenn. Fastime, Payout
- Liberty Bell
- Triple Entry, 9 coin
- Evans' Galloping Dominoes, Br.
- Jungle Camp
- Paces Races
- China Boy
- Square Bell

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- Aircraft
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- Keoney's Air
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- Shoot the Chutes
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- Chicken Sam

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- Cherry Bells

- Chromo Bells
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- Chiefs
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- Paco Comets
- Columbias

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- Classic, Marblgo
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- Gem, 20 Rec.

- Plaza, 20 Rec.
- Regal

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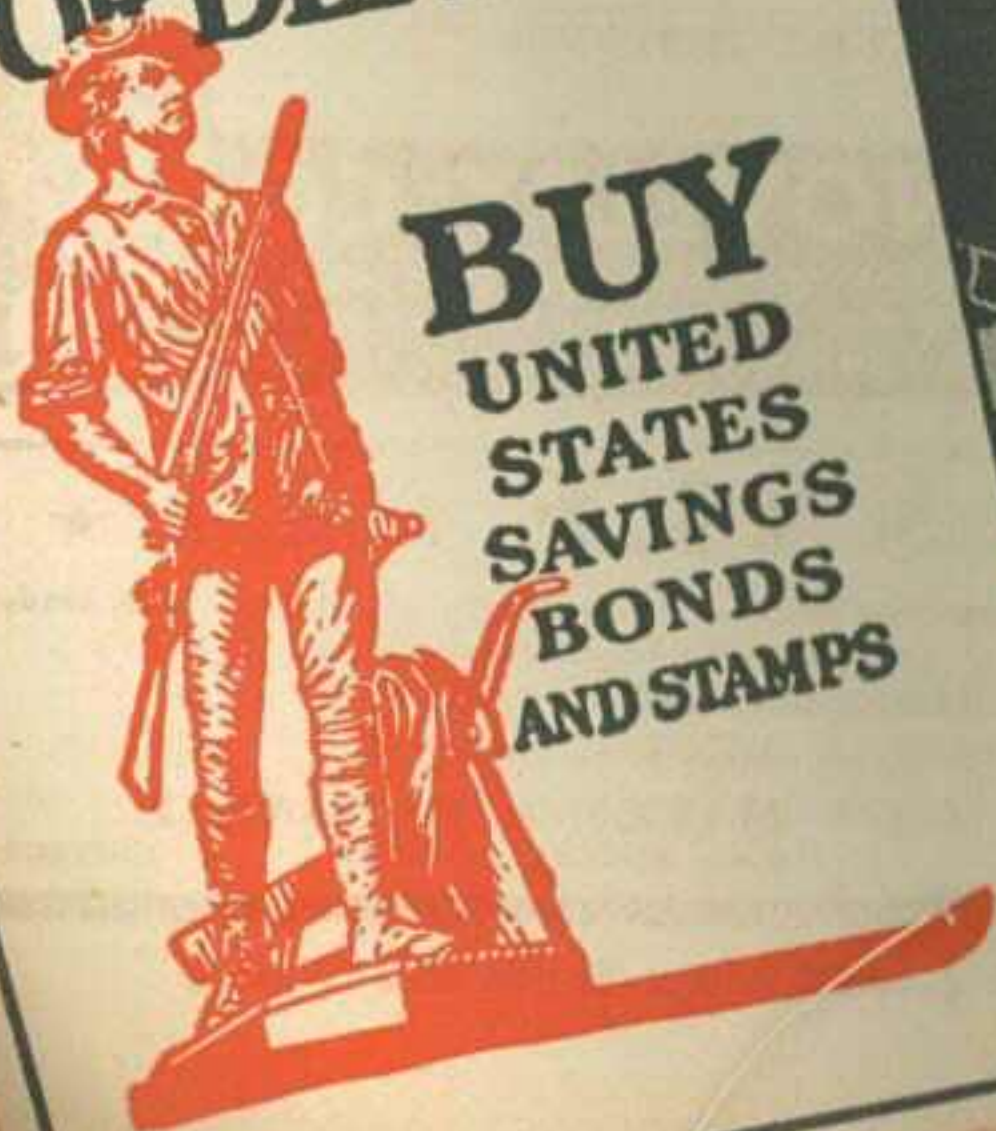


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