

The Billboard

The World's Foremost Amusement Weekly

JANUARY 17, 1942

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1941—169,406

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LEGIT ATTENDANCE AVE. UP

EDITORIAL

Pity the Poor Customer

A MINOR change in Broadway legit houses this season calls to mind once again the whole question of customer comfort in play emporiums. The innovation is merely the sale between acts of Coca-Cola instead of that horrific witches' brew that used to be called lemonade by its hawkers. It's an infinitesimal change, of course, but it suggests that perhaps the procedure of customer-insulting in our legit theaters may not be quite so hidebound as was supposed.

In film palaces every effort is made to cause the patron to feel himself a cross between Croesus and King Solomon.

In legit houses, on the other hand, the customer finds practically everything wrong. The box-office boys have come in for the major part of the name-calling, but actually they're only a minor angle; most treasurers do amazingly fine jobs considering the conditions under which they work. However, every hit should have a multiplicity of box offices to handle its lines, even if it means building an extra ticket booth in the lobby.

Once in, the customer is assaulted by a hat-check boy or girl, one of a group that seems to have been recruited entirely from the ranks of Murder, Inc. He is then shown to a seat that is far too hard and too narrow for comfort. The rows are so close that his knees press bleakly into the hard back of the seat in front. If he is off the aisle he has to climb over a series of cramped knees to get in and out; if he is on the aisle his feet are enthusiastically trodden by passing occupants of the inner pews. And usually the show starts 10, 15 or even 20 minutes after the advertised time, which gives him plenty of time to curse himself for having come in the first place.

At intermissions the patron who wishes to smoke is herded with his fellows either into a packed lobby that is chill with blasting breezes or into a usually too-small lounge filled with threadbare relics of former plays. Some theaters don't even provide a common lounge for men and women. And at the end of the performance, if he has been unwary enough to leave his coat with the assassin who demanded it, he has to wait on a long line and pay a tip for the privilege of having his property thrown at him.

Something should definitely be done, too, about theater managements that leave up the house signs for plays that have departed months before, sad and mute reminders to every passer-by that the legitimate theater is the most slipshod mess that has ever masqueraded as a business.

Now that the frightful brews known as lemonade have been tossed into the rain-barrel from which, years ago, they were dipped, maybe something can be done about the other things. Let's hope so.

Legit Prepares For Emergencies

NEW YORK, Jan. 10.—First organized group action of the legit stage on how to act in emergencies arising out of the war took place Thursday (8) when operating bodies of the theater, including the League of New York Theaters, Dramatists' Guild, Actors' Equity, stagehands' union and the Theatrical Managers got together at the call of the League for preliminary discussion.

James Reilly, executive secretary of the League, said that no proposals are being made or plans formulated until the representatives of the various unions report back to their governing bodies for permission to be on the board. A formal policy meeting will be held Thursday (15).

Purpose of the group, Reilly said, was to have a standing body "ready to act with authority" in case of any emergency. Only union which didn't answer the call for a representative was the musicians' union, Reilly said. Local 802 is the only theatrical union with which the League does not have a basic agreement.

Showbiz Called Civilian Activity In Allocating Critical Materials

By EDGAR M. JONES

Another in a series of articles 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. 10.—Defense authorities indicated this week that show business will be considered an ordinary civilian activity when questions of allocating critical materials are to be settled. This is especially true for tires, automotive vehicles, Manila hemp and canvas. While there is general agreement that amusements are essential to civilian and military morale, there is a sharp division whether any particular type of amusement can be considered "essential."

Recently the publishers of Sunday newspaper supplements filed a brief with defense officials claiming essential status because the comic sections of the newspapers contributed to civilian and military morale. Object of this claim was to obtain chrome for the color processes

Equity Amendment Forbidding Subversives Is Voted Down

NEW YORK, Jan. 10.—Despite the vote of 122 to 101 favoring a constitutional amendment forbidding Communists, Nazis, Fascists or their sympathizers from holding office or paid positions in Actors' Equity Association, Equity today announced that "the proposed amendment failed of adoption" because of the lack of a two-thirds vote of senior resident members at the meeting held yesterday at Hotel Astor.

At the same time, Donald Foster, chairman of the voting tellers, said: "We regret the smallness of the vote cast, showing a lack of interest by the membership." Out of 412 members attending the meeting, only 237 ballots were cast, the others being disqualified because they hold junior, non-voting memberships or are not paid up in dues. Fourteen ballots were voided.

The amendment will probably be submitted to a general mail referendum. Concerning the actions of meetings attended by less than 750 voting members,

Stem Shows Better Than at Any Time in 11-Year Period; Total Attendance Index Best Since '31

NEW YORK, Jan. 10.—Average attendance at Broadway legit productions for the 1940-'41 season leaped over the previous season's mark to reach an 11-year high, according to a check made thru the New York Theater Program Corporation, which supplies playbills to all commercial Broadway legit theaters. Reason

for the jump in the average column is seen in the drop of number of productions from 97 in 1939-'40 to 81 in 1940-'41, while the total attendance figure mounted from 8,771,300 to 9,200,000, a rise of 428,900. Average run of shows rose above the level of any one season for the past 11 years, the only one in the

Legit Attendance Trends for 11 Years

Season	Attendance Trend	No. of Productions	Average Run (Performances)	Average Attendance
1930-'31	12,000,300	226	60	53,098
1931-'32	9,900,000	225	60	40,000
1932-'33	8,000,000	212	59	37,735
1933-'34	8,000,000	154	55	51,948
1934-'35	9,000,000	189	60	47,619
1935-'36	9,000,000	138	80	65,217
1936-'37	8,651,000	125	81	69,208
1937-'38	8,554,000	110	84	77,764
1938-'39	8,485,000	110	85	77,136
1939-'40	8,771,300	97	80	90,426
1940-'41	9,200,000	81	89	113,580

11-year period including 1930-'31 when the total attendance was greater than in 1940-'41.

The statistics on programs cannot be considered actual attendance computations, they closely approximate patronage trends over a long period, since the wastage allowance per season remains proportionately about the same. Programs are ordered only one week in advance at most, making the discount for waste as small as possible.

Total attendance has not seen any violent fluctuation since the 1934-'35 season, when patronage was boosted by a million over the previous year. Broadway change came in 1931-'32, when a three million drop from the year before (See LEGIT AVE. UP on page 27)

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Girl Line Producers Flourishing In Niteries, Club Dates in Chi; \$25-\$40 Salary; Specialty Extra

CHICAGO, Jan. 10.—Within the last year the management of girl lines has grown into a flourishing business in this area. More than 20 organized groups are under the guidance of local producers, each line in heavy demand. Producers here see room for additional lines, but the unwillingness of many chorus gals to leave home territory checks the success of such a possibility.

Because both large and small spots want girls for production numbers, and because most club dates can use a line, the demand of good dancing girls is always greater than the supply.

Jack Irving, local rep of American Guild of Variety Artists, says union minimums are being maintained, and that they are the best chorus salaries in effect here in years. "A" spots have a \$40-a-week minimum, with \$10 extra for a girl singing in a specialty. "B" spots pay \$30, plus \$10 for a specialty. "C" spots have a \$25 minimum, with \$5 extra for a specialty. Club dates bring \$7.50 for line work and \$10 if doubling on a specialty.

Selma Marlowe, dancer, is now specializing as a line producer, having one Starlet group at Harry's New Yorker here and another at the Roosevelt Hotel, New Orleans. Each has six girls. Winnie Hoveler, still working in her own line, is back with her six-girl troupe at the local Hi Hat. She recently organized another sextet which started at Barone's, near North Side spot, but disbanded following the job, the girls refusing to work out-of-town dates.

Dorothy Dorben has an eight-girl line working in the Edgewater Beach Hotel and another specializing on club dates. Ted and Mary Taft, dance team, are working on two lines on the side. Both come from the late Muriel Kretlow dance school. Margaret Faber's line had a long run at the 606 Club and is now working in the East. Specializing on jobs in the smaller cafes here and in neighboring States are Vee Ames, with two lines; Flo Whitman, two lines; Betty

Co-Eds, Bobette Whirley and Dorothy Keith, among others.

Harriet Smith, former Edgewater Beach Hotel producer, has two lines, six and four girls respectively. The four-some is in at the Bismarck Tavern for an indefinite run, while her sextet will return to the Bismarck's Walnut Room in February.

Merriell Abbott, Palmer House producer, has her well-known dozen girls in the hotel's Empire Room, while another octet is working foreign countries. It is now in Mexico City following an engagement at the Copacabana in Rio de Janeiro.

Dorothy Byton, local line producer, specializes in both club date and location jobs. She has several lines playing local hotels and one-nighters as well as fair engagements during the season.

Dorothy Hild, whose girls work the Chicago Theater, takes a line on the road for theater jobs when the Chicago is using band units. Virginia LaVerne, St. Louis producer, recently invaded the city with eight girls, now at the Colony Club. Agent Ez Keough is working on dates to follow.

Other girl line specialists here are Fred Evans and Sammy Rose, whose current interests are centered around the stock choruses at the Chez Paree and Rumba Casino respectively.

"Blossom Time" Good, Bad

MINNEAPOLIS, Jan. 10.—Three performances of *Blossom Time*, starring Everett Marshall, drew \$4,500 December 26-27, Leo Murray, manager of the Lyceum Theater here, said. The b. o. was a rebound from the poor showing recorded by *My Sister Eileen*, which hit this town just a few days after Pearl Harbor.

At the St. Paul Auditorium, *Blossom Time*, playing one performance on Christmas Day, drew a poor gross—considerably under \$1,000, it was estimated.

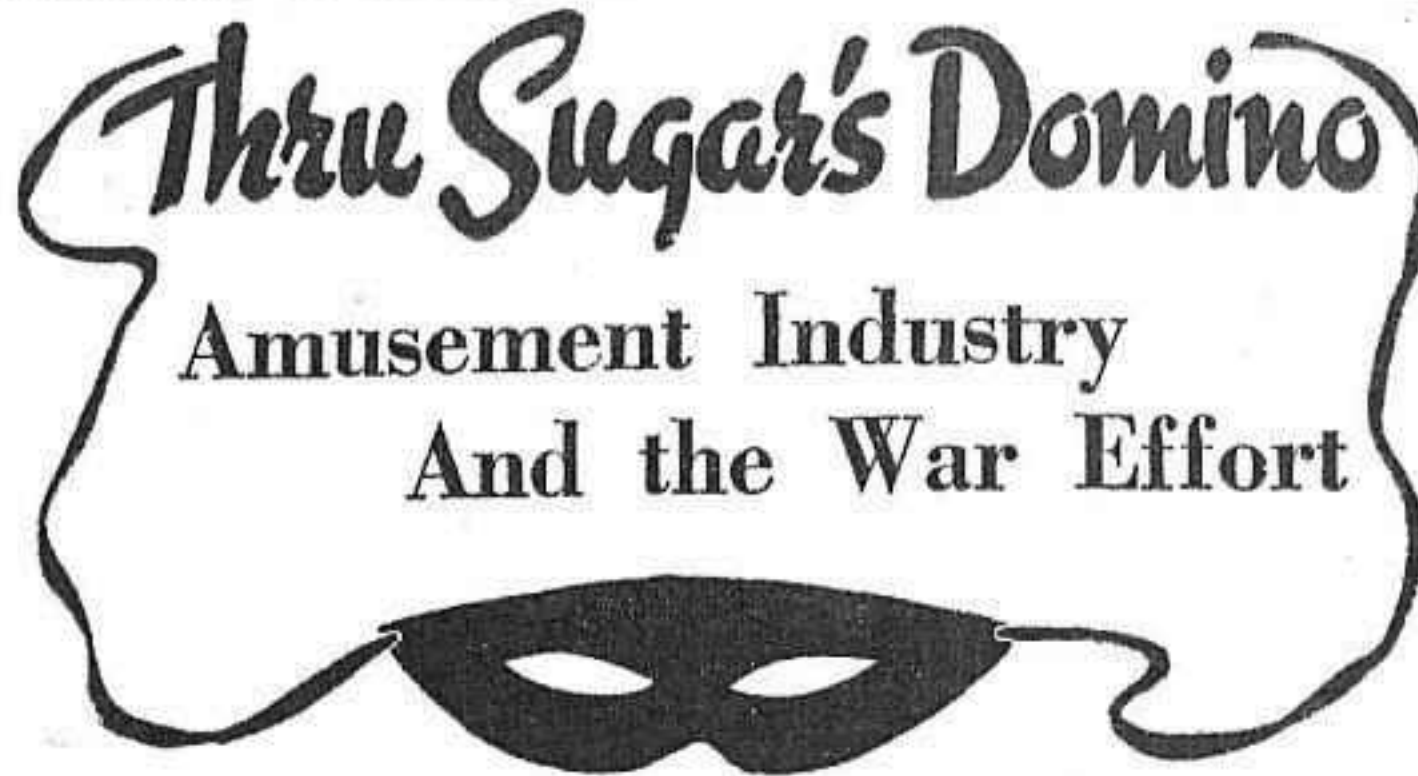
"Eileen" 5G in Denver

DENVER, Jan. 10.—With some of the coldest weather this city has experienced in years, *My Sister Eileen* managed to hit a \$5,000 gross for one matinee and two evening performances December 31 and January 1 at the Municipal Auditorium. Weather, plus many other attractions in town New Year's Eve, hit that gross. Prices were scaled from 56 cents to \$2.80.

Brazil Plans Huge Entertainment Project; To Use U. S. Name Bands

RIO DE JANEIRO, Jan. 3.—One of the largest construction programs devoted to amusements and the tourist trade in general is well under way in the city of Petropolis, a resort high in the mountains about an hour's drive from Rio. On an area of over 6,000,000 square meters will be erected an International Center of Brazil, plans calling for one of the largest and most modern hotels in the world, a Casino, Winter Garden, radio station, two ice rinks (one for the public and another in the grillroom for ice revues), two swimming pools, golf courses, tennis, volley and basketball courts, rifle ranges, bridle paths and every known sport to attract the tourist trade.

The Hotel da Quintandinha will house a large grillroom, plans calling for a fully equipped stage in the room, the size of which will be capable of playing any type of attraction, the feature being a revolving stage and an ice rink. Room will have a dance floor accommodating 1,000 persons. A generous budget is be-



This is one time we venture an opinion and sincerely hope we are wrong. There is room for uncertainty because what we complain about is as intangible as anything can possibly be. We find that despite all the hullabaloo raised when the Japs first attacked by most of us with voices that boom and pens that feed presses, the average man, woman and child is doing very little to promote the war effort. This has as strong an application to the show business as any other business, trade or profession. It is true that a number of showmen, actors, theatrical supply people and varied others included in the category of amusements have purchased bonds, enrolled as air-raid wardens and accepted places on committees to boost this, that or the other activity of the various governmental departments, federal and State. It is also true that the spirit of the people is favorable; that there is great unity and hardly any of the hysteria that was engendered by George Creel, President Wilson's ace propagandist during the first World War.

All this conceded, the fact remains that we as one get the definite impression that the war effort, as residing in the people, has hit a snag. It is stymied and we hope this is merely temporary.

Big Minne Eve

MINNEAPOLIS, Jan. 10.—The Twin Cities went all out in observing New Year's Eve. Night club operators, hotel men and theater owners reported the public spent as it hasn't in many years. Entertainment men did not take advantage of the situation to up their prices, holding to the usual New Year's Eve tariff plus cost of the federal tax. Prices ranged from \$2.50 to \$7.35 per person, with food, drink, entertainment and noisemakers included.

Something will have to be done about it. Either by the people, who will be stirred into action by some dramatic event, or by the government, which will take measures to dissipate the inertia. Something will have to happen if we are to win this war; if we are to win it with a minimum of lives lost and with as little privation as possible for those who always suffer the most from wars—the common people. The selfsame people, incidentally, who form the backbone of the amusement industry's patronage.

Any one of you reading this effusion can make an impressive list, we are sure, of persons all around you, including your friends and relatives, who aside from spending a few dollars on bonds and knitting a few socks and rolling a few bandages are just as far removed from the war effort as Japan used to be from the United States. This is an unhealthy condition. But it is by no means hopeless. There is still time to correct it, but the sooner it is done the better.

The amusement industry has come to the fore nicely so far as public relations are concerned. The film industry is in close co-operation with the government; so is the radio industry. The various other branches—legit, carnivals, circus, parks, vaudeville, cafes—are also finding places for themselves in various ways in the movement to help sell bonds and foster defense production. But the trouble with this is that the effort is restricted to the leaders. The men and women in the ranks are not yet touched. And they should be without delay.

This war is not a pleasant little game played on a table with maps, pins and tin soldiers. It is a fight to the death for the existence of a free people—from the arctic wastes of Canada to the southernmost tip of South America—and in spots all over the troubled earth where democratic nations function still. We cannot wait until we are knee-deep in rubble like London to enlist everybody in the effort to save their homes, preserve their ideals and their lives as well. To wait would be too late. We have got to pitch into it—all of amusements—and do far more than Uncle Sam expects us to in the greatest crisis since the War for Independence.

Every branch of amusements should have a council of war. Every branch should be linked with its sisters in a grand council of war. The individual should be subjugated to the general welfare of all. Every worker, employee and every band leader, musician, acrobat, actor, technician and promoter should be given some assignment of a definite character—all tied up with national defense. It was so among farmers, artisans and others during the war that gave birth to the 13 free States; it has to be so this time while 48 free States are fighting for their safety, unity and the liberty of their citizens.

Washington is not too busy to lend its aid to such an effort. It will welcome it, of course. The leaders of amusements should take the first steps. The hundreds of thousands in the amusement industry will follow. But they need leadership which can come only from those at the top of the pyramid. There is plenty to be done. More than there are hours in the day to do it. Let's Go!

TONY PASTOR

(This Week's Cover Subject)

AFTER a successful six weeks at the Log Cabin Farms, Armonk, N. Y., Tony Pastor is now back at one of the early scenes of his band-leading success, the Hotel Lincoln, New York, where he played a seven-month engagement soon after forming his present orchestra.

Pastor took up the saxophone at the age of 16 and a year later was on the professional "big time," as vocalist and sideman with Irving Aaronson's Commanders. After three years with Aaronson, he opened his own niterie in Hartford, Conn., and led the band in the place. The depression came four years later and Pastor found himself a musician again, playing with Smith Balfew, Joe Venuti, Vincent Lopez and finally Artie Shaw.

After the Shaw band broke up—following the famous Hotel Pennsylvania, New York, incident—Pastor struck out on his own, leading an outfit composed largely of ex-Shaw musicians. A tour of one-nighters, followed by seven months at New York's Hotel Lincoln, with five NBC air shots a week, brought Pastor a four-week engagement at the Paramount Theater, New York.

The band has made more NBC transcriptions than any other similar outfit. It holds a record at George Hamid's Million-Dollar Pier, Atlantic City. It was selected by the Canadian Government to play the Canadian National Exhibition in Toronto last year. Its Bluebird recording of "Let's Do It" has sold over 85,000 copies. In other words, the name Pastor means something at the gate.

Featured with the band are Eugenie Baird, Johnny McAfee, Stubby Pastor and Johnny (Paradiddle Joe) Morris. Tony, of course, does much of the vocalizing. Booking by Consolidated Radio Artists, Inc.

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Col. Lecture Bureau From MCA to Leigh

NEW YORK, Jan. 10.—Columbia Lecture Bureau, a Music Corporation of America subsidiary acquired during the recent sale of the CBS Artist Bureau, was disposed of by MCA to W. Colston Leigh, Inc., Monday. The price was not disclosed. Leigh and Charlie Miller, MCA vice-president consummated the deal.

Deal calls for a flat sum and makes provision for MCA to continue the bureau in the event that all lecturers do not go along with the new management. In that event, MCA will handle the rebels, but Leigh will act as agent for all engagements obtained by them. No per capita deal was necessary under that procedure.

Sale is now in effect, and Leigh takes over all bookings made by the Columbia personnel.

Leigh will take over as much of the Columbia personnel as he is able to absorb. Among them are included those that handled the management end, a majority of the sales force, and the entire routing department. The taking over of most of the personnel was one of the conditions of the sale.

Continuation of the Columbia Lecture Bureau by MCA is looked upon as a smart legal wrinkle, as previous artist bureau sales have enabled performers to slide out and make new affiliations.

The Columbia holdings were among the largest of the lecture agencies. Included in the line-up were Quentin Reynolds, Carl Sandburg, William L. Shirer, Elmer Davis, Edmond Taylor, Norman Thomas, Louis Untermeyer, Freda Utey, Jane Cowl, Margaret Bourke-White, Erskine Caldwell, Albert Warner, Linton Wells, William L. White, James R. Young, J. P. McEvoy, Lisa Sergio, C. W. Sorenson, Strickland Gillian, Lee Simonson, John Anderson, Kenneth T. Downs, Don Cossack Chorus, Dick Fishell and Fray and Braggiotti.

Columbia Lecture Bureau was one of the sub-divisions of the Columbia Artists Bureau, which was acquired by MCA during the summer along with the Artist Bureau. The Columbia Concert Bureau, another division, was obtained by Arthur L. Judson.

Military Ballet

PHILADELPHIA, Jan. 10.—Because of decimation of her Littlefield Ballet Company by the army, navy and marines, Catherine Littlefield has decided to cancel an eight-week tour thru the West and Middle West for her ballet troupe.

Already tapped by the services are Carl Littlefield, Bill Lane, Leo Senweska, Charles Baker, Mat Sullivan, Bill Blake, Erik Giles, Bill Hecht, Raoul Arion and Rudy D'Alessandro. As a result, Miss Littlefield is reorganizing her troupe to include six males, all under enlistment age, and 20 girls, and will carry on locally.

Cossacks Okay in B'dg'port

BRIDGEPORT, Conn., Jan. 10.—General Platoff and His Don Cossack Chorus, in for one performance at the Klein Memorial here Sunday (4), did fairly well with a gross of \$1,415. Alex Templeton in tomorrow (11). Cornelia Otis Skinner in for one performance January 19 in Theater.

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

LA MERI—dance recitalist specializing in foreign forms, with present emphasis on the East Indian, who performed with her group recently in a one-night showing at the Guild Theater, New York. Her Indian dances are not only expert but also highly amusing, and should prove an extraordinarily effective novelty in a revue. They are made understandable to the average patron—and their humorous effect is greatly increased—by spoken explanations given by La Meri before each number. The explanations are as amusing and charming as the dances themselves.

JUNE EDWARDS—top-rank contortionist whose work would prove a standout if properly spotted in a Broadway musical. Tricks are far above average, and execution is graceful and highly effective. She was caught recently with the Ted Lewis unit at the Oriental Theater, Chicago, where the response to her work was sold. She's a young and very attractive brunette who makes a lovely appearance.

Dinah Shore, Yvette Switch Agents

NEW YORK, Jan. 10.—Dinah Shore has notified the General Amusement Corporation and the National Concert and Artists' Corporation (formerly NBC Artists' Bureau) that they will no longer be empowered to act as her agents. No successor has yet been designated. At GAC it was said that the matter would go to arbitration. No steps to form a panel have yet been taken.

Reason for the switch is said to be the payment of duplicate commissions to GAC and NBC. NBC Artists' Bureau was later sold to former bureau execs and will be known as National Concert and Artists Corporation.

Ruling of the American Federation of Radio Artists allow artists to break away from an agency when the office is sold. GAC says that its contract with Miss Shore is effective until August 31, 1942. Deal was originally signed September 1, 1939. A similar contract was made with NBC at the same time.

Simultaneously Yvette changed affiliation from the NBC Artists' Bureau to the William Morris Agency. Yvette was able to switch on two counts, infancy and the bureau sale.

At AFRA it was said that other artists are in the process of making adjustments in their contracts, but officials declined to reveal names.

Colored Performers Featured in Minne

MINNEAPOLIS, Jan. 10.—Sepia performers, for the first time in this community's history, dominate the entertainment spotlight thruout the city. At four of the seven most important entertainment houses in Minneapolis colored actors hold sway.

The Ink Spots and Erskine Hawkins's orchestra headline the Orpheum Theater stagershow. Johnson and Dean are sepia terptsters at Curly's nitery. The Kit Kats, band and floorshow, made up entirely of colored entertainers, are at the Happy Hour nitery. The Lyceum Theater, legit house, brings in Canada Lee for four performances of *Native Son* Monday thru Wednesday.

First Big Roller Skating Revue Opens in Balto to Fine Response

A roller skating revue presented by Harold Steinhman, production under supervision of Jesse Kaye and Sam Shayon for Fanchon & Marco. Staged and directed by Gae Foster. Music and lyrics by Victor Mizzy and Irving Taylor. Costumes designed by Joan Personette. Lighting and special effects by Arthur Knorr. Orchestration and arrangements by Frank Ventre and Hal Beckett. Orchestra under Jay Freeman. Publicity by Bill Doll and Samuel J. Friedman. Admission prices: 55 cents, 85 cents, \$1.10 and \$1.65.

BALTIMORE, Jan. 10.—This roller skating extravaganza, *Roller Follies of 1942*, should prove to be a huge success judging by the enthusiastic reception of the first-night audience at the Coliseum Wednesday, December 7. It was announced as the first professional roller-skating show and, allowing for some miscues and off-timing, the opening performance clicked beautifully. There is skating of every type and description, solo, duets, trios and ensemble groups. The costuming is beautiful to the nth degree. However, show ran over three hours and should be cut.

There was a good crowd on hand as the opening number got under way. The chorus, 24 girls, and 10 boys, as cheerleaders, rolled into the huge arena in formation, followed by skating in groups of two and then three in graceful arrangements. Also scored with a jitterbug routine and bowed off with a good train imitation.

Ronnie and Jay present a brief skating exhibition, followed by a bit of humor with Nina and Hank, latter working in a mule's costume. Provoked many laughs by flirting with feminine holders of the front row seats.

Three chorus girls then performed graceful skating gyrations both forward and in reverse. Teams of Ray Leone and Eleanor Emanuel, Linda Simmons and Hugh Thomas clicked nicely with competitive skating in which dangerous lifts and spins are executed. Also selected several customers for a free spin, which resulted in laughs for the audience.

The Rollerettes return for the beautiful chorus number, *Symphony in Pink*. The eye-appealing girls are equipped with fans for a typical Foster routine. Chorines skate in and out of attractive formations and, with the aid of fans, this weaving rhythm forms a truly effective sight.

Durkin and Hughes form a nice-looking couple who score easily in a skating waltz. Graceful precision and co-ordination. At this point a bit of bedlam breaks loose as the chorus boys furiously skate in and out of bottles, leap over chairs and tables, while Gordon Flinigan then leaps over a row of seven bent backs of his colleagues as well as a table and occupants. An Oriental Slave Dance, by Mary Allen and Jack Wilcox next, presents acro lifts and spins.

The only member of the cast not on skates, Buster West, provides the most comedy. He got a terrific hand for his amusing antics, using girl and man as stooges. West is outstanding for his funny contortions and comedy dances. Also uses trick mike and piano. Gloria

Nord, blond looker, prettily solos in a graceful waltz and returns to score nicely with a difficult routine at high speed.

Art Alsasser executes his specialty, that of the human pinwheel. He receives a big hand by making it more difficult as he spins like a top, first on one leg, then two. The first act is concluded as the entire company rolls out in colorful Cuban costumes for conga and tango skate dances.

Act two is opened by the entire company in a farm setting, with wheelbarrow, milking costumes and all, to form a background for a clever eccentric hillbilly dance by Lucille Page. She returns later to perform a more effective torrid torso-tossing routine, using double-jointed actions to good advantage. The farming picture is completed by Monroe and Grant, using trampoline disguised as a hay wagon. These boys provide good fun while bouncing singly and together.

Additional thrills are provided by Lew Testa as he risks his neck with high-speed trick-skating. He gets a big hand for his difficult stunts, including side skating and tap skating, followed by a sophisticated routine smoothly performed by Hughes and Flinigan outfitted in top hat and tails. Ballard and Raye registered solidly as a pair of drunks. Their acro would be difficult even without skates, as they execute back flips, handstands, shoulder lifts and cartwheels.

A beautiful original song, *Invitation to a Dream*, forms the background for a Cinderella story. This is a beautiful scene with lovely Gloria Nord as Cinderella and Ted Sokol as Prince Charming, while the entire chorus pairs up for a mass couple skating exhibition.

Bobby May, skating juggler, adds a unique touch with his spinning three and four Indian clubs and numerous rubber balls while circling the arena. Bowed off to heavy applause after playing the drums by bouncing balls while executing head stand atop a table.

A stirring finale to *Keep 'Em Rolling* finds the entire company marching on wheels in regimental costumes and formations. It's a clever finish and in tune with the times.

All introductions are handled from the orchestra stage by Ben Klassen, who also registers well with several vocals. The orchestra, under Jay Freeman, does a bang-up job. Phil Lehman.

Canada Bans Price Rises for Niteries

REGINA, Sask., Jan. 10.—Despite increases in the cost of living, no increases in prices of entertainment establishments were allowed New Year's Eve without special permission of the Canadian Wartime Prices and Trade Board.

Movies and theaters were not permitted to charge prices higher than those prevailing on New Year's Eve last year, plus the increased federal amusement tax, unless they were providing more expensive entertainment than last year.

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CHAIN BROADCASTING WAR

Mutual Sues NBC for 10 Million Under Sherman Anti-Trust Act; NBC Divests Itself of Blue Net

NEW YORK, Jan. 10.—Mutual Broadcasting System and six affiliated stations today filed suit for \$10,275,000 damages against the Radio Corporation of America and the National Broadcasting Company. The action, taken under the Sherman Anti-Trust Act, follows by one day the announcement of separation of the NBC Red and Blue networks and formation of a new company, Blue Network, Inc., announced yesterday by David Sarnoff, president of Radio Corporation of America.

The Mutual suit, filed in the United States District Court of Chicago by MBS; WGN, Chicago; WOR, New York; WOL, Washington; WGRC, Louisville; WHBF, Rock Island, and KWK, St. Louis, charges RCA, NBC and its officers with engaging in "unlawful conspiracy among themselves and with third persons, to injure plaintiffs by hindering and restricting Mutual freely and fairly to compete in the transmission in interstate commerce of nationwide network programs." Plaintiffs claim damages of \$3,425,000, but seek a judgment for three times this amount, together with attorney's fees and costs. Plaintiffs also seek an injunction against the alleged restrictive actions of RCA and NBC.

Suit attacks the chain-station contracts between NBC and its affiliates, charging that exclusive contracts with regard to options do not permit stations to freely choose programs—this situation allegedly injuring both Mutual and its affiliates, and depriving many listeners of programs.

Probing further, Mutual's suit attacks the validity of contracts between the Blue network and Blue affiliates in cities which have less than four stations of comparable facilities. MBS claim is that clauses in these contracts bar the stations from selling hours to Mutual, despite fact that only a small fraction of stations' hours are used by the Blue network.

Mutual, in attempting to show that competition is stifled, claims that in many cities NBC controls two out of three stations, with CBS controlling the other. Typical spots where there are three or less stations, where NBC has Toledo, Miami; Jackson, Miss.; Houston, Birmingham; Tulsa, Okla.; Salt Lake City, Des Moines; Charlotte, N. C.; Columbia, S. C.; Manchester, N. H.; Mem-

phis; Spokane, Wash.; Providence, R. I.; and Richmond, Va.

This condition, according to Mutual, threatens its existence and entails loss of revenue to its stations.

A statement issued by MBS, reviewing its reasons for the suit, gives the history of the FCC monopoly probe and the monopoly report, mentioning that NBC and CBS attacked the jurisdiction of the commission in regard to the FCC's new formula for network broadcasting. "This injunction action by NBC and CBS comes before a three-judge Federal Court in New York City Monday (12).

Mutual, questioned as to an opinion regarding NBC's action divesting itself of the Blue network, was not very communicative, but pointed out that "they (RCA) still have two nets and Niles Trammel, president of the National Broadcasting Company, is still connected with two networks."

AFRA-Web Wage Talk in 7 Months

NEW YORK, Jan. 10.—American Federation of Radio Artists in seven or eight months will probably reopen negotiations with the chains for an increase in scale salaries for AFRA members.

Clause in the AFRA-web contract provides for this when the Government Index shows a 10-point increase in the cost of living.

According to AFRA execs, there is no indication currently as to how much of an increased scale the union may ask for its members—the union stating that this would have to be carefully estimated when negotiations open next September or thereabouts.

Union points out that some stations and webs—Columbia Broadcasting System included—have already increased wages in order to meet living costs, but in most instances these increases have been for non-union personnel, angle being that the union will take care of its members.

WBBM Starts School To Train Technical Men

CHICAGO, Jan. 10.—To avoid a dangerous shortage of technical help, WBBM, local CBS outlet, has started a school to train radio technicians and telegraph operators. Objective is to train young men prior to their induction into the army or men ineligible for military service who can contribute to home defense.

The courses are free and run 13 weeks. CBS engineering staff conducts the classes.

Advertisers, Agencies, Stations

NEW YORK:
CELANESE CORPORATION has added six stations to its Columbia network program, *Great Moments in Music*, the net now totaling 57 stations. . . . WOR Monday (12) took its mikes to the annual convention of the Institute of Radio Engineers, meeting at the Hotel Commodore. Dave Driscoll interviewed some of the technicians. . . . Eighteen NBC-Red stations have been added to the network carrying Ralph Edwards's *Truth or Consequences*, hook-up now totaling 63 outlets. . . . Ian Wythe Williams, son of Wythe Williams, has joined NBC's International Division. . . . Edwin M. Schneberg, formerly a radio copywriter with N. W. Ayer, has joined Compton Advertising, Inc., in a similar capacity. . . . Carter Products, Inc., has renewed *Inner Sanctum Mystery*, thru Stack-Goble, on the NBC-Blue network. . . . The Bayer Company has renewed *American Album of Familiar Music*, over 68 NBC-Red stations, Sundays, 9:30-10 p.m., effective for another year February 1. . . . Anacin Company, sponsoring a

Stripper Comes to WIP—But Keeps Buttoned Up

PHILADELPHIA, Jan. 10.—Ann Corio, the Duse of strip, who shelved burlesque to play the leading role in *White Cargo*, legit stage attraction current at the Walnut Street Theater here, a part that is chiefly notable for its abbreviated costume, attracted the largest crowd of pop-eyed curiosity seekers when she appeared on the Joe Frassetto program at WIP the other day. She wore a mink coat all thru the air show, not even unbuttoning it, despite the fact that the studio was running a high temperature.

WCAU Talent Policy Producing Results

PHILADELPHIA, Jan. 10.—Long-range talent policy fostered at WCAU by Stan Lee Broza, program director, has again paid off big dividends. And the gravy goes to talent fostered here, with station content to come in only for credit bows. New year finds three performers, discovered by Broza and weaned on WCAU, stepping into big-time. Trio stepping out are Frances Smith, who after several network guest shots, opens this week at New York's Cafe Society Downtown; Gil Newsome, who has copped the emcee spot on Coca-Cola's *Spotlight the Band* series; and Sonny Saunders, who has taken over the male vocal chores with Harry James's orchestra.

Confident that he is on the right track, Broza will continue practice of paying sustaining talent on WCAU.

WXYZ Defense Bond Show Collects \$148,098

DETROIT, Jan. 10.—Something of a record for cash listener response was set by a special one-hour studio show staged by WXYZ for the sale of Defense Bonds. Total pledged was \$148,098.

Of this sum at least \$56,000 came from show business itself. Contributors included IATSE local, \$10,000; Detroit Federation of Musicians, \$10,000; Harry Heolman, announcer and WXYZ official, \$1,200; George W. Trendle and John H. Kunsky, owners of the station and formerly of the principal chain of Detroit theaters, \$25,000 and \$10,000 respectively.

KQW Personnel Wages Up

SAN FRANCISCO, Jan. 10.—Adjustments in the salary section of the KQW contract to conform with the station's recent affiliation with CBS have been agreed to at a meeting of the station's representatives and Claude L. McQue, executive secretary of AFRA.

AFRA has also opened negotiations with KLX, Oakland, for a contract covering announcers and performers and for a renewal of its contract with KROW, Oakland.

New Blue Network Board, Personnel Set-Up Completed

NEW YORK, Jan. 10.—David Sarnoff, president of Radio Corporation of America, yesterday announced formation of Blue Network Company, Inc., a wholly-owned subsidiary of RCA. Papers of incorporation were filed at Dover, Del. This company will operate the Blue network and will own and manage WJZ in New York; WENR, Chicago, and KGO, San Francisco. Affiliates will total more than 100.

Blue Network, Inc., will continue the programs and business of the Blue network division of NBC, and will be supervised by much of the same personnel. Mark Woods, heretofore vice-president and treasurer of NBC, will be president of the Blue Network Company, Inc., with Edgar Kobak, previously NBC vice-president in charge of the Blue sales, as executive vice-president.

Niles Traummel, president of the National Broadcasting Company, continues in that capacity, and is also chairman of the new company's executive committee, which also includes Woods and Kobak.

After a conference of execs today (10), the board of directors and the operating personnel of the new company were announced. Board includes Woods, Kobak, Lunceford P. Yandell, George S. De Sousa, John Hayes Hammond Jr., Joseph V. Hefferman and Charles B. Jolliffe.

Personnel of the new company includes Phillips Carlin, vice-president in charge of the programs; Keith Kiggins, vice-president in charge of the stations; Lunceford P. Yandell, vice-president and treasurer; Fred M. Thrower Jr., sales manager; E. R. Borroff, vice-president in charge of central division; George M. Benson, Eastern sales manager; Edward F. Evans, research manager; George Milne, chief engineer; E. P. H. James, director of advertising, publicity and promotion; Earl Mullin, press chief; Murray B. Grabhorn, national spot sales manager; E. Hauser, sales promotion manager; Dorothy Kemble, continuity acceptance editor; Tracy Moore, Western sales manager; John H. Norton Jr., station relations manager; Charles E. Rynd, sales service manager; Robert Saudek, assistant to the executive vice-president (Kobak); James Stirton, central division program manager; D. B. Van Houten, office manager; John H. McNeil, manager of the WJZ.

New Blue network is now temporarily under management of RCA, but is soon expected to be sold, Dillon Read & Company having already started negotiations with RCA toward that end.

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Upon receipt, the packet will be dated and filed away under your name.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

AFM Talks Scales With KYW, WCAU and WFIL

PHILADELPHIA, Jan. 10.—Local musicians' union starts huddling with WCAU, KYW and WFIL this Thursday (15) for new music contracts. No trouble anticipated, with negotiations to center rather on setting up a scale for FM broadcasting. Both WCAU and WFIL operate FM stations, and until now union has permitted regular studio musicians to handle FM shows. However, union rule forbids doubling, and union will seek separate studio bands for the FM outlets. Wage scale and number of men to be sought will be considerably under that required for the regular bands station.

Kids' Info Complete

LINCOLN, Neb., Jan. 10.—When Jack Hitchcock took over KPOR's Sunday session of reading the comics from the newspapers for the kiddies, he thought it would be a good mail producer and interest garner to have the kids send him in jokes—which he would read over the air.

His first mail brought 22 letters, and only two of the 22 stories submitted, from kids who gave their ages as 11 and under, were clean enough to air.



Radio Talent New York

By JERRY LESSER

I PREDICT the show authored by LEW LIPTON AND HARRY IRVING will be up there with the top ones as soon as it is aired. IRVING, incidentally, is the writer with CHARLES MOSCONI of *The Owl Diner*, in which we have more than a rooting interest. . . . GLADYS CLARK is again back in radio after an 11-month siege with a shoulder fracture. . . . Radio is going back to the theater, whence so many of its players originated. The following radio people will be seen in the forthcoming Broadway show, *All in Favor*, next month. JAMES (Papa Jake) WATERS, of *The Goldbergs*; MILTON C. HERMAN, of *Death Valley*; BOBBY READICK, son of RAE READICK, recently *Mr. Meek*; FRANCES HEFLIN, sister of VAN HEFLIN; ARNOLD STANG and GLORIA MANN. . . . This week marks the first radio appearance of LEON AMES, stage and screen actor. If he doesn't get mike fright he should be a sensation. Plays opposite MARTHA SLEEPER on *Grand Central Station*.

ONE of the greatest comedy voices is possessed by HARRY SHORT, who may be remembered in hundreds of movie comedies. All HARRY needs is the right script or guest spot to become one of the great comedians of radio. . . . Believe it or not, but a 22-year-old girl named JEAN HOLLOWAY, of the CBS writing staff, is the sole writer of the KATE SMITH show. Every word that KATE utters on the show is written by JEAN, and if this girl is not on the top of the heap now, she will be very soon. We call her the female CORWIN. . . .

Chicago

By SAM HONIBERG

XAVIER CUGAT is revamping his Ken Christie Choir here and picking up four new voices. Lina Romay, one of his vocalists, incidentally, was screen-tested by Metro last week, and the maestro is so certain of a film contract for her that he is already shopping for a new warbler. . . . DICK POWELL is coming into this area next week for a series of theater dates. . . . KING'S JESTERS are now doubling between their morning show and a singing spot with Harold Stokes' band at the Edgewater Beach Hotel. . . . JACK DRESS is the new emcee on the WIND *Night Watch* show, replacing Claude Kirchner, who this week becomes a member of the United States Army. . . . KARL WEBER is the new voice on WBBM's *Romance of Helen Trent*. . . . Fan mail addressed to band leaders heard on WGN remotes favors such sweet bands as DICK JURGENS, LAWRENCE WELK and DEL COURTNEY. . . . EMIL COLEMAN is new over the WBBM airwaves, his music originating at the Blackstone's Mynfar Room.

RUSS BROWN, leading man of *Claudia* at the Selwyn, was the first guest emcee of WGN's new patriotic show, *Americans at the Ramparts*, which bowed in Thursday (8), 7-7:30 p.m. before an audience of 450 U. S. Marines. Local performers will benefit thru the show's weekly dramatic sketch. Henry Weber

Hollywood

By SAM ABBOTT

JOHNNY FRAZER, announcer on the *Signal Carnival* program and also an NBC staff announcer, is narrator for a series of Crime shorts at MGM. . . . EDWARD R. MURROW, chief of the CBS European staff, will interpret the strategy of the Pacific war-theater and changes that will confront the American civilian population in a series of lectures beginning at the Shrine Auditorium, Los Angeles, January 19. . . . GENE AUTRY recently started work at Republic studios on a new Western, *Dusk on the Painted Desert*. . . . *The Second Mrs. Burton*, starring SHARON DOUGLAS and GALE GORDON, recently celebrated its 300th program over CBS-Pacific. . . . NBC's SIX HITS AND A MISS are shy a hit. JERRY PRESHAW has left for Fort Riley, where he will join a cavalry unit in the U. S. Army. . . . MARY ASTOR

DAVID WARFIELD was given a testimonial luncheon at the LAMBS' CLUB on the 8th by the Lambs in honor of his 75th birthday and was awarded a gold medal by the New York Academy for distinguished service in the theater. . . . JOHN BROWN replaced RAE READICK this week as *Mr. Meek*. . . . It's a boy for announcer DANNY SEYMOUR and his missus. . . . RIKEL KENT will get a CBS slant on radio when he supervises JOAN BLAINE'S new program, *So Big*, starting January 12. *So Big* will run for six weeks. . . . Band leader JOHNNY LONG will be the guest of TED STEELE on the latter's NBC show on January 16. . . . JAY JOSTYN, who never sang on the air, will warble with the LANDT TRIO on their *Sting Along* program January 15 over CBS. . . . MARJON LOVERIDGE, 11-year-old songstress on the Philadelphia *Scrapple* program, is recovering from an appendectomy and will be back on the series next week. . . . BEA WAIN has organized a bowling team called the Midtown Blues. They are entered in *The Journal-American* tournament.

GEORGE BRYAN, CBS announcer, has signed for 52 weeks on the Bond Bread program, *News of Europe*. . . . Good old Ellery Queen, master sleuth, is back on the air and will be directed by GEORGE ZACHARY, the program's creator. . . . CHARLIE PAUL will present special theme and mood music. . . . FLASH: RAE READICK has been called to the Coast via long distance by ORSON WELLES to make a picture with the *Ninth Wonder*.

handles the musical portion, with Lieut. Blair Walliser, long a WGN producer, supervising the production. . . . There will be plenty of *Faust* over local airwaves this week. Harold Turner will play selections from the opera Wednesday morning (14); at night it will be aired on CBS's *Great Moments of Music*, and on Saturday (10) the entire opera will be sung on WGN's *Theater of the Air*. . . . Six Midwest stations are using the General Mills *Family Party*, which started Saturday morning (10). It is in essence an informal get-together of all Mills program principals. Among those spotted are JOE EMERSON, BETTY CROCKER and FORT PEARSON. . . . BARRY WOOD is here this week to act as unofficial rep of the U. S. Treasury and make recordings. . . . MARION HOLMES, Art Kassel's band singer, is getting married next month and leaving the business. . . . TODD HUNTER has a new show on WBBM in which he analyzes the news. . . . DON McNEILL is taking his *Breakfast Club* program to St. Paul (Minn.) Winter Carnival Saturday (24) for a broadcast before an audience of 10,000. . . . IRENE RICH is another local visitor this week, in the interest of the Mile o' Dimes campaign. . . . HOWARD HOFFMAN, BOB BAILEY and JIM GOSS topped the cast of the initial *Easy Money* show which started over WGN Sunday (11).

Artist Bureau Heads Map Plans For '42; Former NBC Org To Go Into Band, Legit Biz; a Hypo

NEW YORK, Jan. 10.—Execs of the National Concert and Artists' Corporation, formerly the NBC Artists' Bureau, are now holding a two-week talkfest to map out policy and a plan of expanded activity for 1942. These plans include branching out into the band business, the legitimate theater field and a more intensive attempt to book talent into the night club and theater and lecture fields. There will also be a drive to corral more talent so as to enable the Artists' Bureau to meet competition in the more popular fields. Backbone of the NBC Artists' Bureau's business heretofore has been the bookings of its concert division. The concert division in 1942, according to present plans, will be bigger and better, the execs under O. O. Bottorf having just decided to increase the number of cities on the list by 25 per cent.

Company's intention to branch out into the band booking business and legit will necessitate franchises from both the American Federation of Musicians and Actors' Equity Association, both of these having refused in the past to grant licenses to the NBC Artists' Bureau on the ground that the bureau was both an employer and a talent agent. AFM inaugurated its licensing system in order to crack down on just such situations—the union regarding these cases as a trend which would enable the chains to question the control of the AFM over its musician members in the event of a strike. The divorce of the chains from their artist bureaus, however, obviated this difficulty, and the National Concert and Artists' Corporation is not expected to have any difficulty in acquiring the AFM license. According to National's execs, the band division will be a part of the popular talent division, headed by Dan Tuthill. It is very probable, however, that additional personnel will be taken on.

Acquisition of an Equity license may have to be delayed for one year—Actors' Equity having just disposed of this year's applications Tuesday. According to Walter Greaza, Equity exec, National as of Tuesday still had not applied. If they do apply, said Greaza, the application

would not be acted upon until next year, when the Equity council again meets to consider licensing.

National's present set-up includes three branches, San Francisco under Alexander Haas, Hollywood under Charles E. Smith and Chicago under Victor B. Brown. In addition, there are representatives in Boston and Los Angeles. All leading personnel from the branch offices are in New York now mulling over problems and activities for the new year.

According to last estimates, the company figures it has about 500 attractions in concert, radio, picture, ballet and lecture fields. Company expects to add talent to the point where it will be able to supply anything, "including a fancy diver or a fourth for bridge," according to one of the execs. Four bands are understood to have already expressed willingness to tie up with the org.

Phil Kerby was recently appointed to handle advertising and promotion for all of National's offices.

NBC To Air Agency Fest

PHILADELPHIA, Jan. 10.—NBC-Blue will pick up the highlights at the annual frolic of advertising agency gentry at the Poor Richard Club banquet Friday night (16) at the Bellevue-Stratford Hotel. Achievement Award, annual medal, will go to Walter Dear, president of the American Newspaper Publishers' Association. Guest of honor will be Neville Miller, NAB prexy, representing the radio industry. Entertainment program will be headed by Dorothy Lamour and will include Bugs Baer, Bob Ripley, O. Soglow and Harvey Harding. Roger W. Clipp, WFIL vice-president and general manager, is head of the club's entertainment committee.

E. T. From the Bedside

MINNEAPOLIS, Jan. 10.—Amanda Snow, star of the Milk Show aired every Monday evening over KSTP here, who has been hospitalized for two weeks and unable to be present at the broadcasts, lay back on her bed at Fairview Hospital here Monday (5) and heard herself perform on the program.

Miss Snow was able to participate in the show by means of an electrical transcription made earlier in the day at her hospital bedside. Appropriately enough, she chose *Pack Up Your Troubles in Your Old Kit Bag* as her number.

WALLY BUTTERWORTH, of *Vox Pop*, will do three shows from the West Coast. . . . BOB GARRED, newscaster, has added another broadcast to schedule, making it 30 for 13 sponsors. . . . CHET HUNTLEY, KNX special events announcer, is assisting with a Red Cross program over KMPC.

VINCENT LOPEZ

and His Orchestra



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- Opening Loew's State, January 15
- Broadcasting 6 Times Weekly Coast to Coast—NBC Blue
- Broadcasting to South America Twice Weekly

Personal Representative: MANNY HEICKLEN

Exclusive Management:

WILLIAM MORRIS AGENCY

New York

Chicago

Hollywood

Common Ground for Webs and Unions Seen on Proposed Revamp Of Chain Radio; Hard To Assemble

NEW YORK, Jan. 10.—Altho the theatrical unions, including American Federation of Radio Artists, American Federation of Musicians, American Communications Association and other groups have remained quiet thruout the maneuvering between the chains and the two government departments, the Federal Communications Commission and the Department of Justice, the feeling is growing that the unions have a big stake in the matter and cannot help being affected by whatever changes the government imposes on chain broadcasting.

Some of the talent union execs have already reached the point where they admit that a revamp of chain-affiliate relations along the lines sought by the FCC formula may have a detrimental effect on radio actor employment—but for various reasons the unions and the chains have been unable to "officially" get together and discuss ways and means of staving off developments which might be inimical to their interests. AFRA, for instance, admits the possibility of the FCC formula being harmful to radio employment—but only admits the possibility; that is, the union feels that complete investigation of all sides of the question might tend to show that the results might not be harmful to employment. However, AFRA, in the event it was convinced that a revamp of chain-affiliate contracts would work to the detriment of its members, would not be adverse to aligning itself with the webs in an effort to retain the status quo.

Thus far, however, indications are that the webs are squeamish about making overtures to the unions—and the unions, including AFRA, feel they do not want to make overtures to the webs; that is, each feels the first move should come from the other side of the fence. Whether this attitude of stand-offishness can be broken is doubtful—one of the execs stating that altho he thought AFRA had much to gain by aligning itself with forces trying to retain the status quo, the webs nevertheless might have to "kill their own enemies" themselves.

The way the webs see the matter, the unions have a big enough stake in the matter to justify their becoming intervenors in the Department of Justice's suit filed against Columbia Broadcasting System and the National Broadcasting Company last week in Chicago.

Webs' Argument

Unofficial argument of the webs is that the litigation between the nets and FCC, which is set for a hearing January 12, involves more interests than appear on the surface and that a feeling is growing among radio wage earners that employment opportunities will shrink if the FCC formula goes thru. Reasons given for this are that under the new rules the networks will not be able to deliver the clients a "firm" network—so that the network salesman may have to stall and promise to deliver, say, 52 stations for three weeks of the client's 39-week plan, 45 stations for the next three weeks, etc. In brief, with the network having short-term contracts which are constantly expiring, and with the network being unable to pre-empt option time, the client cannot be assured of a solid net and cannot be assured of program coverage in areas which he may consider necessary. Therefore, if it is necessary for a network client to arrange for rebroadcasts in order to cover the whole market in which he operates, or if it is necessary to have a substantial portion of his station group record the show and play it on a mixed schedule, the client is

seriously tempted to consider recording the whole thing and forget live talent. This in turn would tend to stimulate transcribed shows and spot business while dislocating live employment.

Additional claim is made that a crew of actors, producers and engineers can make 13 quarter-hour dramatic programs on wax in a couple of days, earning a couple of checks instead of 13 checks—as would be the case with live broadcasts.

"Tragedy," Say Researchers

One of the leading radio research organizations in the business, whose listener surveys have become increasingly important to the trade, stated that in its opinion radio listening would suffer tremendously under the proposed new rulings and that it would be "tragic."

ADVERTISERS

(Continued from page 6)

operetta contest attracted a total of 2,195 entries. The three winners will be aired in March. . . . Erskine Chene, writer, joined the continuity staff of W59C and WGN. . . . *That Brewster Boy* is now being carried by 64 NBC-Red stations. . . . *Herald-American* renewed its *Turning the Pages of the World* show over WMAQ for another 13 weeks. . . . William A. Bacher, WGN production chief, will go to his home in California and not Florida, as was erroneously stated, if and when he parts company with his present position. . . . Ruth Howard's *Shopping Today* returned on WJJD, sponsored by Sears, Roebuck & Company. . . . Procter & Gamble have signed for additional 52 weeks of *Painted Dreams* and *Gospel Singer* on WGN. . . .

PHILADELPHIA:

EDWARD R. MURROW, chief of the CBS foreign correspondents, packed the Academy of Music here Wednesday (7), with WCAU underwriting the lecture date for the benefit of the Naval Relief Society. . . . Carlotta Dale, the former Jan Savitt songbird, skidded for a Mutual build-up via a solo WIP series. . . . Doris Turner added to staff of W53PH, WFIL's PM station, as assistant to program supervisor Felix Meyer. . . . Clay Donaldson, former KYW engineer, now radio operator on American planes being ferried to the Anglo-Egyptian Sudan. . . . John D. Wooster has joined Altin-Kynett agency, which adds the Irma Coleman cosmetics line to its account list. . . . KYW providing news service for Trans-Lux Theater, getting screen and lobby credits in return. . . . Ross Mulholland, formerly with WGN, Chicago, now doubling as announcer between WCAU and its FM station, W69PH.

LOS ANGELES:

FRED KELLAM and Leonard Finch, of the KNX publicity staff, back on the job following illness. . . . Agricultural commissioners from six Southern California counties joined Bernie Smith, KFI farm reporter, in a half-hour round-table discussion of the Food for Freedom program. . . . Earle C. Anthony, owner and operator of KFI-KECA, presented watches to six staff members who have completed 10 years of service at the stations. Recipients were Virginia West, H. M. McDonald, George W. Curran, Harold S. Christensen, W. H. Alexander, K. V. Dilts and F. W. Everett. . . . David Davidson, of the KNX exploitation department, is utilizing a war map, with ribbons from the map to large pictures of commentators, selling the idea that KNX is bringing to this area complete coverage of the war. Twelve windows in various stores are scheduled on the idea.

Program Reviews

EST Unless Otherwise Indicated

"What's on Your Mind?"

Reviewed Friday, 6-6:30 p.m. PST. Style—Informal talks. Sponsor—Planters Peanuts. Agency—Raymond R. Morgan. Station—KNX (CBS-Pacific network).

Listeners who have a pet peeve are given a chance to confess it on this program. While ideas that have public interest get the right-of-way, the program has featured a few that are strictly personal. Domestic troubles are taboo, but program does a real service in getting across the messages of those who want to do something worth while.

On show caught were Felix DeCola, songwriter who called people from the audience and played and sang songs built around their names or a phrase; Rita Scott, a long-distance operator, who urged that listeners refrain from making unnecessary long-distance calls to keep the lines open for military orders; Bonita Granville, movie star, who urged that people give pianos, easy chairs, pinball games and other gadgets to citizens' committee for the army and navy for the entertainment of men in uniform. These were some of the items the people got off their chests.

Tom Breneman emceed and gives the speakers three cans of Planters' Peanuts. Art Gilmore announces.

Audience gets a chance to participate near the end of the show when \$5 Defense Stamps are given for correct answers to questions such as, "Is an erg a short-legged animal, a unit of energy or a Brooklyn egg?"

Show moves smoothly and has public appeal. Breneman and Gilmore handle assignments well. *Sam Abbott.*

"What's My Name?"

Reviewed Tuesday, 8-8:30 p.m. Style—Quiz. Sponsor—Fleischmann's Yeast. Agency—Kenyon & Eckhardt. Station—WOR (New York, MBS).

What's My Name has been kicking around a long time for various sponsors and was last heard as a summer replacement program the past summer. It is now back on Mutual, where it started a few years ago. It's the same old pleasant show, with John Reed King and Arlene Francis doing the quizzing.

King gives the clues about famous men and Miss Francis quizzes the contestants about women. King and Miss Francis alternate, giving each contestant four clues. Correct identification on the first clue nets the contestant \$10, with award decreasing as more clues are required by the contestant. In addition, each contestant gets 14 cakes of Fleischmann's Yeast, with strong admonitions by King and Miss Francis to use them.

Name is well produced, moves quickly and manages to maintain an informal atmosphere directly traceable to Miss Francis's and Mr. King's manner with the contestants. In addition to the regular commercials they work in plenty of brief plugs for the sponsor. *Paul Ackerman.*

Powers Gouraud

Reviewed Tuesday, 11:30-11:40 p.m. Style—Chatter. Sponsor—Yellow Cab Company. Agency—Aarons & Brown, Philadelphia. Station—WCAU (Philadelphia).

Powers Gouraud, as the town's premiere radio raconteur, has long earned the soubriquet of "The Old Night Owl." It was back in 1936 that the Yellow Cab Company first made it profitable for him to change his familiar "Hello" to "Yellow Night Owls." And after a long hiatus he's back again for the same sponsor.

And it's the same Powers Gouraud. A dramatic critic, connoisseur on table delicacies, songwriter, night club emcee, newspaper columnist, traveler, night club emcee, after-dinner speaker, sports enthusiast and many other things, Gouraud brings a world of worldly background to his nightly banter about things concerning Philadelphia. Rambles about the doings and things to come on the local scene, with emphasis on the after-dark.

While his puffs and patter may not be newsy, his delivery makes it all lively and diverting. And in an intimate and

chummy tone that snacks of the dinner table or the brass rail, he has no trouble holding the dialers for his nightly 10 minutes. When caught he provided a post-mortuary on *Portrait of a Lady*, legit show opened the night previous, and eulogized the late *Evening Public Ledger*, for which folded local sheet P. G. did a theatrical column some years back from European capitals. Usual round of home-town gossip tied up the stanza into a neat listening package. Sponsor plugs, institutional, tastefully interspersed.

Mauric Orodener.

"You Tell 'Em, Soldier"

Reviewed Monday, 9-9:30 p.m. Style—Quiz. Sustaining over WHN (New York).

Soldiers' pay being what it is, this quizzer, with appreciable cash rewards which can mount up to more than a month's stipend, is no doubt appreciated by the Fort Hancock, N. J., rookies. This is spotting cash where it will do the most good.

Show is admirably handled by Jack Arthur, throwing the quizzes, with relief and announcements by Bill Edmonds.

Set-up calls for two initial questions. If either is answered correctly, questionee is entitled to a crack at the third, which may be an easy one calling for \$3 or a harder one which doubles the money already won. Quizzee may win up to \$15 on this round and may participate in the jackpot question, made up of an initial \$10 plus the money that questionees lost when they failed to answer.

On airing heard, Fort Hancock men jostled with a team from the Brooklyn Navy Yard. The sailors proved smarter. Ordinary set-up calls for men from Hancock only.

The men are given a carton of cigarettes whether they succeed in getting into the money or not.

Show is built for a low budget and generates enough interest to get a sponsor. Sponsor could be sold on patriotic ground. *Joe Cohen.*

"Melody Ranch"

Reviewed Sunday, 6:30-7:15 p.m. Style—Singing, dialog, drama. Sponsor—Wrigley Company. Agency—J. Walter Thompson. Station—WABC (Columbia network).

Gene Autry, the caroling cowhand of the kilocycles (and of the celluloid, too), has had his Sunday evening program almost doubled in length of time, going from 25 minutes to 45, starting last December 21. Autry's crooning, of course, remains the feature; he delivers in his usual style—which is a good deal better than that of most alleged singers on the airwaves. Some of his sidekicks also go in for song, but their efforts are notably less successful.

When caught the dialog was based on New Year's resolutions drawn up by Shorty. There was much merriment—but it was confined entirely to the cast. The dialog probably set a new low even for radio "humor."

The drama caught concerned a band of 50 men from the Ninth Cavalry who stood off the attack of 1,000 Indians for six days, until help came. It wouldn't have been a bad yarn of the old bravura type if it had managed to cut out some of its cornier licks. The readings are the sort that you get in cowboy pictures—and it's a chastening thought that thousands of people voluntarily pay money to see cowboy pictures.

The program would have much more interest—and effect—if it stuck to authentic folk music instead of synthetic numbers that are essentially pop swing tunes that manage somehow to mention the word "buckaroo." Tin Pan Alley in a 10-gallon hat is invariably pretty painful.

Without question the program has proved its popularity, but 45 minutes of it seems a heavy dose. Just as many of the people who like it probably listened in to the shorter set-up. After all, this sort of audience hits a definite saturation point. *Eugene Burr.*

IN PHILADELPHIA

WFI *in* **WFL** *influence* **Listeners**

SELL THROUGH **WFI**

J. DORSEY NEW PHONO KING

Victor Buys Up Old Patterns To Avert Shortage

NEW YORK, Jan. 10.—Potential shortages of disk materials have inspired RCA-Victor's current campaign to get its distributors to dig out all available used and broken waxes. W. W. Early, record sales manager for Victor, has authorized all distributors to buy up all disk scrap for re-compounding by manufacture into new merchandise.

Early named five different ways by which the flow of scrap disks could be stimulated: (1) Offering grade and high school students a free RCA Victrola in return for collecting a proportionate amount of old platters; (2) Giving customers one new disk for "so many" old ones; (3) Plugging campaign thru window displays; (4) Contacting local charity orgs, giving them a chance to put coin in their coffers by collecting old records, and (5) Not turning down even the smallest pieces of broken disks.

All three of the major disk outfits are mum on the size of their reserves of shellac and various other materials, but claim there is no immediate cause for worry. Victor, which is the first to collect scrap material, pointed out that the outbreak of war in the Pacific further adds to the danger of supply lines to India being cut. That country produces nearly all of the shellac used by the diskers, and no substitute has been found yet to replace the stuff entirely.

Decca and Columbia say they are not bothering about buying up large quantities of scrap at this time. None of the companies have heard of any government rationing of supplies which might affect disk pressing, altho there have been rumors to that effect.

Boston Phono Op To Try Exclusive Tune Network for Boxes

BOSTON, Jan. 10.—Nick Russo, local music machine operator, is starting his own music publishing biz here, but is making it exclusively for the coin phono trade. To be called the Juke Box Publishing Company, Inc., firm hopes to involve operators thruout the country, getting them to buy shares in the corporation and then plug the tunes published by the JBPC.

Russo has set his first disk deal with Mantle Sacks, of Columbia Records. Tune is *My Heart's on Fire*, which will be waxed by Al Donahue on the Okeh label. Russo guaranteed Sacks orders for the disk reaching 10,000 in Boston alone. Professional copies of the tune will be sent to a list of name ork leaders, too, and if the song clicks Russo will line up more tunes.

Plan marks the first time that phono operators have attempted to develop their own material and writers.

Baker Back With Decca

NEW YORK, Jan. 10.—Kenny Baker, radio tenor and film juvenile, has been signed to a two-year disk contract by Decca. Baker thus returns to the scene of his first recording efforts. Three years ago he departed from the Decca fold to do waxings for Victor.

PHILADELPHIA, Jan. 10.—Meyer Davis has listed all of his 100 orchestras with the morale division, which means that they are on call any place and any time to entertain the armed forces.

"Swing Mayor"

CHICAGO, Jan. 10.—Local band bookers have been in high company this week, entertaining the mayor of Wichita, Kan., in leading niteries. His honor is John Dotson, who is also the operator of the Blue Moon Gardens. His spot uses traveling bands thruout the year.

Top Phono Artists

The following recording artists were those most popular in the nation's automatic music machines during 1941, the measuring stick of their popularity being *The Billboard's* weekly *Record Buying Guide*. The names listed are those who had the greatest number of different hit recordings in the machines during the past 12 months, as revealed by a check of the "Going Strong" classification of the *Guide* in the issues of January 4 to December 27, inclusive.

The number of different "Going Strong" recordings each artist had during the year follows the artist's name. Only the top 13 artists are listed, alphabetical listing being used where a tie exists in the matter of number of hit records. Artists' present record affiliations are given in parenthesis:

ARTIST	No. of Hit Music Machine Records.
Jimmy Dorsey (Decca).....	9
Glenn Miller (Bluebird).....	7
Tommy Dorsey (Victor).....	6
Sammy Kaye (Victor).....	6
Bing Crosby (Decca).....	5
Horace Heidt (Columbia).....	5
Woody Herman (Decca).....	5
Andrews Sisters (Decca).....	4
Vaughn Monroe (Bluebird).....	4
Benny Goodman (Okeh).....	3
Dick Jurgens (Okeh).....	3
Kay Kyser (Columbia).....	3
Guy Lombardo (Decca).....	3

Sacks Signs Morton Gould To First Disking Contract

NEW YORK, Jan. 10.—Manie Sacks, Columbia Records artist exec, hopped off today for the West Coast, where he will remain for 10 days on business. Before leaving Sacks signed Morton Gould to a disk contract. The Mutual Broadcasting musical conductor has never made commercial recordings before, and will tee off on his first cuttings with a set of original compositions for album packages under the Columbia label.

Sacks may supervise some wax sessions of Columbia orks while on his Western trek.

Bookers and Bands in Midwest First To Feel Pinch of OPM's Rationing of Tires and Autos

CHICAGO, Jan. 10.—With the purchase of new cars and/or tires a thing of the past "for the duration," band office execs are quartered in their offices after working hours these nights trying to solve the new transportation problems facing traveling units, particularly the one-night maestros. Many of the one-nighters in the Midwest, where this business flourishes, are miles from a railroad track, and those close to railroad stations have train schedules that are neither frequent nor convenient.

It is no secret that offices are not too anxious now to accept one-nighters where the profit on such dates is questionable, especially where 500 to 1,000 miles of traveling is required for a band to make the town and reach its next destination. The wear on tires is now carefully considered, and a more conveniently located one-nighter is given preference over a more distant tho perhaps more profitable date.

The no such clause has yet been added to the standard union contract, one-night bookers automatically bring out the transportation problems to prospective customers and sell a band for a future date with the thought in mind that the outfit may at the designated time have trouble reaching the place.

Music Corporation of America office here, which probably books more one-nighters from local quarters than any other single band agency, is examining this new dilemma from all angles. At this writing the MCA office has the following bands on the road: Russ Morgan, Johnny (Scat) Davis, Griff Williams

Shades Miller, 1940 Winner, as Many New Bands Move Into Favor

NEW YORK, Jan. 10.—The 1941 king of the coin phonographs is Jimmy Dorsey, who waxed more music box hits during the year than any other maestro, and wound up two hit disks to the good over Glenn Miller, 1940 champ.

Examination of the "Going Strong" section of *The Billboard's* weekly *Record Buying Guide* from January 4 to December 27, 1941, shows that Dorsey, who had cut only one hit platter during 1940, came thru with nine "Going Strong" items during the year just ended.

Most interesting aspect of 1941, as regards coin phono disks, is fact that Dorsey was able to win with nine hits, whereas Miller wound up 1940 with 17 hits, to lead that year's field.

Miller came thru with seven top-money sides this year, 10 less than last time, but good enough for unchallenged second money. Tommy Dorsey and Sammy Kaye tied for third with six hits each, Dorsey dropping from second place and Kaye coming up from a lowly position held in 1940, when he was responsible for only two toppers. T. Dorsey made six "Going Strong" numbers in 1940.

That J. Dorsey waxed only nine hit records in carrying off the year's laurels is no reflection on the sax-tooting maestro, despite Miller's 17 hits of 1940. Facts of the matter are that during the last year more artists became phono names, resulting in the number of outstanding coin box hits being spread thin over a larger number of performers. Main reason for this change was that disk artists, record companies and booking offices spent more money than ever before on music machine promotion and exploitation, which naturally brought an increase in popularity for bands and warblers who had been lukewarm attractions before.

J. Dorsey became "Mr. Coin Phono" by shrewdly combining a series of smart arrangements and the commercial attractiveness of his vocalists, Bob Eberly and Helen O'Connell. His record of *Maria Elena* was on the boxes for months, and in "Going Strong" for 14

weeks. The flipover, *Green Eyes*, was a "Going Strong" item for 13 weeks—making a total of 27 weeks of hitdom for one platter. From the retail angle, the disk was one of the best-selling waxings of 1941, pressing close to 1,000,000 copies as 1941 petered out.

Amapola, *I Hear a Rhapsody*, *Jim, My Sister* and *I, Blue Champagne*, *Yours* and *High On a Windy Hill* were Dorsey's other smash needleings of the year.

Runner-up Miller started the year off in high, but slowed down until the fall end, when he picked up again. As 1942 gets under way, he looks as tho he is going to make it tough for any other artist to beat him to this year's throne.

T. Tucker Ork's Sad Army Night

NEW YORK, Jan. 10.—Machinery for routing bands into camps to entertain the armed forces has yet to be smoothed out insofar as traveling arrangements are concerned.

First criticism came from musicians in Tommy Tucker's band, which put on a show at Fort Jay, Governor's Island (New York) Monday (5), and came back with chills. Boys claim that the brush-off they got before the show was not so much due to the severity of wartime army regulations as to a lack of proper arrangements.

Entire band was held up at Government ferry because no arrangements had been made to okay them into the grounds; when they did get in, there was no transportation awaiting the boys to haul them to the YMCA, and they had to walk a half mile in near-zero weather. The show was supposed to go on at 7 p.m. but didn't start until 8:15, and in the intervening hour and a quarter the men went to the officers' club, at the direction of a morale officer, to put on the feedbag, and were refused service—because no arrangements had been made.

Musicians pointed out that after army officers discovered the lack of accommodations, they stepped into the breach and thereafter everything was courtesy and dispatch. Transportation was provided to take the boys back to the ferry.

Victor Leighton, of Camp Shows, Inc., who booked the free show, said that his function is merely to book and route bands and shows, and that once they arrive at reservations his duties end.

BOSTON, Jan. 10.—Copley Plaza Hotel here, Ruby Newman's home grounds for the past five years, changes its policy January 21 from local bands to name bands and Coast-to-Coast network wires.

Tommy Tucker is the first band to go in under the new arrangement, for an indefinite stay. He will have three CBS wires a week.

will switch to trains for his location jobs.

Art Weems, manager of the General Amusement Corporation office here, takes the more optimistic view. He says that most bands are now equipped with new cars and should be set for at least a year, during which time the situation should be straightened out. GAC bands in this area include Will Osborne, Al Donahue, Chuck Foster, Bobby Byrne (who starts a month of one-nighters January 28) and Ray Pearl.

Replaces Mel Adams

CAMDEN, N. J., Jan. 10.—Margaret Hartigan, in charge of the record reviewers' service at the RCA-Victor wax factory here, has been upped to the post of artists' contact. She moves into the spot vacated by Mel Adams, who leaves soon to join the armed forces. Miss Hartigan, however, will continue to supervise the reviewers' desk, and will split the week evenly between the plant here and the recording studios in New York.



The Billboard

WEEK ENDING
JANUARY 9, 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, January 3, and ending Friday, January 9. 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, WMOA, 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.)
2	1. WHITE CLIFFS OF DOVER...	Shapiro-Bernstein	49	17
—	2. BELLS OF SAN RAQUEL	Poor	41	3
1	3. HOW ABOUT YOU? (F)	Feist	38	8
6	4. EVERYTHING I LOVE (M) ..	Chappel	36	18
2	5. ELMER'S TUNE	Robbins	31	15
3	6. CHATTANOOGA CHOO CHOO (F)	Feist	28	14
12	7. I GOT IT BAD	Robbins	25	20
10	7. ROSE O'DAY	Tobias-Lewis	25	9
—	8. THIS LOVE OF MINE	Embassy	22	6
—	8. WE DID IT BEFORE	Witmark	22	2
4	9. MADELAINE	Santly-Joy-Select	20	13
8	9. 'TIS AUTUMN	Witmark	20	15
10	10. HUMPTY DUMPTY HEART (F)	Southern	18	12
—	10. SHEPHERD SERENADE	Mercer-Morris	18	13
8	10. A SINNER KISSED AN ANGEL, Famous		18	9
9	10. THIS IS NO LAUGHING MATTER	Block	18	13
—	11. WHY DON'T WE DO THIS MORE OFTEN?	Brogman-Vocco-Conn	17	8
—	12. YOU MADE ME LOVE YOU... Broadway		16	10
9	13. BLUES IN THE NIGHT (F) ...	Remick	15	15
11	14. DAY DREAMING	T. B. Harms	14	11

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; Galety 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. Gettlin. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. O. M. I. Record Dept. Portland, Ore.: Meler & 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 Plettz 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.: McCroly'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.: Dreihelbis Music Co.

NATIONAL		EAST		SOUTH	
POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.
1	1. CHATTANOOGA CHOO CHOO —GLENN MILLER	1	1. Chattanooga Choo Choo —Glenn Miller	1	1. Chattanooga Choo Choo —Glenn Miller
2	2. ELMER'S TUNE —GLENN MILLER	2	2. Elmer's Tune —Glenn Miller	2	2. Elmer's Tune —Glenn Miller
3	3. THIS LOVE OF MINE —TOMMY DORSEY	3	3. Piano Concerto —Freddy Martin	3	3. This Love of Mine —Tommy Dorsey
4	4. PIANO CONCERTO —FREDDY MARTIN	4	4. You Made Me Love You —Harry James	4	4. Shepherd Serenade —Bing Crosby
5	5. SHEPHERD SERENADE —BING CROSBY	5	5. Blues in the Night —Woody Herman	5	5. White Cliffs of Dover —Glenn Miller
6	6. BLUES IN THE NIGHT —WOODY HERMAN	6	6. This Is No Laughing Matter —Charlie Spivak	6	6. String of Pearls —Glenn Miller
7	7. YOU MADE ME LOVE YOU —HARRY JAMES	7	7. I Said No —Jimmy Dorsey	7	7. Tonight We Love —Freddy Martin
8	8. TONIGHT WE LOVE —FREDDY MARTIN	8	8. I Said No —Alvino Rey	8	8. Rose O'Day —King Sisters
9	9. WHITE CLIFFS OF DOVER —GLENN MILLER	9	9. White Cliffs of Dover —Kate Smith	9	9. Shrine of St. Cecilia —Andrews Sisters
10	10. I SAID NO —ALVINO REY	10	10. Shrine of St. Cecilia —Vaughn Monroe	10	10. Blues in the Night —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.: Siskare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. O. 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.	POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.	POSITION Last This Wk. Wk.
3	1. WHITE CLIFFS OF DOVER	1	1. White Cliffs of Dover	3	1. White Cliffs of Dover
1	2. CHATTANOOGA CHOO CHOO	2	2. Elmer's Tune	1	2. Elmer's Tune
2	3. ELMER'S TUNE	3	3. Chattanooga Choo Choo	4	3. Shepherd Serenade
4	4. SHEPHERD SERENADE	4	4. Shrine of St. Cecilia	2	4. Chattanooga Choo Choo
5	5. THIS LOVE OF MINE	5	5. Shepherd Serenade	7	5. Rose O'Day
10	6. ROSE O'DAY	10	6. Rose O'Day	6	6. This Love of Mine
6	7. TONIGHT WE LOVE	6	7. This Love of Mine	—	7. Bells of San Raquel
7	8. BELLS OF SAN RAQUEL	7	8. Tonight We Love	11	8. Tonight We Love
11	9. SHRINE OF ST. CECILIA	11	9. This Is No Laughing Matter	9	9. Blues in the Night
12	10. MADELAINE	9	10. A Sinner Kissed an Angel	8	10. Madelaine
8	11. BY-U, BY-O	8	11. Bells of San Raquel	—	11. This Is No Laughing Matter
9	12. PIANO CONCERTO	14	12. Madelaine	—	12. Shrine of St. Cecilia
—	13. THIS IS NO LAUGHING MATTER	—	13. Remember Pearl Harbor	10	13. By-U, By-O
14	14. I KNOW WHY	13	14. By-U, By-O	5	14. Piano Concerto
—	15. BLUES IN THE NIGHT	—	15. Blues in the Night	—	15. Someone's Rocking My Dreamboat

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.	(13th Week) Glenn Miller.
ELMER'S TUNE.	(11th Week) Glenn Miller, Andrews Sisters, Dick Jurgens.
PIANO CONCERTO.	(10th Week) Freddy Martin.
THIS LOVE OF MINE.	(7th Week) Tommy Dorsey.
SHEPHERD SERENADE.	(5th Week) Bing Crosby, Horace Heidt.
THE WHITE CLIFFS OF DOVER.	(3d Week) Kay Kyser, Sammy Kaye, Tommy Tucker.

COMING UP	
THE SHRINE OF ST. CECILIA.	Sammy Kaye, Andrews Sisters, Vaughn Monroe.
ROSE O'DAY.	Freddy Martin, King Sisters, Kate Smith.
'TIS AUTUMN.	Woody Herman, Les Brown.
MADELAINE.	Bob Chester, Sammy Kaye, Dick Jurgens.
THE BELLS OF SAN RAQUEL.	Dick Jurgens, Glen Gray, Xavier Cugat, Tony Pastor.
TWO IN LOVE.	Tommy Dorsey, Vaughn Monroe.
BY-U, BY-O.	Woody Herman, Freddy Martin, Kay Kyser.
THE WHISTLER'S MOTHER-IN-LAW.	Bing Crosby.

Latin Luck?

CHICAGO, Jan. 10.—Freak weather and political conditions have been plaguing Xavier Cugat and his band for a number of years. Cugat forwards the following examples: When he decided to take his first vacation in years and departed for Spain, upon his arrival a civil war broke out; when he played the Stanley Theater, Pittsburgh, in 1936, a record flood curtailed his engagement and ruined many band instruments; when he was contracted last month to play Ciro's in Hollywood, blackouts on the West Coast forced a cancellation; this week 12-degree-beow-zero weather kept prospective customers away from the Chicago Theater, Chicago, where he has been appearing.

Orchestra Notes

Of Maestri and Men

CAB CALLOWAY is booked solid thru June 30, including a few theater dates plus sojourns at Lookout House, Covington, Ky.; Valley Dale, Columbus, O., and Hotel Sherman, Chicago. Has signed with Okeh for another two years. . . . **WAYNE KING** starts a theater tour in February. . . . **TOMMY TUCKER** opens at Copley-Plaza, Boston, January 21 for four weeks. . . . **JOHNNY MESSNER**, **MIKE RILEY**, **GENE AUSTIN**, **DICK ROBERTSON** and **ISHAM JONES** are the latest maestri signed for appearances in Soundie films. . . . **HARRY JAMES** goes into Met Theater, Boston, January 22. . . . **RUSS MORGAN** at Hotel Muchlebach, Kansas City, Mo., until January 29. . . . **MOE GALE** in Florida for two weeks. . . . **NANO RODRIGO** at the Frolics, Miami, for the rest of the season. . . . **MUGGSY SPANIER** has replaced vocalists Jeanie Ryan and Dick Stone with Edythe Harper and Jerry Scott. . . . **BLUE BARON** opens at New York Strand Theater February 6 for three weeks and then hits the road until Easter, when he returns to Hotel Edison, New York. . . . **GERARD BARRETT**, former manager of Harry James, is back at MCA, handling the Coca-Cola show. . . . **LIONEL HAMPTON** and **LES HITE** shopping for girl singers. . . . **BENNY GOODMAN** turned in the best New Year's Eve biz Hotel New Yorker has had. . . . **BILLY BISSETT** will be known as **BILLY BISHOP** from now on. Is at Southern Mansion, Kansas City, Mo., for an indef run. . . . **ENOCH LIGHT** at Laddin's Terrace, Boston Post Road, Stamford, Conn. . . . **JOE GLASER** has set **LES BROWN** into Chicago Theater, Chicago, opening January 29. . . . **THE ROLLICKERS** have drawn another four-week holdover at Flynn's Cocktail Room, New Orleans. . . . **TUNE TOPPERS** doing a 10-weeker at Hour Glass, Newark, N. J. . . . **JOHNNY LONG** moves Johnny Willis, late of the Dean Hudson ork, into his sax section. . . . **EDDY DUCHIN** into Adams Theater, Newark, N. J., January 22. . . . **JACK MELTON** opens at Grandee Ballroom, Detroit, January 23. . . . **LEIGHTON NOBLE** on an indef at Statler Hotel, Boston. . . . **GLENN MILLER** into Capitol Theater, Washington, March 5. . . . **WOODY HERMAN** into RKO Theater, Boston, March 5. . . . **TEDDY KING** opens at Club Hollywood, Kalamazoo, Mich., January 26. . . . **DICK ROGERS** set for four days at Opera House, Bayonne, N. J., opening February 5.

Midwest Melange

HENRY KING left Hotel Netherland Plaza, Cincy, January 13, and opened a month's engagement at Benjamin Franklin Hotel, Philly, January 15. . . . **BENNY STRONG** doing a four-weeker at Hotel Gibson, Cincy. . . . **DON PEDRO** follows his current run at Rumba Casino, Chicago, with two weeks at Hotel Muehlebach, Kansas City, Mo., set by Gus Edwards. . . . **BEN ZUCKER**, managing his brother's band agency in Chicago, expects to be called back into the army in February. . . . Oh Henry Ballroom, Chicago, will reopen in March. . . . **FREDDY (SCHNICKELFRITZ) FISHER** has added Walter Ross, bass player and singer, and Herbert Patzke, piano and Solovox. . . . **PIERSON THAL** has rejoined his lads at Hotel Utah, Salt Lake City, after a six-week fight with pneumonia.

Coast Cacophony

HORACE HEIDT and his orchestra have been renewed for another year in 13-week stretches for the *Treasure Chest* radio show. . . . **BOB CROSBY**, current Jimmy Contratto's Trianon, has been on the sick list. Gil Rodin, sax man, took over at Trianon and at Paramount, where band is working in *Holiday Inn*. . . . **TINY HILL** was interviewed on the *Breakfast at Sardi's* Pacific Coast NBC-Blue by Tom Breneman. . . . **FLOYD RAY** is current at the Beacon Theater in Vancouver. He will play repeat dates in California. . . . **LARRY HERMAN** is headed for the West Coast with his first stop at the Coconut Grove, Salt Lake City. . . . **DUKE ELLINGTON** and his orchestra left Hollywood recently for a week's engagement at the Main Street Theater, Kansas City, New Year's Day. Week engagements at the Oriental Theater, Chicago, and the Paradise Theater, Detroit, will be played before the band returns

to Hollywood to reopen the Troc. . . . **KAY KYSER** is soon to start in *My Favorite Spy*, with Jane Wyman and Ellen Drew, on the RKO lot. . . . **KENNY BAKER** recently opened at the Million Dollar Theater, Los Angeles. . . . **PHIL HARRIS** followed **JIMMY WALSH** into the Biltmore Bowl, Biltmore Hotel, Los Angeles. Walsh is playing Texas dates. . . . **SPIKE JONES**, of the City Slickers, spends off hours visiting automatic phonograph operators. . . . **SKINNAY ENNIS** recently cut four new Victor records.

Atlantic Whisperings

EDDY DUCHIN joins the band parade at the Earle Theater, Philadelphia, skedded for the January 30 week. . . . **HARMON PARR**, with Eileen McConlogue for the vocals, at Ranch-O Hotel, Belvidere, N. J. . . . **JIMMY LEONARD** for the opening at Thomasville Inn, York, Pa. . . . **MARION MASON** takes over the vocal chores for **JOE KEARNS** at WCAU, Philadelphia. . . . **WILLARD HARTMAN** and His Paramount Orchestra at New York Restaurant, Easton, Pa. . . . **HOWARD RIST** and his Rhythm Boys for the First Circle Inn near Camden, N. J. . . . **EARL HINES** first band at the New Year's race proms of **REESE DUPREE** at Strand Ballroom, Philadelphia. . . . **JOHNNY ALTERI** at the Palm Garden, Still Valley, N. J. . . . **JIMMIE DAUBERT** at Park Cafe, Reading, Pa. . . . **FLOYD PERSON** at American Legion Hall, Easton, Pa. . . .

CLAUDE THORNHILL making his first trip around the Eastern Pennsylvania ballroom stands and being billed as "Glenn Miller's Protege." . . . **LEM McCALL** at Andy's Log Cabin, Gloucester Heights, N. J. . . . **JOE WOOD**, back in Philadelphia from trumpeting on the Mask and Wig show tour, joins the Forrest Theater house band. . . . **WALTER MERKEL** next in at the Ace of Clubs near Reading, Pa. . . . **THE SWING-ETTES**, all-girl gang, at the Royal Hotel near Allentown, Pa. . . . **CLARENCE FUHRMAN**, the KYW maestro in Philadelphia, changing the format of his band from swing and pop stuff to concert style.

Leonard Hauled Off Tour by Army Call

NEW YORK, Jan. 10.—Jack Leonard has been recalled to army duty, necessitating the canceling of dates at the Flatbush and Windsor here, and Hippodrome, Baltimore. Leonard reported Wednesday (7) midnight, after the completion of his date at the Central, Pas-saic, N. J.

Leonard was unaware that his tenure in mufti was up, but was notified as a friendly tip by Jimmy Cannon, who told him he was already a.w.o.l. He should have reported two days before. He obtained a reprieve until Wednesday midnight. To make the deadline, Leonard had to travel a circuitous route by taxi and train.

He was recently released by the army when the over-28 rule became effective.

Test Case Over Musiker Layoff Tax in Pennsy

PHILADELPHIA, Jan. 10.—A test case to make the employer responsible for the State Unemployment Compensation taxes for musicians and performers was instituted against the Hotel Adelphia here by the State Compensation Board. Case was brought Tuesday (6) in the Dauphin County Court, with three of the judges sitting en banc. After an all-day hearing, jurists held decision under advisement, instructing the attorneys for both hotel and State to file briefs.

State brought suit against the hotel for musicians and performers engaged in the hostelry's Cafe Marguery and Roof Garden over a four-year period starting in 1936. Entertainment bill during that period was almost \$400,000. The 2.7 per cent tax sought amounts to \$6,800, plus interest amounting to \$2,900.

State contended that the hotel was the direct employer of all musicians and performers. Hotel attorneys fired back that the musicians were engaged by the orchestra leader, and, as in the case of performers, the booking agency or leader personally was the employer and hence liable for the tax. Complicating the State's case was the fact that there was no proof, for the most part, that the hotel directly paid the musicians. Save for some checks that were drawn to Music Corporation of America, which booked the hotel in the later years, pay for both musicians and performers was taken out of petty cash in amounts of \$2,000 at a time. The hotel president, who acted as paymaster, passed away over a year ago.

Marks the first time that a hotel in the State has contested its liability for the unemployment compensation tax, and the case is significant because the hotels represent the biggest buyers of music in the State. A similar suit was brought last year in behalf of night club owners by Frank Palumbo, operating Frank Palumbo's Cafe and the New 20th Century Club here. Decision in that test is awaited from the State Superior Court. Meanwhile, musicians' union has prohibited its members from paying the State tax, in accordance with ruling in its favor by the State board.

Robbins Disk Melon Up 30% for 1941

NEW YORK, Jan. 10.—Jack Robbins said yesterday that 1941 disk royalties for Robbins Music, Leo Feist, Inc., and Miller Music, Inc., surpassed previous year's haul by 30 per cent, with total being received on the basis of 20,000,000 records which carried the Robbins-Feist-Miller copyrights.

With royalties paid on the prescribed 2 cents per disk ratio, with half going to the pub and half to writers, the total Robbins melon would amount to \$200,000.

Since around 100,000,000 disks were waxed last year, the Robbins statement means that the R-F-M firms held copyrights on 20 per cent of the total platter output.

Correction

The publisher of *How About You*, appearing in first place on last week's Songs With Most Radio Plugs was erroneously listed as Robbins. Should have read Feist.

Pittsburgh Upper Crust Knocks Itself Out at Goodman Concert

PITTSBURGH, Jan. 10.—Benny Goodman grew long hair, but at the same time ushered boogie-woogie into the musically sacrosanct Syria Mosque here, Tuesday night (6). The stiff shirts in boxes loved Benny's licorice, applauded politely but heartily. The jive-kids in the balcony loved B. G., too, of course. They stamped the floor and beat out rhythm.

Occasion was a special concert in conjunction with the Pittsburgh Symphony Orchestra. It was for the benefit of the symphony treasury.

First half of the evening featured the clarinet master as soloist in Mozart's *Concerto in A Major for Clarinet and Orchestra*, supported by the symphony under direction of Vladimir Bakaleinikoff, associate conductor. Johann Strauss, Offenbach and Enesco compositions shared the classical program.

Then came the main event, Benny's band. Offered contrast unusual to the classical Mosque as soon as they walked on stage after intermission. Compared to the 75-piece symphony, garbed in white ties and tails, Goodman's 15-piece maroon-coated crew seemed almost lost in the center of the huge stage. But only until they started to play.

Opener was *One O'Clock Jump*, and the hep-cats hollered with joy. Second, a lilting *Sometimes I'm Happy*. Palm-pounded for that. Mel Powell's fleet-fingered piano solo during the band's rendition of his own composition, *The Earl*, scored heavily. Cootie Williams's scorching interpretation of Duke Ellington's *Concerto for Cootie*, abetted by his showmanly front-stage parading that suggested a cross between a bounce and a hop, proved show-stop. When he finished soloing on his *Deep River* encore,

Benny had to wave the audience to quiet in order to proceed with the program. Peggy Lee's singing, altho considered by some of the \$3.30 customers as a breathing period for the band, revealed a chantress with audience understanding and a smile worth a fortune. Her *Where or When* was plaintive, huskily dramatic. She managed to make innuendo suitable for both fraternity row and family-type houses with her version of *Let's Do It, Let's Fall in Love*.

Scheduled wind-up was the famed *Sing, Sing, Sing*. It blasted away audience opposition to swing with the impact of a tornado, and the clarinet-drum duet was classic. For encore, 'twas the band on *Roll 'Em*. It raised the roof, and brought down the house.

Morton Frank.

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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

HARRY JAMES (Columbia 36478)

I Don't Want To Walk Without You—FT; VC.

THE strings providing a superb setting, the James band gives lush treatment to the ballad hit on the A side. It's from the *Sweater Girl* picture and, while it has already attracted a great deal of attention on the wax, it has never been offered quite as well as in this version featuring Harry's trumpet and Helen Forrest's chanting. Taken at a slow tempo, the maestro's open horn introduces the theme for half chorus, the strings providing rich tonal warmth in the background, continuing their weaving for the remainder of the side, as Miss Forrest sings the verse and chorus. Her chanting falls like balm on the ears. Tempo is stepped up considerably for the instrumental swinger on the B side, with its nondescript tag of B-19. Uncorks a riff treatment for an instrumental exercise. The ensemble is lined up solid for the jazz exercise, with the maestro's horn again providing the instrumental gloss.

Altho it's seldom that a screen score provides two song rages, operators can stack "I Don't Want To Walk Without You" alongside "I Said No." Tune promises to be the ballad rage of the new year, and the performance set forth by Harry James and Helen Forrest promises to make a music box rage.

FRANKIE MASTERS (Okeh 6536 and 6545)

The Magic of Magnolias—FT; VC. *Would It Make Any Difference to You?*—FT; VC. *Goodbye, Mama (I'm Off to Yokohama)*—FT; VC. *The Sun Will Soon Be Setting (For the Land of the Rising Sun)*—FT; VC.

COLUMBIA has jumped its scheduled release of the two patriotic pops (6545) for rush release this week. Of the many that turn up in this week's batch of record releases, best of the bunch is J. Fred Coots's *Goodbye, Mama*. It's blessed with a catchy tune, a quality most of the others lack. And Masters, calling out his entire vocal force, including his own spirited song efforts, along with those of Phyllis Myles and the ensemble singing of the band, makes it a lively item. Plattermate, *The Sun Will Soon Be Setting*, packs as much patriotic fever, but lacks everything else. Masters sets it also in a spirited tempo, carrying the vocal call alone. The polished and smooth rhythms of Masters make a very danceable side of *The Magic of Magnolias*, a lovely ballad melody from the *Glamour Boy* picture, with Lew Hirst raising his voice for the lyrics. Plattermate, *Would It Make Any Difference to You?* (6536), is a sentimental ballad with indifferent qualities, in spite of Phyllis Myles's excellent vocal efforts.

With music machines meaning so much as morale boosters, it's obvious that the patriotic ditties will figure prominently as coin catchers. By far one of the best bats among the first wave of such songs is "Goodbye, Mama," and Masters' version makes smooth sailing in the phonos.

FREDDY MARTIN (Bluebird 11409)

Popocatepetl—FT; VC. *I'll Never Forget*—FT; VC.

WHILE the progress has been slow in its original waltz setting, a new lease on the road to hitdom is afforded *Popocatepetl* by Freddy Martin, who dresses it in gay and rhythmic rags. In spite of its tongue-twisting title, it still shapes up as a lustrous love legend. Martin sets it to a lively and tantalizing beat, splitting the side between the band and the male quartet, but packing a rhythmic punch thruout. To complete the disk, Martin glides into more gentle ballad tempo for *I'll Never Forget*. Clyde Rogers lends smooth tenor voice for the opening chorus, with Martin giving a high instrumental gloss for the second refrain.

Considering his "Piano Concerto" click, Martin takes on added significance for the music boxes. The Martin magic is strong enough to take "Popocatepetl" out of the sleeper class into the click circles, his interpretation touching off just the right spark.

SAMMY KAYE (Victor 27738)

Remember Pearl Harbor—FT; VC. *Dear Mom*—FT; VC.

TAKING up the country's battle cry, Sammy Kaye and Don Reid have fashioned a militant and stirring *Remember Pearl Harbor*. While the lyrics are filled with vengeance, Kaye does it in the football song style. Set in the six-eighths march tempo, it's the glee club ringing out the battle cry, interspersed with military march music. Record company jumped its regular release date, originally skedded for this week, and has been able to make most of the time element now that Pearl Harbor has become past history. *Dear Mom* is another in the long line of draft-inspired songs. Played in the tropical Kaye style on the sweet side, with Allan Foster for balladeering, song story is about a homesick lad in the army camp writing a letter to his mother.

Operators, getting pre-release disks, have undoubtedly had the jump already with the "Remember Pearl Harbor" side. And for those just getting their machines in tune with the patriotic ditty, Kaye's entry is a must.

CLAUDE THORNHILL (Columbia 36477)

I Said No—W, FT, VC. *We're the Couple in the Castle*—FT; V.

More suitable to the music-making of Claude Thornhill is the *Couple in the Castle* ballad from the Paramount feature cartoon, *Mr. Bug Goes To Town*. Taking it in ballad tempo, Thornhill tees off with one-fingered flashes at the piano, giving way to Dick Harding for the vocal calling, and then returning with the entire band to take it out rhythmically. The sparkle Thornhill provides for the ballad hit is lacking on the A side. The amusing character of *I Said No* is brushed over lightly in the singing of Lillian Lane, taking first the verse in a fast waltz tempo and then in fox-trot rhythm. A bright band chorus carries it out.

"We're the Couple in the Castle" is the face-up side for the music machines. It's a song with possibilities and, being tied in with a screen specialty, it's hit potentialities are ever greater. Thornhill provides it with a sparkling arrangement which should be able to hold its own with the other disk entries of the song.

(See ON THE RECORDS on page 64)

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

Tony Pastor

(Log Cabin Farms, Armonk, N. Y., Mutual Network, Sunday, December 28, 12:03-12:30 p.m.)

THIS remote was neither above nor below par for programs of the type. Some of it was good and some of it was bad, with the good furnished by the musicians and the bad amply supplied by the announcer and, to a lesser degree, by the guy who chose the songs to be played.

High spot of the program was *Sunday in Savannah*, a tender ditty sung with surprising feeling by Pastor himself. Other vocalizing was only so-so, Eugenie Baird and Johnny McAfee sharing honors.

Blues in the Night, which figured to be a great vocal opportunity for Pastor, was played as a straight instrumental, thereby cutting its appeal way down. The other pops were on the dull or worn-out side, and the novelties were not as good as the band deserves.

Pastor can do much better than this

in the matter of selecting numbers for airing.

Announcer swallowed half his words and had too much to say, which didn't help matters.

Carmen Cavallaro

(Hotel Carlton, Washington, NBC-Blue Network, Saturday, December 27, 10-10:30 p.m.)

CAVALLARO'S style is the type usually associated with swank hotel dining rooms. Unlike most orks of its brand, however, the Cavallaro crew plays with precision and considerable dash. It sounded like an excellent radio band night caught.

Arrangements featured the maestro's deft piano and a lot of pretty fair fiddling. Most of the work was done on pops, with a Latin rhythm thrown in here and there.

Vocalizing was by Jimmy Lewis and violinist Bernie Martin. Neither of the boys is too strong in the tonsil department, but no damage was done. An-

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.

Charlie Spivak

(Reviewed at Pennsylvania Hotel, New York)

THE Spivak band is now something to behold. Not quite two years old, aggregation has everything to make for a bright commercial career. Entire crew plays its brand of stuff now with a confidence and polish that stacks up with almost any of the more matured name orks. It's also set up to compete with 'em vocally. The Stardusters (three fellows), June Hutton and Garry Stevens do a bang-up job with the lyric arrangements. Miss Hutton groups in with the Stardusters frequently for good harmonizing. Stevens is a Spivak "veteran" and does a good ballad job.

Six brass (besides the Spivak trumpet), five reed and four rhythm make the instrumentation. Real enthusiasm is shown by all the youths, and this has a good effect on the customers, besides the adept musicianship displayed by all. Library is geared for ride, jump, sweet-swing and plain sweet. Band shows up as tops with each type and maintains a swell, rhythmic dance tempo thruout. Plenty of drive is pushed out on the hot swingers, which take up a major part of the later hours at this hostelry. For diners earlier, ork shines out as a well-knit show band with the vocalizers wound thru some swell arrangements.

With its present equipment the Spivak band is a cinch to ride the crest of the name wave. The maestro is a double threat as a frontier, having an affable manner and a honey of a lip for that horn. A couple of current platter successes are already giving the band a send-off nationally, too.

Harold Humphrey.

Charley Fiske

(Reviewed at Pla-Mor Ballroom, Kansas City, Mo.)

THIS young band has come a long way since its reorganization last June. It has improved steadily, and today delivers a brand of music which definitely pegs it as a comer. Instrumentation is four sax, four brass and three rhythm, with Fisk in front with trumpet. Arrangements, similar to those of Harry James, are written with a trumpet lead featuring Fisk in some solid tooting.

Band draws both sweet, swing and jitterbug trade. Sweet numbers bring out a mellow reed section, featuring Wendell Pate in some mighty sweet tenor work, backed up by soft trumpet melody. Swingaroo pieces seldom desert the realm of the danceable. On jump tunes, Louis Ott gets away on some blistering tenor solos, while Jack Jane takes off in trumpet rides, backed by superb rhythm beat by tub man Joe Fisk. Little Joe, who is Charley's younger brother,

shows amazing ability which belies his age.

Charley's soloing in *Concerto for Trumpet* calls for more. His horn goes sweet or hot with equal effectiveness. Band has some keen novelty numbers, displaying appealing showmanship in their delivery. Charley draws applause triple-tonguing two trumpets at once.

Vocals are split two ways. Tracy Lancaster, trumpet, croons to good results, while Ginny Coon, pretty featured singer, delivers pop ballads with delightful frankness.

Outfit appears well groomed and snappy on the stand and should go well.

Kerns.

Sacasas

(Reviewed at Club Bali, Philadelphia)

DISTINCTION of being the outstanding arranger of Latin lullabies has long been planned on Anselmo Sacasas, and still remains unchallenged. And therein lies the distinction of his own band. A small group of eight, it dishes out a brand of native music that is foreign to the run-of-the-rumba bands beating the boards today. His arrangements capture the true spirit of the Cuban and Afro-Cuban chants, wherein the interpretation emphasizes the intricate rhythmic beats which characterize each type of number. The lush melodies are an incidental factor.

Most striking, and at the same time most typical Cuban, are the interludes when the boys in the band bang out the rhythmic beats on native instruments while the maestro, squatting at the Steinway, improvises a variety of musical themes. Counterpart is found in the jam sessions that characterized the Harlem gin mills during the swing-mad era. That feverish musical pitch, in its Cuban counterpart, is conveyed here. Moreover, it spells the band's own particular brand of showmanship.

With the youthful maestro at the piano, harmonic color pictures are painted by three saxes, doubling on fiddles, clarinets and flutes; single trumpet, bass, drums and maracas expert. Catalino Rolon, who shakes the bean bags, fronts the combo and capably handles the exacting vocal requirements. And when two-part voices are called for, trumpeter Wilfredo steps down. It's strictly a class combo that doesn't depend on colorful ruffled shirts to cover up musical deficiency. Gives a true and most exciting portrayal of the tropical tunes.

Orodenker.

Harold Stokes

(Reviewed at the Edgewater Beach Hotel, Marine Dining Room, Chicago)

A NEW outfit employing the services of 22 musicians and singers, this band is fronted by Stokes, who for years has been musical director of WGN, Chicago's Mutual outlet. He has had extensive experience with musicians and music, but this is his first attempt in the traveling band field.

From the point of presentation band is obviously attempting to ape the Horace Heidt set-up. Musical trios, novelties, glee club formations, among other features, are stressed. The instrumentation consists of four brass, four reed, three fiddles and three rhythm. One of the fiddles doubles on guitar. Stokes himself does not play an instrument, altho he is said to play an act-cordion well. Boys delve into sweet and swing fields generously, with the more melodious pieces getting the nod here because of the many older patrons who come into this room. Ork is not smooth yet musically, but there is no reason why it should not be in a few months.

Plenty of vocal support is given, altho not all of it is good. In the featured spot are two trios, the King's Jesters and the Barry Sisters. The Jesters have

(See ON THE STAND on page 15)

nouncements were direct and simple.

Rated on this performance, the band can be spotted almost any time of day or night. Rhythms are good for dancing, okay for listening, and the pop tunes are wisely chosen. And best of all in hands of this breed, the fiddles don't squeak.

Music Items

Publishers and People

EDWARD SCHUBERTH MUSIC, publisher of *Intermezzo*, have something entitled *Did You Did It? (Or Did You Didn't Did It)*. Also a few other items, including *Darling, I Love You; Love's Rhapsody, Song of the Night, My Love and Love, You Have Won My Heart*.

Mills Music is sending copies of *You're a Sap, Mister Jap* and its *We'll Always Remember Pearl Harbor* to 400 army and navy bands. Jack Mills has been on the West Coast.

Ed (Nemo) Roth, after five years with Paramount Music, has joined the professional department of Advance Music.

Mae Mitchell and Mack Ray have written *Liable To Do It*, which will be published by Crescent Music.

Colonial Music is starting a "News Service," containing publicity blurbs, chatter, etc., about songs and Tin Pan Alley. It will be circulated free of charge to music dealers, and is expected to appear twice a month.

Songs and Such

THE Yanks Will Do It Again, by Edward J. Lambert, Stephen Richards and Jimmy Lyons, has been published by Barton Music, New York.

I'll Leave My Heart With You, is the latest effort of Benny Davis, who plans to publish the tune himself.

Daddy Don't 'Low No Foolin' 'Round is the most recent composition of Ernest Ford and Russ Hull. Published by Bell Music, Chicago.

Your Daddy Was a Buddy to My Daddy, by Matt Pelkonen and Roscoe P. Barnhart, is being published by Rainbow Melodies.

For the Flag, for the Home, for the Family, by George M. Cohan, is being issued by Jerry Vogel Music.

Let's Get the Guy Who Blows the Bugle, by Mart Fryberg and Ira Sloan, is being published by Colonial Music.

Associated Music Publishers, Inc., are working up quite a plug campaign for their ballad, "You Haunt My Heart." Lanny Ross and James Melton have recorded it for Victor, and both are featuring it on their air shows.

Philly Pickings

JOHNNY FARROW has Les Brown making the platter bow for his *Everybody's Making Money But Tschakowsky* on the Okeh label.

Local Tin Pan Alley adds three titles to the patriotic cycle with Gwen Schoch fashioning *Rise Up and Shine Up, America*, William B. Richter penning *Clancy's Gene and Joined the Army* and maestro Harry Dobbs and emcee Eddie Black collabbing for *Call of the U. S. A.*

Gene Irwin, local composer responsible for *Fine o'Clock Whistle*, has just received his membership in ASCAP.

Joe Fuhrman, who was representing Campbell-Loft Music Company here, has switched to plugging for Irving Berlin.

Page Sets L. Rock Mark

LITTLE ROCK, Ark., Jan. 10.—Paul Page ork set a new attendance record at Club Westwood here New Year's Eve, with 1,070 people jamming the spot at \$3.30 per couple. Mark was 400 over previous record.

Thornhill Grosses \$1,237.50

BRIDGEPORT, Conn., Jan. 10.—Claude Thornhill, appearing at the Ritz Ballroom here last Sunday (4), drew a crowd of 1,250 persons. With the tariff upped to 89 cents, take amounted to \$1,237.50. Harry James comes in for a midweek appearance Wednesday (14).

LANSING, Mich., Jan. 10.—Two name bands have been booked for four-day runs at the Michigan Theater here next month. Griff Williams comes first, February 11, to be followed February 18 by Ted Weems.

That's the Ticket!

TULSA, Okla., Jan. 10.—Les Apple-gate and Choc Phillips, a pair of local policemen who used to be in the show biz and still manage to keep the grease-paint smell in their noses by appearing as members of the Tulsa Police Quartet, have written a war song. They call it *We'll Nip the Nip-ponese*.

"Lucky?"

NEW YORK, Jan. 10.—Lucky Miller plans to hold a gala celebration at his current stand, Savoy Ballroom, here. Place will be festooned and garlanded, and revelry will reign unfettered. Celebrities will be on hand to lend glamour to the proceedings, and the whole thing will be attended by much tub-thumping, ballyhoo and noise. The occasion is, as Lucky puts it, "The first anniversary of my 10th band."

G. Miller Hits One Million on 'Choo-Choo' Disk

NEW YORK, Jan. 10.—The millionth copy of Glenn Miller's *Chattanooga Choo Choo* disk came off the Victor-Bluebird presses this week and is now lying in state in somebody's office, waiting to be auctioned off at the forthcoming President's Birthday Ball. Victor says the record is the juiciest wax property since Gene Austin's 1926 smash, *My Blue Heaven*.

The Miller platter has been on the market for 23 weeks, and, oddly enough, only reached its peak last week when sales were highest at any time in the disk's lifetime. Since early September the record has been among the three top retail sellers in the country, as listed in *The Billboard* Music Popularity Chart. For the past six weeks, of course, it has been No. 1—with no competition worth mentioning.

Its career on the coin phonographs has been a strange one, culminating, after an upsy-downsy early period, in its becoming the strongest music box item in the land. Disk was released during the ASCAP-radio war, and suffered from anemic air plugging. However, when the picture of its origin, *Sun Valley Serenade*, began circulating around the nabe houses, the tune picked up, and then got terrific impetus with ASCAP's return the webs. Intensive demand and plugging led to machine popularity and upped retail sales. At present writing, the Miller disk is in its 13th week of "Going Strong" listing in *The Billboard* Record Buying Guide, with no prospect of losing ground for at least another month.

Robbins Music, which publishes the tune, reports that it has passed 185,000 in sheet sales.

January 30 the millionth record will be autographed by Glenn Miller and auctioned during the President's Birthday Ball at the Waldorf-Astoria Hotel here.

Maestro Finally Collects For "Daddy" Arrangement

PHILADELPHIA, Jan. 10.—Court action was averted here when Curt Weiler and his orchestra made a settlement for a flat sum with Bob Troup, writer of the *Daddy* hit. Weiler and his boys were cut in for a 25 per cent interest in the song, because it was their arrangement which skyrocketed the ditty to fame. Tune was never on paper, and Sammy Kaye discovered it at the local Embassy Club, where Weiler was featuring it. It was Weiler's arrangement that Kaye used for his record version, but it wasn't until the settlement made last week that Weiler realized anything out of the song's success.

Local 174 Elects Officers

NEW ORLEANS, Jan. 10.—Local 174, American Federation of Musicians, has elected the following officers for 1942: Charles Hartmann, president; John DeDroit, vice-president; Leo Brookhoven, business representative; Robert Aguilera, recording secretary; Ralph Chabao, financial secretary, and Melvin Smith, sergeant at arms.

A New Ballroom in Iowa

STRATFORD, Ia., Jan. 10.—C. K. Johnson, of Aurora, Ia., has opened a new ballroom at Stratford, called the Stratoliner. Skippy Anderson played for the opening night, and traveling bands will be booked regularly, according to Johnson.



THE cast members of the Shuberts' Gilbert and Sullivan company, playing Philadelphia Christmas week, were graciously allowed to spend Christmas Eve with their families in New York—but they were called back for a brush-up rehearsal Christmas Day. . . . The Korn Kobblers are so happy about having a horse named after them that they send the nag a bag of oats each week. Now all they're waiting for is for him to win. . . . In the midst of complaints about box-office men, think of what they run up against. Actually overheard at the box office of the Fulton last week was a woman buying tickets for the midweek matinee who, in all seriousness, asked the treasurer, "Is there going to be an air raid Wednesday matinee?" . . . An English player is in a local sanitarium recovering from a breakdown induced by the war and its effects on her family in England. According to reports, she had reached the point where she thought that all the other people in her show were Nazi spies. . . . One of the toughest breaks of the week hit Evalyn Tyner, band leader at the Waldorf-Astoria's cocktail lounge. She was given her first air shot Monday (5) night—but that day her vocalist was carted into the army, and no amount of pleading could get anyone to postpone the order for 24 hours. . . . The Hotel Astor, in anticipation of a scarcity of men, is now breaking in femme elevator operators. . . . Jack Leonard's recall into active army service caught the Music Corporation of America unawares. Coincidental with his recall, a memo was prepared to tell the staff of his booking into the Hippodrome, Baltimore—but a P.S. had to be tacked on at the last minute, noting that an agent named Uncle Sam had booked him elsewhere for an indefinite period. The P.S. pointed out that there was no recourse for MCA, since the Uncle is not a member of either AGVA or ARA.

MRS. BOBBY SOUR, wife of the songwriter, is a champ builder of boat models, but has switched to modeling warplanes since her husband penned his latest patriotic ditty, *They Started Something*. . . . Hal Janis, formerly news chief at WMCA, is now with the Office of the Co-Ordinator of Information (Col. Donovan's outfit). . . . During the holiday season Joe Rines, musical director at WMCA, received among his Christmas cards a yuletide greeting from the Bordentown Prison Farm. There are no ominous overtones, however. Joe has been furnishing the prison band with orchestrations, and the holiday acknowledgment, signed by the warden, thanked him for them. . . . Still another WMCA note: Zeb Carver and his crew, from the Village Barn, are set to do a weekly program series over the station. . . . A couple of girls held up the Palace Theater Building elevators for a while last week by demanding to be taken to "the mezzanine" and refusing to take no for an answer. They were finally shooed back to the lobby and into the right entrance. . . . Busman's holiday: Alan Courtney, record jockey for Station WOV, received eight record players from band leaders as Christmas gifts. . . . It's a gruesome subject for a gag—but they're telling the one about the British actor who joined a suicide squad because all his life he had wanted to do a commando performance.

Mrs. FDR Scores Up a Tempest By Shunning 802-Picketed Show

NEW YORK, Jan. 10.—The American Federation of Musicians' cry against canned music became a cause celebre Tuesday (6) when Mrs. Franklin D. Roosevelt refused to pass a Local 802 picket line at the Mansfield Theater here, where *In Time To Come*, legit show, employs recorded music in the background without the customary four musicians standing by under Local 802 regulations.

Mrs. Roosevelt's stand in refusing to cross the picket line was enough to agitate columnist Westbrook Pegler into a hue-and-cry against the AFM, its president, James C. Petrillo, and Jack Rosenberg, president of Local 802. He opposed Mrs. FDR's explanation in her column, *My Day*, on the same page in *The World's Telegram* as Pegler's column.

Press was agitated over the incident, but most agitated of all was Otto Preminger, producer of the show, whose office claims the show has been hurt severely at the box office because of the First Lady's public stand. Preminger's office described the union action as "high-handed methods and gangster tactics."

Union's stand, in accord with regulations of several years' standing, has its roots in attitude that "canned music is the greatest enemy of the musician and is responsible for thousands of musicians being unemployed." For these reasons both Rosenberg and William Feinberg, secretary of 802, say, "We won't compromise the rules for anybody."

Feinberg says that Preminger had appeared before the executive board, informed them that canned music would be in the background, and asked for permission to employ one man to change the platters on the phonograph instead of four men at a total \$337.50 per week. He was turned down, of course.

Feinberg pointed out that Preminger is "just being stubborn and tight," because he has put on three shows in the past in which he used recorded music and paid the stand-by charges. Shows were *Margin for Error*, *Beverly Hills* and *The More the Merrier*.

Preminger, however, points out that demands for a four-man stand-by are unjust, since records played are just snatches of *The Star-Spangled Banner*, *God Save the King*, *La Marseillaise* and *Over There*. Mrs. Roosevelt, in her column, said she was going to communicate with the head of the union on why a

picket line was cast because of the producer's refusal to hire a band to play the National Anthem. Daily press quoted Mrs. FDR as saying she sent a letter to Rosenberg, but Rosenberg said he hadn't received it yet. He also said that if all that was played was *The Star-Spangled Banner* the union would have no objection.

Meantime, Preminger told the union he would deposit \$337.50 per week in escrow and have the issue arbitrated by a public agency, but union nixed the idea. Cast of the show and the backstage crew have sent a petition to Petrillo asking for a withdrawal of the picket line "until some mutual and just understanding can be reached."

James T. Reilly, executive secretary of the League of New York Theaters, of which Preminger is a member, stated that the League would not intervene because "no request has been made." Reilly said that "at this time there is no necessity for any additional participants in the fracas."

League hasn't adopted any official attitude toward the situation, but Reilly said that individual producer members of the organization have given "expressions of approval" to Preminger's action.

Preminger told *The Billboard*, "I'm going to fight this thing to the end; I want to see how far democracy goes."

Legal Repercussions?

NEW YORK, Jan. 10.—Legal department of Victor Records couldn't be contacted at press time on the angle of whether use of four Victor records in Otto Preminger's show, *In Time To Come*, was permissible, since all Victor records bear the legend, "Only for non-commercial use on phonographs in homes."

In Time To Come uses four Victor platters: *The Star-Spangled Banner*, *La Marseillaise*, *God Bless the King* and *Over There*. A Victor official stated the use of the records in this show could be construed as commercial use, because an admission is charged, in contrast to recorded programs, which are dispensed free to the public.

Legal department couldn't be reached for a ruling as it affected the show.

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

A

Abbe, Vic (St. Charles) New Orleans, h.
 Agnew, Charlie (Sherman's) San Diego, Calif., c.
 Akin, Bill (Kelly-Cawley Grill) La Salle, Ill.,
 nc.
 Alberto, Don (El Chico) NYC, nc.
 Alexander, Will (Palmer House) Chi, h.
 Allan, Bob (Arcadia Grill) Canton, O., nc.
 Allen, Red (Club 181) NYC, nc.
 Alohans (Jefferson) Peoria, Ill., h.
 Albert, Mickey (Cocoanut Grove) Boston, nc.
 Apollon, Al (Iroquois Gardens) Louisville, nc.
 Arthur, Leonard (Roadside Rest) Oceanide,
 L. I., N. Y., nc.
 Arturo (Netherland Plaza) Cincinnati, h.

B

Bailey, Layton (Wardman Park) Washington, h.
 Barbara, Pat (Stork Club) NYC, nc.
 Bardo, Bill (Commodore Perry) Toledo, O., h.
 Barnett, Arne (Harry's New Yorker) Chi, nc.
 Barrie, Dick (Tantilla Garden) Richmond,
 Va., nc.
 Barron, Blue (Edison) NYC, h.
 Bartal, Jenö (Lexington) NYC, h.
 Basie, Count (Apollo) NYC 12-15, t.
 Basile, Joe (O.E.S. Show) Sussex, N. J.;
 (Grotto Circus) Worcester, Mass., 19-24.
 Baum, Charles (Copa Cabana) NYC, nc.
 Baum, Rudy (St. Moritz) Miami, Fla., h.
 Beck, Buddy (Indiana State) Terre Haute,
 Ind., h.
 Becker, Bubbles (Merry-Go-Round) Pitts-
 burgh, nc.
 Beckner, Denny (Samoa Gardens) Flint, Mich.,
 nc.
 Benson, Ray (Ambassador East) Chi, h.
 Bergere, Maximilian (Versailles) NYC, nc.
 Bionny, Bela (Pierre) NYC, h.
 Bondshu, Neil (Pierre) NYC, h.
 Borr, Mischa (Waldorf-Astoria) NYC, h.
 Bowman, Charles (Wivel) NYC, re.
 Bradshaw, Tiny (Savoy) NYC, h.
 Breese, Lou (Palace) Youngstown, O., 13-15, t.
 Brigode, Ace (Lake) Springfield, Ill., nc.
 Bunts, Howard (Main St.) Detroit, nc.
 Burkarth, Johnny (Overflow) Wichita, Kan.,
 until Jan. 21, nc.
 Burns, Cliff (Marlborough Inn) Cincinnati.
 Byrne, Bobby (Sherman) Chi, h.

C

Cabin Boys (Brown Derby Cellar Bar) War-
 ren, O., nc.
 Calloway, Cab (Buffalo) Buffalo, t; (Palace)
 Cleveland 18-23, t.
 Calvert, Oscar (Casa Marta) NYC, nc.
 Camden, Eddie (Henry Grady) Atlanta, Ga., h.
 Carlos, Don (Club Gaudin) NYC, nc.
 Carlyle, Lyle (Frolie) Miami, Fla., nc.
 Carper, Don, Quartet (Roger Smith) Washing-
 ton, D. C., h.
 Carr, Al (La Marguise) NYC, nc.
 Carroll, Irv (Dempsey's) NYC, re.
 Carter, Benny (Famous Door) NYC, nc.
 Cavallaro, Carmen (Rainbow Room) NYC, nc.
 Chappello, Joe (Jimmy Kelly's) NYC, nc.
 Chester, Bob (Castle Farm) Cincinnati 17, nc.
 Christa, Don (Ye Olde Cellar) Chi, c.
 Childs, Reggie (St. Anthony) San Antonio,
 Tex., h.
 Chiquito (El Morocco) NYC, nc.
 Clarke, Buddy (Park Central) NYC, h.
 Codolban, Cornelius (Russian Kretchma)
 NYC, nc.
 Cole, Allan (Cafe Madton) NYC, c.
 Coleman, Emil (Blackstone) Chi, h.
 Collins, Joe (Flame Club) Duluth, Minn., nc.
 Conde, Art (Homestead) NYC, h.
 Coniff, Ray (Nick's) NYC, nc.
 Conna, Lee (Ten Eyck) Albany, N. Y., h.
 Cooke, Harold (Savoy-Plaza) NYC, h.
 Courtney, Del (Stevens) Chi, h.
 Crawford, Dick (The Dome) Mandan, N. D.,
 nc.
 Cromwell, Chauncey (McGinnis's) Brooklyn, re.
 Cugat, Xavier (Palmer House) Chi, h.
 Cummins, Buddy (Palm Gardens) NYC 24, nc.
 Carbello, Herbert (La Martinique) NYC, nc.

D

D'Arcy, Phil (Monte Carlo Beach) NYC, nc.
 Dale, Marvin (Oh Henry) Chi, b.
 Davis, Eddie (Larue's) NYC, re.
 Davis, Johnny (Scat) (Blackhawk) Chi, nc.
 Daw, Freddie (Merry Garden) Chi, b.
 Dawn, Dolly (Roseland) NYC, b.
 Dennis, Dave (Hurricane) NYC, nc.
 Donahue, Al (Tunetown) St. Louis 13-19, h.
 Donahue, Sam (Coral Gables) East Lansing,
 Mich., b.
 Dominguez, Juan (Rogers Corner) NYC, nc.
 Dorsey, Jimmy (Strand) NYC 12-14, t; (Pal-
 ace) Cleveland 18-22, t.
 Dorsey, Tommy (Palladium) Hollywood, Calif.,
 nc.
 Duchin, Eddy (Strand) Brooklyn 16-19, t.
 Duffy, George (Syracuse) Syracuse, N. Y., h.
 Dunham, Sonny (Valley Dale) Columbus, O.,
 nc.

E

Eddy, Ted (Iceland) NYC, nc.
 Edwards, Tom (Walley's Gay 90's) Albany,
 N. Y., nc.
 Emerick, Bob (Cypress Cafe) Pismo Beach,
 Calif., nc.
 Ernie & His Norsemen (Castleholm) NYC, re.
 Ernie, Val (La Rue) NYC, nc.

F

Farley, Eddie (French Village) Dayton, O., nc.
 Feminine Notes, Five (Radio Frank's) NYC, nc.
 Fiddle Bow Bill (Darling) Wilmington, Del., nc.
 Fields, Shy (Top Hat) Union City, N. J., nc.
 Fio Rito, Ted (Pacific Square) San Diego,
 Calif., nc.
 Fischer, Darrel (Diamond Mirror) Passaic,
 N. J., nc.
 Fisher, Freddie (Spotlight) Hollywood, Fla.,
 nc.
 Flora, Jimmy (Pennsylvania) NYC, 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.

Flynn, Tommy (Merry-Go-Round) Pitts-
 burgh, nc.
 Fomeen, Basil (Copacabana) Rio de Janeiro,
 nc.
 Foster, Chuck (Netherland Plaza) Cincin-
 nati, h.

G

Gasparre, Dick (Plaza) NYC, h.
 Gilbert, Johnny (Southern Mansions) Kansas
 City, Mo., h.
 Gilberto (Havana-Madrid) NYC, nc.
 Gifford, Cal (DeWitt Clinton) Albany, N. Y., h.
 Goldie (The Chanticleer) Madison, Wis., nc.
 Goodman, Benny (New Yorker) NYC, h.
 Gordon, Don (Olde Cedar Inn) Brookhaven,
 N. Y., re.
 Gordon, Jack (Buffalo Athletic Club) Buf-
 falo, nc.
 Gordon, Paul (Flamingo) Louisville, nc.
 Grant, Bob (Savoy Plaza) NYC, h.
 Gray, Chauncey (El Morocco) NYC, nc.
 Grayson, Val (Ohio) Youngstown, O., h.
 Green, Jack (Vienna Plaza) Zanesville, O., re.
 Greene, Murray (Horseshoe) Sunnyside, L. I.,
 N. Y., c.

H

Hampton, Lionel (Brunswick) Boston, h.
 Haney, Myron (Childs Spanish Gardens)
 NYC, re.
 Harris, Jack (La Conga) NYC, nc.
 Harris, Ken (Biltmore) Atlanta, Ga., h.
 Harsted, Jerry (Midway) St. Paul, re.
 Hart, Joe (Green Mill) Saginaw, Mich., nc.
 Harvey, Ned (Queens Terrace) Woodside, L. I.,
 N. Y., nc.
 Hawkins, Eskine (Orpheum) Minneapolis 12-
 15, t; (Orpheum) St. Paul 16-19, t.
 Haywood, Eddie (Village Vanguard) NYC, c.
 Hayworth, Ronnie (Chin Lee's) NYC, re.

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

Heath, Andy (Fitch's Cafe) Wilmington, Del.,
 nc.
 Hehling, Kitty (Hoffman) South Bend,
 Ind., h.
 Henry, Bill (Shorroad Casino) Brooklyn, nc.
 Herbeck, Ray (Log Cabin) Armonk, N. Y., nc.
 Hite, Les (Chatterbox) Mountside, N. J.,
 nc.
 Hoff, Rudy (Piccadilly) Pensacola, Fla., nc.
 Holmes, Herbie (New Kenmore) Albany, N. Y.,
 20-Jan. 16, h.
 Holst, Ernie (Savoy-Plaza) NYC, h.
 Horton Girls (Andy's Supper Club) Fayette-
 ville, N. C., nc.
 Howard, Ralph (Rotisserie) Jackson, Miss., nc.
 Hudson-DeLange (Capitol Music Hall) Albany,
 N. Y.

I

James, Harry (Adams) Newark, N. J., 16-22, t.
 Jelesnick, Eugene (Chanticleer) Milburn,
 N. J., nc.
 Jerome, Henry (Childs Restaurant) NYC, re.
 Johnson, King (Shelton Corner) NYC, h.
 Jones, Billy (Remier's Royale) Savannah, Ga.,
 nc.
 Jurgens, Dick (Aragon) Chi, b.

K

Kardos, Gene (Zimmerman's Hungaria) NYC,
 re.
 Karson, Maria, Musicals (Onesto) Canton,
 O., h.
 Kassel, Art (Bismarck) Chi, h.
 Kay, Chris (Casino Russe) NYC, nc.
 Kay, Danny (Stamp's) Phila., c.
 Kaye, Georgie (Hollywood) Bridgeport, Conn.,
 re.
 Kendis, Sonny (Cafe Madison) NYC, nc.
 Kent, Peter (New Yorker) NYC, h.
 King, Teddy (Odenbach's) Rochester, N. Y., re.
 Kinney, Ray (Lexington) NYC, h.
 Kirby, John (Cafe Society Uptown) NYC, nc.
 Kirk, Andy (Grand Terrace) Chi, nc.

Bands on TOUR—Advance Dates

ELLA FITZGERALD: Memorial Audi-
 torium, Raleigh, N. C., Jan. 19; Audi-
 torium, Bluefield, W. Va., 20; Arena,
 Beckley, W. Va., 21; Palais Royal, Nor-
 folk, 22; Mosque, Richmond, Va., 23;
 Keith's Roof, Baltimore, 24.
 ERSKINE HAWKINS: Paramount The-
 ater, Des Moines, Jan. 20-22; Orpheum
 Theater, Omaha, 23 (week); Newman
 Theater, Kansas City, Mo., 30 (week).
 HARRY JAMES: Adams Theater,
 Newark, N. J., 16 (week); Metropolitan
 Theater, Boston, 23 (week).
 SAMMY KAYE: Lytle Theater, Bridge-
 port, Conn., 19-21; Tolem Pole, Auburn-
 dale, Mass., 22; State Theater, Hartford,
 Conn., 23-25; Plymouth Theater, Wor-
 cester, Mass., 26-28; Earle Theater,
 Washington, 30 (week); Palace Theater,
 Cleveland, Feb. 13 (week); Shubert The-
 ater, Cincinnati, 20 (week); Paramount
 Theater, Toledo, 27-March 1; Palace The-
 ater, South Bend, Ind., 2; Coronado

Knight, Bob (Monte Carlo) NYC, nc.
 Korn Kobbler (Flegship) Union N. J., nc.
 Kristal, Cecil (Surr) Sarasota, Fla., nc.
 Krupa, Gene (Paramount) NYC, t.
 Kuhn, Lee (Beachcomber) NYC, nc.
 Kurtze, Jack (Flynn's Cocktail Room) New
 Orleans, nc.

L

Lally, Howard (Belmont Plaza) NYC, h.
 Lunde, Jules (Ambassador) NYC, h.
 Lano, Tony (Canary Cage) Corons, L. I.,
 N. Y., nc.
 Lang, Don (Colostino's) Chi, nc.
 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.,
 nc.
 Leroy, Howard (Zeller's) Wheeling, W. Va., re.
 Levant, Phil (Rumba Casino) Chi, nc.
 Lewis, Dick (51 Club) NYC, nc.
 Lewis, Eddie (Nat) Amarillo, Tex., b.
 Lilly, Gerry E. (Smitty's) Pennsylvania, N. J., c.
 Lombardo, Guy (Roosevelt) NYC, h.
 Long, Johnny (Roseland) NYC 9-Feb. 5, b.
 Lopez, Vincent (Taft) NYC, h.
 Luis, Don (Ubangi Club) NYC, nc.
 Lukewela, Royal (Cafe Bagatelle) NYC, nc.
 Lunceford, Jimmie (Loew) Bridgeport, Conn.,
 13-14, t; (Palace) Albany, N. Y., 15-21, t.
 Lyman, Abe (Royal Palm) Miami, Fla., nc.

M

McCoy, Clyde (Stanley) Pittsburgh, t.
 McDowell, Adrian (Colonial Dinner Club)
 Nashville, Tenn., nc.
 McGee, Johnny (Totem Pole) Auburndale,
 Mass., nc.
 McGuire, Betty (La Salle) Battle Creek,
 Mich., h.

McIntyre, Lani (Gloria) Columbus, O., nc.
 McIntyre, Hal (Glen Island Casino) West-
 chester County, N. Y., nc.
 Machito (Beachcomber) NYC, nc.
 MacKenzie, Jimmy (Wolverine) Detroit, h.
 Munn, Mill (Club Maxim) Bronx, N. Y., nc.
 Marconi, Pete (Caravan) NYC, nc.
 Mario, Don (Biltmore) NYC, h.
 Martel, Gus (St. Regis) NYC, h.
 Marti, Frank (Copacabana) NYC, nc.
 Martin, Bobby (Canary Cage) Woodside, L. I.,
 N. Y., nc.
 Martin, Dave (St. George) Brooklyn, h.
 Martin, Freddy (Waldorf-Astoria) NYC, h.
 Martin, Lou (Leon & Eddie's) NYC, nc.
 Marvin, Mel (Van Cleve) Dayton, O., h.
 Masters, Frankie (Strand) Brooklyn 23-26, t.
 Matthey, Nicholas (Casino Russe) NYC, nc.
 Maya, Froilan (Havana-Madrid) NYC, nc.
 Melba, Stanley (Pierre) NYC, h.
 Melton, Jack (Jimmy Wright's) Plainville,
 Conn., nc.
 Messner, Johnny (McAlpin) NYC, nc.
 Miller, Glenn (Palace) Cleveland, t.
 Miller, Jay (Freddie's) Cleveland, nc.
 Miller, Russ (Jack & Bob's) Trenton, N. J.,
 nc.
 Milton, Dick (Ray's Place) NYC, re.
 Minor, Frank (Red Mill) NYC, nc.
 Monet, Gene (Greenwich Village Inn) NYC,
 nc.
 Monroe, Vaughn (Commodore) NYC, h.
 Morand, Jose (Colony) Chi, nc.
 Morgan, Russ (Tower) Kansas City, Mo., t.
 Morris, George (Armando's) NYC, nc.
 Morton, Ray (Essex House) NYC, h.
 Mosley, Snub (The Place) NYC, nc.
 Motley, Berk (Dude Ranch) Norfolk, Va., nc.
 Mott, Vincent (Mayflower) Miami, Fla., h.
 Munro, Hal (Casino Royal) New Orleans, nc.
 Murray, Duke (French Village) Dayton, O., nc.

N

Nagel, Harold (Astor) NYC, h.

Nevel, NIK (Lookout House) Covington, Ky.,
 nc.
 Newton, Frankie (Kelly's Stable) NYC, nc.
 Nichols, Red (Morgantown, W. Va., 16; (Ball-
 room) Pittsburgh 20; (Ballroom) Monaca,
 Pa., 21.
 Noble, Ray (Ambassador) Los Angeles, h.
 Norman, Duke (Dave's Blue Room) Reading,
 Pa., nc.
 Norris, Stan (Jefferson) St. Louis, h.
 Norvo, Red (Blue Gardens) Armonk, N. Y.,
 nc.
 Novi, Mischa (Navarro) NYC, h.

O

Olman, Val (Biltmore) NYC, h.
 Onisko, Senya (Commodore) NYC, h.
 Osborne, Will (Stanley) Utica, N. Y., t.
 Ovando, Manuel (El Durado) Cleveland, nc.
 Owen Sisters (Doc's) Baltimore, nc.
 Owen, Tom; Baldwin, Ia., 14; (Goodfellows'
 Hall) Davenport 15; (Fire Dept.) Sibley, Ill.,
 16; (Highway Gardens) Stanwood, Ia., 17;
 Volga City, Ia., 19; (Dancehall) Bellevue 20.

P

Pablo, Don (Palm Beach) Detroit, nc.
 Pafumy, Joe (Belmont-Plaza) NYC, h.
 Pabner, Spector (Royale) Detroit, nc.
 Pabsey, Eddie (Hollywood Beach) Hollywood,
 Fla., h.
 Panchito (Versailles) NYC, nc.
 Pancho (Slater) Detroit, h.
 Pantone, Mike (Lark Tavern) Albany, N. Y.,
 nc.
 Parks, Bobby (Monte Carlo) NYC, nc.
 Paul, Toussy (Olson's) Chi, re.
 Paulson, Art (New Yorker) NYC, h.
 Penman, Blundy (Silver Dollar) Clinton, Ia.,
 nc.
 Peterson, Mel (Golden Dragon) Cleveland, re.
 Pineapple, Johnny (Wolverine) Detroit, h.
 Porter, Alden (Nut Club) NYC, nc.
 Powell, Teddy (Shubert) Cincinnati, t.
 Powell, Walter (Moonlit Gardens) Saginaw,
 Mich., nc.
 Prima, Leon (Butler's New Room) NYC, nc.
 Prussin, Sid (Diamond Horseshoe) NYC, nc.

R

Raeburn, Boyd (Chez Paree) Chi, nc.
 Ramos, Bobby (Chez Paree) nc.
 Ramos, Ramon (Drake) Chi, h.
 Raymond, Nick (Pierre) NYC, h.
 Reid, Morton (St. Regis) NYC, h.
 Reineck, Harold (Osterhout Inn) Albany, N. Y.,
 h. c.
 Reish, Benny (Bowers) Detroit, nc.
 Rizzone, Ray (Enduro) Brooklyn, nc.
 Roberts, Chick (Tally-Ho) Albany, N. Y., nc.
 Roberts, Eddie (Lido) NYC, b.
 Rodriguez, Jack (Tamba Casino) Chi, nc.
 Rogers, Dick (Roseland) NYC, b.
 Rotonda, Peter (Commodore) NYC, h.
 Ruhl, Barney (Club Mayfair, Lake Lansing)
 Lansing, Mich.

S

Sanders, Sid (Rainbow Inn) NYC, nc.
 Sander, Bernie (Grande) Detroit, b.
 Saunders, Hal (St. Regis) NYC, h.
 Schwartz, Charles (International Casino)
 NYC, nc.
 Shand, Terry (Lookout House) Covington,
 Ky., nc.
 Shelton, Dick (Seven Gables) Milford, Conn.,
 nc.
 Sherry, Herb (Paradise Cafe) NYC, b.
 Siegel, Irving (Little) Spencer, Wis., nc.
 Selger, Rudy (Palmer) San Francisco, h.
 Sissle, Noble (Diamond Horseshoe) NYC, nc.
 Sless, Alvin (Gerard's) Albany, N. Y., nc.
 Smith, Bob (Knotty Pine) Alameda, O., nc.
 Smith, Russ (Rainbow Grill) NYC, nc.
 Smith, Staff (Ubangi) NYC, nc.
 Snider, Billy (Glenn Rendezvous) Newport,
 Ky., nc.
 Snyder, Mel (Patlo) Cincinnati, nc.
 South, Eddie (Cafe Society Uptown) NYC, nc.
 Spanier, Mugsy (Arcadia) NYC, b.
 Sparr, Paul (St. Regis) NYC, h.
 Spector, Harold (Biltmore) NYC, h.
 Spector, Ira (Chateau Moderne) NYC, nc.
 Spector, Irving (Frontier Ranch) Detroit, nc.
 Spitalny, Phil (Earle) Phila., t.
 Spivak, Charles (Pennsylvania) NYC, h.
 Stanford, Stan (Belvidere) Sault Ste. Marie,
 Mich., h.
 Stokes, Harold (Edgewater Beach) Chi, h.
 Stover, Jules (18 Club) NYC, nc.
 Straeter, Ted (Pete's Monte Carlo) NYC, nc.
 Strong, Benny (Gibson) Cincinnati, h.
 Sullivan, Joe E. (Music Box) Omaha, nc.
 Sylvio, Don (Bertolotti's) NYC, nc.

T

Tanassy, Cornel (Kern's) NYC, nc.
 Terrace Boys (Cora & Irene's) NYC, nc.
 Thompson, Grant (Enduro) Brooklyn, nc.
 Thompson, Ken (Blackstone) Chi, h.
 Torres, Raymond (Rainbow Inn) NYC, nc.
 Tosti, George (Owl's Club) Wheeling, W. Va.,
 nc.
 Trask, Buddy (Cocoanut Grove) Manchester,
 N. H., nc.
 Trester, Pappy (Park Recreation) St. Paul, b.
 Tucker, Tommy (Strand) Syracuse, N. Y., 12-
 14, t; (Plymouth) Worcester, Mass., 16-17, t.
 Tucker, Orrin (RKO-Kelth) Boston, t.
 Turner, Bill (Hickory House) NYC, nc.
 Tyner, Evelyn (Waldorf-Astoria) NYC, h.

U

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

V

Varrell, Tommy (Club Ball) Brooklyn, nc.
 Varzos, Eddie (Park Plaza) St. Louis, h.
 Victor, Frank (Doc's) Baltimore, nc.

W

Walter, Cy (La Martinique) NYC, nc.
 Wasson, Hal (Wm. Ferry) Grand Haven,
 Mich., h.
 Wayne, Hal (President's) Kansas City, Mo., h.
 Weeks, Anson (Deshler-Wallick) Columbus,
 O., 12-23, h.
 Weems, Ted (Capitol) Davenport, Ia., t; (Or-
 pheum) Omaha 16-22, t.
 Welk, Lawrence (Trionon) Chi, b.
 Welch, Bernie (Graystone) Lima, O., nc.
 Wendell, Connie (Ace of Clubs) Odessa, Tex.
 Williams, Claude (Kelly's Stable) NYC, nc.
 Wilson, Dick (Cafe Bagatelle) NYC, nc.
 Wilson, Teddy (Cafe Society Downtown) NYC,
 N. Y., nc.
 Wingert, Doug (Pipe Creek Inn) West Falls,
 N. Y., nc.
 Winton, Barry (Congress) Chi, h.
 Worth, Ray (Chin Lee's) NYC, re.
 Wynne, Henry (Blue Mirror) Baltimore, nc.

Y

Yellman, Duke (Brown Derby) Chi, nc.
 Young, Eddie (Lowry) St. Paul, h.

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Pubs Help Conserve Paper in MPPA Move

NEW YORK, Jan. 10.—Music pubs have co-operated almost 100 per cent with MPPA in the matter of cutting down on paper used for sheet music, according to Walter Douglas, president of the org.

Last November MPPA passed a resolution asking that sheet music be cut in size by eliminating the insert. Since that time most of the pubs have complied and few sheets are being issued with the one-page insert. In order to squeeze the usual-length ditty into the abbreviated form, size of type and notations has been cut down.

In the last war pubs cut the dimensions of the sheets, but there is no such intention this time, since music dealers' racks are of standard size and the paper shortage is not of threatening proportions yet.

Petrillo Goes Soft on Symp Conductor

NEW YORK, Jan. 10.—James C. Petrillo, American Federation of Musicians president, has temporarily relaxed his ban against Serge Koussevitzky, conductor of the non-union Boston Symphony Orchestra, and will allow him to conduct a series of concerts by the Philharmonic Symphony Society for their Centennial Celebration. In granting this permission, Petrillo overrode a previous refusal on the appeal of Marshall Field III, president of the symph society.

Rumors that the Boston ork may sign with the AFM soon were unconfirmed.

The hearing for a permanent injunction against the AFM's ridding of the membership of the American Guild of Musical Artists, scheduled for Tuesday (6), has been postponed to January 13.

"Snow Fun!"

LINCOLN, Neb., Jan. 10.—R. H. Pauley, owner of the Turnpike Casino, and John E. Sullivan, ork leader, hauled in an excellent \$1,500 at 85 cents per person New Year's Eve, but got more than they bargained for.

Turnpike is eight miles out of town, and after the crowd assembled a blizzard blew up which made it impossible for many to go home. Pauley turned restaurant operator, and Sullivan kept 'em entertained.

Audience of dancers, who arrived at 9 p.m., was held over until 24 hours later, when the snowplows came.

Lynne Sherman Signs With Col. After Basie Disk Hit

PHILADELPHIA, Jan. 10.—Lynne Sherman, former band canary for Sonny James and Jack Marshall, is skedded to be built up as a solo chanteuse on the Columbia record label. Gal came out of vocal retirement several weeks ago for some vocalizing on three standard pops with Count Basie. Result was her inking a binder for solo waxes under her own name.

Appearance with the Basie band accounted for by the fact that in private life Miss Sherman is Mrs. Milton Ebbins, personal manager for Basie. Morty Palitz will provide the orchestral accomps for her.

Oxley Takes Over Reynolds After Maestro-CRA Bust-Up

NEW YORK, Jan. 10.—Harold Oxley, who hitherto has concentrated on the development of Negro hand talent, signed Tommy Reynolds last week after the youthful maestro secured his release from Consolidated Radio Artists.

Apparently the Reynolds-CRA divorce was an amicable one, with both parties agreeing that the time for a parting of the ways had come. It is understood that Reynolds had been idle for more than six weeks.

NEW YORK, Jan. 10.—Alan Courtney, local record jockey whose "1280 Club" over WOV is one of the most popular disk programs in the East, is now featuring *The Billboard Record Buying Guide* "Possibilities" on his Tuesday evening programs. Courtney, who is heard six nights a week, from 6 to 9 p.m., devotes the 8-8:30 period to "Possibilities."

Selling the Band



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

Army Girl

WITH the outbreak of war Tin Pan Alley abounds with patriotic songs. But in spite of the changed conditions it will still take properly planned exploitation and promotion to produce the "big" patriotic numbers of the new war. In this connection it is interesting to note the opening guns being fired by Artie Pine, promotion chief for the Standard record label, who aims to make *Lo-Lo-Lita* take over the role of *K-K-K-Katie* in the last war.

Oddly enough, *Lo-Lo-Lita* is not a new entry. Harold Grant recorded the tune for Standard almost a half year ago, selling a little above average, but by no means a sensation. By chance the subtitle of the song is *The Girl Friend of the Army*. As a result, when current events took a sudden war-turn, maestro Grant and Standard records found themselves in an enviable position, what with an appropriate number already recorded and with a six-month start on all newcomers.

Almost immediately Pine aimed his publicizing toward the army camps, contacts made with encampments thruout the country, with the request that the boys at each camp vote for the girl who would best fit the description of "The Girl Friend of the Army," the tune's subtitle. With each camp providing the name and photo of its favorite *Lo-Lo-Lita*, a committee of artists and military men will be called upon to select the one girl from all those nominated to be crowned the national *Lo-Lo-Lita*.

A tie-up was also made whereby the "army's girl friend" chosen will be screened by three of the major picture companies. Layouts on the nation's "Girl Friend of the Army" have also been arranged with national picture magazines. And the counterpart of the song's *Lo-Lo-Lita* will have her photograph distributed among army camps thruout the country, as well as thru record distributors and

dealers, all of which spells added sales for the recording and increasing popularity for the maestro.

A double-barreled sales effect is created by the Rahway Music Shop, Rahway, N. J., which is excellent for music merchants with limited window space for displays. The simple tie-in utilized a Glenn Miller cut-out, mounted on the wall along the side of the window. The music shop, interested in merchandising musical instruments as well as recordings, supplemented the cut-out by placing a trombone on one side of the phonograph and the maestro's recordings on the other. The same treatment was given Artie Shaw, using Artie's disks and a clarinet. The display is changed each week.

Calling All Cleaners

BALLROOMS and band boys can make an ingenious tie-up with the laundries or cleaning and dyeing establishments. While the link seems far-fetched, it hasn't been so for Hugh Cooper, who promotes name-band dances at his Cooper Club in Henderson, Tex., and at the Palm Isle Club in Longview, Tex.

Many laundries and cleaners send clean clothes home in bags, and Cooper has gummed labels printed up and puts them on the bags the Mondays before the dance. Attached to the front side of cleaning bags and given wide distribution, the labels read: "Don't forget to have your suit cleaned and pressed for the (name of band) dance at Palm Isle." Cleaning firms are glad to go along on the stunt, since Cooper provides the labels and the cleaners receive free pluging for their services.

When the dance night doesn't offer a traveling name, Cooper gives the space over to institutional advertising, using such slogans as "Dancing Keeps You Happy."

Los Angeles Music Stores Look For Banner Year; War Will Help

LOS ANGELES, Jan. 10.—Music houses here dealing either in sheet music and records or handling instruments are anticipating a busy 1942 on the basis of 1941 revenues. Instruments went well during the last year, and loose defense money is expected to mean another banner year for dealers.

Glenn Wallichs, owner of Glenn Wallichs' Music City, Hollywood, says that 1941 sales were exceptionally good. Record department did a good job on all kinds of records, and will be augmented by a complete sheet-music department. Addition of pianos will make Music City a complete music store. Wallichs has been in business for nearly 12 years. Advertises daily by means of radio programs originating in his recording rooms and released over KMPC, KFVD, KPWB and KMTR. Wallichs attributes the large number of records sold to popularization by this means.

What Art Schwartz, of Pacific Music Sales, thinks of the future is summed up in the announcement that Maurice L. Rich, late of Sherman Clay, will join the staff, to direct establishment of piano, sheet music and record departments in a number of their stores. Pacific also controls Maestro Music Company, publishers of *Tonight We Love*, the Freddy Martin tune that is going like a house afire on the West Coast. Schwartz, who also operates Pasadena Music Shop, reports 1941 business 25 per cent better than '40.

Lockie Music Exchange on Vine Street in Hollywood is patronized by professional musicians. Jimmy Simpson, manager, says that business was good during 1941, but that 1942 will surpass it. Points out that youngsters are taking to music since military bands have come into prominence to give them the bee. Publicity given name bands is also accountable for the interest. Availability of name bands to the entire country has also helped.

A firm specializing in woodwinds, Baxter Northup Music Company, is engaged in the manufacture of bassoons for the government. Its president, Harry V. Baxter, says that government orders since September have kept his plant

humming. He attributes the increase in his business to fact that Saxony, known for woodwinds, has been cut out of the picture by the war. The military band angle, Baxter, says, will also create many sales for his firm during 1942.

During the year there were squawks about bad business, but now music houses are chucking red ink as a needless item.

Nicollet Off Names

MINNEAPOLIS, Jan. 10.—The long line of name band attractions brought into the Hotel Nicollet Minnesota Terrace was broken off this week when Sev Olsen and his ork, locals, took over the bandstand in Minneapolis's most popular nitery. Bill includes, in addition to the Olsen ork, Jack Marshall, comedian; Doralne and Ellis, singers; Maurice and Maryea, terpersers. Jeanne Arland, Frankie Gelsone and Mac Mattenson are band principals.

We-uns Love Us'uns!

NEW YORK, Jan. 10.—One of the most fantastic mutual admiration societies in the band biz is the Mugsy Spanier ork, now playing at Arcadia Ballroom here. It's just one big happy family (pat. pending), and Manager Art Eisendrath presides over it like a contented mother hen.

Last week, tho, the band's spirit was put to the acid test when Artie Shaw offered trombonist Vernon Brown a job at more money than Spanier is paying. Brown accepted and sorrowfully turned in his notice to Eisendrath. Two days later Brown came back to Eisendrath and canceled his notice. "I just can't bear to leave," he sighed. Payoff came when Jan Savitt tried to hire "Little Gate," Spanier ork's prop boy. Savitt wanted to make a personal valet out of "Gate," but was summarily turned down.

Musiker Shortage Holds Up C. Lorch

CHICAGO, Jan. 10.—Carl Lorch, ork leader, was in town this week looking for a band. His last organized group disbanded a couple of weeks ago in Tulsa, Okla., where he picked up a week's stand. Lorch played with still different group at the Jefferson Hotel, St. Louis, for 13 weeks, but the boys refused to leave on out-of-town dates. Lorch says it's plenty tough to find musicians.

He expects to link up with either MCA or GAC. His affiliation with Frederick Brothers ended some time ago.

ON THE STAND

(Continued from page 12)

For years fronted their own small band, playing instruments and doubling on vocals. For some unknown reason they are featured here as a vocal group only. Working with them is Marjorie Whitney, once their band's vocalist but more recently heard over Chicago air waves. Miss Whitney sings a blues song well, but lacks showmanship. The Jesters sell all right, but it seems silly for them to wind up with a comparatively minor vocal assignment. The Barry Sisters are an okay harmony team, but not quite ready for a spot with a big band, due to lack of experience.

Stokes, tho not a youngster, has an ingratiating personality and makes a good appearance. If he can weather the storm while correcting the group's flaws, he may come out on top. *Honigberg.*

Evalyn Tyner

(Reviewed at Waldorf-Astoria Lounge Cafe, New York)

AFTER a long spell as a piano soloist in this hostelry's Starlight Roof, Evalyn Tyner premied her own ork two months ago, moving into one of the spot's intimate lounges. It's a seven-piece affair and grooved for class appreciation. Miss Tyner is very adept at the 88, and also uses keen judgment in arrangements and library.

Instrumental set-up includes Miss Tyner's piano, drums, guitar, bass, a sax and clary tootler and a fiddle. Two men (clarinet and sax) do occasional doubles on trumpets, and on rumbas a third trumpet is picked up by the git-box strummer. Such a range makes for plenty of versatility, and entire group is plenty rhythmic.

During the later hours Miss Tyner gears the combo toward pop dance stuff. Early evening band has a chance to display its musicianship with such stuff as swingy arrangements of *Elegie* and *Nola*. These are exceptionally well handled.

Miss Tyner works at the piano all of the time, making a very personable appearance and showing plenty of poise. Ork should never have any trouble working the intimate class spots.

Humphrey.

Don Roland

(Reviewed at Palladium Ballroom, Hollywood)

DON ROLAND has had vast experience with small combos, having started back in Chicago years ago. For the past two years the Roland aggregation has been on the staff list at KNX, CBS's West Coast key station. At the Palladium they play for dinner and during intermissions.

Roland handles some of the vocals and guitar, with Dick Peterson doing a bang-up job on the drums and vibes. Bob Bauer presides at piano, and Connie Taylor on trumpet. Wally Ruth is featured on tenor sax and clarinet, with Art Stillwell on bass fiddle. Patricia McKay also does some vocals.

Outfit has a nice library and offers ballads, folk songs, swing versions and rumbas. Starting early in the evening, before the arrival of the j-bugs, the outfit confines itself to sweet stuff. As the program goes on and the dancing crowd heats up, so does the band.

All members of the band with the exception of Bauer and Peterson take part in ensemble vocal. Miss McKay throatily pipes solos and also joins the others for harmony groups. Roland stands at one mlke for his bass singing with Miss McKay, Taylor, Ruth and Stillwell offering background.

Outfit makes a nice appearance, does top work both instrumentally and vocally. Music is for both listeners and dancers, with crowds gathering at the bandstand to watch the work. Outfit is a credit to any bandstand. *Abbott.*

HALF MILLION FOR PHILLY

Mid-Season Mark of \$527,300 Is \$175,000 Above Last Year; Total Expected To Go Well Over Million

PHILADELPHIA, Jan. 10.—The local legit season, in better shape than it has been in almost a decade, goes into the second lap of the 1941-'42 stanza with a most impressive \$527,300 already in the feed bag. Mid-season gross represents a \$175,200 increase over the mark made during the same period in 1940-'41 season, when the \$352,100 was considered most unusual.

When 1941 began, the theater was by no means riding as high as it is now. *Hellzapoppin*, which established a record advance sale of \$68,000 before the curtain was raised on Christmas Day, is going at capacity strength at the Forrest. Locust Street started the second half of the season Monday (5) with *Portrait of a Lady*, *Candle in the Wind* taking over Monday (12) for two weeks; on the 26th, *Tobacco Road* is back for its umpteenth "farewell" engagement. Walnut Street (making three legit houses where last season only saw two) is also in full swing, Ann Corio in *White Cargo* having opened Monday (5).

With the half-million mark passed already and steady bookings in sight, 1941-'42 is expected to top by far the fancy figure of \$994,500 piled up for the 1940-'41 season.

Most significant factor of the current season has been the emphasis on the fact that local theatergoers will support only established productions, turning out for a pre-Broadway show only when the name magnet is unusually strong. Keeping that in mind, Lawrence Shubert Lawrence, manager of the Shubert houses, has been able to show a profit on all engagements here save one. Altho highly touted, *Separate Rooms*, with Alan Dinehart, Anna Sten and Lyle Talbot, proved a dismal flop—the only one of the season—with a scant \$11,900 for two weeks. Show had expected to duplicate its New York click, and Walnut Street bookings were kept clear to house it indefinitely.

Top money was turned in by Eddie Cantor, \$78,800 for three abbreviated weeks in *Banjo Eyes* at the Forrest. However, that figure will be topped by *Hellzapoppin*, currently at the same house, before it checks out after five or more weeks.

Mid-season gross covers 17 attractions, including the single week of the Mask and Wig show at the Erlanger Theater, and represents 32 playing weeks. Walnut and Locust had four attractions each, and each was dark for eight weeks, the Walnut playing time being only six weeks compared to eight at the Locust. Forrest was solid since starting September 8, with eight attractions for 17 consecutive weeks.

Forrest again provided the bulk of the box-office figure, accounting for \$373,500, compared with \$230,800 last year, when the house was dark for seven weeks over the same period. *The Doctor's Dilemma* teed off with a big \$23,000 for the opening September 8 week; *Young Man's Fancy* (later *Best Foot Forward*) followed for a fair \$34,700 for two weeks; *Louisiana Purchase*, on a repeat fortnight, packed away a terrific \$57,300; *High Kickers* was also plenty big with \$47,800 for two weeks; *Rio Rita* revival showed plenty of life with \$36,300 for three weeks at a low \$2 top; *Student Prince*, for the second time in 1941, was also terrific at the \$2 top, with \$31,600 for two weeks; *Banjo Eyes*, for three abbreviated weeks because of Eddie Cantor's radio commercial and a Tuesday opening, hit \$78,800 for three weeks, and *Hellzapoppin*, for the first week and a half of an extended run, including the Christmas and New Year's Eve biz, has a sensational \$64,000 thus far.

Locust Street Theater, sharing bookings with the Walnut, grossed \$62,200 in comparison with \$91,300 last year, which had 11 playing weeks against eight. *Johanny Belinda*, opening the house September 15, hit a fair \$19,600 for three weeks; *Josses Ballet*, getting plenty of critical praise, got only a light \$4,700 for a single week; *Ring Around Elizabeth* holds the house high with \$24,400 for

two weeks, and the Gilbert and Sullivan repertoire did two weeks to a fair \$19,500.

Walnut Street Theater, adding \$58,600 to the total figure and opening September 29, got a scant \$11,900 for the opening two weeks with *Separate Rooms*; *Spring Again* turned in a light \$9,600 for its single week; *Hope for a Harvest*, first ATS subscription show of the season, holds the house high with \$19,300 for its fortnight, and *Mr. and Mrs. North* stayed for two weeks to a satisfactory \$17,800.

Erlanger Theater, indie house, opened only for the Mask and Wig's *Out of This World* and added \$33,000.

Columbus's Ninth "Road"

COLUMBUS, O., Jan. 10.—Coming here for its ninth engagement, *Tobacco Road*, with John Barton in the leading role, played to capacity houses at the Hartman Theater during New Year's week. *Tobacco Road* has been coming to the theater during New Year's week for the past four years. This was the sixth engagement that John Barton has played here, Slim Timblin and Taylor Homes appearing in the others. As the succeeding attraction, *Claudia* opened Janu-

American Actors' Company Offers Horton Foote Play

NEW YORK, Jan. 10.—After floundering around thru three of the four one-act plays that make up the patchwork that Horton Foote, its author, calls *Out of My House*, the American Actors' Company suddenly flashed into brilliant focus in the last episode and provided a lovely and moving climax to an otherwise unhappy evening. *Out of My House* opened Wednesday at the Humphrey-Weldman studio on 16th Street, and is being presented for a week.

The reason for the sudden return of the company to its usual excellence in the last episode is partly the fact that Mr. Foote, in that scene, finally found himself and wrote with depth, sincerity and moving power, after stubbing his toe over his own characters all evening. Even more, however, the break was caused by the fact that the group, for some inexplicable reason, allowed the four little plays to be staged by three different directors. The last was handled by Mary Hunter, regular director for the group; and never has the effect of the director been so clearly shown as in the contrast with the other sections. Under Jane Rose and Mr. Foote himself the players seemed like a conglomeration of ineffectual and untalented amateurs; under Miss Hunter they reassumed the excellence that has made them one of the most promising theater groups in the country.

The four little plays, strung together on the slender thread of gossip in Tell's Allrite Restaurant, tell of various social strata in a Texas town. The first, a sort of panorama, features the desire of Clara, a Bohunk lass, to stay away from the farm and remain as waitress in the hash joint, watching endlessly for a truck driver who is to marry her and carry her to distant horizons. It is fairly well written, but its effects are scattered, trying to take in too much territory; and Mr. Foote, as director, has allowed some of his performers to ham things up pretty badly. Notable in this respect is Jane Rose, as the drunken wife of a kipsnop-keeper; who only needed a green spotlight to complete her characterization. Patricia Coates played the truck-smitten Clara stiffly, awkwardly and unconvincingly.

Miss Rose's direction of the second episode displayed the same enthusiastic lack of reticence that marked her own performance. It is an essentially powerful and tragic little vignette, marred in the writing only by tendencies toward overdoing things—and these might easily have been cleaned up in rehearsal. As

TRADE SERVICE FEATURE Billboard	BROADWAY RUNS	
	Performances to Jan. 10 Inclusive.	Opened Perf.
Angel Street (Golden)	Dec. 5	43
Arsenic and Old Lace (Fulton)	Jan. 10 '41	419
Blithe Spirit (Morosco)	Nov. 5	78
Brooklyn, U. S. A. (Forrest)	Dec. 21	24
Candle in the Wind (Shubert)	Oct. 22	94
Clash by Night (Belasco)	Dec. 27	17
Claudia (Booth)	Feb. 12	387
Corn Is Green, The (National)	Nov. 26 '40	471
In Time to Come (Mansfield)	Dec. 28	16
Johanny on a Spot (Plymouth)	Jan. 8	4
Junior Miss (Lyceum)	Nov. 18	63
Letters to Lucerne (Cort)	Dec. 23	23
Life With Father (Empire)	Nov. 8 '39	910
Macbeth (National)	Nov. 11	71
My Sister Eileen (Biltmore)	Dec. 26 '40	434
Papa Is All (Guild)	Jan. 6	7
Spring Again (Henry Miller's)	Nov. 10	72
Theater (Hudson)	Nov. 12	70
Watch on the Rhine (Beck)	Apr. 1	327
Musical Comedy		
Banjo Eyes (Hollywood)	Dec. 25	20
Best Foot Forward (Barrimore)	Oct. 1	117
High Kickers (Broadhurst)	Oct. 31	83
Lady Comes Across, The (44th St.)	Jan. 9	3
Lady in the Dark (2nd en- gage.) (Alvin)	Sept. 9	151
Let's Face It! (Imperial)	Oct. 29	86
Sons o' Fun (Winter Garden)	Dec. 1	48

played, tho, it was almost funny. It deals with the descendants of an aristocratic family who refuse to see the truth of their own degradation, remaining resolutely drunk in order to keep their own eyes blind. The dominant sister fiercely insists on their pre-eminence; and the weak-spined brother drinks himself to death. In the meistrum of Miss Rose's direction, Phyllis Carver distinguished herself by giving, as the younger and clear-eyed sister, a sympathetic, understanding and quietly effective performance against all but overwhelming odds. Loraine Stuart offered a viciously truthful satire as a visiting Southern belle, but the others were unfortunate. Nancy Milroy, as the dominant sister, was probably told to command the stage; as it turned out, she must have commanded all the way up to 38th Street. It was the choicest slice of overplaying this reporter has seen in years.

The third episode, a humorous bit telling of a couple of fast young ladies who lose their stake in a religious-minded aunt's legacy when their brother's bumptkin wife blurts out their sins in a revivalistic ecstasy, might have been extremely amusing. Mr. Foote himself directed it, however, and turned it into a burlesque skit. Everyone over-acted except Beulah Well, who didn't seem to be able to act at all.

The fourth episode, containing some thoughtful, moving and altogether excellent writing, deals with the conflict between representatives of two ways of life in the South—those who still have the clear ideas of the pioneers being defeated, temporarily at least, by the pushers and the climbers and the grabbers, while both classes together are pushed by the Bohunks, who till the soil and take the farms while the grass-root Americans try to figure the angles. This last point was made, at greater length and more effectively, in *Hope for a Harvest*. Previously, it is Mr. Foote's contention, the pioneers were able to go on from frontier to frontier; but now there are no frontiers left. All they can do is remain in the places they hate and fight the tide of dishonest opportunism that has already all but engulfed them. Told in terms of two lads in a single family, one pushing and on his way to success, the other admirable and yet a hopeless floater, the little play packs drama as well as a great amount of dramatic thought.

It is beautifully played under Miss Hunter's direction, the entire four-people

Weather Hits Loop Legit; Heavy Sked

CHICAGO, Jan. 10.—Below-zero weather checked the profitable activity of Loop houses, but not the continued announcements of coming arrivals. Still the top grosser is *Louisiana Purchase* at the Erlanger, which winds up a big 15-week run Saturday (17), giving way to *Panama Hattie* January 19.

Clyde Elliott decided to continue with *Take My Advice* at the Great Northern indefinitely at \$1 top, hoping to draw some of the first-run movie trade. So far biz has been off.

Latest announced entrant is the Dwight Deere Wilman and Jack Kirkland follow-up on *Meet the People, They Can't Get You Down*. Musical will open January 25 at the Studebaker, where *Native Son* is cosing a fairly successful nine-week run tonight (10).

The two-and-a-half week run of *The Student Prince*, winding up tonight (10) at the Grand, was disappointing, primarily due to a comparatively poor cast. House reopens Monday (12) with *Pal Joey* to a fair advance sale.

Harris will relight January 19 with Ethel Barrymore in *The Corn Is Green*, the third in the Theater Guild series. Blackstone is slated to reopen February 10 with *Angel Street*. Still to come are *Blithe Spirit*, *Candle in the Wind* and *The Rivals*, altho definite houses are yet to be set. Selwyn is still busy with *Claudia*, starting its 18th week Monday (12).

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.

"Papa Is All"—56%
 YES: Atkinson (*Times*), Lockridge (*Sun*), Coleman (*Mirror*).
 NO: Brown (*World-Telegram*), Kronenberger (*PM*).
 NO OPINION: Mantle (*News*), Waldorf (*Post*), Watts (*Herald-Tribune*), Anderson (*Journal-American*).

"The First Crocus"—6%
 YES: None.
 NO: Mantle (*News*), Watts (*Herald-Tribune*), Coleman (*Mirror*), Anderson (*Journal-American*), Waldorf (*Post*), Kronenberger (*PM*), Brown (*World-Telegram*), Lockridge (*Sun*).
 NO OPINION: Atkinson (*Times*).

"Johnny on a Spot"—11%
 YES: None.
 NO: Brown (*World-Telegram*), Anderson (*Journal-American*), Waldorf (*Post*), Watts (*Herald-Tribune*), Kronenberger (*PM*), Atkinson (*Times*), Coleman (*Mirror*).
 NO OPINION: Lockridge (*Sun*), Mantle (*News*).

cast doing beautiful work. The players include William Hare, one of the group's finest actors, who does a brilliantly understanding, splendidly modulated job as the more sympathetic brother; Jeanne Tufts, whose honest and simple underplaying as the mother is poignant and beautiful; Thomas Hughes, who offers excellent character work as the pioneer-spirited grandfather, and Casey Walters, who gives a slashing, virulently honest portrait as the pushing brother.

As an entity, *Out of My House* sprawlingly dissipates its own assets. But its first three episodes, with toning down here and there, would be individually effective—and the last episode is an outstanding piece of dramatic writing.

Eugene Burr.

LONGACRE

Beginning Friday Evening, January 2, 1942

THE FIRST CROCUS

A play by Arnold Sundgaard. Directed by Halsted Welles. Settings designed by Johannes Larsen and built and painted by Studio Alliance, Inc. Incidental song by Frank Gregory. Company manager, Paul Groll. Press agent, Theron Bamberger. Stage manager, Peter Xantho. Assistant stage manager, Robert Pastene. Presented by T. Edward Hambleton.

Henrik JorislundEdwin Philips
Inga JorislundMartha Hedman
Avis JorislundPerry Wilson
Milford JorislundEugene Schiel
Lars HilleboeLewis Martin
Ansgar JorislundHerbert Nelson
Herman NelsonHugo Haas
Violet MelbyJocelyn Brando
John HansonJack Parsons
Trygve KnutsenClarence Nordstrom
Miss EngebretsenJoan Croydon
Mrs. Jens OppedalElizabeth Moore
Alfred OppedalHarry Maul
Sigvald Pickett NordahlRobert Pastene
Paul JohnsonCharles Fulcolowe
Richard JohnsonMilton Karol
Borghild JensenConnie Maul
Muriel FevoldEvaline Hunter
ACT I—The Jorislund Living Room in Albion, Minn. A Saturday Afternoon in April. ACT II—Scene 1: The Albion Schoolhouse. Saturday Evening. Scene 2: The Jorislund Living Room. Later the Same Evening. ACT III—The Jorislund Living Room. The Following Morning.

The First Crocus appeared at the Longacre Theater last Friday night, January 2, but as even a Broadway horticulturist should have known, the date was much too early for it. It will probably disappear again almost immediately.

In any case The First Crocus—at least the one written by Arnold Sundgaard and presented by T. Edward Hambleton—seemed too delicate a ploy to survive the rigors of the Broadway blasts even if it had come up in early spring, the usual time for such mixtures of crocus and trillium. It's a semi-folk comedy of Norwegians in Minnesota, its plot centering around a dominating mother who strangles her family with the well-known silver cord, but the tale is sprawling, indecisive and often Jerry-built; the dialog is undistinguished, and the production that Mr. Hambleton has given the play, under the direction of Halsted Welles, merely serves to emphasize its lack of cohesion.

Inga Jorislund is one of those tight-lipped, tight-hearted women who, when anyone suggests that she may be wrong, meets the suggestion with a combination of cold animosity and surface self-pity. She rules her family with her psychological brew of militant authority and mawkish martyrdom, making her husband feel himself a failure because he doesn't earn more money, ruining her daughter's college career because she insists on interviewing her professors, forcing her elder son to spend all his spare time in useless law studies. Also, she insists that her younger son win the honor of discovering the year's first crocus, a ceremony that is made much of in the little town of Albion. The child discovering it receives prizes and honor at a party in the school.

Afraid of his mother, young Milford breaks the rules in order to find the crocus and is exposed at the party in his honor. Inga is terribly upset—primarily because she takes it as a personal affront. She refuses to see the reasons for the child's action, driving him deeper into the slough of shame, and finally her two other children stand up to her and tell her what's what. Whereat she says she'll go away and live alone, since that is what they seem to want.

She doesn't, of course, because no one seems ready to call her bluff, and her husband, at a personal sacrifice, makes good a sum she has stolen from the school funds in order to buy Milford a proper suit for his party. In other words, she gets away with everything, and the situation remains essentially unchanged despite indications that the daughter and the elder son will each go off and get married.

Mr. Welles has directed obviously, with a complete lack of imaginative shading; his pacing—or lack of it—often allows the sprawling plot to degenerate into something of a shambles, and he has permitted a number of his people to mistake hamming for character acting. Martha Hedman, returning to the stage to play Inga, does a good job, tho her habit of breaking sentences in the middle ruins a number of her better scenes. Herbert Nelson, playing the character role of her husband, seems exactly like an actor playing a character role. Edwin Philips, as the elder son, is too big a boy now to take on such determinedly juvenile juveniles. Perry Wilson does nicely as the daughter, tho she occasionally

New Plays on Broadway

Reviewed by Eugene Burr

gives the impression, despite the ingenue role, that she is in training as a road company of Mildred Natwick. Eugene Schiel is generally unconvincing as Milford; Lewis Martin is uniformly pleasant as the daughter's backward swain; Jocelyn Brando shows a good deal of promise in her Broadway debut, playing the silly part of the elder son's sweetheart, and Hugo Haas, a leading Czechoslovakian actor making his first American appearance as a Swedish friend of the family, does beautiful character work, finely effective, richly detailed and heart-warmingly sincere. The minor players range widely, the most marked performance being given by Joan Croydon, who plays an incidental school-mistress as tho she were a combination of Lady Macbeth and a visiting nurse.

The play itself has occasionally a certain charming folk flavor, chiefly the result of its background, and it does do a solid job in building the character of the mother. Unfortunately, similar characters have been even more solidly built before—and in better plays.

PLYMOUTH

Beginning Thursday Evening, January 8, 1942

JOHNNY ON A SPOT

A comedy by Charles MacArthur. Play based on a story by Parke Levy and Alan Lipscomb. Directed by Charles MacArthur. Settings designed by Frederick Fox. Setting constructed by T. B. McDonald and painted by Kaj Velden Studios. Press agent, C. P. Grenaker. Stage manager, Arthur Marlowe. Presented by John Shubert.

CameramanJack Brainard
McClureArthur Marlowe
DannyWilliam Foran
Ben KusickPaul Huber
CreepSanford Bickert
Julie GlynnEdith Atwater
HeelerTom Morrison
Doc BlossomWill Gear
Nicky AllenKeenan Wynn
SalesmanJack McCauley
Barbara WebsterFlorence Sundstrom
LuciusOlvester Polk
Colonel WigmoreMichael Harris
Mayor LovettCharles Olcott
Pepi PisanoTito Vuolo
Pearl LamonteDennie Moore
Judge WebsterJoseph Sweeney
Chronicle ReporterRichard Karlan
Chronicle CameramanBurton Mallory
Chief of PoliceG. Swayne Gordon
Sergeant of State TroopersJohn O'Malley
FlanaganHarry Meehan
WardenBen Roberts
DapperGarnay Wilson
Captain of State TroopersPhil Sheridan
ACT I—Afternoon. ACT II—The Same. A Moment Later. ACT III—The Same. The Following Evening.
Scene—The Governor's Office in a Southern State. Time: The Present.

There have been better wildfire farces than Johnny on a Spot, the play that Charles MacArthur made from a previous script by Parke Levy and Alan Lipscomb and John Shubert presented Thursday night at the Plymouth as his first independent production. There have been better ones—but at any rate not this season. Johnny on a Spot has plenty of faults—it lags constantly when it should speed, it has dull stretches in both writing and direction, it files off the handle at odd moments and doesn't seem to know when it's finished—but at least it rushes into a maelstrom of zany hilarity when it hits its various climaxes and it provides a large number of hard-bitten wisecracks that are superbly delivered by an excellent cast. Perhaps the customers weren't precisely in stitches, but they were at least basted in. It would be easy to take a potshot by remarking that the title probably refers to the producer—since adverse reviews from the dailies forced the show to close Saturday (10). If there had been any justice, tho, Johnny on a Spot should have done very nicely until a better wildfire farce came along—and sad experience teaches us that that probably won't be for a couple of seasons.

It's the cockeyed tale of the constantly cockeyed governor of a Southern State, a big-hearted, good-natured lush who is imposed upon by conniving and crooked friends, who is the protector and nocturnal companion of the capital's most notorious bordello mistress, and who, incidentally, never appears on the scene. He has a faithful campaign manager, an ex-radio announcer he has befriended—and when Johnny, the governor, disappears the day before election, just when he is scheduled to deliver a radio address, the campaign manager plays a recorded speech instead. Then his troubles really begin.

Johnny is discovered, as expected, in the establishment of his bediamonded doxie—but Johnny is discovered dead. The plan is then to get the body to a more appropriate resting place and hide the fact of death until after the election. Johnny is running for senator, leaving the governorship to a puttering stooge who has been health commissioner; and the new governor can appoint a new senator when Johnny's death is announced, thus leaving the machine intact.

The difficulties that beset this plan demand a clearer head than mine for retelling. The faithful campaign manager is hit by everything from a libidinous blonde to the threat of a one-way ticket to Alcatraz. Among other difficulties, Johnny's body skates around town in a laundry truck and is finally lost in a belt of sugar cane; the crusading newspaper slaps a suit on the defunct statesman, and the campaign manager's sweetheart, who is also Johnny's secretary, gets uppity and threatens to go back north because of the unmistakable intentions of the blonde. There's much, much more than that, but you'll have to find someone else to describe it. Anyhow, it's wild, woolly and almost always hilariously idiotic. In the end everything is cleared up, of course, even to a partial victory for the crusaders, who are allowed to name the next senator. This is probably necessary to appease the pure in heart, but it's about an unconvincing as a real life political clean-up.

Mr. MacArthur himself directed and is responsible as director for some of the duller passages. He achieved the wildfire pace needed at the climactic moments, but at other times allowed his script to founder wearily in a morass of dull staging and inept timing.

The large cast is excellent, headed by Keenan Wynn as the campaign manager. Young Mr. Wynn does a terrific job with the role, even tho it's not precisely for him. He makes the man a sort of reformed emcee, but at any rate he's extremely funny. Will Gear does another of his beautiful jobs as the puttering health commissioner; Tito Vuolo contributes a hilarious bit as a confused bodyguard; Joseph Sweeney is magnificently oily as a crooked judge, and many of the others offer excellent performances.

On the distaff side, Dennie Moore puts on her usual vaudeville act as the beauty of the bagnio; Florence Sundstrom, one of the cutest little lasses on the stage, does outstanding work as the predatory Southern belle, managing to hit the perfect level in a role that might easily have been overdone, and Edith Atwater offers an altogether excellent job as the sore-beset secretary. Her lovely performance, however, is by no means her only claim to praise. Hitherto cursed with a husky, monotonous voice that nullified her assets almost entirely, Miss Atwater has done really terrific work on it in the past year. The huskiness has almost entirely disappeared—an amazing result in so short a space—and her very real acting ability can now create with certainty and ease all the effects at which she aims. She offers a terrific performance and rates unbounded praise for her work both on stage and off it since she last appeared. She's well on her way toward becoming one of the finest actresses on the stage today.

GUILD

Beginning Tuesday Evening, January 6, 1942

PAPA IS ALL

A comedy by Patterson Greene. Staged by Frank Carrington and Agnes Morgan. Settings and costumes designed by Emeline Roche. Setting constructed by Studio Alliance and painted by Robert W. Bergman Studios. Costumes executed by Eaves Costume Company. Company manager, Herbert Farrar. Press agent, Joseph Heidt. Stage manager, Wylie Adams. Assistant stage manager, Hathaway Kale. Presented by the Theater Guild.

MamaJessie Royce Landis
JakeEmmett Rogers
State Trooper BrendleRoyal Beal
EmmaCeleste Holm
Mrs. YoderDorothy Sarda
PapaCarl Benton Reid
The Action Takes Place in the Kitchen of the Aukamp Farmhouse, North of Lancaster, Pa., in the Heart of the Pennsylvania Dutch Country.
ACT I—An Evening Last May. ACT II—Scene 1: Six o'Clock the Next Afternoon.

Scene 2: Daybreak the Next Morning. ACT III—One Week Later.

Continuing a theater week that sounds like a seminar in American folkways (what with The First Crocus and Out of My House), the Theater Guild on Tuesday presented at its name theater Patterson Greene's Papa Is All, a comedy of the Pennsylvania Dutch. To get the most obvious problem out of the way at once, "all" in Pennsylvania Dutch dialect carries the significance of "finished"—deriving, I suppose, from the phrase "that's all." Thus, "Love is all" in Pennsylvania Dutch would mean the end rather than the triumph of passion. From that you can gather the attitude toward Papa.

The play itself is consistently flavorful and charming, filled with humor born of situation and as well as dialect, tho the plot itself might be applicable to any community where stern fathers are the common run. Papa, essentially, might have been an uncommonly hard-bitten New England Puritan. In this respect Papa Is All is nowhere near as flavorsome as a flop of some years ago, Broomsticks Amen, which detailed happenings that could have occurred nowhere but in the haunts of the Ammonites.

In any case, Papa rules his household with a stern, cruel hand, following his Ammonite faith in classing as works of the Devil anything not specifically mentioned in the Bible. This includes telephones, films and even plumbing. Mama, Emma and Jake are his unwilling slaves, ruled by cruelty that is mental as well as physical. When Emma sneaks off to a picture show in Lancaster with a "foreign surveyor feller" with whom she is in love, Papa seizes a pistol and goes out surveyor-hunting, with Jake as his unenthusiastic chauffeur.

After many hours Jake comes home with the news that Papa is all, the car having stalled on a railroad track in the path of an oncoming train and Jake having jumped, leaving Papa behind. Immediately the household blossoms; a phone is installed, Jake brings running water into the kitchen and fixes up a front-doorbell. Then a State trooper appears, indicating that there is a question as to just how Papa met his end—and Jake is forced to admit that Papa isn't all at all. Jake actually knocked him out with a monkey-wrench and dumped him on a passing freight, later wrecking the car. And then, as expected, Papa stalks in—and it's happiness, rather than Papa, that's all. But, it seems, Papa stopped off on his return to puncture the "surveyor feller." The puncture wasn't serious—but it was the wrong surveyor. As a result, the State trooper returns to cart Papa off to jail, and the family looks forward to 20 or more happy and peaceful years.

The situations are thoroly amusing thruout, but the chief humor comes from the dialog or, rather, the dialect—which can point up a mild comedy line until it becomes hilarious. It is, too, authentic—at least according to those who have heard it in its wild or Pennsylvania state. Personally, I wouldn't know.

The piece is played superlatively well, under the direction of Frank Carrington and Agnes Morgan. The pacing of the early sections is slow, and the first scene is allowed to remain prone on the stage floor; but once the piece really gets under way the staging is excellent. And the six-people cast boasts at least three outstanding performances. Jessie Royce Landis does a superlatively fine job as Mama, a solidly built characterization filled with sly and charming humor. Emmett Rogers, as Jake, holds many of the scenes together, gets a large quota of the laughs and displays a perfection of comedy timing, turning in a splendid job. And Royal Beal, in the comparatively small role of the State trooper, scores beautifully. Also doing good work is Celeste Holm as Emma. Dorothy Sands overplays a bit as a garrulous neighbor, and Carl Benton Reid, as Papa himself, lacks much of the ominous force that Papa should have.

It's no world-staggering drama at the Guild, but it's a pleasant and thoroly enjoyable play.

AMERICAN ACADEMY OF DRAMATIC ARTS

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Catalog from Secretary, Room 145

GARNEGIE HALL, NEW YORK

Brazilian Clubs Fear Shortage Of U. S. Girl Lines; Readying Native Dancers --- Just in Case

RIO DE JANEIRO, Dec. 29.—In the face of uncertainty as to the importation of U. S. talent, due to the U. S. entrance into the war, Brazilian night spots plan development of national talents to ward off any possible shortage of importations. Attention will be focused more on girl lines. Initiative was taken by Copa production staff and the Luiz Carlos Weil agency, auditioning over 100 Brazilian girls for a line-up of eight. Copa currently has a U. S. four-girl line, with four more U. S. girls due to arrive on the S. S. Uruguay December 31. Brazilian group has been rehearsing under supervision of the U. S. girls. Lines will function as separate units, but will merge for production numbers.

Copa has been a consistent user of U. S. girl lines. The Meriel Abbott girls came for 10 weeks the early part of the season, and the present line, originally six, has carried thru the season.

The Atlantico brought in the Glamour Girls (12) from New York early in the season, running thru till late in August, when they were set into the Grande Hotel Casino Guaruja at Santos by Atlantico management for four weeks. Re-

turned to Atlantico for an additional four weeks. Atlantico has also a Brazilian girl line; opened December 19 for the Carnival season.

Urca brought in a U. S. girl line (7) for its ice show May 23 to August 14, when girls returned to States. Urca has always had Brazilian girl lines; the line has been increased to 21.

U. S. girl lines are very popular here, coming in on six-week contracts and frequently remaining months. Brazilian dancers and girl lines are scarce. Brazilian girls are not as versatile as U. S. girls.

Americans Busy In Rio Casinos

RIO DE JANEIRO, Dec. 29.—Kay, Katya and Kay, U. S. dance trio, current in Grande Hotel Casino Guaruja at Santos. . . . Tennis Club in Petropolis opens the summer season on a full-week basis January 2. Carlos Machado band moving in from the Urca in Rio. . . . Fonzal Trio, U. S. acros, expect to sail for the States December 31. . . . Zacharias Jaconelli has been appointed artistic director at Casino Urca, with Luiz Peixoto being upped to supervisor of entertainment activities. . . . Luiz Carlos Weil, local agent, is making a tour of summer spots.

Novak Sisters, U. S. acros, opened at the Urca December 19. . . . Tourand Brothers, European acros who have been on the continent since 1939, were added at the Golden Room of the Copa, set thru Luiz Carlos Weil, local agent.

Philly Niteries Add Space, Talent

PHILADELPHIA, Jan. 10.—Local niteries are getting ready for increased patronage seeking escape from the war.

DiPinto's Cafe, nabe niterie, has been streamlined to seat 700 and has brought in a larger band and floorshows. Now has a 10-act revue, headed by Bob Tolly, with Eddie King's eight-piece band.

Steve Brodie's Cafe enlarging, with about 600 extra square feet of space.

Swan Club recently opened its new cocktail room, boasting a 154-foot bar.

Frank Palumbo's Cafe has started demolishing several dwellings across the street for a private parking lot.

Herbert Frank to AC

ATLANTIC CITY, Jan. 10.—Herbert Frank, formerly at the Round the World Room of the Hotel President here, has been appointed manager of the Ritz-Carlton Hotel's Merry-Go-Round. Merry-Go-Round operates year round with bands only, bringing in names for the summer season.

2,000 Sand Bags for 1st Coast Bomb Shelter Cocktail Lounge

LOS ANGELES, Jan. 10.—Construction of the first bomb shelter cocktail lounge in this area was started Monday morning by Jimmy Contratto, owner and operator of the Trianon Ballroom Cafe in South Gate. In addition to being a cocktail lounge, the spot will serve as bomb shelter for Trianon patrons. The new lounge will be called the Bomb Shelter Cocktail Lounge.

Contratto is converting the basement of the Trianon into the new shelter by replacing the merchandise chute with steps. Plumbing fixtures overhead in the basement are being encased. Contratto said that the 78 by 24-foot room will be reinforced against bombs by the addition of approximately 2,000 sand bags. The walls are of concrete and steel. There will be shelter for 200 or more couples.

Lounge will open daily at 11 a.m. and close at 2 a.m. There will be continuous entertainment. In the ballroom the policy of name bands will continue.

Move to convert the basement into a

He Wonders, Too

NEW YORK, Jan. 10.—Dr. Sydney Ross, magician at the Radio City Rainbow Room here, had a private club date booking in Pittsburgh for New Year's Day. His plane was canceled that day, however, so he flew to Washington, but couldn't make plane or train connections for Pittsburgh there.

In desperation, he took a cab to Pittsburgh for \$60, riding eight hours over the icy Allegheny Mountains, thru snow, when the driver lost his way. Arrived at his club date five hours late, but the audience still wanted to see him perform, so he did a three-hour show.

After the show the committee said, "We wonder how you were able to do it."

AGVA Sets Up Northwest Heads

SAN FRANCISCO, Jan. 10.—Vince Silk, AGVA secretary, returned from the Northwest this week and announced union affairs in Seattle will be handled by Jerry Ross, president; Judd McCoy, vice-president; Lou Bolyard, corresponding secretary; George Peckham, treasurer, and Duke Westcott, business agent. And in Portland by Joe Christy, president; Monte Ballou, vice-president; Clara Marks, corresponding secretary, and William Tuttle, treasurer.

AGVA contracts have been signed by the following Seattle agents: Joe Daniel, Eleanor Hansen, Edward Fisher and the Bert Levey office, which is managed by Len Mantel. Portland agents who signed include Joe Young, Monte Brooks, Hazel Stone Rex and the KOIN Artists' Bureau.

Transportation Jam Hits Havana Cafes; Hoped for Overflow

HAVANA, Jan. 10.—The gambling ban in Florida, which was expected to divert a hefty portion of the spending tourists to casinos here, has so far failed to materialize because of the shortage of adequate transportation facilities due to the war. Several boats have been taken off the Florida-Cuba run, and plane transportation is filled far in advance by reservations.

The war has cut down the number of tourists to the island, but business in night clubs and casinos is still holding up. American talent is still being used, especially at the larger spots. The Gran Casino Nacional has Garron and Bennett, ballroom dancers, while the Sans Souci has Mary Jane Brown, tap terper; Don and Sally Jennings, ballroom pair, and Plato and Jewel, magicians.

Temporary restrictions forbidding the sending of money out of Cuba have gone into effect. Officials say that the ban will be lifted shortly.

Fay's Throws Party

PROVIDENCE, Jan. 10.—A backstage party was given by Edward M. Fay for staff and bill at Fay's Theater here following the New Year's Eve show.

In addition to Fay, guests included Albert J. Clarke, Sam Kaufman, Joseph Jackson, Stanley Anderson and Mr. and Mrs. Robert Hathaway. Professionals were Al Johns, Franco and Beryle, Anita and Jacob, Sasha Leonoff, Patti Pickens, Bob Simmons, Dave Barry, Chester Fredericks, Gloria Lane, and Pepe and Conchita.

William Oblavert and Stage Manager Frank Enos were in charge of arrangements.

Club Talent

New York:

CHARLOTTE VOGUE, dancer, was struck by a truck last week and is recovering at home. . . . MAYRIS CHANEY, of the dance team of Chaney and Fox, has been stationed in Philadelphia by the Office of Civilian Defense. She is with the Recreation Section. . . .

HARRIS, CLARE AND SHANNON, set for Loew's State following their run at La Conga. . . . GENE STOCKWELL now in a return date at Leon & Eddie's.

Chicago:

ROCHERS AND MORRIS have split. Danny Rogers is going into the new 885 Club show Wednesday (14) as a single. Line-up will also include Shavo Sherman and Diana Berry. . . . DARO AND CORDA are back in town after eight weeks on the West Coast. . . . JOY HODGES is remaining in town after her fortnight at the Camellia House to do some work for the Red Cross. . . . BETTY AND FREDDY ROBERTS move into the Edgewater Beach Hotel January 30.

YVONNE, new girl singer with Ray Herbeck's band, was formerly of Yvonne

and Frederick, dance team that recently worked with the Dorothy Dorben Dancers at the Edgewater Beach Hotel.

JACKIE GREEN is being held over for the new Harry's New Yorker show opening January 21. The Malo Trio will be on the same bill.

Philadelphia:

JOHNNIE CAHILL now emcee at Frank Palumbo's Cafe, with the Three Peppers drawing a 12-week holdover and canceling their trek to the West Coast. . . . BILLY VALLEE making his local bow as Lido Venice Cafe emcee. . . . MORO AND CHITA, after an absence of five years, back on the local scene at Weber's Silver Lake Inn.

Cincinnati:

JIMMY BRINK, of the Lookout House, Covington, Ky., has gone to Florida to look over his nags at Hialeah and Tropical. . . . THE MONTEROS, Rich and Gibson and Carmen Marin opened Friday (9) at the Patio for a two-weeker. . . . GERTRUDE NIESEN heads the new show Tuesday (13) at the Lookout House. Wen Hai Troupe and Roy Rogers opened on the same day, with Barbara Parks, Hy Sands, the George Bernard Dancers and Terry Shand orchestra held over. . . .

Hollywood:

HOPSTER AND ELLINGTON opened recently at the Apache in Las Vegas. . . . MARC LINDEN, emcee, opened at the New Red Feather Inn, Los Angeles, recently. . . . AL TERRY, featuring a combination of magic and music in *Rhythmagic*, just returned from San Francisco. . . . DEVELLO AND WANDA have completed an engagement at Florentine Gardens, Fresno, but will return soon for a repeat. . . . MARJORIE AUSTIN, formerly of the sister team of Sylvia and Margie, is playing San Francisco. Recently returned from an engagement on the E. K. Fernandez shows in Hawaii. Was in Honolulu at the time Pearl Harbor was bombed and one bomb landed within a block of her house. . . . THE BOUNDING MCGEEES have just closed six weeks at the Paris Inn. . . . HUGHES QUARTET back in town after playing 11 Western States and Canada. . . . MORRELL SISTERS AND BILLY, skaters, appeared New Year's Eve at the Hollywood Palladium. . . . GREY AND DIANE are current at the Biltmore Bowl.

250,000 Convention Visitors Expected To Hypo Chi Clubs

CHICAGO, Jan. 10.—Night spot business in January will be the best in months, 250,000 conventioners being expected. Initial week's activity, despite sub-zero weather, has been profitable, with most customers coming from Loop hotels.

In a move to help the new Mayfair Room of the Blackstone Hotel, which opened tonight with Emil Coleman's band and Hildegarde, Managing Director A. S. Kirkeby is pulling floorshow entertainment out of his Camellia House at the Drake, following the departure of Joy Hodges tomorrow. It is figured that the same class of trade is being attracted by these two ultra spots, and any attraction at the Drake will hurt the Blackstone biz. Ramon Ramos's band will continue at the Camellia House for the "next few weeks."

MCA kept its wires to the New York office hot all week due to a booking tangle which gave Tito Guizar two jobs in two cities at the same time. MCA in New York signed a holdover run for Tito with the Waldorf-Astoria until January 15, unaware that the CHI office had him set for the Rumba Casino here starting last night. Spot's managers finally agreed to use Walter O'Keefe as a substitute for a week.

A fire early this week darkened the Playhouse Cafe, Clark Street niterie, and brought damage estimated at \$15,000.

Now It's a Defense Bar

SARASOTA, Fla., Jan. 10.—America's first Bar of Defense, which opened here recently, is a unique spot. D. C. Ashton, former Dayton (O.) attorney, in his first venture in the cafe field, has scored a hit. Entire interior follows the defense theme. The ceiling resembles a bomb shelter.

Ashton has clicked with ideas never before offered locally. He runs a country store, jam session, hangover clinic and amateur nights.

Furnishing the music is Dale Stevens and His Defenders, a four-piece combo. Mickey Masters is emcee, with Kathryn Lee as hostess.

Philly AGVA Wants To See Contracts

PHILADELPHIA, Jan. 10.—Local AGVA here has ruled that all contracts of performers first get the union's approval, altho all contracts are supposed to be on AGVA forms.

Union warned that no relief will be forthcoming to members on any contract not cleared first thru the union.

Rainbow Room, New York

Talent policy: Show and dance band; Latin band; floorshow at 9:15 and 12:15. Management: John Roy, managing director; Edward Seay, assistant; Marjorie Bruce, assistant publicity; Joseph Moscucelli, maitre d' hotel. Prices: Dinner from \$2.75; cover \$1 except Saturdays, \$2.

John Roy's new show opened January 7 and was a mixture of bright and slow spots. Main interest is in Charles Weidman's night club debut, and in Carmen Cavallaro's band making its first local appearance, not counting Marden's Riviera, where Cavallaro was last spring.

Weidman, already a foundation of modern American ballet and long known as one of the few modern concert dancers with a flair for comedy, is having difficulty adapting himself to floor-show limitations. He is still an agile, gay, puckish dancer, but the dance conceptions presented here did not excite consistently. His opening *Snowflake* abstract dance with Katherine Litz and Peter Hamilton was pictorial; his satire on the eternal triangle was saucy; the razzing of sombre, percussive-punctuated modern dancing was rowdy enough to get laughs, and was followed by a bright boy-meets-girl duet by Hamilton and Miss Litz. In the finale, all three return for native Brazilian dances in flashy costumes, to the accompaniment of Elsie Houston's Brazilian singing. This was a novelty arrangement, and came off nicely.

Weidman and his assistants will probably adjust themselves here later in their seven-week engagement; but at the moment their performance is interesting but not compelling.

Miss Houston, Brazilian soprano, performed here last year. Hers is a delicate soprano that gives arresting treatment to native songs, and reached its climax here in the incantation number, in which she accompanies herself on a drum.

Walton and O'Rourke, puppet act that clicked here last season, is doubling this time from *Sons o' Fun*. Their shrewd manipulating of marionets plus perfect vocal and sound effects and comedy touches, combine to make their act thoroughly enjoyable. Put on four numbers, returning after the show to work the tables with their cute *Love Bugs*.

Carmen Cavallaro and band are spotted before the finale for two numbers, a flashy arrangement of *Flamingo* and a dreamy rendition of *Intermezzo*. Cavallaro's piano is excellent. Unfortunately, this musical interlude was spotted wrong and slowed up the show.

Cavallaro's band played the show well and, for the dance sets, displayed excellent arrangements, competently played. Band has four rhythm, one trumpet, three reeds and one fiddle. It is a very listenable sweet band with a definite

Night Club Reviews

beat; looks like a real comer in the name band field.

Other band is Clemente's Rumba Band (five men) fronted by sleek brunette, Dacita, who sings huskily and shakes the maracas. Also a very listenable outfit.

Dr. Sydney Ross, table entertainer, is still a whiz. *Paul Denis.*

Edgewater Beach Hotel, Marine Dining Room, Chicago

Talent policy: Production shows at 8:30 and 10:40; show and dance band; intermission organist. Management: William Dewey, managing director; Dorothy Dorben, producer. Prices: Cover from 25 cents to \$1.

If this new experiment works out, bands will be featured more prominently in shows. The purpose is to provide Dorothy Dorben, the producer, with more men to couple with her girl line in floor ideas and to give the hotel a chance to cut down on its talent budget (current show has only one outside act).

Idea is being tested with Harold Stokes's new band, playing its first location job. Most of the boys at show time double in the *Gay '90s* revue, cutting capers with Dorben's cute and talented eight-girl line.

The bill retains the nostalgia of the horse and buggy days, using the more standard tunes, costumes and dances of that period. The line appears in the opening and closing sessions, the finale being a *Floradora* number joined by the men from the band. The Barry Sisters (3), ork's harmony trio, also appear in the opening, followed by Marjorie Whitney and the King's Jesters (3) in more melodies of the hoop-skirt era.

Peggy and Moro, ballroom team, score with several strong and versatile numbers, featuring hard tricks smoothly executed. Team has plenty of room to work, and it employs it to its advantage. Encore with clever takeoffs of the tango as it may be danced in various countries.

Band's Glee Club takes the floor, with a slow arrangement of a *Bicycle Built for Two*, before the cast returns for the wind-up.

The Stokes orchestra, from a presentation standpoint, is built along the lines of Horace Heidt. Musically, it strives to reach a happy medium both in swing and sweet. Generally, the outfit has a long way to go to be a polished organization.

The King's Jesters, who at one time fronted a small name combo, are wasted on vocals and, when caught, didn't play any musical instruments. The Barry Sisters are from radio, and hug the mike. Same is true of Marjorie Whitney, once the Jesters' "queen," who is also using too much of the radio technique. No telling, of course, what the boys will do in a few months from now, for Stokes is an experienced man in the field, knows music and has had enough experience to be conscious of what is expected from a present-day band. He fronts an instrumentation of four brass, four sax, three fiddles and three rhythm.

Betty Gray, attractive and capable organist, attracts many dancers during intermissions. *Sam Houtigberg.*

Casa Manana, Culver City, California

Talent policy: Dance band and floorshow at 11 p.m. Management: George Zucca and Harold Lewin, owner-managers; Carl, headwaiter; Noel Blair, publicity. Prices: Admission 55 cents, 75 cents, Saturday; dinner, including admission, \$1.25 and \$1.65 Saturday; drinks, from 30 cents.

Horace Heidt and orchestra put on the 60-minute bang-up show once nightly. There are plenty of tricks in the ork to keep a crowd amused for hours. Heidt furnishes sock entertainment, despite inadequate staging facilities.

Heidt signals the ork for an all-out on *The King Wcs in the Parlor*, with the sidemen and entertainers moving big cards around as they sing. Red Ferrington furnished top comedy by heckling Heidt and with *Laughing Song*.

Bert Pierce has a distinct style of rhythm tapping and won the audience with his *Toy Trumpet* number. He clicked with his single, double, triple and wing steps, later imitating Astaire, Powell and Bolger. For a flash finish, he combines wings, taps and ballet. Heidt does some swell emceeing here in

describing how patrons, too, may be dancers.

Ollie O'Toole has some fine impersonations of Fred Allen and Bonnie Baker, but his Elmer Davis, Boake Carter and H. V. Kaltenborn outshine them.

Sidemen replace trumpets and saxes with toy instruments for their *Toy Band* number, Heidt presiding at the toy piano. Ferrington handles cymbals.

Fred Lowry's whistling is so well known because of vaude and radio engagements that he got a big hand as soon as announced. He scored with *Indian Love Call*, *Flight of the Bumble Bee*, and, by demand, *William Tell Overture*. Had a tough time bowing off.

Group follows with a novelty, *The Green Grass Grew All Around*, to more ovations. Ferrington heckles Heidt when he knocks off *At the Dear Old Casa Manana* on the piano and sings *That's Why We Made Him Leader of the Band* while juggling plates.

Mimi Cabanne, a pleasing brunette with an outstanding soprano voice; Larry Cotton, Donna Woods and the Don Juans, and eight sidemen merge to bring the show to a sock finish, while Frankie Carle, pianist, and the rhythm men take over.

Crowd was generous with applause. *Sam Abbott.*

Versailles, New York

Talent policy: Production floorshow staged by Midge Fielding, at 9:15, 12:30 and 2; show and dance band; Latin band. Management: Nick Prounis and Arnold Rossfield, owners; Alfredo, host; Leonard MacBain, press agent. Prices: \$2.50 minimum except Saturday, holidays and holiday eves, \$3.50.

After successful experimenting with a girlie show, this classy East Side spot opened its second edition Thursday (8) and it is flashier, smarter and more colorful than the first. It has humor, too, and Billy DeWolfe, starred in the show, gives it a charming, thoroly amusing note.

The show's three performances are entirely different and employ a total of 78 dazzling Miles White costumes, 14 original songs by producer Miss Fielding and

Charles Barnes, and a cast of 11, in addition to the two bands. DeWolfe, who showcases his talents here so well, is in at more than 1G a week. It's a costly show but worth it, judging from the fine business the first two days, despite a waiters' union picket line.

DeWolfe does his vaude turn in the first show, highlighting it with his ever-funny Mrs. Murgatroid bit, and then joins the finale to prove he is a fine eccentric, high-clicking dancer. For the second show he does different material, including his shrewdly satirical Club Swinger routine. Also handles special lyrics in the cafe society number and clowns a bit when the rigging for the Harold Barnes wire act is being put up. DeWolfe sings, dances, handles lines and does sight comedy in this show. Obviously ripe for musical comedy.

Harold Barnes does his wire act on a shortened wire, about 22 feet, strung from the platform stage to the dance floor. His dancing, somersaults, leaps, bounding, pirouettes and balancing on the wire are exciting, especially so because of the wire's close proximity to the patrons. A solid hit here.

Kirk Alyn and Paul Bartels sing and dance nicely, but, more important, look handsome in gay costumes while cavorting with the eight Ver-Sights. The girls are Joan Mitchell, Mary Lou Bentley, Joyce Ring, Norma Amigo, Tilda Goetze and Beryl Baker, every one young and positively darling in Miles White's dashing costumes. The ensemble routines are gay and mix parading, formations and a bit of singing and dancing nicely. June Kean, a cute blonde, sings most of the special songs, revealing an okay contralto voice and also doing a bit of dancing.

Maximilian Bergere leads his very good dance band and also intros each show. Panchito vocals and leads his zippy Latin six-man outfit. *Paul Denis.*

Paddock Club, Miami Beach, Florida

Talent policy: Show and dance bands; floorshows at 10, 1 and 4, produced by Noel Sherman and Billy Arnold. Management: Micky Gordon, owner; Tom Williams, manager; Samuel Bosky, head-

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Those who remember the old Paddock Club, jammed with celebrities in the yawning hours of the morning, will look with disappointment at the new Paddock. Altho the new room is in the groove, the management is off the beam. Whatever is wrong it's up to Micky Gordon to find out. But the show is hep.

The Sherman-Arnold girls, reduced to 8 from 12, open with a smart *Meet the People* number. Eddie White, emcee, made faces at the white tablecloths, but entertained the waiters with new gags, and in spite of laryngitis did okay with *Jitterbug Blues* and *Did Your Mother Come From Ireland?*

Featured are the comedy dancers, Andre and Delphine, whose fast apache is

the best seen here this year. Andre is an expert knife thrower and adds chills and thrills to the act. He came back to do a burly ballroom that was a riot for laughs, highlighted by Andre losing his pants. Andre and Delphine are the only holdovers from the opening show.

Also featured is Rita Martinez, the "Spanish bombshell," who looks it. On the pleasing side of 20 and very sexy looking, she sang Cuban and American numbers that sounded good to this reviewer's ears.

Two lovely little blondes with appealing gowns and soothing pipes are the Benton Twins. They did *Hi Neighbor*, *Daddy* and *Nick the Greek*. The Sherman-Arnold girls close the show with a patriotic number to *Thank Your Stars and Stripes*.

The band of Billy Bellick (7) supplies

the show music, and the alternating band of Frank Radilla (4) takes care of the rumba dancers.

Harry B. Kind.

Palmer House, Empire Room, Chicago

Talent policy: Production floorshows at 8:30 and 11:30; show and dance band; intermission band. Management: Edward T. Lawless, managing director; Merriel Abbott, producer; Dick Barstow, assistant; Albert C. Fuller, publicity director; costumes by Miss Abbott and Ralph Moni; special music by HESSIE SMITH. Prices: Minimum \$3 except Saturdays (\$3.50).

Xavier Cugat and his band, who at the last minute jumped in ahead of the previously scheduled return of Eddy Duchin, should spend a profitable eight weeks here. Cugat is on top of the Latin band crop and his following here has never been heavier. He should be given a chance to play as many dance sets as possible, even if it entails the shortening of the floor bills, for the customers will be drawn in by his name and they will want to exhibit the result of their rumba and tango lessons to the point of exhaustion. If opening night is any criterion, little room on the dance floor will be undisturbed by exhibitionists once the "rajah of the rumba" goes to work. Cugat also plays the sweeter stuff admirably and contributes enough popular tunes to balance each dance set.

Working with the maestro thruout the evening, including the 10 p.m. "little show," are Lina Romay, flashy brunette with a sweet voice and a sharp delivery, and Miguelito Valdez, the Cuban warbler who dramatizes native tunes with a strong baritone and bombastic facial mannerisms.

The regular show features Cardini, the DiGatanos (Adam and Jayne), the Monocled Ambassadors (Cedric and Algy), the Six Lovely Ladies and the Abbott Dancers in opening and closing production numbers. Revue on the whole is not as balanced as some of the better bills seen here, but plenty of entertainment on foot to keep the patrons interested.

Cardini, here a number of times before, still amazes with his expert card manipulation in gloved hands. Equally polished are his work with balls and cigarettes, the execution tying in with his suave, monocled personality. He now works a canary for an encore, the bird pecking out cards selected by the audience. It was not an error-proof bit opening night but certainly a novel one.

The DiGatanos look like a new and much stronger team since their last Chicago visit. Their ballroom work is fast and smooth, and the tricks, molded into the routines, are smash applause-getters. This is particularly true of the wind-up spins, with the female partner overhead in a flat position. Jayne, blond-looker, worked in an unusually suggestive gown that accentuates her streamlined figure and should give the women something to talk about.

The Monocled Ambassadors are a couple of acrobats with a sense of humor. They work as Englishmen, retaining undisturbed, pompous dispositions thruout the routine which is dotted with difficult balancing tricks. Produce a few but good laughs.

Six Lovely Ladies, singing sextet, are in the background for choral assistance during the line numbers. They look like comparative newcomers and from the standpoint of showmanship are obviously not ready for a spot of their own. Vocally they blend nicely and appearance is good.

The Abbott kids, fresh looking and easy to watch, open with a colorful samba and close with a beautiful ballet turn to *Stardust*. In the finale, Margaret Van Sickle is singled out in a cinderella role. A dazzling lighting effect in which "stars" twinkle all over the room winds up the show.

Will Alexander's foursome play the intermission music. Sam Hontgberg.

Copley Plaza Hotel, Oval Room, Boston

Talent policy: Shows at 7:30 and 11:30. Band for show and dancing. Management: Chauncey Depero Steele, manager. Prices: Dinners from \$2; drinks from 50 cents; cover charge, \$1 per person.

Harry Gourfain's new ice revue, *American Beauties on Ice*, produced under aegis of MCA, is making its debut here. Show is working on "muck" ice rather than artificial ice, and has been in now for two weeks.

The chief difficulty is the muck. It creates a very difficult condition and (See NITE CLUB REVIEWS on page 27)

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Magic

By BILL SACHS

JACK GWYNNE is current at the Claridge Hotel, Memphis. Ann Gwynne is mourning the passing of her mother, who died recently in Murrayville, Pa. . . . **LOTS OF MAGIC** in Pittsburgh these days. The Maginis are at the Yacht Club there; Bill Neff is at the Nixon Cafe; Dornfeld (Pour-a-Drink—not the original Dorny), at Villa Madrid, and Mardo, Cuban magish, is playing local niteries. Marquis slipped into town to entertain at the Variety Club on New Year's Eve. . . . **DONNA DELBERT**, combining magic with fire eating, heads the revue at the New Leader Cafe, Philadelphia. . . . **TONY MARKS** is fooling 'em at Harry's New Yorker in the Windy City. . . . **PATRICIA DILLON**, femagicker, has been handed a holdover at the Lookout House, Covington, Ky. . . . **VAL VOLPAINÉ** opened Friday (9) at the Glenn Rendezvous, Newport, Ky., for a two-weeker with his magic bar. . . . **OTIS MANNING**, after five weeks at the New Villa Supper Club, on the outskirts of Toledo, with his magical emceeing, departed last week for Miami to work out the rest of the winter. Manning says he has two new booklets ready for the printer, one on gambling and the other with gags for emcee. . . . **AMONG THE 56,000** fans who saw the Oregon State Beavers whip the Duke Blue Devils at the transplanted Rose Bowl game in Durham, N. C., New Year's Day were many magicians. On the night before the big game magicians from everywhere gathered at the home of Wallace Lee. An impromptu party was soon arranged, where several of the lads made touchdowns and heavy scores with magic in keeping with the occasion. Lee demonstrated his hemeroscope and other original creations. . . . **GREEN THE MAGICIAN**, who closed an 11-month tour December 22 to spend the holidays at the home of his agent in Mondare, Alta., Canada, resumed his tour with a two-day stand at Ledoc, Alta., January 2-3. Says he is set until May 24 on a tour that will take him over the Crow's Nest Pass into British Columbia. . . . **PLATO AND JEWEL**, in their eighth week at the Sans Souci Club, Havana, have been handed another holdover there, with no definite closing date mentioned.

THE GREAT LESTER, who has been playing theaters to unusual success the last 20 months under the able guidance of the veteran manager and exploitation expert, K. L. Burk, is current at the Shubert Theater, Cincinnati, splitting honors with the Teddy Powell orchestra. Lester winds up in Cincy Thursday night (15) and moves on to the Colonial Theater, Dayton, O., for next week. Burk, who works a week ahead of Lester, laying the exploitation groundwork and mapping personal appearances at civic clubs and institutions, has been getting reams of swell publicity for his magician-charge on the vaude tour. Burk, who several seasons ago enjoyed unusual success ahead of the El-Wyn Spook Show, was a visitor at the magic desk on several occasions during the past week, and the Great Lester was a guest on one of our bi-weekly radio programs over Station WSAI, Cincinnati, last Thursday night (8). Lester is booked six weeks ahead on vaude dates that will take him into the major Eastern houses. . . . **HARDEEN JR.**, in the road company of *Hellzapoppin*, starring Billy House and Eddie Garr, is presenting the Houdini trunk substitution, the Asrah levitation, the card star and other magic to lots of laughs and no exposures. The show is winding up its second week in Washington and from there moves to Baltimore. . . . **DUKE MONTAGUE**, currently appearing in niteries in the Salt Lake City area, reports that his contract with the International Harvester Company, which was to have carried him into early spring, has been canceled as a result of the war. Montague says he recently enjoyed pleasant visits with Jack and Ann Gwynne, Henry Valleau and the Loring Campbells. Myrnelia, mentalist, is appearing with Montague. . . . **PAUL STADELMAN**, ventriloquist, who recently renewed with the Oertel Brewing Company, Louisville, for personal appearances, has just placed on the market on new booklet, *First Aid for Ventriloquists*, containing 14 vent dialogues. It carries a \$2 price tag. . . . **CARDINI** opens this week at the Palmer House, Chicago. . . . **GEORGE T. PURVES JR.**, Indianapolis, (See *MAGIC* on page 26)

Wellk Hot to Cold

SHEBOYGAN, Wis., Jan. 10.—Lawrence Welk holds the record of playing in extreme weather conditions at the Sheboygan Theater here. Wednesday (7) the temperature reading was 15 degrees below zero, but the maestro managed to gross \$1,042. On July 27 of last year Welk was greeted by a temperature of 107 in the shade, and the gross total was \$1,110.

Nitery Must Pay Patron Hurt in Hobby Horse Race

MINNEAPOLIS, Jan. 10.—In one of the most unusual decisions ever handed down, the Minnesota Supreme Court ruled that Heinie's Cafe, operated by Henry C. Reeves and Fred W. Meissner, must pay \$1,000 damages to Eugene Danielson, cafe patron, hurt while participating in a cafe-sponsored hobby horse race, April, 1940. The decision termed the hobby horse a "tricky cayuse." The jurist wrote, "Having observed, during oral argument, the antics of the exhibit as demonstrated by counsel for defendants, we have made no effort to ride it. Its structural intricacies and bad behavior, made apparent by the demonstration, have warned us not to experiment with it, since we might be charged, as was plaintiff, with contributory negligence if harm resulted. "The fact that two ladies generally participated in these races perhaps made the race that much more spectacular, since there is compelling evidence that when lady riders fell backwards their feet would go up in the air, causing jeers and cheers on the part of the audience at what was then to be seen. "The duty resting upon the proprietor of an establishment of this sort requires him to warn his patrons of any dangers of which he has knowledge but as to which the patron has none."

Detroit House Gets More Colored Names

DETROIT, Jan. 10.—Bookings for the Paradise Theater, opened by Len and Lou Cohen two weeks ago with an all-colored show policy at 55 cents top, have been set thru March. Following Andy Kirk and His Clouds of Joy, the Deep River Boys with Tess Williams were to open yesterday. Maxine Sullivan and the Bama State Collegians open January 16, followed by Bill Robinson and Jimmy Lunceford orchestra, January 23; Duke Ellington's band, January 30; Lil Green and Tiny Bradshaw, February 6; Four Ink Spots and the Sunset Royal Orchestra, February 20; Cab Calloway and Cotton Club Orchestra, February 27; Earl Hines revue, March 6, and Count Basie orchestra, March 13. Bill Green, former Detroit agent, has been named to handle publicity for the house.

Wilmington Club Closed

WILMINGTON, Del., Jan. 10.—Joe's Casino, seven miles south of this city, has closed for the winter.

A Two-Hour Show of Vocalists Being Tried by Detroit Club

DETROIT, Jan. 10.—A new policy of centering the floorshow around vocalists is working out so well at the Pointe Bar, East Side night spot, that Howard Duncanson, the new owner, is planning to use nothing but singers for his two-hour show.

Secret lies in diversity of types of vocals. Duncanson is proceeding upon the theory that customers get more pleasure from listening to favorite music well sung than from acts requiring extended visual attention.

Duncanson's floorshow uses 12 singers, Joan Roberts, on the Bonnie Baker style; Margo Gavin, soprano; Four Dukes, male quartet; Marge Obenauer, blues singer; Gene Beigneul, who emcees and does a comedy duet with Reba Tait, and three boys from Tommy Vaughn's band who double on vocals.

Name Orks Still Hot in Philly; Miller, Hawkins-Ink Spots Tops; Music Machine Prosperity Key

PHILADELPHIA, Jan. 10.—Name bands are still the salvation of big-time vaude in this town. Warner's Earle, only downtown film-flesher, is this season again reaping a harvest with bands. Since Labor Day week and extending thru New Year's Eve it has topped \$400,000.

The 1940-'41 season, starting four weeks late, September 27 because of union difficulties, hit a neat figure under the \$1,000,000 mark for a 48-week year. Next Labor Day will find the 1941-'42 season exceeding a million dollars. For the first 18 weeks Earle has already piled up a neat \$406,400.

Current season's top grossers are tied at \$34,000, (normal intake for straight pictures is \$14,000). They are Glenn Miller, September 19 week, and Erskine Hawkins and the Ink Spots, November 21. Week for week, grosses this season are running higher.

Of the current 18 weeks, only eight weeks drew below \$20,000, with no attraction hitting under \$18,000. Save for a single week with Hollywood names, who again failed at the box office, it's been name bands plus two acts. Biggest factor in the bands' drawing, according to Manager Hal Seidenberg, is the maestro's record popularity, especially in music machines. One record, he says, means more to the gate than a dozen hours of radio time a week. Proof of the importance of recordings was seen December 19 week, when Charlie Spivak, practically unknown locally in spite of all his air time, helped to make the pre-holiday week count because two of his records are going strong in the town's music boxes. Again for the New Year's week, Woody Herman, absent from the air a long time, pulled big on the strength of his recordings.

Best indication of what records mean to a band, observes Seidenberg, is the reception accorded a selection when the crowds recognize it as a record identified with the band.

For the remainder of the season first call will continue to go to bands. Following Count Basie last week, house follows with Phil Spitalny and Claude Thornhill. Pulling power depends on the band. Screen support here is in the dish-giveaway class.

Grosses for the first half of the 1941-'42 season areas follows:

- August 29—Ben Bernie's orchestra, Brenda and Cobina; screen, *Whistling in the Dark*; \$25,000.
- September 5—Tony Pastor's orchestra; screen, *World Premiere*; \$18,500.
- September 12—Alvino Rey's orchestra,

Agents as Characters

NEW YORK, Jan. 10.—Accompanying AGVA's new application for an agent's license is an "affidavit of character" which must be sworn to by two character witnesses, attesting to the fact that the applicant is a solid citizen.

To which an agent replied that he never thought AGVA would come out openly and call the agents "characters."

Show also includes Phil and Tynone, dance team. The exclusive vocal policy goes into effect next week.

Spot is drawing a nice patronage, especially from the younger element. Duncanson took it over three weeks ago from Louis McDonald, former coin machine operator. Plans to enlarge seating capacity to 300 and to change the name to the Stardust.

Four King Sisters, Anita Louise; screen, *Ice-Capades*; \$21,500.

September 19—Glenn Miller's orchestra; screen, *The Pittsburgh Kid*; \$34,000.

September 26—Jan Savitt's orchestra, Rufe Davis; screen, *Harmon of Michigan*; \$20,000.

October 3—Larry Clinton's orchestra; screen, *Married Bachelors*; \$18,000.

October 10—Sammy Kaye's orchestra; screen, *Henry Aldrich for President*; \$21,000.

October 17—Charlie Barnet's orchestra, Pinky Tomlin, screen, *Blondie in Society*; \$18,000.

October 24—Ted Lewis's orchestra; screen, *Father Takes a Wife*; \$18,000.

October 31—Dolly Dawn's orchestra, Three Stooges, Mills Brothers; screen, *Parachute Battalion*; \$26,500.

November 7—Xavier Cugat's orchestra; screen, *Great Guns*; \$18,900.

November 14—Artie Shaw's orchestra; screen, *Two Latins From Manhattan*; \$28,000.

November 21—Erskine Hawkins's orchestra, Four Ink Spots; screen, *Night of January 16*; \$34,000.

November 28—Johnny Long's orchestra, Henry Youngman; screen, *New York Town*; \$13,000.

December 5—Shep Fields's orchestra, John Boles; screen, *Birth of the Blues*; \$20,000.

December 12—Sweater Girls Revue; screen, *Glamour Boy*; \$18,000.

December 19—Charlie Spivak's orchestra, Ray Bolger, Carol Bruce; screen, *Confirm or Deny*; \$19,000.

December 26—Woody Herman's orchestra (Lucille Ball and Deal Arnaz added for New Year's Eve only); screen, *Swing It Soldier*; \$30,000.

NVA Legion Annual

NEW YORK, Jan. 10.—National Vaudeville Artists' Post 690, American Legion, will hold its annual installation entertainment and dance at Palm Garden January 30. Show has been arranged by Vice-Commander Freddie Fulton. Ben H. Franklin, post commander, has been recalled to active duty.

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

A

Adams, Margaret (No. 1 Bar) NYC, nc.
Adler, Larry (Capitol) Washington, t.
Adreon, Emilee (Ward) NYC, nc.

B

Baker, Bonnie (RKO-Kelth) Boston, t.
Banks, Sadie (Old Rumanian) NYC, re.
Baldwin & Bristol (Bowery) Detroit 12-24, nc.

THE ANGIE BOND TRIO

America's Finest Girl Instrumental-Vocal Act
Indefinitely ROGERS CORNER, New York City.

Bond, Angie, Trio (Rogers Corner) NYC, nc.
Borodkin, Manya (Old Rumanian) NYC, re.
Bouvier, Yvonne (Ben Marden's Riviera) Fort Lee, N. J., nc.

C

Calgary Bros. (Capitol) Washington, t.
Callahan Sisters (Chez Paree) Chi, nc.
Cappella & Patricia (Royale) Detroit, nc.

D

D'Arcy, Jeanne (McAlpin) NYC, h.
D'Avalos, Rudolfo (Havana-Madrid) NYC, nc.
Dacita (Rainbow Room) NYC, nc.

(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; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

CHEENA DE SIMONE DANCERS

Opening Jan. 15 Roosevelt Hotel, New Orleans
Currently YACHT CLUB, Pittsburgh, Pa. Dir.: Sol Tepper, RKO Bldg., N. Y. C.

Dei Valle, Magali (Havana Madrid) NYC, nc.
Del Villar, Hector (Havana Madrid) NYC, nc.
De Vries, Enny (Piccadilly) NYC, h.

Eberly, Ray (Palace) Cleveland, t.
Eddy, Val (Capitol) Victoria, B. C., Can., 14-15; (Beacon) Vancouver 16-22; (Empire)

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

Anacortes, Wash., 22-24, t.
Emerald Sisters (Music Hall) NYC, t.
Emmy, Carlton (Roxy) NYC, t.

Falls, Reading & Boyce (Carmen) Phila 13-15, t; (Tower) Camden, N. J., 16-18, t.
Paye, Frances (Beachcomber) NYC, nc.

Galante & Leonarda (Statler) Detroit, h.
Gale, Ann (Chin Lee's) NYC, re.
Garretson, Marjorie (Cora & Irene's) NYC, nc.

FOUR INK SPOTS: Orpheum Theater, St. Paul, Jan. 16-19; Paramount Theater, Des Moines, 20-22; Orpheum Theater, Omaha, 23 (week); Newman Theater, Kansas City, Mo., 30 (week).
WENCES: Capitol, Washington, March 19.
ADRIAN ROLLINI TRIO: Flatbush, Brooklyn, Feb. 5; Windsor, Bronx, Feb. 13; Central, Passaic, N. J., Feb. 19.

Grays, Six (Island) NYC, re.
Grecco, Eleanor (Havana Madrid) NYC, nc.
Grimaldi, Mario (Music Hall) NYC, t.

Hager, Clyde (Diamond Horseshoe) NYC, nc.
Hall, Patricia (Versailles) NYC, nc.
Harlem Highlanders (Club 131) NYC, nc.

Hildegarde (Blackstone) Chi, h.
Hilman, Bette (Armando's) NYC, nc.
Hoffman, Lou (Brown Palace) Denver, nc.

Ink Spots, Four (Orpheum) Minneapolis 12-15; (Orpheum) St. Paul 16-19; (Paramount) Des Moines 20-22, t.

Irving, Val (Club Ball) Phila, nc.
Jardiniere, Mlle., and Madeleine Gardiner (Latin Quarter) Miami Beach, Fla., nc.

POLLY JENKINS AND HER MUSICAL PLOWBOYS

Jan. 16-17, Rialto Theatre, Danville, Va.
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HOOSIER HOT SHOTS

Available for Engagements in Eastern States from Friday, Jan. 30, thru Friday, Feb. 6.
Write EARLE JOYCE
Wire Earle Theater Bldg. Walnut 4677
Phone Philadelphia, Penna. Walnut 9451

Johnson, Judith (Log Cabin) Dallas 12-14, nc.
Jones, Joe (Cafe Society Uptown) NYC, nc.

Kaahue's Hawaiians (Gibson) Cincinnati, h.
Kane, Malce (Jefferson) Peoria, Ill., h.

LAUREL AND HARDY: Shubert, Cincinnati, Jan. 30; Palace, Cleveland, Feb. 6; RKO, Boston, Feb. 20.
RAY AND DAVIS: Hippodrome, Baltimore, Jan. 29.
AL BERNIE: Hippodrome, Baltimore, Jan. 29.
DICK TODD: Hippodrome, Jan. 22.
SUE RYAN: Earle, Washington, Jan. 10.

Keen, Jane (Versailles) NYC, nc.
Kella, Paul (Jefferson) Peoria, Ill., h.
Kent, Avis (Stevens) Chi, h.

LaBlanc, Billy (Palm Gardens) Cincinnati, nc.
Ladies, Six Lovely (Palmer House) Chi, h.
Lambot, Edith (Bill Bertolotti's) NYC, nc.

Lawrence, Hope (Helsing's) Chi, c.
Lead Belly (Village Vanguard) NYC, nc.
Lee, Peggy (New Yorker) NYC, h.

McGuire, Marcy (Helsing's) Chi, c.
McKenna, Joe & Jane (Strand) NYC, t.
McNeill, Maggi (Coq Rouge) NYC, nc.

Manor & Mignon (La Martinique) NYC, nc.
Marionna (New Bedford) New Bedford, Mass., h.

Marlow, Great (Golden Anchor) Danvers, Mass., nc.
Marlowe, Sylvia (Coq Rouge) NYC, nc.
Marlyn & Martinez (Casino La Conga) Detroit, nc.

Martin, Elaine (Club 131) NYC, nc.
Mata & Hari (Book-Cadillac) Detroit, h.
Matvienko, Dmitri (Casino Russe) NYC, nc.

Morgan, Eddy (Ritz-Carlton) Atlantic City, h.
Morgan, Grace (New Yorker) NYC, h.
Morgan, Johnny (Queens Terrace) Woodside, L. I., N. Y., nc.

Morris, George (Armando's) NYC, nc.
Morris, Will & Bobby (Center Theater) NYC.
Munro & Adams (Jimmie's) Miami, Fla., nc.

Nadine & Charles (Roosevelt) Jacksonville, Fla., h.
Nadia & Sasha (Casino Russe) NYC, nc.
Na Pua (Lexington) NYC, h.

Padilla Sisters (El Chico) NYC, nc.
Page & Nona (Tivoli) Sydney, N. S. W., Australia, Dec. 3-Feb. 1, t.
Parks, Barbara (Lookout House) Covington, Ky., nc.

Parsons, Kay (Taft) NYC, h.
Patterson, Grace (St. Moritz) NYC, h.
Paulson, Lehua (Lexington) NYC, h.

Rae, Jimmy (Hi-Hat) Chi, nc.
Raeburn, But (Cafe Madison) NYC, nc.
Ramon & Jo Ann (Jimmy Kelly's) NYC, nc.

Orph, Los Angeles, Hits Nifty \$14,800

LOS ANGELES.—With New Year's Eve prices at \$1 and \$1.50 for reserved seats and seven days following to work the acts in on the 1941-'42 show the Orpheum (2,200) rolled up a good \$14,800. Regular prices are 30, 40 and 55 cents.

On New Year's Eve show was Major Bowes' Seventh Anniversary Unit, which closed that night. Jan Garber's orchestra, Barney Grant, Lord and Pritchard and the Whitson Brothers made up the new show. Film menu was *World Premiere*.

Tommy Tucker Swell

BRIDGEPORT, Conn.—Opening bill of the new vaude policy at the Loew-Lyric last week, in for four days, did swell business, according to House Manager Nat Rubin. Bill was headed by Tommy Tucker band.

Loew Globe, which plays vaude Mondays, will continue, according to House Manager Harry Rose.

- Renaud, Rita (The Avenue) NYC, nc.
- Renaud, Francis (Bartlett) Rochester, N. Y., nc.
- Raphael (Waldorf-Astoria) NYC, h.
- Raymon & Arlene (Forrest) NYC, h.
- Regan, Paul (Colony) Chi, nc.
- Remos, Paul, & Wonder Boys (Shubert) Cincinnati, t.
- Reyners, The (Sply's Roof) NYC, nc.
- Reynolds, Jack (Village Nut Club) NYC, nc.
- Rhythm Rockets (Capitol) Washington, t.
- Rich & Gibson (Patio) Cincinnati, nc.
- Richey, Jenn (Colosimo's) Chi, nc.
- Ringo & Harris (Cora & Irene's) NYC, nc.
- Rio & Rita (Mar-Jo) Detroit, nc.
- Roberto & Sarita (Washington) Indianapolis, h.
- Roberts, Jack & Renee (Towne Tavern) Binghamton, N. Y., nc.
- Rochelle & Berbe (Park Central) NYC, h.
- Rodriguez, Aida (Havana-Madrid) NYC, nc.
- Rogers, Danny (835) Chi, nc.
- Rogers, Rod (Glenn Rendezvous) Newport, Ky., nc.
- Rogers, Roy (Lookout House) Covington, Ky., nc.
- Roller & Dortha (Riverside) Milwaukee, t. (Oriental) Chi 16-22, t.
- Rollickers, The (Flynn's Cocktail Room) New Orleans, nc.
- Rollini, Adrian (Roxy) NYC, t.
- Rosal, Anita (Club Gaucha) NYC, nc.
- Rosario & Antonio (Pierre) NYC, h.
- Rotov, Alex (Hurricane) NYC, nc.
- Roxvettes (Earle) Washington, t.
- Rudloff, Morgan & Lanard (Leon & Eddie's) NYC, nc.
- Rushing, Jimmy (Cafe Society Uptown) NYC, nc.

- St. Clair, Sylvia (Rainbow Grill) NYC, nc.
- Sands, Hy (Lookout House) Covington, Ky., nc.
- Scott, Hazel (Cafe Society Uptown) NYC, nc.
- Scott, Margaret (Belmont-Plaza) NYC, h.
- Shadrach Boys (Beachcomber) NYC, nc.
- Shaw, Nalco (Lexington) NYC, h.
- Shea & Raymond (Paramount) NYC, t.
- Shepherd, Ethel (Stevadora) Detroit, nc.
- Sheridan, Nora (Ben Marden's Riviera) Fort Lee, N. J., nc.
- Sherman, Shavo (885) Chi, nc.
- Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.
- Shoen, Aloha (Jefferson) Peoria, Ill., h.
- Shore, Dinah (Paramount) NYC, t.
- Simmons, Hilde (Lexington Casino) Phila, nc.
- Spencer, Kenneth (Cafe Society Downtown) NYC, nc.
- Sporn & Dukoff (Casey) Scranton, Pa., h.
- Stanley, Irene (Le Poissonier) NYC, nc.
- Staffer Twins (Beachcomber) NYC, nc.
- Stockwell, Gene (Leon & Eddie's) NYC, nc.
- Stoker, Bill (Venetian Gardens) Altoona, Pa., nc.
- Stovanovsky, Arcadi (Russian Kretchma) NYC, nc.
- Sullivan, Joe (Cafe Society Downtown) NYC, nc.
- Summer, Helen (Ivanhoe) Chi, re.
- Summers, Andrew (The Avenue) NYC, nc.
- Sunda (Congo) Detroit, nc.
- Suns, Three (Pleasantville) NYC, h.
- Suzanne & Christine (George Washington) Jacksonville, Fla., 12-20, h.
- Swan, Lyda (Russian Kretchma) NYC, nc.
- Swifts, Three (Earle) Washington, t.

- Tapps, Georgie (Yacht Club) Pittsburgh, nc.
- Tarasova, Nina (Casino Russe) NYC, nc.
- Tenor & Swift (Hurricane) NYC, nc.
- Thomas, Danny (5100 Club) Chi., nc.
- Thomas, Frances (Beachcomber) Miami, Fla., nc.
- Thomas, Shirli (Armando's) NYC, nc.
- Time of Your Life (Colonial) Dayton, O., t.
- Tip, Tap & Toe (State) NYC, t.
- Tirza (Republic) NYC, t.

TIRZA
and her Wine Bath
GAIETY, Norfolk, Va.,
January 25.
Personal management of
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- Torrens, Fay (Havana-Madrid) NYC, nc.
- Torres, Alberto (Havana-Madrid) NYC, nc.
- Toy, Noel (Leon & Eddie's) NYC, nc.
- Toy & Wing (Edgewater Beach) Chi, h.
- Turner, Maxine (Hi-Hat) Chi, nc.

- Vadina, Olga (Casino Russe) NYC, nc.

Vaudefilm Grosses

B'way in Fine Shape; "Purchase," Krupa, 91G; "Dinner," J. Dorsey, 58G

NEW YORK.—Broadway film grosses make very pleasant reading these days. Figures are in the upper brackets, with the Paramount topping previous heights since the inauguration of its band policy. While grosses are receding from holiday week heights, business is still very much on the rosy side.

The Paramount (3,664 seats; \$41,981 house average) is holding up exceedingly well during the second week of the bill, with Gene Krupa, Dinah Shore and the film, *Louisiana Purchase*. Expected to do \$62,000. First week's \$91,000 topped all band policy engagements.

The Strand (2,758 seats; \$30,913 house average) is also on the forte side, with the second week of Jimmy Dorsey's ork

and *The Man Who Came to Dinner* anticipating a nice \$40,000. First week of this bill ran up a terrific \$58,000.

The Roxy (5,835 seats; \$38,789 house average) is still in the money with the third week of *Remember the Day* and stagershow with Paul Gerrits, Adrian Rollini and Berry Brothers. Take is figured to be around \$57,000. Second week of layout scored \$80,000 and first week a high of \$99,811.

The Music Hall (6,200 seats; \$84,000 house average) is also in the top money with bill having Bob Williams and *Babes on Broadway*. Take for second week is figured at \$88,000. First week came to \$112,000, business having dropped the last two days. First five days of bill took \$95,000.

Loew's State (3,327 seats; \$20,500 house average) opened Thursday with bill including Joan Merrill, Romo Vincent and Tip, Tap and Toe, with *H. M. Pulham* on screen. Around \$23,000 is expected. Last week, with Lucille Ball and Desi Arnaz and *Smith's Thru*, came to \$31,000.

Kirk 95C in Detroit; Blakstone Hits 5G

DETROIT.—Extreme cold weather hit local vaude shows seriously, with the Paradise, newly opened with all-colored name shows by Ben and Lou Cohen, looping to \$9,500 for Andy Kirk and His Clouds of Joy—10 per cent under the weak figure set the week before by Louis Armstrong. Weather got practically all the blame, inasmuch as the Sunday show, just before the cold wave hit, grossed one-third more than Armstrong's Sunday a week before.

The Colonial did a fair \$5,000 with Nan Blakstone despite the weather and markedly above the \$4,000 mark hit two weeks before. The difference of 25 per cent in favor of Blakstone despite sub-zero weather shows the box-office value of names of this caliber in this spot.

Marcus Unit Great

HARTFORD, Conn.—The A. B. Marcus 80-people show at the State Theater broke the house record over the New Year's holiday. Total take was \$6,157. House accommodates around 4,000, and not 2,000, as mentioned in last week's issue.

New Year's Eve business was SRO, at \$1.10, \$1.65 and \$2.20.

This is the unit's second date at this house in a half year.

2 Spokane Houses Drop Vaude Shows

SPOKANE.—Vaude is no more here. Both the Post Street and Rex gave up with last week-end's shows, which grossed new season lows.

Business this fall never equaled other seasons at the Post Street, and this house grabbed the chance to get Uni- (See SPOKANE GROSSES on page 26)

Sub-Zero Weather KO's High Grosses in Chi; Williams Ork, 35G; Oriental, 17G

CHICAGO.—Sub-zero weather, dominating the Loop's theater biz for over a week, has upset all biz predictions regardless of the strength of attractions. People were too cold to go anywhere and those who braved the frigid temperatures took in a neighborhood feature. Unless the zero wave will end before the week-end is over, dismal figures are again in order for week of January 9.

Chicago (4,000 seats; \$32,000 house average) had a fair opening Friday (9), with Warner's *They Died With Their Boots On* and Griff Williams and band on stage. Cold weather will keep the gross down, but the local popularity of Williams is figured to draw his fans. Not more than \$35,000 in sight, however. Combination is in for two weeks, management figuring that the pic's co-stars

Sub-Zero Weather Fails to Crimp Buffalo Grosses

BUFFALO.—The week following the holidays came thru with flying colors and grosses were on the juicy side. The attendance slump, due to war, has been almost entirely overcome. The good b.-o. results last week were doubly surprising, as the last half of the week saw terrific blizzards, windstorms and sub-zero weather. Current week looks promising, with better than ever attractions at the vaudefilmers to entice payees.

The Buffalo (seating capacity, 3,500; house average for straight pix, \$11,800) opened well with Cab Calloway and orchestra and so-so film fare for week of January 9. Gross should at least hit \$18,000. The *Jumpin' Jive Jubilee Revue* features, besides the band, Cozy Cole, Jonah Jones, Calloway Rug Cutters, the Caballiers and the Cab Jivers. Added acts are Anise and Aland, Honi Coles, and Paul, Slim and Eddy. Picture is *Dr. Kil-* (See BUFFALO GROSSES on page 26)

C. Basic Fat 27½G At Earle, Philly; Neat 8G for Fay's

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) chalked up another banner week ended Thursday (8) with a fat \$27,500 in the till for an all-sepia show topped by Count Basic's band and Hattie McDaniel. Show topped the Ink Spots' and Glenn Miller's opening day gross and would have hit a higher weekly figure were it not for the cold wave settling over town. James Rushing, Earle Warren and Jo Jones from the band, along with Whitey's Lindy Hoppers, Baby Lawrence and Freddie Gordon and Timmie Rogers rounded (See Philadelphia Grosses on page 26)

Cold Holds Down James's Pitt Debut

PITTSBURGH.—Coldest weather in years for January's first week held Stanley down to \$19,000 for Harry James's first stage date here. Screen fare, *Sundown*.

Last week Ted Weems's orchestra, plus *Your's in the Army Now*, tolled \$21,000. Week before combination of Martha Raye and Jan Savitt band with *Kathleen* film failed, due to pre-Christmas slump. Barely hit \$16,000. *Earl Carroll's Vanities* and *International Lady* on screen had managed \$17,000.

Springfield Packed

SPRINGFIELD, Mass.—With first-run film, *Spooks Run Wild*, on screen, the vaudefilm bill at the Court Square for three days ending January 3 and opening with a midnight showing New Year's Eve played to packed houses at all performances. The bill was one of the finest seen here.

On the stage were Six Mimic Men, Ondee Odette and Bob Easton, 12 American Rockets, Fred Lightner, Reed and Mack, and Cass, Owen and Topsy.

DRAMATIC AND MUSICAL

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

- All in Favor (Ford) Baltimore.
- Arsenic and Old Lace (Davidson) Milwaukee 14-18.
- Blithe Spirit (Playhouse) Wilmington, Del., 16-17.
- Blossom Time (Auditorium) Shreveport, La., 14; (Auditorium) New Orleans 15-16; (Auditorium) Beaumont, Tex., 17.
- Claudia (Selwyn) Chi.
- Claudia (English) Indianapolis 12-14; (Victory) Dayton 15; (Memorial Aud.) Louisville 16-17.
- Ellis, John, Rip Van Winkle: Grand Rapids, Mich., schools, 12-16.
- Gilbert and Sullivan (Hanna) Cleveland.
- Hayes, Helen (Locust Street) Phila.
- Hellzapoppin (Forrest) Phila.
- Hellzapoppin (National) Washington.
- Louisiana Purchase (Erlanger) Chi.
- Mr. and Mrs. North (Plymouth) Boston.
- My Sister Eileen (Wilbur) Boston.
- My Sister Eileen (Mayfair) Portland, Ore., 12-14; Sacramento, Calif., 16; (Geary) San Francisco 17-24.
- Native Son (Lyceum) Minneapolis 12-14; (Auditorium) St. Paul 15; (Parkway) Madison, Wis., 16-17.
- Panama Hattie (Nixon) Pittsburgh.
- Pal Joey (Grand O. H.) Chi.
- Porgy & Bess (Shubert) Boston.
- Separate Rooms (Orpheum) Waterloo, Ia., 14; (Iowa) Cedar Rapids 15; (Orpheum) Davenport 16.
- Student Prince (Cass) Detroit.
- Theater (Court Square) Springfield, Mass., 14; (Shubert) New Haven, Conn., 16-17.
- Tobacco Road (Shea) Mansfield, O., 14; (Weller) Zanesville 15; Springfield 16; Dayton 17.
- Veloz and Yolanda (His Majesty's) Montreal, Can., 12-17; (Maplewood) Maplewood, Newark, N. J., 19-24.
- White Cargo (Walnut Street) Phila.

ICE SHOWS ON TOUR

- Franey's, Dot, Star-Spangled Ice Revue (Hotel Lowry) St. Paul, until Feb. 2.
- Henle, Sonja, 1942 Holywood Ice Revue (Olympia) Detroit 12-14; (Madison Square Garden) NYC 19-24.
- Ice-Canades of 1942 (Uline Arena) Washington 14-25.
- Ice Polos (Arena) Phila 7-20; (Arena) Springfield, Mass., 21-25.
- Lewis, Dorothy (St. Regis Hotel) NYC.

State, New York

(Reviewed Friday Evening, January 9)

Talent line-up presents a solid front of entertainment. Altho show runs overtime, it caused no squirming among customers. Romo Vincent, in the emcee spot, paces the show nicely.

Opener is Four Macks, roller skating quartet working on an elevated circular platform. The evenly mixed group is well dressed and has a set of applause-getting routines, winding up with a flying pinwheel formation. Go over well. Some of the personnel occasionally make faulty stops, resulting in an annoying screech when the wheels slide against the boards.

Estrallita, a sexy Latin, is vastly entertaining with a series of songs, personally delivered. Her rumba and conga movements provide a picturesque turn. Her pleasing pipes are incidental. Did two numbers and begged off.

Tip, Tap and Toe did their accustomed tap work well. The septians took solid bows.

The badminton team of Hugh Forgie and Ken Davidson, recently at the Music Hall, repeat their exhibition 9-point game and generate excitement with their trick shots and skillful play. Jerry Brandon still trips himself up on the announcements.

Joan Merrill does an accomplished bit of song-selling, knocking off three numbers and an encore. Her repeat piece, *Angels of Mercy*, dedicated to the Red Cross, is a really solid wind-up.

The Barrys, who just closed at the Versailles Club, are a young pair of ballroom dancers who did three routines full of interesting lifts and spins. Offered a fox trot, a jitterbug, and a combo paso doble and tango. Appearance and wardrobe are okay, and their routines are nicely designed. Drew a nice hand.

Romo Vincent closes with a trio of numbers and an encore. His pieces have gotten around sufficiently well to come under the label of classics. Repeated audience requests for his *Taxi* number brought the apology that the music wasn't on hand. Begged off by calling attention to the need to buy Defense Bonds.

Film is H. M. Pulham, Esq.

Joe Cohen.

Vaudeville Reviews

Tabor, Denver

(Reviewed Wednesday Evening, Dec. 31)

Vanities of 1942 is another locally assembled unit, all of which have proved good box office at this house. As with all of these units, five acts and a line are used.

Line opens with a tap. Routines are average but gals co-ordinate well. Lamont's Cockatoos, a standard in show biz, sold consistently. Denver hasn't had a bird act in a long time, and the capers of the cockatoos brought a steady hand, especially on the acrobatic antics and the fire in the bird hotel.

Emcee Jeffrie Gill warbles *Apple Blossom Time* and a medley of *The Last Time I Saw Paris, There'll Always Be an England* and *God Bless America*. Sold nicely, altho he seemed to get out of range now and then. His delivery was a bit stilted, and his intros thruout were straight and repetitions in asking for applause.

Line returned for an exotic *Dance of the Tambourines* to bring on Dottie Faye in her veil stint. Gal has something to show but, as usual here, has little opportunity. From the exotic standpoint offering is but fair. However, boys liked what they saw and gave plenty of applause.

Grandma Perkins, a heavyweight, on the long side of 40, was good for laughs in repartee with a male stooge of equal age, working from a box. Chatter was fast, interspersed with bits of song and dancing by the rotund lady. Her take-off on *Some of These Days* was particularly strong.

The Rexolas, male duo and a femme, go from a skating to strong-arm work and climax with a whirling presentation by one lad working on a pipe held by the other. Versatility and rapid fire strong work sell the trio nicely.

Finale brings the line on for a military tap, with gals dressed in abbreviated uniforms. Walk-on of acts is climaxed with audience joining in *God Bless America*.

Pix, *Lady Be Good* and *Target for Tonight*.

Herb Trackman.

Chicago, Chicago

(Reviewed Friday Afternoon, January 9)

Griff Williams and his orchestra, set for the next two weeks here, are not giving the Chicago Theater customers the same break they gave the patrons at the local Palmer House for a number of weeks. The Williams group has had experience entertaining in hotel rooms but obviously not in theaters. The booking is premature, and shamefully so, for the Williams stock has been sold sky high since the band's successful engagements in local hotels the last couple of years. Some theater dates in the hinterlands will do this band a world of good and not until the boys have set theater routines should they attempt to work in a key house that plays top names.

Griff appeared nervous at the second show and was over made-up. He couldn't control the audience, bringing on an act or band specialty on the preceding artist's applause. The band itself was good on its own, but it didn't do enough to live up to the advance ballyhoo. Following a rhythm-tune opening, Bob Kirk, band's baritone (and he's good, too) warbled *The White Cliffs of Dover* and *Begun the Beguine*. Two outside acts follow, before Walter King, drummer and Irish tenor, comes up front to please with *Rose O'Day, Cecilia* and *Ma*. The Glee Club is next with a hurried performance of *Three Blind Mice*. Griff, at the piano, is featured in the finale playing *Piano Concerto*, a good arrangement but people have been hearing it too often.

The three added acts turn in worthwhile entertainment. DeVil, Merle and Lee, comedy dance trio, offer a waltz in catastrophic time which has some daring tricks and funny bits. The Juvelys, novelty balancing team, come thru with unbelievable feats. The man balances his blond partner on his head, with one, two and finally three rubber balls between them—and those are only a few of the unusual tricks.

Jean Carroll and Buddy Howe, good-looking comedy team, scored with their talk and dance turn. The girl is a smart Gracie Allen-type with a good line of chatter and an engaging personality. Howe is a strong straight and lively dance partner. Went well.

A Warner special on the screen, *They Died With Their Boots On*, is the reason for the two-week show. Biz okay end of second show opening day.

Sam Honigberg.

Paradise, Detroit

(Reviewed Friday Evening, January 9)

This new 2,200-seater (formerly Orchestra Hall) has opened with a policy of all-colored name shows and drawing considerable colored trade. Show this week goes off at top pace thruout, and almost any act could stop it if time allowed. Considerable special atmosphere is added by business and references that appear a secret to the colored trade, but somewhat lost on the whites.

Fess Williams and his 11-man band are plenty hot, with a novelty in the personable feminine trumpeter. Williams himself doubles clarinet and sax, reaches the top in high sustained notes (32 bars) and glissandos that set the house wild. His sax favorite was *Darktown Strutters' Ball*.

Anne Edwards vocals on the blues side, opening with *This Love of Mine*. Has a high contralto, clear enunciation, and stresses expressive manner rather than melody.

Emory Evans emcees and does an eccentric tap opener with the appearance of incredibly long legs. Roy Moore and Sande Burns, comic team, work several bits, much straight gag patter, one fast-paced burlesque blackout (wholly clean), a tale sung in recitative style, and dance bits. Act clicks well.

Ford, Bowle and Dally have a deliberate, well-synchronized tap style, suavely executed. Each does baby-spotted specialties, including speed, balance, control, prouette and novelty work. An exceptional male tap trio.

Deep River Boys, four singers and pianist, alternate novelty songs with some fine harmony work—latter done with a truly artistic sense of restrained power. They put surprising action into their novelties, and their voices blend perfectly. Featured is a grand arrangement of *Chattanooga Choo Choo*.

Ten Brown-Skin Dancing Models have a variety of bits, with a novelty *Jazzbo Jackson's Swingtime Wedding Day*, with

top-hatted dancers and dialog aid from all principals for finale. One South Seas bit introduces Tamaya in feathery costume for a Gilda Gray dance that is highly effective and realistic. H. F. Reeves.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, Jan. 7)

A bang-up show headed by the Four Vagabonds, a nifty quartet well known to the local night club trade. Shared applause with Paul Winchell, who scored with his ventriloquy.

Four Sidneys, unicyclists, open. High spot is work of three girls who do a tap routine and acro act on a high one-wheeler. Good novelty. One does clever handle-bar work, too.

Paul Winchell gets good audience response with his flirting dummy. Does impressions of Lionel Barrymore and Donald Duck, which are particularly good. Showmanship much improved since his last visit here.

Four Vagabonds are next and admirers can't get enough of the steady procession of swing and boogie-woogie excitement that exhudes from an accordion, two guitars and a cello. Their nutty singing is a hilarious bit.

The Lane Brothers, two slap-happy knights, prove good tappers while doing the usual falls and hoofing. One of the brothers scored with a jump-rope turn from a lying position. Pair follow thru with some good hand-to-hand work.

Leon Navara, altho a talented pianist, was practically lost in the tempo of the show. Bangs out some good tunes, but the act lacks spontaneity. Trys a hand at patter to only fair success.

For the finale, the Peggy O'Neill Beauties present what has become an all-too-familiar routine. On the screen, *Ball of Fire*. Edward Murphy.

Palomar, Seattle

(Reviewed Thursday Evening, January 8)

Seattle has always taken to the Major Bowes' units, and the Seventh Anniversary Unit on the boards here, altho not up to average, is pleasing. Tops in unique mimicry is emcee Sammy Birch, who goes thru all the motions of gesticulating and singing two numbers with recordings of *Sam, You Made the*

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Hal HAVILAND

THE BILLBOARD 1564 Broadway, New York City

Pants Too Long and the old *Sow Song*. A couple of newlyweds, Frank and Carney, who appeared on the major's air program recently, open with a fast and difficult dance number.

Arthur Mell, a personable youngster, clicks with some clever sound effects, sounding off on everything from a worn-out chicken to a ship's siren. Clawson Triplets, attractive trio, are not outstanding in their harmonizing of *Hi, Neighbor, Nobody's Baby*.

Jerry Bergman offers a clever magic turn and helps it along with some good patter. He works fast and smoothly and goes over well. Ray Hammel, one of the unit's newest members, scores with some brilliant xylophone playing. He had to beg off. An 11-year-old cutie, Carolyn Argotta, sings well on *Argentina* and does a dance a la Eleanor Powell that clicks. She did an encore of taps.

Luke and Hank, hillbilly duo playing on ballons, tire pumps, rubber gloves and saws, panics the audience with their clever gadgets. They turn out fair music. Al Ules's orchestra continue popular with their novel arrangements. On the screen is *Borrowed Hero*.

Jim Douglas.

Earle, Philadelphia

(Reviewed Friday Evening, January 9)

An *Hour of Charm*, both visually and musically, holds forth on the Earle boards for this trip. As a respite from the swing bands, this week gives Phil Spitalny and his all-girl orchestra. Save for the maestro, entire entourage is feminine.

Gals, all garbed in white gowns, make an imposing view, with their musicianship already attested via the airlines. Save for Beatrice Howe and her smash comedy satires of the movie stars, it's all a music fest, both instrumentally and vocally. It was Miss Howe who made the real show-stopper with her round of clever impersonations of a French chanteuse, Lionel Barrymore, Myrna Loy, a Dead End Kid, Barbara Stanwyck, a radio child warbler and the same kid grown up into a hotcha torch songbird. Carbons Kate Hepburn on the recall. The Spitalny girls tee off with a patriotic medley, adding a rhythmic punch in *Boogly Woogly Piggy* with the Three Little Words (Frances, Connie and Ferne), Maxine and the choir on the vocal front. The ear caressing mezzo pipes of Maxine takes the lead for Schubert's *Ave Maria*, assisted by Evelyn's fiddling and the choir voices.

As a concession to the jitterbugs, Mary McClanahan approximates Gene Krupa in a *Concerto for Drums*, tossing her sticks and curls in the air to everybody's delight.

The Three Little Words follow with a vocal comedy interlude for *There's a Tavern in the Town* and a song specialty that runs the gamut from grand opera to *The Old Oaken Bucket*.

Evelyn flashes her violin skill with *Maria Elena* and *Intermezzo* joined by the Five Singing Strings for the latter solo.

Most striking orchestral number follows, girls playing a *Paraphrase on Four Notes*, an elaborate musical arrangement based on four musical notes and smacking of George Olsen's stage stunt in the days of old. Variations on the same *Paraphrase* are offered by Rosalinda and Lola at the two baby grands.

Following Miss Howe's specialty, band offers *Madelaine*, which Spitalny had a hand in writing. Lovely blond Vivian's soaring soprano is heard to excellent advantage for *The Bell Song* from *Lakme*. A *God Bless America* finale with Vivian in the lead, rings down the rag.

Screen shows *Playmates*. Late supper show biz light when caught.

Maurie Orodentker.

RKO-Boston, Boston

(Reviewed Saturday Morning, Jan. 3)

There was a murder here this week. The victim was *Jim*, and the murderer was Simone Simon, who shared headlining honors with Carmen Amaya.

Miss Simon has not improved very much since she was seen here about two years ago in the ill-starred musical

Three After Three. Her accent isn't as noticeable, but her bad singing is. Attired in a very charming gown, she seemed a little sleepy at the early show Saturday. Her *What Do You Think I Am?* was followed by the murder of *Jim*. After a sad rendition of *I Don't Want To Set the World on Fire* she raced off. After some desultory applause she encored with a quick, altho not quick enough, chorus of *Why Don't We Do This More Often?*

Carmen Amaya, flamenco dancer, amazed the Boston crowd with her two rapid, breath-taking routines. Members of her company include Alfredo Seville, a good baritone. The Amaya routines were seen here at one of the leading hotels last season. She was the click of the show, altho the audience appeared a bit puzzled because of the "savage and primitive" stuff it expected.

Opening spot is very ably held down by the Cristlanos, a fast-moving and capable acro quintet. Kept the crowd on edge, particularly with a four-man mount and a three-man mount where the topmount is held on the hands.

Gil Lamb, who emceeds the show, does a great job with sure-fire gags and his version of a drafted in training. Sock bit is his jitterbug, good for plenty of laughs.

Buck and Bubbles have a new routine. Are as funny, if not funnier, than before. Do a great job singing *Rhythm for Sale* and *This Can't Be Love*, and had to beg off after some fast chatter and dancing. Pic was *Mexican Spitfire at Sea*.

Mike Kaplan.

Ace, Wilmington, Del.

(Reviewed Wednesday Afternoon, Jan. 7)

Hank Lawson and His Knights of the Road, currently on NBC-Red network at 9:15 a.m. from KYW, Philadelphia, played a one-day stand at Benjamin Shindler's neighborhood theater.

Unit includes Ray (Weary) Ludwig, bass soloist; Jaque (Gloomy) Rasmiller, violin and comedy; Stanley (Sparky) Kindlick, accordion soloist, and Nell (Spongy) Kercher, guitar accompanist, with Lawson as emcee.

It's obvious from the opening theme that the boys know how to make the most of the mike, and unit registered solidly.

NBC theme opens the routine, musical numbers including *Ferryboat Serenade*, *Horsie Keep Your Tail Up*; *Indian Polka*, accordion solo; *Dark Eyes*; *Your Are My Sunshine*, by the trio; *I Miss My Swiss*, *My Blue Heaven*, *Wabash Cannonball*, *Modern Design*, *Il Bacio* and *Let's All Sing Like the Birdies Sing*, concluding with a radio satire which recalls the Tastyest Jesters, Dick Tracy, National Barn Dance, Uncle Ezra, Walter Winchell, Kate Smith, Gangbusters and Bing Crosby.

Gags are strictly off the cob, breathers between musical numbers, but the latter more than make up for the alleged humor.

Henry L. Sholly.

Orpheum, Los Angeles

(Reviewed Thursday Evening, January 8)

Sherrill Cohen's offering this week, featuring Sally Rand with the Josephine Earl Dancers, Rosita and Deno, Frank Paris, Stump and Stumpy and the White Guards supplementing, make for a smooth running bill. Capacity house prevailed at show caught.

With Al Lyons's orchestra in the pit, the attractive Josephine Earl Dancers (12) open with a swell group vocal on *Lovely To Look At*. In deuce spot is Frank Paris's puppets, who add zest to the program, and continue the dancing theme with Paris bringing on "Carmen Miranda," the Ostrich from *Fantasia*, Joe College, the Ice Skater and the disjointed skeleton. Paris works with ease and his ice skater tops his quintet.

The White Guards work smoothly and have good voices and their offerings included Victor Herbert's *Lover Come Back to Me*, *Home on the Range*, *America the Beautiful* and *God Bless America*. Earl Dancers are next on with a Spanish number to introduce Rosita and Deno, one of the most outstanding dancer duos to appear here in recent months. Fast steps, turns and lifts make the act a hit and duo worked to a sock finish.

Stump and Stumpy's act clicks from start. Stump works harder on this date than others which this reviewer has caught the act. Stumpy imitated Donald Duck singing *Amapola* and Stump does a sock take off on Ted Lewis.

Miss Rand was introduced in *Ballet in Cellophane* by the Earl Dancers and her first offering was the well-known fan dance followed by the bubble turn. While Miss Rand is tops in her line she failed to get the hands acclaiming the

AGVA, N. Y. License Dep't Plan To "Put Finger on the Agents"

NEW YORK, Jan. 10.—A new crusade against unethical practices among local agents was begun this week by the American Guild of Variety Artists and local license commissioner Paul Moss. AGVA has set up a new license scheme, and with Moss's promised co-operation, Jonas T. Silverstone, attorney for AGVA, was optimistic about "at last being able to put a finger on the agents and keeping it there."

AGVA, this week, got up a new application for an agent's license, requiring him to be licensed by the city. If he isn't licensed, then AGVA will seek, with the aid of the license commissioner, to invoke the violation as a misdemeanor punishable by a fine of \$500 or a year in jail, or both, provided that sufficient evidence can be obtained from an entertainer as to whether or not that person is an employment agent as identified by the business laws of the State.

Silverstone complained that AGVA had handed out agent's licenses indiscriminately and that unethical dealings, underscaling, overcharging on commissions and not paying off, is going on just the same as before. Now, Silverstone maintains, AGVA's efforts "have teeth in them and we're going to bite."

Commissioner Moss confirmed the fact that he and AGVA are going to work together; that his office will notify AGVA whenever a theatrical agent applies for a city license (cost \$25; AGVA license cost nothing) and AGVA will have a rep present at his hearing for a license. AGVA is going thru its list of licensed agents to submit to Moss to find out if they are licensed. Those not licensed will be summoned to Moss's office.

Agents, before being granted a new AGVA license, obligate themselves to book only AGVA members in good standing, and are asked whether or not they ever booked under scale, whether they ever stranded an act or unit, and whether they owe performers any money. Agents also promise not to steal spots from other agents.

Silverstone pointed out that this plan is a national one, that all locals have

already received copies of the new agreement.

Those who now possess AGVA license will not fall under the new regulations until their current license expire. AGVA's agreement, the only one of its kind, with the Artists' Representative Association, will remain in effect until 1943. Silverstone said I. Robert Broder, attorney for ARA, feels his group would not consider any further form of licensing until they are ready to negotiate a new agreement.

"Made in Japan" Nixed

PHILADELPHIA, Jan. 10.—When the novelties which Jack Lynch ordered for New Year's Eve celebration at his Hotel Walton Roof were delivered, he discovered they were stamped "Made in Japan." As a result, he ordered them destroyed and distributed \$400 worth of Defense Bonds among the night-lifers in lieu of the customary trinkets.

EQUITY AMENDMENT

(Continued from page 3)

voted on yesterday was proposed at that time.

With Russia's entry into the war the subject became a constant source of embarrassment to Equity officials.

Meeting yesterday was a hectic one. A motion was proposed by Lee Cobb to table the amendment for the duration of the war, but it was voted down, 114-97. After much discussion by Mervyn Williams and Lionel Stander (against), Donald Randolph (for) and Seth Arnold deploring the injection of politics, President Bert Lytell, an original fighter for the amendment, called for the vote.

Outcome was made public today, immediately after the counting. Reason for the defeat, in spirit of a majority favoring the amendment, was the constitutional ruling that, in a vote on a constitutional amendment taken at a meeting, a two-thirds majority is necessary to pass it. However, in a referendum vote on a constitutional amendment, which includes the entire membership, only a simple majority is necessary. Reason for the differing standards is that it would otherwise be possible for an organized minority to capture a meeting and railroad legislation that does not represent national opinion.

Other tellers and watchers were Robert Reed, Jackie Downs, Louis Sovin, John W. Call and Larry Fletcher.

other acts. Following the finale she took the mike for a thank-you speech that was the best thing she did from the standpoint of showmanship. Her material is good and as a monologist Miss Rand is completely at ease and times her stuff well.

On the screen, *Mr. District Attorney* in the *Carter Case*. Sam Abbott.

Joe Jane McKenna

HELD OVER! Because of JIMMY DORSEY, BOB EBERLY, HELEN O'CONNELL, and THE MAN WHO CAME TO DINNER!

Thanks to the Messrs. Mayer, Epstein, Morgan, Dindas, Bowers, Bill Burton, and Miss Moore and the Strand technicians. P.S.—Oh, yes! And thanks to the ushers, too.

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Tent Showmen Prepare Early For 1942 Tour

CINCINNATI, Jan. 10.—Unusually early activity at the rep talent agencies in Kansas City, Mo., and Chicago indicates that the 1942 season will see no dearth of tent shows, providing Uncle Sam allows them just enough gas to make the jumps.

Reports from several of the agencies say that show managers are lining up casts much earlier than usual, and indications are that there will be a scarcity of first-class rep talent by the time the weather breaks sufficiently to permit tent-show operation.

Tire, truck and canvas restrictions will have little effect on the industry, at least the coming season. A year hence it probably will be a different story. Canvas and rope have not yet reached the rationing stage, but several showmen have reported that it is virtually impossible to get a promise of delivery on new tents, inasmuch as nearly all canvas being manufactured is being diverted to military channels. However, sufficient canvas for repair and patching purposes is available, and tent-show managers everywhere are busy putting their truck and show equipment in the best shape that conditions will allow.

If gasoline should be rationed at a later date most tent showmen feel that the government realizes that the show business has a definite duty to perform in wartime, chiefly in sustaining morale, and that shows will be granted sufficient fuel under the rationing plan to carry on.

Mrs. Wood Resumes After Fire Loss

WALSTONBURG, N. C., Jan. 10.—Mrs. Bertha Wood, who lost her tent theater, show paraphernalia and motion picture equipment when fire destroyed her vaude-picture combo show December 10, resumed operation January 1 with a tent and equipment furnished her by another showman, Harry Liniger.

Liniger, who recently closed his season, was on the grounds shortly after the fire destroyed Mrs. Wood's show and offered the latter the use of his show equipment to carry on with. Paul Liniger, who also operates a vaude-picture unit, also offered Mrs. Wood the use of his outfit.

Mizpah Temple No. 78, Pythian Sisters, of Everett, Mass., of which Mrs. Wood is a member, also sent her a check to aid her in getting started again.

Rep Ripples

MR. AND MRS. CHRISTY OBRECHT, after an extended sojourn in Columbus, Ga., where they went at the conclusion of their tent season to be near their son, Christy Jr., who is attending Officers' Training School at Fort Benning, Ga., returned to Minneapolis last week to begin preparations for their 1942 season which gets under way in March. . . . H. E. STEINER, who built the old Cotton Blossom Showboat in Marietta, O., in 1912, and who later operated the American Showboat for several seasons, is now residing in Indianapolis. . . . EVERETT DAVIS, formerly projectionist with the Kennedy Vaude-Picture Show, is in the navy at New London, Conn. . . . ARTHUR L. MUZZEY has a vaude-film truck operating in the Beecher Falls (N. H.) section. He was formerly with Lyman Howe, pioneer picture exhibitor. . . . LEON HARVEY, ex-repster and now an actors' representative in New York, was a visitor in Columbus, O., his old stamping grounds, last week. . . . DON AND DELLA PALMER are still located in Clinton, Okla. . . . HOW ABOUT shooting a line to the rep desk to let your friends know where you are and what you're doing?

ARTHUR (SLEWFOOT) BROWN, well known in repdom and formerly with the John W. Vogel and other minstrel organizations, is still employed at the Wear-U-Well Shoe Company in Colum-

Rationing of Materials

On Page 3 of this issue appears another 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*.

bus, O., where he has been the last 15 years. He still works an occasional date in the Columbus area to keep in trim.

CHICK VARNELL is visiting his sister in Poughkeepsie, N. Y. . . . TEXAS BENNY DODD is now on tour with Polly Jenkins and Her Plowboys. . . . FRANK (RAKEY) CAMEL is appearing nightly at the Horseshoe Cafe, Urbana, O. . . . F. F. HERRICK is reported doing okay with his vaude-pic trick in the Murreboro, Tenn., area. . . . DAVIES' WESTERN SHOW left Estacada, Ore., recently to play towns in the eastern part of that State before going into Idaho for the winter in schools and halls. For the flesh end, the show is presenting E. F. Hamman's *The Old Forty-Niners*. Featured pics are *West of the Rockies* and *Dr. Jekyll and Mr. Hyde*. . . . TWO EX-REPSTERS and showboaters, Will Geer, of the *Johnny on the Spot* Company, and Doug Morris, of the Boston company of *My Sister Eileen*, got together at breakfast in the Hub City one day last week, with the lads swapping yarns on their experiences in rep and on the floating theaters for more than an hour. Geer was with several showboats in the past and broke into legit via the tent show, while Morris last season appeared with the Bryant Showboat in Cincinnati, and prior to that with various tent shows, carnivals and circuses.

AL PITCAITHLEY is still at his home in Beatrice, Neb. . . . ROSCOE AND DOROTHY GERRALL, formerly with the Neil Schaffner and other Midwest reps, is located at Burbank, Calif., where Roscoe is with the Lockheed Aircraft Corporation. . . . BILLY TROUT, another well-known repster, is also at the

Lockheed plant. Trout was with the McOwens shows several seasons. . . . BOB AND PEARL LA THEY are at home in Texarkana, Ark., for the winter after playing several weeks with their magic following the closing of Choate's Comedians. Bob's son, Saxon, is on the S. S. Dixie, somewhere in the Pacific. . . . CHIC AND ESTELLE PELLETTE, who booked the LaTheys on their magic tour, are at their home in Lake Helen, Fla. . . . WILLIAM (HAPPY) SAGE, formerly for several seasons with the J. Doug Morgan Show, is now with the 131st Infantry Band at Camp Forrest, Tenn. . . . JOHNNY AND KAY RUPEE are in Kansas City, Mo., after finishing a stretch at Club Oasis, Leesburg, Fla., following the closing of Billroy's Comedians, whom they were with the last two years. . . . BOB AND DOROTHY GREER, also with the Billroy tent the past season, at the Roxy, Knoxville.

NIGHT CLUB REVIEWS

(Continued from page 20) makes it practically impossible for any of the performers to show to advantage. With artificial ice, much in the manner of the ice shows in the New York hostilities, this could be a terrific show. From the production end of it, it is the best ice show this reviewer has ever seen. But the "muck" ice is not only poor for skating, it is not too good for dancing.

Show itself is brilliantly staged. Gourfain has concocted some simple but very neat numbers. Opener finds the four-girl line giving a fancy skating exhibition. It is effective—and would be more so if the girls didn't slip because of the inferior surface.

On second are Three American Beauties (Powers models Carolyn Cromwell, Rosalyn Madison and Kathryn Miller) who, with Harriet Adler, make up the four-girl line. Gals have personality and sing a nice song. They've got some neat arrangements of *What This Country Needs Is More Love* and *Do You Ever Think of Me?*

Jean Sherwood, new featured skater, does as good a job as possible under the circumstances. Would have been terrific but for bad working conditions, which

caused her to fall once. Gal appears to be an experienced skater, tho.

Eleanor Eberie, attractive and talented young miss, is the only one who really shows to advantage—because she doesn't use skates. Gal has a couple of nifty dance routines. Absence of skates is explained in a few seconds of gag patter with the emcee. Does a neat tap routine.

Star of the show, Ted Meza, is mildly terrific. He gets away with more than the other performers because prattfalls are part of his comic routine. Highlights his stint with a pitcher which he whirls around his head and with a tap routine on skates that is a knockout.

Entire show runs 28 minutes and closes with an all-out finale, with the line girls congaing on skates.

Ted Cole, from Ruby Newman's band, does a good emcee job, and Ruby's orchestra deserves credit for good show music.

With a better skating surface Gourfain would have a terrific revue here. Mike Kaplan.

Beachcomber, New York

Talent policy: Show and dance band; alternate band; floorshow at 8, midnight and 2. Management: Harry Shulem, maitre d'hotel; Harry Davies and Mike Cranoy, press agents. Prices: Dinner from \$1.50.

Dropping its girl line, this Broadway nitery brought in Frances Faye and Jack Waldron to head a new floorshow January 6.

Waldron ties the show together nicely. He is a veteran Broadway personality who knows how to keep blasé crowds amused. His gags are fast and delivered in crisp, easy-to-understand style. Also does satires on radio shows and a couple of special material parodies. Clowned also with Frances Faye in her *My Man* comedy number.

Miss Faye closed the show and had trouble opening night getting the piano and mike set, but once that was all right she went to town with her piano thumping and vigorous singing. She isn't quite the dynamic performer she was, and maybe her reducing to a svelte figure has something to do with it. Did *Chattanooga Choo Choo*, *This Love of Mine*, *Yes Indeed* and a comedy, *My Man*. Has a bright personality, a ready tongue for amusing ad libbing and is an expert piano-and-songster.

Sonny Tufts, tall, husky and good looking, sings pop and standard tunes with a robust tenor that is uneven in quality. Still has a lot to learn about proper delivery.

Marianne Rohrkaste, a shapely brunette who affects an exotic personality in bare-midriff glittering costume, did a couple of dances that held attention. Does typical ballet spinning and arm and hand movements, but not on toes. A good-looking dance turn.

The Shadrack Boys, two colored men, held over from the last show, provided good entertainment. In outlandish, bright costumes, one plays the piano and the other sings. The singer's style is arresting. He gives pop tunes unusual handling, interpolating ad libbing, comedy touches and odd rhythms.

Machito's band played the show well. Machito trumpets and waves the stick, backed by three rhythm, three reeds, trumpet and a couple of Cuban native percussionists. Their music is excitingly rhythmic. Herb Sherry, accordionist, leads the alternate band. He has piano, string bass, sax and drums and does a nice job with dance rhythms.

The Statler Twins, doubling from the show *Sons o' Fun*, do not work the dinner show. Paul Denis.

LEGIT AVE. UP

(Continued from page 3) was registered with only one show less on the boards.

The consistent decrease in the number of shows, coupled with the increase in average attendance thruout the past decade, indicates that wariar producers, in curtailing the legit field, have more closely approximated public taste. Exceptions in the 1931-'32 and 1932-'33 seasons reflected particularly hard times.

For the 81 productions of 1940-'41, NYTPC distributed 9,200,000 playbills. This averaged 113,580 per show, each show averaging 89 performances. The season before there were 8,771,300 playbills distributed for 97 shows; in the 1938-'39 season there were 8,485,000 playbills distributed for 110 shows; in 1937-'38, 8,554,000 for 110.

The sharp rise in average attendance among legit productions tends to prove that the shrinkage in number of shows carries no presentiments for the fate of legit.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Coliseum Derby Carries On With Eleven and One

CHICAGO, Jan. 10.—Sid Cohen's Coliseum longie is well on its way into the new year, with the following teams still pounding the boards: Sammy Allen and Gerry Guertin, Phil and Jo-Jo Arnold, Billy and Ruthie Willis, Louie and Chad Meredith, Joe Rock and Jennie Busch, Earl Harrington and Betty Bussard, Billy Harris and Elaine Smallwood, Johnny Hughes and Mary Lou Sutphin, Red Johnson and Eileen Ritter, Buddy Jeffries and Norma Jasper and Johnny Henderson and Virginia Beach. Hazel Dietrich is soloing.

All teams are sponsored except Phil and Jo-Jo Arnold. Duke Hull was recently added to the emcee staff of Phil Murphy, Jimmie Bittner and Chic Snider. Recent visitors to the show were Pete Carrillo and Harriet Blurton, Clyde and Angie Hamby, Harry Hamby, Don Donnison, Phil Rainey and Lou Jarvis.

GENE de KERGUELEN, former walkie, reaches way down in the bag and comes up with an item which may be of interest to some of you. Gene writes: "Ten Years Ago—February, 1932, at the Ridge-wood Grove Arena, Brooklyn, the show was run by Ray (Pop) Dunlap and Dick Edwards and was one of the best money-makers on record. We returned to the Arena the following year for another dance just as successful. Dancers at that time were Hughie Hendrixson, Helen Bortlein, Little Frankie Little, Elmer Dupree, Mickey Sheehan, Babs Faith and Stanley, Clyde Hillman, Bennie Rothmann and Nellie. Pat Nelles, and the writer, Dot and Ray Wilson, Eddie Leonard and Vivian and Charley. Judges were Ernie Steele, E. Meske and Jimmy Gable, with Itsy and Spasky as comics. The same group opened the first show at Revere Beach, Mass., June 19, 1932, with about the same gang of dancers and about the new team of Jean and Bobby Reed and Edna Davis and Nick Redding. Dale Carney was a judge in that one.

How about the management of the shows sending in more dope on their contests? They seem to have forgotten their many fan-friends. I had the fun of my life while dancing in marathons and it was a great pleasure to have met so many nice kids, even some of the so-called hotel dancers. Noticed in last week's issue that several contestants whom I know are participating in the Phoenix (Ariz.) show, and on my vacation this coming February, I expect to visit them, if it is still going."

DALE THORPE, who was inducted into the army January 7, writes from Kansas City, Mo.: "Helen Caldwell and I were dancing in Hal Ross's Phoenix (Ariz.) show when I received my notice. We both withdrew and I drove Helen, Eliza-beth Linder and Frenchy LaRue to Baltimore, where they are now working. I'll send the ears of every Jap I can catch to anyone who might want them."

LEE SULLIVAN posts from St. Louis that Louis (Moon) Mullins and family, Skippy and Lee Skidmore, George and Leona Bernstein and "Pee-Wee" and Ann Pinker are all working there.

JIMMIE COUGHLIN cards from Howard Field, Panama Canal Zone, where he is a corporal in the army, that he is looking forward to getting back in the walkies with Violet Kaye. Jimmie and Violet would like to read notes on Earl and George Harrington.

JIMMY GABLE letters from Honolulu that he is producing shows there for the United Service Organization, his first venture being titled *Keep Your Chin Up*. Jimmy adds that Joe Van Ramon, Rella Finney, "Pee-Wee" Collins and wife, Forrest Bailey, Danny Blamer and Milly and Margie Van Ramon are still in Honolulu and all okay.

IN ANSWER to a number of inquiries as to the whereabouts of Clara Korbel, former derbyshow performer, she advises that she was married last April to Bobby Marsh, ace pitch exponent, and is residing in Cincinnati.

WANTED

Information of MARY CRANE

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Roadshow Films

SUPPLIES 16mm. & 35mm. EQUIPMENT

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Backstage 16mm. Film Shows Amuse Cast of Musical

NEW YORK, Jan. 10.—Showings of 16mm. feature-length pictures and shorts offer diversion for the cast of *Let's Face It*, musical at the Imperial Theater. Ricki Tanzi, member of the Royal Guards Sextet in the show, puts on the film shows each week during the Friday evening and Saturday matinee performances. Tanzi says the entire show personnel looks forward to the performances.

The 16mm. programs are welcomed by the cast since they provide entertainment and eliminate backstage ennui. Only silent films are shown at the weekly performances. Some of the recent films included Franklin Farnum in *Brother Bill*; Harry Carey in *Broken Ways*; William S. Hart in *Tables Turned*, and *The Lost World*. Short subjects, mostly on hunting and fishing themes, are also shown. Tanzi has been putting on such shows the last 10 years, paying all necessary expenses himself.

Businesslike Methods Will Build Successful Roadshows

By ROBERT MASKELL, Roadshow Operator

ONE of the biggest mistakes today on the part of newcomers in the 16mm. field is that they do not approach roadshow operation with the full seriousness it requires. Even some of the old-timers in the business are inclined to regard their operations too lightly. This attitude has led a lot of townfolk in communities where roadshowmen operate to get a negative reaction to the business. This false impression can cause considerable harm for the industry.

Every alert roadshowman interested in making money from his operation knows that the 16mm. field requires the same sound operating methods as any other business. It has the same set of unwritten rules which must be adhered to if successful operation is to be assured. The wise roadshowman realizes this, maps out a distinct businesslike procedure, and sticks to this plan.

A successful roadshowman sets his prices by the conditions of the territory and sticks with them. He will not let the postmaster at Punkin Center influence him to cut prices, neither will he accede to the request of the service station man at Squash Creek who wants 20 passes for laying a handbill on his counter. Tactfully, the smart roadshowman tells these gentlemen that his business has a large overhead and, therefore, he cannot afford to undertake policies that would put him out of business. A roadshowman must operate his business as a business and forget about the other fellow's talk.

Another important point is the roadshowman's appearance and that of his equipment. Equipment must be kept in constant repair and perfect working order. If the operator can't keep his equipment up to a reasonable standard he should not be in business. And as a final word of warning, the roadshowman who cleans out Hickville with a crooked deal tomorrow may want to play it again in the future, so keep your operations clean and above board.

35mm. Portable Theater Clicks

SAN MIGUEL, Calif., Jan. 10.—Robert R. Maskell, operating in the Southwest, has what he terms a complete portable talkie theater. He uses 35mm. film and equipment and reports business has been very good. The theater is constructed on a large semi-trailer truck normally seating 125 persons. By rearranging the seating, Maskell states he has had as high as 197 paid admissions.

The traveling 35mm. show is called the Bonnie Blue Theater and is a welcome fixture in the territory covered by Maskell. Business was good in 1941 due to the fact the cotton workers in the area worked steadily, Maskell said. Show runs two hours.

One of the program features is *Untamed Outlaws*, which was filmed at the old Miller Bros.' 101 Ranch.

The program also includes *Ferocious Pal*, an all-talking action picture, with Kazan, the wonder dog. The program is rounded out with a short subject, *Adventures of Rex and Rinty*. A concert is given after the main show for an additional charge of 5 cents, and Maskell also shows a short during this period, usually a comedy or cartoon.

The small towns on Maskell's itinerary are theaterless communities, and he has paid particular attention to selection of suitable program material.

Cutting It Short

By THE ROADSHOWMAN

Merle J. Burns, of the Visual Education Service, Lesterville, S. D., suggests that it might be a good idea to have an association in each State of operators showing 16mm. prints, whether for educational purposes or entertainment. Merle reports:

"I have been reading where several operators have been stopped from showing pictures in certain sections. In other States a tax has been levied on outdoor shows. The only way to combat anti-16mm. legislation is to have a strong organization."

Merle and many other roadshowmen feel the same way about the usefulness of an organization. As a matter of fact, one of the aims of the ANFA is to work out a feasible organization of this kind. But things have been moving along slowly because 100 per cent co-operation of roadshowmen has not been secured. But it is within the realm of possibility that roadshowmen may organize in the not too distant future.

Dick Cummins presented a program for the Holy Name Society of St. Catherine's Church, Pelham, N. Y., December 29. Entertainment talent was furnished by Joe Connelly, president of King Features Service. The film portion of the program, Cummins stated, was devoted to football, ice carnival and cartoon subjects arranged for children. Cummins has been active in recent weeks presenting special shows.

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New and Recent Releases

(Running Times Are Approximate)

THUNDER OVER THE ORIENT, released by Pictorial Films, Inc. A two-reel, sound historical document going back to 1891 when Japan started her acts of aggression. The film shows causes for the present conflict and timely clips of battle-front footage never before brought to the screen, it is said. Narration by John Martin. Running time, 20 minutes.

THE GARDEN OF PRAYER, released by Screen Art Sales Company. This six-reel religious film is particularly appropriate for the Lenten season. Cy Braunstein supervised production of the film, which was shot with 16mm. equipment. St. Anthony's Shrine is known thruout the world for its religious beauty and art, the underground chapel, and enchanting gardens. A Mass was filmed in sound with sacred songs and music as presented in the Chapel of the Miraculous Medal. Running time, 80 minutes.

SKIP TRACER, released by Institutional Cinema. A seven-reel laugh drama revolving around stolen gems. Plenty of thrills and adventure, in addition to comedy situations. Running time, 70 minutes.

ALERT, released by Brandon Films, Inc. A timely one-reel short on basic precautions and procedures for the average citizen in the event of air raids. The film presents information clearly and is designed to assist in the civilian defense effort. Running time, 10 minutes.

ACT YOUR AGE, released by Nu-Art Films, Inc. Another in the series of de luxe two-reel comedies featuring Edgar Kennedy. This one's about a father-in-law who usurps Edgar's job after a full quota of funny situations. Running time, 18 minutes.

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The Final Curtain

ATKINSON—Edwin A., 82, former drummer with bands and orchestras in Philadelphia, January 2 at his home in that city. He was at one time president of the National Band of Frankford, Philadelphia. Survived by two daughters and four sons. Services January 7 in Philadelphia, with burial in New Cathedral Cemetery there.

AUSTIN—Clarence (Joe), formerly associated with the late Neil (Whitey) Austin in carnival side shows and museums, in Findlay, O., January 5. Burial in Dayton, O., January 8. Survived by his sister, Mrs. John T. Lee, Dayton.

BOND—Acton, 80, veteran British stage actor and director, recently in London. Originally a Shakespearean actor, Bond appeared with Sir Henry Irving in such plays as *The Great Adventure*, *The Silver King* and *The Only Way*. During the last war he organized companies to entertain the troops. Altho not a musician, Bond was a director of the Royal Academy of Music.

BROOKS—Mrs. Mary E., 59, wife of C. R. Brooks, concessionaire, in Leavenworth, Kan., December 29. She and her husband were for the past 20 years with the Con T. Kennedy, Coffey and Barlow shows. Services December 31 in Leavenworth with burial there.

BURTON—Stewart Coulter, 64, director of the Regina (Sask.) Provincial Exhibition, at his home there December 30. Survived by his widow and two children, Alexander and Richard, Regina. Burial in Regina.

CALVE—Mme. Emma, 75, French opera singer, in Millau, Southern France, January 6. She made her debut at Brussels in 1892 in *Faust* and first appeared in the Metropolitan in 1893 as Santuzza in *Cavalleria Rusticana*, remaining with the Met for 13 consecutive years. She appeared in every State in the union.

CARRINGTON—Murray, 56, British stage actor, recently at home in Clivedon, Somerset, England, following an operation. He had been ill a long time. Carrington first appeared with F. E. Benson's Company. He toured with them for eight years, and was later seen in many plays in London, including *White Cargo*, *Libel*, *The Light That Failed*, *The Skin Game*, *Dear Brutus* and *Escape*. He was the first actor to broadcast the role of Hamlet.

CHOULET—Clyde, 47, employee of Cliff Thomas, Thomas Amusement Enterprises, Indianapolis, at Warsaw, Ind., Christmas Day.

COOK—Corp. Harold, 22, brother of Mary Lou Cook, member of the Merry Maes, singing group, in action at Wake Island with U. S. Marine Corps.

CROOP—B. Frank, 83, founder of Croop's Glen, resort near Wilkes-Barre, Pa., January 6 at his home in Hunlock Township, Pa., after a lingering illness. Survived by two sons, a daughter and a brother.

DAVIS—Florence, 57, former dancer and widow of Lawrence Davis, well-known balloonist, suddenly in a Boston

department store December 29. She was known as La Belle Freda at the first Chicago World's Fair and also played the larger vaude circuits. In later years she conducted a palmistry studio in Boston under the name of Madame Leona. Services in Boston, with burial in Slatersville, R. I.

DRIVER—Mrs. Lillie F., 60, wife of Charles G. Driver, of O. Henry Tent & Awning Company, January 8 at her home in Chicago. In addition to her husband she is survived by three children, Mrs. Grace Robinson, Ray Driver and Mrs. Eva Wilson. Burial in Elm-lawn Cemetery, Chicago.

FLANAGAN—John P., 45, former carnival general agent, January 3 in Youngstown, O. He was at one time with the Sullivan Cooper, Boyd & Sullivan and Wallace Bros. of Canada shows, and also was with the Austin C. Wilson Auto Racers. The last 10 years he has been with McGinity Enterprises, Cleveland.

GREEN—Harry E., member of the advertising staff of RCA-Victor, Camden, N. J., December 29 of a heart ailment while at work. He was formerly a musician, having played cello with the Philadelphia orchestra. His widow, Mae; two sons and a daughter survive. Services and burial December 31 in Collingswood, N. J.

HENDRICKS—Calvin L., 37, blind radio singer, at General Hospital, Los Angeles, January 3 from injuries sustained in an auto accident New Year's Day. Funeral January 8 with burial in Inglewood Park Cemetery. His widow survives.

KLINGENSMITH—Norman Lee, 71, ride operator and concessionaire at Meyers Lake Park, Canton, O., December 28 in Aultman Hospital there of a heart ailment. His widow, three daughters and a son survive. Services in Canton, with burial at Tarentum, Pa.

KMIEC—Theodore M., 35, proprietor of the Bruce Cafe, Atlantic City, January 2 at City Hospital there after collapsing on the street. His widow, Marie Roberts, survives. Services January 5 in Atlantic City, with burial in St. Joseph's Cemetery, Chews Landing, N. J.

LA REANE—Mrs. Eva, 66, former vaude, burlesque and rep performer, January 1 in Brighton, Ia. She and her mother were known in vaude as the Browning Sisters until her mother retired, at which time Mrs. La Reane and her husband continued in vaude and burlesque. They were at one time with T. W. Dinkin's *Fads and Follies*. The La Reanes entered the rep field about 1906, remaining in that business until they settled in Iowa two years ago. Survived by her husband, Harry, and a daughter, Mrs. Clyde C. Cole.

MOSELY—Jessie, veteran legit and stock actress, January 3 of a heart ailment in Chicago. At one time she was the wife of the late Sam Morris, Chicago theatrical man, and had toured France and England as well as the United States. For 14 years she was with the Hopkins Theater Stock Company, Chicago. Survived by her husband, Herbert Lambkin, a surgeon, and a sister, Lucy Leonard, St. Louis. Body was cremated.

MOZART—Fred, actor, of a heart ailment December 15 at Los Gatos, Calif. For years he was with the Mozart Comedy Four and later was in vaude with an act known as Fred and Eva Mozart. He was a member of the IATSE. Survived by his widow, Eva.

NIX—Mrs. Nora Hanks, 44, animal trainer and member of the dare-devil team, the Looping Nixes, in a Waycross, Ga., hospital January 3 following an operation. Survived by her husband, Grady, and a sister, Mrs. Corse De Colbert, in Australia. Services January 5 at the W. L. Hinson & Company chapel, with burial in Oakland Cemetery, Waycross.

RINGER—Mrs. Ann Evelyn, former burly performer known as Evelyn Myers, December 28 in St. Louis of a heart attack. Survived by her husband, Dewey, of Popkins & Ringer, operators of the Follies Theater, Los Angeles. Services December 31 at Sacred Heart Church, St. Louis, with burial in Calvary Cemetery, that city.

SAMUELS—Elsie C., 40, wife of Charles Samuels, former publicity man for Coney Island, N. Y., January 3 in Mount Sinai Hospital, New York. Services at Riverside Memorial Chapel, New York, January 5, and body was cremated. She leaves two children and her husband.

SHARD—Kate, 80, one of the original Savoyards, January 5 in Shere, Surrey, England. She sang the role of Psyche in the first Savoy production, *Princess Ida*. She and her husband, also a singer, ap-

peared at the old Cambridge Theater, London, for six months, almost a record run for those days.

STEEB—Olga, 55, concert pianist, December 29 in Los Angeles after a lingering illness. She appeared thruout Europe and America, and at one time was a soloist with the Berlin Philharmonic Orchestra. Together with her sisters, Norma and Lillian, who survive her, she founded the Olga Steeb School of Music, Los Angeles.

TOBAR—Ernest Nelson, 56, for years a trombonist in circus bands, January 1 in a Marshfield (Wis.) hospital. Survived by three sisters and two brothers.

TUPMAN—Charles, 84, musician, at his home in Covington, Ky., January 5 after a long illness. He traveled for several seasons with the old John Robinson and other circuses. He also played in pit bands and at one time was a member of the orchestra at the old French Opera House, New Orleans. His last connection was with the Price & Bonnell Minstrels in 1921. Survived by his widow, Minnie; a daughter, Mrs. Floyd Prothero; two sisters, Mrs. Charles Hand and Mrs. Neander Stephens, all of Covington, and a brother, Stewart, Los Angeles. Services and burial in Covington.

WEST—Edwin (Edwin P. Thompson), 47, vaude performer, January 2 at General Hospital, Philadelphia. At one time he was a member of the teams of McConnell and West and West and Tave, comedy acts. He leaves his wife, from whom he was estranged.

Marriages

ARCHER-LORD—John Archer and Marjorie Lord in Los Angeles December 30. Both are in the cast of *Springtime for Henry*.

BRENT-SHERIDAN—George Brent and Ann Sheridan, screen performers, January 5 in Palm Beach, Fla.

COWDIN-BERENS—J. Cheever Cowdin, official of Universal Pictures, and Mrs. Katherine Andrea Parker Berens, December 30 in Yuma, Ariz.

DOYLE-EVANS—Thomas Newsam Doyle III, nonpro, to Muriel Evans, with Station WOR, New York, December 23 in that city.

GALLAHER-REMOLE—Eddie Gallaher, former announcer on Station WCCO, Minneapolis, and now with the Navy Intelligence, to Mary Remole January 3 at the Church of Resurrection, Minneapolis.

GILOTTI-GORACCI—Samuel Gilotti, member of Johnny Martin's orchestra, to Vera Goracci, nonpro, December 28 at St. Mary's Church, Old Forge, Pa.

GLADSTEIN-TODFELD—Harold Gladstein, Bridgeport, Conn., orchestra leader, to Esther Todfeld, nonpro, December 25 in Jersey City, N. J.

GREENOUGH-RAND—Thurkel (Turk) Greenough, rodeo performer, to Sally Rand, fan and bubble dancer, in Glendora, Calif., January 6.

HARPER-SHUBB—Eugene Whitey Harper, concessionaire, to Bertha Bedell Shubb, palmist, December 4 in Houston.

HARTMAN-KNOPELBERGER—Ralph C. Hartman, nonpro, and Mary Jane Koppelberger, daughter of Frank L. Koppelberger, head of La Crosse Theaters Company, December 27 in La Crosse, Wis.

KERN-BLAIN—Bruce Kern, former announcer on Station WTIC, Hartford, Conn., to Virginia Blain, nonpro, of Clifton Forge, Va., in Clifton Forge December 31.

KETTERING-DEANE—Thomas Kettering Jr., Chicago theatrical agent, and Shirley Deane, film actress and night club singer, December 20 in Reno, Nev.

KORNEGAY-FITZGERALD—Bennie Kornegay, nonpro, to Ella Fitzgerald, singer and band leader, recently in St. Louis.

KRONMAN-TOWNE—Harry Kronman, radio writer, to Rosella Towne, film actress, January 7 in Beverly Hills, Calif.

LEWIS-HALE—"Happy Larry" Lewis, magic and escape performer, last season with the Ringling-Barnum circus, to Florence Hale, nonpro, in Las Vegas, Nev., December 31.

MACKENZIE-DEMPSTER—Jimmy Mackenzie, producer at the Tropics night club, Detroit, to Hope Dempster, nonpro, December 31 in Detroit.

MARBLE-HAVENS—Harry Marble, announcer on Station WABC, New York, to Doris Havens, head of the music department and studio accompanist at Station WQAU, Philadelphia, December 21 in Philadelphia.

PRICE-O'HARA—Will Price, film dialog director, to Maureen O'Hara, screen actress, December 30 in McComb, Miss.

ROBERTS-PICKARD—Lauren Roberts, nonpro, to June Pickard, daughter of E. (Pickels) Pickard, carnival owner, December 27 in San Diego, Calif.

ROBINSON-LORANE—Harry F. Robinson Jr., sharpshooter, to Connie Lorane (Agnes Virginia Lacey), his partner, December 22 in Wilmington, Del.

SALTER-SEMPLER—Harry Salter, radio musical director and orchestra leader, to Roberta Sempler, nonpro, December 30 in Nyack, N. Y.

SIMPSON-NESWORTHY—Clarence (Buddy) Simpson, former guitarist and orchestra leader of Springfield, Mass., to Anne G. Nesworthy, Springfield, in that city December 31.

WESTMORE-LANE—Hamilton (Buddy) Westmore, of the House of Westmore, Hollywood theatrical make-up firm, and Rosemary Lane, stage, screen and radio singer, December 28 at the First Congregational Church, Flushing, Queens, N. Y.

YERBY-ROBERTS—E. F. (Sleepy) Yerby, ork leader, musician, arranger and composer, to Doris Roberts, nonpro, January 3 in Natchez, Miss.

Coming Marriages

Sam Belenko, cellist with the Philadelphia orchestra, and Lois Pultz, violinist with the same organization, in Philadelphia soon.

Tom Moore, announcer on Station WIBG, Glenside, Pa., and Mary Anne Robertson, nonpro, in Philadelphia soon.

Joseph Beaudry, emcee, known professionally as Smilin' Mack, Albany, N. Y., and Helen Webster, nonpro, Boston, in Tampa in January.

Don Berk, vocalist with Everett Hoagland's orchestra, and Florence Thompson, nonpro, soon.

George Summers, Philadelphia orchestra leader, and Loretta Palmer, vocalist with the band, in Philadelphia soon.

Eddie Howard, banjoist and guitarist formerly with Gene Austry, and Lorraine Potter, daughter of Harold Potter, arranger, in New York soon.

Don DeFore, actor, and Marlon Holmes, vocalist with Art Kassel's band, in Hollywood February 9.

Henry Cohen, advertising manager of Station WAZL, Hazleton, Pa., and Myra Ellstein, nonpro, soon.

Births

A daughter, Fay Marie, to Dick and Frances Loter December 20 in San Antonio.

A son to Mr. and Mrs. Charlie Barnett, December 28 in New York. Father is well-known band leader.

A son, Ira, to Mr. and Mrs. Morris Jacobs December 25 at the Polyclinic Hospital, New York. Father is general manager of the Sam H. Harris theatrical interests.

A son to Mr. and Mrs. William Fifield at Cedars of Lebanon Hospital, Hollywood, December 25. Mother is Mercedes McCambridge, NBC actress, and father is radio writer and producer.

A son to Mr. and Mrs. J. Woodrow Clark December 30 in Philadelphia. Mother is a singer, known as Virginia Kendrick.

A daughter to Mr. and Mrs. Henry Boers in St. Louis December 13. Father is member of the midget team of Henry and Teddy Boers, acrobats with the Royal American Shows.

A son, Milton, to Mr. and Mrs. Milt Hinkle December 30. Father is prominent rodeo producer.

A son, Pedro, to Mr. and Mrs. Pedro Lopez December 15 in New York. Father is a magician.

A son, Rolf, to Mr. and Mrs. Harvey Olson recently in Hartford, Conn. Father is announcer on Station WDRG, that city.

A son to Mr. and Mrs. Carl Anderson at St. Vincent's Hospital, Los Angeles, December 28. Mother is the former Faye Martin, stage actress.

A daughter to Mr. and Mrs. W. H. Lollier at Cedars of Lebanon Hospital, Los Angeles, December 28. Father is Fox-West Coast Theaters official.

A son, Allen Ell, to Mr. and Mrs. Nate Ginger Nye December 26 in Crittenton Hospital, Detroit. Mother is former burlesque principal, and father is former concessionaire.

A daughter to Mr. and Mrs. George E. Jones December 31 at South San Antonio, Tex. Father is known as Elmar the Magician.

A son, Philip Marshall, to Mr. and Mrs. Louis Goodman in Detroit recently. Father is manager of Oakman Theater, that city.

Sir Oswald Stoll

Sir Oswald Stoll, 75, English theatrical manager and producer, died January 9 in Putney, London.

Born in Australia, he was taken to England when an infant and at the age of 14 assisted his mother in managing the Parthenon Music Hall, Liverpool, after the death of his stepfather. In 1889 he was made manager of Leveno's Music Hall, Cardiff, and later was associated with the Moss & Thornton firm. Thru his efforts this was merged into Moss Empires, Ltd., in 1900. A few years later he took over the London Coliseum, the Alhambra, the Covent Garden Opera and other houses.

He became managing director of the Coliseum Syndicate and converted the London Opera House into a cinema. In 1931 he arranged with Erik Charell to stage Charell's *White Horse Inn* extravaganza in London. This production ran 416 performances in Berlin, playing to 1,500,000 persons before going to London, where it was given 651 times at the Coliseum.

Other plays produced by Sir Oswald include *Waltzes From Vienna*, *A Kiss in Spring*, *Casanova*, *Tulip Time*, *Twenty to One*, *Dancing City*, *Julius Caesar*, *Henry V* and *The Merchant of Venice*. He was also a student of philosophical and economic subjects and wrote *The Grand Survival: A Theory of Immortality by Natural Law*, *The People's Credit*, *Freedom in Finance* and *Broadsheets on National Finance*.

Survived by his widow, the former Millicent Shaw; a daughter and three sons.

PCSA To Buy Own Quarters

\$2,000 in Defense Bonds pledged — Pres. Krekos, other officers are installed

LOS ANGELES, Jan. 10.—Mike Krekos, well-known West Coast showman, was installed as president of the Pacific Coast Showmen's Association at the regular meeting Monday night. In taking over his duties, Krekos found an enthusiastic response to his suggestion that the club have a suitable building of its own, and about \$2,000 in defense bonds was subscribed and pledged within three minutes after the move had been recommended by a special committee headed by Harry Pink, past president. The bonds will be put in a safe deposit box for the purpose of buying or building a club home.

Other officers are H. A. Ludwig, first vice-president; Roy E. Ludington, second vice-president; Earl O. Douglas, third vice-president; Charles W. Nelson, fourth vice-president; Ralph Losey, secretary; (See PCSA QUARTERS on page 55)

League's Spring Party Will Tie Up With Defense

CHICAGO, Jan. 10. — Plans were launched this week by the Showmen's League of America to stage the biggest annual Spring Party the organization has ever held. William Carsky has been named chairman of the event and has already outlined plans which are expected to arouse keen interest and result in an outstanding success.

All League members are keenly interested in national defense and, in line with this idea, Carsky and his committee members are tying the party up with defense efforts. Admissions to the party will be paid in Defense Stamps instead of cash, and the Hotel Sherman is expected to fall in line by accepting payment for the party in Defense Bonds and Stamps. Thus all proceeds will go to the government for defense work. It is probable that a tie-up also will be made with a local daily that will assure wide publicity for the event.

The party will be held in the Panther Room of the College Inn at the Hotel Sherman Monday night, March 9. Date has been set sufficiently early to allow many out-of-town showmen to attend. As in previous years an outstanding show will be presented, and a name band will furnish music for the dinner, show and dancing. More detailed plans for the party will be announced by Chairman Carsky soon.

Arthur Inks Coe; Stewart And De Pellaton Renewed

LOS ANGELES, Jan. 10.—Martin E. Arthur, owner-manager Arthur's Mighty American Shows, this week announced the appointment of Everett W. Coe as general representative for 1942, further strengthening his official staff. Signing of Coe came closely on the heels of the announcement that Walton de Pellaton had been re-engaged as secretary and publicity agent and the re-inking of Manfred L. Stewart as general superintendent at a Christmas party in Arthur's home here. De Pellaton also will act as treasurer in the absence of Mrs. Dolores Arthur.

Coe is well known on the West Coast and in the East, having been general manager of Hilderbrand's United Shows for five years before operating his own organization in 1940. Last year he was (See ARTHUR INKS COE on page 53)

Canvas and Rope

ON Page 3 of this issue is another in 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*.



THESE MEMBERS and friends of the Ladies' Auxiliary, Heart of America Showmen's Club, made for a gay and festive gathering at the Auxiliary's annual Tacky Party and Dance in the banquet room of the Reid Hotel, Kansas City, Mo., December 30. Event was a feature of the club's week-long holiday activities, and the traditional Hoosgow and Kangaroo Court held full sway, with Past Presidents Robert L. Lohmar, Harry W. Hennies, Tony Martone and Johnny Castle and President L. G. Reynolds sitting on the judicial bench.

300 Help SASC Greet New Year Art Lewis Buys Five More Cars

SAN ANTONIO, Jan. 10.—With President Jack Ruback playing host, over 300 crowded the clubrooms of the San Antonio Showmen's Club here New Year's Eve. Dinner was served free to members in celebration of President Ruback's 41st birthday, and remainder of night was given over to two floor shows and dancing. Show talent consisted of acts from Olmos night club and the State and Majestic theaters, thru the courtesy of Manager O. D. Thomas, a member of the club.

With Dave Stevens as emcee, line-up included Hall and Wilson, Mildred Harris, Sensational Millers; Miss Aldrich, daughter of club members Mr. and Mrs. Sammie Aldrich; Belton and Sims, Zorina Williams, Jackie Wilson, Bertha O'Neil, Perkinson and Bill Bass. Harris (See 300 HELP SASC on page 53)

Weaver Leaves Gooding

COLUMBUS, O., Jan. 10.—Elmer W. Weaver has resigned as general agent of the F. E. Gooding Amusement Company here and will be succeeded by Ora (Buck) Saunders, Washington C. H., O.

NORFOLK, Va., Jan. 10.—Art Lewis Shows this week took delivery on five more cars purchased recently by Owner Art Lewis from the St. Louis Rail & Equipment Company and Iron & Steel Product, Inc., Charles Lewis said here today. With the arrival of the cars, construction of 15 new wagons got under way and Lewis said the Diesel light plants ordered from E. B. Kelly Company are expected in about February 15. "We are," said Assistant Manager Lewis, "optimistically looking forward to a successful season. Our only difficulties now may be help and proper railroad movements, but this we hope to have under control when our shows open."

Weather Sends Hyde to Barn

MACON, Ga., Jan. 10.—Because of cold weather Eric B. Hyde Shows halted their winter tour here last week. Owner Hyde said shows will spend about eight weeks in local quarters for repairs and overhauling and open again about March 1. Most of the personnel are remaining here.

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

By STARR DE BELLE

Overton, Tex.

Week ended Jan. 3, 1942.

Dear Editor:

Getting down to their last drop of red ink, the Ballyhoo Brothers decided to call it a season at the close of their Hip Kick, La., engagement. The train made a 250-mile jump to winter quarters here. The bosses could give hundreds of reasons for closing, but not wanting to holler "Wolf! Wolf!" and blame it on the war, they merely stated, "Our outdoor season is over." Frank Lee, veteran press agent, met the train here upon arrival and welcomed the show to the city. Everyone was paid in full except for holdbacks that are being kept in the office safe so that our people won't have to work them out next season. The writer believes this to be the only show that is giving its people this future co-operation.

General Agent Lem Trucklow came on ahead to try to get some organization to sponsor the show wintering here. He figures that a show should be sponsored, whether laying off or working. While a guest of our trainmaster in the Poor Boy Hamburger Cafe, Trucklow declared, "If we cut our profits with committees in summer, then they should cut in on our

losses during the winter." He offered a merchants' club the right to use "Overton, the Carnival City" as a slogan providing that it wintered the show. In return he offered to throw our quarters open to the public free on Sundays and to let the townspeople watch our shop crews work. Not receiving any bids from sponsors, the bosses decided to put the show away on their own.

The housing layout looks more like a promotional fair than it does a winter quarters. The workmen toiled for three days clearing pipe from a storage barn to make a shop department. Six show tops were erected for wagon storage space. All we need is a sidewall fence and a gate and we could put on an exposition. The train is still on the company's tracks. Up to now no storage tracks have been located. There is some talk of leasing the flats to an oil company to haul pipe on. The coaches may be rented to railroad construction companies and used as living quarters for their men.

Show's personnel scattered far and near. The near took the thumb route. The far grabbed mileage out of the office. Bosses departed for Aransas Pass, Tex., for a fish- (See BALLYHOO BROS. on page 52)

Jones Expo Has Ind. State Fair For 7th Season

INDIANAPOLIS, Jan. 10.—Johnny J. Jones Exposition was awarded the mid-way contract for the 1942 Indiana State Fair here at a meeting of the State Board of Agriculture on Thursday.

This will be the seventh consecutive year for the Jones organization at the fair, which has had constantly increasing attendance. E. Lawrence Phillips and J. C. (Tommy) Thomas again represented the shows at the meeting.

Gratification with the 1942 route was expressed by Phillips, who declared it one of the best in history of the shows. He announced that Northern Wisconsin State Fair, Chippewa Falls, and Tri-State Fair, Superior, Wis., were new additions, and that Anderson (Ind.) Free Fair also had been contracted. Among repeat dates are Mid-South Fair and Dairy Show, Memphis, and La Porte County Fair, La Porte, Ind.

Elaborate Ritual Greets Henderson As NSA Aux Prez

NEW YORK, Jan. 10.—Double-barreled ceremonies marked the installation of Blanche Henderson as president of the Ladies' Auxiliary, National Showmen's Association, in the Hotel Abbey Tuesday night. Bess Hamid, installation committee chairman, presided, being assisted by Lillian Brooks and Edith Devany, pages; Frances Fournier and Frances Garr, sentinels; Julia Taffet and Stella Feldberg, marshals, and Bea Cohen, installing officer. Ida Harris, treasurer for four years, was the first officer inducted. She is vice-chairman of the board. In succession came Midge Cohen, outgoing president, chairman of board; Pearl Meyers, hostess; Lydla Nall, chaplain; Sherry Mopper, recording secretary; Ethel Gross, secretary; Rose Rosen, assistant treasurer; Anna Halpin, treasurer; Magnolia Hamid, second vice-president; Marlea Hughes, first vice-president, and President Henderson. They were presented with corsages by Rose Lange, with a sheaf of red roses going to Bess Hamid.

Dorothy Packman, club's first president, led in group rendition of *God Bless America* and Doris Reed in the national anthem. Johnny Russo was at the piano. Invocation was delivered by Leah Green- spoon, followed by a salute to the flag. After a moment of silent prayer for departed members there was a welcoming address by Midge Cohen, who presented (See ELABORATE RITUAL on page 52)

HASC Christmas Party Successful

KANSAS CITY, Mo., Jan. 10.—Over 100 kiddies braved rain and cold weather to attend Heart of America Showmen's annual Christmas Party in the clubrooms and lobby of the Reid Hotel Christmas Day. A large Christmas tree had been placed in the hotel lobby and the afternoon was devoted to distribution of gift bags to the poor and underprivileged children of the city. This part of the program was sponsored by Brother Chester I. Levin in co-operation with Brother Harry Altshuler. Brother Frank Capp again portrayed Santa Claus, a role he has filled for many years.

Under direction of Ruth Martone, Ladies' Auxiliary president, the children were entertained with patriotic songs and Christmas carols until the arrival of Santa Claus. May Wilson presided at the piano. Nadine Freeman, four-year-old granddaughter of Brother Harry Altshuler, stole the show with her recitations and songs. Following distribution of gifts at the club, Brothers Levin and Capp, accompanied by a representative group, visited the orphans' home, where the dealing out of gifts was continued.

Night program was conducted by the Ladies' Auxiliary, with President Ruth Martone in charge, assisted by Brother W. Frank Delmaine. Program included introduction of officers for 1942, singing of patriotic songs and benediction by Brother W. Frank Delmaine. Following this portion of the program, members adjourned to the clubrooms, where the women served refreshments.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Jan. 10.—A good crowd was on hand for the January 8 meeting despite cold weather. Past President Edw. A. Hock, Treasurer William Carsky, Vice-President Harry W. Hennies and Secretary Joe Strelbich were on the rostrum. John J. Dowd and Charles J. Cole were elected to membership. They were sponsored by Brother Mickey Humphreys, Brother L. S. (Larry) Hogan is resting well at Alexian Bros. Hospital, and Vince McCabe is still in Hines Hospital, where he will undergo an operation soon. Tom Vollmer is still in town, but feeling none too well. Jack Lydick is gradually improving, but Tom Rankine, Harry Mamsch and James Murphy all still confined in their homes. William Carsky is getting set with the committee for the annual Spring Party, which will be held March 9.

Board of governors has ratified action taken by Showmen's Home trustees to purchase \$30,000 worth of Defense Bonds. Brother M. H. Barnes and committee will consummate the deal early next week. Attending their first meetings were Brothers Edw. L. Cook, Harry Bernstein and Louis Brandin. Bernie Mendelson and Hadji Delgarin returned from the

(See SLA on page 52)

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Jan. 10.—First regular meeting under new president, Art Lewis, will be held January 14. Many holiday communications came in by telegram and mail, and among showmen's organizations represented were the Friars, Showmen's League of America, National Variety Artists, San Antonio Showmen's Club, Pacific Coast Showmen's Association, American Guild of Variety Artists and Treasurers' Club of America. Paul Moss, Commissioner, Department of Licenses, on presentation of a club plaque, wrote Brother Tom Brady as follows: "The plaque that was sent to me now occupies a prominent place in my office, and I assure you I appreciate it very much. Men in public office rarely get evidence of esteem, and the one so generously given to me assists me to carry on this very important work."

New members are Max Miller, sponsored by Frank Miller; George Stern, by William Gottlieb; Sam Kessler, by George W. Traver; Harry Levine, by Harry Kaplan; Edward Nacht, by Samuel E. Prell; Samuel Rosenthal, by David Bloom; Harry Kreisner, by Samuel E. Solomon. Brother James Hannan is in Englewood (N. J.) Hospital, and Brother Whitehead is still in the Fox Hospital, Oneonta, N. Y. Birthday congratulations to Dr. Henry C. Falk, Phillip L. Cook, Neal Carr, Frank Hallen, Mike Ziegler, Howard Ingram, Morris Sommers, Harry Be Gar, Joseph J. Dirks, Samuel Solomon, James A. Davison, Saul Mahl, Clyde L. Jordan, Dr. Louis S. Goodman, Samuel Cohen.

Ladies' Auxiliary

Red Cross unit which club is organizing is coming along nicely, with about 35 members signed up. Midge Cohen, chairman of this unit, has obtained garments which will be made at rooms. Members who can baste, sew or even sew on hooks and eyes are urged to contact Sister Cohen. Knitters are advised that there is some delay in obtaining yarn due to heavy demands on Red Cross headquarters. Congratulations are extended to Sisters Mildred Williams and Doris Reed, recently married. Felicitations were sent to Sister Jean Walker on the birth of a son. Word has been received that the infant nephew of Sister Lorene Cann is dangerously ill in Chicago with pneumonia and that the brother of Sister Plonnie Barfield passed away suddenly. Sister Ann Graham, who has been in the hospital recuperating from an operation, is reported on the mend at her home. Sister Kate Benet, ill for some time, has gone south in an effort to regain her health. Sister Edna Lasures is suffering from a heavy cold at her home. Sister Marion Brenner, of Baltimore, passed thru the city on her way to visit her son, who is stationed at Fort McKinley, Me. Any member who knows Sister Jean Mason (Mrs. Buddy Luck) is requested to advise her that her father is ill and to contact him or to get in touch with the secretary. She was last heard of on the James E. Strates Shows. Next meeting will be held on January 14, at which time committees for coming year will be announced.

Lone Star Show Women's Club

Campbell Hotel,
Dallas

DALLAS, Jan. 10.—The Christmas Day party was a big success, and clubroom and tree were attractively decorated. Names were exchanged and all received gifts. Christmas cards were received from Allerita Foster, Violet Zucker and Mr. and Mrs. Miller.

Open house was held during the holidays and all members from the Lone Star Showmen's Club were invited. Egg-nog, cookies and cakes were served. Auxiliary will hold its dance at the Adolphus Hotel February 7.



Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., Jan. 10.—Regular weekly meeting drew a capacity crowd and was called to order by President L. C. Reynolds, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. James J. Ryan, La Crosse (Wis.) concessionaire, was elected to membership. A letter from George Ross, who is confined in a local hospital, expressing thanks for Christmas remembrances was read. Age limit for admission was again brought up and upon motion was set at 60 years.

Brother Bill Wilcox advised that Brother Van Pool, of Joplin, Mo., will present a motion picture show of various attractions he has visited and photographed at the next meeting. This part of the entertainment will be followed by a luncheon at which members of the Ladies' Auxiliary will be guests of the club. The banquet and ball, while not a big success financially, showed a fair profit, and work to lay plans for next year's event will start soon.

At a special meeting President Reynolds sent telegrams to the various showmen's clubs to seek legislation at Washington to get priorities on mechanical supplies and other accessories to keep the shows moving during 1942.

(See HASO on page 52)



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire,
Los Angeles

LOS ANGELES, Jan. 10.—Club started the new year by installing new officers, naming a new chaplain and subscribing about \$2,000 in Defense Bonds for the building of a clubhouse. Mike Krekos presided, and on the rostrum were H. A. (Pop) Ludwig, first vice-president; Charles W. Nelson, fourth vice-president; Ed Walsh, treasurer; Ralph Losey, secretary, and Ross R. Davis, member of the cemetery board. Meeting opened with a tribute to I. Louis Peyser, who died December 30 in Long Beach. Move for the building fund started when Shel Barrett suggested that the membership give special attention to the new president's acceptance speech. A committee, headed by Harry Fink, retired to the board of governors' room to study it. In reporting the findings, enthusiasm over the new

project was so pronounced that many members pledged Defense Bonds. Ed Vollman, president Western Pairs Association, lettered appreciation for the club's part in entertaining visiting fair officials.

In the second half of the meeting Milt Runkle pinch-hit for Roy E. Ludington, second vice-president, with a talk on the good of the order. Pop Ludwig spoke briefly on the duties of the chaplain and announced that Tom Lewis had been named to take over the duties for 1942. Lewis accepted with a brief talk. Refreshments were served after adjournment.

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Now booking for coming season. Most Concessions still open, including Corn Game and Cookhouse. Want Foreman for new 13' Wheel and other Ride Help. Will book or buy Merry-Go-Round and Tilt-a-Whirl with own transportation. Want to buy Transformer, Ground Cable and large Light Switch.
Address: Essex, Mo., or Parma, Mo.

FOR SALE—All or any part. One small late model Merry-Go-Round, one late model Seven-Car Tilt-a-Whirl, one late model Single Loop-o-Plane, one No. 5 Ferris Wheel in best of condition, one Chair-o-Plane, one big Auto Kid Ride, one small Auto Kid Ride, Light Towers, one Fun House on trailer, Transformer, Show Fronts, Show Tops, Entry Arch, Banners, Office Trailer, Cable, Trucks, Trailers, etc. Address:
BOX 79, HOT SPRINGS, ARK.

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(Formerly Magic Empire Shows)

Concessions—all open except Pop Corn, no grift. Can place first-class Cook-House, privilege in meal tickets. Want Corn Game Operator or will store mine and give reliable party exclusive privilege on same. Will sell ex. on any or all legitimate Concessions. Will book Shows with own equipment at special terms. Let's hear from you. What have you? Can place Wrestlers and Boxers for Athletic Show. Man to take charge of Girl Show. Man with attractions to take charge of Ten-in-One. Will furnish complete equipment for above three shows. Want reliable Ride Help and Foremen for following Rides: Tilt-a-Whirl, Merry-Go-Round, Ferris Wheel, Mix-Up. Will hire Foremen on either salary or percentage. Will book Kiddy Auto Ride, Pony Ride or any other Kiddy Ride. Also book Roll-o-Plane, Octopus, Loop-o-Plane or any other major ride that does not conflict. Show will open early March in Southern Arkansas. Our Fairs and Celebrations open in June and close in November.
Address all mail to V... — EXPOSITION SHOWS, P. O. Box 1057, El Dorado, Ark.

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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.

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Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

Midway Confab

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

HAMMERS and saws!

MR. AND MRS. JOHN R. WARD and daughter report from Mexico City that they spent the holidays there.

LAST SEASON with Johnny J. Jones Exposition, Hughie Mack is playing a Midwest burlesque circuit this winter.

LAST YEAR with Rubin & Cherry Exposition, Mr. and Mrs. Johnnie Dellaporte are wintering in San Antonio.

OWNERS are often mistaken for managers.

MR. AND MRS. DEWEY, photo gallery operators on Pleasureland Shows, are wintering in Greenville, Mich.

CARNIVAL trouper Mrs. Pauline Lennon letters from Newark, O., that she is spending the winter there.

ECONOMY will be stylish in quarters this winter.

ART CONVERESE, Ten-in-One Show operator of note, and his wife, Crystal, are playing Indianapolis night spots.

AFTER holidaying in Portsmouth, O., Leo Leola returned to New York to spend the rest of the winter with Gene Eugene.

SOME showmen regard their honor so highly that they get insulted after being dunned the 15th time for money they owe.

DONALD HARMON, general agent for Steffens Superior Shows the latter part of last season, has been contracted to pilot the shows again in 1942.

CARNIVAL girl-show dressing rooms are referred to as "rouge galleries."

AFTER a short visit with relatives in Ohio, Harvey Quackenbush, neon artist, returned to Crafts 20 Big Shows' quarters in North Hollywood, Calif.

HERSCHEL WRIGHT cards from Kenova, W. Va., that his concessions have been booked with J. F. Sparks Shows for next season.

A MEMBER of Dodson's World's Fair Shows last season, Allan (Slim) Charak recently enlisted in the U. S. Army Air Corps.

HAMBURGER still rates as standard cook-house equipment.

EDGAR L. MEEKS scribes from Fort Smith, Ark., that he is working Camp Chaffee there, where a number of the boys seem to be making hay while the sun shines.

R. E. HANEY has again booked his Scooter and Arcade with Great Lakes Exposition Shows, it was announced by Owner Al Wagner during the Indiana fair meeting in Indianapolis last week.



PROMINENT MEMBERS of the Pacific Coast Showmen's Association and Ladies' Auxiliary who got behind the sale of Defense Bonds and Stamps with money and talent in Los Angeles December 31 posed for this photo with Chevonette Mary Kennedy, of the National Defense Bond and Stamp drive, on Pershing Square. Seen purchasing \$8,500 in bonds and pledging \$54,000 more are, left to right, PCSA President Joe Glacy; Allerita Foster, auxiliary proxy; Miss Kennedy, and Treasurer Ross R. Davis of the Coast club. A free all-day show, including nearly 40 acts, arranged by Harry Chipman and Jack Grimes, was presented and helped increase bond and stamp sales over 300 per cent over an average day.

FRANCIS AND MARY KELLEY are visiting relatives in Ponce Park, Fla., and expect to remain there thru January.

IT is courteous to listen to an opposition showman's advice—but foolish to follow it.

MAIL MAN and assistant secretary of Royal American Shows, Fred Burd is wintering in Tampa, shows' winter quarters.

FRANK ZORDA scribbles from Norfolk, Va., that he has signed to handle the Side Show on All-American Exposition Shows in 1942.

SHOW OPERATOR with J. J. Page Shows, Helen Hayes and company are playing Mississippi schools to good results.

TIME ticks along fast. Before we know it the opening will be upon us.

MYRTLE HUTT (Madam Zelda, mentalist) will be with All-American Exposition as a side show attraction this season. She is wintering with friends in Chicago.

LAST season with Kaus Exposition Shows, Mr. and Mrs. Jimmie Conners and daughter, Jean, are vacationing in Florida.

HORACE E. ROSE has signed as Side Show manager with O. J. Bach Shows for the coming season. Marjorie Turk, mentalist, and Carlo, magician and Punch man, will be with Rose's annex.

GENERAL agents are one big fighting family.

JOHN GORDON, last season with James E. Strates Shows, is visiting his sister in Minneapolis after an absence of many years. He plans to leave for Florida soon for the rest of the winter.

ALEX HAMILTON, with Sol's Liberty Shows for the last three years, is spending the winter as a patrolman with the New Orleans police force. He says a number of showfolk are wintering there.

GLOBE-TROTTERING Bill Powell cards from Los Angeles that there is much activity in the City of the Angels and there are plenty of boys there waiting for a crack at the Japs.

IF you miss your quota of hangers-on this season thank the army.

MR. AND MRS. ROY WOOD and daughter are wintering in Mullins, S. C., where Roy is readying his Motordrome equipment for his 1942 tour on James E. Strates Shows.

Nix! Horatio!

AFTER YEARS of struggle with a small pit show, a manager's luck changed for the better and he framed a small carnival. Wanting to do and act like other managers he had been associated with, he insisted that his press agent arrange for his appearance at civic club luncheons. Opening the show in the town where it was built, the manager received his first invitation to attend a club dinner and was honored as the speaker. After his introduction to those present, the toastmaster asked him to tell the club members about his rise in the profession. Stuttering and stammering, the showman began, "Gents, it's a pleasure to make an opening to such an intelligent-looking tip. My press agent and I, who made this feed two-handed, didn't come here on the cuff, as we have scoff dough in our kicks. Always a great believer in taking a little gravy to make both ends meet, I broke in bellying a booth and held out enough scratch to frame a geek show. For a number of years it was tough scuffling with me and the geek jungling and gyping in the pit. For the brush-off I'll add that the breaks swung my way, putting me in the lettuce and I am now wallowing in clover."

POPCORN concessionaires on Mighty Sheesley Midway for several years, Mr. and Mrs. George Birdsey are wintering in Cedar Keys, Fla., where their son is attending school.

BILL SNYDER, concession auditor with Rubin & Cherry Exposition, has returned to newspaper work and is police reporter for *The St. Petersburg (Fla.) Evening Independent*.

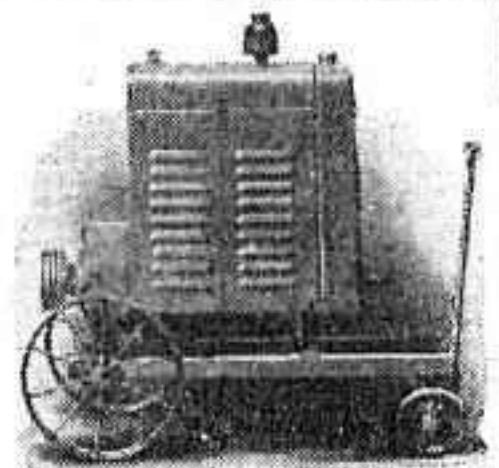
SURPRISE: Returning to play a town that you left good—after a three-year absence.

MR. AND MRS. GEORGE HALEY, midget and girl show operators respectively on Royal American Shows and Rubin & Chery Exposition, are wintering in St. Petersburg, Fla.

AFTER fishing for three weeks at Aransas Pass, Tex., Mr. and Mrs. Andy Rasmussen, Sol's Liberty Shows, moved to Galveston, Tex., where Mrs. Rasmussen

GET THE FACTS

A V-Belt ELI Power Unit on your ride will pay for itself in Time, Loading Space and in Money saved. Write today for prices and information.



ELI BRIDGE COMPANY

Builders of Dependable Products
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Coupon Blowers
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BINGO BLOWERS

Bingo Electric Master Boards, Counter Wheel Posts, Midway Park and Beach Games of Every Description. Catalog Free. State Your Business.
BAKER'S GAME SHOP
 2907 W. Warren DETROIT

ACTS AND GIRLS

Bally and Illusion Girls, Mind Act, good spot for capable Team. Working Acts, Freaks and Bally Acts.

RIDE HELP
GUESS AGE LADY
GRAB STAND FOR RENT

W. J. O'BRIEN
 Museum Show Building, 147 Ocean Boulevard, Revere Beach, Mass.

WANT—CANNON BALL

Man shot from cannon. Long season with No. 2 unit. Mechanic, Semi-Drivers, Otto Kuhnert and Pop Eye Snyder, write.

FEARLESS GREGGS

Plymouth, Wis.

underwent an operation in John Sealy Hospital December 29.

H. B. DICKSON and family, ride owners and operators, visited relatives in Sayre, Okla., and Fort Worth during the holidays. They have returned to Temple, Tex., to repair and paint their rides.

SOME managers are always sorry that they didn't accept the other agent.

JOHN GALLAGAN, Columbus (O.) concessionaire, purchased a Ferris Wheel, Chairplane, kiddie rides and other equipment from Paul Drago, Kokomo, Ind., it was announced during the Indiana fair meeting in Indianapolis last week.

PROF. L. LEE-VITCH, of Johnny J. Bejano's Side Show, visited *The Billboard* Cincinnati offices last week while in the Queen City on business. He reported a good season in 1941 and is optimistic over the coming tour.

RECENT visitors to James E. Strates Shows' quarters in Mullins, S. C., included Bill Leon, Louis Strates, Sam



J. V. (JIMMIE) ARCHER JR., formerly with Alamo Exposition, Hennies Bros. and Texas Exposition Shows, was inducted into the army last August at San Antonio and is now stationed with Company C, 110th Engineer Corps, Camp Robinson, Little Rock, Ark. Jimmie posed for the photo while visiting his parents, Mr. and Mrs. J. V. Archer, of Hennies Bros.' Shows, in San Antonio.

would like to read letters from friends. Act was with Bill Hames Shows last season."

MONTE NOVARRO'S Paradise Revue and Hollywood Models have again been signed by Kaus Exposition Shows for 1942. Doc Jones will handle the front of Model Show. Jerry Franklin, Clyde Cleytor and Willie Collins, canvasmen, also will return.

DINNER-BUCKET man's spending dough is increasing, but so are our problems.

COLLEEN McCORMACK held open house at her Houston apartment on New Year's Eve. Guests included Mr. and Mrs. Cleave Ward, Mr. and Mrs. Skinny Kimling, Al and Earline Lea, Sailor Harris, Johnny Mitchell, O. E. Scott, Norman Dillman and Glenn Grundy.

AFTER a successful season with Hennies Bros.' Shows, Mr. and Mrs. Ed Schofield went to San Antonio, where they are wintering. They report that a number of outdoor showfolk are wintering there this year and that Mrs. Helen James is recovering from a two-month illness.

JOHN (SPOT) RAGLAND, well-known West Coast concessionaire, returned to Burbank, Calif., after a brief visit at his home in North Carolina. He and his partner, Lew Korte, will operate concessions on three Crafts units in 1942. They now have Sportland games in clubs and other locations thruout California.

PETE AND SIS SCHAFER, twin daughters of Chuck Schafer, Ferris Wheel (See MIDWAY CONFAB on page 55)

WRITE SIOUX TIRE & BATTERY CO.
SIOUX FALLS, S. D.
Buy on Our Easy Terms.

Great Sutton Shows
WILL OPEN SATURDAY, APRIL 11TH
CAN PLACE 'Tilt-a-Whirl, Whip, Roll-o-Plane with or without transportation. Will furnish new tents and panel fronts for Athletic Show, Girl Show, Snake Show or any other money-getting attraction! Will sell "Ex" on Cook-house, Corn Game, Photo Joint, Long Range Gallery and Diggers. Would like to book good Penny Arcade.
F. M. SUTTON, Mgr.
Osceola, Arkansas
P.S.: Betty John will not be with us!

FOR SALE TO CLOSE AN ESTATE
An Air Calliope complete with Blower and Motor. First-class shape, five new rolls of music, either hand or electrically played, \$250.00. Also have an Electric Dragon Unafon, just out of factory, \$100.00. Mail 1/2 deposit, balance freight collect. Write to
SAM MARRETTA
208 Main St. Evansville, Ind.

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.

DR. WRIGHT'S ELECTRO LINIMENT
Size for Medicine Shows, \$6.00 per gross. Deposit required, \$2.00.

CENTRAL SPECIALTY CO.
524 Delaware Street Kansas City, Mo.

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 8-1506

MUSEUM ACTS WANTED
ESPECIALLY FEATURE ATTRACTION.
Ester-Lester, wire now.
MUSEUM
310 Frederica St. Owensboro, Ky.

WRIGHT'S UNITED SHOWS
Opening March 2 near Columbia, S. C. 8 weeks in best pay-roll towns of S. C., then north. Want to book Merry-Go-Round, Ferris Wheel, Chairplane, Tilt and other Flat Rides. Also Kiddie Rides. Want clean Shows with own outfits. Want clean Concessions, \$10 week. Want Concession Agents for Ball Games, Cigarette Gallery, Pan Game. Want Man who understands operating Custard Machine. Want Cook House, small privilege in tickets.
H. L. WRIGHT, Winnsboro, S. C.

BUNTING SHOWS
(Formerly Tilley Shows)
Now booking Shows and Concessions for 1942. Can also place sober, experienced Ride Help who can drive semi-trailers. Address:
BOX 297, LADD, ILLINOIS

Bickley, Kay Leeworthy and family, Charles Turtle, Billy Eddstone, Gus Fiembrick.

IT costs to be a show big shot and costs more to be a flop.

GEORGE CICICH, formerly with Beckmann & Gerety Shows, and Harry Whiteford, formerly with the Ringling circus, are working in the mechanical department at James E. Strates Shows' quarters in Mullins, S. C.

MANAGER of shows bearing his name, W. E. Franks returned to Macon, Ga., last week after a hunting trip in South Georgia. He says quarters activities will get under way February 1 under supervision of Dad Bennett, master builder.

J. L. (TEX) CHAMBERS, concessionaire with World of Today Shows last season, recently entered Veterans' Hospital, Dallas, where he will undergo an operation soon. He would like to read letters from friends.

THE great show game knows no holidays and fights all emergencies.

WILLIAM (SPARKPLUG) GOODMAN is at the home of his friend Cecil Tompkins in Kansas City, Mo., recuperating from a hernia operation, which he underwent in General Municipal Hospital. He was hospitalized for four weeks.

PAUL NICKELS writes from Rochester, N. Y.: "Bobby Nickels, of the Daring Monarchs, high act, underwent an operation in St. Mary's Hospital here. She

Edison Vs. Sinclair
A CARNIVAL MANAGER was trying to tell his superintendent how the show could operate without use of petroleum products. "Now that we have electric generators," started the manager, "we will install electric motors on the rides and do away with gasoline engines. We can do away with gasline burners in the cook-house and use electric stoves. All of our tractors can be run with electric motors. The batteries can be charged by our plants. We will load our flat cars by installing at the end of the train a cable pulley, which will be operated by an electric motor. One generating plant will be moved to the train for that purpose. We will light the flat cars by electricity and do away with the oil-burning torches." The manager continued with more and more gas and oil-saving innovations. Taking it as long as he could, the superintendent broke out with, "It's a cinch you'll need oil to run the plants. Priorities have cable, motors and other electric equipment tied up. Furthermore, this show is broke. Now how in hell will you figure that one out?" His face purple with rage, the manager yelled, "Lack of co-operation from my staff on all matters like this is the whole damn trouble with this show."

Loop-O-Plane . . . Octopus . . .
Roll-O-Plane and NOW
THE FLY-O-PLANE
"World's Most Popular Rides"
EYERLY AIRCRAFT CO. SALEM, ORE.
ABNER K. KLINE, Sales Mgr.

POPCORN SUPPLIES
Order your supplies from the company that gives you the highest quality, lowest prices and the quickest service. Large South American Yellow Popcorn, \$7.00 per bag. 100% Coconut Oil Seasoning, \$18.00 per hundred. Compare prices and you will send your orders to us.
GOLD MEDAL PRODUCTS CO.
131 E. PEARL ST., CINCINNATI, O.

Everybody Is Welcome To
THE SECOND ANNUAL DANCE
of the
LADIES' AUXILIARY
of the
LONE STAR SHOWMEN'S CLUB
TO BE HELD AT THE
PALM ROOM, ADOLPHUS HOTEL, DALLAS, TEXAS, FEBRUARY 7.
Dance to the Music of Hyman Charninsky's Orchestra
Tickets \$1.00 Per Person
LADIES' AUXILIARY, LONE STAR SHOWMEN'S CLUB, CAMPBELL HOTEL, DALLAS, TEXAS

WALLACE BROS.' SHOWS
CAN PLACE EXCLUSIVE FOR SEASON
Cook House, Grab, Frozen Custard, Lead Gallery. Deposit required. Want Help on all Rides. Foreman for Dual Loop, must drive semi trailers. Musician and Performer for Minstrel; other Show People write. Can place Agents for Ball Games, Grind Stores. Have opening for Ball Games, Photo Gallery, Fish Pond, Scales, Cigarette Gallery, Pan Joint, Pee Ball, Gandy Floss, Bumper, Bowling Alley, Jingle Board or any 10¢ Concessions. Privilege reasonable. Wheels and Grind Store contracted but can place Agents for both.
WALLACE BROS.' SHOWS, BOX 993, JACKSON, MISS.

WANT--For Winter Quarters and Season 1942--WANT
CAPABLE SCENIC ARTIST and Chief Painter—one not too temperamental. Good proposition for sober, efficient and reliable man. Have limited number openings for reliable Ride Help, Canvasman, Electrician's Helper, Woodworkers for winter quarters opening soon. Openings for Tractor Drivers and People in all departments. Can place Young Man or Lady Stenographer as office assistant. Address:
JOHNNY J. JONES EXPOSITION
P. O. BOX 544 DE LAND, FLORIDA
America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6c.

3000 KENO

Made in 30 sets of 100 cards each. Played in 1 row across the card—put 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 Glass... \$12.50
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
 N. 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 pads of 25, Per M 1.00
 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.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

INSURANCE
CHARLES A. LENZ
 "The Showman's Insurance Man"
 4735 Insurance Exchange, Chicago

Print Cards
 Name Cards at fairs, carnivals, stores, cars, Stationery, photo postcard and movie titles. **Print Your Own, Save Money.** Portable; take it anywhere. Lowest price outfit made, \$16.55 complete. Rapid Printing like Engraving too. Sold direct from factory only. Simple rules sent. Write for catalog and details. Kelsey, Inc., 5, Meriden, Connecticut

B. H. NYE
 General Agent or Manager
 Open for Proposition
 Wire care of Milner Hotel, Jacksonville, Florida

MOTOR CITY SHOWS
 Opening April 23rd at Richmond, Indiana; Muncie, Anderson, Marion, Ft. Wayne and South Bend to follow. Will book or buy any Ride we do not have. Shows with or without outfits; will build and finance any show of merit, want organized Ten-in-One or will furnish new top and complete frameup to party with acts. Place Motor Drome, Snake Show, Girl Shows, Expose, Illusions, Fun House or any other Show. Concessions of all kinds. Place Diggers, Long and Short Range Galleries, Hoopla, String Game and other 10c Concessions. Will sell a limited amount of Wheels and Grind Stores. (Bingo, Popcorn, Cookhouse and Photos sold.)
VIC. HORWITZ
 355 Lake Street Toledo, Ohio

PLEASURELAND SHOWS
WANT—FOR SEASON 1942—WANT
 Concessions: Ball Games, Long Range Gallery, Fish Pond, Cigarette Gallery, Dart Game, Hoop-La, Candy Floss, and good, clean Cook House. Shows: Have opening for good 10-in-1, Fun House, Dope Show or any Show of merit; Rex Barnes, please write. Rides: Octopus, Rolloplane and Flying Scooter. Ride Help for all Rides (top salary). Mr. H. G. Hockett will be at the Ohio fair secretaries' meeting at Columbus, also the Michigan meeting at Detroit.
RAY E. MYERS—P. O. BOX 2245, TAMPA, FLORIDA—H. C. HOCKETT.

GREAT LAKES EXPOSITION SHOWS
 CAN PLACE FOR 1942 SEASON, OPENING LATTER PART OF MARCH IN SHEFFIELD, ALA. COOK HOUSE (Privilege in Meal Tickets), CONCESSIONS OF ALL KINDS, especially want Lead Gallery and Custard.
 Have beautifully framed Side Show, open for capable Manager who has something to put in it. Will furnish new Banners for same. Want Operator for Dope Show who knows what it is all about. Will frame Monkey Show for reliable Operator. Will book or buy Fun House.
 Want Foreman for new Caterpillar. (Top salary if you are capable.) Ride Help who can drive semis. (Salary no object if you are capable.) **WANT TO HEAR FROM SEVERAL SENSATIONAL FREE ACTS.** Winterquarters now open. Everybody address:
AL WAGNER, MGR., BOX 508, SHEFFIELD, ALA.

COLEMAN BROS.' SHOWS
TO OPEN EARLY IN APRIL
 WANT SHOWS: Pit or Platform, anything new or novel. Have outfits for reliable parties. Want Foreman for Merry and Chairplanes; first-class Mechanic; Ride Help, must drive semis. Long season, good salary. Have Roto Fun-House for sale. V. Barnes, write.
THOS. J. COLEMAN, 508 MAIN ST., MIDDLETOWN, CONN.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 10.—New York State Motor Vehicle Bureau has announced that a reciprocal agreement has been entered into between 12 States comprising the so-called Eastern Conference of motor vehicle administrators, including Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland and the District of Columbia, whereby each will honor automobile drivers' licenses issued by the other and will waive a road test in granting licenses where the applicant has a valid license issued by any other State in the group. Relative to tire rationing there is considerable data on file at the office on this subject. This information is available to members upon request.

From Department of Commerce comes a survey of business conditions in Pennsylvania, Delaware and New Jersey and one of the area comprising District of Columbia, Virginia, Maryland, West Virginia, North Carolina and South Carolina. The same department also sent some information on the subject of domestic transportation which would be well for shows to have in advance of the opening of the current season. We have also received additional information concerning the subject of freight rates which may be of interest to shows transported by rail. All information is available to members on request. Plans for our attendance at the New York Fair meeting, New York, February 8-10, are under way. We would appreciate it greatly if the members who plan to be in attendance advise us of that fact.

IAS Welcomes '42 With Click Party

ST. LOUIS, Jan. 10.—New Year's Eve Dance in Maryland Hotel here was the most enjoyable ever staged by the International Association of Showmen. Guests partook of turkey with all trimmings, refreshments of all kinds and danced until 5 a.m. to the tunes of the Hot Shot Colored Orchestra.
 Turkey dinners were served buffet style and the folks were seated at tables

around the dance floor. Among those at the party were Mr. and Mrs. Tom W. Allen, Morris Lipsky, Lyman Cook, Mr. and Mrs. Francis L. Deane, Mr. and Mrs. Art Guillian, Mr. and Mrs. George Davis, Mr. and Mrs. Floyd Hesse, Mr. and Mrs. John C. Hesse, Mr. and Mrs. John Francis, J. Crawford Francis, Elmer Brown, Harry Coulson, Euby Cobb, Mr. and Mrs. Leo Lang, Mrs. Dee Lang, Emil Schoenberger, John Sweeney, Mr. and Mrs. E. H. Moran, Charles Walcott, Tom Sharkey, Charles DeKreko, Mrs. Anna Jane Pearson, Don and Leonard Powell, Sunny Bernet, Mrs. Goldie Fisher, Mr. and Mrs. Matt Dawson, Mr. and Mrs. Herman Knox, Mrs. Margaret Sullivan, Mrs. Marvin Laird, Mrs. Florence Parker, Mr. and Mrs. Dee Aldrich and Fred Cummings.

Los Angeles

LOS ANGELES, Jan. 10.—At the turn of the year talk among Coast show people concerns 1942. All are confident that next season will be bigger and better than ever. Altho strict black-out rules and regulations are being formulated, it is believed that by the time shows are ready to pull out of the barns conditions will have regulated themselves to a point where midways can glare forth. Ben Beno, who served as Pacific Coast Showmen's Association custodian for 18 months, is now a gentleman of leisure. For several days earlier in the week he was busy getting acts together for the Defense Bond selling campaign in Pershing Square. Eddie Stewart Tait cabled relatives here the following message: "Keep 'Em Flying." Arthur Hockwald is readying a show to take on the Rubin & Cherry Exposition. Herbert Vincent, organ man, is back from an assignment at Camp St. Luis Obispo. PCSA finally got Ross Davis to make a speech. It had been trying for 12 years. Capt. Jimmy Jamison is wintering in San Antonio. Elden Frock is nursing two injured fingers, the result of trying to fry fish in hot grease. W. A. Davis, E. H. Francis Attractions, is wintering in Wilmington, Calif. Francis reports he will start readying his rides for a big season soon.

Harry Mason, Mason's Monkey Circus, visited R. H. Francis recently. Sam Jones pene from Salt Lake City that things are going okay. Mac and Nellie Finley visited W. A. Davis and family in Southern California during the holidays, after which they returned to Kansas City, Mo. Topsy Gooding, who closed with Frederick & Nelson in Seattle, is wintering here. Jimmy Smith was the official ice-cream man at the PCSA Christmas Day dinner. Hort Campbell has been discharged from a local hospital and is recovering. Johnny Houghaling is entering defense work. Harry Chipman will go out with the Jack Joyce Circus soon. Charley Haley is presiding in the lounge at PCSA clubrooms, assisted by Charlie Soderberg and Charlie Farmer. Edith Bullock is continuing her PCSA membership drive. Eldon Harris, formerly of the Polack Bros.' Indoor Circus, visited *The Billboard* offices here, as did Bill Griffin and Harry Brady. Walton de Pellaton, of the Arthur Mighty American Shows, has taken an apartment in Los Angeles. Rose and Archie Clark are expected back soon. Ray Johnson is managing a girl band.

Edward Ritro, Foley & Burk Shows, has volunteered in the fire department division of Civilian Defense. He passed his physical examination and is now in training. R. D. Kincaid, Crafts 20 Big Shows, is nursing a lame arm, injured while at Mission Beach, near San Diego. Glen Whitken is a patient at Veterans' Hospital, Sawtelle, Calif. Ralph J. Clawson left for the East. Jim Gallagher is out again after a brief illness.

Bobby Cohn returns to the army, reporting today to a camp on the East Coast. Dr. Louis Fisher is on the sick list. Harry Mason is working schools but spends his spare time at the PCSA rooms. Bill Keller and Otto Franke, of Mission Beach, came in town with Joe Mettle. Marie McDoux is going to Universal for a picture. Charles Rising is wintering at his home in Culver City. Ross Ogilvie is taking it easy after a turn at the May Company during the holidays. Ernest Fitzgerald, well-known West Coast showman, is in defense work in Oakland. . . . Bob Dugman is also employed on the same project. Daye Reardon, of Foley & Burk Shows, has a welding school. Floyd Chastine is in the army and stationed in Illinois. . . . Hollywood Towers is in Oakland on business. Jack Waller, of girl show note, is on a vacation, as is Dutch Schue.

ROUTES

(Continued from page 23)

- Williamson, Herb (Hillside) Houghton, Mich., ch.
 - Wink, George (Jimmie Dwyer's Sawdust Trzall) NYC, nc.
 - Wood, Elenore (Club Charles) Baltimore, nc.
 - Wood, Kirk (Leon & Edde's) NYC, nc.
 - Wood Trio (Tod) Youngstown, O., h.
 - Wood, Napua (Lexington) NYC, h.
 - Woods & Bray (Nixon) Pittsburgh 5-17, c.
- Y**
- 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.)
- Arcade: Leesville, La., 12-24.
 - Bill Joy: Valdosta, Ga., 12-24.
 - Crescent Am. Co.: Bowling Green, Fla.; (Fair) Palmto 19-24.
 - Evangeline: Washington, La.
 - Royal American: Largo, Fla. Winter Haven 19-24.
 - Tower Am. Co.: West Columbia, S. C.

CIRCUS

- Polack Bros.: (Robinson Auditorium) Little Rock, Ark., 13-18.

MISCELLANEOUS

- Alexander, Mentalist (National Theater) Louisville 12-17.
- Bragg, George M., Show: Laredo, Tex., 12-17; Rio Grande 19-24.
- Campbell, Loring, Magician: Goodrich, Mich., 14; Tecumseh 15; Grand Rapids 16; Lincoln Park 19; Ida 20; North Branch 21.
- DeCloe, Harry, Magician: Marysville, O., 12-17.
- Green, Magician: Millett, Alta., Can., 12-14; Watskwin 15-17; Red Deer 19-24.
- Long, Leon, Magician: Punta Gorda, Fla., 14; Fort Myers 15-17.
- Lucy, Thos. Ebuore: North Little Rock, Ark., 12-30.
- Monroe, Magician: St. Augustine, Fla., 12-14; Daytona 15-18; Bunnell 17; Palatka 18-19; Crescent City 20.
- Slout, L. Verne, Theater Workshop: Rockland, Me., 14; St. Berwick 15; Arlington, Mass., 16; Boston 17-21; Concord 22.
- Virgil, Magician: Santa Rosa, Tex., 14; Kingsville 16; Port Lavaca 17; Livingston 20; Groveton 21; Huntsville 22.

ADDITIONAL ROUTES

(Received Too Late for Classification)

- Blakstone, Nan (Chase Hotel) St. Louis.
- Delahanty Sisters (Marty's 100 Club) Chester, Pa., 12-17.
- Dunsmoor, Eddy, Ark. (Eastman Hotel) Hot Springs, Ark.
- Fischer's, Bob, Fearless Flyers (Fair) Largo, Fla., 12-17; (Fair) Winter Haven 19-24.
- Grace & Scotty (Dude Ranch Club) Lansing, Mich., 12-17.
- Juvelys, The (Chicago Theater) Chi 12-15.
- Malo Trio (Alpine Village) Cleveland 12-17.

WANTED CARNIVAL
 For All Summer Stand at
Rock Point Park Grounds
 For full particulars write
RAYMOND DAELLENBACH
 R. D. #2 Ellwood City, Pa.

Are you looking for something new and a big money maker for next season for Carnival, Park or Fair? If so, here it is. Only one of its kind. Guaranteed sure fire.

LIVE MOUSE BINGO
 For sale with all equipment, including Crates and one hundred Nine-Number Cards painted and numbered on Masonite, stationary Chrome and Glass Mouse Cages in center works automatically, 42-Inch Table turns perfectly on heavy ball bearing. Can be converted into an Eight-Number Game in five minutes. Big Hasb. For particulars address:
CHARLES NICHOLS
 (Originator of First Mouse Game)
 91 South Bay Ave., Freeport, Long Island, N. Y.

FOR SALE
 One 80' Round Top with 2 Thirties and 1 Forty. One 60' Round Top with 3 Thirties, both complete with poles and rigging. One 30' by 70' Square Grid Khaki Tent and one 20' by 30'. Twelve 1940 and 1940 Trucks and Semi-Trailers. One 1940 Truck with mud cage containing 2 Lions, 1 Leopard, 1 Hyena, also Elephants, 3 Camels, Mule Act, 3 Kohler Light Plants, one 10 K.W. and two 1 1/2 K.W. Seats, Cookhouse Equipment, Light Cable, etc. Address:
P. O. BOX 285, EMPORIA, KANSAS

GROTTO CIRCUS
 Ann Arbor, Mich., Feb. 18-19-20-21
 Can place Acts of all kinds. Those doing two or more preferred. Especially want Animal Acts.
 Address: **CIRCUS HEADQUARTERS, 109 E. Washington St., Ann Arbor, Mich.**

Anderson-Strader Shows, Inc.
 Winter Quarters:
 Wichita, Kansas. Box 1895
Now Booking For 1942

WANTED
 Will pay cash for Little Beauty Merry-Go-Round with No. 105 Organ.
OLIVER AMUSEMENT CO.
 1417 Grattan Street ST. LOUIS, MO.

With the Ladies At the HASC Banquet-Ball

By VIRGINIA KLINE

KANSAS CITY, Mo., Jan. 10.—Week of festivities here was climaxed with the annual banquet and ball held this year in the Continental Hotel. Decorations were strikingly patriotic, and all speakers stressed the job to be done and the part showfolks can play in it. After dinner the Grand March was revived and there was an impressive array of beauty and finery. Two brides held the attention of all as they marched in line. A happy annual for the smiling groom was Mrs. Al Baysinger in a wood-violet gown with low décolletage and long sleeves all outlined in bright red sequins and a full puffed skirt of red tulle. Mabel's beautiful white hair was a fitting crown.

The other bride, Helen Brainerd Smith, wore a mauve costume with deep blue costume jewelry and a corsage of deep red roses. Helen was happy, as was the groom, Fred C. Smith. Mrs. Charles W. Green, wife of the emcee, was her usual charming self in a cloud blue gown with bands of gold lame. Her mother, Mrs. T. M. Jones, was graciously dignified in a warm blue jacket formal with silver corsage and banding. Mrs. Bird Brainerd, chairman of the auxiliary finance committee, wore a gown of soft white silk jersey with gold belt and accessories. Mrs. Hattie Hawk, relief committee chairman, wore a black costume with gold epaulets of beads. She carried red flowers in her hair to match her red slippers, purse and hanky.

Mrs. Tom Collins wore a fitted blouse of gold silk jersey with formal black skirt. Mrs. Rosa Lee Haney's choice was a honey-colored moire frock with prim bands of American beauty red velvet. Mrs. Verna Bauman, who drove in from Leavenworth, Kan., for the affair, wore a burgundy lace with spliced sleeves caught with gold clips. Mrs. Ann Bowen, also of Leavenworth, wore a gold print in the shirtmaker formal style. Viola Fairly, co-chairman of the entertainment committee, wore a close-fitting gown of deep red with her rhinestone jewelry. Mrs. Hymie Shreiber wore a black silk jersey costume with specially designed ornaments of jet and black sequins. Ruth Ann Levin, auxiliary president elect, wore a robin's egg blue gown with tight fitted basque and trimmed with matching blue feather trim. Mrs. Charles T. Goss, a visitor from St. Louis, wore a frosty white gown with silver accessories. Mrs. Tony Martone, retiring president, wore an Isenberg model of lipstick red with sequin trimming, but specially adorned with the rhinestone clip presented to her by the auxiliary. Mrs. Norris Cresswell wore a variegated brocaded blouse with formal skirt. Rosa Lee Elliot, who celebrated her birthday after midnight, wore a trim wave blue formal blouse with black moire full-length skirt. Mrs. Daisy Hennies wore a burgundy formal with transparent yoke of net forming a leaf design. Mrs. Buster Shannon wore a Chinese blue frock with shirred chiffon top and skirt of the same shade in crepe. Her mother-in-law, Mrs. Nelly Shannon, wore black with rose-ruffled frills at throat and cuff.

Freda Hyder wore a hunter's green dress with gold belt and accessories. Mrs. Henry Hakan's choice was a flesh-colored bodiced gown with orchids, and her daughter, Leah Hakan, wore a fuchsia chiffon gown with orchids. Mrs. Nellie Weber, co-chairman of the entertainment committee, featured a tapestry blue lace gown. Mrs. Roger Haney wore a powder blue model with folds crossed in front in soft lines. Her corsage was of sweetheart roses in blush pink. Mrs. Jesse Nathan, publicity chairman, wore a black chiffon with tuxedo front of firecracker red and her corsage was of white gardenias. Mrs. C. F. Zeiger, a yearly visitor from the West Coast, wore a black chiffon tailored formal with cigarette-slim lines and a bolero with full-length sleeves. Mrs. Peggy Reynolds wore a lipstick red chiffon gown with

wide belted lines and beaded down the front panels.

Mrs. Al Wilson wore a black gown with gold accessories. Mollie Ross wore a rich red cut velvet frock with gardenias. Mrs. Bud Anderson wore a brilliant red silk jersey in form-fitting model. Mrs. Bill Crow wore an American beauty high-necked long formal with soft draping at shoulders and front. Loretta Ryan wore a blue and silver lame with tiny silver roses at the neckline and a matching evening jacket. Mrs. Deys Puffer wore a black evening suit with soft peasant blouse guimpe. Mrs. Carter Buton, Coffeetown, Kan., wore a striking costume with black taffeta blouse and bouffant skirt of alternate bands of red and black.

Billie Bordonl wore a turquoise blue frock with silver braided trimming. Helen Masten, a guest at the Baker & Lockwood table, wore a black costume with

an unusual corded braid in her hair. Tillie Johnson wore a tailored fur-trimmed costume in navy blue. Naomi Porter wore a bouvardia shaded gown with silver trimmings. Trixie Clark wore a sea-blue lace gown with gold accessories. Jackie Wilcox wore a cloud blue full-skirted model with shirred bodice. Mrs. Blanche Francis' choice was a black gown with bands of gold braid. Mrs. Izzie Wells wore a form-molded bodice of net and gold sequins with full-length skirt. Mrs. Margaret Ansher wore a black dinner frock with black felt dinner hat. Mrs. Cliff Adams wore a soft silk jersey frock with white gardenia and silver trimming. Mrs. Jake Brizendine, who with her husband motored from New Orleans, wore a black chiffon gown with rhinestone trimming. Mrs. Letty White wore a tickle-pink taffeta gown with pink gardenias. At midnight the usual unique kissing ceremonies began, and amid all the noisemakers, the fancy hats and serpentine ribbons another year was ushered in by a happy, optimistic crowd. Thursday (1) a tired group gathered in the lobby of the Reid Hotel, and as the weather would not permit any travel by car, many eggnog parties sprang into being to celebrate the day. Mr. and Mrs. C. F. Zeiger left on an early train for Phoenix and California, and others will leave as soon as weather permits.

Indoor Fair Promotions Aid Financing of Canadian Funds

ST. JOHN, N. B., Jan. 10.—Indoor fair promotions have played a vital role in financing of the New Brunswick Protestant Orphans' Home, Fairville, N. B. Each year several fairs have been held, with proceeds going to the institution. Loyal Orange Lodge, sponsor of two events yearly, has been credited with raising much money for the orphanage.

Another leading beneficiary from sponsored indoor shows has been the Queen's Canadian Fund for British Air Raid Sufferers. Auspices who hold annual or semi-annual fairs are giving a percentage of their gates to the fund, a big factor in the steady increase in collections. Economic conditions favor indoor fairs on Cape Breton Island because of increased operations in steel and soft coal, island's basic industries. Sydney, Glace Bay, Sydney Mines, North Sydney, New Waterford, Dominion and Reserve Mines all are within 20 miles of the island.

Amherst's Motor Show Set

AMHERST, N. S., Jan. 10.—Members of the local branch of the Canadian Legion, at their annual meeting, voted to again sponsor the Amherst Motor Show, held each summer. F. J. Elliott, owner-manager of Frank Elliott Shows, who has promoted the show since its inception 14 years ago, was re-elected president of the local branch. His shows will provide the midway and special vaudeville acts are being lined up.

La Crosse Centennial Off

LA CROSSE, Wis., Jan. 10.—Centennial Association, Inc., has canceled this summer's proposed four-day Centennial Celebration because of the war. Committee also canceled all contracts entered into for the presentation, which would have required an expenditure of about \$11,000.

Shorts

APPLE FESTIVAL ASSOCIATION, Salem, O., at a recent meeting elected William Kaminsky president for 1942. Howard S. Dodge was named vice-president, and C. H. Musser, secretary-treasurer. Directors include Frank Agnew, Jerome Hull, Price Cope, Ora Anderson and T. Emerson Smith.

THE DALTONS, Chuck and Slim, have been contracted to present their rifle and pistol shooting, bullwhip manipulating and trick and fancy roping acts at sportsmen's shows in Toledo, Omaha, Des Moines and St. Paul.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

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

Attractions Signed For St. Paul Show

ST. PAUL, Jan. 10.—St. Paul Winter Carnival will be conducted as planned this year despite the war, and will serve as a community morale builder, officials reiterated in announcing event's program. As its part in the war effort, association offered 120 units and 30,000 members for services to the Minnesota Defense authorities which accepted the offer. Featured professional events are the Ice Cavalcade, produced by St. Paul Figure Skating Club, and the opera, *Rose Marie*, by St. Paul Civic Opera Association.

Ice show talent already signed includes Thesof and Taylor; Parker Brothers, Bobby Specht, Norah McCarthy, North American Championship Four, Montgomery Wilson and Christine Newson. Several other skating acts are to be added.

Walter Cassel has the lead in *Rose Marie* and Penny Perry has the title role. Griff Williams's Palmer House ork has been booked for the Boreas Rex defense pageant. Don McNeil and His Breakfast Clubbers, including Nancy Martin and Jack Baker, will come here from Chicago.

Carnival officials include Arthur Devine, president; Arthur E. Eggert, secretary; Harry E. Kern, treasurer; Henry J. Lund, managing director. A show queen will be selected from a large list of princesses entered by each of the 120 units sponsoring the carnival.

MINNEAPOLIS, Jan. 10.—After an earlier announcement that the third annual Aquatennial Celebration would be held, the Aquatennial Association, in letters to Gov. Harold H. Stassen, Mayor Marvin L. Kline and Adjutant General Ellard A. Walsh, declared the board of directors had decided not to conduct the event in 1942 as a mere device of community amusement. Letter was signed by Neil Messick, association chairman, and Tom Hastings, general chairman.

The association, the officers said, has under consideration several plans dealing with civilian morale, but all carefully avoid use of any materials or man power needed for defense. In their letters Messick and Hastings placed the association at disposal of city and State in every way possible with the war effort. They said the Aquatennial organization will be kept intact as a nucleus for "community team play" that can be called upon for any task that arises.

BRIGHT LIGHTS EXPOSITION SHOWS have been re-engaged to provide the midway at the 1942 Firemen's Celebration in Friedens, Pa., under Volunteer Fire Department auspices, Morris C. Rayman, secretary, reports.

Winnipeg Carnival Beats 1941 Record

WINNIPEG, Man., Jan. 10.—Annual Christmas and Welfare Carnival in Winnipeg Auditorium, November 29-December 2, under Meat Packers, Public Utilities and Bankers' auspices, broke all records for the event, F. J. Malby, general carnival chairman, said here this week. Net proceeds, Malby said, totaled \$7,418.62, which was turned over to the Greater Winnipeg Council of Social Agencies.

E. J. Casey's Shows provided the midway, with members of the personnel setting up and operating the show. Paid admissions totaled 17,000 and net figure represents a \$1,500 increase over last year's record gate. Assisting Chairman Malby were G. K. Stone, C. E. Stockdill and J. L. Schaefer.

JACK TAVLIN WANTS FOR CLEVELAND GROTTO CIRCUS SIDE SHOW

FEBRUARY 2 TO 15

FLAGEOLET PLAYER AND DRUMMER. FREAKS: Sword Swallower, Fire Eater. Dancing Girls, must be good looking and able to do old-fashioned Oriental Dance. Also Fat Lady and other Freaks suitable for Side Show. Can use Palmist. Just two shows daily. State salary and send photos, which will be returned. Julius Kuenhel and Benson, can place you; also your wife. Ticket Seller wanted for concert. Write or wire JACK TAVLIN, Hotel Morrison, Chicago, Ill.

BUCKEYE STATE SHOWS

OPENING LAUREL, MISS., FEBRUARY 28TH

Followed by Circuit of Mississippi Live Stock Shows . . . and DEFENSE PROJECTS.

WANTED

Money-getting Shows with or without outfits. Will furnish outfits to reliable showmen. . . . We have brand-new Side-Show Outfit. . . . Want Manager for same with something to go inside. Want Girl Show, will furnish complete outfit. Want Colored Producer for Colored Minstrel Show. Can place one or two Fiat Rides. . . . Want Foreman for Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl and other Ride Help and Workmen. . . . Those that can drive semi-trailers given preference. . . . Winter-quarters now open. This show owns its own motor transportation and Diesel Power Units for lights. . . . Concessions: Will sell exclusive Popcorn \$40.00. Can place a few legitimate Concessions. All answer to BUCKEYE STATE SHOWS, P. O. Box 622, Laurel, Miss. JOE GALLER, General Manager.

Zacchini Bros.' Shows

NOW BOOKING FOR 1942

Want Concessions that are legitimate and can stand prosperity and good treatment. Bingo and Cook-house exclusives open. Shows—Any Shows of merit with or without own equipment. Talkers for Girl and Posing Shows. Attractive proposition for good 10-in-1 and Animal Show. Will finance any reputable and unusual Show ideas. Want first-class Motor Drome with capable riders (will furnish trailers for same). Ride Foreman for all Rides, also Working Men. Can always use useful Carnival People who appreciate good treatment and a long season with America's outstanding midway organization. All Concessions and other People with us last year, let us hear from you. Ben Cohen, R. L. Wado and A. L. Brodsky, write. BRUNO ZACCHINI, Mgr.—CARL O. BARTELS, Secy.—2601 Fountain Blvd., Tampa, Fla.

WINDOW CARDS
FLASHY COLORS
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BOWER SHOW PRINT TRADE STREET FOWLER, IND.

Quarters Stir in Prep Work

Bow Is Heavy For RB Shows

Outdoor presentations are set — Court starts daily workouts of animals

SARASOTA, Fla., Jan. 10.—Winter quarters of the Ringling-Barnum show had its biggest day on December 28 with the first dress rehearsal of the season before a packed bleacher section. The cry that tourists are leaving Florida was not borne out by a check of the huge parking lot when cars from 37 States were seen. Crowds swarmed thru the admission gate, the peak being reached just before start of the afternoon show. It was estimated by show officials that at least 41 per cent of paid attendance also paid the extra tax to see Mr. and Mrs. Gargy. The shows will be repeated Sunday afternoons in the outdoor training ring.

Acts and principals are: Gaited horses ridden by Andrea Gallagher, Bobbie Steele, Bobbie Warner, Estelle Butler and Bill Raby. High school horses ridden by Bobbie Steele. Buggies and carriages driven by Bill Raby, Dr. J. Y. Henderson, Phil Gardener and Verne Enos. Elephants will be in charge of and shown by Walter McClain.

Modernize Press Car

Roland Butler, press chief, announced appointment of Edwin B. Callahan, former Los Angeles Times staff photographer, as head picture man for the show. Callahan was formerly with the Barnes show.

Extensive alterations are under way in the press car, a new darkroom and air- (See RB WORKOUTS on opposite page)

Monks, Dogs Lost in Fire

TROY, O., Jan. 10.—Fire on January 7 which razed a horse barn on Miami County Fairgrounds here caused deaths of 24 trained dogs and four monkeys, property of Mr. and Mrs. Rex Barnes, who were wintering their animal show there. The couple were living in a house trailer that was also lost in the flames. They were able to save only a small amount of clothing and two pet dogs. Their truck, stored in another building, was undamaged. Fire was attributed to an overheated stove in the barn.

SAN FRANCISCO.—The Spillers, of the Spillers' Seals act, have returned after a 10-week engagement with E. K. Fernandez in Honolulu and will winter with friends here, it was announced by Manager Albert Spiller.



HARRY THOMAS, in addition to being director of Cole Bros.' Circus radio department and big-top announcer, has taken over practically all duties of the late Rex de Roselli and will produce the spec for 1942 season, as well as several patriotic numbers for the show proper.

Lone Ranger, Inc., Winner Of Appeal in U. S. Court

SPARTANBURG, S. C., Jan. 10.—Decision of the United States District Court for the Western District of South Carolina, involving right of Lee Powell, former movie actor, to use the title of "The Lone Ranger" for theatrical appearances, has been reversed by the United States Circuit Court of Appeals for the fourth circuit.

Appeal was brought by the Lone Ranger, Inc., a Michigan corporation, against O. C. Cox, doing business as Wallace Bros. Circus, and Lee Powell. Court held that Powell did not have a right to present himself as "The Lone Ranger," riding a horse named "Silver" and using such exclamations as "Hi Yo, Silver," etc.

Mass. Grotto Show Ready

WORCESTER, Mass., Jan. 10.—Acts booked thru Al Martin Agency for Alethea Grotto Circus for its crippled children's fund, to be held here in Municipal Auditorium, include Frank Small Girls (16), Six Gretonas, the Bricklayers, Pape and Conchita, Ernie Wiswell and His Dizzy Lizzie, Brewery Workers, and Ben Yost's Varsity Eight. An added program will include Gene Krupa's orchestra and Cal Tinney, of radio. Promotion for the Grotto is a repeater for J. C. Harlacker, Providence. Ticket sale is under direction of Bill Knight.

CB Is Active; Animals Added

Yule feast is given for crews — ring barn scene of changing routines

LOUISVILLE, Jan. 10.—Work at Cole Bros.' quarters on the State Fairgrounds here, which has been hitting a fast stride, was suspended on Christmas so that the more than 100 men might enjoy the special feast prepared for them by Steward Curly Wolf and assistants. Cookhouse lights were dimmed and the Christmas tree shone forth in a blaze of glory. Tables were laden with fruit, candies, cakes and other delicacies, and dinner consisted of turkey with all the trimmings, ending with hot mince pie.

Each workingman was recipient of a gift from Mr. and Mrs. Zack Terrell and J. D. Newman, and gifts were all tastefully wrapped and tagged by Mrs. Ruth Nelson, Mrs. Alonzo Dever and Mrs. Harry Thomas. Cigars were passed around after dinner and several hours were spent "putting it up and taking it down."

Mr. and Mrs. Terrell and Jean Allen spent Christmas in Owensboro, Ky.; J. D. Newman was a guest of Orrin Davenport in Chicago; Mr. and Mrs. Paul Nelson and Mr. and Mrs. Alonzo Dever in Detroit. Besides crews, guests at festivities included Mr. and Mrs. Harry McFarlan, Col. and Mrs. Harry Thomas and Joe Hayworth, shows' legal adjuster.

Rehearsals in Progress

Ring barn at quarters is scene of much activity. Harold Voise has erected rigging for the flying act and is daily working out. Act consists of Harold, Jack and George Voise, Maymie Ward, Eileen Larry and Jim and Orda Masker. The Nelsons are practicing trampoline and a new routine for their acrobatic act. New pony drills and Liberty horse routines are being worked by John Smith and Adolph Delbosq, who promise a surprise number with two magnificent white horses. J. D. Newman has ordered special paper for this act. Reiffenach family started rehearsals for winter dates and new routines for next season.

Menagerie Enlarged

A new Chinese yak has arrived to augment Cole Bros.' zoo, it having been obtained from Washington Zoo. A fine specimen, it will be broken to harness. A male pongur was secured from Detroit Zoo, which gives the show four of these miniature animals, and Station WINN, Louisville, presented the circus with an alligator. Workingmen are arriving daily and painting will soon start.

Canvas and Rope

ON Page 3 of this issue is another in 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*.

Strong Program Is Lined Up For Washington Shrine Show

BOSTON, Jan. 10.—As an indication that entertainment will be vitally important for morale in 1942, Frank Schneck, Shrine promoter, has ordered the best talent available for the Shrine Circus to be held in Uline Stadium, Washington. Budget is one of the heaviest ever adopted by the organization and this is the first time an exclusive booking contract has been awarded to one agency.

Acts booked thru the Al Martin Agency here include Power's elephants; Capt. Roland Tiebor's Seals; Bert Sloan, wire; Ernie Wiswell and His Dizzy Lizzie; Great Ricardo, swaying pole; Six Gretonas, high wire; Jorgen Christiansen's Stallions; Ullaine Malloy; Ward-Bell Troupe, aerial casting; Hip Raymond, producing clown; Emil Pallenberg's bears; Six Antaleks; Flying LaMarrs, aerial casting; Cartier Sisters, double web and Roman rings; Bob Eugene Troupe, aerial comedy bars; Miacahua, Brazilian wire walker; Torelli's Dogs and Ponies; Pape and Conchita, perch; Donahue and LaSalle; Bumpy Anthony, clown; Zevatta Troupe, equestrians; Herb Taylor troupe of clowns; Lewis and Olliver Sisters, head balancing; Bell Trio; Joe Basile's Madison Square Garden Band.

Show will be in three rings and on two stages and will run about three hours.

Permanent Quarters for KM

MENA, Ark., Jan. 10.—Al G. Kelley-Miller Bros.' Circus purchased more land outside the city limits here. Three barns have been erected, one for elephants, cats and monkeys, small dog barn and stable for horses, elk, camel and other lead stock. A four-room home is under construction for Mr. and Mrs. Dorris Miller. Mena is now permanent quarters of the show. Joe Moler has charge of menagerie. A crew of 12 is working in quarters. Homer B. Phillips, superintendent of seats, bannerman and ticket seller on side show, is spending the winter at his home in Fort Towson, Okla.

Barr Redying for Tour

CANTON, O., Jan. 10.—Outbreak of war has not altered plans for Barr Bros.' Circus to reopen in Central Ohio during April. Work in quarters in Etna, O., is proceeding under Buck Barnard and assistants. Equipment is being revamped and recently purchased stock is being broken. All canvas is now in quarters and two semi-trailers have been added. Manager Bill Meyers said the show had enough tires on hand for first half of the season and anticipated no difficulties in moving. Show will not contract fairs, but will stay on the road until late fall. Another dog act and other small animals were purchased. Mr. and Mrs. Meyers, who are promoting sponsored indoor events in Ohio and West Virginia, will return in March to finish redying for the '42 tour.

Kruger Again Heads Local I

CHICAGO, Jan. 10.—At annual election of Local I, Bill Posters and Billers, Otto F. Kruger was re-elected president of the local to serve for two years. Other officers elected are: Vice-president, Nate Johnson; financial secretary, Lou Hartel; recording secretary, Dave Davis; business manager, Harry Gunderson. Trustees elected are Roy Pursell, Tom Cahill and Bill Borman. Charles Lindblade and William Fries were chosen AFL representatives, and Charles Davis representative of the Chicago Trade Union Label League. Bill Sloan was elected sergeant at arms.

ST. PAUL, Jan. 10.—Walter H. Schilling has been appointed general chairman for the annual St. Paul Shrine Circus in St. Paul Auditorium. It will have defense as central theme. Uniformed units of St. Paul Shrine are sponsors.

Under the Marquee

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

FEEDING—planning.

AFTER closing with Polack Bros.' Circus, Mr. and Mrs. John White are at home in Baldwin Park, Calif.

OTTO GRIEBLING, after working a St. Louis store engagement, is resting at his home in Peru, Ind.

MIKE MICHAELS, press agent, got up a nifty program for Clyde Beatty's Jungle Zoo and Circus.

ALBERTO, Tiger Man, who is wintering in Hot Springs, where he is visiting friends and taking baths, plans to troupe with a circus the coming season.

WON'T need bigger shows but bigger profit margins.

PROPERTY of Ray Perry, Miamiville, O., Dan, a trick horse, died at the age of 28. It is claimed that he had a repertory of over 100 tricks.

"JUST played a date in Pontiac, Mich., for Elks and one for Christ Church Children's Party at Bloomfield Hills, Mich." cards Doc Candler, ventriloquist, from Mount Clemens, Mich.

WE never learn how big and good a showman was until after he dies.

OTTO GRABS, former Sells-Floto big-show band drummer, who is working on a defense project in Springfield, O., will return to the road when the season opens.

C. S. PRIMROSE reports from Oak Park, Ill., that he has been engaged by J. D. Newman, general agent of Cole Bros.' Circus, as contracting press agent. He will work off of No. 1 advertising car.

GOOD press agents never miss an opportunity for a dateline.

CHARLES JONES, who will be boss property man for Orrin Davenport's shows this winter, is working at the Ford plant in Detroit, but will take time off to handle the dates.

SIGN on a canvas wagon: "As ye rip, so shall ye sew."

MRS. WALTER L. MAIN and sister are in Newark, N. J., settling the estate of their late brother, W. D. Schneider. They may have to remain there several (See Under the Marquee on opp. page.)



PRIVATE SAMUEL COHEN, last season with L. Claude Meyers's band on Mills Bros.' Circus, is now stationed at Fort Bragg, N. C., with F. O. R. C. band.

With the Circus Fans
By THE RINGMASTER

President: FRANK H. HARTLESS, 2930 W. Lake St., Chicago
Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 10.—Sverre O. Braathen, Madison, Wis., writes: "Recently L. B. Greenhaw; Art Mix, candy butcher on the Ringling show, and C. S. Brooks, band director, called at the office for visits. We were in Chicago last weekend for a holiday visit with the Jack Hunt family. Bonnie Hunt, one of the twins, is at home recovering from a knee operation, while Gloria, the other, is on the road with a girl unit. We had an airmail letter from the Naittos from Honolulu, dated December 1, which arrived on the day war was declared. So far as we know they are still in Honolulu. Have given a great many illustrated circus talks in and around Madison this fall and winter, making use of the numerous Kodochrome slides which I obtained the past summer."

James L. Shuster, a director of the CFA, Grand Rapids, Mich., gave a talk on the circus and Circus Fans' Association at the York Lodge of Masons on the night of January 5. A notice in a local paper said, in part: "Shuster is a national director of the Circus Fans' Association of America, an amateur hobby circus group organized 15 years ago. He was one of the earliest members. Circus Fans' Association is reported to have the third largest membership of any hobby group, ranking only below model plane and model railroad enthusiasts. Shuster told of various phases of circuses, and particularly about elephants."

Mr. and Mrs. Karl Kae Knecht, Evansville, Ind., spent Christmas with relatives in Milwaukee.

Burt L. Wilson, back in Chicago from a long business trip to the Southwest, expects to be home until about April 1.

Circus Saints AND Sinners' Club

By Fred P. Pitzer
(National Secretary, 292 Madison Ave., New York City)

NEW YORK, Jan. 10.—We want to congratulate Barbara Boyd Blount on her *Eyes-Light*, a book full of clown caricatures and other clown stuff. Barbara is not much bigger than the book, but for the past two years a clown of the Big Show could hardly go anywhere without tripping over this little artist. Of course, there are many familiar missing who are on other shows, and we only hope Bobbie will do another book next year.

Member stuff: Bill Shiker is a father for a second time. On December 10 there was born to his wife a second daughter, Linda Elizabeth. . . . Tony Sarg's Surprise Book was reported second best seller of the holiday season.

Lillian Leitzel Tent news: We expect to go ahead with our annual meeting next month, but plans are still vague and list of eligible Fall Guys gets shorter with each war bulletin. Doc Kervin was latest to be called, going to duty with the naval reserves. Jack Stewart is now a lieutenant, junior grade, at Pensacola, Fla., and Bob Habgood and Sam Gregg are about to assume posts in the army. Barney Kirsch is working in Erie and Meigs Beam is hustling with the Tent's affairs in Bradford, Pa.

Initiation of George V. McLaughlin into Dexter Fellows Tent was one of the important luncheons of the year. Because of priorities Santa Claus (Les Kramer) could not get any toys, so they imported an Irish Santa Claus. That was McLaughlin. He had on a green beard, green suit and green hair. Prexy Hoffman and Tex O'Rourke were presented with Christmas gifts by the club. Important note struck by the former police commissioner and now president of the Brooklyn Trust Company was: "We need clubs of this kind in these strenuous days, clubs that not only keep us smiling and forgetting sorrow, but with a serious objective, such as your club seems to have."

UNDER THE MARQUEE

(Continued from opposite page)
months. Main will stay in Geneva, O., until they return.

WILL HILL'S SOCIETY CIRCUS is being held over in Milwaukee at Gimbel Bros.' store. Circus has been a pre-Christmas attraction at the store for a number of years and presents four free performances daily.

KARL GARTWRIGHT, last season with Bell Bros.' Circus, is working clubs in and around Baltimore. Recently he and Ko Ko, clown, produced a kiddie show sponsored by Glen Burnie (Md.) Civic Improvement Company.

CIRCUS men do not travel to see beautiful sunsets.

LEO GAUDREAU, strength artist, letters from Salem, Mass., that Frank Clark, last season callopee player with Wallace Bros.' Circus, recently spent a week-end with the writer. Frank is wintering with his parents in Alton, N. H.

FRANK BOWEN, veteran clown of Barnum & Bailey and other circuses, played parks last season and is now working indoor circuses. He finished a four-week engagement on Christmas Eve at a Jamaica (L. I.) store.

"HAVE returned from Honolulu, where La Cola and I clowning with E. K. Fernandez Circus. We played for PCSA Defense Bond and Stamp Day here recently. Both have signed with Cole Bros.' Circus for 1942," writes Mell Henry from Los Angeles.

PERFECT side-show opening: A good beginning and a good ending and keeping the two as closely together as possible.

AN interesting story, *Where the Big Top Unfurls*, appeared in the January 4 issue of *Columbus* (O.) *Citizen* regarding Don Howland, circus fan and former Ringling-Barnum staff member, who, according to the story, has a collection of 13,000 circus pictures.

J. J. EVANS, who has been playing fairs and celebrations with animal acts, sold his midget mule act (4) to Roberta's Circus Unit. Roberta recently purchased a dog act from C. A. Klein. Unit ended a five-week engagement at May Company store, Cleveland, December 24.

CLAYTON BEHEE, of Flying Behees, writes from Honolulu: "We have been here since closing with E. K. Fernandez Circus. All acts have returned to the States with exception of Naittos and ourselves. We expect to return soon and plan on practicing on the West Coast before going east."

FUNNIEST thing on the lot: A legal ad-juster trying to look impressed while listening to a minor beef.

FRANK B. HUBIN, veteran showman, advises that he was hit by a truck while crossing a street in Atlantic City recently. At the time he was injured he was Grade A foreman on new \$1,500,000 airport there. Doctors have advised him to return to hospital for further treatment.

JOE GLEASON, former tractor driver

Rubber a la Carte

YEARS AGO when a circus owner was dubbed "Governor" he wore a Prince Albert coat, high silk hat and carried a heavy gold-headed cane, and his personnel rated him as next to the President of the United States. One of those early-day owners was noted for the wonderful meals he served guests in his private car. It happened that his cook quit on the day before a number of circus impresarios had been invited to attend one of those famous dinners. The governor scouted the lot for a chef who could prepare the dishes for which his table was famous, but with no results. Then a balloon butcher named Whitey offered his services and boasted loudly of his culinary ability. Being sold thru Whitey's self-praise, the governor appointed him steward for the occasion. During the much-touted dinner Whitey served cold potatoes, meat was fried to a crisp, coffee was weak, vegetables were raw and pudding was scorched. Hacking and spluttering, while not wanting his guests to know that he was firing the new cook, the boss growled, "Back to the bladders for you tomorrow, Whitey! Back to the bladders!"

The Corral Sunbrock Show Set For Chicago Stand

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

GENE AUTRY returned to Hollywood from Houston recently, where he supervised final preparations for his *Flying A Rodeo*, which will open in that city early in February. Autry is now at work at Republic studios.

WEAVER AND JUANITA GRAY letter from quarters in Mansfield, Tex., that they have been awarded the contract to provide all trick riders and ropers at the annual Cheyenne Frontier Days Celebration at Cheyenne, Wyo., their fourth year there. They returned to their Mansfield home after a successful season, which saw them play 26 fair and rodeo dates.

ROBERTSON RODEO, INC., under management of T. E. Robertson, Little Rock, has been contracted to present a contest rodeo in Municipal Auditorium, St. Louis, under American Legion posts auspices, Milt Hinkle, general publicity director, reports. Event is to be conducted under Cowboys' Turtle Association rules, and Robertson plans to open an office in the Mound City soon.

ADVANCE TICKET SALE indicated a record crowd for the rodeo to be held in conjunction with the National Western Stock and Horse Show in Denver. Eight night and seven matinee performances are scheduled and contract performers include Homer Holcomb, clown, and trick and fancy riders Dick Griffith, Fay Knight and Pauline Nesbitt. Abe Lefton will handle the announcing. Courtland R. Jones is general manager.

HAPPENINGS in the rodeo field 10 years ago: Marlon Wallck, whose Hick Band was a feature with Montana

on Ringling-Barnum and other circuses, bought Big Apple Cider Mill at 49th and 9th Avenue, New York. Tip O'Neil, retired elephant and camel man, is tending bar, and George Gardner, former elephant man and candy butcher, is head porter.

OWING to the order forbidding use of armories, Harold Voise Troupes were forced to move from Peoria, Ill., where they have resided the past five years. Zack Terrell arranged the horse show building on Kentucky State Fairgrounds, Louisville, where the Cole show is wintering, for their use. "Troupes are rehearsing daily for winter dates and for Cole Bros.' Circus the coming season," writes Harold Voise from Louisville.

YOU'RE an oldtimer if you can remember way back when everybody paid two-bits per week portorage, including the boys who slept on the flats.

EARL T. HAMMOND writes from his quarters in Aurora, Neb.: "Enjoyed a profitable tour thru South Dakota, Nebraska and Kansas with my Christmas Parade unit. Used part of Tom Ewalt's equipment. Carried costumes for 50 local people, 2 dog teams, 5 reindeer, 1 camel, 6 midget mules, 4 ponies and 32 other animals. Unit was transported on three trucks, four trailers and two cars. Personnel included Towchain Tucker, Don Nanteen, Don Worchter, George Warton, M. Whitehead, my wife; son, Earl Jr., and myself."

RB WORKOUTS
(Continued from opposite page)
conditioning unit being installed under direction of Walter Bingham, carpenter boss.

Another attraction on the winter lot opened on December 30 to a good play. Alfred Court opened wild animal training and announced that he would stage three workouts daily. From 10 to 11 a.m. he will work the animals in the ring arena, then moving under the animal tent for an 11 a.m. to noon session. Another show will be seen in the afternoon from 2:30 to 3:30. There is an extra two bits charged for this.

Jose Tomas, in charge of Mrs. Gargy, reports that she is happier than a kid with a new doll with Principe II, Persian cat, which replaced Principe I, killed when the gorilla fell on her in West Palm Beach.

Ben Suydam, retired, who is making his home in Sarasota, is an almost daily visitor to quarters. He formerly operated a poster plant in Brunswick, N. J., and recently celebrated his 70th birthday anniversary.

CHICAGO, Jan. 10.—Larry Sunbrock, president Sunbrock Shows, Inc., has completed arrangements to present his combined Wild West, Rodeo and Thrill Show in International Amphitheater here for eight days. Sunbrock said he has added a number of new features, and his line-up will include Superman Ted Anderson, Graham Family, Gregoresko, Torrence and Victoria, and Bee Kyle, high act.

Midget auto, motorcycle and jalopy races have been pencilled in and rodeo contests will include bronk riding, wild-cow milking and a cowboys' basketball game on horseback, Sunbrock said.

Mecchy's Wild West Shows, was in Dover, O., conducting a training school. . . . W. T. Miller was in Laredo, Tex., laying plans to stage a rodeo there. . . . Mr. and Mrs. Ed White Eagle were playing Cincinnati theater and other dates with their roping, whip and knife turns. . . . Pete Genant, rodeo clown, was conducting a riding academy at Spreckles Ranch, near Napa, Calif. . . . Red and Pee Wee Lunsford were playing club and theater dates in Cincinnati to successful turns. . . . O. A. Ristow, manager of the Port Peck Rodeo Company, purchased the Kennedy rodeo stock to enlarge his organization. . . . Charles Helm signed to handle the advance on an All-American Indian Show. . . . Chick and Norma Martindale were wintering on their chicken ranch at Tremonton, Utah. . . . Col. C. F. Hafley was in New England Deaconess Hospital, where he was being treated for stomach trouble.

Phoenix Rodeo Okayed

MILITARY and civilian defense authorities of Phoenix, Ariz., last week okayed the 1942 Phoenix Championship Rodeo, quieting earlier fears that the parade might have to be canceled because of the war. After conferences with representatives of the Phoenix Junior Chamber of Commerce, sponsors of the annual event, the Civilian Defense Committee ruled there is no reason the show should not be held. The committee termed the Phoenix rodeo one of the normal activities that are important to the preservation of civilian morale, expressing belief that such public amusements and activities should not be suspended unless such suspension was necessary for military reasons or for the protection of the public health and welfare. Phoenix military authorities also assured sponsors they would not interfere. Fortified by the endorsement and support of these authorities, the Junior Chamber rodeo committee has redoubled its efforts to put the show over, Joe Pond, general chairman, said. A comprehensive publicity program has been planned and advance ticket sale is starting. Rodeo will again be staged by Mark Twain Clemens' Rodeo Corporation of America, which will provide all stock and contract performers.

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IND. SECS VOTE EXPANSION

Leaders Stress Worth of Fairs

Four-member board of directors to promote added activity of Hoosier body

INDIANAPOLIS, Jan. 10.—With the idea of improving annual programs and promoting larger membership, a resolution calling for election of a four-man board of directors, one from each fair circuit in the State, was adopted at the 23d annual meeting of Indiana Association of County and District Fairs in the Hotel Lincoln here on January 6 and 7. Board members will be elected annually and assist officers in planning meetings.

Two other resolutions were adopted, one expressing appreciation for the hotel's co-operation in making the meeting a success, the other an appreciation by the association to attractionists and advertising agencies for the part they played at the gathering.

As a token of esteem and appreciation of inestimably valuable service and guidance over a long period of years, members elected James A. Terry, veteran secretary of La Porte County Fair, La Porte, vice-president. He takes the place of Robert C. Graham Jr., Washington, who succeeded W. C. Manrow, Goshen, as president. Secretary-Treasurer William H. Clark, Franklin, was re-elected.

Tuesday's program opened at 10 a.m. with Vice-President Graham presiding in place of President Manrow, who was suffering from a heavy cold. Welcoming address was by Indianapolis Police Chief Mike Morrissey. At roll call it was noted that attendance was rather light, attributed to extremely cold weather. Appointed to the legislative committee were Past President C. E. Edwards, Connersville, chairman; Rolland Ade, Kentland, and Ray Adams, Franklin.

Harry G. Templeton, Zone 3 director of the International Association of Fairs and Expositions and former manager of Indiana State Fair here, reported on the annual IAFE meeting in Chicago on November 30-December 3. He advocated that more county and district annuals join in IAFE and said much valuable information was gleaned from the meeting, citing in particular report of the government relations committee and advertising and concession clinics.

Tax Laws Explained

New Federal Tax Laws was the title of an address by W. O. Plummer, deputy collector Internal Revenue Service, Indianapolis, who discussed the Revenue Tax of 1941. He pointed out that there is a 1-cent tax on admission tickets of 10 or more cents or fraction thereof and that fair tickets need not bear the established price, tax and total. On reduced-rate tickets, complimentary or free tickets to 4-H Club members or similar groups a tax, based on established admission prices, will be imposed, he said. (See LEADERS STRESS on page 47)

BC, Jones, Teter To Repeat in Ind.; Control Issue Up

INDIANAPOLIS, Jan. 10.—Barnes-Carruthers Fair Booking Association was again awarded the contract for the 1942 night grandstand show by the Indiana State Fair board here on Thursday. Johnny J. Jones' Exposition was again awarded the contract to provide the midway.

Lucky Teter was again given a contract for a one-day thrill show. It was announced that contracts for nightly fireworks and for a one-day show, which has heretofore been presented by WLS Artists' Bureau, will be awarded later.

Board members voted to ask the State attorney general for an opinion as to who has control of the State Fair. A recent decision of the Indiana Supreme Court appeared to cast some doubt as to the board's legal jurisdiction, and members are desirous of having the issue cleared up.



JAMES A. (UNCLE JIM) TERRY, veteran secretary of La Porte County Fair, was elected vice-president of Indiana Association of County and District Fairs at the 23d annual meeting in the Hotel Lincoln, Indianapolis, on January 7. In recognition of his years of effort in trying to improve the association, in which he never has held office, members put him in line for the presidency in 1943.

Varied Program Set For Texas Conclave

DALLAS, Jan. 10.—Comprehensive program covering a wide field of subjects has been prepared for the annual meeting of the Texas Association of Fairs here in the Adolphus Hotel on February 5-7. Program committee is under the chairmanship of Staley Mims.

Thursday's session will be called to order by President R. W. Knight, Corsicana. It will open with community singing led by W. H. Moore, McKinney. A. Ragland Jr., Dallas, will make the welcoming address, with response by Oscar Jones, Conroe. *The Home Town Fair—What Is It and Why*, is the title of an address to be delivered by A. B. Davis, Lubbock. It will be followed by an open forum session led by M. D. Abernathy, Commerce, on *Advertising That Pays, Fair Catalogs, Finance and Labor*.

At the Friday morning meeting W. R. Beaumier, Lufkin, will discuss *Old and New Entertainment Ideas To Attract* (See TEXAS PROGRAM SET on page 47)

How State Ag Can Co-Operate

Excerpts from an address titled "The State Department of Agriculture and How It Can Co-Operate," prepared by Mrs. Don A. Detrick, Bellefontaine, O., executive secretary of the Ohio Fair Managers' Association, and read at the annual meeting of the Association of County and District Fairs in the Hotel Sherman, Chicago, on December 1.

Without doubt the organization, operation and functions of State departments of agriculture vary as much or more than the organization, operation and functions of State associations of fairs, and this variance probably affects and determines in a large measure the manner and scope of co-operation that exists or is possible between State departments of agriculture and State associations of fairs.

I do not know the relationship between the department of agriculture and the State association of fairs in many of the States, but I presume that all State associations of fairs receive at least some assistance and co-operation from their departments of agriculture. I do not believe it necessary to expound the reasons for co-operation, as that is no doubt obvious to all.

With this in mind I wish to enumerate some of the ways that the Ohio Department of Agriculture has rendered and is rendering valuable assistance and co-operation to the Ohio Fair Managers' Association, with the hope that this may prove of some help to other secretaries of State associations of fairs by suggesting additional ways in which they might

Ga. Meet To Talk Aid to Government

MACON, Ga., Jan. 10.—Patriotic theme has been chosen for the 29th annual meeting of the Georgia Association of Agricultural Fairs in the Hotel Dempsey here on January 15. Round-table discussion on what Georgia fairs can do to aid the government will be one of the features, said Secretary-Treasurer E. Ross Jordan, Macon.

Tom Linder, State commissioner of agriculture, will be one of the principal speakers. T. G. Walters, Atlanta, a director in the vocational education department, Future Farmers of America, will also speak.

L. C. Summers, president of Rockdale County Fair, Conyers, heads the association and will preside at the 10:30 a.m. meeting. O. C. Johnson, vice-president of Sumter County Fair, Americus, is association vice-president. Jordan is also general manager of Georgia State Fair, Macon, and Duval County Fair, Jacksonville, Fla. President Summers is here in advance to direct arrangements.

Army To View Iowa Plant

DES MOINES, Jan. 10.—War Department officials are scheduled to look over Iowa State Fair grounds here. During the first World War Iowa troops were stationed there and during the encampment cleared a hill now used for camp grounds. Mayor Mark Conkling said army air corps officials had telephoned him from Washington for information about the grounds and that a delegation of War Department officials were scheduled to inspect the area. The 4-H Club dormitory is about completed and could be used as barracks.

N. J. Grounds for Defense?

DOVER, Del., Jan. 10.—Officials of Kent and Sussex County Fair Association offered Gov. Walter W. Bacon use of their fairgrounds near Harrington for State defense. Association delegation comprised B. I. Shaw, president; Warren T. Moore, vice-president; Ernest Raughley, secretary, and Allen Parsons, a director.

Plant facilities consist of 92 enclosed acres, about 30,000 feet of floor space and a building suitable for officers' quarters. Water and lighting facilities can be arranged. Group pointed out that arrangements for this year's annual have already been made.

Wis. Plans Are Set For Victory Theme; Acts Have Big Role

MADISON, Wis., Jan. 10.—Wisconsin's 1942 State Fair plans are being developed to serve the national victory program, said Ralph E. Ammon, director of the State Department of Agriculture. Food for Victory will be the theme of the Milwaukee annual, as Wisconsin is a key State in production of milk, cheese, eggs and pork.

In keeping with the program, Ammon said the fair would be reduced from nine to seven days in order to release men and equipment for production. Automobile and other motor races will be eliminated to conserve rubber and gasoline. It has been decided to abandon plans for new buildings and capital expansion during the war and to provide the finest possible grandstand entertainment in order to keep up morale. Emphasis will be placed on the youth fair and there will be a portrayal of the role the Wisconsin dairy industry is playing to achieve victory.

Gouverneur Preps After a Notable '41

GOVERNEUR, N. Y., Jan. 10.—Launching plans for 1942 operation, Bligh A. Dodds, manager of Gouverneur-St. Lawrence County Fair, reviewed the '41 season, which he described as in many ways "the most notable in our 83-year history" and the fourth largest attendance in that stretch. Final figures, he said, put the event substantially in the black. Premiums paid out totaled \$11,000, distributed thru 16 departments. Nearly \$2,000 went to boys' and girls' entries, cattle show winners came in for \$2,300, and the horse show, acclaimed by judges, had \$1,000 in prizes with a record entry of 399 head, Dodds said.

Horse-racing purse was \$3,500 for a four-day card and aim is to establish a three or four-week circuit with other Northern New York fairs. Fifteen school bands were in competition on School Band Day with a \$600 objective. O. C. Buck Exposition was on the midway and George A. Hamid supplied free acts and revue. Lucky Teter Hell Drivers closed (See GOVERNEUR PREPS on page 47)

Dayton Profit Is \$10,787; Executive Staff Re-Elected

DAYTON, O., Jan. 10.—Profit of \$10,787 from 1941 operations was reported by Secretary Ralph C. Haines at the annual meeting of Montgomery County Agricultural Society here on January 3. Profit was made largely on the fair itself despite two days of rain.

Receipts were \$44,102, largest items being gate fees, \$15,694; grandstand, \$2,959; privileges, \$7,127; space fees, \$2,670; stall and pen rent, \$1,557; county tax contribution, \$2,000, and ground and building rentals for other purposes, \$8,841.

Expenditures were \$33,314, largest items being premiums, \$6,821; speed purses, \$2,962; attractions, \$2,706; labor and superintendent of grounds, \$3,564; salaries and expenses of members, \$4,105, and advertising, \$1,699.

Re-elected were C. C. Neff, president; Edward Shank, vice-president; Edward Mueller, treasurer, and Haines, who is serving his 27th year as board member and his 10th as secretary.

Dates were set for the 1942 fair, but because of possible new taxes gate price was not named.

National Speedways Will Keep 'Em Rolling in '42

CHICAGO, Jan. 10.—Al Sweeney and Gaylord White, operators of National Speedways, have announced that they will "keep 'em rolling" thru 1942.

"Call it foresight or call it luck," they say. "We had tires purchased before the freeze that will carry our cars thru the full season of auto racing. But we will be obliged to limit our operation to a single circuit."

Grandstand Attractions

By LEONARD TRAUBE

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

Acts and the War Effort

IT WAS Wolandi, the one-man high-wire troupe, who originated the idea of using Defense Stamps instead of postage stamps so that the government may get the full benefit of the sale. Wolandi is in again with another bright idea, this one coming from Coral Gables, Fla. He chirps:

"It feels swell to see one's ideas actually put to work. Here is another idea. No two acts in show business are really alike, altho sometimes similar. The majority of performers in all branches are creative, using their own original ideas. Of the vast numbers of showfolk in all branches, I am sure some have visions, ideas, conceptions of one thing or another helpful toward defense. Why not invite people to send in all ideas useful toward defense — mechanical, technical or otherwise?"

"This national defense business is still in its infancy. Much has and more will be done about it. Your publication is in touch with the most creative people in the world. Why not make use of that fact?"

We're all for it.

Personnel, cars and equipment of Jimmy Van's Auto-Maniacs are quartered in Sylacauga, Ala., for the winter, and from that point spring engagements are being arranged. Van says he is

working on some new wrinkles for the 1942 circuits. He leaves this week for the North to spend two weeks at fair meetings in Ohio, Indiana and Michigan.

On its closing night La Porte, Ind., will present the WLS Barn Dance with Lulu Belle and Scotty. . . . George A. Hamid repeats grandstand bill booking in Skowhegan, Me., where the Roxyettes will return. Showhegan, by the way, claims it is the oldest fair in North America, having been established in 1819. . . . Barnes-Carruthers has again been awarded the contract in Iona, Mich.

From L. W. Lott, Pekin, Ill.: "My brother Neal and I played the Hollywood Thrill Circus, Columbus, O., with our thrill act and "Phantom Bantam," radio driven car, on contract to Ray W. Rogers, of Wallace Bros. Circus, signed by Joe Archer, Archer Enterprises, Columbus. Both were responsible for payment. After all possible mediation was completed we attached the outside gate and still didn't get our money. Even the person who furnished the crash cars was left holding the proverbial bag and a wrecked mess of cars. Neal and I went thru all scheduled performances until the car dealer took the cars away from us. All the other acts were paid in full and no reason was given the writer why we should not be paid.

"Even tho the AGVA (American Guild of Variety Artists) is doing some swell work in Columbus, it failed to give us any assistance there, for we called and attempted to join, but Duke Hall didn't show up or try to contact us. The Guild had opportunity to take a couple of interested brothers into the fold."

Fair Elections

SPRINGFIELD, Mo. — Ozark Empire District Fair Association elected H. Frank Fellows, president; Dr. W. A. Dellzell, vice-president; Tom Watkins Sr., treasurer; G. B. Boyd, secretary-man-

ager, and re-elected the board of 13 directors.

OAK LAKE, Man.—W. H. Smith was re-elected president of Oak Lakes Agricultural Society; Alex Forrest, secretary. Vice-president is J. L. Johnson.

TROY, O.—Miami County Agricultural Society named Richard Levering, president; Lloyd Patty, vice-president; Floyd Blauser, treasurer, and re-elected Secretary E. O. Ritter for his 12th term.

HARTFORD, Mich. — Van Buren County Fair Association re-elected Don F. Cochrane, president; Clara Leach, vice-president; Paul P. Richter, secretary; James Ingalls, treasurer.

CARROLLTON, O.—Carroll County Agricultural Society re-elected Howard Van Fossen, president; R. L. Rutledge, vice-president; Leonard George, secretary.

CHARLESTON, Ill.—Coles County Fair Association elected T. T. Moore, president; Charles W. Reynolds, treasurer; James W. Shoemaker, secretary.

SPENCER, Ia.—I. N. Kirby was re-elected president of Clay County Fair Association. R. T. Pullen, R. S. LaBrant, Earl Bassett, J. A. King were named vice-presidents; O. A. Bjornstad, treasurer.

LA CROSSE, Wis.—Nordahl Nustad was elected president of La Crosse Interstate Fair Association and Harry Newburg was named vice-president, Joseph J. Frisch was re-elected secretary-treasurer.

ESTEVAN, Sask.—Joseph Hill was re-elected president of Estevan Agricultural Society. Walter Gates, G. A. Dunbar, S. G. Hogman were named vice-presidents. Secretary-Manager Irwin Dean and Mrs. Dean, assistant secretary, were reappointed.

WAPAKONETA, O.—Auglaize County Fair Society re-elected Emil W. Laut, president; A. J. Gierhart, vice-president; Harold Katterhenry, treasurer; Harry Kahn, secretary.

READING, Pa.—Berks County Agricultural Association, sponsor of Greater Reading Fair, re-elected John S. Giles, president; Chester W. Brumbach, H. J. Schad, vice-presidents; Charles W. Swoyer, secretary; Luther E. Pflum, treasurer.

Agricultural Situation

Condensed Data From December Summary by U. S. Department of Agriculture, Washington, D. C.

An agricultural program of increased food production; of continuing soil conservation practices and payments to producers of wheat, cotton, tobacco and other crops and of financial aid to low-income farmers is being mapped for 1942. The program seeks to achieve and maintain parity prices for farm products of commercial producers and to improve the economic and social condition of the millions of small farmers who are benefiting least from gains in prices of farm products during the past year. For many small farmers the problem is not to increase the production of milk, eggs, meats and vegetables, but to be able to produce for the first time these commodities for their own use—to become self-sufficing in food production and household economy.

Farmers by and large go into the winter with continuing good promise of improved consumer demand for farm products and a relatively high level of prices and income. Total cash farm income has been estimated at \$11,200,000,000 for 1941, compared with \$9,100,000,000 in 1940 and with \$8,700,000,000 in 1939. Largest income of record was \$14,600,000,000 in 1919.

PRODUCTION: RECORD

Farmers produced in 1941 a high record volume of food. Commitments now being made in the food for freedom campaign call for a further expansion in 1942 to meet expanding domestic and export requirements. Both acreages and yields of many important food and feed crops were larger in 1941 than in 1940. Production of milk and manufactured dairy products was largest on record. Production of meats set a new high total. Toward year's end the production of eggs was making new seasonal high records.

Cotton was a comparatively small crop in 1941, totaling 11,020,000 bales (November estimate), compared with 12,566,000 bales in 1940, and with 13,246,000

bales average during the 10 years 1930-'39. Other crops produced in smaller volume in 1941 than 1940 include oats, peanuts, potatoes, tobacco, sugar beets, pears and pecans. The corn crop, at 2,675,373,000 bushels (November estimate), was largest in 9 years.

By and large the farm plant appears in good physical condition—drought areas in the East excepted—and with good weather during the present year it is expected that the 1942 food production goals will be attained and possibly exceeded. Early returns in the food for

Around the Grounds

ZANESVILLE, O.—Debt of Muskingum County Agricultural Society was reduced by \$3,630 in 1941, according to report of Secretary Pearl D. Elliott. Debt is now \$9,859.

SASKATOON, Sask.—Encouraged by success of 1941 Saskatoon Exhibition, shareholders have decided to hold a fair this year, even tho it has been necessary to impose additional taxes. In 1941 the exhibition contributed over \$15,000 in taxes. President J. H. Warren paid tribute to Secretary-Manager Sid W. Johns for his work in helping to bring reduction of over \$23,000 in association indebtedness to the city.

CIRCLEVILLE, O.—Pickaway County Agricultural Society, sponsor of Circleville Pumpkin Show, voted to purchase a \$1,000 Defense Bond after Secretary Mack Parrett reported balance of \$1,137.

WAPAKONETA, O.—Auglaize County Fair Society reported balance of \$1,196 after paying \$1,658 for expenses incurred in 1940, in addition to expenses of the 1941 fair, including \$406 for permanent improvements.

YORK, Pa.—York County Agricultural Society, operator of York Interstate Fair, reported income of \$109,454 in 1941, including fair receipts and expenditures of \$102,452. Fair general admissions totaled \$39,383; auto admissions and exhibitors, \$368, and grandstand, \$23,755.

freedom campaign indicate wholehearted co-operation by farmers in producing the quantities needed by us and for export to Britain.

Government agencies are making every effort to see that farmers have the equipment needed for the large volume of production sought during the coming year. The farm labor situation is being attacked on a broad front of federal, State and local co-operation. The 1942 volume of production will cost more in money and farm family labor than in years past, but total cash income from marketings and government payments will be the largest in more than 20 years.

PRICES: UP

Prices received by farmers in 1941 averaged 22 per cent higher than in 1940. Prices advanced in response to increased consumer buying power, higher commodity loans to producers at 85 per cent (See AGRICULTURAL on page 41)

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P. T. STRIEDER
General Manager

Court Fails To Lift AC Piers Injunction Suit

ATLANTIC CITY, Jan. 10.—Vice-Chancellor Albert S. Woodruff on January 7 refused to grant a motion brought by pier interests to dismiss an injunction suit brought by other business interests and individuals to restrain piers from selling merchandise on piers.

Altho his refusal was conditional, observers saw in this a possibility that the Boardwalk might revert to original owners because of alleged failure of the city to discharge its obligations as trustee for the public.

Woodruff called upon Attorney General David T. Wilentz to enter the case, and without decision on the motion to dismiss until this is done.

Original action was brought by former Senator Emerson L. Richards, for Richards' baths and 19 restaurant operators, who seek a permanent injunction to restrain Steel and Hamid's Million-Dollar piers from selling foodstuffs, drinks and bathing accommodations. Defendants contend conditions have changed since creation of the covenants in 1896 and that the city has encouraged violations by issuance of permits. They sought dismissal of the suit because none of the complainants is legally entitled to prosecute and that only the city, named as trustee in the deeds and given responsibility for enforcement, can prosecute. Pier managements claim the public has lost its right thru neglect of the city to enforce covenants.

New Operators for West Virginia Spot

MORGANTOWN, W. Va., Jan. 10.—Five-year lease of Sunset Beach here on Lake Lynn has been announced by Albert Pauline and William DiNardo, who plan presentation of numerous attractions in conjunction with boating and swimming, mainstays of the resort.

New operators anticipate heavy business because of recent construction of a huge Du Pont plant here and the fact that population of the city has increased by 25,000. They also expect to benefit by the annual heavy influx of vacationists and visitors at Cooper's Rock, a near-by State park.

AC Chamber Calling For "Feet on Ground"; Sees Better Outlook

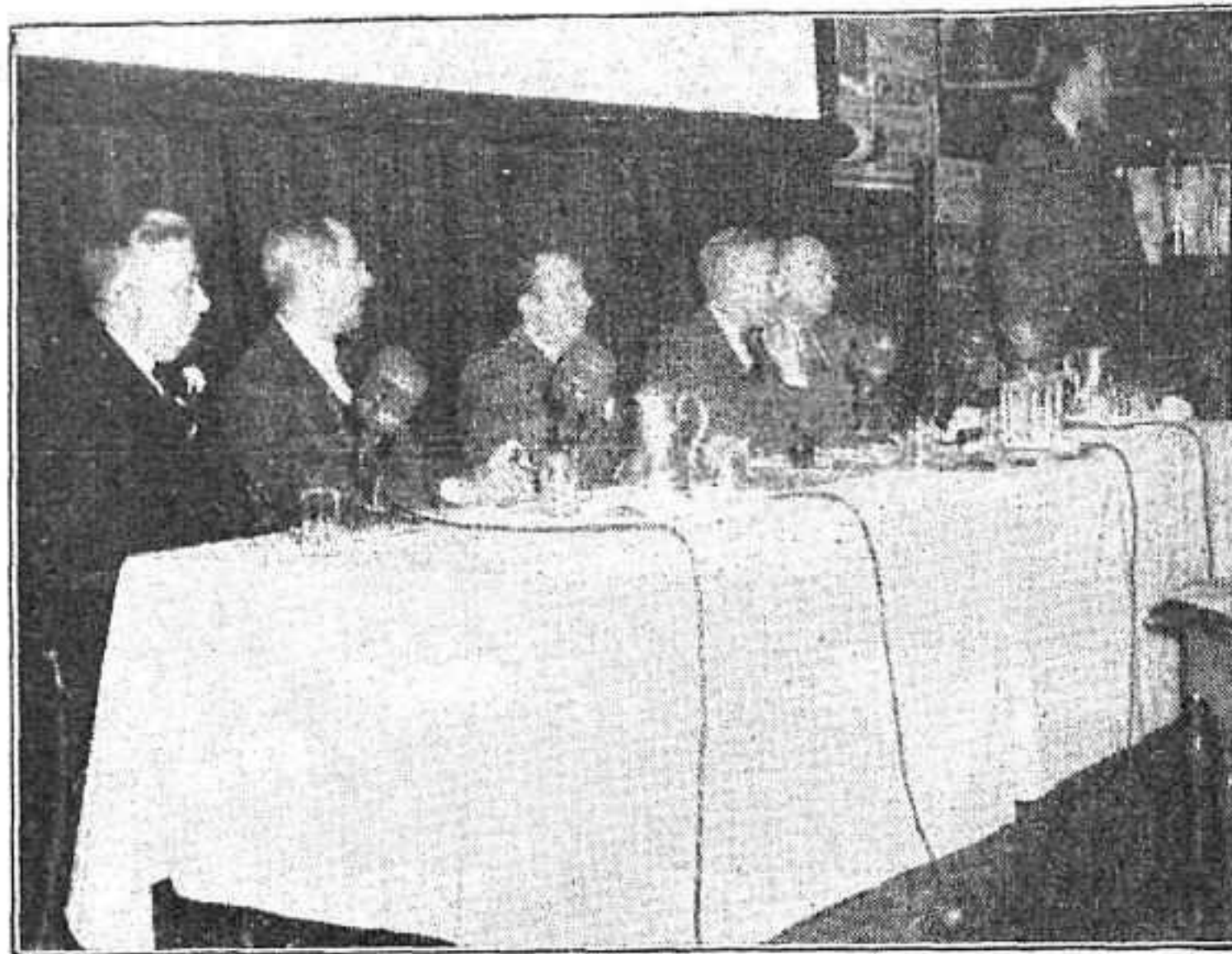
ATLANTIC CITY, Jan. 10.—A call to business and amusement interests to "keep their feet on the ground" and go on as usual in planning for the 1942 season was sounded by the Chamber of Commerce. Business outlook for the resort is good, the trade body feels, and advises all local interests to keep cool and plan for even better times.

"Just now," said Thomas L. Hesselton, secretary of the chamber, "the people are in the throes of an early war hysteria. The best way to fight the war and meet its restrictions is to get over our hysteria and go about our affairs as nearly normally as possible. In the good old days Atlantic City was built up and patronized by visitors who came here on railroad trains. I believe the restriction on automobiles will increase train travel. The only poor effect auto restrictions may have is to reduce the number of one-day visitors."

He also cautioned that no hysteria attend pre-season activities, pointing out that visitors coming here are not concerned with the city's internal affairs. The same condition rules in many of their home cities, he said, and they come here for rest and recreation, and it is to the best interests of the resort that their desires be catered to. Chamber is planning for a good year.

ATLANTIC CITY.—Steel Pier was winner in the Boardwalk Division of the Christmas Lighting Festival, sponsored by the Chamber of Commerce.

CINCINNATI.—Giraffe born at the zoo here is proving a box-office attraction, recent attendance figures being more than double those of a year ago. Large shipment of rattlesnakes from Texas has been put on exhibition.



THIS IS THE SET-UP which may greatly reduce the number of formal papers and speeches at future annual meetings of the National Association of Amusement Parks, Pools and Beaches. "Amusement College of Experience" or "Headache Clinic" was so successful at the December convention in the Hotel Sherman, Chicago, that suggestions were made to substitute the informative and serviceable open forum for scheduled talks. Faculty panel at the convention, left to right: Fred W. Pearce, Detroit; Norman S. Alexander, Woodside Park, Philadelphia; NAAPPB President Adrian W. Ketchum, Forest Park Highlands, St. Louis; Herbert F. O'Malley, Playland, Rye, N. Y.; F. W. A. Moeller, Waldameer Beach Park, Erie, Pa., and Dean J. E. Lambie Jr., Euclid Beach Park, Cleveland.

Six Years of Liability Plan

Report of committee and talks presented at the annual meeting of National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 3.

The sixth year of operation of your public liability insurance plan came to a close with the conclusion of the 1941 season.

Results achieved thru this arrangement continue to be entirely satisfactory, and premium volume produced last season was about 30 per cent in excess of 1940. Thousands of dollars annually have been saved for members who have participated, and relations with the Associated Indemnity Corporation are well established on a firm basis of complete understanding and co-operation.

Your committee has succeeded in developing and maintaining this very advantageous insurance plan with the energetic support of John L. Campbell, our official insurance consultant, and Ralph L. Inglis, vice-president of the Associated Indemnity Corporation.

All that remains for your committee to do is to continue its efforts to impress the many benefits which they are missing upon park, pool and beach operators who have not yet placed their liability insurance thru the association.

There is no reason whatsoever why every one of you should not join and save the dollars that can be gained thru your participation in this arrangement with the Associated Indemnity Corporation, a sound, well-managed and co-operative company.

Points Out Savings

Actual cash savings are as follows:

1. Ten per cent reduction from rates offered by other carriers for all members.
2. Reduction of 25 per cent in that portion of the premium charged for excess coverage over the standard \$5/10,000 limits.
3. Elimination of the additional assured charge of 15 per cent.

The only exceptions will be in States where any of these features are contrary to law.

It is recommended that this insurance be placed thru accredited representatives of the association, John L. Campbell, Fred S. James & Company, and Cleveland Insurance Agency for risks in Ohio, on account of their familiarity with the industry and details of the plan. If, however, any members find it desirable on account of special conditions to handle their business thru local brokers of their own choosing, the Associated Indemnity Corporation will be pleased to quote on the risk and give park operators full advantage of all benefits due on account of association memberships. The only exceptions here will be where accredited brokers have formerly handled the accounts.

In connection with the development of the public liability insurance market, the committee has been pleased to note the increasing number of park operators who are also placing other lines, such as employees' compensation and automobile insurance, thru the Associated Indemnity Corporation.

Many members have experienced difficulty in obtaining adequate protection for their properties against the hazards of fire in companies of high standing at reasonable rates.

Your committee takes pleasure in reporting that John L. Campbell, after much study and negotiations, has concluded an arrangement with a group of insurance companies that gives promise of solving this vexing problem and producing substantial cash savings for all.

This plan has been announced to the industry by means of circulars, and your committee is engaged in a comprehensive study of the set-up. Committee findings will be reported in due course. All indications seem to be favorable to full endorsement of the arrangement. Mr. Campbell will give you details of this very interesting proposal.

The committee wishes to express its appreciation to President Ketchum, Secretary Hodge, officers of the Associated Indemnity Corporation and John L. Campbell for their hearty co-operation.

Respectively submitted by Richard F. Lusse, Edward L. Schott, Herbert P. Schmeck; Leonard B. Schloss, vice-chairman, and N. S. Alexander, chairman.

Insurance Executive Speaks

Chairman Alexander continued: The subject with which this report deals somehow or other seems to be an old story by now. It is one we should be all thoroughly familiar with and it is a matter in which many more parks than have done so up to date should take an interest. There are actually thousands of dollars that are not being saved that could just as well be accrued to our companies.

We can only hope that as time goes on and you become more and more convinced and realize the advantages of this plan you will come along with us.

We are honored to have in the room at present the vice-president of the Associated Indemnity Corporation, to whom I referred in my report and who has been a wonderful friend and co-operator at every stage of this work. I should like to hear a word from Mr. Ralph L. Inglis.

RALPH L. INGLIS: President Ketchum and Ladies and Gentlemen of the Convention—We have had a very good year with the public liability insurance with the members of the association. We expect to be able at our rating meeting (See LIABILITY PLAN on opposite page)

Aquatic Forum Outlines Drive

Hale America program is for complete mobilization—to sell swimming

By NAT A. TOR

NEW YORK, Jan. 10.—Len Traube hit the nail right on the head when he proposed in his Out-in-the-Open column a committee of outdoor amusement ops, including those of parks, pools and fairs, to outline a defense and victory program.

A proposal was made recently in Fort Lauderdale, Fla., at the Aquatic Forum, outlining how the swim industry can co-operate with a nationwide athletic drive soon to be launched by the Office of Emergency Management under supervision of John B. Kelly, U. S. director of National Physical Training. Here's the set-up:

To successfully co-operate with Hale America program means mobilization of all aquatic organizations and units. These units will retain their identity, but their programs will be co-ordinated. Thru this co-ordination there will be a program for every person in the United States. This is the aim of Hale America swimming representation.

Swimming with its 33,000 pools and beaches, 300,000 employees, 50 to 95 million participants and cash turnover each year of \$500,000,000 is a sport and an industry where one organization or group cannot dominate the field. Each organization has its particular job to do, and during wartime must also include extra duties for proper co-ordination. Therefore in the selection of regional and State representatives, membership on advisory board, all organizations must be represented, and it is the aim that we work and keep harmony in the construction of this all-out program to keep 'em swimming.

First job is to sell the advantages of swimming—improvement in bathing attire, equipment, technique, safety and teaching knowledge to 130,000,000 people. Along with selling swimming thru public relations channels the aim and scope of Hale America must be sold.

We must lay out mass instruction programs thru our department of physical education. Problem here is that most pools and beaches have no organized teaching and water safety program. Another problem is that we are faced with a shortage of labor. It means that within the next few months thousands of instructors and lifeguards must be trained. Another job is to establish clinics and demonstrations on local and national basis.

Thru financial division of the swim advisory board, plans are under way to keep a great many commercial pools and beaches in operation. These private concerns are valuable in an all-out program. All swim units have to co-operate in raising of funds for war drives. An idea under consideration is to make commercial pools where in past there have been free admission policy for children now charge something as a gate tariff. Perhaps quantities of scrap iron, tinfoil, scrap papers and other materials needed to build the great American offensive.

Well, that's the outline of plans so far formulated for you in swim biz. What do you think of it? Your suggestions will be gratefully received by Director Kelly and his crew of dollar-a-year-workers now looking out for your welfare.

Men and Mentions

Swim and Sports Club, Newark, N. J., has been granted sanction to conduct national AAU junior outdoor water polo championships next summer. Club plunge is now making determined effort to revive interest in game not only to provide valuable preparatory competition for its team but to secure additional entries for title tourney.

Marie Lenk, of Brazil, only woman member of the swim team of South American champs now on tour in this country, hopes to spend the entire winter in this country instead of sailing home with her teammates next week. It is her aim to engage in work as physical educator when she retires from competition and so she is planning to take p. t. courses at Springfield College. She also (See AQUATIC DRIVE on page 53)

American Recreational Equipment Association

By R. S. UZZELL

A Merry-Go-Round horse got into good company at Christmas time at 47th Street and Fifth Avenue, New York City, where a department store put one in its window, bearing a cocktail tray on his side. It was first painted white and then decorated in red and gold. The old hair tail was replaced with one made of fine curtain material that put on the finishing touch. This horse was facing the home of the late Helen Gould Sheppard, just across the street.

This marks the growing demand for these horses to be used for decoration and for use in night clubs and swank restaurants. Last summer we saw two used in the panel of a Rhode Island estate's front gate. It was an artistic job and very attractive.

Carving Is Costly Part

The great difficulty in supplying these demands is in finding anyone who will break up a set. There seem to be none anywhere in stock. One concern only a few years ago had 250 available, all of which have now been sold. The big cost is the carving. Wood carvers who can do the job are artists and command big pay. The painting and decorating is also a work of art. A first-class job, like Feltman's at Coney Island, would today be prohibitive in price.

When the Merry-Go-Round was in its heyday the handicap in production was in getting out the horses fast enough to meet demand. The builders kept their carvers busy thruout the year and continued until they had a surplus supply. Some of them carried an oversupply for several years after the slump. Will this favorite of our childhood ever regain its old popularity? Who knows?

Morc Patronage Seen

Some park men are promising themselves an advantage in patronage from scarcity of gas, tires and curtailed auto production. Patrons, they tell us, must go back to mass transportation and will return to amusement park enjoyment instead of going out to burn up the road or roast potatoes by the roadside. We shall see.

Perhaps the busses and street cars that feed an amusement park are in for a good summer. At any rate, park men are alert and are not going to let any real opportunity get away.

There is a lot of work to do in conducting parks, factories and doing our bit toward a victory for the Allies. All men in the service are going to get special privileges. We shall help sell bonds, boost for the Red Cross and do our most important work of keeping up morale. We must present a united front in all of our work and especially that of our national association.

With all of the work to be done and with liability and fire insurance advantages to be obtained thru our association, we just cannot see why memberships should not be maintained and why each member should not gun for new members. They need us and we need their support and well deserve it.

Holidays Give Opportunity

Decoration Day and the Fourth of July will be celebrated this year as they have not been since the last war. It is not too early to formulate plans for these important occasions. A co-operation can be had such as we have never had before. All of the patriotic societies and military units that can will be glad to join us. Flag Day, June 14, should get special attention this year.

The women's volunteer organization is serving free to men in uniform coffee, sandwiches and crullers at Sixth Avenue and 42d Street, New York City, and many other points in the city. They serve from a trailer especially fitted for the work. Why can they not be induced to move into an amusement park on each of the patriotic days?

PHILADELPHIA. — Philadelphia Zoo has increased its adult admission fee from 28 to 30 cents. Price for children was reduced from 17 to 15 cents. It was explained that defense taxes required use of many pennies and a slowing up in making change. As before, children under five are admitted free, with children's prices applying between ages of 5 and 12. Latest newcomer is an arctic owl, blown aboard a ship 100 miles from land. A crew member captured the bird and presented it to the zoo when the ship docked here. It is the first specimen the zoo has had in many years.

LIABILITY PLAN

(Continued from opposite page) with your insurance committee next spring to bring to you insurance quotations even lower than those which applied during the past year.

In an era of rising prices the strange phenomenon of declining prices should be welcome.

We have, during the past year, been met with extraordinary demands in the insurance industry by reason of the defense program, demands that have taken from us some of our trained personnel. Many of our claims investigators have been called into the government service. The Navy Department at one time seriously considered calling in all of the insurance companies safety engineers to aid in the Navy Department's procurement division. I mention this to you to reassure you, however, that so far as the amusement industry is concerned, you have established a priority with Associated Indemnity Corporation to the first choice, the first service and the best service we can provide you with from our investigating, adjusting, legal, engineering and underwriting departments.

Association Consultant Talks

Chairman Alexander: We shall also take this opportunity to call upon Mr. John Logan Campbell, who is not only official insurance consultant of our national organization, but really speaks for us whenever the subject of insurance must be dealt with. As stated, Mr. Campbell is responsible for the creation of these very satisfactory insurance plans.

MR. CAMPBELL: Mr. Chairman, Ladies and Gentlemen—You have heard from the chairman of your insurance committee of the gratifying results obtained during the past six years under the special public liability insurance plan. It must have been also quite gratifying to hear Ralph L. Inglis, vice-president of the Associated Indemnity Corporation, our insurance carrier, say that the amusement park industry is now being given priorities by them—meaning, of course, that they are giving this industry preference in their underwriting consideration.

Mr. Alexander, in referring to the public liability insurance, said it was an old subject. Gentlemen, it is an old subject. The records of this association will evidence that I have been battling and promoting this subject in co-operation with your association for 20 years past. Many times I have felt, in my endeavors to advance your good interests, that I have been up against a brick wall, so to speak, but the analysis has shown good results and finally an insurance plan that is envied by other industries that have been in a much better insurance-buying position. So we can be most proud of our public liability insurance plan and all that it has represented during the past six years. Please let us continue this splendid co-operative work.

Fire Problem Attacked

However, I know your association has not been self-satisfied with these results and has not wished to stand on that accomplishment alone. Instead, we have been desirous of rounding out the entire insurance program for you. As a result, two years ago we attacked another one of your chief headaches, fire insurance. I say headache, for irrespective of your wish to properly protect your business, you have been unable to do so by reason of the fact that fire insurance underwriters have looked upon the amusement park business as undesirable. You have been the recipient of poor service, lack of proper coverage and have been charged excessive rates. You can appreciate that to change this the situation represented a real job with speculative results.

To give you a picture in brief, I began my investigation of this subject two years ago. I found, first, that the National Fire Insurance Underwriters did not have a true conception of the general construction and operation of an amusement park nor the moral risk involved. And there was non-existent a complete record of the performance of the business from a standpoint of premium volume versus losses. This fact-finding investigation, together with my knowledge of your business gained during the past 20 years, permitted me to intelligently point out to the various fire insurance companies where they had been at fault and how, with complete understanding, the business could be handled satisfactorily and profitably. As a result, I am happy to report today that I now have for your disposition a fire insurance market that will also be envied by other industries, particularly so for the following reasons:

First: Instead of literally begging for what has been incomplete coverage in the past, you will now be able to procure 100 per cent coverage up to \$300,000 per location.

Second: You will be guaranteed excellent engineering and claim services.

Third: Intelligent and helpful underwriting advices.

Fourth: An immediate reduction of 15 per cent in the prevailing rate or that rate which has been promulgated by your local Bureau of Fire Insurance Underwriters.

Fifth: While the writing of amusement park business has not been eligible for term insurance, we can now place your business for the term of three years, writing the same at two and one half times the annual reduced fire rate extended by us.

So again, gentlemen, your co-operation with your association and me has changed your position from one of weakness to strongness. So, as the future good work and stability of our insurance plans depends greatly on your continued co-operation and premium volume, I trust you will find it practical to not only give every consideration to these plans, but place your insurance thereunder. This will guarantee not only a solidarity between all of us but also a means by which many of our problems shall be solved.

AGRICULTURAL

(Continued from page 39)

of parity and increased government buying of commodities for domestic consumption and lend-lease export. Prices of all farm commodities ended the year higher than at the beginning, largest gains being recorded for cotton and cottonseed, chickens and eggs, and truck crops. Forecast is for a further but moderate rise in the general level of prices of farm products in 1942.

Prices paid by farmers (including interest and taxes, but not including farm labor) averaged 4 per cent higher than in 1940, but a rise of larger proportions has been forecast for 1942. Prices paid at year's end (1941) were rising more than prices received, thereby lessening the purchasing power of farm products. Costs of farm production are higher in practically all categories—farm labor, farm equipment, fertilizer materials and building supplies. Farm wages rose nearly 30 per cent during 1941.

For 1941 as a whole the average of prices received by farmers has been tentatively estimated at 120 per cent of the 1910-'14 average, and the average of prices paid (not including interest, taxes and farm wages) at 130 per cent. This yielded a purchasing power of 92 per cent of pre-World War I, as contrasted with 80 in 1940 and with 77 in 1939. Highest in recent years was 93 in 1937.

Including interest and taxes, but not including farm wages, the index of prices paid was 133 in 1941, as compared with 128 in 1940. Ratio of prices received to prices paid, interest and taxes payable was 90 for 1941, as compared with 77 in 1940, and with 73 in 1939.

TAXES: UP

Farmers will pay substantially higher taxes in 1942, the result principally of increased federal levies, since State and local taxes probably will show only moderate increases. A continued rise in the general level of prices would be followed by upward revisions of State and local taxes, but no great increases in these taxes are expected short of an extremely inflationary situation.

Federal tax payments by farmers will increase sharply with the coming into effect of the Revenue Act of 1941. The one item in this act with the greatest

direct effect on farmers probably is the motor vehicle use tax, which will cost farmers some \$25,000,000 per year. The lowering of exemptions for the personal income tax will greatly increase the number of farmers making federal income tax returns, and together with the raising of rates, will increase the amount of taxes paid by farmers. Further increases in federal tax levies that will affect farmers may be expected in subsequent years as the defense program develops.

INCOME: INCREASE

Farmers in 1941 had the best cash income in years. Total from marketings and government payments was \$11,200,000,000, as compared with \$9,100,000,000 in 1940. Total was about \$100,000,000 less than in 1929, but nearly \$100,000,000 above the average for the period 1924-'29. Itemization of 1941 income is not yet available, but it seemed near year's end that income from crops would show a larger gain over 1940 than returns from livestock and livestock products.

A marked increase in the size of the 1941 wheat crop, together with substantially higher prices, resulted in the largest income from wheat since 1929. Cotton and cottonseed yielded farmers more than \$1,000,000,000 for the first time since 1929. Income from most other farm crops, particularly truck crops, soybeans, rice and several of the fruit crops, showed substantial increases in 1941 over 1940.

Returns from livestock and livestock (See AGRICULTURAL on page 47)

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Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

Winter Garden Set For Mass. Contests

BOSTON, Jan. 10.—Stronger competition is expected to develop in the Massachusetts State Amateur Roller Skating Championship contests, awarded Fred H. Freeman's Winter Garden Rollerway here by the Roller Skating Rink Operators' Association of the United States, as a result of intense activity which has been going on in other sections of the State. Contests have been scheduled for March 3 and 4 and winners will qualify to compete in RSROA-sponsored national championships at Memphis in April.

Winter Garden will hold its elimination contests on February 27 and winners will qualify for State figure and dance contests in junior, senior and novice divisions.

Opposition is expected from Southern and Western Massachusetts. Southern eliminations will be held for skaters of Fall River and vicinity at Portsmouth (R. I.) Rink and a Rhode Island State contest is slated for the same rink. Those in the Rhode Island contest will not be eligible for Massachusetts State contests. Western Massachusetts will be represented by skaters from Springfield; a Western elimination being scheduled for Rialto Rink there.

Manager Freeman, who is co-operator of Bal-a-Roue Rink, Medford, Mass., with Fred J. Bergin, has scheduled Winter Garden RSROA Nights for February 24 and 25 and a night at Bal-a-Roue for February 26. Special programs are arranged and proceeds are given the RSROA to carry on association activities.

MICKEY'S ROLLER RINK in Dado's Hall, Shepppton, Pa., opened December 20 under management of Mickey LaRose.

KNOX CAVE Roller Rink, Altamont, N. Y., under management of Happy Phillips since May, is awarding Defense Stamps as door prizes, reported Owner D. Robinson. Rink has a 1/16-mile track and maple floor. Admission is 20 cents plus tax and 5 cents is charged for skates.

ENGAGEMENT of Henrietta Baumgart, co-operator of Armory Rink, Williamsport, Pa., to C. C. Tyson, Jersey Shore, Pa., was announced recently at a rink party. Marriage is to take place on skates in the rink on January 28.

EILAH ANDERSON, acrobatic roller skater, recently played a two-week engagement at Curly's Theater Cafe, Minneapolis, reported PorTola.

FIRE starting in a dressing room destroyed Arena Rink, St. Johns, Newfoundland, with loss estimated at \$100,000. Rink was erected in 1901 and was used for ice skating in winter and roller skating in summer.

FREE instruction is offered at Roller-drome, Fairville, N. B., which recently added new skates. Rink operates nightly, with Tuesdays and Thursdays reserved for private parties. Admission is also good for dancing after 10:30. Recorded music is provided.

REX Roller Rink will open about February 1 in the former Clarke Tabernacle in Waterloo, Ia., with Rex Bales in charge. A. C. Sweetman owns the building. Remodeling is already under way. Because steel is not available, arched roof supports will be used to eliminate floor posts.

"NOW that the United States is committed to total warfare, and curtailment of supplies, especially metals used in the manufacture of skates, is already at hand, it is difficult to prophesy the future prosperity of the rink business," writes Cyril Beasall from Chesterfield, England. "All one can say is that the longer the war, the longer it will take to recover lost ground. However, don't dwell too long on possibilities which may have no lasting effect on prospects of ultimate well-being in our business. We in England have already gone thru more than two years of war and there is no denying its dampening effect, but there are still plenty of adherents to the roller sport who refuse to be downhearted, tho they have severed their interest to some extent. They participate in skating ac-

tivity as much as possible after performance of duties in connection with the war effort. It is good to know that we share a common aim with people of the United States."

GEORGE ANAGNOST is back at the helm of Greystone Skateland, Columbus, O. He reported two New Year's Eve sessions largest in years and good business New Year's Day. Henry Garcia is organizer.

D. G. HAYES, operator of Birmingham Roller Rink, Detroit, has invested \$4,000 in a restaurant operated as part of the rink under management of Mrs. Hayes. Bud Hanson, floor manager, has joined the army. Ray Des Autels, formerly at River Rouge Rink, Detroit, is new floor manager.

ONE-FOURTH of gross for *Stars and Stripes*, annual carnival production of the Detroit Figure Skating Club, Arena Gardens Roller Rink, will be donated to the Red Cross. Shows will be held on January 27 and February 4.

MAC BARRON, Detroit coin machine operator, has opened a combined rink and bowling alley at Frankfort, Mich.

KARL ANGER, manager and co-owner of Skyline Roller Rink, Montpelier, O., closed his rink December 24 and on December 29 enlisted in the army, reported Mrs. Anger. He has been assigned to Fort Hayes, Columbus, O., where he is doing clerical work. Mrs. Anger plans on making her residence in Columbus.

WHIRLING B'S, Billy, Betty and Bob, played Perona Farms, Andover (N. J.) night spot, December 27 and Christy's Grill, Bethlehem, Pa., December 31.

Hints on Figure Skating

By FRANCIS LE MAIRE

It is agreed that the worst fault of skaters is lack of style. It goes without saying then that it is imperative that the four edges must be practiced by the expert as well as the beginner. Style attained by skating these four edges will follow a skater thruout his skating career. To acquire good style is then the first requisite. We know it cannot be done by running over them casually once in a while, but that figures should be skated over and over under supervision of teachers, who will point out faults. Now do not think that you have no faults, since no one has ever skated any figure without fault. Lack of good style of skaters can therefore be attributed to passing over fundamental figures too quickly.

Too much care cannot be given in skating these four edges in correct positions and with the right movements. All of the skaters skate these figures too quickly. There isn't time enough to execute all of the movements in one circle if the skater rushes into the start and swings the free foot violently around the curve. Give yourself time to do all the movements. In practice no skater should ever be satisfied with his performance. Save the self-confidence for competition.

In addition to practicing the four edges the skater should practice every day those figures which present difficulty to him. Usually one can skate a figure much better on either his left or right (See RINKS on page 49)

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CINCINNATI

SOME few county fair managers who seem imbued with doubt and speculation should snap out of it. These pessimistic ones appear to have no intention of canceling their 1942 fairs. But they lack the zip of old and exude gobs of gloom in wondering whether people "will come to our fairs this year." They should take their cue from the outdoor showmen, who are preparing for a big season. They should note how Canadian fairs have gone bigger during the war years. Many should recall the successes of fairs during the first World War. They should remember that Uncle Sam puts emphasis on food production. This is a natural tie-in with fairs.

Their ingenuity may not be as great as that of outdoor showmen (as, indeed, whose is?) but their optimism can be as great if they will succumb to the contagion of it during the coming meetings of State associations of fairs, as many finally did at the Indiana meeting in Indianapolis last week. Carnival men expect a big year for fairs. They deduce that fairgoers, especially in rural areas, will patronize '42 fairs in preference to seeking elsewhere recreation away from home. The auto and tire situation will preclude long trips for many, but jaunts to their near-by fairs will be both possible and numerous.

IT IS too bad that these secretaries, as well as some ill-advised community leaders, do not take this broad and long view. An editorial in an Ohio small-town newspaper last week opposed the fair board's proposal for an eight-day instead of a four-day fair, remarking, "Better but not longer. . . . We have an idea that next summer the American farmer will be too busy in his role of feeder of the democracies of the world to make much out of county fairs. For the duration of the war fair boards will do well to concentrate on holding their own. The big question now is not a fair four days or eight days long, but a fair at all."

That is the kind of talk that can be expected from the uninformed. But it isn't going to do fairs any good unless their managements (as *The Billboard* will continue to do) aid in getting the story of their worth to the people.

OLD Dobbin may return to his place on railroad shows. There are about 14,000,000 horses and mules in the States, according to press figures. How many comprise draft stock and how many head the government may use is conjecturable. Good baggage stock, Percherons, Clydesdales and other heavy horses no doubt will sell at high figures. Mules have been used on rare occasions. As a boss hostler once put it, "They ain't worth a damn for train loading. Can't get 'em to walk thru switch frogs in the railroad tracks."

Around many shows are elderly men to whom some managers like to refer as "pensioners." Altho their jobs are menial, such as janitors for the offices, night watchmen and canvas repair men, they play a worthy part in show business. This year especially they will fill and hold more important posts. They can be placed as head ticket sellers and on ticket boxes. They can be trusted to clean the boxes. They can work ahead of the show, arranging for water, light and railroad crossings. They can even put out window cards and lithos. Some old-time trainmasters and lot layout men may be called upon to superintend, if not actually carry on, the work of those departments. The years to follow will prove that it pays to keep experienced help on the pay roll.

RUMORS! Rumors! One would think that, after having been exposed to huge, all-time-high reports on grosses by press agents, showmen would be immune from propaganda!

WISH-We'd-Looked-It-Up Department: Autobiog of Lon Ramsdell in the November 29 issue said he left Harvard University in 1921 to join the Buffalo Bill Show. F. M. Farrell, Ithaca, N. Y., said in the December 20 issue: "Buffalo Bill show's last tour was in 1917. Jess Willard operated the show during that season." Now Harry W. Cole, Detroit, declares: "F. M. Farrell is awry in his reference to Jess Willard operating the Bill show in 1917. Willard traveled with

101 Ranch Wild West in 1916. This show used Buffalo Bill title with its own the next season. But Willard did not manage it. He did not know enough about the biz to fill such a job." . . . George Durst, Jamaica, N. Y., a perennial prolific in ideas, offers this one: "If a labor shortage exists in '42 for circuses and other shows, why not organize centralized local units of middle-aged workmen over 40 as extra help? One such corps could cover all of the Western Long Island and New York City area."

That is some innovation being sponsored by Mrs. Don A. Detrick, secretary of the Ohio Fair Managers' Association, and should be looked into by similar groups. "This year, when men are responding to the call to arms and defense production," she says, "women everywhere are accepting added responsibility in maintaining efficiency and morale of the American home and community institutions. The county fair is one of the early foundation stones on which organized agriculture has builded. It is a family and community institution. The Women's Department Conference for the Ohio Fair Managers' Association will prove helpful in a co-ordinated and concerted program to help Ohio county fairs meet the needs of an ever-changing and expanding community life."

WHOEVER would have thought to see the day when a winter quarters superintendent would have to bawl out his wife for not getting up in time to help paint the equipment?

BALLY Story: A carnival was playing one of those pumpkin fairs where the natives use the midway for a walk-athon. Around and around the crowds walked, without stopping to see a bally or to listen to a talker. Showmen, in desperation, brought out their whole companies and put on most of their shows as ballys, but still the crowds walked without stopping to look or listen. Giving up in disgust, a side-show manager brought a card table out to the front and started a bridge game under his bally awning. As the game progressed arguments grew louder and louder. Between deals the talker would rise from the table and make an opening and hold up the game until he had finished. "Gee!" exclaimed one of the players. "This manager is okay in my book. He has been furnishing shade, smokes, cold drinks, sandwiches and an electric fan for us players all afternoon." "Wake up! Wake up!" cracked his partner. "He isn't putting out something for nothing. Can't you see that we are the only bally that is stopping his tips?"

Nat Green's
The Crossroads
CHICAGO

FOR a long time we have fumed—privately—at the general use in the press of such expressions as blitz, blitzkrieg, ersatz, luftwaffe and other associated with Nazi phraseology. Is the English language so impoverished that we have to adopt the expressions of our enemies? Most assuredly there are words in our own language that can clearly express any intended action or emotion, so why clutter up our speech with offensive foreign words! Let's drop our too complacent attitude toward such insidious infiltrations into our everyday speech. If picturesqueness of expression is desired, we have it. Not in the supposedly "smart" concoctions of a few columnists, but in the natural, spontaneous idiom of our native sons. Let's make use of it!

AL MARTIN, the "grand old man" of the Tom show days, celebrated his 80th birthday on January 6, but he's far from old in the usually accepted sense of the term. Still trouping after 61 years in show biz, Al is spryler than the average man of 65 and during the 1941 season he was on the lot with the Bud Anderson Circus every day from the start on May 2 at Emporia, Kan., to the close on October 28 at Bartlesville, Okla., all one-day stands except four—Emporia,

Prominent Ops Asked To Serve On Outdoor Defense and Victory Conference; Horan Sends Wires

CINCINNATI, Jan. 10.—Galvanized into action by a suggestion contained in Leonard Traube's *Out in the Open* column last week, Irish Horan, pilot of the Jimmie Lynch Death Dodgers, a top-ranking thrill show, this week dispatched telegrams to leading showmen and executives thruout the country asking them to serve on a committee which would represent outdoor show business in its multiple branches in discussions with the government on any problem or emergency which may arise that affects so-called summer entertainment.

In his column Traube offered a list of 108 prominent operators from which an "Outdoor Amusement Conference for Defense and Victory" could be formed as a cohesive unit. Of that total, 24 were from the amusement park and affiliated fields, 28 from the carnival industry, 19 from fairs, 9 from the circus, 22 from general brackets such as booking offices, auto racing, thrillcades, caterers, etc., and 6 people were named from Canada. In addition, it was suggested that one representative from each of the four major carnival fraternities and the American Carnivals Association be drafted.

Selection of Names

Horan went to work on the list and selected about 20 names of the highest caliber from 14 cities in 10 States and the District of Columbia. These were chosen on the basis of both geographical position and personal ability. Horan, veteran publicist, general agent and unit owner who has worked in virtually all fields and is familiar with front and back end of operations, said he did not wish to disclose the names of the men he has communicated with at this time as such disclosure "might embarrass" prospective committeemen. Three exec-

utives not mentioned in the article last week appear on the Horan breakdown.

In introducing what he termed a "Victory Plan," Traube wrote that when the government has a problem affecting manufacturers or labor "solution is made easier by conferring with heads of the National Association of Manufacturers or one or both of the two big labor organizations." These groups speak for their members, interpreting their needs and prime objectives to Washington, he said.

"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," wrote Traube.

"Vital to Industry"

Horan's wire was as follows: "Read Leonard Traube's column in *The Billboard*, January 10 issue, page 45, advocating formation of wartime committee vital to outdoor amusement industry. You and 19 others are suggested to serve on an Outdoor Amusement Conference for Defense and Victory. We owe it to our country and our industry to co-ordinate information and mobilize entertainment energies. Please advise."

Communication was signed with the Forrest Hotel, New York, as permanent address, altho Horan commutes regularly between there and his home headquarters, Wilmington, N. C.

(Editor's Note—Comment on foregoing and a plan for the park-pool industry in relation to government are given in *The Pool Whirl* column on page 40.)

Leonard Traube's
Out in the Open
NEW YORK

British Showbiz

FROM Edward Graves's circus column in *The World's Fair*, published in England: "The new Control of Paper Order is going to give tenting circus advance agents cause for hard thinking, even if tighter cuts are not made before next season. Under this order not more than

10 posters may be exhibited to advertise any one program. The size of all posters and advertising show cards is cut down by half. My own interpretation is that tenting circus tobers are covered by 'any other places of entertainment,' but those responsible for circus advertising had better make some check-up on this.

"Great care will be necessary to see that the 10 posters permitted are shown to utmost advantage. One solution may be found in consistent use of the advertising columns of local newspapers, but even with these it would not surprise me to find space rationed. However, where there's a will there's a way, and our experienced advance men now have fresh opportunities of exercising their ingenuity."

A newsnote in the same publication a week later had this: "The Minister of Supply has issued a direction suspending until February 1 the operation of the prohibition against the exhibition of more than 10 posters in the case of entertainments consisting wholly or mainly of a stage play or a musical entertainment to be given at any theater or hall normally used for them."

And here's another interesting note supplied by Bernard C. Harris: "I understand that one who has been a lifelong lover of the circus, namely, Lieut.-Commander W. F. E. Hussey, was one of those who recently brought honor and glory to the Royal Navy in sinking the Italian convoy off Taranto in the Mediterranean Sea. Lieut.-Commander Hussey is the son of Mr. and Mrs. Fred Hussey, who are well known in the circus world."

Lon Ramsdell, press agent of O. O. Buck Shows, who has been in Albany, N. Y., since the season's close, said that indoor shows have been called off in near-by Schenectady. "General Electric has taken over the auditorium for storage purposes. This may happen in a great many more towns." Incidentally, Ramsdell wrote an article in *The Albany* (See *OUT IN THE OPEN* on page 53)

(See *CROSSROADS* on page 49)

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place

Parcel Post

- Cain, Wm. H., 5c Schach, J. P., 14c
Crews, Chas., 14c Sheers, Howard, 7c
Cushman, Victor, 19c Scheidler, Helen, 16c
Davis, J. S., 9c Sleeman, Mrs. Ivan, 6c
Delgado, 21c Sloane, Mrs., 11c
Johnson, Newton, 8c Struble, A. J., 6c
M., 8c Thomas, Lee, 11c
Jacobert, C. L., 7c Thompson, John G., 11c
McCane, Doris, 5c
Minor, Frank Wm., 5c Welch, Mrs. Doc., 3c
O'Brien, Geo. F., 11c Wilson, Harry E., 14c
Patton, Chas. W., 5c Worhan, Mrs., 14c
Ray, Yronno, 9c

- Albott, Elford V.
ACKMAN, WM.
Adams, A. S.
Adams, Mr. Babo
Adams, Carl
Adams, Dale
Adams, Mitchell
Adams, Seth
Adams, Walter J.
Adkins, Robt. C.
Adkinson, Gordon
Addison, Mrs. Jerry
Agne, Harry H.
Alabama, Amasa, Co.
Aldrich, Mrs. Sam
Aleo, Rocco
Alexander, Arthur
Alexandria, 11c
Alexander, Chester
Allen, Al & Jean
Allen, Arline
Allen, Barney
Allen, Claude
Allen, Del
Allen, Ed
Allen, Capt. Frank
Allen, Joe
Allen, Juanita
Allen, Roy
Allerton, Bonnie
Allison, Tex J.
Allyn, J. W.
Almy, A. F.
Alis, Crystal
Amato, Don
AMES, WM.
AMES, WM.
RAMSEY
Ammon, Earl
Ames, Chas.
Ana, Jackie
Anchen, Babe
Anders, Mrs. Boots
Anders, Mrs. Velma
ANDERSON, CARL D.
Anderson, Paul
Anderson, Private James
Andre, Pierre
Andrews, Frank
Andrews, Patty
Andrews, Mrs. Frank
ANDRONOWSKI, JOHN
Anger, T. A.
Annis, Ralph J.
Antalek Troop
Anthony, J. C.
Applebaum, Sammy
Arbright, Roy
Arca, Yan
Arger, Tom
Arizona, Bob
Arka, Rudolph
Armstrong, Miss Bobbie
Arnold, Lawrence R.
ARNOLD, LYLE
Arnold, Ervin
Arnaut Brothers
Arney, Mrs. M. A.
ARTHUR, CHES-
TER ALLEN
Arthur, John R.
Arthur, Mrs. V. F.
Artogus, Leonard
Ashwell, Doc
Aston, Jr., Tom
Atkins, Amos
Atkins, Joe
Avers, Ray
Aubrey, Clara
Augustine, Raymond
Avery, Tommy
Babbs, Jack
Babbs, L. A.
Babcock, Phil
Baby Colleen
Baccamazzi, Michael
Bacon, Melvin
Badanoff, Doc
Badger, Harry N.
Bailey, Mrs. Dolly
Bailey, Forest
Bailey, Margaret
Bailey, Maxine
Baillie, Jack
Baillie, Ida Wm.
Bain, Neil M.
Bainbridge, Joe
BAKER, FRANK JOHN
Baker, James
Baker, Lee N.
Baker, Madeline
Baker, Walter
Baldwin, Geo. (Jitterbug)
Balfonte, Paul
Ballard & Rae
Balon, Frank
Baneroff, Fred
Banga, Jerry
Barackman, Mrs. Essie
Burb, O. G.
Barbey, Stanley
Barber, Howard
Barbour, Shorty
Barelay, Robt. Leo
Bartlett, Harry
Barette, R.
Barfield, Chas. E.
Barfield, Emmett W.
Barfield, Mrs. Pearl

- Blondy, Eddie
Bloom, Edw. Jos.
Bobby, Bulldog G.H.
Bodner, Michael
Bomar, Florence
Bolin Trio
Bolton, Stephany
Boltz, Emerson
Bond, John
Bond, Mike
Bonta, Phil
Boose, Dick
Book, V. D.
Booker, Letha
Boon, Leslie J.
Boothman, Elaine
Bodder, Howard B.
Bortlers, Gordon
Borell, Jake
Borella, Arthur
Borens, Homer Leo
Borin, R. C.
Borup, L. W.
Bossier, E. J.
Boswell, Fred
Bouche, Bob

- BOULLE, BENNY
BOWDEN, JOS. THOS.
Bowe, LaVerne
Bowen, Lefty
Bowen, Ruth
Bower, Johnny
Bowler & Bernie
BOWMAN, CHAS. THORNTON
Bowman, Clara
Bowman, Ed
Boyd, Alfred
BOYD, CHAS. R.
Boyd, Pauline
Boyd, T. J.
Boydston, Bert
Boykiss, Earl
Boyle, C. A.
Bozza, Tom
Branch, Eleanor
BRACKEN, GORDON
Brandell, Freddie
Braden, E. B.
Bradford, Thelma
Bradley, Jess
Bradley, Roxey
Bradley, Roy
Bradshaw, Roy
Brady, Frank J.
Brady, Fred
Brady, Pat
Brady, Van
Brady, Kelly
Bramen, Danny
BRAMLETT, WM. GUY
Branchard, Peter
Branchcroft, Zoo Ann
Brand, Nick
Branda, Nick
Brasham, Ruth
Brannon, Pat
Branson, Johnny
Brantley, Joe
Brasfield, Rodney
Brattain, Marilyn
Braunstein, B. F.
Bray, Geo.
Brecco, Del
Breen, Edw.
Breese, Billy
Brecht, Geo.
Breckenridge, Ed
Brenson, Bob
Brenna, Virginia
Brennan, Bill
Brenner, Leo
Bres, Frank
Bressner, Israel
Brett, Howard
Brewer, Edw.
Bridgers, Mrs. H. E.
Briggs, B. V.
BRIGGS, WILLARD O.
Bright, Alice
BRINEGAR, THOMAS
Broek, Alex
Broek, Evelyn
Broderick, Paul
Brodsky, Issy
Brooker, C. E.
Brookins, Marilyn
BROOKS, ALVA
Brooks, Bill
Brooks, Frank E.
Brooks, Geo. H.
Brooks, Johnny
Brookshire, Robt.
Brown, Agnes
BROWN, ALBERT
Brown, D. J.
Brown, Elton
BROWN, EMERY JUSTIN
Brown, E. W.
Brown, Fizio
Brown, Mrs. Flaa
Brown, Harry E.
Brown, Mr. Jessie
Brown, Jimmy Lee
BROWN, LESTER LEE
Brown, Raleigh
Brown, Norman D.
Brown, Mrs. Youman
Brown, Sylvan
Brown, Wendell S.
Brown, Wm. (Show Boat)
Brown, Wm. B.
Bruce, Clarence
Brussard, Blackey
Brydon, Miss Leo
Bryant, G. Hodges, Mgr.
BUCHANAN, C. T. LLOYD A.
BUCHANAN, THOMAS THEO. RICHARD
Buckley, Dick
Buckner, Lloyd L.
Buckskin Betty
Buckley, C. O.
Bud, Poay
Bullips, Samuel
Bunker, Geo.
Bunte, Joe
Bursk, Anna
Burch, C. O.
Burke, Bill

- Burke, Mrs. Conna Jean
Burke, Danny
Burke, Harry (Baby Contest)
Burke, James
Burke, Nell
BURKE, WM. FRANCIS
Burke, W. O.
Burket, Margaret
Burkhardt, Pete
Burkison, Madam
Burness, James S.
Burns, Betty
Burns & Corvell
Burns, Kay
Burns, James J.
Burns, R. L.
Burns, Robt. M.
Burns, Wally
Burt, Chas. H.
BURT, JOHNNY CLARENCE
Burth, O. H.
Busb, Leaner
BUSH, ROBT. WM.
BUSSEY, JACK GEO.
Butcher, O. J.
Butler, John H.
Butler, Roland C.
Butler, Clyde
BUZZELL, FRANK R.
Cain, Geo.
Caldwell, Angelo
CALDWELL, A. O.
Callaban, Jos.
CALLET, EDW.
Caldy, J. D.
Calvert, Elgie
Cameron, Edna E.
Cameron, Lou
Camp, Herbert E.
Campbell, H. W.
Campi, John
Canestrelli Family (Sonny Boy)

- Candrea, Mrs. Elsie
Cannon, Frank
Caper, Don
Cannon, Capt. Wm. S.
CANTARA, CHARLETON O.
Canzano, Thomas
Cappell, Yronno
Capps, Eddie
Capps, Kendall
Carey, A. E.
Carey, Al
Carey, R. E.
Carey, Thomas O.
Carfield, Dr. Carl & Leona
Carlson, James J.
Carlton, Fred
Carlyle, Hank
Carmenes, Tho
Carney, Ruth
Carolin, James
Carpenter, Lester
Carr, Jack & June
Carr, Louie
Carreaux, Arlette
Carroll, Norman
CARSON, ROBT. O.
Carson, Tommy
Carter, Ben
Carter, Bob
Cartier, Del
Caruso, John
Carver, Al
Casey, Sally
Cash, Burleigh
Casky, Don
CASPER, JOHN
Cassaretto, Alber
CAST, JAMES O.
Castle, John R.
Castle, Mrs. Really
Cathorn, Wm.
Caughey, Russell J.
Centerit, Wallace
Chaney, Chas. W. CHANDLER, RAY
Chapman, Fern H.
Chapman, L.
Chapman, W. C.
Charles, Artie
Charles, Bert
Charles & Harley
Chase, Clayton H.
Checo-Checo, Chief
Cheek, Ben

- Chester, Lorna
Chipman, Bert J.
Chipman, Gene
Chipman, Harry
Chip, Prof. Charlie
Chester, Harry
Chesters, Threo
Childson, Jimmy J.
Chisen, Mrs. Stell
CIGIELSKI, THEODORE
Chneck, J. A.
Christian, Geo. L. Jr.
Christian, Louis
Ciaburri, John P.
Clark, Carl Homer
Clark, Curley
Clark, Ernie
Clark, Mrs. Ernest
Clark, Harry
Clark, Kitty
Clark, Lannie
Clark, Mrs. Mut
Clark, Paul S.
Clark, Robt. F.
Clark, Ronnie
Clarke, Ernest
Clarke, Percy
Clarkson, Al
Claudette
CLAYTON, CHAS. WM.
Clayton, Lee
Clayton, Joe
Clem, Robt. L.
Clements, Harry S.
Clifton, Bud
Clint, Tiny
Clint, Pat
Clock, Vernon
Clybourne, Julia
Cobb, Wallace A.
Cochran, Robt.
Cockelberg, Al-phonso
Coffee, Julius I.
Cogswell, Chas. H.
Cobee, Rex
Cohen, Mrs. Bertha

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.

- Cole, E. R.
Cotton, Eddie
COUNTER, WM. J.
Covington, Floyd J. Wm.
Cowley, Jackie
Cox, Art
Cox, John W.
Cox, Larry
Cox, Mrs. Lillian
COX, WM. TAYLOR
Crabtree, Lawrence L.
Craig, Billie
Craig, Helen
Crane, Garrol
Crass, D. G.
Crawford, Chick
Crawford, Kelly
Crawford, Tex
Creamer, Frank W.
CRETE, ROMEO JOS.
Creta Bros.
CREWS, ELMER JAMES
Crini, Mrs. Cleo
Crockett, Tex
Croons, Jack
CROWE, ALFRED HARRY
Crowley, Dock
Crucius, A. F.
Crumrine, Carl
Crowley, G. C.
Cudney, C. H.
Cudney, Mrs. Lillian
Cunningham, B. O.
Cunningham, Jay W.
Curtin, Mrs. Cornelia
Curtis & LeRoy
Curtis, Slim
Cutbert, Chas.

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.

- Curtis, Paul E.
Cushman, A. D.
Cutler, Earl
Cyr, Jos.
DAILEY, EUGENE J.
Dailey, Geo.
Dale, Don
Dale, Leo
Dales, Mickey
DALEY, BUFORD D.
Daley, Don
Daley, Jimmy
Daley, Johnny
Daneck, Frank
Daniels, C. B.
Daniels, Danny
Daniels, Everett
DANIEL, NORMAN L.
Dante, Eng.
Danville, Mr. Beala
Danville, Eugene
DARRAH, ALBERT FRANK
Darrow, Jas. A.
Davidson, Morris
DAVIDSON, WM. JOS.
Davies, Wm. W.
Davis, Anna May
Davis, Buddy
Davis, Mrs. Betty
Davis, Chester (Shows)
Davis, E. Jessie
Davis, Earl M.
DAVIS, EARL W.
Davis, Geo. & Daisy
Davis, Graham F.
Davis, Jack
Davis, Kowia
Davis, Lee Crash
Davis, Lou-Louvette
Davis, Louis
Davis, Mrs. Sally
DAVIS, WM. ROOSEVELT
Davis, Dr. W. B.
Davis, Sparky
Davison, Jimmie
Dawn, Teddy
Dawson, Herbert
Day, Mrs. Elden
Day, Tom
Daye, Betty
Daze, Sunny
Dayer, Judith
Dayton, Bob
Dayton, Maxine
DeCobb, Jimmie
DeBlank & DeSharmo
DeGlen, Mae
DeMay, Lester B.
DeMills, Francis
DeRonda & Barry
DeVine, Wm. L.
DeWitt, Mrs. Mina
DeYoung, Mary Jane
Dean, Babe
Deane, Loomis
Deebot, Jenny
Deimedis, Jimmy
Deister, Roy
Decker, David Edwin
Decker, Paul A.
Deidun, Carrie
Degree, Kenneth
Defer, Alice
Delaney, Pat
Delaney, Peggy
Delgado, Helen
DeLabate, Ernest
DeMor & Retina
Del Rio, Jackie
Delvine, Harry C.
Demetro, Tom
Demonia, Threo
Demonic, Danny
Denham, Bert
Dennies, Russell
Dennis, Buddy
DENNISON, JAMES S. GORDON K.
Denson, Bill
Dent, O. R.
Denton, John
Desmond, Det
Desmond, Holly
Desereau, Margio
Detwiler, Art

- Duncan, Capt. Chas.
Duncan, Midge
DUNFORD, ACA DON
Dunkel, Harry
Dunlap, Claude F.
Dunlap, Ray
Dunn, Chester A.
Dunn, Harold Romeo
Dunn, Joe
Dunn, Ralph
Dunn, Scotty
Dunn, Walter
Dunneid, Jimmy
Dusch, John
Dutch, Paul
Dutiel, Richie
Dutton, Harry
Dutton, M. S.
DuVell, Sunny
Dvorak, Reggie
Dyer, A. H.
DYMAN, FRANK
Eagen, Walter
Eanes, Willie
Earle, Frank
Earle, Jr., Geo.
Earle, Wm. C.
Earhardt, E. E.
Eastman, Toby
Eaton, Hector
EAVES, GEWIN T.
Eberstein, Curtis B.
Eckert, Chas.
Eddy, Oliver
Edema, Barney
Ederfield, Daniel
Eder, Ray M.
Edward, Chas. W.
EDWARDS, LOUIS F.
Edwards, "Over The Falls"
Egnos, Tiny
Egan, Red
Eichorn, Charlie
Eisenbarth, Gene
Elhino & Kelly
Elder, Mary
Ellis, Crip Bill
Ellis, Mrs. F. F.
Ellis, Harvey D.
Ellis, R. H.
Ellis, Sarah
Ellison, Eleanor
Ellen & Rita
Embroe, Geo. H.
Emerson, Doc J. F.
Engesser, Mr. Agt.
EMIGB, JAMES WM.
Eng, Charlotte
English, Betty
English, C. L.
English, Dean
ENGLISH, HARRISON M.
English, Julie
English, Val
Enos, Rue
Ephraim, Milo
Erber, Fred C.
Eric, The Great
Ernst, John Geo.
Erwin, C. H. Jack
Esposito, Frankie
ETNYKE, LEROY R.
EUDALEY, CLARENCE M.
Eule, Jos.
Eule, Monroe
Evans, Berry
Evans, Bob
Evans, Frank
Evans, James
Evans, May
Evans, Merle
Evans, Raymond
Evans, Sam
Evans, Ted
Everott, Grant
EVITTS, GEO. LEWIS
EWING, JOHN E.
Ersled, Basil, Al.
Fabey, Frank
Fahl, T. I.
FAIRBANKS, WM. L.
Falkner, Lee
Fanning, Jack
FARRELL, PAUL
Farrell, Beth
Farris, Mrs. Dolly
Farthing, John
Fase, Betty
Faust, Ito
Fautt, Leo
Faye, Anita
Fee, John L.
FEENEY, JAMES B.
Felke, Mrs. E.
Feltman, Dave
Fenster, Avis
Feldman, Virginia
Felton, Harry C.
Fenton, John
Fennell, Carrie
Ferdin, Jim
Ferguson, D. R.
Ferguson, James
Ferguson, Merle
Ferguson, R. L.
Ferguson, S. A.
Ferguson, Elizabeth
Ferraro, Gene
Fetta, Louis Tex
Fisher, Roxie
Fields, W. E.
FILLMAN, HARRY A.
Finerty, Mr. Paty
Fitch, Geo. F.
Fireman, Harold
Fish, Gladys
Fish, James B.
Fish, Jerry
Fisher, Bob
Fisher, Frank
Fisher, Gottlieb
Fisher, Harry Tex
Fisher, Joe
FISHER, THOS. G.
Fitch, Dan
Fitch, Harry H.
Fitz & Carroll
Fitzgerald, Irving
Fitzgerald, Jimmy

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 Hammond, E. B. HAMMONDS, CARL ROLLINS
 Hampton, Ernest W.
 Hancock, Bob
 Hancock, Mrs. Ann
 Hand, Margie
 Hand, Maudie
 Handwerker, Allan
 Hankins, Mrs. Betty
 Hanley, Cecil
 Hanlon, Tommy
 Hammerschmidt, Red
 Hannev, E. F. HANNEY, CECIL W.
 Hannon, Harry
 Hanson, Bob
 HAPACK, JOS. R.
 Hapgood, Earl
 Happy, Tom & Jerry
 Hard, Richard
 Hardiman, Mrs. J. V.
 Harding, Steve F.
 Harding, Wm. R.
 Hardy, Wm.
 Harkins, Barney
 Harios, Geo.
 Harmon, Geo.
 Harmon, Mrs. Margie
 Harmon, Wm. H.
 Harp, D. H.
 Harp, H. A.
 Harper, Eugene A.
 Harper, White
 Harpner, Bill
 Harpool, Walter P.
 Harrell, Mrs. Norma L.
 Harrington, Bill
 Harris, A. M.
 Harris, Bill
 Harris, Dave
 Harris, Fred A.
 HARRIS, JAMES MONROE
 HARRIS, JAMES COLUMBUS (Biug)
 Harris, R. D.
 Harris, Mrs. Virginia
 HARRIS, WM. BENTON
 HARRISON, JOHN DUVAL
 Harrison, Jessie
 Harrison Sisters
 Hart, Eddie
 Hart, Edgar G.
 HART, JAMES HENRY
 Hart, Margie
 Hart, Phil
 Hartsburg, Charlie
 Hartsell, E. D.
 Hartwick, Doc
 Hartzick, John
 Hartzman, Wm.
 Hartzog, Harry
 HASKETT, DONALD D.
 Hassan, Bobby
 Hassan, Thomas
 Haun, Mrs. Bessie
 Hawkins, Ralph
 Hawl, Geo.
 Hayden, Paul
 Haye, Harold W.
 Hayes, Buster
 Hayes, Lester
 HAYES, KAY
 Hearn, Maury D.
 HEARN, THOS. E.
 Heaton, Bud, Mgr.
 Heck, Luther C.
 Heedings, Mrs. Betty
 HEDGECOCK, REX K.
 Hednutt, Mrs. Mary
 Hefferan, Dr. Jos. M.
 Heines, Jerry
 Heinz, Eddie
 Heller, Geo. M.
 Helpenstell, Carl
 HELM, CHAS. R.
 HELM, CHESTER ROBT.
 Helm, James
 HELMUNSKI, JOS. J.
 HELMS, KERMIT CLIFTON
 Hemphill, Louie
 HENDERSON, CURTIS
 HENDERSON, FRANK
 Henderson, Jack
 Henderson, Roy E.
 Hendricks, Cecil
 Hendricks, Eddie
 HENDRICKS, ROBT.
 HENDRIX, EUGENE W.
 Hendrix, Paul C.
 Hendrixson, Hughie
 Henry, Robt.
 Henry, Wm.
 Henson, Virginia
 Henze, Jack
 Herman, Ben
 Herman, Bert
 Heron, Jimmy
 Herron, Mrs. Betty
 Hershey, Stella
 Hester, Mrs. Irene
 Heth, Henry
 Hett, Jo Jo
 Hewitt, Gladys
 HICKLE, ARTHUR P.
 Hickman, Red
 Hicks, Glen
 Hicks, John
 Higgenbotham, Jack
 Higs, H.
 Hilderbrand, Roy
 Hiles, Ruth
 Hill, Miss Bobby
 Hill, C. N.
 Hill, Clyde
 Hill, Ed Rex
 Hill, E. C.
 Hill, Gerry
 Hill, Geo. & Leona
 Hill, James W.
 Hill, Low
 Hilliard, Frank
 Hillston, Bob
 HILSINGER, FLOYD ERNEST
 Hilton, Daisy
 Hinkle, Leo
 Hinkle, R. H.
 Hinds, Alton G.
 Hinkle, Milt
 Hinnant, Lilla Mae
 Hiss, Leo
 Hobbs, Danal
 Hobbs, Ellen Rose
 Hochter, Thomas
 HOCKADAY, LONKIE
 Hodges, Clifford M.
 Hodgeman, Gene
 Hodges, Bobbie
 Hodges, Geo. A.
 Hodges, Mack
 Hodgins, Marvin
 Hoey, Sid
 Hoff, Rudy
 Hoffman, Bob
 Hoffman, P. Z.
 Hoffman, (Peezee)
 Hoffman, Sister
 Hoffman, Sanford L.
 Holby, Christine
 Holland, Jean
 Holland, E. Sweden
 Hollingworth, Blackie
 HOLLINGS-WORTH, HOWARD H.
 Holman, Maxine
 HOLMAN, THEODORE
 Holma, Geo.
 Holmes, Mrs. Buster
 Holmes, Jimmie O.
 Holmes, Joe
 Holmes, Lillie
 HOLMES, MILLS ARTEMAS
 Holt, A. Clayton
 Holt, Clayton
 Holton, Patricia
 Homburg, Henry
 HONEYCUTT, HURSTLE H.
 Hooper, Frank
 Hope, Eleanor
 Hope, Marilyn
 Hord, Shackles
 Horigan, Hap
 Horn, Johnny & Jessie
 Horn, Mae
 Horner, Thomas
 Horrope, Paul
 Horell, Chas.
 Horton, Cecil
 Horton, W. M.
 Hortsch, Mitzel
 Houba, Otto
 HOUGHEN, KENNETH D.
 Houck, Paul
 Hourigan, Hap
 House, Mac
 Houston, Leo
 Howard, Bob
 HOWARD, CHARLIE (COL.)
 HOWARD, JOHN LEE
 Howard, Kay
 Howe, Bob
 Howell, Doc
 Howell, Edith
 Howie, Vern
 Hoy, Mrs. W. W.
 Hoyt Jr., Jackie
 Hoyt, Leo
 Hubert, Elton
 Huddle, Mrs. Pearl
 Hudson, Mrs. Marion
 HUFF, HUGH WILBUR
 HUFF, WM. STEPHEN
 Huffman, Mrs. Cleo
 Huftle, John
 Hugh, Hal
 Hughes, Buddie
 Hughes, Eddie
 Hughes, Howard H.
 Hughes, Lucille
 Hull, S. A.
 Hulme, Geo.
 HUNT, DANIEL
 Hunt, Mrs. Ella
 Hunt, John
 Hunt, Thelma
 HUNT, UNION BANNER
 Hunter, George
 Hunter, Gladys
 HUNTER, ROY HURD, HENRY M.
 Huson, Orville
 Husson, Jack
 Hussey, Camilla
 Huston, Walter
 Hutcherson, R. L.
 Hutchings, Verdell
 Hutchinson, Babe
 Hutchinson, Marie
 Hutchinson, W. G.
 Hutton, Betty
 Hutzler, Virgil
 Hymon, James
 Hystern, Will
 Ingles, Earl
 Ingram, Everett C.
 INGRAM, WM. ALEXANDER
 Insko, Chas. Henry
 Iola, Miss
 Irwin, David
 Isenberger, Harley
 Ison, Bernie
 ISON, EARL EUGENE
 IVEY, GROVER
 Jackson, EHS T.
 Jackson, Geo.
 Jackson, Helen
 Jackson, Herman
 JACKSON, JIMMIE B.
 Jackson, Luther
 Jackson, Wild Dick
 Jacobs, Rudy
 JACOBS, EARL FREDERICK
 Jacobs, Eddie
 James, C. C.
 James, Pat
 James, Mrs. Julia
 James, Harry
 James, Mrs. Lillian
 JAMES, VYRVA ELMER
 JANECEK, JOHN S.
 Jarvis, Carl
 JARRARD, WM. LUTHER
 Jarvis, Silva
 Jason, Fred
 Jay, Bill
 Jean, Laura
 Jenkins, Chas.
 JENNINGS, GROVER L.
 JENSEN, RALPH PALMER
 JILES, RICHARD D.
 Johns, J. L.
 Johns, Riley
 Johns, Steve
 JOHNSON, ALBERT JOHN
 Johnson, Alfred
 Johnson, Carl
 Johnson, Charles
 Johnson, (Boulding)
 Johnson, Dallas H.
 Johnson, Eddie H.
 Johnson, Mr. Fluffy
 Johnson, Herman
 Johnson, J. H. & Sidonia
 Johnson, Jack
 Johnson, Jessie
 Johnson, Judith
 Johnson, J. W.
 Johnson, J. B.
 Johnson, Lloyd
 Johnson, Mabel
 Johnson, Mrs. Thelma
 Johnson, Prof. Tom
 Johnson, Theo.
 Johnson, Rollen
 Johnson, Russell B.
 JOHNSON, SWADE THOMAS P.
 Johnson, Windy
 Johnston, Ray
 Joiner, David
 Jones, A. L.
 Jones, Mrs. Agnes E.
 Jones, A.
 Jones, B. H.
 Jones, Ben R.
 JONES, DOUGLAS ARNOLD
 Jones, Geo. W.
 Jones, Harry
 JONES, JAMES JONES, JOHN W. JONES, JOS. CARL
 Jones, Kenneth
 Jones, Mrs. Marie
 Jones, Mrs. Marian
 Jones, P. M.
 Jones, Paul
 Jones, Percy
 Jones, Roy H.
 Jordan, Joe T.
 JORDAN, HENRY
 Jordan, Red
 Joseph, Frank
 Joseph, Stanley
 Josephine, Jelly
 Joy, Billy
 Joyce, Marly
 Joyce, Victoria
 Julius, Harry B.
 Justus, Don
 Justus, Ralph
 Kaut, Edna
 Kahn, Mrs. Margie
 Kalton, Harry
 Kalen, James B.
 Kaler, Vic
 Kaller, Carl
 Kamin, Al
 Kanna, Iona
 Kanapa, Halo N.
 Kane, E. J.
 Kane, James
 Kanerna, Gus
 KANERVO, HENRY I.
 Kappelman, R.
 Karamola, Tom
 Karsh, Leonard
 Karus, Ed L.
 Karo, Helen
 Karr, Joe
 Kasher, Chas.
 Kasher, Bud
 Katz, Ben
 Kaufman, Mrs. Evelyn
 Kaufman, Mary J.
 Kaul, Lani
 Kausman, Elmer G.
 Kaw, E. B.
 Kaw, Irvine
 Kayne, Don
 Kaweki, Peter D.
 Keane, Scotty
 Keating, Bob
 Keating, R. M.
 Keaton & Arnold
 Keatley, Geo.
 Kee, James S.
 Kee & Tuck
 Keenar, Walter
 Keenan, Al
 Keating, Mrs. Babo
 Keith, Midge
 Kelley, Alvin
 Kelley, Don
 KELLEY, DON HERMAN
 Kellog, Sam
 Kelley, Kitty
 Kelley, Pattie
 KELLEY, ROBT. LEBE
 Kelly, Mrs. Betty
 Kelly, Eugene
 Kelly & Hayes
 KELLY, JOE
 Kelly, Margie
 Kelly, Michael & Reba
 Kelly, T. W. Slim
 Kelly, Wm. T.
 Kelso & Lee
 Kelzer, Emma
 Kenop, Bill
 Kenard, Wayne
 Kenby, John
 Kennedy, Frank
 Kennor, Bonnie
 Kent, Billy
 Kent, Cleve
 Kent, Jack
 Kentucky Lee
 Kessler, Dixie
 Kessler, Jesse R.
 Korns, Lester
 Kessler, Jack
 Ketrof, Frank
 Keystone, Lillian
 Kiefer, Richie
 Kiehl, E. L.
 Kilgore, J. D.
 Kimball, Duane
 Kinchloe, Mielkie
 King, Betty
 King, Bryon
 King, Clara & Kellie
 King, Duke
 King, Grace & Gabe
 King, Kelle
 King, Margie
 King, Mickey
 King, Nancy
 King, Roy
 Kingsbury, Donald
 Kinnart, Diane
 Kirk & Clayton
 Kirk, H. H.
 Kirshbaum, Wm.
 Kiss, Frank
 Kistler, Tiny L. H.
 Kitterman, H. W.
 Khamatshky, Andre
 Klayborn, Harry
 Kleider, Paul A.
 Klein, Bob
 Klein, Clarence
 KLINE, ALBERT COLVIN
 Kline, Bob
 Kline, P. H.
 Kling, Pete
 Knight, Clarence
 Knight, Felix E.
 Knight, Irving W.
 Knight, Jack
 Kniehl, Richard J.
 Knox, Chiff
 Knox, Deland
 KNOX, FORREST DALE
 Koford, Wm.
 Kogeloch, Charles
 Kohl, Eddie
 Kolum, Joe
 Kolb, Ray
 Kolb, Robt.
 Kolson, Allen
 Koly, Mat
 Korston, Joe
 Korte, Mrs. Ruth
 Koster, Chas. D.
 Kosterman, Ralph H.
 Kougat, Alexander
 KOUSIOS, JOE ANDRIAN
 Kowolonek, Mrs. Mario
 Kramer, L. W.
 Kramer, Paul E.
 Krause, Jack
 Krestes, Geo.
 Krooner, Ralph A.
 Kuhn, Mrs. Lillian
 KULP, CHAS. J.
 Knudson, C. H.
 Kuni, Lani
 Kutz, Lawrence
 Kuzac, Edw. & Mary
 LaBarre, Chuck
 LaBarrie, Babe
 LaBroque, Harry
 LaCampa, Joe
 LaCost, Sherman
 LaDelle, Jackie
 LaFaye, O.
 LaFayette, A. E.
 LaFlair, Warren
 LaGras, Steve
 LaMarr, Paul
 LaMarr, PeeWee
 LaMoind, Frank
 LaMonte, Dolores
 LaPearl, Harry
 LaPine, Harry
 LaPoint, Ruth
 LaReno, Harry & Eva
 LaRush, Pat
 LaTuc, Freddie
 Long, Frank
 Long, Harry K.
 Long, Ray (Age King)
 Lowry Bros.
 Lowrow, Cortez
 Lowry, S. N.
 Lott, Myra
 Louis, Mrs. Eva
 Louis, Joe R.
 Lours, Robert
 Love, Billie Sarah
 Lovell, Chas. W.
 Lovell, Joseph
 Lowe, Mrs. Madeline
 Lowy, Melvin
 Ludlow, Harry
 Ludwig, Mrs. Frank
 Luker, Pete
 Lundquist, Mrs. Jean
 Lundquist, Leonard
 Luther, Bill
 Lyerly, Ace
 Lyle, Sandy
 Lyo, A. T.
 LYMAS, JAMES
 Lynch, Cotton
 Lynn, Lillian
 Lynn & Mack
 Lyons, Al
 Lytell, Fred
 Lyttton, Courtland
 Lytton, Frank
 McAlister, Connie
 McArthur, Hugh L.
 McAvoy, Danny
 McBIGLEY, WM. McBRIDE, JAS. WM.
 McBride, P. S.
 Lathowski, Capt. Jack
 Laughlin, Jimmy
 Laurolo, Martin
 Lawin, Johnny
 Lawlor, Geo.
 Lawton, Jay
 LAWLEY, ALBERT JACK LAWRENCE
 Lawson, M. E.
 Lawson, Willie
 Lazaro, Larry E.
 LeVier, Fred
 LeChoir, Charlene
 LeClarus, The
 LeGere, J. F.
 LeMay, Grace & Eddie
 LeReay, Kay
 LeRoy, Mrs. Grayce
 LeRoy, Helen
 LeRoss, The
 LeRoy, Cant. Edw.
 LeVan, Dore
 LeVan, Mrs. H. F.
 LEACH, JOHN M.
 Lear, Mrs. or P. G.
 Lease, Max
 Lee, Ann
 Lee, Carrie
 Lee, Chang
 LEE, EDWIN OWEN
 Lee, Francis M.
 Lee, Jos.
 Lee, Louis & Junnie
 Lee, Rex
 Lee, Rosemary
 Lee, Rosa (Armadillo Girl)
 Lee, Sylvia
 Lee, Walter W.
 Leeper, Jack
 Leeston, the Magician
 Lehan, Robert
 Leibel, Herman E.
 Lemar, Freddie
 Lemhart, L. R.
 Lennon, Mrs. R. J.
 Lemmon, Peggy
 Lentini, Frank
 Leo, Mr. Ivan
 Leon, Bill
 Leonard, Chas.
 Leonard, Edw. J.
 Leonard, Hal
 Leonard, Harlo & Mario
 Leonard, Harry
 Leonard, Oreb., Ada
 Leonard, Wick
 Lentzinger, Paul
 Levin, David
 Lester, Lee
 Lewis, Arkansas
 Lewis, Charles
 Lewis, Dorothy
 Lewis, Dudley & Olive
 Lewis, Dudley
 Lewis, Fay
 LEWIS, HANSON HARLOW
 Lewis, Mrs. Jimmie
 LEWIS, ISAAC NEWTON
 Lewis, Mrs. Joe
 Lewis, Madeline
 Lewis, Nancy
 LEWIS, ROBT. VERNON
 Lewis, Sylvia
 Lewis, T. P.
 Lewis & Yarn
 Liberty, Betty
 Lighter, Wm.
 LINDLEY, JNO. ALVIN
 Lindsay, Raymond
 Linstead, J. C.
 Linger, Harry
 Lippman, Eddie
 Lithgow, Mrs. Mae
 Litten, John
 Little, Bert Pauley
 Little, Mrs. Clarence
 Little, Little Joe
 Little, Mrs. Virginia
 Littlejohn, Joe
 Livesay, Chas. S.
 Livingston, Betty
 Livingston, Faith
 Livingston, Harold
 Lloyd, Jimmie
 Lock, W. M.
 Lockboy, D. D.
 Loftis, C. M.
 Logan, Dave
 Long, Chester
 LONG, CHRIS WM.
 Long, Earl S.
 Long, Frank
 Long, Harry K.
 Long, Ray
 Long, Mrs. E. J.
 Lowry Bros.
 Lowrow, Cortez
 Lowry, S. N.
 Lott, Myra
 Louis, Mrs. Eva
 Louis, Joe R.
 Lours, Robert
 Love, Billie Sarah
 Lovell, Chas. W.
 Lovell, Joseph
 Lowe, Mrs. Madeline
 Lowy, Melvin
 Ludlow, Harry
 Ludwig, Mrs. Frank
 Luker, Pete
 Lundquist, Mrs. Jean
 Lundquist, Leonard
 Luther, Bill
 Lyerly, Ace
 Lyle, Sandy
 Lyo, A. T.
 LYMAS, JAMES
 Lynch, Cotton
 Lynn, Lillian
 Lynn & Mack
 Lyons, Al
 Lytell, Fred
 Lyttton, Courtland
 Lytton, Frank
 McAlister, Connie
 McArthur, Hugh L.
 McAvoy, Danny
 McBIGLEY, WM. McBRIDE, JAS. WM.
 McBride, P. S.
 McCaffery, Buck
 McCAHEM, FRANK OLIVER
 McCall, Glenn
 McCall, Hubby L.
 McCampel, Jimmie
 McCampbell, A. P.
 McCarrall, R. L.
 McCarty, Ambrose
 McCarty, Chas.
 McCaully, Harry
 McClain, Mary B.
 McClay, Mickey
 McClain, Bill
 McClendon, J. C.
 McCluskey, E.
 McCluskey, Bill & Zorimo
 McCollum, C. E.
 MCCORMACK, ALONZO
 McCormick, Jess
 MCCOY, JAMES ODELL
 McCoy, M. P.
 McCrary, B. W.
 McCue, Edward
 McDaniels, Bill
 McDaniels, Elmer
 McDaniels, Grace
 McDaniels, Lee
 McDermont, Francisco
 McDONALD, CLINTON WM.
 McDonald, Donzell
 McDonald, Jack
 McDonald, Edw.
 McDonald, Jack
 McDonald, Mrs. Kay
 McDonald, Margerite
 McDonald, Wm. D.
 McDougall, Charles
 McDougall, Cliff
 McDowan, M.
 McDowell, Karl
 McEwin, Capt.
 McFALL, WAYNE
 McGee, Andrew N.
 McGee, Lester
 McGee, Paulino
 McGee, James
 McGinnis, Chet
 McGinnis, Bob
 McGrath, P. A.
 McGrath, & Doda
 McIntire, R. G.
 McIntyre, Paul
 McKay, GLENN ELDRICK
 McKay, Walter & Helen
 McKee, Mrs. Nannio
 McKibben, Al
 McKerrick, W. R.
 McKnight, C. H.
 McLachlan, Alex
 McLane, Jane
 McLaughlin, Alexander
 McLaughlin, Bill
 McLaughlin, Frank
 McLaughlin, Leonard
 McMAHAN, MOTE PAUL
 McMatt, J. L.
 McNally Show
 McNAMARA, JAMES
 McNeal, Mss & Maude
 McNEEL, HAROLD
 McPride, Danny
 McQuage, Billy
 McKEYNOLDS, RUSSELL CALVIN
 McSane, Jane
 McSpadden, J. R.
 Madie, Bill
 Macann, Jimmie
 Macay, Phil
 MacDonald, Mrs. Mary
 MacDowell, Carl
 Mack, Musical May
 MacLean, Bobbie
 Macs, the Merry
 Mack & Lynn
 Mackey, Michale
 Mackie, Ann
 MacNeill, A. W.
 Macenia, Jack
 Madden, Tom
 Mahdi, L. D.
 Mahl, Jule
 Mahoney, Mrs. Jack
 Mahoney, Mrs. Nona
 Maibach, Geo.
 MAILHOT, THEODORE W.
 Mailhot, Ted
 Malcola, Dave
 Mamz, Elaine
 Maney, Eva & Eddie
 MANGLE, MICHAEL A.
 Manhattan Players
 Manley, John
 Mannheim, Mrs. Betty
 Mannheim, Joe B.
 Mansell, Bill
 Mansell, M.
 Mansell, Maxine
 Mansfield, Jack
 Manville, C. F.
 Manzie, Elaine
 Marasco, Richard
 Marasco, Gladys F.
 Marcell, Dr. Marcus
 Mariotta, Roy E.
 Marincek, Bill
 Marive, Hippo-drome
 Mario & Carman
 Markle, Marjorie
 Marko, Elan
 Marks, Grover
 Marlow, Sam
 Marlowe, Mrs. Theol N.
 Marr, J. A.
 Marshall, Mrs. Rachel
 MARSHALL, HOWARD
 Marshall, Richard
 Marshall, Thurman
 Marshbanks, Mato
 Marshette, Bob
 Marshfield, Mrs. L. C.
 Martell & Dawn
 Martens, H. R.
 Martin, Art
 Martin, Mrs. Daisy
 Martin, Edward
 Martin, Edwin R.
 Martin, Mrs. Ethel
 Martin, Fern
 Martin, Hal Hal
 Martin, Jack
 Martin, Karl
 Martin, Keppie
 Martin, Renee
 Martin, Robert
 Martin, W. Terry
 Martin, Tom
 Martin, Mrs. Zuleka
 Martini, Joe
 Masey, Phil
 Mashek, Phillip F.
 Mason, Billy
 Masters, Johnny
 Mathews, Cleeta
 Mathew, Ellis
 Matter, Floyd R.
 Mathews, Ben
 Matthis, Benny
 Maul, Mrs. R. Davidson
 Maurice & Andre
 Maurice, Fred
 Maxwell, W. C.
 May, Mrs. Thelma
 Mayer, Geo. F.
 Mayes, Prof.
 Livingston
 Mayfield, Murray H.
 Mayo, S. C.
 Mayo & Carr
 MAYO, WM. MARY, Bob
 Maynard, Gilbert
 Meachum, Homer
 Meade, Mrs. Julia
 Meachanic, Julius
 MEDINA, PETE
 Medler, Theo.
 Meeker, Geo.
 Meers, Marie
 Mefford, Buddy
 Megler, Howard
 Melheto, Waldo G.
 MEISS, RAYMOND T.
 Melba & Russel
 Melville, Bert
 Melville, Mrs. Bertha
 Mennetti, Eddie
 MEMORE, MATTO JOS.
 Merchant, Ted
 Meroy, Al
 Merrill, Hazel
 Merrill, Robert
 Merrithews, Mrs. Lillian
 Merritt, D. L.
 Merwin, Robt.
 Messick, Tommy
 Metz, Mrs. Grace
 Metz, Ted
 Mexican Rosie
 Meyers, Ben
 Meyers, Brownie
 Meyers, Frank H.
 Meyers, Harry
 Meyers, Steve
 Meyers, Timmy
 Mical, Johnny
 Michaels, Robert
 Michell, Charlie
 Michener, Louie
 Mijares, Frank
 MILAN, CHAS. R.
 MILANOVICH, ELI
 MILANOVICH, JOHN
 MILANOVICH, LOUIS
 MILANOVICH, SAM
 Miller, Bobby
 Miller, C. E.
 Miller, Chandler P.
 Miller, Chas. Jo
 Miller, Dick
 Miller, Mrs. Ethel
 Miller, Flossie
 Miller, Frank
 Miller, Max
 Miller, Max
 Miller, Frank
 Miller, Mark
 Miller, Frank H.
 Myers, Lucky
 Myers, Ray
 Myler, W. B.
 Nadreau, Jean
 NASH, VICTOR PARKER
 Nash, Dolly
 Nazodiani, Nick
 Nation, Al
 NAUGLE, MICHAEL ANDY
 Nagroth, Paul
 Navin, Robt.
 Nayler, Wm.
 Neal, Mrs. Anna
 Neaya, Dorothy
 Nebor, Felix
 Neolan, Toby
 Neitor, Mrs. Kay
 Neitor, Richard
 Nelson, Art
 Nelson, Harry
 Nelson, Harry S.
 Nelson, Jack Rodeo
 Nelson, Ozzie
 Nessely & Norman
 Netherfield, Paul
 Newberry, John W.
 Newby, Don
 Newcomb, Kenneth
 Nowell, Bobbie
 Newton, Irene
 Newton, Mrs. Vera
 Nico, Cliff Wilson
 Nicholas & Healy
 Nichols, Buddy
 Nicholas, George
 Nicholls, Harold
 NICKEL, LAWRENCE EDW.
 Nichols, Ralph
 Nicholus, Tom
 Nielson, Fannie
 Niquets, Irma Leo
 NIXON, JAMES
 Nixon & Norris
 Nixon, Carl
 Nixon, Mrs. Eddie
 Nixon, Wingle
 Noble, Lee
 Noble, Lighthouse
 Noel, Chas. S.
 Noell, Robert
 Nolan, Bert
 Nolan, Dr. Larry
 NOLEN, ELMER HOLLEEN
 Noller, C. C.
 Noller, Mrs. Dixie
 Nols, White
 Noon, J. Gilbert
 Montez, Loretta
 Montgomery, Bert
 Montgomery, Howard
 Montgomery, Trevor
 Moore, Helen
 Moore, A. L. Dinty
 MOORE, ARTHUR RALPH
 Moore, Bonnie
 Moore, Chas.
 MOORE, EARL EDW.
 MOORE, ELIJAH CLARK
 MOORE, GLENN GORDON
 Moore, Mrs. Goldie
 Moore, Mrs. Harry
 Moore, Jack Del
 MOORE, JOHN DAVID
 Moore, Marie S.
 Moore, Park
 Moore, Rosalie E.
 Moore, Roscoe
 Moore, Thomas
 Moore, W. J.
 Moore, Whimsier (Rodeo Clown)
 Moore, Wm. M.
 Moorehead, Speed
 Morales, Dorothy
 Morales, Teresa
 Moran, Jimmy
 Moran, Geo.
 Moran, Juggler
 Moreno, Tony
 Moray, Henry A.
 Morgan, Bud
 Morgan, Duke
 Morgan, Fred
 Morgan, Mrs. H. R.
 Morgan, Jack
 Morgan, Lamon
 Morgan, Stina
 Morgan, W. E.
 Morley, Ruth
 Morning, Glenn
 Morris, Chip
 Morris, Claude
 Morris, Doc
 Osborn, James
 Morrissey, D. T.
 Morrison, Ray
 Morrow, Herbert
 Mortenau, Mrs. Fred
 Mortier, Paul
 Morton, Robert
 Morton, Lou O.
 Morton & King
 Musar, Willey
 Moseley, Joe
 Mosher, Wm.
 MOSLEY, WILLIE LAWSON
 Moss, Anna Ray
 Moss, Lee
 Mottie, E. B.
 Motley, Ernest
 Mouton, Frank
 Meyer, F. H.
 Moyle, Ed A.
 Muller, Gloria
 Munn, Bernard
 Murphy, Eddy
 Murphy, Joe
 Murphy, Joseph
 Murphy, K. C.
 Murray, Moreland
 Murray, Eddie J. Do
 Murray, Ginger
 Murray, Lillian S.
 Murray, Phil
 Murray, Thos. Elroy
 Murrell, Fred
 Murrell, Tom
 Murry, Max
 Murtha, Frank
 Must, Mark
 Myers, Frank H.
 Myers, Lucky
 Myers, Ray
 Myler, W. B.
 Nadreau, Jean
 NASH, VICTOR PARKER
 Nash, Dolly
 Nazodiani, Nick
 Nation, Al
 NAUGLE, MICHAEL ANDY
 Nagroth, Paul
 Navin, Robt.
 Nayler, Wm.
 Neal, Mrs. Anna
 Neaya, Dorothy
 Nebor, Felix
 Neolan, Toby
 Neitor, Mrs. Kay
 Neitor, Richard
 Nelson, Art
 Nelson, Harry
 Nelson, Harry S.
 Nelson, Jack Rodeo
 Nelson, Ozzie
 Nessely & Norman
 Netherfield, Paul
 Newberry, John W.
 Newby, Don
 Newcomb, Kenneth
 Nowell, Bobbie
 Newton, Irene
 Newton, Mrs. Vera
 Nico, Cliff Wilson
 Nicholas & Healy
 Nichols, Buddy
 Nicholas, George
 Nicholls, Harold
 NICKEL, LAWRENCE EDW.
 Nichols, Ralph
 Nicholus, Tom
 Nielson, Fannie
 Niquets, Irma Leo
 NIXON, JAMES
 Nixon & Norris
 Nixon, Carl
 Nixon, Mrs. Eddie
 Nixon, Wingle
 Noble, Lee
 Noble, Lighthouse
 Noel, Chas. S.
 Noell, Robert
 Nolan, Bert
 Nolan, Dr. Larry
 NOLEN, ELMER HOLLEEN
 Noller, C. C.
 Noller, Mrs. Dixie
 Nols, White
 Noon, J. Gilbert
 Montez, Loretta
 Montgomery, Bert
 Montgomery, Howard
 Montgomery, Trevor
 Moore, Helen
 Moore, A. L. Dinty
 MOORE, ARTHUR RALPH
 Moore, Bonnie
 Moore, Chas.
 MOORE, EARL EDW.
 MOORE, ELIJAH CLARK
 MOORE, GLENN GORDON
 Moore, Mrs. Goldie
 Moore, Mrs. Harry
 Moore, Jack Del
 MOORE, JOHN DAVID
 Moore, Marie S.
 Moore, Park
 Moore, Rosalie E.
 Moore, Roscoe
 Moore, Thomas
 Moore, W. J.
 Moore, Whimsier (Rodeo Clown)
 Moore, Wm. M.
 Moorehead, Speed
 Morales, Dorothy
 Morales, Teresa
 Moran, Jimmy
 Moran, Geo.
 Moran, Juggler
 Moreno, Tony
 Moray, Henry A.
 Morgan, Bud
 Morgan, Duke
 Morgan, Fred
 Morgan, Mrs. H. R.
 Morgan, Jack
 Morgan, Lamon
 Morgan, Stina
 Morgan, W. E.
 Morley, Ruth
 Morning, Glenn
 Morris, Chip
 Morris, Claude
 Morris, Doc
 Osborn, James
 Morrissey, D. T.
 Morrison, Ray
 Morrow, Herbert
 Mortenau, Mrs. Fred
 Mortier, Paul
 Morton, Robert
 Morton, Lou O.
 Morton & King
 Musar, Willey
 Moseley, Joe
 Mosher, Wm.
 MOSLEY, WILLIE LAWSON
 Moss, Anna Ray
 Moss, Lee
 Mottie, E. B.
 Motley, Ernest
 Mouton, Frank
 Meyer, F. H.
 Moyle, Ed A.
 Muller, Gloria
 Munn, Bernard
 Murphy, Eddy
 Murphy, Joe
 Murphy, Joseph
 Murphy, K. C.
 Murray, Moreland
 Murray, Eddie J. Do
 Murray, Ginger
 Murray, Lillian S.
 Murray, Phil
 Murray, Thos. Elroy
 Murrell, Fred
 Murrell, Tom
 Murry, Max
 Murtha, Frank
 Must, Mark
 Myers, Frank H.
 Myers, Lucky
 Myers, Ray
 Myler, W. B.
 Nadreau, Jean
 NASH, VICTOR PARKER
 Nash, Dolly
 Nazodiani, Nick
 Nation, Al
 NAUGLE, MICHAEL ANDY
 Nagroth, Paul
 Navin, Robt.
 Nayler, Wm.
 Neal, Mrs. Anna
 Neaya, Dorothy
 Nebor, Felix
 Neolan, Toby
 Neitor, Mrs. Kay
 Neitor, Richard
 Nelson, Art
 Nelson, Harry
 Nelson, Harry S.
 Nelson, Jack Rodeo
 Nelson, Ozzie
 Nessely & Norman
 Netherfield, Paul
 Newberry, John W.
 Newby, Don
 Newcomb, Kenneth
 Nowell, Bobbie
 Newton, Irene
 Newton, Mrs. Vera
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 Morgan, Jack
 Morgan, Lamon
 Morgan, Stina
 Morgan, W. E.
 Morley, Ruth
 Morning, Glenn
 Morris, Chip
 Morris, Claude
 Morris, Doc
 Osborn, James
 Morrissey, D. T.
 Morrison, Ray
 Morrow, Herbert
 Mortenau, Mrs. Fred
 Mortier, Paul
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 Moyle, Ed A.
 Muller, Gloria
 Munn, Bernard
 Murphy, Eddy
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 Murray, Moreland
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 Murray, Ginger
 Murray, Lillian S.
 Murray, Phil
 Murray, Thos. Elroy
 Murrell, Fred
 Murrell, Tom
 Murry, Max
 Murtha, Frank
 Must, Mark
 Myers, Frank H.
 Myers, Lucky
 Myers, Ray
 Myler, W. B.
 Nadreau, Jean
 NASH, VICTOR PARKER
 Nash, Dolly
 Nazodiani, Nick
 Nation, Al
 NAUGLE, MICHAEL ANDY
 Nagroth, Paul
 Navin, Robt.
 Nayler, Wm.
 Neal, Mrs. Anna
 Neaya, Dorothy
 Nebor, Felix
 Neolan, Toby
 Neitor, Mrs. Kay
 Neitor, Richard
 Nelson, Art
 Nelson, Harry
 Nelson, Harry S.
 Nelson, Jack Rodeo
 Nelson, Ozzie
 Nessely & Norman

- Hill, Ruth M.
Hilshack, Ed
Huddleston, Robert
Hunting, Frank
Hunt, Bob
Johnson, Mr. & Mrs. Harry Leo
Johnson, Abo
Joy & Juanita, 19c
Marshall, Ray, 5c
Jones, Little Johnny
Junat, Jean
Joy & Juanita
Kaali, David
Kakama, Princess & Willie
Kohout, Mr. & Mrs. Joe
Koss, Mr. & Mrs. Adolph
Kuni, Lenny
"Joseph"
Lamond, Mr. & Mrs. Dave
LaMont, Gertrude
Landaker, Mr. & Mrs. H. O.
Laudre & Verna
Lawes, Claude D.
LeBeau, Melba
LEE JR., HARRY
Lehart, Roy
Lewis, Mr. & Mrs. Nate
Linton, Hank
Littlejohn, Frank
Loranzo, Buster
Lyon, Lord
McAfee, Irene
McCameron
McCammon, Morris
McDonald, Roy
"Mickey"
McGrail, John
McKIDDIE
"JASPER"
Malloy, Ullaine
Manning, Mr. & Mrs. Otis
Markham, Andrew
Marshall, Ray
Marquita, Princess
Martin, Bobby
Martin, Jack
Martin, Ray
Miles, Joe
Miller, Max
"Curley"
Morale, Pedro
Moore, Rosalie E.
or Maudie
Belle E.
Moss, Florence
Naida & Perez
Noon, Gilbert
O'Brady, Mr. & Mrs. Jack
O'Connell, Miss Maxine
Opsal, A. M.
Osborne, S. P.
Palmer, Marie
Paschansky, Clara
J.
Palmer, William F.
Pearl & Montrose
Pelle, Myrtle & Chester
Rady, Florian S.
Rady, George
Rankin, Mrs. Nan
Ray, Claire
Re, John
Reger, Bill
Regan, R. M.
Rich, J. E.
Roberts, Mr. & Mrs. Stewart
Rollet & Dorothea
Rooks, Mrs. Violetta
Ross, Tommy
Rowan, W. W.
Russell, Helen
Ryan, Arthur Jack
Seibert, Mrs. Lorretta
Sells, Chas. W.
Seror, Alfred
Sexton, T.
Shepherd, Fred
Shepard, Mr. & Mrs. Merrill
Siegrist, Arthur
Simpson, Bill
Small, Shirley
Spaulding, Joan
Spinks, H. G.
Starr, Harry
Stewart, Manfred
L.
Stone, Ruth
Stulta, Tommie
Sugden, W. E.
Sutton, Anna
SUTTON, WILLIE
WILSON
Swan, Violet
SWINTON, ELDA
RICHARD
Taylor, Earl
Tassito, Felix A.
Teeter Sisters
Thomas & Fitzpatrick
Thomson, Arthur
Toney, James
Tucker, Tuck
Vani, Joe E.
Ventosa, Mr. & Mrs. Vantine
Vohse, Harold
Washington, Geo.
Dewey
Wayne, Anne
Weiss, Esther
West, Frank
White, Bob
Whitoughby, Hollis F.
Wong, Neo
Woodward, Jimmie
Wright, Harry P.
Wynters, Pamela
Ybanes, Mr. & Mrs. A. M.
Zarborowski & Family, Mr. & Mrs. Mike
Admission, Gordon
AGMAN, CARL
WALDMAR
ALEXANDER, TED S.
Allen, Lillian
Alford, Zed
ANGELL, HOWARD
WILLIS
BACKENSTO, ALDEN R.
Baer, Jack
(Canadian)
Baker, T. L.
Baldwin, Bill
Bales, Pete
Bell, O. A.
Bell, Vern
Berham, Richard
BENNETT, LLOYD
COLTON
Bentley, J. M.
Bing, Bernice
Birchman, Arthur
Booth, H. M.
Boyle, Mrs. Duke
Brooks, Anna
Bryer, Harry & Mabel
Bryer, Harry
Buck, Mrs. Dollie
Bell Dodd
Burnick, Ted
Burns, Mrs. R. A.
Burns, R. A.
Butler, Charles
Butler, L. H.
(Whitio)
Bydark, Albert
Calloway, Whittie
Carroll, Burnell
CARROLL
BURNELL
Cawthorne, Wild
Bill
Chalkis, W. N.
Chambers, Tex
CHAMPEAU, ANTHONY
GORDON
Cole, Buford
Colley, Jeff
Conway, Harry
Conyer, Mrs. Edith
Conyer, Mrs. H. D.
Cook, Miss Phyllis
Cooley, Stella & Abo
Coy, Bill
(Cookhouse)
Crighton, Hummie
Cross, B. G.
Davidson, Mrs. G. B.
Davis, Dick
Dawson, Thos.
(Skinny)
Dyer, Tony
Dickerson, Harry
Doran, James
Day, F. J.
Decker, Joe
Dedmon, Miss Carrie
Diaz, F. P.
DIXON, CLAUD
Edgington, C. L.
Ellis, Chief Big
Emerson, S. C.
Farnell, Jimmy
Fellows, Mrs. Ernest
Fetteris, Miss Bernetta
Fidler, F. C.
Fisher, A. H.
Flannigan, Paul
Floving, Thomas
Forrest, Tom P. & Betty L.
Fortune, Mrs. George
Forent, Thomas P.
Foss, Miss Estelle
FRID, ROLAND
EDWARD
From, Roy
Frye, James G.
Gable, Earl E.
Gebertz, Burton & Julia
GILLIS, CLARENCE
SIDNEY
Glynn, Mac A.
Good, Joe
Goldstein, A.
Goldstone, Roy
Gowdy, Mrs. Pamela
Gowl, Bob
Hammons, Cherokee
Hanasaki, Frank
HARRIS, DON-ALD
CORTISS
Harris, W. R.
Hann, Edlie
Hann, Mrs. Beasio
Heath, Mabel
Höderbrand, Frank
Hill, Eddie
Hoey, Sid
Holt, A. Clayton
Howe, Rex
Hunter, Blackie
Hutcherson, Mrs. Jack
Jaeger, Mrs. Jack
Johnson, A. F.
"Peelers"
Kanapo, Halo
Kelley, Ted R.
King, Ralph P.
Knight, Henry
Knight, Richard J.
Kortz, E.
Kyle, Miss Beo
LaMon, Harry
Lamb, Barney
Lambert, Joe
LaRue, Alice & Jack
Leon, King
Limboccker, Joe
Lime, J. H.
LUCAS, EARL
CECIL
McGregor, Harold
McVey, W. L.
Mansfield, Raymond
Mansfield, Roy
Marauro, Mrs. Frances
MARQUETTE, ALFRED
Martin, Terry
McKibbey, Joe
McQueen, R. C.
Miller, B. E.
Miller, Bertram
Miller, Jacob E.
Miller, Lector
Miller, Ralph
Mitchell, Ted
Moore, Miss Rosalie
E. E.
Moorehead, Harold
Mouchard, Mrs. C. L.
Morgan, John W.
Morgan, Lon
Morton, Lucy L.
Norman, Mrs. Dolly
O'Brien, Robert L.
Obely, Lawrence
Albert
Oswal, Prince
Owen, Marvin & Eddie
Owen, Bill & Jackie
Page, W. C.
(Blackie)
Phillips, Morgan
Proctor, Mrs. Emma
QUINN, DAN J.
Quinn, John
(Hoosier)
Ramen, Reasio
Rawlings, W. E.
Ray, Ralph (Ky)
Raye, J. L.
Reeves, Gabel L.
Reeves, Leon G.
REED, ALBERT
LAWRENCE
Rice, Warren
Rinehart, S. W.
Rohm, T. W.
ROSE NEWBILL
EUGENE
Rose, Roy R.
Rowe, Jack
Sands, Mrs. Rustina
Schellio, Joe
Scott, Mrs. Darlene
Leo
Serebneff, William
Seymour, Doc
Shumway, Zeke
Signor, Sig
Sims, Mrs. Ruby
SOMERFIELD, EDWARD
Spaulding, Warren
Spam, Virginia
Stamper, Edgar
Starkey, John W.
Stark, Virgil
Stein, A. E.
STELL, EDGAR
Stiger, W. J.
Stipanovich, Milton
Stoltz, L. F.
(Peggy)
Stober, Tex
SWAN, WALTER
L.
Swan, Mrs. Rustina
Taylor, Raymond
TERRELL, LEROY
Thomas, James
Thompson, E. L.
Thompson, Tommie
Thompson, W. E.
Tucker, W. J.
TYLER, FINIS
DAVID
Dlear, Joseph
Vanderford, Ruby
VELIE, GORDON
Vreeland, Jack
Waters, J. A.
Waugha, Henry
Wecker, W. B.
Weiss, Bernard
Whitner, L. H.
White, George P.
Williams, Mrs. Betty
Wilson, Mrs. Pop
Wiltse, Cash
Winters, J. W.
(Hammie)
Wippl, Rosina
Wright, Charles
Zilla

to pay part of premiums in Defense Stamps, as recorded in the January 10 issue of *The Billboard*. He said if all fairs paid 40 per cent of premiums in stamps it would net the government over \$6,000,000. After report of committees, election of officers and adoption of resolutions the meeting adjourned.

Wednesday night's banquet in the Travertine Room was heavily attended. President-Elect Graham was toastmaster. Lieut.-Gov. Dawson spoke briefly, saying that fairs must carry on in 1942, since farmers need recreation and the nation needs their products. In a stirring patriotic address Gov. Henry F. Schricker reiterated the Dawson sentiments.

Floorshow Is Pretentious

During the banquet Barney Barnett's band played and later beat out good tempos for an elaborate floorshow which was capably emceed by Bill McCluskey, of WLW Promotions, Inc. On the program were the Kaydettes, line of girls, and Barbara and Dick, furnished by Myers & Thompson; Eldorado, magician, and Allison Sisters, acro dancers, Tommy Sacco Agency; Johnny Bryant, whistler, and Parker Brothers, comedy acrobats, Boyle Woolfolk Agency; Doc Hocum, Maguire office; Lazy Jim Day, Lem and Martha, Paul Arnold and Boone County Buccaneers, WLW; Hallelujah Four, vocalists, Gus Sun Agency, and Argentine Duo, rope spinning and whips; Joan Izzer, marimba, and a line of girls. Gaither & Montana Agency. Convention badges were furnished by Fair Publishing House, and banquet table favors were supplied by Desplenter Brothers. Program booklets were supplied by Service Shop Printers.

Business done by attractionists with fair secretaries was not large. Harry L. Small, business manager of Rogers Greater Shows, reported getting a return contract for Jackson County Free Fair, Brownstown. Ruth Best Attractions signed to furnish acts at Vigo County Fair, Terre Haute, and Gibson County Fair, Princeton.

Attractionists and Visitors

Among attractions represented and those in attendance were noted: E. Lawrence Phillips, J. C. (Tommy) Thomas, Bertha McDaniels, Johnny J. Jones Exposition; Floyd E. Gooding, Mr. and Mrs. Ed C. Drumm, John F. Enright, Lloyd Thomas, F. E. Gooding Amusement Company; Harry W. Hennies, Amusement Corporation of America; Mr. and Mrs. Joe J. Fontana, H. B. Shive, Blue Ribbon Shows; Vic Horwitz, Bob Bremson, Motor City Shows; Al Wagner, Cash Wiltse, Great Lakes Exposition Shows; Oscar Bloom, Gold Medal Shows; Tom L. Baker, Miller Amusement Enterprises; Johnny Quinn, World of Pleasure Shows; Mr. and Mrs. Bob Strayer, Pan-American Shows; F. N. Ogilvie, Harry Small, Rogers Greater Shows; Joe O'Brien, Charles H. Lee, Lake State Shows; Cliff Thomas, Thomas Amusement Enterprises; K. H. Gorman, Sunset Amusement Company; Pat Purcell, Music Corporation of America; Sam J. Levy, Ernie A. Young, Barnes-Carruthers Fair Booking Association; Ruth Best, Ruth Best Attractions; Bill McCluskey, Jack Bell, Bill Barlow, WLW Promotions, Inc.; Earl W. Kurtze, George Ferguson, Flash Williams, WLS Artists' Bureau; Gus Sun Jr., W. C. (Billy) Senior, Mr. and Mrs. Jinks Hoagland, Gus Sun Agency; Boyle Woolfolk, George B. Flint, Roland Ade, Boyle Woolfolk Agency; Raun's Circus and Red Devil Drivers, C. L. (Jack) Raun; Enright Pluto City Attractions; Regalia Manufacturing Company; John Anderson, Enquirer Job Printing Company; Walter Harvey, Donaldson Lithographing Company; Jake Shapiro, Triangle Poster Printing Company of Pittsburgh; Sunny Barnett, Globe Poster Corporation; A. H. Sutton, A. O. Adleman, Harold Brunby, Fair Publishing House; Walter L. Beachler, P. A. Conway, United Fireworks Company; G. H. and G. M. McCray, Illinois Fireworks Company; A. D. Michele, Hudson Fireworks Company; W. S. Myers, Myers Concessions; Tommy Sacco; Toby Wells; L. E. Roth; Vic Canaries; Gallagen's Concessions, John Gallagan; R. S. Littleford Jr., Claude R. Ellis, Albert F. Schneider, *The Billboard*; Mike Rosen; Jess Murden; R. E. Haney; Dave Tennyson; Albert Neuberger, Fred Terry, Mike T. Clark, Indianapolis; L. I. Thomas, Thomas Bingo; Roy Gray, Grand Union Shows, visiting Indianapolis relatives; Carl Wolf, Ohio Valley Sound Service; United Booking Association; Consolidated Attractions and Wolf Tent & Awning Company.

Alpine, affirmative, and V. F. Fitzhugh, Tyler, negative. At the noon luncheon there will be an entertainment bill. Movie shots of 1941 Texas county fairs will be featured in the afternoon, followed by *How Specialty Numbers Can Help*, Oscar Blatt, Dallas; *Why Outdoor Advertising Pays*, Harry J. Kaplan, Dallas; *The Brilliant, Spectacular and Popular*, Don Brashear, and *Carnivals and Fairs*, Bill Hames, Hames Shows, with a quiz session on new laws and government regulations closing the meeting. Banquet will be held at 7 p.m.

Association's business meeting will be held Saturday at 9:45 a.m. for report of committees and election of officers.

STATE AG CO-OPERATES

(Continued from page 38)

our Ohio Fair Managers' Association in the promotion of a contest in connection with the annual convention to select the best all-round fair in Ohio for the past season and also to select the fair that ranks best in each of 15 divisions of the fair. The department awards a certificate of excellence to each of the division winners and handles most of the work in connection with this contest.

5. The officers and directors of all county and independent fairs of the State, with their wives and minor children, are guests of the State fair on Tuesday of the fair, which is a function of the department of agriculture.

6. Under the Ohio concession law the department of agriculture handles the licensing of all concessionaires who operate at fairs, and thru strict enforcement of this and other laws pertaining to fairs renders a great service toward keeping fairs clean and operating on a high plane.

7. In the planning and carrying out of our annual conventions and mid-year conferences, the director of agriculture, assistant director of agriculture, State fair manager, junior State fair manager and the department publicity director all render service of tremendous value to our association in countless ways.

8. Thruout the year the department of agriculture secures much helpful publicity for the fairs in both newspapers and farm and fair publications.

9. Fairs receive much helpful data and information from the department of agriculture and each year many fairs avoid trouble by obtaining advice from the department with regard to proper compliance with State laws.

There are many other ways, too numerous to mention, in which the department of agriculture co-operates with and assists Ohio fairs, but I believe the foregoing covers most of the main points that should be mentioned.

GOVERNEUR PREPS

(Continued from page 38)

the fair Saturday afternoon in a down-pour, yet the thrill show hung up a record for its sixth consecutive appearance.

Secretary Dodds credited department heads for the excellent 1941 showing. These are George A. Lockle, president and member of race committee; Harry H. Hodgkin, superintendent of grounds, buildings and concessions; George W. Evans, treasurer; Gilbert E. Hutton, race secretary; Roy D. Gibbs, superintendent of junior exhibits and granges; Bert J. Rogers, county 4-H Club agent; Glenn J. Wright, superintendent of Cattle Show; Russell Cary and Joe King, Farm Bureau managers and co-superintendents of Horse Show; Mrs. Lela Evans, superintendent of domestic arts exhibits; Maurice E. Hall, superintendent of dairy and farm products.

AGRICULTURAL

(Continued from page 41)

products were about 25 per cent larger than in 1940, and the largest since 1929. Income from meat animals recorded the largest percentage increase over 1940, but the increase from poultry and eggs was nearly as large. Income from dairy products also was substantially larger than in 1940, the total approaching the 1929 figure of \$1,800,000,000.

A cash farm income of \$13,000,000,000 has been forecast for 1942, predicated on continuing improvement in the demand for farm products and increased volume of production under the food-for-freedom program. Income from grains may not be much larger than in 1941, but income from fruits and vegetables and from livestock products is expected to increase as consumer buying power continues to rise and larger quantities of commodities are bought by the government for lend-lease export.

LEADERS STRESS

(Continued from page 38)

said. He answered numerous questions. J. L. Quinn Jr., senior sanitary engineer, Indiana State Board of Health, who talked on *Sanitation Required for Fairs*, said it is most desirable that fairgrounds be connected with public water supplies. If that is impracticable, he said, wells should be sealed so as to remove possibility of surface water contaminating the supply. In cases where sewerage facilities cannot be connected with public lines he recommended septic tanks.

Tuesday afternoon group meetings were held by the International Trotting and Pacing Horse Association, President L. V. Hauk presiding; United States Trotting Association, which re-elected Leo C. McNamara, Indianapolis, a director of District 2, and had Mrs. Don A. Detrick, Bellefontaine, O., secretary, in attendance; Northern Indiana Fair Circuit, President James A. Terry and Secretary W. C. Marrow in attendance; Eastern Indiana Fair Circuit, President A. G. Norrick, Muncie, and Secretary William Thomas Jr., Logansport, in attendance; Southeastern Indiana Fair Circuit, President Francis M. Overstreet, Columbus, and Secretary William H. Clark in attendance, and Southern Indiana Fair Circuit, President Charles Taylor, Boonville, and Secretary W. E. Struckman, Huntingburg, in attendance. Conference of attractionists and fair secretaries in the Travertine Room at 7 p.m. was marked by light attendance. Bill King, juggler, furnished by Burton Theatrical office, furnished entertainment.

Cummins State Fair Head

Delegating meeting of Indiana Board of Agriculture in the Assembly Room of the Claypool Hotel at 10 a.m. Wednesday was presided over by President Francis M. Overstreet, with Lieut.-Gov. Charles M. Dawson, commissioner of agriculture; Vice-President James B. Cummins, Portland, and State Fair Manager Paul S. Dunn in attendance. Lieut.-Gov.

Dawson emphasized that fair men would be confronted by many problems in 1942 and expressed his conviction that difficulties would be overcome. Manager Dunn gave a resume of the 1941 annual, reporting profit of \$101,832 and that amusement departments and gate were heaviest revenue producers. These eight board members were re-elected for two-year terms; Charles H. Taylor, Boonville; Guy Cantwell, Gosport; State Senator Charles H. Morris, Salem; E. Curtis White, Indianapolis; Phares L. White, Oxford; U. C. Brouse, Kendallville; Levi P. Moore, Rochester, and Cummins, who was elected president of the State Fair Board. O. L. Reddish, Waveland, was named vice-president.

Overstreet presided at the association's Wednesday meeting at 2:30 p.m. in the Lincoln Room. *Fairs and the Future Farmers of Indiana* was discussed by A. V. Keesling, Bartholomew County agent, Columbus, who urged that fair men do their utmost to encourage work of 4-H Clubs and Future Farmers of America. Besides raising quality of farm produce, they foster community spirit and make fairs more valuable to their district, he said. Then followed greetings by Leo C. McNamara, United States Trotting Association, and a talk by James A. Terry on *For the Good of the Association*.

Need for Fairs Theme

The latter's speech, first in a year or two, was typical of those delivered by him in the past and struck a responsive chord among delegates. He stressed importance of 4-H Club work, and his frequent and humorous quips put delegates in excellent humor which was evident even after they left the hall. He also called for optimism among fair men, told them to build their fairs for benefit of their communities and put surpluses in their plants. Lieut.-Gov. Dawson expressed appreciation of the co-operation given by small fairs in relation to the State Fair, pointing out that they build interest in the big one. An unscheduled speaker was George B. Flint, Boyle Woolfolk Agency, who spoke on his plan

TEXAS PROGRAM SET

(Continued from page 38)

Daily Attendance. This will be followed by a debate on *Place Judging vs. Classification Judging*, with Glenn Burgess,

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

BOYS, WE HAVE THE GOODS, FAST SELLERS, everyone buys. Hiller Toast fastest seller. LA FRANCE DISTRIBUTORS, 55 Hanover St., Boston, Mass. ja24x

DEMONSTRATORS! MAKE-SELL NEW SENSATIONAL Cleaning Product. Whirlwind proof demonstration makes them buy. Nothing else like it. Details. H-BELFORT, Engineering Building, Chicago.

EARN WHILE TOURING — SELL IMPROVED. Original, Changeables; Religious (Blue Stock Signs, cost 3c; retail 25c). KOEHLER'S, 335 Goetz, St. Louis, Mo. ja31x

I HAVE MADE \$50.00 UPWARD WEEKLY with my Original Advertising Plan, so can you with my plan and instructions. Get them. No Canvassing. SHEPARD'S ADVERTISING SERVICE, Lebanon, New Hamp.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. ja24x

MEXICAN FEATHER, STRAW PICTURES, Sandals, Tablecloths, etc. Quick sellers! 100%-300% profit! Free particulars. Samples 10c stamps. MARQUEZ-BB, Apartado 1176, Mexico City. x

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. fe7x

REMEMBER PEARL HARBOR POEM, PICTURE Wreckage. Beautiful wall card. Cost 3c, retails 25c. Clean-up proposition. WHITE'S, Dominion Bldg., Lima, Ohio.

RESURRECTION PLANT—UNIQUE NOVELTY. Miracle of Nature. Costs under 2c, sells for 25c. Sample, 10c. C. E. LOCKE, 7 Rio St., Mesilla, New Mexico. x

SELL "REMEMBER PEARL HARBOR" Calendar, Uncle Sam spanking Jap. Sells 35c; no refusals. Sample 15c. TUCLAW ART, Stanhope, New Jersey.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 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

SELL BUSINESS CARDS, STATIONERY, Social Security Payroll Forms, Book Matches, Gummed Tape, Salesbooks, Advertising Specialties, Tags, Pricing Sets. Lowest prices. 40% commission. Experience unnecessary. Free deals. Sales portfolio free. WILLENS, 2130 Gladys, Dept. 51, Chicago. x

BUSINESS OPPORTUNITIES

FOR SALE — SYCAMORE PARK, 60 ACRES. Picnic Grounds, fine Dance Pavilion, Concession Stands, two Cabins. Good reputation. Near small arms plant, Des Moines, Iowa. LOUIS SAMPEL, Boone, Iowa.

AGENTS & DISTRIBUTORS

WHO MAKE TOP MONEY READ THE MERCHANDISE SECTION OF THE BILLBOARD EVERY WEEK.

-DO YOU?-

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 \$900.00 takes it. PAUL MATTLE, 121 E. Broad St., Spartanburg, S. C. ja17

WANTED IMMEDIATELY — ANY GOOD LOW priced article with sales appeal that will sell over network of radio stations by first class promoter. Percentage deals and all propositions carefully considered. We cover the North. Magazine marts, seed companies, attention. JACK KARNS COMPANY, St. Albans, Vt.

16MM. RENTAL, \$10.00 WEEK. WRITE Catalog. Also Lamp, 750-watt, \$3.00; Photo Cells, \$3.00. Need 35MM. Sound Film. Send list, must be cheap. R. ROBLESKI, Box 163, Hastings, Mich.

INSTRUCTIONS BOOKS & CARTOONS

"MANUAL OF SHOW STUNTS"—COMPLETE self-instructor in juggling, Acrobatics, Lariat, Baton Twirling, etc. Modern-Illustrated. Mailed, only \$1.00. Or send 10c for booklet of first tricks on above subjects. FLOYD BROTHERS, 30 W. Washington, Chicago, Ill. x

PAINT EXPERT SIGNS WITHOUT EXPERIENCE—Send 50c for our new Library endorsed Simplified Lettering System, it's mechanical. Get it today. Use it tomorrow. HAINES SIGN SERVICE, Sabina, O.

YOU'LL CLICK WITH ANY AUDIENCE WHEN presenting our Lightning Cartoons and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. ja17x

PRINTING

GET OUR PRICES ON PRINTING — WINDOW Cards, 14x22, colors, \$3.00 hundred; Heralds, 4 1/2x12, 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.

ALL KINDS OF VENDING CUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-fe14x

BARGAIN—SIX ERIE DIGGERS, RECONDITIONED, good condition, used one season. Price, \$32.50 each. 25% cash, balance C.O.D. ANTHONY MASSETH, Franklin, Minnesota.

CASH PAID FOR A. B. T. MODEL F, Gottlieb Triple Grips, Sky Fighters, Jailbirds. State lowest price first letter. BOX C-293, Billboard, Cincinnati.

FOR SALE—1c MASTER VENDORS WITH 1,500 balls of gum, each ball numbered 1 to 10, \$15.00. Refills for same available. RED LINE VENDING CO., New Hampton, Ia. x

FOR SALE—MALBY "EAT 'EM HOT" FIVE Cent Nut Machines; in perfect condition, ready for location. BOX 292, Vero Beach, Florida.

KIRK GUESSER SCALES—SERIALS ALL OVER 2200, and in fine condition. Only \$70.00 each. ROSS V. MCGUIRE CO., 1322 Lee Ave., Long Beach, Cal. x

LARGE STOCK MAINTENANCE PARTS—Slots, Consoles, Western's Big Prize Jackpot Multiple, \$69.50; Fleetwood, \$42.50; Ak-Sar-Ben, \$29.50. COLEMAN NOVELTY, Rockford, Ill.

SACRIFICE—19 BALLY HOT VENDING POP-corn Machines. Like new. \$225.00 for lot. STEIN NOVELTY CO., 3118 West 13th St., Chicago. Crawford 0998.

"SPECIAL"—25 5c DuGRENIER SELECTIVE Candy, \$17.50; 25 5c Cigar Vendors, \$6.00; 100 1c Northwestern No. 39 Bells, \$6.00. Wanted: Counter Games—Challengers. CAMEO VENDING SERVICE, 432 W. 42d St., New York, N. Y.

3 MERCHANTMAN, 2 MUTOSCOPE CLAWS, Ten Pins, Pace Races, refinished; Tot, 2 Select 'Ems, Flagship, Spiffire. Make offer for quick sale. R. TRABING, care Reliable Transfer, 101 S. Gay St., Baltimore, Md.

4 BELLS, \$275.00; 3 BELLS, \$300.00; 1MPS, \$6.00; Liberty, token payout, \$12.00; Columbus, \$35.00; Chrome Columbia, \$50.00; O'BRIEN, 89 Thames, Newport, R. I.

6 SILVER KING BALL GUM, AT \$3.00 EACH; 1 Late Model 1c Keency Texas Leaguer, \$25.00; 1 Rowe 5 Column Gum, \$10.00; 1 Lucky Strike Cigarette, \$5.00; 14 5 Column Mason Mint and Gum Vendors, \$9.00 each; 1 ABT Big Game Hunter, \$13.50. All are latest machines and in A-1 shape. GILLES CANDY CO., Osage, Iowa.

G KEENEY ANTI-AIR CRAFT GUNS, BROWN Cabinet; 2 World Series, 1 Rock-Ola Ten Strike, \$300.00 takes all. PARAMOUNT MUSICAL COMPANY, 1433 North Wells, Chicago, Ill. Mohawk 6656.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS—TWELVE quart heavy leakproof Popping Kettle, \$14.50. CARAMELCORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

ALUMINUM HEAVY GEARED LEAKPROOF Twelve Quart Popping Kettles, \$12.50. Burch, Kingery Carameltcorn Equipment. Hot Popcorn Vendors; Peanut, Gum, Bar Vendors; Burners, Tanks. NORTHSIDE MFG. CO., Indianola, Iowa. ma21x

BEAUTIFUL JEWELRY STONES REMOVED from rings, etc. Good assortment of 200, \$2.00. B. LOWE, Box 311, St. Louis, Mo.

FOR SALE—180 PAIRS CHICAGO AND RICHARDSON Roller Skates; assorted sizes. CHAS. NITTEBERG, Castlewood, S. Dak.

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 So. Wabash, Chicago. ja17

ZIRCONS — WHITE, GENUINE DIAMOND cut, 3 for \$2.75. Blue or brown, \$1.25 per carat. B. LOWE, Box 311, St. Louis, Mo. x

FOR SALE—SECOND-HAND SHOW PROPERTY

CHAIROPLANE RIDE—GOOD SHAPE, THREE Hundred Fifty Dollars. Address Post Office BOX 3317, Jacksonville, Fla.

COMPLETE 16MM. SOF OUTFIT, AMPRO Projector, Speaker, Record Attachment, Ten Reel Program. Everything A-1, \$250. C. B. BUSSEY, 2015 Sayle St., Greenville, Tex.

24-FOOT SEMI-TRAILER WITH '36 CHEVROLET Tractor, \$200; also 16-Foot Springfield Van Trailer with International, \$300. BOX 45, Arbyrd, Mo.

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. B81, Rochester, N. Y. fe7x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. fe3x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMMER'S STUDIO, Unionville, Mo. ap4x

4 FOR 10 SUPPLIES. DEEP CUT PRICES. Complete line of equipment and supplies. Patriotic frames in beautiful colors. Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 1207 Holmes St., Kansas City, Mo. ja24x

ACTS, SONGS & PARODIES

VENT DIALOGUES, CROSS-FIRE ACTS, Monologues, dollar for two. Written to order, dollar each. TIZZARD, 104 W. 71st St., New York.

COSTUMES, UNIFORMS, WARDROBES

A-1 BARGAINS—EVENING GOWNS, WRAPS, Stage and Masquerade Costumes, bargain prices. Mixed Bundles, \$1.00. CONLEY, 310 W. 47th, New York. x

ORCHESTRA COATS, JACKETS, \$2.00; Tuxedos, Red Velvet Cyke, \$125.00. Chorus Costumes, Minstrel Suits, Red Band Coats, Caps. WALLACE, 2416 No. Halsted, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. jan24

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, 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

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. ja17

ANIMALS, BIRDS, REPTILES

AA ANIMALS, BIRDS AND SNAKES, SOUTH American Pacas, Coatimundis, Monkeys, Gias, Mixed dens of snakes for shows. SNAKE KING, Brownsville, Tex. jan17x

ALLIGATORS, SNAKE DENS, \$5.00-\$20.00—Racing Turtles, Chameleons, Fox, Opossums, Bear, Squirrels, Rattlesnake Oil. Catalog 10c. ROSS ALLEN, Ocala, Fla. ja24x

FIVE TRAINED MONKEYS FOR SALE; Wardrobe and Props. Also "Mae West" Premier High Diving Monkey and Equipment. An extraordinary good buy. CAPT. McVAY, Tower Trailer Camp, Sulphur Springs, Tampa, Fla.

PARTNERS WANTED

WANTED—GIRL PARTNER FOR BALLROOM Team. Good training required or girl who has worked with high class act. ROMERO STUDIO, 2033 Park Ave., Detroit, Mich.

HELP WANTED

GIRL BAND, 3 PIECES. CONSIDER MEN. Steady job. Piano, drums, sax. \$18 week, room and board. JAMES LAVALLEY, Pochontas Club, Keeseville, N. Y.

GIRL ELECTRIC GUITARIST-VOCALIST; Attractive, Union, Good Single String. Pop standard tunes. \$55 start. Send picture, ROOM 317, Tod Hotel, Youngstown, O.

MUSIC ARRANGER—MODERN PIANO Arrangements. Send picture, sample of work; state lowest salary for eight hour day. BOX C-305, Billboard, Cincinnati.

WANTED — TENOR SAX, CLARINET. Prefer "go" Tenor for location. Wire. Other Musicians write. WIT THOMA, General Delivery, Amarillo, Tex.

WANTED TO BUY

CASH FOR DUCK OR 10 PIN BOWLING Alleys in operation or storage. No junk. Details first letter. F. C. SHAFER, Washington, Ind.

CATERPILLAR TUNNEL—MUST BE IN FIRST class shape and cheap for cash. Address P.O. BOX 3317, Jacksonville, Fla. x

PHOTOS OF WOMEN COSTUMED IN POSING Suits from Annetta Kellerman time to present time. BOX C-310, c/o Billboard, Cincinnati, O.

WANTED TO BUY—LION ACT, PONY ACT, Camel, Semi-Trailer for transporting elephant and circus tent. No junk, and the price must be right. What have you? W. C. RICHARDS, Route 2, Box 287, Pensacola, Fla. x

At Liberty Advertisements

5c a Word (First Line Large Light Capitals)
2c a Word (First Line Small Light Capitals)
1c a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only
MINIMUM 25¢ CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY 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 at Liberty with good ear. Experienced live-wire hooker of Stage Attractions into Theatres. Best contacts, all territories. Profitable routes assured. Can join at once. For quick action wire or write B. A. Howard, care Billboard, Cincinnati, O.

AT LIBERTY BANDS AND ORCHESTRAS

SMART 4-PIECE COMBO SEEKS STEADY WORK—Band consists of 2 girls, trumpet and sax; 2 men, drums and piano; girls also sing. Have plenty of experience. Consider all offers. Write or wire immediately to GENE COSTA, 37 Humbert St., Geneva, New York.

After January 20 — Boots Martin Trio, Piano, Sax doubling Clarinet, Drums. This band is terrific. Featured musicians, union. Go anywhere, money talks. Ticket if distance. Address care Paramount Orchestra Service, Southbridge, Mass. ja17

Four Piece Band — Piano, Sax, Trumpet, Drums. Reliable hotels and clubs, no stage units. Bob Herron, 504 E. Chestnut, Dodge City, Kan. jan17

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—ELEPHANT

Act worked by young lady. First class for indoor circus, vaudeville and fairs. I furnish transportation. Address W. C. RICHARDS, Route 2, Box 287, Pensacola, Fla.

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

AT LIBERTY DRAMATIC ARTISTS

DAVID RIGGAN—A-1 GENERAL BUSINESS man or as cast. Double piano, specialties. All essentials, sober, reliable, exempt from draft. Join on wire. 143 ELM ST., Kennelworth, Petersburg, Virginia.

AT LIBERTY MAGICIANS

PALMISTRY, CARD READING, ASTROLOGY, Handwriting, Character Analysis. Prefer hotels and night clubs. PROF. DON LEO, Billboard, 1564 Broadway, New York. ja17

AT LIBERTY MISCELLANEOUS

Nello M. H. King — High class Novelty Musical Act. George King, Punch and Judy and Ventriloquist Acts. Outstanding attractions for indoor shows. Box 35, Homer City, Pa. ja24

AT LIBERTY M. P. OPERATORS

Operator—Qualified, many years' experience. Hold city license. Capable operating in any theatres. References? yes. Available, go anywhere. Wire, write; state salary. Projectionist, 1612 Larimer St., Denver, Colorado.

AT LIBERTY MUSICIANS

ORGANIST — UNION.

Have Hammond Organ. Make good anywhere. Double Piano. Available now. Write or wire ORGANIST, 2211 Gordon St., Jackson, Miss.

ALTO SAX DOUBLING CLARINET, VIOLIN. Union. Location only. LEO JOHNSON, 907 N. 14th St., Milwaukee, Wis.

ALTO, BARITONE, CLARINET MAN — ALSO Trumpet Man. Go, vocals. Union, under draft age. Now with Campus Owls, Miami U. Dependable. DOM CONSOLO, 15 N. Beech St., Oxford, O.

AT LIBERTY—DRUMMER, AGE 19. SOLID, new drums, non-union, but will join. Prefer 8 to 10 pieces. State all in first. LINDSAY CREWS, Box 818, Oxford, N. C.

Show Family Album



THIS PICTURE was taken in 1916 on the Ward & Delbridge Show. Left to right, standing: Tony Rotolo, now operating a night club in Omaha; Mr. and Mrs. Bill Fox, Mr. and Mrs. Mike Kaplin; not remembered; Jake Kaplin; not remembered; John Marcus. Name of the man on the right in the front row is not remembered. At the left is Charles Rotolo, now owner-manager of Elite Exposition Shows. Next to him is Harry Bauers, free act with the show in 1941.

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.

DIXIELAND TRUMPET—READ, TAKEOFF. All essentials. JOE COLEMAN, 816 Garland St., Flint, Mich.

DRUMMER—8 YEARS' EXPERIENCE. DRAFT exempt. Good set. Cut or no notice. Wire or write C. NELSON, 1500 W. 20th, Sioux Falls, So. Dakota.

GLENN GARY—ARRANGEMENTS THAT ARE unique. Address c/o PARAMOUNT ORCHESTRAS, Southbridge, Mass. fe17

PIANO PLAYER WITH SOLOVOX — PREFERS cocktail lounge or small tavern. Appropriate for dinner music. LESTER PARKS, 1798 Clinton Ave., Bronx, New York. Tel.: Tremont 8-0414.

REAL VAUDEVILLE UNIT SHOW DRUMMER—Thoroughly experienced, all essentials. Available immediately; wire. SAMUEL STEFFEN, 622 Bohler Ave., Augusta, Ga.

STRING BASS, DOUBLE ACCORDION—GO anywhere. C. SOYKA, Russell Hotel, St. Cloud, Minn.

TROMBONE—DRAFT FREE, YOUNG, AVAILABLE immediately. Guarantee I can play any solo recorded by B. Byrne. Union. BOX C-308, Billboard, Cincinnati. ja24

TRUMPET—AVAILABLE FEB. 1. EXPERIENCED all lines. First or second. Good tone; reliable. Vocals, union, sober, married. Have car. Only reliable offers considered. Location preferred. KENNY RINEVELD, Box 73, Deadwood, S. Dakota.

TRUMPET—READ, FAKE, EXCELLENT TONE, modern phrasing. Prefer location or jobbing band with opportunity for daytime job. Union. RED DYE, Mount Vernon, Iowa.

TRUMPET — AT LIBERTY IMMEDIATELY. Union, experienced, read, takeoff good. Wire PAT BAUGHMAN, Madison, South Dakota.

VIOLIN DOUBLING STRING BASS. EXPERIENCED. BOX C-307, Billboard, Cincinnati, O.

VIOLINIST DOUBLING CELLO AND SAX—Experienced pit, symphony, radio. Age 40, sober, reliable. Wife experienced Pianist, Organist. KESHNER, 504 Perry, Vincennes, Ind.

Accordianist available now. Young, neat, reliable, sober, draft exempt, union. Prefer cocktail unit or small orchestra. Box C-311, Billboard, Cincinnati, Ohio.

At Liberty Immediately—The Melody Maverick, his songs, recitations, guitar. Radio's No. 1 Cowboy-Hobo Poet. Open for radio as "single," Emcee, or will "break in" as Announcer. Good reader. Union. Draft exempt. Write Ramon Donaldson, Herrick, Ill.

Drummer — Young, experienced, wishes to join band. Shows, dance, commercial, swing. Also sing. Norman Cogan, 4309 40th St., Sunnyside, E. L. N. Y. ja17

Electric Guitarist (Spanish) — Vocalist, modern. Will sit with any combo. Feature solos and vocals on all tunes. Good rhythm. 514 N. 4th St., Paducah, Ky. ja17

Guitarist — Modern, electric, take off. Thirteen years with top bands, trios. Union, draft deferred. Write Freddie Slivers, 2145 E. William, Decatur, Ill. ja31

Guitarist — Play Electric Spanish. Would like work with small unit. Prefer strolling unit. Also have Plectrum Guitar for stralling. Fine Singer. Union. Gene Relli, 50 Matly, Rochester, N. Y. ja24

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

Hammond Organist—Male, union. Organ if required. Theatre background, popular and dinner music. Location reasonably near Scranton in restaurant, hotel or rink. Pleading player. BOX C-309, Billboard, Cincinnati.

Tenor Saxophone, Clarinet — January 18. Experienced, read, jam, tune, etc. Neat appearance, draft exempt, age 25. All offers considered. Leo Ulrich, General Delivery, Opelousas, La.

Trumpet—Read or jam. Good tone, range, union and reliable. Geo. Clements, 717 Cotton St., Shreveport, La.

AT LIBERTY PARKS AND FAIRS

High Pole Act—Now 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

AT LIBERTY—MODERN PIANIST, ARRANGER. All essentials. JERRY ASBELL, 926 I St., Bedford, Ind.

EXPERIENCED PIANIST — HAVE SOLOVOX. JIMMIE SHADDIX, Grantville, Ga. ja17

PIANIST — LOCATION, HOTEL, THEATRE. Concert or dance. Reader, union. Write PIANIST, 415 S. Third, Albuquerque, N. M.

AT LIBERTY SINGERS

Singer, very sweet voice, wants engagements for her new, sensational patriotic blackout act (electrically illuminated Liberty headsets and torch) in reputable night clubs or private parties in Buffalo or vicinity. Reasonable but guaranteed salary expected. Write Grayce McHenry, Box 69, Bladell, N. Y.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — SPECIALTY TEAM, DOUBLE Specialties, Sax, Banjo, Yodeling, double Tap Dancing. Man, General Business, Baritone in Trio. Lady, Tap Dancing, plays Sax, works Chorus. Both handle lines, bits, acts. Appearance and wardrobe, late car and trailer. JOE AND BEE BENNETT, 2706 Washington Blvd., Baltimore, Md.

At Liberty—For School Assemblies, Club, Lodge, Church or Societies; an attraction of merit and real drawing possibilities. H. Kay Lewis, Magician, Lecturer, Impersonator and Entertainer. Lewis is the great nephew of Merrywether Lewis, who with Clark made American history, doing the Lewis and Clark expedition. Also Alberta, well known Western Lady Ventriloquist, an extraordinary feature, and clever entertaining number, thus making a very highly instructive and educational program. Open to all reliable offers. We will go anywhere in the U. S. A. if work to justify. We have all the essentials, best of publicity, references, equipment, transportation, etc. Ready to go immediately. Write or wire H. Kay Lewis, c/o General Delivery, Brownwood, Texas.

At Liberty—All around Med Show Comedian. Do singing, talking and novelties. Change specialties 2 weeks; up in acts, bits, etc. Frank Varo, 517 E. 7th St., Concordia, Kansas.

Dixie Dandy Dog and Monkey Circus — Five Dogs, one large Baboon, one Rhesus Monkey open for clubs, theatres, schools, etc. Bud Hawkins, 3830 Drakewood Drive, Cincinnati, O. ja24

RINKS

(Continued from page 42)
foot. If this be the case, the skater can by skating it first on the better foot analyze the movements that best produce the correct figure and then transpose the same movements to the weaker foot. Thus you will skate the figure equally well on both feet. Any discrepancies or difference in technique in the skating of the same figure or employing different movements will be quickly noticed by competent judges and will be marked down therefor. It will be thought that the skate is controlling the skater instead of the skater controlling the skate. Be sure to skate both ends of your figure with the same movements. This especially in compound figures, viz.: elements with a change of edge, such as change brackets, change threes, etc.

Another fault is that of skating in cramped and incorrect positions in an endeavor to obtain correct tracings. It is better a thousand times to skate in good form and not follow exactly the tracing than to twist yourself into a knot and do a lot of body contortions. If your form is correct by assiduous practice in the early part of your skating career, together with the practicing of the four edges every time you skate, you need have no fear of not making true curves on an edge. They will come naturally. It is said that Mr. Salchow used to skate his figures (on ice) at night in the dark and then look at them the next morning. By this method he learned to skate all his figures the same size.

That brings in another hint. Skate the size circle that you are adapted for. If you are four feet tall, skate four-meter circles; five foot, five-meter, etc. The writer has many times seen tiny tots struggling with six-meter circles and six-footers whipping themselves thru four-meter ones. This should be in the rule book.

Competitive skaters should follow strict training rules as athletes in other sports. Some of these well-known rules are: Eat regular meals of simple, nourishing food and not too much, avoiding those which are not easily digestible and all injurious things, tobacco, coffee and liquor. Get regular and lots of sleep, before midnight if possible. Take a warm shower after practice and a short rest before meals. If the skater trains consistently he will be able to go thru a strenuous free-skating performance without being unduly fatigued at the finish. So train and finish strong!

CROSSROADS

(Continued from page 43)
Washington. Reason, half a dozen big conventions, some of them on for a week or more. . . . George Westerman working on the Larry Sunbrock show soon to be held here. . . . Dan Pyne, who used to be praise agent for Tom Mix, in town in the interest of a band he's exploiting. Dan was in the army until the boys over 28 were released and expects to go back shortly. . . . Rex Lee, last season with the Ringling advance, was in town over New Year's and while here set *Native Son* for Minneapolis. . . . Capt. Ralph Emerson, who was a prominent showboater in the '20s, is hankering to re-enter the game. . . . Burt Wilson, super-duper circus fan, back from his long jaunt thru the Southwest and is busy ferreting out old circus literature, which he collects. . . . James Tinkham, in charge of the Ringling property at Peru, Ind., has been busy putting up new fences and finding old circus blues handy fence material. Those who have visited Peru lately say there's nothing left of the circus atmosphere. But the Ballard family must retain some sentiment for the place. It is understood that the late Ed Ballard's son is building a \$100,000 home not far from the old quarters.

WHO said rep shows are dead! From available info nearly 200 rep and other tent shows will take to the road next spring. Some few of the Far Western shows may not go out, but by far the greater number are in the Midwestern and Central States, and they will be augmented by several new outfits. There is a general feeling that there will be plenty of business for such shows, and as most of them are small outfits with casts of from six to eight people little transportation difficulty is anticipated.

**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!

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Consider Move To Tax Bingo as Defense Measure

SCRANTON, Pa., Jan. 10.—The defense issue has brought the bingo question here into the limelight again. The city council, it is reported, is searching for additional funds for civilian defense and has turned to this source for possible taxation. At any rate, the idea has been suggested and the legislators are talking about it. Councilman Thomas J. Jones views the widely attended contests as possible revenue producers.

Taxation of bingo here is not an innovation. The same suggestion was offered to the council approximately five years ago. The bingo games are well attended and merchandise prizes range from automobiles, as special awards, to the usual awards, including floor lamps, blankets, pillows, mattresses, radios, electrical appliances, rugs, etc. The heavy attendance has always intrigued councilmen casting about for new revenue sources, but nothing concrete ever materialized from previous discussions.

The situation is different today and a determined move may be made to push thru special defense legislation. There has been a difference of opinion between the mayor's office and the police department authorities regarding the legal status of bingo, but suppression of the game was never attempted since the public seemed to resent any direct moves in this direction.

Leading bingo operators in this section would welcome a tax move since it would tend to stabilize the legal status of the game and free it of any possible threat of a ban. Then, too, the purpose of the tax—for defense measures—is one that would draw audience support, according to the operators. The citizens of Scranton are strong supporters of the game. Therefore the revenue from the tax, if and when appropriate legislation is passed, would amount to a considerable sum, in the estimation of qualified observers.

The taxation move here will be followed with interest by bingo operators throughout the country, it is said. The feeling is that if taxation is made general, it will be beneficial to the field and, at the same time, bingo operators working in communities that permit the game, will be contributing an important flow

Bombproof Shelter For Bingo Players

WILKES-BARRE, Pa., Jan. 10.—According to an article in the "Town Topics" column of the Pittston section of *The Wilkes-Barre (Pa.) Sunday Independent*, construction of a bombproof shelter for bingo players is being planned there. The article reads:

"Quite unexpectedly, tho certainly not surprising to those who know the temperament of this class of people, a movement has started for the construction of bomb-proof and incendiary-proof refuges for bingo players. The thought has been advanced that Assembly Hall, chief bingo headquarters, should be excavated to the depth of 200 feet or whatever is sufficient for protection from bombs, fitted with elevators for a quick getaway and other conveniences for a long stay just in case the air raid may be of long duration. This plan, experts say, is better than the one first advanced—that each bingo hostelry be made safe from air attack. The Assembly plan also is less expensive.

"An ample food supply would be established in the subterranean auditorium, but who will do the cooking? The ladies themselves, you say? The ladies will be playing bingo, you dope!"

of money into defense channels.

Bingo games, where they are legally permitted, are co-operating also in the government drive to spur the sale of Defense Bonds and Stamps. A nationwide tax on the games would add needed revenue to local and federal treasuries and do much to overcome the arguments of anti-bingo forces still agitating for wholesale banning of the game, in the opinion of seasoned operators.



By BEN SMITH

The cold wave sweeping the country has swept extra business into the laps of fur coat manufacturers. All report business booming, with orders coming in especially strong from operators working the North and Midwestern States. The boys offering fur coats and chubbies have been waiting patiently for several months for Old Man Winter to don his icy robes and now that he has, are really going to town for big takes . . . and for long profits, too, for most manufacturers are featuring their garments at reduced prices in conjunction with their regular January fur sales.

Many of the old-timers are coming back into the business. A number of them, whom we hadn't seen or heard from for a long time, popped into the office recently to say hello and report they couldn't resist the urge to go after some of the extra money in circulation these days. And from what they had to say they'll probably get it.

OUT OF THE MAILBAG . . .

D. D. L. of Greensboro, N. C., writes: "If you have the address of any company that sells 1-cent candy deals with salescards, will you please send the address along to me? Also the address of any other deals distributors in your files. "Why don't more distributors advertise in *The Billboard*? How do they expect to sell if they don't let operators know what they have? Every week I turn to the merchandise section the first thing looking for new items, and when I answer an ad I always mention *The Billboard* hoping it will wake up the distributors to the fact that it will pay them to keep on advertising in *The Billboard*."

How about it, Mr. Distributor? The ball is now yours.

Operators are constantly on the lookout for new merchandise and will often pay a premium for items confined exclusively to the salesboard field. They have found from experience that such protected items enjoy a longer life as a rule because they are shielded from price-cut competition among retail outlets. When operators do find an item with the proper consumer appeal and flash to move on a card or board, the manufacturer and distributor of the item is in line for real volume business. The manufacturer and distributor who does not realize this is definitely missing something.

S. A. P. of Richmond, Va., writes: "Please send me a copy of 'Salesboard ABC's.' I operated boards several years ago and under present conditions believe

Merchandise Trends Allied With National Defense Effort

Bingo and salesboard operators note increased interest in specialized merchandise; public also receptive to red-white-and-blue items

NEW YORK, Jan. 10.—Official observers in the merchandise field have noted that in recent months the merchandise trends have been closely allied with the current needs of the average citizen. There is a definite upswing in demand for all merchandise items that make the lot of the citizen more comfortable, according to reports. The fact that so many private citizens are taking an active part in various phases of civilian defense work, is also having a marked effect on merchandise demand in the opinion of supply houses and jobbers. In these times of war stress and strain the public wants to be comfortable, amused and informed on current events. The newspapers and radio adequately take care of the latter, while the merchandise field caters to the first two requirements. Bingo and salesboard operators, demonstrators, pitchmen, street workers and agents are all doing their part in handling the type of merchandise now in demand.

At this particular time, especially since the advent of the cold weather thruout the Northeastern States, a steadily increased demand has been noted for cold weather items. Heavy sellers include such staples as fleeced-lined caps, reversible weather-proofed garments, ski suits, leather jackets and mittens. Thermos jugs for hot drinks are also featured by bingo and salesboard operators, it is said. Bulk of the sales are being made to the large number of civilian defense workers who patrol specified sections in cities and towns as part of the defense precautions.

Flashlights, pocketknives, radium-dial watches, portable radios and similar accessories are also favored by defense wardens on active night duty. In all cases sturdy merchandise that can withstand rough usage is favored, according to reports from operators who have been featuring these items.

The bingo games and salesboards, always popular with the public, have been getting a heavier than average share of public attention, according to the operators. The incentive, as always, is the fact that necessary merchandise can be obtained thru these mediums for a fraction of the actual cost. Important also is the fact that bingo games afford the amusement and relaxation so vital in war periods when workers must put in longer hours.

The flood of red-white-and-blue merchandise that was loosed on the American market, and absorbed by the public in the years that this country was not at war will now reach high-tide levels. Public enthusiasms for lapel pins, brooches, rings and the long list of military and patriotic merchandise items continues unabated. In addition, many new items of more timely appeal, tying up this country's entry into the war, have now made their appearance, and the list is swelling with each passing day. Buttons, badges, lapel pins, posters, window cards, pennants, banners, American flags, etc.—all are meeting some of the heaviest demand of all times, it is reported.

Comic novelties, a staple during the last war, are also making their appearance and capturing the public fancy. These include buttons, badges with comic slogans, novelties showing the dictators in a ridiculous light, etc.

As the war goes on observers in the industry feel that many new items, reflecting some phase of the war, will be introduced and accepted by the public. In this way the merchandise field will be doing its bit in maintaining public morale at an even keel during the difficult times ahead.

It wise to go back to doing this again. I've been operating pin games since dropping boards the last time."

HAPPY LANDING.



CITY FATHERS of Watertown, Wis., have decided that as far as they are concerned there will be no interference with the playing of bingo in the town. It is reported that while the city council cannot take official action on this matter because of State laws, its members, by unanimous consent, decided they would not interfere with bingo and would also make known their wishes to the police department.

THE ANNUAL Christmas party of the Rotary Club held in the Wilson Hotel, Harbor Beach, Mich., featured bingo. All members present received gifts from under the Christmas tree, then played bingo for additional presents.

BINGO GAMES in Cincinnati during the month of November broke all existing records, according to the report of Police Chief Eugene T. Weatherly. In that month, the latest for which figures are available, there were 264 games. In further explanation the report stated that more bingo parties were held in November than in any month since recommendation of the city council required sponsors of these parties to report them to the police.

Aggregate attendance was 284,147 and gross receipts totaled \$198,903.59, according to the report. Amount for prize awards totaled \$47,544.76 and the profits retained by the sponsoring organizations were \$151,358.83. The average cost per person was 53.3 cents, the report concluded.

EARLY REPORTS indicate that the war has had no adverse effect on bingo game attendance. If anything, there is a tendency for larger audiences and observers in the field are of the opinion that as bingo operators tie-in with various local organizations in the sundry (See BINGO BUSINESS on page 53)

Bingo Test in Pennsy

ALLENTOWN, Pa., Jan. 10.—Future of bingo in Bethlehem, Pa., and neighboring communities will be decided upon this month during the January term of the Lehigh County Court. The court will rule on a test case, brought about when police halted a bingo game in progress at the Walnut Auditorium in Trainmen's Hall here. Bingo games were operated at the auditorium by Fred Simcoe, Carroll S. Simcoe and William C. Howard. When the game was halted, nearly 800 persons were playing. The test case was brought by District Attorney Joseph E. Gehringer in an effort to establish the legality of bingo and similar game operations in Lehigh County.

A Bombshell of Military Mirth

Flippy

MILITARY STRIP ★ TEASE CIGARETTE CASE

Selling on sight like wild-fire! Repeats again and again. Thousands of reorders convinces us that FLIPPY leads the field in extra value, eye appeal and customer satisfaction. Don't put off. Get in now.

Send for Folder

EVANS NOVELTY CO.

Division of Premium Sales Co.

Dept. No. A-3

800 W. WASHINGTON CHICAGO

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

Auto Emblem

A metal auto emblem in the shape of a shield and reproducing the Remember Pearl Harbor slogan against a red, white and blue background is offered by International Service. Item is sturdily made and can be easily attached to license plate holder. Firm expects the item to be popular with motorists.

Everfeed Pencil

The Everfeed Repeating Pencil offered by Morroco is said to have been well received, according to reports from workers. The principal of the repeating pencil mechanism follows the law of gravity and, therefore, it is not necessary to reload after each lead. When the top is pressed the pencil automatically feeds one lead after another. It is claimed the pencil does not require repairs and should never stop operating if the simple directions are followed.

Lapel Pin

Another in the list of war items is the Remember Pearl Harbor lapel pin offered by Epstein Novelty Company. The pin is gold-finished and has a red, white and blue enamel point center. The item presents a very attractive appearance.

PATRIOTIC PINS

SHOW YOUR COLORS



Remember Pearl Harbor Pin. Gold finish, white pearl center. Red and blue enamel. No. B31J20—1 dozen on card. Per Gross \$9.00. Each on card. No. B31J21—Per Gross \$9.00.



Remember Pearl Harbor Pin. Gold finish Eagle and Figures. Red, white and blue enamel. One dozen on card. No. B31J25—Per Gross \$9.00.



Victory Pin. Gold finish Eagle. Red, white and blue enamel. One dozen on card. No. B31J24—Per Gross \$9.00.



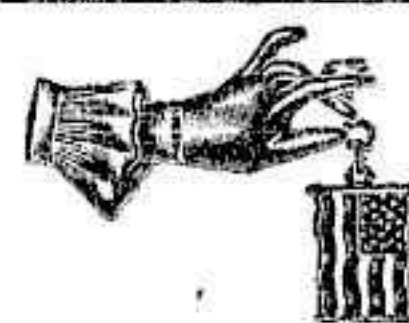
Service Pin. Signifies that someone near or dear is in the Service. Red, white and blue enamel. One dozen on card. No. B31J23—Per Gross \$9.00.



Heart Service Pin. For Sweetheart, Mother or Wife. Red, white and blue enamel. One dozen on card. No. B31J22—Per Gross \$9.00.



Flag Pin. Gilt finish. Red, white and blue enamel. Size 1 1/2 inch. No. B35J30—Per Gr. \$7.00.



Brooch or Lapel Pin. Gilt finish hand with enameled flag in red, white and blue. No. B34J83—Per Gr. \$9.00.



U. S. and British Flag Pin. Enameled in proper colors. English gilt finish. Ea. on card. No. B35J40—Per Gr. \$9.00.



Flag Pin. Gilt finish. Hand enameled in red, white and blue. Size 3/4 x 3/4 inch. No. B35J2—Per Gross \$8.50.



Eagle and Shield Pin. Gilt finish with shield enameled in red, white and blue. Each on card. No. B31J18—Per Gross \$9.00.



Victory Pin. Winged V with red enameled dot. Gilt and silver finish on display card. No. B35J43—Per Gross \$9.00.



Bar Lapel Button. Red, white and blue stones in transparent plastic base. Length 1/2 inch. One dozen on display card. No. B35J33—Per Gross \$9.00.

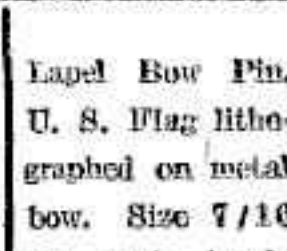
Sample Dozen of Any of the Above 85c



Ring. With flag enameled in red, white and blue. White metal adjustable shank. No. B35J23—Per Gross \$9.60. Per Dozen .90.



Victory Pin. Red, white and blue stones in transparent plastic base. No. B35J42/1—Per Dozen \$1.20.



Lapel Bow Pin. U. S. Flag lithographed on metal bow. Size 7/16 by 3/4 inch. Back on card. No. B51N5—Per Gross 85c.



N. SHURE CO., 200 W. Adams St., Chicago, Ill.

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 - Rubberized Bingo Chute Cages
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JACKETS, BOLEROS
 1942 STYLES with every smart detail revealing the full richness of Radiant Furs. Quality Workmanship at Popular Prices.

We offer Coonys, Sealines, Beverettes, Caraculs, Marmots, Klaskins, Krimmers, Squirrels, Persian Paws, Racoons, Skunks and Foxes. Buy Direct From Manufacturer and Profit.

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1500 Series **Specials**

- 7 Attractive Color Combinations
- Fool Proof
- Tamper Proof
- Accurate
- Reasonably Priced

WRITE—WIRE—CALL FOR SAMPLES AND PRICES

We Manufacture a Complete Line of Bingo Supplies.

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WAR MAPS PACIFIC ZONE

25c SELLER AND FAST!

Large 20x28 inches. Full color. Shows Islands, Mainlands, Distances, complete. Red hot! 25 for \$2.50, 100 for \$8.00, or 2 samples 25c PREPAID to you at once. Cash with order.

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With the NEW COMIC FOLD LETTERS What The Japs can do to every American per 100 \$1.00 per 1,000 \$5.00. How China replied to Japan \$1.00 per 100. Send \$2.00 for 50 Samples Tricks & Jokes & Catalogue all red hot numbers.

JOEKERR NOVELTIES, 136 Park Row, New York

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

THE MOST RELIABLE BINGO BLOWERS FLASHBOARDS

HAND AND MOTOR CAGES.
 PORTABLE OUTFITS FOR THE CARNIVAL MAN.
 MANUFACTURED BY THE REINHOLD STUDIO
 8 UPHAM ST. REVERE, MASS.

IT PAYS TO HAVE THE BEST

GENUINE FUR COATS JACKETS AND CHURBYS!

PRICES REDUCED FOR JANUARY \$12.50 UP

Beautiful 1942 Styles. Caraculs, Piced Sealines, Brown Sable Coonys, Racoons, etc.

If not satisfied, money refunded within 3 days. Write today for FREE illustrated catalog and price list. **AGENTS WANTED!**

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Renewed Guaranteed **STARTS AT \$3.95**

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Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

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NEW! P.D.Q. AUTOMATIC PHOTO MACHINE
 Today's Big Money Maker

Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Complete outfit costs about \$60. That's all you require to start this Big Money Business.

WRITE TODAY
P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-1, Chicago, Ill.

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 time photos.

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SWEEPING THE COUNTRY

THE ONE AND ONLY PATRIOTIC BANNER IN RED, WHITE AND BLUE

RUSH \$1.00 SAMPLE ORDER AND QUANTITY PRICES

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M. MALMAN
 2300 So. Michigan Ave., Chicago, Illinois

BUY NOW—AVOID WORRY—SAVE MONEY

INVENTORY CLEAN-UPS—REASONABLE QUANTITIES
 Well Under Present Market Prices

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FOR PREMIUM—NOVELTY—SPECIALTY—SALESBOARD MEN

State Your Business for Proper Listings

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ACME PREMIUM SUPPLY CORP.
 3333 LINDELL BLVD. ST. LOUIS, MO.

NEW AMERICAN MADE
Patented Master Brand
DANCE CHECKS



Men's Style Check (Illustrated Above)
 Easy To Attach!
 Hole No. 1 fits over Metal Stud No. 2. Then Metal Fastener No. 3 fits over both No. 1 and No. 2 to lock check securely. See illustration above.

Ladies' Bracelet Check
 Wide Variety of Designs and Colors.
 Send for Free Copy of Our Big 1941 General Catalog Which Shows Complete Line of Checks at Low Prices.

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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.

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SELL FLUORESCENT LIGHTS



***FREE!**
 Rush name for complete Selling Outfit. Free! NO Charge! NO Deposit!

NEW KIND
 Cuts Light Bills in HALF!

LOW PRICES & BIG PROFITS
SCREWS IN LIKE BULBS!

Amazing "Screw-In" Fluorescent—40 models, and sizes—wanted by Stores, Offices, Factories, Homes because no "installation" cost. No special wiring and positively cut light bills in Half—every month. Some as low as 4.95 retail with lamps. 1942 sales will reach QUARTER BILLION! Quick, big profits for salesmen. Rush name. We send complete selling outfit absolutely free.


SKYBEAM, 225 Fifth St., Dept 431B Des Moines, Iowa

REMEMBER PEARL HARBOR
DIGNIFIED PLASTIC LAPEL PINS

Nothing like it on the market. Assorted colors. 75¢ doz., \$7.25 gross. Free display card which holds 3 doz. pins with gross orders. Sample 15¢. Cash with order.

ZILL PRODUCTS
 1938 Hyperion Ave. Hollywood, Calif.

WALTHAM-ELGIN



Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

PLYMOUTH JEWELRY CO.
 183 Canal St., Dept. J, N.Y. City

REMEMBER PEARL HARBOR



PATRIOTIC BANNERS

Here's a sure-fire "sales-booster" for dealers who want to expand their patriotic novelty line! This timely item is made of lustrous silk and rayon satin with "Remember Pearl Harbor" lettered in brilliant Blue and Red. Has Yellow silk cord. Size: 10x12 in.

No. B942X11, Per Doz. \$2.50 Per Gr. \$28.50

Service Banner. Everyone with a relative in the Service is a prospective sale! Blue Star on White silk and rayon satin background. Size: 8 1/2 x 10 in.

No. B942X12, Per Doz. \$1.80 Per Gr. \$20.00

WRITE FOR FREE CATALOG!
JOSEPH HAGN CO.
 Wholesale Distributors Since 1911
 217-223 W. Madison St. Chicago

***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.
- * METAL FLAG LAPEL BUTTONS—100 for \$1.05.
- * CELLOPHANE FLAGS—2 TO PACK—DOZ. PACKS, 50¢.
- * SAFETY SCRAPERS—Scrapes 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 Canvasers. Free Catalog. Write.

CHAMPION SPECIALTY CO. 814-A Central Street KANSAS CITY, MO. Include Deposit & Postage on Orders.

KNIVES & PENS Patriotic, Midget, Hunting, Jackmaster

POCKET LIGHTERS Bowling, Bottle, Novelty Cigar, 12 to Display. Per Display \$2.00

and shows the American Eagle with wings spread at the top. A soldier and sailor appears on the sides of the red, white, and blue center on which is imprinted one of the leading slogans of this war. The pin is available in pin back or lapel button styles.

Boudoir Doll

Boudoir dolls are staple sellers, according to reports, and Levin Bros. state that their Valentine Boudoir Doll is one of the most attractive numbers they have offered. Doll is 24 inches high and comes with beautiful white and red costume.

Service Flags

It is anticipated that the demand for Service Flags will rise sharply from now on. Workers who specialize in these items expect to cash in on the boom. George Lauterer Company offers attractive service flags for the homes of the ones in the armed forces in three qualities. The designs are simple, and stars represent the number of members of the family serving in the armed forces.

War Fold-Up

A novelty designed particularly for pitchmen and street workers is the idea developed by E. M. Siebold. The item shows the heads of the six major governments at war: Roosevelt, Churchill, Hitler, Mussolini, Stalin and Tojo pictured on a sheet. When properly folded the fold-up gives the answer to the question: Who will win this war? Item has patriotic appeal and also arouses curiosity as to what the fold-up reveals.

President's Ball Poster

The Bower Print Shop has introduced the 1942 President's Ball Poster. The window card is printed in four colors and is 14 by 22 inches in size. The poster was designed especially for the President's Birthday Ball, and the firm states that every community is a potential buyer. Firm also claims that agents who handle this timely item are bound to make money.

ELABORATE RITUAL
 (Continued from page 30)

the gavel to her successor. VI Lawrence led a toast. Flowers were presented to outgoing officers by Margaret McKee, to life members and organizers by Flora Elk and to installation officers by Kate Benet. Awards for obtaining the most members were made to Patricia Lewis (Dorothy Packman Award), Rose Rosen and Shirley Lawrence. Honorable mention went to Jane McKee. Sister Cohen presented gifts to outgoing committee chairmen, and President Henderson, outgoing secretary, was gifted by auxiliary, which also provided for an inscribed bracelet to Sister Cohen. The outgoing head was presented with a gold life membership card and a sash emblematic of that honor.

Out-of-town members on hand were Jean Delabates, Anna Marano, Suzanne Hamid, Doris Reed and Gene Winsor. Toward conclusion of program Madge Bloch, attired in the uniform of the Red Cross and assisted by Jane McKee, Marlon Larsen, Edith Devany, Lillian Brooks, Frances Garr and Frances Fournier, moved into "V" formation as prima

donna Reed offered *V Is for Victory*, and past and incumbent presidents, gowned in the colors of the flag, stood immediately above them on the balcony, with the benediction pronounced by Chaplain Nali. It was a memorable sight.

Telegrams were sent by the NSA; Ladies' Auxiliary, Heart of America Showmen's Club; Ladies' Auxiliary, Showmen's League of America; Art Lewis, NSA president; Joseph Hughes, NSA assistant treasurer; Arthur Halpin, Dode Allen, Mrs. Charles Lewis, Mrs. Gene O'Donnell, Sam Shapiro, Fred C. Murray, Agnes Burke, Mrs. Mack Harris, Betty Jo James and Marilyn Cohen. Floral pieces came from the Ladies' Auxiliary, Pacific Coast Showmen's Association, and the SLA aux.

In attendance at the dinner aside from those already mentioned were Phyllis A. Heffernan, Lillian Bayer, Jane Bruderlein, Bessie Burkhardt, Myrtle Campfield, Lillian Faber, Palmina Fantino, Emma Pink, Mildred Ford, Julia Franck, Ruth Gottlieb, Jeanne Grey, Rose Harris, Peggy Holtz, Jerry Ibberson, Mildred Isser, Ann Lager, Agnes Morris, Dolly McCormick, Margaret McKee, Sylvia Nierenstein, Mildred Peterson, Sophia Piementel, Loretta Raab, Shirley Rapp, Edna Riley, Eleanor Rinaldi, Jeanette Rattiner, Ruth Robbins, Molly Rosenthal, Ida Rosoff, Clara Rothstein, Florence Rothstein, Helene Rothstein, Fannie Sandman, Mae Schoonmaker, Mildred Schwartz, Mary Shufro, Sadie Silverman, Molly Spitz, Emma Steinberg, Minnie Taffet, Mary Thiemann, Lillian Tobias, Mannie Traver, Minerva Traver, Queenie Van Vliet, Ethel Weinberg, Rose Weinberg, Edith Wilcox, Gladys Young and Ray Glaser.

BALLYHOO BROS.
 (Continued from page 30)

ing and hunting trip, leaving no mail nor telegraph address. Side-show performers are out with a store show. Members of the girl show went to the irrigation district to the south to pick the early bean crop. Most of our workmen went to defense jobs to get clothes with which to open. Lem Trucklow left in his house trailer and will write sheet and sell menu ads while traveling from one fair meeting to another. Red Flare, the trainmaster, joined a railroad section gang close by and will gandy dance with the snip crew until spring. Fanny Ballyhoo, Pete's youngest son, who does big-and-little-shoe half and half, left for Arkansas to work in a hospital. He intends to operate his own unborn show next season. Most of the people will return when work in quarters starts.

SLA
 (Continued from page 31)

West Coast. Brother Fred Kressmann is in Palm Springs trying to knock the neuritis from his shoulder. Brother M. J. Doolan and family and Maurice Hanauer are vacationing at Hot Springs. Ned and Lou Torti and Matt Dawson came in for some of the big merchandise conventions. Brother Phil Little, Denny Pugh and Oscar Bloom stopped over en route north. Denny Howard and Lou Berger in and out of town on business for Goodman Wonder Shows. Members were grieved to learn of the passing of Mrs. Charles G. Driver.

Cecil Meyers has recovered from illness. January 15 is the date set for the presentation of the by-laws. Brother Petey Arnstein left for a vacation in Arizona. Sam Steffin and Harry Cooper, Hennies Bros.' Shows, have joined the army. Richard Pronath visited the rooms and Leo Berrington came back from a West Coast vacation. Aut Swenson and Sam Nunis are back in town and Joe Miles came in for the meeting. Harry Hennies, Sunny Bernet, Dave Tennyson and Mike Rosen attended the Indianapolis fair meeting. Danny Odom visited, but is still under the doctor's care.

Ladies' Auxiliary

Club held its regular bi-weekly meeting January 2 at the Sherman Hotel with these officers presiding: Mrs. Joseph L. Streibich, president; Mrs. Edna O'Shea, second vice-president; Mrs. Al Latto, third vice-president pro tem; Mrs. Lew Keller, secretary pro tem, and Mrs. Rose Page, treasurer. Mrs. Anne Doolan left for Hot Springs, and Sister Mrs. Mory Brod is ill at her home, as is Sister Mrs. Ray Oakes. Messages of cheer to both will be appreciated.

Letters and cards were received from Charles Driver, Gladys Brod, Mrs. Noble Fairly, Lena Schlossberg, Mr. and Mrs. Lew Keller, Cornelia Curtain, Edna Rupp, Mrs. Louis Henry, Allerta Foster, Dorothy Packman and Ladies' Auxiliary, Na-

tional Showmen's Association. Application of Viola Campbell was read and tabled for the usual two weeks.

Members were pleased to see President Mrs. Joseph L. Streibich presiding over the meeting after an illness. Sisters Jeanette Wall and Bessie Simon are recuperating at home from injuries sustained in an auto accident. Club will hold its regular birthday party on January 15 in the Malaya Room of the Sherman Hotel at 6 p.m. Make reservations thru Secretary Jeanette Wall.

HASC
 (Continued from page 31)

Several clubs have made favorable replies and it is expected that representatives of all the clubs soon will meet to discuss this situation.

President Reynolds got away to a good start and all pledged their co-operation. Club representatives will be appointed on each show this season to advance the membership drive and to assist in the welfare of the club in other ways.

Ladies' Auxiliary

Ruth Ann Levin, newly elected president, conducted the regular meeting, and all old and new business was disposed of in good style. After the salute to the flag and the opening song, *God Bless America*, played by May Wilson, the secretary's and treasurer's reports were approved. Margaret Haney and Ruth Martone were appointed to take a \$50 check to the men's club. An invitation from the Ladies' Auxiliary, National Showmen's Association, was read inviting members to the annual installation dinner in New York.

Happy Birthday was sung to Rosa Lee Elliott, Freda Hyder and Billie Bordoni. An attractive damask tablecloth and napkins were presented to Helen Brainerd Smith, a recent bride and club secretary. Freda Hyder suggested that the club start some Red Cross work, and Viola Fairly and May Wilson were appointed by the president to go to Red Cross headquarters and offer the club's services in any capacity. After adjournment a social hour was spent in the lobby, as there were many out-of-town members present who have been held here by bad roads.

FOR BLACKOUTS!



PENCIL FLASHLIGHT

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NOTES from SUPPLY HOUSES

Sally Rose, of Rose Fur Company, is gratified that her fur coat and chubbie business is booming since the advent of cold weather. Orders have been strong from Northern and Midwestern States and now with her January sale in progress Sally expects even better business.

BINGO BUSINESS

(Continued from page 50)

defense effort drives they will be in a position to make worth-while profits. Then, too, is the fact that bingo is a form of entertainment and it is a proven fact that in war periods all types of entertainment media flourish.

Bingo operators are well aware of the opportunity that lies in the months ahead. According to reports from leading jobbers and supply houses heavy orders have been received for bingo equipment and merchandise. In merchandise there is a marked tendency to offer as wide a variety of useful items as possible, either for the home or for personal use. This policy of offering a wide selection of merchandise prizes has paid dividends in the past and wise operators are continuing to feature items the public has shown a preference for.

The merchandise bingo field should be able to make further strong gains during the year and to solidly entrench itself in a favorable position where it would be able to combat any threatened anti-bingo moves. Operators in the field anticipate a far-above-average year.

AQUATIC DRIVE

(Continued from page 40)

plans to participate in forthcoming AAU indoor champs.

It is the boast of El Salvador, Central America, that its swimmers made greater strides in 1941 than those of any other nation in the world. Coached by Francis Noonan, Brockton, Mass., Salvadorians not only shattered by a wide margin all national records for men and women, but they bettered several Central America standards.

Park Central indoor pool, New York City, got itself a swell plug last week on a Coast-to-Coast radio program entitled *Go Getters*, heard over the Mutual Broadcasting System.

OUT IN THE OPEN

(Continued from page 43)

Times Union recently about the Poodles Hanneford riding troupe. Showfolk are ducking Albany, chirps Lon. Hardly a trouper in sight.

This item from London is "dated," but will do. It comes in the form of a letter written by Bert Ross, former correspondent of *The Billboard* in London, to Mr. and Mrs. Bob Matthews, of Tuffy the Lion fame. It came our way months back, but it was only recently that we discovered it in a 1941 pile awaiting disposition. Here goes:

"Show business is an enigma. Some houses are playing to unprecedented figures both in London and the 'sticks.' Some acts, playing on shares or percentage, pick up marvelous money. Many small acts are 'booked solid' with ENSA, a semi-government organization that entertains troops everywhere. There is the customary circus running at the Tower, Blackpool, for the season, but it's marred by the inclusion in its personnel of two Italian clowns who have been released from internment. Both of Bertram Mills' sons hold commissions in the British Army. I saw Bernard the other week and he looked fine in uniform."

Bernard Mills was in the States some years ago and we found him a warm personality.

ARTHUR INKS COE

(Continued from page 30)

general agent for Corey Bros.' Circus. After closing negotiations Coe left for Oregon Fair Meeting at Portland.

Arthur stated he is optimistic regarding possible war restrictions that may be imposed on all shows and outdoor activities on the Pacific Coast the coming season and that conditions will have to be overcome as they arrive. Work at

Atlantic and Compton avenues quarters has started and improvements on light towers, show fronts and the reorganization of the circus acts, begun last season, are to be carried out in full detail, Arthur said.

300 HELP SASC

(Continued from page 30)

and Johnson, Tommie Scrivino and Red Cadenas.

Congratulatory wires were received from Art Lewis, National Showmen's Association, Heart of America Showmen's Club, Showmen's League of America, Lone Star Show Women's Club, Mr. and Mrs. Abner Kline, Mr. and Mrs. George Hawk, Mr. and Mrs. Chester Levine, Mr. and Mrs. Denny Pugh, Barney Gerety, Mrs. Marie Beckmann, Bob Morton, Pad-dock and Lipsky, George Loos, Tony Martone, R. L. (Bob) Lohmar, Sam Shannon, Mr. and Mrs. Harry Alshuler, Joe Stevens, Harry W. Hennies, Sam Zimmerman, Bill Hames, Tommie Tidwell.

RA Showfolk Attend Final Rites for William Aldrich

TAMPA, Fla., Jan. 10.—William F. Aldrich, 69, vet Hawaiian show producer on Royal American Shows, died at Municipal Hospital here Monday after an operation for an organic disorder. Funeral services at Blount Funeral Home Wednesday were attended by a large crowd of Royal American showfolk and floral decorations were very elaborate. Girls of Aldrich's Imperial Hawaiian Show and a Rubin & Cherry Exposition group surrounded the casket with a beautiful lei.

Music was provided by Joe and Lucy Lopez, Ben Kai and Rose Kalima, with electrified string instrumentations, created by Aldrich during his long career in show business, being featured. Mr. and Mrs. Curtis J. Velare were in charge of services, and pallbearers were Walter H. DeVoyne, Jack E. Dadswell, Fred U. Bird, Robert Purvis, R. L. Roberts and Duke Wilson.

Coast Defense Exec Lauds PCSA's Work

LOS ANGELES, Jan. 10.—With the Pacific Coast Showmen's Association and Ladies' Auxillary purchasing \$8,500 in Defense Bonds and its members buying an additional \$50,000, sales for December 31, West Coast Showmen's Defense Day in Pershing Square, went well over \$100,000.

Howard D. Mills, State Administrator (Southern California) Defense Savings Staff, expressed his appreciation of the day in a letter to the PCSA and Harry Chipman, who directed the event. In which he said, "Your action in publicizing on this occasion purchase by your association of \$50,000 in Defense Savings Bonds afforded another indication of the patriotic support of the Defense Savings program, and should serve as a good example to other groups in a position to make similar investments."

Among those who participated in the program were Timothy Flynn, announcer; Bert Mayo, arena director; Ted LeFors, director of stage acts; Prof. Arthur J. Babich, musical director; Bob Wallace, official photographer; Ben Beno, boss rigger; Earl H. Caldwell, official painter; Harold Garrison and Wilford Lamb, songs; Dorothy Brown, soft-shoe tap; Marlyn and Jackie Watson, baton dance; Ross Ogilvie, midget singer; Madame Mullinos, soprano; Hilo Hawaiians, the Ericksons, high act; Bobby Cohn and Walton de Pellaton, publicity.

On the advisory committee were J. Ed Brown, S. L. Cronin, Joe Glacy and Paul Eagles.

Prell's Winter Quarters Activities Get Under Way

NEWARK, N. J., Jan. 10.—Sam Prell, general manager Prell's World's Fair Shows, returned to his home here for the holidays after a booking trip and said that winter quarters at Lumberton, N. C., are beginning to hum with activity. Six new fronts are being built, as is a new front gate.

Edmundo Zacchini, whose cannon act will be the free attraction, has been given a contract to build seven new light towers and reports that construction work has started and he plans to have them ready for opening.

Five new 28-foot trailers will be added to shows' fleet.

MUSEUMS

Address Communications to Cincinnati Office

Norfolk Proving Winner For Kuntz's Attraction

NORFOLK, Va., Jan. 10.—Wendel Kuntz's World's Fair Museum, now in its sixth week at 523 East Main Street, continues to work to good results. Staff and personnel held an enjoyable Christmas party on December 25, with all members exchanging gifts.

Line-up includes Sandy Hogan, front; Neal Taylor, ticket seller; Bertie, pin-head; Remy Sammy, rubber man; Tiny Billy Taylor, escape artist; Happy Jack and Baby Lee, fat family; Prince Denis and Lady Ethel, midgets; Shanghai Mickey, tattooed man; James Saharee, rice writer; Lady Cassandra, mentalist; Robert Keating; Bluey Bluey, fire-eater; Frank Zorda, magle; Ray Rayette, annex attraction; Zordas, Unborn Show; Mrs. Wendel Kuntz, secretary; Wendel Kuntz, owner-manager, Elizabeth Elkins, formerly of Cetlin & Wilson Shows, is wintering here. Show will remain here until the outdoor season opens when it will join the Art Lewis Shows.

Scheidler's Unit Obtains Good Results at Delaware

DELAWARE, O., Jan. 10.—Sam J. Scheidler's World's Assembly of Strange People Museum closed a week's engagement at 7 North Sandusky Street here December 31 to good business. Unit opened Christmas Day to excellent receipts and business was good thru-out, with Saturday the best day. F. Beverly Kelley, of Ringling circus and owner of a large furniture factory here, co-operated with show management and entertained Owner Sam J. Scheidler and Walter D. Nealand, general agent, Christmas Day. He also assisted in the arrangements for unit's local appearance.

Ella Fielding, Kentucky Tree Girl, is clicking, and Le Von (Ted Rea) is featured in the annex. Scheidler handles the inside lecturing. Show moved to Chillicothe, O., from here to open New Year's Eve under auspices of the Red Cross fund, with Mayor Harold H. Brown as chairman.

Kortes Adds Jack Johnson To Unit; El Paso Biz Up

EL PASO, Tex., Jan. 10.—Business for Pete Kortes's World's Fair Museum, which slowed up considerably because of the war, was revived with the debut here of Jack Johnson, former world's heavyweight champion, Roy B. Jones reported. Johnson's act is featured on a large stage in the rear of the museum and clicked from the start. All awaited official opening of the five-day Sun Carnival here and Frank Burke Shows have several rides and shows and about 15 concessions around the courthouse. Altho weather has been cold, all report good business.

Charlie LeRoy, magician and emcee; Gravity, and the Albino Twins appeared on numerous holiday programs. They also entertained at a huge soldiers' Christmas party at Liberty Hall and at a special performance for inmates at the county jail on Christmas Day. An-

other program was given to over 500 wounded and sick servicemen at Beaumont General Hospital, Fort Bliss. Pete Kortes's daughter, Ruth, came in from New York to spend the holidays with her parents. Billy King has been engaged to assist LeRoy in his floor duties. Sports-writers of El Paso and Jaurez newspapers were guests of Manager Kortes at a quail dinner in honor of Jack Johnson and Severous Gonzalou, Mexican fight promoter. Remote-control broadcasts from the floor of the museum featuring Johnson are proving popular.

Hutchens Host to Personnel At Party in Springfield, Mo.

SPRINGFIELD, Mo., Jan. 10.—J. T. Hutchens' Modern Museum concluded a successful stand, its final of the season, here last week. Owner and Mrs. Hutchens were hosts to members of the personnel and friends at a big dinner and party on Christmas Day. Charlotte Williams prepared and served the dinner. Guests included Mr. and Mrs. John T. Hutchens, Mr. and Mrs. C. M. Hutchens, Mr. and Mrs. Carl Martin, Mr. and Mrs. Jack Ralley, Mr. and Mrs. Chick Dale, Mr. and Mrs. Fred West, Fred Leroy Roe, Jimmie Atkins, Mr. and Mrs. O. Friend, Bessie Roneau, Wanda Thompson, Slim Arnold, Jewell Knight, Dollette, Nate Felton, Chief Rain in the Face, Mr. and Mrs. Leopold Williams and J. Oddi.

Show trucks and equipment will be stored in Joplin, Mo., quarters of Snapp Greater Shows, and Mr. and Mrs. Hutchens will leave for Long Beach, Calif., soon for a vacation. J. Oddi left for a visit with his family in Providence, R. I., and most of the personnel has been re-engaged for 1942. Hutchens is working on plans to enlarge the unit for next season.

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SALESBOARD ABC's

for this excellent reprint from *The Billboard*. Article covers the sales-board 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!

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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.

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Proudly we all bow to the war needs of our nation. U. S. A. offense comes first.

Under present conditions no one can say how long present stocks of toy balloons will last, nor when any more can be made. If you want to sell balloons next season it would seem wise to provide yourself with some stock now.

OAK RUBBER CO. RAVENNA, OHIO.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

SOMEBODY PAGE . . .
a mentalist! Had several pipes last week which read something like this one, which was not signed: "Not much money in this burg, but we're having lots of fun." We need more co-operation than that, boys and girls. You sign 'em and we'll print 'em.

DON'T TAKE anybody's word for it, fellows. You'll notice that an incompetent pitchman is a braggart, while the successful pitchman waits modestly for any recognition of his ability.

THINGS AND STUFF . . .
and whatever became of Frankie Vale, Shorty Walker, Whitey Alm, Charlie Halligan, Donald E. Crabb, Bob Miller, E. M. Davis, Ben Moorehouse, Professor Wagner, Milton Bartok, Dick Jacobs, Carl Herron, V. P. Boggs, George Oliver, Doc Ed White, Charlie (Chuck) Elder, Edgar J. Davignon, Syl LaVelle, Fred Hudspeth and H. B. Kennedy.

J. H. McCASKY . . .
of leaf note, spills one from Lewisburg, W. Va.: "This is my first one in a long time, but here goes. Have had an exceptionally good fall and an extra good holiday and I'm planning a blitzkrieg for the future. Not being acquainted with the science of astrology, I won't predict, but will just permit my imaginative faculties to proceed toward geographical information."

TRIPOD OPININGS: "Listen to a jackpot confab for an evening and you'll need a bodyguard to keep you away from high bridges and open windows."

BEN (HOB) BENSON . . .
purveyor and publisher of *The Hobo News*, recently returned to New York after a Coast-to-Coast trip on which he worked his sketch act. But let's let Ben tell it: "California is closed to street pitchmen, and last week this city's mayor signed a bill banning peddlers and pitchmen. I imagine the war will play hell with the traveling gentry next summer, but we can take it."

THE BOYS WORKING . . .
Philadelphia are enjoying boom biz with button purveyors especially getting land-office results. Most popular buttons, and they range from the size of a half dollar to five inches, are those denouncing Hitler, Mussolini and the Japanese. "Remember Pearl Harbor" buttons are by far the biggest sellers. Fellows who worked the streets New Year's Eve and the Mummer's Parade, New Year's Day, also obtained the geedus with horns, rattles, paper streamers and confetti. A group of enterprising pitchmen virtually cleaned up with a new note in New Year's gadgets, selling leis, the traditional flower rope of Hawaii.

PITCHMEN'S SAYINGS: "I'll act the part of a gentleman until they won't let me."

HARRY (KEY CHECK) HISCO . . .
played Santa Claus to orphans of Natchez, Miss., Christmas Day by giving each child a name pin. He gave away more than 200 pins and garnered much publicity in *The Natchez Democrat* for his kindness. After a fair holiday business on Tillman's Corner, Natchez, Harry has been slowed down somewhat by a sprained left arm, which he sustained in a fall recently.

"JUST LEARNED . . ."
of the sad demise of my friends Speedy Bletsch and Bill Gordon and can't seem to realize that their cheerful and smiling faces will no longer be around." Phil Kraft letters from St. Louis. "It's a blow that will take Pitchdom a long time to get over. I've been working the South with my partner, Harry Demsey, and we've been doing okay. Would like to read pipes from Art Nelson and others."

EXECUTE YOUR IDEAS instead of talking about them and you'll wind up on easy street.

CHIC AND FRANCIS DENTON . . .
whitestone workers since 1922, are permanently located in Dallas, where they have been operating a Mexican jewelry layout since last October. Chic says they haven't

been outside the city limits since arriving in town. He adds, however, that he's a World War veteran and expects to get another uniform soon, and is proud and more than willing to do what he can for the Stars and Stripes.

SUCCESS DOESN'T take long in catching up with you if you serve the public well.

E. J. FLOYD . . .
blasts the following from Moline, Ill.: "Not a pitchman did I see over the holidays here, and there's plenty of geedus around, too. I heard that a man was brought into Hill's department store but only made the grade for a few days. Art Cox was here last year. I visited the manager recently and he asked if the fraternity is afraid of taking a spot for the store on 20 per cent commission, as he advertised and obtained only poor material. I explained that all the boys awaited the holidays and wanted to make the best go at that time. A trouper off Wyse Greater Shows clowned in the Sear's toy department, but outside of that the field here is clear of any promotions, outdoor or indoor. I'm still working on a defense project, but for several weeks operated a Christmas tree lot thru the A & P Super Markets to good results, I believe a live indoor affair could be promoted here, because people are in the mood and have the folding lettuce. I'm planning a new array of acts, and my wife, formerly of the LaTona Troupe, is all set to get back into the swing. Would like to read pipes from all the boys and girls."

IN MOST INSTANCES it's the boy who works the hardest who gets the top scores, not the fellow who merely rates himself the best.

BOBBY MARSH . . .
after a successful stand at a downtown Cincinnati spot with cut flowers, is now with one of the Queen City's better department stores.

Barnard's Band Wagon
By E. F. HANNAN

ONE of the most interesting med shows of the old area was operated by John (Doc) Barnard, who made treks thru the East and at various times carried enough instruments and performers to give a street parade. A circus wagon obtained by Barnard from the old Cushing Circus was flashily lettered and drew much attention in the towns played. Two other wagons carried the med stock and the show. In winter Barnard operated store museums and is said to have been the first to exhibit the stuffed whale or what was then called the sea monster.

Barnard's show, in fact, was a combination of museum and variety, charging a small admission and depending mostly on med sales to up the take. Barnard's Liniment became well established and the show never missed a trick in stocking general stores with it. It was another of those man and beast preparations, and even trotting horse trainers bought it to make leg and body wash for their animals.

Barnard later sold the formula to a concern that made it and sold it successfully for a number of years. Hank White, an old-time performer, was once with the show, and Doc Ellingwood did most of the lecturing. This was another of the well-operated money-making med outfits of the good old days.

Pitchdom Five Years Ago

Billy Laukhart's stock was completely exhausted before the holiday shopping rush had been concluded in Dayton, O. . . . Emil Schoenberger opened a high-class novelty emporium in St. Louis. . . . Jimmy Miller got plenty of sugar during

Patriotic Jewelry
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(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.

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Feature a complete line of low priced jewelry: Engraving Lockets, Bracelets, Rings, Pins, etc. — Ideal for engraving . . . Specify Catalog No. 26.

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Chicago, Illinois

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Beautifully Colored
Sells on sight. Get in on this Money-Maker Today! Designed by an artist. Not just a Plain Poster.

14c each LOTS UP TO 100
12c each LOTS OF 1000
1/3 dep, plus postage, bal. C.O.D. Sample 25c.
American Legion, V.F.W. and other patriotic organizations, write for special plan.

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Each box holds 20 Cellophaned 5c Packs Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP. 4th and Mt. Pleasant Ave., Newark, N. J.

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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
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ARMY RINGS with insignia, yellow or white finish. Gross \$10.50. DOZEN .90
SERVICE GUIDE BOOK. Retail \$25. 16 pages, 4 colors. 100 BOOKS \$15.00
ZEPHYR ELECTRIC 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 39¢. . . . 1000 BLADES 2.35
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GENERAL PRODUCTS LABORATORIES
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the yuletide rush in Detroit. . . . Lorna Wheeler was clicking at the cosmetic counter of the Steiger Store, Springfield, Mass., with her proper make-up demonstration. . . . Mrs. Leroy Crandall returned to her home town of Toledo, O., and was visiting her son, who was in school there. . . . Teddy and Irvine Goldstone, erstwhile hum-a-tope workers, were making the big indoor events to good results. . . . Burt Roberts was going above par business with his Hot Springs Mineral Water package. . . . Slim Rhodes was corralling plenty of lucre unloading blades, watches and hones by the ton. . . . George Earle, of needle-threader fame, was headed for Graeceland, Fla. . . . Robert Logan and T. A. Mitchell were taking the subs, using fountain pens as a premium, in Richmond, Ky. . . . R. V. Tidwell was getting the geodesy writing sheet in Memphis. . . . Sum Keeler was doing excellent business working ink sticks thru Northern Ohio and Michigan. . . . Virginia Pearce was making Eastern Arkansas and Western Tennessee to click turns working the astrological forecast on the pitch single-o. . . . Si Hart was keeping his jalopy in gas and oil by working the blades, paddles, hones and patches successfully. . . . H. Tenney was still on vacation in Palm Springs, Calif. . . . Chief Gray Fox was in Marlon, Ill., readying his show for an early opening in halls. . . . N. L. Jones was working an ironing-board gadget on the pitch and was collecting plenty of lucre in the tobacco and coal regions of Kentucky. . . . After working demonstrations in stores thru the South, Mr. and Mrs. Sunshine Rogers were playing Tennessee with the F. C. Keith unit. That's all.

ense and health officials is expected to secure new supplies. In view of the situation, most civilian users believe it futile to organize for ration ratings.

Gas and Oil

No one here foresees a need to ration these commodities because of the high production in this country and the fact that reduced civilian consumption (because of tires) will leave adequate supplies in all parts of the country. This view is held despite the diversion of tankers to the Pacific war theater.

Railroads

Altho transportation is being organized under Joseph Eastman for co-ordination in the defense program, no plans are being made to put rail and bus transportation on a priority system. Railroads are said to have ample equipment for passenger transportation and traveling acts are expected to face no trouble in making hops by bus or train. On the other hand, it was learned that railroad flatcars are in great demand for transportation of tanks, armaments and steel. Consequently, shows now on a truck and auto basis, which might be forced to convert for railroad, will find difficulty in procuring this type of rail stock.

Camp Shows

Shows making the circuit of army training bases and other military and naval stations will face little difficulty in making their necessary trips, it is believed now. Should other forms of transportation break down, the army is said to be ready to provide necessary transportation with its own vehicles and carriers. This will apply to bands, vaude acts and other individual performers.

sent with a scroll in appreciation of his efficient administration.

LOS ANGELES, Jan. 10.—Mike Krekos, in his speech accepting the presidency of the Pacific Coast Showmen's Association at club's annual installation meeting here Monday night, asked all to give their earnest and sincere co-operation to President Roosevelt and to help finance the war by buying Defense Bonds and Stamps.

Calling the assemblage's attention to the club's own problems, he urged members to be ever alert to the necessities of brother members in these trying times. He suggested that all increase their activities to assure the club of a suitable building of its own by setting up a fund for this purpose thru the purchase of the bonds and stamps. Krekos concluded by calling attention to the club's efforts in building up its cemetery and sick and relief funds and warned that the club could expect a greater drain on the funds in 1942. To meet these demands Krekos said all must increase their yearly contributions and asked that each show, large or small, do its part.

MIDWAY CONFAB

(Continued from page 33)

operator, recently returned to Chicago from a holiday vacation with their grandfather in Fond du lac, Wis., and have resumed their studies at St. James School in the Windy City. Chuck is employed by a railroad company.

NOTES from Wendel Kuntz's Museum by Frank Zorda from Norfolk: Bob Keating and Lady Cassandra, mentalists, after spending the holidays with their folks in Utica, N. Y., are back on the show and doing well. Sandy Hogan, veteran front talker, is doing a good job of putting them in. Owner-Manager Kuntz has been on the sick list.

FOLLOWING a good season with Dodson's World's Fair Shows, Dick Hilburn went to Bladenboro, N. C., his home town, for the winter. Dick's mother presented him with a lot there and he and Mrs. Hilburn are building a house on it. Dick visited Lumberton, N. C., recently and renewed acquaintances with friends with whom he worked on Prell's World's Fair Shows a few years ago.

BOSS'S wife: "We always send inexpensive holiday cards to our former attaches as a gentle hint to keep in touch with us."

NOTES from Pacific Coast Shows' quarters, Monroe, Wash., by Alice Roff: All equipment has been painted and overhauled, and management plans to carry five rides in 1942. Manager James Barber recently purchased a new Ferris

Wheel. Lot Superintendent Raymond Barber left quarters to accept a position on a defense project, but will return in time for opening.

"AFTER 24 years on the road I'm back where I started—fighting for Old Glory and liberty once again," letters George A. (Spot) Tipps from Great Lakes (Ill.) Naval Station, where he is a ship fitter for the navy and stationed with Company 263, Barracks H. "I'm here for the duration and will not tour again until the war is over. I've noticed that numerous World War vets and ex-navy men are coming back into the service."

LUCKY BULLET CHARM

Made of a genuine U. S. Army 30 cal. bullet. Highly polished, silver or gold effect, with ring shank.

GROSS \$7.20
2 Samples 25c

Regulation Army all-brass whistles and chain (for fire or air-raid wardens). GROSS \$39.00

OVER-SEAS CAPS, enlisted men's olive wool 1918 issue DOZEN \$ 6.50

—newly made, 18 oz. serge DOZEN 10.50

We manufacture a line of timely, startling bullet novelties. All genuine U. S. Cartridges. Send \$3.00 for complete line 8 items (retail value \$7.50, money-back guarantee). 25% deposit with orders, balance C. O. D.

M. & G. SPECIALTY CO. 593 Broadway N. Y. City

DECAL TRANSFERS U. S. FLAG TRANSFERS

Size 4"x5 1/2". 10c Retail Value.
\$2.50 PER 100

\$15 Per 1000

Windshield Peck-a-Boo Decals. These Decals have 2 sides. \$5 per 100; \$17.50 per 500; \$30 per 1000.

REMEMBER PEARL HARBOR DECALS

Large Size—\$5 per 100; \$35 per 1000.

Small Size—\$2.50 per 100; \$15 per 1000.

Lockheed, VP-38, Lightning, Interceptor Airplane, World's fastest plane. Large \$20—\$5 per 100.

JEROME ROSE DECAL CO. 2700 Maple Ave. LOS ANGELES, CALIF.

MAKE YOUR OWN INK!

Blue, Black and Red 22 tablets to a box—makes one quart of permanent, high-quality ink (value \$1.00). A wonderful demonstration item!

GROSS BOXES . \$10.80
25% Dep., Bal. C. O. D.

M. & G. SPECIALTY CO. 593 Broadway N. Y. City

Events for Two Weeks

- 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.
- January 19-24
- CALIF.—San Francisco. Dog Show, 24-25.
- FLA.—Sarasota. Dog Show, 20-21.
- ILL.—Chicago. Larry Sunbrock's Rodeo-Thrill Circus, 18-25.
- ME.—Lewiston. Agrl. Trade Show, 20-23.
- MASS.—Worcester. Charity Circus, 19-26.
- MINN.—St. Paul. Farm-Home Week, 19-24.
- N. Y.—New York. Lamp Show, 19-23.
- PA.—Harrisburg. Farm Show, 19-23.

BIZ CALLED CIVILIAN

(Continued from page 3)

of sisal or heniquen would serve the purposes of civilian use, including show business. Circus and carnival consumption of rope will have to be served from these substitute materials. No limits on the substitutes.

Canvas

Nearly every large manufacturer of canvas has been ordered to produce for the army and navy for tents, tarpaulins and leggings, as well as web belts and equipment carriers. Stocks of canvas now on hand are believed adequate for civilian purposes provided sales are limited to pieces for repairs. While no rationing has been ordered for canvas yet, it was believed entirely possible that an order placing sales under government license might be issued. Officials declared that persons who lay up a reserve stock of new canvas in a hoarding attempt might find the government seizing such stocks. Trouble with this industry (canvas) is that producers also make denim for overalls, and the extraordinary demands now made upon denim processors have required a special priorities allocation to insure adequate supply.

Industry Committees

Office of Production Management does not intend to deal with any industry committees unless it names the members of the committees. Persons wishing a clarification of their status for canvas may seek individual decisions by writing to Robert E. Guthrie, Chief of Textile, Clothing and Equipage Branch, Office of Production Management, Washington, D. C.

Autos and Tires

Situation here may make it necessary for government to requisition private supplies of tires, inner tubes, autos and trucks. Full effect of tire rationing is not expected to hit severely for a few months. But after that no one but de-

PCSA QUARTERS

(Continued from page 30)

Ed Walsh, treasurer, and Ross R. Davis, member of the cemetery board. Tom Lewis was named chaplain.

President Krekos also announced these committee appointments: Board of governors, Joseph Glacy, chairman; Roy Barnett, Sheldon Barrett, Everett W. Coe, Hort Campbell, Ross R. Davis, Ben Dobbert, Frank Downie, James Dunn, Richard Eyeber, Sam Dolman, John Backman, Leo Haggerty, Bill Hobday, Elmer Hanscomb, W. T. Jessup, Ted LeFors, Abe Lefton, Cal Lipes, George Lauerman, Harry Levine, Tom Lewis, C. R. Mellos, Al (Moxie) and John M. Miller, Bill Meyer, Harry Phillips, Milt Runkle, Harry Taylor and Eddie Tait. Cemetery board, Ed F. Walsh, chairman; O. N. Crafts, S. L. Cronin, C. F. Zeiger, Dr. Ralph Smith, Ross R. Davis. Finance, John M. Miller, chairman; Harry G. Seber, William Hobday, O. N. Crafts, Harry Fink, Harry Hargrave, Lloyd S. Nay. Public relations, J. M. Brown, chairman; Lou B. Berg, Frank Conklin, J. C. McCaffery, Felix L. Burk, F. A. Clare, George Hines, Abner Klins, Louis Sallee, Ted Levitt, Sid Grauman.

House

Harry Phillips, chairman; Leo Haggerty, John M. Lynch, Sam Dolman, Cal Lipes, Charles Farmer. Sick and relief, Ed F. Walsh, chairman; Jimmy Dunn, Barney Flannagan, James Gallagher, Hort Campbell. Membership, Sam Dolman, chairman; Norman (Dutch) Schue, Joe Mettler, Mike Herman, Hollywood Towers, Harry Fisher, Bill Hobday, Clyde Gooding, Sam Brown, Charles Albright, Frank Redmond, Mush Ellison, Frank Forest, Cal Lipes, Dan Stover, Martin E. Arthur, Moxie Miller, Abe Lefton, Ted LeFors, Plain Dave Morris, John Snobar, Jimmy Lynch, Joe Krug, Edward J. Harris, Moe Elsemann, Danny Anthony LaMar, Showman's day, Ross Davis, chairman; O. N. Crafts, L. C. Chapman, R. L. (Bob) Lohmar, Hughie Bowen, Archie Clark, W. R. Patrick, M. E. Arthur, J. W. Conklin, C. F. Zeiger, Montie Young, C. P. Corey, C. Wrightsman, Mrs. Fern Huggins, Earl Douglas, Edward Browning, Carl H. Steffins, Larry Ferris, Ben Martin, Bert Francis, Orlando Allyn, Charles A. Zeigler.

Ways and means, Harry Taylor, chairman; Hort Campbell, George Moffett, Harry Rawlings, Abe Rabin, Al Weber, Hunter Farmer. Entertainment, Abe Lefton, chairman; Harry Levine, Harry Hargrave, Ted LeFors, Charles W. Nelson, Monte Montana, Frank Messina, John (Spot) Ragland, Al (Moxie) Miller, Louis Leos, Ray Johnson, Jack Joyce. Publicity, Harry Chipman, Bobby Cohn, Jack Grimes, Walton de Pellaton. Auditing, Lloyd Nay, chairman; Harold Mook, Theo Forstall. Sergeant at arms, Elmer Hanscom, Al (Moxie) Miller. Counselor, William A. Sherwin. Physician, Dr. Ralph Smith, and chaplain, Tom Lewis. Retiring President Joe Glacy was pre-

LIBERTY LINE OF PATRIOTIC BANNERS

Brilliant Colors — Original Inspiring Designs

REMEMBER PEARL HARBOR BANNERS	Doz.	Gross
#REM—(As Illustrated) 9"x12", Fringe, Satin	\$2.00	\$21.00
#HPH—5"x8", Fine Cloth, Tasseled	1.00	9.50
#HUF—12"x15", Quality Cloth, Unique Design	2.25	25.00
#HPS—Pennant, 5"x12", Very Attractive	.75	7.20
#HPL—Pennant, 8"x25", Popular Seller	11.25	12.50
SERVICE BANNERS		
#DFN—9"x12", Satin, Fringed. Shows Service Star	\$1.75	\$17.50
V FOR VICTORY BANNERS		
#WIN—9"x12", Satin, Fringe. "Freedom Must Win"	\$1.75	\$17.50
#PTV—9"x12", Satin, Fringe. "We Will Do Our Part"	1.75	17.50
#ORT—5"x7", Satin, Fringe Effect. "On To Victory"	1.00	9.50
GOD BLESS AMERICA		
#GBA—9"x12", Satin, Fringe. Still a Big Seller	\$1.75	\$18.00
#GBA—9"x12", Same as Above Without Fringe	1.65	17.00

1/3 Deposit With Order, Balance C. O. D. Please Include Postage.

We Carry a Big Line of Patriotic Jewelry. Sample Assortments of Banners and Jewelry, \$1.00-\$2.00-\$5.00.

LIBERTY PRODUCTS Dept. B, 277 Broadway NEW YORK, N. Y.

REMEMBER PEARL HARBOR

IT'S NEW!! RED, WHITE & BLUE REMEMBER PEARL HARBOR BUTTONS

Also latest war-slogan buttons — ALL SELECTED HOT NUMBERS!

SPECIAL \$7.50 Per Thousand in 1000 Lots

Send \$1.00 for Sample Assortment of 75 Buttons.

NEWEST COAT LAPEL EMBLEM

Gold finish, Red, White & Blue hard-baked enamel. Either lapel button or pin style. Size 1 1/2"x3/4". **Doz. 75c**

Everyone will wear one.

25% deposit with order, balance C. O. D. Send for the latest FREE PRICE LIST of best selling money-making war novelties.

EPSTEIN NOVELTY CO., Inc. 116 PARK ROW, NEW YORK, N. Y.

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

Responsibility to Trade

The trade press and the coin machine manufacturing industry have a double obligation to help maintain the solidarity and the morale of the industry. The manufacturers and the press will share in the hardships that come about due to war, and they will also share in the future benefits that come from keeping the industry spirit alive and serving the nation until we have won the final victory.

The manufacturing industry has shown the true patriotic spirit in undertaking war orders insofar as equipment and facilities permit. This is a job that must be done because the entire future of the industry depends upon defending and maintaining the ideals which form the American way of life. To put it more bluntly, if our country should be finally defeated there would be no hope at all for a coin machine industry. That is why the manufacturing industry has joined in the national move to put all possible facilities to work on war orders.

There are many other calls that come to the manufacturing industry, contributions to charity, to various defense organizations, help in civilian defense, taxes to be paid and many other calls for help. All these things demand time, effort and money and they play a great part in the total effort of the industry to help win the war.

War conditions also bring on new and great problems which the owners and managers of the plants and factories of our industry must face from day to day. The spirit with which our industry has tackled these problems can be compared favorably with any other industry in the country. The industry has nothing to be ashamed of and can face the future with the assurance that greater opportunities than ever lie ahead.

The industry has for the time being put its major hopes in winning the war and it is that spirit we must keep at white heat until the victory is complete. Manufacturers and the trade press must be the guiding spirit for the industry as a whole. They have an obligation to furnish leadership to the trade, to suggest ideas for supporting the nation, and to set an example in many ways for the entire membership of the industry to follow. The impression that the nation as a whole gains of the industry will be largely determined by the acts and the morale maintained by the manufacturing industry, and this will be reflected to a large extent thru the trade press.

For that reason, every expression of patriotism, every idea contributed to boosting the industry thru the press, whether it be in signed articles, or in the advertising columns, will go far toward making a lasting and favorable impression on people concerning the industry. In less serious times it would be called maintaining a good front; in these times it is simply doing a duty that falls upon those in positions of leadership.

It may be called a matter of psychology, a problem of maintaining a bold and optimistic attitude, a job of keeping

the coin machine industry forever marching ahead. Just as the nation received a severe shock to its morale at Pearl Harbor, so the manufacturing industry has received a heavy shock in the labor and materials problems that have recently confronted it. The nation is rallying all its leadership and strength to overcome the first sudden shock it received, and so is the manufacturing industry rallying all its forces to pursue the two main courses that remain open to it.

One is to co-operate with the government by making all the war goods that facilities make it possible to turn out. That is being done with a vim, and operators who are sometimes inclined to criticize manufacturers should keep in mind the importance of the step that manufacturers have taken.

The second avenue which manufacturers must also keep in mind all the time is that of making as many machines as conditions permit. The country has been aroused to the serious problem that has come to small manufacturing industries in trying to keep up enough production to prevent the collapse of industries. The national government has recognized this problem in its priorities standards. The entire materials situation was thrown into still worse confusion when Japan attacked the United States sooner than people had been expecting. All these difficult problems confront the manufacturers as they try to adjust their plants to the most recent conditions. It is in the face of these difficulties that manufacturing plants must try to keep up a minimum production of coin machines and supplies. The nation wants small industries to keep plugging away as long as war needs are given right of way.

The manufacturers and the press have an institutional background to maintain. One of the things about which the industry boasts is that so many of its manufacturing firms have grown from small shops since 1932 to become real institutions in the business world. When the war is over it is reasonable to anticipate that materials of all kinds will be cheap and abundant and there is likely to be a rush to the manufacturing end. The present manufacturers have the natural desire to maintain their institutions, their reputation and to keep an organization together. They will want to lead the parade when the country can return to peace and normal business again.

Operators look to the manufacturers for leadership and also for whatever products they can offer at the present time. They expect the manufacturers to speak thru the trade press. Hence the news and advertising columns now mean more than ever to the rank and file of the industry. More than ever, operators are looking for information on machines and products, and this keen interest will continue for the duration. The manufacturers and the press have a mutual job of maintaining the industry on as high a plane as possible. It can be done and the trade is showing its will to win.

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

Many metropolitan distributors trained out to Chicago to talk things over with factory officials. One encouraging factor last week was the appearance of some used equipment plus the arrival of some new games from Chicago. Altho the used-game condition is far from normal, the signs were encouraging for the future weeks when operators start bringing out those games from their cellars.

New Firm

Irving and Ben Guber opened jobbing offices in Brooklyn. Irving is sporting a deep tan, altho he hasn't been out of the city. On the other hand, Ben, who vacationed in Miami about six weeks, is as white as a sheet.

Buy Defense Bonds

Burnhart (Bip) Glassgold, sales manager of A. H. DuGrenier, Inc., will attend the NATD Convention in Chicago, January 13 to 17, and will make his headquarters at the Sherman Hotel. "We are not exhibiting the Champion cigarette merchandiser or Candy Man 5-cent candy bar machine at the show," Glassgold stated, "but DuGrenier will be represented by Jimmy Martin, Joe Snow and myself."

Successful Opening

Jack Semel reports from Brooklyn that the trade made a bee-line to his spot to purchase games on the opening of his new quarters. Jack states he is giving coinmen the kind of reconditioned equipment that has definitely been proved profitable in the industry. He is laying plans to supply operators with equipment for a long time to come and is making arrangements to receive machines from many parts of the country.

On a note of optimism Jack states: "There is no doubt that the coin machine industry is in for one of its most profitable periods. This business will prove to be one of the greatest for the maintenance of morale. It will help relax the workman. It will bring entertainment to all. It will give renewed vigor to those who will sorely need relaxation at this time."

Coming and Going

Eddie Ross, of Oriole Coin Machine Company, Baltimore, came in to see the Louis-Baer fight. Eddie looks fine and claims business is good.

Another visitor was Johnny Billotta, of Newark, N. Y. Johnny spent an evening at the Hotel New Yorker with Bob Russell, the genial emcee of the floor-show there.

Al Simon went to Chicago, leaving the task of running Savoy Vending Company to Murray Simon. Murray was quite busy, claiming a great demand for Chicago Coin's Hockey.

Walter Strauss came to the city to spend several days with Lou Cantor. Strauss heads the Strauss Vending Machine Company, Boston. Walter has moved to new, attractive quarters at 1672 Washington Street, Boston.

Nat Cohn, Bert Lane and Bernie Sossens left Tuesday (6) on the same train for Chicago. Reservations were so difficult to secure Nat hired the bridal suite.

Willie Blatt left Saturday (10) for a visit to Chicago. Earl Winters back in town from a quick hop to Detroit.

Buy Defense Bonds

Automatic Amusement Company, Seeburg distributor in the Philadelphia area, is making traveling showings of the new Seeburg Console unit, with Lester Beltel, of the firm, in charge of displays, according to George Ashe, general manager of the firm. Showings were completed in Allentown and Harrisburg, Pa., and Lester's next stop will be the Jermyn Hotel, Scranton, Pa. He will be at the Necho-Allen Hotel in Pottsville, Pa., January 15 and 16.

Ashe reports that the 1942 Seeburg unit has met wholehearted praise from operators wherever displayed. The traveling display idea has caught on so well that Ashe makes arrangements to come down to help in the demonstrations. Further showings in the rest of the territory will be made as soon as possible, Ashe concluded.

Fast Flashes

Dave Robbins has stocked up with more Defense Bonds. Dave reports busi-

ness exceptionally good on used cigarette venders.

Sam Sacks home all week with a severe cold, but expected to be up and around again soon. An official showing of his new product is planned on his return to the office.

Peter Hagedorn, of Jersey Specialty Company, Singac, N. J., has been awarded the Jersey territory and other portions of the metropolitan district for the Stewart Filmtone, coin-operated motion picture machine.

Max Levine pleasantly surprised at the wide diversification of orders coming into the Scientific Machine Corporation plant these days on Batting Practice, the ever-popular baseball game. Orders are coming in especially strong from the Southern and Midwestern States, he says.

Joe Eisen, of Manhattan Distributing Company, back at his desk after an absence of some three or four weeks. Joe was cruising around in Southern waters in his 28-footer.

Irving Mitchell, of I. L. Mitchell, Brooklyn, is doing a good job with his venders which leave his office in a steady stream for all points thruout the country. Mitch prides himself on the wonderful reconditioning his firm gives equipment before it is shipped.

Buy Defense Bonds

Jack Barry invited George Ponser and your correspondent to preview Minoco's 1050 release. This strip is without doubt the best production released for use in the coin-operated film machine to date. The production, direction, stories, songs and talent are high class and aimed right at the clientele of this type of equipment. Among the stars in this strip are Gene Krupa, Dick Todd, Bill Robinson, The Jesters, Charlie Spivak, Carol Dexter, Luba Malina and Noro Morales' orchestra and Mildred Fenton. Ponser was so enthused he immediately wired Mills, placing a substantial order.

Here and There

Frank Swank, of International Mutoscope's Photomatic department, still receiving congratulations after becoming the proud daddy of a girl.

Leo Willens and Murray Wiener info they are meeting many of their old friends and customers during their stay in Chicago while attending the NATD convention.

Arlene Seidel and Judy Bauman, of Seaboard, have a secret between them.

Henry Seigle, truckman for Seaboard Sales, has ambitions to sing at the Metropolitan Opera House some day. At the present time Henry is filling stage and



BRIEFS OF THE WEEK

Deaths

Mrs. Benjamin H. Haskell, New York, December 19. Her husband is attorney for Amalgamated Vending Machine Operators' Association, New York.

Marriages

Louis Glackman and Anne Escourt, both of the Raymond Rosen Company, Philadelphia.

Births

A son to Mr. and Mrs. Jack Fogel December 29. Father is head of the Mutual Vending Company, Los Angeles.

A girl to Mr. and Mrs. Frank Swank. Father is employee of International Mutoscope Reel Company, New York.

Personnel

Margaret Brush has been appointed secretary to William Cohen, of Silent Sales Company, Minneapolis, to fill place vacated by Sylvia Berto.

Betty Nicholson and James McNiece have joined the record department of the Acme Novelty Company, Minneapolis.

Mrs. A. C. Wagner, Detroit, has taken over active operation of the Automatic Distributing Company, established by her late husband.

Al Arentz is now general manager of Pioneer Manufacturing Company, Chicago salesboard manufacturers.

Earl Jones has returned to take position as service manager for Sterling Service, Moosic, Pa., after an absence of five years.

In Military Service

Bud Corbett, of Silent Sales Company, Minneapolis, to the Marines.

Richard DuBay, of J.A.K. Sales Company, Minneapolis, to the army.

Oscar Swenson, of F. C. Hayer Company, Minneapolis, to the army.

Mel Adams, of RCA-Victor, New York office, to the army.

Tom McCook, of Motor Parts Company, Philadelphia, to the navy.

Bob Rotzel, of Paul Laymon Company, Los Angeles, to the navy.

Jake Nilva, Mayflower Novelty Company, St. Paul, to the army air corps.

Earl Fraser, of Southwestern Vend-

radio dates under the name of Arthur Reid while studying to improve his dramatic tenor voice.

Irving Morris, Ponser's Newark manager, speeds into New York, spends an hour or so on coin row and at George's office, then rides back to take care of some of his customers in the wilds of Jersey.

ing Machine Company, Los Angeles, to the army.

Martin (Bud) Smith, of Pioneer Distributing Company, Los Angeles, to the army.

Jack Coyne Jr., of Sterling Service, Moosic, Pa.

Jimmy Cameron, of Trimble & Cameron, Los Angeles, to the army.

Walter Zelmer, of Sam Karter Sales Company, Minneapolis, to the army.

Norman Nieman, of Earl Gale Company, Los Angeles, to the army.

Elihu Ray, D. Gottlieb & Company, Moosic, Pa., to the navy.

Tom Brownlee, of Sterling Service, Moosic, Pa., to the navy.

Firm Changes

Change of name of Phonovision Corporation to Frank Orsatti Corporation has been filed with the corporation department of the State of Delaware.

New Firms

Ben and Irving Gruber have opened jobbing offices at 119 S. Oxford Street, Brooklyn.

George Blomber, 12600 Woodrow Wilson Avenue, Detroit.

Ed Ross, Bay State Vending Company, Boston.

Walter Panasuk Company, Newton, Mass.

New Addresses

Modern Music Company, Boston, has moved to 1196 Commonwealth Avenue.

In the Hospital

Irving Sandler, of Mayflower Novelty Company, Minneapolis.

Bud Beck, Fredericks (Wis.) coin machine operator.

In Chicago

William Cohen, Silent Sales Company, Minneapolis.

H. W. Davies, Davis Novelty Company, St. Louis.

Mr. Morris, Morris Novelty Company, St. Louis.

Mr. Jeffers, G.J.L. Novelty Company, St. Louis.

Mac Mohr, Los Angeles.

Phil Robinson, Los Angeles.

Hank Maser, O. D. Jennings & Company representative, Los Angeles.

Ken Wilkinson, San Antonio, Tex.

George Prock, Prock & Robbins, Dallas.

C. A. Camp, Southern Amusement Company, Memphis.

James Kochasky, Bay Ridge Amusement Company, Brooklyn.

Bill Marmer, Sicking, Inc., Cincinnati.

Sam Taran, Mayflower Novelty Company, St. Paul.

Bill Alberg, Brooklyn Amusement Company, Brooklyn.

Bill Cohen, Silent Sales Company, Minneapolis.

Henry Fox, Rockford, Ill.

Nat Cohn, Modern Vending Company, New York.

Bert Lane, Seaboard Sales Company, New York.

Bernie Sossens, New York.

Willie Blatt, New York.

In New York

Walter Strauss, Strauss Vending Machine Company, Boston.

Eddie Ross, Oriole Coin Machine Company, Baltimore.

Johnny Bilotta, Newark, N. J.

Walter Strauss, Strauss Vending Machine Company, Boston.

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 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.

ATTRACTIVE PRICES

On Used Machines

THISTLEDOWN	\$30.00
DEAD HEAT	30.00
GRAND NATIONALS	55.00
SANTA ANITAS	75.00

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.

MUSIC MERCHANDISING

PHONO FAVES TOP AT B. O.

Bands, Artists With Big Music Box Following Pile Up Largest Grosses on Theater Engagements

CHICAGO, Jan. 10.—Attractions people paid the most money to see at leading vaude theaters during 1941 were name bands and singers who clicked consistently on the nationwide automatic phonograph network. Wherever they played, phono patrons flocked to see their favorites in the flesh. The gross figures piled up by these attractions at leading vaudefilm theaters in Chicago, as well as in New York, Pittsburgh, Philadelphia and elsewhere all tell the same story—a following on the automatic phonograph network today is of vital importance to building and maintaining the box-office power of any band or singer.

Phono Network Power

The power of the automatic phonograph network to build a band and popularize a song has been proved so strikingly in so many different ways that leading theater bookers everywhere now regard attractions who click well on the phonos as their best bets for packing their theaters.

Nate Platt, head booker for the Balaban & Katz Corporation, operating the Chicago Theater, states that bands and singers with leading tunes on music machines invariably top the drawing power of orchestras and performers who are not known to the record fan. As proof of this statement, he points to the whopping \$55,000 gross piled up by Erskine Hawkins and the Ink Spots during Christmas week (house average is \$32,000 weekly); the \$91,000 total amassed by the Andrews Sisters and Gene Krupa during the week of February 7 and the return date of August 15; the \$40,500 for Jimmy Dorsey, week of November 7; \$41,000 for Horace Heidt, week of August 22; and \$46,000 for Glenn Miller June 19 week. Coin machine following of an attraction is especially noticeable here during the summer, according to Platt, when visitors storm the city to see their favorite recording artists.

More Important Than Radio

At Warner Brothers' Earle Theater, Philadelphia, only downtown vaudefilm house, total grosses at the mid-season mark indicates name bands with a good phono following will mean more for the 1941-'42 season than ever before. Cur-

rent top grossers are Glenn Miller during September 19 week and Erskine Hawkins and the Ink Spots during week of November 21. Both bills hit \$34,000. This is much higher than the house average.

Biggest factor in the band's drawing power in Philadelphia, according to Hal Seidenberg, manager of the Earle Theater, is the maestro's record popularity, especially on music machines. "One record," he says, "means more to the gate than a dozen hours of radio time a week." Proof of this statement was seen during the December 19 week when Charlie Spivak, practically an unknown locally in spite of all the air time his band has had, helped to make the pre-holiday week a \$19,000 week at the box office because two of his recordings were going strong in the town's music boxes. Again for the New Year's week, Woody Herman, absent from the local air lanes for a long time, pulled a nifty \$30,000 on the strength of his recordings. Best indication of what records mean to the band on the stage, observes Seidenberg, is the reception accorded a selection when the crowd recognizes it as a record identified with the band.

Story in Pittsburgh

Talent with a music box following also piled up the largest grosses at the Stanley Theater in Pittsburgh. Ace attraction for the year was the Andrews Sisters, who played the town's only stage attraction house three times in 10 months. Each time they drew crowds far above the usual house average of \$20,700. Sharing billing with Gene Krupa during July 4 week, they set the house record for the years at \$33,600. Other outstanding grossers were Glenn Miller, Eddy Duchin, Cab Calloway, Jimmy Dorsey, Alvino Rey, Sammy Kaye, Wayne King, Ted Weems, Paul Whiteman, Horace Heidt, Xavier Cugat, Guy Lombardo, Shap Fields, Ben Bernie, Ted Lewis, Bob Crosby, Tony Pastor, Larry Clinton, Raymond Scott and Abe Lyman.

Big Town Picture

On Broadway, where the four major vaudefilm houses (Paramount, Strand, Roxy and Loew's State) grossed \$6,873,500 during 1941, phono favorite attractions



GRIFF WILLIAMS listens to his latest record on a Wurlitzer phonograph at the Chicago Simplex Distributing Company, Wurlitzer distributor in Chicago. Williams believes "What's Cooking, Cookie?" is one of his best recordings. (MR)

again turned in top grosses.

Paramount (3,664 seats), mecca for name bands, wound up the year with a take of \$2,183,000 for a lusty \$41,981 weekly average—\$4,503 a week ahead of the 1940 average. Outstanding grossers for the year were Will Bradley, Tommy Dorsey, Benny Goodman, Harry James, Xavier Cugat and Glenn Miller. At the Strand, smallest house on Broadway (2,758 seats), Jimmy Dorsey, Sammy Kaye, Phil Spitalny and Woody Herman turned in the best jobs.

Territorial Favorites

Fact that several bands piled up near-record grosses on theater dates in territories where their music box popularity was especially strong, is further testimony of what automatic phono popularity means to an attraction on personal appearance dates. Nate Platt at the Chicago Theater, Chicago, did good business with bands that are phono favorites in this territory. Lawrence Welk, for instance, grossed a neat \$36,500 during March 14 week; Dick Jurgens topped the house average with \$34,000 week of May 23; week of May 2 Wayne King did \$36,000 and Eddy Howard \$76,000 for weeks of April 17 and 24. Same was true of attractions, popular in the Midwest, booked into the Riverside, Milwaukee; Tower, Kansas City, Mo., and other Midwest vaudefilmers.

Detroit

DETROIT, Jan. 10.—James A. Pasanante, head of the J. & J. Novelty Company, was host to 75 employees and wives of the staff at a Christmas party at the Club Royale. Special entertainment for the J. & J-ers and gifts to all employees were part of the evening's program.

Joe Godlewski, who formerly operated a route of pin games, has shifted entirely to the music machine field and has formed the Elite Music Company. Godlewski, who also runs a garage, has headquarters at 26415 Michigan Avenue, in the west side suburb of Dearborn.

Onyx Music Company, Northeastern Detroit operator, is reorganizing its entire route with new Seeburg equipment.

Ben Newmark, manager of Atlas Automatic Music Company, reports heavy sales currently in the new Seeburg console models.

J. Paris & Sons Tobacco Company, one of the city's larger cigarette venter operators, has moved to 2325 West Grand River Avenue.

Acclaim Buckley Music Biz in East

NEW YORK, Jan. 10 (MR).—The Eastern business picture of Buckley Music System for 1941 was reviewed at a recent meeting of the Buckley men in that territory. Present at this event were Wille (Little Napoleon) Blatt, Supreme Vending Company, Brooklyn; Barney (Shugy) Sugarman, Royal Music Company, Newark, N. J., and regional Buckley Music System director, DeWitt (Doc) Eaton.

Sugarman and Blatt said: "We have made a little investigation on our own accord among the many operators to whom we have sold Buckley Music Systems with direct Touch-to-Touch Action, and we found that in every case the men are tremendously satisfied. Their only wish is that we could go on supplying them with Buckley wall and bar boxes and make installations for them as we did some months back. From this we are preparing a complete report showing the large number of Buckley Music System installations.

"In addition we can only say that as many systems as we shall receive in the future, in keeping with the OPM regulations, will be more than welcome and we already have orders for everything that we can possibly get from the factory. We have decided to help those operators who were first to install the Buckley music and were therefore greatly responsible for making it so popular everywhere thruout the New York and New Jersey areas. The acclaim which Buckley Music System has won after a full year's operation on the majority of locations is something that we are extremely proud of and we feel that these systems will be responsible for continued good business."

Operator Sets Up Music Publishing Biz

BOSTON, Jan. 10.—The Juke Box Publishing Company, Inc., has been set up here by Nick Russo, local automatic phonograph operator. Russo plans devoting his firm exclusively to the interests of the music box trade. Firm's plans at present are reported to include getting operators to buy shares in the corporation and then plug the tunes published by JBPC.

First recording to be made for the firm is *My Heart's on Fire* by Al Donahue on the Okeh label. Russo guaranteed Manis Sacks, of Columbia Records, 10,000 record sales in Boston alone. If the song clicks, Russo plans to line up more tunes.



ST. LOUIS JUNIOR LEAGUERS, Lila Childress, Rosalie McRee and Kathleen Ann Kelly, with the help of the Seeburg Minute-Man Symphonola, did a big Defense Savings Stamp business in the lobby of the Statler Hotel. Purchasers received five patriotic tunes for each quarter deposited and a Defense Savings Stamp from one of the Junior Leaguers.

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By HAROLD HUMPHREY

News Notes

Kenny Baker has signed a two-year contract with Decca and will cut his first side some time this month. Baker was once with Decca, then left to go with Victor; this completes his round trip. . . . "You're a Sap, Mr. Jap" has finally been set for recordings. On the strength of selling several thousand piano copies of the ditty, Mills Music persuaded Columbia to record it with Carl Hoff for the Okeh label and Orrin Tucker on the 50-cent disk. . . . Release of Kay Kyser's picture, "Playmates," will give operators a chance to exploit the tunes featured, which are "Humpty Dumpty Heart," "Romeo Smith and Juliet Jones," "Thank Your Lucky Stars and Stripes" and "How Long Did I Dream?" . . . Barry Wood, who has proved an exceptionally good bond salesman with his "Any Bonds Today?" recording, has suggested that the radio companies in New York, Chicago and Hollywood "charge" the studio audiences at least a 10-cent Defense Stamp to see the broadcasts. . . . Henri Rene, leader of Standard's musette band, is offering a Defense Bond and an album of his recordings to any phonograph operator or fan who thinks up the best tag-line for his band—thinks like Sammy Kaye's "Swing and Sway with Sammy Kaye." . . . Many name band leaders are busy checking back over the list of World War I songs in the hope of reviving some of the better ones. . . . Tommy Dorsey, with his recording of "This Love of Mine," copped the fourth straight week Saturday (10) on the Coca-Cola "Spotlight Bands" air show.

For the Operators

The Billboard's "Annual Coin Machine Buyers' Guide," which is to supplement the January 31 issue, will have several feature articles of great interest and value to coin-phonograph operators. A resume of the 1941 music machine year and all of its ramifications will be included; the trends and changes taken in music; a summary of what's what in the patriotic song field and how it will affect the machines, and many other angles important to the business. Of particular interest will be the annual picture of what took place in The Billboard's Record Buying Guide during the past 12-month period. Many vital statistics will be included, besides observations which will help the operators in merchandising their machines in 1942.

Release Previews

The Okeh label will soon bring out Carl Hoff's band on "Miss You," "The Son-of-a-Gun Who Picks on Us," "The Squash Song," "When You Wore a Tulip," "We Did It Before and We Can Do It Again" and "You're a Sap, Mr. Jap." . . . Muggsy Spanier's band has four new sides waxed for Decca, to be released soon. They are "Li'l David," "Can't We Be Friends?", "Chicago" and "Hesitation Blues." . . . Bluebird's next Vaughn Monroe releases include "Seeing You Again Did Me No Good," "All for Love," "Tangerine," "The Street of Regret," "Pretty Little Busybody" and "Sometimes." . . . "Happiness for Two" and "Naughty Goblins" have been recorded by Henri Rene on Standard. . . . Eddy Duchin is recording a tune for Columbia which he brought back from South America. It's titled "In Old Brazil." . . . Johnny Long has done "Pretty Little Busybody," "A Couple in a Castle," "Chances Are" and "Boy! Oh! Boy" for Decca.

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:

NEW YORK:
Blues in the Night. Woody Herman-Cab Calloway.

This nifty blues number has been listed as a favorite in other territories, and now pops up as a "Going Strong" item here. The film of the same name just finished a Broadway run, so that may have something to do with its appearance on the music machines around here now. At any rate, operators elsewhere should not check it off yet.

PHOENIX, ARIZ.:
Madelaine. Bob Chester.
Here is a tune which has had a fair amount of plugging on the air, and has shown some signs of coin phonograph success in a few other territories besides this Southwestern city. Chester's version is now a top nickel-getter here, according to the operators.

SCRANTON, PA.:
You Made Me Love You. Harry James.
This old-timer has a good chance of becoming a revived hit. It is getting a big plugging over the air lanes by the James band, and the maestro's trumpet solo work on it makes the recording outstanding.

MIAMI BEACH:
How Long Did I Dream?
Frankie Masters.
A new ballet which is having a tough time poking its nose out from among the raft of such tunes out today. However, the Masters' version is having no small measure of success in this resort city, so maybe this will prove to be the impetus necessary to get it started in other sections of the country.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended January 10 and the week before, ended January 3, see the Music Popularity Chart in the Music Department in this issue.



BUCKLEY MUSIC

... **BUCKLEY**

Reflects the best in music

... the BEST in performance . . . the BEST in tone . . . the BEST in profits! America's top operators know that BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION are doubling and tripling collections with minimum service costs. Follow the leaders! When you think of music—think of BUCKLEY first!! KEEP IN TOUCH WITH YOUR BUCKLEY DISTRIBUTOR.

BUCKLEY MUSIC SYSTEM INC • 4225 W. LAKE ST • CHICAGO

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 Drivemobile Scientific Batting Practice

WRITE FOR PRICES

DOMES and GRILLES
For Remodeling 616, 800, 500—Write for Circular.

1/3 Deposit With Order

GERBER & GLASS
914 Diversey Blvd., Chicago

USED PHONO NEEDLES RE-CONDITIONED

Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

NEEDLES RE-SHARPENED

1-10 15c per needle
10-50 12 1/2c per needle
Over 50 10c per needle

Re-Sharp Needle Service
P. O. Box 770 Fort Dodge, Iowa
A Precision Service

OVER 150 PHONOGRAPH BARGAINS

YOUR OPPORTUNITY TO SELECT JUST THE PHONOGRAPH YOU NEED

ALL MAKES and MODELS From \$19.50 up

All Phonographs in this Sale (except the Capehart 12s, which are in good playing condition) have been completely reconditioned and are guaranteed READY TO PLACE ON LOCATION. All are offered subject to prior sale. We suggest you wire your order and include a 2nd choice, because at these prices these Phonographs will not linger—First Come, First Served. All prices F. O. B. Cincinnati and 1/3 deposit required with order.

ROCK-OLA	WURLITZER
Standard 12's \$ 27.50	616s in 412 Cabinets . . . \$ 44.50
Imperial 12's 32.50	616As 69.50
Imperial 20's 75.00	61s with Stands 99.50
Imperial 20's with Adapter 99.50	600As 139.50
1939 De Luxes 137.50	500As 169.50
1939 De Luxe Rocalites . 147.50	700s 275.00
1940 Master Walnuts . . 185.00	800s 295.00
1940 Master Rocalites . . 195.00	SEEBURG
1940 Super Rocalites . . 204.50	Melody Kings \$ 79.50
Spectravox with Playmaster, Nearly New 350.00	Classics 179.50
Windsors with Adapter . 129.50	MILLS
CAPEHART 12's, in good playing condition, but not reconditioned \$ 19.50	De Luxe 12's \$ 49.50
	Thrones of Music 149.50

OTHER LATE MODEL PHONOGRAPHS, PRACTICALLY NEW, AT ATTRACTIVE PRICES. Write for Special Quotations.

ROCK-OLA Dial-A-Tune Wall Boxes \$18.50
BUCKLEY and WURLITZER Wall Boxes, Slightly Used 23.50
ROCK-OLA Adapters for '37, '38, '40 and '41 30.00
WURLITZER Adapters for 500, 600 and 800 27.50

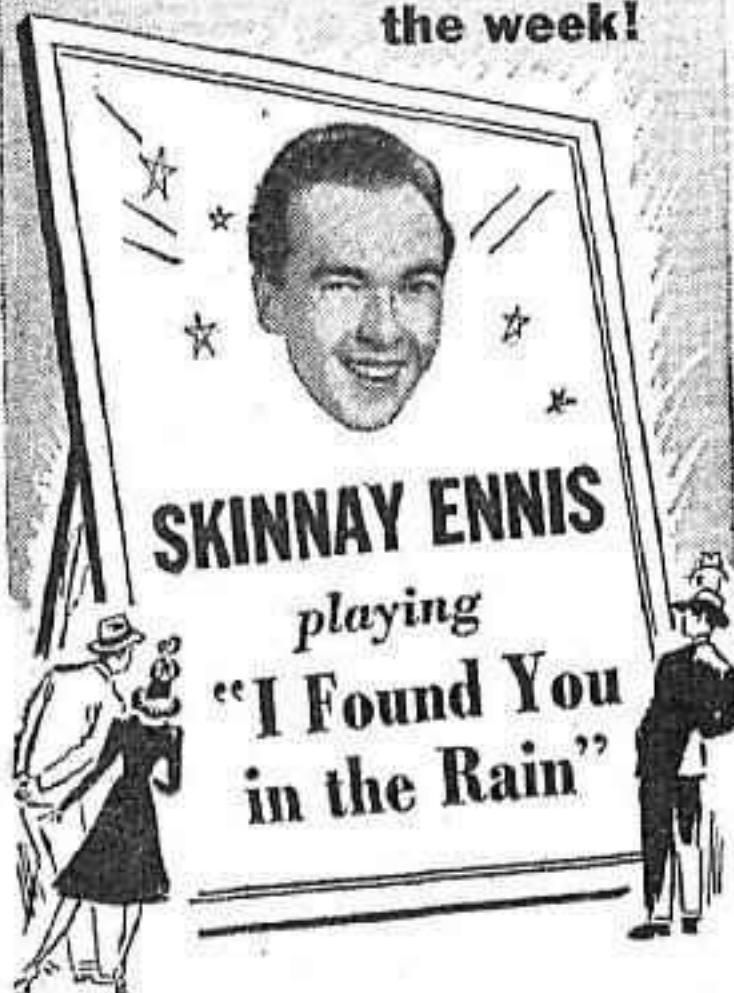
WE BUY AND SELL PHONOGRAPHS IN ANY QUANTITY—One or a Carload.

MIAMI EQUIPMENT CO.
200 W. Court St. Phone, Main 5238 Cincinnati, Ohio

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

HITS OF THE WEEK NOW PLAYING ON VICTOR RECORDS

Main attraction of
the week!







Refreshing, romantic rhythm—poured out by a band of super-stylists playing at their peak. The fans will keep a steady stream of nickels pouring in to hear it on your coin machine.

Backed by

"YOU ARE THE LYRIC"

Another Skinnay Ennis "smoothie" slated for top nickel take. 27747

ALSO STARRING THIS WEEK

-  **ARTIE SHAW** Someone's Rocking My Dreamboat and I Don't Want To Walk Without You 27746
-  **SAMMY KAYE** The Shrine of St. Cecilia and Santa Claus Is on His Way 27691
-  **Duke Ellington** What Good Would It Do? and Chelsea Bridge. 27740
-  **TOMMY DORSEY** A Sinner Kissed an Angel and Two in Love . 27611

STARRING EVERY WEEK
"REMEMBER PEARL HARBOR"
"DEAR MOM"—Sammy Kaye.
No. 27738

Order them today
from your
VICTOR-BLUEBIRD
RECORD DISTRIBUTOR



RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

● GOING STRONG ●

- CHATTANOOGA CHOO CHOO** **GLENN MILLER** (Tex Bencke-Modernaires)
(13th week)
- ELMER'S TUNE** **GLENN MILLER** (Ray Eberle-Modernaires)
(11th week) **ANDREWS SISTERS**
DICK JURGENS (No Vocal)
- PIANO CONCERTO** **FREDDY MARTIN** (No Vocal)
(10th week)
- THIS LOVE OF MINE** **TOMMY DORSEY** (Frank Sinatra)
(7th week)
- SHEPHERD SERENADE** **BING CROSBY**
(5th week) **HORACE HEIDT** (Larry Cotton-Fred Lowery-Glee Club)
- THE WHITE CLIFFS OF DOVER** **KAY KYSER** (Harry Babbitt-Glee Club)
(3d week) **SAMMY KAYE** (Arthur Wright-Choir)
TOMMY TUCKER (Amy Arnell-Don Brown-Voices Five)

● COMING UP ●

- THE SHRINE OF ST. CECILIA** **SAMMY KAYE** (Allan Foster-Choir)
ANDREWS SISTERS (Male Chorus)
VAUGHN MONROE (Vaughn Monroe)
- Poised on the brink, this beautiful song has a good chance of taking the step in the right direction and winding up in pay dirt next week. All three disks listed made headway during the past seven days, with Kaye doing best of all, as he has during the ditty's machine life so far. Definitely in tip-top shape.

- ROSE O'DAY** **FREDDY MARTIN** (Eddie Stone-Chorus)
KING SISTERS
KATE SMITH
- This phenomenal oldie has been picking up locations with great speed, but it is safe to say that no hit of recent months has leaped into prominence with quite the dispatch that *Rose O'Day* did this week. Responsible, in large measure, is the extraordinary commercial network radio plugging it has been getting. At this point the song looks as tho it will develop into the most popular in years and might also become a favorite army and navy item for community sings, etc. Here is the goods.

- 'TIS AUTUMN** **WOODY HERMAN** (Woody Herman-Carolyn Grey-Ensemble)
LES BROWN (Ralph Young)
- This fine ballad did nicely and won third slot in this category with ease. Hard to predict whether it will ever go much higher, as there are a lot of strong new numbers being released. Has a chance, tho, and is doing okay in the meanwhile.

- MADELAINE** **BOB CHESTER** (Bob Haymes)
SAMMY KAYE (Allan Foster)
DICK JURGENS (Harry Cool)
- Like *Rose O'Day*, this tune is an ex-"Possibility" which has been making great strides. Looks as tho it might hit "Going Strong," as it is being received with favor in all sorts of spots. Deserves strong attention. Chester is doing surprisingly well with his version.

- THE BELLS OF SAN RAQUEL** **DICK JURGENS** (Harry Cool)
GLEN GRAY (Kenny Sargent)
XAVIER CUGAT (Carmen Castille-Chorus)
TONY PASTOR (Eugenie Baird)
- Dropped fast this week, but is still in the running. There are a lot of outstanding new songs and disks coming out and this song might suffer.

- TWO IN LOVE** **TOMMY DORSEY** (Frank Sinatra)
VAUGHN MONROE (Vaughn Monroe)
- Monroe slipped into the running this week, but competition forced the love song back a few notches. Still in good shape and ought to hang around a while longer. Has plenty to offer nickel-droppers who go for the melodious stuff and should be given a lengthy opportunity to make good.

- BY-U, BY-O** **WOODY HERMAN** (Muriel Lane)
FREDDY MARTIN (Clyde Rogers-Quartet)
KAY KYSER (Harry Babbitt-Trudy-Jack-Max)
- Here is another good item that has suffered because of the sudden rash of new numbers. Is doing okay in a lot of spots, but is having trouble finding new locations.

- THE WHISTLER'S MOTHER-IN-LAW** . **BING CROSBY** (Muriel Lane-Woody Herman's Woodchoppers)
- The magic of the Crosby name helps keep this good novelty in the boxes.

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."

- THIS TIME THE DREAM'S ON ME** . . . **WOODY HERMAN** (Woody Herman-Ensemble)
(11th week) **GLENN MILLER** (Ray Eberle)
- Here is a great talent and tune line-up that the public has fluffed off.

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

Double Feature
This Week!



The "Kassels-in-the-Air" are aces high in this simmering new novelty number. Remember how the Hut Sut Song took hold?—Here's a logical successor. Be in on it right from the beginning.

plus

"NO NEED TO BE SORRY"

And you surely won't be when you put this tune-full ballad in play on your machine. It's good for encore after encore—nickel after nickel.
B-11418

ADDED ATTRACTIONS OF THE WEEK

TONY PASTOR—Doin' the Ratam cue and Flag Waver B-11421

ERSKINE HAWKINS—I Love You Truly and Blue Sea B-11419

GLENN MILLER—Fooled and It Happened in Hawaii B-11416

THE FOUR KING SISTERS—Someone's Rocking My Dreamboat and We're the Couple in the Castle B-11398

THE FOUR CLEFS—I Like Pie, I Like Cake and Until I Return B-8884

Keep your coin machine
cashing in with the latest
VICTOR-BLUEBIRD
RECORDS



In every machine from coast to coast these two records will soon be ringing out their inspiring messages...

THEY STARTED SOMETHIN'

(BUT WE'RE GONNA END IT RIGHT IN THEIR OWN BACK YARD!)

COLUMBIA No. 36498

by the one and only

KATE SMITH

and

KEEP 'EM FLYING

recorded on

OKEH No. 6506

by GENE KRUPA

All operators are urged to hear these two new hits today . . . you'll have them in your machines tomorrow. They're all America's great new All-American hits.

BROADCAST MUSIC, Inc.

580 FIFTH AVENUE • NEW YORK, N. Y.

Of All Things . . . !

PHILADELPHIA, Jan. 10.—Milton Kellern, former band leader, who opened a Hamburger Heaven restaurant in the downtown theatrical district, had Sam Snyderman, head of Overbrook Music Company, place nothing but classical and symphonic recordings in the music machine. Such recordings were ordered as a gesture to the members of the Philadelphia Orchestra who frequent the wimple palace. However, in less than 48 hours, Kellern made the operator substitute all popular and swing recordings, the sort the jitter-bugs are supposed to prefer. And why? Because the Philadelphia Symphony Orchestra musicians raised such loud objections to the highbrow records.

Royal Will Service Spots With Bonds, Stamps

NEWARK, N. J., Jan. 10 (DR).—Royal Music Company will service all its locations with Defense Savings Stamps thru its crew of servicemen and collectors, according to Barney (Shugy) Sugerman. The plan hinges on the fact that the



BARNEY (SHUGY) SUGERMAN

firm is in daily contact with hundreds of locations in Northern New Jersey, Barney explained.

"The larger retail establishments have already started booths where they are selling Defense Stamps," Barney said. "Smaller retailers also want to enter this work and these locations should add tremendously to the sale of stamps.

"We are notifying our locations that our men will carry Defense Stamps into their places so that they need not even make a trip to the post office or bank to buy them. Thus we will have them working for defense and we shall also maintain a better and closer relationship with our locations. We feel this plan will be successful and that large operators everywhere will find this one of the finest things they can do at this time to win the respect and appreciation of their communities.

Patriotic Suggestions

DETROIT, Jan. 10.—Suggestion to add impetus to the patriotic record campaign of the phonograph industry has been proposed to record manufacturers by Max Schubb, veteran Detroit jobber and operator.

"At the beginning or end of each record, have the recording artist add a short patriotic message like 'Buy Defense Stamps and Bonds' or 'Remember Pearl Harbor.' This message would be broadcast an estimated 60,000,000 times a week on the automatic phonograph network alone to hundreds of millions of people," he points out, "and messages could be varied sufficiently and kept short enough to get plenty attention."

1 TO 12, 25CEA. - 13 TO 99, 25C EA. - 100 UP, 20C EA.

To pay more is to waste money.
Miracle Point Needles
M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.



It's the official song of the U.S. Army Air Corps.



It's a Fitch Bandwagon Special—tomorrow night!

It's a natural for the machines—SO LET'S GO!



Okeh 6506

Here's a great song in tune with the times. "Keep 'Em Flying" is the official song of the Army Air Corps drive for 30,000 pilots. And that's not all—it's on the air with the Fitch Bandwagon Show tomorrow, Jan. 18, 7:00 P.M., E.S.T., NBC Red Network. It's got rhythm, it's got punch, it's got publicity—so LET'S GO!

With GENE KRUPA



Trade Marks "Columbia" and "Okeh" Reg. U. S. Pat. Off.





32 COMPLETELY STOCKED BRANCHES TO SERVE YOU. ORDER THESE DECCA RECORDS FROM YOUR NEAREST BRANCH TODAY!

GOODBYE, MAMA (I'm Off to Yokohama) I MAY STAY AWAY A LITTLE LONGER	4116	DICK ROBERTSON
HE'S I-A IN THE ARMY AND HE'S A-1 IN MY HEART DEAR ARABELLA	4115	JOHNNY LONG
WE DID IT BEFORE and We Can Do It Again EV'RYONE'S A FIGHTING SON OF THAT OLD GANG OF MINE	4117	DICK ROBERTSON
WHERE DO WE GO FROM HERE? ANY OLD PLACE THE GANG GOES	4120	THE JESTERS
YOU'RE A GRAND OLD FLAG ALEXANDER'S RACTIME BAND	4119	DECCA BAND
BLESS 'EM ALL I'VE BEEN DRAFTED (Now I'm Drafting You)	3932	THE JESTERS
COWARDS OVER PEARL HARBOR I'LL PRAY FOR YOU	6008	DENVER DARLING

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Is This Record in the Number One Spot in All Your Machines?

ANY BONDS TODAY?

ANDREWS SISTERS JIMMY DORSEY

4044 — On One Record — 4044

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

ROSE O'DAY SOMEONE'S ROCKING MY DREAM BOAT	4113	WOODY HERMAN
I SAID NO THIS IS NO LAUGHING MATTER	4102	JIMMY DORSEY
SHRINE OF SAINT CECILIA JACK OF ALL TRADES	4097	ANDREWS SISTERS
SHEPHERD SERENADE ANNIVERSARY WALTZ	4065	BING CROSBY
BLUES IN THE NIGHT THIS TIME THE DREAM'S ON ME	4030	WOODY HERMAN
THE WHITE CLIFFS OF DOVER I GOT IT BAD	4103	JIMMY DORSEY
BIG FAT MAMA TROUBLE IN MIND	4041	LUCKY MILLINDER
NOTHIN' SOMEONE'S ROCKING MY DREAM BOAT	4045	INK SPOTS
ELMER'S TUNE SWEETHEARTS OR STRANGERS	4096	LAWRENCE WELK

AND REMEMBER— IT SOUNDS BETTER ON

DECCA Records

DECCA RECORDS, INC., N. Y.
Canadian Distributors
THE COMPO CO., LTD.
Lachine, Montreal, Quebec

BUY U. S. DEFENSE BONDS AND STAMPS!

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.

GOODBYE MAMA **TEDDY POWELL** (Peggy Mann, Dick Judge and Chorus)
FRANKIE MASTERS (Frankie Masters-Phyllis Myles-Chorus)

The deluge of Jap songs which hit the market immediately after this country was attacked are now beginning to trickle into the record factories. This one, with the tag-line *I'm Off to Yokohama*, seems to stand one of the better chances of survival. Both bands listed on it have punchy, zippy arrangements in a martial tempo and the lyrics are topical and simple. A good one for the operators to start out on.

REMEMBER PEARL HARBOR! **SAMMY KAYE** (Glee Club)

Another disk with the theme on the Pacific side of the war, this one has a march tempo and plenty of ensemble singing. Kaye's disk had an advance circulation about three weeks ago to the phonograph operators, so many of them have already had a chance to test it out. It's getting a big plugging nationally thru a tie-up with the Hearst newspapers, besides Kaye's own plugs on it. This publicity might prove enough to put a demand on the record thru the machines.

HOW ABOUT YOU? **TEDDY POWELL** (Peggy Mann)
JUDY GARLAND
DICK JURGENS (Buddy Moreno)

Listed here last week, it bears a repeating because of the fact that it is already showing life on the coin phonographs in a few sections of the country. Many bands have taken it up on the air, too, and when the Mickey Rooney-Judy Garland picture *Babes on Broadway* gets a more widespread release there will be even more plugs of the tune. It's a simple and nice ballad and generally has the stuff that phonograph hits must have.

I DON'T WANT TO WALK WITHOUT YOU **HARRY JAMES** (Helen Forrest)
VAUGHN MONROE (Marilyn Duke)
GUY LOMBARDO (Carmen Lombardo)
KATE SMITH

Ballad was included here a couple of weeks ago and is given another mention because operators should not overlook it. There are plenty of versions to choose from on this sentimental and heart-throbbing arrangement, and probably more to come. Song is from Paramount's *Sweater Girl*, which certainly shouldn't hurt its chances.

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.

GOODBYE MAMA **FRANKIE MASTERS** (Frankie Masters-Phyllis Myles-Chorus)

This is one of the first in the long line of patriotic songs inspired by the Jap war that have been pouring out of Tin Pan Alley. It stacks up as the best of the first batch. It's a tuneful ditty with a catch melody and Masters gives it a lively and rhythmic instrumental and vocal setting. Other side also takes its cue from the front pages, being *The Sun Will Soon Be Setting*, which carries the same degree of patriotic fervor, altho of lesser musical quality.

I DON'T WANT TO WALK WITHOUT YOU **HARRY JAMES** (Helen Forrest)

Operators dare not be caught without this ballad from the forthcoming *Sweater Girl* picture, which has a hit here to complement *I Said No* from the same score. Altho James is not the first to wax it, the phonograph patrons haven't heard it sung until they hear Helen Forrest give it all she's got. The maestro's soulful trumpeting polishes off the side.

REMEMBER PEARL HARBOR! **SAMMY KAYE** (Glee Club)

The battle cry of the entire country makes for another patriotic song that will go far in making the music machine a vital instrumental in boosting the public morale. A marching song, Kaye calls upon his Glee Club to pay sing'ng tribute to the Pearl Harbor dead and promising victory with a vengeance.

LET'S PUT THE AXE TO THE AXIS. **ABE LYMAN** (Four Eton Boys)

Still another of the current war songs, with its patriotic punch and fighting lyrics the sole attributes for the consideration of music machine operators. Lyman whips it out in the peppy march tempo with plenty of zing provided by the male quartet. Also worthy of a spin in the music boxes is the other side, *Baby Boogie*, with Rose Blane carrying the side singing the boogie-woogie baby talk.

WE'RE THE COUPLE IN THE CASTLE. **CLAUDE THORNHILL** (Dick Harding)

This is a fanciful and tuneful ballad from *Mr. Bug Goes to Town*, Paramount's new cartoon feature. Thornhill gives it sympathetic treatment, highlighting his one-finger style of piano playing, and with Dick Harding giving good voice to the song story. There have been several earlier entries of this potential hit, and since here again it's the song that sells itself, Thornhill's appeal is as potent as any of the others.

Names in parentheses indicate vocalists. Double-meaning records are purposefully 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.

carl hoff

and his orchestra

featuring vocals by the murphy sisters and al noble

presents on **OKEH** records

★ CURRENT RELEASES

No. 6478 **KENTUCKY BABE**
I KNOW WHY

No. 6450 **WHEN JOHNNY COMES MARCHING HOME AGAIN**
SWING LOW, SWEET CHARIOT

No. 6538 **PALE MOON**
THE MARRIAGE BROKER'S DAUGHTER

No. 6404 **HOYA**
B-I-BI

★ SPECIAL RELEASE

—JUST OUT!

YOU'RE A SAP, MISTER JAP
WE DID IT BEFORE
(and we can do it again)

★ COMING SOON

THE SON-OF-A-GUN WHO PICKS ON UNCLE SAM
MISS YOU

WHEN YOU WORE A TULIP
THE SQUASH SONG

Hear these hits by Hoff today—you'll have them in your machines tomorrow!



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

Musical Production

Eight musical films will be released by 20th Century-Fox as part of its 1942 program. The eight—largest number in many years—are *Iceland*, co-starring Sonja Henie and Tyrone Power; *Springtime in the Rockies*, *Strictly Dynamite*, *Coney Island*; *Hello, Frisco, Hello*; *Melody Man*, *Campus in the Clouds* and *Orchestra Wife*. Tunes for all these are now being written by the Gordon-Warren and Robin-Rainger teams, whose music on records has scored frequently on the machines.

"The Fleet's In"

Tie-up profits for operators who favor Jimmy Dorsey records await the release of Paramount's *The Fleet's In*. Dorsey and his orchestra, featured in the film, have recorded five of the melodies composing the picture score. They are *Tangerine*, *If You Build a Better Mousetrap*, *I Remember You*, *Not Mine and Arthur Murray Taught Me Dancing in a Hurry*, all on Decca.

Listed below are: (1) Films to be released within the next two weeks which

Boyer (Columbia), Russ Columbo (Victor), Ray Noble (Victor), Jack Hylton (Victor) and Wayne King (Victor).

"Mr. Bug Goes to Town"

Hoagy Carmichael's composition, *We're the Couple in the Castle*, from Paramount's feature-length cartoon, *Mr. Bug Goes to Town*, is now bidding for honors on the machines. Tune has been recorded by Frankie Masters (Okeh), Claude Thornhill (Columbia), Sammy Kaye (Victor), Glenn Miller (Bluebird) and Alvino Rey (Bluebird).

RCA-Victor has a streamer in preparation, featuring Max Fleischer art work, which should make an excellent tie for *Mr. Bug* tunes with local showings of the film.

Trade Screening

The Fleet's In, Paramount musical, starring Jimmy Dorsey and his orchestra, will be screened for the trade in all exchanges January 15 and 16.

Information on location of exchange centers and admission restrictions can best be obtained from the manager of your local motion picture theater.



IN LOBBY OF THE ANDREW JACKSON HOTEL, Nashville, Defense Savings Stamps enjoyed a big sale, due primarily to the efforts of the two young women pictured with the Seeburg Minute-Man Symphonola. The Symphonola attracted large crowds by its Ear-Level Tone Reproduction of such patriotic oldies as "Hinkey Dinkey Parley Vows" and "Over There."

feature tunes that have been or are scheduled to be waxed by recording companies, (2) the national release date for each film listed, (3) the recordings of the film tunes as well as the artists and labels.

Cowboy Serenade

(Republic)
Gene Autry-Smilely Burnette
Release Date: January 30
RECORDINGS:

- Cowboy Serenade
Kay Kyser (Columbia)
Glenn Miller (Bluebird)
Gene Krupa (Okeh)
Art Jarrett (Victor)
Barry Wood (Victor)
The Charloters (Okeh)
Sweethearts or Strangers
Gene Autry (Okeh)
Teddy Powell (Bluebird)
Dick Todd (Bluebird)
Connie Boswell (Decca)
Lawrence Welk (Decca)
Dick Jurgens (Okeh)

"The Palm Beach Story"

Rudy Vallee will sing the one song to be featured in 20th Century-Fox's forthcoming film, *The Palm Beach Story*, starring Claudette Colbert and Joel McCrea. The single melody will be *Goodnight, Sweetheart*, which Vallee made famous via the airwaves.

Available recordings include Anita

Record Round-Up

From *Ride 'Em Cowboy*, Universal film to be released in early February, I'll Re- (See PICTURE TIE-UPS on page 65)

Who's this man?

J.P. DOOLEY III

??????

ask HARRY JAMES

on

COLUMBIA RECORD No. 36487

Standard HIT PARADE

Week of Jan. 15th

1. "Cuckoo Waltz"
Henri Rene Musette Orch. . . . T-2030
2. "Pound Your Table Polka"
Barry Sisters T-2005
3. "Misirlou"
Alfredo Mendez Orch. (Spanish) T-2002
Frank Knight w. Harold Grant's Orch. (Vocal) . . . T-2009
4. "When Manuel Shakes His Maracas"
"The Good-Fellows" with Harold Grant's Orch. T-2042
5. "Pete the Pickleman"
Henri Rene and his Musette Orch. T-2026

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.

'LET'S DO IT'
operators —
LET'S GET THOSE SMASH BLUEBIRD RECORDS BY

Tony PASTOR
AND HIS ORCHESTRA
Into Every One of Your Machines!

Here are Tony Pastor's latest BLUEBIRD hits—order them today!

Doin' the Rafamacue	B11421
Flag Waver	B11421
Blossoms	B11376
Get Happy	B11376
You Can Depend on Me	B11359
El Chodo	B11359
Sunday in Savannah	B11340
Johnny's in the Pantry	B11340

Direction:
CONSOLIDATED RADIO ARTISTS, INC.

Defense Savings Bonds can be registered in the name of children as well as adults.

ENCHANTING... HAUNTING MISIRLOU

OUTSTANDING RECORDS BY OUTSTANDING ARTISTS
COLONIAL MUSIC PUBLISHING COMPANY, INC.

Paul Case, Professional Manager—(All professional material available)
OHIOAGO 168 WEST 23RD ST., NEW YORK LOS ANGELES

DICK JURGENS (Okch 6535)
How About You?—FT; VC. *I'll Never Forget*—FT; VC.

The melodic and pleasing rhythms of Dick Jurgens, with their high danceable qualities, serve in good stead for two more tunes that show promise of soaring to the top. Buddy Moreno voices the middle chorus of *How About You?*, which stacks up as the top song hit from the *Babes on Broadway* picture. Tempo is slowed down to ballad levels for *I'll Never Forget*, with Harry Cool delivering the vocal effectively to start the side.

For immediate attention, the picture song is the side face up for the phono fans, not forgetting that the plattermate has what it takes to enter hit-parade circles.

ABE LYMAN (Bluebird 11410)
Let's Put the Axe to the Axis—FT; VC. *Baby Boogie*—FT; VC.

Still another side that takes its cue from the front pages is *Axe to the Axis*. Like the others, its song structure is not at issue, emphasis being entirely on the fighting words it contains. Lyman sets it in march tempo, keeping the beats lively through, with the Four Eton Boys selling the song most of the way. For the plattermate, taken at a peppy pace, Rose Blane brightens *Baby Boogie* all the way with her vocal boogie baby talk.

With the country's dander way up, the time is ripe for "Let's Put the Axe to the Axis." And at the jitterbug parlors "Baby Boogie" is a cinch to catch their fancy.

WAYNE KING (Victor 27741)
The Anniversary Waltz—W. *Sailboat in the Sky*—W; VC.

Both sides of the record reveal the regal waltz rhythms of the Waltz King. *Anniversary* is taken in slow and sentimental style that has long characterized King's waltz music. No vocal *Sailboat* makes for a more livelier waltz, with a male trio assisting the maestro for vocal interpolations.

Where the call is for the waltz, either side is tailor-made for machines.

TEDDY POWELL (Bluebird 11412)
Good-Bye, Mama (I'm Off to Yokohama)—FT; VC. *Kickin' the Conga Around*—FT; VC.

Teddy Powell provides a solid boot to the war song, strengthening the impression of the song's hit possibilities.

on the RECORDS

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 12)

created by Frankie Masters on the competitive label. Setting it to the livelier beats, Teddy calls on Peggy Mann, Dick Judge and all the band boys to voice the lyrics. Polishes off the side with an outgoing sock chorus. It's just as lively a jumper Powell offers in the *Conga* five. Levels it in the lift tempo that makes it kick all the way, with Peggy Mann singing.

The "Good-Bye, Mama" side, with its patriotic stamp, is the side for the music boxes. At locations where the youngsters gather around the machines, the plattermate is worth the spin.

BENNY GOODMAN (Columbia 6534)
Someone's Rocking My Dream Boat—FT; VC. *You Don't Know What Love Is*—FT; VC.

For *Dream Boat*, the maestro's clarinet sticks close to the melody line for the opening eight bars, and Art London sings it smoothly enough, but the playing of the band is still geared to the jump tunes. The same slow tempo is taken in better stride for the *Love* side. Save for a trombone interlude, band remains in the background, and it's vocal almost all the way with Art London. The maestro holds his instrumental stick in reserve, figning out only for the introduction and coda.

Little here that the music operator can look for. It's not the rhythm closely associated with Benny Goodman, and band is still feeling its way in the ballad music.

MITCHELL AYRES (Bluebird 11407)
The Boy With the Wistful Eyes—FT; VC. *I Opened Up a Trunk*—FT; VC.

Swell orchestral treatment and svelte chanting by Meredith Blake go for nought on the *Wistful Eyes* side. It's uncanny how much Ayres manages to put into the weak song. A nice comedy ditty compensates. *I Opened Up a Trunk* is a development of the old gag of wrapping a small gift in the layers of paper and many boxes of decreasing size. Johnny Bond does all the unwrapping, vocally, only to find at the end of his song trail a picture of his mother-in-law.

A comedy song always makes balanced diet in the music machines. "I Opened Up a Trunk" goes far to meet that need.

RAY NOBLE (Columbia 36479)
By the Light of the Silvery Moon—FT; VC. *While My Lady Sleeps*—FT; VC.

Taking two songs from the screen, Ray Noble gives each a polished performance. Most fanciful is the *Silvery Moon* oldie that came in for another fling in the *Birth of the Blues* picture. Starts it off in way-back style, with "Snooky" Lanson

and a male quartet making for nostalgic barber-shop harmony. Guitar picks up the beats and it slips into a Dixieland groove, Lanson carrying on alone for another chorus. Gives way to the instrumental rides of tenor sax and clary, with an all-out two-beat finish with the entire band. The *Lady Sleeps* side presents an entirely different musical picture. From *The Chocolate Soldier* screen show, it's a slow and easy ballad. The opening band chorus is colored with striking string effects, and Lanson is again in excellent voice to carry the remainder of the side.

Both sides are naturals for tie-ins with pictures. The youthful and refreshing version of the "Silvery Moon" oldie makes it an acceptable side for the youngsters, even if the picture isn't booked into the neighborhood movie house.

POPULAR ALBUMS

Salon Music (Columbia C-10) by Vladimir Selinsky and His Salon Orchestra, provides eight sides of restful and relaxing music in the salon style, emphasizing the violin virtuosity of the maestro. Selections all lend themselves excellently to such listening pleasure. Back to back, selections are culled from the classics, Vienesse waltzes, Spanish dances and musical comedy. Titles take in *Mignonette*, *Fleurette*, *Caprice Viennois*, *Vienna*, *My City of Dreams*, *Jalousie*; *Ay, Ay, Ay*; *Just a Cottage Small (By a Waterfall)* and *My Heart Stood Still*. All familiars, sides are excellent for music machine use at class locations.

Organ Reveries (Victor P-104), by Dick Leibert. At the organ in New York's Radio City Music Hall, Leibert cuts eight standards. Lucille Lawrence adds harp pickings to enhance the ethereal charm of *Trees* and *Ave Maria*. For the remaining six sides, it's solo at the console for *Intermezzo*, *At Dawning*, *Berceuse* (from *Jocelyn*), *Why Do I Love You?*, *None But the Lonely Heart* and *Barcarolle*. Package is designed solely for merchandising across the counter.

Glose Harmony, by the Four Eton Boys. As the title implies, it's close harmony, the kind that characterized the lodge minstrel shows of old, for eight sides by the male quartet. Selections are all barber-shop standards, taking in *Sweet Genevieve*, *When Uncle Joe Plays a Rag on His Old Banjo*, *I Want a Girl Just Like the Girl That Married Dear Old Dad*, *Roll Dem Bones*, *Wait Till the Sun Shines*, *Nellie*; *My Castle on the Nile*, *Meet Me Tonight in Dreamland* and a medley of *Polly Wolly Doodle* and *Kemo Kimo*. Maybe the mustache cup is coming back.

VAUGHN MONROE (Bluebird 11411)
Sometimes—FT; VC. *On the Street of Regret*—W; VC.

Monroe's waxings are still partial at the maestro's vocal efforts, this time for a ballad and a waltz. *Sometimes* is a Gus Kahn-Carmen Lombardo ballad, and the *Regret* side presents a pretty waltz melody set to a torch story. Band has little chance to show its capabilities on either side, maestro almost making these, as so many of his recent waxes, vocal disks.

The "Sometimes" ballad bears watching. **DINAH SHORE (Bluebird 11413)**
Ev'rything I Love—FT; V. *Happy in Love*—FT; V.

Miss Dinah takes two show tunes in stride and sings them as only she can. All her vocal charm is packed in the *Ev'rything I Love*, making the Cole Porter ballad from *Let's Face It* a classic. Nod goes to the arranger and instrumental backers as well. Sings it slow and sweet, band adding a fetching beguine beat to the finish that makes it all end too soon. *Happy in Love* is a bright and lively piece from *Sons o' Fun*, but without much melody or meaning.

For a vocal rendition of "Ev'rything I Love," Miss Shore's entry is tops. Conceded to be one of the better tunes of the day, it's the kind that takes plenty of time to catch the public's fancy because of its above-par qualities. At locations where the show tunes and smart songs are readily accepted, this side will be much sought out by the machine players.

WESTERN, RACE, POLKAS

Of particular interest to music machine operators are country dance and folk songs, race and polka platters, meeting specialized needs of specific locations. Okch's current releases provide fitting recordings to meet such requirements expertly.

For the songs dished up in Western style, most striking twosome is turned in by Bob Wills and His Texas Playboys, with *Goodnight*, *Little Sweetheart* and *Corinne Corrina* (06530). The *Sweetheart* side is a slow and dreamy good-night waltz, providing the sax section in a full orchestra for the first chorus and Wills's serenading for the second refrain. A string orchestra accompanies Wills singing the familiar *Corrina*, with plenty of rhythmic punch through.

Johnny Bond and His Red River Valley Boys provide a blues tang for *I've Had the Blues Before* and *Those Gone and Left Me Blues* (06531). Bond gets string band support for his blues chants, making it a duet with Dick Beinhart for the B side. And there's a harmonica mouthing the blues and walling low down that's aplenty on ear appeal.

The Prairie Ramblers couple *Tell Me, Little Gal, Ain't I Your Feller* with *Don't Think Anymore About Me* (06532). The string band providing the musical setting, the A side is a lively dance piece, with all the Ramblers doing ensemble singing. The B side is a typical cowboy torch chant, taken at a slowed tempo, with Chick Hurt and Allan Crockett making a down-hearted vocal duet.

The single race record entry is on the strong side for race locations. It's Olle Shephard singing his own *True Love Blues* and *Pay Day Blues* (06533), a small band paving the way rhythmically at a moderate tempo. Shephard's diction is good as race records go.

For lively and tuneful dance polkas, there are two tailored for the machines in the doubling of Bill Gale's *International Rhythm Boys* for *Furlough Polka* and *Honky Tonk Polka*. Not so gay is the Columbia International Record release. M. Barnas's *Juke Box Serenaders* cutting plenty of ragged edges for *Killer Diller Polka* and *Joy in the Camp* (12230-F).

Italy Bans All Enemy Music

BERNE, Switzerland, Jan. 10. — By decree of the Italian Ministry of Popular Culture (Propaganda), the sale and playing of records of British and American dance tunes have been strictly prohibited.

A similar decree, in effect for some time, has forbidden the public performance of plays and music by Jewish or "enemy foreign" authors. Both decrees, however, specifically exempt the works of foreign "geniuses," such as George Bernard Shaw and Oscar Wilde. The books of Rudyard Kipling and Jack London also are specifically exempted.

★ SPARKLING ★
CHAMPAGNE MUSIC
 by
LAWRENCE WELK
 with smooth, sweet vocals by
JAYNE WALTON
 on
DECCA RECORDS
 ★ 4096 ★
Sweethearts or Strangers

The BILLBOARD says:
 This song promises to take its place in phono fame along with "YOU ARE MY SUNSHINE."
 . . . Will be kept spinning for a long time in the music boxes.

Coupled with **Elmer's Tune**
 4018—**Raise the Window Down**
 4100—**The Band Begins To Play**
I'm Thinking Tonight of My Blue Eyes
 Now Trianon Ballroom, Chicago Mutual Network

Exclusive Management
FREDERICK BROS. MUSIC CORP.



DURING "KNOW YOUR CITY WEEK" in Kansas City, Mo., most of the activity centered at the Municipal Auditorium, where a Seeburg Minute-Man Symphonola, attended by two pretty models, went over the top in Defense Savings Stamp sale.



Industry Mentions

Magazines --- Newspapers --- Radio

The Philadelphia Ledger, December 24.—Patrons of automatic music boxes are said to have a new wartime dance, according to an article by Gilbert Millstein under the title *Sherman Said It!* It is danced to a song called *'Scuse, Please*, and is a sort of pantomime of the treachery of the Japs and their "Scuse, Please." In the dance the boy goes thru the motion of stabbing the girl in the back when she turns, she reels as if hit bad, then whirls a couple of times and comes back and after that it is a dance of victory for her. Four photos accompany this feature, showing a couple in the various stages of the dance, all to the music from an automatic music machine.

columns in papers all over the country. Many papers did not mention vending machines in the headlines because priorities affecting vacuum cleaners and other articles were issued at the same time. The consumer items received more attention than the venders.

The Regina (Sask.) Leader-Post devoted a two-column headline to a news story about a fellow who, awakened from his sleep by a music machine playing, donned his trousers, grabbed a scoop shovel, and going into the location below his apartment damaged the machine so badly it could no longer play. He got \$2 and costs or five days and had to pay the operator \$5.

Tap and Tavern (Philadelphia), December 29.—A letter to the "Questions and Answers" column of this trade paper: Q. Is it illegal for a licensee to have a cigarette machine on the premises? A. No. A cigarette machine is a legitimate sales device in a licensed establishment.

Movie Mentions. Centered around the time following the World War and the speakeasy days, *Unholy Partners* has several slot machines displayed as props in a scene showing a typical prohibition speakeasy.

The Saturday Evening Post, January 10.—A pinball machine named *Blitzkrieg* is used as the background for conversation in a fiction story, "Marriage Marks the Spot," by Libbie Block. The pinball machine is on location in the lobby of a hotel and the characters in the story spend some time around it, mostly leaning against it or playing it or watching the lights flash on and off.

Peek, February Issue.—We wish we could reproduce the seven photos of Mary Anne Sims trying for high score on a baseball machine. She is cute and she has a style all her own for playing. This photographic feature is titled "Pinball Mania" and the accompanying caption is satire on the "boys and girls hardly out of their 30's who play pinballs so much



"IT'S BOND TIME!" says Dick Gordon, operatic star, as he points out Jim Mangan's popular "Buy a Bond for Baby" ad. (MR)



We'd like to play another nickel. Would you fill up the jackpot again, please?" From *Colliers*. David B. Huffine, artist.

Radio Mentions: The Rudy Vallee show. Joan Davis, guest star: "I was a prize baby. My mother got 300 on a skeeball machine and I was the prize."

The Bing Crosby show. An opera singer, appearing as guest, told Bing that she had just driven out to Hollywood from Chicago and between the juke boxes and her radio it seemed that Bing was with her all the way so many times did she hear his records played.

The Al Pearce show. Pearce: "This pinball machine must be pretty super to attract you the way it does."

Kitsel: "I usually make a score of 26,000, but when I hit 40,000 out jumps \$18.75 and I buy a Defense Bond."

Pearce: "Guess I can't blame you then."

The Fred Allen show. Interviewing Penn State's most outstanding dramatic student, Allen was told that the student, among his other activities, was emcee at the college night club. When asked if they have music at the night club, the student replied, "Sure, when we've got nickels."

The OPM priorities order relating specifically to vending machines, issued January 7, brought vending machines into the headlines and into the news

they are developing plunger digit (pinball thumb)."

Pic, January 20.—Elayne Condos is called a "slot machine Pavlova" by the writer of an article on her which appeared in this magazine along with photographs of Elayne taken at work, dancing. She dances for film productions for movie machines.

A cigarette vending machine is conspicuous in a photograph showing patrons of a New York night spot checking their wraps.

PICTURE TIE-UPS

(Continued from page 63) member April has been recorded by Charlie Barnet on Bluebird.

Bea Wain has just waxed *Baby Mine* for Victor from Walt Disney's *Dumbo*.

Abe Lyman has come up with a recording on Bluebird of *You're in the Army Now*, from the picture of the same name released recently by Warners.

The title tune of RKO's *Sing Your Worries Away*, backed by *How Do You Fall in Love?*, appears on an Alvin King Sisters' recording for Bluebird.

N. D. Supreme Court Declares Phonos Not Taxable Under State's 1941 Games Act

BISMARCK, N. D., Jan. 10.—Electric phonographs are not "amusement games" and therefore cannot be licensed and regulated under the 1941 North Dakota amusement games act, the State Supreme Court held in a recent decision.

The decision reverses a judgment handed down by Judge Fred Jansonius in District Court, who held automatic phonographs should be taxed under the act.

The case was brought by E. N. Dornacker, Hillsboro (N. D.) operator, against

Attorney General Alvin C. Strutz, who, under the statute, was attempting to license all of Dornacker's coin-operated phonographs.

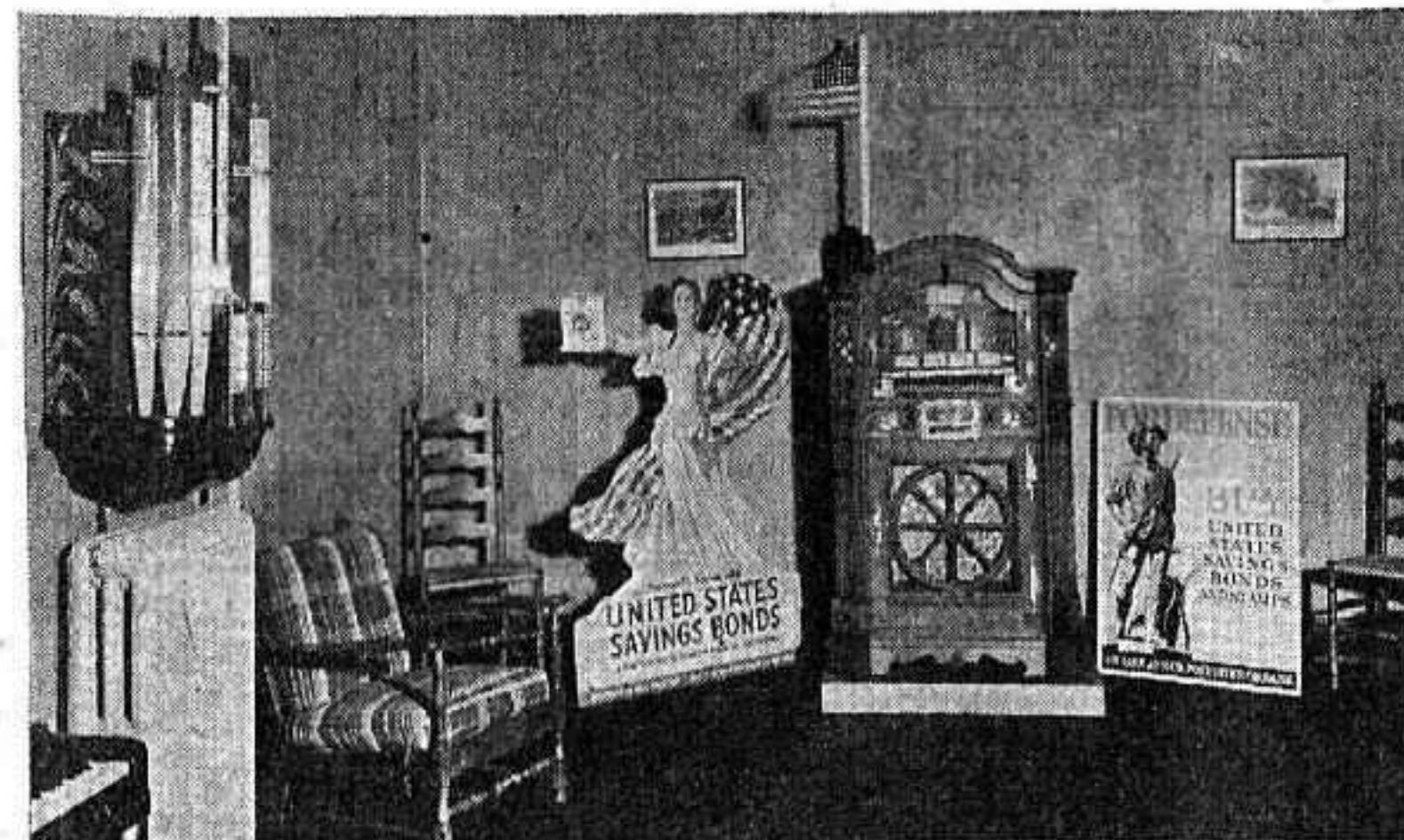
The act, the Supreme Court held in a unanimous decision, is broader than its title and therefore void under the constitution insofar as phonographs are concerned.

The act is void in this particular, the court held, because it violates a constitutional section requiring that no bill shall embrace more than one subject, which must be expressed in its title.

Justice W. L. Nuessle, author of the decision, said the phonographs were "music boxes" within the meaning of the statute, but that the title of the act purports to license and regulate operation of "amusement games."

"It is clear to us such instruments cannot be in any sense of the word considered as games," Nuessle said. "There is no room for chance, skill or contest. The user makes his choice, puts in his coin, sets the mechanism in motion and gets just what he chooses and pays for."

It was indicated by Attorney General Strutz that he would petition the high court for a rehearing of the case.



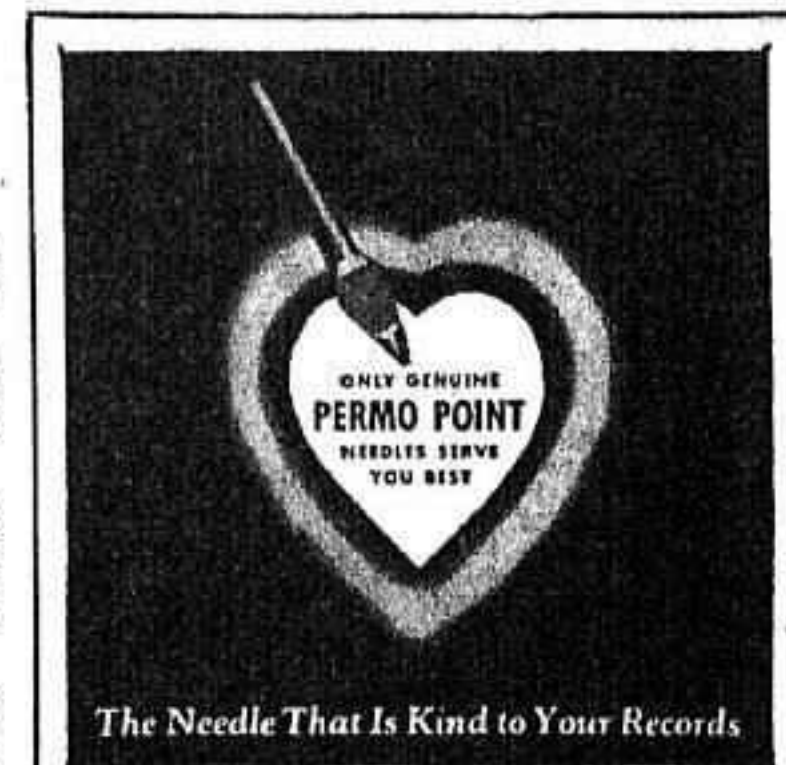
ART HERMAN COMPANY, Albany, N. Y., has fixed up this attractive corner to call attention of coinmen to the purchasing of Defense Bonds. The phonograph is the Wurlitzer Colonial model, distributed for Wurlitzer by the Art Herman Company. (MR)

Permo Needle Gift For Army Phonos

CHICAGO, Jan. 10 (MR).—Permo Products Corporation, manufacturer of the Permo Point needles for coin phonographs and Fidelity line of long life phonograph needles for home use, recently made a donation of Standard Permo Point needles to the U. S. armed forces for use in automatic record players in army recreation rooms.

In acknowledgment Brigadier General F. H. Osborn, chief of the morale branch, writes as follows: "This will acknowledge receipt of the package of 300 Standard Permo Point needles. It is gratifying to learn of your gift of this material for use of the men in the armed forces in outlying bases. The gift will contribute substantially to the contentment and well-being of the men serving our country in isolated locations. I am sure these men will be deeply appreciative."

Permo Products is busy in its part of defense work in the manufacture of Permo Pivots for use in various instruments for airplanes, boat compasses, etc.



The Needle That Is Kind to Your Records

12 Years of Uninterrupted Leadership
THE PATENTED ELLIPTICAL POINT

The only needle ever used by all manufacturers of coin-operated phonographs as standard equipment.

The only needle recommended and sold by all leading record companies' branches and distributors.

THE WORLD'S OLDEST AND LARGEST MANUFACTURERS OF LONG LIFE PHONOGRAPH NEEDLES.

PERMO PRODUCTS CORP.
6415 Ravenswood Ave. Chicago

DO YOU NEED PHONOGRAPHS? WE HAVE THE MERCHANDISE TO DELIVER!

ROCKOLA ★ SEEBURG ★ WURLITZER ★ MILLS
ALSO WALL AND BAR BOXES

Specify your needs! Write, Phone or Call TODAY! Look 'em over! Every One a BUY!!

ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N. J.

MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Communications to 155 North Clark Street, Chicago

Soft Drink Problems To Affect Beverage Venders

Bottling firms hope to avoid price increase, even the costs are up—fear sales may decline—venders helped bottler reach record sales in 1941

CHICAGO, Jan. 10.—The operator of beverage vending machines, like everyone else, is facing unusual problems today, and, like everyone else, he cannot solve his problems because other businesses are involved and the solution to his problems depend largely on what happens in certain other businesses. For example, beverage venter operators must have beverages to vend, so what happens to beverage bottlers has a lot to do with what happens to beverage venter operators. The soft drink demand has steadily increased but now the output to meet it is in doubt.

War found the major companies in the carbonated beverage industry well supplied with raw materials, especially those which come from abroad.

The 7,000 small bottlers in this country were in the reverse position, since they normally carry small inventories, not having the resources of the larger firms.

Production and sales for the industry as a whole in 1941 ran about 10 per cent ahead of the record set in 1940, it is believed. Beverage venders were an important factor in causing this increase. At a recent convention of one of the largest soft drink bottling companies, much time was spent in discussion of the beverage vending machine and its possibilities. All of the larger soft drink bottling companies pay a great deal of attention to the market for their products seen in beverage vending machines. It is no small part of their business. And by the same token the venter operator is vitally interested in what happens in the bottling industry.

Rising Costs and Priorities

The soft drink industry enters the new year with an increasing demand for its products. Because of priorities and shortages, however, there is very little chance of it being able to expand output to meet the rising tide of orders. There can be little plant expansion or new machinery. Present machinery and plant must be kept in the best condition. Worn parts must be replaced for efficient operation. For replacement parts the industry has an A-10 priority rating.

By the nature of its equipment, the industry is not readily adaptable for the manufacture of war products. Soft drinks, however, have been found in recent army maneuvers to be important from the morale standpoint.

The price of raw materials has increased and the war has made imports of raw materials from abroad exceedingly difficult and more costly than ever before.

Cork used in bottle caps as an insulator is imported from Spain and Portugal. Supplies of this material have been coming in but the continued flow is threatened. The industry has been studying substitutes, such as paper, rubber and other fiber products. It is believed another type insulator is available.

The increased tax on alcohol has also forced manufacturing costs upward. Alcohol is used as a solvent for flavor bases used by the industry.

Another raw material which is scarce is vanilla beans which come from Madagascar. Mexico has a large crop but of a poor grade. The chemical industry has lent a hand. Thru the development of vanillin, there apparently is a good supply of this synthetic product available to take the place of the vanilla bean.

Steadily Increasing Demand

These problems accompany the steadily increasing demand for soft drinks. These difficulties will be greatly magnified for the smaller bottler and, as in the last war, many of them may go out of business.

The improved demand reflects increased merchandising, expansion of de-

livery facilities and heavy advertising. In addition to building an expanding market, these factors have increased competition in the industry.

The war has been a direct stimulant to demand. Army camps and expanding war industries bring together large groups of people which present a market for the trade.

Earnings last year are believed to have been the best for some time but in 1942 taxes will take a larger portion of income. While output is expected to remain high final profits may not be as great.

Cola type beverages again led the sale field in volume last year. Root beer sales were reported increasing. Bottlers began to push root beer last year and its popularity mounted with the consumer.

It is believed possible that the nickel bottle drinks will hold their price despite the fact that manufacturing costs are rising. What is expected to happen is that the bottler will raise his price to the retailer, and that the retailer, operating with good volume, will maintain the 5-cent retail price.

DuGrenier Has Banner Year

NEW YORK, Jan. 10 (MR).—Arthur H. DuGrenier, Inc., has enjoyed one of the best year's business in its long history of manufacturing cigarette and candy vending machine equipment, according to "Bip" Glassgold, sales manager of the company. This announcement was made after reports of sales for 1941 had been reviewed.

"All of our representatives and distributors sold more Champion cigarette merchandisers and Candy Man 5-cent candy bar machines than ever before," "Bip" continued, "and, what is more, our equipment was bought by a greater number of operators. I want to take this opportunity of thanking all those operators on behalf of our company, its executives and employees."

Coca-Cola Adopts Rationing Program

BALTIMORE, Jan. 10.—The rationing of sugar has made it necessary for the Coca-Cola Bottling Company here to adopt a rationing program. This affects vending machines, wholesale houses, amusement centers and retail establishments.

As an illustration of the rationing, an establishment that formerly was getting 10 cases of Coca-Cola, now is getting only one. The rationing is based on the amount formerly dispensed or vended.

In making known its action to customers who patronize or secure their Coca-Cola at vending machines the local company has the following notice on its machines: "Complying with rationing of sugar by the federal government for industrial users of sugar, the sales of Coca-Cola thru this machine will be restricted until further notice. Our salesmen and the company will greatly appreciate your



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

AN OVERNIGHT HIT! U. S. DEFENSE STAMP BALL GUM VENDOR

Complete with special U. S. Defense Stamp filling, which includes FREE colorful red, white and blue large size sticker for machine PLUS a Brand New Model "V" Vendor. ALL READY FOR LOCATION! QUICK! RUSH YOUR ORDER! Enclose 1/3 Deposit, We Ship Balance C.O.D.

Only \$9.75

PIONEER

461 SACKMAN ST. BROOKLYN, N. Y.



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.

Buy U. S. Defense Savings Bonds and Stamps



HOME RUN FEDERAL TAX FREE!

The New Outstanding Ball-Gum Vendor With a Fascinating Amusement Feature. HOME RUN has a brand-new and clever betting 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 18.50 Ea.
All Orders Require One-Third Cash, Bal. C. O. D.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

NO FEDERAL TAX Better Than a Sales Board... Operate "PRIZE KING" BALL GUM VENDORS

1100 Size, 1/2 Inch Ball Gum Vendor



Special

GET STARTED DEAL

1 Prize King 1700 Rg. Gum 200 Winner \$9.95

Returns in Pennies \$19.00

Pay Location 25%

Your Profit \$14.25

Prize King Gum #180, 25 lb. cartons \$4.50

— Including 200 Winners — USE CANDY BARS, SLUM JEWELRY, PENS, KNIVES, ETC., AS PREMIUMS. SAMPLE MACHINE, only\$7.95 TEN AT—each 7.50

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



5c IDEAL

Vends Cashews, Peanuts or Mixed Nuts. Perfectly reconditioned and guaranteed. 1 cent NEW. Works NEW. A terrific BUY at this price! Rush 1/2 Deposit Quick. We Ship Balance C. O. D.

\$6.95 Each

\$6.50 EA. Lots of 5

SEND 25c NOW FOR OUR BIG, COMPLETELY ILLUSTRATED AND INFORMATIVE CATALOG OF OVER 100 MACHINES!

ASCO, 140 ASTOR ST., NEWARK, N. J.

LUSTRE BALL GUM DOUBLE POLISH

All sizes—1/2—150—170—180—195 Spotted-Striped-Harlequin

GUM PRODUCTS, INC.
804 Main St., Cambridge, Mass.

co-operation." Coca-Cola Bottling Company of Baltimore. "Buy Conservatively." It is understood other bottlers of soft drinks will be forced to adopt a similar policy.

VENDER SUPPLY NOTES

Report in the trade is that candy manufacturers are reducing discounts to offset increased costs. Dealers do not approve—the straight raise in price on candy did not meet with serious objections.

Beverage vender operators are watching the outcome of OPM's request that manufacturers, packers, bottlers and users of glass containers simplify bottle sizes, shapes and finishes.

Said to be new on the market is a cigarette case which fits over a pack of cigarettes and can be used in vending machines.

National Peanut Week, January 26-31, is being publicized by one of the largest agencies in New York, reports National Peanut Council, Inc. Articles on peanuts and peanut products will be published in magazines and newspapers throughout the United States. Radio programs will be put on from key stations. National and local prizes will be given for the best windows trimmed with peanuts and peanut products.

Chesterfield cigarettes, which have been consistently supported with from three to four million dollars' worth of newspaper advertising annually, will be out of newspapers in January. Nothing definite said about February. The company's three network radio programs will be continued.

Peter-Culler-Kohler Swiss Chocolates Company, Inc., of Pulten, N. Y., has issued the following announcement on the trade: "Because of its need in national defense we have replaced aluminum foil as a wrapper for our chocolate bars with special tinted glassine paper. There has been no change in the quality of our chocolate bars."

Yellow cigarettes. Some see unbleached paper for cigarettes. That is, if and when pressure growing daily from certain other groups decides OPM to reduce the chlorine allotment to makers of cigarette paper.

As a result of 15 years' research, the Philadelphia Quartz Company is bringing out a new bleach process for paper in face of chlorine shortage. The new product is silicate of soda in a hypochloride bleach.

Bottlers of pop, colas and other beverages in which sugar is a major ingredient are starting to ration their output. Some predict a big shortage of soft drinks for 1942.

Hawaii has forgotten sugar; its main business is war. Hawaii's sugar industry, mainstay of the island, has come almost to a standstill. Men and machines have been loaned to defense work.

The 1941 average price of raw sugar, duty paid basis at New York, was 3.378 cents per pound against 2.786 cents in 1940, a gain of 21.2 per cent. The 1941 average was the highest since the 1937 figure of 3.443 cents, according to Lam-born & Company.

Peppermint oil, important in the manufacture of candy, went to \$28 a pound during the last war, according to an old-timer in the trade. January 3 representatives of mint growers and of peppermint oil dealers met with officials of OPA and discussed the advisability of establishing maximum prices for oil of peppermint. Prices have risen from \$3.90 a pound in mid-November to about \$7.50 a pound today.

Rationing of sugar has been decided upon by federal authorities and will be

announced within a short time. Supplies of sugar to candy, soft drink and other food manufacturers will be reduced substantially. In some cases corn sugar will be substituted for the beet and cane sugars now used. As a preliminary step four large manufacturers of soft drinks and candy have been requested to make available to the government large stocks of sugar they have accumulated during the last year in anticipation of a shortage.

MARKETS IN BRIEF

NEW YORK, Jan. 8.—Peppermint oil (dollars per pound): Natural, \$6.75 to \$7. U. S. pharmaceutical, \$7.10 to \$7.35.

NUTS

CHICAGO SPOT MARKET PEANUTS

Virginia and North Carolina

Jumbos	8.00 @	8.25
Fancies		7.75
Extra large	11.00 @	11.25
Mediums		10.75
No. 1 Virginia		10.50
No. 2 Virginia	9.50 @	9.75
Southeast		
No. 1 Spanish		9.25
No. 2 Spanish	7.85 @	8.00
No. 1 runner	8.40 @	8.50
No. 2 runner		7.75
Texas		
No. 1 Spanish	9.10 @	9.25

New Restrictions Hit Venders Hard

WASHINGTON, Jan. 10. — Severe restrictions on the use of critical materials were imposed January 6 by the Office of Production Management.

Sharp curtailment was ordered in the use of such materials for the manufacture of machines vending cigarettes, food, candy, nuts, chewing gum and beverages. Savings of 5,000 to 10,000 tons of steel and 500 to 750 tons of zinc a year are expected to result from the order. After February 1 prohibited metals, such as aluminum, stainless steel, chromium, copper base alloys, lead, nickel and tin, may not be used at all in vending machines.

Other vending machine curtailments ordered: Iron and steel, 25 per cent during January and 50 per cent thereafter; zinc, 50 per cent for January and 75 per cent thereafter. These percentages are of the average monthly consumption for the 12 months ended last June 30. Restrictions do not apply to postage stamp machines nor to automatic restaurants (automats).

(James A. Gilmore, secretary of Coin Machine Industries, Inc., said that approximately 50 per cent of the industry's 12,000 employees in the Chicago area had been laid off as the result of the curtailment order and that the manufacturers were seeking "any kind of defense contracts they can get.")

New York CMA Sets Banquet Date

NEW YORK, Jan. 10.—The date for the sixth annual banquet of the Cigarette Merchants' Association, Inc., has been set for February 22, according to Matty Forbes, manager of the association. The affair, which is looked forward to by the members, will be held in the Wedgwood Room of the Waldorf-Astoria Hotel.

While the banquet will be purely a social function, Forbes is of the opinion that the industry dinner will do a good deal to further solidify the people in the industry. There is a dire need of unity within all industries at this time, Forbes said, and cigarette merchandisers are all set to fall in line with the spirit of the times.

An innovation at this year's industry dinner will be the distributing of \$2.50 worth of Defense Stamps to all present in place of the usual souvenir. This idea may stimulate additional purchases of Defense Stamps not only by members of the industry (who have already made substantial purchases) but by outsiders as well, Forbes explained. He also pointed out that the industry is offering every co-operation to the government in furthering the sale of Defense Stamps and Bonds.

A 100 per cent turnout is anticipated for the affair, Forbes said. Marty Beck, who has entertained members of the industry at previous affairs, has been re-engaged for this year's dinner. Sid Hall Enterprises is in charge of the entertainment and a well-balanced program has been arranged.

Tobacco Taxes

ALABAMA—February 10: Tobacco use tax reports and payment due.

CONNECTICUT—February 10: Cigarette distributors' monthly inventory reports due.

GEORGIA—February 10: Tobacco wholesale dealers' reports due.

ILLINOIS—February 15: Cigarette tax returns due.

KENTUCKY—February 10: Cigarette tax reports due.

LOUISIANA—February 1: Wholesalers' tobacco reports due. February 15: Wholesalers' tobacco reports due.

MASSACHUSETTS—February 15: Cigarette distributors' taxes and reports due.

MISSISSIPPI—February 15: Manufacturers', distributors' and wholesales' tobacco reports due.

MISSOURI—February 28: Soft drinks tax reports and payment due.

OHIO—February 16: Cigarette use taxes and reports due.

OREGON—February 10: Cigarette wholesalers' reports due.

RHODE ISLAND—February 10: Tobacco products tax reports due.

TENNESSEE—February 5: Cigarette distributors' reports due.

WISCONSIN—February 10: Tobacco products tax returns due.

Baltimore Tobacco Men Ready for Show

BALTIMORE, Jan. 10.—A number of executives and officials of tobacco jobbing houses of this market will attend the annual convention of the National Association of Tobacco Distributors at Chicago. Among those who have already signified their intention to attend are Allan C. Davis, of the tobacco jobbing house of F. A. Davis & Sons, former president of the NATD and also chairman of the board of the national organization; Marty B. Loovis, sales manager for the Davis organization; Frank A. Fischer, manager and buyer for the accessories, pipe and kindred lines department for Davis, and Edward F. Reardon, sales manager of the Neudecker Tobacco Company, tobacco jobbers.

Chocolate Sales 33 Pct. Greater

WASHINGTON, Jan. 10.—Sales of confectionery and chocolate products gained 33 per cent in October over the same month a year ago for 203 manufacturers of confectionery and competitive chocolate products, according to a recent report by the Bureau of Census. This 33 per cent spread over last October is the greatest year to year change recorded by the bureau in the past six years.

For the year to date, sales were 18 per cent above the first 10 months of 1940, indicating that the industry is improving upon the gains registered when sales for the first 10 months in 1940 were 8 per cent above the total for the corresponding period of 1939.

The gain in sales between September and October of 18 per cent was a significant change from the nominal increase of 3 per cent reported between the same months in 1940.

Chocolate Products Lead

Manufacturers of chocolate products led the three groups with an increase of 44 per cent over a year ago. Manufacturers' retailers reported a gain of 24 per cent, while sales of "other manufacturers" were 31 per cent above October, 1940.

Sales of \$36,817,000 were reported by the manufacturers participating in this study, which was conducted by the Bureau of Census with the co-operation of the National Confectioners' Association. No adjustments have been made for seasonal or price fluctuations.

Each of the eight geographic divisions and the States separately reported gains from the same month a year ago. Led by the West South Central group with an increase of 45 per cent, all of the Western divisions ranked high in country-wide gains. Increases over September, 1941, were shown by all the geographic divisions. For all States combined, sales in the first 10 months of 1941 were 17 per cent above the same period a year ago.

Mitchell All Out On Mdse. Venders

BROOKLYN, Jan. 10.—Irv Mitchell, of L. L. Mitchell & Company, reports he has placed his entire repair staff on an all-out basis repairing and reconditioning the hundreds of vending machines the firm has on hand.

"We have arranged an actual production line of used venders and the machines going down the line are reconditioned in every respect," Mitchell explained. "They will not only look new but will work like new machines. Our men are experts on merchandising machines of all types, as well as amusement devices. The reason we are using such care at this time is because we realize the machines must be made to last longer than ever before."

Firm officials announced their line is so varied they are preparing a special list of machines on hand, and report immediate shipments are made of all machines ordered.



Here's the way to Biggest VENDING MACHINE PROFITS

Northwestern's MODEL 33 BALL GUM VENDER

Vends 1/2, 5/8 and 3/4" ball gum.

\$6.65 In Lots of 100

\$7.10 Per Sample

Here's the **big money-maker** of them all. Modern, attractive, plenty of Stock. Slip-proof, positive agitation. Flush up new for bigger profits for the duration!

Write today for complete list of prices on America's largest stock of used machines and operators' accessories.

NORTHWESTERN SALES & SERVICE CO.

589 Coney Island Avenue, Brooklyn, N. Y.
Phone: BUckminster 4-2266
58 Frelinghuysen Avenue, Newark, N. J.
Phone: BiGelow 3-2560

TAX FREE

TIME PAYMENTS

SILVER KING BALL GUM MACHINE
(Over 50,000 Sold)



1 Prize King
1700 Rg. Gum
200 Winner "

Returns
In Pennies

Pay Location 25%

Your Profit

\$9.95

\$19.00

\$14.25

1100 Size 1/2-Inch Ball Gum Vender

Especially built for prize ball gum operation. Two ball reserve loading. No missing. Also handles 3/4 inch ball gum.

NEW 10 PLAY "PEEK SHOW"



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.

TORR 2047A-SO.68 PHILA.

STOP WORRYING ABOUT YOUR BALL GUM

Try our new sensational candy

SKEE BALLS

Made in 1/2" and 5/8" Sizes. Bulk. Write for free samples today

NORTHWESTERN SALES & SERVICE CO.

589 Coney Island Ave. BROOKLYN, N. Y. BUckminster 4-2266

58 Frelinghuysen Ave. NEWARK, N. J. BiGelow 3-2560

Now is the time
to make a pledge

HAVE FAITH IN THE FUTURE OF YOUR INDUSTRY

Today there are two paths for you to follow. In the conduct of your business you can forget the money you spent and the effort you made to build up recognition, good will and customers to attain your present position in the industry; start functioning on a day-to-day basis, and continue in business as long as you can, but such a method cannot keep you in business very long.

The other path, which has in the past and will be in the future the course followed by successful business firms that have weathered previous wars, depressions and emergencies, is to realize present conditions are only temporary. You will have to revamp your procedure in a few spots to meet certain obsta-

cles, but basically you will continue to operate in much the same way. You will make a pledge to improve your product, your service, your reputation and your customer's good will, even tho you can already sell more merchandise than you can secure or manufacture. In general, you will make a pledge to build for the future.

You will be ready and waiting when America starts using more Coin Machines than ever before. Yes, you will reap the profits when the day comes that the Coin Machine Business will be bigger and better than any of us ever dreamed was possible.

HAVE FAITH IN YOUR INDUSTRY NOW AND - -

LATER ON THE REWARDS WILL BE GREAT

The Billboard Herewith Makes A Pledge

The Billboard believes the large majority of operators have faith in the future of the coin machine industry. Therefore, regardless of cost, The Billboard not only will continue all of its present editorial services, but will build them to serve operators even more thoroly.

The Billboard believes the large majority of its advertisers have faith in the future of the coin machine industry. Therefore, regardless of cost, The Billboard will continue not only to maintain reader interest among today's operators, but The Billboard will continue to build its circulation among prospective customers for its advertisers.

The Billboard will invest everything in maintaining its leadership in the coin machine industry, for The Billboard has faith in the future of America and The Billboard believes coin machines will be in the near future, more than ever, an integral part of American life.

New Liquor Group Aims To Aid War

NEW YORK, Jan. 10.—Plans for the establishment of a nationwide program for co-operation by the liquor industry with military, civil and civilian defense authorities will be discussed at a joint meeting of the board of directors and the executive committee of Allied Liquor Industries, Inc., it has been announced.

"The entry of our country into war has intensified the need for prompt, decisive action on the part of the industry to meet its grave public responsibilities," it was declared.

"The numerous problems raised by the war: co-operation with military and defense authorities, regulation of proper closing hours; operations under blackout conditions; regulation of outlets in the vicinity of military training areas, vital production points and coastal and tide-water areas; elimination of 'sore spots' in the retail sale of liquor—all demand immediate, unified, industry-wide attention, in which every one in this business has an important role to play."

It was explained that the liquor group had been formed to help the industry meet its wartime obligations and responsibilities. It was emphasized that it would devote itself entirely to public relations and would not concern itself with merchandising or trade questions. It was also said that to date more than 230 members, representing leading concerns in all parts of the country, had joined the new organization.



UNIVERSAL MANUFACTURING COMPANY EMPLOYEES, Kansas City, Mo., gathered December 24 to celebrate the Christmas holidays and to mark the record of 100 per cent co-operation in the purchase of Defense Bonds. Joseph Berkowitz, general manager, is at extreme left. (MR)

Patent Planning Commission Set Up

WASHINGTON, Jan. 10.—Organization of a Patent Planning Commission, which was created December 13 by executive order, will be perfected at meetings to be held this month, Secretary Jones reports. Dr. C. F. Kettering, Owen D. Young, Chester C. Davis, Edward F. McGrady and President Francis P. Gaines of Washington and Lee University compose the commission.

"The Patent Planning Commission can, in my opinion, perform a really useful

service in post-war planning," Jones said today. "The full utilization of the nation's expanded industrial capacity will be a self-evident need when the time comes for us to revert to an economy of a world at peace.

"Economic dislocations are certain if we fail to make intelligent use of the new facilities which are today being erected in all parts of the United States."

Issue 2,268,539th Patent

WASHINGTON, Jan. 10.—The Patent Office closed its books for 1941 with the grant of its 2,268,539th patent since 1936, when the present system of numbering began. During the year 41,123 patents were granted, a drop of 1,100 from 1940.

While the number of patents for inventions dropped the number of design patents took a significant jump to 6,468 as compared with 6,149 in 1940. Patents for designs have been on the increase for a number of years, necessitating the creation of a large separate division to handle the work.

Trade-marks registered totaled 6,486 for 1941.

With the world at war, the applications that will be filed and the patents that will be granted during 1942 probably will show a decided slump. The 151-year history of the patent system, as reflected by the applications and patents granted, shows that in every war period there is a dropping off of invention.

Snellenburg Names Reps For Bomb Hitler Game

INDIANAPOLIS, Jan. 10.—Charles Snellenburg, sales manager for Coin Machine Company of America here, manufacturer of the new counter game Bomb Hitler, announces the appointment of two sales representatives, Dave Robbins, of D. Robbins & Company, New York, as Eastern representative, and the Wichita Novelty Company, Wichita Falls, Tex., for that territory. The latter firm is headed by W. E. (Pop) Newell.

In commenting upon the company's new game, Snellenburg said: "We are swamped with orders from California to Maine. Apparently we have a bigger hit than even the most optimistic forecast foretold."

Calling All Inventors

Inventors, attention: If you want to put your wits to work to win the war, here are the fields in which the War Department will welcome new ideas:

Hydrocarbon vapors as an explosive; rocket-propelled projectiles; air, centrifugal and electromagnet guns; automatic mines for land and sea; search-lights, mobile landing-field flood lighting; special automotive equipment for simplifying servicing of motor vehicles and aircraft, and improved motorized repair-shop equipment; improved tank design; better aircraft brakes; light, protective armored clothing; improved automatic anti-aircraft guns and small arms; aircraft catapults and retarding device; ice-prevention devices; refueling equipment; remote controlled aerial and marine torpedoes, land vehicles and ships, and remote control for other combat weapons; improved gun and bomb sights, optical and otherwise. If you have something in any of these fields you consider important, it should be submitted to the National Inventors Council of the Department of Commerce.

Fort Worth

FORT WORTH, Jan. 10.—The past few weeks of cold weather has increased play on all types of coin-operated devices in this area. Especially have target practice games, phonographs, dime movie machines, marble tables and cigarette venders shown an increase in earnings. The extreme cold days forced people inside, where they were confronted with the various machines which offered them moments of amusement.

That well-known coinman and Penny Arcade wizard, Dinty Moore, was a Fort Worth visitor recently. Dinty had been in Chicago looking over some arcade equipment to be used in his large resort, Penny Playlands, at Galveston, Brownsville and Corpus Christi. He will also have the Penny Arcade on the midway at the coming Southwest Exposition and Fat Stock Show, which will be held here in March.

Operator Imber, of this city, has been adding a number of 5-cent candy bar venders to his route of penny merchandise machines. Imber is fast growing into one of the leading merchandise operators of this section.

Helen Ewing, local woman operator, has been making her route with her right leg in a cast. An unfortunate turn of her ankle cracked a bone that called for the cast, which has since been autographed by several hundred persons. Helen intends to keep the cast.

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

GARDNER & CO. 2303 ARCHER CHICAGO, ILL.

NEW DIFFERENT EXHIBIT ARCADE MACHINES

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!

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.

WANTED

Twenty Home Runs in good clean condition. State price.

Please send all replies to the

DURSELL NOVELTY CO.

176 Arch Street New Britain, Conn.

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.

WANTED FOR CASH!

PIN BALL MACHINES

Phonographs — Arcade Equipment,
State Condition — Lowest Cash Price.

UNITED AMUSEMENT CO.

1966 Broadway, N. Y. C.

BUY THESE QUICK

6 Bally Grand Nationals. \$55.00 ea.
10 Jennings 1c Dukes... 18.50 ea.

Seiden Distributing Co.

1230 Broadway ALBANY, N. Y.
Phone: 4-2109

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Jan. 10.—Coin machine business is gradually returning to normal for operators, it was reported along the coin row this week. Receipts took a definite nose dive following the declaration of war and the imposing of blackout restrictions the first week of the conflict, but more people are moving about now and operators say their takes are steadily climbing.

There were not many visitors from out of town during the week. This was attributed to several things, but principally to the recent ruling on tires. Jobbers and distributors have not taken this phase of the priority ruling too seriously for reason that they believe if the situation demands, business can be conducted by telephone or mail. More coinmen are rallying to the service of the nation by joining the armed forces or signing as air or fire wardens.

Robinson to Chicago

Phil Robinson is in Chicago. Before he left, Robinson, West Coast representative for Chicago Coin, told *The Billboard* that the purpose of the trip was to see if he could get better deliveries on All-Star Hockeys, the demand being great on the Coast. . . . Another popular coin industry man, Mac Mohr, is also in the Windy City. Mohr represents Davul, Baker and Evans lines on the Pacific and is doing a bang-up job for these firms. . . . It's a boy at the Jack Fogel home. Father is head of the Mutual Vending Company. . . . Frank Navarro, Los Angeles music machine operator and one of the largest in Southern California, suffered a broken arm when his car turned over three times after being forced off the road while Navarro was on his way to Arizona during a snowstorm. Navarro is out again but had a narrow escape.

Martin (Bud) Smith, partner in the Pioneer Distributing Company, has enlisted in the air corps. Smith has passed his physical and is awaiting call to active duty. . . . Leonard Behrens, of Allied Amusement Company, has signed up for duty in the navy. He left here recently for New York to say goodbye to his folks and friends before reporting for duty.

Meet Private Fraser

For the past several months it's been Earl Fraser, serviceman for the Southwestern Vending Machine Company, but from now on it's Private Fraser. Earl enlisted in the air corps last week as a mechanic. . . . Dan Stewart, of Salt Lake City, visited the Mac Mohr firm on his way to Palm Springs. . . . Bill Coreoran, of San Francisco, was in Los Angeles recently en route to Chicago. . . . Art Dawes, of the Novelty Supply Company, San Diego, was also a recent visitor to this section. . . . Lou Wolcher, of San Francisco, was in the city the first part of the week, having made the trip by automobile.

Murray Hofberg is back in Los Angeles following a business trip to Bakersfield, where he called on G. & B. Sales, J. & R. Amusement Company, "Slim" Ewing, Doc Senter, and Mr. Knowles, of the Dorser Music Company. . . . Dan Fletcher, of F. & S. Sales, Santa Ana, is recuperating from injuries sustained in a recent automobile accident. . . . Ed Seaman, of San Bernardino, has moved into his new quarters and is anticipating a big year. . . . Norman Neiman, serviceman for Earl Cale, local operator, has entered the army. . . . Jack Lipps and wife, Patsy, of the Camp Elliott arcade, were in town the first of the week and lunched with Mac Sanders. . . . Carl Gustafson, of the Penny Arcade in Mission Beach, reports good business. . . . Paul Blair, Exhibit's West Coast representative, is enthusiastic over the new game, Air Circus. Game has had good reception, and Blair says dealers have received orders over allotments. Blair's apartment was robbed Wednesday night, the thief entering thru a window while the Blairs were asleep. Paul said the burglar took everything that was not nailed down.

Mac Sanders is facing a real problem. He received a card January 2 from Bangkok, Siam (Thailand), from Ghee Suel Heng, requesting information on Travelogue picture machines and list of programs. Card was mailed November 6. Mac's problem is how to deliver the goods if the order comes thru. . . . Fred Gaunt, of Trojan Novelty Company, donated many records to the soldiers' recreation hall at Camp Roberts.

If Ain't Chicken Feed

Modern Coin Exchange was turned into a poultry farm recently, and Bill Wolf and Johnnie Nelson were the keepers, when Glenn McCarter, Hemet operator, settled with a location owner for nine Rhode Island Red pullets. The fowls were placed in the back of the Exchange, and bartering and selling started, with Clem Korte, Glendale, getting them for his chicken-raising project. . . . A. M. Keene, of Taft, is planning another trip to Mexico. . . . Paul and Lucille Laymon will soon be moving into their new home. They arranged for all material before starting the construction work, and now they are happy that they did.

Joy Bradley, of Ontario, was in town and visited the Paul Laymon firm. . . . Elbee Gerson, of G. & B. Sales, Bakersfield, was in town for a look-see. . . . Jimmy Cameron, of Trimble & Cameron, Los Angeles, has entered the army. . . . Other visitors to Los Angeles during the past week included Orville Senter and J. A. Ewing, of Bakersfield. . . . A. C. Jones, of Phoenix, was in town to see what is happening. . . . Arlene Gimse, secretary at the Paul Laymon firm, has volunteered for service in the Women's Ambulance Defense Corps. Her brother is in the Philippines. . . . Lucille Laymon is volunteering her services with the Red Cross. . . . Bob Rotzel, serviceman for Paul Laymon, enlisted in the navy in the aviation division. . . . Irving Rich, of Consolidated Novelty Company, is doing air-warden work.

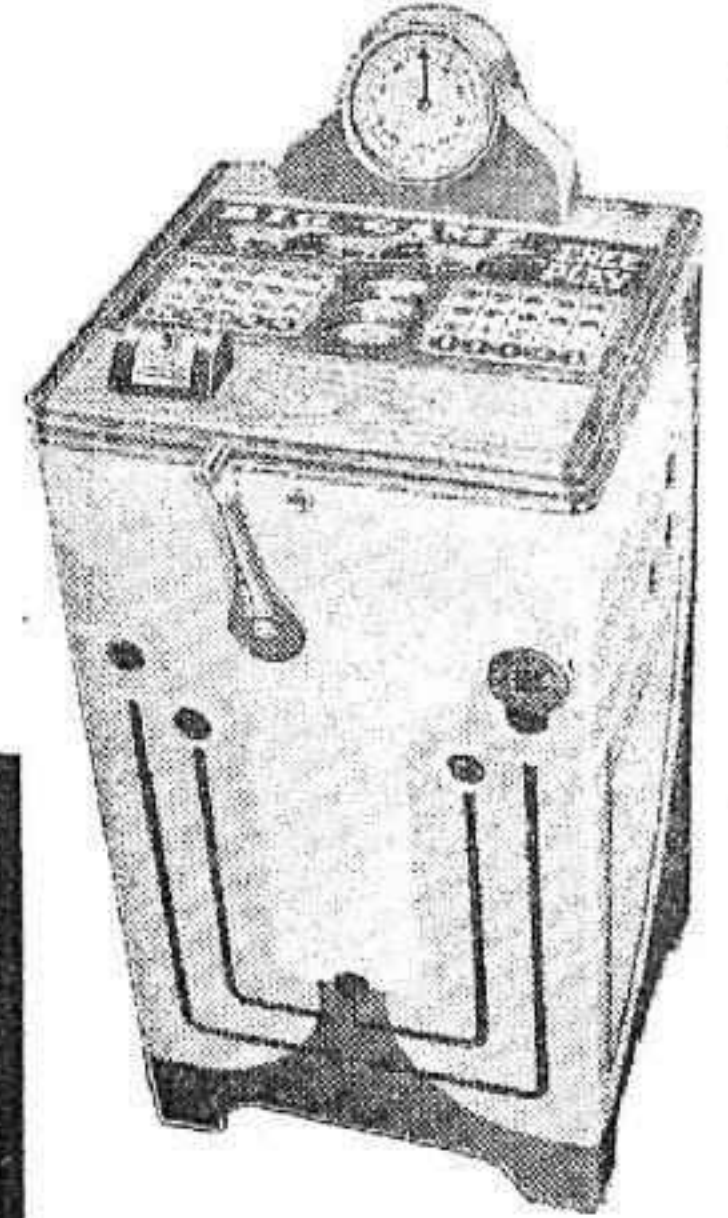
Washburn Optimistic

Charles Washburn recently returned from a visit to his customers in the Arizona territory. Reports that a big year is anticipated there. . . . Jim Farwell, Los Angeles cigarette operator, is expanding his activities and is purchasing more machines. . . . Tony Parina, of R. A. Parina & Company, is back in Los Angeles after a trip up San Francisco way. . . . Tom Wall and Joe Orchutt, of California Games, just

back from a vacation in Sun Valley, are already plotting another trip away from the hustle and bustle of coin machine business. . . . L. Berry is quite a figure in the arcade business in this section. . . . Ted Brown and Orville Senter, of Bakersfield, were recent visitors. . . . Louis Sallee, grand old man of the arcade business, has had some of his present staff members with him for 27 years. He runs winter and summer on the Pike in Long Beach. . . . Al Weymouth, popular Los Angeles cigarette machine operator, is anticipating a bigger and better 1942. . . . S. L. Griffin, Ontario, operator of the Valley Coin Machine Company, was in town. . . . Visitors at Fred Gaunt's Trojan Novelty Company included C. H. Robson, Santa Monica. . . . Joseph Richarme, of Long Beach, was in town and spent some time visiting Herb McClellan's spot. McClellan has been on the sick list. . . . Carl and Bob Thomsen, of Delano, Calif., were at Trojan to set a deal for some machines. . . . Verne Owen, of Palm Springs, is adding to his supply of machines. . . . Red Oakley is anticipating a fishing trip. . . . Glen Craig is expanding his music machine operations.

Antique Phonos Click

Knott's Berry Place in Buena Park, 22 miles from Los Angeles, is featuring old-time music on old-time phonos. Signs placed on the machines read "Music 40 years ago" and "Terrible Music," but the phonographs are getting good play. Music rolls are used. In the museum are Reginas with metal records that also are attracting widespread interest. . . . Danny Lipson has offered his services for civilian defense. He's serviceman with Mac Mohr. . . . A. M. Keene sent out a large number of his personal cards showing the editor snowed under war news and other headlining events. He had a big Christmas if the size of his card was a criterion of his activities, Keene comes in frequently from Taft to see what's new. . . . Jack Johnson, of Long Beach, visited coin row and spent quite a few hours there. . . . Walter Hillig, also of Long Beach, was in town to look over the phonograph situation. While here, he visited the Pacific Coast Showmen's Association's club rooms. . . . Bill Kessel, of the Ajax Amusement Company, Long Beach, was in Los Angeles Wednesday to see the circus show at the Defense House in Pershing Square. . . . Barney Fishman, of Sportland in Ocean Park, has been on the sick list. . . . John Torres, of Santa Fe, was in Los Angeles recently and visited the Charles Washburn firm. . . . Phil Robinson, of Chicago Coin, is back in town for a breather before taking off on another swing thru his active territory.



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

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OUTSTANDING
GAME

"V"

Patriotic, Action-Filled Design.
Die-Cut, Timely! Slot Symbol.
Tickets 100% Union Made.
Takes in 1080 Holes @ 5c\$54.00
Total Payouts 24.92
PROFIT (average)\$29.08

ORDER TODAY!
Immediate Delivery FOR DEFENSE

FOR SUPER SENSATIONS
BUY GAY GAMES
CREATIONS!

Murcia, Indiana

Buy U. S. Defense Savings Bonds and
Stamps

WAR DEPARTMENT
OFFICE OF THE CHIEF OF THE MORALE BRANCH
WASHINGTON

December 5, 1941.

Mr. Carl E. Johnson, Vice-President,
The Rudolph Wurlitzer Company,
North Tonawanda, New York.

Dear Sir:

It is indeed a great pleasure to accept, for the men of the armed forces in outlying bases, the very generous Christmas present of The Rudolph Wurlitzer Company. This gift of fifty automatic phonographs will contribute substantially to the contentment and well-being of the men serving our country in isolated locations.

The personnel at the stations receiving the benefit of your gift will be informed of the name of the donor. I am sure these men will be deeply appreciative.

Yours sincerely,

F. H. OSBORN,
Brigadier General,
Chief of the Morale Branch.

THANKING THE WURLITZER COMPANY for the gift of 50 Wurlitzer phonographs for use in outlying army bases is this letter from Brigadier General F. H. Osborn. Said Carl Johnson, Wurlitzer vice-president: "We consider it a privilege to present these instruments. We long ago learned that music is a vital builder of morale. If in the far-flung overseas bases of our armed forces these Wurlitzers help pass the time of soldiers when off duty, as hundreds of Wurlitzers are doing at home, we'll be very happy."

WANTED

ALL KINDS OF ARCADE EQUIPMENT!
HIGHEST PRICES PAID!
WRITE! WIRE! PHONE US TODAY!

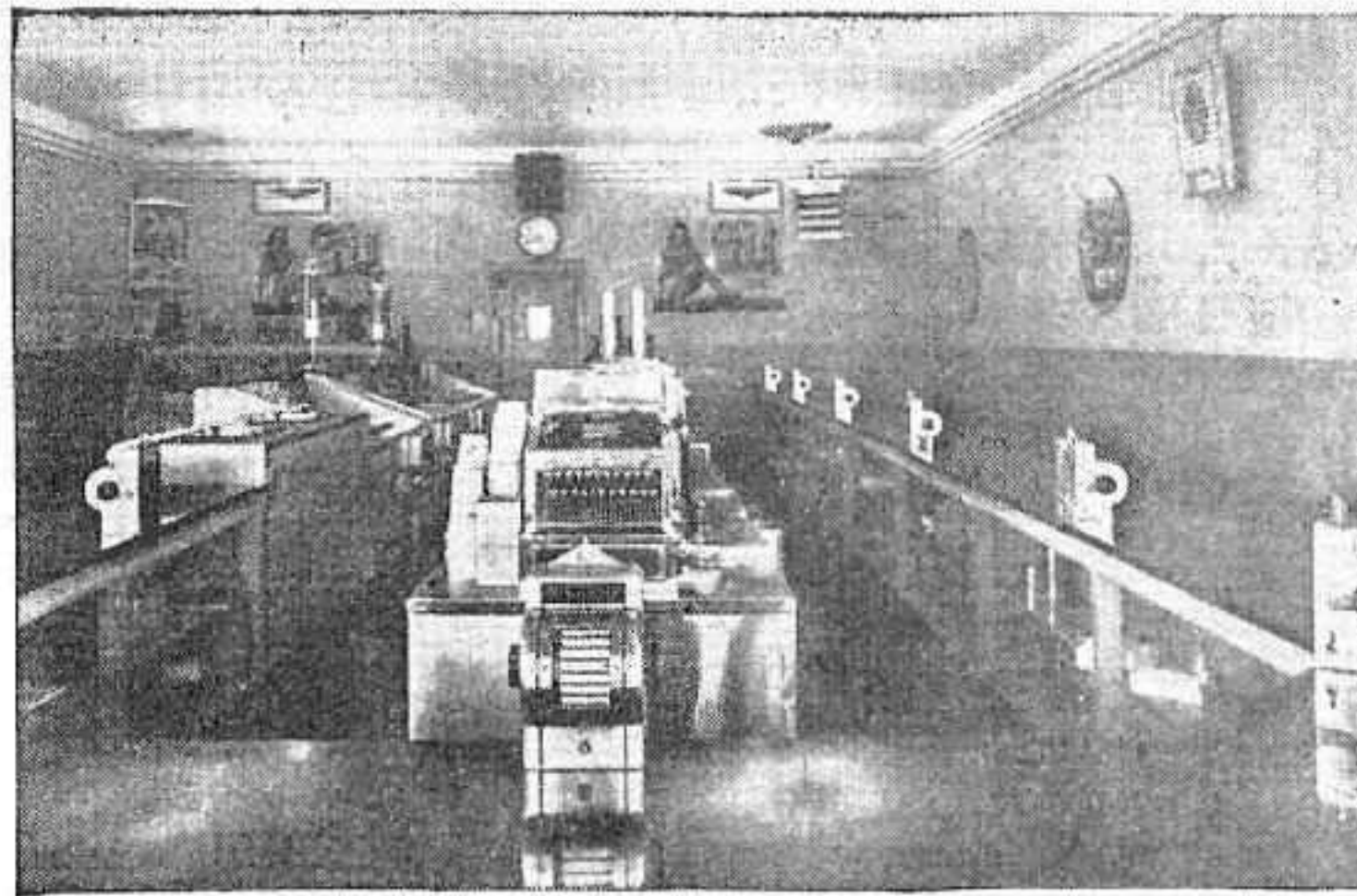
SAVOY VENDING CO.

651 ATLANTIC AVE., BROOKLYN, N. Y.
All Phones: NEvins 8-3183

Bally Poker Console Still Going Strong

CHICAGO, Jan. 10 (MR).—"After 18 months of steady production Bally's High-Hand poker console is in greater demand than ever," reports George Jenkins, general sales manager of Bally Manufacturing Company. "The game was introduced at Bally's summer show in June, 1940. Since that time, as more and more operators observed the dependable profit performance of this clever machine, the High-Hand sales curve has climbed steadily. Today the demand far exceeds our capacity.

"Operators attribute the spectacular earning power of High-Hand to the fact that the machine plays real according-to-Hoyle's poker, which practically everyone understands and enjoys. Five reels spin to shuffle the deck and then click to a stop, thus dealing the cards. Three of a kind or better entitles the player to play free games. Or if a winning hand is not dealt by the first spin, player can hold one or more cards and draw additional cards by depositing another coin. This hold-and-draw feature has proved a powerful profit booster on location."



FARM-MAID DAIRY BAR is a typical Packard Pla-Mor remote control installation, reports Angott Sales Company, Detroit Packard distributor, which made the installation for Lee Chadwick, Detroit operator. (MR)

Urges Wider Use Of Stamps, Bonds

To the Editor:
Mayor La Guardia and other national leaders maintain that amusements are a vital necessity for our country's morale. Now the amusement industry can not only help maintain the morale of the nation, but can play an important part in helping Uncle Sam finance the war.

For months the most publicized five words have been "Buy Defense Bonds and Stamps." Everyone is urged to buy. My suggestion is to give Defense Bonds and Stamps as prizes wherever premiums are now given in the vast amusement set-up.

I have already started giving Defense Bonds and Stamps to winners on my games, and in so doing I feel I am making people bond and stamp conscious by starting them on this needed patriotic habit.

In my case, I use only the 25-cent stamps and \$25 bonds. The first stamp awarded is contained in the stamp album furnished by the government. When this album is filled with 75 stamps (\$18.75) it is exchanged for a \$25 bond. In order to encourage players to save stamps, I have printed on the back of every coupon: "Save for Defense Bonds." Coupons are exchangeable for stamps.

Realizing that the thousands in the amusement business thruout the United States could give away many dollars worth of bonds and stamps, I am hereby suggesting this plan, believing that the industry as a whole will be only too glad to co-operate.

Wherever prizes are given, including all coin-operated games, bingo and bank nights, we can do our share in supporting the defense program by offering U. S. Defense Bonds and Stamps. Let's go, Americans! The sooner we beat the Axis, the sooner we lower taxes.

Yours for victory,
F. McKim Smith, Atlantic City, N. J.

Big Demand for All-Star Hockey

CHICAGO, Jan. 10 (MR).—"Restricted production means that factories must more than ever before regulate deliveries to distributors. Restricted production," said Chicago Coin's Sam Wolberg, "of course, means restricted deliveries to the distributors and our big job is to schedule these shipments as fairly as humanly possible. You can therefore

realize that if you anticipate your requirements in advance and confer with your distributor, the factory can more intelligently tackle the problem.

"All-Star Hockey has kept our factory busy up to the quota allowed our factory. Operators who have them on location have been especially enthusiastic with the earnings of All-Star Hockey. Strictly a skill game, it has all the earning power of other types of equipment that is restricted in some territories. Entirely different from other present-day machines, it offers an entirely new appeal that has definitely proved successful wherever placed on location."

Mills Panoram Award to Ravreby

CHICAGO, Jan. 10.—James R. Hudson, assistant sales manager of the Panoram division, Mills Novelty Company, announced that the Panoram Soundies of New England, Boston, headed by Ed Ravreby, took first place in the Panoram Parade sales contest. Ed Ravreby, president, was presented with the keys to the award, a Chevrolet, at a special banquet held at the Sherman Hotel January 10.

Nine other special prizes were also presented. The winners were Vic Manhardt, radio phonograph; Michigan Panoram, movie projector; George Ponsler Company, airplane luggage; Empire Panoram Soundies, Ithaca shotgun; R. C. & C. D. Middleton, portable bar; Banner Specialty Company, gold watch; E. P. Farley, service kit; Sibyl Stark, American Flag; Mills Enterprises, 25 Panoram banners.

Among the 75 who attended the Panoram winners party were Harry Rosenthal and I. H. Rothstein, Banner Specialty, Pittsburgh; Ben Axelrod and A. Hancklau, Olive Novelty, St. Louis; William Heirlegel, Keystone Panoram, Philadelphia; Bill Marmer, Sicking, Inc., Cincinnati; Milo Solomito, Ace Amusement, Memphis; R. C. & C. D. Middleton, Palatka, Fla.; Vic Manhardt, father and son, Milwaukee; Clark McCloy, Miami; Sam Lucas, Michigan Panoram, Detroit; George Ponsler, Jack Mitnick and R. S. Morris, New York, and Sybil Stark, Seattle.

All Panoram district sales managers arrived in town for the event, including A. F. Hickox, Los Angeles; J. C. Isenhour, Atlanta; C. R. Snyder, Dallas; Shelby York, New York; B. W. Lawless, Chicago, and Morris Yaras, Rhode Island. Field co-ordinators attending were Bruce Albright, Southern territory; Floyd McKalson, New England; William King, Pacific Coast; Don Donnadio and Bert Molohan, Middle West.

Representatives of Mills Novelty Company were Fred Mills, Ralph Mills, Herb Mills, Hayden Mills, Bert Mills, Gordon Mills, Dennis Donohue, George Kasten, James Mangan, S. B. Litton, P. A. Tennis, George Pritch, M. M. Mummert, James E. Hudson, W. D. Ambrose, R. Parks and D. Patterson.

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.

ARTFOTO CIGARETTE CASE

Thin as a Wafer. Size 3 1/8" x 6 3/4". Holds twenty cigarettes. Enamelled 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.

Deal No. 204, 68c each

25% deposit or full remittance with all orders.

A. N. S. COMPANY

312 Carroll St. Elmira, N. Y.

Genco's Victory Matches Its Name

CHICAGO, Jan. 10 (MR).—Meyer Gensburg, of Genco Manufacturing Company, reports that the firm's game Victory is "tops in earnings and demand thruout the United States.

"Victory comes first is the slogan motivating all America," he said, "and the phrase seems to be particularly appropriate for operators who have found Genco's Victory a marvelous game for long-time appeal on every location.

"Complete co-operation with the government's victory drive is the order of procedure at the Genco plant. Within the limits of manufacture, however, Genco is proceeding with all possible haste to fill orders for the game that are still coming in from distributors."

PERFECTLY REBUILT

VENDORS	1¢ 4 Col. Rotators . . . \$6.50
5¢ Columbus PN Vendors . . . \$9.50	5¢ Hershey Vend-a-Pack . . . 4.50
1¢ Columbus PN Vendors . . . 3.50	COUNTER GAMES
1¢ Advance #11 4.00	A.B.T. Challenge . . . \$14.50
1¢ Adams Stick Gum . . . 7.50	Spitfires . . . 9.50
1¢ Advance Doubles . . . 7.50	Hole-in-Ones . . . 8.50
1¢ Jenn. In-a-Bag 6.50	Home Runs . . . 8.50
1¢ Burell Doubles 6.50	Pingo . . . 8.50
1¢ 4 Col. Ever Ready . . . 4.50	Baseball Gum Vend. . . 8.50
1¢ 8 Col. Snacks, New Type . . . 7.95	Criss Cross . . . 6.50
	Bingo . . . 6.50

Write for complete list of new and used Pin Games, Vending Machines and Counter Games

1/3 Down, Balance C. O. D.

I. L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE. B'KLYN. N.Y.

—NO FEDERAL TAX—

• CIRCUS •

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

2 Per Carton at **\$40.00**

MFG. BY **ATLAS GAMES**
6121 LORAIN AVE. CLEVELAND, OHIO

A NEW KEY PURSE

Genuine leather-zippered. 50 numbered key tabs. Snap off—snap on. Write for prices.

KELLEY-MENNES MFG. CO.
Rockford, Illinois



WOLF SOLOMON, of Central Ohio Coin Machine Exchange, Columbus, O., looks over Air Circus, Exhibit Supply Company's new game, while on a visit to Chicago. (MR).

Gottlieb Studies Five & Ten Demand

CHICAGO, Jan. 10 (MR).—Observers report that Nate Gottlieb, currently busy with production and delivery problems on Five & Ten, has been deep in a prolonged study of purchase records of all customers. Giving the reason for the research, he said: "I am trying to arrive at a fair method of apportionment on Five & Ten deliveries. I am sure the solution lies in the records. As soon as the study is complete I will be able to begin the operation of an equitable plan for distribution of Five & Ten and forthcoming equipment."

Southern Is Not Hoarding, Says Exec

LOUISVILLE, Jan. 10.—"Everything we have in stock is for sale," states Leo Weinberger, official of the Southern Automatic Music Company. "This goes for all of our four large salesrooms located in Louisville, Nashville, Cincinnati and Indianapolis. Our organization is totally against hoarding of any kind. "We are all familiar with the fact that coin machine production has been slashed by the OPM. Consequently, the machines now operating and the used equipment which we have for sale must necessarily give longer service. Fully conscious of this responsibility, Southern Automatic Company has had its expert technicians check and double-check every piece of equipment so that these machines are in good operating condition. We pride ourselves on the fact that we have become one of America's largest automatic coin machine distributors because of the confidence that we have built among our many purchasers. After years of maintaining this confidence, we are not going to let the operators down. I would like to have it emphatically understood that the Southern Automatic organization will continue to offer prompt delivery as long as our stock holds out, and that the operator can be assured of purchasing this equipment at fair prices."

MIKE MUNVES "THE ARCADE KING" NOW READY WITH THE COMPLETE, NEW, 1942 LINE OF EXHIBIT ARCADE MACHINES

See this beautiful super line of streamlined Arcade Equipment for 1942 TODAY! Every one a terrific moneymaker! WRITE! WIRE! PHONE! But, best of all, CALL IN PERSON TODAY!!
SPECIALIZING IN ARCADES SINCE 1912
MIKE MUNVES
520 W. 43rd STREET NEW YORK
All Phones: BRyant 9-6677

I WANT TO BUY Money Board Closeouts
800 TO 1200 HOLE (5c)
ANY QUANTITY ASSORTMENT
Write full details first letter—cost, type of boards, take, payout, etc.
Box 304, The Billboard,
1564 Broadway, N. Y. C.

CRANE, DIGGER, CLAW MACHINES
8 Buckley Treasure Island, removable base \$49.50
12 Exhibit Merchantman, mirror back, roll chute, dome light. These are rebuilt machines, completely reconditioned, ready for operation 69.50
Will trade for Rotaries, Rotary Diggers or Arcade Equipment.

Mt. Royal Novelty, Inc.
306 E. Baltimore St. BALTIMORE, MD.

America speaks! Answer the call of your country by buying Defense Bonds and Stamps.

McCALL'S RECONDITIONED COIN MACHINE BARGAINS

FREE PLAY	
All American	\$32.50
School Days	37.50
Sky Raid	32.50
Double Play	45.00
Pan American	42.50
Formation	25.00
COUNTER GAMES	\$ 7.50
Daval Draw "21"	22.50
Mills Vest Pocket Bell	
CONSOLES	
Keeney Triple Entry (1939)	\$115.00
Good Luck	39.50
Mills Square Bells	49.50
Mills Four Bells	239.50
Mills Jumbo	95.00
Silver Moon	95.00

Terms: 1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE.
3147 Locust St.
ST. LOUIS, MO. **McCALL NOVELTY CO.**

IMPORTANT NOTICE

Prompt Delivery Brand New Machines

PRICES SUBJECT TO IMMEDIATE CHANGE WITHOUT NOTICE

BALLY Pimlico Club Bells Roll Em High Hand Fairmont	KEENEY Submarine Super Bells All Models in Stock (Immediate Delivery) GROETCHEN Columbia Bells	MILLS Three Bells Four Bells Brown Fronts Gold Chrome Vest Pockets & Q.T.'s Jumbo Parade, C.P.	EVANS Dominos Tommy Gun Ten Strikes Paces Races Baker Races Hockey
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Jobbers, Phone, Write or Wire For Your Net Prices

The Following Machines Are Used and Offered Subject to Prior Sale:

FIVE BALL FREE PLAY	20 Groetchen Columbia Bell Twin J.P., Fruit Reels . . . \$67.50	CONSOLES
3 Bally Play Ball . . . \$42.50	20 Groetchen Columbia Bell Rear Door Pay 67.50	1 Mills Jumbo Parade Comb. Vend., F.S. \$152.50
1 Bally Roller Derby . . 15.00	1 Mills Vest Pocket Chrome Meter . . . 39.50	2 Mills Four Bell, S.U., Like New . . . 260.00
1 Bally Headliner . . . 11.50	2 Mills Vest Pocket, Green 29.50	5 Mills Free Play Venders 82.50
5 Bally Mystic 35.00	1 Rock-Ola Black Maglo 15.50	1 Mills Golf Ball, F.S. 175.00
6 Bally Flicker 39.50	CONSOLES	6 Mills Future Play, #425257 to 434232 75.00
1 Bally Broadcast 37.50	1 Bally Royal Draw \$169.50	6 Mills Three Bell, Like New Write for Prices
1 Chicago Coin Home Run 27.50	1 Evans Lucky Star . 125.00	2 Pace Race, #5539- 5982, 5c \$172.50
1 Chicago Coin Ocean Park 12.50	1 Evans Domino, '37 Reg., #2521 79.50	1 Pace Race Baker Cab., #6048, 5c 199.50
1 Exhibit Conquest . . . 10.00	1 Keeney '38 Skill Time 125.00	1 Pace Race Red Arrow, J.P., #6319, 5c 249.50
1 Exhibit Flagship . . . 15.00	3 Mills Jumbo Parade, C.P., Blue Cabinet, #7035-7041-7082 129.50	1 Pace Race Red Arrow, #6182, 25c 230.50
1 Exhibit Zombie 27.50	2 Mills Jumbo Parade, F.P., #4693- 4695 119.50	1 Pace Reels Jr., 1c Play 65.00
ONE BALL		2 Seeburg Chicken Sam 69.50
1 Bally Grand Natl. . \$100.00		
COUNTER GAMES		
4 ABT Model F . . . \$17.50		
1 Groetchen Zephyr . . 6.50		
1 Groetchen Ginger . . 5.00		
1 Groetchen Liberty . . 11.50		
30 Groetchen Mercury . 11.50		
10 Groetchen Yankee . 7.50		

WANTED
500 Mills Chrome Bells, Brown Fronts, Three Bells, Four Bells, Blue Fronts. Also Keeney Triple Entry and Pastime. Also Dominos and Super Track Time, Paces Races, Pace Saratoga, Jennings Silver Moon Free Play, giving serial numbers and guaranteed condition of cabinet, mechanism and glass. Also lowest cash price delivered to us F. O. B. Richmond. Write us, giving list of other machines you have to offer.

"All orders must be accompanied by 1/3 deposit, balance C. O. D. Write and ask to be put on our Mailing List. Above prices effective January 17, 1942."

MOSELEY VENDING MACHINE EX., INC.

00 Broad St., Richmond, Va. Day Phone 3-4511—Night Phone 5-5328

IMMEDIATE DELIVERY

BALLY
Pimlico—High Hand—Club Bells

KEENEY
Super Bells, all models—Submarines

MILLS
Jumbo Parade—3 Bells—4 Bells
All Kinds of Slots

MOSELEY VENDING MACHINE EX., INC.
00 BROAD STREET RICHMOND, VA.
Day Phones 3-4511—Night Phones 5-5328

MILLS FREE PLAY MINT VENDERS, practically new. BALLY HIGH HANDS, MILLS JUMBOS, WATLING BIG GAMES, JENNINGS TOTALIZERS and KEENEY SUPER - BELLS. Also COUNTER GAMES and SLOT MACHINES. Write for prices.

WILL PAY CASH FOR ONE BALL FREE PLAY MACHINES AND LATE MODEL FIVE BALL MACHINES. SEND LIST.

AUTOMATIC SALES CO. 203 SECOND AVE., N., NASHVILLE, TENN.

WE GOT THEM!
READY FOR IMMEDIATE DELIVERY

FREE PLAY CONSOLES

All Types Pin Games, Etc.

Distributors for Leading Manufacturers. WRITE, WIRE OR PHONE

MIAMI COIN MACHINE EXCHANGE, Inc.

809 S. W. 8TH ST. MIAMI, FLA. Phone 3-4033

U. S.-Canada Dollar Parity Is Planned

OTTAWA, Jan. 10.—Establishment of the Canadian dollar at parity with that of the United States is being studied in Ottawa and Washington as an immediate possibility.

Thru more than two years of war the Canadian dollar has been subject to an 11 per cent discount because of the indirect benefits accruing to Canada from this arrangement, including:

1. Curtailment of imports from the United States by making Canadian importers pay more, and therefore feel inclined to buy fewer American goods than in pre-war years. This helped save exchange, which could be diverted directly into production of war materials.

2. Discouragement of Canadian travel in the United States, which also preserved foreign exchange on hand in Canada.

3. The premium of the American dollar meant that Canadian exporters were bonused, and therefore encouraged, to ship goods to the United States and bring needed foreign exchange into the country.

The changing factor in the whole situation has been the price ceiling order, designed to combat inflation in Canada.

Subsidy Planned

To maintain the price ceiling without any upward bulge, the Canadian government has planned to subsidize Canadian importers. That will mean that American goods coming into Canada can be sold, even tho their prices at home are higher than the Canadian level, at or under the Canadian price ceiling.

It now is believed in Ottawa that if parity between the Canadian and the American dollars were established, the added premium subsidy which costs millions every year could be eliminated. It is understood that conversations have been held with Washington, and that there is no opposition to this course in American government circles.



GHET J. TROYER, OF TROYER MUSIC COMPANY, St. Joseph, Mo., looks over Exhibit Supply Company's newest release, Air Circus. Troyer was also interested in the complete line of arcade equipment in the factory display room. (MR)

Service Means Delivery At Monarch Coin

CHICAGO, Jan. 10 (DR).—"You can be sure that when we use the word service in our ads and correspondence these days, we've truly earned the right to use a capital S," declares Roy Bazelon, Monarch Coin Machine Company chief.

"Now that we are able to make prompt delivery on the best of the new equipment that is coming thru, the experience and foresight that is back of our service policy stands our customers in good stead.

"The early commitments we made on games at the very onset of priorities and allocations problems placed us in position to keep our customers better supplied than most. Not only are we one of the best sources for new games today, but we are also, as we always have been, the nation's best source of supply on the finest of used games and equipment of all types," Bazelon added.

Tax Revenue for Seven States Up

CHICAGO, Jan. 10. — Appreciable increases in tax revenues for States in general in the present fiscal year are indicated by preliminary reports from seven States showing gains of 18 to 33 per cent over revenues collected last year, according to the Federation of Tax Administrators. The reports covering Oklahoma, Tennessee, Michigan, Missouri, Arizona, Kentucky and Georgia are summarized as follows:

Oklahoma: In the first five months of the fiscal year starting July 1, 1941, the tax commission collected \$23,600,000, a gain of 33 per cent from a year earlier; November receipts were 22 per cent higher than the same 1940 month.

Tennessee: The Department of Finance and Taxation reported tax collections totaled \$20,600,000 in the five months starting July 1, 1941, an increase of 18 per cent over 1940. November returns were 40 per cent higher than in the same 1940 month.

Michigan: Sales and use tax collections totaled \$28,800,000 from July 1 to October 31, an advance of 30 per cent. October collections were up 30 per cent from October, 1940.

Missouri: Sales tax revenues for November gained 20 per cent, reaching \$2,600,000.

Arizona: The Sales Tax Division collected \$24,800,000 in November, 6 per cent more than the preceding month and 25 per cent larger than November, 1940.

Kentucky: General fund income for the fiscal year starting July 1, 1941, was estimated at \$29,900,000, compared with \$29,400,000 for the preceding year.

Georgia: Taxes received by the end of this fiscal year will amount to at least \$55,000,000, more than \$2,500,000 above collections for 1940-'41, according to the State revenue commissioner.

Keeney Sub Gun Sales High in East

CHICAGO, Jan. 10 (MR).—Bill Ryan, Keeney's general manager, reports that the new Keeney gun, Submarine, has been selling fast thruout the country but is having an unusually heavy sale on the East Coast. "It seems," said Bill Ryan, "that people are more gun minded than ever before, and with our Submarine gun the players can actually shoot ball-bearing bullets.

"Our consoles have started a new trend in operating all over America. Operators who have any of the three models of the famous Keeney Super Bell consoles have learned that console earnings are terrific if the right console is used. The Super Bell consoles radically changed console operating. With their triple playing appeal the Super Bells captured the bulk of the play. The big rush was on then for our consoles. First, the standard single coin model was joined with two new models—the 'Two-Way Super Bell with two coin chutes and two payout units and cups, and the Four-Way Super Bell console with its four coin slots and four payout units and mechanisms."

Decline in Money Circulation Below Normal for Season

NEW YORK, Jan. 10. — Following the sharp rise in currency circulation preceding the Christmas holiday, the return of cash to the banks is far less than preliminary calculations had indicated. Figures made public by the Federal Reserve Bank of New York showed a decline of only \$63,000,000 for the week ended December 31. Based on seasonal indices, the decline would have approximated \$150,000,000.

The rapid circulation rise before Christmas and the slow decline at present make for an advance transcending seasonal factors. While this is to be accounted for in part by the rise in pay rolls stimulated by war production, the advance in circulation is much greater than the payroll expansion would require, it was noted in banking quarters.

It is inferred in financial circles that special factors are in operation. For many months it is known that rumors have been circulated that the Treasury contemplates a direct tax on or partial seizure of bank deposits. The rumor is without foundation and, according to bankers, may have been originated with deliberate malice; bankers said yesterday that it may account for part of the currency rise. Desire for secrecy in transactions, it was noted, is one of the classical motives for currency hoarding; persons contemplating evading income taxes may be transacting business in currency which normally would be conducted by check. There would be no reason at present, it was pointed out, for the type of hoarding which was prevalent in the early thirties.

A factor given consideration is the growth of business in rural areas where banking facilities are few. This, it is pointed out, would lead to greater use of currency than corresponding business expansion in metropolitan districts.

Excess reserves increased \$30,000,000 and reached the total of \$3,090,000,000. Total reserves increased \$3,000,000. The difference represented a decline in required reserves based upon reduced bank deposits.

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

CENTRAL OHIO QUALITY BUYS

We Will Buy*Sell*or Trade*All Coin Operated Equipment



Wolf Solomon

- SLOTS**
Mills Bwn. Frts., late. Write Mills Blue Frts., late. Write New Victory Chiefs \$164.50
5¢ Blue Frt. Q.T. & Base 50.00
1¢ Blue Frt. Q.T. 37.50
1¢ Giltier Q.T., F.S. 57.50
5¢ Jen. Chief Console 89.50
5¢-10¢ Rolstops 37.50
1¢ Mills Vest Pockets, new 42.50
5¢ Mills Smoker Bells 42.50
Columbias, J.P. 55.00
WRITE * WIRE * PHONE US YOUR NEEDS. HALF DEPOSIT WITH ORDER.

- FREE PLAY TABLES**
All American \$37.50
Airport 10.00
Bally Beauty 19.50
Big Town 15.00
Big Chief 39.50
Bosco 89.50
Commodore 15.00
Ohubble 12.50
Circus 10.00
C. O. D. 17.50
Convention 19.50
Contact 10.00
Double Feet 15.00
Doughboy 15.00
Drum Major 22.50
Double Play 62.50
Dude Ranch 32.50
Fantasy 15.00
- CONSOLES**
15 Mills 4 Bells \$249.50
High Hand, Comb. F.P. 199.50
Jumbo Parades, F.P. or P.O. 115.00
Kentucky Clubs 65.00
Saratoga, Comb. F.P. 159.50
Royal Flush, P.O. 75.00
5¢ Beulah Park 69.50
Sugar King 89.50
Big Top, F.P. 104.50
Jungle Camp, F.P. 102.50
- 5¢-10¢ DUBL. BELL** . . . \$119.50
Longchamps 45.00
- TAX FREE EQUIPMENT**
Ace Bombers \$199.50
Evans Super Bombers 225.00
Batting Practice 139.50
Evans "In-a-Barrel", like new 99.50
Evans '41 Ten Strike, F.P. 99.50
Seeburg Jailbird Guns 59.50
- Short Stop . \$29.50
Score Champ 22.50
Spottem 15.00
Sea Hawk 59.50
Stars 47.50
Stratoliner 45.00
Silver Skates 47.50
Sport Parade 47.50
School Days 47.50
Star Attractions 89.50
Sperty 17.50
Ten Spot 57.50
Triumph 15.00
Topper 15.00
Yacht Club 19.50
Zip 10.00
Zombie 42.50
Zig Zag 59.50

TODAY'S BEST BUY

PRICE \$36.50
1/3 with order, bal. C. O. D.

SEVEN GRAND
Plays Pennies, Nickels, Dimes and Quarters. Positive Coin Divider gives location-owner three coins out of every four played from which to take care of all expenses, retaining balance for himself. Fourth coin goes to operator and is all his. Fill up those empty Counter Game Spots with this game that came, is still here and bids well for the future. See your distributor to-day.

PRICE \$36.50 F. O. B. Chicago
1/3 Deposit Must Accompany All Orders. Balance C. O. D.

KOPLA SALES & SUPPLY CO.
3118 MILWAUKEE AVE., CHICAGO, ILL.
Exclusive Distributor

SLOT SALESBOARD AGENT

Expert Repairs Slots, Consoles, Aus location getter, adjuster, outstanding organizer, Operator large, small cash board deals. Educated, fine personality, best references, real hustler. BILL SPIELER, 264 Montauk Ave., Brooklyn, N. Y.

COIN MACHINE SALESMEN

Opportunity for experienced Salesmen. New, fascinating "automatic pay-out" Counter Game. Commissions only, but much above average.

BOX 5956 KANSAS CITY, MO.

The 1942 Coin Machine Show Will Not Be Held, But

THE BILLBOARD'S ANNUAL COIN MACHINE BUYERS' GUIDE WILL BE PUBLISHED

Yes, Sir! The Annual Coin Machine Buyers' Guide, which is usually issued in conjunction with the Chicago Coin Machine Show, will be published again, and it will be bigger and better than ever before.

IT WILL BE ON SALE JANUARY 28

Besides the Buyers' Guide and the usual editorial features such as the 1941 Review, lists and reports, it will contain all available material and statistics about the effect the war has had and will have on the coin machine business.

THE BILLBOARD'S JANUARY 31 ISSUE WILL BE A COIN MACHINE CONVENTION IN ITSELF

No one connected with the coin machine business can afford to miss it. It's going to be the biggest, most interesting issue of the year!

ADVERTISERS!

THIS IMPORTANT ISSUE WILL HAVE MORE READER INTEREST AND ADVERTISING EFFECTIVENESS THAN THE USUAL CONVENTION ISSUE.

ACT NOW!

Start preparing your advertising copy today! Mail it to The Billboard, 25 Opera Place, Cincinnati, Ohio.

FORMS CLOSE JANUARY 23

January is the Last Month 17-Issue Subscriptions to The Billboard Will Be Advertised for Only \$1—RATES ARE GOING UP!

The Billboard, 25 Opera Place, Cincinnati, Ohio.

Please enter my subscription at the famous "17 Copies Only \$1" Special Introductory Subscription Price. I understand this is my last chance to subscribe at 17 weeks for \$1 before the rates go up. (Regular rates now: One Year, \$5; Single Copy, 15c.)

Name.....
Address.....
City..... State.....

..... New
..... Renew
Occupation:
.....



--is a "convention" of NEW coin machines-- LATEST IDEAS-- LOWEST PRICES Every Week!

THERE IS NO SUBSTITUTE FOR SUCCESSFUL EXPERIENCE


—and the experience of others can be just as useful as your own. That is why today, more than ever before, it is important to read The Billboard REGULARLY; to know what men, methods and machines are succeeding. What to buy; how much to pay; where to operate; when to sell. These problems have taken on added significance under present-day operating conditions.

Dave Gottlieb says: "I have watched energetic young men with meager capital and little equipment, but with an indomitable will to conquer grow to giant industrialists in the Coin Machine Amusement Industry." And The Billboard helped every one of them—ask any coin machine operator, jobber, distributor or manufacturer.

This is no time for KIDDING!
 BUY WITH EXTREME CARE
 It's important now with restricted production to be extremely careful in your selection of new equipment. Keep in mind at all times the maker's reputation as a safeguard!

Chicago Coin's
 ALL STAR
HOCKEY

It has set a new high earning standard for skill machines—it has set a new standard for player appeal. All Star Hockey will live for years.



CHICAGO COIN MACHINE CO., 1725 W. DIVERSEY CHICAGO



THE SEEBURG MINUTE-MAN SYMPHONOLA provided the music for the Cadet Officers' Club dance at the YMCA, Nashville. The Symphonola employed a 25-cent slot, with the donor receiving a Defense Savings Stamp. The promotion proved especially successful.

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.
 NOW DELIVERING!
 CHICAGO COIN'S LATEST SENSATION
"ALL STAR HOCKEY"
 Get in touch with your local Jobber and Distributor for Immediate Delivery

Guber Bros. Open in Brooklyn
 BROOKLYN, Jan. 10 (DR).—Ben and Irving Guber, well-known local coinmen, have opened jobbing offices at 119 South Oxford Street. The brothers have had extensive experience over a period of years in both the jobbing and operating business and feel they can conduct a jobbing business successfully and profitably at this time.
 The new firm will buy and sell both new and used equipment. Ben and Irving report they have a supply of games on hand to start operations moving at once, and expect additional equipment when things loosen up in a few weeks.

A lot of tales have been told as to what it will do and how it is sure to give the utmost in service and satisfaction. It is not a coin-operated machine, but is a modern development that will come to play a lot in our everyday world. It has been given a two-year test in Chicago and is no longer an experiment. Ask the man who has been there.

WANTED FOR CASH!
 Jennings CHIEFS and Jennings CONSOLES, regardless of age or condition.
 Also Mills Blue Fronts and Jennings TOTALIZERS in operating condition.
 Describe fully and state cash price
 BOX 506, Care The Billboard, Ashland Bldg., Chicago.

Line of Visitors To Groetchen Grows And All Smack Lips
 CHICAGO, Jan. 10.—An increasing number of people have been making their way to the Groetchen Manufacturing Company here recently—and all seem to come away smacking their lips in expressions of satisfaction. The visitors include prominent distributors and operators in the coin machine industry and also a number of men from the business world.
 It is reported that when visitors come to the Groetchen firm they are led to a large private section of the plant where there is a long table. After looking around for a while the visitors then seat themselves at the table and then things begin to happen. What happens? Every visitor comes away telling the same story, but the consensus of opinion seems to be that each person who has been there thinks the real story should not be told.
 "Let every man see for himself," they say.
 The secret of all the satisfaction seems to revolve around a device called the Groetchen Rotary Cooker. What it does is to be judged only by seeing it in action and then sampling the product.

100% LEGAL
 Proven Best by Every Test — The Greatest Baseball Game Ever Built!
BATTING PRACTICE
 SCIENTIFIC MACHINE CORP.
 21 STEUBEN ST. BROOKLYN, N.Y.

OLIVE'S BARGAINS IN ALL A-1 RECONDITIONED MACHINES
 Chubbie Pick 'Em } \$10.00 Each
 Fifth Inning Spottem
 Flagship Snooks
 Headliner Topper
 Lancer Variety
 Keen-a-Ball Vogue
 Ocean Park
 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)
OLIVE NOVELTY CO.
 2625 LUCAS AVE. ST. LOUIS, MO.

★ **ATTENTION, OPERATORS** ★
 We are interested in purchasing the following equipment: Phonographs—Western Baseball—Blue Fronts—Late Bally 1 Ball Free Plays and Payouts—Chicken Sams—Rapid Fires—Ten Strikes—ABT Targets—Sky Fighters—Air Raiders—and Late 5 Ball Free Plays and Consoles. State Condition, Quantity and Price in First Letter.
GRAND NATIONAL SALES CO.
 2300 ARMITAGE CHICAGO, ILL.

MILLS PHONOGRAPHS BELLS TABLES
 Distributor CONSOLES
KEYSTONE NOVELTY & MFG. CO.
 28th & Huntingdon Sts. Philadelphia, Pa.
 Baltimore Office: 515 Cathedral St. Baltimore, Md.

PENNY ARCADES
 BETTER-EQUIPPED BY MUTOSCOPE*
 ★ No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAC, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY... IT'S AMERICA'S BIGGEST OPPORTUNITY!
 Penny Arcade Headquarters Since 1895
INTERNATIONAL MUTOSCOPE REEL CO., Inc.
 44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK



MOVIE MACHINE OPERATORS
 MAKE 1942 A PROSPEROUS YEAR
70 1/2c (average cost) per week
 (\$55 for 18 months' rental)
 pays for a reel of 8 three-minute pictures featuring top stars of the entertainment world.
 PROGRAM 106 featuring Gertrude Niesen now available
ASSOCIATED PRODUCERS' DISTRIBUTING, INC.
 1117 N. McCadden Pla. Hollywood, California
 SAM LUCAS, Gen'l Sales Mgr., 3216 Webb Ave., Detroit



MAJOR AUSTIN G. DOYLE, of the U. S. Army Morale Branch, thanks Ernie Petering, assistant general sales manager of Wurlitzer, for the gift of 66 Wurlitzer phonographs now in use in American overseas bases. Fifty of the machines were placed in time for Christmas. (MR)

Wilkes-Barre

WILKES-BARRE, Pa., Jan. 10.—Max Roth, Roth Novelty Company, doubled the bonus to each of his employees, giving each of them a Defense Bond.

Benjamin Sterling Jr., of Sterling Service, Wurlitzer distributor in Northeastern Pennsylvania, has been elected a member of the Council for Civilian Defense of Moosic, Pa. Incidentally, every

member of the Sterling service staff is setting aside a percentage of his weekly salary for the purchase of Defense Stamps and Bonds.

After an absence of five years Earl Jones has returned as manager of the service department of Sterling Service.

Two employees of Benjamin Sterling Jr., Wurlitzer distributor, have joined the U. S. armed forces. Tom Brownlee has enlisted in the navy, while Jack Coyne Jr. is now with the Coast Guard.

Mills

THE GREATEST NAME IN COIN-OPERATED MACHINES

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

AVAILABLE FOR IMMEDIATE SHIPMENT

SLOTS		ARCADE EQUIP.		VENDING MACHINES	
1 25¢ B.F., 399,000 Ser.	\$69.50	5 Radio Rifles	\$89.50	100 Columbus 1¢ Porc.	\$5.00
1 10¢ B.F., Slugproof Head, Brown Finish	75.00	3 World Series	59.50	Fin. Nut Venders, Ea.	5.00
1 10¢ B.F., Slugproof Head	75.00	1 Naval Bumper Bowling	35.00	50 Northwestern #33 Nut Venders, Ea.	5.00
1 10¢ B.F., 399,000 Ser.	69.50	2 Texas Leaguers	25.00	2 Northwestern Tri Selectors	15.00
1 10¢ B.F., Dble. Jack.	55.00	5 Electric Drop Picture Machines with Legs	95.00	10 Silver Kings	5.00
1 5¢ Cherry Bell	75.00	6 Drop Picture Machines, Hand Wind	20.00	CONSOLES	
1 5¢ Extraordinary	45.00	1 Bally Alley	20.00	Mills Four Bells	\$239.50
1 25¢ Extraordinary	45.00	10 Buckley Deluxe Diggers	79.50	Pace Saratogas, 5¢ or 10¢	79.50
2 5¢ Q.T., Lite Cabinet.	42.50	3 Photomatics	Write	Mills Square Bells	69.50
2 1¢ Q.T., Lite Cabinet.	42.50	2 Drive Mobiles	195.00	Jumbo Parades, P.O.	95.00
2 25¢ Jennings Chief	45.00	2 Batting Practice	125.00	Jumbo Parades, F.P.	95.00
1 10¢ Jennings Chief	45.00	5 Mutoscope Diggers	39.50	Fast Times, F.P.	89.50
1 5¢ Callie	37.50	1 1/2 Home Run Ball Gum Vender	15.00	Kentucky Club	49.50
1 10¢ Callie	37.50	2 Kirk Fortune Scale	85.00	Spinning Reels	85.00
1 25¢ Callie	37.50	1 Baker's Sky Pilot	110.00	Royal Flush, 5¢	75.00
1 25¢ Pace Blue Front Comet	47.50	2 Sky Fighters	169.50	Royal Flush, 10¢	75.00
7 5¢ Green Vest Pocket, 3 1¢ & 5¢ Blue & Gold Vest Pockets	35.00	3 Tommy Guns	95.00	1 Pace Saratoga, F.P. Combination	145.00
1 5¢ Mills Chrome Bell	125.00	1 Seeburg Novelty Gun	95.00	Triple Entry	135.00
1 V Model Cigarola	89.50	2 Deluxe Electro Holsts.	50.00	Jennings Multiple	65.00
Airports	\$12.50	Exhibit's New Complete Line.		4 Singing Towers, like new, 1941 Model. Write for Price.	
All American	42.50	FIVE BALL FREE PLAYS			
Attention	42.50	Big Six	\$15.00	Double Play	\$59.50
Anabel	25.00	Blondie	22.00	Defense	45.00
Bandwagon	35.00	Bangs	12.50	Dixie	30.00
Bally Beauty	17.50	Buckaroo	12.00	Drum Major	20.00
Bordertown	30.00	Broadcast	42.50	Do Boy	25.00
Big Town	19.50	Barrage	50.00	Dude Ranch	35.00
Box Score	18.00	Commodore	18.00	Fleet	25.00
Big Chief	35.00	Charm	25.00	Formation	25.00
Bowling Alley	20.00	Conquest	17.50	Follies	18.00
Big Show	20.00	Cowboy	15.00	Fox Hunt	30.00
WE BUY, SELL OR TRADE ALL Types of Coin-Operated Equipment.		C. O. D.	15.00	Fifth Inning	12.00
		Crossline	39.50	Polo	18.00

CLEVELAND COIN MACHINE EXCHANGE
2021 PROSPECT AVENUE CLEVELAND, OHIO

\$79.50 Each WHILE THEY LAST!! \$79.50 Each

SEEBURG "SHOOT-THE-CHUTES"

Slightly Used—Excellent Cabinet and Mechanical Condition—100% Guaranteed

AUTOMATIC AMUSEMENT COMPANY

919-921 NO. BROAD ST., PHILADELPHIA, PA.
SEEBURG DISTRIBUTORS

LIKE MONEY IN THE BANK

No depreciation worries!.. Supreme earning power today—and for years to come—keeps your investment in these Keeney machines protected.

Keeney's Sensational

SUBMARINE GUN

Actually shoots ball bearing bullets in rapid fire action. Get yours now!

World's Greatest Money Makers!

Keeney's SUPER BELL

The triple appeal console that triples profits. Player wins on 1, 2 or all 3 rows.

2 Way SUPER BELL

It's PROVEN a gold mine. 2 coin chutes, 2 can play. 1, 2 or all 3 row appeal.

4 Way SUPER BELL

Greatest of all consoles. 4 chutes, 4 play at the same time. 1, 2 and 3 row appeal.

J. H. KEENEY & CO. Inc.
6630 S. ASHLAND AVENUE, CHICAGO, ILL.

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 average profit \$48.00 ... EXTRA-THICK DIE-CUT board.

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

JOBBER--DISTRIBUTOR--OPERATOR

Send in your obsolete games and we'll send them back to you completely remodeled into 1942 streamlined versions and in perfect working order.

HERE IS THE LIST OF GAMES WE ARE REMODELING:

POWER HOUSE now called OVER THE TOP	BLONDIE now called RED HEADS OF 1942
BIG TOWN now called SIXTY GRAND	MISTER CHIPS now called NINE BELLS
DRUM MAJOR now called PARADE LEADER	TRIUMPH now called STARLIGHT
HOME RUN now called TRIPLE PLAY	COMMODORE now called SAILETTES
ROXY now called FAN DANCER	

FEATURES

- Newest Plastic Bumpers
- New Back Board Glass
- New Paint Job

Write for Quantity Price on Remodeling Your Games.

CLICKMAN INDUSTRIES, 4458-60 Griscom St., Philadelphia, Pa.

Finished Game	\$79.50
Allowance for Your Game	25.00
Net Cost to You	\$54.50
F. O. B. Philadelphia	
Your Game will be your deposit.	
Balance C. O. D.	

Defense Savings Bonds can be registered in the name of children as well as adults.

NOTICE!

WE WILL CONTINUE TO SELL AS LONG AS WE HAVE SOMETHING TO SELL. SOME OF THE LISTED \$19.50 GAMES WILL BE BOUGHT BY WISE OPERATORS, WHO WILL DISMANTLE THEM FOR PARTS. NO ONE KNOWS HOW LONG WE CAN GET PARTS. A WORD TO THE WISE IS SUFFICIENT.

Airport ... \$19.50	Dixie ... \$22.50	Lead Off ... \$22.50	Skyrocket ... \$19.50
Attention ... 49.50	Dble. Feature ... 24.50	Lucky ... 22.50	Summertime ... 22.50
ABC Bowler ... 89.50	Dude Ranch ... 34.50	Lancer ... 26.50	Sports ... 22.50
Bounty ... 19.50	Doughboy ... 34.50	Limelight ... 27.50	Spotty ... 24.50
Big League ... 19.50	Defense ... 44.50	Landslide ... 32.50	Short Stop ... 24.50
Big Six ... 19.50	Eureka ... 39.50	Line Up ... 37.50	Score Card ... 24.50
Big Town ... 22.50	Fair ... 19.50	Mr. Chips ... 22.50	Score-a-Line ... 27.50
Big Show ... 24.50	Fifth Inning ... 19.50	Mascot ... 27.50	Speed Demon ... 29.50
Bowling Alley ... 24.50	Fiesta ... 19.50	Mystlo ... 42.50	Skyline ... 39.50
Bally Beauty ... 24.50	Fantasy ... 19.50	Majors of '41 ... 72.50	Stars ... 54.50
Blonde ... 27.50	Flagship ... 19.50	Ocean Park ... 19.50	School Days ... 56.50
Brite Spot ... 29.50	Falles ... 22.50	Oh Boy ... 27.50	Stratoliner ... 56.50
Bandwagon ... 42.50	Fleet ... 29.50	Oh Deck ... 27.50	Star Attraction ... 94.50
Big Chief ... 42.50	Fox Hunt ... 32.50	Oh Johnny ... 27.50	Three Up ... 19.50
Big Time ... 45.50	Formation ... 44.50	1-2-3 ... 49.50	Daval ... 19.50
Barrage ... 49.50	Flicker ... 45.50	Owl, Mills ... 109.50	Topper ... 19.50
Champion ... 19.50	4 Diamonds ... 59.50	Polo ... 27.50	Triumph ... 22.50
Clipper ... 19.50	Four Roses ... 62.50	Power House ... 29.50	Trailways ... 54.50
Cowboy ... 19.50	Golden Gate ... 19.50	Playmate ... 37.50	Up & Up ... 22.50
C. O. D. ... 19.50	Gold Cup ... 37.50	Pylon ... 42.50	Variety ... 22.50
Conquest ... 19.50	Gold Star ... 42.50	Rebound ... 19.50	White Sails ... 19.50
Commodore ... 22.50	Hold Over ... 24.50	Roller Derby ... 19.50	Wild Fire ... 44.50
Crossline ... 39.50	Home Run ... 29.50	Red, White & Blue ... 49.50	Yacht Club ... 22.50
Dble. Header ... 19.50	Jumper ... 22.50	Super Six ... 19.50	
Dandy ... 19.50	Jolly ... 22.50	Supercharger ... 19.50	
Davy Jones ... 19.50	Lucky Strike ... 22.50		

FREE PLAY CONSOLES	USED PHONOGRAPHS, ETC., MARBLEGLOWED
Jennings Silver Moon ... \$159.50	SEEBURGS
Jumbo Parade ... 94.50	12 Record A or B ... \$49.50
AUTOMATIC CONSOLES & PAYTABLES	Rex ... 109.50
Pace Maker \$44.50	Royal ... 129.50
Paces Races ... 59.50	ROCKOLAS
Mills Four Bells, Like Now \$29.50	12 Record ... \$39.50
Galloping Dominoes ... 39.50	16 Record ... 49.50
Liberty Bell ... 17.50	Imperial 20 ... 79.50
Tan Foran ... 17.50	Table Model & Stand ... 79.50
Preakness ... 17.50	MILLS
NEW AND LIKE NEW COUNTER GAMES	Dance Master \$29.50
Daval 21 ... \$ 9.50	Do Re Mi ... 39.50
American Flag 9.50	Zephyr ... 39.50
Marvels ... 22.50	WURLITZERS
Reel 21 ... 9.50	412 ... \$49.50
Wings ... 9.50	616 In a Walnut Metal Illum. Cabinet ... 99.50
Amer. Eagle 22.50	Counter Model 51 ... 49.50
Pikes Peak ... 14.80	TERMS: 1/3 Deposit, Balance Sight Draft.
ABT Big Game Hunter ... \$19.50	IN ORDERING GIVE SECOND AND THIRD CHOICE.
ABT Fire & Smoke ... 19.50	
ABT Target Skill ... 19.50	
King Jr. Pistol Vendor ... 3.00	

ARCADIE EQUIPMENT	Rockola Scalin ... \$39.50
Keeney Anti Air Craft Gun, Marble-glowed ... \$ 69.50	International Traveling Grano Digger ... 69.50
International Telescope Skyfighter ... 189.50	Western Baseball ... 79.50
Gottlieb Skee-ballote ... 79.50	Pockola World Series ... 79.50
Texas Leaguer ... 39.50	

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 "The House That Confidence Built"
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SOUTHERN MUSIC COMPANY, Richmond, Va., Wurlitzer distributor, is doing its part in seeing that coin machine men are reminded that Defense Bonds are for sale at Southern's salesrooms. Southern's staff does its part, too—note the bonds in their hands. (MR)

MEN'S MACHINES
 Conducted by C. H. STARK
 Communications to 155 North Clark St., Chicago

In Military Service
 In the column "Briefs of the Week" published weekly in the coin machine section of *The Billboard* there is a section entitled "In Military Service." Each week several coin machine men have been listed as joining the armed forces. This week, however, there are 15 columnists listed as having joined our various branches of the military arm, a considerable jump over previous week. It can be assumed, naturally, that there are some who are not listed here who have joined up. Send the names for inclusion in this column if you know of anyone who is going or has recently gone into the armed forces.

The 15 who are listed this week are added to the industry's roll of honor: Bud Corbett, Richard DuBay, Oscar Swenson, Mel Adams, Tom McCook, Bob Rotzel, Jake Nilva, Earl Fraser, Tom Brownlee, Martin (Bud) Smith, Jack Coyne Jr., Jimmy Cameron, Walter Zelmer, Norman Nieman and Elihu Ray.

More Traveling For Ted Riley
 Ted Riley, field serviceman for the Atlas Novelty Company, Chicago, has taken on additional territory and is now traveling thru Illinois and Iowa, servicing equipment. The enlargement of Riley's territory is due to the entry of

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!
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 Takes in \$60.00 Average Payout \$26.92
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FREE PLAYS	PHONOGRAPHS	CONSOLES	WRITE
Big Broadcasts 3	Rock-Ola Super Rockolites, Adapter ... \$249.50	Seeburg Commanders, Elec. Selector ... 249.50	PRICES
Attentions 9	Rock-Ola Super Rockolites ... 209.50	Jennings Fast Times ... 189.50	
Gold Stars 9	Rock-Ola Master Rockolites ... 189.50	Bob Tail Totalizers ... 179.50	
Zombies 5	Rock-Ola Master Walnuts ... 179.50	Pace Saratogas ... 149.50	
Metroc 5	Wurlitzer 500s ... 169.50	Jumbo Parades ... 149.50	
Big Chiefs 5	Wurlitzer 500s, Circular Keyboard ... 149.50	Big Games ... 149.50	
Stratoliners 5	Rock-Ola 1939 De Luxos ... 149.50	Royal Flush ... 149.50	
Salutes 5	Mills 1940 Thrones ... 149.50	Jumbo Parades ... 149.50	
League Leaders 5	Mills 1939 Thrones ... 139.50	Keeney Track Times ... 149.50	
All Americans 5	Seeburg Crewns ... 139.50	Evans Bang Tails ... 149.50	
Fleets 2	Rock-Ola 1939 Standards ... 139.50	Rollette Jrs. ... 149.50	
Mascots 2	Wurlitzer 24s ... 109.50	Jennings Liberty Bells ... 149.50	
Cross Lines 4	Rock-Ola 1940 Rockolite Counters, Nickel Plated Stands ... 89.50		
Three Scores 4	Rock-Ola 1939 Counters, Plain ... 69.50		
Bordertowns 5	Wurlitzer 616s, Keyboard & Front Grill ... 69.50		
Sky Lines 5	Rockola Imperial 20s ... 69.50		
Leaders 5	Wurlitzer 616s ... 59.50		
Pylons 5	Rock-Ola Rhythm Master and Rhythm Kings, 16s and 12s ... 39.50		
Anabel 5	Mills Zephyrs ... 39.50		
Sara Suzy 5			

Terms: 1/3 Cash Deposit With Order, Balance C. O. D.
 Write Today for Our Big 32-Page Catalog: Hundreds of Bargains.
BADGER NOVELTY COMPANY 2546 N. 30TH STREET MILWAUKEE, WIS.

Add More Coinmen For Civilian Defense

Ben Sterling, of Sterling Service, Moosic, Pa., has been named a member of the Council for Civilian Defense of Moosic.

Edward Lynch, Gaylord (Mich.) operator has been named Defense Co-ordinator for three counties in the Gaylord area.

Wim, Wigor, Witality

William R. Happel Jr., head of Badger Novelty Company, Milwaukee, returned last week from a six-week stay in California. He reports he is full of vim, vigor and vitality and all set to go ahead with his annual showing of Rock-Ola and other firms' new equipment. "We are guided," he said, "by the slogan, Time for Action, and are prepared to go to the limit in all-out offense for the nation and the coin machine industry."

Hymie Zorensky Is in Again

Last week the lead-off piece of this column was about Hymie Zorensky, his experiences in Russia during World War I, and his volunteering for the Nebraska home guard. Incidentally, apologies for the misspelling of his name as Zorinsky instead of Zorensky.

This week he's back in with a letter addressed to him from Lieut. I. H. Hollander, Morale Officer of Company C, 87th Battalion, Fort Cook, Neb. Writes Lieut. Hollander: "May I take this opportunity to thank you for the pinball machine that you and your organization donated to the day room of Company C. The men of the organization enjoy operating this device and wish to extend their appreciation to you for making our day room a better recreation center." Zorensky suggests that others might aid the army recreation centers by similar donations.

3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
 Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$5.40 EACH

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1025 Hole, F-5280, Wonder 3 Bar Jack pot at ... \$4.03
1200 Hole, F-5275, Horses at ... 5.80
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720 Hole, F-5255, Pocket Jack at ... 2.75
600 Hole, F-5305, Royal at ... 3.13

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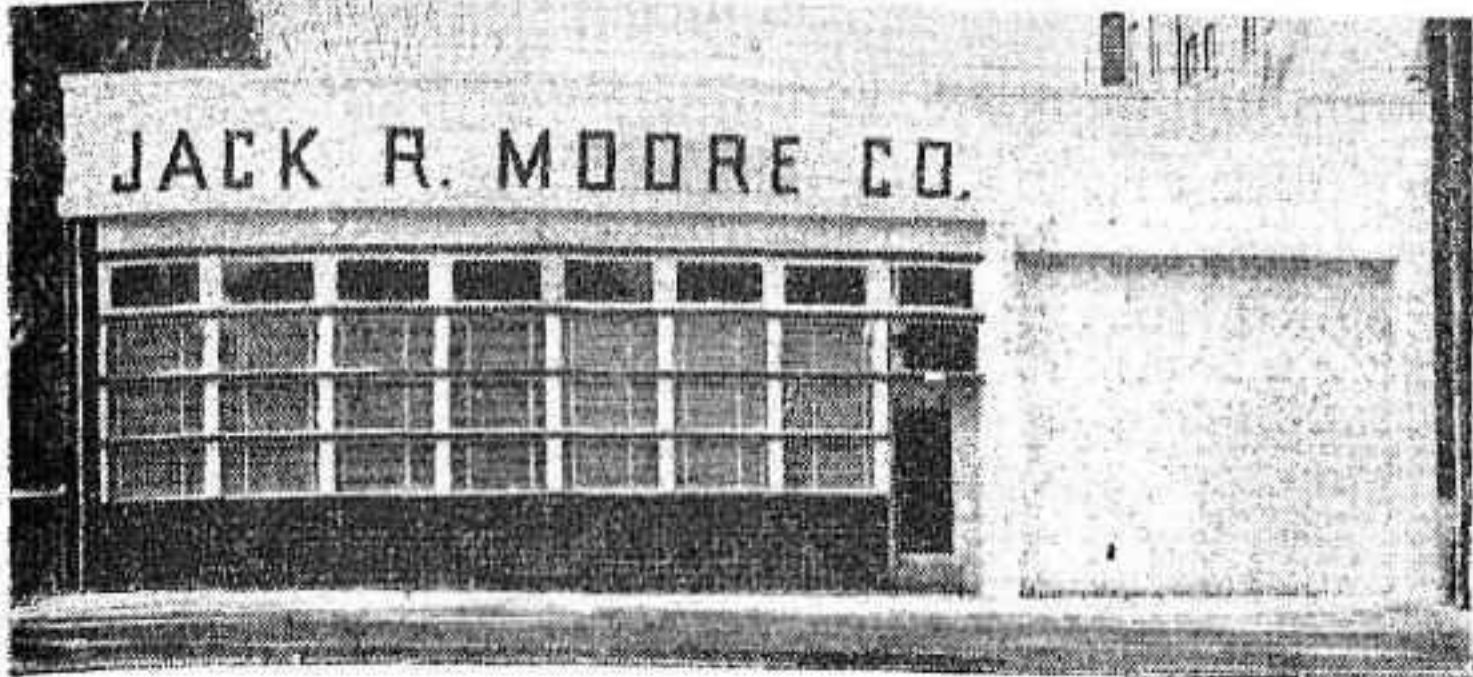
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 \$25.00
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\$17.50 FOR THESE GREAT EACH FREE PLAY GAMES

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Big Town	Score-a-Line
Blonde	Short Stop
Double Feature	Sky Line
Drum Major	Summertime
Mascot	Speed Demon
Mr. Chips	Super Six
Rotation	White Sails

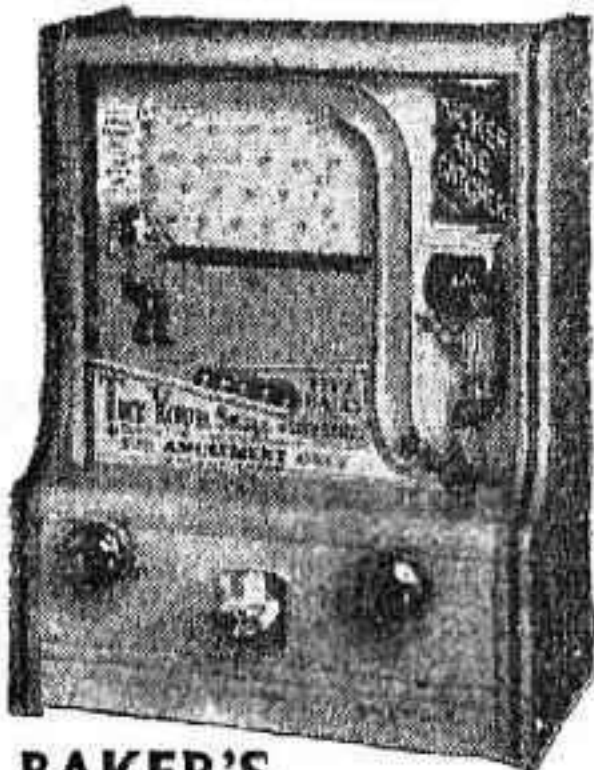
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 Dixie ... 25.00
 Big Chief ... 30.00
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 Phone: STOrling 3-4044



NEW MOORE BUILDING in Portland, Ore. Salvaged glass tops from almost 100 discarded pinball machines were used for windows and interior partitions. (DR)

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100% LEGAL! 100% SKILL!
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Service-free mechanism—no batteries . . . no wires!

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MOHR

Sid Schneider into government service as a radio laboratory technician. Said an Atlas official: "The curtailment of production of coin machines makes Ted Riley's work and skill more important than ever before." Riley is arranging his schedule so that he is able to visit all operators in his territory regularly, helping them to keep their machines at peak efficiency.

Victory Banquet

As 1941 drew to a close Gardner & Company salesmen from Coast to Coast convened in Chicago for a three-day meeting. Irwin Feitler, firm president, arranged for entertainment and a banquet for the salesmen. He was also host at the Sonja Hente ice show. The banquet was held at the Stevens Hotel penthouse and was marked by the presentation of Waltham wrist watches to all salesmen for outstanding work in 1941. The salesmen reciprocated by presenting Feitler with a Defense Savings Bond.

The Victory Banquet occurred at the same time Gardner was bringing out the Victory Salesboard, a brilliantly colored, die-cut board.

Talking Turkey at Universal's Party

At the Christmas party held for its 140 employees, the Universal Manufacturing Company served turkey as the piece de resistance. Joseph Berkowitz, head of the firm, was heard to remark: "Last year we served hamburgers. This year it's turkey. That's symbolical of our progress during 1941—let's hope it can be turkey again at our 1942 Christmas party."

Used Equipment Stocks Okay on West Coast

Phil Robinson, Chicago Coin's representative in Los Angeles, has been in Chicago during the past week making every effort to get more Hockey Games, he reports. He says that West Coast jobbers and distributors have a great deal of used equipment on hand.

Parts and Supplies

Busy times are the rule at Harry Marcus's in Chicago because of the heavy demand for parts and supplies for all types of coin machines. "The priority orders have boosted our business," it was declared by Marcus, "inasmuch as operators are now putting all of their equipment in tip-top shape, expecting to have to make it last longer."

Not Much Change In Canadian Coin Picture in 1941

WINNIPEG, Jan. 10.—Operators are using much fewer and older machines than 1941 business warranted, they report. One prominent coinman declares no increase in stock nor much turnover in locations. Smaller firms report increases of 50 to 100 per cent in phone play.

Target machines remain at the same figure as they began the year, operators report. Arcade machines, photo machines and diggers were mentioned as having shown a substantial sales increase, tho it was said all units handled were used machines.

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Gottlieb Five & Ten 129.50	Keeney Four-Way Bell 485.00	Int'l. Microscope Drive-mobile, Fl. Sample 199.50
Chicoin Star Attraction 95.00	Keeney Super Bell 298.50	Scientific Baiting 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 Convooy Ray Gun 209.50
Stoner Three Up 69.50		
Mills Jumbo Parade, Mint Vend., Comb. F.P. & P.O. 199.50		

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Drive Mobile 212.50	Super Chubbies, like new, In original cases 99.50
Tommy Gun 86.50	Air Circus Write for Prices
Bang a Deer (including 10,000 bullets) 137.50	Rockola Standard \$141.75
Baiting Practice 142.50	1940 Throne of Music 139.50
Deluxe Western Baseball 109.50	Wurlitzer 616 69.50
Rockola Ton Pins 49.50	Wurlitzer 24, revamped 149.50
Jungle Dodger, repainted, A-1 condition 29.50	Wurlitzer Counter 61 84.50
Chicken Sam 64.50	Rockola Counter 39 84.50
Hitler 64.50	

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191 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 6320

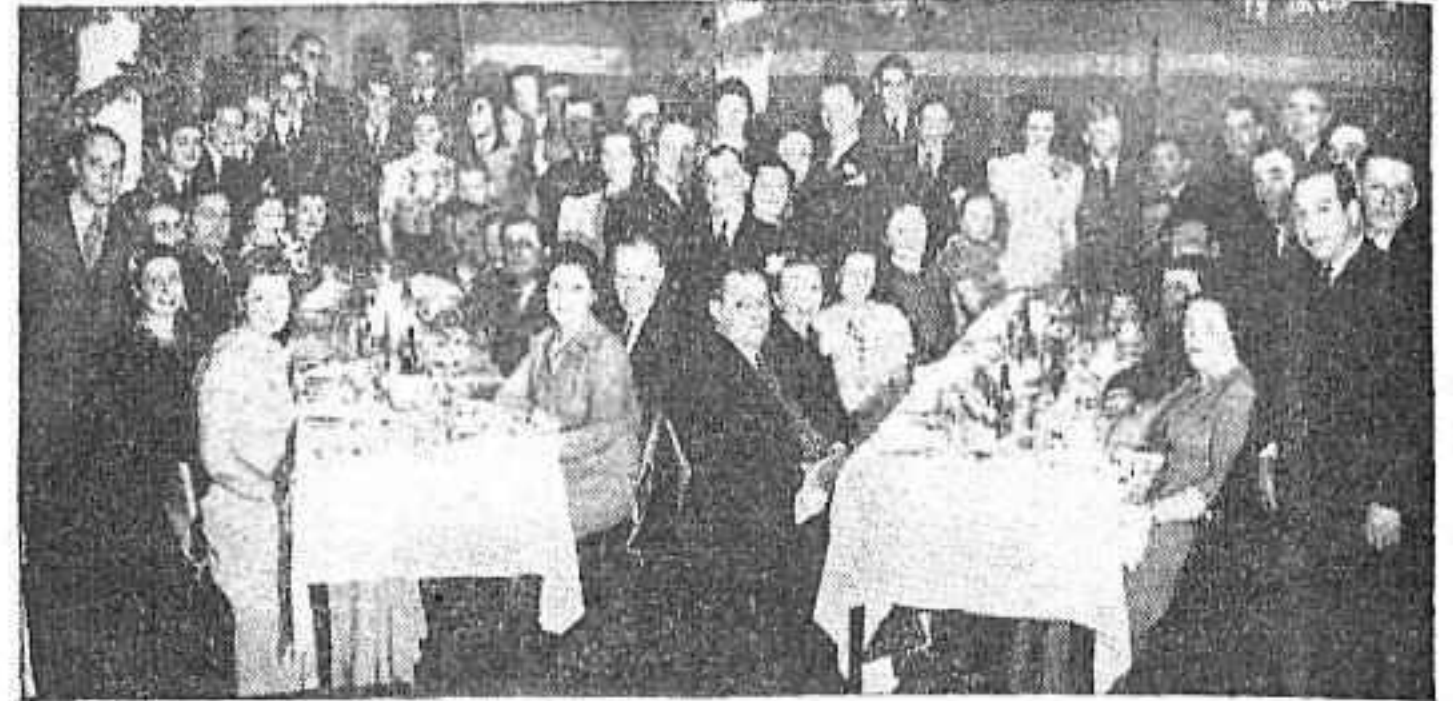
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EIGHTH ANNUAL DINNER PARTY of J & J Novelty Company, Detroit. Host Jim Passanante distributed bonuses to all employees. The J & J staff is playing an active part in promoting the sale of Defense Bonds and Stamps. (DR)

War Output To Tax Output of 85% of Nation's Industrial Plants

WASHINGTON, Jan. 10.—American industry is learning how to make machine guns in place of baby carriages and bayonets where kitchen cutlery was molded. A war program that takes 50 per cent of the national income will use from 75 per cent to 85 per cent of the nation's industrial facilities in making war materials and maintaining the civilian economy necessary to produce them, according to officials of the OPM. That leaves a minimum of 15 per cent of the factories and machines not devoted directly or indirectly to the war effort. These were the facts carried in a story appearing recently in *The Wall Street Journal* under the byline of W. C. Bryant.

To reach this level of military output will require the facilities of many erstwhile civilian industries.

The meeting of automobile manufacturers here to discuss conversion to war work is only the first in a series of industry meetings planned by the Office of Production Management for this purpose.

Auto Industry Conference

The auto makers are expected to receive a large number of new contracts for tanks, aircraft engines and parts, and ordnance.

Later the OPM expects to call in the manufacturers of power shovels and construction machinery. They, too, are slated for tank orders, according to officials here.

The rubber companies, whose output has been curtailed about 53 per cent in order to conserve the rubber stockpile until Far Eastern supplies can be regained, have been conferring individually with officials here on plans to devote a larger amount of their facilities to the production of army and aircraft tires, tank treads and similar equipment. The smaller companies are going to make gas masks, officials said. About 37½ per cent of the rubber output is going to the military forces now, and most of the remainder is in tires for essential civilian trucking, the OPM estimates. By June, it was said, the industry will be turning out 50 per cent of its material on military orders.

Some of the facilities of the farm machinery makers may also be devoted to war orders, and the pulp and paper industry is making a survey to determine what type of orders it can fill. Manufacturers of folding boxes which have been used for civilian packaging will turn out boxes for small arms ammunition, the OPM predicts.

Electrical Appliance Industry

The electrical appliance industry is expected to make increasing quantities of equipment for the signal corps, and such durable goods producers as the refrigerator and washing machine industries, whose production has been curtailed by OPM limitation orders, are discussing their conversion problems with defense officials. Manufacturers of radio tubes, which require plastics for bases, are seeking substitutes. One producer of kitchen ranges has army orders for tent stoves and field bakeries.

The textile industry is expected to produce larger amounts of cloth—duck, drill and osnaburg—for uniforms and sandbagging, and these orders will cut into the supplies of cotton and wool and occupy facilities that have been used for civilian clothing.

Some of the small processors of defense metals, those that have been turning out

gadgets, ornaments and other small items, will make mess kits, helmets and bayonets, according to the OPM. Companies that have been canning materials that do not require the protection of a tin plating will be asked to switch over the major part of their plants to canning army rations and food for lend-lease.

Meanwhile, the OPM announced that it has asked all machine tool manufacturers to operate 160 hours a week. Not all companies in the industry are now operating at this rate, officials said. They also are being asked to sub-contract a large amount of their orders and to report any of their facilities that are idle. A similar speed-up is sought in the aircraft, ordnance, tank and shipbuilding industries. In many cases, however, shortages in parts and materials needed by these industries continue to make longer operation impractical.



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Majors '41 49.50	American Flags 8.95	Defender 99.50
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Boom Town 39.50	Holly Jigger 8.50	Batting Practice 139.50
Big Time 39.50	Groetchen Kilix 8.95	Paces Cigarette 9-Col.
Three Up 44.50	Pikes Peaks 12.50	Cigarette Machine.. 32.50

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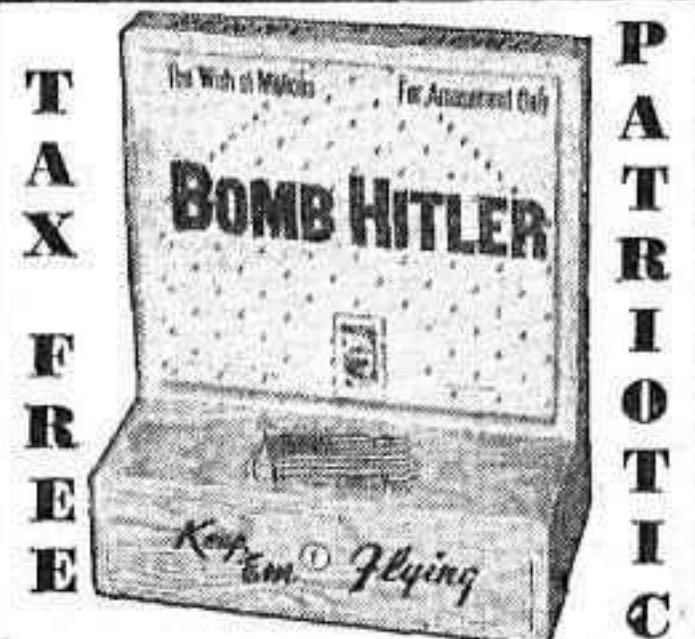
Mills Blue Fronts, Cherry Bells, Brown Fronts. Give description, serial numbers, lowest price.

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Bomb Hitler by
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PHOTOS OF MUTOSCOPE ARCADE FRONTS and interiors specially designed by the firm's architect which were exhibited at the recent NAAPPB convention, Hotel Sherman, Chicago. (MR)

Laundry Machine Makers Set Pace in War Business Shift

WASHINGTON, Jan. 10.—The \$25,000,000 durable goods industry is learning the A B C's of shifting peacetime equipment to wartime production from builders of machine-gun mounts who a little while

ago were making household washers and ironers.

Floyd B. Odum, of the Office of Production Management, has called for a series of conferences on changing over peacetime plants to wartime uses, and the case history of the first industry converted from civilian to military status will be the textbook.

This is "a result of your outstanding success," Odum told laundry appliance manufacturers, in announcing plans for Industrial America in the war.

Authorities say the blueprint will be revised here and there to fit individual cases, as it was for the gun mounts, but that it may become historic for the fast changeovers achieved along industry-wide lines.

Industry Committees Help

Its merit lies in directness and simplicity. An industry committee comes to Washington from the manufacturers of refrigerators, vacuum cleaners or furniture to find out how its particular type of plant machinery can be used to help win the war. It talks with army, navy and OPM experts and hits on one or more items of materiel.

Next, technical committees usually composed of engineers for those specialties begin a detailed analysis of the machinery, facilities, manpower, engineering and tooling equipment of each plant in the industry.

From this they prepare a "shopping list" of things which the business can produce. The army and navy says what it needs most at the time, OPM tells what raw materials it has available, and industry selects what it believes it can do best for the country and itself.

Engineers prepare specifications and drawings. These and component parts of the actual weapon (or whatever it is) are studied and demonstrated by an industry-wide conference. Individual plants decide which parts they can make.

If, altogether, they can turn out all or most of the item, the theory is for all interests to agree on certain big operators to accept primary responsibility such as providing necessary engineering skill, retooling of machinery and distributing the work. Then a government contract is signed.

Some Civilian Output Allowed

Defense officials emphasize that no industry making goods for public use will be required to stop its processes entirely. Either some of the machines in all plants will be kept on regular schedule or entire plants within an industry will be continued in civilian production.

Decisions in these cases will be made on the basis of equipment, public necessity and the amount of critical materials that can be spared from armament stores. Odum says that the government and industry "must decide which factories are best suited to remain in production of essential civilian goods."

The master plan of conversion strategy lays heavy emphasis on all-around co-operation. In all industries officers of the armed services are to advise on materiel needs, OPM's production division on overall arms requirements and facilities, OPM's labor division on the supply and retraining of workmen, OPM's materials division on availability of scarce supplies, and industry committees on when, where and with what it can cooperate.

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\$18.50 EACH — 2 FOR \$33.00
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Brite Spot	19.50	Follies '40	33.00	Mr. Chips	19.50	Score-a-Line	42.00
Big Time	39.50	Formation	40.00	Oh Boy	19.50	Short Stop	40.00
Blondie	26.50	Flicker	45.00	Paradise	42.50	Spottom	19.50
Big Ten	27.00	Flash	19.50	Playmate	42.00	Super Charger	17.50
Big League	27.00	Flagship	27.50	Progress	35.00	Super Six	17.50
Big Six	17.50	Home Run	29.50	Pylon	33.00	Scoop	20.50
Bowling Alley	22.50	Jolly	24.50	Polo	27.50	Speed Demon	29.50
Big Town	24.50	Leader	37.50	Power House	32.50	Speedway	32.50
Bally Beauty	24.50	Lancer	32.50	Punch	27.50	Topper	19.50
Cadillac	24.50	Landslide	33.50	Roxy	21.50	Three Score	42.50
Commodore	21.50	Limelight	24.00	Red Hot	19.50	Vacation	24.50
Congo, 1 or 5 ball	27.50	Lucky	19.50	Rink	22.50	Wings	22.50
Dixie	35.00	Lite-o-Card	27.50	Rotation	30.00	White Sails	17.50
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Gold Cup	\$37.50	Formation	\$27.50	Supercharger	\$14.00
1939 Mills 1-2-3	37.50	Bandwagon	27.50	Spottom	14.00
Eureka	27.50	Blondie	22.50	Commodore	14.00
Preakness	22.50	Powerhouse	22.50	Pickem	14.00
Majors	57.50	Mascot	19.50	Mr. Chips	14.00
Hi Dive	49.50	Vacation	19.50	Big Show	14.00
Wow	44.50	Sporty	19.50	Ocean Park	14.00
Flicker	37.50	Jolly	17.50	Follies	14.00
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Music Outlets in Locations

—By DeWITT (DOC) EATON—

Eastern Regional Director, Buckley Music Systems, Inc.

ONE of the greatest problems the music operator has always been forced to contend with is that of proper placement of his music equipment. This was even more important a few years back when there was only one outlet for each location—the single phonograph in the place. Today, with wall and bar boxes the problem has been somewhat simplified, but it is still one of the greatest with which the operator has to contend.

For example, we have learned that by placing bar boxes in certain strategic locations along the bar they have many

plete charts of each location and marking the traffic centers on the chart first. He then carefully studies this chart and with the aid of his mechanics is able to so set his system that he always gets the most the location has to offer. When he returns to the location with this completed chart he so impresses the location owner that he instantly wins a solid customer. Such action on the part of the operator is what creates successful operation. This is the sort of ingenuity that has created the best routes.



times earned a lot more money than they would have placed just a foot either side of that certain location. There is something about the average patron of any bar that causes an individual study to be made of each location prior to placement of the bar boxes so that the operator is assured of getting the most from these boxes.

The same is true of the box on the wall and the box in the booth as well as the box placed on a pedestal on the floor. In some locations we have learned that one or two boxes placed on pedestals will bring in more than if boxes had been placed in each individual booth. This may sound extreme. Yet it has been proved in many instances.

For example, the average location runs anywhere from five to seven boxes. This is made up of two boxes on the bar, one or two boxes on the wall and one or two boxes in other strategic locations around the place. Yet this does not hold true of the very same size location in another placement. In this same sort of location in another part of the city more than 12 boxes may prove necessary.

Just scattering boxes here and there isn't the answer, either. A study of the location is worth while in every case. Where do the patrons congregate? How do they spend their time on the location? Where is the greatest point of traffic? Is this the sort of location where booth patronage is preferred? Do the bartenders have that special personality that pulls the public to the bar? Does the outer room get the most traffic? Dozens of questions arise which must be answered prior to any installation.

In the placement of music systems we made it a practice to first study the location. It isn't worth while to have a box located in a certain spot in the location where it will not take in what it should. This box is losing money for the operator for it is just as capable of taking in as much money as the best box he has. A careful study of locations may show an operator that he has enough extra boxes to remove to help him with other locations where he has no boxes in operation.

If, by careful observation, the operator is able to salvage certain of his wall and bar boxes and use them in other locations, he is bound to increase the take on these other spots.

We are helping our customers to make a careful study of locations. We find that the location owners are more than willing to work with the operators. We also have learned that these proprietors realize the value to themselves of music systems and also realize that by helping us to work out the system of placement they are thereby assuring themselves the greatest possible profits from their automatic music.

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