

The Billboard

The World's Foremost Amusement Weekly

DECEMBER 6, 1941

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PARAMOUNT SAVED BY BANDS

EDITORIAL

Up to AGVA To Police Bookers

LITTLE doubt remains that New York circuit theaters have the best of the bargain in their agreement with the American Guild of Variety Artists. Salary minimums are low, and booking offices and theaters which book below the scale should be castigated.

Certain New York offices, in laying out the bills for one and two-night houses, are paying salaries that are insults to the performer and a black mark upon the profession. The excuse usually given by the bookers is that these one-nighters serve as showcases for the talent. The argument hardly holds water when one considers that patrons are not admitted at showcase prices.

Booking offices guilty of such practices are perhaps less open to censure than is the American Guild of Variety Artists, which has franchised many of them. It is up to AGVA to demand that standard contracts be issued, instead of the customary slips of paper which carry no salary terms.

AGVA should not only call these bookers to task, but check on every house and demand that acts disclose salaries and contracts. Or else, it should demand that acts be paid thru the AGVA offices. (The American Federation of Musicians has been able to control underscaling by use of these methods.)

If AGVA permits this condition to continue, it invites further violation on the part of its franchised agents. Agents are forbidden to book under scale; if they can get away with this violation, they are encouraged to overlook other clauses in their contracts. In defense of agents, it can be said that many dare not stop calling upon these bookers, because the bookers would then book the acts direct. There would be resentment against the agent on the part of the act, which would feel it was not being properly represented.

Acts cannot be blamed for accepting these dates. If one act doesn't, another will. Thus, the job of policing agents, bookers, acts, and employers belongs primarily to an actors' union. AGVA members deserve to have their union do something to justify its dues collection.

Stem House, Celebrating 15th Anniv, Went Into Big Dough by Putting in Bands Six Years Ago

NEW YORK, Nov. 29.—The house that bands built—and that built bands—the Broadway Paramount, celebrated its 15th anniversary Wednesday (26) as the showcase of the Paramount chain after a miraculous policy change that rescued the theater from its depression-dug grave. Paramount, on its deathbed six years ago with a film policy, was the first Stem house to install a name band policy, which, hyped the house's low gross of \$8,000 to a gross of \$50,000 the first week of bands.

Responsible for this policy is Bob Weltman, managing director of the house, who convinced the trustees that a fresh budget would pay for itself many times over, and even if they only broke even it would resurrect the theater, "which was beginning to resemble a mausoleum." Since then he and booker Harry Kalchauer have worked as a booker-manager team, and the talent budget, which started at a \$3,500 top for talent and over-all expenses, had now gone as high as \$14,000 for talent alone.

Weltman has as much to do with the booking of talent, producing, routing and packing the shows as he has keeping the house running smoothly. Bands and attractions have as high a regard for him as he has for them, and he treats them with kid gloves, including pointing out bonuses to leaders, acts and indi-

vidual side men when business is especially good.

Top grosser of the house is Tommy Dorsey, who holds the all-time high of a \$79,000 week (last year), who also collected top money (\$14,000), which included the rest of the acts on the bill, according to Weltman. First band to play the house, Christmas week of 1935, was Glen Gray's Casa Loma ork, which was making a name for itself via radio at the time.

Weltman credits band remotes and orks playing commercial programs as providing the germ of the idea for playing name bands at the Paramount, but the main booking barometer at present is band popularity on records and in coin music machines. "If they make hit records," said Weltman, "we want them." While bands were making the house, the house made many bands. Weltman claims, Paramount was the first to play Glenn Miller, Xavier Cugat, Tommy Dorsey, Artie Shaw and Kay Kyser, in addition to the Andrews Sisters and the Ink Spots when they were first coming up. Cuddly enough, said Weltman, when Shaw and Kyser played the Paramount they did just average business, but after they left they did phenomenally. Phil Spitalay, Sammy Kaye, Blue Barron and recently Claude (Bands Hypo Paramount Bit on page 9)

Allen, Benny, Crosby Not Interested in Vaude

NEW YORK, Nov. 29.—In mulling over the Paramount Theater's 15th anniversary and six years of a name band and attraction policy, Bob Weltman, manager of the house, revealed that of the three top radio attractions, Bing Crosby and Fred Allen refuse to play vaude, and Jack Benny wants too much money.

Benny, when approached for a Paramount date, wanted \$30,000 a week, which he didn't get. Bing Crosby was untouchable, despite the pleas of every Paramount big shot. Crosby is apparently making too much money in radio, pictures, records and perhaps horse racing. Fred Allen devotes all of his time to his program, and refuses additional work. To get him to make one appearance in connection with the Benny-Allen picture, Paramount's headhunters had to work on him for three days.

Form Eat Club at Rogers' Corner; Frank Buck Prez

NEW YORK, Nov. 29.—Personalities from show business and other fields in and around Times Square have been collected into a luncheon club which proposes to meet and eat on Mondays. An organizing show was held past Monday (See ROGERS' EAT CLUB on page 21)

Stage Set For Big Chi Meets

Outdoor showmen look for record attendance—ambitious programs are mapped

CHICAGO, Nov. 29.—The program set for what promises to be the biggest and best attended outdoor conventions ever held. Since early in the week scores of showmen have been arriving daily. A number of fair men also have arrived and many more are scheduled to check in today and tomorrow. Frank H. Klingman, secretary of the International Association of Fairs and Expositions, came in Thursday and is busy making final arrangements for the sessions which start Tuesday.

Some of the park men are expected Sunday, but as the National Association of Amusement Parks, Piers and Beaches sessions do not begin until Wednesday, most of them will come in Monday and Tuesday. Opening event of the week's

activities is the President's Party, to be held tonight. Chairman J. O. McCaffery has arranged a splendid program, with plenty of good entertainment. The annual memorial service will be held Sunday afternoon at the Sherman, and many showmen will go to Showmen's Rest for a brief service there.

On Monday Midwest fair men will hold a meeting to discuss better means of co-operation. Showmen will have an excellent opportunity Monday to study the trade show exhibits and see what is new in the riding device field. The trade show will be open daily.

Plans for the annual banquet and ball on Wednesday night are complete. Governor Dwight H. Green of Illinois will be guest of honor and will deliver the address of welcome. Chairman John M. Duffield has arranged a brilliant and colorful program with some pleasing surprises.

Arrivals this week have been exceptionally heavy. Among those noticed in a survey of the Sherman Hotel lobby Friday were Frank R. Conklin, Frank H. Klingman, Harold P. Dr-Pin, J. Ed Brown, J. C. McCaffery, E. Lawrence Phillips, Jake Ward, W. O. Fleming, Mr. and Mrs. J. W. (Patty) Conklich, Carl J. Sedlmayr, Dennis Pugh, Joe Murphy, Sam Solomon, Mr. and Mrs. Noble O. Fairly, H. S. Greety, Pat Purcell, Frank R. Winkler, J. C. (Tommy) Thomas, Mr. and Mrs. Abner K. Sime, Mel Dodson and staff, Oscar Bloom, Mar Vought, Ralph Clawson, Sam Benjamin, Phil Little, Morris Lipaky, Irish Moran, Pible Brown, Dinty Moore, George Golden and Raynell, Louis J. Berger, Walter Fox, Russ Liebman, Everett Johnson, Jack Grimes, Max Herman, Hugh Hancock, Vernon L. McReavy, Joe Schallho, Mr. and Mrs. Ralph Lockett, J. W. Clements, Duke Drakobrod, Maurice W. Jencks, Dr. and Mrs. W. W. Simonds, S. L. Crobin, John P. White, N. S. Alexander, R. Paul Jones, Allen King, P. T. Strieder, J. P. Mullen, L. B. Cunningham, Mrs. Johnny J. Jones, Ken Warfield, Bob Parker, Gaylord White, Billy Sendor, John Slown, Gerald

Spolena, Mr. and Mrs. Frank D. Shean and numerous others.

Saturday registrations were the highest in the history of the outdoor conventions.

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Fred Waring Signs With Decca After Ten-Year War on Disks

NEW YORK, Nov. 29.—Fred Waring signs his first recording contract in 20 years here Wednesday. He starts cutting his first disks right after the New Year for Decca. Reason given for his sudden decision to start "waring" again is that he has had plenty of pressure put on him by friends and the general public.

Waring kicked off the disk biz several years ago because of his radio shows and the fact that he felt leaders should get performance royalties when their wares were aired over radio stations. Maestro was one of the founders of the National Association of Performing Artists, group set up to gain rights for recording artists. Altho no royalty set-up was ac-

complished, Waring says he is happy over the results and claims that much of the indiscriminate string of phono disks was stopped due to the efforts of NAPA. Org is still functioning, and Waring will continue to be active in it.

Disks to be cut by Waring will keep clear of current commercial stuff, leader doing nothing but albums at first. Most of the package stuff will contain old Waring favorites such as Ave Maria, Collegiate, Jericho and Love for Sale.

Decca execs were uncommunicative when asked about the Waring contract. It is believed that it is a test contract deal calling for a certain number of sides, rather than a long-term.

U. S., Brazil Radio Swap Worked Out; Club Talent's Heavy Play

RIO DE JANEIRO, Nov. 29.—The exchange of programs between the United States and Brazil, thru the collaboration of Julio Barata, director of the Radio Division of the Department of Imprensa and Propaganda, and the U. S. networks, inaugurated early this past August, has now reached a permanent character, with a vast national listening audience to the programs piped down by CBS, NBC and MBS. Programs short-waved down by the three U. S. networks are retransmitted over the entire Brazilian network. CBS sends down a monthly half-hour program, occasionally divided into two periods of 15 minutes; the NBC agreement with DIP calls for two monthly 15-minute broadcasts, and MBS a once-monthly period of 15 minutes.

DIP in exchange pipes up to CBS for retransmission over its network a monthly half-hour program or two 15-minute periods; to NBC two 15-minute programs, and to MBS one 15-minute program monthly. The programs piped from Brazil consist mostly of music and cover the tourist aspects, legends, picturesque features and general information about Brazil. Political subjects are taboo.

DIP also pipes out foreign language programs in Portuguese, English, Spanish and Italian. Programs in Portuguese are aired daily except Sundays over Station PSH from 8 to 10 p.m.; in English over Station PSH Monday, Wednesday and Friday 10 to 10:30 p.m.; in Spanish over PSH Fridays, 9 to 9:30 p.m., and in Italian over PSE on Thursdays, 5 to 5:30 p.m., all Rio time.

Heavy Talent Sked

For national consumption, major stations have gone in heavily for outstanding Brazilian talent and have been using all foreign talent available on the local market that would fit into the radio picture. Sponsors and agencies check the clubs and casinos for new possibilities. Agencies and casinos frequently co-operate in the bookings, many local acts doubling from radio into casino and vice-versa, which usually ups the grosses at the casinos. Currently, Linda Batista, Brazilian singer, has been doubling from Radio National into the

Casino Urea for six months. Grande Otelo, colored comic, and Alvarenga and Manchinho, singers on radio Mayrink Vega, also doubling into the Urea for many months. Nuno Roland, vocalist from Radio Nacional, into the Golden Room of the Copacabana; the Lecuona Cuban band from the Urea into Station TUPI; the California Hawaiians from the Atlantic into Radio Tupi; and Leo Brody, U. S. organist, while at the Atlantic; Martha Eggerth from the Urea, Judy Starr from the Copacabana and Tito Schipa from the Municipal Opera, all made appearances over local stations.

While salaries are not comparable to those paid artists by the U. S. agencies and networks, the additional revenue picked up by artists during their limited stay on the continent is all gravy. Relations between agencies, bookers, stations and casinos have shown a marked improvement of late, and the doubling of attractions, once considered terrific opposition, has turned out to be beneficial to all, the casinos getting plugs over the air and radio getting talents at a minimum cost.

Double Bookings

Bookers selling talent locally frequently go after the double bookings of radio and casino or clubs when possible, with one or both assuming the transportation charges of artists. If transportation figures are large. To date there has been no U. S. attraction imported for radio work exclusively, tho the casinos have imported talent for their shows, suitable for air programs, and have then set them into radio.

Stations have gone in strong for audience participation programs, which have become very popular down here, the studios being packed to the rafters during these broadcasts. Style of these programs runs the gamut, from ama-

Hollywood-on-the-Potomac

WASHINGTON, Nov. 29.—Is Washington going Hollywood? Hecht's department store, to open a new addition recently, hired Abe Lyman's band and relief orchestra under Phil Lampkin to play for the evening premiere. Local radio personalities also joined in the show.

Murphy's giant five-and-dime hired the Capitol Theater Rockets and singer Lynn Allison, along with other entertainers from local broadcasting stations, to open its annual sale.

Employees of Jelleff's, not having any special store event to celebrate, decided to put on an employee banquet and show. So they hired the Willard Hotel and booked local entertainers.

All that's needed now are a few Kluge lights to open up a grocery market and the senators ambuling about the Capitol in bright-colored slacks.

TA Cutting 25G Melon

NEW YORK, Nov. 29.—A \$25,000 melon is being distributed this week by Theater Authority to stage charity funds and theatrical unions. In six years of its existence TA has distributed \$120,500. This dividend was originally scheduled for June distribution, but Bureau of Internal Revenue investigation of TA caused the delay.

Odd angle of current distribution is that a check is being mailed to the Catholic Actors' Guild, which resigned from TA last July. George Buck, president of TA Cutting 25G Melon on page 21)

teurs a la Major Bowes, quite "song contests to shock crisis and singing."

Thru Sugar's Domino

What the Paramount Has Meant to Flesh



ELSEWHERE in this issue appears a story concerning the 16-year career of the Paramount Theater, New York, which opened its doors November 20, 1926. There are sidelights of comment that proper newspaper procedure prevents one from including in a factual account under a deadline. Our purpose in this week's pillar is to set forth some of these sidelights, which we consider of major importance to the show business.

The Paramount was one of Broadway's white elephants in the de luxe class until the winter of 1935. Something happened then. What happened has exerted a profound effect on the country theater operating map. It is regrettable that the effect has not been greater, but while there's life and while the stage and stripes continue to flutter in the breeze above the Capitol dome there is hope.

That which happened to the Paramount was the success encountered by Bob Weisman in selling Frank Y. Freeman, Paramount operating biggie, an idea. Weisman has been at the Paramount since 1931. He climbed steadily to the top, assuming the post of managing director in 1939, shortly after he sold Freeman and his circuit colleagues an idea. Very simple the idea was. Just as simple as all ideas that click—after they click. Weisman didn't have to be a brain trustee to observe that the Paramount was a gaudy flop, grinding out entertainment delivered in cans and hitting weekly grosses as low as \$10,000.

That Weisman man was something more than a young feller who knows how to wear a dinner suit and bow obsequiously to his bosses. In an era when theater managers were rapidly deteriorating into building superintendents and lockeys, this feller exhibited flashes of the initiative and shrewdness that was expected of managers in the days long before mass operation. After about five years of straight film grinding and with the outlook becoming darker by the week Weisman decided to do something about it. He came to the realization that bands were the priceless ingredient of the box office, that the era of bands was about to dawn. He didn't sit in his office and grouse over it. He rolled up his sleeves and got to work. He sold his bones on the idea of trying bands. They started off modestly enough, with stagebow budgets rarely exceeding \$6,500. Since then stagebow budgets at the Paramount have gone up to \$14,000.

Weisman talked turkey to the unions. He realized that in order to put over his idea it would be impossible to utilize the full stage. Everything had to happen in the proscenium area. The union officials understood Weisman's gobbling. He got what he wanted because, for a change, union officials saw the other man's side and in that way benefited their own side, too. With the union concessions in his pocket, with the valuable help of a capable booking department headed by Harry Kalchman, Weisman started his band policy off with a bang—and it has been a happy firecracker symphony ever since. The first week Glen Gray, the pioneer band leader, recruited for the new policy, turned in a \$39,000 gross. This was the Christmas week of 1936.

It is impossible to estimate what the Paramount has meant to bands and acts. The Paramount has pulled bands up into big money. It has not only lined the pockets of band leaders with gold ropes sent in its salary checks but it has

(See SUGAR'S DOMINO on page 21)

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GEORGE SPELWIN Patrols the BROADWAY BEAT

ONE of the biggest jobs of Eddy Duchin's press agents (Dorothy Ross and Seaman Jacobs) is to get Duchin's first name spelled Eddy and not Eddie. So, when Mrs. Ross became a mother recently, she received a congratulatory wire signed Eddie Duchin. . . . A double-header one-nighter in Harrisburg, Pa., recently, with Michael Loring's and Red McCarthy's bands, almost ended in a calamity for McCarthy. His orchestra was scheduled to play the same spot the next night, too, so all the instruments were left on the stand. But Loring's bus driver, who knew nothing about all this, collected not only his boss's horns but also all of McCarthy's. Loring discovered the extra instruments the next day in another town and was able to get them shipped back to McCarthy just in time for the maestro to set up. . . . Mary Jane Yeo, of *It Happens on Ice*, who was mentioned in the "Possibilities" column recently as a good bet for legit on the basis of her superlative skating and lovely personality, can also sing, dance, read lines and play the accordion. Which makes her that much more of a legit possibility. . . . Dan Walker discovered himself as an actor in two of the pictures of productions at the old Neighborhood Playhouse, now on display in the second Theater Guild-Theater Arts exhibition at the Guild. The new exhibition was formally opened at a very nice little cocktail party in the Guild lounge. . . . One of the dearest of dead players in radio was Sandy Strouse a week or so back. He electrified himself on *The Shadow*; he was shot in the Orpheo Club on the same program, and he was hanged on *The Virginian*—all in the space of two days.

A BIRTHDAY party was held Tuesday at the Hotel Astor for one of the cast of the *Seester Girl Revue*, the blowout being thrown in the very room at the hasty in which the lass had been born. Obligingly, the management provided the room—but thru a hitch somewhere forgot that it was currently occupied. At the height of the festivities the room's regular guest walked in. He had a good time, too. . . . Jack and Homer the Horse, a fairy tale set to music, will be performed on Russell Bennett's Notebook December 22 over WOR. It's a narration, with music affair, with the story written by Paul Tripp, the actor, and the music by George Kleininger. Tripp himself may do the narration. . . . Steven Phillips, the dancer (not to be confused with the Steven Phillips who wrote *Paulo and Francesca* and was hailed as the American Shakespeare of the late Victorian era), got his start thru the Hebrew Orphan Asylum, which helped him to get a scholarship to pursue his dance studies at the American School of the Ballet. . . . It's a year now since stage mothers decided to organize themselves into a club, and the organization—called, appropriately enough, the Stage Mothers' Club—held its first annual affair November 10 at the Iceland Restaurant. . . . Plenty of night club patrons seem to feel that performers merely interrupt their own private conversations, but few of them are so obvious about it as a couple of determinedly social dames opening night at the Coo Rouge. Annoyed at the floorshow, which interrupted their own palaver, they requested the performers to stoob.

MISS LeVERNE (This Week's Cover Subject)

FROM earliest childhood Miss LeVerne's training has been for a career in the legitimate theater. Those who have heard her sing and those who have seen her dance and act say that she is a natural, a potential musical comedy diva. It so happens, tho, that before she had a chance to launch the theatrical career for which she was so well prepared, Miss LeVerne took up ice-skating and within a year, almost in spite of herself, became one of the greatest rhythm skaters in ice show business history.

Miss LeVerne's interest in skating was originally for the sake of recreation. Because she enjoys doing things well, she engaged a competent coach to teach her the finer points. She had never dreamed of making skating her profession, however, and when, after a few months of instruction she was offered a solo skating role at the Chicago World's Fair, she accepted more as a lark than anything else.

Her success at the fair was instantaneous, and flattering offers began to pour in. There was no time to think of stage aspirations now. Miss LeVerne appeared at two Dallas fairs, was featured in the film "Ice Follies of 1939," and finally was signed to appear in the sensational New York show "It Happens on Ice."

Now she feels she can spare time from her ice skating and take up where she left off in the singing-dancing field. She became an ice star with only a year's instruction. There would seem to be every reason to predict stage success for her, since the stage is what she has wanted most and has trained herself for from the beginning.

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FEUD GIVES NETS A BREAK

Hub Legit Crosses Down; 'Sons of Fun' Sets 150G Record

BOSTON, Nov. 29.—The Hub's total legit grosses were halved this week. Sons of Fun, the Olsen-Johnson musical, which departed Wednesday, took with it the record gross for the Hubbard Theater. Played 24 days, from October 31 to November 28, and grossed an estimated \$150,000. Piece also set a new record for advance sale, with about 800,000 worth of tickets sold before the doors opened.

This week's grosses were:
Sons of Fun (Hubert), 1,590 seats; \$3.50 top). Only four performances this week; but took in a juicy \$13,000.
Reno's Eyes (Colonial, 1,643 seats; \$3.30 top). Closed its three-week run with the gross dropping to \$12,000. Total for three weeks a fair \$50,000.

Olbert and Sullivan Company (Majestic, 1,667 seats; \$2.20 top). Bowled out tonight for season with tonight's last presentation. Not bad \$9,000 for the week.

Papa Is All (Wilbur, 1,227 seats; \$2.75 top). Came in this week for two-week stand. Nice reception, and hit sweet \$12,000.

Schlipa to Rio?

RIO DE JANEIRO, Nov. 23.—Tito Schlipa, tenor, currently with the Municipal Opera Company, may go into the Casino Uira, opening early in December, at a salary of 10 contos (approximately \$500 at present rate of exchange) a day. Deal calls for one appearance nightly, in the late show at 11:30.

Last singer of note to appear in Uira was Martha Egerth, who played a six-week date to capacity-crowds last year.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

BETTY BRACKENRIDGE—legit actress now appearing in Spring Again at Henry Miller's Theater, New York. In support of Grace George and C. Aubrey-Smith. Is doing an excellent and thereby amusing job as an eager hotel maid getting her laughs with the assurance and ability of a veteran and, in addition, projecting a fully rounded characterization. Impresses as an extraordinarily likely bet for character agencies in film.

SHIRLEY CLAIRE—12-year-old coloratura heard recently as guest star on an Inglewood Park concert over KMX, Hollywood. Handles her numbers well, and takes high notes like a seasoned star. A beautiful voice by any standards, and all the more impressive coming from a child. Looks her age, which would tend to make her a safe bet for any film company looking for a kid singing star.

For LEGIT MUSICAL

SAMMY WALSH—singer current at the Famous Door, New York night spot. In addition to his specialty work he has top delivery, timing, showmanship and a sparkling personality that would enhance any legit musical. Has been around for years, but has obviously been overlooked. Would click badly in a revue.

All Not Well Between Arnold and Biddle; But Nets Must Be "Super Exceptional" To Get Injunction

By EDGAR M. JONES

WASHINGTON, Nov. 29.—Feud between Attorney General Francis Biddle and his assistant attorney general, Thurman Arnold, who is in charge of the anti-trust division, has given broadcasting networks a turn in their Washington juck. It was learned this week by The Billboard that a threatened prosecution of the radio chains for alleged Sherman Act violations is dying on the vine because Biddle has to approve Arnold's move to prosecute.

Local columnists have made references to the Department of Justice dismission, but no incidents have been cited. Altho political circles here don't need much evidence to gossip about rifts between government officials, the FCC chain broadcasting case, already in federal court, is now being accepted on the inside as proof that all is not well. According to DJ procedure, the anti-trust division is entrusted with defense of the Communications Act whenever it is challenged in court, but in this instance Biddle ignored Arnold's office and appointed a powerful attorney, Samuel Brodsky, who is on the staff of the U. S. District Attorney in New York.

Persons close to the FCC case are not worried, however, and believe that the radio chains will be super-exceptional if they obtain an injunction against the FCC rules. Telford Taylor, general counsel for the commission, and members of his staff are all-out in preparation of answers to NBC and CBS when the case is argued in New York December 15.

It isn't so much the defense of the FCC rules that has caused a lifting of eyebrows as the separate case which the anti-trust division had prepared to launch against the networks. For more than a year the division, under Arnold, has been asking the FCC for material to use against the broadcasting chains. Last October 29 chiefs of the radio companies were called into Arnold's office and told that action against the networks was being contemplated. An effort was made to have the same court consider the network suit against the United States (FCC) and the United States anti-trust suit against the chains. All parties would have had to agree to this procedure, and the move failed.

On October 30, when NBC and CBS went into the New York Federal Court to get the injunction, the anti-trust division went into action to prepare a defense for the FCC. It is understood that Victor O. Waters, the anti-trust attorney who forced Broadcast Music, Inc., and ASCAP to sign content decrees to avoid government prosecution, had already started to collaborate with the FCC staff when the move to appoint Brodsky was announced.

NEW YORK, Nov. 29.—Board of directors of the Mutual Broadcasting System will have its annual confab December 1 and 2 at the Drake Hotel, Chicago. Question of budget appropriations will occupy an important spot in the gab schedule.

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'Ice Follies' for N. Y. Garden

NEW YORK, Nov. 29.—The Blipstad and Johnson show, Ice Follies of 1942, will open at Madison Square Garden here December 1. Show is scheduled to run December 1 thru 6 and 8 thru 10, with one matinee only, December 5.
Featured during the Garden run will be Oscar Johnson and Roy and Edith Blipstad, the producers; Frick and Frack, Helmo Brock, Boss Eberhardt and Evelyn Chandler.

Milton Produces Ice Revue

CHICAGO, Nov. 29.—Burt Milton, formerly in an advisory capacity with the Schjia Henle ice show and it happens on Ice, has produced the Ice Revue of 1942, which played Rochester, N. Y., and Hartford, Conn., recently. Line-up includes Everett McGowan and Ruth Mack, Douglas Duffy, Genevieve Trojan, Gordon Leary and Marion Flagg, Georg Von Birgelen, Bobby Hearn, Jeanne Sherwood, Jackie Reese, Howard Bissell and Jerry Farley, Bert Goodrich and Jack Nelson. Claire Simons and a skating line of 10 girls. Show is playing sponsored dates.

"Road" 5G in D. M. Return

DES MOINES, Nov. 29.—Tobacco Road, playing for the fourth time here at the Shrine Auditorium Sunday (23), drew approximately 2,000 for a gross of over \$5,000. The drama appeared in Des Moines first in 1935, again in 1939 and then in 1940. Prices ranged from 50 cents to \$1.25.

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DEFENSE HELPING RADIO

NBC, MBS Execs Report Creation Of New Markets; Priorities Fear Unrealized as Yet; Indies Profit

NEW YORK, Nov. 29.—Country's defense effort, instead of hurting radio business—as some execs had feared—has had the opposite effect and has boomed radio throughout the country, according to not a few agency officials. Two salient points stand out—the fear that priorities would force many advertisers off the air never materialized to any great extent, and the setting up of manufacturing plants and army camps throughout the country has created markets where none existed and has boomed existing markets.

There is no assurance that priorities will not, in the future, upset the radio apple cart, but weighing the concrete results of the defense effort to date, the changes have all been to the good. This is the opinion of E. P. H. James, of the NBC-Blue network; Ed Wood, sales manager of the Mutual network, and other execs.

NBC-Blue Development

Outstanding indication of how the defense campaign is helping radio is shown by certain phases of the development of the Blue network. According to James, the Blue-Southeastern network, including more than 10 stations, was created largely to take care of new markets which sprang up as a result of defense activity. These stations are south of Richmond, Va., in an area not covered by the Blue a year ago. This Blue-Southeastern group now carries a total of 32 commercial hours. In addition to the 10 basic stations in this group, coverage has been stepped up by supplementaries.

According to James, foods, drugs, soaps, toilet goods, packaged foods and other family necessities account for about 80 per cent of the business of the Blue network—and all this has been unaffected by priorities.

MBS Opinion

Wood, sales manager of the Mutual Broadcasting System, states that the defense campaign has created a new market throughout the entire country and has given purchasing power to a great mass of people, many of whom were previously on relief. In fact, he adds, "The purchasing power of the lower class is so tremendously increased that it is now comparable to what it was in 1928—this despite the income tax." Wood, however, tempers the optimistic picture with the afterthought that the priorities problem is by no means settled and that plenty of products as yet untouched are likely to be affected in the future.

Both the NBC-Blue network and the Mutual Broadcasting System are regarded as likely to benefit most directly from the defense campaign, both these networks having more time available than Columbia and the NBC-Red. Indications, however, are that independent stations throughout the country are profiting considerably. Interesting angle on this is the experience of Script Library, script-selling org. which reports that it is now selling radio scripts to stations which never used them before. Joe Koehler, Script Library exec, claims the activity is not confined to any one section of the country and is directly traceable to

Courtney-WOV Part; Corriss Takes Over

NEW YORK, Nov. 29.—Alan Corriss has taken over the 1230 Club, recorded dance music program heard over Station WOV, as a result of the resignation of Alan Courtney. Courtney resigned November 27 after he and the station failed to agree on the new terms of his contract. The existing agreement between the exec and the station was mutually canceled because of the impending change of the station's frequency and a new program policy.

Courtney came to WOV from WMA last February, brought in by Arde Bulova to build up an English audience. As of November 27 he had 14 sponsors.

defense activity, which is creating markets.

Agencies Want Info

Agencies are carefully watching the developments of these markets. American Association of Advertising Agencies, while admitting that defense activity has undoubtedly helped radio business, claims that agencies, to obtain the full benefits of the defense campaign, require more exact information than is now available. Four A's points out that the government releases information telling where "prime" contracts are awarded—but does not release information regarding sub-contracts. In short, if a million-dollar contract is awarded to a shipbuilding company in South Carolina, much of this money may go to other areas, depending upon where the sub-contracts are placed. Four A's claims another example is the tank manufacturing industry. Also the prime contract is definite, the various parts for the tanks may come from as many as 20 States.

No predictions as to future can be safely made, but the optimism of NBC-Blue, Mutual and other execs is generally felt. NBC's belief is that with all-out production in shipbuilding, steel, machine tools, chemicals, etc., the entire market picture throughout the country is changing.

"Barn Dance" Expands Net

CHICAGO, Nov. 29.—With today's broadcast, Miles Laboratories, Inc., expands its Alka-Seltzer National Barn Dance network to 67 stations, an increase of 11. The program has been an NBC network feature for eight years.

Advertisers, Agencies, Stations

NEW YORK:

ED DEXTER, formerly with Young & Rubicam's copy department, has joined Compton Advertising, Inc. . . . John M. Carney, formerly with WINS, has joined the program service department of the Columbia Broadcasting System. . . . Philip Morris has renewed newcaster George Putnam, 11-1115 p.m., Thursdays, Fridays and Saturdays on WEAP. Deal, in interests of Dunhill cigarettes, set by the Blow Company. . . . H. M. Berille, head of the NBC Research Division, has been elected vice-president of the New York Chapter of the American Marketing Association. . . . Frank Hopkins, formerly copywriter with the Federal Advertising Agency, and Crane Hausman, formerly copywriter with Erwin Wasy, have joined Compton Advertising. . . . NBC's International Division's sales staff has moved from the second to the seventh floor of the RCA Building. . . . Steere Mathew has been appointed assistant manager of the NBC Traffic Department. . . . John M. Anaspcher has been added to the publicity staff of WOR. . . . C. Lowell Frank has joined the engineering staff of WOR. . . . Continental Baking has renewed Maudie's Dairy, Thursday, 7:30-8 p.m., on 47 Columbia stations. Agency is Ted Bates, Inc. . . . American Tobacco Company has renewed Kay Kyser for another 13 weeks on the NBC-Red network, Wednesdays, 10-11 p.m. Lord & Thomas agency.

CHICAGO:

HARRY HEATH, former member of The Tulsa (Okla.) World, United Press and Associated Press staffs, is a new member of the NBC news and special events staff. . . . Skelly Oil Company has renewed Clifton M. Utley for another 53 weeks over 20 stations of the NBC-Red network, beginning December 15. Utley's Foreign Affairs broadcast over WGN, sponsored by the Charles A. Stevens Company, also has been renewed for 13 weeks. The Longines-Waltham Watch Company, Inc., thru Arthur Rosenberg Company, Inc., has expanded its WIEN schedule from six quarter-

Slightly Occupied

PITTSBURGH, Nov. 29.—From trying pan into fire, Bill Deal, who resigned as continuity director of KDKA several weeks ago and opened a recording studio to handle most of KDKA's work, is establishing a Pittsburgh studio for WISR, new station at near-by Butler, Pa., and is continuing to write commercial shows for the Duquesne Light Company, Duquesne Brewery and other spots; says over KDKA. He also writes shows for two stations out of Pittsburgh.

WCAM, WCAP, WTNJ In License Fracas

CAMDEN, N. J., Nov. 29.—Failure of the FCC to renew the application for a license for the municipally owned WCAM has Mayor George E. Brunner, along with city alds, pressing for a license renewal. Meanwhile, WCAM, along with WCAP, Asbury Park, and WTNJ, Trenton, are operating on conditional permits. Three stations share time on the same wave length, and it has become a three-cornered stalemate, with WTNJ asking the FCC for full operating time on the frequency shared by all three, and WCAP and WCAM seeking license to share the time to the exclusion of the Trenton station.

Several hearings have been held before the FCC in past months, and last week Mayor Brunner, City Council John J. Crean and City Counsel Edward V. Martino journeyed to Washington to appear as witnesses before the commission. WCAM's stumbling block is contract held by Mack Broadcast Company, giving the radio sales outfit all the available commercial broadcasting time on the station, a practice that the FCC grows upon.

Philly Radio Gets Clubby; Sets Up Exclusive Circle

PHILADELPHIA, Nov. 29.—Local radio has decided to become an exclusive circle. Led by Max E. Solomon, of the WFIL sales staff, the organization of an executives' club will effect, Tuesday (2) at a dinner session at the Benjamin Franklin Hotel. Membership restricted to those execs in the industry for 10 years or more.

Definition of execs blackballs agency men, announcers, engineers, performers, musicians, clerical help and newspapermen. Main purpose is to provide a common meeting ground for the boys to let their hair down on problems relating to the air waves. Plan is to gather monthly at dinner. While club will be exclusive, meeting will be informal, with no speeches on the menu.

Name for club will be decided upon at the initial feast. Suggestions include Radio Monarchs, the Mikes, the Broadcasters and the Orbiters. Last name suggested by Ken Stowman, WCAU press chief. Figures that anybody who can stick it out for 10 years in local radio rates the designation. Boys also plan to set up an associate membership for 10-year-gets out of the local scene but still in the racket.

At present fewer than 40 men are "survivors."

Largest FM Network Airs W7INY Program

NEW YORK, Nov. 29.—Largest network of stations carrying an F.M. broadcast will be hooked up tomorrow (30) when dedicatory ceremonies for new transmitter of W7INY, WOR's P-M station, will be broadcast. Linked with W7INY, New York, will be W2XMX, Alpine, N. J.; WESH, Hartford; W3BB, Boston; W3BB, Mount Washington, N. H.; W53PH, Philadelphia; and W17A, Schenectady. Relaying will be done over the air, without use of wires.

Dedication starts at 7:30 p.m. In addition to program originated at W7INY, there will be return salutes by the Hartford and Boston stations.

and Tom Moore, all WIBC gabbers, signed for theatrical emcee work this winter. . . . Socialite Dorothy Stroth embarking on a radio career as a singer. . . . Murray Arnold, WIP program chief, starting on a second book of poems now that his *Gone With the Wind* is off the presses. . . . Fred Wood, formerly with WENJ, Bridgeton, N. J.; joins W53PH, WPTL's FM station, as announcer. . . . KYW's Royal Harmony Singers making personals at the town's plectrics. . . . Jerry Stone, WDAS publicity chief, writing a primer on broadcasting for school use, *The A B C of Broadcasting*.

LOS ANGELES:

LOUISE TODESCA, production manager for KNX and the Columbia Pacific network, is back from a brief visit with relatives in Burlingame, Calif. . . . Syd Dixon, NBC-Red sales manager here, left for New York this week to confer with Roy Witzner. Dixon will also visit Chicago, New Orleans and Detroit before returning to Hollywood. . . . Doug Evans, KFLC-KOXA producer, has been signed the role of a night club operator in Universal's forthcoming *Temporary Bride*. . . . A 62-week renewal has been signed by Colonial Dames for the *Find a Woman* program over the Columbia Pacific network. Contract is effective December 10 to December 11, 1942. Program is heard on Fridays from 9:55 to 10 p.m. P.S.T. . . . Club-Caspi, Inc., a restaurant, will be plugged by means of 104 remote broadcasts over KHJ for 15 minutes Tuesday and Saturday nights from November 25 to November 24, 1942. . . . Effective December 1, the listing on *Just Entertainment* will change to *Scattergood*. . . . Sam Walter has settled his suit against Ivey & Edington agency and Bayuk claims over property rights to the *Inside of Sports* format outside of the courtroom. . . . Lew Rogers, Roy Neal

PHILADELPHIA:

SAMUEL R. ROSENBAUM, WFIL proxy, mentioned as leading candidate to cop this year's Bok Award, civic Oscar, for saving the Robin Hood Dell symphony concerts last summer. . . . Chris McDonald, assistant platter-spinner on the WIP Dawn Patrol, bows as a sportscaster with a *F-Y Sport* series of his own. . . . Sam Walter has settled his suit against Ivey & Edington agency and Bayuk claims over property rights to the *Inside of Sports* format outside of the courtroom. . . . Lew Rogers, Roy Neal

Radio Talent

New York by JERRY LESSER

WHAT a writing team these two boys are getting to be. I mean ARTHUR PINSON and ALCO CLARK, who, to date, have sold two originals to Lincoln Highway, one for MARY BOLAND and one for JULIE HAYDON and BRUCE CABOT. Then, too, ALCO made the adaptation for the Lincoln Highway's Mob Kickers with GEORGE JESSEL and wrote and worked opposite GERTRUDE LAWRENCE in 17 Broadway Calling recordings, which MISS LAWRENCE sends to London for entertainment of British troops.

MADLINE LEE has two new rapping-in parts—Baby Pudi on When a Girl Marries and Baby Richard Henry on Joe and Madel. . . . RICHARD STARK, who announces Life Can Be Beautiful, Hour of Charm and others, has been voted the best-looking announcer in radio by the Epistol Phil Epistol-Society. . . . BEA WAIN is shopping for a farm. . . . DICK TODD is looking for a heavyweight fighter to manage. . . . DINAH SHORE is featuring at least one of her recorded tunes on each of her Sunday shows. . . . MARION LOVERIDGE, 12-year-old Betty Ross of the air, is competing with LUCKY MONROE in her appearance at patriotic affairs to sing The Star-Spangled Banner. . . . JAY JUSTIN already has his new license plates for next year—same as last year—JMA 2A. HERB MOSS is now

putting in his full time as office and production manager for RALPH EDWARDS on Truth or Consequences.

LUCILLE MANNERS will sing the role of Marguerite in the Columbia Opera Company's presentation of Faust. She will appear in Montreal, Quebec and Richmond, Va., during the month of December. . . . HAROLD LEVEY, conductor for Armstrong's Theater of Today, was a protégé of VICTOR HERBERT and conducted for a number of the famous composer's Broadway productions. . . . ESTHER HALSTON, of Women of Courage, has very definite ideas about her 10-year-old daughter's career. Says Miss Halston: "If MARY wants to become an actress, that's fine, but I want her to be a woman first and an actress second. I read with her half an hour each day and we try to have an intelligent conversation about acting. If MARY ever does take up the stage she won't going to be a young country girl going on without any idea of what makes the business click." . . . After a seven-week stay in Hollywood, PAUL STEWART is back in radio, again. . . . Cotyale will bankroll the Junior Miss program. . . . JERRY HAUSNER, young New York and Hollywood radio actor, will be recruited by the film industry for a role in Syncope, forthcoming RKO release. . . . Chl actress JEANNE JUVELIER will make New York her permanent headquarters.

Chicago by SAM MONICBERG

BILL GREEN, who plays John Fairchild in CBS Stepmother, is appearing in the stage play Village Green, at the Great Northern Theater. . . . Bob Deak-er's Chats About Dogs began its eighth season on WGN Sunday (30). . . . RUTH BAILEY, of the Guiding Light show, back from a vacation with relatives in Cincinnati. . . . CBS actress JEANNE JUVELIER vacationing in New York. . . . A Good Time at Your Party, written by NBC's HELEN STEVENS FISHER, has proved so popular it has gone into its second printing. . . . RICHARD HIMBER, heard over NBC from the Higwenter Beach Hotel, is adept at both music and magic. He apparently got the two mixed the other night when he waved his baton for a doughnut and nut flew a bunch of papers. . . . MARGERY MAYER, contralto with the Symphonies of All Churches choir, is making frequent appearances with the Chicago Opera Company. . . . KAY CHASE, who writes the WHN's Painted Dreams serial, returned Monday (1) from her first vacation in nine years. . . . Recent additions to the cast of

Bachelor's Children include ALICE GOODKIN, JOHN HODIAK and BOB BAILEY.

GENE AUTRY was chosen chief entertainer for the annual Thomas E. Wilson Day party December 1 for 2,500 4-H Club boys and girls, who voted the Columbia network star America's No. 1 cowboy. . . . LULU BELLE AND SCOTTY have a new three-a-week program, 8-8:15 a.m., on WLS for Olan's Rug Company for five weeks. . . . BETTY ARNOLD is a new member of CBS's Stepmother cast. . . . DICK WELLS, announcer for Ma Perkins, is taking a belated hunting trip in Michigan. . . . CURT ROBERTS, free lance writer and actor, has joined the announcing staff of WLS. . . . PAUL REYMER, author of Vic and Sade, back from a vacation in Mexico, where he became an ardent bullfight fan. . . . BOB BAILEY, frequently heard as leading man on Kaiser-Rocher Playhouse, has received offers from films. . . . FORREST LEWIS has been added to the Ma Perkins cast.

Hollywood by SAM ABBOTT

VERA VAGUE (Barbara Jo Allen); until recently stellar comedienne on NBC's Signal Casualty, has left the east owing to a heavy schedule of motion picture work. . . . JACK CARSON, in addition to emceeing the 30-minute show, will take over the starring role. . . . GEORGE IRWIN, of Pioneer Builders, over KIL, has purchased a new home in North Hollywood. . . . JOAN DAVIS, who has been guest star on each of the Rudy Vallee broadcasts during November, has been signed to appear on all December shows. . . . ROSEET DRYOR,

director of the Screen Guild Theater, has signed to appear in Men and Wife at a New Haven, Conn., theater in June. . . . MILDRED WILLSON, NBC's Maxwell House Coffee Time maestro, has begun a series of mystical settings for William Blake's poems. First of series titled The Fig. Compositions will be introduced on a Thursday night broadcast. . . . JERRY LESTER, on NBC's Kraft Music Hall, is plotting a comic strip series and has been in conference with syndicate representatives regarding publication. . . . PAUL WHITEMAN arrived in town recently with a batch of pipes which he presented to members of the Burns and Allen cast. . . . TED McMICHAEL, of the Merry Macs on the New Old Gold Show, recently purchased a home in Sherman Oaks, Calif.


WHN Awarded Ex On Dodger Airings

NEW YORK, Nov. 29.—WHN will broadcast exclusively all of the Brooklyn Dodger baseball games next year under the sponsorship of Old Gold Cigarettes. Deal, contracted for by the J. Walter Thompson agency, is WHN's first outstanding contract since the announcement of the station's increase in power to 50,000 watts. . . . Series will start with the pre-season games, about March 15, and will continue up to the World Series in October, 1942. Red Barber will be at the bat.

KFRE Joins Mutual

HOLLYWOOD, Nov. 29.—KFRE, Fresno, Calif., joins Mutual-Don Lee net December 15, becoming the 192d affiliate of the Coast-to-Coast web. Lewis Allen Weiss, general manager of Don Lee and executive vice-president of Mutual, said Wednesday. . . . Paul R. Barillet manages the station, owned by Jess Rodman of Rodman Chevrolet Company.

The Year's Most Important
Public Service Announcement



Beginning Monday, December 7
Last-minute news gathered by
The New York Times
will be broadcast
every hour on the hour by
WMCA NEW YORK
America's Leading Independent Station

11:00 a.m. through 12:00 p.m. (except 11:30 a.m. on Dec. 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31)

Chain Execs See Need for Hypoed Public Service; NBC Mulls Budget For Increased Program Promotion

NEW YORK, Nov. 29.—Radio must make a greater effort to sell itself to the public as a social and public service medium—and now is the time to do it. If radio disregards this, it will get a guardian. It has half a guardian already (the FCC). This is the opinion of high-placed executives on the major chains. . . . The chains have spent increasingly large amounts of money for public service, they are now likely to spend more for promotion of public service features, according to all indications. National Broadcasting Company, in line with this trend, may appropriate a greatly increased budget next year for this purpose. According to Walter G. Preston, Director of Public Service, this increase may be as great as 100 per cent. . . . According to the way forward-minded executives see the problem, the following facts are pertinent: (1) Radio has always made money and is now in a position where, choice network time is a rarity. (2) The chains must switch their emphasis to public service, with economics a secondary consideration. (3) Public service is the industry's life insurance. (4) The nets must foot their own horns more frequently and must make a greater effort to attain a better record with the public in order that the public may better understand radio. . . . Total cost of public service programs on NBC already hovers around the \$2,000,000 yearly mark, and is increasing. Some of these programs, like Chicago Round Table, have worked up fair cross-rates, but, according to Preston, some terrific ratings could be obtained if sufficient funds were expended on their promotion. . . . Preston is also working toward a budget whereby program managers and

directors on NBC affiliate stations will be able to come to New York, and catch up on the year's developments in production technique. . . . Coincident with the emphasis on public service at NBC is the move to put more of this type of program on the food network. The Blue has always been regarded as the public service net, but now Philipps Carlin, Red net's program chief, is trying to get all the public service shows he can possibly sandwich into the crowded Red net's schedule. . . . IRNA Board Says Org Will Lay Low . . . PHILADELPHIA, Nov. 29.—Board of directors of the Independent Radio Network Affiliates (IRNA) has decided that the org will remain quiescent unless an emergency arises. Meeting of the board in Chicago this week resulted in a deferment of the board's request to resubmit the request being put off until the Cleveland convention in May, 1942. Board men said they did not have sufficient time to devote to their duties and saw no reason to propose to the affiliates the maintenance of a permanent paid staff. . . . In a statement this week, IRNA reviewed its accomplishments during the past year, most of these being in connection with the ASCAP-Radio settlement. A financial report was also included, showing \$10,000 in dues from 140 stations and how this was expended. No salaries were paid other than a small amount for clerical help.

Program Reviews

EST Unless Otherwise Indicated

"America's Famous Fathers"

Reviewed Thursday, 10:30-10:45 a.m. Style—Dramatized Interviews. Sponsor—Agatch French Dressing. Station—WBZ (Boston).

Local stations apparently are not only willing and eager to use transcriptions; they are not even fussy as to the age of the disks.

This show was transcribed some time ago, with Howard Lindsay, of *Life With Father*, in the chief role. The age of the disk is apparent when the announcer says, just before the real interview starts, that the show is now in its second year on Broadway.

Other than that, it's a good show. On show caught Clarence Chamberlin, see filer, first man to carry a passenger across the Atlantic and now head of aviation schools, was the guest. At the time he had been a father for six days.

Lindsay appears briefly on the disk, but Chamberlin's life, or rather the highlights, are capably dramatized. In addition to the regular dramatized form, the use of pseudo news-bulletin, a la bobby man Orson Welles, helps to sustain interest.

Chamberlin seems a little lost except when he is actually discussing flying or the mechanics of flying. At those times there is a definite lift to his voice.

If this could be brought up to date it could be just about the best of the morning offerings as far as dramatizations are concerned. Of course, the locals use a lot of soap operas, but for strictly a local offering this ranks high except for the unprofessional lapse that permits the announcer to designate the program as two years old.

Mike Kaplan.

Queen and Weegee the Duck. Aired on Thanksgiving, the characters went into a patter about the history of Thanksgiving and established the dramatic trend of the show, which takes place in Santa's North Pole workshop. Santa's lead reindeer becomes sick and, from all appearances, will remain so until Christmas Eve, thus preventing Santa from delivering his toys until then.

It is a good show for kids, written and directed by veteran Ted Claybourne. *Mike Miller.*

"Nehi (Legal Bingo Game)"

Reviewed Monday, 6:15-6:20 p.m. Style—Contest. Sponsor—Keystone Bottling Company. Station—WBRE (Wilkes-Barre, Pa.).

This fast moving five-minute contest uses letters and numbers, just as in bingo, and yet, by an ingenious method, it eliminates all elements of luck, lot or chance, so that winners are dependent on skill entirely.

The contest idea is the brain child of Dick Evans, who writes and broadcasts the show.

Sponsor's name or sponsor's product—in this case Nehi—becomes the name of the game, and miles prices, facts and figures connected with sponsor's business become the numbers used. In this program the sponsor's identification becomes quite obvious, and his commercial becomes the most listened to part of the show. Prizes offered on the program are three \$1 bills and six-bottle cartons of Royal Crown Cola, which the sponsor distributes.

Evans talks too fast on occasion, but he holds his listeners' interest. An increase in the number and the value of the prizes offered would undoubtedly increase the popularity of the program.

The program packs a wallop and has wide appeal to the many thousands who play bingo locally every week, evidence of which is the fact that all mail records for local programs have been broken.

Idea has definite possibilities for commercial exploitation. National rights for promotion and syndication have been secured by Harry B. Goodman Radio Productions, New York City. *Mike Miller.*

"Way Up North With Santa"

Reviewed Thursday, 5:30-5:45 p.m. Style—Dramatic. Sponsor—Pomeroy's Department Store. Station—WBAX (Wilkes-Barre, Pa.).

The first of a series to run until Christmas Eve, it marks the third year the sponsor has used this set-up. Show is of the old-fashioned Santa Claus type, a bit streamlined here and there. Characters include Santa, Mother Santa, Peter Brownie, Mr. Tweedledee, Fairy

Alan Reed, Making 41G Annually In Radio; Sees Tele a Bonanza

PHILADELPHIA, Nov. 29.—Television isn't going to catch Alan Reed with his gourd down. Considering he is one of radio's most sought-after and highest priced actors, there is sage counsel in his advice to his fellow air performers to make ready for the day when there will be sight as well as sound. Reed has dropped all his air chores save the Fred Allen show and has turned to legit, hitting town with *Hope for a Harvest*. Theater Guild, stretching a point, started the Wednesday night performance 20 minutes late to enable Reed to get thru his Allen broadcast.

Reed admitted that his radio salary in 1940 was \$41,000 and the year before it was \$39,000, which is "very good pay for any kind of acting." Before turning to the stage, Reed was doing 80 air shows a week. If it were not for his certainty about television, Reed said, he would be content with radio as a career. He convinced that tele will be the thing once the war is over.

Just as sound brought stage actors into the movies to supplant stars of the silent screen, so Reed believes television will bring Theaplans en masse into the tele studios. And those without stage or screen reps and training will fall by the wayside. As a result, Reed frankly admits he turned to legit primarily to make a name for himself. Likes radio

personally for its lavish returns, but it is largely anonymous for the performer.

Reed points out that, while AFPA has some 8,000 members in New York, 90 per cent of all radio work goes to not more than 300 players. And 95 per cent of this work, in turn, is cornered by some 40 performers. While it is inequitable, Reed said it was inevitable, since ad-agencies and studios, having less than an hour to rehearse a program, call only upon the people they know and can rely on. As a result he advises the air performer to build a name in an allied field, so as to get in on the ground floor when tele really arrives.

Submit Motions in Band Program Suit

WILMINGTON, Del., Nov. 29.—Consolidated motions against the plaintiffs' amended complaint were submitted Wednesday (26) before U. S. District Judge Harry E. Kuldner, Philadelphia, in the U. S. District Court here in the case of Floyd Buckley against the Music Corporation of America, General Mills Corporation and the National Broadcasting Company, Inc.

Buckley charged the defendants used the title, material, ideas and suggestions in a radio script he wrote without remuneration. He asks \$250,000 in damages.

The complaint charges that, in January, 1939, Buckley wrote a program, *Stump the Leader or Beat the Band*, and on request submitted it to MCA. He charges that they did not accept it, but that General Mills sponsored a program for KIX under the title of *Beat the Band* and used the material.

WOR's F-M Power Boost

NEW YORK, Nov. 29.—WOR's F-M outlet, WGINY, starting November 30, goes into operation with power boosted to 10,000 watts. Power increase will facilitate coverage of the station's entire service area of 8,500 square miles and will push the station's range to more than 50 miles beyond midtown Manhattan.

WNEW Preps Full-Time Sunday Sked

NEW YORK, Nov. 29.—WNEW, which doubles its signal strength from 5,000 to 10,000 watts December 1 by exchanging power, wave-length and transmitters with WOV, is at present working up a full-time Sunday schedule. Sked was not completely set late this week, but essentially the new set-up will include a news-discussion program conducted by John D. Kennedy and including three weekly guests; two song programs, one with Kay Lorraina, formerly on the "Hit Parade," and the other with Jerry Baker; "Dance Parade," a recorded program to catch stay-at-homes, 10 p.m. to 1 a.m., and a program to be conducted by Professor Charles Hodges of New York University.

In addition to the above, six more personalities will be used on the Sunday schedule.

Listeners To Guide Opera Choice on Tex. Co. Series

NEW YORK, Nov. 29.—Choice of operas to be broadcast by the Metropolitan Opera Company on the NBC-Blue network will be guided largely by listener preferences, according to W. S. Rodgers, president of the Texas Company, program's sponsor. Series starts today, 2 p.m. until 10:30, and series is set for 16 weeks. Rodgers for the Texas Company and Niles Trammel, president of NBC, signed the deal last week.

"What's My Name?" for MBS

NEW YORK, Nov. 29.—*What's My Name?*, with John Reed King and Arlene Francis, goes to the Mutual network, in the interests of Fleischmann's Yeast. January 26. Show will air at 8-8:30 Tuesdays, and contract is set for 26 weeks. Kenyon & Eckhardt is the agency. Ed Byron and Joe Cross will handle the production.

Name began on the Mutual network March 23, 1938. It was on the air the past summer as a replacement for the Bergen-McCarthy program for Standard Brands' Chase & Sanborn coffee.

"Missing Answers" Debuts

CHICAGO, Nov. 29.—A new type of quiz program, *The Court of Missing Answers*, will make its debut on WCFL tomorrow (30), 6-6:30 p.m. Six quizzes will face the bar, presided over by George Case, for "withholding the truthful answer," and penalties will be meted out to those who are adjudged guilty by the jurors. After the initial broadcast persons from the audience will be invited to participate for prizes. Jack Kelly will be foreman of the jury, and six trade paper editors will compete on the first stanza.

Comment

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

VIRGIL THOMSON music critic of *The New York Herald-Tribune* and exponent of the ultimate in expressionistic music, shared the Columbia Workshop spotlight Sunday, November 23 (CBS, 10:30-11 p.m.), with E. and E. Spitzer, man and wife who write. The Spitzers wrote *Workshop's* effort of the evening, something called *Sound Track of the Life of a Careful Man*, and Mr. Thomson dreamed up a batch of mystical phrases for use as leit-motif in the story of the careful man.

Thing was handled in usual narrated fashion, Arnold Moss telling the story as a sound-effects man and a musical group, directed by Alexander Semster, gave with the Thomson notations.

Story dealt with the life and attitudes of Herman Q. Pennsylvania, a stuffy little white-collar toiler whose life was guided by the motto, "Safety First, Safety Second, Safety Third." All very satirical, with Thomson's music employed to describe such objects as long envelopes and short envelopes, the act of saving and the act of spending, etc.

Payoff came at end, when Penny-whistle's careful budgeting of time, energy, money and mental exertion was to no avail against the marauding nation of "Troglodytes," who bombed him out of existence. Mrs. Pennsylvania then removed the insurance policies from their dust-proof box and bought a flood-proof casket in which to inter Herman.

Playlet probably made its point with those who were attentive and interested enough. Novelty of this type presentation seems to be wearing a bit thin. *Richard Carter.*

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BANDS HYPO PARAMOUNT BIZ

SPA Sees Handwriting on Wall But May Not Be Able To Save Self; New Unions Grow Strong

NEW YORK, Nov. 29.—Songwriters' Protective Association, recognizing that unionization of tunesmiths is on the way, threw a pish "welcome" mat in front of its door last week and began making eyes at the two ponners' orgs. American Federation of Songwriters and Songwriters' Guild.

First gesture of SPA was to appoint a committee to investigate the union question and possibly recommend that by-laws be altered to allow SPA to become a union.

This action, taken at behest of Irving Caesar, SPA proxy, drew comment from all parties concerned. Robert Dery, attorney guiding the American Federation of Songwriters, said, "I don't believe SPA can be reorganized to do the job that has to be done. But if it can be revamped successfully I am for it. I think, however, that its bands are tied 'psychologically' by the very nature of its background, its connections and its ruling forces."

That others feel as Dery does was made evident at the last SPA meeting when Jack Lawrence handed the council a petition demanding by-laws to the effect that no SPA board member may hold office in ASCAP.

A spokesman for the Songwriters' Guild, commenting on the SPA gesture, also revealed doubt as to whether an effective reorganization was possible. "The Guild, which claims over 400 members, is seemingly determined to give no quarter in its demands that whatever organization finally emerges as sole bargaining agent for songwriters will have to be of a thoroughly democratic nature. In order to exemplify this spirit, the Guild has stopped calling itself by name, and now deems itself an 'independent committee seeking to achieve formation of a democratic organization of songwriters.'"

Another obstacle to SPA's last-ditch effort to salvage its position as songwriters' chief org is seen in the attitude of many SPA council members. These authors and composers, most of them successful, regard the union movement as stemming from the efforts of "malcontenta." As one of them told *The Billboard*, "Why should SPA become a union? SPA

is doing all right by us. Why should we get all excited over the yappings of a few guys who will squawk no matter what we do for them?"

If enough SPA council members share this attitude, and apparently many do, it is likely that songwriters will divide into two distinct camps, pro and anti union, with SPA's fate hanging in the balance.

Irving Caesar is determined to resign from his SPA presidency "as soon as they are able to find somebody to replace me." Members of AFS and the Songwriters' Guild declare themselves ready to do some nominating.

Kyser Does \$14,000 Omaha, K. C. Gross

KANSAS CITY, Mo., Nov. 29.—Ray Kyser and his orchestra played a one-nighter and a matinee performance in the Municipal Auditorium here, Saturday (22), pulling \$8,300. Total attendance was 11,000, with 7,500 for the evening dates and 3,500 at the afternoon "College of Musical Knowledge" show.

Admission for the afternoon performance was 90 cents and 50 cents. Advance sale for the dance was 90 cents, while door scale was \$1.35. Kyser, tremendously popular here, played his regular Wednesday program at the auditorium here two years ago, drawing a crowd which blocked traffic. Booking Saturday was handled by S. Bernard Joffe, manager of the Tomp's Theater and Terrace Grill of the Hotel Muehlebach here.

OMAHA, Neb., Nov. 29.—Ray Kyser, playing a one-nighter in the Omaha Auditorium Friday (21), pulled in a \$6,000 gross with 3,000 Kyser fans attending an early-evening show and 2,700 returning for the dance afterward.

The show was scaled from 85 cents to \$1.65 and the dance \$1.25. Kyser faced stiff competition from Sonja Henie and her ice revue, which played at the Ak-Bar-Ben, and received a bad break in erroneous weather broadcasts warning of an approaching blizzard which failed to materialize.

Tom Archer, head of the Archer Ballroom Circuit, handled the dance, which was sponsored by *The Omaha World-Herald* and its Milk Fund.

Pedro Changes Managers

CHICAGO, Nov. 29.—Don Pedro changed managers, switching from the Bob Weems office to Gus Edwards. Pedro signed a recording contract with Decca, according to Edwards, and is scheduled to make his first set in the near future.

John Hammond Takes Leave From Columbia To Fight Jim Crowism

NEW YORK, Nov. 29.—John Hammond, swing purist and friend scout and experimentalist for Columbia Records, will take a year's leave of absence from his disk duties beginning January 1, and will spend most of that time fighting against Jim Crowism and for "a more democratic recognition of all Negro musicians."

Hammond said this week "that since this country is now busier than ever talking about democracy, it should be a good time to protest. And one of the ways is to give the colored musician a few of the rights enjoyed by other tooters." Hammond points out that Negro musicians are still barred from playing in pit orbs or on musical staffs of radio stations. Plenty of hotels also frown on the colored boys as entertainers. Plans for the work are already being laid out by Hammond. He hopes to be able to get the American Federation of

MCA Regimented

NEW YORK, Nov. 29.—The fire department here has a ruling that fire drills be held at regular intervals in certain buildings which lack fire-proofing and other safety equipment.

It is the ill fortune of the Music Corporation of America publicity department to be lodged on the seventh and topmost floor of such a building. Once a month, or thereabouts, along about noon or 1 o'clock of the busiest day of the week, the fire gong rings. Jack Lear screams "Line Up!" The lads and lassies line up and trudge down seven flights of stairs to the street. After a fire inspector counts noses, the MCA publicity department walks into the elevator and is transported to the seventh floor again. Charlie Stone, Lear's assistant, says that you get used to it after a while and there's sort of a thrill in having the gong ring just when you are up to your neck in something important.

Name Ork Pulled Stem House Up From 8 to 50¢

(Continued from page 3)

Thornhill and Harry James hit their first mass audiences via the Paramount.

The Kalchauer-Weitman booking policy is to catch new bands on their first appearances and; if they have the stuff, sign them for a date as far as eight months in advance. If the band or act has clicked solidly by that time, the house pays a smaller amount for the attraction than would ordinarily be asked when a band is hot. If the band isn't red hot then, Weitman said, a strong supporting show and a strong picture are thrown in to maintain the gross average the house has built up. Weitman said that on a 52-week average the gross for the first week of a layout is \$48,000 to \$52,000; second week from \$40,000 to \$44,000, and third week around \$30,000.

Weitman also explained that, by using the rising pit instead of the stage, \$1,000 a week is saved in production costs. House used the stage in the old days when it ran tab shows and units. "Now," said Weitman, "we're selling bands and the only way to sell them is to spotlight them. By using the elevated pit the stageabow reaches out and touches the audience, and that's what we want."

Weitman has been with the Paramount organization 18 years, 10 of which have been in this house. His staff here consists of 200 people, front and back stage, exclusive of talent. He said that everybody in the house pitches in with suggestions for the stageabow, and they are listened to. Some produce excellent results.

Philly Dansant Ops Turn to Local Orks

PHILADELPHIA, Nov. 29.—Failure of local dancers to support dansants bringing in the traveling names (two such emporiums giving up the ghost after short and expensive tries), is proving a boon to local and territorial bands. Urge to hood is still as prominent as ever in these parts, but hoofers shun the higher tariffs traveling tooters command, unless it's a Glenn Miller, a Dorsey or an Artie Shaw.

As a result, ballroom ops here, instead of shelling out \$300 or \$400 for a better name, requiring raised admissions and drawing practically nobody, are banking almost entirely on localities with followings. Budget now goes to buying two local bands with big name value in their own backyards.

Aragon and Bandwagon ballrooms, with names folded in a hurry, while the dozen others in town with local tooters are in a healthy financial position, local policy proving especially big at the Mammoth Ballroom and at Wagner's Dancing Academy. At Ambassador Ballroom, where the Club Savoy promotes race dances, promoters have lined up a whole series of band battles for the season, with the bands of Jimmie Gogham and Harry Bagby. Both bands have big local followings, and interest among dancers in the "battle" runs high.

PHILADELPHIA, Nov. 29.—Possibility looms that the town's Tin Pan Army may reach the heights of its former glory soon. Current week finds a fourth pop-music publisher joining the swelling ranks, now including Tin Pan Alley Music, Mirabelle Music and Miller-Adelphi Music. New firm is called the Three Boys Music Publishing Company. Three boys include Frank Orlando, Jr., Furio Orlando and Edmund Taccocelli.

Correction

Because of a juggling of too many zeros by the Music Department editor last week, it was erroneously stated here that BMI's third quarter payment to its publishers amounted by \$2,000,000. Should have read \$200,000, the actual amount paid.

Philly Pluggers Give Pancho Air Till Pancho Airs

PHILADELPHIA, Nov. 29.—ASCAP publishers' song pluggers are still following the old routine in placing the premium for the "romance" on the network wire. And the old system made for hilarious and at the same time disastrous results here last week.

In line with the old policy, reps for the music pubs gave Pancho the go-by when his band opened a short term at the Benjamin Franklin Hotel November 14. Maestro wasn't skedded for any air time, and besides Frankie Masters was to take over last Monday (26). With Masters to get at least four and maybe six-hot spots a week, boys saved all their romancing for Masters. One shot was slated for Masters' opening night, but switch in booking pushed back the opening to the following night. However, instead of cancelling the Monday night remote from the hotel, radio chain decided to let Pancho fill out the time. It wasn't until late on Monday that the pluggers realized that Pancho was getting a new set that night, his closing night. The closing night became the conventional opening night scene, with all the pluggers better-skattering down to the hotel room and telling Pancho with the most glittering caresses about their defayed contracts.

Song pluggers are still sporting red faces over the incident.



Billboard MUSIC POPULARITY CHART

WEEK ENDING
NOVEMBER 28, 1941

SONGS WITH MOST RADIO PLUGS

Following are the 30 songs with the most plugs over the four major New York outlets (WJZ, WJZ, WOR, WABC) for the week beginning Saturday, November 22, and ending Friday, November 28. The totals are based on reports supplied by Dr. John O. Pestman, 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 p.m. daily. The number of plugs for these 30 songs over the independent stations (WHN, WMSA, WNEW, WQVI), covers only the period from 3 p.m. to 1 a.m. daily. Partial choruses and signatures are not included. Film tunes are designated by an (F); musical comedies by an (M).

Position Last This Week	Title	Publisher	Plugs	
			Major (8 a.m. to 1 p.m.)	Indies (3 p.m. to 1 a.m.)
1	1. ELMER'S TUNE	Robbier	35	16
2	2. EVERYTHING I LOVE (M)	Chappol	29	1
3	3. SHEPHERD SERENADE	Meredy-Moritt	25	7
4	4. SINNER KISSED AN ANGEL	Famulus	24	11
12	5. CHATTANOOGA CHOO CHOO (F)	Feist	23	10
3	6. MADILINE	Santly-Joy-Selact	22	7
12	7. THIS AUTUMN	Wilmark	19	24
9	8. THIS LOVE OF MINE	Embassy	18	3
10	9. TROPICAL MAGIC (F)	Bregman-Vacca-Corn	17	5
4	10. BELLS OF SAN RAQUEL	Peer	16	3
8	11. DELILAH	BMI	16	3
10	12. I FOUND YOU IN THE RAIN	Pergle	15	4
10	13. I KNOW WHY (F)	Falst	15	6
10	14. NICKEL SERENADE	Nationwide	15	3
10	15. THIS IS NO LAUGHING MATTER	Block	15	11
11	16. I SEE A MILLION PEOPLE	Radio Tunes	14	2
12	17. THIS TIME THE DREAM'S ON ME	Romick	14	15
12	18. BY-U, BY-O	Owens-Kemp	13	7
5	19. CONCERTO FOR TWO	Shapiro-Berstein	13	6
12	20. WHY DON'T WE DO THIS MORE OFTEN?	Bregman-Vacca-Corn	13	6

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 30 best selling records of the past week. New York City: Center Music Store; Liberty Music Shop; Quincy Music Shop; Rabson's Music Shop; S. H. Macy & Co.; Abraham & Straus, Inc.; Bridgeport, Conn.: Highland Dry Goods Co.; Whiting Radio Service; Gilman Music Store, Boston; Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo; Whitman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Ostellin, Dealer; The May Co.; The Record Shop; Charles K. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Oull Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music Co. San Francisco: Schwabacher-Frey, Chicago: Behr, Rosbach & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; White 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: Aronson Co.; of Market Favose & Barr. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolan's Radio Service Shop; E. K. Forbes & Sons; Monarch Sales Co.; Louis Fritts Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: R. James & Co.; Thiem; O. H. Wiedenson Music Co. Miami: Richards Store Co.; Bardine's, Inc. New Orleans: Louis Gruenberg Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCroskey's; Kambs Bros. Furniture Co. San Antonio: Alamo Piano Co.; San Antonio Music Co. Washington, D. C.: E. F. Droupe & Sons Co.; George's Radio, Inc. Louisville, Ky.: Stewart Dry Goods Company.

NATIONAL		EAST		SOUTH	
Position Last This Week	Title	Position Last This Week	Title	Position Last This Week	Title
1	1. CHATTANOOGA CHOO CHOO	1	1. Piano Concerto	1	1. Chattanooga Choo Choo
2	2. EVERYTHING I LOVE (M)	2	2. Chattanooga Choo Choo	2	2. Piano Concerto
3	3. SHEPHERD SERENADE	4	3. Elmer's Tune	3	3. Tonight We Love
4	4. SINNER KISSED AN ANGEL	7	4. You Made Me Love You	4	4. Elmer's Tune
12	5. CHATTANOOGA CHOO CHOO (F)	5	5. This Love of Mine	5	5. I Don't Want To Set the World on Fire
3	6. MADILINE	6	6. I Don't Want To Set the World on Fire	6	6. This Love of Mine
12	7. THIS AUTUMN	7	7. Tonight We Love	7	7. Jim-Jimmy Dorsey
9	8. THIS LOVE OF MINE	8	8. Shepherd Serenade	8	8. Blue Champagne
10	9. TROPICAL MAGIC (F)	9	9. Jim-Jimmy Dorsey	9	9. I Don't Want To Set the World on Fire
4	10. BELLS OF SAN RAQUEL	10	10. Yes, Indeed	10	10. Shepherd Serenade
8	11. DELILAH				
10	12. I FOUND YOU IN THE RAIN				
10	13. I KNOW WHY (F)				
10	14. NICKEL SERENADE				
10	15. THIS IS NO LAUGHING MATTER				
11	16. I SEE A MILLION PEOPLE				
12	17. THIS TIME THE DREAM'S ON ME				
12	18. BY-U, BY-O				
5	19. CONCERTO FOR TWO				
12	20. WHY DON'T WE DO THIS MORE OFTEN?				

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 30 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashby Music Supply Co.; Pittsburgh: Volkwein Brothers, Inc.; San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co.; Los Angeles: Norma M. Freeman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: Bakers Music Co.; Chicago: Lyon & Healy; East: Fischer, Inc.; Omaha: Hinged Music Co.; A. C. McHugh; St. Louis: W. Lewis 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 Week	Title	Position Last This Week	Title	Position Last This Week	Title
1	1. I DON'T WANT TO SET THE WORLD ON FIRE	1	1. Tonight We Love	3	1. Shepherd Serenade
5	2. SHEPHERD SERENADE	2	2. Shepherd Serenade	7	2. I Don't Want To Set the World on Fire
4	3. ELMER'S TUNE	4	3. This Love of Mine	9	3. Elmer's Tune
9	4. THIS LOVE OF MINE	2	4. I Don't Want To Set the World on Fire	8	4. Jim
2	5. TONIGHT WE LOVE	9	5. Chattanooga Choo Choo	7	5. Tonight We Love
10	6. CHATTANOOGA CHOO CHOO	5	6. Elmer's Tune	6	6. Chattanooga Choo Choo
3	7. YOU AND I	7	7. You and I	2	7. You and I
6	8. PIANO CONCERTO	3	8. You and I	14	8. This Love of Mine
7	9. JIM	11	9. Concerto for Two	13	9. You Are My Sunshine
12	10. TWO IN LOVE	10	10. Bells of San Raquel	5	10. Piano Concerto
12	11. CONCERTO FOR TWO	10	11. Jim	10	11. I Guess I'll Have To Dream the Rest
17	12. I GUESS I'LL HAVE TO DREAM THE REST	13	12. Why Don't We Do This More Often?	6	12. Do You Care?
8	13. BY-U, BY-O	11	13. I Know Why	15	13. Bells of San Raquel
14	14. TIME WAS	14	14. Shrine of St. Cecilia	15	14. Two in Love
15	15. BELLS OF SAN RAQUEL	12	15. I Found You in the Rain	15	15. Why Don't We Do This More Often?

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	
YOU AND I. (16th Week) Glenn Miller, Bing Crosby, Kay Kyser.	
I DON'T WANT TO SET THE WORLD ON FIRE. (11th Week) Horace Heidt, Ink Spots, Tommy Tucker.	
JIM. (11th Week) Jimmy Dorsey, Dinah Shore.	
CHATTANOOGA CHOO CHOO. (17th Week) Glenn Miller.	
ELMER'S TUNE. (5th Week) Glenn Miller, Dick Jurgens, Andrews Sisters.	
PIANO CONCERTO. (4th Week) Freddy Martin.	

COMING UP	
WHY DON'T WE DO THIS MORE OFTEN? Kay Kyser, Freddy Martin, Andrews Sisters.	
THE WHISTLER'S MOTHER-IN-LAW. Bing Crosby.	
THIS TIME THE DREAM'S ON ME. Woody Herman, Glenn Miller.	
SHEPHERD SERENADE. Horace Heidt, Bing Crosby.	
B-Y-U, B-Y-O. Woody Herman, Freddy Martin, Kay Kyser.	
JEALOUS. Andrews Sisters.	

Hearst and Maestri Like the Song Gag But Pubs Steer Shy

NEW YORK, Nov. 30.—Hearst papers' song promotion stunt has worked out so well that it probably will be extended five or ten weeks, following Freddy Martin's appearance in the *Pack Sunday* sports supplement with *Until the Stars Fall Down*, December 28.

Circulation has been upped in all 16 dailies where the songs are being published in newspapers, and William Randolph Hearst is reliably reported to be personally enthusiastic over the whole thing.

Only drawback to successful continuance of the stunt is the fact that major publishers are almost unanimously opposed to having their dailies circulated to 7,000,000 people. It is their contention that such gratis publication diminishes sheet sales practically to zero. So far, however, this theory has not been tested, since it is generally agreed that none of the songs printed to date would have sold many copies anyhow.

Hearst enterprises have circumvented publisher opposition so far by taking advantage of the coincidence that many top band leaders own their own song foundries and can afford to sacrifice possible sheet sales to get undoubted record sales from all the free publicity. Two of the maestri who either have participated in the thing or will participate do not own publishing houses, but those two lads, Artie Shaw and Jimmy Dorsey, happen to have written the songs to be published. Only leader who appears to have absolutely no ax to grind other than a hope that the gimmick will net him extra record sales is Vaughn Monroe, who will be identified with tomorrow's song, *And So It Ended*, written by Joan Edwards, singing pianist, and published by Ben Edwards, Joan's father.

Glenn Miller was first on the list with *Dear Arabelle*, published by Miller's own Mutual Music Society. Then came Tommy Dorsey, whose *Embassy* Music published *The Night We Called It a Day*. Sammy Kaye printed *Honeybunch* in his Republic Music; Gid Lombardo's London Music published *Sun Is Shining Brighter*, and last week's song, *Romance in Ice*, was published by Fred Waring's *Waring and Music*. Tomorrow comes Monroe, and next week Betty Goodman with *Little Fool*, penned by Peggy Lee.

Who Cares About Money?

NEW YORK, Nov. 29.—Jack Rosenberg, president of Local 802, American Federation of Musicians, wrote a ballad not so long ago and, after due deliberation, decided it was worthy of public performance—worthy even of publication.

Pioneer Music here has accepted the song and will publish it. Its name is *All for Love*.

Goodman chirped and published by Regent Music. Goodman's publishing house, Benny will be followed by Jimmy Dorsey, sponsoring his own composition, *I'm Glad There Is You*, published by a firm called Network Publishing Company.

Music Publishers' Protective Association and BMI both admit ignorance of the existence of Network Music, but the song sheet in 15 Hearst papers will give the publisher's address as 1610 Broadway, New York. The building's renting agents and tenants claim never to have heard of the firm.

Artie Shaw will endorse his own ditty, *I Ask the Stars*, on December 21. Song to be published by Ruth Taylor, who think it is a good one and believe the publicity will help rather than hinder sheet sales.

Last on the list is Freddy Martin, with *Until the Stars Fall Down*, published by Saunders Music, understood to be an affiliate of Martin's Maestro Music.

Radio Plug Honors Snatched by ASCAP

NEW YORK, Nov. 29.—ASCAP's army of pluggers, fortified by experience, strong financial backing and the desire to smooth the wrinkles out of their bellies, have swamped the airwaves with ASCAP songs, and BMI plugs are getting shoved farther down the list.

Last week's Music Popularity Chart in the music department of *The Billboard* showed that ASCAP lads carried off the top five positions in the major plug race, and did equally well on indie plugs. Only non-ASCAP songs even close were Peer Music's *Bells of San Raquel* and Republic's *Minks*.

This week ASCAP did even better, taking first seven places over the note. On the indie plugs a non-ASCAP ditty managed to garner second place. It was Martin Block's *This Is No Laughing Matter*.

It's Solid!

DETROIT, Nov. 29.—Talent at the Bowers, leading popular night spot, is becoming a fixture here. Benny Reih, who has had the orchestra at the spot for over five years, since it started as a small two-store tavern and sprang to its present 1,400 seat capacity, has decided his job is fairly steady. He's buying a \$10,000 home in an exclusive residential section. Mrs. Reih is bottom at the Bowers. Charlie Carlisle, emcee at the club for about the same length of time, has also bought a house out in the same neighborhood.

Music Items

Publishers and People

ART MUSIC, BMI affiliate, has increased its catalog to 14 numbers, with *Could I But Write a Song* its best seller.

Millie Music is publishing score of the new West Coast musical comedy, *They Can't Get You Down*. Harry Myers, Eddie Elston and Jay Gorney, who wrote score for last year's *Meet the People*, author the new tunes.

Goronston Music has a new ballad, *I Can't Make Up My Mind*, being featured over NBC by Deep River Boys.

Colonial Music will publish score of forthcoming CCNY variety show, *Chick-Check-Chuck*. Top number is *It's High Time*.

Braun Music has appointed Bob Smith as Chicago representative, with Jean Murvenga, widow of Will Ortman, heading New York office and M. J. Braun commuting between New York and Chi.

British War Relief interested in *There Won't Be Any Santa Claus Over There This Year*, published by Roy Music.

E. B. Marks issuing a series known as Xavier's Cugat's "Rumbalala." It contains orchestra arrangements of the seven outstanding rumbos in the Marks' catalog.

Ben Edwards has taken over management of Red Star Songs, Inc. Used to be manager of Paul-Pioneer, Inc. Red Star continues to maintain New York, Chicago and Los Angeles offices.

This and That

JERRY KEIT, of Martin Block Music, has returned to New York from a three-week trip in the Middle West. The latest Block tune, *This Is No Laughing Matter*, is being waxed by eight platter star acts and singers.

Top Music has just published *I'll Find My Way*, theme song of Soap Box program, broadcast over WOR, New York.

Moss Gumble, of Witmark-Remick-Harmon, is getting plugs for the very ancient *Be My Little Baby Bumble Bee Tune* is being used in the new Paramount feature cartoon, *Mr. Bug Goes to Town*.

Enking Butterfield has worked out a boogie-woogie adaptation of the Tchaikowsky piano concerto. Sheets are being published by Georgia Music, which has dubbed the thing *Boogie de Concerto*.

Bolly Cohen is new professional manager at Dashi-Connelley.

Eddie Siler, Sol Marcus and Bennie Benjamin, writers of *I Don't Want To Set the World on Fire*, have penned a ballad called *"A Handkerchief in Blue,"* and are now considering offers from various publishers.

Here and There

Moonlight Cocktail, by Kim Gannon and Lenky Roberts, has been published by Jewel Music and will be waxed by Glen Gray, Gene Krupa, Benny Goodman, Herapo Heldt, Sammy Kaye and

Clean Miller

Larry Taylor, of Bela-Taylor, gets back into harness when he does some vocals for Eddy Duchin on Eddy's next record date. Larry used to sing with Charlie Barnet. Will sing *Shine* of St. Cecilia, *The Autumn* and *Madelaine*.

Abe Farbman, original publisher of *Shepherd Serenade*, has joined plugging staff of Paramount Music.

Ernie Burke now in charge of Colonial Music's Chicago office. Used to be with Chappell and Republic.

Philly Pickings

Sunny Brooks has sold his *You Put Me on a Shelf* to a Chicago publishing house.

Chiff Hall and society songstress Anne Francisco collaborating on a song captioned *Boy Meets Girl—and Love*.

Jimmy De Knight, who bats the Knights of Rhythm, publishing his *Songbook*, which he wrote with his pianist, Bob King.

Inspired by the drive for cigarette funds fostered by *The Philadelphia Inquirer*, Frank Capano and Harry Fieber collaborated for *Smoke for Funds*, which has been adopted by the newspaper as the campaign's theme song. The Fun Alley Music Company publishing, with all sheet music proceeds going to the cigarette fund.

Batonwaver Chuck Gordon has Charlie Barnet interested in his *Saxophone Saxony* and *You're So Hard on Me Heart* for platter projects.

Donna Davel has written *I'm Sittin' Just Kettin' for Britain*, in which the E. B. Marks firm is interested.

Danny Varny, getting his inspiration from the environs of the Lido Venice Cafe, where his band holds forth, has fashioned *Loupin' at the Lido*.

Stabile Good, Fields NSG At Ritz B. R., Bridgeport

BRIDGEPORT, Conn., Nov. 29.—Thanksgiving night Dick Stabile did exceptionally well at Ritz Ballroom here, drawing an attendance of 1,116 persons. With duets scaled at 88 cents, gross totaled \$552.08. Shep Fields, in last Sunday (28), didn't do so hot, drawing only 930 persons at 88 cents for \$519.60. Trade Powell in December 7.

Young Draws Okay Biz to Pasadena Municipal Hops

PASADENA, Calif., Nov. 29.—Sterling Young and his orchestra played to a fair 1,392 Friday night and a good 2,501 Saturday night in the Civic Auditorium here. Admission is 25 cents plus tax for all bands. Auditorium average is 2,000.

Young is one of the favorites of the Pasadena Auld dancing crowd, being one of the three aggregations to play the spot three times from July 1, 1940, to June 30, 1941. Other bands to hold this record are Gene Pieper and Billy Mc Donald.

Dances are sponsored by the city and are non-profit affairs. Robert M. McCurdy manages the spot.

ON THE AIR ★ ON RECORDS ★ ON JUKE BOXES

A GAY RANCHERO

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FROM ONE LOVE TO ANOTHER



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Orchestra Notes

Of Men and Men
WILL HUDSONS departs that he and **WEDDIE DE LANDE** will scrap their partnership after playing at Temple University, Philly, December 8, as was rumored. . . . **RED NORVO** will debut his new band at Blue Gardens, Armonk, N. Y., where he plays a six-weeker, opening December 6. **Linda Kerne** will do the chirping. . . . **HENRY KING** is now on a New England one-nighter tour. . . . **MUGOBY SPANIER** has drawn another holdover at Arcadia Ballroom, New York, and will probably be there until well into 1942. . . . **JOE GLASBET** has set Don Bestor into Roosevelt Hotel, Jacksonville, Fla., opening December 31. . . . **KORN KOBBLERS** start a two-week stay at Henry Grady Hotel, Atlanta, December 6. . . . **MICHAEL LORING** plays his first theater dates next week, going into Flatbush, Brooklyn, December 11, and Windsor, Bronx, December 18. . . . **GAB CALLOWAY** is booked for theater weeks in Boston; Bayonne, N. J.; Rochester, Buffalo, Cleveland and Pittsburgh, following completion of his run at New Kenmore Hotel, Albany, N. Y. He has replaced the late Chet Berry with Teddy McRae, former Ella Fitzgerald sideman. . . . **JOHNNY TORRENCE**, member of the Johnny and Edna Torrence dance act which broke up when Edna married Bob Chester, is planning to go out with his own band. Will start in the South. . . . **CARL HOPP** has his new org at the Top Hat, Union City, N. J., after a four-week breaker-inner in New Orleans. Al Noble and the Murphy Sisters are doing the vocalizing. . . . **AL DONAHUE** and vocalist Phil Brito wish to recruit other band leaders that Marie of St. Cecilia was introduced by the Donahue outfit. **LEE SHELLEY**, now at Hotel Van Clute, Dayton, O., has added Ruth Walla, singing pianist, to his "Singing Strings" ensemble. . . . **JANET FULTON** now warbling with Joe Reichman.

Midwest Melange

VIC ABBS and His Californians open December 2 at the Hillcrest Hotel, Toledo, after winding up at the Congress, Chicago, November 30. . . . **DICK JURGENS** heads a unit into the Chase Hotel, St. Louis, for a 13-day stay, beginning December 12, before returning to the CBS Aragon. . . . **Gab Calloway** set for a four-weeker at the Sherman, Chicago, beginning March 27. . . . **FREDDIE FISHER** sits down at the Club Lido, South Bend, Ind., for a two-weeker, beginning December 22, before opening at the Spotlight Club, Miami, January 10. . . . **MICKEY ROCKFORD**, of Chicago MCA office, father of a girl born November 25. . . . **BILL BANDO** into Paxton Hotel, Omaha, December 12. . . . **PIERSON THAL** follows Eddie Rogers into the Utah Hotel, Salt Lake City, December 12. . . . **COUNT BASIE** set for the Oriental Theater, Chi. week of Janu-

ary 26. . . . **REGGIE CHILDS** into the Roosevelt, New Orleans, for a month, December 18, and thence to the St. Anthony, San Antonio, for another four weeks following Carl Ravazza's stay, which begins December 18. . . . **PAUL BARON** begins a three-week stay at the Rice Hotel, Houston, December 12. The Smoothies team up with Baron on the 16th for the rest of the engagement. . . . **HENRY BUSSE** set for the Roosevelt for a month beginning February 12. . . . **RUSS MORGAN** at the Hotel Chase, St. Louis, until December 12, then on one-nighters until January 9, and a week at the Tower Theater, Kansas City, Mo., before moving into the Hotel Mitchell there for a two-week stay.

Coast Cacophony

CARL RAVAZZA moves out of the Biltmore Hotel into the St. Anthony Hotel, San Antonio, for the holiday season. **PHIL HARRIS** takes over at the Bowl. . . . **DUKE ELLINGTON** plays Mayfair Theater, Portland, and Palomar Theater, Seattle, before returning to Hollywood to play 16 weeks at the Troc, opening December 26. . . . **OZZIE NELSON** recently cut four sides for Victor. . . . **DAVE MARSHALL** goes on tour following his stay at the Commercial Hotel, Eka, Nev. . . . **RHYTHM RASCALS** and **ANIWA BOYS** going strong at the Zebra Room of the Town House and Casino of the Ambassador Hotel, respectively. . . . **CHUCK DIETZ** opens in Phoenix December 6. . . . **CHUY REYES** is at the Showboat in San Diego. . . . **GRADY KING** and ark opened recently at Club Circle in Los Angeles. . . . **JOHNNY HODGIES**, alto-sax man with Duke Ellington, will be a pappy in April.

Atlantic Whisperings

A LEO PILA, Glenn Miller trumpet ace, in Philadelphia recovering from a hip ailment. When he returns to his work it will be with Benny Goodman. . . . **CHARLEY SMITH** in for the reopening of Horine's Tavern, Reading, Pa. . . . **CARLOTTA DALE**, the former Jan Savitt songstress, joins **CHUCK GORDON'S** muster in Philadelphia. . . . **WARREN WEIST** brings his boys to Octagon Bar, Reading, Pa. . . . **JACKIE HILL**, songbird with **VICTOR HUGO**, at Little Bathskeller, Philadelphia, leaving band field for a fling in batteries as a single. . . . **BOB HARRY** picks up where **SHEP FIELDS** left off; he is championing a Rippling Rhythm Orchestra in the Central Pennsylvania sector. . . . **MONK LARMON** at Murphy's Pirate Ship, Trenton, N. J. . . . **BOB JOHNSON** set at the Hanover Lodge, Allentown, Pa. . . . **WHITE MCKEE** and His Rhythm Masters at Twin Cedar Inn, Clementon, N. J. . . . **ARTIE SHAW** barnstorming in Eastern and Central Pennsylvania along with **GENE KRUPA**, **DICK STABLE**, **COUNT BASIE** and **EARL HINES**. . . . **DANNY LOGAN**, featuring the blues singing of **ELLA GALE** at Log Cabin Inn, Washington Crossing, N. J. . . . **JOE RITCHIE** holds over and into next year at Old Mill Inn, Pottsville, N. J. . . . **TONY ZOLA** at Frank's Cafe, Trenton, N. J. . . . **BATTEL CURY** at the Dreamland Cafe, Lawnside, N. J.

OKLAHOMA CITY, Nov. 29.—Henry Busse drew 1,150 dancers into Blossom's Heath here last Saturday (23), for a gross of \$1,150. Night before at Century Room, Tulsa, Busse did \$1,351.84 gross, with 1,207 admissions at \$1.12.

Shaw's "Garbo" Pulls Them Now

PHILADELPHIA, Nov. 29.—Now that the Jitterbugs have forgiven and forgotten, Artie Shaw isn't taking any chances and is keeping at a distance to make for safety. During his week at the Earle Theater, ended last Friday (21), maestro mixed public places and public appearances. Even mixed participation in the theater's weekly backstage interview conducted by Buzz Davis on WJAS. Maestro wasn't allergic to the mike, but didn't want to take any chances of being misquoted again or caught in a controversy that might kick back at him. Shaw's week was the only broken link in the Earle's long chain of backstage interviews. For same reasons, interviews with local newspapermen were no go, Shaw even giving a no to personal appearances outside the theater in music shops.

However, sphinx-like attitude, diplomatically taken, didn't make for any enemies, Shaw proved a major sensation at the Earle, packing 'em in to the grand tune of \$29,000. Town is a hotbed

of Jitterbugs, and Shaw's keeping at a distance proves that his music is strong enough to win 'em over.

Earlier in the season Shaw played a public dance promotion at Brookline Country Club, marking one of the first dates for his new band and set an attendance record there of 2,123 at \$1.14, which hasn't been topped by anyone else this season.

Sam Donahue Giving Morris Another Try

NEW YORK, Nov. 29.—Reports that Sam Donahue and ark were pulling up stakes at William Morris were scotched this week when the maestro signed an abort extension of his just-expired year contract with the office.

Band is one of those which the Morris office has high hopes of making into another Vaughn Monroe. But bookings were scarce, and Donahue was getting fidgety.

New extension is based on what the office does for Donahue in the next few weeks. If enough stuff hits the books, maestro will probably sign another long-term.

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 with Mazy Healy and Peter L. Hayes

GIVE ME BACK MY HEART
 featured by Lorna Harper

THINKING OF YOU NIGHT AND DAY
 featured in PARIS, INN, Los Angeles, by
 CHUCK HENRY'S California Network Orchestra

FALLEN PETALS
 by Florence Clinda Crubb

LIFE BEGINS WHEN LOVE BEGINS
 featured by the KING SISTERS, Bluebird recording artists

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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.

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; Tr—Tri; W—Waltz; VC—Vocal; Ch—Chorus; V—Vocal Recording.

By M. H. ORODENKER

BENNY GOODMAN (Okeh 6474)

Let's Do It—FT; VO. The Earl—FT.

THIS waxing marks the move of Benny Goodman to the lower-priced disks. However, it does not indicate any lowering of the Goodman musical standard.

The Cole Porter song is always worth a listen. And Peggy Lee's lyrical treatment will make them want to listen to it again.

GLENN MILLER (Bluebird 11365)

Everything I Love—FT; VC. Baby Mine—FT; VC.

ONE from the show, Cole Porter's Let's Face It, and the other from the screen, Walt Disney's Dumbo, supplies the song material for this making.

Miller makes a song fantasy for each of the ballads, and while the show tune is superior material, the "Baby Mine" screen song shapes up as having stronger commercial possibilities at this early stage in the career of each song.

GUY LOMBARDO (Decca 4036)

Sailboat in the Sky—W; VC. Easy Street—FT; VC.

A HIGHLY melodic and rollicking waltz, taken at a lively tempo, makes the Sailboat side needle smooth all the way. It's a dancy waltz, with Steve Graham applying a Gay-Ninety touch to his tune.

Conveying the same gay musical spirit as earlier established on his "And the Band Played On" record tag, the "Sailboat in the Sky" side is a natural for the same locations.

KAY KYSER (Columbia 36441)

Thank Your Lucky Stars and Stripes—FT; VC. How Long Did I Dream?—FT; VC.

KYSER takes two from his latest motion picture, Playmates, to make for the dandy doubling in this instance. Played with plenty of verve, and the singing of Harry Babitt spriged with Dorothy, Trudy, Max and Jack on the assets, the Lucky Stars and Stripes side packs a patriotic punch.

Phono possibilities for this pair are many. Stemming from the score of Kyser's picture, the association is bound to make for added play.

TOMMY DORSEY (Victor 27701)

I Think of You—FT; VC. Who Can I Turn To?—FT; VC.

TCHAIKOWSKY being drained almost dry by Tin Pan Alley, the brain-dead have now turned their attention to Sergei Rachmaninoff, who is very much alive and may resent it to make for a front-page controversy.

It's a toss of the coin to determine which of the sides will mean catching the coin in the music boxes. However, the "Turn To" ballad falls easier on the ears than the attempt to cash in on the piano concerto market that has been until now Tchaikowsky's all the way.

MILLS BROTHERS (Decca 4070)

The Bells of San Rafael—FT; V. I Guess I'll Be on My Way—FT; V.

The characteristic harmonizing of the Mills brothers, with flashes of their vocal strumming of the brass horns embellishing their song efforts, finds both sides

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.

Jose Morand

(Reviewed at Hotel Netherland Plaza, Cincinnati)

DURING its four weeks here the Morand band doubled between the Restaurant Continental for dinner and the Pavilion Caprice for the supper sessions.

While the Morand band carries a Latin tag and gives good rendition and rhythm to the Spanish melodies, it shuffles its offerings liberally, mixing the Viennese waltzes and the pop with the latins to good effect.

The piano work of the youngster, Dave Kelson, is a standout. He also shows well on the jull music, turning in some neat pianistics without resorting to acrobatics.

Boys sport fresh wardrobe and make a good appearance. Morand gives the combo good fronting, but at times belittles his personality with a look of despair.

Howard Becker

(Reviewed at Turnpike Casino, Lincoln, Neb.)

BECKER didn't choose enough jump for the college clientele on his stand here, but it wasn't because his library

didn't have it. Preference seems to be to play the hotel-styled, softer, non-driving, reedy things, and they're pretty in a listener way.

Becker's arranging is done by Ivan Wehrin, who favors the late Hal Kempian. His penwork is of an all-around nature, but the maestro elected on his opening to lull rather than beat.

Becker is a singer, and a good one. He solos and teams with Mac Harris and Alden McGregor for trio ditties. Instrumentally, the featuring is laid to the ride trumpeting of Clark Brown.

Style versatility is plentifully present in the Becker group and, once finding the pace desired, the band can finish with applause on any date.

Jack Kurtze

(Reviewed at Flynn's Cocktail Lounge, New Orleans)

TRIPLE busy fingers on strings and keys of a guitar, Hammond electric organ and Solovox bring out plenty of good music at this business-section cocktail spot in the Crescent City.

The trio makes as much out of their instruments as any of several such small music-making orgs playing in the Vieux Carré (old quarters) and hotel spots of the city.

Running a gamut from swing to a rollicking Latin-flavored ballad, Kurtze has been drawing nice crowds for the past five weeks and will remain thru the Sugar Bowl events of Christmas week.

Becker didn't choose enough jump for the college clientele on his stand here, but it wasn't because his library

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

Los Hits

(Chatterbox, Mountainside, N. J., Mutual Network, Sunday (23), 5-5:15 p.m.)

THIS org did some good commercial jumping during its 18 minutes and appeared to have plenty on the ball.

Hite did his own announcing and sounded like a real personality. He suffers, however, from what amounts almost to an occupational falling among leaders who announce their own remote programs—inability to pronounce clearly the names of the vocalists.

This is the kind of band that can do all right for itself on the remotes. It should be especially successful with those who like solid waltz but dislike being blown out of their chairs by it.

Bob Chester

(Log Cabin Park, Armonk, N. Y., Mutual Network, Sunday (23), 12:12:30 p.m.)

OUTSIDE of the fact that they made too much noise in playing their frequent jump arrangements, the Chester crew impressed as a good radio band. Programming was interesting, songs were tastefully tailored to the Chester style, and vocalizing was fair enough.

Chester's performance lent additional strength to our conviction that not every swing band can get away with live over the air. It seems as the old microphones or loud-speakers (or both) are not designed to stand this screeching.

Deity Bradley, Jerry Boat, Chester and the ensemble did some okay chirping, and the ballads and more extended rhythm numbers were good to listen to.

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Out-of-Town Openings

"Jim Dandy"

(Lydia Mendelssohn Theater)

ANN ARBOR, MICH.

A play by William Saroyan. Directed by Pauline Windt. Scenery by Robert Melencamp.

This play in two acts of two scenes each in it taken seriously, a modern morality play, but the lovers of smart-ale Saroyanisms bewildered most of the audience. Setting is a public library, with a slattern who later becomes a lively dancing girl walking endlessly around a revolving door up a flight of stairs full stage, while a character, typical of average humanity with "one foot in the grave" (literally—he drags a two-foot coffin that holds a clarinet on his foot through the play in a grotesque of symbolism) files paper darts at a pessimistic sitting taller-wise on a table reading Ulysses. This kind of thing does not seem integrated with the occasional true poetry of the play, notably in the latter scenes, carried by Pliskin, the pessimistic strain in mankind, who at one time is infused with imagination and love of life.

Jim Dandy is a huge man who wants great things to happen to him—but the wine he drinks is only water. Explicitly and almost repetitiously, he becomes Everyman, Pliskin—a marvelous character creation—or the other characters in the play, and they in turn Jim Dandy, an empty goal of great wants, whose ultimate great significance is that he gave significance to Jim Crow, his faithful colored follower.

Despite the bafflements, the play is constantly interesting and has sound changes of success, particularly in the intellectual theater. It draws on Everyman, Pirandello, the constructivist stage and psycho-analysis for its material, and European's fertile imagination for its liveliness and spasmodic poetic power.

Production here was thoroughly competent, with acting honors going to Jack Mitchell in the title role, Willis Pitts for a difficult Jim Crow, and Herbert London for a convincing Pliskin.

H. F. Reeves.

"Papa Is All"

(Nixon Theater)

PITTSBURGH

A comedy by Patterson Greene. Presented by the Theater Guild. Staged by Frank Carrington and Agnes Morgan. Cast includes Jessie Royce Landis, Emmett Rogers, Royal Neal, Celeste Holm, Dorothy Seand and Carl Benton Reid.

There may be a few customers who won't like the Guild's newest baby, but they'll be few. Patterson Greene's pleasant play about the Pennsylvania Dutch should be a hit. It's funny, fresh and folksy.

The Antkamps are a typical rustic Dutch brood, following folk traditions faithfully. Mama, daughter Emma and son Jake have brushed against modern

son Out-of-Town. Openings on page 18)

BROADWAY RUNS

Performances to Nov. 29 inclusive.

Dramatic Opened Perf.

Table with columns: Title, Date, and Performance Count. Includes titles like 'Arnie and Old Lace', 'The Sign of the Cross', 'The Sign of the Cross', etc.

Musical Comedy

Table with columns: Title, Date, and Performance Count. Includes titles like 'Best Foot Forward', 'The Sign of the Cross', etc.

New Plays on Broadway

Reviewed by Eugene Burr

MANSFIELD

Beginning Friday Evening, November 21, 1941

THE SEVENTH TRUMPET

A play by Charles Rann Kennedy. Staged by the author. Lighting and scenery designed by Jo Mielziner. Original music by Horace Middleton. Settings built by Nolan Brothers and painted by Studio Alliance. Costumes by Brooks. Company manager, Charles A. Williams. Press agent, Frank Goodman. Stage manager, Evelyn Peirce. Assistant stage manager, R. McDonald Brown. Presented by Theater Associates.

Sam Brodribb A. C. Andrews
Perdval Peter Cushing
Deborah Broome Lella Bingham
Lady Madeline Carmen Matthews
Father Bede Ian MacLaren
Brother Ambrose Thaddeus Sucki
Bomber 666 Alan Handley
The Entire Action of the Play Taken Place on the Lawn of a Primitive Chapel of Saint Lazarus, Near Glastonbury, England.
Time: The Present?
ACT I—Afternoon. ACT II—Sun-down. ACT III—Evening.

The Seventh Trumpet blew at the Mansfield Theater last Friday night and so did this reporter. It's the eighth time in almost 11 years of reviewing that I've walked out in the middle of a play and I rest my case on a plea of self-defense: The Seventh Trumpet was creating as much havoc among the customers as the it were really the Last Trump.

It was written by Charles Rann Kennedy, best known for his The Servant in the House, which, judged by anything approaching modern standards, wasn't a very good play either. Like The Servant, too, it is filled with good intentions, but there the similarity ceases. The Seventh Trumpet is concerned with the current war and its plot—at least for the first act and a half—consists of having everyone in the cast tell the story of his life, complete to the most minute details, and when that's over with they start all over again on the life stories of their friends.

The scene is the lawn of a primitive chapel near Glastonbury. A near-by monastery, which was to house London bomb victims, has been demolished by a German airman the night before. The characters are Father Bede, son of a rich man, who entered orders after a belief marriage and spent all his wealth building the monastery; Perdval, a Lon-

don hobnob who was badly banged up while carrying a live bomb from St. Paul's and who is therefore quaintly known as the Hero of Ludgate Hill; Lady Madeline, Father Bede's niece, who once loved a German who disappeared at the start of the war and who now loves the shining glory of Perdval; Sam Brodribb, a Yorkshireman used to arguing matters of faith with Father Bede, but now sympathetic in the face of tragedy, and Deborah Broome, a crusty spinster who spent her life raising two orphan boys.

In an act and a half of furious action it's discovered that the German who bombed the monastery also brought down and killed Deborah's two wards and thoughtfully left his identification packet on the chapel lawn. He is, of course, the German with whom Lady Madeline was once in love. And that's all.

The current chapter in Europe's bloody and endless power politics is, of course, identified with Armageddon, wherein the forces of good and evil clash in the last great fight. The supposition is that when Mr. Kennedy's forces of righteousness win, ways of universal, benevolent freedom and justice will inundate the earth. This should be good if somewhat startling news to Indian Nationalists, Iraqis whose country has been taken over, descendants of the Boers who were murdered and robbed because they had discovered diamonds in their land, Irishmen with fresh crimson memories of atrocities and countless others. It is, however, pretty much inestimable on the stage these days. But when, midway in the second act, a priest of the Greek Orthodox Church appeared out of nowhere and, at the behest of the dementedly religious playwright, identified British imperialism with the Holy Grail of Christ, this reporter, retching violently, fled for the sanctuary of the street.

It seemed pretty obvious, thanks to the program, that the German would appear and later repent of his evil. According to those who stayed, he did appear and for a long while was as stubbornly boastful as a British aviator might rightfully be after bringing down two Nazi planes in Germany. Thereafter he shot himself, and all the other characters, according to reports, were at long

FROM OUT FRONT

Of Many Things

BY EUGENE BURR

THE box-office success of Maurice Evans's startlingly inferior Macbeth at the National Theater brings to mind memories of the greatest Macbeth of our generation—Walter Hampden, whose strong and brooding Thane makes Mr. Evans's seem like a schoolchild's conception. As he was our best Macbeth, so Mr. Hampden was, all things considered, our greatest Hamlet. It's true that he failed to turn a series of handspikes down a flight of stairs or swing by his heels from a chandelier—which seems to be the mark of a great Hamlet so far as the New York press is concerned—but the beauty and intelligence of his readings opened wide, imaginative vistas, and the impassioned honesty of his playing made his Dane more truly noble and tragic than any other I have ever seen. As for his Cyrano, if it is by long odds the greatest performance in the modern theater, it has become fashionable in recent years to discount Mr. Hampden's ability—but then any actor who dares to give completely of his mind and heart is called staid by a parcel of critics who are afraid to look an honest emotion in the face and who resent in a player the intelligence that they themselves are unable to attain. Mr. Hampden will be coming in again soon, in the Theater Guild's revival of The Rings. Perhaps he'll give a bad performance—he's given one or two of them in the past—but at least we can be sure that it will be honest and intelligent. Some of our "better" actors, at their best, can't offer as much. Incidentally, Mr. Hampden's long-enduring popularity on the road brings to mind an unhappy report concerning the current tour of two others of our better barnstormers, Alfred Lunt and Lynn Fontanne. When they played Macoon recently a local reporter tried to get an interview and was brushed off with the statement that the great stars refused to see the press in "towns of that size." There's no need to write any comment. Macoon is a city of 100,000; it supported the Lunts' one-night stand beautifully. The sour story written by the brushed-off reporter didn't do any harm to the show, because the engagement was only a one-nighter anyhow—but the incident is a beautiful example of how to ruin the road and tear down the tremendously increasing demand for a return of the legitimate stage to medium-sized cities thruout the country. The remark may have been made by an assistant manager, unknown to the Lunts, but they have to bear the blame. And the blame is by no means light. Has anyone thought of using Danny Kaye, the modern master of rapid-fire patter, in Olliver and Sullivan? Without question he'd be terrific. Not only could he do the difficult patter songs to a fare-thee-well, but he'd also, I have a hunch, be able to catch the perfect tone of OAS tomfoolery. The suggestion's offered for what it may be worth. It's worth plenty to those who'd be fortunate enough to see the show, but I'm afraid it's not worth much to Mr. Kaye, who is due to coin money in more streamlined musicals.

IN THE course of years this corner has become known as something of a center for new groups. Nearly auto, about the theater, I've even been known to drag my weary bones out to the byways of the drama on wintry Sunday evenings when no

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just bombed into ultimate silence in a burst of "blinding light." If so, it was the only light that Mr. Kennedy managed to shed.

The author also directed—in a sanctimonious tone that forced the uniform actors to mouth his endless and stilted prose as tho it were fluent poetry. The only one to break thru was A. G. Andrews, that grand veteran, who gave a sally, human and finely effective performance as the Yorkshireman. The others were forced to give recitations rather than readings.

GUILD

Beginning Wednesday Evening, Nov. 26, 1941

HOPE FOR A HARVEST

A comedy by Sophie Treadwell. Staged by Lester Wall. Settings designed by Watson Baratt. Built by T. B. McDonald. Construction Company, and painted by Triangle Studios. Company manager, Warren P. Munsell Jr. President, Joseph Holdt. Stage manager, Marjorie McLean. Assistant stage manager, Anna Minto. Presented by the Theater Guild, Inc.

Mrs. Matilde Martin Helen Carow
Antoinette Martin Judy Parrish
Elliott Martin Fredie March
Charlotte Thatcher Florence Eldridge
Nelson Powell John Morny
Victor De Luca Arthur Franz
Milly Barnes Shelley Hull
Bertha Barnes Edith King
Joe De Luca Alan Reed
A Woman Dore Maranda
ACT I—The Kitchen of Mrs. Martin's House.
A Sunday Morning. ACT II—The Living-Room of the Old Thatcher Ranch-House.
Monday Morning, a Week Later. ACT III—The Same.
Monday Morning, a Month Later.

Sophie Treadwell, whose Hope for a Harvest was opened Wednesday night by the Theater Guild at its home theater, probes with the shining scalpel of her mind a cankerous tragedy that has deepened the heart of America. It is far more basic and more tragic than any political involvement in a European power struggle wherein we have no fundamental stake. It is the tragedy of the breakdown of the American will to achieve, and the poisonous erosion of a lower-middle-class caste system more vicious and more enervating than leopards, dying aristocracies of Europe.

Miss Treadwell is horrified—as what thinking American is not—at a government that pays its farmers not to grow the abundant riches of the earth while millions of Americans—Olees, slum dwellers, share-croppers and countless others—starve. It is her contention that the old American line of tillers and earth-conquerors has dried to a neurotic trickle of failures, filled with hollow phrases from the past and concerned only with sterile pride of spurious casts. Sitting upon the richest soil on earth, descendants of earlier Americans uproot their crops, buy washing machines and automobiles, feel themselves dishonored by manual toil or the raising of more than a single specialty, operate gas stations and complain about the "foreigners" who, truly, realizing the freedom of America, work hard and little by little, take away their land. Their women, empty and sterile creatures, give nothing and take all, seeking to compete

Review Percentages

(Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week in percent 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.

"The Seventh Trumpet"—11%

YES: None.
NO: Mantle (News), Brown World-Telegram, Anderson (Journal-American), Kronenberg (PM), Watts (Herald-Tribune), Waldorf (Post), Lockridge (Sun).

"No Opinion": Coleman (Mirror), Atkinson (Times).

"Hope for a Harvest"—22%

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

NO OPINION: None.

with neighbors in cheap triumphs based on possession of the machines which, made to aid, have remained to rule. Freedom and democracy have become empty catch-phrases to these people, she says, used only to justify their own sterility and their contempt of the newcomers who make the old ideals work. After freedom, she asks what? Freedom, she implies, means to them merely freedom to indulge in their own peculiar forms of intolerance.

All of this is, quite obviously, splendid stuff. It needs to be said—there is a tragic need for it—and Miss Treadwell says it with insight, wit, understanding and frequent flashes of sharp yet sympathetic humor. She hangs it upon a simple plot—a little story, yet one that will always evoke strong emotional audience-response as long as it is as well presented as it is here. She provides a sudden happy ending that cuts across characterizations and gives a spurious aroma of easy optimism to the finale; but this is her single slip.

The tale is of Carlotta Thatcher, brought up in agricultural California but living in Europe for years, who returns home to find peace and, at long last, hope for a harvest. But everything has changed. The great old farms and ranches have been cut up, while their owners insisted upon the easy riches that a mechanical age promised and then denied. Italians and Japs have bought up the acreage bit by bit, while the natives sterily insist on their prerogatives as "free" Americans. Her cousin Elliott, who has always loved her, has allowed his precious peach trees to run wild while he sells gasoline at the roadside and spits contempt at Joe De Lucchi, who has bought most of his land. He tells Carlotta of the impossibility of making the old ranch run—but Joe De Lucchi tells her of his own successful method; hard work, a variety of crops, and knowledge

that in a democracy no man is dishonored by manual labor. She decides to make a try.

Elliott's daughter by a deceased wife is in love with Joe's son, Victor, but is going to have a child by her cousin Billy, conceived when she thought Victor would enter the priesthood. She tells Victor and he leaves her, but he returns when Billy marries someone else. Then, then, Elliott and Joe, the fathers, end their feud; then Carlotta; Elliott realizes the tragic error of his false valuations. And he and Carlotta, at the end, plan to make the old ranch once more an abundant, rich provider of their own and the nation's needs. It can be done.

The direction and acting are superlative. Lester Vail staged the piece with directness, simplicity and imagination. Keeping the many long dialogic passages alive with movement as well as thought, and bringing heart-catching drama and sympathy to the situations. Fredric March, as Elliott, does a magnificently detailed character job, solid, believable and richly human. Florence Eldridge, his wife, brings clarity, charm and clear-cut effect to her lovely performance as Carlotta. Helen Carew walks off with the first act with her splendidly rounded portrait of Elliott's mother; Judy Parrish, one of the finest young actresses on our stage, does magnificently understanding work in the difficult role of Elliott's daughter; Alan Reed offers a fine character job as Joe, and Arthur Franz gives a luminous, beautifully projected portrayal as Victor. All the players, as a matter of fact, are finely effective under Mr. Vail's direction.

Hope for a Harvest is a powerful, heart-stirring drama that treats of a problem whose long and evil fingers, the hidden from surface-seeing eyes, are deep wound about the heart of America. More than that, it is the problem, in all places and all ages, of any land whose ideals have rotted away into catch-phrases and so have become their own negation. Miss Treadwell has told it, despite certain obvious plot weaknesses, dramatically and well.

OUT-OF-TOWN OPENINGS

(Continued from page 15) American and want more of it, but tyrannical papa says no. When Jake wants to study engineering, papa tears up his

correspondence school drawings. When mama asks for a telephone, papa scorns it as a creature of the devil. When Emma wants to go to town with a surveyor whom she has met, papa sets out with gun in hand.

Jake follows papa, clunks him over the head with a monkey wrench and tosses his unconscious form into a passing freight car. Immediately the Aukamp home harbors happiness. Until papa returns. His temper is hotter than ever, and he has even shot the surveyor friend of Emma, he boasts. Then a friendly State trooper parades papa off to the house for shooting the wrong surveyor, and the family resumes its now-found fun.

Quaint but understandable Pennsylvania Dutch idiom sparkles thruout the play. The authentic Dutch customs are novel and interesting. Seeds of lines are funny.

And the acting, like the staging, is Class 'A'. Jessie Royce Landis makes her mama one of the stage's most appealing portraits of the decade. Carl Benton Reid makes his papa so tyrannical that at one juncture the audience actually hissed. Dorothy Sabin' threw in a gem of caricature.

Incidentally, the Theater Guild will give \$50 to anyone who submits an acceptable new title for the show.

Morton Frank.

"Me and Harry"

(New England Repertory Playhouse) BOSTON

A play by Charles Mergendahl. Presented by the New England Repertory Playhouse. Directed by Robert de Lany, setting by George Randall.

This first offering from the pen of Charles Mergendahl, a young Bostonian graduated from Bowdoin College this spring, shows he is possessed of some talent, a burning desire to write and an urge to imitate.

Me and Harry is the story of a slightly added Vermont lad who comes to Boston and applies for a job as chauffeur for the star salesman of the Macaulay Photo Studios, Mr. Small. Small is a middling sort of louse who is trying to top the boss. The lad, Jamie, falls for the office secretary and, trying to be a big man, tells of murdering Harry in Vermont. A letter from a friend in New York that Harry has been found dead makes the characters feel the story is true. Finally, as he is going to be cleared, Jamie kills Mr. Small, who is trying to cheat the boss and make trouble for the gal.

Me and Harry has its moments, altho they are brief and far between. They are enough, however, to show that Mergendahl, with some experience, could be a good playwright. There is too much of a tendency to paint his characters in familiar patterns, but this perhaps is

because of his inexperience. For the most part, however, the play shows a complete lack of dramatic structure and an almost bewildering carelessness with details. There is, for example, a character who comes on stage during the last minutes of the play. He is entirely unnecessary, and his sole function seems to be to allow the author to vent his dislike of notoriety seekers, ambulance chasers and the like. But the strangest part is that he enters from outside—despite the fact that other characters have been unable to go out from the studio because of locked doors.

The dialog is poor. As for the acting, it is to be hoped that all the actors have regular day-time jobs.

"Golden Wings"

(The Playhouse) WILMINGTON, DEL.

A play by William Jay and Guy Bolton, presented and staged by Robert Alton. Setting by Watson Barrett. Cast includes Margot Stevenson, Lowell Gilmore, Kathleen Corbett, Edmund Stevens, Hugh Green, Peter Boyne, William Rykey, Gerald Sarnoy, Owen Lamont, Lloyd Gough, Sigge Hasso, Fay Wray, Eron Thomas, William Packer, Valerie Cosart, J. W. Austin and Len Meno.

Very lanky, particularly in its first act, is Golden Wings, story of the RAF, depicting its pilot-hero as a modern Sir Lancelot in the person of Owen Lamont. Fay Wray, of films, is his childhood sweetheart, and Sigge Hasso, Swedish star making her American debut as a modern camp-follower, completes the triangle. Outstanding among the supporting players is William Rykey, as the anti-Nazi German pilot whose "Goddam Hitler-Goddam Goering" line becomes the play.

The 17 programed speaking parts are adequately handled; set and costumes are okay; the searchlights in the black-out of the air mid are effective; but Golden Wings is not this reporter's idea of entertainment for the American stage. It seems to us that Golden Wings can succeed only with the support of those who cheer anti-Hitler plays and films regardless of their entertainment qualities.

Emma H. Keim, of The Wilmington Sunday Star, thought the play should "go down among the classics of this war."

C. Louise Jackson, of The Wilmington Morning News, wrote "the weakness in this play lies in the fact that it is undigested propaganda."

William Penn Frank, of The Journal-Sunday Evening, sees it as "a play with potentialities" that "never got out of the tall-spin." Writes he: "Why fight over a woman with loose morals, the command of the rival aviators say. The audience tends to agree with them."

Henry L. Sholly.

FROM OUT FRONT

(Continued from page 15)

one else but cops and mortgagors were abroad. Occasionally such diligence is rewarded by the discovery of a splendid group like the now deceased Prevue Players or the very much alive Savoy Opera Guild. But more often you merely see a mass of youngsters who are either hopelessly incompetent or else not nearly ready to show. The latter case is the more unfortunate. Any number of kids with real promise have hurt their own chances by asking critics and agents to see them when they weren't prepared to be seen. . . . Speaking of critics, one of the more stupid of their cliches is to say that a play belongs in 1920 or 1910, in the thought that they're thus damning it. It's about as sensible to say with a sneer that Hamlet is strictly from 1601. You can damn a play by saying it's in a once-popular tradition that's now exploded, but not merely by calling it old-fashioned—which is often something of a compliment. A really good play in 1800 or 1840 or 1825 is a good play still; the good plays of today—if any—would have seemed good in 1930—and will seem so in 2041. No true art work has a life limited to its own era. . . . Still speaking of critics, why is it that they've built up a tradition concerning their inability to rest their posteriora comfortably in any but orchestra seats? The first few rows of the orchestra are all right, but further back you see the stage only between the touzeled hair and craning necks of the couple in front of you—or else you get a crink in your own neck trying to look straight down the aisle. The best seats in any house are the aisle rows in the first row of the balcony. Or are reviewers so debilitated by bad plays that they can't even climb the balcony steps?

THE flood of children on the stage this season has been tremendous. Recently four plays that opened in succession—Theater, Little Dark Horse, Ring Around the Bath and Junior Miss—had young players in leading roles. Incidentally, the kids walked off with acting honors in all but one of the four. . . . Another epidemic concerns singing telegraph boys. They were funny when they first appeared on the stage, but now they're being used so often for easy laughs that customers are beginning to greet them with groans. When one popped up stupidly in Junior Miss this reporter fervently wished that he had the resources of Olsen and Johnson at his command. There was a singing telegraph boy in Hallelujah, too—but when he reached his second line Meers, Olsen and Johnson shot him thru a trap-door in the floor. . . . Speaking of youth, the effect that our new national politics are having on the young people of the country is tragically exemplified in a letter this column received recently from a 21-year-old who likes to see plays. "The total sum I've spent on them," he writes, "is quite appalling, and it took great courage for me to add it up. But I look at it this way: Heaven knows what will be happening a year from now. This city might not even exist. And besides, I've now reached that awful Age (21) and I'm afraid the Fates (PDR and Uncle Sam) are conspiring against me about something not so nice. Who knows what's ahead? I wouldn't go to a fortune teller on a bet." Less than five years ago it would have been inconceivable, European war or no European war, that such a letter could ever be written by a lad living in the United States.

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Acknowledged as a top artist, exceptionally well versed in singing, tap dancing, and piano accordion—also in radio. Mary Jane Yeo is also well remembered for her outstanding work in

The St. Moritz Ice Show Westwood, California, and at COLLEGE INN Chicago

RIO CASINOS BIG SEASON

Union Wages Too High, Small Ohio Niteries Complain

YOUNGSTOWN, O., Nov. 29.—It is getting tougher for small night clubs and dance halls and private dance promoters to pay for entertainment since the American Guild of Variety Artists and the American Federation of Musicians boosted their wage scales this month. Business here so far hasn't warranted the raise, promoters say. The larger places generally pay above the scale, but smaller spots are affected.

Local Union No. 8, AGVA, announces the new price rates to be:
One night (local talent), \$7.50, less 10 per cent. One night (out of town), \$10, less 10 per cent. Emcees get \$1 extra. Transportation is added for out-of-town acts.

Musicians' scale was boosted for a three-hour dance job from \$4 to \$6.5. This is the highest local scale in 45 or 50 years, Harry Dunapough, president of the local, said.

Al Reen has been reinstated here as deputy for the AGVA, says Arthur S. Kaye, executive secretary of local 9.

COLUMBUS, O., Nov. 29.—A tentative agreement was reached Tuesday (28) by the American Guild of Variety Artists and the Ohio Night Club Operators' Association to provide for a uniform rate of pay in Ohio, and eliminate cancellation privileges and rate differentials. It was also agreed that a central production office be set up to handle bookings, agents, social security payments and unemployment compensation. Group will send their proposals to the national office of AGVA for suggestions and approval.

Present at the negotiations were night-club operators, Rollin Shaffer, chairman of the Columbus Night Clubs; James Karus, Toledo; Pete Meyers, Sharon, Pa.; John Hergatt, Mansfield, O.; Sam Delevese, Columbus; Joe Alexander, Columbus; M. Y. Miller, Chillicothe; William Pancake, Columbus; Loren Burley, Springfield; Harry Levin, Columbus; Sam Cohen, Columbus; and Roy Stone, council. AGVA reps included Duke Hall, Robert Edwards, Duke Broadbecker, Leo Jane and Stanley Jabin.

Lee Shufelt, president Franklin County Liquor Dealers' Association, and Emer Richter, secretary of the Buckeye Liquor Dealers' Association, also sat in.

Talent Agencies

AL WILSON left New York for Florida Thursday (27) for the season. Harry Gans takes over his list for New York, substitution. . . . HARRY KILBY back from Florida to his General Amusement Corporation, New York, desk. . . . ARTHUR ARQUHIES, Rochester, setting talent for Powers Hotel there. . . . ANITA GAMBA, New York, now booking the El Club, Baltimore. New show there has Solette and Dean, Alice Dean, Joe Arena, Harry Stevens and Mildred Roy (Mrs. . . . PETER STEELE, Montreal, has set Vince Blue Mond at the Palais Montcalm, Montreal. . . . HARRY DILL, New York, recovering from an attack of arthritis.

BERNARD BERNARDI, New York, has taken over the management of the long-established Put Club, New York, and will use the club as a showcase for his floor-show units. Is redecorating the club and augmenting staging facilities. Will have the club revert to acrobatic comedy shows. . . . ROY COOPER, Montreal, was in New York last week looking for talent. Says salaries have gone up in Montreal, with American emcees, for example, being able to get \$100 and \$125 against \$75 previously.

ABAC ENTERTAINMENT BUREAU, New York, has just added two new accounts to its books, the Club Riviera, Columbus, O., and Zeller's Steak House, Wheeling, W. Va., giving the office 10 weeks for acts.

Opening November 22 at the Commercial Club, Elko, Nev., were Dave Marshall's orchestra, Arno and Arno, Woody Mecher, Lester and Irma Jean, and the Lewis Sisters, booked by SAM ROSEY, SAN FRANCISCO.

Adding Class

DETROIT, Nov. 29.—Charles Carlisle, perennial emcee at the Bowery, has decided to add class to the spot, hitherto largely dependent on popular patronage. Carlisle, who has usually worked informally and sometimes in non-matching coat and pants to enhance the effect, has put on a tux.

Buffalo Bookers Finally Form Ass'n

BUFFALO, Nov. 28.—Local bookers have finally taken steps to band together. At a meeting at the Ford Hotel November 23, the Buffalo Entertainment Managers' Association was launched. The association is more or less the brain child of Ray S. Kneeland, and its first members were Billie Baker and Lee Suttelle. First meeting brought fair attendance, but about 15 bookers remained on the fence.

Current AGVA drive here may have been the cause, among other things, to unite the percenters.

Ottawa Club Folds Due to Liquor Law

OTTAWA, Nov. 29.—Ottawa Golf and Country Club, tight spot which has operated continuously for 10 years, closed Saturday (28). Ben Rochefort, manager, said the club would reopen in the spring. Closing was due to passage of amendments to the Quebec liquor laws, which went into effect early in the summer and which permitted beer and wine into only.

The only night spot now with floor-shows in the district is the Avalon Hotel. Owner and operator is Alphonse Moussette, former Hull mayor.

Ivan Fehnova To Produce in SF Club

SAN FRANCISCO, Nov. 29.—Ivan Fehnova, New York and Chicago musical producer, has been set into the Musto Box to produce new girl line routines for the Duncan Sisters' next revue, which opens December 2.

Stairway to the Stars is to reopen soon under new management. A \$50,000 corporation has been formed, with P. J. Kearns, Joseph Ryan and Charles Scully listed as directors. Spot was closed last August when Manager Joe Tenner ran into difficulties with police.

Tony Martin Really Stopped This Show

DETROIT, Nov. 29.—Tony Martin, this week at the Bowery, literally stopped the show at both appearances starting from the first night. On the early show Monday, he was forced to sing 16 numbers—setting two records—one for the Bowery and one for Martin.

On the second show, when his crowd held him tight up to the regular closing hour for the spot, he was doing so many request numbers that Johnny King, tenor with the spot for several seasons, had to whisper the lyrics to him between phrases.

New-Hollywood Club Opens With Manone

HOLLYWOOD, Nov. 29.—Streets of Paris opened Wednesday (19) in the basement of the Christie Hotel here. Over \$50,000 was spent to redecorate the spot. Winky Manone's band is featured. Operators are David Burnstone, former national bridge champion, and Mervyn Kowalski, local business man. Naomi Shaw and Harvey Seymour handling publicity.

Tourist Trade Hypos Nitery Biz, Duchin Season's Biggest Click; Ice Show So-So; Like U. S. Acts

RIO DE JANEIRO, Nov. 29.—The season drawing to a close has been highly profitable to all the major casinos. The heavy influx of tourists from the States and the Argentine, along with steady patronage of the Cariocas, has kept the cash registers clicking. Tourist business has been away above average this year. Pan-American Airways traffic has been exceedingly heavy all season, with three planes weekly. The Moore-McCarmack ships, on the New York-Buenos Aires run, lay over here two days, and after a sea voyage of 12 days the tourists head for the casinos. Many remain in the city for two weeks and pick up the following ship. Others book passage to Rio only, spending two weeks in the city, boarding the ship on its return from BA and proceeding back to the States. The Delta Line steamers operating between New Orleans and BA have been capacity all season. These steamers usually remain two or three days. Business in casinos on these nights is big. Tourists are good spenders, due to their dollar bringing them plenty of entertainment value, with the mil-rob (Brazilian coin) sticking close to 20 to 21 to the dollar.

Main attraction at the casinos is the gambling, which is legal, the government licensing all gaming rooms. The casino managements seek names, having discovered that a show without a name will at times do good business, but that a show with a name is practically a guarantee for capacity business. Altho the casinos have booked names from every South American nation and from Europe, American acts have been given preference right along.

The outstanding attraction of the year was Eddie Duchin and band, surrounded by an All-American show, including Juke Robbins, singer; Robert Evans, ventriloquist; and a line of Merrie Abbott girls (8). Duchin, booked into the swanky Golden Room of the Copacabana by MCA, was flown down via Pan-American plane, both Pan-Air and Copa managements going to town on publicity prior to arrival. Duchin was well known thru his platters, and the results were that the first week's reservations were exhausted before opening.

Duchin set himself solidly with Brazilian society by giving them what they wanted, sambas. He utilized four Brazilian musicians to dish up the sambas while he gave the customers the American rhythms.

The casinos have leaned heavily toward New York for talent, especially since European bookings declined. Copa has been a consistent user of U. S. talent, and brought in Paul Deaper early in the season. In a tie-up with Saks-Fifth Avenue, New York, Copa brought in eight models for a fashion show, which ran for three weeks during the Duchin engagement, drawing the fan trade. Judy Harr, Jack Cole, and dancers, Fernando Alvarez, the New York Copacabana Girls, (6), Ethel Smith, and Basil Pomeen, fronting the local band, followed the Duchin show. Currently, U. S. acts in the Copa are Fraskon, the Copa girls, and Pomeen.

The Casino Urea started the season with an all-ice policy, going into heavy expenditure for the installation of ice equipment, but policy never seemed to click, perhaps due to ice portion of the show being presented on the stage, above the heads of the customers, who couldn't see the rink. And with skating entirely unknown to the Brazilian, the effect was lost. Management has discontinued ice policy. The ice show sent down by the William Morris office was excellent entertainment, and had Maribel Vinton, Alex Hurd, Bill and Betty Wade, Douglas Duffy, Guy Owen, and a line of seven. Opened May 23 and ran until August 14, when Miss Vinson, Hurd, Duffy and Owen returned to the States. Replacements for the ice portion of the show were Val Seta, Ted Mesa, and Thelma and Taylor, all from the States, who continued until September 22, when the ice rink was dismantled. Other U. S. attractions booked into the Urea were

Jose Mojica, Del Rio, Connie Loyce Gearty, Deval, Marie and Lee, Kenneth and Norris, four Janseys and three Martells and Mignon.

The Casino Urea, across the bay in Niteroi and under the same management as Urea, has been using many U. S. acts, usually doubling from the Urea.

The Atlantic has also been a consistent user of U. S. talent. The Olanore Girls (13), U. S. girl line, opened early in the season, playing six months, moving into the Grand Hotel Casino Guarujá at Santos, and currently back at the Atlantic. A. Robins, Eunice Hestley Loper and Barrett, Bob Dupont, Carole and Sherod, Lane Brothers, Bertay Sisters, Johnnie Barnes, Mina Korda, Val Voltans, and Carr Brothers were other U. S. acts who appeared during the season.

Leo Brody, U. S. organist, was at the Hammond organ in the Atlantic over 18 months. She returns to the Urea late in November.

Most unusual booking here, due to protection clause in contract, was that of Nina Korda, singer, who first opened at the Copa, then went to Santos for four weeks, returning to the Atlantic, agreement having been made between the two casinos.

Additional dates for acts are available, and at conclusion of his dates, acts, thru co-operation of casino managements and local bookers, may secure further time. Berlay Sisters and Val Voltans, who closed in the Atlantic last week, are now at the Grande Hotel Casino Guarujá, Santos, set thru Dr. Glenn Amado, managing director of Atlantic.

With the approach of warm weather, the summer spots are set for opening, starting in December. The Tennis Club, in Petropolis, using acts week-ends, goes to full week. Palace Hotel in Pocos de Caldas is set for an early December opening. Casino Bello Horizonte in January, the Casino Sao Vicente, Ilha do Porobal and the Grand Hotel Casino Guarujá, in Santos, are both expected to remain open. Rio's casinos operate the year-round.

Joe E. Lewis Nominated in Chi

CHICAGO, Nov. 29.—Joe E. Lewis has been nominated for president of the Chicago AGVA local. Annual election will be held shortly. Nominated for other offices were first vice-president, Dolly Kay; second v. p., Ralph (Cookie) Cook; third v. p., Ray Conlin; fourth v. p., Bill Talent; fifth v. p., Brent Ace Wilber; recording secretary, Lucille Carow, and treasurer, Lew King.

Nominated for board of directors were Dick Ware, Violet Strands, Modie Maner, Joe Wallace, Bill Balrd, Karen Stophank, Guy Chorney, Bruce Jordan, Jimmie Harvey, Florine Manassa, Karanova, Boots Brae, Flo Whitman, Dick Winkler, Norman Tatum, Sid Schnaps and Winnie Hoveler. Thirteen directors are to be elected. Of those nominated, Flo Whitman and Winnie Hoveler will decline because they are owners of acts or well up performers.

Top Salary Due To Music Machines

CHICAGO, Nov. 29.—Warrio Jones, booker for the Great States Theaters in Illinois, set the Ink Spots week of February 8 at \$500 per day. This is the highest figure paid an act for these one and two-day dates.

Jones explains that they are able to command this price because of their popularity on music machines. Recording attractions showing up well on machines are always in demand, Jones said.

Pierre Hotel, Cotillage Room, New York

Talent policy: show and dance bands; alternate dance bands; float entertainment at 9:45 and 12:45; table magic...

Returned after the Pump Room of the Ambassador, Chicago, this beautiful, elegant dining room is worth the visit...

Luxurious surroundings, fine food and liquors and precise service are added to pleasing, tho' not extraordinary, entertainment...

Only floor entertainment is Peggy Fears, who does a short song turn twice a night...

Night Club Reviews

did only two numbers at the first show: a song-talk and parade special lyric based on The Nearness of You...

Bert Allerton, magician working the tables and making his local debut here, is an excellent entertainer...

Chandra-Kaly Dancers joined the floorshow Thanksgiving Eve. Adelaide Moffett succeeds Miss Pears December 6...

Paul Dentis.

Park Plaza Hotel, Crystal Terrace, St. Louis

Talent policy: Show and dance band; floorshows at 9:30 and 11:30. Management: King Kouré, manager...

The Crystal Terrace, small enough to create that intimate atmosphere...

Eddie Varzos and orchestra opened here Tuesday (25) and from his reception it is a sure bet he will be a primo favorite...

Eddie Varzos emceed the floorshow, which opened with Lucille Matthews singing several pop songs...

Betty and Freddie Roberts are just about as charming and graceful dancers as have been seen in these parts in years...

Eddie Varzos, next, displayed some marvelous violin playing. Altho only a seven-piece combo, the band has the fullness of a much larger orchestra...

Beachcomber, New York

Talent policy: Production floorshows at 10, 11 and 12; Latin show and dance band; dance orchestra. Management: Joe Moss, director...

Benny Davis produced this show, which should draw a healthy portion of the Main Stem spending money...

Davin, in conjunction with Summy Step, has written three tunes, Rio Rhythm, When and A Gatocho With a Black Mustache...

Voice is good and delivery okay. Ran into a couple of drinkers, but made nice recoveries...

Walter Long, seen in various routines with the line, also does two solo taps which show imagination...

The Shadrach Boys, two septa lads, one at a mini piano, are clever showmen. Singer's material, however, was not up to snuff...

Working separately and in conjunction with the line, Pappy, Michael and Estete, with an equal number of femmes, indulge in fast Latin terping...

Machito's Rumba Band and Leo Kuhn take care of the music in fine form. Not an empty table in the house when caught.

Copacabana, Golden Room, Rio de Janeiro

Talent policy: Show and dance band; floorshows at 12:30 (Sundays 11:30). Management: Duarte Azevedo, managing director...

With its regular season in the final weeks, Copacabana has made a strong bid for the late seasonal biz...

Current show is good entertainment. Copa Girls, U. S. girl line, originally six, now down to four...

Copa Girls return for routine with parasols as male vocalist warbles. Sophia Bozan, Argentine singer, offered three songs in Spanish...

The Haakon-Bowman combination takes over this spot. Miss Bowman offers a jazz number on toes which clicked solidly...

Basil Fomenko's band renders Guardia, a composition by Carlos Gomez. Fomenko done a neat job on special arrangement and baton waving...

Haakon and Miss Bowman return for polka, which sent them off to plenty of applause. Team is tops in dancing...

Copa Girls, in a fast five and jitter routine, closed the show.

Fomenko's and Simon Bountman's hands each share a portion of the show music, a new venture along this line...

Food, drinks and service excellent. James C. Madden.

21 Club, Baltimore

Talent policy: Show and dance band; floorshows at 11 and 1, weekdays; 9, 11 and 2 Saturdays and Sundays...

Located downtown this newillery is making fair bid for business. Spot, has beautiful front and nice appointments...

floorshows for this vicinity. It's a Charlie Yates' unit titled Fun for Your Money. Show runs 50 minutes and is packed with fun and laughter...

There are numerous scenes and blackouts, with all characters coming and going with such rapidity it's amazing that they make changes in time...

Also coming in for laughs were Gould and Ditson. Gould awakes a wicked tongue and succeeds nicely as a sassy character...

For brief interludes between acts, performances were given by Ruth Foster, Ginger Dulow, Nelson and Marsh, and Phyllis Merrill...

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James RICHARDS and Joan CARSON

Dance Impressionists

Just completed 5 weeks at the swank 5 o'Clock Club, Miami Beach.



Current

Olympia Theater, Miami

Thanks to Lou Weiss and Herby Marks

while Miss Merrill was well received for her whirlwind solo presentation.
 Show, produced by Bob Gordon, moves fast and needs only a chorus line for a perfect score. Dance and show music furnished by Larry London and his orchestra, with Ken Kneely vocalizing at the organ during intermissions.
 Phil Lehman.

Kitty Davis Airliner, Miami Beach, Fla.

Talent policy: Production floorshows at 9:30, 12:30 and 2:30 and dance bands. Management: Kitty Davis, owner; Charles Hoover, managing director; Joe Barock, headliner; Les Simmons, publicity. Prices: Dinner from \$1.50; drinks from 60 cents; minimum \$1 except Saturday, \$1.50.

Inaugurating the pre-seasonal period, a fast revue, the brain child of Manager Charlie Hoover, is split into two sections, the first running 60 minutes, the second at midnight running over an hour.

The De Sylva Twins, invigorating as fresh air, steal the show. The closest thing to Carmen Miranda in dance form ever to hit these tropical shores is the personable young Sylvia De Sylva. Her brother John is a dead ringer for Caesar Romero. Costumed in gold wardrobe, twins' Samba is the best ever seen here. A top-flight dance team.

Of Martin, Raymon, and Lee, the last-named is socko with his mugging and comical chatter. Buddy Ramon, on guitar; Louis Martin, with top hat and cane, and Frankie Lee, comedy, bring down the house with bobo and rhythm.

Red Jaynes scores solidly at the piano with a swing version of St. Louis Blues and The Irish Washerwoman in boogie-woogie style. The Eden Twins do a sexy Hawaiian dance. Milton Joyce sings *Miss the Boys-Goodbye, Home-suckle Rose* and encores with *Darktown Strutters*. Her strained voice apparently needs a rest. Finale features a burlycorn opsy complete with bushes, hand-bar mustaches and a few bars from operatic tunes, that ends in a bedlam of comic relief and joke. Johnny Silvers, on the bandstand for the third successive season, is still one of the top show bands in this area. Featuring a sax section trio, the cork (seven men) does a grand job.

Headwaiter Joe Barock's diplomacy adds much to the success of this mobey-making spot. Drinks and service are unsurpassed.
 Harry B. Kind.

New Wilshire Bowl, Los Angeles

Talent policy: Dance band and floorshows at 9:15 and 12:15. Management: K. L. Loeb; George Deputy, headwaiter. Prices: Dinner, \$1.50 up; \$2 up Saturdays; drinks, 40 cents up; minimum, \$1 and \$2 Saturdays.

The new Bowl reopened recently with a new price policy. Following redecoration, Silver Sereen, staged and produced by John Murray Anderson, proved in for a short time. The new show is more in line with the cafe entertainment policies in this section.

Tony Romano and His Romeros (four reed, three rhythm and three brass) play the 40-minute show, with the maestro soloing on guitar to please. All the show, two of reed men double on saxes, and rhythm section is augmented by Romano's guitar at times.

Morcy Amsterdam does a good emcee job. He was sharp on the comeback with hecklers. Some of the stuff he pulls is not the latest but, as a whole, he is funny.

Roberte Johns, dancer, opened the show with a few acrobatic steps that are good but not extraordinary. Girl is pretty and knows her steps, but is not presented to an advantage here. Her act would go much better on a stage.

Ab Hing and Company, Oriental magic, offer some good tricks. Fishy, Rope and dove disappearance tricks brought the most applause. Hing knows his magic, but some good patter would certainly speed up the act.

Romanos, with his guitar and the cork strumming the background music, does *The Man I Love*. He's been at this business for a long time despite his youthful appearance. Does a good job. While Romanos is still at the mike, Amsterdam brings up his cello for *Annie Laurie* and later *Intermezzo*. Amsterdam does an adequate cello job, but is better as emcee.

Rita and Reubens, dance team, are in the fitting finale in a slow dance. Team is good-looking and smoothly working. Show moves too slowly in spots.
 Sam Abbott.

Glenn Rendezvous, Newport, Ky.

Talent policy: Dance band and floorshows at 9 and 1. Management: Pete Schmidt, owner; Glenn Schmidt, manager; Miles Ingalls, booker; Betty Kapp, publicity; Eric Price, maître de; Bob Bond, assistant maître de. Prices: Dinner from \$1.50; drinks from 40 cents. Minimum \$1.50; \$2.50 Saturdays.

This cozy, intimate spot continues to go overboard on talent, offering floorshows that would well fit in rooms with much larger patron capacity. Current offering, which opened last Friday (28), packs an entertainment wallop and should serve to bolster business which hasn't been too fat here in recent weeks.

Opening are the Callahan Sisters, as fine and personable a female tap duo as there is around. Girls have looks, talent, wardrobe and showmanship, and they breeze to a solid hand with two original routines.

Ken Harvey, who does a capable job of emceeing, takes this spot for himself to contribute a sock music session on the banjo and Vibra-Electra, an electrical contraption resembling a banjo. The personable lads give his banjoning artistic handling and he has framed a good repertoire to sell his wares. Most received.

Maxine Loth, radio's Hour of Charm Girl, is a tall looker with a sexy pair of eyes. Offers, in a pleasing voice, Gertrude's *Summertime*, Jim and a French version of *Amapoto*, and for an encore *The Last Time I Saw Paris*. She registered okay, but worked with an air of uncertainty that had the patrons wondering what would happen if the mike suddenly went dead.

The veteran Joe Prisco, rough-and-tumble comedian of the old school, mowed 'em down with his comedy antics and chatter, his hilarious mac-track skill being especially effective. His original and smart material is given added impetus by his swell selling, a few neat comedy tricks and his well-known soft-shoe shuffles and cigar manipulating.

The George Libby Girls (6), line featured here the last six weeks, scored their usual success in three attractive routines.

Chris Christensen's act, here since the opening 10 weeks ago, are working out their final two weeks and will be replaced by the Billy Snyder combo, another local crew. Tony-Salamack's Trio have taken up the stroll duties in the main room and adjoining bar.
 Bill Sachs.

Kaufman's, Buffalo

Talent policy: Colored band; soloists for intermission music; floorshows at 10 p.m., 12:30 a.m. and 2 a.m. Management: George Kaufman, owner and manager; Eddie Kaufman, assistant manager; Bob Graham, host; Vic Wells, assistant host; Wally Gluck, talent agent. Prices: Drinks from 30 cents; food, 40 cents to \$2.00; beverage minimum \$1.00 Saturdays and holidays.

This suburban vitery remains one of the more attractive layouts in Western New York. Besides a very impressive colorful Swedish-modern interior, it boasts the largest dance floor in these parts. The black and white 35-minute floorshow is a happy one, with the dusky dancers stealing the glory. Only thing lacking is a good girl line.

Polly (Day) and Dezo (Ritter) open show with a comedy satire on a rumbal team, with the male getting off some terrific tumbling routines. Attractive gal is a nifty stogie. Dezo brings really good showmanship. His high-provoking mannerisms are strictly up-to-date.

Eddie Doban is the "Charlie McCarthy" of Roy Douglas, but unfortunately, Douglas is miles away from the Bergen Avenue, besides lacking good material. He might build up an okay ventriloquist act. He engaged with some fairly clean and new jokes as his technique is quite impressive, especially when he packs dummy in suitcase and produces muffled sounds which seem to emanate from within.

Kay McKay, emcee and featured singer, is a tall statuesque brunette. Her ballads work over well, including *You Came To Me From Out of Nowhere*, and *If I Could Be With You One Hour Tonight*. She does old-time stuff interlarded with a few pop ballads. Dezo brings down the house with his standard *The Man Who Wrestles With Himself* but it is extremely funny. Art Brooks and El Cotton Club

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Prosperity Note: Big Dough for Club Dates

DETROIT, Nov. 28.—Two private party bookings totaling \$5,000 for talent were set this week by the Betty Bryden Office. Both are for Bagshaw, one for Morley Brothers hardware company, and the other for a local bank, December 10 and 15 respectively.

AGVA Tie With Trenton

PHILADELPHIA, Nov. 29.—Local AGVA chapter, having concluded an alliance with the local musicians' union is about to close a similar pact with the AGVA local in Trenton, N. J.

Flip Brown's four-piece swing band is well in demand part of show. It consists of sax, trumpet, piano and drums and providing ample entertainment for the dancers.
 Eva M. Warner.

Vaudeville Reviews

Roxy, New York

(Reviewed Friday, November 28)

Roxy has a well-balanced flesh layout, muscled by Archie Robbins and including Buck and Bubbles, Equillo Brothers, Hubbard Lane, Trizie and the Gae Foster Lince Pie, not too wrong, is You Belong To Me, with Henry Funda and Barbara Rhapsody.

Robbins has become, more or less a fixture, emceeing the Roxy's bills for some months. He is personable, with a pleasant line of chatter and gags, and conducts the show with a certain brightness and enthusiasm.

Trizie, femmo juggler, is well known to Roxy audiences. Opens jumping rope and bouncing a ball on her head simultaneously. Successfully uses more large balls and plates, does a bit of stumbling and then her familiar stick-in-mouth routine, catching and balancing balls thrown by audience. Good hand for this, and emcees with difficult ball-juggling.

Richard (Dicker) Lane, vent turn, uses a dummy with a blacked eye. Lane's technique is good, but even more important, the gag is good. Highest spot occurs in dummy's singing routine (It's a Sin to Tell a Lie). Robbins comes out with a femmo dummy as foil for Lane's trash dummy in the closing sequence.

Equillo Brothers have an unusual twist to their hand-to-hand turn. Appear in full dress clothes and warble. Then proceed to do a strip, handing clothing piece by piece to a couple of Foster girls. Finally down to tighties, the boys proceed with good hand-to-hand work, waddling all the while. Voices not bad, either. They do their best act over atop a small rickety table. Clothes have their dressing. Took a nice hand here.

Buck and Bubbles, Negro singing, dancing and comedy duo, closed. Standard song and dance stuff and very entertaining. Short bit, aside from brief comedy dancing, spends most of his time at the piano, while the tall boy boogie and sings. The hoofing, both eccentric and straight tap, is wonderfully rhythmic and facile, and sometimes without musical accompaniment. Tunes included This Can't Be Love and Yes, Indeed. Act is beautifully paced and an effortless clicker.

Foster girls' best number a jitterbug routine, very lively and in the groove. House business just fair when caught. Paul Ackerman.

Earle, Philadelphia

(Reviewed Friday Evening, November 29)

Sandwiched in between the State Turkey Day and the Army-Navy pigskin fest, opening day made for an suspicious local prodem for Johnny Long, youthful maestro. Scores high and left a favorable impression upon the taxed house at late supper show caught. Pleasantly restrained, band of 14 is more restful than the long line of ailing crews parading the Earle boards, and makes direct hit with an assortment of shopy routine. Band gives it lightly on open-air, then changes pace for a highly polished arrangement of the Teichow'sky's Piano Concerto. Brings on blond Helen

Young, band's cenary, possessing plenty of charm and personality in making her piping count most for Booply Wooply Piggy and Duddy, boys in the band assisting vocally. Condos Brothers (two) scored solidly with three whirlwind dance routines. Their technical tap skill stamps them as standouts among boofers.

Johnny Long takes back the spot for a medley of lush pope, showcasing his left-handed fiddling hand picks it up with a swing setting for the Shanty-Town Oldie, spruced up instrumentally and chorally to give the juves in the house a musical kick. Character singing of Sue Ryan garners individual glory for herself. Comedy chanteuse best in her impressions of magazine covers come to life, her offering ranging from operatic to sent. Bob Houston Banks, romancy bary, is highly effective for This Love of Mine, I Surrender Dear and Shepherd's Scenade. Second song is a stand-out chant.

Henry Youngman takes over and keeps the gags flying thick and fast. Peppering his patter with screwball singing and fiddling, gib comic evoked an amazing flow of giggles and guffaws, considering the age of his material.

Band brings it all to a happy and highly rhythmic finish with S-I-B! Helen Young back at the mike.

Screen support above par in New York Town. M. H. Grodenker.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, Nov. 28)

Roscoe Atax, uttering film comic, has top billing. He tries hard, and even if the gags take longer to come out, they're still the same. Trizie's hand at both the trombone and the fiddle, but nothing happens. Has his lovely wife on stage with him for a few minutes for a joke card routine that doesn't sell.

Emil and Evelyn do an ordinary routine of hand balancing, each trick being much the same. End their stint with an okay tearboard session.

Capt. John Tibor's comedy, musical and acrobatic seals have the inside track. Three in number, the seals play, tamed by squeezing horn bulbs between their jaws. Do their tricks without a flaw.

Jack Levere turns up with some comedy as the "man on the flying trapeze," fumbling at every turn for laughs. It's his entire routine. Wind-up is fast tempo work. Lee Donn got good applause with some lively banging of the ivories. Does classics and popular in fine style.

Peggy O'Neill's Beauties, regular line, seemed a bit amateurish in their work, winning little applause. Football specialty number was notably poor. Charley Kaley turns in his usual capable job of hand directing.

Look Who's Laughing, Edgar Bergen-Charlie McCarthy comedy, is the screen offering. Edward Murphy.

RKO-Boston, Boston

(Reviewed Friday Evening, November 28)

One of the best bills seen here in some time. There isn't a weak spot, altho

there are times when it seems that someone is getting away with murder because of a name.

Hour show gets off to a fast start, with Larry Flint and the house ork on stage. With a medley of pop tunes, and on come Rolfo and Verna Flicker, who get no introduction. They start fast with some neat tap routines and airo stuff and quickly warm up the house. One of the strongest opening acts ever used here, and their skill numbers produce great results. Beg off to a great hand.

Wally Brown makes a fast entrance to get off a couple of good gags before introducing Roy Davis, who was working clubs when last seen in Boston. He has hyped his act tremendously. Plays records and by means of facial and body expressions makes it seem as tho he is singing instead of the recording artist. Started off with Danny Kaye's new version of Dinah, which went over big. Next offered the English madrigal, I Heard Three Birds, as sung by Cyril Smith. Davis apparently has studied long and carefully, and his gestures and facial expressions are perfect. Packed house roared its approval and brought him back for an encore. Used Bonnie Baker's You'd Be Surprised. Davis was the hit of the show, coming back for three bows before he was able to beg off.

The Stuart Morgan Dancers, three lady gents and a frail-looking gal, are on next. Guys throw the gal around in a nonchalant manner. They know their business and they keep the routine smooth and fast. Have several beat and out-of-the-ordinary bits. Off to a great hand.

Wally Brown comes back to clown around and subsequently introduce little Annette Ames. Wally has some new material and handles it in his usual good style. The blues with Miss Ames also have been changed, the two getting off some beat-stuff and clicking regularly. Brown does a good job with Goodbye, Dear, I'll Be Back in a Year before they finally beg off.

Martha Raye had to work hard to make a better impression than the acts that preceded her. The fact that she was duly acclaimed is no credit to the routine she is using. It was a Martha Raye crowd. The Raye routine of studied slap-happiness and swingeroo stuff was a bit too studied this trip. Most of her jokes were older than Joe Miller, and the laughs came strictly from Raye fans. Vocalized with Great Day Coming, Mamma, Mr. Papantini and Five o'Clock Whistle.

Pie is Weak-Kneed for Three, not so hot. (The Kaplan).

Review of Units

"Sweater Girl Revue"

(Reviewed at Love's State, New York, Friday Evening, November 28)

Unlike many personal appearance revues, this unit carries some talent. But the film names, particularly the females, are not strong entertainers.

Agnes Nagel, for example, starts by admitting that her singing and dancing are inferior to those of Mary Healy and June Peppers. So, with Peter Lind Hayes, she does a bit from Night Must Fall. Both parties mistake shouting at the top of their voices for dramatics.

Barbara Pepper, a sexy looker, does a carry love-making routine with Dick Baldwin and Stuart and Terrot, male comedians. It got some laughs, but not because of Miss Pepper's delivery. The boys worked hard supporting her.

June Storie and Baldwin do a song and skit, which registered fair. Their personalities are nice, with Baldwin displaying a fine voice, but material a sub par.

The Kim Loo Sisters, a trio of young pretty Celestins, in opening spot, sing three numbers, the last an encore. Girls are personable and delivery is okay. Got a good hand.

Mary Healy, a capable songstress, does well. In given a production setting for A Nightingale Sang in Berkeley Square, with Hayes emceeing an air-raid warden. Went over nicely, as did her subsequent songs.

Best female on the program is June Peppers, a vaude veteran, whose airo work always goes across. Also shows up, well in her banter with the male section.

Stuart and Taylor give off with their gag and patter turn and wind up with some dancing. Also did well.

Peter Lind Hayes, besides assisting practically everyone on the program, does his sardonic satirical impressions, along with a drunk routine. Did humorous episodes and finally begged off. An excellent entertainer. He seems to be getting careless in delivery of some of sketches, however.

As far as the sweater exhibition is concerned, there's very little of that. They wear them only in the finale.

Pic here. Appointment for Love. Swell house when caught. Joe Cohen.

A. B. Marcus Girl Revue

(Reviewed Friday Afternoon, November 28, at the Oriental, Chicago)

This new Marcus extravaganza, lives up to its professors for gorgeousness and, in addition to the eye-filling production numbers, it is interspersed with entertainers specialties, the whole making a pleasing revue. It has no continuity but is a succession of girl parades, lavishly costumed, and leaning heavily to semi-nudity. Girls are shapely and attractive.

Opening production number is one of the best in the show. The girls in beautiful variegated feather costumes, with six girls in the air on traps, and an adagio team posed on steps in the background make a colorful setting for the acrobatic dancing of a beaute dancer. An Oriental number, with Florence Hill-

low, dancer, and the finale, a Spanish number, were exceptionally colorful. Leon Miller has done an excellent production job. No solo contributors several solo dances that are entertaining.

Frankie Conville and Sunny Dale, on early in the bill, offered a fair comedy routine of dance and chatter. Conville's later appearance in a burlesque of Charlie Chaplin in The Dictator was very funny and garnered a big hand. Latocha and Lawrence, edagio team, do some exceptionally good work and soon solidly. Comedy boxing bout of Sparky Adams was only mildly amusing. The Three Chords scored with their clever imitations of well-known bands.

All told, this Marcus show stacks up as satisfying entertainment. Not Gregg.

"Continental Hit Parade"

(Reviewed at the Columbia Theater, Alliance, O., Tuesday Evening, Nov. 28)

New and packed with sock entertainment, this month-old unit piloted by Lillian Bennett, widow of Owen Bennett, long identified with units, is winding up its Midwest tour preparatory to starting its Southern trek. There are several standard turns, a good five-piece band, and a fast-stopping line that's better than the average.

Luce is, on for a rhythm tap that gets the show off to a fast start. Costuming is in keeping with basement policy, gals are youthful and have plenty of dancing ability. Yvonne, solo dancer, makes her first appearance in a difficult Russian novelty, that scores heavily. Using two dominos, a black and a white, Don Frye gets a lot of laughs with virtuosity. Jackson Sisters offered a fast tap, clicking with tricky steps.

Bulk of the comedy is in the hands of Homer Neachum and the O'Hara Sisters. The veteran minstrel man has none of his ability as an entertainer, and the trio puts over libidinous humor. The Donald Duck bit is sure-fire. Angel sings pop numbers well, and the line comes on for another snappy routine. Yvonne returns for an airo novelty that is as good as has been seen here in a long time. Rita Dawn, 5, puts over a couple of songs like-a veteran, her Somebody Stole My Gal being a highlight she begged off after several bows.

Naah! and Oah! Oriental, with the troupe last season, are repeating with even greater success. They do high perch, juggling, hand balancing and acrobatics. A swell turn, Beror Twins, brothers, are show-stoppers. Their comedy is in pantomime their mirror bit, winning much applause. They clown and dance well and throw in some acrobatics. A very versatile pair. Luce comes on for its last routine, with entire personnel on for finish.

The Rhythmic Swingsters, a five-piece combo, play the show most capably, altho a bit brassy, but not annoyingly. A flashy back drop is effective and lends much to the presentation.

House full when caught. On the screen, We Go Fast (South Seas), better than the average. (The Kaplan).

Just concluding—December 6
7 show, successful weeks at
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Chicago Club Owners, AGVA, EM A Air Differences at Joint Meeting

CHICAGO, Nov. 29.—At the request of the newly formed Illinois Cafe and Cocktail Lounge Owners' Association, a committee met yesterday at the American Guild of Variety Artists' offices with representatives of AGVA and the Entertainment Managers' Association to present and seek readjustment of rulings laid down by AGVA. Owners are now preparing to draw up an agreement for presentation to AGVA next week. Representing the owners were Dave Branower, Charles Conrad, Fred Franko, Jimmy Purcell, A. B. Christmann, Johnny Ferraro and Richard Willford. Agents' committee comprised Phil Tyrrell, Dave O'Malley, Paul Marr, Ray Lyte, Tommy Sacco and Danny Graham, NMA president. Jack Irving, Ray Conlin and Lucille Carrawe represented AGVA.

Auditions Discussed

Principal problem aired at the meeting was that of auditioning acts. Owners and agents contended that auditions were a necessity and objected to paying for this privilege. The right to audition acts will be asked for in the agreement submitted by the owners.

Another problem aired was that of canceling acts after the first night. Current AGVA ruling is that clubs pay club date scale of \$10 in the event of such cancellations. Owners contend that the rate of the weekly scale of \$35 would be \$5 but are willing to compromise and pay \$7.50. They ask for this compromise also in the case of clubs using extra acts on Saturdays. The owners agreed there should be no compulsory mixing, but stated that any performer dealing with clubs should be allowed to do so.

Scale

There was discussion with regard to the present weekly scale in outlying spots. AGVA now asks for \$35 for singles and \$80 for doubles. Owners could not understand the hyping for doubles, the actors' committee explaining that doubles require more overhead and the like. It was suggested that \$70 should

be set for all teams with the exception of ballroom couples.

Club owners, in return for "satisfactory treatment," promised to consider the "check-off system," which would have the clubs deduct dues for AGVA and compel acts to be members of the union. However, they are opposed to being responsible for any delinquents.

As regards agents, owners also discussed a tentative offer for them, which would have the owners deducting commissions for the agents, encouraging the booking of acts thru agents and avoiding duplication of act submissions.

Jack Irving, of AGVA, revealed that his organization is desirous of co-operating with the new owners' group, but is not convinced that it is a representative group, inasmuch as its membership comprises only 35 clubs as compared to his estimated figure of 150 to 200 in this territory employing talent, excluding cocktail lounges.

Officers of the new owners' organization are Ralph Jensen, president; Al Greenfield, treasurer; Fred Franko, secretary, and Dave Branower, chairman of the board of directors.

Chi Congress Casino Re-Opening Jan. 15

CHICAGO, Nov. 29.—The Congress Casino, set to reopen January 15, will be known as the New Horizon Room. Johnny Gluskin is in charge of music and entertainment policies. Tentative talent plans call for three acts, a line and a music act. Mitchell Ayres is set for the opening.

Adjoining Peacock Room is being doubled in size.

Once a trecca for name bands, the Casino (a 450-seater) has never been a profit maker. Last attempt to open it was made by Billy Rose, who sought to put in a Diamond Horseshoe-type show, but the deal fell thru.

Barry Winton, with a six-piece outfit, opens in the Glam Hat-Room December 2. Ben Herold, current singing attraction, is being held over.

Newly re-done Pompeian Room is featuring Red Duncan, blind pianist. The Tavern, other dining room of the hotel has been redecorated and opens December 4. No talent will be used in this room.

Mayris Chaney In Defense Dance Post

NEW YORK, Nov. 29.—Mayris Chaney, of the standard ballroom team of Chaney and Fox, has been appointed National Dance Director of Civilian Defense, with headquarters in this city. She will commute regularly to Philadelphia, where John E. Kelly is head of physical training and recreation activities of Civilian Defense, and also keep in touch with Washington.

Miss Chaney's partner, Eddie Fox, meanwhile is in San Francisco, recovering from an illness.

Detroit New Year's Eve Prices Going Up

DETROIT, Nov. 28.—Bookings for New Year's Eve are well under way here, most booking offices reporting all better-class acts about booked up. Reports of plans to double on briefer shows are fairly common.

Evidence points to a moderate shortage of better-class acts. Henry Lueders, of the United Booking Association, estimates that acts will be paid 25 per cent ahead of last year. Part of the increased cost has been eluded by rates put thru during the year by AGVA.

Laurel-Hardy Unit

NEW YORK, Nov. 29.—Laurel and Hardy will head a vaude unit, opening December 31. Tentatively set as the initial dates are the Palace, Fort Wayne, Ind., followed by Orpheum, Milwaukee, January 9, and the Chicago, Chicago, January 16. Supporting talent for the unit heads has not as yet been selected. The William Morris office is agenting.

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- WILLIAM HAWKINS** — World Telegram
Billy de Wolfe returns to catch for himself the portion of roasting comedian of the club. No other young tender approaches him; De Wolfe is an unerring stimulus to hilarity.
- DOROTHY KILGALLEN** — Journal American
I hope some book producer will try Billy de Wolfe in the Rainbow Room entertainer, in a show this winter.
- ROBERT DANA** — Herald Tribune
Billy de Wolfe came back to the Rainbow Room this week as a pitifully good occasional comedian, the most versatile of the new crop.
- GENE KNIGHT** — Journal American
De Wolfe is definitely the finest night club comic to come along since Kaye and a Broadway or Hollywood "shot" appears inevitable.
- NICK KENNY** — N. Y. Mirror
Billy de Wolfe the most promising comedian in years.
- MALCOLM JOHNSON** — N. Y. Sun
He once more demonstrates his versatile talents as a one-man team.

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Artists Ltd.

Swell Weather, Shopping Crowds Boost Chi Grosses

CHICAGO.—Good weather combined with early Christmas shopping crowds will help send grosses above house averages here again this week.

Oriental (3,200 seats, \$13,500 house average) opened Friday (28) with the 1942 edition of the A. B. Marcus revue for the second biggest Friday since its opening six weeks ago. Six shows were put on Saturday. Looks as the house will have no trouble doing a banner \$19,000 for the week. Pic is Public Enemies. Week ended November 27, house did a healthy \$18,200 with Billie Hughes' *Follies*. Vaude acts included Three Stooges, the Reddingtons and Paul Winchell.

Chicago (4,000 seats, \$32,000 house average) got off to a good start Friday on the second week of bill that did an estimated \$46,000 for the week ended November 27. With the potent *A Yank in the R. A. F.* on screen and a fine talent layout, including Nicholas Brothers, Gil Lamb and the Hollywood Broads, house should do \$59,000 this week.

Local Unit Hits High Denver Biz

DENVER.—*Stardust Follies*, a locally assembled unit of four acts and a line, hit a high gross of \$5,900 for the week November 18-24 at the Taber Theater. Despite first real cold weather of the season unit hit a figure that ranks it with best grosses of road units that have played the house, and management has set a similar stint for week beginning December 30. Units are set by Bill Wheeler, of the Bert Pittman Theatrical Agency, Denver. Pix were *Nere Comes Mr. Jordan* and *Herman of Michigan*.

Autry Film Big

SEATTLE, Wash.—With Gene Autry films always doing well at the Palomar, it grossed \$6,500 last week, to go \$11,500 over the weekly average. Booked by the Bert Levey office were five acts, including Bob Evans, Lund and Lund, Fish and Leslie, Gil Robinson and the Rex-dias.

On screen was the Autry film, *Down Mexico Way*.

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Vaudefilm Grosses

Para Very Big; Strand Strong Business; Roxy Heads for 50G; "Sweater" Fine 28G

NEW YORK.—Grosses last week were not too far behind the extremely lush values of the Thanksgiving holiday. While holdovers predominate, products are sufficiently strong to provide profitable takes.

The Paramount (3,064 seats, \$37,000 house average), now in the second week of *Splunk*, Ray Bolger and Harry James ork, after the very big \$48,000 of the opening week, is expected to produce around \$35,000 the second session. Unless too great a film pile-up looms bill may go five weeks.

The Strand (2,758 seats, \$33,500 house average) is still going, to town in the second week of Woody Herman's band plus *They Died With Their Boots On*. Gross anticipated is around \$39,000. Opening holiday week did a fine \$48,000. Show stays a third week.

The Roxy (3,835 seats, \$36,000 house average) opened Friday (28) with stage bill with Archie Robbins, Equilo Brothers, Richard Lane and Buck and Buddies, together with *You Belong to Me*. Expected for the first week is \$50,000. Last week the third of *A Week-End in Havana* and live talent, with Robbins, Joey Faye, Marlon Bell and English Brothers and Diane Davis, took \$32,000. Previous two weeks did \$44,000 and \$55,000.

The Music Hall (3,200 seats, \$34,000

house average), in the second week of *Suspicion* and usual ME stock company, is anticipating a nice \$50,000. First week produced a torchy \$105,000.

Loew's State (3,327 seats, \$22,500 house average) opened Thursday (27) with *Sweater Girl* Revue and pic, *Appointment for Love*. Should do a fine \$28,000. Last week bill with Martha Raye, Jack Durant and *You'll Never Get Rich* got a very good \$29,000.

Earle, D. C., \$22,300; Capitol Hits 20½G

WASHINGTON.—Warner's Earle, showing *They Died With Their Boots On* for eight days, ended November 27, grossed \$23,300. Appearance of Johnny Long's orchestra gave added box. Previous film, *International Squadron*, for six days ended November 19, pulled only \$13,500. Current attraction, *Birth of the Blues*, for week ending December 4, probably will do \$18,000. Stage features Don Arce, Helens Gardner, the Branties, Aish Carney and the Roxyettes. Mogul, mentalist, works matinee in the lounge.

Loew's Capitol, with *Chocolate Soldier*, did a good \$20,500 for week ended November 26. Low Parker and All-Girl Minstrels headlined the vaude bill. Previous sock film, *Hot Spot (I Wake Up Screaming)* did to a low \$18,000 for week ended November 19. *Rico and Shine*, week ending December 3, is expected to do \$18,000. Stage features Jack Durant, Bobby May, Sue Reed and Her Manhattan Knights, Francis and Ger and The Rhythm Rocketts.

Auction Helps B. O.; Censor Hurts Tab

SPOKANE, Wash.—Ramsdell Girls, Large and Morgner, Val Valentine, Whitehouse and White and Van and Arvola drew \$1,250 gross November 21-23 at Post Street, \$50 over average. Pix were *Burma Convoy* and *Cracked Nuts*. Mr. Dooley and His Gooly Auction booked opening night figure far over usual total, but bad weather cut Saturday and Sunday attendance.

Business done by the Rex's tab show was off about 20 per cent to \$800 for week ending November 23 as a result of the police booking of one of the operators on a charge of running an indecent show. The show has been cleaned up to the satisfaction of the law.

Buffalo Stands Hit the Jackpot

BUFFALO.—Vaudefilmers hit the jackpot the past week, aided by strong pix and Thanksgiving Day.

The Buffalo (seating capacity, 3,000; house average for straight film bookings \$11,800) opened big for week of November 28 with Ted Lewis and his band and show. Unit gives spotlight to Geraldine and Joe, June Edwards, the Blair Sisters, Gladys Tell and Charles (Snowball) Whittier. Calluloid fare, *New York Town*, should be of assistance. Box-office tally expected to reach \$18,000.

For week ended November 27, the Buffalo did nicely with \$16,800 for eight days, despite absence of live talent. Much-publicized film offering, *Birth of the Blues*, starring Bing Crosby and Mary Martin, responsible for the b.o. success. Co-features were *Among the Living* and a Superman short.

The 20th Century (seating capacity, 3,000; house average for films only, \$7,300) will sport a regular weekly vaude-musical production show starting December 18. New policy calls for a 15-piece band of territorial musicians under the leadership of Meyer Balech.

For week ended November 26 the Century did amazingly well, garnering a terrific \$13,200 with two, six and no vaude. Films were *Look Who's Laughing* and *The Pittsburgh Kid*. Bill is holding for a second week and is expected to score with \$7,500.

Hawkins, Ink Spots \$33,200 in Philly; Fay's Okay \$7,000

PHILADELPHIA.—Paris Theater (seating capacity, 4,000; house average for films only, \$14,000) has plenty to be thankful for with sensational \$33,200 piled up the week ended November 27. Glory goes to *Frankie Hawkins* orchestra and the Four Ink Spots. Combo topped the season's record they hung up here last January, when the cash registers resounded to the tune of \$32,500.

For this season, tall just a bit short of the \$34,000 chalked up by Glenn Miller's band in September. However, on closing day, the Hawkins-Spots combo bettered the Earle's Turkey Day all-time high by \$200. Ida James and Jimmy Mitchell from the band supported, with Moke and Poke and Rod and Curly to make it an all-sepia bill, *Miss Night of January 16*, meant nothing.

New bill opened Friday (28) getting in the Army-Navy football holiday crowd, kicked off gingerly and points to a better than expected \$21,000. Marks local bow for Johnny Long's band. Show more in the variety range, including Henry Youngman, the Condo Brothers and Sue Ryan. Band billing includes Helen Young and Bob Houston. Screen support, *New York Town*, stronger than usual.

Fay's Theater (seating capacity, 2,200; house average, \$6,800) plenty satisfied with the \$7,000 for the week ended Wednesday (26). *Peaches Strang* and June Taylor, made a double-header of burly beauty, with the vaude interpolations bringing on Lewis and Amos. Anthony Allen and Hodge, Sammy White, Jim and Mildred Mulday, Gae Foaters Roxyettes and Billy Kintia's band, *Moon Over Her Shoulder* on screen.

New bill opened on the holiday, Thursday (27), figures on a fat \$7,800. Homeowner Eddie White, heavy local fare, shares the top spot with burly Valeria Parks, and gives screen Tom, Dick and Harry greater import for the draw. The Klodders, Olsen and Shirley and the Del Rios round out the stage fare.

Providence Houses Do Strong Business

PROVIDENCE.—Extra performances Saturday and Sunday and Thanksgiving helped bolster Fay's gross for week ended November 20 to top-figure for season: \$8,300 for seven days. Bill included Harriet Walker, Don Rice, Charles and Tomasta, Bobby Longdon, Tod Lester, and Fenwick and Coake.

Metropolitan for its three-day take on previous week-end (14-16), with Dolly Dawn band, Mills Brothers, Al Trahan, Don Arnez, and Marica and Delta, drew \$6,800.

Fay's for week ending November 13 drew \$4,800.

Ben Bernie 10G On Dayton Stand

DAYTON, O.—Stage show season at the RKO Colonial came to a temporary four-week halt November 27 with the exit of Ben Bernie, who drew down a comfortable \$10,000. The house is slated to resume stage shows December 20.

The season, which began in August, has shown but one lousy week, several times running to \$10,000 and \$11,000 against an average for the house of \$8,000. Lack of suitable units or acts is given as the main cause for change to picture fare for four weeks.

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Magic

By BILL SACHS

JOAN BRANDON, stage magician, upon her recent return from a 10-week stay in Australia, where she played Sydney and Melbourne, opened at the Orpheum, Los Angeles. . . . CARL ROSINI is still at the Park Central Hotel's cocktail lounge, New York, despite the union dispute there. . . . BERT ALLERTON is clicking in his New York debut in the swanky Cottillion Room of the Hotel Pierre. . . . LUCILLE AND EDDIE ROBERTS, who were with the Great Nicola's company when the latter lost all his show equipment on the boat that was torpedoed in Singapore harbor several years ago, are being held over indefinitely at the SE Moritz Hotel, where they recently made their New York debut. . . . THE GREAT VALLEY opened last week in Butte, Mont., on a string of Fox houses that will take him thru Idaho, Montana and Wyoming. He recently caught Jack Gwynne's show at the Lake Theater, Salt Lake City, and says it's up to the usual high Gwynne standard. . . . DUKE MONTAGUE is preparing to hit the road soon with his magic and trick marionettes. . . . GAIL GALL opens Christmas Day at Earl Carroll's theater-cafe in Hollywood. . . . DELL O'DELL is working a daytime stint in the toy department of Lord & Taylor, smart New York shop, November 21 thru, December 24. . . . NORMA KRIBBER is showing her magical wares at Leon & Eddie's, New York nitery. Some of the celebrities who have staged for her in her act recently were Tommy Manville, Georgia Tappan and George Jessel. . . . PROP. PINXY and his Pinxy Puppets have begun a six-week run in the Toyland of Scruggs-Vanderbilt-Barney, Inc., St. Louis department store. In Chicago, Madam Pinxy reports she has a number of holiday dates booked and expects to keep two assistants busy right up to New Year's Eve. . . . RAYMOND SCHWETZ is still in Wisconsin for the University of Wisconsin. He has four more weeks to go there before heading for the East for a string of dates. . . . WESLEY WHITEHOUSE is set thru December 6 at the Benjamin Franklin Hotel, Philadelphia. . . . DUKE STERN has just finished his first month of magic-at-the-table at the Tropical Gardens, Fla., and reports the territory is good for winter.

tion of a musical revue built around magic. . . . MYBUS, mentalist, after two weeks at the Gibson Hotel, Rutherford, Cincinnati, has been handed a holdover thru December 11. . . . DON AND THELMA GREENWOOD have just concluded a week at Gastig Farms, Lima, O., and will that they're headed toward Cincinnati and a visit to the magic desk. . . . MAURICE, formerly Maurice of the magic duo, Josephine and Maurice, was a recent visitor to the magic desk, during an engagement at the House of Rink, Cincinnati. Maurice will begin (See MAGIC on page 27)

Club Talent

New York:

YVONNE MORAY opens at the Fifty Davis Auditor, Miami Beach, December 9. . . . LEON & EDDIE'S show, which opened November 28, has Marcelin Hendricks, Golden Pair, Len Manning and Mital, Hal and Honey Lee, Sahji, and Ben Bernard. . . . RHODA CHASE, singer, is in her eighth week as Boulevard Tavern, Elmhurst, L. I. LOPEZ AND SYNTON new team at the Bal Tabarin.

Chicago:

TITO-GUIZAR returns to the Tribuna Casino December 9. JACKIE GREEN set for five weeks at Harry's New Yorker beginning December 17. Ruth Petty opens same date. . . . ROBERTO AND BARITA, formerly known as Marco and Martha, are being held over for the new show at the 885 Club. . . . EDITH ROGERS DAHL opened Monday (1) at Barone's. In the same show is Danny Kaye's brother, Phil Kaye, mimic. . . . RENEE VILLON, interpretative dancer, new at Sam Rughlin's Brown Derby.

OPENING at the 885 Club December 8 are HAL MONTI, JOHN TIO and the DUANOS. . . . WILLIE SHORE headlines new show at the Club Paroo beginning December 24, his first date at that spot.

Philadelphia:

THREE RADIO VOICES doubling between Club Ball and the next-door Little Rathamaker. . . . HARRY HOLLY back at Yacht Club dance. . . . THREE CLEPTONES newcomers at Irwin Wolf's Rendezvous.

Los Angeles:

BETTY KEAN, star of the top role in 'Yokel Boy at Republic, is off on a quick trip to Broadway. . . . McFARLAND AND BROWN back on the Coast after playing clubs in the East. . . . DEVELLO AND WANDA, ballroom team, playing Coast clubs after a swing at the Grand Cafe, Phoenix, Ariz. . . . FRANK E. PARR into Redwood Inn, Salinas, Calif., as emcee. . . . FULTON AND JOHNSON have just finished a round in the Northwest. . . . AH HING AND COMPANY closed recently at Wilshire Bowl. . . . DOODLES WEAVER has replaced Jimmy Ames at Grace Hayes' Lodge. . . . AL MARDO is doing a single. His wife, Irene Kaye, is expecting the work. . . . KEN STEVENS is now featured at Bill Jordan's Bar of Music. . . . 'RAGS' RAGLAND may get a part in 'Tortilla Flat' at MGM. . . . BETTIINA AND RUDOLPHO now featured at Hollywood Tropics. . . . BOB CLARK AND COMPANY, with Al Sachs, just closed 10 weeks at Salt Lake vicinity and are back in town. . . . FARMALIE AND DAVIDSON have just completed two months in (See CLUB TALENT on page 28)

New Miami Beach Club

NEW YORK, Nov. 29.—Lou Walter's new Club Casanova in Miami Beach will open December 20. Initial show is to include Carris Mitchell, Ennie Boro, Tonya, Barbara Belmont, Rosita Hise and Talia. This show was booked by Miles Ingalls.

Wash. Balalaika Licensed

WASHINGTON, Nov. 29.—The Balalaika, new Russian spot operated by Misha Bess, has received the liquor license after operating one week on a bone-dry basis.

Business at the club has been good, and capacity week-ends.

Hennessey With Harry Carroll

HOLLYWOOD, Nov. 29.—Jimmy Hennessey has been named manager of Tin Pan Alley by Harry Carroll, owner.

Washington Unit Producers Say Actor "Closed Shop" Is Driving Free Shows Out of Army Camps

WASHINGTON, Nov. 29.—Army show policy under auspices of the United Service Organizations, which allots funds for entertainment of soldiers, has become muddled since local defense committee complained against USO arrangements with Actors' Equity. Complaint, based upon an article in the November issue of Equity magazine, was hustled off to New York addressed to Walter Hoving, national director of USO, because a "closed shop" was looming in army shows. Hugo W. Walter, District Defense Council official, made it clear, however, that he believed the USO had unintentionally banned amateurs.

Text comment in Washington Daily News quoted Mary Mason, of local NBC, who felt Equity would "palm off" on servicemen a lot of unemployable talent, and that the names of actors now being sent on a flying trek to Caribbean outposts "read like a roster of has-beens."

Concern was expressed over three local amateur groups directed by Harry Anger of Warner's theaters, Gene Ford of Loew's Capitol and Phil Hayden, dance instructor, Washington. It is stated, contributed \$264,000 to the USO and now would be unable to get back \$67 per week as expense money for Anger's unit alone. So far these groups have presented entertainment for five large army camps within a 50-mile radius.

It was learned that the New York headquarters of USO had no idea of the misunderstanding that has followed

here. Immediate steps to clear up the situation are reported. Whether or not these steps will alter the policy of Camp Shows, Inc., it is believed that some other provisions will be made for the amateurs.

Equity policies which draw fire are: (1) Camp Shows, Inc., shall not audition "volunteer groups." (2) Equity members are prohibited from participation in such groups. (3) "In the unlikely event" that union actors are not available, "the Equity Council will have to determine the eligibility of such (non-union) people for membership in Equity." (4) Salaries will be at least the Equity minimum, but Equity has the assurance of Camp Shows, Inc., that this will not be the maximum.

The last provision was held here to be counter to statements from New York and Hollywood concerning gratis appearances of stars.

Under the new system for Camp Shows, Inc., servicemen will be charged an admission of 25 cents, which would practically guarantee show units about \$3,000 per week. The amateurs, however, insist that their shows be given to the soldiers free. Col. William H. Draper Jr., of the army, moral action, defied the admission charge, claiming it would make the soldiers "more appreciative." It would stretch USO funds, and eliminate hard feelings among those who couldn't get seats if the shows were gratis.

Coast Union for All Show Biz, Including Agents, Opens Drive

HOLLYWOOD, Nov. 29.—American Entertainment Guild of Los Angeles, an independent union for all amusement workers, swung into activity Wednesday, with Lloyd Skeels, local agent, set as executive secretary for the coming year. Others elected include Dick Boggs, president; Ralph Weyer, first vice-president; Gene Blaise, second v. p.; Marjorie Weyer, financial secretary and treasurer; and Edith Berion, recording secretary.

A board, including Phil Lerner, Sid Diamond, Roberta Codway, Bob Johnston and Freddie de Peloo, was also named at the meeting Tuesday. A board director from each type of workers represented will be chosen later. Richard Matlock was named legal adviser. Skeels said, "The new association is so constituted that all types of workers who are affiliated by nature of their employment are incorporated into one association, with one initiation fee and dues to cover all. A feature is the inclusion of agents, a step in the right direction to eliminate much of the turmoil now existing in the amusement business."

"This type of organization is able to give an employer a deal from front to back for all workers at one time. This will eliminate much of the trouble now experienced by employers forced to negotiate deals with first one group and then another."

Skeels says if an employer refused to negotiate with any labor group, AEO would stand with other labor organizations against open shop. He feels when an employer closes a contract with a labor group the employer should be free to negotiate with other labor groups without being molested. Skeels said the AEO does not stand for picketing any employer or other labor organizations, unless an agreement has been broken with the association or its members.

AEO stands to make for a better understanding between artist and agent. Skeels said. In other organizations the artist is pitted against the agent. In AEO, he pointed out, all workers are free to book or take engagements independent of any agent. Association is to maintain a free placement service, and

commission is to be paid only when a definite service is rendered by an agent. "Many are of the opinion that the agents today are being used as a whip for organizational purposes, only to have themselves eliminated in favor of certain larger offices or groups," a printed statement issued by Skeels said.

The new guild feels an agent is not an employer, but an employee, hired on a commission basis.

Hattie MacDaniels Set

NEW YORK, Nov. 29.—Hattie MacDaniels, soap film name, is scheduled for two weeks at the Strand in conjunction with the Count Basie show, starting December 12. Miss MacDaniels won the Academy Award for work in 'Come With the Wind. Deal was set thru Music Corporation of America.

MCA is also pairing Deaf Arma and Lucille Ball for a p. a. tour.

Bobby Cohn Resumes

HOLLYWOOD, Nov. 29.—Bobby Cohn, publicity man, has opened office here upon his return from army. His associates are Jack Swift and Cecil Berdum.

M. A. SILVER is being given a traditional dinner December 8 at the Ten Eyck Hotel, Albany, by the new Variety Club, Tent No. 9. Silver is set to succeed Harry Kalmbach as sole manager for Warner houses in Pittsburgh area.

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More Changes In Hirst Casts Thruout East

PHILADELPHIA, Nov. 29.—More changes in casts of Hirst units are scheduled. In the Bowen-Bailey unit (1), Norma Werles, singer, joined at the Troc...

Jack Diamond unit (6), Gerda Gomez joins the show tomorrow at the Troc. Tony Fuller unit (9), Wenn Hitt replaces Freddy Walker. Bill Brenna unit (10), Pauline added. Snyder and Fields unit (12), Betty Sisters closed. Conly and Black unit (13), Joe Forte and Joyce Brazzi join...

Star Burman unit (10), Kay Revelle closes at the Globe, Boston. Mack and Foster unit (20), Lovette joined at the Troc. Unit 22, Denise, and Darro and Davis closing. Jack Lamont replaced by John Barry. Bobby Morris unit (21), Jay Carenaugh joins at the Troc, December 7. Drita unit (23), Charlie Robinson replaces Al Phear. Alleen, Russell replaces Connie Fosalow, and Nancy Hart is added. Mandy-Kayo unit (25), Gale Stevenson and Natoma closes in Washington.

Dancer Hurt But Continues on Job

PITTSBURGH, Nov. 29.—While here last week for a showing at the Casino, Ann Stevens, of the dance team of Casino and Anita, was hit by an automobile, sustaining knee and leg injuries. After being bandaged she continued her stage appearance despite remonstrances from Casino Manager Howard Saffitz.

The Casino will present 70 people in the Black and White Revue here December 14, biggest troupe ever to play the theater.

Publicity Manager Frank Shenkel, of the Casino, is assisting Carl Doron, of Station WQAR, in preparing material for a Gridiron Show December 9 in the Wilkes Penn Hotel by the Junior Chamber of Commerce.

Bowes for Strand, Ciney

CINCINNATI, Nov. 29.—Strand Theater, former vaude house, which reopened two weeks ago with straight pix after six months of darkness, brings in the Major Bowes 1941 Prisoners unit December 5-7 and, if business warrants, show will be held for the remainder of the week, according to Manager Mort Matius. Plans are being mulled to put the house on a full-week vaude basis at pop prices.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MAE BROWN left a Hirst show at the Star, Brooklyn, November 22 to return to Akron November 30 to celebrate the second birthday of her son, Tucker. Then to go into stock at the Gayety, Milwaukee, for Charles Fox. After that, four weeks at the Crawford House, Boston. GEORGE REYNOLDS, stage director at the Star, Brooklyn, was gifted Thanksgiving Day, with a 16-pound turkey from the Raymonds and Jerry Adler. ALYNE FAYNE, with Hirst unit No. 6, was titled the Cotton Bowl Campus Queen by Philadelphia college students because of her birthplace, Dallas. OTTO KLIVES, former wheel show owner, is a new member of the Galety's out-front staff. ANN CORIO celebrated a birthday November 29 in Pittsburgh. PADDY CLIFF, vocalist, now at the Glen Park Casino, near Buffalo. DOLORIS DAWN chosen Bomber Hostess by the Royal Canadian Air Force.

VALERIE PARKS to be extra-attraction feature at the Hudson, Union City, N. Y., December 14 week with Hirst unit No. 6. JACK BECK, manager of Jacques Theater, Waterbury, Conn., provides a big food spread Friday night between the first show and the midnighter for the performers. Mandy Kay, Bill Wallace and George Rose rave it is the last word. CLAIRE GAIBSIERT and Justine Lewis are two new Ken Rogers eyelets at the City. IVELYN LANG, formerly of the team of Guido and Eva, was the dancer at the City and Star, Brooklyn, week of November 18 and 23. BOB SHEPARD, now house vocalist at the National, Detroit, was recently with the Lewis-Fay unit. EARL SWINK and Edna Mae, a show-stopping dance team in unit No. 2, debuted at the Elings November 16-20. VALERIE PARKS was the single featured attraction and not co-featured while at the Republic recently. Played Fay's, Philadelphia, after Baltimore week.

GINGER WAYNE, at the Holland and story agent her strip-tease introduction in Shanghai. CHARLES ABBOTT, comic on the Empire Circuit, held over at the Avenue, Detroit, where he is to remain indefinitely. Cross Hillary, opposite comic, left for another Empire spot. ROXYTTES at the Roky, Cleveland, baked and contributed a wedding cake at the marriage reception of Nats Mann, chief candy butcher, and Syd Marcus, postpro, last week, according to Lou Weiss. TINY HUFF back from a lengthy retirement, is playing clubs hereabouts. RUTH ROSEMOND, former Columbia wheel ingenue, and Frank Grogan were visited at their Reads Perry (N. H.) farm by Mabel Erickson, another burly-er, last week. HARRY KANE, singer, left the city last week for a sinus operation. Lela DeFee was extra attraction November 23 week with a new Hirst unit including Bob Carney, Mary Joyce, Joe Cowan, Bob and Mollie Ridley, Wynette, Cosmo and Anita, Gypsy Nina and Al Golden Jr.

GARCIA GOMEZ, featured attraction, moved from the City to the Star, Brooklyn, and then proceeds to unit No. 6 in place of Mae Brown. PAT PAREE closed in Baltimore November 29 with a Hirst unit and opens December 4 for Noel Sherman in a Coral Gables (Fla.) nitery. HONEY BRIEN, singer, found in the Little Rathskeller, Philadelphia, was signed for the Hirst Circuit and is now touring in the Freed-Ainsley show managed by Floyd Halliey. LEE SLOAN now opening dramatic stock at the Great Northern, Chicago, also known as the Mayor of Night Life, a local mag. RED MARSHALL, with Panama Hattie, threw a birthday party for Dolores Dawn (Mrs. Marshall), of the Hirst Circuit, at the Claridge Hotel bar November 18. UNO.

PHILADELPHIA:

JESSICA ROGERS, closing at Carroll's, claims she will open a cocktail lounge in New York. CRYSTAL AMES returns to take over the lead at Carroll's. PRINCESS CHANG LEE at the Roman Grille, is taking wedding lessons. Hopes to become a professional. KITTY ALGER heads the new show at Wayne McVough's Twin Cedar Inn at near-by Cliegerton, N. J. BABE CUMMINGS, current at Carroll's, just got her final citizenship papers.

MIDWEST:

MARION MORGAN, who returns to the Rialto, Chicago, December 12, will head the unit opening the Mansfield Theater, Kansas City, Mo., December 25. NANCY HART, a new Chuck Gregory find, is playing the Empire Circuit. ARTIE LLOYD closes on the Midwest Circuit and reopens on the Empire time December 12. TWO ESQUIRES are at the Palace, Buffalo. CONNIE FAUNSLAU added to the Empire Circuit at Milwaukee. HINDU WAUSAU opens on the Midwest Circuit at Dayton, O., December 4. GEORGE TOGO closes on Midwest at Cleveland December 4. ROSE LA ROSE opens at the National, Detroit, December 8. JOAN DARE is added attraction on the current bill at the Avenue Theater, Detroit. EVE ARDEN is the current added attraction at the Chicago Rialto. LANE BARI added attraction at the Grand Theater, Youngstown, O., this week.

FROM ALL AROUND:

JIMMY (RUSTY) MATHEWS, formerly of the team of Jimmy and Betty Mathews, is now doing comedy at the Mandarin Theater, Stockton, Calif.

Three Big Denver Hotels With Shows

DENVER, Nov. 29.—Hotel nitery season is in full swing now, with three top hostesses operating dining and dancing spots. Business is fair.

Silver Glens, of the Cosmopolitan Hotel, where a local outfit, Pete Smythe, has been since opening October 10, will not close, despite picketing by service unions. Smythe stays until January 4. Also using vaude acts and a jitterbug contest.

Ranch Room, of the Albany Hotel, opened November 19, a month later than usual and for first season is using out-of-town band, Buddy Carper. Newly remodeled Emerald Room and Alibi Bar at the Brown Palace Hotel opened November 10 and has been getting heavy patronage. Jules Duke and orchestra, with Elaine Castle and Tommy Martin, organist, are featured. Skip Tavern, in the same hotel, has Dixie Palmer, organist.

Ramona, Detroit, Vaude-Out; 2 Weeks

DETROIT, Nov. 29.—Neighborhood stage shows did a quick fade-out at the Ramona Theater, United-Detroit Theater's largest local house, after two weeks of single bills and flesh Tuesday thru Thursday.

Principal reasons appeared to be lack of drawing power for stage shows in a neighborhood that had not been used to this policy in years and difficulty in getting acts to fill the bill within the budget.

Detroit's two successful neighborhood vaudes the past year have been the Vogue and Harper theaters.

"Meet the People" Unit Opens on Coast

HOLLYWOOD, Nov. 29.—A 22-people unit of Meet the People opens at the Paramount Theater here December 4. Show then goes into the Golden Gate, San Francisco, booked by the Bert Levy office.

An agreement with American Guild of Variety Artists has been under consideration, with terms including minimum of \$60 for principals and \$40 for chorus, and guarantee of eight out of 10 weeks work or pay. AGVA is also asking \$2,000 cash or surety bond, covering salaries.

Paul Workman Hurt in Fall

KANSAS CITY, Mo., Nov. 29.—Paul Workman, comedian playing the Glitz Theater here, fell down a flight of steps shortly after the final curtain Monday night. He was rushed to the Central Hospital, where he was treated for a scalp laceration. Will resume his act this week.

Kalcheim Supervises Morris Cafe Dep't; Paul Small Leaves

NEW YORK, Nov. 29.—The William Morris Agency cafe department will have no titular head, according to Nat Lefkowitz, WM's treasurer, no replacement being contemplated for Paul Small, who leaves January 1 to open his own personal management office.

Instead, the night-club, theater and band departments will work more closely with each other. With Nat Kalcheim as supervisor, the cafe department will have Irving Lazar, Dick Henry and Harold Dobrow. Joe Wolfson, who worked with Henry in the club date department, will be in charge of that section. In the theater department will be Lou Wolfson, Sol Shapiro and Fred Elsvik. Kalcheim will be the liaison between the artist and band departments. Willard Alexander will continue to head the band department. Shapiro will continue to book South American shows.

Small, who has been with the Morris office for six years as head of the cafe department and who is generally credited with building up the cafe department to its present proportions, was set to leave for the Coast yesterday and will open for himself upon his return.

New Morris layout, while giving Kalcheim more supervisory powers, tends to spread out duties of the agency's personnel.

Buffalo 20 Century Adds Musical Shows

BUFFALO, Nov. 29.—The 20th Century Theater will begin steady stage bookings December 10. Backbone will be a 15-piece orchestra under Meyer Halffon.

Vocalists and musical acts will be booked from week to week. Gertrude Lantz, soprano, is first of featured soloists. Ben Toole's New Yorkers, four men and four women, are set for New Year's show and Lester Cole's Seven for January. Policy is quite similar to that formerly used by the Buffalo, compelling house. It was dropped by that house last year, after many seasons' success. Century undoubtedly will still book occasional units and name bands.

"The musicians were signed for 10 weeks, but we hope to renew the contracts thereafter," says Robert T. Murphy, Century manager. Band will include Meyer Balsam, Amerigo and Gino Bofo, Jules Pillar, Norman Wulton and Arthur Crosson.

Strippers Too Hot; Club Loses Permit

CINCINNATI, Nov. 29.—Frank Cottman, operator of Palm Gardens, has lost his night club permit for 20 days. He was charged by the State Board of Liquor Control with permitting "indecent performance," revolving around a recent "bottle of strips" held at Palm Gardens.

Five State liquor inspectors testified that they "were shocked" at the performance they witnessed. The two strippers stated that they didn't appear in the nude, but that their G-strings were covered with paint.

Carroll, Foys Have Legit Musical Plans

HOLLYWOOD, Nov. 29.—Nights club operators here are turning to play production.

Hurry Carroll, operator of Tin Pan Alley, is off to New York to look into the production of Sunshine in Virginia, for which he wrote the book and the music. Irving Foys, of Charley Foys Supper Club, is off for New York to make arrangements for The Foys Carry On, in which six Foys will appear.

Lincoln Vaude Back

LINCOLN, Neb., Dec. 1.—Ralph Ayer, city manager of the Lincoln Theater Corporation, booked the Circuit's first flesh this season, a Major Bowes unit at the Nebraska (27-30), but is still stalling on signing with the moon-to-be revived Wilbur Oshman Circuit of \$200-a-week units.

He's waiting until he watches about three of them in action at other circuit points.

WANTED — WANTED THE 2 HARRYS HIRSCH and KATZ Would Like To Hear From COMICS—STRAIGHT MEN SOUBRETTES FEATURE STRIP WOMEN SPECIALTY ACTS AND CHORUS LIPS OPENING DECEMBER 26 The Newly Remodeled ALVIN THEATRE MINNEAPOLIS WITH STOCK BURLESQUE 2 Shows a Day GOOD Steady Work and Pay Be a BOOSTER for MILTON SCHUSTER—Skill, Our Agent WANTED — WANTED

Non-Theatrical Films

Conducted by THE ROADSHOWMAN

(Communications to 1564 Broadway, New York City)

Business Building Promotions For Merchant Sponsored Shows

Joe Roush, of Roush Amusement Enterprises, has built strong 16mm. circuits thru aggressive exploitation—finds that contests build good will

TULSA, Okla., Nov. 20—Joe Roush, of Roush Amusement Enterprises, who specializes in merchant sponsored shows, states business is better than ever in this field, but the operator must have a well-planned promotional program if he wishes to succeed. Roush has been in the 16mm. business eight years and his firm has been operating 16mm. circuits in Oklahoma the past four years. "We operated two free show circuits the past summer," Joe stated, "and we can truthfully say that we had the best season in many years. The past summer we worked candy sales in all our locations and found that there is plenty of extra profits in such sales. In two locations we worked candy contests, giving away a 26-piece silverware set to the most popular boy or girl of the town who had the most candy kids. This stunt boosted our candy sales 40 per cent. It is true that this is an old promotional stunt, but we found that it had never been used on free shows to any great extent, and we found it to be a money-getter. However, I suggest that if other roadshow operators plan to use this stunt for next season, it would be best to use candy nights about every other week unless a candy contest is worked. The candy contest should be run over a four-week period.

"We are operating only one unit this fall, showing halls and buildings. In one location we have a theater leased and do a mighty good business there. We use many types of promotions for our winter circuits, including Screen-a-country, store, bingo, local talent shows,

and similar ideas. We use these stunts about once a month in each location.

"We worked a different type of show in one of the local skating rinks a short time ago. We had an eight-week contract for showing of a 16-minute program consisting of a cartoon and news during the intermission period. This was more of a novelty for the skating patrons and our sponsor was much pleased with the results.

"Our indoor shows are sponsored by the local merchants and we run merchant advertising slides and trailers on our screen. We also carry many commercial advertising slides and trailers.

"We believe in plenty of advance advertising for our shows and we carry several different types of handbills and posters. In each case the printing is clear, with neat and attractive layout. This is a most important point in free merchant show advertising.

"We have showed in some of our spots for three years, both summer and winter, and have made a good name for ourselves in each town. In every case we have gone out of our way to please merchants with fair play and dependable service. We have a good mailing list for school showings and have at least three afternoon showings a week in schools.

"Another stunt that we have found

effective is the filming of a local football game. We shot pictures of the game and as many faces as we could. Our return showing of the films was a big success.

"As a final word, we don't find the so-called cut-throat roadshowman on the road these days, but we do find many who are working their shows too cheap. And by doing so, they not only harm themselves, but the industry as a whole."

Cutting It Short

By THE ROADSHOWMAN

GEORGE E. BRANNAN has resigned from his former position as sales manager for Teyman Films, Inc., Dayton, O., and has opened an office in Chicago for the purpose of facilitating the distribution of industrial films thru the regular 16mm. roadshow channels. Brannan has wide experience in the field and during the past several years has been on the road calling on 16mm. roadshowmen throughout the Midwest, he reports.

Phil Reisman, former head of the foreign department at RKO, is to supervise the distribution of 16mm films to be made by the Film Division of the Committee of Cultural Relations Between the Americas. It is reported, however, a check-up at RKO did not reveal when Reisman plans to take over his new duties.

The USO automotives, the mobile film shows that have been touring in the Carolina maneuver areas, providing film entertainment for the troops, have an average audience of 1,500 for each performance, according to a release issued by the USO headquarters in New York. It is said that more than 100,000 men have attended the first 100 film shows. Programs are made up of 16mm. films.

A Little Theater Club, devoted to the showing of special 16mm. film, has been set up in the lobby of the Sedgwick Theater, Philadelphia, by Bill Turnsko, manager of the house. Each Saturday afternoon the runs off 16mm. movies of youngsters taken on previous Saturday kiddie matinees. And during the evenings, he uses the lobby theater to run off trailers on his coming film attractions.

New and Recent Releases

BOSS FOREMAN, released by Institutional Cinema, Inc. A seven-reel feature comedy starring Henry Armetta, dialect comedian. Plenty of laugh situations involving Henry, who couldn't escape the arms of a blonde or the punches thrown by his wife. Running time, 70 minutes.

LA GUERRE DES BOUTONS, released by Brandon Films, Inc. English title of this French film is *Generals Without Buttons*. An amusing story showing how rivalries and absurdities, on a grander scale, cause wars between nations. Film has for a setting two rival villages where trivial feuds are propagated from generation to generation, until the warring parties are composed of children. The whole range of militaristic method, seen in miniature, becomes material for laughter and pity. It is said that with one exception, the large group of children in the cast are not professionals. English title. Running time, 70 minutes.

LAND OF THE INCAS, released by Castle Films, Inc. A photographic, intimate one-reel record of scenes among the descendants of the once mighty civilization of centuries ago. Filmed in the high Andes of Peru, the reel probes the remnants of Inca might and Spanish subjugation. Running time, 10 minutes.

STANDJIN, released by Commonwealth Pictures Corporation. A 10-reel film in which Hollywood turns the laughs on itself to produce a first-rate comedy. Stars are Leslie Howard and Joan Blondell. Running time, 87 minutes.

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Program Selection Factor Important in 16mm Field

By SAMUEL GOLDSTEIN, President, Commonwealth Pictures Corporation

FREQUENTLY a roadshowman is heard to complain that his programs are not making money. He has difficulty in obtaining bookings and the audience reaction is very poor. In every case the fault can be traced directly to poor judgment on the part of the roadshowman in pre-selecting a balanced film program that will appeal in the territory he is showing.

The selection of a suitable program is a very important matter. The alert roadshowman knows he cannot expect profits by just slapping together a hodge-podge selection of feature, cartoon, comedy or other short subjects. A program must be well thought out and planned in advance if the roadshowman expects to make a living in the field.

The secret of success in the 16mm. field is no different from other fields of endeavor. Careful thought, proper planning, aggressive promotion and persistent follow-thru yield results, providing the product or service offered has merit. In the 16mm. field there are a few factors that must be observed if success is to be achieved.

Instead of using any old subject, and expecting their patrons to be satisfied with such films, roadshowmen can be assured of large attendance and more satisfactory results if they study the requirements of the territory in which they plan to show. A film that might be successful in one part of the country might not have appeal in another. For example, in the more populated centers, and particularly in the East, there is a good demand for comedies and melodramas. On the other hand, in the South and Southwest the audiences react more favorably to action pictures, particularly Westerns and mystery thrillers.

The roadshowman, of course, should be thoroly familiar with his territory and should plan his programs accordingly. If this policy is followed, the roadshowman will guarantee for himself greater attendance and interest in all subsequent shows that he puts on.

The product now available to the roadshowman is sufficiently diversified, and includes big-star names with which the public is already familiar. Therefore, it should not be difficult to select a well-balanced, diversified film program that will have wide universal appeal.

In addition to feature films, the roadshowman should also pay close attention in the selection of short subjects. Public interest is keen now in news, sports, defense, comedy and cartoon subjects. But here, again, there are certain preferences in different sections of the country and the wise roadshowman is the one who caters to this preference.

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NSA FETE HAS RECORD 1,100

Brilliant Fourth Affair Is Tops Amid Gay Setting, Notable Dais

Memorable season spurs club to outdo its previous functions from every angle — full quota of regulars swelled by allied reps in greatest number

NEW YORK, Nov. 29.—Annual banquet and entertainment of the National Showmen's Association, the top fraternal event in Eastern showdom, produced a record-breaking attendance of 1,100 as the fourth fete unfolded amid a brilliant setting in the grand ballroom of the Astor Hotel Wednesday evening. Not only did the regulars turn out in virtually full quota but a record number of officials of fairs and allied operations, many of them from long distances, climaxed the happiest occasion in the history of the speakers' table, gathered together by the veteran lecture bureau impresario Thomas Brady, was a magnificent sight to behold with personalities drawn from the armed forces, the judiciary, politics, the publishing field and other walks of life, plus the officers of the club, each of whom seemed to swell with pride at the turnout, the gaiety, and the general air of excitement which is always a distinct part of NSA banquets. That the 1941 season was for the great majority of operators a memorable one at the ticket boxes did not harm the club's successful attempt to top the three previous functions from every angle.

Under a Big Top

The horde of diners on the main floor and balcony sat for the second year within a background typically outdoors and under the big top used by the Circus Siders and Stagers' Club of America Wednesday afternoon for its monthly luncheon. The corridors leading to the ballroom proper were lined with characteristic circus stuff, including pictorial banners, cages, ticket wagons, prop animals and other adornments for which the CSBA is famous in the town A (See NSA RECORD FETE opposite page)

PCSA Committee Appointees Named

LOS ANGELES, Nov. 29.—Appointees to the various committees for the Pacific Coast Showmen's Association's annual banquet and ball were made at the club's regular meeting here November 22.

They included Executive, Harry Scher, J. W. (Patty) Conklin, O. N. Crafts, Harry Fink, J. E. Brown, S. L. Cronin, A. S. Clark, Theo. Forstall, C. F. Zeiger, H. H. Hargrave, Dr. Ralph Smith, J. C. McCaffery, Robert Lochner, Frank Conklin, doco, H. A. Ludwig, chairman; Lloyd B. Nay, Elmer Hauscombe, Harry Taylor, Jimmy Lynch, Bert Campbell, Ross Davis, floor, Al (Moxie) Miller, chairman; Milt Runkle, Harry Leback, Ben Bono, Clyde Gooding, W. T. Jessup, men's reception, Ed Walsh, chairman; Abner K. King, Ted LePora, Bill Hobday, Edwin Tait, Everett Coe, Charles Albright, Barney Flannagan, Walter Newcombe, Frank Downie, W. R. Patrick, Col Lipas and Richard Elber.

Introductory, Bill Hobday, chairman; James Dunn, Harry Levins, Mark Kirkendall, Johnny Brannon, Charles Haley, Dan Meggs, Dutch Schus, Charles Walbert, sergeant at arms, Sammy Dolman; convention, Abe Lefton, chairman; L. G. Chapman, O. N. Crafts, Ben Dobbert, Charles Nelson, Bill Meyers, Roy E. Ludington, A. S. Clark, M. E. Arthur, Hugh Bowen, Earl Douglas, Mike Krekos, publicity, Harry Chipman, Walton de Pellaton, Jack Orimes, Nick Wagner; program, Ralph Losey, chairman; Al Weber, Bert Chipman; financial, John Miller, chairman; Ross Davis, H. A. Ludwig and Lloyd B. Nay.

Joyland Inks Lucille King

LOS ANGELES, Nov. 29.—Lucille King, well-known West Coast agent and last season with Bowen's Joyland Shows in that capacity, has been re-engaged for 1942. Miss King served as second and general agent with Hildbrand's United Shows for 10 years prior to joining Joyland Shows and has been publicity director of the Ladies' Auxiliary of the Pacific Coast Showmen's Association since its inception.



FRANK R. CONKLIN, retiring president of the Showmen's League of America, who was feted last Saturday night at the annual President's Party. His administration was a popular and successful one.

Four-Star Wind-Up Good; N. L. Dixon Re-Engaged for '42

SHREVEPORT, La., Nov. 28.—Four Star Exposition Shows, which successfully concluded a 33-week tour in Minden, La., on November 11, have moved into quarters at 1024 Texas Street here. Management is making plans to enlarge the organization for 1942 and two more rides and considerable new canvas will be added.

N. L. Dixon, concession superintendent (See FOUR STAR WIND-UP on page 33)

PA Renews Nickerson

EVANSVILLE, Ind., Nov. 29.—S. W. Nickerson, business manager of Pan-American Shows for the last three years, has been signed in the same capacity for 1942, he said here this week.

Gala Party Marks Retirement Of SLA Prez Frank R. Conklin, 250 Attend Memorial Services

CHICAGO, Dec. 1.—Crystal Room of the Hotel Sherman resounded with gaiety Saturday night when several hundred members of the Showmen's League of America joined in the festivities attendant upon the annual President's Party honoring retiring President Frank R. Conklin. The party, under chairmanship of J. C. McCaffery, was worked out nicely in detail and a night of keen pleasure was enjoyed by guests.

After a preliminary get-together guests were served a splendid buffet dinner. At a special table were seated past presidents and officers of the League. Chairman McCaffery, after brief introductory remarks, turned the proceedings over to Jack Story, who acted as emcee for remainder of the night.

Highlight of the party was the presentation to retiring President Conklin of a beautiful fishing kit. Touch of comedy was added when the fishing rod and line were presented. After much tugging and reeling in of line President Conklin

"caught" a herring. Past President Sam J. Loy made the presentation and Conklin made a fitting and witty response. An entertaining show was presented, acts including Frances Kay, comedienne and dancer; Charlie Doll, parader; Harlan Turbill, eyeless violin; Jack Holst and Mildred, bars; Donatella Brothers and Carson, musical and dance act; Rod White, soldier imitating birds and animals; Max Seaman and Archie, ventriloquist; Vocalaires; Bronck's Golden Horse; Alton Kavan, dancer; Bob Dixon and Bill Anson of WGN; Pinkie Tracy, drunk act; Victor Moore, of Louisiana Purchase; Dick Ware, impersonator, and Red Carter, clown/singer.

CHICAGO, Dec. 1.—Annual memorial services of the Showmen's League of America were held Sunday afternoon in the Bal Tabarin of the Hotel Sherman in honor of members who have passed on. This year's service was unique (See SLA SERVICES on page 33)

Krekos Heads PCSA Slate

LOS ANGELES, Nov. 29.—Mike Krekos, owner West Coast Circus Shows, was nominated president of Pacific Coast Showmen's Association at club's regular meeting Monday night by a committee of nine named by the board of governors. Others named include H. A. Ludwig, present secretary, first vice-president; Roy E. Ludington, second vice-president; Earl O. Douglas, third vice-president; Charles W. Nelson, fourth vice-president; Ross Davis, treasurer; Ralph Losey, secretary, and Joe Olney, cemetery board member to serve five years.

Krekos is serving as first vice-president now, while Ludington holds the second vice-president post. Douglas and Nelson are new to the officers' bench. Davis is the incumbent treasurer. Nominating committee included Harry Fink, chairman; Harry Hargrave, Harry Taylor, Joe, Dr. Ralph Smith, Harry Phillips, Leo Haggerty, S. L. Cronin, Bill Meyers and John Miller.

Election is to be held December 29 and opposition to the proposed ticket has until December 14 in which to announce a second ballot. However, with the ticket getting hearty approval from the members present, it is believed that a second ticket will not be forthcoming.

Two Charged With Wheeler Slaying

LEXINGTON, Miss., Nov. 29.—Grand jury in the Circuit Court of Holmes County, Mississippi, recently returned indictments charging Sam Gwin and his cousin, Gilliam Gwin, with the murder of Guy Wheeler, truck driver for West-Irons' Shows, on the night of October 8 in Cruger, Miss. Defendants are being held in Lexington county jail without bond. They had been out on \$5,000 bond prior to convening of the grand jury.

At the last term of court here Circuit Judge S. P. Davis continued the case until the next term, which convenes the third Monday of April, 1942. Judge Davis took this action after hearing 83 witnesses on behalf of the State showing they could get a fair trial and on behalf of the defendants that they could not get a fair trial at the October term.

District Attorney Earl T. Thomas reported that the State witnesses' testimony revealed that the Gwin cousins provoked the trouble and that Wheeler did nothing to provoke the assault on him. It is alleged that after Wheeler had parked his truck at a roadside station while en route to Lexington from Oxford, Miss., he went into the establishment to get a drink of pop. While there, it is alleged, he was attacked by the Gwin cousins because he wouldn't accept a drink of intoxicating liquor while the truck was in his care.

Police officials and physicians reported that the deceased was shot twice in the back of the head and had sustained severe head and forehead bruises.



OFFICERS of the Ladies' Auxiliary, Showmen's League of America, for 1942 are, left to right, front: Mrs. Joe L. Stredlich, president; Mrs. William Caraky, first vice-president; Rear: Mrs. John O'Shea, third vice-president; Rose Pugh, treasurer; Mrs. Edna Wall, secretary, and Mrs. M. J. Doolan, second vice-president.

A Review of the Carnival Season of 1941

and

Important Events and Happenings of the Year

Will Be Features of the

Holiday Greetings Number

Watch for This Issue Dated December 27

NSA RECORD FETE

(Continued from opposite page) newcomer or member prospect was bound to be impressed with "the NSA way."

A feature of the attendance was the 50 tables (500 people) sold by Palisades Amusement Park, leading Simon Legree of the club when it comes to the banquet and membership, Irving Rosenthal, co-owner of Palisades, repeated as banquet committee chairman, assisted by those two old stand-bys, Joe McKee, chairman of ticket committee, and Sam Rothstein. Latter is secretary of the association, but McKee holds no office, aspires to none, and one of these days, according to whisper, he'll be glorified as he deserves to be.

Gold life membership cards were awarded to members who had turned in 50 or more memberships. Max Linderman, president, made the presentation to Phil Lazer, Leif Lange, Gerald Sneliens and Harry Rosen. Midge Cohen, president of the ladies auxiliary, did the honors for the feminine end. Given for 10 or more memberships but less than 50 were George A. Hamid, Oscar C. Buck, Janice E. Strates, Sam Wagner, Sam Rothstein and Ross Manning. "Distinguished Service" plaques went to Dr. Frank J. Vila, License Commissioner Paul Moss, and Brig. Gen. Frank T. Hines, administrator of Veterans Affairs of the United States.

Array on the Dais

On the dais were George A. Hamid, president emeritus, responsible for leading the campaign to recruit fair officials, to name but one of his manifold functions to the club; Harry Freshfield, toastmaster, who regaled with anecdotes and introductions; General Honore Roberts L. (Believe It or Not) Hixley, Judge Jonah Goldstein, State Attorney

General John J. Bennett; Capt. Stephen Booth McKinney, chief of staff, Third Naval District, U. S. N.; Lieut. J. Douglas Crossford, public relations officers, Third Naval District; Billy Beard, humorist; Harold G. Hoffman, former governor of New Jersey, who was the hit of the evening; Lieut.-Col. P. J. Pearson, Second Corps Area, U. S. Army; Paul Moss, license commissioner; Capt. Ralph W. Dempfrol, senior Coast Guard officer, Third Naval District, U. S. N.; Elias E. Sugarman, The Billboard; Thomas Brady, Irving Rosenthal and the following of ficers:

Max Linderman, president; Art Lewis, first vice-president, nominated for 1942 president; Oscar C. Buck, second vice-president; Jack Rosenthal, third vice-president; Sam Rothstein, secretary; J. L. Greenspoon, treasurer; Joseph H. Hixley, assistant treasurer; George Traver, chaplain; Dr. Hoffmann, general counsel, and Dr. Jacob Cohen, club physician.

Among fair men sighted, were Charles A. Nash, Eastern States Exposition, Springfield, Mass.; Bligh A. Dodds, Gouverneur, N. Y.; Paul Smith, New York State Fair, Syracuse; Alan C. Madden, Middletown, N. Y.; B. B. Strong, Cochen, N. Y. (Also see banquet registrations.)

Joe Basile band played during dinner and Bep Picca did for show and dancing. The entertainment, staged under direction of Jesse Eyre and Sam Rauch, of Fanchon & Marco, consisted of Molly Picon, Marion Bellitt and English Brothers, Helen Reynolds Skaters, Johnny Hurke, Don Aron, Joey Fay, Petera Skaters, Richard Lane, Bertay Sisters, Jack Albertson, Roberts Magicians, Vicki George and emcees Archie Robbins and Jerry Brannon. Fanchon & Marco, Music Corp. of America, George A. Hamid and Arthur Fisher supplied acts.

Banquet Registrations

Mr. M. Abramson, Station Work; A. Adams; Fred E. Ahlert, ABCAP; George P. Ahner, Palisades Park, Palisades, N. Y.; Johnny Aldrich, Cliffside Park, N. J.; Arthur A. Aronson, Armour & Co.; John A. Pollitt, Louis E. Dufour Associates; J. M. Ajax, Brooklyn; Bancroft Alden, New York Subways Advertising Co.; Phyllis Alexander, Frank Wirth Booking Association, Brooklyn; Lillian Andrews, Ben Williams Shows; Mr. and Mrs. Nicholas Annino, O. O. Buck Shows; Pin Arnett, Mike Prudent Shows.

Abramson Baker, Lichtblau & Markower; Sam Banatica, J. Iresol & Co., North Bergen, N. J.; Mrs. Frank Barrill, Grantwood, N. J.; Mr. and Mrs. Herman Bantli, Bantli's All-American Shows; Billy Beard; Thomas Brady; Mary Beck, Palisades Park; Irving O. and Lillian H. Belouf; Larry Benn; John J. Bennett Jr., attorney general; R. H. Bennett, Jzmalca, L. I.; Shirley M. Bercovici, Sober Dance Studios; J. Berzon, Berzon & Loeb, Philadelphia; Bette Bergen, Times Amusement, Corp.; James J. Bergen, World of Mirth Shows; Mr. and Mrs. Samuel Berger, Radio Photo Studio; Julian J. Berger; Sam Berk, Berk Co.; George Berman, George Berman, Inc., Pennsylvania; Phil Berman, Pennsylvania; Paz August Berni, Palisades Park; Julian Birchler, Palisades Park; W. C. Blank, Canada Dry Gluger Ale; Mr. and Mrs. A. Blendow, International Muto-scope-Rent Co., Inc., Long Island City; Mr. and Mrs. W. J. Block, William Hamilton Producing Co., Union City, N. J.; Harry Bloom, Park & Beach Supply Co.; Leo Blumberg; Mrs. Sydney Blumenthal, International Muto-scope-Rent Co. Dr. Murry Bob, Mike Prudent Shows; Mrs. J. Bobker, Bobker Booking Co., Newark, N. J.; Charles Becker; Mincola Fair; A. Balto, North Boulevard Transportation Co., North Bergen, N. J.; Mr. and Mrs. V. A. Bonomo, A. Bonomo & Sons, Inc., Coney Island; Frank Borrell, Mrs. Alice Bonina, Borrell, Palisades, N. J.; Mrs. Ethel Bosen, Pittsburgh, Pa.; Chit Brigham, Art Lewis Shows; Ruth Bright, Nelson Newman Insurance, Palisades Park; Lillian Brooks, Mack Brooker; Alex Brown, Ben Williams Shows; Dave E. Brown, Billy Giroud Shows; Peter Bucaroni, Grand Cliff Shows Co., Cliffside Park, N. J.; Oscar C. Buck, O. C. Buck Expositions; Keith Buckingham, James E. Strates Shows; Samuel Bugbiter, Kiddy Park, Brooklyn; Mr. and Mrs. John M. Butler, Cotlin & Wilson Shows; Fred Burgher, The Billboard; Alana Burke, Murray Goldberg, Brooklyn;

Mrs. Sue Campbell, Cotlin & Wilson Shows, Grexol Park, Pa.; A. E. Campbell, Baker-Lockwood, Kansas City, Mo.; Mr. and Mrs. Harold W. Canfield, Palisades Park; Mr. and Mrs. L. Harvey Cant, World of Mirth Shows; Charles L. Cary, O'Melia Quodoo Advertising Co., Jersey City; E. B. Cary, Stratford, N. J.; Mr. and Mrs. I. Cotlin, Cotlin & Wilson Shows; Jackie Chapman, World's Fair Shows; Baxter Christenson, Grotznich, Conn.; Mrs. L. T. Christian Jr., World of Mirth Shows; Arthur J. Clark, J. Cooke's Enterprises; Gerry Clayton, Dave's Blue Boom; Wallace A. Cobb, World of Mirth Shows; Jimmie Coffman, Cotlin & Wilson Shows; Herman Cohen, Hamilton Producing Co.; Mr. and Mrs. Max Cohen, American Carnivals Association, Rochester, N. Y.; Mrs. Midge Cohen, Minerva Cohen, Union City, N. J.; Sam Cohen, Traver Shows; William Cohen, North Boulevard Transportation Co.; Aime and Bob Golerick, Palisades Park; B. Cook, D. Cook, J. H. Tooker; Phil Cook, Hunt's Patent Trading Co.; James L. Cooke, W. T. Cooke, Tooker Litho Co.; Edward E. Cooper, Raleigh, N. C.; Florence Corcoran, Grantwood, N. J.; Jim and Lowey Corcoran, Palisades Park; Harry A. Corliss, James Corliss, North Boulevard Transportation Co.; Dolly Cortez, Frank Wirth; Mrs. A. Cottl, Cottl & Co.; Olga Costa, Fairview, N. J.; Mrs. Jordan Cottlan, Worcester, Mass.; Bob Cowan, Palisades Park; Mr. and Mrs.

William Cowan, Cotlin & Wilson Shows; David Coggan, Hoboken, N. J.; Mr. and Mrs. John Croge, Palisades Park; Adolph K. Crowell, Philadelphia; Joseph Coida, The Billboard.

Mrs. J. D'Alessandro, Grantwood, N. J.; Mr. and Mrs. Crest J. Devany, Devany Motion Pictures; Mrs. A. L. Decker, World-Telegram; Mr. and Mrs. E. W. Doebler, O. C. Buck Expositions; Belle E. Dunn, Eastern States Exposition, Springfield, Mass.; E. Davis; John L. Davet Mr. and Mrs. Harry Decker, King Reid Shows; Phyllis Decker, Jersey City; Maude E. Deingroff, U. S. Coast Guard; P. A. Devereaux, Coca-Cola; L. R. DeVito, Lichtblau Markow & Co.; Bligh A. Dodds, Gouverneur and St. Lawrence County Fair, Gouverneur, N. Y.; Al Dorso, Doyle Enterprises, Paterson, N. J.; Frank Doyle, Corona, L. I. Victor Drysdale; Mr. and Mrs. Cecil T. Duffee, Ocean View, Inc., Norfolk, Va.; Mr. and Mrs. Louis E. Dufour, Louis E. Dufour Associates; Harry Dunkel, Cotlin & Wilson Shows; Harry Dyer, Creamer & Dyer, Palisades, N. J.

Harry M. Eble, N. Y. State Fair, Syracuse; Mr. and Mrs. Henry G. Eganmann, O. C. Buck Shows; Maurice and Flora Elk, Hamilton, Producing Co.; Edward Ekins, Fair Midway Shows; Fred Elmman, North Boulevard Transportation Co.; Joe End, Jerry Gottlieb, Inc.; W. H. J. Euker, A. C. Lock Co.; Mr. and Mrs. C. Erdoson, Port Morris Machine Works; Harry W. Everett, Brooklyn; Mr. and Mrs. Roy S. Eyre, Palisades Park.

Lillian and Nathan Faber, Mr. and Mrs. Joseph Falco, O. C. Buck Shows; James J. Fanning, North Boulevard Transportation Co.; Mr. and Mrs. Alvin Feinberg; Albert Feinstein, World of Mirth Shows; Stella and Jack Feldberg, Bayonne, N. J.; Mr. and Mrs. L. R. Fink, Jersey City, N. J.; Sam Finkel; Morris Finkelstein, Cedar Point, O.; Mr. and Mrs. Arthur Fisher, Arthur Fisher Agency; Anna G. and B. (Golden) Fitch, O. C. Buck Shows; G. E. Fitzpatrick, Caldwell, N. J.; W. G. Fleming, James E. Strates Shows; M. B. Flynn, Public Service Co-Ordinated Transport, Newark, N. J.; Mildred Ford, George A. Hamid, Inc.; John Formuto, Gross, Austin & Ireland Lumber Co., Brooklyn; Milda and Syd Freund, Palisades Park; David Fricke, Public National Bank & Trust Co.; P. J. Finneety, O. C. Buck Shows.

Bobbie and I. Arthur Oeinger, Bar Start; Mrs. T. Ganin, Palisades Park; Frances Garr; Henry E. Gaudy, Ben Williams Shows; Al Gasloy, Music Corp. of America; Ned E. Geary, World of Mirth Shows; Ruth Galen, Trinity Bar, Eina and Harry George, Cliffside, N. J.; Mr. and Mrs. C. M. Gerhart, Philadelphia Toboggan Co.; Lion J. Douglas Grassford, U.S.N.; Sally Goss, Bar Rockaway, L. I.; E. Gursinger; Mr. and Mrs. Gettemuck, Brooklyn; Mr. and Mrs. Jack Gilbert, World of Mirth Shows; Charles J. Ottendorf Jr., Dick's Paramount Shows; Harry K. Oilmole, Bloomington, Pa.; Philip L. Olin, Public National Bank & Trust Co.; Irving Gold, Bantli's All American Shows; Arthur Goldberg, M. R. Goldberg, Murray Goldberg, Palisades Park; Murray Goldsmith, M. Goldsmith Co., Brooklyn; Mr. and Mrs. Jonah J. Golester, Mr. and Mrs. St. Goodman, Samuel E. Prell Shows; Sid Goodwell; William J. Goss, Flourtown (Pa.) Fair; Harry Gottlieb, Hygrade Food Products Co., Brooklyn; Simon, Seraphini, Mrs. B.

Ruth and Jerry Gottlieb, Jerry Gottlieb, Inc.; Hyman O. Gould, Rochester, N. Y.; Mrs. R. Gould, Trinidad, B. W. I.; Mrs. S. Gould, Detroit; John Grady, Billposters Union; Mr. and Mrs. Jack L. Green-spoon, Brooklyn; J. G. Griggs, Martin Tent & Duck Co.; G. W. Orinell, Genesee County Fair, Batavia, N. Y.; Leo Grund, George A. Hamid; Mr. and Mrs. Carl Guggenheim, Inc.; Ethel G. Gurney, Clark J. Gurney Co.; S. Gustave Gurney, Gottfried Baking Co.

George A. Haines, Palisades Park; Mr. and Mrs. R. Hamel, Station WHN, Mr. and Mrs. George, Magnolia and Sam Hamid, George A. Hamid, Inc.; Michel and Susan Hamid, White City Park, Worcester, Mass.; Mary Harley, Port Morris Machine Works; James Haunert, Palisades Park; E. L. Harleman, Ocean County Fair, Eatons, N. Y.; Joan Harmon; Ida and Hattie Harris, Palisades Park; Mr. and Mrs. Irving Harris, Walters Amusements, Astory Park, N. Y.; Jack Harris, Iowa Mounding Shows; Jotapha Harris; Mack Harris; May and Ray Hawkins and Milton Heckler, World of Mirth Shows; Roy Hecker, Hubert's Museum; Tom Heffernan, O. C. Buck Shows; Mr. and Mrs. E. H. Hinta, Port Morris Machine Works; Harry Heller, Heller's Acme Shows; Blanche M. Henderson, Long Island; Alma Hensen, Art Lewis Shows; William E. Hicks, J. J. Page Shows; Arthur L. Hill; William H. Hill, North Boulevard Transit Co.; General Frank T. Hilde, Administrator of Veterans Affairs, Washington; Al Hirsch, Al and Alice Hoffman, Hoffman's, Wood (See REGISTRATIONS on page 34)

TILT-A-WHIRL Popular and Profitable. Image of a tilt-a-whirl ride. For information write Sellner Mfg. Co., Inc. FARIBAULT, MINN.

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

STARR DE BELLE Chicago, Ill. Week ended Nov. 29, 1941. Dear Editor: There is nothing like booking your entire fair route for the season a day or two before the convention gets under way. Knowing that many fair managers would arrive early, the hosts decided to be with them before most of their competitors arrived. With ample billing in the hotel lobby, the five famous Ballyhoo boys, their wives and agents swept into the Hotel Sherman to take over the big annual event. Hundreds of fair men rushed to the door to greet them upon arrival, with contracts in their hands, but Pete brushed them aside by saying, "We can only play 52 fairs annually." You could see the worried expressions on the fair men's faces when the boys waved them a cheery "So long" before stepping into an elevator to descend to the boiler room, where apocryphal offers (See BALLYHOO BROS. on page 52)

L. J. HETH SHOWS Now Contracting for 1942 Season. Want capable man to take charge of Motor-Drives. Have complete outfit and send to load on. Will place operators... (Text continues with details of the contracting offer)

year in the business at New Orleans with West World's Wonder Shows, wintering in Miami with friends.

MR. AND MRS. J. J. OBREIN, Cleve-land, and Norma Obrein and son, John, Helena, Ark., were guests of Abe and Edna Franks at their home in Clarkdale, Miss., recently.

FRANK R. WHITE is in New Orleans after a good season in the East. He says he met Ralph and Ray Ellis, R. (Pat) Norton and Robert Quinlan in the Crescent City.

WILLIAM RICHARDSON last season with Crystal Exposition Shows, visited Mr. and Mrs. J. S. Bullock in Dayton, O. He started work as a hotel clerk in Lexington, Ky., December 1.

"ONE of my hardest tasks," smart-cracked G. Case, of Case & Banner Shows, is to figure out new phrases and do-acts which "my people won't feel until they get so accustomed to them that they forget to feel."

JEWELL MILLER, Unborn Show lecturer on Dodson's World's Fair Shows, enjoyed a visit from her mother, Mrs. J. E. Poper, during shows' Jacksonville, Fla., stand.

FORMER special agent of Johnny J. Jones Exposition, Edw. A. Kennedy advises from Astoria, L. I., N. Y., that he is still in the land of the living and enjoying reasonably good health. He celebrated his 75th birthday recently.

"ON MY RETURN from Mexico I visited Bill Barnes Shows in McAllen, Tex.," Babe LaBarle writes. "Worked my jewelry booth at Corpus Christi, Tex., for a week to good results. Will winter in Fort Worth."

IN ADVANCE of Al Murphy's Great Southern Shows is Dan Francis Joseph Mahoney, who writes from Phoenix City, Ala., that the attraction played a profitable engagement at Mowatou, Ala., recently.

FAIR-booking secrets are only secrets as long as kept, and they are kept about as long as it takes the one with the secret to get to another room—without appearing to be in a hurry.—John O'Connell.

AFTER superintending the unloading of their new Scooter at James A. Straten Shows' quarters in Mullins, S. C., Mr. and Mrs. Arthur Walsh left for their home in Sarasota, Fla., where they will winter.

MRS. DIXIE KEFLEY, of Royal Exposition Shows, has entered Greenville (S. C.) General Hospital, where she will undergo an operation soon. She would like to read letters from friends, Mrs. W. H. Royal reports.

WALTER LEON, past season with Holly Hornby's ball games, writes: "I am wintering in Parkersburg, W. Va. Others here are R. L. Fritchard, Col. Bill Lilly, Buddy Lilly, Audrey Scott, Rubo Ealand, Earl Charlton, Harry Hoffman and A. Hanson."

TONY AND RUTH MARTONE are mourning the loss of Mike, their black spaniel canine pet, who died in Kansas City, Mo., last week. Mike was a constant companion of the Martones and will be missed by troupers about the Beld Hotel, Kansas City.

CHIEF fault with many of these front-openings is that talkers get so wrapped up in their opinions they forget their grammar and also to mention the show's selling points. Some even forget to mention the show they are selling.

CONCESSIONS contract for 1942 Tennessee Valley Fair, Knoxville, has been awarded to John Gelligan, who has held it since 1931. He visited The Billboard Cincinnati office last week while en route from the South to the Chicago meetings.

MR. AND MRS. TOMMIE HENDERSON visited the latter's brother, Pat Murphy, in New Orleans. Pat, a former troupier, has an automobile agency there. They also visited with Pauline Leonard of West Shows. The Hendersons will winter in Paris, Tex.

LINE-UP of Bob Howard's Side Show on John R. Ward Shows includes Bob Howard, manager, Blackie Pike, talker; Doris Rebe, tickets; Hario and Mirco, Australian knife throwers; Madame Dahl, mentalist; Prof. Howard, tattoo artist; Princess Elizabeth's trained birds; Mary Leonard, occupied Harry Leonard,

All That Glitters

WHEN asked how he happened to leave the circus and go into the carnival field, a tux-wearing bema con- taminant told this story:

"I had always wanted to attend the outdoor meetings in Chicago but knew that the carnival men would overshadow the circus boys, so I stayed away. As it happened, I was wintering in Chi that year and made up my mind to see what it was all about. Having my frost pressed and shoes cleaned for the big event, I parked myself conspicuously in the hotel Sherman lobby. There I met some carnival chap who was in a talkative mood and thru him I learned who was who.

Whenever someone entered I'd ask, "And who is he?" "He," my new friend would explain, "is So-and-So, who made 500 on the World's Fair midway." In a few minutes he would continue with his who's who in the carnival world.

"Over there is So-and-So, who owns the Such-and-Such show. To my left is Whooas, who operated a side show on 'Whatis Shows.' For an hour he kept up the introduction of his shots. We finally went upstairs to watch a crap game. "Who is that guy shooting \$1,200 a lick?" I asked my friend. "Who, him?" snorted my pal. "Why, he ain't nobody but a small concession agent." Right then I decided to join a carnival.

Punch and Jody, Walter Gawie, lightning sketches, Sonya Wong, dancer, Terry LaMotte, anger attraction, with Marie Adams, nurse, and Mrs. Bob Howard, inside lecturer.

PATRICK'S GREATER SHOWS' notes by T. H. Bnlley from Arrib, Calif.: "Nick Fabulati, Ferris Wheel foreman, sustained a broken arm and Glenn Hunter a broken foot on teardown night here. "Both are in a Bakersfield, Calif., hospital. Owner and Mrs. Patrick made a number of visits to Pacific Coast Showmen's Association's clubrooms in Los Angeles. Peggy Bailey, of Han Show note, left here to open at Hollywood Theater, San Diego, Calif. Tom Bailey added Hell's Half Acre Show at his line-up. Mr. and Mrs. Eddie Boswell closed here after five years with the shows.

FUNNY thing about these office workers is that when you go to draw that daily check the secretary will ask you if you want it in money, when he has money, but just throws out brass or metal tickets without even mentioning the weather when he hasn't had time.

OWNERS-OPERATORS of Virginia Greater Shows, Mr. and Mrs. Bocco Musucci were honored at a home-cooking party by friends when they returned to their winter home in Orange, N. J., recently. Guests included Mr. and Mrs. P. A. Minelli, Mr. and Mrs. Jack DeQuest, Mr. and Mrs. Charles Vitale, Mrs. O. Masucci, Mrs. Dorothy and Louise Masucci, Mr. and Mrs. Charles Masucci, Anthony J. and Donald Masucci, Ralph Minelli, Edw. Landgren and Frances Faurette. Sol Burger, of the shows, is wintering in Winchester, Va.

MR. AND MRS. BRUNNIE HYMAN, coin game operators on Alamo Exposition Shows, were hosts at a Thanksgiving dinner in their home in San Antonio. Showfolk-guests included Mr. and Mrs. Jack Ruback, Tommie Davis, Barney Orline, Mr. and Mrs. Ben (Lolly) Block, Mr. and Mrs. Louis Ringol, Charles (Champagne) Chub, Tony Pelletreau, Mr. and Mrs. Dave Stevens, Myrtle Frack, Oliver Thomas, Eddie Hyman, Pat O'Brien, Mrs. Sue Thomas, Martha Rogers and Thelma Miller. After dinner all attending were guests of Mr. and Mrs. Oliver B. Thomas at the Majestic Theater, San Antonio. Thomas is manager of State Theater there and a former outdoor showman.

FOUR STAR WIND-UP

(Continued from page 30) Engaged for next season. Owner-Man-ager Vernon, who is away on a hunting trip, will return to his home in Bryan, Tex., soon for the winter. N. L. Dixon and family are vacationing in Aransas Pass, Tex., as are Mr. and Mrs. Jim Allen and Mr. and Mrs. H. P. Ellis. Recent visitors included Mr. and Mrs. Tom Fuzelli, Fuzelli's United Shows; Mr. and Mrs. Larry Lawrence, Dee Lang's Famous Shows; Tex Chambers, World of Today Shows; Mr. and Mrs. Jack Edwards,

Byron Bros' Shows, and Capt. Leo Sigmon, T. J. Tidwell Shows. Season's tour took shows thru Louisiana, Arkansas, Missouri, Illinois, Indiana, Tennessee, Mississippi and Wisconsin and saw them play 13 fairs and 6 celebrations.

St. Louis

ST. LOUIS, Nov. 29.—Lorow Bros' Museum opened here Monday to good business. Unit will remain for four weeks. Mr. and Mrs. William Snapp, owners Snapp Greater Shows, visited The Billboard office Tuesday while en route from Danville, Ill., to quarters in Joplin, Mo. They will leave soon for a California vacation. Jack Downs, general agent Snapp Greater Shows, and wife, Betty, passed thru the city en route north, with their ultimate goal being the Chicago meetings. Mr. and Mrs. Dinty Moore passed thru the city Monday, en route from Galveston, Tex., to Chicago. Dinty reported a splendid season with his rides and Penny Arcades at Galveston and with the Bill Barnes Shows.

Morris Lapeky, prominent concessionaire, arrived last week and visited with relatives and friends. He left Wednesday for Chicago. Mr. and Mrs. Marjorie (Moon) Laird are here for the winter. Vernon L. McCreary, publicity director Cole Bros' Circus, spent Tuesday here. Phil G. Little, prominent concessionaire, visited The Billboard office Wednesday while en route to Chicago to Dallas. He was accompanied by Joe Murphy, business manager World of Today Shows. Little reported a good season, and Murphy said that shows' initial tour was very good. Ed Moran, general agent Al Baysinger Shows, is visiting friends here, but will be on hand for the Chicago doings. Harry G. Colson, concessionaire, returned this week and will winter with relatives.

Eugene Franklin, who operated several concessions on Barker Shows, also is wintering here. Mrs. Stella Barker, owner Barker Shows, spent several days in the city visiting friends. Mr. and Mrs. Dee Lang, owners Dee Lang's Famous Shows, arrived Sunday and visited friends before leaving for the Chicago meetings. John Sweeney, coin game operator with Dee Lang, is wintering here. Roy Ruppard, secretary-manager, and E. Paul Jones, publicity director State Fair of Texas, Dallas, spent Friday here visiting with friends. They were en route to Chicago. Sam Solomon, owner Sol's Liberty Shows, visited The Billboard on Wednesday, when he passed thru the city en route from Caruthersville, Mo., to Chicago. Elmer Brewster's for Chicago today.

Rex Howe, cookhouse operator, is recovering injuries sustained in an automobile accident two weeks ago near Rolla, Mo. Bobbie Mansfield, who closed a successful season with Sam Prell's World's Fair Shows, came thru the city Wednesday, accompanied by Bill Wolper, World of Mirrh Shows, en route from the South to Chicago. William Pink, ride owner, who closed a successful season with Miller Amusement and Park Amusement companies, is here visiting friends, but will leave soon for Los Angeles. Mr. and Mrs. George W. Davis, cookhouse and frozen custard operators on the Johnny J. Jones Exposition this season, arrived Wednesday, for the win-

ter. Mr. and Mrs. Paul Flammigan, Illinois (Shows), are in the city visiting friends.

SLA SERVICES

(Continued from page 30) Usually well attended, over 250 being present. As has been the custom for many years, an appropriate setting was provided, a replica of Showmen's Rest with a large elephant at back center flanked by American and Canadian flags. Service opened with an organ prelude by Lillian Cole, after which Dr. Charles Copeland Smith delivered the invocation. After a vocal number by the Oxford Quartet he delivered an eloquent address. The audience then stood in silence for one minute in honor of departed showmen. Following the rendition of The Vagant Chant by the Oxford Quartet taps were sounded and members of the Harold Taylor Post of the American Legion fired a salute. After Dr. Copeland delivered the benediction the Oxford Quartet sang Let We Forget and service ended with an organ solo. On the Resurrection Morn, by Lillian Cole. A close of service many showmen proceeded to Showmen's Rest in Woodlawn Cemetery, where a short service was held.



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BOSWELL'S AMUSEMENTS WANTS The Organized H. C. in heart of every showman from across and on Main St. All winter's work guaranteed by H. C. in heart of every showman. Write who you will to Bill Gowan, 1117 N. W. 10th St., and Gallegos, 1117 N. W. 10th St., Alamo, Tex., or write to Frank Street, 1117 N. W. 10th St., No. 1117, Alamo or c/o. All with THOMAS H. BOSWELL.



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JAMES R. KELLEHER General Agent CERALD BARKER and THOMAS J. HOCTOR Owners and Operators SUNBURST EXPOSITION SHOWS A new organization in 1941, but definitely successful, new contracting for our coming season of 1942, playing the best dates in New York and Pennsylvania. Can place new and outstanding Novel Rides, Shows, and Concessions. Fair and celebration officials, contact us today for complete details. P. O. Box 405, Sinclairville, N. Y., or 11150 Biscayne Blvd., Miami, Fla.

Showmen's League of America

Sherman Hotel Chicago

CHICAGO, Nov. 29.—Early arrivals for convention gave us large attendance at the meeting on November 27. President Frank R. Conklin presided. With him at the table were First Vice-President Carl J. Bedmayr, Treasurer William Cersky, Secretary Joe Strubich and Past Presidents Ed A. Hook, Sam J. Levy, C. R. Fisher, Ernie A. Young, J. W. Conklin and Frank P. Duffield. Membership committee presented applications of Sam Nuzia, Joe Solotino and G. Spencer Corawall, all being elected to membership.

Brother Leo Le Dotix is in a hospital for an operation on his eyes. Brothers C. D. Oden, Tom Rankino and Tom Vollmer are still ill at their homes. Membership Committee Chairman Buddy Padock was with us and complimented his co-workers for their fine support during the year. Total of applications received was 367. Finance committee ordered audit of the books, which will be ready for the annual meeting. Chairman John M. Duffield worked hard on the banquet and ball. Press committee giving good co-operation, and the outdoor amusement world directory is expected to double last year's gross. By-laws committee has read draft of the by-laws, which will be posted in the clubrooms, final action to be taken two weeks hence. Bernia Mendelson is back from a flying trip east. Action was taken to hold a New Year's Eve party in the Hotel Sherman. William Cersky is to attend to reservation of the Crystal Room for the event and a committee will be appointed at the next meeting.

New members with us were Joe Murphy, Sam Wilner, Floyd Newell, Jack Grimes and Earl Shipley. Chair called for remarks from Al Wagner, George Golden, Morris Lipsky, Harold Padock, Dinky Moore, Past President J. W. Conklin, Sam Ward, Abner K. Kline, Joe Harris, Oscar Bloom, Robert E. Huker, Sam Solomon, Frank J. Kennedy, William B. Naylor, D. L. Baalinger, and J. Ed Brown, past president of Pacific Coast Showmen's Association, who brought greetings from our West Coast friends. Message from Texas advised that Brother Chester Arthur is sick in M and S Hospital, San Antonio. Past President J. W. Conklin made donation of several gross of cases to veterans at Illinois Hospital. Among early arrivals was Vern McCreary, Bill Green, Mel G. Dodson, Edgar Hagg, Mel H. Valight, Neil Walters, Maury Brod, Tommy Thomas, Flitzie Brown, Pat Purcell, Robert Kline, Mike Rosen, Jack Weiner, Tom Moonahan, Maxie Herman, Phil Little, Flash Williams and I. J. Pickett. Past President and Mrs. J. C. McCaffery, President Frank R. Conklin and Lou Leonard made up a party attending the Notre Dame-Southern, Cal.

Club Activities

forth football game. Jack Halligan also took in the class. Frank Winkley and Monte Blue were seen in a huddle. Members were grieved to learn of the passing of Mrs. Tom Berry. Please register when you arrive.

Ladies' Auxiliary

Club held a social November 31 at the Sherman Hotel, with Past President Marie Brown as hostess. Past President Mrs. Henry Belden assisted. Attractive prizes were awarded. Sister Mrs. Mabel Wright is at home recuperating from a recent operation.

Sister Mrs. Schlossberg attended her first meeting last week and was enthusiastically received by members. Past President Mrs. Ida Chase is anticipating returning to Chicago after a visit in Denver for several weeks. Past President Mrs. Edward Hook was also expected to return in time for the convention. Installation dinner will be held in Louis XVI Room, with Past President Mrs. Edward Hook as chairman. Sister Rose Page is open house chairman. Your 1942 dues card admits you to the installation dinner.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire, Los Angeles

LOS ANGELES, Nov. 29.—Monday night's meeting honored past president. Nominating committee also made its selection of officers for 1942. With President Joe Gray, Mike Graska, first vice-president Roy Ludington, second vice-president and Secretary E. A. Ludwig on the rostrum, the meeting opened with Past President S. L. Cronin. Dr. Ralph Smith, Harry Fink and Harry Hargrove taking honorary places on the rostrum.

Communications were read from Past Presidents Theo Forstall and J. Ed Brown, who expressed regret at their inability to attend. J. Ed Brown, who is in Chicago, was named to represent the club at the annual Showmen's League of America Banquet and Ball. Ed Walsh, sick and relief committee chairman, praised the work of Jimmy Dunn and Jim Gallagher. Burt Warren, Charlie Guberman and Pat Shanley were still on the sick list. Frank Redmond, Mission Beach concessionaire, had recovered from a recent operation and attended the meeting. Refreshments were served at adjournment.

Ladies' Auxiliary

With Past President Neil Ziv presiding and all officers present, the November 24 meeting was dedicated to Past President Nina Rodgers. Marie LaFon, Peggy Forstall, Neil Ziv, Maybelle Crafts, Marjorie Levine, Ethel Krug and Clara Zeiger. Each made a brief talk and then the gavel was returned to President Alberta Foster, who concluded the meeting. President Foster was host to the club at a turkey dinner. Rosemary Loomis handled the entertainment end. Candidates for election for 1942 were introduced.

Night's award went to Miss Qualls, a new member. Mother Fisher held silent prayer for the late Norm Karpas. Tillie Palmator was greeted with great applause when called on. Babe Herman reported she will winter in San Francisco. Leona Barrie has recovered from her long illness. Inez Walsh is home from a San Francisco visit. Babe Miller is on the sick list. Ross Clark came in from Gilman Springs. Rose Fisher came in from Venice, Calif., as did Mary Taylor, Edith Bullock and Marie Tull were seen hobnobbing among the girls. Father Luthy is still doing a good job as pianist.

Fern Chanzy came in from Mission Beach, and Betty Coe returned for the winter. Jewel Hobday arrived from Long Beach, Calif., and Billie Bryan left for Oakland, Calif. Marie Jessup is enjoying a few weeks' vacation in Southern California before returning to Oakland. Stu Dyer arrived from the South. Peggy Steineberg is here for the winter, and Inez Alton returned from her trip east. Lili Ezzaman has recovered from a recent accident. Ethel Williams came in for the winter. Election will be held December 8 and a large attendance is anticipated.

Heart of America Showmen's Club

Reid Hotel Kansas City

KANSAS CITY, Mo., Nov. 29.—Regular weekly meeting was called to order by Past President P. W. Deem. Secretary G. C. McDinnis and Treasurer Harry Altshuler also were present. Conrad Haney was elected to membership. Cards of thanks were received from the families of the late A. C. Hartmann and C. V. (Chick) Starkweather. Attendance has shown a noticeable increase. A committee from the Ladies' Auxiliary, headed by Sister Nellie Weber, extended an invitation to join the Auxiliary for luncheon at the next weekly meeting. This was accepted.

A number of members paid their annual dues during the week. It is expected that a large delegation will attend the Chicago meetings. Brother Art Brained, Banquet and Ball Committee chairman, states that all detail work for the annual event has been completed. Arrangements with the Hotel Continental, where banquet will be held, have been completed, and reservations are coming in nicely. Ball will be preceded by Ladies' Auxiliary Tacky Party in the Reid Hotel, December 30.

Ladies' Auxiliary

With attendance totaling 21, President Ruth Martone presided at the regular meeting. Rose Lee Elliott was appointed warden. Dues were received from Maud Koel Worner and Eula Spalko. Dorothy Morpheus, Nellie Pindley and Rosalie Haney were declared elected to membership. A rising vote of thanks was tendered the men's club for a generous check representing part of money received from a benefit show on Reynolds & Wells and World of Today shows. Hattie Hawk, relief committee chairman, thanked her committee for handling details in her absence.

Martha Walters passed the penny box. Night's award, three linen bankchiefs, donated by the club, went to Jess Mathison. With the annual election set for December 10, President Martone appointed Myrtle Duncan, chairman; Margaret Haney, Martha Walters and Jess Nathan on the nominating committee. President Martone also appointed Hattie Hawk to act as treasurer in the absence of Helen Smith, who will leave December 12 for a California vacation. Following is the holiday calendar: Bazaar, December 10-13; election, 10th; Christmas Party, 24th; installation of officers, 26th; memorial services, 28th; open house, 29th; annual luncheon, 30th; tacky party, 30th, and banquet and ball, 31st. Hattie Hawk, banjar committee chairman, asked that all send donations. She should receive them at the Reid Hotel not later than December 10. Lois Hart has been released from a local hospital and is resting at the hotel for a few days.

National Showmen's Assn

Palace Theater Building New York

Ladies' Auxiliary

On November 24 a short meeting was held at which reports of committees were read; also minutes of two previous meetings. This was unscheduled, but because there were many members from out of town who had never attended, plans were changed to give them an idea of our program and results of activities. Older members are of the opinion it was the largest attendance the club ever had.

Some of the members from out of town who were greeted by President Midge Cohen were Sadie Wilson, Patricia Lewis, Julia O'Donnell, Marge Cellin, Ada Cowan, Ruth Karne, Mary Hawkins, Ruby Kane, Mabel Straus, Frances Fournier, Agnes Burke, Rose Lange, Mimi Sussman, Jerry Ibberson and Alice Hoffmann. Number of applications for membership were received. One of the applicants, Mrs. Naomi Bantly, Bantly Showmen made a liberal donation to the Christmas Dinner Fund for poor children. At close of our meeting we joined with the men's club to make final reports on activities undertaken in connection with the banquet. When business was concluded there were refreshments provided by the men's club and served by the Auxiliary entertainment committee, headed by Chairman Ethel Gross.

Members are reminded that our next meeting on December 10 is the time for election of officers. All members in good standing may vote, even the not present, by sending in for an absentee ballot.

EDDIE and MILLIE OWENS, operators of Mill Bartlett's diggers on Art Lewis Showmen's past two seasons, returned to Cincinnati from Miami last week and will remain in the Queen City over the holidays. Eddie is recuperating from a foot infection which handicapped him for several months and is about ready to throw away his crutches. He and Mrs. Owens plan to return to Miami after the holidays.

DIXIE BELLE SHOW

New booking for 1942 season in Kentucky and Indiana. WANT showmen and concessionaires. Millie will be on Con. teams and Photo Gillen team. Willing to cover all markets. Address: P. O. BOX 3424, MIAMI, FLA. 140493 Little Tom's Trailer Park.

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NOW BOOKING FOR 1942
Want to hear from concessionaire attractions and rental show people all markets. All address: JOE J. FONTANA, Box 224, Atlanta, Ga.

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Address: P. O. BOX 223, Garyville, Mo.

USED TENT BARGAIN

No. 1401—16 1/2' End—Front—Cable. Red Back Push Pole Style Tent. 62x100 feet. 10' pitch, made in 4 pieces to lay with ease. Material 19.50 oz. blue lozier, with 3 oz. D. F. blue. Trimmed and tied down. Condition fair to serviceable. To see and sell... \$612
Write—Write—Phone

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Retail Representatives: A. E. GAMPELFIELD,
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GENERAL AGENT BERT ROSENBERGER AT LIBERTY

All essentials, sober and reliable. Will not consider an outfit with less than ten rides and shows. For reference ask anybody who knows me. Bob White, Jr. and Bill Snyder, please contact me; very important. Address: P. O. BOX 1644, Atlanta, Ga.

BUY U. S. Defense Savings Bonds and Stamps

EZE WAY CUSTARD MACHINES ARE GOING INTO A BIG SEASON AGAIN



Many owners are ordering additional machines for '42—why? Because they like them. Our new super-powered, double-service jobs are getting much attention.

The super-powered champion has cooled and water cooled combined. It can be run with either air or water, just as you like. The Cigarette has proven very satisfactory. This job has a double serving cabinet.

Charles Colding (The King of Pineapple Whip) says his season of '41 was his biggest ever. He came into the factory this week and ordered FOUR New Super Powered, Double Service jobs for '42. He will have five beautiful streamlined trailers and all equipped with our new super Champions on the road, now booking for '42.

We make Eze Ways in three sizes. Order early for prompt delivery. We are sending out many machines now for next year.

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FROZEN CUSTARD EQUIPMENT COMPANY

423 W. SOUTH ST. INDIANAPOLIS, INDIANA

Order your VAGABOND for 1942!

Although the main New Hudson plant of Vagabond Coach Mfg. Co. was destroyed by fire in October we are now in production in two plants secured at a near-by location.

Write at once for literature describing latest model Vagabond Coaches, and list of dealers in all parts of the country. See nearest dealer and place your order for 1942 delivery.

A Vagabond Coach is the ideal mobile dwelling for those whose work requires traveling. Nothing finer for theatrical people. Let us hear from you soon.

Vagabond Coach Mfg. Co.
651 GRAND RIVER AVE.
BRIGHTON, MICHIGAN

3000 BINGO

No. 1 Cards, heavy white, 3x5. No duplicate cards. First week market, printed 3 sides, printed table in all sets of 100.
50 cards, 30.00; 50 cards, 34.00; 75 cards, 34.50; 100 cards, 36.50; 250 cards, 58.25; 300 cards, 61.00; 350 cards, 63.75; 400 cards, 65.50. Remaining 2700 cards 50 per 100 for cards only—orders on fully certified.
Set of 3 Cards—Heavy, Green, Yellow, Red—Any 50¢ or 100 cards, per card 5¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—and 10 and down. Light-weight card, per set of 100 cards, lolly card, calling markers, \$3.50.
All Bingo and Loto sets are complete with wood markers, lolly and directing sheet. All cards are 3x5.
LIGHT WEIGHT BINGO CARDS
Black on white, lolly card thickness. Can be re-used or discarded. 3,000, 3x5, 85¢ per 100. In lots of 1,000, 55¢ per 100. Calling markers, extra, 50¢.
Automatic Bingo Shaker, Steel Case, \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 \$1.00
W. Cards, 5x7; White, Green, Pink, Yellow, \$2.00 per 100.
3,000 Small Thin "Browns" Bingo Sheets, 7 rows, pads of 25. Also 4x8, per 1,000, 2.00
3,000 Featherweight Bingo Sheets, 5 by 12. Loose, \$1.25 per M. Slipped in pads of 25, per M \$1.00
Set of 25,000 Heavy Bingo Card Markers, 1.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay cash on delivery.

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WILL BUY FOR CASH
2414 Broadway - Almost Heavy-Use-Worned. State condition and price first lister.
FOR SALE
3 E-Z Power Coach Motor, A-1 condition. No reasonable offer refused.
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MOTORIZED CARNIVAL FOR SALE
Waco, a Make Model 1 Middle Auto Ride's Shows complete with frame, gas, lamps, seats, etc. 1931 1 1/2 Ton Home Light Tower, Thru-Door Wagon complete with seats, Office Trailer, 12 Trucks and 10 Trail-trailers. Also have small Kistler Auto Ride and 1 new 12-Car Show-Off Car for sale. Address Box 79, HOY BOWING, ARK.

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

James E. Strates

MULLINS, S. C., Nov. 29.—Despite a cold wave, there was no let up in activities around quarters. Assistant Builder Nick-Bohlin, in the absence of James Yotas, is keeping quarters help busy getting everything ready for the arrival of the full crew. Shows' personnel was the guest of the Chamber of Commerce at a turkey dinner in appreciation of shows co-operating in putting over local night football games. Guests included practically all officials, Mullins High School football team, school faculty and Dick O'Brien, assistant manager; Mike Olsen, transportation master; Walter Lumpkin, Nick Bozinas, Charles Every, Low Hendricks, and Jim Logan. Dick O'Brien thanked the sponsors of the banquet for their interest in the shows. Manager James E. Strates was unable to attend as he was in New York. Nancy Miller, info from Pensacola, Fla., that they are being held over indefinitely there and that her unit is clicking. Mr. and Mrs. Slim Curtis are vacationing after a strenuous 1941 tour. Al Tomani info he has lined up five distinct features for his Circus Side Show, and Leo Carroll is vacationing in Tampa. Visitors included Eph Allen, Charles Stowbridge, Claude Eckels, Sammy Fisher, Steve Williams, Lester Clark and family, Saul Dunkirk, Bill Buxton, Ted (Sax) Tanker and Lorraine Fuller. **MARK BRYAN.**

Ceclin & Wilson

PETERSBURG, Va., Nov. 29.—Activity here is under supervision of Frank L. Masick and Lem Gibson. Quarters crew includes Alfred Purdee, William Harris, William Bell, Marshal Nutty, Tom Jacobs, Robert McGregor, John and Anna Mober and Adam Harris. Lucille (Mom) Lee is again in charge of the kitchen. Many independent show and ride owners have taken a Southern vacation until after the holidays. Those remaining here are Mr. and Mrs. Dudley Lewis, Mr. and Mrs. Roy Hillie, P. Van Ault and P. L. Masick. I. Ceclin and William Cowan left for the New York and Chicago meetings, as did Mr. and Mrs. Wilson. Mrs. Ceclin and Harry Dunkel, James Coffman went to Staunton, Va. for draft examination before going to New York for the National Showmen's Association's Banquet and Ball. Owners Ceclin and Wilson have contracted a number of shows and rides for 1942. **MARY B. McLANE.**

Dixie Belle

MOUNT VERNON, Ind., Nov. 29.—Shows came into local quarters for the fourth consecutive year. Manager Louie T. Riley took delivery on a new house trailer and he and Mrs. Riley are wintering in Florida. Mr. and Mrs. Charles Hayes are visiting in Chicago, where they are having a new popcorn and peanut outfit built. Mr. and Mrs. Don G. Stratman bought a new trailer and are vacationing in Brunswick, Ga. Mr. and Mrs. W. T. (Smoky) Hardin are in Savannah, Ga., where Smoky is building some new concessions. Mr. and Mrs. Lloyd Thompson booked their concessions at the Jacksonville (Fla.) Fair and went from there to their home at Carrollton, Ky. Al Hermann joined a winter show, as did Cliff Coleman and Clint Brown. Harry Stacy is wintering in St. Louis. Dolly Dimple, the 194 girl, is at her home in Orlando, Fla. Al Fredo is vacationing at Brunswick, Ga. After a short visit in the South, the writer will return to Louisville. **JOHN C. BROWN.**

Penn Premier

STROUDSBURG, Pa., Nov. 29.—Work is under way here. Owner Serfass purchased two well-equipped buildings for permanent quarters. Work was started by Al Bydick on the Till-a-Whirl with a crew of three. An addition made on the rear of one building to house Mrs. Serfass's housecar and office. Plans for the new front were received, as well as several others, and work will start immediately. In quarters are Albert Bydick, general superintendent; Dale Osborne, mechanic; Jack Wilson, boss carpenter; Jasper Lutick, Willie Raper, Speed Roy, Blackie Saunders, Tex Smith, Herman Wade, Bill Block, Harry Fenton, Tony Gallagher, Jenny Osborne, and Fritz, the chef, Felix was the chef on the Ten-in-One Show all season. Two new

tractors will be delivered soon. Mrs. Serfass took delivery on a new car. Mr. and Mrs. Serfass will attend the Chicago meetings. From there they will motor to California for the winter. Serfass will return in time to make the Carolina, Virginia, Pennsylvania and New York fair meetings, however. Shows' 30-week tour was one of the best in their history. A motorhome will be added next season, as will two other new shows. Visitors included George Foraker, Barney White, William Frontler and Mr. and Mrs. Tilden Kane. **JASPER LUTICK.**

Bright Lights Expò

PITTSBURGH, Nov. 29.—A number of local showfolk have been visiting shows' local offices. They included Clark Quier, owner of the side show with Johnny J. Jones Exposition last season; Ross and Ross, and Floyd Sheaks. William and Gladys Koford went home to Jamaica, N. Y., where Bill will drive a last this winter. P. A. Norton, The Billboard sales agent, is in Florida working a photo gallery. Keith and Perry Chapman have booked their concessions with the shows for 1942. Manager John Geccoma went to Stouffville and Toronto, O., to visit J. B. Bake, who had the rides on the shows last season. Charles A. Matland is looking after quarters in Harrisonburg, Va. Work will start about February 1. All new fronts will be built for the shows. **J. B. PRESTON.**

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

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

Milwaukee's Fete Cut to Seven Days

MILWAUKEE, Nov. 29.—Milwaukee's 1942 Midsummer Festival will run seven instead of nine days as in 1941. It was voted by a special committee of the common council November 21.

Paul D. Bergen, secretary of the festival commission, said the event would be held in a week preceding a full moon because it provides more light for ceremonies and because there is thought to be less likelihood of rain.

Westcott and Bernard Reilly, Bill Meyers, who successfully directed last year's show, is handling promotion details again this year.

VIRGINIA GREATERN SHOWS alone played the second annual National Peanut Exposition, Suffolk, Va., October 30-31 and were not combined on the midway with Clyde's United and Lew Henry shows, as was recently reported. Rocco Masucci, business manager, writes from Orange, N. J.

FINANCIAL report read at the directors' meeting of the Denver Community Association, Denver, Ind., November 23 revealed the organization's 11th annual Fall Festival and 4-H Fair wound up with a good profit. Dates for the 1942 event were set at the meeting and Carl Bolt was again placed in charge of collection, free act and entertainment committees.

Augusta Club Completes Plans for Charity Fete

AUGUSTA, Ga., Nov. 29.—Members of the 4th Ward Political Club this week completed arrangements for its 10-day Christmas Charity Carnival for the underprivileged children of their ward. A daily radio hook-up has been arranged and committee has booked shows, rides and concessions.

T. W. Brant and his clown band wagon is parading the streets daily and carnival souvenirs are being passed out to Christmas shoppers by local merchants. A concert band and several other acts have been contracted. Thomas Fallon is general manager of all amusements. Mrs. Lydia S. Martin is in charge of promotions.

A Review of the Sponsored Events of 1941

Important Events and Happenings of the Year

Will Be Features of the Holiday Greetings Number

Watch for This Issue Dated December 27

G. A. KLEIN'S circus attraction has been booked to provide the entertainment at Babcock & Wilcox Company's annual party in Orange and Regent theaters, Beaver Falls, Pa. Klein produced the show last year.

COMMITTEE in charge of arrangements for the second annual indoor circus in Municipal Auditorium, Zanesville, O., under Disabled American Veterans' Post auspices, includes Commander Clinton Kramer, Fred Bugglin, Charles

POPCORN--1941 CROP

Why buy last year's corn when you can get new corn at the same price! For the next 15 days our price on new corn will be \$4.50 per hundred. Rush your order in now and save at least \$1.00 per hundred.

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PETE KORTES WANTS

Outstanding Museum and Side Show Attractions for continuous winter and summer work. Also can use first-class Lecturers.

WORLD'S FAIR MUSEUM

First National Bank Building, El Paso, Tex., until Jan. 1st

FAIR SECRETARIES

FOR 1942 BOOK GALLAGAN'S CONCESSIONS

Legitimate Concessions of all kinds. Ask the secretary of any fair we have played. The past season's results for 1941. Also have the Illinois, Connecticut and Ohio Concessions open for 1942. World's Fair Book with reliable shows playing the Middle West and South that have good ratings with fairs. **JOHN GALLAGAN, SHERMAN HOTEL, CHICAGO, ILL., Until Dec. 9.** After that 1721 Richmond Road, Columbia, Ohio.

Patriotic Theme In Detroit Show

DETROIT, Nov. 29.—Stars and Stripes, dedicated to service men and a departure from any previous show presented at Arena Gardens here, will be the 1042 presentation of the Detroit Figure Skating Club on January 27 and February 3, said General Manager Fred A. Martin. Proceeds will be used by the club to send entries to national championships in Civic Auditorium, Memphis, this week of April 18.

Carnival will be the event staged by the club. New costumes and scenery, produced by members, will be used. Rink professionals will aid in preparing the production.

Party Bookings Heavy

With the entire winter season booked for Tuesday night special parties, Jesse Bell, party representative and speed pro, reported that organizations are signing for dates far into spring. Majority of bookings to date have been from church, school and fraternal groups and in many cases sponsors have re-signed for future dates.

As an aid to the national defense program the rink has abandoned awards of skating equipment at Saturday night sessions and substituted "Victory Night," featuring award of a \$25 Defense Savings Bond. Since October 3 skaters have been competing in preliminary races of the Silver Rollers Contest, which is to end November 30, when eight boys and eight girls will skate for silver trophies and speed skates offered as prizes. Since September 5 Arena Gardens has been a gathering place of Midwestern skaters who have come here to study international-style skating under tutelage of Arena pros and to take BSROA tests before Detroit judges on Sunday afternoons.

Roster Enlarged

Demand for private instruction is greater this year than in 1940, but schedules are being kept. This year's professional staff includes Mrs. Marjorie (Martin) McLauchlin, holdover; Irene Seltzer, former amateur of Dayton, O., newcomer; R. O. Dittie, beginner's coach; Richard McLauchlin; Roland Martin; Lucien Chley, holdover; Stabel Osborne and Charlotte Wangenheim, newcomers; Virgil Cunningham, bronze dance medalist, who is to be added to the staff; Claude Buckner and Robert Miller, newcomers; Earl Dunn, holdover, who operates his own rink at Fairhaven, Mich., during the summer, and R. D. Martin, assistant manager and head professional. Roster includes Mrs. Alma Brown, cashier; George Stuller, door; Lou Wiley, Helen Wolda, club desk; Philip

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The Best Skate Today

No. 321 DUSTLESS FLOOR DRESSING

Cheers the air, gives a fine grip with less cost, warms and keeps engine warm, \$4.00 per quart, \$9.75 per gallon, 5 gal. containers. 4 gal. delivered convenient size. Newark, N. J. U. S. Patent, 2,511,000. Write to G. O. D.

GAGAN BROTHERS
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ORGANIST

With Roller Rink experience wanted. Skating, singing, respected and successful. Ready to travel.

ARENA GARDENS
Huntington, West Virginia

BALL BEARINGS FOR SALE

\$2.50 per 1,000 (F. O. B.)
Orders limited to 10,000.
178 With Order, Balance C. O. D.
Box 6-142, The Billboard, Cincinnati, O.

Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

Pohorng, Dick Martin, Jack Reed, Ned Hogan, James McDonald, Philip Jackson, Ray Kelly, James O'Hara, Charles Sudekum and Victor Harrington, check room; Earl King, Eddy Martin and Bob Clergy, skate toots; Mickey King, Martina Marvel, Bob Oheen and Dayton Bakerell, fountain; Mrs. Elva Hill, women's lounge; Ethel Pellman, club room waitress; Slippery Gray, electrician; Russell Bice, organist; Herman and Clarence Thompson, Sam Lee and Robert Watkins, porters; Mrs. Elizabeth Summerton, office, and Charles McIntosh, parking lot.

Pro Roller Show Prepped; To Have Cast of 100, Ork

NEW YORK, Nov. 29.—Roller Follics, Inc., headed by Harold Steinman, will place in rehearsal soon a show, *Roller Follics of 1942*, which will begin a tour of arenas at Cleveland Municipal Auditorium on January 8 and may come here in the spring.

Steinman has returned from a talent booking tour for his show, which will have a cast of 100. Revue will be the first professional roller skating show ever assembled, said Steinman, who believes it to appeal will surpass that of popular touring ice shows. Fanchon & Marco has been signed to stage and produce the show and Gus Foster will direct dances. Sam Elyson and Jesse Kaye, of the Fanchon & Marco office, will assist. There will be a precision and ballet choruses of 22, novelty acts, exhibitions and an orchestra.

10G Spokane Layout Opens

SPOKANE, Nov. 29.—About 400 skaters attended the opening of new Skateland here on November 18. The \$10,000 layout, managed by Mike Higgins, has 9,000 square feet of maple floor and modern conveniences, including a lunch counter. It is open all day Saturday and Sunday and every afternoon and night on weekdays. Admission is 25 cents for matinees and 40 cents at night. Dance tunes are furnished weekly thru Skating Times, Inc. Eddy Allen is floor manager; Jack Davis, instructor; Norman Winninger, skate room, and Lola Lusk, cashier. City now has four rinks. Year ago there was one.

Ruhlman Bids for 75G Spot

PITTSBURGH, Nov. 29.—Hyatt D. Ruhlman, who recently opened his new Lexington Rink in the East Liberty section here, is planning to build another rink in the South Hills near Dormont, according to his petition to city council for permission to purchase two pieces of property, now separated by a street, so that he might construct a \$75,000 building. Council declared that after he purchased the property they would be willing to vacate the street so that he could build the rink.

Va. Operations To Get Push

NEWPORT NEWS, Va., Nov. 29.—Old Dominion Roller Rink here, recently bought by Indian River Amusement Corporation, theater operator, from William R. Tomlinson for \$25,000, will continue to operate as a rink, said Vice-President Jerome Gordon. It had been rumored it would be turned into a theater. An extensive redecorating and refurnishing program is in progress. Herbert Morawitz, who recently returned from the West Coast, and Charles R. Burcher will be co-managers.

JEAN RICKETY, "Queen of the Rollers," reported she opened a two-week engagement at the Jefferson Hotel, St. Louis, on November 28, to be followed by a six-week return date at Colosimo's, Chicago.

SONNY AND JERRY, roller skaters, were on the bill of the J. R. Malloy circus, under auspices of retail merchants at the Palace Theater, Canton, O., on November 21.

ADDING Robert Blecker recently, Chris Reynolds and Chester Roberts, formerly known as Reynolds and Roberts, roller skaters, have formed the Reynolds and Roberts Brothers Trio, which recently played the Freeman's Show at Taft Auditorium, Cincinnati, and followed with

appearances at Colonial Theater, Detroit, and Grand Theater, St. Louis. Trio was to open November 20 at Washington-Youree Hotel, Shreveport, La., then tour the Southeast, including dates at Dallas and San Antonio.

FORMER skaters at Arena Gardens Rink, Detroit, who are in the armed service, are supplied with courtesy cards by General Manager Fred A. Martin when home on furlough. As in former years, a turkey hunt and feather party was staged on November 19, 13 birds being given as prizes.

FRANK R. WINKLEY, who for some years has been in the thrill show game, is now a roller skating impresario. He is operating Rainbow Roller Rink, Milledgeville, and reports it is doing excellent business. Bruce Barham, formerly with West Bros. Shows, is manager of the rink, which opened October 21. It has 6,000 square feet of skating surface in the newly installed maple floor.

CORNELL AND NESTER (Flying Aces) closed a successful engagement at Nixon's Cafe, Pittsburgh, on November 29. While there they visited Sheridan Roller Rink and new Penn Rink, reporting business good at both spots.

MASSACHUSETTS State amateur roller skating championship contests will be held in Winter Garden Rollerway, Dorchester, Mass., the last week of February, said General Manager Fred H. Freeman. First, second and third place winners will be eligible for entry in national contests, to be held in Civic Auditorium, Memphis, week of April 13. Fred H. Freeman Figure Skating Club will admit new members for the last time during the 1941-42 season on January 4. Entrance requirement is satisfactory execution of junior competitive roller dance. Special matinees were held on November 20 and 21.

FOUR COMETS, roller skaters, appeared at the Peasey Theater, Hackett, Pa., on November 17-19.

SEAPINES Rollerdrone in reconditioned Casino Ballroom at Seaside Park, Virginia Beach, Va., is becoming popular

with personnel of Post Store and Camp Pendleton there. Rink is located between the army posts on the Atlantic Boardwalk. Manager Robert Hoffheimer is supplying costumes for doubles and waiters. Servicemen in uniform are admitted for half price. Some 40,000 men now on maneuvers in the Carolinas are to return here soon and programs of contests and special events will be put in full swing.

PALACE Roller Rink, Camden, N. J., has organized a Skaters' Jacket Club, holders of membership cards being given an opportunity to win a club jacket.

DON BERGER has been engaged as electric organist at Playland Rink, York, Pa. White Rose Arena, York, has set aside Mondays as Women's Night and Thursdays for beginners.

POP GARST, operator of Circus Garden Rink, Philadelphia, has set up a display of shoe skates in association with a department store.

"PERRY B. RAWSON advises that he has a child evacuee from England at his home, the daughter of a nationally known British pro roller skater, Teddy Bright, and an up-and-coming performer on the wheels herself," writes Cyril Beattall from Chesterfield, England. "This reminds me that one can hardly overlook members of the Bright family when referring to outstanding personalities of the skating world, because they have been much in evidence during the past 30 years.

Teddy Bright or Ed, as Rawson calls him, is something of a showman and has managed quite a few rinks, mostly small. He is not one of my close acquaintances. The last time I saw him was nine years ago, when he was running Winsford (Cheshire) Rink, best remembered for his hockey team, labeled 'Champions of Cheshire' by Teddy.

Charlie, an older brother, is perhaps more widely known, especially as a once prominent speedman, although he has managed a number of rinks in recent years, notably the luxurious Colonnade, Leamington, where we last met in 1937 and played hockey against each other. Charlie was 51 at the time and not a bad lad, with the stick. He has claimed the world's half-mile speed title and finished as runner-up in the professional title events in 1929 and 1928. He was often referred to as the 'skating kangaroo' because of his exceptionally (See RINKS on page 34)

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Macon Shrine Sets Top Marks For Grosses and Gate; 50,800 Is Count, With Two Turnaways

MACON, Ga., Nov. 29.—Ninth annual Macon Shrine Circus, which ended a week's run November 22, broke all records for grosses and attendance, officials of Arab Patrol of Al Sibih Temple announced. There were turnaways Friday and Saturday nights and on other nights capacity of the big Macon Auditorium was heavily taxed.

Attendance was announced as 50,800, compared to about 40,000 last year. While not all figures have been compiled, it was learned that net profit to the patrol will exceed \$3,000 or practically double that of last year. Biggest gain in total gross was in concessions, operated by about 45 patrol members, although there was a substantial increase in ticket sales. Macon is in an unprecedented boom era from many defense projects, but the Shrine committee ordered the ticket price to remain at 10 cents, as in former years. Reserves were upped to 20 cents, from 15 cents a year ago, with the Shrine absorbing the tax.

Shrine members do all promotional, executive and concession work voluntarily. Professional acts, musicians, stage crew and advertising and publicity men are employed, however. Performances are given on six nights and there is one matinee, free to all children. Orphanages and the Shrines served refreshments. All acts work on a stage, with the program divided into three sections. Intermissions were held for concession play.

The Program

In the first section were Don Bernardo, black wire; clown frolic; Miss Juhanna, rumba; Tumbling Atwoods, and Sylvia and Her Pals, trained dogs. Second: Brownlee Brothers, comedy bars; Four Merrills, balancing; clown convention; Tarzan, chimpanzee, worked by Ira J. Watkins. Third: Webber Brothers and Chaitia, wire; clown number; Watkins' One-Ring Circus, with acrobats, comedy mule and troupe of eight ponies worked by Buddy Watkins; Los Olivos (Merrills), perch, and Herbert Webber; foot slide from balcony.

Leo Wood provided accomplishment at the big organ, Frank Sotiro was superintendent of properties, assisted by C. H. Hunslett. Charles Sparks was adviser to the circus committee, G. P. Lockhart, general chairman; Morgan R. Arden, concession superintendent; Julian V. Kennedy, stage manager; Cortis Edwards, stock room manager; Frank E. Stager and J. P. Kennington, ticket superintendents.

Grady Gillon, potentials of Al Sibih Temple, again was emcee, and Boyce E. Miller, captain of the Shrine band, assisted. Lindore Putzel was chief electrician; Guy White, sound engineer; P. D. Griffith and J. E. Benc, doors; George P. Yetter, reserves; Brooks Geoghegan and J. D. Brown, office managers. Paul M. Conway was in charge of publicity for the ninth annual time and also had charge of issuance of a souvenir program.

Side Show

Something new was a side show booked by Mrs. Helen Haag Hayes, which featured a giant python and collection of alligators. On her staff were Polly

Jones, front door; Arthur (Slim) Van Camp, lecturer; Blackie Duncan and Harry Crater, helpers. Side show did big business.

Olga Bradley reported good business with popcorn and peanut concealans and his wife a good week with fishpond. Frank Smith and wife had candy floss stands; Carl Cox, photos; Charles Zales and "Pop" Penney, potato pops.

Record business was considered even more unusual because Macon had the (See **MACON SHRINE TOPS** on page 36)

Gangler To Present Show in Movie Houses

PHILADELPHIA, Nov. 29.—Gangler Bros. Circus, featuring 35 performing animals, capitalizing on the increased use of singahows in movie houses, figures on filling in the remainder of the year with theater dates. Currently playing the Cosmopolitan houses in up-State Pennsylvania, the circus has made a deal with the Jolly Joyce Theatrical Agency here to tour theaters for December and January.

Marking the first time that the theatrical agency is handling a circus attraction, a tour is being lined up by Harold Rothberg, of the Joyce office, taking in single night stands and split weeks in theaters covering Maryland, Delaware, Virginia, West Virginia, North and South Carolina.

All the bookings are being arranged on a guarantee plus a percentage basis. The tour will start November 30 in La Plata, Md. In each town the circus will put on a street parade to ballyhoo the stage presentation.

Bull's-Eye for Alibi

ST. PETERSBURG, Fla., Nov. 30.—Charged with driving 30 miles an hour thru a school zone, H. E. Neima declared: "I had gone out in that direction to watch Ringling's circus and I never noticed that I was driving thru a school zone." "I may look grossly at times, but I certainly haven't lost my sense of humor," Judge Clark remarked, with a broad smile. "I firmly believe that it is possible for any of us to forget even the presence of a school house, especially when it's circus day in town." A \$10 fine was suspended.



CLIFF McDOUGALL, press representative of Polack Bros. Circus, poses with Betty, 17-day-old cub born on the show, mother being one of Capt. Noble Hoffman's Arabian lions. Mrs. J. Polack personally booked the repeat date under Sylvia Temple Shrine, Cincinnati, the third consecutive year that the circus will be presented in Music Hall. A third engagement in Louisville under Kossitz Temple Shrine will be on February 5-12, with layoff on February 13-15 before the Cincinnati engagement.

Police Tell of New Angle in Bulls' Poisoning Case

CHARLOTTE, N. C., Nov. 29.—Erwin B. Michael, 32-year-old circus employee, brought here for questioning in connection with the poison death of 11 Ringling-Barnum elephants, remained in custody as police continued to investigate.

City police were about to release him after persons who said they saw him drop capsules into the mouths of elephants when the circus was here on November 3 failed to positively identify him. Just as the case against Michael apparently had faded, police said they had learned that a man fitting Michael's description attempted to buy arsenic from a prescription clerk in Danville, Va., three days before the circus came to Charlotte and while it was playing the Virginia city.

The Danville clerk said he refused to sell arsenic to the man when he asked for the drug to poison dogs, police reported. A photo of Michael was mailed to Danville police. Detectives and others working on the case said they had developed no other theories as to who the poisoner might be.

CB Adds Show Touch to L'ville Holiday Parade

LOUISVILLE, Nov. 29.—Fully half of the largest Santa Claus parade ever held here was supplied by Zack Terrill's Cole Bros. Circus night of November 22. Several beautiful floats were representative of children's fairyland stories and the historic old America wagon, now fitted up as a calliope and used by the show as a part of the season, was in line. Six bulls and six camels were in charge of Ted White, Orville (Curly) Stewart was parade marshal. It was estimated that nearly 200,000 were on the streets for the pageant, which officially opened the Christmas shopping season here.

Workingmen and executive wintering with the show were treated to a real Thanksgiving dinner on November 20 at 5:40 p.m. by Chief Steward Curly Wolfe and assistants. There were turkey, cranberry sauce, baked sweet potatoes and pumpkin pie in abundance. Besides the working crew, guests included Mr. and Mrs. Joe Harworth, Mr. and Mrs. Paul Nelson, Vernon L. McKeavy, Col. Harry Thomas, Herbert Loeman, Orville E. (Curly) Stewart and K. W. Robinson, representative of Dupont, an ardent local circus fan. Mr. and Mrs. Terrill spent Thanksgiving with relatives in Owensboro, Ky.

Henry Clay Hotel is the scene of a new "Magic Carpet" each evening from 8 until midnight. Regular attendees include Sam Davis, 82-year-old vet of show business, who has been elected president of the club; R. C. Scatterday; George Westerman, Hennes Bros. Shows, who makes his winter home in Louisville; Joe de Rossell, son of the late Rex; Mike McClain, of the show's legal department and Col. Harry Thomas. Many jackpots are cut up and visiting showmen are daily invited to "sit in."

Shrine Sets New Records At Evansville, Ind., Show

EVANSVILLE, Ind., Nov. 29.—Annual Hadl Temple Shrine Circus here on November 17-22 broke all previous records. Attendance was unusually big, satisfying the committee on another financial success.

Under Dilbert V. Blackburn, chairman of performance committee, this program was presented: Three Aces, sky acts; Dolly Jacobs, riding lion; Claude Crumley, balancing; Dolly Jacobs, performing elephants; Six American Bells, teeterboard, and Terrell Jacobs with his wild animal act, Happy Kollman, producing clown, and Van Wells presented Joey numbers.

Barr Bros. To Enlarge

EVINA, O., Nov. 29.—Barr Bros. Circus, motorized, which made its debut last season, will go out next spring greatly enlarged. Bill Myers and "Buck" Bernard, co-owners, have announced. Work has been started on the winter quarters farm near here, with the building of a new semi-trailer and several smaller trailers. Later it is planned to move quarters to Indiana, where the show will open next spring. A 70-foot round top with three 30-foot middles and a side-show top have been purchased. During the few weeks of its '41 tour the show did not have a losing day, it was reported.

WB Is Reported Going Out

MACON, Ga., Nov. 29.—Ray W. Rogers, well-known circus owner, probably will put out Wallace Bros. Circus again next season, it was indicated on a recent visit here. Several weeks ago he advertised the show for sale and, altho he has had offers, he will likely retain the property, he said. The past season was reported the best in the history of the show.

Sarasota, clown mallman and The Billboard sales agent, Paul Jerome went to Oklahoma City; Felix Adler to Birmingham Department Store, Newark, N. J.; Frankie Saluto to Elizabeth, N. J.; George Campbell to Chagworth, Ga.; and Tommy Haynes, superintendent of tickets, will say in Miami, Mickey Graves to New York, Dick Smith to New York, Ralph Hill to Sarasota, Howard Mintz to Tampa, Claire Sitem to stay in Miami and Hunt Twinn to Sarasota and then Chicago

Big One Home-Runs to Sarasota After Best Season; Miami Two-Dayer Close to High in Denver

MIAMI, Nov. 29.—Ringling-Barnum circus closed here last Saturday after the best season in its history, officials said. The two-day stand here was a sell-out, Miami coming second only to Denver; best two-day stand of the season.

Those returning to Sarasota winter quarters included: John Ringling North, president; Henry Ringling North, vice-president; George Smith, general manager; Roland Butler, chief of publicity; Pat Valdo; director of performer personnel; Fred De Wolfe, auditor; Hubert Seika, assistant auditor; Lloyd Morgan, lot superintendent; Max Steel, superintendent of front door; Walter McLean, boss, elephant man, and Ed Kelly, contracting agent.

Fred Beadon, equestrian director, leaves for Havana to put on a show for Santos & Artigas, taking with him a group of parathers, Konyot Family, Coca Davis; De-Ocea, a flying act produced by Arthur Conello, and others.

Frank Braden, press agent, goes to New York for pie publicity. Fred Smythe, side-show manager, to New York for a well-earned rest. Herbert Duval, legal adjutant, to Sarasota for few days and then to New York office. Auditor Griffin to New York office after a short visit to Sarasota.

J. O. Donahue, traffic manager, to Chicago office; Arthur Hopper, of advertising

department, will spend the winter at his new home in Miami and so will George Blood, who feeds the folks on the show. Bill Conway goes to Bridgeport, Conn.; Willy Carr, 24-hour man, will stay over in Miami. Walter Wapenstein, 24-hour man, returns home to South Bend, Ind., and Leon Pickett, 24-hour man, left for Sarasota.

Alexander Kaner, superintendent of ring stock, and his two assistants, Bob Forsythe and "Indian" Joe, to Sarasota; Capt. Curtis, superintendent of canvas, to his peacan groves in Mississippi; Whitley bursted to Sarasota to create new light effects. Mike Carey, boss painter, takes his entire staff to Sarasota to redecorate the show. John Szabo, superintendent of menagerie, went to Sarasota; also James Reynolds and "Dusty" Rhodes. These performers to Sarasota: Christiani Troupe, Bobby Steele, Concellos, Roberts, De Vasconcellos, A. Klotz, Wolthings, Ely Ardely, Alfred Court, Paul Moelner, Bill Raby, and Jane Johnson, secretary to the president.

To Tampa: Paul Wenzel, Paul Jung, Arthur Burson; to New York: Maximiliano Truzzi, Adriana and Charlie, Hubert Gattler, Merle Evans, band leader, will direct St. Petersburg (Fla.) Municipal Band. Joe Boynton went to New York, and Lawrence Banchi, Margaret Graham, Irene Pettit, Jean Carson to

A Review of the Circus Season of 1941

and Important Events and Happenings of the Year Will Be Features of the Holiday Greetings Number

Watch for This Issue Dated December 27



With the Circus Fans



Circus Model Builders

By THE RINGMASTER

President FRANK H. HARTLEIGH... Secretary WALTER BUCKINGHAM...

ROCHELLE, Ill., Nov. 29.—Eastern Vice-President Samuel M. Prentiss announced that the Eastern Sectional meeting will be held in Trenton, N. J., on April 26-27.

Mr. and Mrs. Randall Palmer, of Fitchville, Conn., entertained the Charles Sparks Tent No. 14, CPA, of Norwich, Conn., during the November meeting on evening of November 18.

Fred Schlotzauer, of Oquawka, Ill., writes "I attended Polack's Circus at Peoria, Ill., last Friday night. Had them standing and they had turnaways practically every night."

Reports from Charles Gager, of Charles Sparks Tent, Norwich, Conn., who has been in the New Haven hospital for several weeks, are most encouraging and it is hoped he will soon be able to leave.

Fred Donovan, of Springfield, Ill., caught the Polack show at Peoria. He states that Springfield is planning on staging this show next year.

CPA Bob Davies, who has been seriously ill at Hartford hospital, is now recovering at his home at 28 North Whitney Street, Hartford, and would welcome word from friends.

Rev. Edward Sullivan, Cambridge, Mass., national chaplain of the CPA, spoke November 4 at the meeting of the Birch Landfill Tent at the Sea Food restaurant. At the same meeting, James Hove, Hartford, Conn., and William Day, New Britain, Conn., told of experiences last month with the Big Show while traveling as guests thru several Southern States.

Shelby Show Goes to Barn

YORK, S. C., Nov. 29.—Shelby Bros.' "troupe" which opened after the close of Wallace Bros.' Circus, had a successful tour of five weeks in the Carolinas.

Abernathy to Florida

PITTSBURGH, Nov. 29.—After losing his race for sheriff of Allegheny County as Democratic nominee, although remainder of the Democratic ticket won in the city and the majority of the county office nominees also won, President Leo Abernathy, International Alliance of Billposters, Millers and Distributors, has gone to Florida for an extended vacation, his office reports.

LILIAN STROCK, 16-year-old Akron actress, featured the past three seasons with Klein's attractions, was subject of the front cover and one entire inside page of the photo section of The Akron (O.) Beacon Journal of November 23.

and Owners' Association

By RUSS T. WARNER

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

READING, Pa., Nov. 20.—John McCurdy, OMB of Harrisburg, Pa., conducted a Hobby Show and Model Railroad display at Greater Harrisburg Model R. R. Club quarters.

Great Tugs Circus was represented by the train of 9 flats and 5 stock and bull cars, all loaded and running on the railroad club's model road.

Reading, had a hippo cage and menagerie canvas wagon on display. These circus displays, being somewhat unusual, proved a big attraction and were credited with drawing a large percentage of crowds to the one-week show.

York and Louise Leach, co-owners of the Yankee Model Circus, Framingham, Mass., have been busy keeping up with indoor circuses playing that territory.

Fred Menning, Columbus, O., has sent souvenir passes to each of the Circus Model Builders.

Committee in charge of arranging for the first national convention of the CMOBA announced that every person interested in the circus as well as all members of all circus fair associations and all former circus folk would have invitations to be present as guests of CMOBA in Peru, Ind., April 1-4.

YSC Postpones Reunion

YOUNGSTOWN, O., Nov. 20.—During a meeting of Youngstown Showman's Club executive committee in the Ohio Hotel here it was decided to postpone the annual winter reunion until after the holidays. It was scheduled for December 14. Committee in charge includes G. A. Kline, Harry Detrich, Louis Tobin and Jack McNulty.

Under the Marquee

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

FRED FRANKLIN is wintering in Macon, Ga., after a good season with G. S. Brock's band on Bud E. Anderson's Circus.

JIM FLEMING, formerly with Ringling-Barnum, is barnman at the Commodore, Cincinnati.

SLIVERS JOHNSON'S comedy Austin was booked for Roanoke, Va., indoor circus, produced by Hamid-Morton.

GUS LIND, who closed his season with Corey Bros.' Show, played the Shrine show in Houston and will spend the winter in the South.

BOB TABER, Riverside, Calif., who had his monkey act on Lewis Bros.' Circus last season, is on the West Coast working independent dates.

RAY W. ROGERS contracted Byron Nowak and other midgets for Goldblatt Bros.' department store Chicago, for the holidays.

In barn—agor business

BEN JONES, who was in advance of Mills Bros.' Circus the past season, has launched a wild life show and is currently at Charleston, W. Va.

AN O-GAUGE model circus train, was exhibited by the Hill Creek Building, Philadelphia, for three days, starting November 19, by Hill Creek Model Railroad Club.

EVANSVILLE (Ind.) Shrine Circus marked the 43d week for Ward-Bell Troupe this year and it will be the 15th circus date at which they are to repeat in '42.

H. (MULIE) MARSHMAN, last season rigger with Peaches Sky Revue, is at home in Dayard, Va., nursing a broken ankle. He would like to road letters from friends.

Joined Out

ASHTABULA, O., Nov. 29.—Hundreds of children lined the streets here to see Santa Claus arrive in town on the back of an elephant, owned by Mills Bros.' Circus and rented to the Merchants' Association for opening the Christmas season.

J. D. NEWMAN, general agent of Cole Bros.' Circus, and Orrin Davenport, producer of indoor shows, visited Ray W. Rogers at the Columbus (O.) indoor circus. Davenport stated many new acts would be on his programs this winter.

PROF. GEORGE M. KELLER, Bloomsburg (Pa.) State Teachers College, who travels with his own wild animal show during the outdoor season, gave an illustrated lecture on circus life and the training of wild animals at the Men's Night program of Hazelton (Pa.) Woman's Club November 24.

PERU'S long colorful reign as a site of winter quarters for circuses appeared (See UNDER THE MARQUEE on page 35)

The Corral

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

Buffalo Rodeo Draw Tops 34,000 Mark

BUFFALO, Nov. 29.—Championship Rodeo in Memorial Stadium here November 18-23 drew 34,290 for eight performances. Seat scale ran from 85 cents to \$2.20 at each show. Total attendance included 26,342 adult admissions, 5,486 children at half-price and 2,452 complimentary.

Other officials were Col. Jim Eskow, arena director; Turk Greenough and Hub Whiteman, judges; Fred Alward, arena secretary, and John Jordan, announcer. Everett Johnson's Cowboy Band provided the music.

Results

Barback Bronk Riding—First day, Buck Dowell, 880; Buck Wyatt, 860; Paul Gould and Smoky Snyder split third and fourth, 830 each. Second day, Wags Dwoosing, 880; Joe Pickett, 860; Bob Estes, 840; Buck Wyatt and Jerry Brown split fourth, 810 each.

Calf Roping—First day, Buck Eckols (22.1), 8100; Tony Travis (23.4), 875; Everett Shaw (23.2), 850; Tony Salinas (23), 825. Second day, Roy Matthews (20.8), 8100; Tony Salinas (22.9), 875; Doc Burk (24.8), 850; Roy Lewis (24.8), 825. Third day, Roy Lewis (16.7), 8100; Hugh Clingman (18.8), 875; Bud Spillbury (10.1), 850; Juan Salinas (22.9), 825.

Saddle Bronk Riding—First day, Bob Burrows, 850; Paul Gould, 837.50; Doff Aber, 825; Gerald Roberts, 812.50. Second day, Doff Aber, 850; Bart Glennon, 837.50; Paul Gould, 825; Ken Roberts, 812.50. Third day, Paul Gould, 850; Ken Roberts, 837.50; Bart Glennon, 825; Doff Aber, 812.50. Fourth day, Gerald Roberts, 850; Paul Gould, 837.50; Doff Aber, 825; Wayne Louka, 812.50.

Steer Wrestling—First day, Mike Fisher (8), 8100; Bruce Ross (8.9), 875; Joe Mendes (9.3), 850; Hub Whiteman (9.7), 825. Second day, Hub Whiteman (9.9), 8100; Earl Blevins (8.9), 875; Speedy Denmore (9.1), 850; Hugh Clingman (9.7), 825. Third day, Mike Fisher (8), 8100; Earl Blevins (9.5), 75; Hub Whiteman (10.4), 850; Hugh Clingman (12.2), 825. Fourth day, Hub Whiteman (10.1), 8100; Mike Fisher (10.5), 875; Joe Mendes (10.9), 850; Earl Blevins (11), 825. Finals (total time on four steers), Mike Fisher (See THE CORRAL on page 34)

JAMES M. COLE CIRCUS WANTS

Parch or Teeterboard Act that doubles time; class Clowne, Property Men. Wire per route.

Wartime Prairie Profits Soar

Brandon's 116 Net Is 20-Year Peak for Exhib

BRANDON, Man., Nov. 29.—Shareholders of Provincial Exhibition of Manitoba learned at the November 8 annual meeting that 1941 operations netted \$11,128, called the best results in 20 years. Actually there was profit of \$10,367, with deductions totaling \$7,239 for repairs and bank and debenture interest.

Giving officials encouragement to carry on in 1942 on a bigger scale was the fact that the profit was made in wartime, with federal grants eliminated and other donations at a minimum. It was pointed out that the 1941 annual was helped by good grandstand patronage, wartime economies, and rentals, amounting about \$3,400, received from the government for use of buildings for military forces.

President W. A. Cameron said this sum nearly guarantees fixed charges and that occupation of the buildings would not interfere with the 1942 fair. He lauded the work of Miss B. Benson, secretary-manager. It was reported that the board has been buying its debentures to strengthen its financial position.

O; Fair Group Program Set; 400 Reservations Are Made

COLUMBUS, O., Nov. 29.—Officers and executive committee of the Ohio Fair Managers' Association met here on November 17 and made plans for what is expected to be the largest meeting in the history of the organization on January 14 and 15 in the Deshler-Wallick Hotel, said Mrs. Don A. Detrick, executive secretary, Bellefontaine, O. She said reservations are coming in rapidly, with 400 already made for the banquet.

Former Gov. Myers Y. Cooper, honorary association president and president of Hamilton County Fair Society, Carthage, is again awarding a trophy to the best 1941 Ohio fair. Contest will be held Thursday afternoon and each fair representative will be given three minutes to extol merits of his fair. Trophy will be presented during the Thursday night banquet by Cooper. He will also act as toastmaster. Gov. John W. Bricker and Strickling Gilliam, humorist, will be principal speakers. There will also be a program of vaudeville.

BOWIE, Tex.—Highlights of four-day Montague County Fair here were Alamo Exposition Show, parade, pageant, coronation of queen, rodeo and band festival.



HENRY J. LUND, chairman of the Advertising Clinic at the 31st annual meeting of the International Association of Fairs and Expositions held in the Hotel Sherman, Chicago, on December 1. He is publicity director of Minnesota State Fair, St. Paul, and was active in putting over the new ad section of the IAFE program last year.

New NS Personnel for '42; Expanded Schedule Planned

CHICAGO, Nov. 29.—National Speedway, gearing for an expanded 1942 schedule, will be staffed by seven promotional men and a champion driver whose combined experience in the field totals 89 years.

In Emory Collins, who will agitate campaign for NS, the organization launched a year ago by Al Sagoney and Gaylord White, has a durable star of the dirt tracks. Collins, a protégé of the late J. Alex Sloan, entered the game in 1922. Sweeney and White also were tutored by Sloan. White started as publicity agent in 1924, while Sweeney followed as a circuit manager in 1934. White's background includes a three-season stint with Ralph A. Hankinson, Eastern race promoter.

Harold Hagen, another former Sloan pupil and racing figure since 1923, will probably be a circuit manager in 1942. Newcomer will be Frank Hettisbee, publicist, who will bring seven years of experience to NS. He is correspondent for U. S. and English auto racing publications. Other personnel announced includes Gene Zelmet, 10-year man who will be in charge of portable speedway pits; Milton Woodward, director of outdoor advertising; and Ron Rawson, Sioux Falls, radio exploitation.

Calgary Surplus Nears \$15,000; Heads Renamed

CALGARY, Alta., Nov. 29.—Surplus of assets over liabilities of \$61,048 as compared with \$43,638 in 1940 was reported at the annual meeting of Calgary Exhibition and Stampede, Ltd., by E. D. Adams, finance director. He also reported an operating surplus of \$14,920, compared with \$7,082 in 1940. Bank balance was indicated as \$67,186, of which \$35,500 has been invested in Dominion bonds.

President T. A. Hornbrook and General Manager J. Charles Yule expressed pleasure that a new attendance record of 267,420 was set. Midway, in spite of a 20 per cent amusement tax, was able to come within a few dollars of the all-time net. Six-day race meet brought in a net-miscellaneous net of \$231,128.

Improvements included insulation of a building, painting of grandstand, leveling of parking space for 350 more cars, new entrance, addition of 1,500 yards of earth to the race track and construction of a photographers' pit for stampede events. He-elected were President Hornbrook, Vice-Presidents H. W. Ward and A. H. McGuire and General Manager Yule.

PCSA Drafts Arrangements For WFA Entertainment Bill

LOS ANGELES, Nov. 29.—Final plans have been made for entertainment of members of the Western Fair Association by the Pacific Coast Showmen's Association convention committee headed by Abe Lefton. Fair managers will be here on December 10-12 in annual convention at the Biltmore Hotel.

Plans were drafted by Chairman Lefton, C. W. Nelson, Roy E. Ludington, George Cox, Harry Taylor and Bill Meyers. Program includes a lunch at noon in PCSA rooms on December 11 and the annual PCSA banquet and ball that night in the Biltmore Hotel. That afternoon wives of fair men will visit film studios. Reception will be held at 7 p.m., followed by the banquet at 8 and the floorshow, featuring Carl Ravazza and his Biltmore Bowl Orchestra and eight acts, at 9. Movie clips, who have stated they will attend are Jerry Collins, Andy Devise, Roy Rogers and Forrest Tucker.

Fair managers will hold their annual banquet in the Gold Room at the Biltmore Friday at 7:30 p.m., with theatrical agents supplying acts. Saturday afternoon the PCSA will stage a Ranch Jamboree of outdoor acts at Rancho Cortez. Transportation will be furnished.

First Grand National Pulls 142,197 Paid

SAN FRANCISCO, Nov. 29.—First Grand National Livestock Exposition, Horse Show and Rodeo in the 12,000-seat Cow Palace here on November 19-23 grossed slightly over \$160,000 with paid attendance of 142,197, considerably better than the official estimate of 120,000 made earlier in the run. There were eight night and three matinee performances.

General Manager Harold F. DePue declared the show exceeded hopes of the livestock industry and exhibitors and predicted a bigger and better show next year. He is vice-president of the International Association of Fairs and Expositions and left November 20 for Chicago to attend the association's annual convention on November 30-December 3. Upon his return he will manage the pavilion.

Every performance except Sunday night's (10) was a sell-out. On closing (See 142,197 PAID GATE on page 43)

Hankinson Season Is Big; 70% of '41 Dates Are Repeated

ORANGE CITY, Fla., Nov. 29.—Hankinson Speedways brought its 31st season to a successful close at Southern States Fair, Charlotte, N. C., on November 2. Date was originally set for November 1, but due to heavy rain Friday night Dr. J. S. Dorton, fair manager, postponed the program until Sunday.

In 31 dates at which the Hankinson group appeared total attendance was reported to have topped the million mark. Biggest day was a record crowd of over 93,000 attending Allentown (Pa.) Fair. Reading (Pa.) Fair's Sunday races helped draw a record crowd of 53,000; Virginia State Fair, Richmond, hung up a new mark for Saturday with attendance of 62,414.

From 1927 thru 1940 Hankinson conducted meets under sanction of the American Automobile Association. Because of a controversy last year he withdrew his affiliation and operated in 1941 under sanction of Consolidated States Racing Association. Many fans Hankinson had served in the past again booked his attractions, and notable drivers re-signed with him, including Ted Horn, Joe Cullwood, Bobby Sall, Tommy Hinnerhitz, Rex Records and Jimmy Gibbons. At his Orange City hotel Hankinson denied rumors that he might retire from the business and reported that he has already been awarded 1942 contracts from 70 per cent of the fairs played this year. His 1942 season will again start at Reading.

Bill Breitenstein, associated with Hankinson 21 years, was in charge of publicity, exploitation and radio, assisted by Russ Meyer, Bill O'Donnell and Russ Thomas. George Kintim was again in charge of concessionaires and programs. Charles Williams was secretary. Bud Hankinson was a newcomer in the outdoor advertising department, along with M. T. Burkwin, Tommy O'Rourke and Jimmy Evans.

Ted Horn, Bobby Sall and Tommy Hinnerhitz will be seen on the Hankinson circuit in 1942.

Showmen's Program Planned For Annual Ind. Convention

INDIANAPOLIS, Nov. 29.—As was the case last year, first night of the annual convention of Indiana Association of County and District Fairs here in the Hotel Lincoln on January 6, and 7 will be turned over to concession, privilege and attraction men, with the Travertine Room reserved for a short meeting and dinner, featured by introduction of attendees and some entertainment, reported Secretary-Treasurer Will H. Clark. Franklin Convention will close with the annual banquet Wednesday night.

Secretary Clark, President W. C. Morrow, Cochen, and Vice-President Robert C. Graham Jr., Washington, plan to attend the convention of the International Association of Fairs and Expositions in Chicago on November 30-December 3.

Supplement to the Statistical Directory, Cavalcade of Fairs

Following data received too late for inclusion in last issue's Statistical Directory. Both fairs were represented by matter drawn up from files of The Billboard. Figures below are to be regarded as official, however. (Only additions to previously printed compilation 1941 given.)

CALIFORNIA

Los Angeles County

Pomona, Calif.
Attendance: 1940 ... 726,252 1941 ... 800,653

General Information:
State Aid—\$125,000. Premiums—Exhibits: \$67,628.10. Purses: \$111,489.75. Total cost 1941 improvements—\$243,007, for horse barns, grandstand, stalls, storerooms, part-miscellaneous booths and equipment, new grandstand entrance, Food Show Building, three new entrances to buildings.

Attractions:
Grandstand—Attendance: 1940—726,000; 1941: 800,000. Night receipts, 27 per cent.
1942 Dates—September 18-October 4.

California State Fair

Sacramento, Calif.
General Information:
Gate Revenue—1940: \$195,051.71; 1941: 221,935.80
State Aid—\$125,000 (part mutual funds). Local Aid—\$10,000.
Total Cash Premiums Paid—Exhibits: \$100,819. Purses: \$53,100.
Total cost 1941 improvements—\$100,000, for new Press-Radio Building (\$65,000) and Hall of Flowers, \$35,000.
Total 1941 Receipts—\$402,123.92 to September 30.
Expenses—\$440,351, including premiums and passes.

Attractions:
Attendance—1940: 190,035; 1941: 194,138. Receipts—1940—\$39,490; 1941: \$52,928. Expenses—1940: \$116,250.51; 1941: \$100,000. Night receipts, 50 per cent.
Carnival Gross, \$37,063. Fair's share, \$20,483.21.
1942 Dates—September 4-18

Following compilation, the receipt (See STATISTICAL DATA on page 43)



E. W. WILLIAMS, chairman of the session of the Association of County and District Fairs held in Chicago on December 1 in conjunction with the annual meet of the International Association of Fairs and Expositions. He is secretary of Delaware County Fair, Manchester, Ia., and secretary of the Fair Managers' Association of Iowa.

Around the Grounds

WEYAUWEGA, Wis.—City council has appropriated \$300 to help finance annual Waupaca County Fair here.

MADISON, Wis.—Dane County board voted creation of a five-man committee to develop and administer the recently acquired county fairgrounds here and to place \$8,000 in the 1942 budget for use in preparing long-range plan.

JEFFERSON, Wis.—Committee of three county board members and members of the agricultural committee will meet with Jefferson County Fair Association to discuss feasibility of the county purchasing fair buildings and taking over operation of the annual.

GAINESVILLE, Tex.—Cooke County Fair here made profit of \$1,432 in 1941 and permanent plant improvements costing \$1,858 were made, said Secretary, Manager Claude Jones. Board authorized construction of an aviary in 1942. Association has bought \$300 worth of defense bonds and plans yearly purchases to finance the 1942 Gainesville Celebration. It was voted to advance the 1942 admission price to 15 cents due to added taxes.

POCAHONTAS, Ark.—Randolph County Quorum Court voted to give \$300 to Randolph County Fair Association for added award money in 1942. Amount is the same as given in two previous years.

NORWALK, Or.—Huron County Fair here closed in the black and after making some permanent improvements there still is a substantial balance, said Mrs. Elfreda Crayton, secretary. Attendance increased 25 per cent and concession business showed a 15 per cent gain. Boone County Jamboree broke the grandstand attendance record on one night. Except for rain the morning of opening day weather was cold.

WEST UNION, Ia.—After paying \$1,000 on indebtedness to reduce the amount to \$4,850 and payment of \$242 for permanent improvements, Fayette County Agricultural Society here had a balance \$400 larger than a year ago. Ticket sales in 1941 were \$921 larger than in 1940. Premium payments totaled \$42,878. Attractions cost \$8,815.

MONROE, Wis.—Stable with 15 stalls, office and feed room has been virtually completed at Green County Fairgrounds here.

ABILENE, Tex.—Year's Texas Fair here backed rain during a 10-day run to close with profit of about \$1,500, officials reported. Features were the Nick Stuart band and floorshow, Texas Exposition Shows, Palomino show and 41 agricultural booths.

EDMONTON, Alta.—Since the Department of National Defense has taken over grounds and all facilities of Edmonton Exhibition Association, extent of 1942 association activities will be governed by how much of the grounds can be obtained, said Secretary-Manager Percy W.

Abbott. It is hoped that arrangements will be made to continue exhibition activities, he said, but no definite arrangement has been made.

KAHOKA, Mo.—Troll Amusement Company has been booked in 1942 mid-way attraction for four-day Clark County Fair here, reported W. B. Raucher. Lyana Gregory is secretary. Closing day race program will feature a derby.

TROY, O.—Secretary E. O. Ritter, Miami County Fair here, said the 1941 annual was one of the most successful in years. Gate and grandstand receipts showed increases and concession business was good. Rain on one night hurt concessions and a morning rain caused cancellation of races. About \$500 was spent for improvements. Officials expect to close books with a balance of about \$3,000, whereas last year they had \$486. Three barns are being painted and it is planned to paint all buildings in the spring. Caretaker is maintained at salary of \$50 a month plus housing. Sheep kept on grounds by the board brought over \$400 this year and a flock is here now. Board gets \$1,500 from county commissioners.

PARIS, Tex.—The 31st annual Lamar District Fair here was successful, reported President Lee Caviness and Secretary H. L. Baker. Attractions included rodeo and Bill Hames Shows. Fair plant covers 57 acres and includes a \$75,000 collection, poultry, livestock and women's home demonstration club building and a building for colored farmers and club women.

HARRISBURG, Pa.—Total of 8,500 cash awards amounting to \$42,558, are offered exhibitors at the 1942 Pennsylvania Farm Show to be held five days in the Farm Show Building here, said Secretary of Agriculture John H. Light.

SASKATOON, Sask.—Municipal railway sold four old cars for \$55 each to Ed W. Johns, manager of Saskatoon Industrial Exhibition, to be used as park-nature stands. They have been moved to the fairgrounds minus metal parts.

VANCOUVER, B. C.—Canada Pacific Exhibition had 1941 revenue of \$597,257, enabling the association to pay interest and sinking fund installment of \$33,137 to the city and other obligations for a total of \$42,000. Balance of \$1,725 is required for plant maintenance and improvements. Dominion and Provincial governments benefited from liquidation. (See Around the Grounds on page 43)

Ia. Ag Convention Expected To Draw 200; Speakers Set

DES MOINES, Nov. 25.—Final plans for Iowa's annual State Agricultural Convention, at which nearly 200 representatives of fairs and farmer institutes will discuss agricultural and fair problems, were announced by L. B. Cunningham, secretary of Iowa State Fair board here.

Convention will be held in the Hotel Baverly on December 10, the day following close of the annual county fair managers' convention. Virgil M. Hancher, president of University of Iowa; W. Earl Hall, editor of The Mesopotamian; and Frank Harris, assistant secretary of the Iowa State Fair, will be featured on the morning program. President J. P. Mallon, Secretary L. B. Cunningham and Treasurer N. W. McBeath will also give annual reports. Afternoon meeting will feature an address on World Conditions Today by Bob Burlingame, news editor of WHO. Meeting will conclude with reports of committees and the annual election of officers and directors.

Horn Annexes CSRA Crown; Season Free From Fatalities

DAYTON, O., Nov. 29.—Ted Horn, Paterson, N. J., six-time finisher among the first 10 in six Indianapolis races, also not joining Central States Racing Association until early July, annexed sufficient points to gain the 1941 national championship, said Dr. J. K. Bailey, president of combined Central States and Consolidated States Racing associations, national governing body of dirt-track auto racing. Horn had won Pacific Coast and Eastern AAA national titles in the past, but in gaining this year's crown annexed his first recognized national title. This year 147 drivers took part in the title chase. Championship had been won in the past by the late Red Campbell, Indianapolis; Everett Taylor, Dayton, and

Meetings of Fair Assns.

Fair Managers' Association of Iowa, December 8 and 9, Hotel Baverly, Des Moines. H. W. Williams, secretary, Manchester.

Western Fairs Association, December 10-12, Hillmore Hotel, Los Angeles. Terris Paine, secretary, Sacramento, Calif.

Maine Association of Agricultural Fairs, (January dates to be set), Bear's Hotel, Norway. J. S. Butler, secretary, Lewiston.

Indiana Association of County and District Fairs, January 6 and 7, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Kansas Fairs Association, January 12 and 14, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Olasco.

Ohio Fair Managers' Association, January 14 and 15, Deabler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 14-15, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Western Canada Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Canadian Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Walter D. Jackson, secretary, London, Ont.

Western Canada Fairs Association, January 19-21, Royal Alexandra Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Michigan Association of Fairs, January 20-22, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Weldon, Greenfield. A. W. Leland, secretary, 135 State House, Boston.

Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhusker, Lincoln. Chet C. Marshall, secretary, Arlington.

Virginia Association of Fairs, January 26 and 27, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Association of Tennessee Fairs, February 3 and 4, Wood Hotel, Nashville. O. D. Mass, secretary, Cookeville.

Texas Association of Fairs, February 5-7, Adelphi Hotel, Dallas. O. L. Fowler, secretary, Denton.

New York State Association of County Agricultural Societies, February 10, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

Jimmy Wilburn, Los Angeles. Emory Collins, Le Mars, Ia., second to Horn and winner of CSRA Western divisional titular honors, confined his activity to meets in the Midwest and West and was not afforded as many titular races in which to compete as Horn, who took the lead in October at Southern fairs, where he was a heavy winner. Dr. Bailey reported that although track records were shattered all thru the fair season in the East, Midwest, South and Far West, the season marked the fourth straight year that association-sanctioned races have been free from fatal accidents, attributed to close CSRA supervision.

Fair Elections

SHOWEGAN, Ia.—Showegan Fair Society re-elected Francis Friend, president; Clayton Eames, vice-president; George Davis, secretary; Ralph Jenkins, treasurer; George Plummer, attractions manager.

FOND DU LAC, Wis.—William Beffers was elected president of Fond du Lac County Agricultural Society; L. O. Schwartzler, vice-president; J. B. Kolasa, secretary; J. W. Poloy, treasurer.

HELENA, Ark.—Henry H. Rightor was re-elected president of Phillips County Fair Association. Others elected were G. W. Crabtree, Ed Hafford, Sam Cooke, J. J. Partridge, J. J. White, Ruth Maya, Ed Kalb, vice-presidents, and G. L. Houser, secretary-treasurer, succeeding L. C. Hedley, resigned.

HOPKINS, Minn.—Hennepin County Agricultural Society re-elected James W. Sheehan, president; Howard Welch, vice-president; John W. Shaffer, treasurer.

VERMILION, Ala.—Vermilion Agricultural Society re-elected Norman McClintock, president; J. W. G. Morrison and William Steele, vice-presidents; B. B. Heckbert, secretary-manager.

WEST UNION, Ia.—Fayette County Agricultural Society re-elected President J. C. Probert, Vice-President L. Le Bloomfield, Secretary E. Bauder.

LONDON, O.—Stewart Anderson was re-elected president of Madison County Agricultural Society; Paul Sanford, vice-president; Fred M. Guy, secretary-treasurer.

WAUSAU, Wis.—Marathon County Agricultural Society named William H. McNett, president; E. B. Thayer Jr., vice-president, and re-elected Harry A. (See FAIR ELECTIONS on page 43)

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WORLD'S HIGHEST AERIAL ACT
SEE DISPLAY IN CHICAGO
Thrilling exciting act—space—space—space
WORLD'S HIGHEST AERIAL ACT
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A Review of the Fair Season of 1941
and
Important Events and Happenings of the Year
Will Be Features of the
Holiday Greetings Number
Watch for This Issue
Dated December 27

BARNES-CARRUTHERS FAIR BOOKING ASSOCIATION
121 North Clark St. Chicago, Ill.
This is the correct address of the above firm. Due to mechanical imperfection, the street address of Barnes-Carruthers appeared misleading on the third cover of the "Cavalade of Fairs" supplement, published last week.

ALL ACTS ATTENTION
WRITE OR WIRE
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Cincy Zoo Fire Takes Herd Toll Of Rare Strain

CINCINNATI, Nov. 29.—Thick smoke from several burning piles of hay in the basement of the African exhibit building at the zoo here the night of November 24 caused suffocation of eight of the prize herd of blue gland antelope, nominally valued at \$8,500, as they stood in their pens. Firemen believed the blaze started from spontaneous combustion. Only surviving member of the herd was 11-year-old Ben.

Altho negotiations are under way to replenish the herd, General Superintendent Joseph A. Stephan said it will be difficult to do because of inability to get animals from Africa these days and because of the scarcity of glands in this country. He hopes to obtain a three-year-old cow gland to mate with the bull. It took six years to develop the herd, all progeny of Ben.

Daisy, ostrich, also died. Saved by firemen were two bliskok, white-tailed gnu, nine zebras, three maribu storks and another ostrich. Superintendent Stephan said two zebra colts which were exposed to cold air during the fire have developed pleurisy.

2006 Convention Building Is Started by AC Hostelry

ATLANTIC CITY, Nov. 29.—Ground was broken November 25 on a tract behind the beach-front Hotel Claridge for a convention hall structure. It will be a three-room building, connected by a corridor to the hotel. It was thought the project might be abandoned because of defense priorities, but plans were finally approved, necessitating an increase in expenditures totaling \$200,000.

To be completed by spring, the hall will contain an assembly room seating 800, board room to accommodate 75 and a large hallway. Manager Gerald Trimble said the building will not interfere with city business at Convention Hall, as conventions bringing under 1,000 delegates go to hotels.

Cooper Plans Press Group

MOOSIC, Pa., Nov. 28.—J. Francis Cooper is assisting the public relations department at Rocky Glen Park here, doing press, special event and general promotion work, reported Managing Director Ben Steeling Jr. He is also planning organization of newspaper correspondents and publicists in Lackawanna and Luzerne counties into a group to be known as the Society of Quillians. Organization would foster co-operation among its members and assist in campaigns and general newspaper public relationship.

PHILADELPHIA.—Philadelphia's baby pet zoo closed November 17 and animals were sent to winter quarters. It drew 91,383 this year at 10 cents each in addition to regular admission. Attendance was an increase of 75,061 over 1940. It will reopen on May 1.

BROOKLYN.—Bills, Ind., has been authorized by the State to establish and operate resorts. It has capitalization of \$20,000. Directors and stockholders are Melvin B. Lambert, Marion Pletcher and Bertha Cohen.

A Review of the Park Season of 1941

and

Important Events and Happenings of the Year

Will Be Features of the Holiday Greetings Number

Watch for This Issue Dated December 27



HERE is the architect's conception of the new \$70,000 administration building and recreation center at Edward J. Carroll's Riverside Park, Agawam, Mass. Building, now halfway completed, will have bowling alleys, game room and lunch bar on the first floor and executive offices on the second. It is expected to be opened on December 31.

Convention Pool Whirl

By NAT A. TOR

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

CHICAGO.—They're chewing fat till the wee hours of the morning in this town and I'm not referring to that section of the burg that houses the stockyards. For, as you know, this is the week of the annual confabs of the National Association of Amusement Parks, Pools and Beaches. To see the antics of these early delegates as they schmooze in the Sherman lobby certainly indicates better than any graphs straggled in meeting rooms that last summer was a banner one for parks and pools.

Paul Huedepohl, chairman of beach and pool program committee, should be complimented on the fine meetings arranged for pool men. Entire personnel of pool group should take a bow, including Bert Norris, vice-chairman; Vernon D. Platt, J. O. Ziegfeld and Chauncey Hyatt, the for life of me I don't know what part they played in arranging the program. Vice-chairman confided to this department that he was as helpful as a guy with a water pistol at the Sun Francisco fire.

Incidentally, betcha Huedepohl's report on government's priority plans for chlorine will be highlight of pool section of convention. Those in Chicago at this reading are urged not to miss this all-important report. News about same will, of course, be commented upon in future issues.

One NAAPB member who does diligent work each year at these get-togethers and seldom receives acknowledgment he deserves is Norman Bartlett. He is the one who arranges for those fine showings of motion pictures and slides, which, in opinion of this column, is always one of the features. Pool men,

by the way, should consider having mo. took pictures or even color still shots taken of their tanks next summer. It's not very expensive and many customers are probably camera bugs and could take some scenes in 16mm. Illustrations of this nature are always effective and help sell the cab better than anything I know. Remember, that if you do take any 16mm. or any color shots get in touch with Norman Bartlett, for he's always interested in showing 'em parks and pools at each convention.

Florida Forum

Seventh annual Fort Lauderdale (Fla.) Aquatic Forum will hold a national defense day program on December 30. Event will be officially known as "Civilian and Military Health Defense Day," asking the question: "How thru swimming can we improve health thru various programs conducted by aquatic units?"

Idea is probably brain child of dynamo Sam Ingram, Colgate University swim coach, who founded the Fort Lauderdale aquatic shindig. Director for this defense day program is Gordon Muller, swim director of Penn A. O., who has lined up a bang-up show. Everybody who's anybody in swimming and sports in general will be in Fort Lauderdale on that day, including John B. Kelly. (See POOL WHIRL on opposite page)

ATLANTIC CITY.—Atlantic City convention bureau reported it has bagged the important convention of the National Association of Homey Manufacturers and the group's annual Knitting Arts Exposition for 1942. It will bring over 4,000 here.

Notes From the Zoos

MADISON, Wis.—Baby green monkey belonging to Sarah had its leg wrenched from its socket when attacked by an adult male at Henry Vilas Park Zoo here. It died shortly after.

MILWAUKEE, Wis.—County park commission has approved a four-range plan for rejuvenation of Washington Park Zoo here to include rearrangement of most animal exhibits, simplified system of walks and elimination of unsightly fences and shelters.

HOUSTON.—Acting Keeper Thomas Baylor at Hermann Park Zoo here reported a female zebra born on November 18, bringing the colony to three. It's the first zebra born here in three and a half years. Baylor was assistant to the late Hans Nagel. Zoological society is under formation, with plans to divorce the zoo from city management. Baylor has been here 17 years.

COLUMBIA, O.—Zoological Society announced plans for a new building to house small animals and possibility of addition of an aquarium at Columbus

Zoo. C. J. Penfield, society president, named a committee to supervise the project. Building will be frame and will have a basement to house a heating unit. It will make possible winter exhibition and complete the program to make the zoo a year-round project.

NEW ORLEANS.—Auburn Park Zoo here received its fifth lion recently when the Lions' Club presented Superintendent George Douglas with three-year-old Anthony, purchased from Superintendent Bennett, Livingston Park Zoo, Jacksonville, Miss. Anthony will be mate to Cleo, with Samson, former mate, going into retirement. Andy, chimp born several months ago, went on his own November 17, and Lucretia, mother, has continued to milk after enduring a hunger strike six days later. Douglas reported the zoo has been given a whooping crane by the State conservation department. Proposed additions are two Russian beef cubes, female buffalo, two black fallow deer and a male leopard, with exchange being planned with Jackson Zoo. Female zebra deer and female black deer started for Jackson recently as part of the exchange.

Historic Coney Swing Revamped

By R. S. UZZELL

NEW YORK, Nov. 29.—Despite all talk of streamlining and jazz rides, Peltman Bros. at Coney Island here have employed W. P. Mangels to rebuild the big four-abreast Merry-Go-Round, made famous for 32 years by its fine location in a corner of the Peltman eating machine portum.

In that time it has, in all probability, earned more than any Merry-Go-Round in the world. It has a strategic location, being housed, so that it can make patrons comfortable on all bright weekends thru the winter. Mothers can have refreshments or a meal while watching the children enjoy themselves on the make-believe animals. Mangels built this machine, so knows every part of it. He it was who first used the steel center pole which has since been widely copied. To him also goes credit for putting the eyebolt at the outer end of the arm on an angle so that it will not bend toward the center of the machine and lower the end of the arm. Larger gears on crankshafts are of his design to make the horses jump gently. Eyes for horses are not easily obtainable now. He may have to resort to colored marbles.

Fred W. Mangels has fully recovered from his second appendectomy and expects to accompany his father to the Chicago convention.

Onorato Is Prepping

James Onorato, manager of Steeplechase, Coney Island, is generous in use of the best soil to insure a better stand of grass and more luxuriant flowering of plants. He is doing his repairing now while men and material are available. The large building enables him to work his men to advantage despite the weather.

John T. Benson says the antics of his wild animals presage a mild winter until about the first of the year. Then he expects the elements to strut their stuff. This prognostication is for Benson's part of New England and not for Georgia or points south. There must be something to it. J. T. is taking the animals' opinion for granted. He will go to Cuba for two months following Christmas, while his animals remain in the cold weather they are expecting.

Paul Huedepohl does get a long way from home at times. He was here this week from Portland, Ore., and will be in Chicago next week for the convention. Crossing the continent at this season, he sees little of park operation but more activity in repairs and rebuilding than is usual for November. He took a scout up to Playland, Rye, N. Y., where indoor operation is now getting under way. Being a park manager now, he had to keep within bounds of the park for the opening season. After traveling so long, it's a treat to be at-home every night for a season.

Rox D. Billings is basking in Florida sunshine and trying to add to his growing reputation as a fisherman. He is perfectly willing to leave the winter to his assistant, Maurice LaMare, who is a native Canadian and likes it. Frequently he travels on snow shoes to Belmont Park, while his chief can go barefooted in the sand.

George A. Hamid had had a most satisfactory season and was full of pep for the National Showmen's Association dinner at the Astor Hotel on November 26. He was there with a great show.

Reminiscences

Just 25 years ago we met at that hotel to organize the Outdoor Showmen of the World. W. P. Mangels has a program of that meeting. Names of showmen small and great are found in it. Few of the speakers who were at the table are now alive. From every section of the country they came. Represented were parks, fairs, expositions, circuses, booking agents and manufacturers of amusement rides and equipment. H. F. McCarvey was putting over the so-called Bronx Exposition into which Colonel Green, Hetty's son, had put \$80,000. Leavenworth, Kan., and Oscar Jostrom, manager of Luna Park, Coney Island were at the speakers' table. It did look as if we were going to organize them into one brotherhood. We did, but it did not last long. The field was too large and too diversified for intensive coverage by one central organization. It broke into parts by force of its own weight.

Career of Late Hans Nagel, Houston Zookeeper, Varied

HOUSTON, Nov. 29.—Hans Nagel, zookeeper at Hermann Park here since 1921 and who was shot to death by a policeman on November 17, had a colorful career since his birth in Berlin on July 7, 1892.

He was the son of a Prussian officer and was educated to follow in his father's footsteps. Twice he ran away and was returned, but the third time made it to a ship bound for Africa on an animal collecting expedition for Hagenbeck Gardens, Berlin. He hunted animals for several years, but upon entrance into what was German Africa in 1909 was arrested and placed aboard a boat bound for New York before returning to Germany. He escaped in New York and went to Texas, then into Mexico, where he worked at breaking horses. For the next 10 years he followed this vocation between expeditions to Australia, South America and Asia to catch animals. Nagel was given an honorary doctor's degree in zoology by a New York university. Authorities attempted to deport him in 1933, charging illegal entry, but Houstonians came to his assistance and in 1937 he was granted citizenship papers.

POOL WHIRL

(Continued from opposite page) assistant U. S. Director of Civilian Defense in charge of physical training. You men in pool bars, and especially you coaches and water performers, get down there if you can. 'Twill be well worth it.

Men and Mentions. Edward Tietze, general sales manager of Hotel Nacional, Havana, writes that he lately boasts of a new private beach this year. Spot also has outdoor salt water swim pool and expects big play from Florida crowd.

First Miami plunge to break forth with publicity this winter is Frank Sedon's Floridian tank off Biscayne Bay. You'll recall there was a rumor early in fall that hotel, connected with tank, was to be turned into a hospital. And it was reported here that war—as a rumor. But faint so. Pool will be operating as usual and inaugural publicity stories claim that girl lifeguards are being hired in New York, from a model agency to work at Floridian this winter. Pretty good gag. It also was a pretty good gag six years ago when it was first used at Casanova outdoor pool, New York, and it was just as good when Manhattan Beach, New York, used the idea two years ago. But they broke three New York papers with the story, so I guess it's still pretty good. What'll you bet that there still will be male lifeguards at Floridian this winter?

Related congrats to Yale University for novel presentation staged last month by Yale Dramatic Association in and around indoor swim pool of Payne Whitney Gymnasium in New Haven, Conn. Event was a so-called new version of Artophane's The Frogs, with university's swim team joining with dramatic society members and glee club to put show on. It just goes to show that Billy Rose isn't the only one who took advantage of swim pool facilities

and prove that H-2-Orium operators, who are so inclined, can certainly stage unique events as special promotions.

STATISTICAL DATA

(Continued from page 40) early, was crowded out due to a mechanical error.

MISSOURI

Missouri State Fair. Sedalia, Mo.—August 18-23, 1942.

Attendance: 1940 ... 218,724 1941 ... 227,422

General Information: Gate Admission: 25c day and night. Gate Revenue—1940: \$33,445.75; 1941: 37,501.35

State Aid—\$77,500. Total Cash—Premiums Paid—Exhibits: \$43,097.00. Purses—\$9,840. Plant—Acres—238. Total cost 1941 improvements—New baby beef barn, \$11,000; 3 permanent lunch stands, \$3,400; 1,268 feet of 7-foot chain link fence with top rail, \$2,500. Total 1941 Receipts—\$79,230.95; Expenses—\$149,579.73.

Attractions: Grandstand—50c, day and night. Total attendance—1940: 57,573; 1941: 62,630. Receipts—1940: \$26,263; 1941: \$24,173. Night receipts—28 per cent. Auto Racing—3 days. IMCA. Automobile Thrill Days—3. Book Fireworks, Race, Vaudeville, Horse Shows, High School Bands. (*Attendance, 6,483; receipts, \$2,197.20.) Harness Racing—5 days. Carnival—Organized. Gross, \$16,655.48. Fair's share, \$4,184.31.

Administration: John W. Ellis, commissioner of agriculture; Ernest W. Baker, secretary and director of attractions; F. A. Boyce, superintendent of concessions, building exhibits, and commercial spots; E. A. Daemsing, racing secretary. IAFE Member—16 years.

STATE ASSOCIATIONS

(International Association of Fairs and Expositions)

California: Western Fairs Association. E. G. Vellman, president; Toivie Paine, Sacramento, secretary; James J. Boyle, Los Angeles, field secretary. Annual Meeting—December 10-12, Los Angeles.

Membership—43 district fairs, 22 county fairs, California State Fair; Los Angeles County Fair and National Orange Show; 9 associate members in California, Washington, Oregon. Active members include carnival, tent and equipment, performance, ticket and poster printing companies, novelty and concession individuals and firms; booking agents; public address companies and sponsors; livestock breed and poultry associations.

Premiums—Over \$600,000, paid by district and county fairs; amount received by foregoing from Fairs and Exposition Fund (part-mutual), over \$1,100,000. (These figures "incomplete.")

Connecticut: Association of Connecticut Fairs. Herman Walker, president; R. W. Whaples, Hartford, secretary. Annual Meeting—Usually the third week in February, Hartford. IAFE Member—1 year.

Indiana: Indiana Association of County and District Fairs. Wallace C. Manrow, president; William H. Clark, Franklin, secretary. Annual Meeting—January 5-7, Indianapolis. IAFE Delegates—W. C. Manrow, W. H. Clark, Robert C. Graham Jr. IAFE Member—3 years.

Iowa: Fair Managers' Association of Iowa. J. H. Peterson, president; E. W. Williams, Manchester, secretary. Annual Meeting—December 8-10, Des Moines.

Kansas: Kansas Fairs Association. D. Linn Lyers, president; H. M. Sawhill, Olathe, secretary-treasurer. Annual Meeting—January 13-14, Topeka.

Topela: Association scope divided into seven districts.

Maine: Maine Association of Agricultural Fairs. Stanley M. Wheeler, president; J. B. Dutton, Lewiston, secretary. Annual Meeting—January, Norway.

Minnesota: Minnesota Association of County Fairs. Fred D. Thies, president; Louis Scofield, Zumbrota, secretary. Annual Meeting—January 14-16, St. Paul.

Mississippi: Mississippi Association of Fairs. Nelson Stegall, president; J. M. Dean, Jackson, secretary. Annual Meeting—February.

Missouri: Missouri Association of Fairs and Agricultural Exhibitions. Rosa C. Ewing, president; Charles W. Green, Phoenix, Ariz., and Moberly, Mo., secretary. Annual Meeting—Between December 15 and December 31. IAFE Member—1 year.

Ohio: Ohio Fair Managers' Association. R. C. Haines, president; Mrs. Don A. Dietrick, Bellefontaine, secretary. Annual Meeting—January 14-15, Columbus.

Oregon: Oregon Fairs Association. H. H. Childs, president; Mabel H. Chadwick, Eugene, secretary. Annual Meeting—January, Portland.

Tennessee: Association of Tennessee Fairs. J. H. Bennett, president; O. D. Massa, Cookeville, secretary. Annual Meeting—February 3-4, Nashville. IAFE Member—2 years.

Washington: Washington Fairs Association. Chapin D. Foster, president; Thomas L. Wood, Chehalis, secretary. Annual Meeting—January. State Aid—About \$50,000.

Wisconsin: Wisconsin Association of Fairs. A. W. Kalbus, president; J. P. Malong, Beaver Dam, secretary. Annual Meeting—January, Milwaukee.

Following State associations did not return questionnaire as requested: Georgia, Illinois, Louisiana, Massachusetts, Montana, New Hampshire, North Carolina, North Dakota, Pennsylvania, Vermont and Virginia. Massachusetts convention will be held January 21-22 in Greenfield and the Virginia meeting, January 28-27, Richmond.

LIVESTOCK SHOWS

(IAFE) Following are livestock members of the International, not listed in last week's Calendar of Fairs: Great Western Livestock Show, Los Angeles, Calif.; National Western Stock Show, Denver, Colo.; American Royal Livestock Show, Kansas City, Mo.; Ak-Sar-Ben Livestock and Horse Show, Omaha, Neb.; Ogden Livestock Show, Ogden, Utah.

142,197 PAID GATE

(Continued from page 40) night several thousand were turned away.

Only jarring note occurred on opening night, highlighted by a heavy turnout of society people and State and city officials. Crowds became boisterous when the show was halted to permit dignitaries to make speeches. Making the situation doubly embarrassing was the fact that talks were broadcast.

Massed grand entry of riders contributed an inspiring tribute to the late Will Rogers. While the band of the first regiment of the California State Guard struck up Empty Saddles lights were dimmed and draped flags at ends of the pavilion parted to reveal portraits of the beloved humorist. Symbolizing the idea was a riderless horse led about the arena in the glare of a spotlight.

Show which followed was a mixture of hippodrome acts, horse show events, and rodeo attractions, with the crowd as thrice showing restlessness over

lengthy judging of jumping and harness. Jockey Pullenberry's Bears were first on and pleased. Kro Maynard made a lone entry as the rodeo's personality attraction and did a 10-minute turn at schooling, roping and riding. Act got good billing. Maynard's Turson was injured at the recent Chicago rodeo, so he rode a borrowed Palomino. Plenty of thrills were provided by Fred H. Krossmann, arena secretary and rodeo manager, who presented 16 events. Bareback bronk riding, calf roping, saddle bronk riding, steer wrestling and other riding were in the competitive class.

AROUND THE GROUNDS

(Continued from page 41) attendance figure totaled \$4,050, represented by Victory Bonds and War Savings certificates. Prize list totaled \$20,279, an increase of 12 1/2 per cent over 1940.

VERMILION, Ala.—Vermilion Agricultural Society agreed to hold a fair in 1942. Financial statement on the 1941 fair showed a surplus and a present balance of \$850.

CINCINNATI—W. P. (Tommy) Toomey, assistant secretary of Tulsa (Okla.) State Fair, was a caller at offices of The Billboard on November 27 while here on business and on his way to attend the Chicago outdoor meetings.

FAIR ELECTIONS

(Continued from page 41) Kiefer, secretary; Frank J. Castagna, treasurer; Olive C. Bell, superintendent of speech.

BOONVILLE, Ind.—Big Boonville Fair Association elected Charles H. Taylor, president; Jerry Smith, vice-president; Iver J. Robinson, treasurer; Albert G. Derr, secretary.

DEPERE, Wis.—Brown County Fair Association re-elected Frank Zagonick, president; Ralph Soulet, vice-president; P. H. Borda, treasurer; W. S. Klaus, secretary.

ST. JOHN, N. B.—St. John Exhibition Association elected H. O. Harrison, president; W. F. Knoll, G. O. Murdoch, vice-presidents.

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Claude Ellis's

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The Editor's Desk

CINCINNATI

HISTORY is in the making for outdoor showdom in Chicago's Hotel Sherman this week. Whether posterity will read it as good or bad lies in the laps of the gods and in the ingenuity and intelligence displayed by the conventioners. There are enigmatic problems to meet. Dark days may be ahead. But we will lay our dough on the industry to map a winning course. With a revitalized IAFE, an aggressive AREA, an intelligently steered NAAPT, an ACA pepped by a sweet season and showfolk being what they are, the set-up calls for anything except pessimism.

NATURALLY enough, officials of the '41 State Fair of Texas, Dallas, got a liberal education in their first try with an independent midway. They now have more than a faint idea of what heads of organized carnivals often are up against. They know, as is recited by E. Paul Jones, their director of publicity, that mistakes were made in booking some attractions. But the kinks which could not be ironed out the first year they feel can be corrected in '42. Such a measure of success attended their experiment that they are already planning the second indie fun zone. Midway managers who have framed (or tried to) attractions with talent to whom a tent show is a mass of mystery or have booked gals who count two shows a day's work will appreciate this from Paul Jones; "Three stellar shows came on, not knowing what they were going to do. They had never played a midway before. Two thought they were coming to play twice daily in front of the grandstand. Another thought he was booked for the Auditorium. One never did open and the other did not make the grade. They did have good shows, but the people would not work the daily grind. If they had, their grosses would have been comparable to many other grosses on the grounds. . . . The shows that did not work and that did not co-operate are best not mentioned. They will not be back next year." That the "lot" will be laid out in a horseshoe next year grows another lesson well learned. One-street midways are ticket-box murder to those not on the main drag.

INORATITUDE or "good business"? We mean the trend among managements of numerous fairs "New Deal" fairs to drop what they call the yoke of outside management. Such fairs were started by carnival managers and sponsored by local taxpayers. These organizations gradually grab onto receipts formerly cut with the carnivals, raise concession rates and yearly demand bigger percentages from shows and rides. After becoming self-sustaining, with treasury surpluses and recognized as successful by local merchants who advance credit for building, the next step is to throw out the show that conceived and organized the fair and book in another midway!

THAT the medium-sized carnival could not operate without a loss if the gate were discontinued is the firm conviction of R. P. McLendon, vet carnival executive, after 30 years of "seeing and experiencing." "I am in position to know," he writes, "that the net-gate receipts for the still-gate season represent more than the operating profit (if any) in many instances. Over 12 years ago I very definitely advocated the pay gate. The late beloved Johnny J. Jones and Harry Melville were conscientious and strong dissenters. Having been Melville's secretary at one time, we had quite a round thru correspondence. However, neither Jones nor Melville lived to see the pay gate a fixture, and candidly, in my estimation, the salvation of the business. Those opposed to the gate (not many left now) argue that without it the attendance would increase and likewise gross receipts. I can't see it that way, and I have been checking those things longer than I care to admit. Anyway, we have the gate, and since its inception, even thru the toughest years in our memory, King Carnival has come into its own and today, with our magnificent midways, is something of which to be proud. A little far-fetched perhaps, but if necessity is the mother of invention, then the gate, at least, is a by-product."

WHEN Leon E. Blondin, animal trainer, gave an entertainment at a Los Angeles institution he did not expect so many able critics among the spectators. His monkey show on Rubin & Cherry Exposition has now gone into the show's winter quarters in Tucson, Ariz. At his special showing during the Los date, he reports, among visitors was probably the largest group of old-time animal trainers of note ever gathered together. What put him on his toes was the presence of Mabel Stark and Margaret Thompson from Benson's Wild Animal Farm; Olga Celeste, who has her leopard as Universal's Cheerful Gardner, who had the HW elephants in film work; Owner Goebel, Joe and Anna Metcalf and Louis Roth, all of Goebel's Farm, and George Emerson, of MOM. Blondin opines that the wrestling match between a chimpanzee and a full-grown lion, schooled by Emerson, is tops in animal training. With such real trainers and troupers Hollywood is assured of "technical direction" in animal scenes that even its notorious bent or desire to gum up outdoor show business can not overcome.

IN THE MAIL: Monty mistakes about this and that, including some from J. W. (Patsy) Conklin, P. T. Strieder, Jim Malone, Mr. and Mrs. F. Percy Morency, Hugh Magill, Floyd Bell, David B. Endy, Leon E. Blondin, Edward J. Carroll, Harry Stolin, Nat D. Rodgers, T. M. (Tom) Allen, Al Martin and Jack Hamilton.

YOUR mention in the column of November 22 of Mary, Sparks elephant, having been hanged sits me to give some addeppa." type Charlie Campbell, Sylla (N. C.) CPA and collector of Circulana. "John H. Sparks Shows were in Kingsport, Tenn., on the day before the Erwin, Tenn., date in 1916. In Kingsport Big Mary killed one of the bull helpers, and the governor of Tennessee had her hanged for murder on the following day in Erwin. Mary was hanged from a C. C. & O. R. R. derrick in the railroad yards. I was in Erwin a few weeks ago to snap a picture of the derrick which was Waterloo for the big bull. I talked to several natives who saw the hanging. One old-timer declared there had been a blind man in the crowd and that when the chain broke on the first attempt to hang Mary, the blind man had shouted, "If you men can't run, get out of the way so that I can run!" Another man told me that there had been more people at the hanging than there had been at the circus."

Leonard Traube's

Out in the Open

NEW YORK

Clyde Beatty

CLYDE BEATTY, the artistic 38-year-old animal trainer, is represented in the book shops nowadays by another effort, *Jungle Performers*, the actual typewriter pounding for which was done by that very capable newspaperman, Earl Wilson. We haven't had sufficient time to digest the 300-odd pages, but there is one chapter we browsed thru which should interest the trade. This is about Beatty's departure from the Ringling banner and its affiliate, Hagenbeck-Wallace, into the adventure known as Cole Bros.-Clyde Beatty Circus.

Beatty says he was sentimental about "Mr. John" Ringling, but that a Brooklyn holding company had put the squeeze play on the magnate and pushed him out of control. The holding company installed as boss "a man who would eventually be replaced but who, at the time, was in absolute command," observes Beatty, who also states that the new chief's decisions "were often unpopular with performers who actually had been in the circus business much longer than he had. As will be gathered, he and I did not get along."

This is pretty straight from the shoulder, except that Beatty and his collaborator refrain from mentioning the now generalissimo's name. Not being

RIGHT now outdoor showdom's attention is centered on the conventions that are converging on the Magic Carpet this week. Oons are the comfortable seats and the "landscaping" in the Hotel Sherman lobby, for the space is needed for the milling crowds that will be "putting it up" for the next five days. The Showmen's League of America information booth has been erected, and posters heralding big and little shows have blossomed forth around the four sides of the mezzanine. Upstairs the entertaining rooms have been opened and are doing a bang-office business. Desk clerks are politely telling prospective guests that there are no rooms available, every nook and cranny of the hostelry being filled to more than capacity. Reservations for the Showmen's League banquet and ball are some 250 beyond capacity. In other words, it's the biggest outdoor-convention week in history.

Pre-Convention Notes: The boys have been streaming in since Monday (3d), booming attendance at the Alwell Luncheon Club, which, by the way, is no longer hiding its light under a bushel. Thanks to Phil Shopard, the club's name is now blazoned forth on big posters lining the wall back of the tables. . . . One of the early arrivals was Don V. Moore, who used to be secretary of the IAFE and manager of the fair at Sixty City, Ia. Of late years Don has made his home in Texas and this is his first visit to Chicago in a long time. But you can bank on it that he'll still sing the Iowa Corn Song on the slightest provocation. . . . A card from Doc Waddell, circus preacher, who closes all his letters with "Love, good that, prayer," says he'll be on hand for the doings. "I'll be happy to mingle once more with showfolk," says Doc, who is one of the real veterans—he's 79 and has been in show his 69 years. . . . J. Ed Brown, the man with a million friends, arrived early in the week, looking and feeling fine, and has been having a swell time renewing old acquaintances. . . . Florence Tennyson, prima donna with Cole Bros. Circus last season, is back home and after the doings she will appear with Orrin Davenport's Shrine Circus. . . . Monte Blue, star of silent picture-days, dropped in on his way West and it looks as if he might get together with Frank R. Winkley, Suicide Club impresario, for next season. . . . Jack Grimes, outdoor publicity man, has been resting here for a week or more. Expects to start on

a picture job shortly. . . . That breeze from the Southwest, Sam Ward, is back in town, but changes are hell soon be out ahead of a show.

ERNIE YOUNG celebrated a birthday last week with a pleasant dinner for a group of his friends. . . . Bert Clifton, former secretary of the Performers' Club, is in Veterans' Hospital at Jilene, Ill. (Ward C-4), and would appreciate hearing from friends. Drop him a friendly note. . . . The Great Stegfield, ski-jumper, in from Houston, where he played the Shrine Circus, and will winter at his home in New York. . . . L. L. (Larry) Hall and the misus returned from a stay at their farm in Michigan in time to get properly set for the convention. . . . Richard N. (Hi-Ki) Adams, veteran outdoor showman, is sure he has a winner in a patriotic poster he originated. He certainly has an imposing lot of letters from Washington big shots complimenting him on the idea. . . . Bud Ruppier, of Globe Poster, now in the army, is home on leave from Fort Rustis, Va. . . . Dorothy Herbert, circus equestrienne, is back home in Scottsburg, Ind., where, according to Cole Bros. Weekly Newsie, she will be society editor of *The Scottsburg News*. . . . Phil Lamar Anderson is promoting Arthur Starnes, parachute jumper, who last October made the sensational five and a half-mile free fall from a plane in the interest of science. . . . Pat Purcell came in from the South Tuesday (2d) and it all set for the fray.

Maxie Herman came up from Miami to spend convention week with the boys and will return at the close of the doings. . . . Sam Benjamin, former operator of Fairyland Park, Kansas City, Mo., is in for his first visit to Chi in many years. . . . Vernon L. McReavy stopped off on his way from the South to his home in Minneapolis and is staying for the outdoor meets.

preposterous for no such act was ever offered."

THE customers will now pardon us for entering the picture with a little secret which can now be told. Roland Butler, press chief of the show, came to us in the spring of that season and told us about the "woman trainer." It sounded like a lot of appeasement to us, too, and Butler had his tongue well in his cheek. We could see that a mile away. Nevertheless, an advance story could prove quite appetizing, regardless of how Clyde felt about his reputation, which happens to be Grade A.

Butler persuaded us to interview the lady who turned out to be Dorothy Herbert, the able equestrienne. Miss Herbert and I went up in the pews of an empty Madison Square Garden one afternoon and talked about it. She was not very informative, to say the least, but she proved a good soldier in carrying out what must have seemed to her a sacred duty. We wrote the story, which was followed up by a picture showing her in the cage.

Mr. Butler is nothing if not complete in everything he does. He had thrown Miss Herbert into the grillwork with a few simple strokes of his pen and ink-well. A composite, they call it. The picture was published in our issue of April 29, 1934, a week following the story itself. (We certainly were a bad boy in those days, and probably haven't improved.)

THIS whole business was supposed to scare the hell out of Beatty, who says he is always scared when he goes into the cage (I have seen his skin turn an appalling white when he had to make a speech before a friendly mob), but apparently he doesn't scare so easily at that because he did leave the Ringling hearth to lend his name to Cole Bros.-Beatty circus, and since then he has become more famous than before, made a great big success with a carnival (Johnny J. Jones) and even has a zoo down in Port Lauderdale, Fla. To be vulgar about it, he seems to have a great deal more folding money, a fairly important commodity and an unusual state of affairs for an animal trainer to be in.

Beatty is one of those nice guys who (See **OUT IN THE OPEN** on page 54.)

eligible for such notices of the literary craft, we mention his name for the news value it contains—Sam Gumpertz, of course, once our own commander. Gumpertz took hold of the Ringling show in 1933 and remained for five seasons, after which he became associated with Hamid's Million-Dollar Pier in Atlantic City—and there he is today. Beatty and Gumpertz parted after some bitterness. It seems, but late brought them together again when Beatty was engaged to appear for a full season on the amusement peninsula managed by Gumpertz. It shows you of what stuff bitterness is made sometimes.

Even so, the squabble must have been dramatic. Beatty had returned from Hollywood, where he made *The Big Cage*, paying the circus, which means Gumpertz, \$3,000 a week for 10 weeks as rental on the animals. Gumpertz alleged that Beatty was "ruining show business" by permitting the act to be filmed. Beatty thought otherwise in an altercation that must have been replete with ungente touches and Gumpertz blow up, so Beatty relates.

For some time thereafter the trainer was given the well-known ignore in publicity release, climaxed by a Big Show-inspired story that a woman would replace Beatty the following season. Beatty scoffed at this—"It was all rather

MAIL ON HAND AT CINCINNATI OFFICE 28-27 OPERA HOUSE

Parcel Post

- Adams, Wm. A. 22c
Adams, Arthur 15c
Adams, Clara 10c
Adams, Frank 10c
Adams, Ray 10c
Adams, Wm. A. 22c
Adams, Arthur 15c
Adams, Clara 10c
Adams, Frank 10c
Adams, Ray 10c
Adams, Wm. A. 22c

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Adams, Arthur 15c
Adams, Clara 10c
Adams, Frank 10c
Adams, Ray 10c
Adams, Wm. A. 22c
Adams, Arthur 15c
Adams, Clara 10c
Adams, Frank 10c
Adams, Ray 10c
Adams, Wm. A. 22c



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.

- Adams, Wm. A. 22c
Adams, Arthur 15c
Adams, Clara 10c
Adams, Frank 10c
Adams, Ray 10c
Adams, Wm. A. 22c
Adams, Arthur 15c
Adams, Clara 10c
Adams, Frank 10c
Adams, Ray 10c
Adams, Wm. A. 22c

- Adams, Wm. A. 22c
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Adams, Ray 10c
Adams, Wm. A. 22c
Adams, Arthur 15c
Adams, Clara 10c
Adams, Frank 10c
Adams, Ray 10c
Adams, Wm. A. 22c

Notice, Selective Service Men! The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

When Writing for Advertised Mail, Please Use Postcards. Also please show the forwarding address to be used.

At Liberty - Young of General Business, Bachelor, Chicago, Ill. ...

At Liberty - Young of General Business, Bachelor, Chicago, Ill. ...

LETTER LIST

(Continued from page 48) Wells, John E. ...

Wells, John E. ...

Wells, John E. ...

AT LIBERTY MISCELLANEOUS

COMPOSER, AUTHOR AND IDEA WOMAN for radio programs and stage plays. ...

AT LIBERTY PARKS AND FAIRS

SOUND AND STAGE

AT LIBERTY MUSICIANS

AT LIBERTY PIANO PLAYERS

AT LIBERTY SINGERS

GIRL SINGER - 19 YEAR

AT LIBERTY VAUDEVILLE ARTISTS

SINGER COMEDienne

MED LECTURER, PERFORMER - SLACK WIRE

AT LIBERTY P. OPERATORS

AT LIBERTY MUSICIANS

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MAIL ON HAND AT CHICAGO OFFICE

Chicago Office listing: Jones, Little; Ler Jr., Harry; Lewis, Thayer; ...

MAIL ON HAND AT CHICAGO OFFICE

Chicago Office listing: Jones, Little; Ler Jr., Harry; Lewis, Thayer; ...

MAIL ON HAND AT CHICAGO OFFICE

Chicago Office listing: Jones, Little; Ler Jr., Harry; Lewis, Thayer; ...

MAIL ON HAND AT NEW YORK OFFICE

New York Office listing: Abbott, Fred; Adams, Earl; ...

MAIL ON HAND AT NEW YORK OFFICE

New York Office listing: Abbott, Fred; Adams, Earl; ...

MAIL ON HAND AT NEW YORK OFFICE

New York Office listing: Abbott, Fred; Adams, Earl; ...

MAIL ON HAND AT ST. LOUIS OFFICE

St. Louis Office listing: Johnson, Kay B.; ...

MAIL ON HAND AT ST. LOUIS OFFICE

St. Louis Office listing: Johnson, Kay B.; ...

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St. Louis Office listing: Johnson, Kay B.; ...

MAIL ON HAND AT NEW YORK OFFICE

New York Office listing: Abbott, Fred; Adams, Earl; ...

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New York Office listing: Abbott, Fred; Adams, Earl; ...

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New York Office listing: Abbott, Fred; Adams, Earl; ...

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Holiday Spending Splurge Expected To Boost Sales

Consumers' buying power is near record peak and new sales marks are anticipated—all types of merchandise will be in heavy demand

WASHINGTON, Nov. 29.—The Christmas shopping season this year is expected to put gift sales at an all-time record high, according to official observers. This optimism has not been curbed by the OPA priority restrictions which have hit some phases of the industry pretty hard. However, the consensus of opinion in merchandising circles is that this Christmas season will not be heavily affected, and merchandise users in all fields are preparing for a holiday demand expected to outstrip dollar and unit volume records established in 1929. Best news for bingo

toys, including many amusing action combinations, give evidence of being leaders in their division. It is impossible to list the many items available, but a few include walking dogs, monkey with hat, acrobatic circus monkey, running mouse and a mechanical baby toddler.

Other general items that have been stocked by workers include Christmas signs and banners, Christmas cards, display tinsel and holiday multicolor signs, party novelties, etc.

According to reports received throughout the country, activity in towns adjacent to army and navy posts is heavy. It is said that in some cases business has been comparable to the Christmas rush of some. There is no question but that the military market will contribute to the increase in sales.

Merchandise users have had a wide selection of items to choose from, all coming attractively packed in appropriate gift and holiday wrappings. Some of the numbers that have been ordered in sizable quantities include perfumes, bedspreads, pupes, mending kits, pen and pencil combinations and separately, ties, electric shavers, razor blades, first-aid kits, dolls, blankets, wrist watches, fur coats, compacta, jewelry and novelty items, plaques, ceramics and stuffed animals.

There has been considerable interest in purely novelty items, as well as staple products in this field. Trophy radios, simulating miniature baseballs, bowling balls, etc., have been receiving a fair share of attention, while mechanical

Gov't Eyes Bingo Games

SCRANTON, Pa., Nov. 29.—Federal and State agencies are making a check on the number of paid attendances to the various games operating without any federal tax, according to The Scrantonian. It is said that an admittance and prize tax may be in the wind for the games to provide additional revenue. It is estimated that attendance at the games in the city, matinees and nights, is in excess of 30,000 a week.

It is not known officially just what action is being contemplated by the federal authorities. State authorities have been banning the use of buildings in Wilkes-Barre, Pa., which do not have proper exits to accommodate the large crowds.

toys, including many amusing action combinations, give evidence of being leaders in their division. It is impossible to list the many items available, but a few include walking dogs, monkey with hat, acrobatic circus monkey, running mouse and a mechanical baby toddler.

Other general items that have been stocked by workers include Christmas signs and banners, Christmas cards, display tinsel and holiday multicolor signs, party novelties, etc.



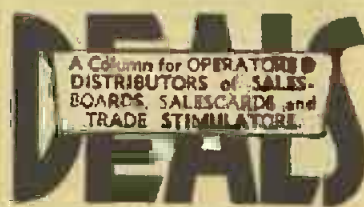
BINGO OPERATORS are all set for the heavy pre-Christmas business, and, judging by scattered reports that have come in, it is going to be a big year for the bingo field. Interest in the games has never been at a higher level. It is said, and the carefully planned promotions of operators throughout the country, with holiday merchandise prominently displayed, will bring extra dividends before the holiday rush ends.

Operators have entered wholeheartedly into the spirit of things, and the pre-holiday games offer extra incentives to the players. Extra prizes, extra features and extra service are designed to give the player an evening of excellent entertainment and, at the same time, offer a chance to win an award that might very well solve some urgent Christmas shopping problem. It definitely appears that this jubilation will be long remembered by players and operators alike.

HARRY WEISS, well known in the bingo trade, recently joined the Sunshine Litho organization and is now in charge of merchandising the firm's line of bingo supplies. Among its most recent items the firm offers a new, attractive two-color bingo special card in 1,500 series. Other items are also on the way. Weiss reports, Sidney M. Innerfeld, president of the firm, has a good bingo background and has been printing cards and specials for many years.

AN EXCELLENT response has been received by Morris Mandell in connection with his offer to supply jobbers with his new 16-page catalog. The catalog is titled Book of Bingo Knowledge, and, in addition to considerable space devoted to an explanation on how to operate a bingo game, the catalog lists the line of bingo supplies and equipment offered by the firm. The catalog also includes a blank price list on which jobbers can insert their own prices, and is free to jobbers for the asking.

MANY JOBBERS are stocking up on all types of bingo equipment, especially game cards and markers, according to (See BINGO BUSINESS on page 52)



By BEN SMITH

The Christmas number of *The Billboard* was quite an issue, wasn't it? Chock full of money-making merchandise. Among the items offered which look especially good for a card or board promotion were D. A. Pachter's American Woolen blanket and the Hollywood Servant; Goldwyn's Mirror Legend Book; Jerry Gottlieb's Dixie Belle; National Products' line of stuffed dolls and animals; Kelly Sears' Jaskasa Cigarette Dispenser and, of course, the fur coats and jackets displayed by the fur firms.

The American Woolen blanket is a nationally advertised product, fluffy, fleecy, 100 per cent wool, 4 1/2 pounds in weight and 72x90 inches in size. It is available in rose, blue, green, orchid and peach and has a six-inch Colanese rayon satin binding. Blankets, which are evidently good value, have always gone well on a deal and this American blanket looks right.

When the weather turns nippy a good cheer item like the Servobar will pay out more often than not. When the item has the necessary flash and is priced low enough for a give-away on a low-take deal, it's a natural. Servobar includes service for six, 23 pieces in all, has a recessed wraith tray, 18x14x4 inches, and holds decanters with chroma ball stoppers, highball and spirit glasses, swizzle sticks, ice cube bowl and tongs.

The past few years candy deals packed in re-use containers have been popular with operators everywhere. . . . The boys have found the deal has appeal plus for milady and her boy friend. The Mirror Legend Book should ride along on this trend. As the name implies, container is shaped in the form of a book with bright red plush cover, gold filigree corners, crystal mirror all around and a beveled plaque on the cover.

We have many reports that dolls and stuffed toys are definitely on the comeback trail, and the Dixie Belle and the National Products stuffed toys look appealing enough to go along. Dixie Belle is a 42-inch doll dressed in a beautifully patterned organdy gown and large picture hat. Dress is available in four smart shades.

The Jaskasa Cigarette Dispenser is not a new item. However, because of its comical features and because it is still good for a hearty laugh, it should move to a good take on a quick turning card. Jaskasa holds 10 cigarettes. Nod his head and a cigarette slips out under his tail.

Because of the extra defense money in circulation, fur coat firms report that women are now buying fur garments who couldn't dream of buying one before. Operators are cashing in on this.

Christmas is but a few short weeks away, which means heavy pavement pounding from now on in.

HAPPY LANDING.

Disney Toy Creations Expected To Sell Well

CHICAGO, Nov. 29.—Walt Disney's screen characters have had a marked effect on the toy trade, and the toy models created after the well-known characters have stimulated sales. It is reported, The Mickey Mouse design still holds No. 1 place in children's fancy and boys featuring this design continue to sell well. Donald Duck, Pinocchio and Ferdinand the Bull also have widespread appeal. Dumbo, the latest addition to the Disney cast, is expected to inspire toy designers with various ideas.

Workers have always capitalized on the popularity of the Disney toys and this

Christmas Toy Sales May Set Highest Record

NEW YORK, Nov. 29.—As in past Christmas shopping seasons, toys will be far in front in sales volume, and it is freely predicted that sales will outstrip all existing records. Judging by the types of toys offered, this Christmas will be an all-American one, with manufacturers here providing the bulk of the merchandise. No exact figures are available on the effects of the European war and the current Far Eastern tension on the toy market, but certain indications point to an amount as a 30 per cent reduction in total value of imports, as compared with the \$1,132,611 total chalked up in 1940.

There will be no general toy shortage this year, industry observers report, even though priorities have made certain metals unavailable. It is said that there has been some decrease in hard-line toys (metal) and a proportionate increase in soft-line toys, but only to a minor extent. The war has definitely influenced toys this season in that toy warfare, too, has become mechanized.

Heaviest demand is for such staples as automobiles, motor trucks, trains, steam shovels, mechanical bulldozers, model airplanes, games, baseball gloves, basketballs and sundry other items with appeal to the young masculine set. For girls there are new dolls of all types, housekeeping acts and kitchen outfits. Stuffed animals are also offered in pleasing variety.

Taken as a whole, the toy section of the merchandise field will do a booming business this season. People have money to spend and during the holiday season the first thought is for the youngsters.

Jersey Resort Expects Heavy Xmas Season

ATLANTIC CITY, Nov. 30.—Retail novelty, premium and gift houses say they are looking forward to the biggest Christmas season in years. Defense dollars are booming business here, although the resort has no major defense industries. Several merchants reported business for October and November 23 to 35 per cent ahead of last year.

They attribute the spending to defense industries in near-by cities. In addition to the fact that crowds coming here for convention gatherings have more money to spend, many local residents have secured employment in defense industries in the near-by cities. These conditions, it seems, have distorted normal buying here. Business is generally quiet during the week, slower than last year. Friday and Saturday, when workers are home with defense pay checks, sends weekly sales soaring ahead of last year.

Priorities and war conditions abroad have had their effect on Christmas goods, but it won't be serious this year. Prospects now, the merchants said, are that all demands for items on display all year will be met. Tree ornaments and toys, for example, may be different this year, but there will be enough to go around. German, Japanese and other foreign sources have been cut off, but American industry has rallied to the cause and turned out a respectable supply.

War has had its effect on the shopping spirit. Merchants say customers indicate they are thru worrying about the war and intend to make this Christmas a banner one.

There is no exception. Merchandise users have stocked supplies of favorite numbers and expect to cash in during the heavy pre-Christmas shopping season.

**"BEAR" DOWN—
BIG PROFITS AHEAD**



36" HIGH

JUMBO BEARS

SIMPLY TERRIFIC!

Get hop to the hottest item in America—JUMBO BEARS! He stands 36" high... made of classy, durable velvot plush. Well stuffed. Comes in black and white... gold and brown... red, white and blue. Season's outstanding VALUE! RUSH A TRIAL ORDER TODAY!

WRITE WIRE PHONE FOR PRICES!

JERRY GOTTLIEB INC.
203-4th AVE., NEW YORK, N.Y.

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.

Gift Items

A line of gift items with special appeal for CCC and army camps is offered by the C. G. C. Company. It is said that camp workers have been making good profits since the merchandise offered is diversified and practical. Some of the items include enamel ladies' compact with bag, pocket wallets stamped with Eagle on top, electric razors, candle-type camera, leather zipper dressing case, etc. Men features hats and other items of wearing apparel bearing CCC army insignia, also a line of rings and combs. An attractive line of military and CCC pillow tops, banners and pennants is also offered. The firm specializes in military equipment and camp supplies.

Reversible Neckwear

A natural for demonstrators, pitchmen and agents is a line of Reversible Neckwear offered by Malbin Reversible Neckwear Company, according to the firm. The item has been registered in the U. S. Patent Office and patent is pending. It is claimed. The reversible neckwear is just that: on one side is one silk pattern, while on the other there is a different pattern and contrasting color. Ties are wool interlined and are regulation men's cut. The firm believes that this is one of the biggest money-makers in the tie-line.

Holiday Plaque

The Holiday Plaque offered by M. Maltman is available for all branches of the service, and is an attractive item with plenty of flash and appeal. Against a

Nationally Advertised
Waterman's
The Greatest Success in Years!

PEN and PENCIL GIFT SETS



IN GIFT CASES

NATIONALLY ADVERTISED for \$8.00 NET TO YOU

BOARDMEN OPERATORS! Pep up your old spots—bring in new ones with these FAMOUS, Genuine WATERMAN'S NATIONALLY ADVERTISED \$3.00 VALUE IN GUARANTEED Pen and Pencil Sets in jewelry type presentation cases. Beautifully finished pens with single stroke jet filler. Proprietary pencil. Men and ladies types. IMMEDIATE DELIVERIES. Quantity users, write. Send 25% deposit on C. G. O. WRITE, WIRE OR PHONE YOUR ORDER.

\$2.50

D.A. PACHTER CO MERCHANDISE MART
CHICAGO, ILLINOIS.

BINGO SUPPLIES

FREE CATALOG
For Jobbers Only
JUST OFF THE PRESS

It contains the complete line of Bingo Supplies and Equipment, Bingo Blowers, Cases, Cards, Spindles, etc. Mailed to you on request.

METRO MFG. CO.
100-10th Ave., New York, N.Y.

NEW... COLORFUL BINGO
1500 Series *Specials*

- 7 Attractive Color Combinations
- Food Proof
- Accurate
- Temper Proof
- Reasonably Priced

WRITE—WIRE—CALL FOR SAMPLES AND PRICES
We Manufacture a Complete Line of Bingo Supplies.

SUNSHINE LITHO, INC.
51-53 Wyckoff Street, Brooklyn, N. Y.

BINGO SUPPLIES

NEW DELUXE MODEL BINGO BLOWER

- New position of master board.
- Increased visibility.
- Write for catalog.

JOBBER! GET OUR CATALOG WITH YOUR NAME AND ADDRESS PRINTED ON IT!

MORRIS MANDELL
1123 Broadway, New York, N. Y.

LEADING SEASONS IN FUR COATS

Special orders than ever before. ALL GENUINE FURS—Sables, Seal, Coyote, Jack Rabbit, etc. Nothing was spared to obtain the most superb styles and quality. Satisfaction guaranteed or money returned in 30 days. Prompt deliveries. Write for NEW FREE CATALOG! Just off the press!

LOWEST PRICES! H. M. J. FUR CO.
110-B West 23rd St., N. Y. C.

MECHANICAL TOYS

WRITE FOR COMPLETE LISTING AND QUOTATIONS ON OUR LINE

Samples of 17 numbers for \$2.25 postpaid

- G-U Dogs, Kongs, Tumbling Clowns, Dancing Comets, Penguins, Canceled Monkey, Crawling Baby, Pop-Pop Boats, Bull Frog and Spooky Spider.

CASH WITH ORDER—NO C. O. D.'s
HOLIDAY CATALOG NOW READY

Showing a complete line of Silverware, Jewelry, Electric Appliances, Decorations, Toys, etc.

Be Sure and Write for Yours Today
Please state your type of business

For A Big Christmas Work Our Exclusive FUR COATS JACKETS and BOLEROS

Luxuriously Finished

Beautifully Styled. Popular Prices. We offer: Coats, Suitcases, Accessories, Carcass, Mink, Persian, Fox, Seal, Skunk, etc. Buy direct from manufacturer and profit. **WRITE FOR FREE LIST AND ILLUSTRATED CATALOG.** Investigate our exclusive Sta-Rite Process. Add years to the life of each coat.

SEND YOUR ORDERS TODAY!
Manufacturing Furriers

S. ANGELL & CO. 236 W. 27th St., Dept. B-7, N. Y. C.

LADIES' WATCH

Very Flashy YELLOW GOLD COLOR

White quality silk cord, wrist bracelet. White chrome case, 1 1/2" case size. Guaranteed waterproof. Gift boxed. Only \$3.95.

\$3.95—Each.....\$3.65

New Catalog sent today! Get your name on our mailing list.

When Ordered Give Your Mailed Certificate Number or Blank Line of Return

ROHDE-SPENCER
223 W. Madison Chicago

LEVIN BROTHERS
Established 1896. Terre Haute, Indiana

BINGO CARDS

COMBINATIONS UP TO 3000
NO 2 CARDS ALIKE

Buy your **Bingo Specials** DIRECT FROM THE PRINTER

ST MARK'S PRINTING CO.
30-Fourth Ave., New York

XMAS GOODS & CANNED DEALS

- KNIVES & PENS: Knives, Penknives, Folding, Pocket, etc.
- POCKET LIGHTERS: Bowling, Golf, etc.

DRUG ITEMS, NOTIONS, COTTONS, EXTRACTS, GARDEN GOODS, WOODLINE MODELS, CLOCKS.

CHAMPION SPECIALTY CO., 814 1/2 Central Street, Kansas City, Mo.

NEW AMERICAN MADE Patented Master Brand DANCE CHECKS



Men's Style Check (Illustrated Above)
Easy To Attach
Metal Band No. 1, 2, 3
Tan Metal Fastener No. 3
No. 1 and No. 2 in lock check normally. See illustration above.
Wide Variety of Designs and Colors.

Send for Free Copy of Our Big 1941 General Catalog Which Shows Complete Line of Checks at Low Prices.

GELMAN BROS.



REPROVED GUARANTEED MEN'S WRIST AND POCKET WATCHES Wholesale Jeweler Since 1914 SEND FOR FREE CATALOG. LOUIS PERLOFF 720 WALNUT ST., PHILADELPHIA, PA.

ELGIN, WALTHAM, BULOVA STARTS AT \$3.95



SANTA With ELEC. EYES

No. 9457 - Electric Bulb Eyes with Flasher. Perfect for Salesboard. Store to store. Every Tavern, Store, Hotel will want one for Window and Backbar Display. 27 inches high. Dressed in red rayon, well constructed. Get started now.

Dozen Lots, \$36.00 - Sample \$3.25

WIS. DELUXE CORP. 1902 N. Third St. MILWAUKEE, WIS.

FLUORESCENT

Sensational New Fixtures!

Screen them in, or place them in, at any window - and they change a dull, flat, lifeless scene into a bright, cheerful, and comfortable one. No wonder these amazing fluorescents have swept the market. Each in itself completely WYTH LAMP, at a price low to make people buy on sight. (Orders for three, five, and seven lots, to give place not essential.)

WHIRLWIND SALES TO STORES AND HOMES

Thousands who thought fluorescent too costly, or too troublesome, ever being. Homes install in bath, kitchen, hallways, living rooms, and bedroom lamp. Stores install in scores of places. You never saw such sales.

SKYBEAM CO., DEPT. 4312-A



FREE RUSH NAME Screws in like ordinary bulb. Write for the details. Get your distributor at once. A 30-day trial period - no obligation. Send name and address to: Skybeam Co., Dept. 4312-A, 225 Fifth St., Des Moines, Iowa.



Complete outfit costs about \$40. That's all you require to start taking Big Money Pictures. P. O. CAMERA CO., 109 E. 35th St., Dept. BB-12, Chicago, ILL.

Look! Joe Hey, Ark., writes: "Rigged up booth with lights, crossed \$39.20 SATURDAY," Koller, Mass., says: "Did \$20 SUNDAY WITH P. O. C." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

FACTS ABOUT THIS AMAZING ONE-MINUTE PHOTO MACHINE Requires no film or dark room. Makes Direct Positive Prints any size, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TEN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making color prints. WRITE: Front porch, back porch, street corners, picnic, fair, carnival - EVERYWHERE you will make big money with P. O. C. TODAY

FOOTBALL AND SPECIAL OCCASION SOUVENIRS

BADGE NOVELTIES FOR FAIRS, RODEOS, CONVENTIONS AND SPECIAL EVENTS. WRITE TODAY FOR LIST OF ITEMS AND PRICES.

Always Featuring the Newest Items for the Novelty, Premium and Specialty Man.

ACME PREMIUM SUPPLY CORP. 1338 LINDILL BLVD. ST. LOUIS, MO.

background of the traditional Christmas wreath, and similar designs in the four corners (reproducing the Great Seal, and army, navy and air force insignias) appears the message: "Merry Christmas and a Happy New Year to Our Boys, God Bless Them." Music comes in three colors and it is said it sells easily to friends and relatives of boys serving with the armed forces.

Patriotic Brooch

The patriotic items continue to click with the public, according to reports. Workers specializing in these items have been caubing in, state Liberty Products officials. The firm manufactures the Liberty line of patriotic items, said to be one of the most colorful and best-selling in the field. Their Patriotic Brooch is doing particularly well, the company reports. The item is gold plated, with the traditional red, white and blue colors. The colors are made with the Dubroff process and present an attractive appearance. The design on the brooch reproduces the Eagle and the Insignia used in the Seal of the United States.

Whoopee Goods

Agents, distributors and jobbers looking for holiday party items are invited to investigate the line offered by Kneiser & Blair, Inc., according to the firm's announcement. Whoopee goods for Christmas and New Year's parties always sell

well, it is said. Merchandise to all American made, the manufacturer states, and includes party hats, noisemakers, balloons, confetti, serpentine streamers, etc.

Jeweled Cross

Jewelry workers expect heavy activity in their field during the Christmas season. An item that has wide popular appeal is the Jeweled Cross offered by Forward Novelty Company. The cross is gold plated and comes in an attractive push box, making it particularly attractive for the holiday gift trade. The firm offers several other items that have strong appeal during the holidays, including a pearlized heart locket and stamped sterling silver brilliant stone rings.

BINGO BUSINESS

Our No-Marker Bingo card is meeting heavy demand. Lowe states, "As the use of this card eliminates the need for markers, I believe it will continue to rise in popularity, as the bother of providing pencils and markers is dispensed with. Another factor is that the sale of advertising space on the bottom of the card should more than pay for the cost." The Lowe organization manufactures a complete line of bingo supplies and a colorful catalog is available without cost.

Events for Two Weeks

- December 1-11
ALA--Mobile. Horse Show, 1-4.
CALIF--Los Angeles. Livestock Show, 3-7.
COLO--Fort Worth. Poultry Show, 8-9.
Waterbury. Dog Show, 7.
CUBA--Havana. Larry Hancock's Rodeo, 3-7.
ILL--Chicago. Natl. Assn. Am. Parks & Showmen's League Trade Show, 30-Dec. 6.
IA--Manning. Poultry Show, 1-4.
Washington. Poultry Show, 1-4.
KAN--Atchison. City. Poultry Show, 3-4.
Newark. Poultry Show, 3-4.
MD--Smithsburg. Poultry Show, 3-4.
MICH--Detroit. Dog Show, 7.
Grand Rapids. Apple Show, 3-4.
MINN--Carleton Place. Poultry Show, 8-9.
NEB--Levittown. Poultry Show, 1-5.
N. D.--Minto. Poultry Show, 1-5.
OKLA--Brid. Poultry Show, 3-4.
PA--Altoona. Dog Show, 8.
S. I.--West Warwick. Poultry Show, 8-10.
TEX--Haltom. Dressed Turkey Show, 3-4.
WIS--Sheboygan. Police Assn. Circus, 8-9.
December 5-13
D. C.--Washington. Circus & Bazaar, 11-13.
FLA--Jacksonville. Auto Show, 11-13.
ILL--Chicago. Poultry Show, 11-13.
IA--State Center. Corn Show, 9-11.
ME--Portland. Poultry Show, 10-12.
MICH--Detroit. Poultry Show, 10-12.
Detroit. 4-11 Club Show, 9-11.
Grand Rapids. Natl. Stock Show, 9-11.
MINN--Mestane. Poultry Show, 10-12.
ORE--Oakland. Poultry Show, 9-12.
PA--Pittsburgh. Livestock Show, 9-10.
Philadelphia. Natl. Motor Truck Show, 11-12.
TEN--Knoxville. Nat. Cattle Show, 10-12.
TEX--Arling. Poultry Show, 10-13.
CAN--Saskatoon. Sask. Poultry Show, 10-11.

BALLYHOO BROS.

had been arranged. (Heard later that they weren't wanting contracts, but unpaid guarantees.) From the minute that the bosses stepped into their offices they didn't have a minute to themselves. Recognizing Pete as an authority on midway booking, many show owners took up his valuable time letting him select their routes for the coming season. He put out so many still-date routes that he forgot to keep one for his show and will have to either day-and-date some of 'em or predate 'em. Knowing that the fair men would be dished the same ball of ginners, bars and bands, the bosses had something new up their sleeves for this year's entertainment. Bringing with him a set of calliope whistles, our mechanic soon had them booked up to the boiler and the notes of I Ain't Got Nobody floated thru the hotel. So loud and long was it played that he soon had every guest in the hotel down in the boiler room and our offices. It wasn't so much the music that drew them as it was the cold rooms. The longer it played, the more steam was used and the colder became the rooms. Day and night we played the Jingo Blues, Tee and Snow, Jingle Bells and other cold music for effect. Colde

and colder became the rooms until the showmen delegated a number of fair managers to ask the bosses to shut off the calliope and let some of the steam go the rooms above.

The showmen knew that if they went to them it would be asking a brother showman to co-operate and that wasn't good carnival ethics. After pondering the situation, Jake Ballyhoo agreed to shut off the music as soon as their show had a route. There were three courses that the fair men could follow: Go home before freezing, more to another hotel or give the bosses a route. By midnight Saturday, long before the convention really started, the Ballyhoo Bros' circulating Exposition was booked solid for the fair season on their own freeze-out terms that will be the talk and envy of the carnival world. All deposits to firms, formerly called "frozen assets," were thawed out by freezing them out of the contracts.

Now that the season's booking is over, the staff will have a good time in other showmen's rooms. Understand we are moving out of the boiler room to another hotel to enjoy a bit of privacy at our bar. MAJOR PRIVILEGE.

BENGOR DELIVERS THE GOODS Ready for Immediate Shipment
ICIGLES - Flying Saucer \$2.75
XMAS TREE BULBS \$1.25
XMAS TREE SETS \$1.00
XMAS CARDS \$1.00
XMAS CATALOG AND 1942 GENERAL CATALOG \$1.00
WRITE FOR THEM NOW!

BENGOR PRODUCTS CO.

876 BROADWAY, NEW YORK, N. Y.

A TIMELY OFFERING XMAS CARDS 10 Assorted
XMAS CARD SPECIAL 10 BEST IN BOX
10 Colorful Christmas Cards each one different. Put up in attractive boxes custom to retail for \$2.00. A business stimulator for drug stores, candy stores and variety stores. Also makes a fine gift item for physicians. A splendid idea at a time of rising prices. No. B27K185 - Sample: Doz. Boxes, prepaid, \$1.00; per Gross Boxes, P. O. B. Chicago, \$9.00. 25% discount required on C.O.D. orders. INQUIRE YOUR BUSINESS. We do not bill retail!
JOSEPH HAGN CO. Wholesale Distributors Since 1911 217-223 W. Madison Street CHICAGO

ELGIN • GRUEN \$2.95 BULOVA Start or
This advantage of these re-conditioned nationally advertised watches is now 50% less. Each is smartly styled and guaranteed as good as new. FREE CATALOG, illustrated with the latest numbers.
STAR WATCH CO. Wholesale Jewellers 124 S. 4th STREET, PHILA. PA.

No Charge SALESBOARD ABC'S
For this excellent reprint from The Billboard, ABC's covers the salesboard field, clearly and concisely. It has a new, valuable hint for the beginner, and seasoned operators, too. Write for your free copy today!
DEALS, The Billboard, 1564 Bldg., N.Y.

PAPERMEN
Two well-known NATIONAL publications are now experienced, master operators in several states. Write for territory, giving references.
ED HUPP, 2410 PHOENIX, Dallas, Texas

American Carnivals Association, Inc.

By MAX COHEN

working a Ninth Street lot with his automobile cleaner to good result. Harry Bernstein left for St. Louis and says he will go to the Famous Barr & Company. Charlie Martin is on a honey-moon in Michigan. Speedy Rose is in town and doing a good job at Samson's. My wife recently passed the Ohio State Board of Hair Dressers and Beauty Parlors test. She will open a shop here. Would like to read pipes from Bob Kocher, Red O'Connell, Tyler Ward, Van Redfeather, Bud Schulz, Duke Wilson, and Mike and George Quinn."

AFRED FREDWICK... ended pitch experiment, is working as a doorman at a Cleveland hotel this winter.

DOC JOHN COOPER'S... Atlantic Mid Show is playing balls in Missouri territory to reported good result. Roster is made up of members of the family and includes John, Howard, Edith, Thelma and Brenda Cooper. During the stand in Aldridge, Mo., the Coopers enjoyed a visit from Dr. and Mrs. Frank Street. Later they were guests at a Thanksgiving dinner at the Streets' farm at Walnut Grove, Mo.

ACCORDING TO REPORTS... from the East, members of the pitch fraternity in that sector will soon invade the West Coast. Billy and E. A. (Goo-Goo) Davis will leave the Great White Way for Los Angeles and work a few leaf prospects on the way. Joe Joe Fried is making preparations to leave shortly. Mr. and Mrs. Sol Wexler will be on their way as soon as they can obtain some shivers.

AFTER TWO GOOD weeks in the H. L. Green Store, Charleston, S. C., Pearl Riegler is en route with her husband, Al McCall, to Miami.

- WE ARE NEVER UNDERSOLD
LADY BABY DOLLS... \$7.95
LADY BABY DOLLS... \$8.40
STUFFED TOYS... \$8.40
DOLLAR DOLLS... \$1.75
TOYS AND GAMES... \$3.75
ONHITS BOXED ASSORTED... \$2.75
5 POUNDS CHRISTMAS CHOCOLATES... \$1.95
LUXURIOUS XMAS FOLDERS... \$1.80
100 ASSORTED EVERYDAY GREETING CARDS... \$1.35
RED CELLULOSE WRITING... \$8.45
SILVER ICICLES... \$2.95
XMAS TREE BULBS... \$1.20
HAWAIIAN LEIS... \$3.75
SILK LIONS... \$1.70
NOISEMAKER ASSORTMENTS... \$7.50
PARTY HATS... \$4.20
BARGE ONION... \$3.60
ELECTRIC DRY HAVER... \$1.45
FLEXIBLE CIGARETTE CASE... \$1.30
BARGE 2-4-6-8-10... \$18.47
LADIES' HOBBIERY... \$3.25
25-PIECE DINNER SET... \$2.95
LUNCHEON GLASSWARE SET... \$1.95
WALL PLAQUES... \$3.00
GENUINE GLADYS GLAD COSMETICS... \$12.00
PERFUME SETS... \$3.75
PERFUME SPECIAL... \$3.95
FLAG BUTTONS... \$1.95
100 DUGLES EDGE First Quality Buttons... \$1.39
100 SINGLE EDGE First Quality Buttons... \$1.55
NEEDLE BOOK WITH NEEDLES... \$5.25
POCKET COMBS... \$2.95
SHOE LACES... \$1.69
SHOELINE MICHIGAN... \$4.00
ASPIRIN TABLETS... \$1.89

MILLS SALES CO. 901 BROADWAY, New York, N.Y.

ROCHESTER, N. Y., Nov. 29.—Mr. and Mrs. Clifford Ralver, formerly of James E. Strates' Shows, were recent visitors at the office. We received from the Office of Production Management at Washington a series of items relative to the shortage of electric power in the Southeastern area of the country, together with a copy of a general limitation order prohibiting use of electric current for certain purposes in the prescribed area. These prohibited purposes include outdoor, food or field lighting for amusements or sports. It would be well for any members who contemplate exhibiting in the area the rest of this year's operating period to communicate with this office. We might be able to advise if the particular communities are subject to the limitation order.

RAS Troupers To Assist In Baby Ruth Funeral Rites

TAMPA, Nov. 27.—Funeral services for Ruth Pontico (Baby Ruth), said to have been the world's fattest woman and who died in Tampa Hospital today following an operation to remove excess flesh that in recent years had sent her weight to a reported 803 pounds, will probably be held December 1, with burial in Tampa. Members of Royal American Shows, with which she trouped, will assist with services, according to Walter Devoyne, secretary. Mrs. Pontico did not regain consciousness after the operation, in which Dr. Douglas Meligan removed 30 pounds of flesh from around her waist. Her husband, Joe, and adopted daughter, Louise, were with her at the time. Details in the Final Curtain.

REGISTRATIONS

Works: Thomas E. Spicknall, George H. Hardner Corp., Albentown, Pa.; Mollie and Samuel Spitz, Spitz Floral, Brooklyn; Mrs. A. Stapleton, Malverne, L. I.; Marion Stamba, Childs Restaurants; Dorothy M. Stevens, Fallades Park; Lydia Stockinger, Charles Stone, MCA; Mr. and Mrs. James E. Strates, James E. Strates Shows; B. B. Strong, Orange County Fair, Coshon, N. Y.; Elias E. Sugarman, The Billboard; A. B. Sullivan, Armour & Co., Jersey City, N. J.; Mr. and Mrs. Harry Sussman, World of Mirb Shows; Mr. and Mrs. Sam Swartz, Palestine, N. J.; Mr. and Mrs. William Sylvester, World's Fair Shows.

Edith Tuffet, Tuffet Bros., Brooklyn; Mr. and Mrs. S. and Mr. and Mrs. Irving Tuffet, Eddie's Fire-Sher Photo, Coney Island; C. Talmadge, Lynbrook, L. I.; Lucky Teter, Luck Teter and His Bell Drivers, Noblesville, Ind.; Charles Thiemann, Fallades Park; Alice Timberg, Arline Timberg; Mr. and Mrs. Frank Timberg, Colonial Chemical Co., Mildred Todd, Pal Joey; Edward P. Tolman, E. H. Tolman & Sons, Inc., Baltimore; Harry Irving Tong, James E. Strates Shows; E. B. Tomp, Canada Dry Ginger Ale, Newark; George Towne, MCA; Mr. and Mrs. Leonard Traube, The Billboard; Mirvyn E. and Mr. and Mrs. George W. Traver, Traver Chautauque Shows; Mr. and Mrs. I. Treblish; Max Tubin, Paterson, N. J.; M. Tully, Billington's Union No. 2; Mr. and Mrs. James C. Turner; O. C. Rust-Expositions; A. E. Turpin; Nap and Pat Tyler, Jersey City, N. J.; James E. Tyrrell, North Arlington, N. J.

Uno (Charles M. Feldheim), The Billboard.

Mr. and Mrs. J. Alfred Valentini, Queens-Nassau Agricultural Society, Mineola, L. I.

Adelina Sylvia and Sam Wagner, World Circus Side Show; Edward P. Walkey Jr., Cross, Austin & Ireland Lumber Co., Brooklyn; E. H. and Wally Walpole, W. A. Case & Son Manufacturing Co., Englewood, N. J.; Mr. and Mrs. Harry Walters, Walters Amusements, Arbury Park, N. J.; Mr. and Mrs. Fred E. Waters, Donahue & Co.; Ed and Fay Waxman, Jack Greenbaum, Brooklyn; Irving Weinberg, Jersey City Tobacco Co., Jersey City, N. J.; Mr. and Mrs. Nathan Weinberg; Hon. Herman Weingarten; Mr. and Mrs. Murray Weisger, Atlanta; Onsey Island; Mr. and Mrs. Michael Weinstein, Arbury Park, N. J.; Mr. and

Mrs. Emil Wales, Bollaio, L. I.; Mary Welocky, Paterson, N. J.; Mr. and Mrs. Charles Whitaker, Donahue & Co.; Mrs. Lotta Whitaker, Traver Chautauque Shows; Dave White, Bushey Amusement Co.; Happy William White, Ross Manning Shows; George F. Whitehead, Kaus Exposition Shows; William S. Whitmore, Bantley's All-American Shows; Jack Whitmore, MCA; Albert Wilbur, Cliffside Park, N. J.; Mildred Wilbur, Fallades Park; Mildred, Danice and Ben Williams, Ben Williams Shows; Mrs. Charles B. Williams, Whitestons, L. I.; Jack and Mrs. Sadie Wilson, Cettin & Wilson Shows; Mr. and Mrs. Phil Wirth, Frank Wirth; Bill Wolfe, MCA; T. A. Wolfe, Lucille Wray; Art Wright, Lucky Teter and His Bell Drivers, Philadelphia.

OUT IN THE OPEN

give you a straight answer. As an actor and a star one at that, he is entitled to be temperamental, the word says it's nervous energy rather than prima donnism. In the cage he works like three men and when he's thru he's maybe lost five or six pounds and come out dripping with sweat. For our money, he makes his the hard way, and when he has his own show next season we hope he gathers in plenty of coin. We also hope the new book sells around the country because Beatty is one gent who deserves it.

RINKS

Idag stroke when moving at speed. Probably his best performance was in 1937, when he gave Art Kington a close run over the half-mile distance at Alexandra Palace Rink, London. "Bob Bright, a little older than Charles, has been instructing in leading rinks for years, his longest association being with Alexandra Palace. He holds the NBA gold medal for dance. "Laurie, who died in 1932 at the age of 33, was the most brilliant of the skating Brights. He was our first triple gold medalist, passing the association first-class tests in dancing and figure (international style) and speed. He was in great demand as an instructor and was floor manager at Alexandra Palace at the time of his demise. "During more recent years the Brights have been associated with the Kiddermaster Olderdrome, where they successfully promoted roller skating on rubber wheels, the it is a fact that this unorthodox form of the sport does not appeal in a majority of localities here."

MACON SHRINE TOPS

Cole and Ringling-Barnum circuses this fall, later only five days ahead of the Shrine date. All did unusually well. Newspapers were extremely liberal and editorially commended General Chairman Lockhart who was called in at the last minute in 1940 to pinch-hit, and is now serving his first full year. Ads and stories were used in 34 daily and weekly newspapers and there were eight radio programs in middle Georgia territory. Fred Heider, producing clown, worked many street stunts.

WANTED To Buy — For Cash PENNY ARCADE MACHINES—KIDDIE RIDES—GAMES AND EQUIPMENT—SKEE ROLL ALLEYS—GUEST RIDES Give All Details Regarding Physical Condition, Lowest Prices, Etc., First Lot! CHAS. F. KELLER, JR. New Bay Shore Park. 24 Kwickorbocker Building, Baltimore, Maryland

CONVENTION SHOWS' WINTER UNIT Can save for Augusta, Ga., Dec. 10-20. By Fourth Ward Political Club Charity Circuit and Central for underprivileged children. Shows and Ice Cream Concessions. Communicate with CLAY MANTLEY, Box 728, Augusta, Ga. Now booking for 1942 season. Conventions 33 weeks to representatives structures. MAIN OFFICE—311 CENTRAL AVE., DUNKIN, N. Y.

THE CORRAL (Continued from page 39) (30.8), \$104; Hub Whiteman (37.1), \$78; Tommy Horner (58.9), \$52; Joe Mandes (90.4), \$28; Bull Riding—First day, Buck Wyatt, \$100; Bob Estes and Jack Kennedy split second and third, \$62.50 each; Gerald Roberts and O. K. Lewellen split fourth, \$12.50. Second day, Gerald Roberts, \$100; Buck Wyatt, \$75; Bottom Yonick, \$50; Freddy Faulkner, \$25. Third day, Smoky Snyder, \$100; Bob Estes, \$75; Bob Burrows, \$50; Gerald Roberts and G. K. Lewellen split fourth, \$12.50 each; Fourth day, Bottom Yonick, \$100; Bob Murray and Ken Roberts split second and third, \$62.50 each; G. K. Lewellen, \$25; Finns, Gerald Roberts, \$88; Buck Wyatt, \$65; Smoky Snyder, \$44; Bob Estes, \$22.

UNDER THE MARQUEE

near an end following the announcement that the firm's property of Ringling circus interests would be abandoned as a winter home. According to reports, the Indiana site will be used entirely for farming and livestock breeding. TOO often the tip of side-show circuit is broken by the ice walking away.

J. H. CARMODY writes from Sioux City, Ia.: "I am inclined to think the idea of the clown coupe gag was originated by Will Rogers in 1923 or '24, in a two-reel picture titled Two Covered Wagon, a burlesque on The Covered Wagon. They used about 100 people coming out of the wagon." YOU can "drive" an old-homer by his mother "way back when" this and that were the talk of the circus world.

STANLEY DAWSON has started on a winter trek, accompanied by Yellow Burnett. They plan on going to New York, Hot Springs, Los Angeles and other West Coast cities. Acapulco, Mexico, will be their final destination for a prolonged stay. Dawson's arrival in Columbia, O., his home town, made good copy for The Columbus (O.) Dispatch columnist, Johnny Jones.

WANTED High-class Performers, Trainers, Mid-Grass, Undergrasses, Will consider organized troupe of 4 or 4. Booked with top stars, Fritz Haber, 3515 Terrace, Ohio, Kuhnert, Johnson, Hild, The Torres Circle, etc. Transportation and equipment supplied after joining. ADVISE THE BILLETTI TROUPE Care Polara Bros. Circus, Springfield, Mass. December 6-8; Muskogee, Okla.; until Dec. 10.

WANTED Telephone Solicitors for Night Club, Charlie Rich, Only the best apply by mail or letter, 321 A-1, The ... CHAIRMAN, 641 Highland, N. E., No. 8-10, Atlanta, Georgia. No ... GOOD'S CIRCUS SNAPS From 1920 to 1943 includes extra clear post card size views, interesting subjects, parades, etc., from Ringling-Barnum, Hammer, Wallace, Bell, Pinta, Tom, etc., Keeling Bros., Cole Bros., etc. 940 Midway Quarter, 40 Horse Team and Ringling Circus at Scenicon. Send stamp for list, or \$20 for samples. ROBERT B. GOOD, 900 Tower Street, Montreal, Pa.

WANTED To Buy — For Cash PENNY ARCADE MACHINES—KIDDIE RIDES—GAMES AND EQUIPMENT—SKEE ROLL ALLEYS—GUEST RIDES Give All Details Regarding Physical Condition, Lowest Prices, Etc., First Lot! CHAS. F. KELLER, JR. New Bay Shore Park. 24 Kwickorbocker Building, Baltimore, Maryland

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COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by **WALTER W. HURD**—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Materials

Some general suggestions on a topic that concerns every American in his daily life

The present conflict is a war of materials much more so than the previous World War. Since the world must face another war, perhaps we should find some consolation in the fact that our part is to supply materials rather than men.

Since materials are playing a major part in the conflict, it is to be expected that the demands will be heavy, especially since the United States has undertaken to furnish supplies to the democracies in large quantities. That is a big undertaking and it is plain that the business and economic life of the nation will have to be considerably upset in order to do it. It would probably be much more spectacular to send large armies rather than supplies, and

hence there will be a lot of complaining about buckling down to the job of turning out war materials.

Every line of business is being disturbed going and coming by the shifts in the materials situation. Many minds from industry, government and science are working on the problems, and yet the difficulties seem to increase day by day. There is



Free peoples have a tendency to talk too much when faced by emergency. (Cartoon by Duffore for The Baltimore Sun.)

little the average citizen can do about it except to take a broad view of the many problems and duties involved.

The root of the difficulties lies in the fact that most nations of the world were growing more peaceful, were reducing armies and armaments, and were trying to solve their internal problems. While they were asleep, as it were, the two regimes in which militarism is a religion began to prepare for war. The fact that they had several years' start on the democracies in accumulating supplies means that the democracies now have to perform miracles in as short a time as possible. The degree to which these miracles can be performed will depend upon the unity of support given to the program. Evidences indicate that the dictators forced labor to perform in their countries; in a democracy everything depends upon the voluntary support given by all the people.

The United States had a special handicap in that its

industry and business for the past several years had been on a depression level, which meant that inventories were at a national low. All lines of business had operated on what is called "hand-to-mouth" buying. The result was that when war demands for materials began to be felt suddenly, there was no real surplus on which to draw. This condition also prevailed in many other countries.

It is highly probable that enough vital materials to keep most factories going exist now in the United States if we had any way to secure equitable distribution. But in times of scarcity everybody grabs for himself. Also, in a democracy such systems as rationing and priorities depend a lot on which group or industry can exert the most pressure upon government agencies. Government officials depend on votes for their jobs, so they naturally lean toward the strongest pressure. Under a dictator orders would be issued without debate and the army would enforce them. As bad as our system may seem at times, the big majority of Americans will still prefer all the arguments, pressure, wire-pulling and other political evils common to democracies.

It had been expected that other industries much bigger than the coin machine industry would complain against coin machines, and exactly that has happened. Also, political groups and partisan newspapers get in their word against the industry. These are some of the evils common to our system of government and sometimes they can strain patience to the breaking point.

However much we may fret about present evils, the die is cast and we must supply materials to win the war. At the present rate, it seems that by another year there should be plenty of materials for reasonable manufacturing needs. Everybody agrees that some tough days are ahead, however. It is easy to criticize and to find weaknesses in the American system. If we stand united we can win, and then set about to build prosperity again.

It would appear that when the war is over the United States will have enough productive capacity and supplies of vital materials to maintain industry at a high pitch of prosperity. The variety and quality of products that can be made and the new and improved processes of manufacture will be a marvel for the world. If we can find some system to keep consumer buying power at a high level, the future should be bright for all of us.

Convention Listing Shows Big Variety of Displays Operators Will See; Plans Move Ahead

CHICAGO, Nov. 29.—Seventy-four progressive firms in the coin machine trade or allied fields have contracted for and made initial payments for a total of 124 booths at the 1942 Coin Machine Convention, according to James A. Gilmore, secretary-manager of the convention. These reservations were made prior to November 27, he said, and new reservations are being received daily. "The convention is only six weeks away," Gilmore said, "and the fact that these firms are forward to indicate their faith in the industry and in the future of America is something to be proud of."

Gilmore added that "the directors of Coin Machine Industries, Inc., are convinced they could have no more conclusive evidence of the success of the convention plans than the fact that 74 firms have already made reservations. We are working away every day to have a great convention that will truly represent the spirit of the industry, and the trade response is very encouraging."

RESERVATIONS CLASSIFIED

An unusually impressive proof of the success of convention plans was contained in a classification of booth reservations according to the types of machines or merchandise made by the various firms that had contracted for booths up to November 27. The classification was as follows:

Amusement Games	8 firms	24 booths
Arcade Machines	3 firms	8 booths
Chewing Gum	1 firm	1 booth
Coin Counting and Packaging Machines	1 firm	1 booth
Decalcomanias	1 firm	1 booth
Electrical Control Equipment	1 firm	1 booth
Fluorescent Lamps	2 firms	2 booths
Grip Machines	4 firms	3 booths
Incandescent Lamps	2 firms	2 booths
Locks	2 firms	2 booths
Mdsc. Vend. Machines	14 firms	19 booths
Name Bands	2 firms	2 booths
Parts & Supplies	3 firms	4 booths
Phonographs	1 firm	4 booths
Phonograph Needles	5 firms	7 booths
Phonograph Records	5 firms	8 booths
Photograph Equipment	1 firm	1 booth
Premium Mdsc.	3 firms	4 booths
Salesboards	5 firms	12 booths
Salesbooks and Forms	1 firm	1 booth
Scales	2 firms	7 booths
Sound on Film Machines	2 firms	2 booths
Slug Rejectors	1 firm	1 booth
Trade Publications	5 firms	5 booths
Trucks for Games	1 firm	1 booth
Vend. Mach. Candies	1 firm	1 booth

The 1942 Convention Program

Announcement From
Coin Machine Industries, Inc.

The program for the 1942 Coin Machine Convention, to be held January 12 to 15, will be announced at the earliest possible date.

It is difficult to get a government speaker to commit himself for any definite assignment more than a few days in advance. There are so many demands on the time of these capable speakers that all too frequently they are set for a certain date and hour, and almost at the last minute they are called to go some other place on an entirely different mission.

CMI officials do not like to announce a certain speaker for a definite day and subject and then disappoint the audience with another speaker who had to be accepted as a substitute, even tho the substitute might be better qualified to handle the subject.

Please keep in mind that our 1942 convention program is planned to

give every operator, distributor and jobber who attends a clearer outlook on the future of the coin machine industry; a better understanding of the new tax rulings and interpretations; a keener insight on what he can do to assist his government in the sale of Defense Savings Bonds and Stamps; a first-hand view of what coin machine manufacturers are producing of defense materials and equipment and a preview of whatever the quartermaster's department sees fit to place on display in our show of arms, ammunition and other war materials finished and ready for use.

Everyone in this industry concerned with his own future, the future of the coin machine industry, or his future in this industry owes it to himself to attend the 1942 convention and seriously interest himself in the program and the patriotic exhibits.

The program now planned is as follows:
Monday, January 12.

Registration in Sherman Hotel lobby all day. Everyone must register. Please register upon arrival. Spend day looking over exhibits.

Tuesday, January 13—2 p.m.

A speaker from the Treasury Department. Subject—The New Tax Rulings and Interpretations Apply to the Various Types of Coin-Operated Machines.

Wednesday, January 14—2 p.m.

A speaker from the Treasury Department. Subject—How You Can Help Your Government in the Sale of Defense Savings Bonds and Stamps.

8 p.m.—Forum of association executives with officials and directors of Coin Machine Industries, Inc. Open to association executives only and by invitation.

Thursday, January 15—7 p.m.

Annual banquet and dance. An address by a prominent government official on a subject pertinent and timely to the future of our country.

BRIEFS OF THE WEEK

Deaths

Fred Kaitzberg, vending machine repairman, of Bridgeport, Conn., in that city November 24.

Marriages

Carol Moto, of Operators' Exchange, San Francisco, to Lucille Seriman, of Selma, Calif., in Reno, Nev., November 27.

Births

A boy to Mr. and Mrs. Charles A. Fox November 6. Father is manager of the Fox Automatic Amusement Company, Mobile, Ala.

A daughter, Patricia Jeannie, to Mr. and Mrs. Tommie Ryan. Father is employed by Wallbox Sales Company, Dallas.

A boy to Mr. and Mrs. Sam Bender November 27. Father is connected with the Caterer's Company, Minneapolis.

A girl, Roberta Eileen, to Mr. and Mrs. Stanley Marks November 8. Father is a representative of Garner & Company, salesboard manufacturers.

Personnel

Zay Baecigalupo has been employed by the Whiting Amusement Company, Richmond, Va.

New Addresses

Sautter Company, 14142 Meyers Road, Detroit.

Max Ernst has opened a U-Need-Ne-Pnk office at 633 Venice Boulevard, Los Angeles.

Firm Changes

Kelly Automatic Machine Company, Joliet, Ill., has purchased the Sun Music Company, Los Angeles, from H. M. Kaplan. Stanger Kelly will be in charge of new set-up, which will assume the name of Joliet Company. Lee Kelly will divide time between Joliet and Los Angeles.

New Firms

Yoo-Hoo Games Corporation filed a charter with the Delaware Corporation Department, indicating they will manufacture games. Principal office is listed as Charles G. Guyer, Inc., Wilmington, Del. Incorporators are L. M. Titter, O. B. Clayton and C. E. Quill, all of Wilmington.

Samuel Berody, Photo-Vue Company, Bankers Security Building, Philadelphia. Firm will operate movie machines.

George W. O'Brien, Cosmopolitan Music Company, Pennfield Building, Philadelphia.

Play-a-Tune, Inc., 1528 Walnut Street, Philadelphia.

Musical Machine Operators, Inc., 1650 Broadway, New York, have been granted a charter by New York. Incorporators are Robert Aronstein, John J. Duff and Benjamin Nash.

Bush Distributing Company, 3800 West Wisconsin Avenue, Milwaukee.

Lake Novelty Company, Milwaukee, granted charter. Incorporators are Lucille Puria, Henry and Helen Branak.

Spacarb of Washington, Inc., has applied for certificate to operate in

The Canadians Are Coming

From the Canadian Coin Machine Monthly for November it is learned that a greater number of Canadians are planning to attend the 1942 Coin Machine Convention than have ever before attended. The following was printed on page 1 of the magazine:

"More Canadians than last year plan to attend according to a recent survey made by this publication thru Ontario and part of Quebec. As a result of passport regulations and confusing rumors about border crossing, many Canadians missed the show last year.

However, during the past year many trips have been made back and forth and most operators are familiar with currency and passport regulations. Do not forget to check the expiration date on your passport. You are allowed to purchase up to \$100 U. S. American currency for the purpose of attending conventions held in the United States."

57 Canadians at '42 Show

"That Canadian operators are more interested than ever in the 1942 Coin Machine Show should be conclusive evidence that operators of the United States are coming in likewise greater numbers," declares Jim Gilmore, CMI secretary-manager. "Welcome Canadians, we'll be very happy to meet you and greet you," declares Gilmore.

the State of Virginia. Principal office of Spacarb, a Delaware corporation, given as Arlington, Va. Griffin Garnett listed as agent in charge of business.

In New York Last Week

Howard Peck, Rochester, N. Y.
Irving Weidstein, West Virginia.
Lou Byrne, General Coin Machine Company, Buffalo.
Bernie Sossens, American Automatic Amusement distributor.
I. M. Berman, Burlington, Vt., operator, visiting on coin row.

In Chicago Last Week

Ben Newmark, Atlas Automatic Music Company, Detroit.
Wally Johnson, E. C. Mayer Company, Minneapolis.
William Cohen, Silent Sales Company, Minneapolis.
Archie Labenu, LaDeau Worthy Company, St. Paul.

Foil Ban Delayed

WASHINGTON, Nov. 29.—Donald M. Nelson, priorities director, yesterday announced a 30-day extension of his order forbidding manufacture of lead and foil for cigarette packages, chewing gum and candy, and said further investigation is being made which might lead to either revoking the order or else modifying it. The order as originally given would have banned the manufacture of foil after January 15, and would have prohibited its use for packaging after March 15. The tobacco industry uses about 85 per cent of the foil output.

MEN AND MACHINES

Babies From Salesboards

Altho Stanley Marks assures us that he didn't get his young 'un on a salesboard deal, we can't resist the head over this item. It's like that old gag about babies from vending machines—or the colder one about the stocks. Anyhow, the baby behind the sign is Roberta Eisen, born to Mr. and Mrs. Stanley Marks November 6. Marks is a representative of the Gardner & Company, Chicago, manufacturers of salesboards.

Praise for Mackin

We are in possession of a letter from the California State Chamber of Commerce, signed by Ted Huggins, commending the service of Sam Mackin in serving on the "V-Day" committee bringing visitors to California army camps. Mackin is manager of the San Francisco operators' association and has been active in public relations work. Huggins estimates that Mackin's effort led to a motorcade of some 60,000 persons visiting Fort Ord and Camp Roberts on the V-Day. Amusement Merchants' Association, Inc., was thanked for supplying the official car stickers, which were highly prized by motorists participating in these events.

Ball Reconditioning

Bud Lieberman has announced that the second floor of his building in Chicago is being transformed into a complete shop for the reconditioning of bells and consoles. "Now, more than ever before, operators will find that they can find just what they want in these lines at our headquarters," says Lieberman. "The new department is under supervision of factory trained experts who know how to do a real job and who have the facilities to do the job right."

He Wants His Pic Used Again

Many thanks to Jeanne Davis, of Detroit, and to Helen Gray, of Southbridge, Mass., for their letters to Pvt. J. D. Roskin of the U. S. Army Air Corp. Roskin's picture appeared in *The Billboard* when he left his post as an ad man for Gardner & Company to enroll in the army. Both Miss Davis and Miss Gray responded with messages of encouragement. That's the true American spirit, girls!

Atlas Man Huddle

Bob Van Wagon, representative of Atlas Novelty Company, Omaha, went into a huddle with Eddie and Maurie Ginsberg last week. Plans were discussed for continued service to operators during 1942, and sales policies were formulated. "We are looking ahead and trying to meet the problems that will face us later. Right now we are buying phonographs, consoles and other equipment so that we can take care of operators' demands. We have built up the greatest array of pin games in our history and that's why business in this department is so brisk," they declare.

Happels Travel Happily

Mr. and Mrs. William R. Happel, Jr. are en route to the West Coast, where they expect to spend several weeks in Los Angeles and vicinity. Happel is head of Ruder, Novelty Company, Milwaukee. The Happels have many friends whom they look forward to seeing. Both are looking forward to obtaining the usual amount of California tan. (Some doubts as to what kind of tan this is—it has been claimed that the sun does not shine there. Apologies to Chambers of Commerce.)

Entertainment is a Necessity

"Entertainment implies thought and mental occupation in an agreeable way, for it combines the mental with the physical."

It is a source of amusement that cheers and delights, whether it be the cheer of a bright fire, the delight that comes with liveliness and laughter, or the fun and frolic of a well played game. . . . Entertainment is a fruitful, mental delight, a pleasure afforded by recreational activity. . . . —From Associated Operators of Los Angeles County. The above is the text on one of a series of specially designed, embossed cards distributed by the association.

Chicken Food

There's a plenty of coins to be given to Christmas shoppers in Chicago this season and many of them will find their way into coin machines. Forty-two million pieces of silver were brought into Chicago recently, neatly come up in 6,200 canvas bags all \$3,200,000 of it. The shipment came in seven rail way cars. The head of Chicago's federal reserve declared of the shipment: "Shucks, the whole transfer is just like putting a registered letter, on a slightly larger scale."—No hum, 42 million pieces of silver!

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

NEW YORK, Nov. 29.—Nat Cohn, Harry Rosen and Sidney H. Levine leave tomorrow for Florida to be gone for a few weeks.

Howard Poo is in New York for a few days.

Dave Simon relates that Keeney's Submarine Gun is in almost every arcade in New York and the receipts are far in excess of what he anticipated.

Seymour Plitch, Pomer's champ game salesman, has been on the road a good deal lately.

Irving Wildstein, who recently sold his cigarette operation to Dave Lear and went to West Virginia to open a route, visited New York for a few days this week.

Sol Silverstein came to New York for the Bar Mizvah of his cousin, Herbert Silverstein, which took place at the Paramount Mansion November 29. Herbert's father, Sl, is a well-known operator.

Bert Lantz's Seaboard Sales showrooms showing a half-dozen types of shooting machines. Prominently displayed in the center is Genco's Victory game.

Henry Zwick, one of New York's pioneer pin game operators, still has a Bal-lyhoo, Fire-Star, Final and Electro on location. The local pin owners won't allow Henry to change the machines. It seems the players in the spots have developed such a high degree of skill at these games that they play among themselves and the results are accepted by all as a fair and square contest.

Dave Margolin is back at his desk at Manhattan Distributing Company, and Joe Eisen left on a cruise along the Eastern Coast.

FAST FLASHES . . .

Sam Sacks, president of Agnes Sales Company, advises that he will release a surprise to the trade this week. . . .

Murray Wiener, sales manager of U-Nord-a-Pak Products Corporation, now on a Southern trip with the Model 006 cigarette merchandiser, writes that business is wonderful, the weather superb and the hospitality of Southern operators magnificent. Bill Wiener, Eastern representative for the firm, returned to the New York office this week after a successful swing thru his territory.

An organization is being formed in the Metropolitan territory of operators of penny vendors of all kinds.

Ben Haskell and Teddy Holt report that "the decision in the Queens case did not decide that possession of the game is a violation—all reports in the

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Nov. 29.—Week on coin row found the usual activity of buying and trading, with some operators reporting good business in their fields. Vending machine operators reported an increase in locations. Expansion of defense project factories is helping the sale of cigarettes and candy bars thru machines.

Music machine operators declared business good over the Thanksgiving week-end, with collegiate tunes being put on the machines to nab this sort of business. In the selling field bar boxes and the like continued to move.

Wall Box Demand Strong

An active demand for Packard Plamfor wall boxes is being experienced by the Jack Gutschall Company, Gutschall reports. . . . Mac Mohr, out of the city on a trip to San Francisco, then thru Nevada in the interest of Daval, Baker and Evans lines. Mac is making the first trip thru this territory in some time, and letters to his local office indicate that things are picking along nicely. . . . Gates Angles, serviceman of M. on Novelty Company, Claremont, Calif., was

newspapers notwithstanding.

Photograph operators are planning to give away albums of classical music to many of their friends and location owners.

Clare O'Hair is so enthusiastic over the first time all the girls had at their last-bowling expedition that she's drugging another.

OF MEN AND MACHINES . . .

Leo Rubasow, Al Bloom, Bill Sussens and Harry Wasserman were again voted in to head their music operators' association for another three years. Henry Cooper goes on the board of directors for two years.

After running separate functions last year, the two amusement game associations of New York (Greater New York Vending Machine Operators' Association, and the Amalgamated Vending Machine Operators' Association) will hold a joint banquet December 21 at Billy Rose's Diamond Horseshoe.

The daughters of Frank Meyers, proxy of Exhibit Supply, have had an extensive musical education, and have turned their talents toward writing popular music which has definitely clicked in the Midwest.

Sol Gottlieb, traveling representative for D. Gottlieb & Company, passed up an important engagement to appear at a recent gathering and made quite an impression as a speaker. Sol informs your correspondent this reports from Seymour Plitch (Pomer) and Bernie Sossent (American Automatic Amusements) indicate a large sale of Spot-a-Card.

in town and visited the Mac Mohr firm. . . . Carl Noto, of Operators' Exchange, San Francisco, turned the tables on the usual Reno procedure recently by motorizing there to be married. . . . Sam Handman, music operator here, and Mrs. Handman will head for New York City soon to spend Christmas. His firm is the Rony Amusement Company.

Arcade at Camp Elliott Okay

So successful was the operation of the arcade at Camp Elliott that Al Anderson, who also has an arcade at Big Box in the Fun Zone, is considering establishing arcades near other camps.

Paul Blair, factory representative of Exhibit, is out of the city telling the people about his line. . . . A steady upswing in collections is reported by music operator Frank Robinson, of the R. & H. Amusement Company. . . . According to Phil Robinson, impressive sales are being chalked up on the new Chicago Coin's Venus. . . . Mac Sanders is displaying a bound volume of issues of *The Billboard* sent to him with the compliments of the Gottlieb Company. . . . Del George, music operator in the Imperial Valley, was in town recently scouting around to see what was going on in coin circles. . . . Vern Raw, Seaside, Ore., operator, visited here.

Prizes Big Parade

Irving Rich, of Consolidated Novelty Company, is high in his praise of Exhibit's Big Parade. . . . Thomas H. Stanton, operator at Eastern Shore, Maryland, is the new serviceman at Consolidated. . . . Johnny Hawley, employed at the Mac Sanders firm, reports that his baby has been named Carol. . . . Harold Sharkey reports that the arcade business is clicking nicely. . . . John (Jack) O. Pughit, of Los Vegas, is expected in town soon on one of his regular look-around trips. . . . Harry Samet is doing a fine job as manager of the Los Vegas arcade. Samet was formerly the manager of a Nevada chain of five-and-dime stores.

Riddell Buys Pasadena Biz

Arch Riddell has purchased the business of Charles & King, Pasadena. . . . Tony Fatina, of R. A. Fatina Company, reports spirited buying of DeGrueter machines. . . . Refine Cohen, Hamilton Manufacturing Company, back from a trip to San Francisco. . . . Joe Noto, Operators' Exchange, San Francisco, is back home following a vacation trip to Southern California. . . . Harry Nathanson reports the coin machine business going strong. . . . Alex Kalvos, of Bakersfield, reports that things are clicking in his territory. . . . Louis Kaplan, son of Harry Kaplan of Southwestern Vending Machine Company, is recovering from injuries sustained in a football game. His two broken fingers are still in slings. . . . Al Lloyd is the new serviceman at Southwestern.

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MUSIC MERCHANDISING

Philly Press, Radio Change Attitude Toward Industry

Plenty of good news breaks and radio plugs given trade during year

PHILADELPHIA, Nov. 29.—One of the most striking advances made here during the year by the amusement machine industry has been the favorable reception it has received in the local press. The mere mention of coin machine has long been anathema to the city desks of every newspaper in town. Anything constructive that was even remotely connected with amusement machines was relegated to the waste-paper basket. The only time the newspapers recognized the industry was when they could give it a black eye.

This change of attitude has been most unusual, because Philadelphia is known as a staid and conservative city. Changes in attitudes are slow and pressure from outside sources is resented.

That the amusement machine industry has been able to effect that change in such a short time is a reflection on the stability of the industry itself rather than the result of a course of action taken by any one individual or group. An interesting comparison is that it took the night club industry a good many years more to crack the press than did the coin machine industry. For many years night club copy was poison to every newspaper editor in town. In fact, many of the newspapers refused to even handle cash-on-the-line night club advertising.

At the present time the industry has been the source for many stories that were shock-full of human interest. Moreover, some of the more prominent members of the industry have now become names that are news. And all without the services of press agents or highly planned and heavily ballshoed publicity campaigns. As one city editor put it, the coin machine industry, in face of the slush that had been heaped on it in recent years—much admittedly unmerited—is probably the only stable industry in the city that has made absolutely no concession to the idea of collective publicizing of its activities and capabilities.

Change of Heart

The truth has again shown itself to be the best antidote for any poisonous situation. Only the newspaper boys had to find that out for themselves, without any high pressure from the industry itself. Unquestionably, the newshawks in this town are the most rabid players of coin machines. Not, locations in the city are those near the newspaper offices, and machines of all kinds are found at the Pen and Pencil Club, one of the oldest newspapermen's clubs in the country.

First change in heart was seen in the attitude of those writing chatter and personal columns. Charles Fisher, who conducts the So What! column in *The Record* and pins medals on himself for his own ability to manipulate the pinball machines, has on several occasions devoted his entire column to humanizing the coin-operated machines. In like manner, items slowly started cropping up in the Observations chatter columns of Ted Keen in *The Daily News*. "Once taboo, a birth, a marriage and even a birthday associated with a member of the industry now often appears in his column." And Len Wagner, in writing his in the Spotlight column in *The Observer*, is profuse in plugs for the men and machines.

Music Machines Plugged Most

Music machines get the biggest play in the local newspapers. Human interest stories and picture spreads have been plentiful, and popularity of the machines has called for editorial comment in more than one newspaper. All the

papers gave news coverage to the introduction of movie machines in the city and it was a feather in the cap for the pinball operators' association only last month when *The Evening Ledger* covered the banquet meeting of the group at the Green Valley Country Club.

An indication of the great interest in machines, especially the music machines, is in the weekly compilation of "Juke Box Hits" in the music section of *The Sunday Record*. Each week, appended to the reviews of records, is a compilation of the music machine hits of the week.

One of the best examples of the press' change of attitude appeared in *The Philadelphia Dispatch*, one of the oldest and most unbending of the local newspapers. In a special section of "Who's Who in and About Philadelphia," in which men prominent in professional, business and industrial activity in the Philadelphia area were written up, the coin machine industry was included with the listing I. H. Rothstein, head of Banner Specialty Company.

Vending Machine Boosts

Still another distinction attained by the industry is the recognition bestowed upon Jack Beresin, head of Berio Vending Company, Monday night (November 17) Beresin will be guest of honor at a testimonial dinner given by the Showmen's Club, social organization of the motion picture industry here. Beresin has pioneered in the placement of candy vendors in movie houses and the dinner is in recognition of his charitable activities.

Moreover, Beresin was the first operator in the territory to use newspaper advertising extensively. Of an institutional nature in behalf of the candy vendors in movie houses, Beresin used large display space last spring in all the Philadelphia newspapers. At the present time he has resumed his advertising campaign in *The Courier-Post* in Camden, N. J.

However, Beresin is not the only operator going in for newspaper advertising. Whenever a co-operative spread is promoted for the opening of a new cafe or restaurant, the operator servicing the location is always represented among the advertisers.

Radio Mentions, Too

The great stride the machine industry has made in creating a favorable press has also been recognized by the radio stations here, especially with music machines. Operators have found the radio a highly effective medium for advertising, and the machines have provided much program material for the stations. Practically every station in the city



SCENE FROM THE MONOGRAM PRODUCTION, "I Killed That Man." The Seeborg HiTone Symphonola is given a prominent part in this laugh-provoking movie. Shown with the HiTone is funnyman Vince Barnett. (M.R.)

uses the Record Buying Guide of *The Billboard* as a basis for its recorded programs of popular music. At WPER a regularly weekly recorded program plays all the recordings listed in the Guide, utilizing *The Billboard* for the listing. Only recently WCAU inaugurated a recorded program based entirely on recordings popular in music machines. A special script is written for the weekly program and a human-interest story is developed about the youngsters in the jitterbug parlors. Program is called *The Juke Box*. A regular music box is used to create the sound effects for the show and each playing of a platter is attended by the sounds of a nickel dropping into a coin chute and the characteristic sound of the machine's selector.

At WDAS Jerry Stone, head of public relations, told *The Billboard* that the music machines are the prime factor in conditioning the requests of listeners for popular recordings. More than half of the letters to the station requesting a particular recording to be played make mention of the fact that they either heard the recording first in a music machine or that it is the most popular recording at a particular machine location.

The problem of the industry's relation to the press and radio and its understanding of the man and machines has long been a sore spot in local circles. The turn of events this year has been most gratifying to the local operators and associations, especially since the good press was earned on merit. And it's a safe bet that it will continue to take giant strides forward in the year to come.



WILBUR BYE, DISTRICT MANAGER FOR WURLITZER on the Pacific Coast, confers with Wurlitzer distributors Wolf Reitz (left), Wolf Sales Company, Denver, and Ed Smith (right), California-Simplex Distributing Company, Los Angeles and San Francisco. They are discussing plans for coming months. (M.R.)

Buffalo

BUFFALO, Nov. 20. — Announcement that the 1942 Coin Machine Convention will take place has started local coin machine merchants making plans regarding the trip. Most are planning to attend.

Low Wolf, Rex Amusement Company, who was more or less in charge of arrangement for the trip from here last year, will again get busy to line up coinmen for the special railroad car he's going to reserve.

Ray Peterson, manager of Mayflower Distributing Company, Wurlitzer outlet here, is going to New Orleans December 1 with the Wurlitzer factory execs to attend a meeting the company has arranged for its sales staff.

J. H. Winfield Company, piloted by Harry Winfield, is busying with business at the moment. Packard's Pla-Mor wall boxes sell much faster than deliveries can be gotten from the factory. Winfield's customers come into Buffalo to buy from us far as Rochester, N. Y.

COMING EVENTS

Nov. 30-Dec. 5—Twenty-third annual convention National Association of Amusement Parks, Pools & Beaches. Hotel Sherman, Chicago.

December 7—Annual Banquet of Phonograph Operators' Association of New Jersey. Top Hat Club, Union City, N. J.

December 21, Sunday—Annual banquet of the combined New York amusement machine operators' associations (Amalgamated Vending Machine Operators' Association and Greater New York Vending Machine Operators' Association). At Billy Rose's Diamond Horseshoe.

January 12 to 15, 1942—Annual convention of Coin Machine Industry, Inc. Hotel Sherman, Chicago.

January 13-17, 1942—10th annual convention, National Association of Tobacco Distributors. Palmer House, Chicago.

January—Last week of month designated as National Peanut Week.

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- 600 Wurlitzer 139.50
- 500 Wurlitzer 134.50
- Seeburg Rex 84.50

- MISCELLANEOUS**
- Volary Merchandise \$149.50
 - Most the Chutes 79.50
 - Chicken Sam 59.50
 - New Keeney De Luxe Baseball 39.50
 - Radio Rifles 149.50
- 1/2 Deposit With Order

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Bill 1040 Throne of Music \$129.50	Rockola 16 Rec. Light-Up Grill \$2.50	Rockola 17 Rec. 20 Rec. 79.50	Rockola 19 Standard \$25.00	Rockola 22 De Luxe \$25.00	Rockola 40 Master \$25.00	Rockola 40 Standard \$25.00
Seeburg Rex \$119.50	Seeburg Royal \$29.50	Seeburg Plaza, Size Proof \$29.50	Seeburg Major, EBR \$29.50	Seeburg Junior, EBR \$24.50		

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on the RECORDS

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in **bold type** refer to the potential value of recordings for use in music machines. **W**—Waltz; **VC**—Vocal Chorus; **V**—Vocal Recording.

(CONTINUED FROM PAGE 13)

BIG CROSEY (Decca 4064-4065)
Do You Care?—PT, V. *Humpty Dumpty Heart*—PT, V.

Shepherd Serenade—PT, V. *The Anniversary Waltz*—W, V.

From the pop folios, Bing brings up four songs that loom big in carrying hit parade favor. Looking biggest of the foursome is the Fred Spiselman-Kermit Goell *Shepherd Serenade*, a luscious European lullaby that should get the attention it deserves now that the radio-music battle has subsided. Replete with the shepherd whistling, the tune is tailored to Crosby's chanting talents. Slings it smoothly to the even rhythm supplied by Harry Sosnick's orchestra. Completes the couplet (4065) with the congratulatory *Anniversary Waltz*, taking the waltz tempo in free singing style. Victor Young weaves the melodic background. In his prettiest romantic fashion, and downright purring, Crosby injects new life in the *Do You Care?* duet, the Eddie Rogers from Harry Sosnick's orchestra, adding to the light, *Humpty Dumpty* ditty from the Playmates, taken in a more moderate tempo; and with Woody Herman's band getting down the rhythm, makes it a twosome (4064). No flourishes and nothing fancy. It's the soulful and sympathetic Crosby chanting in the simple setting that sells best.

These four sides pack plenty of potential coin-catchers for the music operators, with all four sides favored for a long time. But because of the renewed interest in the "Shepherd Serenade" among the radio music makers, that's the side for immediate machine attention.

CHARLIE SPIVAK (Okeh 6476)
Autumn Nocturno—PT, *The Clock Song*—PT, VC.

Showing continued improvements, with each of his platter releases, at this rate it shouldn't be long before Charlie Spivak shows up on the threshold. For the seasonal song on the A side, he shapes it as a slow and smooth instrumental making plenty of color and harmony for a highly acceptable tone poem. And his clear-bellied trumpet ring for the opening refrain makes it all the brighter. The companion platter dishes up the new vocal dandies with the band, *The Starlighter*. Their clean and rhythmic harmonies make the *Clock Song* move along in tick-tock fashion. However, their talents are deserving of better song material.

There's plenty of instrumental color in the "Autumn" side and the band holds more than its own without any vocal support to sell the song. Where the smart and smooth music is preferred by the dancers, and even for listening, the side is highly acceptable for such locations.

DICK TODD (Bluebird 11367)
The Sun Has Gone Down on Our Love—PT, V. *Pay Me No Mind*—PT, V.

Billingly heartthrobbing in the best tradition, Dick Todd shapes up as a vocal idol in the parts of the country

where the corn grows tall. His rich-bary voice, ripe for the country ballads, Dick corral's two billably together to "excellent" advantage. A small, blond, emphasizing the fiddle and accordion, completes the character for this city-bred troubadour. Both rendered in good taste, the *Sun Has Gone Down*—weeper is by Moon Mulligan and Charles Mitchell, the latter name familiar on the label's billboards for his own country band; and *Pay Me No Mind* is by Clayton McMichen.

There's no choosing between these two billably ballads. For the country locations where the sad songs keeps the machines playing overtime, both sides should be stocked up in the boxes.

ARTIE SHAW (Victor 27703)
Nocturno—PT, *Through the Years*—PT.

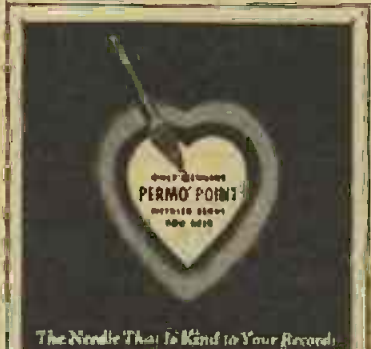
Meeting greater demands upon his string section, and featuring his own instrumental virtuosity, Artie Shaw gives a classical touch to the tone pictures he paints for each side of this platter. With faultless execution and tasteful interpretation, it's Thomas Grisel's *Nocturno* from *Two American Sketches*, coupled with Vincent Youmans' song classic, *Through the Years*. The *Nocturno* number is being used by Shaw in the closing theme on his current theater tour.

Disk is designed primarily for counter sales rather than universal phonograph play. However, at the smart spots, especially where it's music mostly for listening pleasure, either of the sides fill the exacting needs.

WILL BRADLEY (Columbia 36444)
I Think of You—PT, VC. *The Three B's*—PT, VC.

The theme of Rachmaninoff's Piano Concerto, not to be confused with Tchaikowsky, is interpolated with melodious effects to make for an effective pop ballad as *I Think of You*. Taken at a slow tempo, it's mostly all Terry Allen's expert singing for the side with Will Bradley's trombone at the tall end of the band's closing orchestral interlude. Mixed music, attesting the baritone, the boogie woogie and the blues, is from the *Best Foot Forward* musical. Tunes of such content, with Ray McKinley to scrape out the wordage, would ordinarily be tailored for the Bradley toolbars. But the tune itself has been ill-fitted and the band can make little out of it, either as baritone, boogie or blues.

Play is all centered on the "I Think of You" side. If the folks take to Rachmaninoff the way they do to Tchaikowsky, Bradley's entry looms big on getting in on the ground floor with this version of the song bread.



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BUCKLEY TONE TOWER

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The Buckley Tone Tower stands on the floor—is 72" high—mounted on casters for easy handling. The cabinet is rich in design—richly furnished in three different woods and marble finish with large full panels of yellow and red glass—illuminated. The top for diffusion of sound is decorated with a chrome strip.

The Buckley Tone Tower has tone so that it reproduces the records just as originally played by the artists, adaptable for small and intimate locations or for large spaces.

Buckley Tone Tower brings additional revenue. A Music Box is placed on the front panel which means more coins and additional profits for new and regular locations.

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THEY WANT THESE TOP NOTCHERS TOO

"SHEPHERD SERENADE"

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- Art Jarrett - 27527
- Tony Pastor - B-11264
- Dick Todd - B-11228

"THIS IS NO LAUGHING MATTER"

- Sammy Kaye - 27666
- Barry Wood - 27692
- Dinah Shore - B-11357
- Glenn Miller - B-11369

"I GOT IT BAD AND THAT AIN'T GOOD"

- Duke Ellington - 27531
- Dinah Shore - B-11357
- Vaughn Monroe - B-11310
- Earl Hines - B-11374

"HUMPTY-DUMPTY HEART"

- Art Jarrett - 27693
- Glenn Miller - B-11369

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RECORD BUYING GUIDE--PART 1

Records and Songs With the Greatest Money Making Potentialities for Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

GOING STRONG

THIS LOVE OF MINE YOMMY DORSEY (Frank Sinatra)
By no means the strongest of the strong, this fine Dorsey ballad disk is nevertheless plenty hot enough to demand inclusion in this category. Last week it was the best of a great crop of Coming Up platters. This week it outlasts them all and surges right up here. It's still on the rise and may stick around a while.

YOU AND I GLENN MILLER (Ray Noble)
BING CROSBY
KAY KYSER (Harry Babbitt-Glenn Miller Ensemble)

DON'T WANT TO SET THE WORLD ON FIRE HORACE HEIDT (Lary Cotton-Donna and Her Don Juans)
INK SPOTS
TOMMY TUCKER (Amy, Amel/Vocals Three)

JIM JIMMY DORSEY (Bob Eberly-Nolan O'Connell)
DINAH SHORE

CHATTANOOGA CHOO CHOO GLENN MILLER (Tok Benke-Modernaires)

ELMER'S TUNE GLENN MILLER (Ray Noble-Modernaires)
DICK JURGENS (No Vocal)
ANDREWS SISTERS

PIANO CONCERTO FREDDY MARTIN (No Vocal)

COMING UP

WHY DON'T WE DO THIS MORE OFTEN? KAY KYSER (Harry Babbitt-Glenn Miller)
FREDDY MARTIN (Eddie Stone)
ANDREWS SISTERS

A general reshuffling resulted in this number returning to the leading contender's slot. Tune has been around quite a while and the suspicion prevails that it has gone just about as far as it ever will. However, a little extra play next week may be sufficient to nudge it into the top group, with no guarantee that it will stay upstairs very long.

THE WHISTLER'S MOTHER-IN-LAW BING CROSBY (Muriel Lane-Woody Herman's Woodchoppers)
The Crosby record seems ready to make its bid. Picked up all over the country, and even hit Going Strong rating in some sections. It's not strong enough to be labeled a certainty for a session with the leaders, but may get that strong within the next seven days. Is in excellent shape, from every viewpoint.

THIS TIME THE DREAM'S ON ME... WOODY HERMAN (Woody Herman Ensemble)
GLENN MILLER (Ray Noble)
Everything is working out as expected with this swell ballad. Each week finds it gaining strength. Still a little early to expect it to challenge the residents of Going Strong, but not too early to reassert the conviction that here we have the ballad that belongs on every machine in the country. Should be in the Record Buying Guide for months.

SHEPHERD SERENADE HORACE HEIDT (Lary Cotton-Fred Lowery-Glee Club)
BING CROSBY
Here is a number that took a good kicking around during the ABCAP radio war, but managed to survive somehow, and is now as good as new. Is getting the benefit of a tremendous radio plug campaign, and is catching on like car-muffs in a nudist colony during the dead of winter. The Crosby disk has just hit the machines, but looks as if it may be the one to drag the tune upstairs.

B-I-B-I HORACE HEIDT (Donna and Her Don Juans)
KING SISTERS (Rhythm Rays)
Operators tell us that this double-talk novelty is still very strong. Consensus seems to be that, while strong, is not getting stronger quickly enough to beat the time element. Probably should not be ruled out of the running yet, but had better speed up next week or it will have to be content as merely a fine nickel-puller, not a Going Strong prime-winner.

BY-U BY-O WOODY HERMAN (Muriel Lane)
FREDDY MARTIN (Chyd Rogers)
KAY KYSER (Harry Babbitt-Trudy-Jack-Max)
The lifting "Louisiana Lullaby" has been threatening to crash in here for several weeks, and this week it really did crash thru, in high gear. It has everything needed for phone success, and bears close watching. The next couple of weeks may see it rushing right up to the top.

JEALOUS ANDREWS SISTERS (Male Chorus)
"No progress" is the aim and substance of the reports we have on this disk. Is drawing plenty of plays, but no more than last week, which would seem to indicate that the thing has only a limited appeal and will not go no farther than it has. Better keep a close watch.

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."

TIME WAS JIMMY DORSEY (Bob Eberly-Nolan O'Connell)
(8th week)
Couldn't cope with the younger crop.

Names in parentheses indicate vocalists. Double-meaning records are presently omitted from this column.

PART TWO of this Record Buying Guide discussing possibilities and the Week's Best Releases appears on another page in this department.

HERE'S THE NEW



"I'LL NEVER FORGET"

and "CARLE MEETS MOZART"

WITH HORACE HEIDT and his musical knights



PROFITS ON A PLATTER FOR YOUR MACHINES!



Columbia 36453

On the air, tomorrow night, with millions listening in! Peg this one for a winner—it's a natural for your machines—and what a build-up!

"I'll Never Forget" is terrific—sweet swing at its best, plus a tasty vocal by Charles Goodman.

A great flipover too—"Carle Meets Mozart"—plays up Frankie Carle in a big way—and does some fine streamlining with Mozart's Turkish March. You've got a sure thing here!

Trade Marks "Columbia" and "Columbia" Reg. U. S. Pat. Off.

AT YOUR

Columbia

DISTRIBUTOR

News Notes

Freddy Martin's recent sensational... sales have resulted in the maestro's getting a new two-year contract with Victor...

TALENT and TUNES ON MUSIC MACHINES



A column of music information for phonograph machines. The Billboard's Talents and Tunes Department is based in New York City.

By HAROLD HUMPHREY

Release Preview

Horst Rona's Musicia Orchestra has recorded "Take Me Home" and "Decey Dwarls" for the Standard label...

machines the past few months. Evidently this is all having its effect on Detroit.

NEW ORLEANS:

Come and Get It. Fats Waller. A tippy and typical Walker five number, the disk is filling the cash boxes here...

MOBILE, ALA.:

Someone's Rocking My Dream Boat; Ink Spots.

This is the latest Ink Spots' rage in this territory. Operators here report that there is always a title-stip reserved for these artists...

SAN FRANCISCO:

Symphonic Moderne. Freddy Martin. Maestro Martin has borrowed a leaf from his Concerto success here and produced another lush instrumental number...

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended November 29 and the week before, ended November 22, see

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...

DETROIT:

I Know Why. Lanny Ross. Operators here are reporting this ballad as done by Ross, a particularly strong item on the machines...

Miller Comeback

The music machine comeback staged by Glenn Miller during the past few weeks has been a phenomenal one. The maestro was the uncrowned king of the coin phonographs a year ago...

the Music Popularity Chart in the Music Department in this issue.

Denver

DENVER, Nov. 29.—Each member of the Wolf Sales Company organization has purchased a Defense Bond...

Milton Fritts, Denver operator, reports that he has the first 40-record phonograph in Denver in use at the Brown Derby...

With the taxes, shipments, priorities, etc., the topic of the day among operators. Gibson Bradshaw, of the Denver Distributor Company...

The new, three-story headquarters of the Wolf Sales Company represents one of the most complete distributor set-ups in the country...

COLUMBIA BEST SELLERS OKEH. 6320 * I Don't Want To Set The World On Fire This Love Of Mine TOMMY TUCKER TIME. 6353 Jim TOMMY TUCKER TIME Shepherd Serenade. 6429 † Sugar Daddy TOMMY TUCKER TIME Some Sunny Day. 6402 Concerto For Two TOMMY TUCKER TIME Jack And Jill. it's TOMMY TUCKER time! —and here are three more TOMMY TUCKER BEST-SELLERS COMING UP! OKEH * "CANCEL THE FLOWERS" 6446 "THE SKUNK SONG" OKEH "WHEN YOUR OLD WEDDING RING WAS NEW" 6488 "ROSE O'DAY" OKEH "WHITE CLIFFS OF DOVER" 6487 "THE TRAIN SONG" Discovered and introduced by TOMMY TUCKER † Tommy Tucker Original Direction Ms. C. A. JOE GALKIN, Personal Manager

IT SOUNDS BETTER ON



FOR
A Merry Christmas
IN ALL YOUR LOCATIONS
Cash In on These Great
Christmas Records

BING CROSBY Silent Night
Adeste Fideles...621

DEANNA DURBIN Silent Night, Holy Night
Adeste Fideles, List Price 50c
.....18198

DICK ROBERTSON The Only Thing I Want for Christmas Under the Mistletoe...4060

RILEY FARLEY Jingle Bells Santa Claus Is Comin' to Town
.....1031

HARRY RESER Santa Claus Is Comin' to Town
Jingle Bells...264

BING CROSBY Do You Care Humpty Dumpty Heart...4064

BING CROSBY Shepherd Sennade Anniversary Waltz
.....4065

WOODY HERMAN This Time the Dream's on Me
Blues in the Night...4030

GLEN GRAY The Bells of San Raquel
Memory Lane 4067

ANDREWS SISTERS Chiffonoga Choo Choo For All We Know
.....4094

GUY LOMBARDO Sailboat in the Sky
Easy Street...4066

ERNEST TUBB 1811 Always Be Glad To Take You Back
My Rainbow Trail
.....5993

JAY McSHANN Confessin' the Blues
Hootie Blues...8559

Decca Defense Special
ANY BONDS TODAY?
JIMMY DORSEY ★ ANDREWS SISTERS
4044—On One Record—4044

AND REMEMBER—
IT SOUNDS BETTER ON



DECCA RECORDS, INC., N. Y.
Canadian Distributors
THE COMPO CO., LTD.
Larchmont, Montreal, Quebec

RECORD BUYING GUIDE--PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators



POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, information from Music Publishers on the relative importance of songs in their catalogs and upon the judgment of The Billboard's Music Department.

ROSE O'DAY **FREDDY MARTIN** (Eddie Stone-Emerson)

Ditty is distinctive for two reasons. It's the revival of an old number, and it is one of the very few promising corners to have a really gay theme and poppy melody. The "Fila-Oaduhia" double-talk lyrics are reminiscent of the *Hot-Sut* mixed alphabet, and just as conducive to a lot of community singing in the neighborhood taverns. *Hot-Sut* disk listed above should turn the trick for the operators, and plenty more are scheduled to come out.

A SINNER KISSED AN ANGEL **TOMMY DORSEY** (Frank Sinatra)
HARRY JAMES (Dick Haymes)

This lovely ballad has been around a few weeks, but did not really start to mean anything in a commercial way until ASCAP got itself settled with the networks. Now it is a top-plugged air tune and swiftly climbing the fame ladder. Those operators not already on it had better amend situation right away. Both Dorsey and James, with their respective ballad singers, have top arrangements of it.

BLUES IN THE NIGHT **WOODY HERMAN** (Woody Herman)
CAB CALLOWAY (Cab Calloway-Emsemble)

Picture bearing the same title as this disk is just now beginning to get national distribution on a wide scale and that, coupled with a rise in air plugs is giving it a healthy boost now. A running-mate tune, *This Time the Dream's on Me*, from the same movie, got a much faster start, but there is a good chance now that this blues number will catch up to it. As a blues it has a uniqueness all its own which is catchy and capably handled by the above artists.

THE WHITE CLIFFS OF DOVER **KAY KYSER** (Harry Babitt-Glee Club)
TOMMY TUCKER (Amy Arnold-Don Brown-Vocal Five)
KATE SMITH

A topical ballad which stands a good chance of going as far as *The Last Time I Saw Paris* type of stuff. Theme, of course, is on a more positive note than struck by the Paris number. Melody is beautiful, and the vocalizing involved in the three disks listed is all good. Operators won't be taking much of a chance buying any of them.

MADÉLAINE **BOB CHESTER** (Bob Haymes)
HARRY WOOD

Phil Spitalny and Joe Capwell penned this ballad, and although it has plenty of competition right now, there is every reason to believe it will still make the grade. The lyrical and sentimental call in the words, plus the nostalgic vein and the sweet melodic tempo, all go to make it distinctive.

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.

BABY MINES **GLENN MILLER** (Ray Eberle and Chelo)
From Walt Disney's pic *Dumbo*, this ballad got good choral treatment to make it a likely lullaby for automatic phonograph play. Taken at a moderate tempo, the boys in the band drop their horns to provide for a background entirely of soft humming. Ray Eberle carries it all over the notes of the choir. The treatment is different, for Miller at least, and therein lies its added appeal.

LET'S DO IT **BENNY GOODMAN** (Peggy Lee)
This disk marks Benny Goodman's debut on the lower priced Okeh label. However, his musical quality is by far superior to many of his waxings on the higher priced label for the same company. Song in the Cole Porter style that Irene Bordino popularized in the Paris show, Peggy Lee makes the lyrics sound bright and breezy all over again. Diskmate is a swing dandy titled *The Sorl*.

SAILBOAT IN THE SKY **GUY LOMBARDO** (Kenny Gardner-Lombardo Trio)

A dainty and spirited waltz, taken at a lively tempo, Lombardo creates the same musical impression as done for his *And the Band Played On*. It's a catchy number with an easy-flowing melody. Not only easy to sing, but to whistle as well and Lombardo proves the latter by having the boys ring in a whistling chorus.

I THINK OF YOU **TOMMY DORSEY** (Frank Sinatra)
Considering the kind of a hit that *Tin Pan Alley* was able to mold from the Tchaikowsky Piano Concerto, the writers for this one have turned to Sergei Rachmaninoff's Piano Concerto, No. 2 in C Minor. It's a nice enough ballad, and Dorsey starts it off with a bit of his own trombone music. But for the most part, it's the stellar song selling of Frank Sinatra.

AROUND AND AROUND SHE GOES **TODD DUCHIN** (Lew Sherwood-The Erbenders)

While usually associated with the exclusive hotels and supper rooms, Duchin herein captures the spirit of the beer gardens, such as those in Milwaukee. A novelty waltz item that stems from the Dutch folk barroom classic, *Hi-La Hi-Lo*, Duchin adds to that flavor in the Dutch dialect singing of Lew Sherwood, with the bartender-trip of the Erbenders on the waltz.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are being Strong and Coming Up in Music Machines appears on another page in this department.

THE HEIDT HIT PARADE

In the
HORACE HEIDT Announcement
in the November 29 issue the new hit COLUMBIA RECORDS were omitted by error—
BE HONEST WITH ME
featuring Fred Lowrey's whistling and vocal choruses by Donna and her Don Juan.
TRUMPETS HAD TRIPLETS
(Boogie Woogie Triple Tonguing)
Both on COLUMBIA 36380
Operators are urged to hear them today! They're another Heidt Double-Value Combination.

Barry WOOD

(CBS YOUR HIT PARADE
NBC MILLIONS for DEFENSE)

Thanks to Alan Courtney and his WOV "1130" Club members for nominating my
VICTOR RECORDING
27642
★ "MINE"
The Best Vocal Record of the Week
Yours,
Barry Wood

Quality has no substitute
Miracle Point Needles
M. A. GIBNET CO. P.O. BOX 40, 30 ST. MILWAUKEE, WIS.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

Explanation

To help newly acquired readers make more profitable utilization of this weekly department we'd like to explain again how operators can benefit by tie-ups with the motion picture industry.

If you're interested in earning more nickels via your machines, here's how. Get in line with the merchants and newspapers who use the publicity offered by advance exploitation spots for picture companies. When musical-films are scheduled to open in your territory, ask the nearest film exchange—any theater manager knows its location—for co-operation. Film firms themselves promise that co-operation will be quickly extended. Ask for posters, placards, strips, display cards or whatever is available. Then determine which recordings of the tunes spotted in the film to appear on your machines. Feature those records on your machines, check up the posters and other publicity and cash in on the popularity of the film's tunes. The more people who see and like a musical picture, the more people will want to hear recordings of the film tunes on machines in exchange, the more people who hear and like the film tunes, the more people will go to see the picture.

The problem of obtaining all necessary information on picture releases, musical scores and recordings comes up, but this has been solved by steady followers of Picture Tie-Ups. All the latest picture musicals, their release dates, and the tunes that have been recorded are listed in Picture Tie-Ups. Valuable exploitation examples and suggestions, pertinent facts about coming musical pictures and trade screenings, discussions of tie-up values in connection with some particular picture or recording; all these are presented to the operator in Picture Tie-Ups.

"Sun Valley Serenade"

Manager Fred Leo of the Capitol Theater, Wilkes-Barre, Pa., tied up with the Roth Novelty Company, music machine operators, for an exploitation drive on Glenn Miller's records in connection with the film Sun Valley Serenade. Hans Lindeman, of Roth Novelty, arranged to have Miller's records featured on his music machines, with the hit tunes of the picture getting top billing. In addition, several cards were placed on all machines, tying in tunes with picture and play date. Lindeman also tied up with Frank Jones, manager of the Ophium Theater, Wilkes-Barre, on The Helmsman Dragon.

"Sing Your Worries Away"

Alvino Rey and his orchestra and the King Sisters have recorded a special double-side disk on two tunes from RKO's Sing Your Worries Away, which they recently completed in Hollywood. Title tune features the band and the sisters' vocal, while the Kings do an arrangement on It Just Happens To Happen identical with the film treatment.

Record Round-Up

The number of picture-music ties selected for waxing under the Mills have met with public approval, is still growing. Latest additions include Judy Garland's warbling of the title tune from Warner's Blues in the Night, and from the same film both Judy and Johnny Mercer's versions of Says Who, Says You, Says Ie from Sun Valley Serenade spring new releases of Chattanooga Choo Choo by the Andrews Sisters and The Kiss Polka by Harry Hadden.

Recordings of tunes from films yet to be released have just been augmented by the following: Dinah Shore's wailing of I Don't Want To Walk Without You, from the flicker Sweater Girl; Sammy Kaye's side of We're the Couple in the Castle from Paramount's Mr. Bug Goes

to Town; Ella Fitzgerald's cut of You Don't Know What Love Is from Universal's Keep 'Em Flyin', and Lee Brown's treatment of Baby Mine from the elephant fantasy Dumbo.

Tradescravings

MGM's Babes on Broadway, starring Mickey Rooney and Judy Garland, will be trade shown in all exchange centers December 5. Paramount's Mr. Bug Goes to Town will be screened in all exchange centers December 4. Information on location of exchange centers and admission restrictions can best be obtained from the manager of your local motion picture theater.

Dallas

DALLAS, Nov. 20. — Business reports gathered from Dallas operators indicate that operating conditions are improving. Optimistic operators say that a recent let-down in coin machine business is quickly recovering, and that business is much better than it was two weeks ago.

Mills Panoram Soundies are catching on in a hurry with local operators, according to Buck Davis, now Mills distributor for Texas.

Two out-of-town operators, shopping for new equipment were Edna Akers, of Denton, Tex., and Barry Langford, of Wichita Falls, Tex.

Herbert Rhyms, owner of the Blue Bonnet Music Company, has purchased a number of new Mills Panoram Soundies which he is adding to his local music operation.

J. W. (Wink) Williams, manager of the Dallas office, Commercial Music Company, has just returned from a successful business trip to West Texas.

George (Bullets) Dargatz, advance man for Tommy Donay's orch, was a recent visitor to the office of Commercial Music Company.

NEW ★ RELEASES

Standard RECORDS

7-2026 PETE THE PICKLEMAN ON THE CUFF
Rene Muzette Orch.

7-2027 SILLY-DILLY POLKA HITCH-HIKER
Joe's Merry-Makers

7-2033 ON THE HOUSE BIRTHDAY KID
Colonial Orch.

7-3035 YOU DARLING, YOU STOP ME
Barry Sisters w. Harold Grant's Orch.

SPECIAL RELEASE

T-1003 EL COJO—Guaracha (The Limpy)
TE HE DE SONAR -- Bolero -- (I'll Dream of You)
Alfredo Mendez Orch. Vocals G. Del Toro

SPECIAL RELEASE

★ T-2042 ★ PUT A LIGHT IN THE WINDOW
WHEN MANUEL SHAKES HIS MARACAS
"The Good-Fellows" (male vocalists) and Grant's Orch.

STANDARD "Hit Parade"

Week of December 4

1. "TOMMY'S MUSTACHE"
Jean Corbin (vocal) — T-2017
Hazel Rose Music Co. Orch. — T-2018
2. "WAITER, I'LL PAY LATER"
Hazel Rose Music Co. Orch. — T-2018
3. "CUCOO WALK"
Hazel Rose Music Co. Orch. — T-2018
4. "MISIRLOU"
Alfredo Mendez Orch. (vocal) — T-2000
Frank Sinatra (vocal) — T-2000
5. "LO-LO-LITA"
"The Girl Friend of the Army"
Fred Spector & Greta (vocal) — T-2000

ORDER FROM YOUR LOCAL JOBBERS

STANDARD PHONO CO.
168 W. 23RD STREET
NEW YORK, N. Y.

DID YOU KNOW?

The sweetest of all sweet money-making ballads—

The SHRINE of ST. CECILIA

—the new hit that's beginning to bring in floods of sweet nickels in the machines, was

DISCOVERED—INTRODUCED by

★ **AL DONAHUE** and HIS ORCHESTRA

IF the Shrine of St. Cecilia is not already in your machines and making money for you, get it today!

OKEH NO. 6413

—the original recording by Al Donahue and his orchestra, with vocals by Phil Driscoll

ENCHANTING... HAUNTING MISIRLOU

OUTSTANDING RECORDS BY OUTSTANDING ARTISTS
COLONIAL MUSIC PUBLISHING COMPANY, INC.

CHICAGO: 166 WEST 23RD ST., NEW YORK: 150 WEST 23RD ST., LOS ANGELES

Operators!

You'll get a steady flow of "Champagne Profits" from the "CHAMPAGNE MUSIC" of

LAWRENCE WELK

with smooth-sweet vocals by

JAYNE WALTON

on

DECCA RECORDS

THAT SENSATIONAL NOVELTY

4018 RAISE THE WINDOW DOWN

—and just released—

4080 STRUTTIN' IN THE STRAW POUND YOUR TABLE Polka

4096

ELMER'S TUNE SWEETHEARTS OR STRANGERS

Now on Theatrical Tour

Exclusive Management
FREDERICK BROS. MUSIC CORP.
NEW YORK — CHICAGO

PHONOGRAPH BOND



← **LUCY MONROE** approves "Any Bonds Today?" recording in Seebury Minute Man phono in Bell Building, Detroit.



↑ **WHEN KAY LITTLEFIELD AND BETTY ALLEN** (center and right), Chicago debutantes, started selling Defense Bonds and Stamps in the Drake Hotel lobby, Chicago, one of their first customers was Helen Ridenstein, famous cosmetologist and beautician.



↑ **DEFENSE BOND ADMINISTRATORS** Norman B. Collins and John Gaffner, both of the Treasury Department, express approval of Seebury Minute Man Symphonies, which was center of interest at the Chicago Northwestern railroad terminal in an intense drive for sale of Defense Bonds and Stamps.



↑ **MISSOURI TAVERN SUPPLY COMPANY**, Springfield, Mo., sends this picture of employees displaying their Defense Bond purchases. The phonograph, of course, carries the recording "Any Bonds Today." The firm is a subsidiary of Ideal Novelty Company, St. Louis.



↑ **NEW YORK WUBLITZER DISTRIBUTORS**, Manhattan Distributing Company, display a powerful presentation of Defense Bond posters. Joe Kline and Dave Margolin, firm heads, say response of music merchants in drive to place "Any Bonds Today" on every New York phono was exceptionally good. Sales of bonds strong, they report.



↑ **EMPLOYEES OF IDEAL NOVELTY COMPANY**, St. Louis, proudly display their purchases of U. S. Defense Bonds. Carl Trippe (sitting, third from left), head of the firm, recently sponsored an automobile float which played the defense tune on St. Louis streets.

PROGRAM PHOTOS

ANY BONDS TODAY?

100% of Available Recordings

ANDREWS SISTERS

Decca No. 4044

JIMMY DORSEY

Decca No. 4088

KAY KYSER

Columbia No. 36228

DICK ROBERTSON

Decca No. 3962

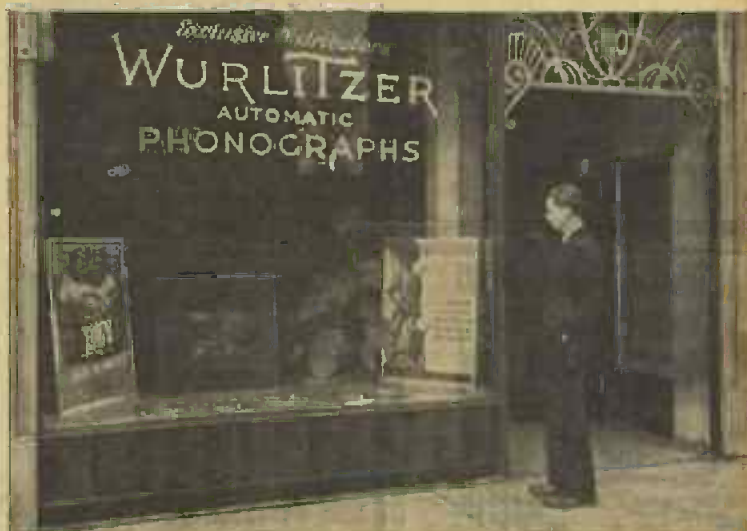
BARRY WOOD

Victor No. 27478

↓ PART OF PROMOTION by Phonograph Merchants' Association of Cleveland for "Any Bonds Today?" was the use of streetcar hangars, as shown below.



↑ A LARGE CROWD SURROUNDED the phonograph on the opening day of the sale of United States Defense Savings Bonds and Stamps in the lobby of the Union Commerce Building, Cleveland.



↑ MAYFLOWER DISTRIBUTING COMPANY, Buffalo branch, plugged Defense Bonds and Stamps with this window display. The Wurlitzer distributor reports "Any Bonds Today?" on almost all Buffalo phonos. Ray Peterson, manager, inspects the window.



↑ IN THE LA SALLE STREET STATION, Chicago, two models add a Western touch to Defense Bond and Stamp sales by appearing in "coygirl" costumes. They "whooped up" a lot of sales. The Seeburg Minute Man phonograph is in the background.



↑ E. T. MAPE & COMPANY, Los Angeles Seeburg distributor, subscribes 100 per cent to the sale of United States Defense Bonds. The picture shows employees around the Minute Man counter set up in the Mape Los Angeles office.



↑ BEN STERLING GOES TO TOWN with window set-ups between phonographs and the defense drive. This is one of the many he arranged. Sterling, Wurlitzer distributor in Northeast Pennsylvania, has been active in the bond drive. The mayor of Scranton, Pa., set aside a special week as "Phonographs for Defense Week."



VICTOR VENDORS FEDERAL TAX FREE

VICTOR'S MODEL V VENDOR THE LAST WORD IN VENDING PERFECTION

TRULY A GREAT VENDOR. IT IS UNIVERSAL, VENDS ALL TYPES OF BULK MERCHANDISE, SUCH AS NUTS, CANDIES, PISTACHIOS, ALMONDS, BALL GUM, ETC., AND VENDS THEM ACCURATELY. NO ADDITIONAL PARTS NECESSARY.

MODEL V IS A DELUXE VENDOR FINISHED IN POWDER BLUE TRIMMED IN CHROME, OR AT A SMALL ADDITIONAL COST IN A BEAUTIFUL SHADE OF RED PORCELAIN WITH CHROME TOP AND BOTTOM. THE MERCHANDISE CHUTE ON ALL MODEL V VENDORS IS PORCELAIN ENAMELED.

MODEL V CAPACITY 6 LBS. OF BULK MERCHANDISE OR 1,000 TO 1,200 BALLS OF GUM; VENDS 1/2, 3/4 OR 3/8 BALL GUM.

**STANDARD FINISH MODEL V, ONLY \$8.50 EACH
PORCELAIN FINISH, MODEL V, ONLY \$9.50 EACH,**

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 STRIPPED 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 \$4.25.

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 AVE., CHICAGO, ILL.

MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Communications to 186 North Clark Street, Chicago

Iowa Vending Operators Elect Officers for 1942

Program has talk on manshlp — treasurer re- ports group has money

DES MOINES, Nov. 20. — The annual meeting of the Iowa Merchandise Operators' Association was held here November 23. Business before the meeting included election of officers, discussions of vending machine operators' problems, and reports on the work of the legislative committee. On Saturday night (23) the association gave a stag party for its members.

Clyde H. Robinson, head of the Ideal Novelty Company, Des Moines, was elected president, his fourth term in that office. Other officers are Mrs. Ralph Ostling, Sioux City, first vice-president; Clair Davis, Clear Lake, second vice-president; W. J. Hugelback, New Hampton, third vice-president; Mrs. Robert W. Merriam, Des Moines, was re-elected secretary, and W. L. Collings, of Fort Des Moines, was re-elected treasurer.

Directors elected were W. W. Coehring, Webster City; Ralph Ostling, Sioux City; H. P. Prior, Cedar Falls; J. E. Hoogner, Des Moines; V. H. Bralton, Des Moines; D. L. Hodson, Trillianta, and Fred Wing and Bob Merriam, Des Moines.

Formed in 1927

The Iowa vending association is one of the few organizations operating, the year round, and its healthy financial condition demonstrates a well-regimented association.

It was organized in 1927 for vending machine operators. Several years later the association was joined by pinball and other game operators, but in 1940 it was voted to return to a strictly vending machine operators' group, and it so operates today.

Some operators among the leaders of this association were officers of the first organized operators' group to come into being in the United States and have been active in trade enterprises ever since. The experience of these men shows up in the programs planned by the group and in its continuance as a live association. It is estimated there are about 800 vending machine operators in the State, and the association keeps up a continual drive to enlist all of them for membership.

Speaks on Salesmanship

Toni Dyer, sales manager for Barget & Company, Des Moines, gave an outstanding talk on salesmanship at a banquet held prior to the business meeting.

A witty speaker, Dyer kept his audience laughing until he reached the crucial point in his address and then he gave both barrels in an appeal to operators to sell "hope and happiness," on which, he said, depends "this country's future." He urged them to have vision in their presentations to customers, to get them interested in what the machines will do for them, to tell them what machines are doing in other locations, show them how to place a machine in the right spot, to do a maximum of business, and make it hard for a prospect to say no.

Walter W. Hurd, coin machine editor of The Billboard, followed Dyer and gave an interesting account of the coin machine industry today, pointing out the new vending machine fields opened by defense plants and industrial activity.

A lighter touch was added to the meeting by the clever card tricks performed

Ted Kathalaw, representative for the Clark Candy bars.

W. P. Bates Jr., Rockwood Candy Company representative, gave an interesting talk on chocolate.

Dave Miller, president of the Peanut Products Company, Des Moines, chairman of the association's legislative committee, read a report on the work of the committee.

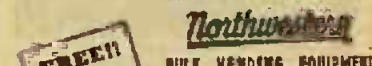
Meeting Well Attended

Those attending the meeting were I. E. Hoogner, Hoogner Vending Sales Company; Mr. and Mrs. Jack Levinaky; Mr. and Mrs. Art Whittern, of the Hawkeye Novelty Company; Mr. and Mrs. P. E. Stockton; Mr. and Mrs. G. P. Bates Jr.; V. E. Hoff; W. H. McClurg; Victor L. Carlson, Dan Schuler, E. R. Bex and W. W. Creighton, of the Pepsi-Cola Company, and Otto Weber, all of Des Moines; L. E. Stone, Aekley; Leslie Rudd, Omaha branch manager of the Peanut Products Company; Mr. and Mrs. Bailey, New Hampton; Mr. and Mrs. F. S. Shaw, New Hampton; Charles Davis, Clear Lake; Wilbur Coehring, Webster City; and Mr. and Mrs. Robert Ostling, Sioux City.

Built For Operating!

DEPENDABLE! PROFITABLE!

That's why most experienced operators say it pays to buy



Northwestern

BULK VENDING EQUIPMENT

Nine months to choose from

Time payments! Trade ins!

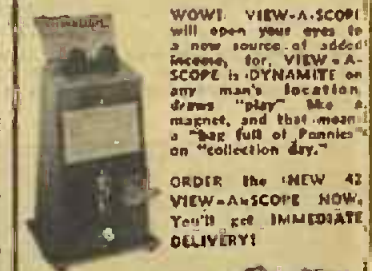
Write for details.

THE NORTHWESTERN CORPORATION
712 NORTH 10TH STREET, MINNEAPOLIS

SHOW

"SALLY RAND"

With VIEW-A-SCOPE FOR STEADY PROFITS



WOW! VIEW-A-SCOPE will open your eyes to a new source of added income. For VIEW-A-SCOPE is DYNAMITE on any man's location. It draws "play" like a magnet, and that means a "bag full of pennies" on "collection day."

ORDER THE NEW 42 VIEW-A-SCOPE NOW. You'll get IMMEDIATE DELIVERY!

ONLY \$24.50 Each, includes 3 Films—Nude Ranch, Bubble Dance, Fan Dance.

Get Your Order Off In a Early Mail!

TORR 2047A-SO. 68 PHILA. PA.

BUY U. S. Defense Savings Bonds and Stamps

REBUILT LIKE NEW!



3 Col. SNACKS Sample \$7.95 Lots of 5, \$7.50 ea.

4 Col. EVER-READY Sample \$4.50 Lots of 5, \$4.00 ea.

Write for Complete List of Devices.
1/3 Down, Balance C. O. D.

M. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 KALE AVE. KLYN N.Y.

ROBERT KLINE VENDING MACHINE MART
630 RACE ST., PHILADELPHIA, PA.

Special Closeout Sale!
COMPLETELY OVERHAULED

- 0 Col. New Amphetons \$19.00
- 6 Col. 8-90 National 14.50
- 4 Col. DUBRENIER Cigarettes Nicotines with or without matches 8.00

First Come—First Served
1/3 Cash With Order, Bal. C. O. D.

CIGARETTE VENDING MACHINES

U. Need-a-Pak 8 Col. Cigarettes Machines with FloorStd. \$29.50 As Illustrated. Capacity 170 packs. Big profit. 100 or 200 Models. Nicotined. Also new types. 1 1/2 with order. Balance C. O. D. Write for complete catalog of cigarette and 84 candy bar machines.

D. ROBBINS & CO.
503 W. 41st St. NEW YORK CITY

ASCO WEEKLY SPECIALS

- NO TAX VENDORS
- 10 Ball Gum 200 \$1.25
- 10 Ten Thumb . 2.00
- 10 of 84 P. Nut. . 2.50
- 10 lb. . . . 2.95
- 10 Whiskey 40. 2.95
- 10 Whiskey 60ct . 4.45
- 10 Toppo . . 4.45
- 10 84 Babber Penn. . 5.55
- 10 P. Nut, 8. Gum 5.95
- 10 In-Back . . 7.05
- 10 1/2 Dipack . 8.00
- 10 R. J. Sand 25¢ for Illustrated Catalog and Instructions. **WANTED!** Peanut, 5¢ Candy, Ball Gum, Center Game and Cigarette Vendors as Trade-ins.

ASCO, 140 ASTOR ST., NEWARK, N. J.

LUSTRE BALL GUM DOUBLE POLISH
An 8 1/2" x 4" — 180—175—180—100 Spotless—Super-Harquetine

GUM PRODUCTS, INC.
304 Main St., Cambridge, Mass.

It's the **1942 Wonder!**
And It's tax-free



VICTOR MODEL V VENDOR
Complete deal ready for business \$13.50

1/3 Dep., Bal. C. O. D.
350 Mulberry St. NEWARK, N. J.

Tell the Advertiser in The Billboard Where You Got His Address.

VENDOR SUPPLY NOTES

will be observed from January 27 to 31, according to announcement made by W. S. Lester, executive secretary-treasurer of the National Peanut Council at Atlanta.

Prompted by the success achieved in the 1941 celebration in honor of the peanut, featured attraction of countless candy bars, the council announces that elaborate plans have been made to make the 1942 National Peanut Week the most successful ever sponsored by the peanut industry.

Markets in Brief

NEW YORK, Nov. 27.—Peppermint oil (dollars a pound): (Native), 85 to 85.10. U. S. pharmaceutical, 85.25 to 85.50.

Sugar: Domestic futures were unchanged to 3 points higher on sales of 800 tons. World sugar futures closed 1 to 3 points higher after early gains of up to 4 1/2 points. Turnover was 11,500 tons.

It was said that 126 tons of Philippine sugar sold to a trade buyer at the ceiling. With the exception of the large blocks of Cuban loan sugar, this is the first reported sale of raws since early September. Refined sugar was reported to be moving at a brisker pace, especially in best territory.

NOTES CHICAGO SPOT-MARKET New Crop PEANUTS Virginia and North Carolina

Table with columns: Variety, Cents per lb. in bag, Southeast, and Time (New Crop). Rows include Jumbos, Fancies, Extra large, Medlitas, No. 1 Virginia, No. 2 Virginia, No. 1 Spanish, No. 2 Spanish, No. 1 runner, No. 2 runner, No. 1 Spanish, No. 2 Spanish.

New Orleans

NEW ORLEANS, Nov. 29.—Sales of phonograph records in New Orleans and adjacent territory are breaking all-time records.

The F. A. B. Distributing Corporation celebrated its entry into New Orleans just a half-year ago, with a big party at the Moulin Rouge. Attending the party were Mr. and Mrs. Fletcher Blalock, Mr. and Mrs. Al Mendez, he the distributor sales manager for this district; Mr. and Mrs. Frank De Barros and Robert Dupuy. Blalock has left since for Pensacola to make final preparations for the moving of the firm's headquarters from that city to New Orleans. The local office will then direct operations of the firm in four Southern States—Louisiana, Alabama, Northwest Florida and Mississippi.

Mr. Shider, auditor of the Rudolph Wurlitzer Company, North Tonsawanda.

N. Y. spent a few days in New Orleans last week, calling on the F. A. B. Company, then leaving for Texas points.

Seen in New Orleans looking over new equipment and, reporting fine business in their parts of the State were Whitney Leteune, of New Iberia, and Albert Dugas, of Alexandria.

The J. H. Perce Amusement Company reports good results from operations of the latest Singing Towers. The Perce company is State distributor for the Automatic Instrument Company, Chicago, and also is doing a good business on Packard Pla-Mor speakers.

Fred King, head of the O. & N. Sales Company, has just returned from a trip thru Louisiana and Mississippi, where he found a good demand for second-hand equipment.

Nick Carbajal, of Dixie Coin Machine Company, finds several hot pin games of big manufacturers in brisk demand, including Bally's Topics and '41 Derby, Exhibitor's Big Parade, J. H. Keeney's Fortune, Gottlieb's Score-a-Card, Chicago Coin's Venus and Bolaway, and two new comers, Bally's Club-Bell and Keeney's Super-Bell.

Virgil Christopher, territory sales representative of Bally Manufacturing Company, left here for a trip thru Florida after spending a week as the guest of the Dixie Coin Machine Company.

It's like home-coming work at the Louisiana Amusement Company since George Baker returned to that office after a couple of years with Stone & Hordan at Houston. Melvin Melroy, head of the firm, has just returned from a trip in North and Central Louisiana, where he sold several new Spectro speakers of the Rock-Ola line.

One of the most enterprising young music operators of the State is Eddie Ross, of Monroe. Less than a year in business, he now operates 36 machines in that area and is an exclusive Rock-Ola user.

Detroit

DETROIT, Nov. 29.—Frank Bellino, Monroe (Mich.) operator, reports the business outlook good in Southeastern Michigan.

Gene Callahan, Ajax Novelty Company, is arranging a special display of a number of new models of legal equipment, all by Bally, which he is confident have just the novelty touch for which Detroit operators have been looking.

Joseph Horison, Brilliant Music Company, reports increased activity in remote-control installations.

Byron Kamhout, Sanitex Company, jobber, is moving headquarters to 14162 Meyers Road.

Dallas Utter, of Toledo, is adding to his music machine route, buying thru the Angott Sales Company.

Sam B. Liebert, head of the United Coin Machine Exchange, leaving in a few days for a month's tour of the South

and Southwest. He plans to check the machine field en route and arrange for purchase of used equipment. The business will be managed in his absence by his partner, Mark Linkner, of Buffalo.

New operating partnership, the Onyx Music Company, is being formed in Hamtramck by John Kayinski Sr., Charles Czerwinski and John Czerwinski Jr.

Michael A. Angott Jr., one of Detroit's best known operators and jobbers and a pioneer in the pin game development field, is quitting the coin machine business. Angott has moved to Florida, where he is building an elaborate Motor Court at Fort Lauderdale. He returned here last week to close his business interests prior to his final departure for the South. The Angott Sales Company, Seeburg distributor, will be handled, as in recent weeks, by his brother Carl, who has been a partner for many years. Another brother, S. T. Angott, proprietor of the Detroit Pure Milk Company, is entering the business as a partner.

KEEP THEM BUYING 50 VARIETIES FOR VENDING MACHINES WRITE FOR NEW PRICE LIST PAN CONFECTIONS 345 W. ERIE ST. CHICAGO, ILL.

TAX FREE SILVER KINGS 50¢ each In Lots of 10 or More SAMPLE \$6.50 Send for list of complete line. Liberal trade in. Immediate delivery on all models.

Northwestern DISTRIBUTOR SEND FOR LITERATURE Immediate Delivery—Liberal Trade-In. 178 Depot, Newark with Order Good for List of New and Used Vending Machines. Groceries, Dairy and Soda Counter Goods. RAKE 2014 Market Street PHILADELPHIA, PA.

Federal Tax Information

Counter Game Ruling, November 19, 1941

In a letter to S. & A. Novelty Company, San Bernardino, Calif., D. S. Bliss, deputy commissioner of the Internal Revenue Department, Washington, rules that certain counter games are tax free.

The letter addressed to Edward J. Seeman, of S. & A. Novelty Company, follows:

"Gentlemen: Reference is made to your letter, dated October 21, 1941, relating to the tax on coin-operated amusement and gaming devices imposed by Section 3207 of the Internal Revenue Code, as added by Section 555 of the Revenue Act of 1941.

"You request information with respect to four machines described in your letter, pictures of such machines were also enclosed. The machines will be listed in order and ruled on respectively.

"(a) Poker Face. This is a five-reel counter machine which vends gum only. No tokens or cash come out of this machine, nor are dispensed by it.

"If the machine described does not in any manner indicate to the person playing or operating the machine that he is entitled to receive cash, premiums, merchandise or tokens, the machine is not regarded as a gaming device as defined in the Act, and accordingly, is not taxable.

"(b) Fruit King. This is a three-reel counter machine which vends gum only and does not dispense or deliver tokens or cash.

"If the machine does not dispense tokens or cash, the ruling given with respect to the machine known as Poker Face applies.

"(c) American Eagle. This is a three-reel counter machine that vends gum and which has tokens that are displayed thru a window in the side of machine, but neither cash nor tokens are dispensed by the machine.

"If this machine does not dispense cash or tokens, the ruling given with respect to the machine known as Poker Face applies.

"None of the machines outlined above, are pinball or similar type and do not come within the classification of amusement devices with respect to which the rate of tax is 8 1/2 per cent.—(Signed, D. S. Bliss)

We hope to have reproduction of the original ruling in our issue of December 13.

MONTH OF DECEMBER Clearance Sale! Northwestern Vendors. DeLuxe 7 & 8¢ Perf. \$6.95 Standard 7 & 8¢ Perf. \$6.00 Standard 4¢ Deep Blot Perf. \$3.00 FACTORY RECONDITIONED 33 Parker 1¢ \$4.00 Tel Selector 7 & 8¢ Perf. \$10.00 12 Adams Gum Vender, 1¢, 2¢, 3¢, 4¢, 5¢, 6¢, 7¢, 8¢, 9¢, 10¢, 11¢, 12¢, 13¢, 14¢, 15¢, 16¢, 17¢, 18¢, 19¢, 20¢, 21¢, 22¢, 23¢, 24¢, 25¢, 26¢, 27¢, 28¢, 29¢, 30¢, 31¢, 32¢, 33¢, 34¢, 35¢, 36¢, 37¢, 38¢, 39¢, 40¢, 41¢, 42¢, 43¢, 44¢, 45¢, 46¢, 47¢, 48¢, 49¢, 50¢. COUNTER GAMES 12 Onyx Gum Ball Gum \$4.00 12 Bingo Ball Gum \$3.00 12 Happy Target \$3.00 12 Bowling \$3.00 12 B.B.T. Challenge \$12.00 BALL GUM GLOVES - BRACKETS STANDES - CHARMS - Full Line Pan Confection Candy. 580 Caney Island Ave., Brooklyn, N. Y. December 4-22-66. 58 Frillinghuyzen Ave., Newark, N. J. Bleglow 3-2560

Wilkes-Barre

WILKES-BARRE, Pa., Nov. 29.—Hans Lindeman, of Both Novelty, made a fine tie-up with Manager Fred Lee of the Capitol Theater here in connection with the showing of *Birth of the Blues*.

A recent editorial in *The Harleton Standard Sentinel* says that sheet music publishers sell no many as 400,000 copies of a hit tune, while the phonograph record output is expected to approximate 100,000,000 this year.

Ben Sterling, Jr., of Sterling Service,

Wurlitzer distributor in Northeastern Pennsylvania, received wide publicity in *The Scranton Tribune* regarding his efforts during *Phonographs for Defense Week*.

One of the best boosters for the coin machine business is Tom Forgarty, owner of the new Fogarty's night spot in Luzerne, Pa., which boasts the largest circular bar in the State. He has 11 coin machines in the spot, including two pinball machines, a gum machine, a Panoram Soundies, two music boxes, two cigarette vendors, one cigar vendor, one gum machine and eight bar boxes for the automatic music machines.



THE BIERSTUDE TAVERN, AURORA, ILL., has a complete Packard Flair-Mor remote-control system installed by operator Michael McEnroe, Aurora. His reports patrons and owners pleased with results of the system. (M.E.)

IT PAYS TO OPERATE COLUMBIA



10 or 20 stop reels
Rejects slugs
Convertible; operates on nickels, dimes, quarters

IT PAYS in many ways to operate COLUMBIA BELLS. You get the continuous earnings, dependable service, greater operating space. Variety of models; Goldwood Cigarette Beer Machines, Twin Jacket, Club Model Chrome Bells. Prices open to increase! Write today.

GROETCHEN TOOL CO. 130 N. UNION CHICAGO, ILL.

Electro-Ball New Genco Distributor

CHICAGO, Nov. 29 (MR).—Genco Manufacturing Company has announced the appointment of the Electro Ball Company, Dallas, as Genco distributor for the States of Texas, Oklahoma, Arkansas, Mississippi, Louisiana and Southwestern Tennessee. The Electro Ball Company is headed by St Lynch.

Dave Gensburg, in making the announcement, declared: "Genco has secured the finest firm for its distribution in the States named. We have known St Lynch for many years and know that he will do a fine job handling Genco products. He is known to all operators in his territory and they respect his judgment in the selection of games."

"Operators know that Genco games bring fine returns in the cash box and that they always have a player appeal. That Genco games have received this recognition is not a matter of chance. Constant checking, fine engineering, good ideas and proven features make Genco games leaders. Drop in and see Lynch and the latest Genco game, *Victory*, a thoroughly representative game displaying all the fine points of Genco products."

thoro knowledge of the trade requirements, which, added to his wide experience, has eminently fitted him for the successful operation of his business.

"Stern is a representative type of businessman and citizen who considers the commercial, moral and industrial welfare of the community just as important as his own advancements. His hobby is sports in general and his business."

Virginia Association Hailed by Paper

RICHMOND, Va., Nov. 29.—The Virginia Coin Machine Association, recently formed here, has, nevertheless, been active in the "Phonographs for Defense" program. In recognition of its activities, *The Richmond Times-Dispatch*, reported November 18 that the association had decided to place in the No. 1 position, in each of the 6,000 coin-operated phonographs in the State, the song *Any Bonds Today?*

The proposal was advanced by Robert Nelson, publicity director for the Virginia Chamber of Commerce, who now is on leave to promote the sale of savings bonds and stamps in the State. D. M. Wertz, secretary-treasurer of the association, said members who attended a meeting heartily agreed to the idea and also planned to put patriotic stickers on the machines.

The association, which was chartered last March 19, appointed a committee to meet to draft a constitution and by-laws. Members of this committee are Frank E. Page, of Roanoke; Harry Moseley, Richmond; K. A. O'Connor, Richmond; Mrs. H. I. Donati, Richmond; W. H. Showalter, Harrisonburg; C. K. Brooks, Norfolk; W. H. Parker, Emporia; C. M. McCraw, Danville, and A. J. Oley, Richmond.

Present officers are A. E. Sailer, of Suffolk, president; R. M. Strang, Danville, vice-president, and Wertz.

Sam Stern, Keystone Vending Co. Head, Honored by Philly Paper

PHILADELPHIA, Nov. 29.—Samuel Stern, head of Keystone Vending Company, is the third member of the local coin machine industry to gain recognition among men "deservedly prominent in mercantile, business and industrial activities" by being singled out for the *Who's Who In and About Philadelphia* in the November 23 supplement of *The Philadelphia Dispatch*. The paper previously paid tribute to O. H. Rothstein, Banner Specialty Company, and to Edward (Tipple) Klein, Atlas Distributing Company, and Premier Automatic Music Company. The sketch of Stern stated:

"In this age of specialization, the trend to speed up service, automatic merchandising has become an important factor in educating the public to self-service. Properly applied and judiciously adapted to the needs of the commodity of service to be exploited, it is an indispensable adjunct to sales promotion and business maintenance. In this connection we are pleased to mention the name of Samuel Stern, proprietor of Keystone Vending Company, distributor of Coca-Cola Venders and automatic phonographs.

"Stern, who attended Central High School and Temple University, has been identified in the business for the past 10 years, and his machines are in use among an extensive clientele.

"A man of highest principles, courteous and obliging, he is equipped with a

BUCKEYE BARGAINS

Flippers \$ 7.50
American Eagles 15.00
Mylars 15.00
Mills Scales (Like New) 45.00

BUCKEYE VENDING CO., INC.
421 E. High St. COLUMBUS, OHIO

FOR SALE

Fliver Push Machines (packed in original cartons) \$12.00 each
Jigger Counter Games 11.00 each
Holly Gippers 0.50 each

173 With Order, Balance C. O. D.

E. A. GORNEY, Holly, Michigan

MAYFLOWER SPECIALS

FOR IMMEDIATE DELIVERY

RECONDITIONED CONSOLES	MILLS 1040 TITANS	RECONDITIONED PAY TABLES
Four Reels \$249.50	Rockola Deluxe 140.00	Track Record, P.P. 70.00
Marquette, J.P., '41	Rockola Counter Model 80.00	Stylar 139.00
F.B. 225.00	Capitol, R.P. 35.00	Long Shot 110.00
High Wind Console, P.P., W.D. 159.50	A12 Wurlitzer Drums, C.M., Levery Liliup 45.00	Kentucky 110.00
Triple Entry 125.50	SLIGHTLY USED SLOTS	Spain Antio 110.00
Lucky Luke 120.50	Lois Berlin—Like New	Spinning Wheel 85.00
Gal. Opinions, J.P. 144.00	Orchids, One Finish 114.00	Track Record 65.00
River Moon, P.P. 104.50	Green Front, Knox	Grand National 45.00
Paces Race, Ser. 3,000 115.00	Action D.P. 92.50	Grand Stand 64.50
Paces Marathon, Ser. 2,500 99.50	Hill Front, Knox	Pat Walker 45.50
..... 85.50	Action D.P. 59.50	Wining Ticket 40.50
Baroque Rigs 39.50	Hill Front, Reg. Ser. 428,000 & Up 79.50	Weatherman 39.50
Paces Bowls Nails 89.50	Sonus Balls, O.P. 59.50	Trifling 39.50
Race Meet 80.50	Main Balls 79.50	Short Page 39.50
Royal Drive 94.00	Cherry Balls 79.50	Hiway-Way 29.50
1028 Track Time 83.50	Roman Heads 34.50	Gold Medal 29.50
Pat Time 84.50	Mills O.T. 37.50	Mills 1-3-3 22.50
Kentucky Club 84.50	Silver Moon Chief 66.00	Postal Palace 39.50
Royal Flush 89.50	Silver Chief 49.50	Across the Board 19.50
1937 Baroque, O.P. 92.50	Silver Bay Chief 60.00	
Spazz Bell 50.50	Disc Bell Chief 49.50	
Red Head Track Time 39.50	Chief 34.50	
Rambo 30.00	Rel a Top 32.50	
Flasher 27.00	Treasury 24.50	
Kroner Passions 120.00	Callie Pig Boy (No Lemon) 24.50	
Baroque Bell Pull Train 120.00	Callie Gamester 39.50	
Red 120.00	Deluxe S.P. 84.00	
Gal. Dominion, Mart 70.50	Deluxe O.P. 84.00	
..... 70.50	All Star Game 34.00	
	Orbit 24.50	
RECONDITIONED PHONOGRAPHS	KEENEY	COLUMBIA
1040 Model 71	WYLAKE \$125.00	W. O.A. \$29.50
Wurlitzer \$119.50	WESTERN, PLY. INO CHAMP, IN	Columbia J.P. 37.50
Model 900 Wurlitzer 149.50	ORIG. CRIS 135.00	
Model 500 Wurlitzer 179.50	DRIVE MOBILE, Keene in Dela. Cont. in Dela. 309.50	
Model 284 Wurlitzer 99.50		
A12 Wurlitzer 45.00		
153A Wurlitzer 80.00		
Mills Emulator 100.50		

MAYFLOWER NOVELTY CO. 2218 UNIVERSITY AVE. ST. PAUL, MINN.

I Want to Buy MILLS SLOTS

BUD LIEBERMAN

831 W. WASHINGTON BLVD. CHICAGO

10'0" Grand New Mills Blue Fronts, Ea. \$125.50
Jumbo O. P. & Silver Moon Consoles 80.50
Double Door Double Slot Bells 39.50
102 Paces Royal Game 74.50
24 Callie Club Consoles, Slot 72.50
20 1040 Northwestern Wurlitzer, Like New 64.50

Bargain List Free

COLEMAN HOY, Rockford, Ill.



EXHIBIT'S GAINS PARADE: is enthusiastically endorsed by Al Stern, of Research Coin Machine Company, Chicago. Picture taken in the factory showrooms of the Exhibit Supply Company. (A/E)

THE F. P. BARGAIN MART

Hamilton	7,24.80
Big Chief	19.00
Bookend	25.00
Florida	11.80
Demolisher	19.80
Drum Major	38.00
Gremlin	30.00
Oliver	18.00
Duplex	34.80
Dodge-M	47.80
Flicker	19.80
Formal	18.80
4 Diamond	42.80
Four Horse	27.80
Hi Hat	48.80
Horoscope	32.80
Leader	18.80
Landscape	25.00
Mermaid	19.00
Water	41.48.00
O'Boy	28.80
111.01 Red	\$10.00
WHITE FOOT	
PRINCE—Knoxville, Tenn	28.80
Boat Club, Spot Pool, Jump	
And many other bargains in new and used	
at 125 West Adams St., Chicago	

MIDTOWN VENDING CO.
693 TENTH AVENUE, N. W. CINCINNATI, O.

N. Y. Operators' Banquet Dec. 21

NEW YORK, Nov. 29—Joe Flaherty and Lou Goldberg announce that the amusement machine operators of Manhattan and Brooklyn have contracted to take over Billy Rose's Diamond Horseshoe Sunday, December 21, for a combined banquet of the Amalgamated Vending Machine Operators' Association, and the Greater New York Vending Machine Operators' Association.

Joe Flaherty, who spent the last few years in the distributing end of the business, is back piloting the Manhattan distributors, and claims: "We expect to have the largest turnout we have ever had, and I have guaranteed reservations for 800 people."

No Inflation in Coin Machines, Says Grand Nat'l.

CHICAGO, Nov. 29 (DR).—"There's a thought that may help operators generate some extra steam about their business," says Max Churvis, of Grand National Sales Company, Chicago. "There's no inflation in coin-operated game machines." When a man drops a nickel into his favorite game he's getting a full nickel's worth as always.

"Many restaurants charge an extra penny or two for a cup of coffee. The price of cigarettes, for coats, groceries and dozens of other items continue to go up, but with coin machines is still the old reliable nickel. In times like these you can be sure that folks appreciate being able to buy a few minutes of entertainment without digging deeper into their pockets to pay for it."

"And while we're talking about getting your money's worth," Churvis concluded, "don't forget that Grand National's game machines are real value."

P R O M P T

DELIVERY

PACE FREE PLAY BELL CONSOLE

4 Models - 4 Tax Classifications

Model-A Full automatic payout — cash or checks. Internal Revenue Dept. Ruling—Taxable at \$50.00 Per Year.

Model-B Free play only—no payout mechanism or skill field. Internal Revenue Dept. Ruling—**—NOT TAXABLE—**

Model-C Free play or automatic payout, cash or checks. Internal Revenue Dept. Ruling—Taxable at \$50.00 Per Year.

Model-D Free play only with ball and plunger skill field—no payout mechanism. Internal Revenue Dept. Ruling—Taxable at \$10.00 Per Year.

Write for Complete Information and Prices Today

PACE MFG. CO., INC. 2908 INDIANA AVENUE CHICAGO, ILL.

WANTED

Established Operator needs additional equipment on percentage basis. Prefer Consoles, Ray Guns, or Novelty Machines. Must be A-1. Will keep them that way. Can furnish bond or references.

BOX D-137
Care The Billboard Cincinnati, O.

ATTENTION ATTENTION

ARCADE FOR SALE

At Middletown, Conn., Centre of Rubber Industry, Not Too Large, Not Too Small. Consisting of 1000 sq. ft. Robert Knight Shooting Gallery, 1000 sq. ft. Billiard Machine, 1000 sq. ft. Billiard Table, 1000 sq. ft. Billiard Table, 1000 sq. ft. Billiard Table, 1000 sq. ft. Billiard Table. Federal laws paid to July 1st. Terms 10% down, 10% per month. This Arcade under direct management is a money maker. Don't let this chance for selling a bargain at \$2000.00. Additional terms upon request. Terms in responsible party. Act quick. Write or wire to

JOSEPH GLOTH
Care Playland, 102 Banc St., New London, Conn.

McCALL'S RECONDITIONED COIN MACHINE BARGAINS.

RAY RAY	422.50	Daily Grand Stand	822.00
Bookend	37.80	CONSOLES	
Spot Parade	27.80	Baker Press (30)	122.00
Spot Pool	22.80	10 At Hand	176.00
Bookend	22.80	Early High Hand	176.00
GOUSTER GAMES		Kenny Truck Time	88.00
Acoustic Eagle	0.75	(1932)	
Special Draw	7.50	Kenny Triple Entry	118.00
Deluxe Mercury	5.00	Kenny Silver Moon	99.00
Merry	22.50	(Over 300)	
Bookend	22.50	White Square Bill	99.00
Bookend	22.50	White Jumbo Parade	91.80
Bookend	22.50	(Cash Model)	
Bookend	22.50	Bookend (30)	69.00
Bookend	22.50	Bookend (30)	69.00

WE BUY, SELL AND EXCHANGE.
ST. LOUIS, MO. 3147 LOCUST ST.

See Keeney's Spectacular New

SUBMARINE GUN

IN SILENT SALES' BOOTH 108
PARKS AND POOLS SHOW, HOTEL SHERMAN
THRU DECEMBER 5TH

You'll See the Most Marvelous Coin Operated Gun Man Ever Created

If You Can't Attend This Show—Write or Wire for Complete Information

SILENT SALES CO.
200-206 11TH AVE., SO., MINNEAPOLIS, MINNESOTA

THERE'S ALWAYS A BETTER BUY AT "LEHIGH"

ARCADE EQUIPMENT

Sky Pilot	\$108.00	Crip Tester (Music)	\$65.00	Building Clock	\$65.00
Bookend	10.80	Electric Sawdust	\$65.00	Bookend, New	10.80
Western Baseball	40.50	RECONDITIONED FREE PLAY GAMES			
AND BOOKS	\$48.00	School Days	\$25.00	Play Ball	\$22.50
Bookend	40.00	Bookend	25.00	Blipper	24.50
Hi Hooper	25.00	Bookend	27.80	Bookend	27.50
Hi Hooper	25.00	Big Chief	10.50	Blipper	25.00
Hi Hooper	25.00	Bookend	25.00	Big Time	24.50
Hi Hooper	25.00	Duplex	35.00	Big Time	24.50
Hi Hooper	25.00	Bookend	25.00	Big Time	24.50
Hi Hooper	25.00	Bookend	25.00	Big Time	24.50

HUNDREDS OF CLEANED, RECONDITIONED, FREE PLAY GAMES AT \$25.00 Each.
Write for List of Goods Order to 173 Depot, Manhattan End and 3rd Chicago.
LEHIGH SPECIALTY CO. 2ND & GREEN STREETS PHILADELPHIA, PA.

WILL PAY HIGHEST CASH PRICES

For Used Skyfighters, Ace Bombers, Rotary Diggers, Wurflitz 412g and 616s, Drivemobiles, Photomatics and all other types of Deluxe Equipment. Tell us what you have. QUICK ACTION, BOX D-131, care The Billboard, Cincinnati, Ohio.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

MOST Sensational SALESBOARD EVER MADE

THE FIRST SALESBOARD WITH REAL MOVING WHEELS

FOUR WHEELS
ACTUALLY ROLLS ALONG COUNTER

DOUBLE FACE
PUNCH FROM EITHER SIDE

Slot Symbol Style Tickets!

CHICAGO

COIN MACHINE

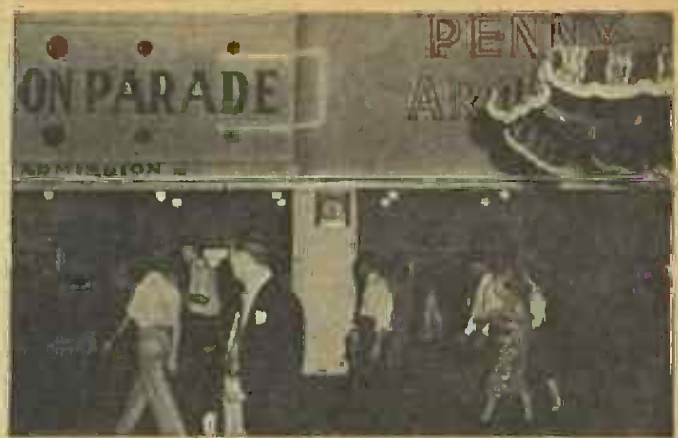
TREMENDOUS PLAYER APPEAL!

BABE BALL BUNYAN

SUPER DIE-CUT

Board Taken in 1200 Holes \$60.00
 Pays out 8 Jackpot Punches, Average \$12.42
 Commissions \$15.00
 Total Payout \$27.42
PROFIT (Average) \$32.18

GAY GAMES, INC., MUNCIE, INDIANA
 MANUFACTURERS OF THE INDUSTRY'S OUTSTANDING SALESBOARDS AND COUPON DEMOS



THE ATTRACTIVE ENTRANCE to F. M. McFall's Penny Arcade at the State Fair, Dallas. This location used Mutoscope designs, and the firm's machines are used exclusively. (M.F.)

Industry Mentions

Magazines — Newspapers — Radio

The Philadelphia Record, November 21.—In a special feature story entitled "In the Money," by A. J. Fagietta, staff writer, the coin machine industry came in for repeated bows. The story was based on an interview with Edwin M. Dressel, superintendent of the Philadelphia Mint, who, in explaining the inability of the mint to keep up production to meet the demand for coins, said: "Nowadays one may purchase anything thru the use of coin machines. You have penny vending machines, soft drinks, cigarettes, food machines, juke boxes and the slot machines." Explaining that many coins never come back, Dressel said that may be due to the vending and slot machines. Operators of such machines, he said, must keep making change and only a small percentage of the coins ever get back to the mint for re-minting. The story was also picked up by the Associated Press and appeared in papers throughout the country.

publicity on the special bond phonographs, saying that the United States Treasury has bought 50 of the machines to promote the sales of Defense Bonds and Stamps, and one of them has been placed in the lobby of the Plankinton Building, Milwaukee.

The Scranton (Pa.) Tribune also reports on the phonograph bond campaign and the important part it is playing to help national defense.

The St. Joseph (La.) Gazette published in full the telegram received by Secretary Morgenthau from the Automatic Phonograph Manufacturers' Association and representatives of all the major recording companies, pledging support in the bond drive. It gave the names of all signers of the wire and explained how the phonograph campaign would be handled.

Time, December 1.—A write-up of the Andrews Sisters, entitled "Juke Box Divas," springing from the sale of the 8,000,000th of the records for which Decca pays them 3 cents apiece, acknowledges the power of the automatic phonograph in shaping the popularity of recording artists when it says, "The Andrews Sisters make \$5,000 a week and is the first sister act to owe fame and fortune to the juke box alone."

Radio Mentions.—On the radio program November 23 when Jack Benny invited his guests into his music room, Mary Livingston, with whom in her voice, said: "A juke box and a fiddle, and he calls it a music room." Benny replied: "Never mind the juke box. And stop playing it with life saved. You've got it all sticky." Later, when Mr. and Mrs. Don Wilson appear, Jack tells Mary to "put a nickel in the juke box," and Mary replies him with, "I've only got one nickel and I'm saving it for the apple machine."

Des Moines Register, November 23.—A courtroom scene in a cartoon by Lichy has a lawyer pleading his case. With arm outstretched, pointing to his client, he says to the judge: "The defense wishes to offer a character testimonial." His client is standing on a weight and fortune scale in the middle of the room, about to insert a penny into the machine.

Note Mentions.—In the Merrie Melodies comedy, Huckle, Rensu, a cuckoo bird in an army camp wakens the bugler who inserts a nickel in a music machine standing beside his bed and selects Revellie. The music blares, the soldiers arise, and the bugler tucks himself in and goes back to sleep.

The Chicago Daily News, November 14.—Commending the industry on the part it is playing in the Defense Bond campaign, this paper ran a large photograph of the patriotic phonographs installed in the Hotel Sherman here, with two pretty girls doing a brisk business selling Defense Stamps while Any Bonds Today? plays on the machine. News item says that the Drake Hotel and Northwestern Station also have the special phonograph for the bond campaign, and that more hotels and several prominent Loop office buildings will feature the boxes soon.

Buy Me That Town has a scene in a drugstore where the chief of police is showing several boys how to snare prizes in a digger machine. A penny scale is used as a prop in this film.

Merry Monks, a Fantasy cartoon short, shows mice putting on their own stage-show and dance to music from an automatic music machine in a night club after all the guests are gone.

I Killed That Man is the title of a Monogram comedy in which a music machine plays a prominent part. In publicity release Vince Barnett, who takes part in the picture, is photographed with an automatic phonograph.



"Waterboobs" by Arthur Poinier. From The Cleveland Plain Dealer.

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FIVE BALL FREE PLAY GAMES

Big Show	\$10.00	Knockout	\$75.00	Repeater	\$20.00
Big Time	\$4.50	Lancers	12.00	Silver Dollar	25.00
Broadway	25.00	Leopards	48.00	Big Roy	17.50
Boogie Woogie	20.00	League Leader	18.50	Snapper	40.00
Boomer, A.B.C.	20.50	Majors '41	34.50	Snappy	40.50
Four Balls	40.00	Myrtle	19.00	South Paw	48.00
Jumbo Parade, P.D.	10.00	Parade	27.50	Trailways	35.00
Lucky Luck	17.50	Red, Wh., Blue	22.50	West Wind	18.50

I Ball Games

Big Prize	\$24.50
Blue Grass	69.50
Dark Horse	72.50
Record Time	75.00
Short Special	80.50

CONSOLES AND AUTOMATIC PAYOUTS

Big Game	\$75.00	Money Pastime	\$150.00
Charley Horse	60.50	Track Time '37	22.50
Four Balls	250.00	Track Time '35	66.00
Jumbo Parade, P.D.	75.00	Trade Entry	105.50
Lucky Luck	125.00	Free Service, Omaha	99.50

MILLS THRONE OF MUSIC, \$125.00 • MILLS EMPRESS, \$150.00

178 with all orders, Bal. C. O. D. WE HAVE MANY MORE MACHINES ON HAND. ALSO COUNTER GAMES, ARCADE EQUIPMENT, PHONOGRAPHS AND SLOT MACHINES OF ALL TYPES—WRITE FOR COMPLETE LIST TODAY!

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Really NEW, better looking, sturdy, 12" x 12" x 12" with 12" x 12" x 12" top. Write for Details!

QUALITY Is the Only Safe Economy!

Patrol	\$54.50	Wurlitzer 610, Re-equipped	\$79.50
Silver Blazes	29.00	Wurlitzer 610A	64.50
Madison '41	52.00	Wurlitzer Counter	
Speedball	47.50	Model 67	84.50

977 EACH OR 3 FOR \$481

Lens Star, Polo, Rosalind, 3 Colors, Upright, Cocktail, Grammer, Jolly.

Credit to Responsible Ops • Write for National's "Newsrite."

American Phonograph Trading Center
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CLOSE OUT BARGAINS!!

25 12 Jennings Dimes, Double Jacks, \$18.00 Ea.	1 Paroq Roomost	\$30.00
15 12 Jennings Dimes, Triple Jacks, 22.00 Ea.	1 Baby Club House	24.00
2 Greyhound Quipping Dimeless	1 Bronx Hy-a-Biddy	35.00
1 Baby, Dark Horse	1 Bronx, Payout Phonograph	39.00

WRITE, WIRE OR PHONE YOUR ORDER TODAY! 173 Dimeist, Balance C. O. D.

SEIDEN DISTRIBUTING CO., 1230 BROADWAY, ALBANY, N. Y.
 All Phones 4-2109

Evans Reveals Mystery Game

CHICAGO, Nov. 20 (MR).—Back in August," reports R. W. (Dick) Hood, "the grapevine buzzed about a new mystery game being produced in the H. O. Evans & Company plant. An article appeared in the columns of *The Billboard* August 30, an avalanche of inquiries followed, but we were not ready then. After giving the game every conceivable test we are now ready to announce Evans' Casino Bell.

"Casino Bell is a new-type single-coin drop head console, with variable multiple play from one to five, which has been well received. Casino Bell is slated for

immediate quantity production. The game offers changing mystery odds, and the player may insert up to five coins before playing, in order to better his odds."

"Casino Bell is the answer to the problem of mounting operating costs which harrass operators these days," says Rex Shriver, official of Evans. "It provides them with a fast multiple money-maker with the earning power of five separate machines, yet requiring only the investment of a single machine.

"It is housed in a beautiful ultra-modern walnut cabinet of rugged, sturdy appearance. As the player deposits his coin mystery odds come up, indicating the payout for winners. By inserting another coin before playing, new mystery odds come up, which may be much higher, at the same time doubling the payouts indicated and so give the player a chance at bigger awards."

Hood, president of the company, summed it up in these words: "Casino Bell is Evans' contribution to put operators in a position to meet the needs of the day, of one investment, one-over-head game, occupying little location space but providing the earning capacity and appeal of up to five separate machines. With this game operators can be assured of collections in line with higher operating costs."

Genco's Victory Hailed as Hit

CHICAGO, Nov. 20 (MR).—Officials of Genco Manufacturing Company announce that its new game, Victory, has gone over the top in sales.

"We're being deluged with calls of the most insistent nature for deliveries on Victory," said Dave Gensburg. "It's been a long time since there has been a stand-out hit like Victory, and I want to take this opportunity of pledging our every effort in complying with the demand for more and more shipments."

Bert Lane, head of Seaboard Sales, New York, reports: "Victory has rung up a new sales record. I have never seen so fine a game. Operators in the East are unanimous in their opinion that Victory will be one of the biggest hits of the year."

Bankruptcy

NEW YORK, Nov. 20.—The Mechanical Manufacturing Corporation, manufacturer of coin-operated motion picture devices, filed a voluntary petition for reorganization under Chapter 10 of the Bankruptcy Act November 18, listing assets of \$63,786, and liabilities of \$44,536. Assets consist of machinery, equipment and debts due on royalties.

No list of creditors has been filed. Judge William Bondy approved the continuation of the company in charge of its business until January 10, 1942, and set a creditors' hearing date for December 10.

FREE-PLAY CONSOLE BELL

FREE PLAYS

SHOW ON DIAL

NEW

BIG GAME

This is a Free-Play Game with no payout



With a meter to register the amusement score



FURNISHED WITH ANIMAL HEAD STRIPS OR FRUIT REEL STRIPS



Built with Mystery Cash Payout With Token Jackpot



Height 42½ in.
Width 22 in.
Depth 23½ in.
Weight 134 Lbs.



1c-5c-10c-25c Play



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Write for circulars and prices

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OH! DOCTOR



What a NURSE! And What a BOARD!

"Doctor's Orders" were never easier to take. Put new life in any location. A gorgeously colored litho-art Die-Cut. Double step-up with \$30 top award. 45% payout. Order now! Immediate shipment.

DOCTOR'S ORDERS

No. 31414 5¢ Play 1000 Moves
Takes in \$54.00 Avg. Payout \$24.56
Average Gross Profit . . . \$29.44

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1413 W. JACKSON BLVD. CHICAGO, ILL.

IMMEDIATE DELIVERY

GROETCHEN'S COLUMBIA BELLS



All models of famous COLUMBIA BELLS available for instant shipment. Goldward Cigarette Bell with rear payout . . . Twin Jackpot Bell . . . Club Chrome Model, etc. Write, phone or wire for prices of low cost COLUMBIA BELLS today—while supply lasts.

PRICES: Columbia Bells will be subject to an increase of approximately 10% to take effect on or before December 5th.

AMERICAN CIGARETTE MACHINE CO.

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QUALITY SPEAKS FOR ITSELF

FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY
A.B.C. Model \$34.50	Dumb Hand \$24.50	O'Boy \$14.00
1941 Major \$7.50	Powerhouse \$22.50	Big Show \$14.00
Grandstand \$8.50	Landscape \$21.50	Follies \$14.00
Attention \$9.50	Sports \$20.50	Mr. Chief \$12.00
Pickup \$10.50	Vacation \$18.50	Smoking Alley \$12.00
Myke \$10.50	Mexico \$18.50	On Deck \$12.00
Prize \$12.50	Jolly \$17.50	Wagon \$12.00
Gold Star \$23.50	Yacht Club \$17.50	Ocean Park \$12.00
Big Chief \$25.50	Red-Hot \$16.00	Kew-E-Ball \$12.00
Chasing \$27.50	Double Feature \$15.00	Picnic \$12.00
Bandstand \$28.50	Pinwheel \$14.00	Temper \$12.00

1/3 Deposit With Order—Balance C. O. D.

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SPECIAL 1941 MILLS ORIGINAL CHROME BELLS \$119.50
LIKE NEW—SERIALS 450,000

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Bally High Hand, Like New \$148.50	Mills Four Balls \$239.50
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Bally Record Time 79.50	Watling Big Game 79.50
Bally Sport Society 79.50	Bally Pace Master 79.50
Western Big Prize, 1 Coin Multiple 69.50	Bally Grand Stand 69.50
DeLuxe Truck 64.50	Repat. Flash 69.50
Bally Gold Quest 29.50	Bally Yacht Club 49.50
Mills 1930 1-5-3 29.50	Bally Sport Page 09.50
PHONOGRAPHS	HOT MACHINES
Rock-Ola 1930 De Luxe \$139.50	Jennings Lane 1941 Silver Model \$109.50
Mills 1940 Super Chrome 139.50	Mills Game Ball, Like Model 04.50
Rock-Ola 1935 Standard 129.50	Groetchen 1941 Chrome Balls 39.50
Rock-Ola Imperial 89.50	Jennings Silver Chief 49.50
Whisper \$10, Rembrandt 49.50	Mills Blue Prints, Serial 400,000 49.50
Mills Scepter 39.50	Jennings Chief, New Chrome Finish 49.50
Rock-Ola Rhythm Master, 1st 39.50	Mills Like Blue & Gold Vase Payout 39.50
Rock-Ola Rhythm King, 1st 39.50	Mills Q.T.'s 39.50

Terms: 1/3 Cash Deposit With Order, Balance C. O. D.

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FREE PLAY GAMES—REAL VALUES—READY FOR IMMEDIATE SHIPMENT

Target Bell \$44.50	Room Tavern \$27.50	Four Star \$29.50
Red, White, Blue \$23.50	Sea Hunt \$27.50	Phonograph \$30.00
Wow \$29.50	Large Under \$29.50	Fun American \$49.50
Ship \$27.50	Smart Beach \$29.50	Prize \$49.50
Service \$27.50	Hi-Toner \$29.50	Whisper \$49.50
Major \$27.50	Legionaire \$40.00	Temper \$49.50
The Zoo \$27.50	Duplex \$42.50	Whisper \$49.50
Double Play \$27.50	Zamboni \$42.50	Whisper \$49.50
West Wind \$27.50	Hi-Max \$42.50	Whisper \$49.50

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TODAY--RIGHT THIS MINUTE--
YOUR CHANCE FOR PERMANENT
PROFITS WITH MUTOSCOPE'S
TIME - TESTED, ALL - TIME
MONEYMAKERS! Order all you
can, WHILE you can!

NO LOCATION TAX!!



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IMMEDIATE DELIVERY

**INTERNATIONAL
MUTOSCOPE REEL CO., Inc.**

PENNY ARCADE HEADQUARTERS
SINCE 1895.

44-08 11th St., Long Island City, N. Y.



VISITING THE SEEBURG OFFICES Ben Bernis, the old maestro, autograph his latest disk-release, "Freddy Cat," for Phyllis Respekti, a Seeburg model. (MR)

Recording Firms, Orchestras Get Set for 1942 Coinmen's Conclave

Five disk firms to exhibit
—ork leaders to welcome
conventioners

CHICAGO, Nov. 20.—Five record firms have already signed for space at the 1942 Coin Machine Convention," reports J. A. Ollmore, secretary-manager of Coin Machine Industries, Inc. Altho the names of the recording firms have not been released, it is assumed they include the big three, RCA-Victor, Columbia and Decca.

Not only will the music world be represented by recording companies, but a number of orchestras have signified their desire to be represented at the show thru inquiries as to space available in convention exhibition-halls. At the 1941 conclave the only orchestra leader represented on the exhibit floor was Abe Lyman, with Harry Weinstein, his personal representative, in the booth.

Record Stars, Execs Attend

Some of the recording stars who were in attendance at the 1941 convention were Gene Krupa, Lawrence Welk, Dick Todd, Jane Walton, Dick Jurgens, Gray Gordon and Art Kassel. Others connected with the recording world present at the convention were Jack Williams, RCA; Eddie Chase, Station WGN, Chicago; Wayne Varnum, Columbia; Bob Sampson, Columbia Chicago distributor; Will Jurgens, brother of Dick Jurgens, orchestra leader; Jack Hein, Joe Lucas, Harry Victor, Monroe Pasala, Jack Strong, Varr Dain, Chris Christman and Earl Brewer, all of Columbia; Sellman Schulz, Sydney Goldberg, Clarence Goldberg, Paul Cohen, William Ginsman, Mike Kurian, Paul Foss and Shern Weiner, all of Decca; Harold Knapp, Phil Gustafson, Walter Moreland, Curt Bokascha, Henry Kaaner, Herb Hendler, Frank Emeru and Alex Bard, all of RCA-Victor, and Totos Demetriades, of Standard Records.

That the recording companies and orchestra leaders are interested in the Coin Machine Convention is attested to

by the attendance of these stellar lights of the recording field. Another testimonial to the interest of the recording world in the phono business is the annual Talent and Tunes Supplement to The Billboard. For three years the importance of this special issue has been growing. Last September an outstanding issue was presented, tying in the coin machines and recording worlds, with practically every recording band and artist represented. In fact the third edition of this annual supplement was more than twice the size of the supplement published in 1938.

Orks Play for Coinmen

At previous conventions name orchestras have played for the entertainment of coinmen at special luncheon and get-together breakfasts. The mutual interest between coinmen and recording talent usually bred many "bull" sessions, wherein each gained a greater knowledge as to the other's business. Recording artists learned just what coinmen wanted for automatic phonographs and coinmen learned the ins and outs and why of recording, adding to their store of musical knowledge.

**Gilmore Says:
"Don't Try It"**

CHICAGO, Nov. 20.—"Every hotel reservation for the 1942 Coin Machine Convention at Hotel Sherman here is carefully scanned by the hotel manager and the convention manager to prevent exhibits in rooms by persons who are not exhibiting in the convention," declares Jim Ollmore, CMI official.

"As is the usual custom, anyone found exhibiting anything in his room in Hotel Sherman who is not exhibiting in the exhibit-halls will have such exhibit peremptorily removed and held for him until the closing of the show.

"To avoid trouble and embarrassment—Don't try it."

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, 3 1/2" FIGHTER, DRIVE-MOBILE, ACE BOMBER, PHMCM-A, BAG, LIFT-O-GRAM, FORTUNE TELLING MACHINES, BIGGERS, 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

Philadelphia

PHILADELPHIA, Nov. 20.—John Berolin, head of Berlo Vending Company, has been elevated to the board of chairman (directors), of the local Variety Club, Tent No. 13.

Dorothy Lerner, wife of Sam Lerner, head of Stanley Music & Amusement Company, has the well wishes of the industry in her new business enterprise. She will open a swank mirror, furniture and decorative accessories shop in the central city district.

Matthew B. Bron, local attorney, filed a petition for a charter with the State Department last week for a new music machine operation to be known as Play-a-Tune, Inc.

Another movie-coin machine operator has entered the local field in Oak Lane's Samuel Beroff. He will operate as the Phono-Vue Company of Pennsylvania, with offices in the Bankers' Securities Building.

The new month brings another new music machine operator into the local field in George W. O'Brien. He will operate as the O'Brien Music Company, with offices in the Pennfield Building.

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THREE EXPERIENCED
PAYTABLE AND SLOT
MECHANICS

Only experienced need apply. Wire or call us.

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- Grand Nationals\$65.00
- Thistle-down\$35.00
- Grand Strands\$45.00
- Dead Heat\$35.00
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1/2 Deposit, Balance C. O. D.

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340 CHESTNUT ST.
SPRINGFIELD, MASS.

IMMEDIATE DELIVERIES ON

KEENEY'S

**SUPER BELLS, CLOVER AND
SUBMARINE GUNS**

- 28 Northwestern Justice, Pearl:
- 200 Columbus Pearl Vendor, Pearl:
- 18 Northwestern 32 Ball Gun
- 18 Northwestern 32 Ball Gun
- 18 Northwestern 32 Ball Gun
- 2 Northwestern Deluxe Triflectors

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2025 Prospect Avenue CLEVELAND, OHIO

EXPERT

SERVICE & REPAIR
SLOTS, CONSOLES, PIN TABLES and ARCADE EQUIPMENT serviced by expert factory-trained mechanics. Write for particulars, BOX 504, The Billboard, Ashland Bldg., Chicago.



UNDER GUIDANCE OF FOREST E. TEETER, Wurlitzer service instructor, gentlemen representing Wurlitzer, music merchants and distributors from all over the nation are periodically visiting the Wurlitzer plant for service instructions. A typical group above is composed of, left to right, Frank Allard, representing Kemmons Wilson, Memphis; Phil Smith, Coin Amusement Company, Olean, N. Y.; Joe Pouthier, Pouthier Bros., Buffalo; Arthur Coughlin, General Coin Machine Company, Buffalo, and Anthony DeLo, General Automat Company, Altoona, Pa. Teeter stands at the right. (MR)



Place a Bet on Mills 4 Bells



Manufactured by
Mills Novelty Co.,
Chicago

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Distributors

SPECIAL!!!!
Guaranteed Like New
MILLS LATE MODEL JUMBO PARADE, Cash—Check Model \$89.50
SALLY Royal Flush \$69.50
JENNINGS Good Luck 39.50
WE HAVE EVERY TYPE OF COIN OPERATED MACHINES, NEW OR USED. WRITE FOR PRICE LISTS AND CIRCULARS.
SICKING, INC.
1401 CENTRAL PKWY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.

Kicker-Catcher A-1 With Trade

CHICAGO, Nov. 29. (MR).—"Death and taxes, as the old saying goes, may be the surest things in life—but Kicker-and-Catcher has put the bee on both as far as operators' profits are concerned," say officials of Baker Novelty Company. "Orders are pouring in on this Baker counter game, partly because of the tremendous public interest in entertainment today and partly because of Kicker-and-Catcher's timeliness. This little machine is showing terrific earnings at the same time it enjoys an exceptionally low defense tax."

"Kicker-and-Catcher helps operators hold their locations and at the same time make a substantial profit from a small investment. We urge the trade to get their orders in early so that all may have their chance at the holiday earnings that are getting nearer every day. We assure you Baker will turn out Kicker-and-Catcher to suit any demand."

Johnson Machines Now Being Shipped

CHICAGO, Nov. 29 (MR).—"My new brute strength-tester is being made as fast as we can turn them out," reports Jimmy Johnson. "When the news started around about it many operators and distributors were noncommittal. However, as soon as they saw the machine itself, with its fool-proof works, they were highly enthused."

"Quantity shipments are already going forward to distributors from Coast to Coast and our distributor set-up is almost complete."

Al Stern Digs Into Work After Vacation in Ark.

CHICAGO, Nov. 29 (DR).—"Nothing like a little rest and change of scenery to renew a man's pep and energy," says Al Stern, of Monarch Coin Machine Company, Chicago, just returned from Hot Springs. Stern points out the advantages of buying at this time. "It's the same wherever you go," he declares. "Now, more than ever before, machines must be in top-notch shape to deliver real service and satisfaction."

"Just like a vacation can rejuvenate a man, so the right reconditioning rejuvenates a machine, restores its functions, its appearance, its flash and appeal, all of which gives the operator the service and satisfaction to which he is entitled. Recognizing this, we have repeatedly emphasized that clean, late model machines reconditioned the Monarch way are the best assurance we know of to hold locations and keep top collections rolling in. At Monarch, our strict rule is that every machine must be in A-1 shape before it goes shipped."

Reconditioned
FREE PLAY GAMES

Amabel	\$12.50	Line Light	\$17.50
Big Town	12.50	Use-o-Card	17.50
Brookcast	23.00	Wairo	24.50
Big League	15.00	Wairo '41	29.50
Big Chief	29.50	Wyrilo	29.50
Band Wagon	22.50	Wassol	19.50
Big Time	20.50	Progress	17.50
Crossing	10.50	Playball	25.50
Dial	10.50	Punch	16.50
Formation	17.50	Punchhouse	17.50
Flack	10.50	Red, Wh. & Bl.	29.50
Fox Hunt	15.00	Star Attraction	65.50
Flicker	20.50	Top Line	19.50
Gold Star	20.50	Wairo	27.50
Glamour	12.50	Star	27.50
Happy	15.00	Wairo	27.50
Lead-Up	15.00	Yacht Club	15.00
Leader	21.50	Big Zoo	65.00
Lead-Off	28.50	Zombi	27.50
Lancelade	17.50	Baby Alley	24.50

173 DePaul—Balance C. O. D.
J. H. WINFIELD CO.
1018 Main Street, Buffalo, New York

ATTENTION MISSOURI OPERATORS
NO DOWN PAYMENT REQUIRED ON MILLS PANORAM SOUNDIES.
12 to 21 Months To Pay.
This Offer Expires Dec. 31, 1941.
SEE US OR WRITE FOR FULL PARTICULARS
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MILLS PHONOGRAPHS BELLS TABLES
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KEYSTONE NOVELTY & MFG. CO.
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Out in Front
BIG NEW BOARD

DERBY WINNER... Here's the star entry in the SUPERIOR Sweepstakes... 1200 holes... 5¢ per sale... Daily Double symbols... Takes in \$60.00... Total average payout is \$30.34... Total average profit is \$29.66... EXTRA-THICK DIE-CUT BOARD.

DERBY WINNER'S
5 DERBY WINNER'S
2-21-37-25
10-5-21
5

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

YEAR END CLOSE-OUTS
5 BALL FREE PLAY—ONLY

Big Show	\$15.00	Like Us	\$22.50	Volvo	\$22.50
Swinging Arms	15.00	Punches	42.50	Wildcat	45.00
Bally Footballs	22.50	Shore Cards	27.50		
Four Balls	40.00	Short Stop	21.50		
Gold Stars	21.50	Sports	22.50		
Money Orders	22.50	Urns	45.00		

Revised game cleaned—parts refinishing—checked by expert mechanics—sent in perfect order.
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Sports Parade	\$27.50	Wool Fire	\$26.00
Wells Fish	50.00	Wishes	18.50
Salute	30.00	Sea Hunt	25.50
Wairo '41	45.00	Four Trees	30.00
Stars	25.00	Billy Gates	35.00
Hy-Dine	40.00	Pan American	41.50
City Red	22.50	Big Town	12.00

CASH WAITING!
for WURLITZER 312 and 316 and all other used game equipment. Send us your list today!
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ATLANTIC VENDING CO., 659 Atlantic Ave., Brooklyn, N. Y.

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KICKER and CATCHER

100% NEW!
100% MECHANICAL!
100% SKILL!
100% LEGAL!

Brilliant, original playing action entirely under player's control. A knock-out for competitive play—loaded with "come-on" features—entirely mechanical—no wires—no batteries.

\$10 TAX
PENNY PLAY
\$29.75

F. O. B. Chicago

BAKER'S PACERS
3-Coin Money Meter
NO TAX
AND WORTH IT!



Ideal for Arcades!

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Factory Sales Representative

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- INTERNATIONAL SKYFIGHTERS \$179.50
- MILLS' ZEPHYRS Sluggo, Mutiselector, newly refinished in Marbl-glo 39.50
- ROCK-OLA 1939—DELUXE in Marbl-glo with adaptor and 8 Wall Boxes and 1 Bar Box 269.50
- ROCK-OLA 1939 COUNTER MODEL with Built-in Speaker 89.50
- BALLY HIGH HAND, Cash Payout \$179.50
- ROCK-OLA 1940 JUNIOR MODEL with Speaker in Stand \$109.50
- WURLITZER COUNTER MODEL 51 49.50
- WURLITZER COUNTER MODEL 61 79.50
- MILLS' FOUR BELLS, Like New 249.50

SOUTHERN AUTOMATIC MUSIC COMPANY
542 S. SECOND STREET LOUISVILLE, KENTUCKY

WRITE FOR OUR NEW PRICE LIST OF OVER 1,000 FREE PLAYS, PAYTABLES AND CONSOLES

GRAND NATIONAL SALES CO.

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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.



AT UPPER LEFT MRS. JOE SASBEE, LITTLE ROCK, ARK., operator, poses with Wally Sipple (left), DuGreiner Southern representative, and Ely Glassgold, DuGreiner sales manager, after placing an additional order for Champion cigarette merchandiser. At the right Mrs. Sasbee and her secretary, Cecil Goodman, tote the day's earnings from their routes. At the lower left Marjorie Bolvin, head waitress at Buck's Tavern, poses in front of the Champion cigarette merchandiser installed by Mrs. Sasbee. The final panel shows Mrs. Sasbee and her daughter, Becky, with Wally Sipple in the center.

Spot-a-Card Takes Sol Gottlieb East

CHICAGO, Nov. 20 (MR).—Whether it's the refreshing news that Spot-a-Card injects into the card appeal that has inspired the mounting demand for this hit, or the all-around merits of the game itself, we can't say, comment officials of D. Gottlieb & Company, "but so persistent is the demand among Eastern operators and distributors that Sol Gottlieb is making his Eastern rounds with all possible speed this trip."

"I've never seen anything to compare with the rush to Spot-a-Card," reports Gottlieb, "but when you consider what a smash success its predecessors have been having on the Atlantic seaboard, Spot-a-Card's popularity among players and cashmen alike is to be expected. Even the Spot-a-Card's playing principles and mechanism have been proved over and over in the past, we never anticipated such a downpour of prizes and pleas for speedy delivery as Spot-a-Card has aroused."

Super Bell Consoles Keep Keeney Busy

CHICAGO, Nov. 20 (MR).—"I've been constantly between two fires," states Bill Ryan, general manager of J. H. Keeney & Company. "The distributors and operators on one hand are constantly pressing me for more Super Bell consoles in all three models, and the production department at the factory is yelping for a chance to catch its breath."

"To top things off," said Ryan, "the new Submarine gun that we introduced a week ago is such a success that we are constantly a few days behind in filling orders. Operators who were lucky to get the first guns off our production lines have been enthusiastic about the performance and earnings of the gun. It seems that we hit on a real idea when we eliminated the make-believe element in guns and produced one that gives the player the real McCoy."

"Never before have we been so busy on different items at the same time. With the success of our Super Bell consoles acknowledged by everyone, and the definite progress of our gun, we have definitely entered a new era of manufacturing."

Automatic Games Scopes Now Ready

CHICAGO, Nov. 20 (MR).—H. F. Burt, official of Automatic Games here, reports that thru co-operation with the defense program in the elimination of strategic defense materials, they have been able to effect savings on the new model View-a-Scopes. "Many new improvements and operating advantages have been incorporated in the forthcoming

ing 1942 models," declares Burt.

"Automatic Games is introducing another girl picture machine," Burt continued, "the new 10-play Peek Show which gets 10 pennies from almost every player. Peek Show is small enough for bar or counter use. Finally, it fits admirably into any arcade. The machines use 10 actual art pages of live models on film mounted in 2 by 2-inch Kodachrome holders."

"Automatic Games has in stock several hundred glamorous art model poses in black and white. We also have them in color at extra cost," Burt continued. "In addition, the operator can use his own stage Kodachromes in Peek Show." Burt revealed that Peek Show will be introduced December 18.

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Chi Coin Reports New Skill Machine

CHICAGO, Nov. 29 (MR).—There has persisted a rumor that the Chicago Coin Machine Company would bring out a new type of skill machine, and now we are ready to confirm that rumor," declares Sam Wolberg and Sam Gansburg, officials of the firm.

"Many months ago we foresaw the need for a new type of amusement game. We carefully analyzed the field and determined to develop a long-life machine that would be a consistent money-maker and yet fill the requirements of the strictly amusement machine operator.

"The Chicago Coin engineering department discarded all the present ideas and carefully nursed along a brand-new idea. A test model, just for the playing appeal was made up and shipped out for a three test, proving a definite success.

"We then turned the problem over to one of the foremost cabinet designers and the finished job surpassed all expectations.

"Quietly, for the past few weeks, we have had several machines on every type of location for earning tests. The results have been so amazing that we asked for and received sworn statements as to the results.

"A cigar store in a hotel lobby did twice as well with our machine as it did with any other device. An arcade location reported that our new game did an unexpected business. A cocktail lounge location reported that not only were the earnings highly satisfactory, but that it kept the crowds at the location and it therefore was instrumental in improving his general business.

"Several prominent distributors have seen the machine in our showroom. They all agree that Chicago Coin has a definite winner and the operators a positive money maker."

London

LONDON, Nov. 16.—Their building destroyed, Roman Catholics of Llanfairfechan, Wales, are celebrating Sunday Mass in a Sportland. Used for normal purposes during the week, machines are covered for the service. Guns are removed from the shooting range, the counter of which, covered with a black cloth on which stand the Crucifix and candles, serves as altar. The Sportland belongs to Robin Gubay, British agent for Rock-Ola phonographs, shortly to be joined in the Royal Air Force by brother Jack, associated with Wurlitzer.

Thanks to loan of space by British American Novelty Company, victim of German air bombing, Charlie Ahrens has been able to resume production of spare parts. Most of these, in a spirit of reciprocity, go to British American Novelty.

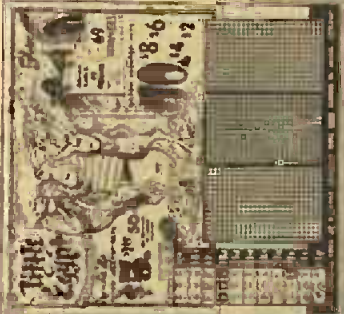
Members of Amusement Caterers' Association, attending extraordinary general meeting in London recently, were entertained to a wartime dinner. The association reports a membership in excess of last year, those dropped out thru war calls being replaced by newcomers free from national service demands.

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EVERY
HEAD**

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- PHONOGRAPHS**
- | | | |
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| Wills De-Ro III | | \$4.50 |
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JACK KAY, of Acc Yending, New-
ark, N. J., pictured at his desk re-
ceiving a large order for used games
from Little Rock, Ark. (DR)

Big Parade



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| 1200 Hole, F-5275, Horras at | 5.23 |
| 800 Hole, F-5270, Pocket Dice at | 2.52 |
| 720 Hole, F-5255, Pocket Jack at | 2.48 |
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| Big | 14.50 | Powerhouse | 12.50 | See Hand | 24.50 |
| Big | 18.50 | Star | 12.50 | See Hand | 24.50 |
| Big | 12.50 | Star | 12.50 | See Hand | 24.50 |
| Big | 12.50 | Star | 12.50 | See Hand | 24.50 |

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*Can be set for single-coin operation.

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HOAGY CARMICHAEL, songwriter, is appearing in several RGM productions for Milt Panoram. He plays and sings two of his biggest hits, "Stardust" and "Lazy Bones." (MR)

Club Bells Sales Set Bally Records

CHICAGO, Nov. 29 (MR).—Bally's Club Bells, multiple console bell, broke two records in one month, according to George Jenkins, Bally Manufacturing Company general sales manager. "In the first place," Jenkins explained, "thanks to the wild-fire demand for Club Bells, November was the biggest month in Bally history as far as console sales are concerned. That's one record.

"The other record broken by Club Bells is the volume of orders booked during the first two weeks following announcement. I don't know of any other console which has attained such an instantaneous demand. Despite the fact that the greater part of our facilities have been turned over to Club Bells production we can't keep up with the demand.

Reports from the field prove that enthusiasm for Club Bells is more than justified by performance. The beauty of the machine gets immediate attention and starts the play. From then on it's a matter of repeat play, piling up the

collections. Club Bells is definitely the machine that brings the bell idea up to date and assures the operator the kind of income he needs to take care of the increased cost of doing business."

Extra Service Offered By Southern Automatic

LOUISVILLE, Nov. 29 (MR).—"Southern Automatic Music Company is offering a real service to all operators," reports Leo Weinberger, firm official. "Our offices in Louisville, Cincinnati, Indianapolis, and Nashville invite operators and servicemen to consult Southern's experts whenever confronted with a service problem which defies their efforts.

"Inasmuch as the Southern organization employs expert technicians fully familiar with all types of automatic equipment, these technicians can solve all mechanical troubles.

"All the servicemen has to do is explain the problem that confronts him and a Southern technician will give him detailed information on how to fix the machine. This service is free and places the serviceman under no obligation whatsoever."

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ALL ONE PIECE UNIT

Quickly knocked down to 3 units for easy handling . . . mechanical, electrical action, no compressed air. Rising, ducking target goes back and forth. New time indicator. Up to 250 ACTUAL shots.

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IT PAYS TO OPERATE THE BEST!

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THAT'S WHY THESE KEENEY CONSOLES ARE SOLD ON A 15 DAY MONEY BACK GUARANTEE!

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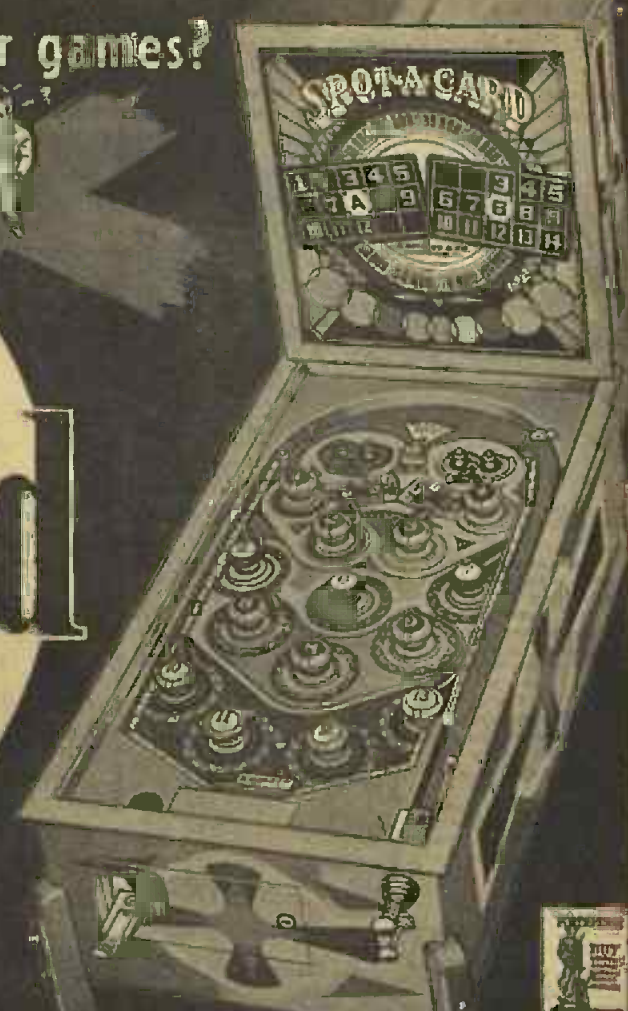
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**General Takes
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BALTIMORE, Nov. 29 (DR).—General Vending Service Company has taken over the three-story building next door to its present quarters. All three floors will be used for repair departments and storage space, it is reported.

The three partners of the firm, Irvin Hummerfeld, George Goldmah and Harry Hoffman report they have been squeezed for space for some time and the problem is solved by the acquisition of the building next door.

The building will give the firm 50 per cent additional space and make possible an attractive showroom and office arrangement on the present first floor. The move will also speed up shipments and facilitate repair work, the management states, and they will continue to offer the same fine service and co-operation that has marked their work in the past.



NOBLE SISSE, leader of the orchestra at Billy Rose's Diamond Horseshoe, New York, thanking Barney (Shaggy) Superman, of Newark, N. J., regional sales manager for Buckley Music Systems, for his pledge to purchase a quantity of Noble's new recordings. (MR)

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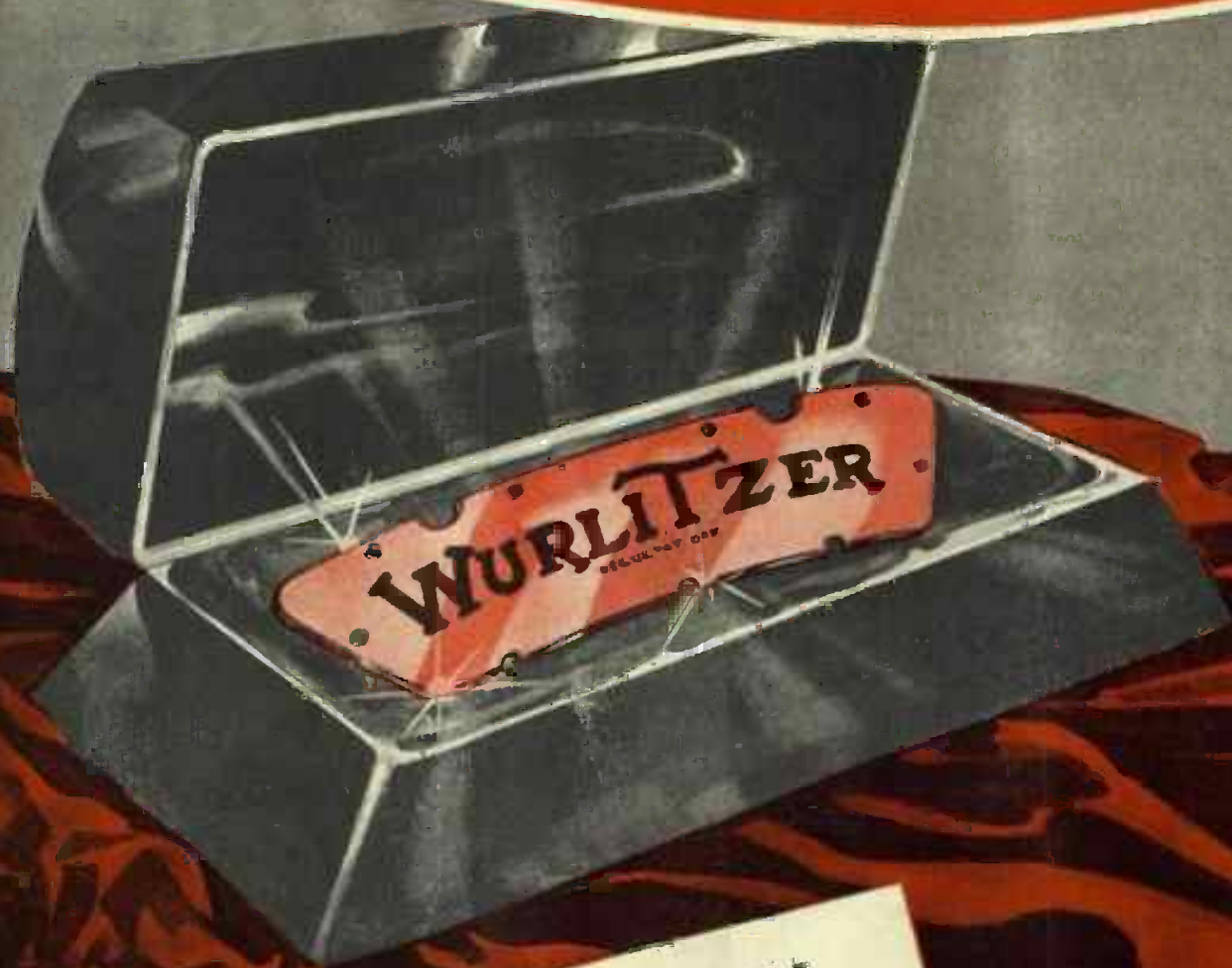
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